

JIMS Engineering Management Technical Campus, Greater Noida

(Affiliated to GGSIP University, Dwarka, Delhi)

BBA Department

Academic Year 2017-18

VISION

To become widely acclaimed management school contributing towards management education for developing business leaders having functional knowledge of all the domains of management.

MISSION

- M1. To be widely acclaimed centre for management education.
- M2. To develop management professionals for upcoming business challenges and enduring entrepreneurial spirit.
- M3. To be the first choice for prospective students, faculty and employers.
- M4. Facilitating sustainable application of concepts and techniques for innovative research.

PROGRAM SPECIFIC OUTCOMES (PSOs)

- PSO-1:** To prepare the professionals for career in corporate world by exposing them to the concepts, tools & techniques of management education & research.
- PSO-2:** To lead a successful career in industries by developing awareness among them in various managerial dimensions to solve business problems.
- PSO-3:** To develop ethically responsible manager that positively impact and society.
- PSO-4:** To boost up the entrepreneurial spirit among students and converting them in to employment generators.
- PSO-5:** To create value through industry focused teaching and research in a socially responsible and ethical context.

PSO TO MISSION STATEMENT MAPPING

MISSION STATEMENTS	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5
M1	3	3	3	2	3
M2	3	3	3	2	2
M3	3	3	2	3	3
M4	3	2	2	3	3

[3=Highly Significant, 2=Moderate Significant, 1=Least Significant]

PROGRAM OUTCOMES (POs)/GRADUATE ATTRIBUTES

S. No.	Graduate Attributes	Program Outcomes (POs)
1	Managerial Knowledge	PO1: Demonstrate a strong base of general management and build strong pillars over it in a particular area of specialization (Marketing, Finance, I.T., H.R.M, and Entrepreneurship). Develop an ability to integrate knowledge of one area into other and understand management as a comprehensive concept.
2	Critical Thinking	PO2: Develop an eye to look out for changes, opportunities and threats in the business environment. Demonstrate ability to use various tools and techniques of research methodology to convert threats into opportunities and weaknesses into strengths.
3	Problem Solving	PO3: Critically analyze, evaluate and synthesize data into information relevant to taking business decisions. Improve the value delivery process.
4	Research Skill	PO4: Develop skill and expertise in problem solving. Gain experience in dealing with diverse business situations. Apply requisite research tools and techniques to solve business problems.
5	Usage of Modern Tools	PO5: Create, select, and apply appropriate techniques, resources, and modern IT tools including prediction and modeling to complex statistical information with an understanding of the limitations
6	Collaborative and Multidisciplinary work	PO6: Develop highest order of behavioral and interpersonal skills. Demonstrate initiative and lead by example. Practice effectively both as an individual and as a team member.
7	Project Management and Finance	PO7: Acquire all the necessary skill set to be a manager. Practice creativity. Analyze risks and explore opportunities to create new business propositions. Develop idea generation skills, risk taking ability and ability to convert ideas into business ventures.
8	Communication	PO8: Develop interpersonal skills and high degree of verbal non – verbal and written communication. Demonstrate business etiquettes. Interpret and apply principles of cross cultural difference in communication.
9	Life-long Learning	PO9: Recognize the need for and have preparation and ability to engage in lifelong learning in the domain of business management.
10	Ethical Practices and Social Responsibility	PO10: Apply ethical business practices to show case highest level of commitment to professional code of conduct in the arena of business management.
11	Independent and Reflective Learning	PO11: Assess business environment. Evaluate competitive frame of reference. Determine strategies to overcome challenges.
12	Individual and team work	PO12: Identify networking opportunities to improve the value chain. Make use of social media to reach out to stakeholders.

MAPPING OF POs TO PSOs

PEOs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
PSO-1	3	3	3	2	3	2	3	2	3	1	3	2
PSO-2	3	3	3	2	3	2	3	2	3	3	3	2
PSO-3	3	3	3	2	2	2	2	3	3	3	3	2
PSO-4	3	3	3	3	3	3	3	3	3	2	3	3
PSO-5	3	3	3	3	3	2	2	3	2	3	2	3

[3=Highly Significant, 2=Moderate Significant, 1=Least Significant]

SEMESTER – 1

CODE NO.	PAPER	DISCIPLINE	L	T/P	CREDITS
BBA 101	Management Process and Organizational Behaviour	Generic Elective	4	-	4
BBA 103	Business Mathematics	Core Discipline	4	-	4
BBA 105	Financial Accounting & Analysis	Core Discipline	4	-	4
BBA 107	Business Economics	Core Discipline	4	-	4
BBA 109	Computer Applications	Skill Enhancement Course	4	-	4
BBA 111	Computer Application Lab	Skill Enhancement Course	-	4	4

MANAGEMENT PROCESS AND ORGANISATIONAL BEHAVIOUR

Course Code: BBA 101

Semester: 1

L:T:P: 4:0:0

Credit: 4

After course completion students will be able to:

CO1	Understand basic concept of management, and functions of management like planning and Organizing
CO2	Understand function of management like Staffing, Directing and controlling.
CO3	Understand concept of Organizational Behavior, OB Models, Organisational Culture & Climate.
CO4	Understand fundamentals of Behavior Dynamics, Group Dynamics and Work Teams.

S. NO.	COURSE CONTENT	HRS	COs
1	<p>UNIT-I: Introduction: Concept, nature, process and significance of management; Managerial levels, skills, functions and roles; Management Vs. Administration; Coordination as essence of management; Development of management thought: classical, neo-classical, behavioral, systems and contingency approaches.</p> <p>Planning: Nature, scope and objectives of planning; Types of plans; Planning process; Business forecasting; MBO; Concept, types, process and techniques of decision-making; Bounded Rationality.</p> <p>Organising: Concept, nature, process and significance; Principles of an organization; Span of Control; Departmentation; Types of an organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization.</p>	14	CO1
2	<p>UNIT-II: Staffing: Concept, Nature and Importance of Staffing. Motivating and Leading: Nature and Importance of motivation; Types of motivation; Theories of motivation-Maslow, Herzberg, X, Y and Z; Leadership – meaning and importance; Traits of a leader; Leadership Styles – Likert's Systems of Management, Tannenbaum & Schmidt Model and Managerial Grid.</p> <p>Controlling: Nature and Scope of control; Types of Control; Control process; Control techniques – traditional and modern; Effective Control System.</p>	12	CO2

3	UNIT-III: The Concept of Organizational Behaviour : Disciplines Contributing to the Field of Organizational Behaviour The OB Model, Challenges and Opportunities for OB, Diversity in Organizations Organizational Culture and Climate : Managerial Communication, Attitudes and Values, Emotions and mood	12	CO3
4	UNIT-IV: Behavioural Dynamics : Perceptions, Learning Theories, Personality & determinants, Theories, Motivation Concept and theories, Stress and its Management Group Dynamics and Work Teams : Creating Effective Teams; Types of Teams; Stages of Group Development, Group Think; Group Shift Social Loafing; Group Decision Making Techniques, Power and Politics; Change Management	14	CO4

Text Books

1. Judge Robbins and Vohra, Organizational Behaviour, 15th edition ,Pearson education India, New Delhi, 2013
2. Luthans, Organizational Behaviour, 12th edition ,Tata Mc Graw Hill, 2013
3. C.B. Gupta, Management Process & Organisational Behaviour, New India Publication

Reference Books

1. Parikh and Gupta, *Organizational Behaviour*, Tata Mc Graw Hill, 2010
2. Mohanty Chitale and Dubey, *Organizational Behaviour: Text and Cases*, PHI Learning, Delhi, 2013

BUSINESS MATHEMATICS

Course Code: BBA 103

Semester: 1

L:T:P 4:0:0

Credit: 4

After course completion students will be able to:

CO1	Understand the concepts of Matrices and Schedules with reference to business process.
CO2	Understand the concepts of Combinatorics and their business applications.
CO3	Analyze and solve problems of Business using Differentiation as a tool.
CO4	Formulate and solve problems in the areas of Business Calculus using Integration as a tool.

S. NO.	COURSE CONTENT	HRS	COs
1	<p>UNIT-I: MATRICES: Definition, Types of Matrices, Addition, Subtraction, Scalar Multiplication and Multiplication of Matrices, Minors, Cofactors, Properties of Determinants Adjoint, Inverse. Solution to a system of equations by: i) The Adjoint matrix methods. ii) Cramer's Rule The Gaussian Elimination method, Rank of a matrix, Rank of a system of equations. The Echelon matrix. Vectors: Types Optimization vector-Additions, suggestions & multiplication, Scalar Product, Vector Product. Linear dependence of vectors, Application of matrices to business problems, Input output analysis, Preparation of Depreciation Lapse Schedule, Variance Analysis, Inventory Flow Analysis, and Inventory Flow Analysis.</p>	14	CO1
2	<p>UNIT-II: Factorials, Principle of Counting, Concept of Permutation. Numerical based on Permutation along with the restrictions. Concept of Combination. Numerical based on Combination along with the restrictions. Circular Permutation and Combination with restriction. Mathematical Induction: introduction and Application. Definition of Sequence, Progression and Series. Numericals on Arithmetic Progression, Geometric Progression, Harmonic Progression and Special Series.</p>	14	CO2
3	<p>UNIT-III: Introduction to Function, Limits. Calculation of Limits – 0/0 formats. Introduction to Differentiation – First Principle. Differentiation using formulas. Introduction to Optimization using calculus – Absolute Maximum and Absolute Minimum, Local Maxima and Local Minima. Application of Local Maxima and Local Minima. Derivative as Rate Measure, Application of</p>	14	CO3

	Differentiation in Business, Optimization in case of multivariate function – Lagrangian Multipliers		
4	UNIT-IV: Integration as Anti-Derivative. Integration using formulas. Introduction to Differential Equation: Order and Degree, its formation. Solution of Differential Equation: Variable Separable, Homogeneous, Linear Differential equation. Business Applications, Consumer's or Producer's Surplus, Learning Curve.	14	CO4

Textbooks:

1. Thukral, J.K.; Business Mathematics, BVP Publications-latest edition
2. Sancheti and Kapoor; Business Mathematics, latest edition
3. Chang; Business Mathematics, latest edition
4. Soni, R.S.; Business Mathematics, latest edition

References:

1. Bhardwaj, R.S.; Mathematics for Economics and Business, Excel Books, 2000.
2. Raghavachari, M.; Mathematics for Management, Tata McGraw Hill, 2004.

FINANCIAL ACCOUNTING & ANALYSIS

Course Code: BBA 105

Semester: 1

L:T:P: 4:0:0

Credit: 4

After course completion students will be able to:

CO1	To make the students understand the nature and purpose of financial statements in relationship to decision making.
CO2	To develop the ability to use a basic accounting system to create (record, classify, and summarize) the data needed to solve a variety of business problems.
CO3	To give an insight to the students on maintaining the records of fixed assets of the company after considering the depreciation and analyse the updated book value of the assets.
CO4	To develop the understanding on how to record the issue and reissue of share and debenture capital in the company records.

S. NO.	COURSE CONTENT	HRS	COs
1	UNIT-I: Objectives and nature of Accounting Book Keeping and Accounting, Branches of Accounting, Limitation of Accounting. Accounting Equation. Accounting Principles and Standards Accounting cycle system of accounting Introduction to Accounting Standards Issued by ICAI. Meaning & Relevance of GAAP	14	CO1
2	UNIT-II: Journalising Transactions: Journal, Rules of Debit and Credit Cash Journal, Petty Cash Book, Purchase Journal, Purchase Return, Sales Journal, Sales Return Journal, Voucher System Ledger, Posting, Rules Regarding Posting,. Trial Balance. Company Final Accounts: Books of Account, Preparation of Final Accounts, Profit & Loss Account, Balance Sheet, Requirements of Schedule VI	14	CO2
3	UNIT-III: Depreciation Provisions and Reserves: Concept of Deprecation, Causes of Depreciation Basic Features of Depreciation Method of Recording Depreciation, Methods of Providing Depreciation AS-6 (Revised) Provisions and Reserves Human Resource Accounting, Green Accounting, Inflation Accounting, Responsibility Accounting, Price Level Accounting	14	CO3

4	<p>UNIT-IV: Introduction to Joint Stock Company, Shares, Share Capital Accounting Entries, Under Subscription, Oversubscription, Calls in Advance, Calls in Arrears, Issue of Share at Premium, Issue of Share at Discount Forfeiture of Shares, Surrender of Shares, Issue of two classes of Shares, Right Shares, Re-issue of Shares. Debentures: Classification of Debentures, Issue of Debentures, Different Terms of Issue of Debentures, Methods of Redemption of debentures Overview of Stock exchange & SEBI</p>	14	CO4
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Text Books

1. Tulsian, P.C., (1st Ed, 2014) Financial Accountancy, 2nd edition, Pearson Education.
2. Maheshwari, S.N. and Maheshwari, S. K., (5th Ed., 2016), An Introduction to Accountancy, Vikas Publishing House.

Reference Books

1. Bhattacharyya, Asish K., (3rd Ed, 2012) Essentials of Financial Accounting, Prentice Hall of India.
2. Rajasekran, (1st edition 2012), Financial Accounting, Pearson Education.
3. Bhattacharya, Ashish K, (3rd Ed., 2012) Essentials of Financial Accounting, Prentice Hall of India.
4. Glautier, M.W.E. and Underdown, B. (8th Ed.,2010)). Accounting Theory and Practice, Pearson Education.

BUSINESS ECONOMICS

Course Code: BBA 107

Semester: 1

L:T:P: 4:0:0

Credit: 4

After course completion students will be able to:

CO1	Understand the fundamental concepts of economics and applications of business economics.
CO2	Understand the concept of utility and analyze the demand conditions.
CO3	Analyze the relationship between various factor inputs of production and output in short-run and long-run as well.
CO4	Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.

S. NO.	COURSE CONTENT	HRS	Cos
1	UNIT-I: Introduction to Business Economics and Fundamental concepts Nature, Scope, Definitions of Business Economics, Difference between Business Economics and Economics Applications of Business Economics, Micro Macro Economics Opportunity Costs, Time Value of Money Marginalism, Incrementalism Market Forces and Equilibrium Risk, Return and Profits.	14	CO1
2	UNIT-II: Consumer Behaviour and Demand Analysis Cardinal Utility Approach, Diminishing Marginal Utility Law of Equi-Marginal Utility Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution Budget Line and Consumer Equilibrium Theory of Demand, Law of Demand, Movement along vs. Shift in Demand Curve Concept of Measurement of Elasticity of Demand, Factors Affecting, Income, Cross and Advertising Elasticity Demand Forecasting: Need, Objectives and Methods (Brief)	14	CO2

3	UNIT-III: Theory of Production Meaning and Concept of Production, Factors of Production and Production function Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis) Law of Returns to a Scale (Long Run Production Analysis) through the use of ISO QUANTS	14	CO3
4	UNIT-IV: Cost Analysis & Price Output Decisions Concept of Cost, Cost Function, Short Run Cost, Long Run Cost Economies and Diseconomies of Scale Explicit Cost and Implicit Cost, Private and Social Cost. Pricing Under Perfect Competition, Pricing Under Monopoly, Control of Monopoly Price Discrimination, Pricing Under Monopolistic Competition Pricing Under Oligopoly	14	CO4

Text Books:

1. Samuelson, P & Nordhaus, W. (2009) Economics, 18th Edition, McGraw Hill Education.
2. Dwivedi, D.N.(2008) Managerial Economics, 7th edition, Vikas Publishing House.

Reference Books:

1. Salvatore, D. ((2006)) Managerial Economics in a Global Economy, 6th edition, Oxford University Press.
2. Kreps, D.(2009). MicroEconomics for Managers, 1st edition, Viva Books Pvt. Ltd.
3. Peterson, L. and Jain ((2006)) Managerial Economics, 4th edition, Pearson Education.
4. Colander, D, C (2008) Economics, McGraw Hill Education.

COMPUTER APPLICATIONS

Course Code: BBA 109

Semester: 1

L:T 4:0

Credit: 4

After course completion students will be able to:

CO1	Understand the Computer Basics
CO2	To know different types of Computer Software and its uses, Windows OS
CO3	To learn Desktop Components and to work with Advance Excel
CO4	To learn basics of Computer Network and Areas of Applications of I.T

S. NO.	COURSE CONTENT	HRS	COs
1	UNIT-1 Characteristics Of Computer , Input Output Devices ,Functions Of Different Units Of Computer ,Computer Memory:Primary Memory(RAM and ROM),Secondary Memory(Hard Disk ,Optical Disk)	14	CO1
2	UNIT-2 Types of Software, Functions Of Operating System, Types of Os, Booting Procedure , Startup Sequence, Introduction To Gui, Important Terms Volume, Label, Drive Name, Compiler, Interpreter, Assembler, Types of Computer Languages	14	CO2
3	Unit-3 Creating Tables, Graphs , Charts, Table Formatting, Sort And Filter, Subtotal, Mathematical, Statistical Function, Date And Time Function, Text Function, Financial Function, Analyze Data with Pivot Tables, Crating Scenarios	14	CO3
4	UNIT-4 Application of Information Technology in Railways, Airlines, Banking,online Banking system, Insurance, Inventory Control, Financial System, Hotel Management, Environment Health and Entertainment ,Security Issues in I.T	14	CO4

References

- 1.Leon and Leon,(2nd Ed.,2012),Introduction to Information Technology Vikas Publishing house.
- 2.Behl R.(2nd , Ed.,2012), Introduction to Information Technology for Management, McGraw Hill Education.
- 3.Dhingra S and Tondon A, .(1st, Ed.,2015), Introduction to Information Technology, Galgotia Publishing House.

SEMESTER – 2

CODE NO.	PAPER	DISCIPLINE	L	T/P	CREDITS
BBA 102	Cost Accounting	Core Discipline	4	-	4
BBA 104	Quantitative Techniques	Core Discipline	4	-	4
BBA 106	E-Commerce	Core Discipline	4	-	4
BBA 108	Ecommerce Lab	Skill Enhancement Course	-	4	2
BBA 110	Business Communication	Ability Enhancement Course	4	-	4
BBA 112	Business Environment	Core Discipline	4	-	4

COST ACCOUNTING			
Course Code:	BBA 102	Semester:	2
L:T:P:	4:0:0	Credit:	4

After course completion students will be able to:	
CO1	To understand the cost concepts, cost behaviours, and cost accounting techniques that are applied to manufacturing and service businesses.
CO2	To learn how materials, labour and overhead costs are added to a product at each stage of the production cycle.
CO3	To understand the basic concepts and processes used to determine product costs in manufacturing concerns
CO4	To learn how to prepare Contract Account and calculate Operating Cost.

S. NO.	COURSE CONTENT	HRS	COs
1	UNIT-I: Basic Cost Concepts – Objectives & SCOPE Cost Classification & Elements of Cost Difference between Financial, Cost & Management Accounting Materials Control: Meaning – Steps Involved – Materials and Inventory Techniques of Material/Inventory Control Valuation of Inventory – Material Losses.	14	CO1 & CO2
2	UNIT-II: Labour Cost Control: Direct and Indirect Labour, Steps Involved – Treatment of Idle Time, Holiday Pay, Overtime etc. in Cost Accounts, Methods of Wage Payment. Incentive Plans. Overheads: Meaning and Classification of Overheads – Treatment	14	CO2

	Overhead rate & machine Rate Treatment of Under and Over Absorption of Overheads.		
3	UNIT-III: Cost Sheet Preparation Process Costing Normal Abnormal Loss & Effectiveness in process Costing	14	CO3
4	UNIT-IV: Job & Batch Costing Contract Account Escalation Clause Operating/Service Costing.	14	CO4

Text Books

1. Maheshwari, S. N. and Mittal, S. N. (2009), Cost Accounting – Theory and Problems, 22nd Revised Edition, Shri Mahavir Book Depot.
2. Arora, M.N., (2009), Cost Accounting, Vikas Publishing House.

Reference Books

1. Lal, Jawahar and Srivastava, Seema, (2008), Cost Accounting, 4th Edition, McGraw Hill Education.
2. Jain and Narang, (2008), Cost Accounting, Kalyani Publishers
3. Khan M.Y., (7th Ed., 2017) Management Accounting, Mc Graw Hill Education
4. P.C.Tulsian; (1st Ed., 2013), Introduction to Cost Accounting, S. Chand, Delhi.

QUANTITATIVE TECHNIQUES

Course Code: BBA 104

Semester: 2

L:T:P 4:0:0

Credit: 4

After course completion students will be able to:

CO1	Understand and explain basic statistical concepts such as statistical collection, characteristics, statistical series, tabular and graphical representation of data, measures of central tendency.
CO2	Understand the concepts of Correlation and Regression and their business applications.
CO3	Define, formulate and solve linear programming problems using appropriate techniques.
CO4	Formulate and solve Transportation and Assignment problems using appropriate optimization techniques.

S. NO.	COURSE CONTENT	HRS	COs
1	UNIT-I: Statistics: Definition, Importance & Limitation. Collection of data and formation of frequency distribution. Graphic presentation of frequency distribution – graphics, Bars, Histogram, Diagrammatic. Measures of central tendency – mean, median and mode, partition values – quartiles, deciles and percentiles. Measures of variation – Range, IQR, quartile, deciles and percentiles. Measures of variation – range, IQR, quartile deviation and standard deviation and Lorenz Curve.	14	CO1
2	UNIT-II: Correlation Analysis: Correlation Coefficient; Assumptions of correlation analysis; coefficients of determination and correlation; measurement of correlation- Karl Person's Methods; Spearman's rank correlation; concurrent deviation the correlation coefficient; Pitfalls and limitations associated with regression and correlation analysis; real world application using IT tools.	14	CO2
3	UNIT-III: Linear Programming: Concept a assumptions usage in business decision making. Linear programming problem: formulation, methods of solving: graphical and simplex method. Problems with mixed constraints: duality; concept, significance, usage & application in business decision making.	14	CO3
4	UNIT-IV:	14	CO4

	<p>Transportation Problem: General structure of transportation problem, solution procedure for transportation problem, methods for finding initial solution, test for optimality. Maximization transportation on problem, transportation problem. Assignment problem approach of the assignment model, solution methods of assignment problem, maximization in an assignment, unbalanced assignment problem, restriction on assignment. Travelling Salesman Problem: Concept, Theory and Application. Numerical based on TSP.</p>		
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Textbooks:

1. Gupta, S.P. and Gupta, P.K.; Quantitative Techniques and Operations Research, Sultan Chand & Sons
2. Vohra, N.D.; Quantitative Techniques in Management 2003.
3. Gupta, S.P. Statistical Methods, Sultan Chand & Sons.2004
4. Srivastava, U.K.; Shenoy, G.V. and Sharma, S.C.; Quantitative Techniques for Managerial Decisions; New Age International Pvt. Ltd.,(2002) 2nd edition

References:

1. S.D. Sharma; Operations Research, New Edition
2. Sharma,J.K.; Operations Research: problems & solutions; Macmillan India Ltd. , 2004 (2nd edition)
3. Sancheti , D.C. & Kapoor, V.K.; Statistics-Theory, Methods and Applications, , Sultan Chand & Sons,2004

ECOMMERCE

Course Code: BBA 106

Semester: 2

L:T 4:0

Credit: 4

After course completion students will be able to:

CO1	To understand the basics of Ecommerce and Ecommerce in India
CO2	To learn HTML and using it to write programs
CO3	To know the different Electronic Payment Methods and its practical applications
CO4	To understand the different areas of applications and Emerging Trends of Ecommerce

S. NO.	COURSE CONTENT	HRS	COs
1	UNIT-1 Introduction to E-Commerce: Meaning, nature, concepts Advantages, disadvantages and reasons for transacting online Electronic Commerce, Types of Electronic Commerce ,Electronic commerce models, Challenges and Barriers in E-Commerce environment, E-Commerce in India : Transition to E-commerce in India , Indian readiness for E-commerce, E-Transition challenges for Indian corporate	14	CO1
2	UNIT-2 Introduction to HTML: Elements, Tags and basic structure of HTML , Basic and advanced text formatting, Multimedia component in HTML document, Designing of webpage: Document Layout, List, Tables, Hyperlink, Working with Frame,Form and Control	14	CO2
3	UNIT-3 Electronic Payment System: Security Issues in E-Commerce: Need and concepts Digital Payment Requirements, Electronic Payment System, Types of Electronic Payment Systems, Concept of e-Money, infrastructure Issues and Risks in EPS, Electronic Fund Transfer, Electronic Commerce security environment, security threats in E-Commerce environment, Basics of Encryption and Decryption.	14	CO3

	UNIT-4		
4	E-commerce Applications: Emerging Trends in E-Commerce, E-commerce applications in various industries, Mobile Commerce, Economical Technological and Social considerations, Regulatory and Ethical considerations in E-Commerce	14	CO4

Reference:

1. Elias M. Awad (3rd Ed., 2007). Electronic Commerce - From Vision to Fulfillment, PHI Learning.
2. Joseph, P.T. and S.J. (4th Ed., 2012). E-Commerce - An Indian Perspective, PHI Learning.
3. Efraim Turban, David King, Dennis Viehland, Jae Lee, (2009): Electronic Commerce - A Managerial Perspective, 4th Edition, Pearson Education.
4. Bharat Bhaskar (4th Ed., 2013). Electronic Commerce Framework, Technologies and Applications, Tata McGraw Hill.
5. Dave Chaffey (4th Ed., 2013). E-Business and E-Commerce Management- Strategy, Implementation and Practice, Pearson Education.

BUSINESS COMMUNICATION

Course Code: BBA 110

Semester: 2

L:T:P: 4:0:0

Credit: 4

After course completion students will be able to:

CO1	Review the importance of communication relative to securing employment, with emphasis on using both verbal and non-verbal communication and their impact and to study the benefits of effective listening.
CO2	Study effective communication for domestic and international business situations and to identify ethical, legal, cultural, and global issues affecting business communication.
CO3	Understand and demonstrate the use of basic and advanced proper writing techniques that today's technology demands and to understand the importance of writing business letters in a proper, formal format.
CO4	Study different aspects of departmental communication and to identify the types of reports that are required in business situations.

S. NO.	COURSE CONTENT	HRS	COs
1	UNIT-I: Fundamentals of Communication Meaning and Significance of communication, Process of Communication, Principle of Effective Business Communication 7C's, How to improve command over Spoken and Written English Effective Listening	14	CO1
2	UNIT-II: Communicating in a Multi Cultural World Global World, Impact of Globalisation on organizational and multicultural communication, Understanding culture for global communication, Etic and Emic approaches to culture The Cross Cultural dimensions of Business Communication Technology and communication, Ethical and Legal issues in Business Communication, overcoming cross cultural communication	14	CO2

3	UNIT-III: Business Letter Writing and Presentation tools Need ,Functions and Layout of Letter Writing Types of Letter Writing: Persuasive Letters, Request Letters Sales Letters and Complaint Letters. Employment related Letters and Interview Letters Promotion Letters and Resignation Letters	14	CO3
4	UNIT-IV: Departmental Communication Meaning, Need ,Types and Barriers of communication News Letters ,Circulars ,Agenda Notice, Office Memorandum, Office Orders, Minutes of Meeting. Project and Report Writing How to make a Presentation, the various presentation tools, along with guidelines of Effective Presentation	14	CO4

Text Books

1. Lesikar, Business communication: Making connections in a digital world, Mc Graw Hill Education
2. Krizanetal. Effective Business Communication, Cengage Learning.
3. Chhabra T.N , Business Communication

BUSINESS ENVIRONMENT

Course Code: BBA 112

Semester: 2

L:T:P: 4:0:0

Credit: 4

After course completion students will be able to:

CO1	Understand the theoretical framework of Business Environment and to analyse the environmental factors important for a business.
CO2	Analyse the issues prevalent in the Indian Economy and develop a perspective on the different economic problems and approaches to economic planning and development in India.
CO3	Understand the fundamental concepts of economics and applications of macro economics and to make optimal business decisions by integrating the concepts of national income and theory of employment.
CO4	Analyse the economic environment and its structures and to make students understand the effects of economic policies and to understand the international trade relations, agreements and its regulations.

S. NO.	COURSE CONTENT	HRS	COs
1	UNIT-I: An Overview of Business Environment Type of Environment- Internal, External, Micro and Macro Environment, Socio Cultural Environment, Competitive Structure of Industries, Environmental Analysis and Strategic Management, Process and Limitation of Environmental Analysis, Scope of Business and Characteristics of business, Managing Diversity Basic Characteristics of Indian Economy, Economic Growth and Economic Development	14	CO1
2	UNIT-II: Planning and Economic Development and problems in Indian Economy Industrial Policy 1991, Disinvestments of Public Enterprises Economic Problems- Poverty, Inequality and Unemployment Concentration of Economic Power, Low Capital formation and Industrial Sickness	14	CO2

3	<p>UNIT-III: Concept of Macro Economics and National Income Determination</p> <p>Definition, Importance, Limitations of macro Economics, Macro Economic Variables, Circular Flow in 2,3,4 Sector Model Multiplier in 2,3,4 Sector ,National Income: Concepts, Methods of Measurement, Problems in Measurement, Precautions in estimation and National Income in India Theory of full employment and income: Classical, Modern Approach, Consumption Function, Relationship between saving and consumption , Investment function</p>	14	CO3
4	<p>UNIT-IV: Economic Environment</p> <p>Nature of Economic Environment, Economic Nature and Structure of the Economy ,Monetary and Fiscal Policies ,FEMA FDI ,WTO , GATT</p>	14	CO4

Text Books

1. Dwivedi D.N, Macro Economics, Mc Grow Hill Education.
2. Cherunilam, Francis, (2007), Business Environment - Text and Cases, Himalaya Publishing House.

Reference Books

1. Aswathappa, K., (2000), Essentials of Business Environment, 7th edition, Himalaya Publishing House.
2. Gupta C. B., (2008), Business Environment, 4th edition, Sultan Chand.
3. Bedi, Suresh, ((2004)), Business Environment Excel Book.
4. Ian Worthington, Chris Britton, (2009), Business Environment, Pearson Education.

SEMESTER – 3

CODE NO.	PAPER	L	T/P	CREDITS
BBA 201	Organizational Behaviour	4	-	4
BBA 203	Indian Economy	4	-	4
BBA 205	Marketing Management	4	-	4
BBA 207	Management Accounting	4	-	4
BBA 211	Personality Development & Communication Skills – III (Minor Project Report)	-	-	6

ORGANIZATIONAL BEHAVIOUR

Course Code: BBA 201

Semester: 4

L:T:P: 4:0:0

Credit: 4

After course completion students will be able to:

CO1	Understand the Concepts of OB, OB functional Models and Human Behaviour at Work place.
CO2	Understand Individual and interpersonal Behaviour and its components, like Attitude, Learning, Perception, TA etc.
CO3	Analyze group behavior and Team development, Group Behaviour Mechanisms like Group think, Group shift etc.
CO4	Understand Organisational Culture, Change Management and Conflict Management

S. NO.	COURSE CONTENT	HRS	COs
1	UNIT-I: Concept and nature of Organizational behaviour Contributing disciplines to the field of O.B.; O.B. Models; Need to understand human behaviour; Challenges and Opportunities.	12	CO1
2	UNIT-II: Individual & Interpersonal Behaviour : Biographical Characteristics; Ability; Values Attitudes -Formation, Theories, Organisation related attitude, Relationship between attitude and behavior; Personality – determinants and traits; Emotions;	14	CO2

	<p>Learning-Theories and reinforcement schedules,</p> <p>Perception –Process and errors.</p> <p>Interpersonal Behaviour: Johari Window</p> <p>Transactional Analysis – ego states, types of transactions, life positions, applications of T.A.</p>		
3	<p>UNIT-III: Group Behaviour & Team Development Concept of Group and Group Dynamics; Types of Groups; Formal and Informal Groups</p> <p>Stages of Group Development, Theories of Group Formation Group Norms, Group Cohesiveness;</p> <p>Group Think and Group Shift. Group Decision Making; Inter Group Behaviour</p> <p>Concept of Team Vs. Group; Types of teams; Building and managing effective teams.</p>	14	CO3
4	<p>UNIT-IV: Organization Culture and Conflict Management Organizational Culture- Concept, Functions</p> <p>Socialization; Creating and sustaining culture; Managing Conflict – Sources, types, process and resolution of conflict</p> <p>Managing Change; Managing across Cultures; Empowerment and Participation.</p>	12	CO4

Text Books

4. Prasad, L.M.; Organizational Behaviour, Sultan Chand & Sons, 2003.
5. Stephen P., Robbins; Organizational Behaviour; “Prentice Hall of India Pvt. Ltd.”, New Delhi, 2003..

Reference Books

1. Luthans, Fred; Organizational Behaviour, Tata McGraw Hill, New Delhi, 2003.
2. Chhabra, T.N. & Singh, B.P., Organization Behavior, Sultan Chand & Sons.
3. Khanka, S.S.; Organizational Behaviour, Sultan Chand and Sons, New Delhi.
4. Joseph, Weiss; Organization Behaviour and Change, Vikas Publishing house, 2004.

INDIAN ECONOMY

Course Code: BBA 203

Semester: 3

L:T:P: 4:0:0

Credit: 4

After course completion students will be able to:

CO1	Understand the various aspects of Indian economy and concept of Economic Growth and Economic Development
CO2	Analyze the issues prevalent in the Indian Economy and develop a perspective on the different economic problems and approaches to economic planning and development in India.
CO3	Understand the role of the Indian Economy in the global context and how different factors have affected foreign exchange.
CO4	Understand the international trade relations, agreements and its regulations.

S. NO.	COURSE CONTENT	HRS	Cos
1	UNIT-I: Structure of Indian Economy Concept of Economic Growth and Economic, Development, Growth and Development. Basic Characteristics of Indian Economy Changes in structure of Indian Economy (Primary Sector, Secondary Sector & Tertiary Sector). Trends in National Income in India, , Work Force Participation and Changes in Occupational Structure in India	12	CO1
2	UNIT-II: Planning and Economic Development and Problems in Indian Economy Objective of Economic Planning in India, Current Five Year Plan. Industrial Policy-1991, Disinvestments of Public Enterprises; Economic Problems: Poverty, Inequality, Parallel Economy, Unemployment, Concentration of Economic Power, Balanced Regional Development, Low Capital Formation and Industrial Sickness.	16	CO2
3	UNIT-III: Indian Economy & Foreign Trade Concept, Significance, Foreign Exchange Reserve, Balance of Payment, Balance of Trade, Current Foreign Policy, Foreign Exchange Management Act (FEMA), Export Promotion.	12	CO3
4	UNIT-IV: Indian Economy – Emerging Issues WTO and various agreement & Indian Economy	12	CO4

	(Emerging Areas), GATT, TRIMS, TRIPS, Foreign Direct Investment, Foreign Institutional Investment.		
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Text Books

1. Datt, and Sundhram, R., (2009), Indian Economy, 61st edition, Sultan Chand & Sons.
2. Prakash, B. A., (2009), The Indian Economy since 1991 – Economic Reforms & Performances, 1st edition, Pearson Education.

Reference Books

1. Dhingra, I C., (2009), Indian Economy, Sultan Chand & Sons.
2. Jaiganta, Sarkar, (2007), Indian Economy: Policies and Practices, 1st edition, Pearson Education.
3. Mishra, S.K., and Puri, V.K., (2007), Problems of Indian Economy, Himalya Publishing House.

MARKETING MAANGEMENT

Course Code: BBA 205

Semester: 3

L:T:P: 4:0:0

Credit: 4

After course completion students will be able to:

CO1	Understand dynamics of marketing in business and marketing mix concepts in order to achieve organizational goals.
CO2	Understand and analyze various key concepts of product mix and formulate pricing strategy to ensure profit.
CO3	Develop efficient distribution channel so that in time delivery to the consumer can be ensured.
CO4	Create an integrated marketing communications plan which includes promotional strategies and measures of effectiveness of promotion mix.

S. NO.	COURSE CONTENT	HRS	COs
1	UNIT-I Introduction to Marketing: Nature, Scope and Importance of Marketing, Basic concepts Marketing Environment Market Segmentation Targeting Positioning	14	CO1
2	UNIT-II Product: Product Levels Product Mix Product Strategy Product innovation and Diffusion Product Development Product Lifecycle and Product Mix. Pricing Decisions: Designing Pricing Strategies and Programmes, Pricing Techniques.	12	CO2
3	UNIT-III Place: Meaning & importance, Types of Channels Channels Strategies, Designing and Managing Marketing Channel, Managing Retailing, Physical Distribution Marketing Logistics Supply Chain Management.	12	CO3
4	UNIT-IV Promotion: Promotion Mix Push vs. Pull Strategy; Promotional Objectives Advertising- Meaning and Importance, Types Promotion Mix, Personal Selling- Nature, Importance and Process	14	CO4

	Sales Promotion – Purpose and Types Publicity and Public Relations- Definition, Importance and Methods.		
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Text Books

1. Kotler, Armstrong, Agnihotri and Haque, (2010), Principles of Marketing- A South Asian Perspective, 13th edition, Pearson Education.
2. Ramaswamy and Namkumar, S., (2009), Marketing Management Global Perspective: Indian Context, McMillan, Delhi

Reference Books

1. Saxena, Rajan, (2008), Marketing Management, 3rd edition, McGraw Hill Education.
2. Kumar, Arun and Meenakshi, N., (2009), Marketing Management, Vikas Publishing House.
3. Russel, Winer, (2007), Marketing Management, 3rd edition, Pearson Education.
4. Kotler, Koshi Jha, (2009), Marketing Management, 13 edition, Pearson Education.

MANAGEMENT ACCOUNTING

Course Code: BBA 207

Semester: 3

L:T:P: 4:0:0

Credit: 4

After course completion students will be able to:

CO1	To familiarize the students with the basic management accounting concepts and their applications in managerial decision making
CO2	To apply the concepts of financial analysis in order to take judicious decisions to manage the funds of an organization.
CO3	To understand the relevance of standard cost for variance analysis and the concept of budgets and budgetary control.
CO4	To take managerial decisions involving alternative choices, marginal costing & profit planning.

S. NO.	COURSE CONTENT	HRS	Cos
1	UNIT-I: Management Accounting: Nature and Scope, Financial Accounting, Cost Accounting and Management Accounting, Advantages and Limitations of Management Accounting, Role of Management Accountant.	06	CO1
2	UNIT-II: Financial Analysis: Financial Statements and their Limitations, Concepts of Financial Analysis, Tools of Financial Analysis: Comparative Financial Statements, Common Size Financial Statements, Trend Percentages, Ratio Analysis, Fund Flow and Cash Flow Analysis. Ratio Analysis: Nature and Interpretation, Classification of Ratios, Profitability Ratios, Turnover Ratios, Financial Ratios, Utility and Limitations of Ratios, DUPONT Control Chart. Funds & Cash Flow Analysis: Concept of Funds Flow Statement, Sources and Uses of Funds, Managerial Uses of Funds Flow Analysis, Construction of Funds Flow Statement, Distribution of Cash from Funds, Utility of Cash Flow Statement, Accounting Standard 3 (AS 3: Revised), Construction of Cash Flow Statement.	18	CO2
3	UNIT-III: Budgets and Budgetary Control: Concept of Budgets and Budgetary Control, Advantages and Limitations of Budgetary Control, Establishing a System of Budgetary Control, Preparation of Different Budgets, Fixed and Flexible Budgeting, Performance Budgeting and Zero Base Budgeting, Concept of Responsibility Accounting – Types of Responsibility Centres.	12	CO3

	Standard Costing and Variance Analysis: Meaning of Standard Cost, Relevance of Standard Cost for Variance Analysis, Significance of Variance Analysis, Computation of Material, Labour Variances.		
4	UNIT-IV: Marginal Costing and Profit Planning: Marginal Costing Differentiated from Absorption Costing, Direct Costing, Differential Costing, Key Factor, Break-even Analysis, Margin of Safety, Cost-Volume-Profit Relationship, Advantages, Limitations and Applications of Marginal Costing. Decisions Involving Alternative Choices: Concept of Relevant Costs, Steps in Decision Making, Decisions Regarding Determination of Sales Mix, Exploring new Markets, Discontinuance of a Product Line, Make or Buy, Equipment Replacement, Change Versus Status Quo, Expand or Contract and Shut-Down or Continue.	16	CO4

Text Books

1. Bhattacharya, (2010), Management Accounting, 1st edition, Pearson Education.
2. Maheshwari, S.N., (2009), Principles of Management Accounting, Sultan Chand & Sons.

Reference Books

1. Khan, M.Y, and Jain, P.K., (2009), Management Accounting, 5th Edition, McGraw Hill Education.
- 2 Gurusamy, Murthy,S., (2009), Management Accounting, 2nd Edition, McGraw Hill. Education.
- 3 Pandey, I.M., (2008), Management Accounting, 3rd Edition, Vikas Publishing House, Delhi.
- 4 Horngren, Charles, (2009), Introduction to Management Accounting, 5th Edition, Pearson Education.

SEMESTER – 4

CODE NO.	PAPER	L	T/P	CREDITS
BBA 202	Human Resource Management	4	-	4
BBA 204	Business Environment	4	-	4
BBA 206	Marketing Research	4	-	4
BBA 208	Computer Applications - II	4	-	4
BBA 210	Business Laws	4	-	4
BBA 212	Taxation Laws	4	-	4

HUMAN RESOURCE MANAGEMENT

Course Code: BBA 202

Semester: 4

L:T:P: 4:0:0

Credit: 4

After course completion students will be able to:

CO1	Understand the Concept, Nature, Scope, Objectives and recent trends in HRM
CO2	Understand HR planning and recruitment process.
CO3	Analyze various methods of Employee training and Managerial development technique, Carrier Planning.
CO4	To know compensation management and performance Appraisal techniques.

S. NO.	COURSE CONTENT	HRS	COs
1	UNIT-I: Introduction: Concept, Nature, Scope, Objectives and Importance of HRM; Evolution of HRM; Challenges of HRM; Personnel Management vs HRM; Strategies for the New Millennium: Role of HRM in Strategic Management; Human Capital; Emotional Quotient; Mentoring; ESOP; Flexi-time; Quality Circles; Kaizen; TQM and Six Sigma	14	CO1
2	UNIT-II: Recruitment and selection : Acquisition of Human Resources: HR Planning; Job Analysis – Job Description and Job Specification; Recruitment – Sources and Process; Selection Process – Tests and Interviews; Placement and Induction; Job Changes – Transfers, Promotions/Demotions, Separations.	12	CO2

3	Training and Development: Concept and Importance of Training; Types of Training; Methods of Training; Design of Training Programme; Evaluation of Training Effectiveness; Executive Development – Process and Techniques; Career Planning and Development.	12	CO3
4	UNIT-IV: Compensation and Maintenance: Compensation: Job Evaluation – Concept, Process and Significance; Components of Employee Remuneration – Base and Supplementary; Performance and Potential Appraisal – Concept and Objectives; Traditional and Modern Methods, Limitations of Performance Appraisal Methods, 360 Degree Appraisal Technique; Maintenance: Overview of Employee Welfare, Health and Safety, Social Security.	14	CO4

Text Books

5. Aswathappa, K., (2010), Human Resource Management, McGraw Hill Education.
6. DeCenzo, D. A. and Robbins, S.P. (2007), Fundamentals of Human Resource Management, 9th edition, John Wiley.

Reference Books

1. Durai, Praveen, (2010), Human Resource Management, Pearson Education.
2. Monappa, A. and Saiyadain, M., ((2001)), Personnel Management, McGraw-Hill Education.
3. Dessler, Gary, ((2004)) Human Resource Management, Pearson Education.
4. Jyothi, P. and Venkatesh, D.N, (2006), Human Resource Management, Oxford Higher Education.

BUSINESS ENVIRONMENT

Course Code: BBA 204

Semester: 4

L:T:P: 4:0:0

Credit: 4

After course completion students will be able to:

CO1	Understand the theoretical framework of Business Environment and to analyse the environmental factors important for a business.
CO2	Analyse the economic environment and its structures and to make students understand the effects of economic policies.
CO3	Analyse the political and legal environment which is also significant for a business firm and also understand the social responsibilities and values for the perspective of business firm.
CO4	Analyse the impact of technological environment on a business and also study the status of technology in India.

S. NO.	COURSE CONTENT	HRS	COs
1	UNIT-I: An Overview of Business Environment Type of Environment-Internal, External, Micro and Macro Environment, Competitive Structure of Industries, Environmental Analysis and Strategic Management, Managing Diversity, Scope of Business, Characteristics of Business, Objectives and the Uses of Study, Process and Limitations of Environmental Analysis.	13	CO1
2	UNIT-II: Economic Environment: Nature of Economic Environment, Economic, Nature and Structure of the Economy, Monetary and Fiscal Policies, Competition Act, 2000	12	CO2
3	UNIT-III: Socio-Cultural Environment: Nature and Impact of Culture on Business, Culture and Globalization, Social Responsibilities of Business, Business and Society, Social Audit, Business Ethics and Corporate Governance. Political Environment: Functions of State, Economic Roles of Government, Government and Legal Environment, The Constitutional Environment, Rationale and Extent of State Intervention.	14	CO3

4	UNIT-IV: Natural and Technological Environment: Innovation, Technological Leadership and Followership, Sources of Technological Dynamics, Technology Transfer , Time Lags in Technology Introduction, Status of Technology in India. Management of Technology, Features and Impact of Technology.	13	CO4

Text Books

1. Shaikh, Saleem, (2010), Business Environment, 2nd edition, Pearson Education.
2. Cherunilam, Francis, (2007), Business Environment - Text and Cases, Himalaya Publishing House.

Reference Books

1. Aswathappa, K., (2000), Essentials of Business Environment, 7th edition, Himalaya Publishing House.
2. Gupta C. B., (2008), Business Environment, 4th edition, Sultan Chand.
3. Bedi, Suresh, ((2004)), Business Environment Excel Book.
4. Ian Worthington, Chris Britton, (2009), Business Environment, Pearson Education.

MARKETING RESEARCH

Course Code: BBA 206

Semester: 4

L:T:P: 4 : 0 : 0

Credit: 4

After course completion students will be able to:

CO1	Understand the methods, techniques and process of marketing research, the various methods and techniques in each research stage and the use of marketing research in collecting information for making sound marketing decisions
CO2	Choose and apply appropriate research methods and techniques in each marketing research stage, use appropriate research methods and techniques for specific marketing research situations.
CO3	Apply data collection methods for quality information search and understand how to edit, code and tabulate data for analysis.
CO4	Analyze data collected and evaluate findings of analysis. He will also be able to prepare a report as well.

S. NO.	COURSE CONTENT	HRS	COs
1	<p>UNIT-I: Introduction of Marketing Research Define Marketing Research, Aims and Objectives of Marketing Research, Applications of Marketing Research, Marketing Information System, Evaluation and Control of Marketing Research, Value of Information in Decision Making, Steps in Marketing Research</p> <p>Research Design Formulating the Research Problem, Choice of Research Design Types of Research Design, Sources of Experimental Errors</p>	14	CO1
2	<p>UNIT-II: Sample and Sampling Design Some basic terms, Advantages and Limitation of Sampling, Sampling process, Types of Sampling, Types of Sample Designs, Determining the Sample Size, Sampling Distribution of the Mean</p> <p>Scaling Techniques The concept of Attitude, Difficulty of Attitude Measurement, Types of Scales, Applications of Scaling in Marketing Research</p>	12	CO2

3	<p>UNIT-III: Data Collection Secondary Data, Sources of Secondary Data and Primary Data, Collection of Primary Data, Methods of Data Collection- Observation, Questionnaire, Designing of Questionnaire</p> <p>Data Processing and Tabulation Editing, Coding, Tabulation.</p>	12	CO3
4	<p>UNIT-IV: Data Analysis Testing of Hypothesis, Measurement of Central Tendency, Dispersion, Univariate Analysis, Multiple Regression, Factor Analysis, Cluster Analysis, Multidimensional Scaling, Conjoint Analysis</p> <p>Interpretation and Report Writing Types of Research Reports, Guidelines for Writing a Report, Writing a Report Format, Evaluation of Research Report</p>	14	CO4

Text Books

7. Beri, G.C., (2007), Marketing Research: Research Design, 4th Edition, McGraw Hill Education.
8. Malhotra, Naresh, (2008), Marketing Research, 5th edition, Pearson education.

Reference Books

6. Nargundkar, Rajendra, (2008), Marketing Research: Text and Cases, 3rd Edition, McGraw Hill Education.
7. Sekaran, Uma, (2003), Research Methods for Business, 4th edition, Wiley.
8. Kumar, Ranjit, (2005), Research Methodology: A step by step guide for Beginners. Pearson Education.
9. Levin, Richard and Rubin, DS, (2009), Statistics for Management, 7th edition, Pearson Education.

COMPUTER APPLICATIONS-II

Course Code: BBA 208

Semester: 4

L:T: 4:0

Credits: 4

COs	At the end of the course the student should be able to get familiarize with various Web based packages to develop customize web site using HTML Tags and cascading style sheets features.
CO1	To Understand the basics of World wide web and internet functionalities along with its associated components, for instance, servers, browsers.
Co2	To Analyse the market trend before implementing the strategies of developing a website plan with the help of a team.
CO3	To outline the development and designing of the pages and contents of a website using Microsoft Front Page Editor and other HTML tools.
CO4	To understand and implement the various HTML document tags while developing the static web pages.
CO5	To understand and implement the features of CSS for enhancing the web pages presentation with the help of graphic formats, frames, tables and forms.

S.No.	Content	No. of Lectures	Course Outcomes
UNIT-I Introduction to the World Wide Web			
1.	Concepts of Web Technology, Web Browsers, Internet Explorer	1	CO1
2.	Netscape Navigator, Internet and Intranet, Windows NT Server (IIS) Versus Linux (Apache) as a Web Server	2	
3.	Planning your Web Site: Doing Business on the Web, An Overview of Internet Service Providers (ISP)	2	
4.	A Search Engine, Types of search engine,	1	
5.	Working of a Basic Search Engine, Searching Techniques,	2	CO2
6.	Making a Web Site Plan, Forming a Project Team	2	
7.	Setting Goals and Objectives, Developing the Right Business Strategy	2	

UNIT-II Designing and Constructing your Website with Front page			
8.	Developing Content, Designing Individual Pages, Designing & Constructing your Web Site	2	CO3
9.	Implementing your Web Site, Netscape Extensions	2	
10.	HTML, HTML Tools, CGI Concepts	2	
11.	Introducing FrontPage, Editing Documents in the FrontPage Editor	2	
12.	Formatting Pages, Linking Pages to the World	2	
13.	Displaying Images in Pages	2	
UNIT-III HTML			
14.	What is HTML?, HTML Basics	1	CO4
15.	Document Tags, Container and Empty Tags,	2	
16.	Entering Paragraph Text on your Web page, The Tag, The Comment Tag	2	
17.	Working with HTML Text, Emphasizing Text Implicitly And Explicitly,	2	
18.	The <BLOCKQUOTE> Element, Pre-formatting Text, The <DIV> Tag	2	
19.	The Tag, The <BASEFONT> Tag, Using Lists in Web Document	2	
20.	Nested Ordered, Unordered Lists, Menu List, Directory Lists, Definition Lists	3	
UNIT-IV Graphics for Web Pages & CSS			
21.	Choosing the correct Graphics File Format, Color in images, Loss of image quality due to compression	2	CO5
22.	Adding inline image to web page, Scaling down an image, Alternative Text for the tag	2	
23.	Understanding Image maps	2	
24.	Working with links, Relative and absolute links, Providing links for internet services, Link tag	2	
25.	Creating Borderless Tables, Frames, Forms	2	
26.	What is Style Sheet, Types of Style Sheets	2	
27.	Using Style Sheet with HTML	2	

Text Books:

1. C. Xavier, World Wide Web Design with HTML, McGraw Hill Education.
2. HTML-4.0 Complete Reference-BPB Publication

Reference Books:

1. Internet Complete Reference- Tata McgrawHill
2. HTML-4.0 unleashed – Techmedia Publication

BUSINESS LAW

Course Code: BBA 210

Semester: 4

L:T:P: 4:0:0

Credit: 4

After course completion students will be able to:

CO1	To provide basic understanding of Law of Contract in India and to enable students to understand the working of contractual relations in business.
CO2	To create an awareness among students regarding the important provisions relating to sale of goods in India, and to make them more viable with the business processes.
CO3	To understand the basic requirements of Negotiable Instruments Act for conducting the business.
CO4	To impart basic knowledge of provisions of Companies Act concerning incorporation and regulation of business organizations, to give students an insight into the structure and process of Business Law.

S. NO.	COURSE CONTENT	HRS	COs
1	UNIT-I: Introduction of Indian Contract Act, 1872 Essentials of Valid Contract & Types of Contracts Essentials: Offer & Acceptance Essentials: Free Consent, Valid Consideration, Capacity of Parties Discharge of Contract Remedies for Breach of Contract Contracts of Indemnity & Gaurantee Agency Bailment & Pledge	18	CO1
2	UNIT-II: Introducton of Sale of Goods Act 1930 Meaning of Sale and Goods, Conditions and Warranties Transfer of Property Rights of an unpaid seller	8	CO2
3	UNIT-III: Introduction of The Negotiable Instruments Act 1881 Essentials of a Negotiable Instruments Kinds of Negotiable Instrument Holder and Holder in Due Course Negotiation by Endorsements Crossing & Dishonour of a Cheque	8	CO3
4	UNIT-IV: Introduction of The Companies Act 1956 Essential characteristics of a Company Types of Companies	18	CO4

Memorandum and Articles of Association Prospectus Shares – Kinds, Allotment and Transfer Debentures Essentials for a valid meeting, Kinds of Meetings and Resolutions Directors-their Appointment, Qualifications, Powers and Limits on their Remuneration Prevention of Oppression and Mismanagement		
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Text Books

1. Pathak, Akhileshwar, (2009), Legal Aspects of Business, 4th Edition, McGraw Hill Education.
2. Kuchhal, M. C., (2006), Business Law, Vikas Publishing House, New Delhi.

Reference Books

1. Singh, Avtar, (2006), Company Law, Eastern Book Co. Lucknow, Bharat Law House, Delhi.
2. Bagrial, Ashok, (2008), Company Law, Vikas Publishing House.
3. Kapoor, N. D., (2006), Elements of Mercantile Law, Sultan Chand & Sons, New Delhi.
4. A.Ramaiyya, Guide to the Companies Act, 16th edition, Lexis Nexis Butterworths

TAXATION LAWS

Course Code: BBA 212

Semester: 4

L:T:P: 4:0:0

Credit: 4

After course completion students will be able to:

CO1	To comprehend the basic principles of the laws governing Direct taxes and to understand the salient features and basic concepts & terms used in the Income Tax Act, 1961.
CO2	To acquire knowledge about the provisions of taxation of the Heads of Income, available reliefs, deductions and assessment of individuals & firms.
CO3	To develop elementary knowledge about the Indian Indirect Taxation System.

S. NO.	COURSE CONTENT	HRS	Cos
1	UNIT-I: Introduction to Income Tax Act 1961 Salient Features and Basic Concepts – Previous Year, Assessment Year, Person, Gross Total Income and Agricultural Income. Residential Status and Incidence of Tax, Fully Exempted Incomes.	12	CO1
2	UNIT-II: Heads of Income – Salary, House Property, Business or Profession, Capital Gains, Other Sources, Clubbing of Income, Deductions Under Chapter VI (related to individuals and firms) Assessment of Individuals and Firms (simple problems).	24	CO2
3	UNIT-III: Relief's, Set off and Carry Forward of Losses, Deduction of Tax at Sources. Payment of Advance Tax.	6	CO2
4	UNIT-IV: Central Sales Tax Act 1956 – Introduction; VAT , Registration of Dealers, Levy and Collection of Tax and Penalties. Service Tax (Finance Act 1994) – Note: Assessment Year (Current) Introduction to procedure for Service Tax Return	10	CO3

Text Books

1. Lal, B.B., (2009), Income Tax and Central Sales tax Law and Practice, 30th edition, Pearson Education.
2. Singhania, V. K and Singhania, Monica, Students Guide to Income Tax, latest edition, Taxman Publications.

Reference Books

1. Ahuja, Girish and Gupta, Ravi, Systematic Approach to Income Tax, Latest Edition, Bharat Law House.
2. Datey, V.S., Indirect Taxes-Law and Practice, latest edition, Taxmann Publications.
3. Government of India, Bare Acts (Income Tax, Service Tax, Excise and Customs)
4. Vashisht, Nitin and Lal, B.B., (2009), Direct Taxes: Income Tax, Wealth Tax and Tax Planning, 30th edition, Pearson Education.

SEMESTER – 5

CODE NO.	PAPER	L	T/P	CREDITS
BBA 301	Values & Ethics in Business	4	-	4
BBA 303	Sales Management	4	-	4
BBA 305	Production & Operations Management	4	-	4
BBA 307	Management Information System	4	-	4
BBA 309	Financial Management	4	-	4
BBA 311	Summer Training Report & Viva Voce	-	-	6

VALUE & ETHICS IN BUSINESS

Course Code: BBA 301

Semester: 5

L:T:P: 4:0:0

Credit: 4

After course completion students will be able to:

CO1	To understand and appreciate the role of ethics as central in business decision making.
CO2	To investigate the ethical obligations and ethical ideals present in the relationship between employers and employees
CO3	To better understand differing perceptions of interests in business-related situations and thus progressing and achieving success accordingly in the business.
CO4	To present the concept of Corporate Social Responsibility and Corporate Governance, and explore its relevance to ethical business activity.

S. NO.	COURSE CONTENT	HRS	COs
1	UNIT-I: Concept of Values, Types and Formation of Values, Values and Behaviour Values of Indian Managers, Ethical Decision Making Ethics: Management Process and Ethics, Ethical Decision Making, Ethical Issues Ethos of Vadanta in Management Relevance of Ethics and Values in Business	12	CO1
2	UNIT-II: Meaning and Difference between Knowledge and Wisdom Knowledge Worker versus Wisdom Worker Knowledge Management and Wisdom management Wisdom Based Management Meaning, Sources and Consequences of Stress	16	CO2

	Stress Management and Detached Involvement. Concept of Karama and Kinds of Karam Yoga Nishkam Karma, and Sakam Karma Total Quality Management Quality of life and Quality of Work Life		
3	UNIT-III: Progress and Results Definition, Functions of Progress Process, Need & Challenges of Transformation. Definitions of Success, Principles for Competitive Success Prerequisites to Create Blue Print for Success Successful Stories of Business Gurus.	12	CO3
4	UNIT-IV: Corporate Responsibility of Business Corporate Governance, Code of Corporate Governance, Consumer Protection Act, Unethical issues in Business	12	CO4

Text Books

1. Fernando, A.C., (2009), Business Ethics, 1st edition, Pearson education.
2. Hartman, Laura and Chatterjee, Abha, (2006), Perspectives in Business Ethics, 3rd Edition, McGraw Hill Education

Reference Books

1. Chakraborty, S.K., (2004), Ethics in Management: A Vedantic Perspective, Oxford University Press.
2. Kaur, Tripat, (2008), Values & Ethics in Management, Galgotia Publishers.
3. Rao, A.B., (2006), Business Ethics and Professional Values, Excel Book.
4. Manuel G. Velasquez, (2007), Business Ethics Concepts, Printice Hall of India.

SALES MANAGEMENT

Course Code: BBA 303

Semester: 6

L:T:P: 4:0:0

Credit: 4

After course completion students will be able to:

CO1	Understand the sales management and basic sales management strategies.
CO2	Understand personal selling and theories of selling.
CO3	Formulate sales force recruitment process and evaluation of training and development.
CO4	Formulate sales budget and sales audit procedure.

S. NO.	COURSE CONTENT	HRS	COs
1	UNIT-I: Introduction: Introduction to Sales Management Nature, Scope and Importance of Sales Management, Evolution of Sales Management, Role and Skills of Sales Managers, Sales Objectives, Sales Strategies, Emerging Trends in Sales Management.	14	CO1
2	UNIT-II: Personal Selling Process, Theories of Selling, SPIN Model, Types of Selling, Transactional and Relationship Selling and Sales Forecasting Methods.	12	CO2
3	UNIT-III: Personal Selling Process, Theories of Selling, SPIN Model, Types of Selling, Transactional and Relationship Selling and Sales Forecasting Methods.	16	CO3
4	UNIT-IV: Evaluation of Sales Personnel, Sales Budgets, Sales Audits, Legal and Ethical Issues in Sales Management, Role of Information Technology in Sales Management	10	CO4

Text Books

9. Still. K.R., Cundiff. E.W & Govoni. N.A.P “Sales Management – Decision Strategies and Cases, 5th Ed (2009) Impression), Pearson Education.
10. Tanner Jr., JF., Honeycutt Jr., E.D. and Erffmeyer, R.C. (2009) Sales Management, Pearson Education, New Delhi.

Reference Books

1. Donaldson Bill (2007) Sales Management, Principles, Process and Practice Palgrave Macmillan.
2. Havaldar.K.K. & Cavale V.M (2007) Sales and Distribution Management. Text & Cases Tata McGraw Hill Publishing company Ltd. New Delhi.

QUANTITATIVE TECHNIQUES

Course Code: BBA 305

Semester: 5

L:T:P 4:0:0

Credit: 4

After course completion students will be able to:

CO1	Understand the concepts and theories of Productions, Operations and Operations management.
CO2	Understand and define the concepts of Waiting Line, Inventory Management and Inventory Models.
CO3	Understand and define the concepts of Quality Management and Statistical Quality Control.
CO4	Describe the boundaries of an operations system, and recognize its interfaces with other functional areas within the organization and with its external environment.

S. NO.	COURSE CONTENT	HRS	COs
1	UNIT-I: Introduction to POM: Concepts, theories and techniques of production process. Concepts, theories and techniques of Operation management. System approach to Operations Management, Types of Transformations, Classification of Production System	10	CO1
2	UNIT-II: Waiting Line & Inventory Management: Economics of Waiting Line, Queuing System, Four Waiting Line Models along with application. Inventory management and analysis, Inventory Models.	10	CO2
3	UNIT-III: Quality Management & Statistical Quality Control: TQM, Quality Specification. Design Quality, Quality at Source, Zero Defects, Cost of Quality, Continuous Improvement. Benchmarking, Poka –Yokes, Quality Awards; Statistical Quality Control: Acceptance Sampling, AQL & LTPD, P—Chart, X & R Chart.	12	CO3
4	UNIT-IV: Facility Location and Layout: Issue in Facility Location, Plant Location Methods. Factor Rating, Centre of Gravity Methods, Analytic Delphi Method. Four Basic Lay Out Formats, Assembly Line Balancing, splitting Tasks, Problems in Facility Layout.	12	CO4

Text books:

1. N.J. Aquilano, R.B. Chase & F.R. Jacob: Operation Management for Competitive Advantage, Tata Mac Graw –Hill, 9th Edition.
2. R.C. Manocha: Production & Operation Management (Latest Edition).
3. S.P. Gupta; Statistical Method, Sultan Chand, Latest Ed.

References:

1. E.S. Buffa; Modern Production Management, John Wiley
Ed. 2002.
2. S.N. Charry; Production and Operation Management, Tata McGraw-Hill, 2000.
3. Paneerselvam: Production and Operation Management, Prentice Hall, 2003.

MANAGEMENT INFORMATION SYSTEM

Course Code: BBA 307

Semester: 5

L:T 4:0

Credit: 4

After course completion students will be able to:

CO1	To understand the Concept of MIS and its application in Business
CO2	To understand the concept of System and SDLC Models
CO3	To know the concept of “Information” and use of information in decision Making
CO4	To understand the role of I.T in MIS

S. NO.	COURSE CONTENT	HRS	COs
1	<p>Unit I Concept of MIS, Objectives of MIS, Need of MIS, Definition of MIS, role of MIS in Business Organization, Management in any Organization and its levels, , MIS Growth and Development Location of MIS in the organization of MIS, Impact Of MIS ,Limitations of MIS, Misconceptions, Challenges, Operations Support Systems, Transaction Processing System, Process Control System, Office Automation System,DSS architecture & Factures,GDSS,Architecture of Exécutive Information System (EIS), Knowledge Based Expert System,Recent developments in the field of MIS</p>	12	CO1
2	<p>Unit II: System – Meaning & Concept ,Elements of System Types of System – Open, Closed, Deterministic, Probabilistic etc. Relevance of Choice of system in MIS, Integration of Organization System and Information System ,Features, Benefits and Limitations of ERP, Customer Relationship Mgt. ,Supply Chain Management System Analysis, Design Concept and Implementation, System Development Life Cycle Steps ,Applications of MIS in Business:</p>	14	CO2
3	<p>Unit III: Information Concepts Data and Information : Meaning and Information, Relevance of information in decision making, Information – Sources and Types , Cost Benefit Analysis: qualitative and quantitative aspects, Assessing Information Need of the organization.</p>	14	CO3
4	<p>Unit IV: Information Technology Introduction to IT: Recent development in I.T, Multimedia approach to information processing, Decision of appropriate I.T for proper MIS, Database ,Data warehousing and Data Mining concepts, Centralized and Distributed Processing</p>	12	CO4

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TEXT:

[T1] MIS by Jawadekar, "Tata McGraw Hill"

Reference:

[R1] Management Information System By Loudon & Loudon .

[R2] Management Information System By James A O'Brien

[R3] Management Information System by D. P.Goyal, "Macmillan Publishers"

[R4] Management Information System by L.M.Prasad, "Sultan Chand Publishers".

FINANCIAL MANAGEMENT

Course Code: BBA 309

Semester: 5

L:T:P: 4:0:0

Credit: 4

After course completion students will be able to:

CO1	To know the different sources of finance available with the firm and analysis of time value of money before taking financing decisions.
CO2	To understand the theories and practices of Capital structure and the determination of cost of capital and its implications.
CO3	To understand the techniques of Capital budgeting and associating risk with it.
CO4	To understand the working capital management and dividend distribution.

S. NO.	COURSE CONTENT	HRS	COs
1	UNIT-I: Meaning, Scope, Objectives of Financial Management Profit Vs. Wealth Maximisation Financial Management and other Areas of Management Liquidity Vs. Profitability Methods of Financial Management, Organization of Finance Function. Sources of Finance Security, Loan & Project Financing Loan Syndication- Book Building New Financial Institutions and Instruments Time Value of money Valuation of securities	16	CO1
2	UNIT-II: Meaning & Pattern of Capital Structure Factors determining the capital structure optimum Capital Structure Capital Structure Theories Concept, Importance, Classification and Determination of Cost of Capital. Types & Significance of leverages	12	CO2
3	UNIT-III: Concept & Importance of Capital Budgeting Methods of Capital Budgeting Capital Rationing Risk adjustment in Capital Budgeting (Methods)	12	CO3
4	UNIT-IV: Cash & Inventory Management Management of Accounts Receivables & Payables Over & Under trading	12	CO4

	Dividend Policy Relevance and Irrelevance Concepts of Dividend		
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Text Books

1. Khan M.Y, Jain P.K., (2010), Financial Management, 3rd edition, McGraw Hill Education.
2. Maheshwari S.N., (2009), Financial Management- Principles and Practice, 9th Edition Sultan Chand & Sons.

Reference Books

1. Kapil, Sheeba, (2010), Financial Management, 1st edition, Pearson Education.
2. Burk Demazo, (2010), Financial Management, Pearson Education.
3. Ross, Stephen, Westerfield, R., and Jaffe, J., (2004), Corporate Finance, 7th Edition, McGraw Hill Education.
4. Pandey I. M., (2007), Financial Management, Vikas Publishing House.

SUMMER TRAINING REPORT

Course Code: BBA 311

Semester: 4

L:T:P: 4:0:0

Credit: 6

After course completion students will be able to:

CO1	Obtain opportunities to utilize and build upon the theoretical and empirical knowledge gained in the classroom and will utilize it in developing a report.
CO2	Develop and demonstrate the skill of critical thinking while preparing the report.
CO3	Develop the skills of presenting in the form of report what industrial exposure he/she has interfaced.

S. NO.	COURSE CONTENT	HRS	COs
	Each student shall undergo practical training of eight weeks during the vacation after fourth semester in a approved business/service organization and submit at least two copies of the Summer Training Report to the Principal/Director of the Institute before the commencement of the end semester examination. The Summer Training Report will carry 100 marks. It will be evaluated by the External examiner appointed by the University for 50 marks and for another 50 marks it will be evaluated by the internal examiners appointed by the Director/Principal of the institute.	Three Months	CO1, CO2, CO3.

SEMESTER – 6

CODE NO.	PAPER	L	T/P	CREDITS
BBA 302	Business Policy & Strategy	4	-	4
BBA 304	Project Planning and Evaluation	4	-	4
BBA 306	Entrepreneurship Development	4	-	4
BBA 308	International Business Management	4	-	4
BBA 310	Project Report and Viva-Voce	-	-	6
BBA 312	Environmental Science	4	-	4

BUSINESS POLICY & STRATEGY

Course Code: BBA 302

Semester: 6

L:T:P: 4:0:0

Credit: 4

After course completion students will be able to:

CO1	Understand the business policy and strategic planning, strategic management process.
CO2	Understand environmental scanning process and various tools of scanning.
CO3	Analyze environmental factors and evaluate strength, weakness, opportunities and threats.
CO4	Formulate strategies, including Organization Structure; Leadership and Resource Allocation

S. NO.	COURSE CONTENT	HRS	COs
1	UNIT-I: Introduction: Nature, Scope and Importance of Business Evolution; Forecasting, Long-Range Planning Evolution; Forecasting, Long-Range Planning Market Management Process: Formulation Phase Vision, Mission, Environmental Scanning, Objectives and Strategy Implementation phase – Strategic Activities & Evaluation and Control.	14	CO1
2	UNIT-II: Environmental Analysis: Need, Characteristics Categorization of Environmental Factors Approaches to the Environmental Scanning Process Structural Analysis of Competitive Environment; ETOP a Diagnosis Tool.	12	CO2

3	UNIT-III: Analysis of Internal Resources: Strengths and Weakness; Resource Audit; Strategic Advantage Analysis; Value-Chain Approach to Internal Analysis Methods of Analysis and Diagnosing Corporate Capabilities – Functional Area Profile and Resource Deployment Matrix, Strategic Advantage Profile SWOT analysis	12	CO3
4	UNIT-IV: Formulation of Strategy: Approaches to Strategy formation; Major Strategy options – Stability, Growth and Expansion, Diversification, Retrenchment, Mixed Strategy; Choice of Strategy – BCG Model; Stop-Light Strategy Model; Directional Policy Matrix (DPM) Model Product/Market Evolution – Matrix and Profit Impact of Market Strategy (PIMS) Model; Major Issues involved in the Implementation of strategy: Organization Structure; Leadership and Resource Allocation.	14	CO4

Text Books

11. Kazmi, Azhar, (2008), Strategic Management and Business Policy, 3rd Edition, McGraw Hill Education.
12. Ghosh, P. K., (2006), Strategic Planning and Management, 8th Edition, Sultan Chand & Sons, New Delhi.

Reference Books

10. Walker, Gordon, (2005), Modern Competitive Strategy, 1st Edition, McGraw Hill Education.
11. Weelen, (2009), Concepts in Strategic Management and Business Policy, 12th edition, Pearson Education.
12. Fred, David, (2008), Strategic Management : Concepts and Cases , 12th Edition, Prentice hall of India
13. Appar Rao C, (2008), Strategy Management and Business Policy, Excel Book.

PROJECT PLANNING & EVALUATION

Course Code: BBA 304

Semester: 6

L:T:P: 4:0:0

Credit: 4

After course completion students will be able to:

CO1	To develop an understanding of project appraisal and its feasibility studies, planning techniques to guide a project, measure project goals, objectives and scope, and capital budgeting techniques
CO2	To develop the capability to analyse in detail the feasibility of the project on the market and technical front.
CO3	To develop an understanding on the networking techniques for the project.
CO4	To develop the understanding of the student in analysing and measuring the risk and uncertainty attached with the project.

S. NO.	COURSE CONTENT	HRS	COs
1	UNIT-I: Importance and Difficulties of Capital Investments Types of Capital Investments Levels of Decision Making Facets of Project Analysis, feasibility Study Capital Budgeting Capital Structure Working Capital Requirement and its Financing, Miscellaneous Sources Raising Venture Capital Raising Capital In International Markets. Cost of Project, Estimates of Sales and Production, Cost of Production, Profitability Projections Projected Cash Flow Statement, Projected Balance Sheet	18	CO1
2	UNIT-II: Conduct of Market Survey Characterization of Market Demand Forecasting, Uncertainties in Demand Forecasting Market Planning Manufacturing Process/ Technology Technical Arrangements Product Mix, Plant Capacity, Location and Site	12	CO2

3	UNIT-III: Forms of Project Organization Project Planning, Project Control Development of Project Network Time Estimation Determination of the Critical Path Scheduling when Resources are limited PERT Model, CPM Model Network Cost System Project Review and Administrative Aspects	16	CO3
4	UNIT-IV: Risk & Uncertainty Analysis using Various methods	6	CO4

Text Books

1. Pinto, (2009), Project Management, 1st Edition, Pearson Education.
2. Maheshwari, S.N., (2009), Management Accounting & Financial Control, 14th edition, Sultan Chand & Sons.

Reference Books

1. Chandra, Prasanna, (2009), Projects: Planning, Analysis, Financing, Implementation and Review, 7th edition, McGraw Hill Education.
2. Choudhury, S, (2007). Project Management, 1st Edition, Tata Mc Graw Hill Publishing Company.
3. Bhavesh, M. Patel (2009). Project Management: Strategic Financial Planning Evaluation And Control, Vikas Publishing House Pvt. Ltd.
4. Panneerselvam, R., and Senthilkumar, P., (2007), Project Management, Prentice Hall of India.

Entrepreneurship Development

Course Code: BBA 306

Semester: 6

L:T:P: 4:0:0

Credit: 4

After course completion students will be able to:

CO1	Understand Entrepreneurship, Emergence of Entrepreneurial Class; Theories of Entrepreneurship.
CO2	How to promote a new venture, Legal requirements related to it, different sources of capital required
CO3	Know Entrepreneurial Behaviour and Entrepreneurial Development Programmes
CO4	Role of entrepreneur in Nation building, economic growth and development of Industries.

S. NO.	COURSE CONTENT	HRS	COs
1	UNIT-I: Introduction: The Entrepreneur: Definition, Emergence of Entrepreneurial Class; Theories of Entrepreneurship.	12	CO1
2	UNIT-II: Promotion of a Venture: Opportunity Analysis; External Environmental Analysis: Economic, Social and Technological; Competitive factors; Legal requirements of establishment of a new unit and Raising of Funds; Venture Capital Sources and Documentation Required.	12	CO2
3	UNIT-III: Entrepreneurial Behaviour: Innovation and Entrepreneur; Entrepreneurial Behaviour and Psychotheories, Social responsibility. Entrepreneurial Development Programmes (EDP): EDP, Their Role, Relevance and Achievements; Role of Government in Organizing EDP's Critical Evaluation.	14	CO3
4	UNIT-IV: Role of Entrepreneur: Role of an Entrepreneur in Economic Growth as an Innovator, Generation of Employment Opportunities, Complimenting and Supplementing Economic Growth, Bringing about Social Stability and Balanced Regional Development of Industries: Role in Export Promotion and Import Substitution, Forex Earnings.	14	CO4

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Text Books

13. Hisrich, Robert and Peters, Michael, (2002), Entrepreneurship, 5th Edition, McGraw Hill Education.
14. Charantimani, (2006), Entrepreneurship Development and Small Business Enterprise, 1st edition, Pearson Education.

Reference Books

1. Chandra, Ravi, (2003), Entrepreneurial Success: A Psychological Study, Sterling Publication Pvt. Ltd., New Delhi.
2. Balaraju, Theduri, (2004), Entrepreneurship Development: An Analytical Study, Akansha Publishing House, New Delhi.
3. David, Otes, (2004), A Guide to Entrepreneurship, Jaico Books Publishing House, Delhi.
4. Kaulgud, Aruna, (2003), Entrepreneurship Management, Vikas Publishing House, Delhi.

INTERNATIONAL BUSINESS MANAGEMENT

Course Code: BBA 308

Semester: 6

L:T:P: 4:0:0

Credit: 4

After course completion students will be able to:

CO1	Understand international business concepts, international monetary system and foreign direct investment (FDI).
CO2	Understand history & current scenario of liberalization, privatization and globalization with international business theories.
CO3	Analyze structure of global organization and strategies used with the concept of global competitive advantages.
CO4	Analyze country risk & human resource perspectives. Formulate system for corporate governance, Global CSR policies and Global human resource management process.

S. NO.	COURSE CONTENT	HRS	COs
1	<p>UNIT-I: Introduction of International Business International Business- Introduction, Concept, Definition, Scope, Trends Challenges and Opportunities Nature, Meaning, Importance of International Competitive Advantage Multidimensional view of Competitiveness- Financial</p> <p>International Business Perspectives: International Monetary Systems and Financial Markets, IMF, World Bank, IBRD, IFC, IDA, Existing International Arrangements; Globalization and Foreign Investment- Introduction FDI, national FDI Policy Framework, FPI, Impact of Globalization.</p>	14	CO1
2	<p>UNIT-II: Globalization: Technology and its Impact, Enhancing Technological Capabilities, Technology Generation, Technology Transfer, Diffusion, Dissemination and Spill Over, Rationale for Globalization, Liberalization and Unification of World Economics, International Business Theories, Trade Barriers- Tariff and Non Tariff Barriers.</p>	12	CO2

3	UNIT-III: Strategy making and International Business: Structure of Global Organizations Types of Strategies used in Strategic Planning for achieving Global Competitive Advantage Meaning, Concept and scope of Distinctive Competitive Advantage, Financial Integration, Cross border Merger and Acquisitions.	12	CO3
4	UNIT-IV: Socio Cultural Environment: Managing Diversity within and across Cultures, Country Risk analysis, Macro Environmental Risk Assessment, Need for Risk Evaluation; Corporate Governance, Globalization with social responsibility- Introduction Social responsibility of TNC, Recent development in corporate social responsibility and policy implications. Global Human Resource Management- Selection, Development, Performance Appraisal and compensation Motivating employees in the global context and managing groups across cultures Multicultural management.	14	CO4

Text Books

1. Sharan, (2010), International Business, 2nd edition, Pearson Education.
2. Tamer, Cavusgil, Gary, Knight, (2010), International Business: Strategy, Management and the

Reference Books

1. Sinha P.K, (2008), International Business Management, Excel Books.
2. K. Aswathappa, (2008), International Business, McGraw Hill Education.
3. Hodgetts, R., Luthans, F., Doh, Jonathan., (2008), International Management: Culture, Strategy and Behaviour, Pearson Education.
4. Deresky, (2010), International Management: Managing Across Borders and Culture, Pearson Education.

MAJOR PROJECT REPORT

Course Code: **BBA 310**

Semester: **6**

L:T:P: **0:0:0**

Credit: **6**

After course completion students will be able to:

CO1	Learn to implement the research methodology and tools while applying it in his/her research work.
CO2	Individually prepare, present and defend an original and professional piece of work in the field of Management as a demonstration and synthesis of the skills he or she has acquired in the classroom.
CO3	Break down a complex task into sub-tasks and plan their implementation.

S. NO.	COURSE CONTENT	HRS	COs
	<p>During the sixth semester each student shall undertake a project to be pursued by him / her under the supervision of an Internal Supervisor to be appointed by the Director / Principal. The project should be based on primary data. Both the subject and the name of the Supervisor will be approved by the Director / Principal of the Institution. The Project Report in duplicate along with one soft copy in a floppy will be submitted at least four weeks prior to the commencement of the End Term Examination of the Sixth Semester. Project Report shall carry 100 marks. These shall be evaluated by an External Examiner appointed by the University for 50 marks and for the rest of the 50 marks by an Internal Board of Examiners to be appointed by the Director / Principal of the Institution. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members.</p>	Three Months	CO1, CO2, CO3.

ENVIRONMENTAL SCIENCE

Course Code: BBA 312

Semester: 6

L:T:P: 4:0:0

Credit: 4

After course completion students will be able to:

CO1	<ul style="list-style-type: none"> • Planning management of biodiversity and biological resources in the light of ecological and evolutionary dynamics. • Obtain competence on Advanced understanding of biodiversity and conservation biology that is highly valuable both for scientific and management purposes
CO2	<ul style="list-style-type: none"> • An understanding of the global environmental problems caused by human activities • Fundamental concepts of air, noise, water, solid waste and nuclear pollution: their nature, generation and impact on the environment
CO3	<ul style="list-style-type: none"> • Acquire the ability to evaluate the role of law and policy in conservation and management of natural resources and prevention of pollution • Analyze environmental factors and evaluate strength, weakness, opportunities and threats.
CO4	<ul style="list-style-type: none"> • Able to better identify their prospective areas of work in the overall organizational function and enhance interpersonal skills and communication techniques. • Students become more aware of industry practices and regulations during industry visits. Industry visits broaden the outlook of students with exposure to different workforces from different industries.

S. NO.	COURSE CONTENT	HRS	Cos
1	<p>UNIT-I: Ecosystems and how they work:</p> <p>Types of Eco-Systems, Geosphere – Biosphere and Hydrosphere introduction. Major issues of Biodiversity, Conservation of Bio-Diversity Concept of sustainability and international efforts for environmental protection: Concept of Sustainable Development, Emergence of Environmental Issues, Stockholm Conference on Environment, 1972 and Agenda 21. International Protocols, WTO, Kyoto Protocol, International Agreement on Environmental Management.</p>	14	CO1

2	<p>UNIT-II: Pollution and Public Policy</p> <p><u>Water Pollution:</u> Water Resources of India, Hydrological Cycle, Methods of Water Conservation and Management, River Action Plan, Ground and Surface Water Pollution; Waste Water Management.</p> <p><u>Air Pollution:</u> Air Pollution and Air Pollutants, Sources of Air Pollution and its Effect on Human Health and Vegetations. Green House Effect, Global Warming and Climate Change.</p> <p><u>Solid Waste:</u> Management – and Various Method Used, Composting, Land Fill Sites etc. Hazardous Waste Management, Biomedical Waste Management.</p>	16	CO2
3	<p>UNIT-III: Environmental Impact Assessment (EIA) and Environmental Management System (EMS):</p> <p><u>Introduction to EIA,</u> its Impact, Notification of MOEF, Introduction to ISO 9000 and 14000 Standards, .</p> <p><u>Introduction to Indian Environmental laws:</u></p> <p>Legal framework: , the Indian Penal Code, Role of Judiciary in Environmental Protection, Wild Life (Protection) Act, 1972, Water (Prevention and Control of Pollution) Act, 1974, Environment (Protection) Act, 1986, Air (Prevention & Control of Pollution) Act, 1981, Delhi Environment Law. w.e.f. Academic Session 2010-2011 68</p>	16	CO3
4	<p>UNIT-IV: Field work / Case Studies:</p> <p>Visit to a related site – river / urban / rural or industrial and demonstration project including water bodies.</p>	6	CO4

Text Books

1. Basat, A., (2008), Environment Studies, Pearson Education.
2. Nath, Manju, (2008), Environment Studies, Pearson Education.

Reference Books

1. Sayre, Don., Inside ISO 14000- The Competitive Advantage of Environmental Management, St Lucie Press Delray Beach, Florida
2. Gupta N.C., (2006), Social Auditing of Environmental Law in India, edited book, New Century Publications.
3. Divan, Shyam and Rosen Ceranz, Armin, (2007), Environmental Law and Policy in India, Cases, materials and statutes, Oxford University Press.
4. Bowles, Ian A. and Glenn T. Prickett,(2001), Footprints in the Jungle: Natural Resource Industries, Infrastructure and Biodiversity Conservation, Oxford University Press.