

Haveri University, Haveri
Department of Studies in Management



Syllabus of III and IV Semester
Bachelor of Business Administration
(BBA PROGRAMME)
with effect from 2023-24

As per NEP 2020 Regulations of HUH, and as per resolutions of
Ad-hoc BOS on BBA held on 11-07-2024

Corrections in teaching Hours, Credits etc. in III & IV Semesters

By :
Faculty of Management
Affiliated Institutes of Management Studies.
Haveri University, Haveri.
e-mail : registrarhuh@gmail.com

Semester III (BBA)								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
1		Language - I	AECC	3+1+0	60	40	100	3
2		Language - II	AECC	3+1+0	60	40	100	3
3	043MAN011	Cost Accounting	DSC	4+0+0	60	40	100	4
4	043MAN012	Organizational Behavior	DSC	4+0+0	60	40	100	4
5	043MAN013	Statistics for Business Decisions	DSC	4+0+0	60	40	100	4
6		Artificial Intelligence	SEC	1+0+2	30	20	50	2
7		Sports	SEC-VB	0+0+2	-	25	25	1
8		NSS/NCC/ Any Other	SEC-VB	0+0+2	-	25	25	1
9	003MAN051	Social Media Marketing OR	OEC	3+0+0	60	40	100	3
10	003MAN052	Rural Marketing	OEC	3+0+0	60	40	100	3
Sub –Total (C)					390	310	700	28

Semester IV (BBA)								
Sl. No.	CorseCode	Title of the Course	Category of Courses	Teaching Hoursper Week (L + T +P)	SEE	CIE	Total Marks	Credits
1		Language - I	AECC	3+1+0	60	40	100	3
2		Language - II	AECC	3+1+0	60	40	100	3
3	044MAN011	Management Accounting	DSC	4+0+0	60	40	100	4
4	044MAN012	Financial Markets& Services	DSC	4+0+0	60	40	100	4
5	044MAN013	Financial Management	DSC	4+0+0	60	40	100	4
6		Constitution of India	AECC	2+0+0	30	20	50	2
7		Sports	SEC-VB	0+0+2	-	25	25	1
8		NCC/NSS/Any others	SEC-VB	0+0+2	-	25	25	1
9	004MAN051	Business Leadership Skills OR	OEC	3+0+0	60	40	100	3
10	004MAN052	Personal Wealth Management OR	OEC	3+0+0	60	40	100	3
Sub –Total (D)					390	310	700	28

Name of the Program: BBA Course Code: 043MAN011 Name of the Course: COST ACCOUNTING		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Tutorials, and Problem Solving.		
Course Outcomes: On successful completion of the course, the students will - <ul style="list-style-type: none"> • Be able to demonstrate an understanding of the elements of cost and prepare a cost sheet. • Be able to prepare material related documents, understand the management of stores and issue procedures. • Develop the ability to calculate Employee costs. • Able to classify, allocate apportion overheads and calculate overhead absorption rates. • Understand and reconcile cost and financial accounts. 		
Syllabus:		Hours
Module No. 1: Introduction to Cost Accounting		12
Introduction: Meaning, Objectives, Importance and Uses of Cost Accounting, Functions of Cost Accounting Department in an Organization, Difference between Cost Accounting and Financial Accounting; Various elements of Cost and Classification of Cost; Cost Object, Cost Unit, Cost Driver, Responsibility Centers; Cost Reduction and Cost Control; Methods and Techniques of Costing(Meanings only); Use of IT in Cost Accounting; Limitations of Cost Accounting; Cost Sheet: Meaning and Cost Heads in a Cost Sheet, Presentation of Cost information in Cost Sheet/Statement- Problems on Cost Sheet, Tenders and Quotations.		
Module No. 2: Materials Cost		12
Materials: Meaning, Importance and Types of Materials - Direct and Indirect Material. Materials Procurement: Procedure for procurement of materials and documentation involved in the procurement of materials- (Bill of materials, Material requisition note, Purchase requisition note, Purchase order, Goods received note); Materials Storage and Records: Duties of Storekeeper, Store records- (Bin cards, Stores Ledger, Stock Control Cards); Materials Issues and Valuation: Procedure for material issues, Documents used in material issues- (Material Requisition Note, Material Transfer Note, Materials Return		

<p>Note); Valuation of material issues- preparation of Stores Ledger/ Account - FIFO, LIFO, Simple Average Price and Weighted Average Price Methods- problems.</p> <p>Inventory Control: Inventory control techniques and determination of various stock levels- Problems on Level Setting and Computation of EOQ; ABC Analysis, FSN Inventory, VED Inventory, HML Inventory, Physical Control- Two-Bin system, KANBAN, JIT Inventory Management technique, Perpetual Inventory system (Concepts only).</p>	
Module No. 3: Employee Cost	10
<p>Employee Cost: Meaning, Components, Classification and Importance of Employee (Labour) Cost in Organizations; Attendance Procedure- Timekeeping and Time Booking, Idle Time- Causes and treatment of Normal and Abnormal Idle Time, Overtime- Causes and treatment (Theory only);</p> <p>Methods of Remuneration (Payment of Wages and Incentives) Problems on calculation of earnings under Time Rate (Straight time rate, Halsey and Rowan Methods) and Piece rate systems (Straight piece rate and Taylor's differential piece rate); Employee Turnover- Meaning, Reasons and Effects of LTO/ETO.</p>	
Module No. 4: Overheads	12
<p>Overheads: Meaning and Classification of Overheads; Accounting and Control of Manufacturing Overheads: Estimation and Collection, Cost allocation, Apportionment, Re-apportionment and Absorption of Manufacturing Overheads; Problems on Primary and Secondary distribution and Secondary distribution using Reciprocal Service Method only (Repeated Distribution Method and Simultaneous Equation Method); Accounting and Control of Administrative, Selling and Distribution overheads; Absorption of overheads: Meaning and Methods of Absorption of overheads; Problems on Machine hour rate</p>	
Module No. 5: Reconciliation of Cost and Financial Accounts	10
<p>Reasons for differences in Profits under Financial and Cost Accounts; Procedure for Reconciliation – Ascertainment of Profits as per Financial Accounts and Cost Accounts and Reconciliation of Profits of both sets of Accounts – Preparation of Reconciliation Statement – Problems.</p>	
<p>Skill Developments Activities:</p> <ul style="list-style-type: none"> • Prepare a Cost Sheet with imaginary figures. • List the documents required in Inventory Management. • Demonstrate the valuation of inventory using any one method of pricing material issues. • Calculate the amount of Wages under Halsey / Rowan Plans, using imaginary data. 	

Text Books:

1. Jain and Narang, Cost Accounting, Kalyani Publication House.
2. M.N Arora, Cost Accounting , HPH
3. N.K. Prasad, Cost Accounting, Books Syndicate Pvt. Ltd.
4. Dr. V Rajeshkumar, Dr. R K Srikanth, Cost Accounting, MH India
5. P V Ratnam, Cost Accounting, Kitab Mahal
6. P C Tulsian, Cost Accounting, MHE India
7. Nigam & Sharma, Cost Accounting, HPH
8. Dr. B. Mariyappa, Cost Accounting, HPH
9. Khanna, Ahuja & Pandey, Practical Costing, S Chand & Co. Ltd.
10. B.S. Raman, Cost Accounting, United Publisher
11. Ravi M. Kishore, Cost Management, Taxmann

Note: Latest edition of text books may be used.

Name of the Program: BBA		
Course Code: 043MAN012		
Name of the Course: ORGANIZATIONAL BEHAVIOUR		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Tutorials, Role Plays and Case study method.		
Course Outcomes: On successful completion of the course, the Students will:		
<ul style="list-style-type: none"> • Demonstrate an understanding of the role of OB in business organization. • Demonstrate an ability to understand individual and group behavior in an organization. • Be able to explain the effectiveness of organizational change and development of organisation. • Demonstrate an understanding of the process of organizational development and OD Interventions. 		
Syllabus:		Hours
Module No. 1: Organizational Behaviour and Foundations Of Individual Behaviour		16
Organization Behaviour - Meaning, Definition of OB, Importance of OB, Foundations of OB. Individual behaviour - Personal Factors, Environmental Factors, organization systems and resources. Personality -Meaning, Determinants and Traits of Personality. Perception - Meaning, Factors influencing perception, Perceptual Process, Perceptual Errors.		
Module No. 2: Group and Team Dynamics		10
Group Dynamics -Meaning, Types of Group, Development of Groups- Stages of Group Development, Determinants of Group Behaviour. Team Dynamics - Meaning, Types of Teams: Conflict-sources of conflict and ways of resolving conflict.		
Module No. 3: Change Management		8
Introduction to Change Management: Meaning of Change, Importance and Nature of Planned Change, Factors Influencing Change - Resistance to Change, Overcoming Resistance to Change.		
Module No. 4: Organizational Development		12
Organizational Development: Meaning and Nature of Organizational Development (OD), Process of Organizational Development: Overview of Entering and Contracting, Diagnosing: Meaning of Diagnosing, Comprehensive Model for Diagnosing Organizational Systems (Organizational Level, Group Level and Individual Level).		

Module No. 5: OD Interventions	10
<p>Designing Effective OD Interventions: How to Design Effective Interventions, Overview of OD interventions - Human Process Interventions, Techno Structural Interventions, HRM Interventions and Strategic Change Interventions, Conditions for optimal success of OD.</p>	
<p>Skill Developments Activities:</p> <ul style="list-style-type: none"> • Two cases on the above syllabus should be analyzed and record in the skill development • Draw Blake and Mouton managerial grid • List the Personality Traits of Successful Business Leaders. <p>SAMPLE CASES FOR REFERENCE:</p> <p>Module 1</p> <p>For business continuity, during Covid-19, XYZ organisation has encouraged the employees to Work From Home (WFH). But Post lock down, when the employees are called back to office, they resisted. Majority of the employees are preferring WFH. Few employees have resigned the job too.</p> <p>If you are the manager of XYZ, can you justify the employee behaviour? Draw up a list of all the strategies you incorporate in bringing employees back to office</p> <p>Module 2</p> <p>You are heading a global team, which consist of employees from various culture and background. The diversity and lack of inclusion is negatively impacting the functioning of this heterogenous team. Dysfunctional conflict is common among the members.</p> <p>Chart a plan of action to resolve the conflict within the global team. Suggest remedies for a long-term solution</p> <p>Module 3</p> <p>The ABC Bank is planning to introduce Finacle digital banking platform for competitive advantage. Majority of the employees have more than 15 years work experience in the bank. They do not want to change from their comfort zone.</p> <p>As a manager, design the methods of overcoming employee resistance to change in order to achieve the objectives of ABC Bank in the best possible manner.</p> <p>Module 4</p> <p>Owing to the rapid expansion, the XYZ start-up's transition from a "one-man show' to a 'professionally run" set-up was initiated. The aim was to develop the strengths of each</p>	

member of the team and to channel them towards autonomous decision making. Chart the steps in the OD process that can be followed by XYZ firm. Identify the four target of change - Human Resources, Functional Resources, Technological Capabilities and Organizational Capabilities.

Module 5

Employee retention is a critical issue in your E-Commerce organisation. The talented employees are moving to competitive firms. Chart an organizational development intervention plan to maximize effectiveness and minimize organizational strain.

Text Books:

1. Fred Luthans, Organizational Behaviour. McGraw Hill
2. Robbins, Organizational Behaviour, International Book House.
3. John W. Newstrom and Kieth Davis, Organizational Behaviour, McGraw Hill.
4. K. Aswathappa, Organizational Behaviour, HPH.
5. Appanniah and, Management and Behavioural Process, HPH
6. Sharma R.K and Gupta S.K, Management and Behaviour Process, Kalyani Publishers.
7. Rekha and Vibha – Organizational Behavioural, VBH.
8. P.G. Aquinas Organizational Behaviour, Excel Books.
9. M. Gangadhar. V.S.P.Rao and P.S.Narayan, Organizational Behaviour

Note: Latest edition of text books may be used.

Name of the Program: BBA		
Course Code: 043MAN013		
Name of the Course: STATISTICS FOR BUSINESS DECISIONS		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Tutorials, and Problem Solving.		
Course Outcomes: On successful completion of the course, the Students will be able		
<ul style="list-style-type: none"> • To understand the basic concepts in statistics. • To classify and construct statistical tables. • To understand and construct various measures of central tendency, dispersion and skewness. • To apply correlation and regression for data analysis. 		
Syllabus:		Hours
Module No. 1: Introduction to Statistics		10
<p>Introduction – Meaning, Functions and Uses of Statistics; Collection of Data - Techniques of Data Collection – Census Technique and Sampling Technique (Concepts). Classification: Meaning, and Methods of Classification of Data, Tabulation: Meaning, Parts of a Table – Simple problems on Tabulation; Diagrammatic Presentation: Bar Diagrams – Simple Bars, Multiple Bars, Percentage Sub-divided Bar Diagram; Two Dimensional Diagrams – Pie Diagram.</p>		
Module No. 2: Measures of Central Tendency and Dispersion		14
<p>Measures of Central Tendency: Calculation of Arithmetic Mean, Median and Mode for Individual, Discrete and Continuous Series – Problems; Empirical relation between Mean, Median and Mode.</p> <p>Measures of Dispersion: Absolute and Relative measures of dispersion - Standard Deviation in Individual, Discrete and Continuous Series – Problems</p> <p>Measures of Skewness: Calculation of Karl Pearson’s Co-efficient of Skewness (Uni-modal) – Problems.</p>		
Module No. 3: Correlation and Regression Analysis		10
<p>Correlation Analysis - Meaning, Types of Correlation, Calculation of Karl Pearson’s Coefficient of Correlation, Computation of Probable Error,</p> <p>Regression Analysis – Concept of Regression, Regression equations- Problems.</p>		

Module No. 4: Time Series Analysis	11
Meaning, Components, fitting a straight-line trend using Least Square Method (Problems where $\Sigma X=0$ only), calculation and estimation of trend values.	
Module No. 5: Index Numbers	11
Index number, Construction of Index number, Methods of Index number - simple aggregate method, Weighted method - Fishers Ideal Index Number-Problems. Tests of Adequacy (Unit test, TRT, FRT, Circular test). Consumer Price Index Number-Problems.	
Skill Developments Activities:	
<p>a) Data Visualization practical session Using Tableau/Power BI.</p> <p>b) Execute Average, Variance, Standard Deviation, CV, Covariance using Excel.</p> <p>c) Execute and Analyse Regression Model using Excel,</p> <p>d) Practical session on Time series models using GRETl</p> <p>e) Collect past years' Indian consumer price index data (as of the current base year) and analyse its impact on any macroeconomic indicator.</p>	
Text Books:	
<ol style="list-style-type: none"> 1. S P Gupta: Statistical Methods- Sultan Chand 2. Dr. B N Gupta: Statistics, Sahithya Bhavan 3. S.C Gupta: Business Statistics, HPH 4. N.V.R Naidu: Operation Research I.K. International Publishers 5. Elhance: Statistical Methods, Kitab Mahal 6. Sanchethi and Kapoor: Business Mathematics, Sultan Chand 7. Veerachamy: Operation Research I.K. International Publishers 8. S. Jayashankar: Quantitative Techniques for Management 9. D.P Apte; Statistical Tools for Managers 10. Chikoddi & Satya Prasad: Quantitative Analysis for Business Decision, HPH 11. Dr. Alice Mani: Quantitative Analysis for Business Decisions - I, SBH 	
Note: Latest edition of text books may be used.	

Name of the Program: BBA		
Course Code: 003MAN051		
Name of the Course: SOCIAL MEDIA MARKETING (OEC)		
(OEC for other Degree Students and BBA Students as well)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	42 Hrs.
Pedagogy: Classroom lectures, Tutorials, and Case study method.		
Course Outcomes: On successful completion of the course, the Students will able to:		
<ul style="list-style-type: none"> • Understand social media marketing goals for successful online campaigns. • Analyze the effective social media marketing strategies for various types of industries and businesses. • Design social media content and create strategies to optimize the content's reach to the target audience. • Appraise the reach and track progress in achieving social media objectives with a variety of measurement tools and metrics. • Design a suitable social media campaign for the business goals. 		
Syllabus:		Hours
Module No. 1: Social Media Introduction		08
Introduction to social media, how to build a successful Social Media Strategy, Goal setting, Overview of Global E-Marketing Issues, Country and Market Opportunity Analysis, User engagement on social networks; Social advertising; Social, media analytics; Impact of online reputation; Social Technology and its marketing influence in India.		
Module No. 2: Facebook -Instagram marketing		10
Exploring the use of a Facebook page, Facebook Ad campaign, Facebook groups, Hashtags, Instagram, creating automation for Instagram, Audience Insights, page Insights, exploring the various IG content types, setting a theme and flow on Instagram, and generating Leads.		
Module No. 3: Twitter Marketing		08
Creating a Twitter account, optimizing a page, content types, posting contents, Integrating a personal brand on Twitter, Twitter Analytics & Ads, post assistants and automation for Twitter.		
Module No. 4: YouTube marketing		08

Youtube marketing, creating a youtube channel, posting content, youtube analytics, Google Pages for YouTube Channels, Video Flow, Verify Channel, Webmaster Tool – Adding Asset.	
Module No. 5: Search Engine Optimization-Recent trends and challenges	08
Search Engine Optimisation (SEO) Introduction, Understanding SEO, User Insights, Benefits and Challenges, Content Marketing, Traditional Media vs Social Media, recent trends and challenges in Social Media marketing.	
Skill Developments Activities: <ol style="list-style-type: none"> a) Prepare Facebook Page in your name. b) Open a YouTube channel. c) Create a blog and write an article on Climate change. d) Create a search engine optimization (SEO) dashboard. 	
Text Books: <ul style="list-style-type: none"> • Annmarie Hanlon (2022), Digital Marketing Strategic Planning & Integration, 2nd Edition, SAGE Publications Ltd. • Matt Golden (2022), Social Media Marketing, 1st Edition, Bravex Publications. • Simon Kingsnorth (2022), The Digital Marketing Handbook: Deliver Powerful Digital Campaigns, 1st Edition, Kogan Page. • Melissa Barker, Donald I. Barker, Nicholas F. Bormann and Debra Zahay (2016), Social Media Marketing: A Strategic Approach, 2nd Edition, Cengage Learning. • Tracy L. Tuten and Michael R. Solomon, (2016), Social Media Marketing, 2nd Edition, Sage Publications India Private Limited. <p>Note: Latest edition of text books may be used.</p>	

Name of the Program: BBA		
Course Code: 003MAN052		
Name of the Course: RURAL MARKETING (OEC)		
(OEC for other Degree Students and BBA Students as well)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	42 Hrs.
Pedagogy: Classroom lectures, Tutorials, and Case study method.		
Course Outcomes: On successful completion of the course, the Students will demonstrate		
<ul style="list-style-type: none"> • Describe the importance and application of various concepts of rural marketing. • demonstrate the appropriate selection of the segmentation, targeting and positioning strategies along with the environmental factors that influence rural consumers' buying behaviour. • Design a Pricing Strategy that suits the characteristics of rural products and the stage in the product life cycle. • Formulate the appropriate marketing communication and rural distribution channel plans to promote and deliver the rural products. • Appraise the recent trends in Rural marketing and the application of digital technology in rural marketing. 		
Syllabus:		Hours
Module No. 1: Introduction to Rural Marketing		08
Nature and scope of rural marketing, rural vs urban markets, concepts and classification of rural markets, rural marketing environment, rise of rural consumerism.		
Module No. 2: Rural Consumer Behaviour		06
Consumer buying Behaviour in rural markets, factors affecting consumer behaviour. Market segmentation – Bases for segmenting rural consumer markets.		
Module No. 3: Rural Product and Pricing Strategy		08
Rural product, Rural product classification, Product Life Cycle, Product Life Cycle strategies in rural markets, New Product Development in rural markets, Branding for rural markets. Pricing for rural markets – Factors and strategies.		
Module No. 4: Rural Distribution and Communication Strategy		10
Wholesaling and retailing in the rural market, rural mobile traders, rural distribution models- FMCG companies, durable companies, Service organizations, emerging distribution models.		

Rural communication strategy: challenges in rural Communication, creating promotion mix for rural audiences - advertisement, sales promotion, publicity.	
Module No. 5: Trends in Rural Marketing	10
Digitizing rural India, online marketing reach in the rural market, recent trends in packing, labelling, grading, transporting, order processing, payment methods, storage and warehousing. Corporate Farming -Meaning Only. Include live cases (ITC E-Choupal, TARAhatt, EID Parry's Indiagriline)	
Skill Developments Activities: <ol style="list-style-type: none"> Prepare a Product life cycle for a Rural product Select a Rural Product and conduct a Consumer Satisfaction Survey Prepare an advertisement copy for a rural product Visit an APMC Yard/Mandi's and prepare a report on any one Agri product pricing. 	
Text Books: <ul style="list-style-type: none"> Debarun Chakrabaorty and Soumya Kanti Dhara, et al. (2021), Rural Marketing in India: Texts and Cases, 1st Edition Atlantic Publishers and Distributors Pvt Ltd Acharya SS and Agarwal NL (2019), Agricultural Marketing in India, 6th Edition, Oxford & IBH Publishing Co Pvt Ltd. Dinesh Kumar and Punam Gupta (2019), Rural Marketing), 1st Edition, SAGE Publications India Pvt Ltd. C. G. Krishnamacharyulu (2010), Rural Marketing: Text and Cases, 2nd Edition, Pearson India Education Services Pvt Ltd. T.P.Gopaldaswamy (2009) Rural Marketing-Environment, Problems and Strategies, 3rd Edition, Vikas Publishing House. <p>Note: Latest edition of text books may be used.</p>	

Name of the Program: BBA		
Course Code: 044MAN011		
Name of the Course: MANAGEMENT ACCOUNTING		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Tutorials, and Problem Solving.		
Course Outcomes: On successful completion of the course, the Students will demonstrate:		
<ul style="list-style-type: none"> • Explain the application of management accounting and various tool used • Make inter – firm and inter- period comparison of financial statements • Analyse financial statements using various ratios for business decisions. • Prepare fund flow and cash flow statements • Prepare different types of budgets for the business. 		
Syllabus:		Hours
Module No. 1: Introduction to Management Accounting		8
Introduction- Meaning and Definition – Objectives – Nature and Scope–Functions- Role of Management Accountant, Relationship between Financial Accounting and Management Accounting, Relationship between Cost Accounting and Management Accounting, advantages and limitations of Management.		
Module No. 2: Ratio Analysis		14
Introduction-Meaning and Definition of ratio, Meaning of Accounting ratio, and Ratio Analysis – Uses and Limitations –Classification of ratios- Liquidity ratios, Profitability ratios and Solvency ratios. Problems on conversion of financial statements into ratios and ratios into financial statements.		
Module No. 3: Cash Flow Analysis		12
Meaning and Definition of Cash Flow Statement – Concept of Cash and Cash Equivalents - Uses of Cash Flow Statement – Limitations of Cash Flow Statement– Differences between Cash Flow Statement and Fund Flow Statement – Provisions of Ind. AS-7. Procedure for preparation of Cash Flow Statement – Cash Flow from Operating Activities – Cash Flow from Investing Activities and Cash Flow from Financing Activities – Preparation of Cash Flow Statement according to Ind. AS-7.		
Module No. 4: Marginal Costing		10
Introduction-Meaning and definition of marginal cost, marginal costing, features of marginal costing- terms used in marginal costing – P/V ratio, BEP, Margin of Safety, Angle of Incidence and Break-Even Chart. Break Even Analysis- assumption and uses-problems.		

Module No. 5: Budgetary Control	12
<p>Meaning and Definition of Budget and Budgetary Control, objectives of budgetary control, advantages and limitations of budgetary control, essentials of effective budgeting, Types of budget-Functional budgets, Master Budget, Fixed and Flexible Budget, Problems on Flexible budget and Cash Budget.</p>	
<p>Skill Developments Activities:</p> <ul style="list-style-type: none"> • Collect the financial statement of a company and calculate important ratios. • Collect the annual report of a company and prepare a cash flow statement. • Prepare a Break-even-chart with imaginary figures. • Prepare a flexible budget using imaginary figures. • Prepare a Cash budget using imaginary figures 	
<p>Text Books:</p> <ol style="list-style-type: none"> 1. Dr. S.N. Maheswari, Management Accounting, Mahavir Publications 2. T.S.Sexana, Advanced Cost and Management Accounting, Sultan Chand 3. Jain and Narang, Cost and Management Accounting, Kalyani Publisher. 4. Dr. S.N. Goyal and Manmohan, Management Accounting, S.N. Publications. 5. B.S. Raman, Management Accounting, United Publishers. 6. Sharma and Gupta, Management Accounting, Kalyani Publishers. 7. M N Arora, Accounting for Management, Himalaya Publisher 8. Jawahar Lal, Cost Accounting; McGraw-Hill Education (India) <p>Note: Latest edition of text books may be used.</p>	

Name of the Program: BBA		
Course Code: 044MAN012		
Name of the Course: FINANCIAL MARKETS & SERVICES		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures and Tutorials		
Course Outcomes: On successful completion of the course, the Students will be able to:		
<ul style="list-style-type: none"> • Understand the financial system, Institutions, financial markets and services. • Analyse the concepts relevant to Indian financial market and relevance. • understand concept of financial services, types and functions. • Understand the types of financial Instruments. • Demonstrate an understanding the functioning of stock markets. 		
Syllabus:		Hours
Module No. 1: Overview of Financial System		08
Introduction to Financial System – Features, Constituents of Financial System; Financial Institutions; Financial Services; Financial Markets and Financial Instruments.		
Module No. 2: Financial Institutions		16
Characteristics of Financial Institutions, Broad Categories – Money Market Institutions and Capital Market Institutions. Objectives and Functions of Industrial Finance Corporation of India, Industrial Development Bank of India, State Financial Corporations, Industrial Credit and Investment Corporation of India, EXIM Bank of India, National Small Industrial Development Corporation, National Industrial Development Corporation, RBI Measures for NBFCs.		
Module No. 3: Financial Services		12
Financial Services – Meaning, Objectives, Functions, Characteristics; Types of Financial Services - Merchant Banking – Functions and Operations, Leasing, Mutual Funds, Venture Capital & Credit Rating.		
Module No. 4: Financial Markets and Instruments		10
Meaning and Definition, Role and Functions of Financial Markets, Constituents of Financial Markets; Money Market Instruments, Capital Market and Instruments; SEBI guidelines for Listing of Shares and Issue of Commercial Papers.		

Module No. 5: Stock Markets	10
Meaning of Stock, Nature and Functions of Stock Exchange; Stock Market Operations - Trading, Settlement and Custody (Brief discussion on NSDL & CSDL); Brief discussion of BSE, NSE and OTCEI.	
Skill Developments Activities: <ul style="list-style-type: none"> • Visit any financial institution and prepare a report regarding its structure, functions and performance. • Analyze the ratings given by any credit rating agency, for at least 5 companies. • Collect information on NASDAQ, Nifty, Sensex and write brief report on the same. • Identify a company of your choice and record its share prices for one month. 	
Text Books: <ol style="list-style-type: none"> 1. L.M. Bhole, Financial Institutions & Markets, McGraw Hill 2. Khan, M.Y, Indian Financial System, McGraw Hill 3. Sharma, Meera, Management of Financial Institutions, Eastern Economy Edition 4. Bhole and Mahakud, Financial Institutions and Markets – Structure, Growth and Innovations, McGraw Hill 5. Guruswamy, S., Financial Services and System, McGraw Hill 6. Edminister. R.O, Financial Institutions, Markets & Management, McGraw Hill 7. Khan. M.Y, Indian Financial System, Vikas Pub. House 8. H.R Machiraju, Indian Financial System, Vikas Pub. House 9. E.Gorden & K. Nataraj, Financial Markets and Services, HPH <p>Note: Latest edition of text books may be used.</p>	

Name of the Program: BBA		
Course Code: 044MAN013		
Name of the Course: FINANCIAL MANAGEMENT		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Tutorials, and Problem Solving.		
Course Outcomes: On successful completion of the course, the Students will able:		
<ul style="list-style-type: none"> • To identify the goals of financial management. • To apply the concepts of time value of money for financial decision making. • To evaluate projects using capital budgeting techniques. • To design optimum capital structure using EBIT and EPS analysis. • To evaluate working capital effectiveness in an organization. 		
Syllabus:		
Module No. 1: Introduction to Financial Management		Hours
		10
Introduction – Meaning of Finance, Business Finance, Finance Functions, Organization structure of Finance Department; Financial Management – Goals of Financial Management, Financial Decisions -Types of Financial Decisions, Role of a Financial Manager; Financial Planning – Principles of Sound Financial Planning, Steps in Financial Planning, Factors influencing a Sound Financial Plan.		
Module No. 2: TIME VALUE OF MONEY		12
Meaning, Need, Future Value (Single Flow, Uneven Flow & Annuity); Present Value (Single Flow – Uneven Flow & Annuity); Doubling Period; Concept of Valuation -- Valuation of Bonds, Debentures and Shares (Simple Problems)		
Module No. 3: FINANCING & DIVIDEND DECISIONS		12
Financing Decision: Sources of Long-Term Finance -- Meaning of Capital Structure, Factors influencing Capital Structure, Optimum Capital Structure – EBIT, EPS Analysis, Leverages – Problems.		
Dividend Decision: Meaning & Determinants of Dividend Policy, Types of Dividends, Bonus Shares (Meaning only)		

Module No. 4: INVESTMENT DECISION	12
Meaning and Scope of Capital Budgeting, Features & Significance, Techniques --Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return and Profitability Index (Problems)	
Module No. 5: WORKING CAPITAL MANAGEMENT	10
Working Capital -- Concept of Working Capital, Significance of Adequate Working Capital, Types of Working Capital, Problems of Excess or Inadequate Working Capital, Determinants of Working Capital, Sources of Working Capital, Estimation of Working Capital (Simple Problems)	
<p>Skill Developments Activities:</p> <ul style="list-style-type: none"> • Calculate Equated Installment and prepare Loan Repayment schedule using imaginary figures. • Identify capital structure practices followed in any firm/company of your choice. • Collect the information on various types of bonds offered by government and record the same. • Prepare a working capital statement using imaginary values. 	
<p>Text Books:</p> <ol style="list-style-type: none"> 1. I M Pandey, Financial Management. Vikas Publication. 2. Prasanna Chandra, Financial Management, TMH 3. S N Maheshwari, Financial Management, Sultan Chand 4. Khan and Jain, Financial Management, TMH 5. Dr. V Rajeshkumar and Nagaraju V, Financial management, MH India 6. Dr. Aswathanarayana.T ,Financial Management, VBH 7. K. Venkataramana, Financial Management, SHBP 8. G. Sudarshan Reddy, Financial Management, HPH 9. Sharma and Shashi Gupta, Financial Management, Kalyani Publication <p>Note: Latest edition of text books may be used.</p>	

Name of the Program: BBA		
Course Code: 004MAN051		
Name of the Course: BUSINESS LEADERSHIP SKILLS (OEC)		
(OEC for other Degree Students and BBA Students as well)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	42 Hrs.
Pedagogy: Classrooms lecture, Tutorials, and Problem Solving.		
Course Outcomes: On successful completion of the course, the Students will able:		
<ul style="list-style-type: none"> ○ To understand the significance of leadership skills for effective people management. ○ To increase the comprehension of leadership through various leadership theories. ○ To analyse different leadership styles, types, patterns and functions. ○ To demonstrate an understanding of various leadership approaches for effective management of people. ○ To demonstrate an awareness of ethical leadership. 		
Syllabus:		Hours
Module No. 1: Introduction to Business Leadership		6
Introduction to business leadership, meaning/definition of leadership, evolution and growth of leadership; functions and characteristics of leadership; latest trends/current scenario of business leadership.		
Module No. 2: Leadership from Managerial Perspective		10
Nature of leadership, Significance or importance of leadership, Qualities of an effective leader, leader v/s manager; authority v/s leadership; formal v/s informal leadership; different roles of leadership; different levels of leadership; traits of an ethical leader.		
Module No. 3: Leadership -Theoretical Perspectives.		8
Great man theory, Trait theory, Situational leadership theory, transactional leadership, transformational leadership theory, Blake and Mouton's Managerial Grid.		
Module No. 4: Leadership Styles		10
Leadership styles: a) Autocratic leadership, b) Bureaucratic leadership, c) Democratic leadership, and d) Laissez faire leadership e) Transformational Leadership, f) Charismatic Leadership.		
Module No. 5: Leadership Skills		8
Communications Skills, Decision Making Skills, Emotional Management Skills, Public Relation Skills, Personal Values and Ethics, Conflict Resolution Skills.		

Skill Developments Activities:

- Collect information about the real time corporate leaders with different leadership styles & discuss their leadership styles and traits in the class room.

- “What if?”

This practical activity identifies how members of a team solve their problems differently?

Present the students with a workplace problem, and have each student participant write down what they would do to solve it. Then, have each participant read their response aloud. This can help the teacher to identify the types of leadership styles that are present among the student participants and thereby highlight and discuss them in the class.

- Student can make a presentation on any famous corporate/political personality covering their leadership style, their approach to people management, their effectiveness in managing conflicts and how did they manage the crisis situations and so on.

- Analyze two cases related to leadership styles/strategies.

Text Books:

1. Northouse, P. (2007). Leadership: Theory and Practice. Sage Publications.
2. Stephen, R. P. (1988). Organizational Behaviour - Concepts, controversies and Applications. New Delhi: Printice Hall of India Ltd.
3. Subba Rao. (2018). Organizational Behaviour (18th ed.). Himalaya Publishing House.
4. Subba Rao. (2022). Personnel and Human Resource Management (5th ed.). Bangalore: Himalay Publishing House.
5. Daloz Parks, S., Leadership can be taught: A Bold Approach for a Complex World, Boston: Harvard Business School Press.
6. Drucker Foundation (Ed.), Leading Beyond the Walls, San Francisco: Jossey Bass.
7. Al Gini and Ronald M. Green, Virtues of Outstanding Leaders: Leadership and Character, John Wiley & Sons Inc.
8. S Balasubramanian, The Art of Business Leadership – Indian Experiences, Sage Publications

7. **Note: Latest edition of text books may be used.**

Name of the Program: BBA		
Course Code: 004MAN052		
Name of the Course: PERSONAL WEALTH MANAGEMENT		
(OEC for other Degree Students and BBA Students as well)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	42 Hrs.
Pedagogy: Classroom lectures and Tutorials		
Course Outcomes: On successful completion of the course, the Students will able to:		
<ul style="list-style-type: none"> • Demonstrate an understanding of the importance of Wealth Management and Financial Planning in personal life. • Identify the Real Estate Investment Routes and understand the tax planning that minimises tax burden. • Select and Apply the Asset Allocation strategies to balance between Risk and Return. • Analyse the Retirement Planning Benefits and retirement strategies to provide regular income for life. • Understand the basic principles and importance various insurance polices. 		
Syllabus:		Hours
Module No. 1: Wealth Management and Financial Planning		08
Meaning of Wealth Management, Need, Scope and Components of Wealth Management, Process of Wealth Management, Expectations of Clients, Code of Ethics for Wealth Manager. Challenges to WM in India – Financial Planning - Systematic Approach to Investing (SIP, STP & SWP)- Life Cycle and Wealth Cycle - Financial Planning in India, Legal aspects of Financial Planning.		
Module No. 2: Estate Planning and Tax Planning		08
Real Estate, Role of Real Estate, Real Estate Investment Routes, Real Estate Indices -Assets & Liabilities, Nomination, Inheritance Law, Will, Understanding Trust and Trust Documents – Tax Planning Concepts, Assessment Year, Financial Year, Income Tax Slabs, TDS, Advance Tax, LTCG, STCG, Carry Forward and Set-off.		
Module No. 3: Asset Allocation Strategies		08

<p>Asset allocation Strategies -Asset allocation Decision, Equity portfolio strategies - Active Vs Passive, Management strategies, Value Vs growth investing, -Tactical, Fixed & Flexible. Portfolio Management Strategies - Indexing - Active - interest rate anticipation, Valuation analysis, Credit analysis, Yield spread analysis and Bond swaps - Allocation to Speculation, Diversification in Perspective.</p>	
Module No. 4: Retirement Planning and Employee Benefits	10
<p>Introduction to Retirement Planning - Types of Retirement Plans - Defined Benefit and Defined Contribution plan, Superannuation Fund and other retirement plans, Pre and Post Retirement Planning Strategies – ESOP and ESPP.</p>	
Module No. 5: Insurance Products in Wealth Management	08
<p>Meaning, Basic Principles of Insurance, Functions and Characteristics of Insurance- Group Life and Health Insurance; Types of Life Insurance Policies, Types of General Insurance Policies, Health Insurance and Group Insurance Policy – Risk Management through Insurance.</p>	
<p>Skill Developments Activities:</p> <ul style="list-style-type: none"> • List out different Insurance schemes • Create your own personal portfolio using imaginary numbers and justify. • Conduct a survey of 20 salaried employees on their investment avenues through questionnaire. • Prepare technical charts report of any 5 listed stocks in BSE S&P SENSEX. 	
<p>Text Books:</p> <ul style="list-style-type: none"> • Pawan V. Jhabak – Wealth Management, Himalaya Publishing Hou Himalaya Publishing House Pvt. Ltd., Mumbai - 400 004. • S.K Bagchi – Wealth Management Jaico Publishing House, Firs Edition. • NSE Academy – Financial Planning and Wealth Management. • NCFM Work Book – Financial Markets (Advanced). <p>Note: Latest edition of text books may be used.</p>	

Haveri University, Haveri

Department of Studies in Management



Syllabus of V and VI Semester Bachelor of Business Administration(BBA PROGRAMME) with effect from 2024-25

As per NEP 2020 Regulations of HUH, and as per resolutions of
Ad-hoc BOS on BBA held on 11-07-2024

Corrections in teaching Hours, Credits etc. in V & VI Semesters

- **DISCIPLINE SPECIFIC CORE COURSE (DSCC) FOR SEM V & VI,**
- **DISCIPLINE ELECTIVE COURSE (DSE) FOR SEM V & VI**
- **VOCATIONAL COURSE (Voc) FOR SEM V & VI and**
- **SKILL ENHANCEMENT COURSE (SEC) FOR SEM V SEM**

By :
Faculty of Management
Affiliated Institutes of Management Studies.
Haveri University, Haveri.
e-mail : registrarhuh@gmail.com

Haveri University, Haveri
B.B.A Vth (Fifth Semester)

Sem.	Type of Course	Theory/ Practical	Course Code	CourseTitle	Instruction hour/Week	Total hours/Sem	Duration of Exam	Marks			Credits
								CIE	SEE	Total	
V	DSCC-13	Theory	042 BBA 011	Production and Operations Management	04hrs	56	02 hrs	40	60	100	04
	DSCC-14	Theory	042 BBA 012	Income Tax-I	04hrs	56	02 hrs	40	60	100	04
	DSCC-15	Theory	042 BBA 013	Banking Law and Practice	04hrs	56	02 hrs	40	60	100	04
	DSE-1	Theory	042 BBA 021	Elective -1 (Any one) Advanced Corporate Financial management	03hrs	42	02 hrs	40	60	100	03
			042 BBA 022	Consumer Behavior							
	DSE-2	Theory	042 BBA 023	Elective-2 (Any one) Compensation and Performance Management	03hrs	42	02 hrs	40	60	100	03
			042 BBA 024	Financial Analytics							
	Voc-1	Theory	042 BBA 101	Digital Marketing	03hrs	42	02 hrs	40	60	100	03
SEC-3	Theory	042 BBA 061	Service Marketing Skills	03hrs	42	02 hrs	40	60	100	03	
Total								280	420	700	24

ELECTIVE GROUPS AND COURSES FOR FIFTH SEMESTER

	Elective -1 (Any one)		Elective-2 (Any one)	
Elective Groups And Courses:	Finance	Marketing	Human Resource Management	Data Analytics
Course Code	042 BBA 021	042 BBA 022	042 BBA 023	042 BBA 024
Paper: 1	Advanced Corporate Financial Management	Consumer Behavior	Compensation and Performance Management	Financial Analytics

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

B.B.A VIth Six Semesters

Sem	Type of Course	Course Code	Course Title	Course Title	Instruction hour/ week	Total hours/sem	Duration of Exam	Marks			Credits	
								CIE	SEE	Total		
VI	DSCC-16	Theory	046 BBA 011	Business Law	04hrs	56	02 hrs	40	60	100	04	
	DSCC-17	Theory	046 BBA 012	Income Tax-II	04hrs	56	02 hrs	40	60	100	04	
	DSCC-18	Theory	046 BBA 013	International Business	04hrs	56	02 hrs	40	60	100	04	
	DSE-3	Theory	046 BBA 021	Elective -1 (Any one) Security Analysis and Portfolio Management		03hrs	42	02 hrs	40	60	100	03
				046 BBA 022	Advertising and Media Management							
	DSE-4	Theory	046 BBA 023	Elective-2 (Any one) Cultural Diversity at Workplace		03hrs	42	02 hrs	40	60	100	03
				046 BBA 024	Marketing Analytics							
	Voc-2	Theory	046 BBA 101	ERP Application		03hrs	42	02 hrs	40	60	100	03
SEC-4	Internship-1	046 BBA 091	Internship					100	00	100	03	
Total								340	360	700	24	

ELECTIVE GROUPS AND COURSES FOR SIXTH SEMESTER

Elective Groups And Courses:	Finance	Marketing	Human Resource Management	Data Analytics
Course Code	FN2	MK2	HRM2	DA2
Paper :2	Analysis and Portfolio Management	Advertising and Media Management	Cultural Diversity at Workplace	Marketing Analytics

A. INTERNSHIP WITH BUSINESS ORGANIZATIONS

Objectives:

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

Guidelines to the institution:

1. Each student will have to work in a Business Organization for at least 4 weeks after their Fifth Semester Examination.
2. The entire batch of students is to be divided equally among the department faculty members. The faculty members should be the mentors and guide the students in the internship process.
3. The students must submit the Certificate for completion of internship by the organization to the college along with a brief report of not less than 25 pages. The report contains details of the organization, nature of business, and a write up on the learning outcome from the internship carried out by them.

Marks Allocation:

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

B.B.A Semester – V

Discipline Specific Course (DSC)-13

Course Title: Production and Operations Management

Course Code: 042 BBA 011

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures /Hours/ Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSCC-13	Theory	04	04	56 hrs.	2hrs.	40	60	100

Course Outcomes (COs):At the end of the course students will be able to:

- CO 1:** Understand ever growing importance of Production and Operations Management in uncertain business environment.
- CO 2:** Gain an in-depth understanding of Plant Location and Layout
- CO 3:** Appreciate the unique challenges faced by firms in Inventory Management.
- CO 4:** Understand the subject as to Production Planning and Control.
- CO 5:** Develop skills to operate competitively in the current business scenario.

Unit	Title:	Hrs
Unit I	Introduction to Production and Operations Management Introduction -Meaning of Production and Operations, differences between Production and Operations Management, Scope of Production Management, Production System. Types of Production, Benefits of Production Management, Responsibility of a Production Manager, Decisions of Production Management. Operations management: Concept and Functions	12
Unit II	Plant Location and layout Meaning and definition –Factors affecting location, Theory and practices, cost Factor in location – Plant layout Principles – Space requirement – Different types of facilities – Organization of physical facilities – Building, Sanitation, Lighting, Air Conditioning and Safety.	10
Unit III	Production Planning and Control Meaning and Definition-Characteristics of Production Planning and Control, Objectives of Production Planning and Control, Stages of Production Planning and Control, Scope of Production Planning & Control, Factors Affecting Production Planning and Control, Production Planning System, Process Planning Manufacturing, Planning and Control System, Role of Production Planning and Control in Manufacturing Industry.	12
Unit IV	Inventory Management Inventory Management – Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy. Inventory costs: Basic EOQ Model: Re-order Level: ABC Analysis. Quality Management - Quality Concepts, Difference between Inspections, Quality Control, Quality Assurances, Total Quality Management: Control Charts: acceptance sampling.	12
Unit V	Maintenance and Waste Management Introduction – Meaning – Objectives – Types of maintenance, Breakdown, Spares planning and control, Preventive routine, Relative Advantages, Maintenance Scheduling, Equipment reliability and Modern Scientific Maintenance Methods - Waste Management– Scrap and surplus disposal, Salvage and recovery.	10

References:

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

Note: Latest edition of books may be used.

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
Total	40 Marks
<i>Formative Assessment as per guidelines.</i>	

B.Com. Semester – V

Discipline Specific Course (DSC)-14

Course Title: Income Tax – I

Course Code: 042 BBA 012

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSCC-14	Theory	04	04	56 hrs.	2hrs.	40	60	100

Course Outcomes (COs): At the end of the course students will be able to:

CO 1: Comprehend the procedure for computation of Total Income and tax liability of an individual.

CO 2: Understand the provisions for determining the residential status of an Individual.

CO 3: Comprehend the meaning of Salary, Perquisites, Profit in lieu of salary, allowances and various retirement benefits.

CO 4: Compute the income house property for different categories of house property.

CO 5: Comprehend TDS & advances tax Ruling and identify the various deductions under section 80.

Unit	Title	Hrs
Unit I	Basic Concepts of Income Tax Introduction –Meaning of tax-, types of taxes, cannons of taxation. Brief history of Indian Income Tax, legal framework of taxation, Important definitions, assessment, assessment year, previous year including exceptions, assesses, person, income, casual income, Gross total income, Total income, Agricultural income, scheme of taxation, – Exempted incomes of an individual under section 10.	12
Unit II	Residential Status and Incidence of Tax Introduction – Residential status of an individual. Determination of residential status of an individual. Incidence of tax or Scope of Total income. Problems on computation of Gross total Income of an individual.	10
Unit III	Income from Salary Introduction - Meaning of Salary -Basis of charge Definitions–Salary, Perquisites and profits in lieu of salary - Provident Fund –Transferred balance. - Retirement Benefits – Gratuity, pension and Leave salary. Deductions and Problems on Computation of Taxable Salary.	16
Unit IV	Income from House Property Introduction - Basis for charge - Deemed owners -House property incomes exempt from tax, composite rent and unrealized rent. Annual Value –Determination of Annual Value - Deductions from Annual Value - Problems on Computation of Income from House Property.	10
Unit V	Tax Deduction at Sources & Advance Tax Ruling Introduction - Meaning of TDS - Provisions regarding TDS - TDS to be made from Salaries - Filing of Quarterly statement – Theory and Problems; Advance Tax: Meaning of advance tax - Computation of advance tax - Instalment of advance tax and due dates. Deductions under Section 80C, 80CCC, 80CCD, 80CCG, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80TTA and 80U as applicable to individuals under old regime. (Individuals only).	08

References:

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

Note: Latest edition of text books may be used.

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
Total	40 Marks
<i>Formative Assessment as per guidelines.</i>	

B.B.A. Semester – V

Discipline Specific Course (DSC)-15

Course Title: Banking Law and Practice

Course Code: 042 BBA 013

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSCC-15	Theory	04	04	56 hrs.	2hrs.	40	60	100

Course Outcomes (COs): At the end of the course students will be able to:

CO 1: Understand the legal aspects of banker and customer relationship.

CO 2: Open the different types of accounts.

CO 3: Describe the various operations of banks.

CO 4: Understand the different types of crossing of cheques and endorsement.

CO 5: Understanding of different types of E-payments.

	Title:	Hrs
Unit I	<p>Banker and Customer A) Banker and Customer Relationship: Introduction – Meaning of Banker & Customer; General and Special relationships between Banker & Customer, (Rights and Obligations of Banker & Customer). B) Customers and Account Holders: Types of Customer and Account Holders – Procedure and Practice in opening and operating the accounts of different types of customers – Minor, Joint Account Holders, Partnership Firms,</p>	16
Unit II	<p>Banking Operations. Meaning – Duties and Responsibilities of Collecting Banker, Holder for Value, Holder in Due Course; Statutory Protection to Collecting Banker.</p>	08
Unit III	<p>Paying Banker Meaning – Precautions – Statutory Protection to the Paying Banker; Cheques – Crossing of Cheques – Types of Crossing; Endorsements - Meaning, Essentials and Kinds of Endorsement; Dishonor of Cheque - Grounds for Dishonor of cheque.</p>	12
Unit IV	<p>Lending Operations Principles of Bank Lending, Kinds of lending - Loans, Cash Credit, Overdraft, Bills Discounting, Letters of Credit. Types of securities and Methods of creation of charge, Secured and Unsecured Advances; Procedure - Housing, Education and Vehicle loan's; Non-Performing Asset (NPA): Meaning, circumstances & impact; Government Regulations on Priority lending for commercial banks.</p>	12
Unit V	<p>Banking Innovations New technology in Banking – E-services – plastic cards . Internet Banking, ATM based services, ECS, MICR, RTGS, NEFT, DEMAT, IMPS UPI , AADHAR enabled payment system, USSD, E-Valet and application based payment systems, Role of artificial intelligence in banks, Block Chain – Meaning and features.</p>	08

References:

1. Gordon & Natarajan: Banking Theory Law and Practice, HPH.
2. Maheshwari. S.N.: Banking Law and Practice, Vikas Publication.
3. Kothari N. M: Law and Practice of Banking.
4. Tannan M.L: Banking Law and Practice in India, Indian Law House
5. S. P Srivastava: Banking Theory & Practice, Anmol Publications.
6. Sheldon H.P: Practice and Law of Banking.
7. Neelam C Gulati: Principles of Banking Management.
8. Dr. Alice Mani: Banking Law and Operation, SB.

Note: Latest edition of Reference Books may be used

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
Total	40 Marks
<i>Formative Assessment as per guidelines.</i>	

B.B.A Semester – V
Discipline Specific Elective (DSE) : 1 (1A)

Course Title: Advanced Corporate Financial Management

Course Code: 042 BBA 021

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures /Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSE-1A	Theory	03	03	42 hrs.	2hrs.	40	60	100

Course Outcomes (COs):At the end of the course students will be able to:

CO 1: Understand and determine the overall cost of capital.

CO 2: Comprehend the different advanced capital budgeting techniques.

CO 3: Understand the importance of dividend decisions and dividend theories.

CO 4 Evaluate mergers and acquisition.

CO 5: Enable the ethical and governance issues in financial management.

	Title:	Hrs
Unit I	<p>Cost of Capital and Capital Structure Theories Cost of Capital: Meaning and Definition – Significance of Cost of Capital – Types of Capital – Computation of Cost of Capital – Specific Cost – Cost of Debt – Cost of Preference Share Capital – Cost of Equity Share Capital – Weighted Average Cost of Capital – Problems. Theories of capital structures: The Net Income Approach, The Net Operating Income Approach, Traditional Approach and MM Hypothesis – Problems.</p>	12
Unit II	<p>Risk Analysis in Capital Budgeting Risk Analysis – Types of Risks – Risk and Uncertainty – Techniques of Measuring Risks – Risk adjusted Discount Rate Approach – Certainty Equivalent Approach – Sensitivity Analysis - Probability Approach - Standard Deviation and Co-efficient of Variation – Decision Tree Analysis – Problems.</p>	12
Unit III	<p>Dividend Decision & Theories of Dividend. Introduction - Dividend Decisions: Meaning - Types of Dividends – Types of Dividend Policies – Significance of Stable Dividend Policy - Determinants of Dividend Policy; Dividend Theories: Theories of Relevance – Walter’s Model and Gordon’s Model and Theory of Irrelevance – The Miller-Modigliani (MM) Hypothesis - Problems.</p>	14
Unit IV	<p>Mergers and Acquisitions Meaning - Reasons – Types of Combinations - Types of Merger – Motives and Benefits of Merger – Financial Evaluation of a Merger - Merger Negotiations – Leverage buyout, Management Buyout Meaning and Significance of P/E Ratio. Problems on Exchange Ratios based on Assets Approach, Earnings Approach and Market Value Approach and Impact of Merger on EPS, Market Price and Market capitalization.</p>	10

Unit V	Ethical and Governance Issues Introduction to Ethical and Governance Issues: Fundamental Principles, Ethical Issues in Financial Management, Agency Relationship, Transaction Cost Theory, Governance Structures and Policies, Social and Environmental Issues, Purpose and Content of an Integrated Report.	08
-----------	--	----

References:

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

Note: Latest edition of Reference Books may be used

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
Total	40 Marks
<i>Formative Assessment as per guidelines.</i>	

B.B.A. Semester – V
Discipline Specific Elective (DSE)-1B

Course Title: Consumer Behaviour

Course Code: 042 BBA 022

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSE-1B	Theory	03	03	42 hrs.	2hrs.	40	60	100

Course Outcomes (COs): At the end of the course students will be able to:

- CO 1:** Understanding of Consumer Behaviour towards products, brands and services.
- CO 2:** Distinguish between different consumer behaviour influences and their relationships.
- CO 3:** Establish the relevance of consumer behaviour theories and concepts to marketing decisions.
- CO 4:** Implement appropriate combinations of theories and concepts.
- CO 5:** Recognise social and ethical implications of marketing actions on consumer behaviour.

	Title:	Hrs
Unit I	Introduction to Consumer Behaviour Meaning and Definition, Need for Consumer Behaviour, consumer and customer. Buyers and users. Need to study consumer behaviour. Applications in Marketing, Consumer research process –Understanding consumer through Research process. Factors influencing Consumer Behaviour. External factors – Culture, Sub Culture, Social Class, Reference Groups, Family, Internal factors– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.	10
Unit II	Individual Determinants of Consumer Behaviour Consumer Needs & Motivation; Personality and Self-Concept; Consumer Perception; Learning & Memory; Nature of Consumer Attitudes – Psychological: Motivation, Perceptions, Learning, Belief and Attitudes. Consumer Attitude, Formation and Change.	08
Unit III	Environmental Determinants of Consumer Behaviour Family Influences; Influence of Culture; Subculture & Cross-Cultural Influences; Group Dynamics and Consumer Reference Groups; Social Class: Family role. Person’s Age, Life cycle stage, Occupational and economic circumstances.	12
Unit IV	Consumer's Decision-Making Process Opinion leadership, dynamics of opinion leadership process, The Motivation behind opinion leadership- The Diffusion Process-The adoption process- levels of consumer decision making- Models of consumer decision making.	09
Unit V	Consumer Satisfaction & Consumerism Concept of Consumer Satisfaction; Working towards enhancing Consumer Satisfaction; Sources of Consumer Dissatisfaction; Dealing with Consumer Complaint. Concept of Consumerism; Consumerism in India; Reasons for Growth of Consumerism in India.	06

References:

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

Note: Latest edition of Reference Books may be used

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
Total	40 Marks
<i>Formative Assessment as per guidelines.</i>	

B.B.A. Semester – V
Discipline Specific Elective (DSE)-I1A

Course Title: Compensation and Performance Management

Course Code: 042 BBA 023

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSE-I1A	Theory	03	03	42 hrs.	2hrs.	40	60	100

Course Outcomes (COs): At the end of the course students will be able to:

CO 1: Understand the concepts of Compensation management.

CO 2: Describe job evaluation and its methods.

CO 3: Evaluate the different methods of wages.

CO 4: Describe performance management and methods of performance management.

CO 5: Preparation of Payroll.

	Title:	Hrs
Unit I	<p>Introduction to Compensation Management Compensation - Definition - Classification - Types - Wages, Salary, Benefits, DA, Consolidated Pay; Equity based programs, Commission, Reward, Remuneration, Bonus, Short term and Long term Incentives, Social Security, Retirement Plan, Pension Plans, Profit Sharing Plan, Stock Bonus Plan, ESOP ,Employer Benefits and Employer Costs for ESOP, Individual Retirement Account, Savings Incentive Match Plan for Employees. Compensation Management- Compensation and Non-compensation Dimensions, 3-P Concept in Compensation Management, Compensation as Retention Strategy, Compensation Issues, Compensation Management in Multi-National organizations Compensation Strategy: Organizational and External Factors Affecting Compensation Strategies, Compensation Strategies as an Integral Part of HRM, Compensation Policies.</p>	12
Unit II	<p>Job Evaluation Definition of Job Evaluation, Major Decisions in Job Evaluation, Job Evaluation Methods, Point Factor Method of Job Evaluation: Combining Point factor and Factor Comparison Methods, Job Evaluation Committee, Factor Evaluation System (FES), Using FES to determine Job Worth, Position Evaluation Statements.</p>	06
Unit III	<p>Wage and Salary Administration Theories of Wages - Wage Structure - Wage Fixation - Wage Payment - Salary Administration. Difference between Salary and Wages - Basis for Compensation Fixation- Components of Wages - Basic Wages - Overtime Wages - Dearness Allowance - Basis for calculation - Time Rate Wages and Efficiency Based Wages - Incentive Schemes - Individual Bonus Schemes, Group Bonus Schemes - Effect of various Labour Laws on Wages-Preparation of Pay Roll</p>	12

Unit IV	<p>Performance Management Evolution of Performance Management, Definitions of Performance Management, Importance of Performance Management, Aims and Purpose of Performance Management, Employee Engagement and Performance Management, Principles and Dimensions of Performance Management Performance Appraisal Methods: Traditional Methods, Modern Methods, Performance Appraisal Feedback: Role, Types and Principles, Levels of Performance Feedback, 360-Degree Appraisal, Ethics in Performance Appraisal.</p>	14
Unit V	<p>Issues In Performance Management Team Performance Management, Performance Management and Learning Organizations, Performance Management and Virtual Teams, Role of Line Managers in Performance Management, Performance Management and Reward, Linking Performance to Pay –A Simple System Using Pay Band, Linking Performance to Total Reward, Challenges of Linking Performance and Reward.</p>	08

References:

1. Joseph J. Martocchio, Strategic Compensation, 3rd Edition, Pearson Education
2. Michael Armstrong & Helen Murlis: Hand Book of Reward Management – Crust Publishing House.
3. Milkovich & Newman, Compensation, Tata McGraw Hill
4. Richard I. Anderson , Compensation Management in Knowledge based world, 10th edition, Pearson Education
5. Thomas. P. Plannery, David. A. Hofrichter & Paul. E. Platten: People, Performance & Pay – Free Press.
6. Aguinis Herman, Performance Management, 2nd Edition, 2009 Pearson Education, New Delhi.
7. Aziz A, Performance Appraisal: Accounting and Quantitative Approaches, 1993, Pointer.
8. Bhatia S.K, Performance Management: Concepts, Practices and Strategies for Organisation Success, 2007, Deep & Deep, New Delhi.

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
Total	40 Marks
<i>Formative Assessment as per guidelines.</i>	

B.B.A. Semester – V
Discipline Specific Elective (DSE)-I1B

Course Title: Financial Analytics
Course Code: 042 BBA 024

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSE-I1B	Theory	03	03	42 hrs.	2hrs.	40	60	100

Course Outcomes (COs): At the end of the course students will be able to:

- CO 1:** Analyze and model financial data.
- CO 2:** Access the different open-source domains.
- CO 3:** Evaluate and build model on time series data.
- CO 4:** Execute the statistical analysis using python.

	Title:	Hrs
Unit I	Introduction to Financial Analytics Introduction: Meaning-Importance of Financial Analytics uses-Features-Documents used in Financial Analytics: Time value of money – Discounted and Non-discounted (computation using Excel).	08
Unit II	Access to Financial Data Using Latest Technology Public domain data base (RBI, BSE, NSE, Google finance), Prowess, downloading data from NSE and Yahoo finance. IMF and World Bank data base, Kaggle, Bloomberg, FINTECH companies (ROBO, ALGO trade).	07
Unit III	Introduction to Time Series Modeling Meaning of Data- types of data- time series, panel, cross sectional-components of Time series data. Simple time series concepts – moving average, exponential moving, WMA (Theory and Practices), data - differencing, logarithm, lagging, stationary v/s non stationary data (detailed explanation with examples) computing return series data (simple returns and logarithm returns) (using Excel).	10
Unit IV	Introduction to Python Installation of Python, types of data and structures, basic analysis using NUMPY and PANDAS (financial examples), data preparation for time series data.	10
Unit V	Python for Finance Descriptive statistics, Time series graphs in Python, understanding between correlation and covariance, basics of regression and its assumptions, Stationary and non-stationary data, basics of Time series using Python. Credit default using binary logistic regression.	10

References:

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

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
Total	40 Marks
<i>Formative Assessment as per guidelines.</i>	

B. B.A. Semester – V

Vocational: Voc

Course Title: Digital Marketing

Course Code: 042 BBA 101

Type of Course	Theory / Practical	Credits	Instruction hour /week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
SEC-3	Theory	02	02	42hrs.	1hr.	40	60	100

Course Outcomes (COs): At the end of the course students will be able to:

CO 1: Gain knowledge on Digital Marketing, Email marketing and Content marketing.

CO 2: Understand Search Engine Optimization tools and techniques

CO 3: Gain skills on creation of Google Ad Words & Google Ad Sense

CO 4: Gain knowledge on Social Media Marketing and Web Analytics.

CO 5: Gain knowledge on YouTube Advertising & Conversions.

	Title:	Hrs
Unit I	<p>Introduction to Digital Marketing Introduction - Meaning of Digital Marketing, Need for Digital Marketing, Digital Marketing Platforms. Digital Marketing students, professional and Business Email Marketing :Importance of e-mail marketing, e-mail Marketing platforms, Creating e-mailers, Creating a Contact Management and Segmentation Strategy, Understanding e-mail Deliverability & Tracking e-mails, How to create Effective & Unique e-mail Content, Outlining the Design of Your Marketing e-mails, Open rates and CTR of e-mail, Drive leads from e-mail, What are opt-in lists , Develop Relationships with Lead Nurturing & Automation Content Marketing: Understanding Content Marketing, Generating Content Ideas, Planning a Long-Term Content Strategy, Building a Content Creation Framework, Becoming an Effective Writer , Extending the Value of Your Content through Repurposing, How to Effectively Promote Content, Measuring and Analyzing Your Content.</p>	08
Unit II	<p>Search Engine Optimization (SEO) Search Engine Optimization (SEO):Meaning of SEO, Importance and Its Growth in recent years, Ecosystem of a search Engine, kinds of traffic, Keyword Research & Analysis (Free and Paid tool & Extension), Recent Google Updates & How Google Algorithms works On Page Optimization (OPO), Off-Page Optimization Misc SEO Tools: Google Webmaster Tools, Site Map Creators, Browser-based analysis tools, Page Rank tools, Pinging & indexing tools, Dead links identification tools, Open site explorer, Domain information/who is tools, Quick sprout, Google My Business.</p>	10
Unit III	<p>Google Ad Words & Google Ad Sense Google AdWords: Google Ad-Words Fundamentals, Google AdWords Account Structure, Key terminologies in Google AdWords, How to Create an AdWords account, Different Types of AdWords and its Campaign & Ads creation process, Ad approval process, Keyword Match types , Keyword targeting & selection (Keyword planner), Display Planner, Different types of extensions , Creating location extensions, Creating call extensions, Create Review extensions, Bidding techniques – Manual / Auto , Demographic Targeting / Bidding, CPC-based, CPAbased & CPM-based accounts., Google Analytics Individual Qualification (GAIQ), Google AdSense :</p>	08

	Understanding ad networks and AdSense's limitations, Learning which situations are best for using AdSense, Setting up an AdSense account, Creating new ad units, Displaying ads on a website, Configuring channels and ad styles, Allowing and blocking ads , Reviewing the AdSense dashboard, Running AdSense reports and custom reports, Exporting data, Reviewing payee and account settings.	
Unit IV	Social Media Marketing (SMM) & Web Analytics Social Media Marketing (SMM) Facebook Marketing, Twitter Marketing, LinkedIn Marketing, Google plus Marketing, YouTube Marketing, Pinterest Marketing, Snapchat Marketing, Instagram Marketing, Social Media Automation Tools, Social Media Ad Specs The ROI in Social Media Marketing, Tools and Dashboards, Reputation management Web Analytics: The need & importance of Web Analytics, Introducing Google Analytics, The Google Analytics layout , Basic Reporting, Basic Campaign and Conversion Tracking, GoogleTag Manager, Social Media Analytics, Social CRM & Analytics, Other Web analytics tools, Making better decisions, Common mistakes analysts make.	10
Unit V	Youtube Advertising (Video Ads) & Conversions Youtube Advertising (Video Ads): Youtube advertising? ,Why should one advertise on youtube? , Creating youtube campaigns, Choose the audience for video ads, Instream ads, Invideo ads, In-search ads, In-display ads, Measuring your YouTube ad performance, Drive leads and sales from YouTube ads Conversions: Understanding Conversion Tracking, Types of Conversions, Setting up Conversion Tracking, Optimizing Conversions, Track offline conversions, Analyzing conversion data, Conversion optimizer.	06

References:

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

Note: Latest edition of text books may be used.

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
Total	40 Marks
<i>Formative Assessment as per guidelines.</i>	

B.B.A. Semester – V

Skill Enhancement Course: SEC-3

Course Title: Service Marketing Skills

Course Code: 042 BBA 061

Type of Course	Theory / Practical	Credits	Instruction hour /week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
SEC-3	Theory	02	02	42hrs.	1hr.	40	60	100

Course Outcomes (COs): At the end of the course students will be able to:

CO 1: Gain knowledge of fundamentals of service marketing.

CO 2: To Develop ability to analyze consumer's behavior in the context of services.

CO 3: To learn techniques to design, develop and improve services to meet customer needs.

CO 4: To explore CRM techniques and tools used to build and maintain strong Customer relationships in service organizations.

	Title:	Hrs
Unit I	Introduction to Service Marketing Meaning Services Marketing, Understanding Service Characteristics, Product versus Services, Classification of Services Marketing Mix: 7Ps of Services Marketing Mix Consumer behaviour in services, Purchase Process for services	08
Unit II	Customer Expectation, Perceptions and Quality Customer Expectations: Service Expectations meaning and types, Factors Influencing Customer Expectations of Service Customer Perceptions: Customer Perceptions meaning, Factors Influencing Customer Perceptions, customer satisfaction: meaning, determinants and outcomes, Service Quality: Meaning of Quality, Importance of Quality Gap Model of Service Quality, Service Marketing Triangle, SERVQUAL Model Strategies to influence customer perception	10
Unit III	Service Strategies CRM in services: Components of CRM, Steps of CRM, Lifetime Value of a Customer Developing Service Blueprint: Service Blueprint Components, Steps in Designing a Blueprint New Service Development process Employees and Customers Role in Services, customers' response to service failure, types of complainers Developing Service Recovery Strategies	08

References:

1. Services Marketing by – Valarie A. Zeithaml and May Jo Bther Pub : Tata Mc Grow HIL
2. Services Marketing by – Vasont : Venugopal and Raghu N. Himalaya Publishing House.
3. Service Marketing by – Hellen wood Ruffe, Macmillan India Ltd.

Note: Latest edition of text books may be used.

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
Total	40 Marks
<i>Formative Assessment as per guidelines.</i>	

B.B.A.

VI Semester

W. e. f.: 2024-25

B.B.A. Semester – VI

Discipline Specific Course (DSC)-16

Course Title: Business Law
Course Code: 046 BBA 011

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSCC-16	Theory	04	04	56 hrs.	2hrs.	40	60	100

Course Outcomes (COs): At the end of the course students will be able to:

- CO 1:** Comprehend the laws relating to Contracts and its application in business activities.
CO 2: Comprehend the rules for Sale of Goods and rights and duties of a buyer and a Seller.
CO 3: Understand the importance of Negotiable Instrument Act and its provisions relating to Cheque and other Negotiable Instruments.
CO 4: Understand the significance of Consumer Protection Act and its features
CO 5: Understand the need for Environment Protection.

	Title:	Hrs
Unit I	Indian Contract Act, 1872 Introduction – Definition of Contract, Essentials of Valid Contract, Offer and acceptance, consideration, contractual capacity, free consent. Classification of Contract, Discharge of a contract, Breach of Contract and Remedies to Breach of Contract.	16
Unit II	The Sale of Goods Act, 1930 Introduction - Definition of Contract of Sale, Essentials of Contract of Sale, Conditions and Warranties, Transfer of ownership in goods including sale by a non- owner and exceptions. Performance of contract of sale - Unpaid seller, rights of an unpaid seller against the goods and against the buyer.	12
Unit III	Negotiable Instruments Act 1881 Introduction – Meaning and Definition of Negotiable Instruments – Characteristics of Negotiable Instruments – Kinds of Negotiable Instruments – Promissory Note, Bills of Exchange and Cheques (Meaning, Characteristics and types) – Parties to Negotiable Instruments – Dishonour of Negotiable Instruments – Notice of dishonour – Noting and Protesting.	12
Unit IV	Consumer Protection Act 1986 Definitions of the terms – Consumer, Consumer Dispute, Defect, Deficiency, Unfair Trade Practices, and Services, Rights of Consumer under the Act, Consumer Redressal Agencies – District Forum, State Commission and National Commission.	08
Unit V	Environment Protection Act 1986 Introduction - Objectives of the Act, Definitions of Important Terms – Environment, Environment Pollutant, Environment Pollution, Hazardous Substance and Occupier, Types of Pollution, Powers of Central Government to protect Environment in India.	08

References:

1. M.C. Kuchhal, and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.
2. Avtar Singh, Business Law, Eastern Book Company, Lucknow.
3. Ravinder Kumar, Legal Aspects of Business, Cengage Learning
4. SN Maheshwari and SK Maheshwari, Business Law, National Publishing House, New Delhi.
5. Aggarwal S K, Business Law, Galgotia Publishers Company, New Delhi
6. Bhushan Kumar Goyal and Jain Kinneri, Business Laws, InternationalBook House
7. Sushma Arora, Business Laws, Taxmann Publications.
8. Akhileshwar Pathak, Legal Aspects of Business, McGraw Hill Education, 6th Ed.
9. P C Tulsian and Bharat Tulsian, Business Law, McGraw Hill Education
10. Sharma,J.P. and Sunaina Kanojia, Business Laws, Ane Books Pvt. Ltd., New Delhi

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
Total	40 Marks
<i>Formative Assessment as per guidelines.</i>	

B.B.A. Semester – VI

Discipline Specific Course (DSC)-17

Course Title: Income Tax – II

Course Code: 046 BBA 012

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSCC-17	Theory	04	04	56 hrs.	2hrs.	40	60	100

Course Outcomes (COs): At the end of the course students will be able to:

CO 1: Understand the procedure for computation of income from business and other Profession.

CO 2: The provisions for determining the capital gains.

CO 3: Comprehend the assessment procedure and to know the power of income tax authorities

CO 4: Compute the income from other sources.

CO 5: Demonstrate the computation of total income of an Individual.

	Title:	Hrs
Unit I	Profits and Gains of Business and Profession Introduction-Meaning and definition of Business, Profession and Vocation. - Expenses Expressly allowed - Expenses Expressly Disallowed - Allowable losses - Expressly disallowed expenses and losses, Expenses allowed on payment basis. Problems on computation of income from business of a sole trading concern - Problems on computation of income from profession: Medical Practitioner - Advocate and Chartered Accountants.	18
Unit II	Capital Gains Introduction - Basis for charge - Capital Assets - Types of capital assets – Transfer - Computation of capital gains – Short term capital gain and Long term capital gain - Exemption under section 54, 54B, 54EC, 54D, 54F, and 54G. Problems covering the above sections.	10
Unit III	Income from other Sources Introduction - Incomes taxable under Head income other sources – Securities - Types of Securities - Rules for Grossing up. Ex-interest and cum-interest securities. Bond Washing Transactions - Computation of Income from other Sources.	10
Unit IV	Set Off and Carry Forward of Losses & Assessment of individuals. Introduction – Provisions of Set off and Carry Forward of Losses (Theory only) Computation of Total Income and tax liability of an Individual.	10
Unit V	Assessment Procedure and Income Tax Authorities Introduction - Due date of filing returns, Filing of returns by different assesses, E-filing of returns, Types of Assessment, Permanent Account Number -Meaning, Procedure for obtaining PAN and transactions were quoting of PAN is compulsory. Income Tax Authorities their Powers and duties.	08

References:

1. Dr.VinodK. Singhanian:Direct Taxes–LawandPractice,Taxmannpublication.
2. B.B.Lal:DirectTaxes, KonarkPublisher(P)ltd.
3. Dr.MehrotraandDr.Goyal:Direct Taxes–LawandPractice,SahityaBhavanPublication.
4. DinakarPagare:LawandPracticeofIncomeTax,SultanChandandsons.
5. Gaur &Narang:IncomeTax.
6. Lecturers –IncomeTax–I,VBH
7. Dr.V.RajeshKumarandDr.R.K.Sreekantha:IncomeTax–I,VittamPublications.
8. Dr.BMariyappa,IncomeTaxII–HPH.

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
Total	40 Marks
<i>Formative Assessment as per guidelines.</i>	

B.B.A. Semester – VI

Discipline Specific Course (DSC)-18

Course Title: International Business

Course Code: 046 BBA 013

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSCC-18	Theory	04	04	56 hrs.	2hrs.	40	60	100

Course Outcomes (COs): At the end of the course students will be able to:

CO 1: Understand the concept of International Business.

CO 2: Differentiate the Internal and External International Business Environment.

CO 3: Understand the difference MNC and TNC

CO 4: Understand the role of International Organisations in International Business.

CO 5: Understand International Operations Management.

	Title:	Hrs
Unit I	<p>Introduction to International Business Introduction- Meaning and definition of international business, need and importance of international business, stages of internationalization, tariffs and non-tariff barriers to international business. Mode of entry into international business - exporting (direct and indirect), licensing and franchising, contract manufacturing, turnkey projects, management contracts, wholly owned manufacturing facility, Assembly operations, Joint Ventures, Third country location, Mergers and Acquisition, Strategic alliance, Counter Trade; Foreign investments.</p>	12
Unit II	<p>International Business Environment Overview, Internal and External environment - Economic environment, Political environment, Demographic environment, Social and Cultural environment, Technological and Natural environment.</p>	12
Unit III	<p>Globalization Meaning, features, essential conditions favoring globalization, challenges to globalization, MNCs, TNCs - Meaning, features, merits and demerits; Technology transfer - meaning and issues in technology transfer.</p>	12
Unit IV	<p>Organizations Supporting International Business Meaning, Objectives and functions of - IMF, WTO, GATT, GATS, TRIM, TRIP; and Regional Integration- EU, NAFTA, SAARC, BRICS.</p>	10
Unit V	<p>International Operations Management Global Supply Chain Management- Global sourcing, Global manufacturing strategies, International Logistics, International HRM - Staffing policy and it's determinants; Expatriation and Repatriation (Meaning only).</p>	10

References:

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

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
Total	40 Marks
<i>Formative Assessment as per guidelines.</i>	

B.B.A Semester – VI

Discipline Specific Elective (DSE)-III1A

Course Title: Security Analysis and Portfolio Management

Course Code: 046 BBA 021

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSE-III1A	Theory	03	03	42 hrs.	2hrs.	40	60	100

Course Outcomes (COs): At the end of the course students will be able to:

CO 1: Understand the concept of basics of Investment.

CO 2: Evaluate the different types of alternatives.

CO 3: Evaluate the portfolio and portfolio management.

CO 4: Understand the concept of risk and returns

CO 5: Gain the knowledge of fundamental and technical analysis.

	Title:	Hrs
Unit I	<p>Introduction to Investments Introduction- Investment process, Criteria for Investment, types of Investors, Investment, Speculation and Gambling. Elements of Investment, Investment Avenues, Factors influencing selection of investment alternatives. Security Market- Introduction, functions, Secondary Market Operations. Stock Exchanges in India, Security Exchange Board of India, Government Securities Market, Corporate Debt Market and Money Market Instruments.</p>	10
Unit II	<p>Risk-Return Relationship Meaning of risk, types of risk, measuring risk, risk preference of investors. Meaning of return, measures of return, holding period of return, Annualized return, expected return, investors attitude towards risk and return.</p>	05
Unit III	<p>Fundamental Analysis Introduction- Investment Analysis, Fundamental Analysis, Macro Economic Analysis, Industry Analysis, Company Analysis, Trend Analysis, and Ratio Analysis.</p>	10
Unit IV	<p>Technical Analysis Meaning of Technical Analysis, Fundamental vs Technical Analysis, Charting techniques, Technical Indicators, Testing Technical Trading Rules and Evaluation of Technical Analysis.</p>	10
Unit V	<p>Portfolio Management Framework-Portfolio Analysis – Selection and Evaluation – Meaning of portfolio – Reasons to hold portfolio – Diversification analysis – Markowitz’s Model – Assumptions – Specific model – Risk and return optimization – Efficient frontier – Efficient portfolios – Leveraged portfolios – Corner portfolios – Sharpe’s Single Index model – Portfolio-evaluation measures – Sharpe’s Performance Index – Treynor’s Performance Index – Jensen’s Performance Index.</p>	10

References:

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

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
Total	40 Marks
<i>Formative Assessment as per guidelines.</i>	

B.B.A Semester – VI

Discipline Specific Elective (DSE)-II1B

Course Title: Advertising and Media Management

Course Code: 046 BBA 022

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSE-II1B	Theory	03	03	42 hrs.	2hrs.	40	60	100

Course Outcomes (COs): At the end of the course students will be able to:

CO 1: Understand the nature, role, and importance of IMC in marketing strategy

CO 2: Understand effective design and implementation of advertising strategies

CO 3: Present a general understanding of content, structure, and appeal of advertisements

CO 4: Understand ethical challenges related to responsible management of advertising and brand strategy.

CO 5: Evaluate the effectiveness of advertising and agencies role

	Title:	Hrs
Unit I	Introduction to Integrated Marketing Communication Integrated marketing communication, AIDA Model, Setting goals and objectives, concept of DAGMAR in setting objectives, elements of IMC; Role of advertising in India's economic development, Ethics in advertising, Social, Economic and Legal aspects of advertising.	07
Unit II	Consumer and Media How advertising works: perception, cognition, affect, association, persuasion, behaviour, Associating feeling with brands, Use of research in advertising planning; Advertising Media; industry structure, functions, advantages, disadvantages of print, Television, Radio, Internet, Outdoor, Basic concept of media planning, media selection, Media Scheduling strategy, setting media budgets	10
Unit III	Advertising Program Planning and managing creative strategies; Creative approaches; Building Advertising Program: Message, Theme, advertising appeals; Advertising layout: how to design and produce advertisements; Advertising Budget: nature and methods of advertising appropriation; Art of copywriting; Guidelines for copywriting; Copywriting for print, Audio, TV and outdoor media.	10
Unit IV	Other Elements of IMC- Sales Promotion, PR, Events and Experiences and Word of Mouth Consumer and trade sales promotion, application of sales promotion in different domains; Using public relations in image building; Planning and executing events, event management; Viral marketing, building organic word of mouth communication.	08
Unit V	Measuring Effectiveness Measuring Advertising Effectiveness: stages of evaluations and various types of testing-Pre and Post testing; Advertising agencies: history, role, importance, organizational structure, functions; Selection of agency, client agency relationship, compensation strategies	05

References:

1. Advertising Principles and Practice, William Wells, John Burnett, Sandra Moriarty, 6th ed., Pearson education, Inc.
2. Advertising and Promotion, G.Belch, Michael Belch, Keyoor Purani, 9th edition, Tata Mcgraw Hill publication, ISBN: 978-1-25-902685-0.

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
Total	40 Marks
<i>Formative Assessment as per guidelines.</i>	

B.B.A Semester – VI

Discipline Specific Elective (DSE)-IVA

Course Title: Cultural Diversity at Work Place

Course Code: 046 BBA 023

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSE-IVA	Theory	03	03	42 hrs.	2hrs.	40	60	100

Course Outcomes (COs): At the end of the course students will be able to:

- CO 1:** Understand, interpret question reflect upon and engage with the notion of “diversity”.
- CO 2:** Recall the cultural diversity at work place in an organization.
- CO 3:** Support the business case for workforce diversity and inclusion.
- CO 4:** Identify diversity and work respecting cross cultural environment.
- CO 5:** Assess contemporary organizational strategies for managing workforce diversity and inclusion.

	Title:	Hrs
Unit I	Introduction to Diversity Introduction to cultural diversity in organizations, Evolution of Diversity Management, Over View of Diversity, Advantages of Diversity, Identifying characteristics of diversity, Scope- Challenges and issues in diversity management, Understanding the nature of Diversity – Cultural Diversity – Global Organizations- Global Diversity.	10
Unit II	Exploring Differences Introduction -Exploring our and others' differences, including sources of our identity. Difference and power: Concepts of prejudice, discrimination, dehumanization and oppression	06
Unit III	Visions of Diversity and Cross Cultural Management Models and visions of diversity in society and organizations: Justice, fairness, and group and individual differences. Cross-Cultural Management: Meaning and Concepts, Frameworks in Cross-Cultural Management: Kluckhohn and Strodtbeck framework, Hofstede’s Cultural Dimensions, Trompenaar’s Dimensions, Schwartz Value Survey, GLOBE study.	10
Unit IV	Skills and Competencies Skills and competencies for multicultural teams and workplaces/ Organizational assessment and change for diversity and inclusion, Diversity Strategies. Creating Multicultural Organisations.	06
Unit V	Recent Trends in Diversity Management Emerging workforce trends–Dual-career couples–Cultural issues in international working on work-life balance–Managing multi-cultural teams: Issues and challenges, Global demographic trends: Impact on diversity management, Social psychological perspective on workforce diversity, Diversity Management in IT organizations Contemporary Issues in Workplace Diversity.	10

References:

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

Note: Latest edition of text books may be used.

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
Total	40 Marks
<i>Formative Assessment as per guidelines.</i>	

B.B.A Semester – VI
Discipline Specific Elective (DSE)-IVB

Course Title: Marketing Analytics

Course Code: 046 BBA 024

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSE-IVB	Theory	03	03	42 hrs.	2hrs.	40	60	100

Course Outcomes (COs): At the end of the course students will be able to:

CO 1: Understand the importance of marketing analytics for forward looking and systematic allocation of marketing resources

CO 2: Apply marketing analytics to develop predictive marketing dashboard for organization

CO 3: Analyse data and develop insights to address strategic marketing challenges

CO 4: Execute the models on Predictions and Classifications on R Software.

CO 5: Know the applications of analytics in marketing.

	Title:	Hrs
Unit I	Introduction to Marketing Analytics and Data Mining Introduction to Marketing Analytics, Need of Marketing Analytics, Benefits of Marketing Analytics, Data mining –Definition, Classes of Data mining methods – Grouping methods, Predictive modeling methods, Linking methods to marketing applications. Process model for Data mining – CRISP DM.	06
Unit II	Introduction to R About R, Data types and Structures, Data coercion, Data preparation: Merging, Sorting, Splitting, Aggregating, Introduction to R Libraries – How to install and invoke, Introduction to R Graph – Basic R charts – Different types of charts.	08
Unit III	Descriptive Analytics Exploratory Data Analysis using summary table and various charts to find the insights, slicing and dicing of the Customer data. Inferential Statistics: T-Test, ANOVA, Chi-Square using marketing data and exploring relationship (Correlation).	10
Unit IV	Prediction and Classification Modelling using R Introduction to Prediction and Classification modelling, data splitting for training and testing purpose, Prediction modelling: Predicting the sales using Moving Average Model and Regression Model(Simple and Multiple Regression model), Classification modelling: Customer churn using Binary logistic regression and decision tree.	10
Unit V	Application of Analytics in Marketing Association Rules – Market Basket Analysis for Product Bundling and Promotion, RFM (Recency Frequency Monetary) Analysis, Customer Segmentation using K-Means Cluster Analysis, Key Driver Analysis using Regression Model.	08

References:

1. Marketing Analytics: Data-Driven Techniques with Microsoft® Excel® Published by John Wiley & Sons, Inc
2. Marketing Data Science, Thomas W. Miller Published by Pearson
3. Marketing Metrics, Neil T Bendle, Paul W. Farris, Phillip E. Pfeifer published by Pearson
4. Marketing Analytics, Mike Grigsby published by Kogan Page.

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
Total	40 Marks
<i>Formative Assessment as per guidelines.</i>	

B.B.A. Semester – VI

Vocational:Voc-2

Course Title: Enterprise Resource Planning

Course Code: 046 BBA 101

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
Voc-1	Theory	03	03	42 hrs.	2hrs.	40	60	100

Course Outcomes (COs):At the end of the course students will be able to:

- CO 1:** Understand the business process of an enterprise to grasp the activities of ERP project management cycle to understand the emerging trends in ERP developments.
- CO 2:** Integrate and automate the business processes and shares information enterprise-wide.
- CO 3:** Explore the significance of ERP to provide a solution for better project management.
- CO 4:** Enable the students to understand the various process involved in implementing ERP in a variety of business environment
- CO 5:** Understand the issues involved in design and implementation of ERP systems.

	Title:	Hrs
Unit I	Introduction to ERP Enterprise Resource Planning - Defining ERP - Origin and Need for an ERP System - Benefits of an ERP System - Reasons for the Growth of ERP Market – Risk of ERP - Road map for successful ERP	10
Unit II	ERP related Technologies and Modules Business Process Re-engineering – Product life cycle – Customer relationship management - Functional Modules- Sales and Distribution, service - Human Resource - Finance – Production - Materials Management –Purchasing – Quality Management.	07
Unit III	ERP implementation ERP Implementation Life cycle – Transition strategies - ERP Implementation Process - ERP Vendor Selection -Role of the Vendor - Consultants: Types of consultants - Role of a Consultant - Vendors and Employees -Resistance by employees - Dealing with employee resistance - Project team	10
Unit IV	ERP post implementation Success and Failure factor of ERP implementation – ERP operations and maintenance – Data Migration –Project Management and Monitoring - Maximizing the ERP system.	10
Unit V	Future directions in ERP New Trends in ERP- ERP to ERP II - Implementation of Organization Wide ERP - Development of New Markets and Channels - Latest ERP Implementation Methodologies - ERP and E-business.	05

References:

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

Note: Latest edition of text books may be used.

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
Total	40 Marks
<i>Formative Assessment as per guidelines.</i>	

B.B.A. Semester – VI

Course Title: Internship / Project Work

Credit : 03

Course Code: 046 BBA 001

Formative Assessment : 100 Marks

Instructions:

1. Student shall carryout the internship in companies/ industries/ organisations/ Village Panchayat/ Taluk Panchayat/ District Panchayat
2. It is 03 credit course for a duration of 03 weeks continuously before commencement of VI semester or at the end of semester but before commencement of VI semester theory.
3. Internship may also be conducted weekly once in a day for 6 hours duration for at least 12 weeks (1 day for 6 hours / week)
4. Internship weekly once or at a stretch continuously shall be decided by the principal in consultation with the concerned teacher.

Assessment Pattern:

1. Internship/ Project Report either handwritten or printed copy	----	40 Marks
2. Presentation	----	35 Marks
3. Viva Voce	----	25 Marks
TOTAL	----	100 Marks

Note: It shall be assessed by two examiners (Internal+External) before commencement of theory examination marks shall be uploaded in HOD login in UUCMS

UG programme: 2023-24

GENERAL PATTERN OF THEORY QUESTION COURSE FOR DSCC/ OEC

(60 marks for semester end Examination with 2 hrs duration)

Part-A

1. Question number 1-06 carries 2 marks each. Answer any 05 questions : 10 marks

Part-B

2. Question number 07- 11 carries 05Marks each. Answer any 04 questions : 20 marks

Part-C

3. Question number 12-15 carries 10 Marks each. Answer any 03 questions : 30 marks

(Minimum 1 question from each unit and 10 marks question may have sub questions for 7+3 or 6+4 or 5+5 if necessary)

Total: 60 Marks

Note: Proportionate weight age shall be given to each unit based on number of hours

Prescribed