



# **NEHRU ARTS AND SCIENCE COLLEGE**

(An Autonomous Institution affiliated to Bharathiar University)

(Reaccredited with “A” Grade by NAAC, ISO 9001:2015 & 14001:2004 Certified)

Recognized by UGC with 2(f) & 12(B), Under Star College Scheme by DBT, Govt. of India)

Nehru Gardens, Thirumalayampalayam, Coimbatore - 641 105, Tamil Nadu.



## **REGULATIONS, CURRICULUM & SYLLABUS**

### **B.B.A. COMPUTER APPLICATION**



**Effective from 2022 - 2023**



**SCHOOL OF MANAGEMENT**  
**BBA COMPUTER APPLICATION**  
**BATCH 2022-2025**  
**PROGRAMME OUTCOMES**

<b>PO1</b>	<b>Critical Thinking</b>	Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment.
<b>PO2</b>	<b>Usage Of Technology</b>	Efficient team leaders, effective communicators and capable of working in multi- disciplinary environment following ethical values.
<b>PO3</b>	<b>Effective Communication</b>	Identify evaluates, analyze, interpret and apply information to address problems and make decisions in a business context.
<b>PO4</b>	<b>Environment And Sustainability</b>	Communicate in a business context in a clear, concise, coherent and professional manner.
<b>PO5</b>	<b>Individual And Team Work</b>	Apply business discipline knowledge in an integrative manner to business problems.
<b>PO6</b>	<b>Ethics And Values</b>	Demonstrate the understanding and ability to apply professional standards, theory, and research to address business problems within specific concentrations and an understanding of the law and its application to business
<b>PO7</b>	<b>Social Interactions</b>	Function effectively as an individual and as a member or leader in diverse teams, and in multidisciplinary settings.
<b>PO8</b>	<b>Life Long Learning</b>	Capable of adapting to new technologies and constantly upgrades their skills with an attitude towards lifelong learning

**PROGRAMME SPECIFIC OUTCOMES (PSOs)**

<b>PSO1</b>	Demonstrate functional knowledge of Computer Application in broad based business areas.
<b>PSO2</b>	Equip the students to develop computational and programming skills so as to make them competent to identify a career in IT and ITES business sectors.
<b>PSO3</b>	Enable the students to understand the societal needs and identify their role in domain specific areas.
<b>PSO4</b>	Communicate in a variety of domains, including writing, speaking, listening and reading, while respecting the impact of technology on effective communication.
<b>PSO5</b>	Analyze socio-political-economic environment of business organizations and Develop Lifelong learning



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## Scheme of Examination

**Programme Name: BBA COMPUTER APPLICATION**

**Programme Code : UBC**

(Applicable to the students admitted during the year 2022-2023 onwards)

Semester	Part	Sub. Code	Name of the Subject	Instruction hours / week	Duration of Examination	Examination Marks			Credits
						CIA	ESE	Total	
I	I	22U1TAM101/ 22U1HIN101 / 22U1MAL101/ 22U1FRN101	Elanthamizh Rachnathmak Hindi Kadhayum Samskaravum Le Français Fondamental – I	5	3	50	50	100	4
	II	22U2ENG101	Professional English I	5	3	50	50	100	4
	III	22U3BMC101	Core Paper – I Principles of Management	5	3	50	50	100	4
		22U3BMC102	Core Paper – II Business Environment	6	3	50	50	100	4
		22U3MDA101	Allied Paper – I Mathematics for Management – I	6	3	50	50	100	4
	IV	21U4ENV101	*@ Ability Enhancement Compulsory Course Environmental Studies	2	3	50	-	50	2
		22U4HVV201	@ Value Education : Human Values and Yoga Practice	1	-	-	-	-	-
				<b>30</b>	-	-	-	<b>550</b>	<b>22</b>
II	I	22U1TAM202/ 22U1HIN202/ 22U1MAL202/ 22U1FRN202	Pienthamizh Sanchar Hindi Novelum Bhashapadanavum Le Français Fondamental – II	5	3	50	50	100	4
	II	22U2ENG202	Professional English II	5	3	50	50	100	4
	III	22U3BMC203	Core Paper – III Organisational Behaviour	5	3	50	50	100	4
		22U3BMC204	Core Paper – IV Economics for Executives	6	3	50	50	100	4
		22U3MDA202	Allied Paper – II Mathematics for Management – II	6	3	50	50	100	4
	IV	21U4HRC202	*@ Ability Enhancement Compulsory Course Human Rights and Constitution of India	2	3	50	-	50	2
		22U4HVV201	@ Value Education : Human Values and Yoga Practice	1	2	50	-	50	2
				<b>30</b>	-	-	-	<b>600</b>	<b>24</b>

III	I	22U1THA303/ 22U1HND303/ 22U1MLA303/ 22U1FEN303	Narunthamizh Prernathmak Hindi Sanchaara Saahithyam Le Français Preliminarie	3	3	30	45	75	3
	II	22U2ENG303	Communicative English – I	3	3	30	45	75	3
	III	22U3BMC305	Core Paper – V Accounting for Business	5	3	50	50	100	4
		22U3BMC306	Core Paper – VI Production and Inventory Management	4	3	50	50	100	4
		22U3BCC307	Core Paper – VII Internet and Web Page Design	4	3	50	50	100	4
		22U3BMA303	Allied Paper – III Business Law	4	3	30	45	75	3
	IV	22U4BMZ301	Skill Based Paper – I Business Correspondence (VivaVoce)	3	3	30	45	75	3
		22U4NM3BT1 / 22U4NM3AT1 / 22U4NM3CAF / 22U4NM3GST / 22U4NM3WRT	# @Basic Tamil – I / ##Advanced Tamil – I / * NME: Consumer Affairs / Gender Sensitization / Women’s Rights	2	2	50	50	2	
		SBOEC	Skill Based Open Elective Courses - Extra Departmental Course	2	3	-	50	50	2
		22U4CDVALC	Skill Enhancement- Add on Course – Institute Industry Linkage	-	-	-	-	-	-
				<b>30</b>	-	-	-	<b>700</b>	<b>28</b>
IV	I	22U1THA404/ 22U1HND404/ 22U1MLA404/ 22U1FEN404	Senthamizh Vaicharak Hindi Trisyakalayum Computarum LeFrançais Elementaire	3	3	30	45	75	3
	II	22U2ENG404	Communicative English – II	3	3	30	45	75	3
	III	22U3BMC408	Core Paper – VIII Marketing Management	6	3	50	50	100	4
		22U3BMC409	Core Paper – IX Financial Management	6	3	50	50	100	4
		22U3BCC410	Core Paper – X Python Programming	5	3	50	50	100	4
	IV	22U4BMZ402	Skill Based Paper – II: Insurance Principles and Practices	3	3	30	45	75	3
		22U4NM4BT2 / 22U4NM4AT2 / 22U4NM4GEN	# @Basic Tamil – II / ##Advanced Tamil – II / General Awareness	2	2	50	50	2	
		VBOE	Value Based Open Elective Courses – Intra School Course	2	3	-	50	50	2
		22U4CDVALC	Skill Enhancement Add on Course – Institute Industry Linkage	-	-	-	-	-	Gr ade
				<b>30</b>	-	-	-	<b>625</b>	<b>25</b>

V	III	22U3BMC511	Core Paper – XI Investment Analysis and Portfolio	6	3	50	50	100	4
		22U3BMC512	Core Paper – XII Human Resource Management	5	3	50	50	100	4
		22U3BCC513	Core Paper – XIII Computer Networks	6	3	50	50	100	4
		22U3BMA504	Allied Paper – IV Business Research Methods	5	3	50	50	100	4
		22U3BCE501/ 22U3BCE502/ 22U3BCE503	Discipline Specific Elective I	4	3	30	45	75	3
	IV	22U4BMZ503	Skill Based Paper – III Tally Practical	4	3	30	45	75	3
				<b>30</b>				<b>550</b>	<b>22</b>
VI	III	22U3BMC614	Core Paper – XIV Strategic Management	6	3	50	50	100	4
		22U3BCC615	Core Paper – XV RDMS and Oracle	6	3	50	50	100	4
		22U3BMV616	Project and Viva Voce	6	3	40	60	100	4
		22U3BCE604/ 22U3BCE605/ 22U3BCE606	Discipline Specific Elective II	4	3	30	45	75	3
		22U3BCE607/ 22U3BCE608/ 22U3BCE609	Discipline Specific Elective III	4	3	30	45	75	3
	IV	22U4BMZ604	Skill Based Paper – IV Campus to Corporate	4	3	30	45	75	3
	V	22U5EXT601	Extension Activities	-	-	50	-	50	2
				<b>30</b>				<b>575</b>	<b>23</b>
Total								<b>3600</b>	<b>144</b>
Additional Credit (Optional)		Semester II – VI							8 \$

# **Basic Tamil** – Students who have not studied Tamil up to 12<sup>th</sup> standard.

## **Advanced Tamil** – Students who have studied Tamil language up to 12<sup>th</sup> standard chosen other languages under part I of the UG programme but would like to advance their Tamil language skills.

\* **NME** – Student shall choose any one course out of three courses.

@ No End Semester Examinations. Only Continuous Internal Assessment (CIA)

\$ - Not included in Total marks & CGPA Calculation

\*\* Examination and Evaluation for value added course shall be conducted by the Industry and the marks shall be submitted to the Controller of Examination for the award of the degree.

**List of Discipline Specific Elective Papers (Choose any one of the paper):**

Elective Papers	Course Code	Group	Name of the Course
Elective Paper I	22U3BCE501	A	Intellectual Property Rights
	22U3BCE502	B	M-Commerce and Information Technology Services
	22U3BCE503	C	Consumer Behavior
Elective Paper II	22U3BCE604	A	Services Marketing
	22U3BCE605	B	Enterprise Resource Planning
	22U3BCE606	C	Brand Management
Elective Paper III	22U3BCE607	A	Rural Marketing
	22U3BCE608	B	Customer Value Management
	22U3BCE609	C	Entrepreneurship and Small Business Management

**Extra Departmental Course (EDC):**

S. No.	Semester	Course Code	Course Title
1	III	22U4BM3ED1	Entrepreneurship Development
2		22U4BM3ED2	Soft Skill Development

**Intra School Course offered by the Department to other Department Students (within the School):**

S. No	Course Code	Name of the Course
1	22U4VBOE01	Design Ecosystem
2	22U4VBOE02	Design Thinking
3	22U4VBOE03	Disaster Management
4	22U4VBOE04	Environmental Pollution and Waste Management (EMS)
5	22U4VBOE05	History of Ancient India
6	22U4VBOE06	Indian Knowledge System
7	22U4VBOE07	Principles of IPR
8	22U4VBOE08	Science, Society and Culture
9	22U4VBOE09	Community Engagement
10	22U4VBOE10	Emotional Intelligence
11	22U4VBOE11	Fundamentals of Tourism
12	22U4VBOE12	Health Education
13	22U4VBOE13	Media and Politics
14	22U4VBOE14	Positive Psychology and Work Life
15	22U4VBOE15	Professional Ethics
16	22U4VBOE16	The Science of Happiness
17	NCC	

- Students shall opt any course within their Schools.

NCC – Students who qualify NCC B Certificate Examination need not appear for these open Electives. The Credits shall be transferred.

**Self Study paper offered by School of Management:**

S. No.	Semester	Course code	Course Title
1	Semester II to V	22UBMSS01	Customer Relationship Management
2		22UBMSS02	Disaster Management

**Chairman**

**Board of Studies in Business Administration**

**Nehru Arts and Science College**

**Coimbatore**

Course Code	Title		
22U3BMC305	<b>Core Paper: V - Accounting for Business</b>		
Semester: III	Credits: 4	CIA: 50 Marks	ESE: 50 Marks
<b>(Common to BBA CA/ IB / LOGISTICS )</b>			
Course Objective	To impart working knowledge of Accounting concepts, detailed procedures and documentations involved in financial accounting system.		
Course Category	<b>Employability</b>		
Development Needs	National		
Course Description	Accounting Concepts and Conventions of Accounting		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Prepare financial statement in accordance with appropriate standards.	Lecture/ Case Study	Assignment
CO2	Identify and analyse the reason for the difference between cash book and passbook balances.	Lecture/ Role Play	Seminar
CO3	Equip with the knowledge of accounting process for the preparation of final accounts and balance sheet.	Lecture/ Peer Teaching	Seminar
CO4	Determine the value of depreciable assets.	Lecture/ Role Play	Assignment
CO5	Interpreting the business implications of financial statement information.	Lecture/ Group Discussion	Quiz
Offered by	<b>Business Administration</b>		
Course Content	<b>Instructional Hours / Week : 5</b>		
Unit	Description	Text Book	Chapters
I	<b>Accounting</b> -Meaning-Scope and Objectives-Types of Accounts - Basic terms used in Accounts-Accounting Concepts and Conventions of Accounting-Single and Double Entry System of Book keeping. <b>Preparation of Journal</b> -Ledger and Trial Balance- Classifications and Rectification of errors in Trial Balance.	1	1&2
<b>Instructional Hours</b>			<b>15 Hrs</b>
<b>Suggested Learning Methods : Video lectures</b>			
II	<b>Subsidiary Books</b> - Purchase Book-Sales Book, and Purchase Return book-Sales Return Book –Cash Book- Types of Cash Book <b>Bank Reconciliation Statement</b> -Meaning – Importance - Merits of BRS – Demerits of BRS - Preparation of Bank Reconciliation Statements	1,2	5,20,23,24
<b>Instructional Hours</b>			<b>15 Hrs</b>
<b>Suggested Learning Methods : Video lectures</b>			
III	<b>Final Accounts</b> - Trading Account. <b>Profit and Loss Account</b> - Balance Sheet with simple- Adjustment.	1	5,6
<b>Instructional Hours</b>			<b>15 Hrs</b>



<b>Suggested Learning Methods : Video lectures</b>													
<b>IV</b>	<b>Depreciation</b> – Meaning, Causes, Methods of Depreciation. Problems related to Straight line method and written down method										2	31,32	
<b>Instructional Hours</b>												<b>15 Hrs</b>	
<b>Suggested Learning Methods : Video lectures</b>													
<b>V</b>	<b>Accounts from Incomplete Record-</b> Ascertainment of Profit or Loss <b>Final Accounts of Non-Profit Organization-</b> Receipts and Payments account-Income and Expenditure Account-Balance Sheet.										1	19	
<b>Instructional Hours</b>												<b>15 Hrs</b>	
<b>Suggested Learning Methods : Video lectures</b>													
<b>Total Hours</b>												<b>75 Hrs</b>	
<b>Text Books</b>	1. T. S. Reddy & A. Murthy, <b>Financial Accounting</b> , Margham Publications, Chennai, 7th Revised Edition 2012. 2. Jain & Narang, <b>Financial Accounting</b> , Kalyani Publishers, Chennai, 3 <sup>rd</sup> Revised Edition 2017.												
<b>Reference Books</b>	1. M. C. Shukla & T. S. Grewal, <b>Advanced Accounting</b> , Volume II, S. Chand, 1st Edition Reprint 2016, New Delhi. 2. R.L Gupta & V. K. Gupta, <b>Advanced Accounting</b> , Sultan Chand, 13 <sup>th</sup> Edition 2016, New Delhi.												
<b>Web. URLs</b>	1. <a href="https://www.civildserviceindia.com/subject/Management/notes/financialaccounting.html">https://www.civildserviceindia.com/subject/Management/notes/financialaccounting.html</a> 2. <a href="https://www.taxmann.com/blogpost/2000001622/accounting-principles-andconcepts.aspx">https://www.taxmann.com/blogpost/2000001622/accounting-principles-andconcepts.aspx</a>												
<b>Tools for Assessment (50 Marks)</b>													
CIA I	CIA II	CIA III	Balance sheet Analysis			Seminar	Assignment	Total					
8	8	10	8			8	8	50					
<b>Mapping</b>													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO3	PSO4	PSO5
CO1	H	M	-	H	-	H	M	M	-	H	M	-	M
CO2	M	-	L	M	L	L	L	H	-	L	-	M	-
CO3	L	L	M	M	-	H	M	M	M	M	-	-	-
CO4	-	L	M	H	L	M	M	H	-	H	M	M	-
CO5	M	M	L	H	-	H	L	L	-	M	M	-	M
H-High; M-Medium; L-Low													
Course designed by							Verified by						
Name and Department							Name and BoS Chairman SEAL						

Course Code	Title		
22U3BMC306	Core Paper: VI- Production and Inventory Management		
Semester:III	Credits:4	CIA:50 Marks	ESE:50 Marks
(Common to BBA CA/ IB / LOGISTICS )			
Course Objective	To impart knowledge on the role and functions of production management and to develop an understanding of quality and modern production concepts.		
Course Category	Employability		
Development Needs	National		
Course Description	Modern production Management Tools		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Develop an understanding of production concepts and to select a suitable production system.	Lecture/ Case Study	Assignment
CO2	Understand Product design and Service Process.	Lecture/ Role Play	Seminar
CO3	Analyse and decide a good location for the plant and its layout.	Lecture/ Peer Teaching	Seminar
CO4	Demonstrate efficient planning and control of production activities.	Lecture/ Role Play	Assignment
CO5	Identify the ways and means to attain a competitive edge in the market through Quality Management.	Lecture/ Group Discussion	Quiz
Offered by	Business Administration		
Course Content	Instructional Hours / Week : 4		
Unit	Description	Text Book	Chapters
I	<b>Production Management</b> – Definition- Scope- Systems Concept of Production- Types of Production System- <b>Production Function</b> - Importance - Difference between Goods and Services- Productivity	1	1&2
<b>Instructional Hours</b>			<b>12 Hrs</b>
<b>Suggested Learning Methods:Video lectures</b>			
II	<b>Production Design: Importance- Factors influencing</b> Product Design – Characteristics – Approaches-Service Design <b>Process Design:</b> Definition; Planning, Selection; ProcessStrategy: Key aspects- Process focus- Product focus- Repetitive focus; Characteristics.	1	2
<b>Instructional Hours</b>			<b>12 Hrs</b>
<b>Suggested Learning Methods :Video lectures</b>			
III	<b>Plant layout:</b> Definition; Objectives; Principles of Layout- Factor influencing Facility Layout-Types of Layout <b>Plant Location:</b> Factors influencing plant location, - Steps in Location Selection- Service Location Strategy	1	3,4
<b>Instructional Hours</b>			<b>12 Hrs</b>
<b>Suggested Learning Methods : Video lectures</b>			

<b>IV</b>	<b>Production Planning &amp; Control:</b> Objectives; Role; Aggregate Planning; Aggregate Planning Strategies; Master Production Plan; Material Requirements Planning <b>Inventory Management:</b> Definition; Inventory Costs; Factors Influencing Inventory Management and Control; Benefits; Inventory Control Techniques								2	2,3			
<b>Instructional Hours</b>										<b>12 Hrs</b>			
<b>Suggested Learning Methods : Video lectures</b>													
<b>V</b>	<b>Quality Management:</b> Quality - Inspection and Quality Control- Inspection – Objective – Scope- Quality Control - Benefits; Quality Assurance; SQC. <b>Modern Production Management Tools:</b> Just-In-time (JIT) Manufacturing; Total quality management; ISO 9001: 9015 Series								1	19			
<b>Instructional Hours</b>										<b>12 Hrs</b>			
<b>Suggested Learning Methods : Video lectures</b>													
<b>Total Hours</b>										<b>60Hrs</b>			
<b>Text Books</b>	<ol style="list-style-type: none"> <li>1. K. Aswathappa, K. Shridhara Bhat, Production and Operations Management, Himalaya Publishing House, Mumbai, 2015.</li> <li>2. JayHeizer, Barry Render, JagadeeshRajashekhar, Operations Management, Pearson, New Delhi, 2018.</li> </ol>												
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. Deepak Kumar Bhattacharyya, Production and Operations Management, Universities Press (India) Pvt. Ltd.2012.</li> <li>2. Chary, Productions and Operations Management, Tata McGraw- Hill Publishing 2009.</li> </ol>												
<b>Web. URLs</b>	<ol style="list-style-type: none"> <li>1. <a href="http://www.nitc.ac.in/app/webroot/img/upload/Production%20Management%20Module%201%20Course%20notes.pdf">http://www.nitc.ac.in/app/webroot/img/upload/Production%20Management%20Module%201%20Course%20notes.pdf</a></li> <li>2. <a href="https://www.slideshare.net/KirtiGupta64/latest-trends-in-production-and-operationalmanagement">https://www.slideshare.net/KirtiGupta64/latest-trends-in-production-and-operationalmanagement</a></li> </ol>												
<b>Tools for Assessment (50 Marks)</b>													
<b>CIA I</b>	<b>CIA II</b>	<b>CIA III</b>	<b>Case Study</b>			<b>Industrial Visit</b>	<b>Group Discussion</b>		<b>Total</b>				
<b>8</b>	<b>8</b>	<b>10</b>	<b>8</b>			<b>8</b>	<b>8</b>		<b>50</b>				
<b>Mapping</b>													
<b>CO \ PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	H	M	-	H	-	H	M	M	-	H	M	-	-
<b>CO2</b>	M	-	L	M	L	L	L	H	-	L	-	M	-
<b>CO3</b>	L	L	M	M	-	H	M	M	-	H	M	-	M
<b>CO4</b>	-	L	M	H	L	M	M	H	-	H	H	-	-
<b>CO5</b>	M	M	L	H	-	H	L	L	-	M	M	-	M
H-High; M-Medium; L-Low													
<b>Course designed by</b>							<b>Verified by</b>						
Name and Department							Name and BoS Chairman SEAL						

Course Code	Title		
22U3BCC307	Core Paper-VII - Internet and Web Page Design		
Semester: III	Credits: 4	CIA: 50 Marks	ESE: 50 Marks
( BBA COMPUTER APPLICATION )			
Course Objective	To enable the students to understand purpose of Internet and Web Page creation by using HTML code		
Course Category	Employability		
Development Needs	National		
Course Description	Able to Create a webpage using dream weaver and HTML 5 applications.		
Course Outcomes	Teaching Methods	Assessment Methods	
CO 1	Able to know web design using HTML	Lecture/ Practical	Assignment
CO 2	Understand the Basic of HTML	Lecture/ Case Study	Seminar
CO 3	Evaluate application to navigate web pages	Lecture/ Group Discussion	Seminar
CO 4	Ability to secure web pages using CSS	Lecture/ Role Play	Assignment
CO 5	Able to create a webpage using dream weaver and HTML 5 applications	Lecture/ Group Discussion	Quiz
Offered by	Business Administration		
Course Content	Instructional Hours / Week : 4		
Unit	Description	Text Book	Chapters
I	<b>Basics in Web Design:</b> Brief History of Internet - What is World Wide Web, URL, Domain - What is Web Page and a Website - Internet Browser - HTML, CSS Editors	1	1&2
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods: Video lectures</b>			
II	<b>HTML:</b> Introduction – HTML Elements – HTML syntax– URLs – Images – HTML tables – Forms – Special Characters – Meta tags. Getting started – Creating and saving an HTML document – HTML Tags- HTML elements – Some other formatting Styles – Hypertext Links	1	3&4
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods : Video lectures</b>			
III	<b>Introduction to frames:</b> HTML forms - HTML webbased forms Document types – HTML, head, title and body elements Blocklevel elements – Text level elements – Links – Images – Fonts– Colours	1	4&5
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods : Video lectures</b>			

IV	<b>Introduction to Cascading Style Sheets</b> Concept of CSS - Creating Style Sheet - CSS Properties - CSS Styling (Background, Text Format, Controlling Fonts) - Working with block elements and objects - Working with Lists and Tables								2	1&2			
<b>Instructional Hours</b>										<b>12</b>			
<b>Suggested Learning Methods : Video lectures</b>													
V	Introduction to Java Script What is JavaScript - Java "vs" JavaScript – Variables - Datatypes -Functions - Loops -Decision Making								3	1			
<b>Instructional Hours</b>										<b>12</b>			
<b>Suggested Learning Methods : Video lectures</b>													
<b>Total Hours</b>										<b>60 Hrs</b>			
<b>Text Books</b>		1. Internet and Web Design, ITL Education, Macmillan India Ltd. 2. HTML and CSS Quickstart Guide , NIIT, Prentice Hall of India Pvt. Ltd 3 Head First JavaScript Programming, A Brain-Friendly Guide, Elisabeth Robson											
<b>Reference Books</b>		1. Maureen Adams, Sherry Bonelli, <b>The Complete Reference Internet</b> , BPB Publications, 2000, New Delhi. 2. Dominic Selly, Andrew Troelsen and Tom Barnaby, <b>Expert ASP.Net 2.0</b> ,Dream Tech Press. 3. Kris richens,Introduction to Word press You can make a blog,Kindle Edition 4. Kogent Solutions INC, <b>HTML 5 in Simple Steps</b> , Dream Tech Press 1 <sup>st</sup> Edition 2008											
<b>Tools for Assessment (50 Marks)</b>													
<b>CIA I</b>		<b>CIA II</b>		<b>CIA III</b>		<b>Assignment</b>		<b>Seminar</b>		<b>Group Discussion</b>		<b>Total</b>	
8		8		10		8		8		8		50	
<b>Mapping</b>													
<b>CO \ PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	H	H	M	-	L	-	M	H	M	L	-	-	-
<b>CO2</b>	H	H	M	-	-	L	L	M	L	H	-	M	M
<b>CO3</b>	H	H	M	-	M	M	M	H	-	M	-	M	H
<b>CO4</b>	H	H	L	-	M	H	H	M	-	L	M	-	-
<b>CO5</b>	H	H	-	-	-	M	L	M	H	-	-	-	-
H-High; M-Medium; L-Low													
<b>Course designed by</b>								<b>Verified by</b>					
Name and Department								Name and BoS Chairman SEAL					

Course Code		Title			
22U3BMA303		Allied Paper III Business Law			
Semester: III		Credits: 3	CIA: 30 Marks	ESE: 45 Marks	
( Common to all BBA CA/ IB / LOGISTICS )					
Course Objective	Enable the students to acquire the knowledge of legal aspect of business.				
Course Category	Employability				
Development Needs	National				
Course Description	Understand the legal aspects in different types of companies				
Course Outcomes			Teaching Methods	Assessment Methods	
CO1	Understand the legal aspects in different types of Companies.		Lecture/ Case Study	Seminar	
CO2	Apply legal Principles of Breach of Contract in Contractual Dealings.		Lecture/ Role Play	Assignment	
CO3	Demonstrate the Contract of Sale and Agreement to Sell.		Lecture/ Activity Based Learning	Group Discussion	
CO4	Develop knowledge on Creation of Agency.		Lecture/ Peer Teaching	Assignment	
CO5	Identify the applications of Negotiable Instruments Act.		Lecture/ Group Discussion	Assignment	
Offered by	Business Administration				
Course Content			Instructional Hours / Week : 4		
Unit	Description			Text Book	Chapters
I	<b>Introduction to Business Law</b> - Legal Aspects in Different Types of Companies. Contracts - Essentials of Contract - Agreements - Void - Voidable and Illegal contracts - Express and Implied - Contracts - Executed and Executory Contracts - Offer - Legal rules as to offer and lapse of offer - Acceptance - Rules as to acceptance - Capacity of parties to create contract - Consideration - Legal rules as to Consideration – Contract without Consideration - Consent - Coercion – Undue influence – Misrepresentation - Fraud - Mistake of law and Mistake of fact			1	1,2 &3
<b>Instructional Hours</b>				<b>12 Hrs</b>	
<b>Suggested Learning Methods : Case Study</b>					
II	<b>Legality of Object</b> - Unlawful and Illegal agreements -Effects of Illegality – Wagering Agreements – Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions – Void agreements - Restitution – Quasi contracts - Discharge of contract - Breach of Contract - Remedies for Breach of Contract			1	6,7, 10,11,12
<b>Instructional Hours</b>				<b>12 Hrs</b>	
<b>Suggested Learning Methods : Role play</b>					

<b>III</b>	<b>Formation of contract of sale</b> - Sale and agreement to sell – Hire purchase agreement - Capacity to buy and sell - Subject matter of contract of sale - Conditions and Warranties Sale by Non - Owners - Right of lien - Termination of lien - Right of resale - Right of stoppage in transit								2	12,7			
<b>Instructional Hours</b>										<b>12 Hrs</b>			
<b>Suggested Learning Methods : Activity Based Learning</b>													
<b>IV</b>	<b>Creation of Agency</b> - Classification of agents - Relations of Principal and Agent - Power of Attorney- Relation of principal with third parties - Personal liability of Agent - Termination of Agency								2	2,2			
<b>Instructional Hours</b>										<b>12 Hrs</b>			
<b>Suggested Learning Methods : Peer Teaching</b>													
<b>V</b>	<b>Negotiable Instruments Act 1881</b> – Negotiable Instruments - Essentials requirements –Endorsements – Kinds –Crossing – Types of Financial Instruments - Bills of Exchange - Tax Laws – Direct, Indirect tax laws – GST – Practical application of GST laws.								2	6			
<b>Instructional Hours</b>										<b>12 Hrs</b>			
<b>Suggested Learning Methods : Group Discussion</b>													
<b>Total Hours</b>										<b>60 Hrs</b>			
<b>Text Books</b>	1. N.D. Kapoor, <b>Elements of Mercantile Law</b> , Sultan Chands & Sons, 38 <sup>th</sup> Edition 2020.												
<b>Reference Books</b>	1. Shukla. M. C, <b>A Manual of Mercantile Law</b> , Sultan Chands & Sons, 13 <sup>th</sup> Edition 2017. 2. R. S. N. Pillai & Bhagavathi, <b>Business Law</b> , Sultan Chands & Sons, 2017.												
<b>Web. URLs</b>	1. <a href="https://www.lawnotes.in/Indian_Contract_Act,_1872">https://www.lawnotes.in/Indian_Contract_Act,_1872</a> 2. <a href="https://www.owlgen.com/question/what-are-the-essential-elements-for-a-contract-to-be-valid">https://www.owlgen.com/question/what-are-the-essential-elements-for-a-contract-to-be-valid</a>												
<b>Tools for Assessment (30 Marks)</b>													
<b>CIA I</b>	<b>CIA II</b>	<b>CIA III</b>			<b>Seminar</b>			<b>Assignment</b>		<b>Group Discussion</b>	<b>Total</b>		
<b>4</b>	<b>4</b>	<b>7</b>			<b>5</b>			<b>5</b>		<b>5</b>	<b>30</b>		
<b>Mapping</b>													
<b>CO \ PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	M	-			M		M	M	M	M	M	M	-
<b>CO2</b>		L	-	H	-	H	L	H	-	-	M	-	H
<b>CO3</b>	H	L	L	H	M	H	-	M	L	-	H	M	-
<b>CO4</b>	H	-	L	H	H	H	H	L	-	-	H	-	-
<b>CO5</b>	H	L	-	H	L	H	L	L	-	M	M	-	-
H-High; M-Medium; L-Low													
<b>Course designed by</b>							<b>Verified by</b>						
Name and Department							Name and BoS Chairman SEAL						

Course Code	Title		
22U4BMZ301	Skill Based Paper- I : Business Correspondence (Viva voce)		
Semester: III	Credits: 3	CIA: 30 Marks	ESE: 45 Marks
(Common to all BBA CA/ IB / LOGISTICS )			
Course Objective	To familiarize the students with various forms of communication that exists in business and to train them in practical applications of communication.		
Course Category	Skill development		
Development Needs	National		
Course Description	Utilize the principles of communication for effective business operations		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Utilize the principles of communication for effective business operations	Lecture/ Case Study	Assignment
CO2	Demonstrate written communication skills in appropriate business situation	Lecture/ Role Play	Seminar
CO3	Understand the methods of Nonverbal Communication	Lecture/ Peer Teaching	Seminar
CO4	Prepare business reports, agenda and minutes of meetings	Lecture/ Role Play	Assignment
CO5	Acquire knowledge on Media Communication	Lecture/ Group Discussion	Quiz
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 3	
Unit	Description	Text Book	Chapters
I	<b>Communication:</b> Meaning - Objectives – Importance – Channels - <b>Barriers to Communication</b> Essentials of Effective Communication	1	1,5
<b>Instructional Hours</b>			<b>09 Hrs</b>
<b>Suggested Learning Methods : Video Lectures</b>			
II	<b>Communication through letters</b> - Layout of letter –Business letter format - Enquiries and Reply – Offers and Quotations - Orders and Execution - Claims and adjustments – Collection – Status Enquiries – Bank Correspondence – Application for jobs	1	3,5
<b>Instructional Hours</b>			<b>09 Hrs</b>
<b>Suggested Learning Methods : Video Lectures</b>			
III	<b>Non-Verbal Communication</b> - Body Language -Making presentation Use of Charts, Diagrams and Tables – Preparation of Agenda and minutes	2	12,7
<b>Instructional Hours</b>			<b>09 Hrs</b>
<b>Suggested Learning Methods : Video Lectures</b>			



IV	<b>Reports:</b> Types, Preparation, Structure and organization of reports. Reports by individual and committees.		2	2,2									
			<b>Instructional Hours</b>	<b>09 Hrs</b>									
<b>Suggested Learning Methods : Video Lectures</b>													
V	<b>Press releases - Letters to Editors</b>		2	6									
			<b>Instructional Hours</b>	<b>09 Hrs</b>									
<b>Suggested Learning Methods : Video Lectures</b>													
			<b>Total Hours</b>	<b>45 Hrs</b>									
<b>Text Books</b>	1. Rajendra Pal & Korlahalli, <b>Essentials of Business Communication</b> , Sultan Chand & Sons, New Delhi, 13 <sup>th</sup> Edition, 2011. 2. Urmila and S. M Rai, <b>Business Communication</b> , Himalaya Publication House, New Delhi, 2011.												
<b>Reference Books</b>	1. Varinder Kumar & Bodh Raj, <b>Business Communication</b> , Kalyani Publishers, New Delhi, 2014. 2. Kathiresan & Radha, <b>Office Management</b> , Prasanna Publishers & Distributors, 2011.												
<b>Web. URLs</b>	1. <a href="https://onlinecourses.swayam2.ac.in/imb19_mg14/preview">https://onlinecourses.swayam2.ac.in/imb19_mg14/preview</a> 2. <a href="https://nptel.ac.in/courses/110105052">https://nptel.ac.in/courses/110105052</a>												
<b>Tools for Assessment (30 Marks)</b>													
<b>Review I</b>	<b>Review II</b>	<b>Documentation</b>	<b>Seminar</b>	<b>Group Discussion</b>	<b>Assignment</b>	<b>Total</b>							
<b>6</b>	<b>6</b>	<b>3</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>30</b>							
<b>Mapping</b>													
<b>CO \ PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO 1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	H	-	M	H	M	M	M	-	-	H	M	L	H
<b>CO2</b>	H	M		-	M	H	-	H	M	M	M	-	-
<b>CO3</b>	M		M	H	-	L	M	M	M	-	H	M	H
<b>CO4</b>	H	M		H	M	M	H	H	-	M	M	-	M
<b>CO5</b>	H	H	H	L	-	H	M	M	L	-	H	-	H
H-High; M-Medium; L-Low													
<b>Course designed by</b>							<b>Verified by</b>						
Name and Department							Name and BoS Chairman SEAL						

Course Code		Title	
22U4BM3ED1		Extra Departmental Course: Entrepreneurship Development	
Semester: III		Credits: 2	ESE: 50 Marks
(Common to BBA CA / IB / LOGISTICS)			
Course Objective		To study the concepts, techniques, instruments and institutions involved in new venture finance and private equity, with a special focus on the technology sector, and gain an understanding of the different stages of investment in an entrepreneurial firm.	
Course Category		Employability	
Development Needs		National	
Course Description		Understand the fundamentals and emerging concept of Entrepreneurship Development	
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Understand the basics of entrepreneurship	Lecture	Assignment
CO2	Identify factors influencing to become an entrepreneurship career	Lecture	Seminar
CO3	Analyse the steps involved in setting up a business firm	Lecture	Seminar
CO4	Understand the procedure of preparation of project report	Lecture	Assignment
CO5	Develop the various government policies supporting entrepreneurship	Lecture/ Group Discussion	Quiz
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 2	
Unit	Description	Text Book	Chapters
I	<b>Entrepreneurship:</b> Entrepreneur - Types of Entrepreneurs – Difference between Entrepreneur and Intrapreneur - Entrepreneurship in Economic Growth, Factors Affecting Entrepreneurial Growth.	1	1,2
<b>Instructional Hours</b>			<b>6 Hrs</b>
<b>Suggested Learning Methods : Video Lectures</b>			
II	<b>Motivation:</b> Major Motives Influencing an Entrepreneur - Achievement Motivation Training, Self-Rating, Business Game, Thematic Apperception Test - Entrepreneurship Development objectives	1	6,9
<b>Instructional Hours</b>			<b>6 Hrs</b>
<b>Suggested Learning Methods : Video Lectures</b>			
III	<b>Business:</b> Small Enterprises - Definition, Classification - Characteristics, Ownership Structures - Steps involved in setting up a Business - identifying, selecting a Good Business opportunity.	2	1,2

Instructional Hours												6 Hrs	
<b>Suggested Learning Methods : Video Lectures</b>													
IV	<b>Setting up Business Venture:</b> Market Survey and Research- Techno Economic Feasibility Assessment- Preparation of Preliminary Project Reports - Project Appraisal - Sources of Information - Classification of Needs and Agencies										2	3	
	Instructional Hours												6 Hrs
<b>Suggested Learning Methods : Video Lectures</b>													
V	<b>Support to Entrepreneurs:</b> Government Policy for Small Scale Enterprises Institution for the development of small-scale industries - NSIC, SIDCO, SIDO, SISI, Development Commissioner -TANSI, SIDCO, DIC, Directorate of Industries and commerce- Crowd financing										2	5	
	Instructional Hours												6 Hrs
<b>Suggested Learning Methods : Video Lectures</b>													
Total Hours												30 Hrs	
Text Books	1. S. S. Khanka - <b>Entrepreneurial Development</b> S. Chand & Co. Ltd. Ram Nagar, New Delhi, 2012. 2. Hisrich R D and Peters M P, <b>Entrepreneurship</b> 8th, Edition Tata McGraw-Hill, 2013.												
	Reference Books	1. Rabindra N. Kanungo - <b>Entrepreneurship and innovation</b> , Sage Publications, New Delhi, 1998. 2. EDII " <b>Faulty and External Experts - A Handbook for New Entrepreneurs</b> Publishers:Entrepreneurship Development" Institute of India, Ahmadabad, 1986.											
Web. URLs		1. <a href="https://onlinecourses.nptel.ac.in/noc21_mg70/preview">https://onlinecourses.nptel.ac.in/noc21_mg70/preview</a> 2. <a href="https://onlinecourses.swavam2.ac.in/cec20_mg19/preview">https://onlinecourses.swavam2.ac.in/cec20_mg19/preview</a>											
	<b>Mapping</b>												
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	-	-	-	-	H	L	-	L	H	M	-
CO2	H	-	-	-	-	-	H	-	M	M	-	-	-
CO3	M	-	M	-	-	-	M	-	M	H	-	M	-
CO4	-	-	-	H	-	M	L	-	M	M	M	-	H
CO5	H	H	M	M	-	-	M	M	H	H	L	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by						
Name and Department							Name and BoS Chairman SEAL						

Course Code		Title	
22U4BM3ED2		Extra Departmental Course - Soft Skill Development - Viva Voce	
Semester: III		Credits: 2	ESE: 50 Marks
(Common to BBA CA / IB / LOGISTICS)			
Course Objective	This course enables the students to understand speaking and writing skills by reinforcing their listening and reading skills and habituating them.		
Course Category	Employability		
Development Needs	National		
Course Description	Understand the basics and concept of Soft Skill Development		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Understanding the need of effective presentation skills	Lecture	Assignment
CO2	To self-analysis the need for being assertive	Lecture	Seminar
CO3	Enabling them to face interviews	Lecture	Seminar
CO4	Plan and have Career focus	Lecture	Assignment
CO5	Develop the LSRW skills	Lecture/ Group Discussion	Quiz
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 2	
Unit	Description	Text Book	Chapters
I	Presentation skills – Effective presentation of an idea or concept – Use of MS-PowerPoint or Flash is assisting the presentation need to be encouraged.Negotiation Skills – Dealing and preparing for negotiation – Clinching and compromising – Observe and record – Practical role plays	1	5,12
<b>Instructional Hours</b>			<b>6 Hrs</b>
<b>Suggested Learning Methods : Video Lectures</b>			
II	Assertiveness building – How to say ‘no’ and ‘yes’ – Knowing limits – Identify and list the occasions where you could not be assertive	1	10
<b>Instructional Hours</b>			<b>6 Hrs</b>
<b>Suggested Learning Methods : Video Lectures</b>			
III	Facing interviews – How to prepare – How to presents – FAQs Conduct a vox pop-make a brief report – Present to the group - Non-verbal Cues in Communication – Body Language – Gesture – Postures - Facial Expressions	1,2	12,26
<b>Instructional Hours</b>			<b>6 Hrs</b>
<b>Suggested Learning Methods : Video Lectures</b>			

<b>IV</b>	Career Options – Skills and physique vis-à-vis career options – Career planning –SWOT analysis (self) - Career focus - Awareness of different career and its sources of information, choosing a career										2	4	
<b>Instructional Hours</b>											<b>6 Hrs</b>		
<b>Suggested Learning Methods : Video Lectures</b>													
<b>V</b>	SDRN to have In-depth SWOT analysis, clippings from opportunities / appointments columns of newspapers, resume for different situations, evidences related to career focus										2	25, 27	
<b>Instructional Hours</b>											<b>6 Hrs</b>		
<b>Suggested Learning Methods : Video Lectures</b>													
<b>Total Hours</b>											<b>30 Hrs</b>		
<b>Text Books</b>	<ol style="list-style-type: none"> <li>Matthew McKay, Martha Davis &amp; Patrick Fanning, <b>Communication Skills</b>, New Harbinger Publications, 2<sup>nd</sup> edition, 2009.</li> <li>Aruna Koneru, Professional Communication-, McGraw-Hill Education India Pvt.Ltd New Delhi, 2014.</li> </ol>												
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>P.Bhaskaran Nair &amp; Krishna Pillai Communication Skills a multi-skill course-MacMillan Press, New Delhi, 2000.</li> <li>Biswajit Das, Ipseeta Satpathy - Business Communication and Personality Development, Excel Book, New Delhi, 2009.</li> </ol>												
<b>Web. URLs</b>	<ol style="list-style-type: none"> <li><a href="https://onlinecourses.swavam2.ac.in/nou21_lb11/preview">https://onlinecourses.swavam2.ac.in/nou21_lb11/preview</a></li> <li><a href="https://nptel.ac.in/courses/109104031">https://nptel.ac.in/courses/109104031</a></li> </ol>												
<b>Mapping</b>													
<b>CO \ PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	H	M	-	-	-	-	H	L	-	L	H	M	-
<b>CO2</b>	H	-	-	-	-	-	H	-	M	M	-	-	-
<b>CO3</b>	M	-	M	-	-	-	M	-	M	H	-	M	-
<b>CO4</b>	-	-	-	H	-	M	L	-	M	M	M	-	H
<b>CO5</b>	H	H	M	M	-	-	M	M	H	H	L	-	-
H-High; M-Medium; L-Low													
<b>Course designed by</b>							<b>Verified by</b>						
Name and Department							Name and BoS Chairman SEAL						

Course Code	Title		
22U3BMC408	Core Paper VIII Marketing Management		
Semester: IV	Credits: 4	CIA: 50 Marks	ESE: 50 Marks
(Common to BBA CA/ IB / LOGISTICS )			
Course Objective	Enable the students to do market research and design promotional strategies for developing business.		
Course Category	Employability		
Development Needs	National		
Course Description	Relationship and value through marketing, marketing strategies..		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Understand the Marketing Strategies	Lecture/ Case Study	Assignment
CO2	Understand the factors influencing of Consumer Behaviour	Lecture/ Role Play	Seminar
CO3	Apply tools and methods to do Marketing Research	Lecture/ Peer Teaching	Seminar
CO4	Formulate effective Product Strategies	Lecture/ Role Play	Assignment
CO5	Promote product in the Social Media.	Lecture/ Group Discussion	Quiz
Offered by	Business Administration		
Course Content	Instructional Hours / Week : 6		
Unit	Description	Text Book	Chapters
I	<b>Introduction to Marketing</b> – Definitions - Conceptual frame work - Relationship and value through marketing, Marketing Strategies- Ethics and Social Responsibility: Marketing Environment, Ethical behaviour, Social Responsibility	1	1&2
<b>Instructional Hours</b>			<b>18 Hrs</b>
<b>Suggested Learning Methods : Video lectures</b>			
II	<b>Consumer Behaviour:</b> Consumer purchase decision process and experience, Factors influencing consumer behaviour <b>Global Markets:</b> Economic Protectionism and considerations, Global Companies	1,2	5,6
<b>Instructional Hours</b>			<b>18 Hrs</b>
<b>Suggested Learning Methods : Video lectures</b>			
III	<b>Marketing Research:</b> Scope, Research process Measuring social media <b>Brand Building:</b> Segmentation, Targeting and Positioning, Brand Equity, addressing competition and driving growth. <b>Packaging-</b> Characteristics of a good Package, Packaging Decision	2	2,4,19 & 20,23
<b>Instructional Hours</b>			<b>18 Hrs</b>
<b>Suggested Learning Methods : Video lectures</b>			

IV	<b>Advertising in retailing</b> - Advertising principles - Steps in planning a retail advertising campaign advertising for the retail store. <b>Personal selling</b> – Publicity and Special events - Role of personal selling in Retailing - Process in personal selling.							2	31,32				
<b>Instructional Hours</b>								<b>18 Hrs</b>					
<b>Suggested Learning Methods : Video lectures</b>													
V	<b>Channels of Distributions</b> – Roles of Marketing Channels, Channel - Design Decisions <b>Promotion:</b> Advertising, Sales Promotion, Public Relations & Social Media Introduction to digital marketing concepts. <b>Digital Marketing:</b> Introduction to digital marketing concepts.							1	19				
<b>Instructional Hours</b>								<b>18 Hrs</b>					
<b>Suggested Learning Methods : Video lectures</b>													
<b>Total Hours</b>								<b>90 Hrs</b>					
<b>Text Books</b>	1. Kerin& Hartley, <b>Marketing the Core</b> , Tata McGraw Hill, 6 <sup>th</sup> Edition 2016. 2. Kotler, P.,& Keller, K.L. (2016). <i>Marketing Management</i> (15th ed.), Pearson Education.												
<b>Reference Books</b>	1. Harris, L.C., Kotler, P., Armstrong, G., & He, H. (2020). <i>Principles of Marketing</i> , Pearson. 2. Kotler, P., Armstrog, G., Swee-Hoon, A., Siew-Meng, L., Chin-Tiong, T., & Hong-MngYau, O. (2017). <i>Principles of Marketing, An Asian Perspective</i> , Pearson.												
<b>Web. URLs</b>	1. <a href="https://www.tutorialspoint.com/marketing_management/marketing_management_functions.htm">https://www.tutorialspoint.com/marketing_management/marketing_management_functions.htm</a> 2. <a href="https://www.feedough.com/market-segmentation-definition-basis-types-examples/">https://www.feedough.com/market-segmentation-definition-basis-types-examples/</a>												
<b>Tools for Assessment (50 Marks)</b>													
<b>CIA I</b>	<b>CIA II</b>	<b>CIA III</b>	<b>Balance sheet Analysis</b>	<b>Seminar</b>	<b>Assignment</b>	<b>Total</b>							
<b>8</b>	<b>8</b>	<b>10</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>50</b>							
<b>Mapping</b>													
<b>CO \ PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	H	M	-	H	-	H	M	M	-	H	M	-	H
<b>CO2</b>	M	-	L	M	-	-	-	H	-	L	-	M	-
<b>CO3</b>	L	L	M	M	-	H	M	M	H	-	H	-	H
<b>CO4</b>	-	L	M	H	L	M	M	H	-	H	-	-	-
<b>CO5</b>	M	H	-	M	-	-	M	-	H	-	-	-	M
H-High; M-Medium; L-Low													
<b>Course designed by</b>							<b>Verified by</b>						
Name and Department							Name and BoS Chairman SEAL						

Course Code		Title			
22U3BMC409		<b>Core Paper – IX - Financial Management</b>			
Semester: IV		<b>Credits: 4</b>	<b>CIA: 50 Marks</b>	<b>ESE: 50 Marks</b>	
<b>(Common to BBA CA/ IB / LOGISTICS )</b>					
<b>Course Objective</b>		To enable the students to understand the theories and the working methods of Financial Management			
<b>Course Category</b>		<b>Employability</b>			
<b>Development Needs</b>		<b>National</b>			
<b>Course Description</b>		An introduction to Financial Function, Fund management, Working Capital Management and Capital Budgeting			
Course Outcomes			Teaching Methods	Assessment Methods	
<b>CO1</b>	Understand the concepts of Financial Management and Financial Function		Lecture/ Quiz	Assignment	
<b>CO2</b>	Identify the sources of funds and Computation of Cost of Capital		Lecture/ Quiz	Seminar	
<b>CO3</b>	Analyse the determinants of Dividend Policy and Computation of EBS and EBIT		Lecture/ Assignment	Seminar	
<b>CO4</b>	Develop knowledge in Working Capital Management		Lecture/ Peer Teaching	Case Study	
<b>CO5</b>	Analyse the different methods of Capital Budgeting		Lecture/ Assignment	Case Study	
<b>Offered by</b>		<b>Business Administration</b>			
<b>Course Content</b>			<b>Instructional Hours / Week : 6</b>		
Unit	Description			Text Book	Chapters
<b>I</b>	<b>Financial Management:</b> An Overview – Introduction – Meaning : Importance; Objectives of Financial Management <b>Finance Function:</b> Meaning; Scope of Finance Function; Aims and approaches of finance function			1	1
<b>Instructional Hours</b>					<b>18 Hrs</b>
<b>Suggested Learning Methods : Quiz</b>					
<b>II</b>	<b>Funds Management:</b> Sources of Finance: Short term: Medium term; Long Term: Innovative sources of Finance. Cost of Capital; Determinants of cost of Capital - <b>Computation of Cost of Capital:</b> Cost of Preference share capital – Cost of Equity Share Capital – Cost of Retained Earnings – Weighted average cost of Capital – Ratio Analysis – Types of Ratios			1	16,20
<b>Instructional Hours</b>					<b>18 Hrs</b>
<b>Suggested Learning Methods : Quiz</b>					
<b>III</b>	<b>Net Income Approach:</b> Net Operating Income Approach; Traditional Approach; Modigliani and miller approach – Dividend policy: Determinants of dividend policy: Approaches to dividend policy - <b>Computation of EBS and EBIT</b> – Computation of			1	17



	Operating Leverage; Financial Leverage; working capital leverage (Problem)												
<b>Instructional Hours</b>			<b>18 Hrs</b>										
<b>Suggested Learning Methods : Assignment</b>													
<b>IV</b>	<b>Working capital Management:</b> Concept of working capital; Sources of Working Capital: Kinds of working capital - <b>Receivables Management;</b> Meaning: Cost of maintaining receivables: Factors influencing the size of Receivables: Dimensions of Receivables.	1	22,23										
<b>Instructional Hours</b>			<b>18 Hrs</b>										
<b>Suggested Learning Methods : Mini Case Analysis</b>													
<b>V</b>	<b>Capital Budgeting:</b> Needs and importance of capital budgeting- Process of Capital Budgeting – kinds of capital budgeting decisions <b>Method of Capital budgeting:</b> Traditional Method; Time Adjusted Method (Problem)	1	32										
<b>Instructional Hours</b>			<b>18 Hrs</b>										
<b>Suggested Learning Methods : Mini Case Analysis</b>													
<b>Total Hours</b>			<b>90 Hrs</b>										
<b>Text Books</b>	1. Shashi.K.Gupta and Sharma.R.K, Financial Management, Kalyani Publisher, Ludhiana, 6 <sup>th</sup> Revised Edition, 2015. 2. Khan.M.Y, Jain.P.K, Financial Management, Tata MC Graw-hill Publishing company Ltd, 5th edition, 2017.												
<b>Reference Books</b>	1. Prasanna Chandra, Financial Management Theory and Practice, Tata McGraw hill Publishing Company Ltd, New Delhi, 9 <sup>th</sup> Edition, (2017).												
<b>Web. URLs</b>	1. <a href="https://onlinecourses.nptel.ac.in/noc21_mg06/preview">https://onlinecourses.nptel.ac.in/noc21_mg06/preview</a> 2. <a href="https://onlinecourses.swayam2.ac.in/cec20_mg05/preview">https://onlinecourses.swayam2.ac.in/cec20_mg05/preview</a>												
<b>Tools for Assessment (50 Marks)</b>													
<b>CIA I</b>	<b>CIA II</b>	<b>CIA III</b>	<b>Assignment</b>	<b>Seminar</b>	<b>Case Study</b>	<b>Total</b>							
<b>8</b>	<b>8</b>	<b>10</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>50</b>							
<b>Mapping</b>													
<b>CO \ PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	H	-	-	-	-	-	-	M	-	M	-	-	-
<b>CO2</b>	M	-	-	-	M	-	M	-	-	H	M	M	-
<b>CO3</b>	-	-	-	-	H	-	-	M	-	H	-	M	-
<b>CO4</b>	-	M	-	-	-	-	-M	H	M	-	-	M	-
<b>CO5</b>	H	-	-	-	-	-	-	M	-	M	-	-	-
H-High; M-Medium; L-Low													
<b>Course designed by</b>							<b>Verified by</b>						
Name and Department							Name and BoS Chairman SEAL						

Course Code		Title	
22U3BCC410		Core Paper-X - Python Programming (Theory + Practical)	
Semester:IV		Credits: 4	CIA: 50 Marks
		ESE: 50 Marks	
(BBA Computer Application )			
Course Objective	To enable the students to learn C++ & Java programming in windows Environment		
Course Category	Employability		
Development Needs	National		
Course Description	An introduction to Basic concepts of object oriented, Control Structures, Class and objects, Java Language and Arrays		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Understand the basics of Python and write simple Python program.	Lecture/ Quiz	Assignment
CO 2	Apply tuples, Functions, Set iterators to develop simple applications.	Lecture/ Practicals	Seminar
CO 3	Develop Python programs using control statement	Lecture/ Peer Teaching	Group Discussion
CO 4	Apply the Concept of OOPs In	Lecture/ Flipped Classroom	Seminar
CO 5	Apply Python Strings for problem solving	Lecture/ Case Studies	Group Discussion
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters
I	Install Python IDE - Python print() - Python Variables - Escape Character Sequences - How to check the Python Version - How to Run Python Scripts <b>Program:</b> 1. Python Program to Print Hello world! 2. Python Program to Add Two Numbers	1	1, &2
<b>Instructional Hours</b>			<b>15</b>
<b>Suggested Learning Methods: Seminar</b>			
II	<b>Data Structure</b> TUPLE - Dictionary(Dict) - Dictionary Append - Operators - Arrays <b>Program:</b> 1. Python Program to Find the Square Root 2. Python Program to Calculate the Area of a Triangle	1	3 & 4
<b>Instructional Hours</b>			<b>15</b>
<b>Suggested Learning Methods : Inquiry Based Learning</b>			
III	<b>Python Conditional Loops:</b> Conditional Statements - IF...Else, ELIF & Switch Case- For & While Loops - Enumerate, Break, Continue Statement- break, continue, pass statements <b>Program:</b> 1. Python Program to Check if a Number is Odd or Even 2. Python Program to Check Leap Year	1	5 & 6
<b>Instructional Hours</b>			<b>15</b>
<b>Suggested Learning Methods : Peer Teaching</b>			

<b>IV</b>	<b>Python OOPs : Class, Object, Inheritance and Constructor Program:</b>			1	7 & 8								
	1. Python Program using Constructor 2. Python Program using Inheritance												
<b>Instructional Hours</b>					<b>15</b>								
<b>Suggested Learning Methods : Flipped Classroom</b>													
<b>V</b>	<b>Python Strings — Replace, Join, Split, Reverse, Uppercase &amp; Lowercase count() - len() Method -String find() Method - Python string find() - split() Program:</b>			2	6, 10 & 11								
	1. Python Program to reverse the String 2. Python Program to Count Number of Word												
<b>Instructional Hours</b>					<b>15</b>								
<b>Suggested Learning Methods : Mini Case Analysis</b>													
<b>Total Hours</b>					<b>75 Hrs</b>								
<b>Text Books</b>	1. Ch.Satyanaryana, M.Radhika Mani, B.N. Jagadesh, Python Programming, University Press Pvt. Ltd.2018. 2. Dr.S.A.Kulkarni, Problem Solving and Python Programming, 2nd Edition, Yesdee Publishing,2018												
<b>Reference Books</b>	1. Allen B. Downey, <b>Think Python: How to Think Like a Computer Scientist</b> , 2nd edition, Updated for Python 3, Shroff/O'Reilly Publishers,2016 2. Guido van Rossum and Fred L. Drake Jr, <b>An Introduction to Python – Revised and updated for Python 3.2</b> , Network Theory Ltd.,2011.												
<b>Web. URLs</b>	1. <a href="https://www.geeksforgeeks.org/introduction-to-python-programming-language">https://www.geeksforgeeks.org/introduction-to-python-programming-language</a> 2. <a href="https://www.guru99.com/python-tutorials.html">https://www.guru99.com/python-tutorials.html</a> 3. <a href="https://pynative.com/python-object-oriented-programming-oop-exercise/">https://pynative.com/python-object-oriented-programming-oop-exercise/</a>												
<b>Tools for Assessment (50 Marks)</b>													
<b>CIA I</b>	<b>CIA II</b>	<b>CIA III</b>	<b>Practical</b>			<b>Total</b>							
<b>8</b>	<b>8</b>	<b>10</b>	<b>24</b>			<b>50</b>							
<b>Mapping</b>													
<b>CO \ PO</b>	<b>PO 1</b>	<b>PO2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO 3</b>	<b>PS O4</b>	<b>PSO5</b>
<b>CO1</b>	M	H	M	L	-	H	-	-	-	M	-	H	M
<b>CO2</b>	-	M	-	-	-	H	-	H	-	H	-	M	-
<b>CO3</b>	H	H	-	L	M	M	-	M	-	-	H	-	M
<b>CO4</b>	M	-	M	M	-	L	-	-	H	M	-	-	M
<b>CO5</b>	H	M	-	-	-	H	-	-	M	M	H	M	-
H-High; M-Medium; L-Low													
<b>Course designed by</b>							<b>Verified by</b>						
Name and Department							Name and BoS Chairman SEAL						

Course Code		Title		
22U4BMZ402		Skill Based Paper – II: Insurance Principles And Practices IRDA Insurance Certification (Industry Linked)		
Semester: IV		Credits: 3	CIA: 30 Marks	ESE: 45 Marks
(Common to all BBA CA/ IB / LOGISTICS )				
Course Objective		To familiarize the students with fundamental concepts of risk and insurance.		
Course Category		Skill development		
Development Needs		National		
Course Description		To Understand the principles of Insurance and Legal Characteristics of Insurance Contract.		
Course Outcomes		Teaching Methods	Assessment Methods	
CO1	Understand basic terminology of insurance and principles of Insurance.	Lecture/ Case Study	Assignment	
CO2	Understand appropriate methods of risk management.	Lecture/ Role Play	Seminar	
CO3	Demonstrate Legal And Regulatory Aspects of Insurance	Lecture/ Peer Teaching	Seminar	
CO4	Prepare Product design, pricing, distribution of Insurance	Lecture/ Role Play	Assignment	
CO5	Acquire knowledge on Insurance Lines And Products	Lecture/ Group Discussion	Quiz	
Offered by	Business Administration			
Course Content			Instructional Hours / Week : 3	
Unit	Description	Text Book	Chapters	
I	<b>Principles And Practices Of Insurance</b> - History of Indian Insurance, principles of Insurance - Insurance as Security- Legal Characteristics of Insurance Contract- IRDA (Insurance Brokers) Regulations 2013.	1	1	
			<b>Instructional Hours</b>	<b>09 Hrs</b>
<b>Suggested Learning Methods:Video Lectures</b>				
II	<b>Risk Management</b> - Risk and uncertainty, pooling and diversification of risk, Indemnity and Insurable interest- Risk Management Documentation - Risk Self-Assessment Reports, Internal Audit Reports, Unit Risk Management Reports, External Disclosure Reports- Risk Control Techniques	1	3	
			<b>Instructional Hours</b>	<b>09 Hrs</b>
<b>Suggested Learning Methods :Video Lectures</b>				
III	<b>Legal And Regulatory Aspects Of Insurance</b> Legal foundations of insurance, basics in Group/Health Insurance/Pensions, Intermediation: role in mobilizing savings, evolution of various types and Bancassurance in India.	1	7	
			<b>Instructional Hours</b>	<b>09 Hrs</b>
<b>Suggested Learning Methods : Video Lectures</b>				
IV	<b>Functions Performed By Insurers</b> - Product design, pricing, distribution, underwriting, claims, Investment and Reinsurance.	2	2	
			<b>Instructional Hours</b>	<b>09 Hrs</b>

Suggested Learning Methods : Video Lectures													
V	Insurance Lines And Products - Property-Liability, Life Insurance and Annuities and Health Insurance, Liability risks and Insurance, valuation and solvency requirements, Specialist Insurance lines in India – Agricultural and Export Credit Guarantee, Reinsurance, GIC of India, obligator sessions and retention of risk within the Country.										2	6	
<b>Instructional Hours</b>												<b>09 Hrs</b>	
Suggested Learning Methods : Video Lectures													
<b>Total Hours</b>												<b>45 Hrs</b>	
<b>Text Books</b>	1. Gupta P.K, “ Insurance and Risk Management”, Himalya Publishing House; 2004 2. Principles of Risk Management and Insurance; Pearson; 13th Edition, by George E. Rejda and Michael J. McNamar												
<b>Reference Books</b>	1. Panda G.S., “Principles and Practices of Insurance” Kalyani Publications, 2004 2. Mishra M.N., “ Principles and Practices of Insurance”, S. Chand and Co; 2004												
<b>Web. URLs</b>	1. <a href="http://www.mas.gov.sg/~media/MAS/Regulations.pdf">http://www.mas.gov.sg/~media/MAS/Regulations.pdf</a> 2. <a href="http://www.hse.gov.uk/risk/controlling-risks.htm">http://www.hse.gov.uk/risk/controlling-risks.htm</a>												
Tools for Assessment (30 Marks)													
Review I	Review II	Documentation	Seminar	Group Discussion	Assignment	Total							
6	6	3	5	5	5	30							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	-	M	H	M	M	M	-	-	H	M	L	H
CO2	H	M		-	M	H	-	H	M	M	M	-	-
CO3	M		-	H	-	L	M	-	M	-	H	M	H
CO4	H	M		-	M	M	H	-	-	M	M	-	M
CO5	H	H	H	L	-	H	M	-	L	-	H	-	H
H-High; M-Medium; L-Low													
Course designed by							Verified by						
Name and Department							Name and BoS Chairman SEAL						

Course Code	Title		
22U3BMC511	Core Paper - XI Investment Analysis and Portfolio Management		
Semester:V	Credits: 4	CIA: 50 Marks	ESE: 50 Marks
(Common to BBA CA / IB / LOGISTICS )			
Course Objective	To enable the students to acquire knowledge of Investment Management.		
Course Category	Employability		
Development Needs	National		
Course Description	Security Analysis – Fundamental Analysis- Economic, Industry and Company		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Demonstrate a Basic understanding of Investment and Shares	Lecture/ Case Study	Assignment
CO2	Exhibit the Acquaintance of the Securities Market	Lecture/ Role Play	Seminar
CO3	Measure the Risk and Return of a Portfolio Position	Lecture/ Peer Teaching	Seminar
CO4	Understanding the Security and Technical Analysis Portfolio Management	Lecture/ Role Play	Assignment
CO5	Analyse the Market Risk and Predict the Future Market.	Lecture/ Group Discussion	Quiz
Offered by	Business Administration		
Course Content	Instructional Hours / Week : 6		
Unit	Description	Text Book	Chapters
I	<b>Concept of Investment</b> - Important - Alternate Forms of Investment <b>Types of Shares</b> - Important Share Patterns -Government Securities-Mutual Fund Schemes-Post Office Schemes-Provident Fund-Company Deposits-Real Investment in Shares and Debentures-Comparison with Other Forms of Investment	1	1
<b>Instructional Hours</b>			<b>18</b>
<b>Suggested Learning Methods:Video lectures</b>			
II	<b>Primary Market-</b> Role of NIM Mechanics of Floating New Issues <b>Secondary Market</b> - Function Mechanics of Security Trading-OTCEI-NSE Futures & Options.	1	3
<b>Instructional Hours</b>			<b>18</b>
<b>Suggested Learning Methods :Mini Case Analysis</b>			
III	<b>Risk:</b> Kinds-Measures of Risk>Returns. <b>Valuation of Securities :</b> Valuation of Bonds, Debentures – Valuation Preference and Equality Shares.	2	5
<b>Instructional Hours</b>			<b>18</b>
<b>Suggested Learning Methods : Group Discussion</b>			

IV	<b>Security analysis:</b> Fundamental Analysis: Economic, Industry and Company Analysis <b>Technical analysis:</b> Dow theory- NSE, BSE, Chart Patterns, Risk Measurement Techniques.		2	8									
<b>Instructional Hours</b>				<b>18</b>									
<b>Suggested Learning Methods : Role Play</b>													
V	<b>Efficient Market theory:</b> Random Walk Theory-weak form-semi strong form <b>Portfolio Analysis:</b> Markowitz theory-optimum portfolio.		2	9									
<b>Instructional Hours</b>				<b>18</b>									
<b>Suggested Learning Methods : Group Discussion</b>													
<b>Total Hours</b>				<b>90Hrs</b>									
<b>Text Books</b>	1. Ranganathan, M., &Madhumathi, R, <b>Investment Analysis and Portfolio Management</b> . New Delhi: Pearson Education, 2006. 2. Prasanna Chandra, <b>Investment Analysis and Portfolio Management</b> , Tata Mc-Graw Hill Publication,4 <sup>th</sup> edition, 2012.												
<b>Reference Books</b>	1. Punithavathy Pandian, <b>Security Analysis and Portfolio Management</b> , Vikas Publishing House, 2012. 2. S.Kevin, <b>Security Analysis and Portfolio Management</b> , PHI Publications, 2015.												
<b>Web. URLs</b>	1. <a href="https://nptel.ac.in/courses/110105035">https://nptel.ac.in/courses/110105035</a> 2. <a href="https://onlinecourses.nptel.ac.in/noc23_mg62/preview">https://onlinecourses.nptel.ac.in/noc23_mg62/preview</a>												
<b>Tools for Assessment (50 Marks)</b>													
<b>CIA I</b>	<b>CIA II</b>	<b>CIA III</b>	<b>Case Study</b>	<b>Assignment</b>	<b>Seminar</b>	<b>Total</b>							
<b>8</b>	<b>8</b>	<b>10</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>50</b>							
<b>Mapping</b>													
<b>CO \ PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	H	M	M	M	M	-	M	M	H	M	H	H	M
<b>CO2</b>	M	H	-	M	M	-	M	M	M	H	M	M	-
<b>CO3</b>	M	M	-	M	H	-	M	M	H	-	M	M	M
<b>CO4</b>	H	H	M	H	M	-	M	M	H	M	M	M	M
<b>CO5</b>	H	M	-	M	M	-	M	H	H	M	M	M	M
H-High; M-Medium; L-Low													
<b>Course designed by</b>							<b>Verified by</b>						
Name and Department							Name and BoS Chairman SEAL						

Course Code	Title		
22U3BMC512	Core Paper-XII Human Resource Management		
Semester:V	Credits:4	CIA: 50 Marks	ESE:50 Marks
(Common to BBA CA/ IB / LOGISTICS )			
Course Objective	Enable the Students to acquire knowledge in the Concepts and Practices of Human Resource Management.		
Course Category	Employability		
Development Needs	National		
Course Description	An introduction to Human Resource Management involved in Manpower Planning, Performance Appraisal, Compensation Administration and International Human Resource Management		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Understand the functions of HR Department and role of HR Managers	Lecture/ Role Play	Seminar
CO2	Identify the Human Recourse Requirement and Select Suitable Work force.	Lecture/ Assignment	Group Discussion
CO3	Evaluate the performance of Human Resource and develop suitable Career Planning Programs.	Lecture/ Peer Teaching	Seminar
CO4	Conduct HR Audit and Frame sound Compensation Policy	Lecture/Inquiry Based Learning	Case Study
CO5	AnalyzeHRM in a Global perspective and employ e-HRM	Lecture/ Group Discussion	Case Study
Offered by	Business Administration		
Course Content	Instructional Hours / Week : 5		
Unit	Description	Text Book	Chapters
I	<b>Human Resource Management</b> Introduction, Meaning Concept and Evolution of HRM , HR Strategies,Functions of HR Department – The Role of HR manager-Organization of personnel department	1	1
<b>Instructional Hours</b>			<b>15 Hrs</b>
<b>Suggested Learning Methods:Role Play</b>			
II	<b>Manpower planning-</b> Job description, Job analysis, Role analysis, Job specification - <b>Recruitment &amp; Selection</b> - Meaning, Steps, Process <b>Training and development</b> – Types of training – Process	1,2	4,8
<b>Instructional Hours</b>			<b>15 Hrs</b>
<b>Suggested Learning Methods :Video lectures on Corporate Training</b>			
III	<b>Performance Appraisal-</b> Types –Process - <b>Promotion</b> -Meaning and Importance – Seniority Vs Merit –Demotion <b>Job Evaluation</b> and Merit Rating	2	11,14
<b>Instructional Hours</b>			<b>15 Hrs</b>
<b>Suggested Learning Methods : Activity Based Learning</b>			



<b>IV</b>	<b>Compensation administration-</b> Employee welfare - Social security- Safety and Health- Job stress – <b>HR Audit</b> – Meaning , Objective & Importance		3	6									
<b>Instructional Hours</b>				<b>15 Hrs</b>									
<b>Suggested Learning Methods : Flipped Classroom</b>													
<b>V</b>	<b>International Human Resource Management-</b> Challenges in Human Resource Management <b>E-HRM-</b> Empowering employees – Business case study		3	6									
<b>Instructional Hours</b>				<b>15 Hrs</b>									
<b>Suggested Learning Methods : Mini Case Analysis</b>													
<b>Total Hours</b>				<b>75Hrs</b>									
<b>Text Books</b>	1. Memoria C. B., Personnel Management, Himalaya publications, New Delhi, 2011 2. V. S. P. Rao, Human Resource Management, Excel publishers, New Delhi, 2016												
<b>Reference Books</b>	1. K. Aswathappa, Human Resource Management, Tata McGraw Hill publication, New Delhi, 2013 2. David A. Decenzo, Stephen P. Rabins and Suson L. Verhulst, Human Resource Management, Wiley, 11th Edition, 2016.												
<b>Web. URLs</b>	1. <a href="https://onlinecourses.nptel.ac.in/noc20_mg15/preview">https://onlinecourses.nptel.ac.in/noc20_mg15/preview</a> 2. <a href="https://onlinecourses.nptel.ac.in/noc19_mg51/preview">https://onlinecourses.nptel.ac.in/noc19_mg51/preview</a>												
<b>Tools for Assessment (50 Marks)</b>													
<b>CIA I</b>	<b>CIA II</b>	<b>CIA III</b>	<b>Group Discussion</b>	<b>Seminar</b>	<b>Case Study</b>	<b>Total</b>							
<b>8</b>	<b>8</b>	<b>10</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>50</b>							
<b>Mapping</b>													
<b>CO \ PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	-	-	-	-	H	M	M	H	-	H	H	-	-
<b>CO2</b>	H	-	-	-	M	H	M	M	-	H	M	M	-
<b>CO3</b>	-	-	-	-	H	M	-	M	-	M	M	-	-
<b>CO4</b>	M	-	-	-	M	H	M	M	-	M	-	-	-
<b>CO5</b>	M	-	-	-	-	M	M	H	H	M	H	-	-
H-High; M-Medium; L-Low													
<b>Course designed by</b>							<b>Verified by</b>						
Name and Department							Name and BoS Chairman SEAL						

Course Code		Title	
22U3BCC513		Core Paper-XIII Computer Networks	
Semester: V		Credits: 4	CIA: 50 Marks
ESE: 50 Marks			
( BBA COMPUTER APPLICATION )			
Course Objective		On successful completion of this course, the students must comprehend Concepts of Computer networks are organized with the concept of layered approach.	
Course Category		Employability	
Development Needs		National	
Course Description		Able to develop RDBMS and Oracle 5 applications.	
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Illustrate the usage of computer networks and functions of each layer in OSI and TCP/IP	Lecture/ Case Study	Assignment
CO 2	Implications of Physical layer, and apply them in real time applications.	Lecture/ Role Play	Seminar
CO 3	Design of Data link layer	Lecture/ Peer Teaching	Seminar
CO 4	Design of network link layers and generate IP Address	Lecture/ Role Play	Assignment
CO 5	Design of transport layer and Protocols needed for end –end delivery of packets Role of layer in real time applications	Lecture/ Group Discussion	Quiz
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 6	
Unit	Description	Text Bo	Chapters
I	Introduction – Uses of Computer Networks – Network Hardware- Network Software OSI Reference Model – TCP/IP Reference Model.	1	1 & 2
<b>Instructional Hours</b>			<b>18</b>
<b>Suggested Learning Methods: Video lectures</b>			
II	Physical Layer – Guided Transmission media – Wireless Transmission – Public switched Telephone Network –Local Loop – Trunks – Multiplexing- Switching.	1	3 & 4
<b>Instructional Hours</b>			<b>18</b>
<b>Suggested Learning Methods : Video lectures</b>			
III	Data Link Layer – Design Issues- Error Detection and Correction- Simplex Stop and Wait Protocol- Sliding Window Protocol.	1	4 & 5
<b>Instructional Hours</b>			<b>18</b>
<b>Suggested Learning Methods : Video lectures</b>			
IV	Network Layer – Design Issues – Routing Algorithm- IP Protocol – IP Addresses Internet Control Protocols.	1	6 & 7
<b>Instructional Hours</b>			<b>18</b>
<b>Suggested Learning Methods : Video lectures</b>			

<b>V</b>	Transport Layer: Addressing- Connection Establishment-Connection Release. Internet Transport Protocol: UDP-TCP. Application Layer: DNS- Electronic Mail- World Wide Web.										1	8 & 10	
<b>Instructional Hours</b>											<b>18</b>		
<b>Suggested Learning Methods : Video lectures</b>													
<b>Total Hours</b>											<b>90 Hrs</b>		
<b>Text Books</b>		1. Andrew S. Tanenbaum, “Computer Networks”, Fourth Edition, 2008, PHI. 2. Behrouz and Forouzan, “Data Communication and Networking”, Third Edition, 2006, TMH 3. Tanenbaum, A. S. (2004). Computer Networks. Pearson Education											
<b>Reference Books</b>		1. Couch Digital and Analog communication systems, MacMillan publishing Co, 1990. 2. William Stallings , Data and Computer Communications, MacMillan Publishing Co, second edition											
<b>Web. URLs</b>		1. <a href="https://javatpoint.com/computer-network-tutorial">https:// javatpoint.com/computer-network-tutorial</a> 2. <a href="https://www.tutorialspoint.com/computer_fundamentals/computer_networking.html">https://www.tutorialspoint.com/computer_fundamentals/computer_networking.html</a>											
<b>Tools for Assessment (50 Marks)</b>													
<b>CIA I</b>	<b>CIA II</b>		<b>CIA III</b>			<b>Seminar</b>		<b>Assignment</b>		<b>Group Discussion</b>		<b>Total</b>	
<b>8</b>	<b>8</b>		<b>10</b>			<b>8</b>		<b>8</b>		<b>8</b>		<b>50</b>	
<b>Mapping</b>													
<b>CO \ PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	H	-	M	-	H	H	L	-	H	M	-	-	-
<b>CO2</b>	H	M	L	H	-	-	M	H	M	M	M	-	-
<b>CO3</b>	H	M	-	M	L	M	M	-	H	-	L	M	-
<b>CO4</b>	M	H	M	M	M	-	L	M	H	M	H	-	H
<b>CO5</b>	H	M	L	-	L	M	M	M	M	-	M	-	H
H-High; M-Medium; L-Low													
<b>Course designed by</b>							<b>Verified by</b>						
Name and Department							Name and BoS Chairman SEAL						

Course Code	Title		
22U3BMA504	Allied Paper: IV- Business Research Methods		
Semester: V	Credits: 4	CIA: 50 Marks	ESE: 50 Marks
(Common to BBA CA / IB / LOGISTICS )			
Course Objective	To enable, the students to demonstrate Knowledge and understanding of data collection, Data analysis and interpretation in relation to the research process and Research report preparation.		
Course Category	Employability		
Development Needs	National		
Course Description	An introduction to the understand the fundamental theoretical ideas and logic of research.		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Understand Different Types of Research and Formulate the Research Problem	Lecture/ Case Study	Assignment
CO2	Know about Types of Data Collection and Measurement of Scaling Technique	Lecture/ Role Play	Seminar
CO3	Understand and Apply Various Tests of Significance	Lecture/ Peer Teaching	Seminar
CO4	Write a Research Report	Lecture/ Role Play	Assignment
CO5	Knowledge about Marketing Research.	Lecture/ Group Discussion	Quiz
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters
I	<b>Research</b> - Definition - Importance - Advantages and Limitations – Research process – Problem <b>Design of Research</b> - Types of Design - Sampling process and selection - Sample types -Sample size and sampling errors.	1	1,3,4
<b>Instructional Hours</b>			<b>15</b>
<b>Suggested Learning Methods : Video lectures</b>			
II	<b>Data Collection</b> - Methods - Tools - Questionnaire – Interview Schedule - Kinds of Data <b>Scaling Technique:</b> Attitude measurement – Editing –Coding - Tabulation	1	5,6,7
<b>Instructional Hours</b>			<b>15</b>
<b>Suggested Learning Methods : Video lectures</b>			
III	<b>Statistical Data Analysis</b> - Hypothesis - Sources, formulation and testing of Hypothesis - Z test, T test (Theory Only) Chi-square test - Basics of Parametric and Non-Parametric test (Theory Only)	1	9,10
<b>Instructional Hours</b>			<b>15</b>

<b>Suggested Learning Methods : Case Study</b>													
<b>IV</b>	<b>Interpretation and Report writing</b> - Steps in writing reports - Layout of report, types, and principles of report writing – Graphical representation of results									1	14		
<b>Instructional Hours</b>											<b>15</b>		
<b>Suggested Learning Methods : Case Study</b>													
<b>V</b>	<b>Product Research-</b> Price research, Motivation Research <b>Promotion Research</b> - Distribution research – Sales control research - Media research.									2	17,19,21		
<b>Instructional Hours</b>											<b>15</b>		
<b>Suggested Learning Methods : Video lectures</b>													
<b>Total Hours</b>											<b>75 Hrs</b>		
<b>Text Books</b>	1. C. R. Kothari and Gaurav Garg: <b>Research Methodology Methods and Techniques</b> , New Age International (P) limited, New Delhi, 2 nd Edition, 2020. 2. S. Sumathi P Saravanavel: <b>Marketing Research &amp; Consumer Behavior</b> , Vikas Publishing, New Delhi, 1 <sup>st</sup> Edition, 2009.												
<b>Reference Books</b>	1. Boyd and Westfall, <b>Marketing Research</b> , McGraw-Hill Professional Publishing, 9 <sup>th</sup> Edition, New Delhi, 2009. 2. Emma Bell, Alan Bryan and Bill Harley <b>Business Research Methods</b> , (Fifth Edition), Oxford University Press. 2019.												
<b>Web. URLs</b>	1. <a href="https://www.classcentral.com/course/swayam-business-research-methods-19811">https://www.classcentral.com/course/swayam-business-research-methods-19811</a> 2. <a href="https://onlinecourses.nptel.ac.in/noc22_ge08/preview">https://onlinecourses.nptel.ac.in/noc22_ge08/preview</a>												
<b>Tools for Assessment (50 Marks)</b>													
CIA I	CIA II	CIA III	Seminar	Assignment	Mini Project	Total							
8	8	10	8	8	8	50							
<b>Mapping</b>													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO 2	PSO3	PSO4	PSO 5
CO1	H	M	-	M	H	M	M	H	-	-	M	M	M
CO2	H	H	M	M	M	-	H	H	M	-	-	-	-
CO3	H	-	-	M	M	-	M	M	-	-	-	-	M
CO4	H	M	M	-	M	-	-	M	M	-	-	-	M
CO5	H	M	M	M	M	-	M	M	M	-	-	-	M
H-High; M-Medium; L-Low													
<b>Course designed by</b>							<b>Verified by</b>						
Name and Department							Name and BoS Chairman SEAL						

Course Code	Title		
22U3BCE501	<b>Discipline Specific Elective Paper: I (A) Intellectual Property Rights</b>		
<b>Semester:V</b>	<b>Credits: 3</b>	<b>CIA: 30 Marks</b>	<b>ESE:45 Marks</b>
<b>(Common to BBA CA / IB / LOGISTICS)</b>			
<b>Course Objective</b>	To make the students aware of their rights for the protection and knowledge of patents, copy right, Trademarks.		
<b>Course Category</b>	<b>Employability</b>		
<b>Development Needs</b>	<b>National</b>		
<b>Course Description</b>	To understand the concept of Intellectual Property Rights		
<b>Course Outcomes</b>			
<b>CO 1</b>	Understand basic concepts and need of IPR		
<b>CO 2</b>	Learn the practical aspects of registration of patents		
<b>CO 3</b>	Understand the patent Act of India and International treaties		
<b>CO 4</b>	Compare cyber law and IPR		
<b>CO 5</b>	Analyse the infringement of IPRs		
<b>Offered by</b>	<b>Business Administration</b>		
<b>Course Content</b>		<b>Instructional Hours / Week : 4</b>	
Unit	Description	Text Book	Chapters
<b>I</b>	Introduction to IPRs, Basic concepts and need for Intellectual Property – Patents, Copyrights, Geographical Indications, IPR in India and Abroad – Development Nature of Intellectual Property, Industrial Property, technological Research, Inventions and Innovations –Important Examples of IPR	1	1&2
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods:Video Lecture</b>			
<b>II</b>	Meaning and Practical aspects of registration of copy Rights- Trademarks-Patents - Geographical Indications – Trade Secrets and Industrial Design registration in India and Abroad	1	4
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods : Video Lecture</b>			
<b>III</b>	International Treaties and Conventions on IPRs-TRIPS Agreement-PCT Agreement Patent Act of India-Patent Amendment Act-Design Act, Trademark Act-Geographical Indication Act.	1	5,6
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods : Video Lecture</b>			
<b>IV</b>	Digital Innovations and Developments as Knowledge Assets-IP Laws, Cyber Law and Digital Content Protection Unfair Competition – Meaning and Relationship between Unfair Competition and IP Laws – Case Studies	2	5
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods : Video Lecture</b>			

V	Infringement of IPRs, Enforcement Measures - Emerging issues – Case Studies	2	7										
<b>Instructional Hours</b>			<b>12</b>										
<b>Suggested Learning Methods : Video Lecture</b>													
<b>Total Hours</b>			<b>60 Hrs</b>										
<b>Text Books</b>	1. Vinod.V.Sople, Managing Intellectual Property, Prentice Hall of India pvt Ltd, Fifth Edition 2016. 2. Law relating to Intellectual Property Rights Paperback, by V K Ahuja, Lexis Nexis; Third edition, 2017.												
<b>Reference Books</b>	1. Deborah E.Bouchoux, —Intellectual Property: The Law of Trademarks, Copyrights, Patents and Trade Secrets, Cengage Learning, Third Edition, 2013.												
<b>Tools for Assessment (30 Marks)</b>													
<b>CIA I</b>	<b>CIA II</b>	<b>CIA III</b>	<b>Case Study</b>	<b>Seminar</b>	<b>Assignment</b>	<b>Total</b>							
<b>4</b>	<b>4</b>	<b>7</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>30</b>							
<b>Mapping</b>													
<b>CO \ PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	M	-	-	M	-	L	-	M	-	-	H	-	-
<b>CO2</b>	H	M	-	-	-	M	H	M	-	-	M	-	-
<b>CO3</b>	M	M	M	-	-	L	M	-	-	M	-	M	-
<b>CO4</b>	L	-	H	M	M	H	-	-	-	H	M	M	M
<b>CO5</b>	M	-	-	-	M	M	M	M	-	-	-	-	M
H-High; M-Medium; L-Low													
<b>Course designed by</b>							<b>Verified by</b>						
Name and Department							Name and BoS Chairman SEAL						

Course Code	Title		
22U3BCE502	Discipline Specific Elective Paper I (B) M-Commerce & Information Technology Services		
Semester:V	Credits: 3	CIA: 30 Marks	ESE: 45 Marks
<b>(Common to BBA CA / IB)</b>			
Course Objective	To know how to derive meaning form huge volume of data and information		
Course Category	Employability		
Development Needs	National		
Course Description	To understand the concept of Information Technology Services		
<b>Course Outcomes</b>			
CO 1	To understand the concepts of M- Commerce		
CO 2	Study the impact of Technology advances in strategy formulation		
CO 3	Understand M- Commerce Business Models		
CO 4	Know the usage of hardware and software's components		
CO 5	Analyse the different types software's in M- Commerce		
Offered by	Business Administration		
Course Content	Instructional Hours / Week : 4		
Unit	Description	Text Book	Chapters
I	Introduction – Infrastructure of M–Commerce – Types of Mobile Commerce Services – Technologies of Wireless Business Mobile Marketing & Advertisement, Non – Internet Applications in M–Commerce – Wireless / Wired Commerce Comparisons.	1	1,2
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods:Video Lecture</b>			
II	Wireless Devices for Mobile Commerce – Classification Framework for Mobile Location Based Services - Wireless Personal and Local Area Networks –The Impact of Technology Advances on Strategy Formulation In Mobile Communications Networks.	1	2
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods : Video Lecture</b>			
III	The Ecology of Mobile Commerce –Wireless Application protocol – Mobile Business Services – Mobile Portal – Factors Influencing Mobile Gaming Services - The Role of Mobile Advertising in Building a Brand – M–commerce Business Models	2	1
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods : Video Lecture</b>			
IV	Meaning – Scope- Characteristics & Applications, Advantage and Disadvantage of IT Outsourcing - H/W and S/W components of a computer-Recent developments in Hardware and Software-Peripherals Devices	2	1,2



<b>Instructional Hours</b>													<b>12</b>
<b>Suggested Learning Methods : Video Lecture</b>													
<b>V</b>	Memory – ROM / RAM,-Storage Devices- Machine Language - Assembly Language- High Level Language -Types of Software's											2	12
<b>Instructional Hours</b>													<b>12</b>
<b>Suggested Learning Methods : Video Lecture</b>													
<b>Total Hours</b>													<b>60Hrs</b>
<b>Text Books</b>	1. E.BrianMennecke, J.TroyStrader, “Mobile Commerce: Technology, Theory and Applications”, Idea Group Inc., IRM press, 2003. 2. Ravi Kalakota, B.AndrewWhinston, “Frontiers of Electronic Commerce”, PearsonEducation, 2003.												
<b>Reference Books</b>	1. P. J. Louis, “M-Commerce Crash Course”, McGraw- Hill Companies February 2001												
<b>Tools for Assessment (30 Marks)</b>													
<b>CIA I</b>	<b>CIA II</b>	<b>CIA III</b>	<b>Assignment</b>					<b>Seminar</b>			<b>Group Discussion</b>	<b>Total</b>	
<b>4</b>	<b>4</b>	<b>7</b>	<b>5</b>					<b>5</b>			<b>5</b>	<b>30</b>	
<b>Mapping</b>													
<b>CO \ PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	-	M	H	M	-	M	M	L	H	-	M	-	M
<b>CO2</b>	M	H	L	H	M	M	L	-	M	H	M	M	H
<b>CO3</b>	H	-	M	M	M	M	M	M	M	L	L	H	-
<b>CO4</b>	M	M	H	H	H	-	H	H	L	M	-	M	M
<b>CO5</b>	L	H	L	L	H	H	-	L	-	M	-	L	H
H-High; M-Medium; L-Low													
<b>Course designed by</b>							<b>Verified by</b>						
Name and Department							Name and BoS Chairman SEAL						

Course Code	Title		
22U3BCE503	<b>Discipline Specific Elective Paper I (C) Consumer Behaviour</b>		
Semester:V	Credits: 3	CIA: 30 Marks	ESE: 45 Marks
<b>(Common to BBA CA / IB)</b>			
<b>Course Objective</b>	This course enables the students to understand the basic laws and principles of Consumer behaviour in order to influence their purchasing decision.		
<b>Course Category</b>	<b>Employability</b>		
<b>Development Needs</b>	<b>National</b>		
<b>Course Description</b>	To understand the concept of Consumer Behaviour		
<b>Course Outcomes</b>			
<b>CO 1</b>	Describe the basic laws and principles of consumer behaviour		
<b>CO 2</b>	Identify the different consumer behaviour and their impact on purchasing decisions.		
<b>CO 3</b>	Gain knowledge on the information searching, evaluation and decision making		
<b>CO 4</b>	They can understand the consumer communication in group and family which influences the buying decision.		
<b>CO 5</b>	To know cultural and behavioural pattern of consumers.		
<b>Offered by</b>	<b>Business Administration</b>		
<b>Course Content</b>		<b>Instructional Hours / Week : 4</b>	
Unit	Description	Text Book	Chapters
<b>I</b>	Consumer behaviour – concepts; nature, scope and applications of consumer behaviour. Consumer behaviour and marketing strategy; profiling consumers and their needs - Market segmentation and consumer research; psychographics and lifestyle; Consumer behaviour audit.	1	1,2,3
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods: Video Lecture</b>			
<b>II</b>	Consumer involvement and decision-making, Consumer decision-making process - Information search process; Evaluative criteria and decision rules.	1	7,14
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods : Video Lecture</b>			
<b>III</b>	Individual influences on buying behaviour; Consumer as an individual; Theories of personality; personality and market segmentation; - Consumer perception; consumer needs and motivation. Personal influences and attitude formation. Learning and consumer involvement. Communication and consumer behaviour. Family life cycle and decision-making; Social class concept and measurement	1	7
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods : Video Lecture</b>			

<b>IV</b>	The buying process: problem recognition and information search behavior - Information processing; alternative evaluation; Purchase process and post purchase behaviour.						1	11					
<b>Instructional Hours</b>							<b>12</b>						
<b>Suggested Learning Methods : Video Lecture</b>													
<b>V</b>	Contemporary strategies in reaching consumers-word of mouth, consumer generated marketing-celebrity and athletic endorsers. Online consumer behaviour-- feature of well-designed website, the implication of a reduced search costs for information, the consumer advocacy paradigm - Problems faced by Indian consumers; Consumer protection in India						1	16					
<b>Instructional Hours</b>							<b>12</b>						
<b>Suggested Learning Methods : Video Lecture</b>													
<b>Total Hours</b>							<b>60Hrs</b>						
<b>Text Books</b>	<ol style="list-style-type: none"> <li>Schiff man, L.G. and Karuk, L.L, Consumer Behaviour, 8 thEdition ,Prentice Hall of India, New Delhi 2004.</li> <li>Loudon, David L and Bitter Albert J Della, Consumer Behaviour, Tata McGraw Hill, New Delhi 2005.</li> </ol>												
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>Jean Noel Kapferer, Strategic Brand Management, Prentice Hall, 2012.</li> </ol>												
<b>Tools for Assessment (30 Marks)</b>													
<b>CIA I</b>	<b>CIA II</b>	<b>CIA III</b>	<b>Seminar</b>	<b>Field Visit</b>	<b>Group Discussion</b>	<b>Total</b>							
<b>4</b>	<b>4</b>	<b>7</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>30</b>							
<b>Mapping</b>													
<b>CO \ PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	H	M	H	M	-	M	L	M	M	H	-	H	M
<b>CO2</b>	H	M	-	M	H	L	M	H	-	-	H	H	M
<b>CO3</b>	M	H	M	H	-	M	H	L	H	M	L	M	H
<b>CO4</b>	H	M	-	H	H	-	M	M	-	L	-	H	M
<b>CO5</b>	H	M	L	M	M	L	-	H	L	H	M	H	M
H-High; M-Medium; L-Low													
<b>Course designed by</b>							<b>Verified by</b>						
Name and Department							Name and BoS Chairman SEAL						

Course Code	Title		
22U4BMZ503	Skill Based Paper – III Tally - Practical		
Semester: V	Credits: 3	CIA: 30 Marks	ESE: 45 Marks
(Common to BBA CA/ IB / LOGISTICS )			
Course Objective	This course is designed to impart knowledge regarding concepts of Financial Accounting Tally is an accounting package which is used for learning to maintain accounts		
Course Category	Skill Development		
Development Needs	National		
Course Description	An introduction to the understand the creation and alteration of a company.		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Understand the creation and alteration of a company	Lecture/ Case Study	Assignment
CO2	Analyse the Creation of Vouchers and maintenance of stock and go down creation	Lecture/ Role Play	Seminar
CO3	Develop the bank reconciliation statement	Lecture/ Peer Teaching	Seminar
CO4	Understand the preparation of final accounts using Accounting Package	Lecture/ Role Play	Assignment
CO5	Analyse the Pay roll system.	Lecture/ Group Discussion	Quiz
Offered by	Business Administration		
Course Content	Instructional Hours / Week : 4		
S.No.	List of Programs		
1	Create a new company – name and other relevant details and configure the company		
2	Journalizing		
3	Posting into ledger (with and without predefined groups)		
4	Configuring, creating, displaying, altering and cancellation of Vouchers		
5	Trail balance		
6	Final accounts- trading account- profit and loss account and balance sheet		
7	Final accounts with adjustments		
8	Rectification off error		
9	Show the cash, bank and other subsidiary books of the company		
10	Show the Day Book		
11	Integrate stock and inventory details (stock groups/ categories/measurement units		

12	Stock summary
13	Bank reconciliation statement
14	Enable VAT in Tally and VAT Computation report
15	Integrate pay-roll system

**Note**

- A detailed question paper (containing detailed problems) based on the above guidelines should be prepared and distributed for the purpose of examination
- Model questions (only two questions appended as a sample); Practical question paper need to set question papers bases on the above exercises with hypothetical and real-life figures

Create a Company as —Vasavi Industries Ltd. in Tally with inventory management.

- Siva started —Vasavi Industries Ltd. by bringing Capital Rs.3,00,000/- Cash.
- He deposited Rs.1, 00,000/- cash at ICICI bank.
- He paid electricity bill for Rs.1,200/- by cash.
- He withdrawn Rs.10,000/- cash for his personal use.
- He purchased the following item from Computer Lab. Ltd. on Credits with 4% Vat rate.
- Computer - 10 Nos. - @20000/- each
- He sold the following item to Somnath Traders in cash with 4% Vat rate.
- Computer - 5 Nos. - @27500/- each
- He received Rs.6,000/- as commission from Rohit by cash.
- He paid House Rent for Rs.5,000/- by cash.
- He withdrawn Rs.25,000/- cash from ICICI Bank.
- He purchased furniture for Rs.25,000/- by cash for office use.
- Show the Trial Balance and Balance Sheet of —Vasavi Industries Ltd.

From the following prepare accounts in Tally. Balance sheet of Dream Home Appliances as on 1-1-2011

Capital	10, 00,000
Reserves	600,000
Creditsors:	
Bismi Ltd. Bill no P/100, 28-12-10 – 30 days Credits	2,00,000
<b>Total</b>	<b>18, 00,000</b>
Land and Building	5,00,000
Furniture and Equipments	2,00,000
Stock:-	
10 Refrigerators @ Rs 8000 (LG)	80,000

5 semi automatic (LG) @ 7000	35000
5 fully automatic (LG) @ 14000	70,000
10 T.V sets sony @ Rs 10,000	100,000
Debtors: (Both 45 days Credits)	
KEEN Bill No. S/ 1001 dt. 30/12/10	50,000
Best Home Bill No.S/ 2010 dt. 22/12/10	60,000
Bank current account with SBT	600,000
Cash in hand	105,000
<b>Total</b>	<b>18, 00,000</b>

Create company with address - Cochin-5Income Tax No. PNR/ 1234000 NVAT TIN no. K GST/ L50006Inter state sales tax no. I/L1001Provide other assumed details for the company5/1/11  
Purchased for cash:-

3. Refrigerators @ Rs 9500 from a stockist viz Kottayam Home Appliances and issued a cheque VAT paid-12.5% and carriages-Rs 750 for the above purchase. 10/1 /11Sales made on Credits:-  
QRS 5 Fridges @ Rs 11,500 S/ 1100 - 30 days Credits. at 2% discount, VAT 12.5%.  
Show Trial Balance, List of vouchers, P&L Account, Balance sheet with percentages and VAT computation report

**Tools for Assessment (30 Marks)**

Program Development	Program Execution	Lab Participation	Test 1	Test II	Observation Note Maintenance	Total
5	5	5	6	6	3	30

**Mapping**

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	-	M	H	M	-	M	M	M	M	-	-	M
CO2	M	-	M	H	M	M	M	H	-	M	M	-	M
CO3	H	M	M	-	H	-	M	M	-	-	M	-	-
CO4	H	M	M	M	H	-	M	M	-	-	M	-	-
CO5	H	M	-	-	H	-	-	M	-	-	M	M	-

H-High; M-Medium; L-Low

Course designed by	Verified by
Name and Department	Name and BoS Chairman SEAL

Course Code		Title		
22U3BMC614		<b>Core Paper: XIV - Strategic Management</b>		
Semester:VI		<b>Credits:4</b>	<b>CIA: 50 Marks</b>	<b>ESE:50 Marks</b>
<b>(Common to BBA CA / IB / LOGISTICS )</b>				
<b>Course Objective</b>		Enable the students to develop the Strategic Thinking and decision making abilities in relation to understanding the employability of various strategies in different situations.		
<b>Course Category</b>		<b>Employability</b>		
<b>Development Needs</b>		<b>National</b>		
<b>Course Description</b>		To understand the concept of Strategy Formulation, Strategy Implementation and Strategy Evaluation		
Course Outcomes		Teaching Methods	Assessment Methods	
<b>CO 1</b>	Understanding the concepts of strategic management.	Lecture/ Role Play	Seminar	
<b>CO 2</b>	Develop the strategic formulation	Lecture/ Assignment	Case Study	
<b>CO 3</b>	Evaluate the choice of strategy	Lecture/ Peer Teaching	Seminar	
<b>CO 4</b>	Develop the strategic implementation	Lecture/Inquiry Based Learning	Field Visit	
<b>CO 5</b>	Analyse and evaluate the strategic control and strategic evaluation.	Lecture/ Group Discussion	Case Study	
<b>Offered by</b>	<b>Business Administration</b>			
<b>Course Content</b>			<b>Instructional Hours / Week : 6</b>	
Unit	Description	Text Book	Chapters	
<b>I</b>	<b>Strategic Management:</b> Concepts- Difference between strategy and tactics-Three levels of strategy Strategic Management Process- Benefits, TQM and strategic management process, Social responsibility, Social audit	<b>2 , 1</b>	<b>1 , 19</b>	
<b>Instructional Hours</b>			<b>18</b>	
<b>Suggested Learning Methods:Role Play</b>				
<b>II</b>	<b>Strategic Formulation:</b> Corporate Mission: Need –Formulation, Objectives: Classification- Guidelines, Goals: Features	<b>1</b>	<b>2</b>	
<b>Instructional Hours</b>			<b>18</b>	
<b>Suggested Learning Methods : Assignment</b>				
<b>III</b>	<b>Choice of strategy:</b> BCG matrix-The GE nine cell planning grid- Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies	<b>1</b>	<b>17 , 18</b>	
<b>Instructional Hours</b>			<b>18</b>	
<b>Suggested Learning Methods : Activity Based Learning</b>				
<b>IV</b>	<b>Strategic Implementation:</b> Role of top management-Process- Approaches, Resource allocation-Factors -Approaches, Mckinsey’s 7’s framework, Strategic Positioning- Four routes to competitiveadvantage	<b>3</b>	<b>19</b>	
<b>Instructional Hours</b>			<b>18</b>	

<b>Suggested Learning Methods : Field Visit</b>														
<b>V</b>	<b>Strategic Evaluation:</b> Importance- Criteria- Quantitative and Qualitative factors, Strategic control: Process-Criteria-Types, Essential features of effective evaluation and control systems – Balance score card - Case Studies.											3	1 , 14	
<b>Instructional Hours</b>												<b>18</b>		
<b>Suggested Learning Methods : Mini Case Analysis</b>														
<b>Total Hours</b>												<b>90Hrs</b>		
<b>Text Books</b>	1. Strategic Management- Francis Cherunillam-Himalaya Publishing House. 2. Strategic Planning and Management- P.K.Ghosh-Sultan Chand & Sons, 2000 3. Strategic Planning -Formulation of corporate strategy V.S.Ramaswamy&S.Namakumai, Macmillan Business Books, 2001.													
<b>Reference Books</b>	1. Macmillan, H., &Tampoe, M. (2001). Strategic Management: Process, Content, andImplementation, Oxford University Press: USA 2. Ritson, N. (2008). Strategic Management. Neil Ritson&Ventus Publishing.													
<b>Web. URLs</b>	1. <a href="https://nptel.ac.in/courses/110108047">https://nptel.ac.in/courses/110108047</a> 2. <a href="https://archive.nptel.ac.in/courses/110/108/110108047/">https://archive.nptel.ac.in/courses/110/108/110108047/</a>													
<b>Tools for Assessment (50 Marks)</b>														
CIA I	CIA II	CIA III	Case Study	Field Visit	Seminar									Total
8	8	10	8	8	8									50
<b>Mapping</b>														
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	H	M	-	-	-	-	-	M	H	M	M	-	-	
CO2	H	M	-	-	-	-	-	M	M	H	M	M	M	
CO3	H	M	M	M	M	M	M	L	H	M	-	M	M	
CO4	H	H	-	M	-		-	-	M	M	M	M	-	
CO5	H	H	-	M	-	M	M	H	H	-	H	M	-	
H-High; M-Medium; L-Low														
<b>Course designed by</b>							<b>Verified by</b>							
Name and Department							Name and BoS Chairman SEAL							



Course Code		Title	
22U3BCC615		Core Paper-XV RDBMS & Oracle	
Semester: V		Credits: 4	CIA: 50 Marks
ESE: 50 Marks			
<b>(BBA COMPUTER APPLICATION)</b>			
Course Objective	On successful completion of this course, the students must comprehend Concepts of SQL, Data manipulation, Database trigger etc.		
Course Category	Employability		
Development Needs	National		
Course Description	Able to develop RDBMS and Oracle 5 applications.		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Develop a good formal foundation on the relational model of data	Lecture/ Case Study	Assignment
CO 2	Examine about SQL	Lecture/ Role Play	Seminar
CO 3	Plan data manipulation and database Triggers	Lecture/ Peer Teaching	Seminar
CO 4	Table Creation	Lecture/ Role Play	Assignment
CO 5	Transaction and query processing	Lecture/ Group Discussion	Quiz
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 6	
Unit	Description	Text Book	Chapters
I	Data base Management System verses RDBMS Normalization (1NF, 2NF, 3NF) -Data types - Data definition Language – Creating, Altering, Dropping tables - Types of Keys	1,4,2&3	3,1,7,10&2
<b>Instructional Hours</b>			<b>18</b>
<b>Suggested Learning Methods: Video lectures</b>			
II	Data Manipulation Language - Insertions, Updation, Deletion and Select command Transaction Control Statements-Commit, Save point, Roll back Roll back	2 1&3	5 7,1,8 &2
<b>Instructional Hours</b>			<b>18</b>
<b>Suggested Learning Methods : Video lectures</b>			
III	Built-in-functions-Single row functions -Grouping Character, Number, Date, Conversion function- Group functions Having clause-Nesting group functions.	3,2	4,3
<b>Instructional Hours</b>			<b>18</b>
<b>Suggested Learning Methods : Video lectures</b>			
IV	Joins–Types of joins-Set operators Views-Creating, Removing and Altering views Sequences-Creation, Dropping Sequence- Table Indexes	2	11&12&13
<b>Instructional Hours</b>			<b>18</b>
<b>Suggested Learning Methods : Video lectures</b>			

<b>V</b>	Fundamentals of PL/SQL-Reserved words, User- defined identifiers- PL/SQL Block structure Cursors-Implicit, Explicit cursors- Triggers. Creating and using Stored Procedures and Functions						1	15&17&19					
<b>Instructional Hours</b>							<b>18</b>						
<b>Total Hours</b>							<b>90 Hrs</b>						
<b>Text Books</b>	<ol style="list-style-type: none"> <li>1. Jose A Ramalho, Oracle 8i, BPB Publications, New Delhi, 2008.</li> <li>2. Dr. P. S. Deshpande, SQL &amp; PL/SQL for Oracle log (Black book), Dream Tech Press, New Delhi, 2012</li> <li>3. Ramon A Mata Toledo &amp; Pauline K Cushman, Fundamentals of SQL Programming, Tata McGraw Hill, New Delhi, 2002.</li> <li>4. Luke Welling &amp; Laura Thomson, My SQL Tutorial. Dorling Kindersley (India) Pvt Ltd, New Delhi, 2006.</li> </ol>												
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. Ivan Bayross, Commercial Application Development using Oracle Developer2000, BPB Publications, New Delhi, 2ndEdition 2004.</li> <li>2. Ivan Bayross, Oracle-7: The Complete Reference, BPB Publication, New Delhi, 2004.</li> </ol>												
<b>Web. URLs</b>	<ol style="list-style-type: none"> <li>1. <a href="https://www.coursera.org/specializations/oracle-sql-databases">https://www.coursera.org/specializations/oracle-sql-databases</a></li> <li>2. <a href="https://www.mygreatlearning.com/academy/learn-for-free/courses/oracle-sql">https://www.mygreatlearning.com/academy/learn-for-free/courses/oracle-sql</a></li> </ol>												
<b>Tools for Assessment (50 Marks)</b>													
<b>CIA I</b>	<b>CIA II</b>	<b>CIA III</b>	<b>Seminar</b>	<b>Assignment</b>	<b>Group Discussion</b>	<b>Total</b>							
<b>8</b>	<b>8</b>	<b>10</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>50</b>							
<b>Mapping</b>													
<b>CO \ PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	H	-	M	-	H	H	L	-	H	M	-	-	-
<b>CO2</b>	H	M	L	H	-	-	M	H	M	M	M	-	-
<b>CO3</b>	H	M	-	M	L	M	M	-	H	-	L	M	-
<b>CO4</b>	M	H	M	M	M	-	L	M	H	M	H	-	H
<b>CO5</b>	H	M	L	-	L	M	M	M	M	-	M	-	H
H-High; M-Medium; L-Low													
<b>Course designed by</b>							<b>Verified by</b>						
Name and Department							Name and BoS Chairman SEAL						

Course Code	Title												
22U3BMV616	Core Paper XVI Project Work & Viva-Voce												
Semester: VI	Credits: 4	CIA: 40 Marks	ESE: 60 Marks										
(Common to BBA CA / IB / LOGISTICS)													
Offered by	Business Administration												
Course Content													
S.No	Description												
1.	A Guide has been allotted to each student by the department. Student can select any topic in discussion with the supervisor. Students should maintain a work diary where in weekly work carried out has to be written. Guide should review the work every week and put his/her signature. The work diary along with project report should be submitted at the time of viva voce.												
2	<p>CIA Marks Distribution:</p> <p>A minimum of two reviews have to be done, one at the time finalizing the questionnaire/identifying the primary data and the second review at the time of commencement of report writing. They should be asked to present the work done to the respective guide in the two reviews. The guide will give the marks for CIA as per the norms stated below:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tbody> <tr> <td>First Review</td> <td>10 Marks</td> </tr> <tr> <td>Second Review</td> <td>10 Marks</td> </tr> <tr> <td>Third Review</td> <td>10 Marks</td> </tr> <tr> <td>Document, Preparation and Implementation</td> <td>10 Marks</td> </tr> <tr> <td><b>Total</b></td> <td><b>40 Marks</b></td> </tr> </tbody> </table>			First Review	10 Marks	Second Review	10 Marks	Third Review	10 Marks	Document, Preparation and Implementation	10 Marks	<b>Total</b>	<b>40 Marks</b>
First Review	10 Marks												
Second Review	10 Marks												
Third Review	10 Marks												
Document, Preparation and Implementation	10 Marks												
<b>Total</b>	<b>40 Marks</b>												
3.	<p>End Semester Examination:</p> <p>The evaluation for the end semester examination should be as per the norms given below:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tbody> <tr> <td>External Examiner</td> <td>20 Marks</td> </tr> <tr> <td>Internal Examiner</td> <td>20 Marks</td> </tr> <tr> <td>Viva-Voce Examination</td> <td>20 Marks (Jointly given by the external and internal examiner)</td> </tr> <tr> <td><b>Total</b></td> <td><b>60 Marks</b></td> </tr> </tbody> </table>			External Examiner	20 Marks	Internal Examiner	20 Marks	Viva-Voce Examination	20 Marks (Jointly given by the external and internal examiner)	<b>Total</b>	<b>60 Marks</b>		
External Examiner	20 Marks												
Internal Examiner	20 Marks												
Viva-Voce Examination	20 Marks (Jointly given by the external and internal examiner)												
<b>Total</b>	<b>60 Marks</b>												
<b>Course designed by</b>		<b>Verified by</b>											
Name and Department		Name and BoS Chairman SEAL											

Course Code	Title		
22U3BCE604	Discipline Specific Elective Paper II (A) Services Marketing		
Semester:VI	Credits:3	CIA: 30 Marks	ESE:45 Marks
(Common to BBA CA / IB)			
Course Objective	To enable the student to understand concepts, philosophies, processes and techniques of managing the service operations of a firm		
Course Category	Employability		
Development Needs	National		
Course Description	To understand the concept of Services Marketing		
<b>Course Outcomes</b>			
CO 1	Understand the importance of Services Marketing.		
CO 2	Comprehend the contribution of service sector in solving marketing problems.		
CO 3	Identify the role and impact of services on the customers and employees.		
CO 4	Understand the communication strategies adopted by the organizations at Global front.		
CO 5	Acquire knowledge about global marketing in service industry.		
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters
I	<b>Introduction:</b> Difference between product and services marketing; Characteristics of services. Service marketing system- <b>Service quality:</b> Understanding customer expectations and zone of tolerance - Targeting and positioning of service	2	1,19,10
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods: Video Lecture</b>			
II	<b>Services marketing mix:</b> Augmented marketing mix; Developing the service product/intangible product; Service product planning; Service pricing strategy; Services promotions; Services distributions.	1	11,13, 14,15
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods : Video Lecture</b>			
III	<b>Physical evidence:</b> Role of communication in service marketing; People and internal communication; Process of operations and delivery of services; Role of technology in services marketing.	1	17,18
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods : Video Lecture</b>			
IV	<b>Marketing the Financial Services:</b> Deciding the service Quality. Devising Financial Services Marketing Mix Strategies with special reference to Credits Cards, Home Loans, Insurance and Banking	2	10 ,13

<b>Instructional Hours</b>			<b>12</b>										
<b>Suggested Learning Methods : Video Lecture</b>													
<b>V</b>	<b>Services in global perspective:</b> International marketing of services; Recent trends; Principal driving force in global marketing of services; key decisions in global marketing; Services strategy and organising for global marketing.			1	1,14								
<b>Instructional Hours</b>			<b>12</b>										
<b>Suggested Learning Methods : Video Lecture</b>													
<b>Total Hours</b>			<b>60 Hrs</b>										
<b>Text Books</b>	1. Bhattacharjee, <b>Services Marketing</b> , Excel books, New Delhi, First edition, 2009. 2. R. Srinivasan, <b>Services Marketing</b> , PHI Pvt. Ltd., New Delhi, 5 <sup>th</sup> edition, 2014.												
<b>Reference Books</b>	1. Valarie A. Zeithaml, <b>Services Marketing</b> , Tata McGraw-Hill, Mumbai, 3rd edition,												
<b>Tools for Assessment (30 Marks)</b>													
<b>CIA I</b>	<b>CIA II</b>	<b>CIA III</b>	<b>Seminar</b>	<b>Field Visit</b>	<b>Group Discussion</b>	<b>Total</b>							
<b>4</b>	<b>4</b>	<b>7</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>30</b>							
<b>Mapping</b>													
<b>CO \ PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	M	H	M	M	L	-	M	H	-	M	-	M	H
<b>CO2</b>	M	H	M	H	-	M	H	M	-	-	-	M	H
<b>CO3</b>	H	L	-	H	M	H	M	-	M	M	H	H	L
<b>CO4</b>	M	M	M	M	L	-	L	M	-	M	M	M	M
<b>CO5</b>	M	H	H	-	M	H	H	M	-	L	-	M	H
H-High; M-Medium; L-Low													
<b>Course designed by</b>							<b>Verified by</b>						
Name and Department							Name and BoS Chairman SEAL						

Course Code	Title		
22U3BCE605	Discipline Specific Elective Paper II (B) Enterprise Resource Planning		
Semester:VI	Credits:3	CIA: 30 Marks	ESE:45 Marks
(Common to BBA CA / IB)			
Course Objective	To understand the business process of an enterprise and to grasp the activities of ERP project management cycle		
Course Category	Employability		
Development Needs	National		
Course Description	To understand the concept of ERP		
<b>Course Outcomes</b>			
CO 1	Issues in Planning design		
CO 2	ERP Software and Solutions		
CO 3	Evaluation of ERP System		
CO 4	Maintenance of ERP		
CO 5	Future trends in ERP system		
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters
I	Overview of enterprise systems- Evolution - Risks and benefits - Fundamental technology - Issues to be consider in planning design and implementation of cross functional integrated ERP.	1	1,2
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods:Video Lecture</b>			
II	Overview of ERP software solutions- small, medium and large enterprise vendor solutions - BPR, and best business practices - Business process Management-Functional modules.	1	3,4
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods : Video Lecture</b>			
III	Planning Evaluation and selection of ERP systems - Implementation life cycle - ERP implementation, Methodology and Frame work- Training Data Migration. People Organization in implementation- Consultants, Vendors and Employees.	1	5,6
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods : Video Lecture</b>			
IV	Maintenance of ERP- Organizational and Industrial impact. Success and Failure factors of ERP Implementation.	2	1,2
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods : Video Lecture</b>			

V	Extended ERP systems and ERP add-ons-CRM, SCM, Business analytics										2	3	
	Future trends in ERP systems-web enabled, Wireless technologies, cloud computing												
<b>Instructional Hours</b>											<b>12</b>		
<b>Suggested Learning Methods : Video Lecture</b>													
<b>Total Hours</b>											<b>60Hrs</b>		
<b>Text Books</b>	1. Alexis Leon, ERP demystified, second Edition Tata McGraw-Hill, 2008. 2. Jagan Nathan Vaman, ERP in Practice, Tata McGraw-Hill, 2008												
<b>Reference Books</b>	1. Valarie A. Zeithaml, <b>Services Marketing</b> , Tata McGraw-Hill, Mumbai, 3rd edition,												
<b>Tools for Assessment (30 Marks)</b>													
<b>CIA I</b>	<b>CIA II</b>		<b>CIA III</b>		<b>Seminar</b>			<b>Field Visit</b>		<b>Group Discussion</b>		<b>Total</b>	
<b>4</b>	<b>4</b>		<b>7</b>		<b>5</b>			<b>5</b>		<b>5</b>		<b>30</b>	
<b>Mapping</b>													
<b>CO \ PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	H	M	H	-	L	M	-	L	M	M	H	H	M
<b>CO2</b>	H	-S	M	H	-	H	H	M	-	-	-	H	-S
<b>CO3</b>	M	M	H	M	M	H	-	-	M	H	L	M	M
<b>CO4</b>	H	-	M	L	L	M	L	M	H	M	M	H	-
<b>CO5</b>	M	M	M	M	-	L	-	L	-	M	-	M	M
H-High; M-Medium; L-Low													
<b>Course designed by</b>						<b>Verified by</b>							
Name and Department						Name and BoS Chairman SEAL							

Course Code	Title		
22U3BCE606	Discipline Specific Elective Paper II (C) Brand Management		
Semester:VI	Credits:3	CIA: 30 Marks	ESE:45 Marks
(Common to BBA CA / IB / LOGISTICS)			
Course Objective	To enable the students to learn the basics Branding, Brand positioning Co-branding and brand strategies		
Course Category	Employability		
Development Needs	National		
Course Description	To understand the concept of Brand Management		
<b>Course Outcomes</b>			
CO 1	Identify Brand Management Process.		
CO 2	Develop Brand Positioning Strategies.		
CO 3	Construct the Brand Elements and Co-Branding.		
CO 4	Developing and Designing of Brand Strategy.		
CO 5	Implementing Brand Strategies.		
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters
I	<b>Introduction:</b> Brand-history of branding-importance of branding <b>Brand management process:</b> brand image branding challenges and opportunities.	1	1
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods:Video Lecture</b>			
II	<b>Brand Positioning</b> -brand equity-sources building a strong brand-brand building Implications <b>Identifying Brand Positioning</b> -positioning guidelines - defining brand values-internal branding.	1	3
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods : Video Lecture</b>			
III	<b>Brand Elements:</b> Planning and implementing brand marketing choosing brand elements-criteria-options. Tactics for brand elements-new perspective on marketing. <b>Co-branding</b> -guidelines-licensing guidelines	1	4
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods : Video Lecture</b>			
IV	<b>Brand Strategy:</b> Measuring and interpreting brand performance brand value.Chain-brand tracking studies-establishing effective brand equity management systems. Capturing market performance-comparative methods.	2	8
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods : Video Lecture</b>			



<b>V</b>	<b>Implementing Brand Strategies:</b> Brand product matrix- breadth and depth of branding strategy. Brand hierarchy-designing a long term brand strategy- brand extensions-advantages and disadvantages- reinforcing brands-adjusting brand portfolios.										2	11	
<b>Instructional Hours</b>												<b>12</b>	
<b>Suggested Learning Methods : Video Lecture</b>													
<b>Total Hours</b>												<b>60Hrs</b>	
<b>Text Books</b>	1. Kelvin Lane Keller, Strategic Brand Management, Prentice Hall India, 4th Edition, 2011. 2. Sharad Sarin, Strategic Brand Management for B2B Markets: A Road Map for Organizational Transformation, SAGE Response; 1st Edition 2016.												
<b>Reference Books</b>	1. Jean Noel Kapferer, Strategic Brand Management, Prentice Hall, 3rd Edition 2004.												
<b>Tools for Assessment (30 Marks)</b>													
<b>CIA I</b>	<b>CIA II</b>	<b>CIA III</b>	<b>Case Study</b>			<b>Field Visit</b>		<b>Group Discussion</b>		<b>Total</b>			
<b>4</b>	<b>4</b>	<b>7</b>	<b>5</b>			<b>5</b>		<b>5</b>		<b>30</b>			
<b>Mapping</b>													
<b>CO \ PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	M	L	H	H	M	M	-	-	-	-	-	-	M
<b>CO2</b>	H	M	-	M	-	-	M	-	-	-	-	M	M
<b>CO3</b>	H	L	M	-	-	M	M	-	M	H	-	M	M
<b>CO4</b>	M	M	-	M	-	M	-	H	H	M	M	-	M
<b>CO5</b>	M	-	L	H	-	M	-	-	-	H	-	-	M
H-High; M-Medium; L-Low													
<b>Course designed by</b>							<b>Verified by</b>						
Name and Department							Name and BoS Chairman SEAL						

Course Code	Title		
22U3BCE607	<b>Discipline Specific Elective Paper III (A) Rural Marketing</b>		
Semester:VI	Credits: 3	CIA: 30 Marks	ESE: 45 Marks
<b>(Common to BBA CA / IB)</b>			
Course Objective	To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context		
Course Category	Employability		
Development Needs	National		
Course Description	To understand the concept of Rural Marketing		
<b>Course Outcomes</b>			
CO 1	Identify rural marketing in Indian and Global context.		
CO 2	Develop marketing mix in rural.		
CO 3	Choose consumer behavior model in rural marketing.		
CO 4	Develop CRM in rural marketing.		
CO 5	Identify the rural marketing and cooperative marketing		
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters
I	Introduction of Rural marketing –Evolution of Rural Marketing in Indian and Global Context- Definition - Nature –Scope-Characteristics and potential of Rural Marketing Importance of Rural Marketing- Socio-Cultural- economic & other environmental factors affecting in Rural Marketing	1	1
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods:Video Lecture</b>			
II	Profile of Rural Marketing Dimensions & Consumer Profile-Rural Market Equilibrium-Classification of Rural Marketing – Regulated- Non Regulated - Marketing Mix- Segmentation-Targeting- Position- Rural Marketing Strategies- Role of Central, State Government and other Institutions in Rural Marketing Integrated Marketing Communication in Rural Marketing.	1	3
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods : Video Lecture</b>			
III	Product / Service Classification in Rural Marketing - New Product Development in Rural Marketing- Brand Management in Rural Marketing- Rural Distribution in channel management Managing Physical distribution in Rural Marketing- Fostering Creativity& Innovation in Rural Marketing- Sales force Management in Rural Marketing	1	4
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods : Video Lecture</b>			

<b>IV</b>	Consumer Buyer Behaviour Model in Rural Marketing- Rural Marketing Research-Retail & IT models in Rural marketing – CSR and Marketing Ethics in Rural Marketing Consumer Education & Consumer Methods in Promotion of Rural Marketing Advertisement & Media Role in Rural Marketing Promotion Methods.								2	8			
<b>Instructional Hours</b>										<b>12</b>			
<b>Suggested Learning Methods : Video Lecture</b>													
<b>V</b>	e- Rural Marketing-CRM & e-CRM in Rural Marketing- Advanced Practices in Rural Marketing Social Marketing- Network Marketing- Green Marketing in Indian and Global Context Co-operative Marketing- Micro Credit Marketing- Public Private Partnership Model in Rural Marketing- Advancement of Technology in Rural Marketing- Structure of Competition in Rural India								2	11			
<b>Instructional Hours</b>										<b>12</b>			
<b>Suggested Learning Methods : Video Lecture</b>													
<b>Total Hours</b>										<b>60Hrs</b>			
<b>Text Books</b>	1. C G Krishnamacharyulu, Lalitha Ramakrishnan, <b>Rural Marketing</b> , Pearson Education, 2 <sup>nd</sup> Edition, 2011.. 2. Awadhesh Kumar Singh Satyaprakashpandey, <b>Rural Marketing: Indian Perspective</b> , By New age publishers, 2007.												
<b>Reference Books</b>	1. Ramkishen Y, <b>New Perspectives on Rural Marketing: Includes Agricultural Marketing</b> , Jaico Publishing house, 2011.												
<b>Tools for Assessment (30 Marks)</b>													
<b>CIA I</b>	<b>CIA II</b>	<b>CIA III</b>	<b>Case Study</b>			<b>Field Visit</b>		<b>Group Discussion</b>		<b>Total</b>			
<b>4</b>	<b>4</b>	<b>7</b>	<b>5</b>			<b>5</b>		<b>5</b>		<b>30</b>			
<b>Mapping</b>													
<b>CO \ PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	H	M	L	M	-	L	H	M	-	L	M	H	M
<b>CO2</b>	M	H	M	M	H	M	L	-	L	H	-	M	H
<b>CO3</b>	H	M	-	M	M	L	M	M	-	-	M	H	M
<b>CO4</b>	H	H	L	M	-	-	L	-	L	-	H	H	H
<b>CO5</b>	H	-	H	M	M	L	M	H	M	L	-	H	-
H-High; M-Medium; L-Low													
<b>Course designed by</b>							<b>Verified by</b>						
Name and Department							Name and BoS Chairman SEAL						

Course Code	Title		
22U3BCE608	Discipline Specific Elective Paper III (B) Customer Value Management		
Semester:VI	Credits:3	CIA: 30 Marks	ESE:45 Marks
(Common to BBA CA / IB)			
Course Objective	To understand the need and importance of maintaining a good customer relationship		
Course Category	Employability		
Development Needs	National		
Course Description	To understand the concept of customer value management		
<b>Course Outcomes</b>			
CO 1	Identify customer relationship management process		
CO 2	Develop CRM models		
CO 3	Choose customer information database		
CO 4	Develop CRM tools		
CO 5	Develop CRM software packages		
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters
I	Definitions - Concepts and Context of relationship Management – Evolution Transactional Vs Relationship Approach – CRM as a strategic marketing tool – CRM significance to the stakeholders.	1	1,2
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods: Video Lecture</b>			
II	Customer information Database – Customer Profile Analysis - Customer perception, Expectations analysis Customer behaviour in relationship perspectives; individual and group customer's - Customer life time value – Selection of Profitable customer segments	1	3,4
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods : Video Lecture</b>			
III	Elements of CRM – CRM Process – Strategies for Customer acquisition - Retention and Prevention of defection – Models of CRM – CRM road map for business applications.	1	5
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods : Video Lecture</b>			

<b>IV</b>	Strategic CRM planning process – Implementation issues – CRM Tools. Analytical CRM – Operational CRM – Call center management – Role of CRM Managers.								2	1,2			
<b>Instructional Hours</b>										<b>12</b>			
<b>Suggested Learning Methods : Video Lecture</b>													
<b>V</b>	e- CRM Solutions – Data Warehousing – Data mining for CRM - CRM software packages – Introduction, Usage – Procedure – Advantages and Limitations								2	3			
<b>Instructional Hours</b>										<b>12</b>			
<b>Suggested Learning Methods : Video Lecture</b>													
<b>Total Hours</b>										<b>60H rs</b>			
<b>Text Books</b>	<ol style="list-style-type: none"> <li>G.Shainesh, Jagdish, N.Sheth, Customer Relationships Management Strategic Perspective, Macmillan 2010.</li> <li>Alok Kumar et al, Customer Relationship Management: Concepts and applications, Biztantra, 2013.</li> </ol>												
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>H.Peeru Mohamed and A.Sahadevan, Customer Relation Management, Vikas Publishing 2005.,</li> </ol>												
<b>Tools for Assessment (30 Marks)</b>													
<b>CIA I</b>	<b>CIA II</b>	<b>CIA III</b>	<b>Seminar</b>	<b>Assignment</b>	<b>Group Discussion</b>	<b>Total</b>							
<b>4</b>	<b>4</b>	<b>7</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>30</b>							
<b>Mapping</b>													
<b>CO \ PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	L	H	H	M	L	L	M	H	-	H	M	H	M
<b>CO2</b>	H	M	L	M	-	M	-	M	-	L	-	H	-S
<b>CO3</b>	M	H	-	M	-	-	H	M	M	M	L	M	M
<b>CO4</b>	M	-	M	M	M	-	M	H	H	L	H	H	-
<b>CO5</b>	H	M	L	H	-	H	-	L	L	H	-	M	M
H-High; M-Medium; L-Low													
<b>Course designed by</b>							<b>Verified by</b>						
Name and Department							Name and BoS Chairman SEAL						

Course Code	Title		
22U3BCE609	<b>Discipline Specific Elective Paper III (C) - Entrepreneurship &amp; Small Business Management</b>		
<b>Semester:VI</b>	<b>Credits:3</b>	<b>CIA: 30 Marks</b>	<b>ESE: 45 Marks</b>
<b>(Common to BBA CA / IB / LOGISTICS)</b>			
<b>Course Objective</b>	To know the concept of Entrepreneurship, Business Management, opportunities recognition, Quality and risk management in Small Business organizations.		
<b>Course Category</b>	Entrepreneurship		
<b>Development Needs</b>	National		
<b>Course Description</b>	To Understand Conceptual framework of Role of Entrepreneurship in economic development, Factors affecting Entrepreneurial growth, Start-ups and Buyouts, Selecting a Location and Planning the Facilities, Social and Ethical Issues in Small Business Management.		
Course Outcomes		Teaching Methods	Assessment Methods
<b>CO 1</b>	Understand entrepreneurial functions	Lecture/ Role Play	Role Play
<b>CO 2</b>	Understanding the factors affecting entrepreneurial growth, Development Programmes	Lecture/ Assignment	Group Discussion
<b>CO 3</b>	Familiarize on the concepts of Start Ups and Stand Ups	Lecture/ Peer Teaching	Group Discussion
<b>CO 4</b>	Understand location selection, Financial requirement, factors affecting choice of a business location	Lecture/Inquiry Based Learning	Seminar
<b>CO 5</b>	To Know social and ethical issues in small business management	Lecture/ Group Discussion	Role Play
<b>Offered by</b>	<b>Business Administration</b>		
<b>Course Content</b>		<b>Instructional Hours / Week : 4</b>	
Unit	Description	Text Book	Chapters
<b>I</b>	<b>Meaning of Entrepreneurship:</b> Characteristics - functions and types of Entrepreneurships <b>Entrepreneur:</b> Types of Entrepreneur, Women Entrepreneurs in India Role of Entrepreneurship in economic development.	2.1	2, 3
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods:Role Play</b>			
<b>II</b>	<b>Factors affecting Entrepreneurial growth</b> – Economic non - economic Entrepreneurship Development programmes – Need – Objectives Phases – Evaluation. Institutional support to Entrepreneurs.	1	5, 9
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods : Flipped Classroom</b>			
<b>III</b>	<b>Start-ups and Buyouts</b> - Franchising Opportunities - The Family Business- Business Plan-Marketing Plan - Management Teams-Organized forms.	2	6,7
<b>Instructional Hours</b>			<b>12</b>
<b>Suggested Learning Methods : Preparation of Business Plan</b>			
<b>IV</b>	<b>Selecting a Location and Planning the Facilities</b> - Projecting Financial Requirements – Finding Sources of Financing - Exit Strategies – Factors	1	27

affecting choice of a business location													
<b>Instructional Hours</b>			<b>12</b>										
<b>Suggested Learning Methods : Seminar</b>													
<b>V</b>	<b>Quality Management in Small Business</b> - Social and Ethical Issues in Small Business Management - Evaluating Financial Performance – Managing Risk in Small Business Management. Case studies.	1	28										
<b>Instructional Hours</b>			<b>12</b>										
<b>Suggested Learning Methods : Role Play</b>													
<b>Total Hours</b>			<b>60 Hrs</b>										
<b>Text Books</b>	1. S. S. Khanka, <b>Entrepreneurial Development</b> , S. Chand & Company New Delhi, 4 <sup>th</sup> Edition, 2013. 2. C. B. Gupta & N. P. Srinivasan, <b>Entrepreneurial Development</b> , Sultan Chands & Son New Delhi, 6 <sup>th</sup> Edition, 2013.												
<b>Refer ence Books</b>	1. S. Anil Kumar, <b>Small Business and Entrepreneurship</b> , I.K .International Publishing house Pvt Ltd, New Delhi, 2008. 2. Zimmer, Scarborough, <b>Effective small business management</b> , Hal Court College publisher 9 <sup>th</sup> Edition, 2009.												
<b>Web. URLs</b>	1. <a href="https://archive.nptel.ac.in/courses/110/106/110106141/">https://archive.nptel.ac.in/courses/110/106/110106141/</a> 2. <a href="https://onlinecourses.nptel.ac.in/noc21_mg70/preview">https://onlinecourses.nptel.ac.in/noc21_mg70/preview</a>												
<b>Tools for Assessment (30 Marks)</b>													
<b>CIA I</b>	<b>CIA II</b>	<b>CIA III</b>	<b>Role Play</b>	<b>Seminar</b>	<b>Group Discussion</b>	<b>Total</b>							
<b>4</b>	<b>4</b>	<b>7</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>30</b>							
<b>Mapping</b>													
<b>PO CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO 1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	H	M	-	M	M	M	M	M	H	M	M	-	M
<b>CO2</b>	H	M	M	M	M	-	H	M	M	H	M	H	M
<b>CO3</b>	H	H	H	-	-	M	H	M	M	H	H	-	H
<b>CO4</b>	H	M	M	H	M	-	-	H	M	-	M	M	H
<b>CO5</b>	M	-	-	M	M	H	M	H	H	M	H	M	H
H-High; M-Medium; L-Low													
<b>Course designed by</b>							<b>Verified by</b>						
Name and Department							Name and BoS Chairman SEAL						

Course Code	Title		
22U4BMZ604	Skill Based Paper IV : Campus to Corporate (Viva voce)		
Semester: VI	Credits: 3	CIA: 30 Marks	ESE: 45 Marks
( Common to BBA CA / IB / LOGISTICS )			
Course Objective	To enable the students to realize the concepts of Soft Skills, Business Correspondence, Group Discussion, Presentation.		
Course Category	Skill Development		
Development Needs	National		
Course Description	To gain skill and knowledge regarding Etiquette Elaborated, Attire Aspects, E-communication, Overcoming problems in E-mail communication, Aptitude Appetizer, Attitude Building.		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Develop various Organizational Etiquette	Lecture/ Seminar	Assignment
CO 2	Understand Attire aspect, Dressing sense and grooming skill	Lecture/ Assignment	Seminar
CO 3	Understand the E- Communication aspect	Lecture/ Peer Teaching	Assignment
CO 4	Students have knowledge about Quantitative and verbal aptitude	Lecture/Inquiry Based Learning	Seminar
CO 5	Identify and enumerate ways to nurture your positive attitude.	Lecture/ Assignment	Seminar
Offered by	Business Administration		
Course Content	Instructional Hours / Week : 4		
Unit	Description	Text Book	Chapters
I	<b>Etiquette Elaborated:</b> Corporate etiquette –Workplace etiquette-Business etiquette - Email etiquette - Telephone and Meeting etiquette Video clippings to watch and noting down with the critical aspects pertaining to etiquettes.	1	1
<b>Instructional Hours</b>			12
<b>Suggested Learning Methods : Assignment</b>			
II	<b>Attire Aspects:</b> Paste your own photograph in formal and informal dress – Dressing sense and grooming skills – Cut and paste various photographs from ad pictures to distinguish dressing for different occasions.	1	5
<b>Instructional Hours</b>			12
<b>Suggested Learning Methods : Seminar</b>			
III	<b>E-communication:</b> Students are expected to have an Email id and work with groups, make mail attachments, join professional groups in social networks ; download and upload files using virtual memory – E-mail Etiquette - Overcoming problems in E-mail communication: Use of Electronic Devices in Modern Communication such as Fax, E-mail, chat using Skype – Work with social networking sites such as LinkedIn, Face book, Orkut, Tumblr, Twitter -narrate them in the SDRN with clippings as Evidence.	2	6,4



<b>Instructional Hours</b>												12	
<b>Suggested Learning Methods : Assignment</b>													
<b>IV</b>	<b>Aptitude Appetizer:</b> Quantitative vs. Verbal aptitude - practice –Shortcut routes – Workouts from previous year batch tests – Familiarize the various us types of problems From quantitative & Non-verbal reasoning areas in competitive exams for employment and/or higher studies.										2	5	
<b>Instructional Hours</b>												12	
<b>Suggested Learning Methods : Seminar</b>													
<b>V</b>	<b>Attitude Building:</b> The importance of building positive attitude. Read from the examples of great people of your choice and write in your SDRN. Identify and enumerate ways to nurture your positive attitude.										2	5	
<b>Instructional Hours</b>												12	
<b>Suggested Learning Methods : Seminar</b>													
<b>Total Hours</b>												<b>60 Hrs</b>	
<b>Text Books</b>	<ol style="list-style-type: none"> <li>1. Mathew McKay, Martha Davis Patrick Fanning, Communication Skills, B. Jain Publication Pvt Ltd, 4st Edition, 2018, New Delhi.</li> <li>2. Aruna Koneru, <b>Professional Communication</b>, Tata McGraw Hill Publication Company Ltd, 2008, New Delhi.</li> </ol>												
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. P. Bhaskaran Nair &amp; Krishna Pillai, <b>Communication Skills A Multi – Skill Course</b>, Mac Millan Press, 2000, New Delhi.</li> <li>2. Biswajit Das, IpseetaSatpathy, <b>Business Communication and Personality Development</b>, Excel Book, 2009, New Delhi.</li> </ol>												
<b>Web. URLs</b>	<ol style="list-style-type: none"> <li>1. <a href="https://nptel.ac.in/localchapter">https://nptel.ac.in/localchapter</a></li> <li>2. <a href="https://archive.nptel.ac.in/LocalChapter/statistics/1511/">https://archive.nptel.ac.in/LocalChapter/statistics/1511/</a></li> </ol>												
<b>Tools for Assessment (30 Marks)</b>													
<b>Review I</b>	<b>Review II</b>	<b>Documentation</b>			<b>Assignment</b>			<b>Seminar</b>			<b>Attendance</b>	<b>Total</b>	
<b>6</b>	<b>6</b>	<b>3</b>			<b>5</b>			<b>5</b>			<b>5</b>	<b>30</b>	
<b>Mapping</b>													
<b>CO \ PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	-	-	H	M	-	H	H	H	M	H	M	-	H
<b>CO2</b>	M	M	H	H	M	H	H	H	M	-	M	M	M
<b>CO3</b>	M	H	M	M	H	M	M	M	H	-	H	M	H
<b>CO4</b>	H	H	M	-	M	H	-	M	H	M	M	-	M
<b>CO5</b>	M	-	M	-	-	H	M	M	M	-	H	M	H
H-High; M-Medium; L-Low													
<b>Course designed by</b>								<b>Verified by</b>					
Name and Department								Name and BoS Chairman SEAL					

Course Code	Title		
22UBMSS01	Self-Study Paper - I- Customer Relationship Management		
Semester: II - V	Credits: 2	ESE: 50 Marks	
(Common to all BBA CA/ IB / LOGISTICS )			
Course Objective	Prepare students to deal with the changes in the corporation and the global market place - by exploring issues related to challenges of developing and managing relationship marketing strategies and programs.		
Course Category	Employability		
Development Needs	National		
Course Description	To understand the fundamentals and emerging concepts of customer relationship management		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Create insight and new learning in the area of Customer Relationship Marketing.	Lecture/ Case Study	Assignment
CO2	Equip students with both a conceptual understanding and the knowledge pertaining to Customer Relationship Management strategy.	Lecture/ Role Play	Seminar
CO3	Discuss the conceptual foundations sales force automation.	Lecture/ Peer Teaching	Seminar
CO4	Understand the concepts of value chain	Lecture/ Role Play	Assignment
CO5	Analyse the customer relationship technologies.	Lecture/ Group Discussion	Quiz
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 3	
Unit	Description	Text Book	Chapters
I	Overview of Relationship Marketing – Basis of building relationship Types of relationship marketing – Customer life cycle	1 & 2	1
<b>Instructional Hours</b>			<b>09 Hrs</b>
<b>Suggested Learning Methods: Video Lectures</b>			
II	CRM – Overview and evolution of the concept – CRM and Relationship marketing CRM strategy – Importance of customer divisibility in CRM	1	3
<b>Instructional Hours</b>			<b>09 Hrs</b>
<b>Suggested Learning Methods :Video Lectures</b>			
III	Sales Force Automation – contact management – concept Enterprise Marketing Management – core beliefs – CRM in India	3	7
<b>Instructional Hours</b>			<b>09 Hrs</b>
<b>Suggested Learning Methods : Video Lectures</b>			

<b>IV</b>	Value Chain – concept – Integration Business Management Benchmarks and Metrics – culture change Alignment with customer eco system – Vendor selection Database Marketing – Prospect database – Data warehouse and Data Mining	4	5										
<b>Instructional Hours</b>			<b>09 Hrs</b>										
<b>Suggested Learning Methods : Video Lectures</b>													
<b>V</b>	Analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario	3	6										
<b>Instructional Hours</b>			<b>09 Hrs</b>										
<b>Suggested Learning Methods : Video Lectures</b>													
<b>Total Hours</b>			<b>45Hrs</b>										
<b>Text Books</b>	<ol style="list-style-type: none"> <li>1. Baran Galka. Strunk - <b>Customer Relationship Management</b> - Cengage learning, 2008 South –Western.</li> <li>2. Philip Kotler, <b>Marketing Management</b>, Prentice Hall, McGraw Hill, 2005.</li> <li>3. Judith W. Kincaid - <b>Customer Relationship Management</b>, Pearson Education, 2008.</li> <li>4. Kaushik Mukerjee, <b>Customer Relationship Management</b>, Eastern Economy Edition,2007</li> </ol>												
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. S. Shajahan – <b>Relationship Marketing</b> – Tata McGraw Hill, 1997 Paul Green Berg – CRM – Tata</li> <li>2. Kaushik Mukerjee, <b>Customer Relationship Management</b>, Eastern Economy Edition,2007.</li> </ol>												
<b>Web. URLs</b>	<ol style="list-style-type: none"> <li>1. <a href="https://www.techtarget.com/searchcustomerexperience/definition/CRM-customer-relationship-management">https://www.techtarget.com/searchcustomerexperience/definition/CRM-customer-relationship-management</a></li> <li>2. <a href="https://www.lucidchart.com/blog/crm-models#:~:text=CRM%20value%20chain,or%20service%20for%20the%20customer.">https://www.lucidchart.com/blog/crm-models#:~:text=CRM%20value%20chain,or%20service%20for%20the%20customer.</a></li> <li>3. <a href="https://www.salesforce.com/in/blog/2022/02/crm-technology.html">https://www.salesforce.com/in/blog/2022/02/crm-technology.html</a></li> </ol>												
<b>Mapping</b>													
<b>CO \ PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	H	-	H	-	H	-	-	M	-	-	M	-	M
<b>CO2</b>	-	H	-	-	H	-	-	-	M	M	M	-	M
<b>CO3</b>	M	M	-	M	M	-	-	M	M	-	M	H	-
<b>CO4</b>	M	M	-	H	M	-	-	H	M	-	H	M	-
<b>CO5</b>	M	-	H	-	H	-	-	M	-	H	M	M	M
H-High; M-Medium; L-Low													
<b>Course designed by</b>							<b>Verified by</b>						
Name and Department							Name and BoS Chairman SEAL						

Course Code		Title	
22UBMSS02		Self-Study Paper – II - Disaster Management	
Semester: II - V		Credits: 2	ESE: 50 Marks
<b>(Common to all BBA CA/ IB / LOGISTICS )</b>			
<b>Course Objective</b>		This Course is designed to impart domain knowledge, values, capacities and skills to respond to disaster risk reduction initiatives and disasters in an effective, humane and sustainable manner.	
<b>Course Category</b>		Employability	
<b>Development Needs</b>		National	
<b>Course Description</b>		To understand the disaster profile of India and Geo-informatics in Disaster Management	
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Develop an understanding of the key concepts, definitions a key perspective of all Hazards Emergency Management	Lecture/ Case Study	Assignment
CO2	Understand the Emergency/Disaster Management Cycle	Lecture/ Role Play	Seminar
CO3	Have a basic understanding for the history of Emergency Management	Lecture/ Peer Teaching	Seminar
CO4	Develop a basic understanding of Prevention, Mitigation, Preparedness, Response and Recovery	Lecture/ Role Play	Assignment
CO5	To acquire knowledge on recent disasters and disaster risk management	Lecture/ Group Discussion	Quiz
<b>Offered by</b>	<b>Business Administration</b>		
<b>Course Content</b>		<b>Instructional Hours / Week : 3</b>	
Unit	Description	Text Book	Chapters
I	Understanding the concept and definitions of Disaster. Hazard, Vulnerability, Risk, Capacity- Disaster and Development and Disaster Management Geological disasters (Earthquake, Landslide, Tsunami, Mining) Hydro-Metrological Disaster (Floods, Cyclones, Lighting, Thunder Storms, Hail) Biological Disaster ( Epidemics, Pest Attack, Forest Fire)	1 & 2	1
<b>Instructional Hours</b>			<b>09 Hrs</b>
<b>Suggested Learning Methods: Video Lectures</b>			
II	Disaster Management Cycle – Paradigm shift in Disaster Management- Pre disaster- Risk Analysis and Assessment Risk Mapping, Zonation and Microzonation- Prevention and Mitigation of Disaster During disaster-Evacuation – Disaster communication- Search and Rescue	2	3
<b>Instructional Hours</b>			<b>09 Hrs</b>
<b>Suggested Learning Methods :Video Lectures</b>			
III	Disaster profile of India - Mega Disasters of India and Lessons Learnt- Disaster Management Act 2005- Institutional and Financial Mechanism National Policy on Disaster Management, National Guidelines and Plans on Disaster Management. Role of Government (local, state and national),Non-Government and Inter Governmental Agencies	3	7
<b>Instructional Hours</b>			<b>09 Hrs</b>

<b>Suggested Learning Methods : Video Lectures</b>													
<b>IV</b>	Geo-informatics in Disaster Management (RS, GIS, GPS and RS) Disaster Communication System (Early Warning and Its Dissemination) Land Use Planning and Development Regulations Disaster Safe Designs and Constructions Structural and Non Structural Mitigation of Disasters S&T Institutions for Disaster Management in India										4	5	
<b>Instructional Hours</b>												<b>09 Hrs</b>	
<b>Suggested Learning Methods : Video Lectures</b>													
<b>V</b>	Study of Recent Disasters (Local, State And National Level) and reparation of Disaster Risk Management Plan of an Area or Sector Role of Engineers in Disaster Management Structural and Non Structural Mitigation of Disasters S&T Institutions for Disaster Management in India										5	3	
<b>Instructional Hours</b>												<b>09 Hrs</b>	
<b>Suggested Learning Methods : Video Lectures</b>													
<b>Total Hours</b>												<b>45Hrs</b>	
<b>Text Books</b>	<ol style="list-style-type: none"> <li>1. Damon Coppola, Introduction to International Disaster Management, Elsevier Science (B/H), London. 3<sup>rd</sup> Edition, 2015.</li> <li>2. M C Gupta, Manual on natural disaster management in India, NIDM, New Delhi, 2000</li> <li>3. R K Bhandani ,An overview on Natural &amp; Man-made disasters and their reduction, CSIR, New Delhi, 2012.</li> <li>4. World Disasters Report,.International Federation of Red Cross and Red Crescent, Switzerland , 2009.</li> <li>5. S L Goyal, Encyclopedia of Disaster Management, Vol I, II and III Disaster Management Policy And Administration, Deep &amp; Deep Publications Pvt Ltd, New Delhi, India, 2006</li> </ol>												
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. Angus Macleod Gunn, Encyclopedia of Disasters – Environmental Catastrophes and Human Tragedies, Vol. 1 &amp; 2, Greenwood Press, 2008.</li> <li>2. S L Goyal, Encyclopedia of disaster management, Vol I, II and III Disaster management policy and administration, Deep &amp; Deep, New Delhi, 2006.</li> </ol>												
<b>Web. URLs</b>	<ol style="list-style-type: none"> <li>1. <a href="https://nidm.gov.in/easindia2014/err/pdf/country_profile/India.pdf">https://nidm.gov.in/easindia2014/err/pdf/country_profile/India.pdf</a></li> <li>2. <a href="https://nidm.gov.in/easindia2014/err/pdf/themes_issue/technology/role_of_geo.pdf">https://nidm.gov.in/easindia2014/err/pdf/themes_issue/technology/role_of_geo.pdf</a></li> </ol>												
<b>Mapping</b>													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	-	H	-	H	-	-	M	-	-	M	-	M
CO2	-	H	-	-	H	-	-	-	M	M	M	-	M
CO3	M	M	-	M	M	-	-	M	M	-	M	H	-
CO4	M	M	-	H	M	-	-	H	M	-	H	M	-
CO5	M	-	H	-	H	-	-	M	-	H	M	M	M
H-High; M-Medium; L-Low													
<b>Course designed by</b>							<b>Verified by</b>						
Name and Department							Name and BoS Chairman SEAL						