



BENGALURU NORTH UNIVERSITY

Tamaka, Sri Devraj Urs Extension, Kolar – 563103



Curriculum as per National Education Policy (NEP 2020)

BACHELOR OF BUSINESS ADMINISTRATION

2021-22 Onwards

(Revised Syllabus on 11.03.2024 BOS Meeting)



COMPOSITION OF BOARD OF STUDIES

CHAIRMAN

PROF. K. JANARDHANAM
REGISTRAR (EVL)

MEMBERS

PROF.B.G.SATYAPRASAD

DR. S. RAMESH

PROF. NIRMALA. K

DR. S. RADHA

DR. M. R. BHAVANI

DR. CHETHANA. M. R

MR. GEORGE VARGHESE

DR. MOONA

MR. PUNITHA RAJ

MEMBER & CO-ORDINATOR

MR. A. MUTHU ANANDA

The approval of the National Education Policy (NEP) by the Ministry of Human Resource Development, Government of India has been well deliberated as discussed from the last 4 years and more. The advent of industry 4.0 scenario has led our current system of education outdated. Hence, the NEP is designed to contemplate the current skill requirements. The Indian education system with its earlier policies on education has greatly led to creation of fragmented system of education. However, bringing the whole system into one large umbrella remains a key issue. The current NEP has attempted to cure the same by getting rid of standalone institutions and institutions of affiliated nature and proposed formation and upgradation of institutions to offer multidisciplinary education. Multidisciplinary education system with inbuilt flexibility for both undergraduate as well as post graduate and research level is a key highlight of the NEP. It focuses on promoting and building vocational skills/skill enhancement courses, right from the school level, which can ease the burden on the employment opportunities and supply of proficient/talented workforce. As the experts rightly put it as the syllabi which academia develops should be student centric rather than teacher centric, which used to be so far. As already the Union Cabinet has approved the NEP 2020, it aims to pave way for transformational reforms in school and higher education systems in the country. This policy will replace the 34- year-old National Policy on Education (NPE), 1986.

VISION OF THE NATIONAL EDUCATION POLICY 2020

- An education system that contributes to an equitable and vibrant knowledge society, by providing high-quality education to all.
- Develops a deep sense of respect towards the fundamental rights, duties and Constitutional values, bonding with one's country, and a conscious awareness of one's role and responsibilities in a changing world.
- Instill skills, values, and dispositions that support responsible commitment to human rights, sustainable development and living, and global well-being, thereby reflecting a truly global citizen.



BENGALURU NORTH UNIVERSITY

NO.BNU/BOS/872/2022

Sri Devraj Urs Extension
Tamaka, Kolar - 563 103.

22nd August 2022

NOTIFICATION

Sub : Re - Constitution of Board of Studies in BBA (Bachelor of Business Administration & BBA (Aviation Management)-reg.

Ref : Vice - Chancellor's approval dt: 22.08.2022

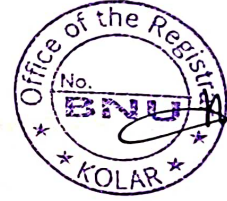
The Board of Studies in BBA (Bachelor of Business Administration & BBA (Aviation Management) is Re - Constituted under section 33 of the Karnataka State Universities Act 2000 and read with the existing statute 8.1 of Bangalore University statutes, with the following members for a period of 3 years (or till they attain superannuation whichever is earlier) from the date of this notification.

Sl. No	Name & Address	
1	Dr. Chandrakantha Dean - Faculty of Commerce, BNU Associate Professor, Dept. of Commerce & Management, Govt. First Grade College, Hoskote.	CHAIRPERSON
2	Dr. Lakshmi Associate Professor, Dept. of Commerce & Management, Govt. First Grade College, Malur.	MEMBER
3	Dr. Amruthamma R Assistant Professor, Dept. of Commerce & Management, Govt. First Grade College, Hoskote.	MEMBER
4	Dr. Zabiulla Assistant Professor, Dept. of Commerce & Management, Govt. First Grade College, Gauribidanur.	MEMBER
5	Mrs. Latha R Assistant Professor, Dept. of Commerce & Management, LBS Govt. First Grade College, RT Nagar, Bengaluru.	MEMBER
6	Mrs. Shruthi. C.S Assistant Professor, Dept. of Commerce & Management, SEA College, Bengaluru.	MEMBER
7	Dr. Rajini T.V Assistant Professor, Dept. of Commerce & Management, Govt. First Grade College, Varthur, Bengaluru.	MEMBER
8	Sri. Lawrence Prasanna Associate Professor, Dept. of Commerce & Management, Govt. First Grade College, Kolar.	MEMBER



9	Sri. Ramakrishna Assistant Professor, Dept. of Commerce & Management, Govt. First Grade College, Hoskote.	MEMBER
10	Sri. Ravindra R Deputy Manager, Lumax Auto Technologies Limited, Kolar	MEMBER [EXT]
11	Dr. Eshwarappa M Chairperson, Dept. of Management Studies, Maharani Cluster University, Bengaluru.	MEMBER [EXT]
12	Dr. Ramakrishna Naik Associate Professor, Dept. of Commerce & Management, Oxford Business School, Bengaluru.	MEMBER [EXT]

The Chairman and members are requested to serve in the committee and extend your cooperation.



BY ORDER

REGISTRAR

Copy to:

1. The Chairperson and Members of Board of Studies.
2. P.S. to V.C. / Registrar (Ev1)/, Bengaluru North University, Tamaka, Kolar - 563 103.
3. Finance Officer, Bengaluru North University, Tamaka, Kolar - 563 103.
4. Guard File



BENGALURU NORTH UNIVERSITY

Tamaka, Sri Devraj Urs Extension, Kolar – 563103

Curriculum as per National Educational Policy (NEP 2020)

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

2021-22 Onwards

REGULATIONS PERTAINING TO BBA DEGREE (NEP 2020 SCHEME)

1. INTRODUCTION

The National Education Policy 2020 is the first education policy of the 21st century and aims to address the many growing developmental aspirations of our country. This Policy proposes the revision and revamping of all aspects of the education structure, including its regulation and governance, to create a new system that is aligned with the aspirations and goals of 21st century education, including SDG4, while building upon India's traditions and value systems. NEP aims for India to have an education system by 2040 that is second to none, with equitable access to the highest-quality education for all learners regardless of social or economic background and seeks to "ensure inclusive and equitable quality education and promote life long learning opportunities for all" by 2040." The whole of the NEP policy is a medication to cure the short comings in the education system for the last 35 to 36 years. The failure or success of the NEP will rely completely on the implementation and its acceptance by the stakeholders. For which we need to join hands in strengthening the system.

The BBA Programme provides a best career opportunist for students to develop managerial and entrepreneurial skills in order to pursue employment opportunities in the corporate sector or venture in to their own business. The course takes a student over the functional areas of management including manufacturing, marketing, finance, HRM, sales, strategy management etc., Plus, soft skill development such as communication, attitude, leadership and other skills.

2. OBJECTIVES OF THE BBA DEGREE

- a) To develop entrepreneurship by equipping the students with all the skills and knowledge required to start a business.
- b) To develop ethical managers with inter disciplinary knowledge
- c) To enable students apply knowledge of management theories and practices to solve business problems.
- d) To promote ethical and value-based leadership abilities among students.
- e) To equip students for the world of work, particularly the work of the future.
- f) To enable students demonstrate use of appropriate techniques to effectively manage business challenges.
- g) To encourage analytical and critical thinking abilities for business decision making.
- h) To empower students to take up competitive examinations like UPSC, KPSC, and other examinations.

3. GRADUATE ATTRIBUTES

The graduate attributes are the outline of the expected course learning outcomes mentioned in the beginning of each course. The characteristic attributes that a graduate will be able to demonstrate through learning various courses which are listed below:

Disciplinary knowledge

Capability of executing comprehensive knowledge and understanding of one or more disciplines that form part of commerce.

Communication skills

- Ability to communicate long standing, unsolved problems in commerce.
- Ability to show the importance of commerce as precursor to various market developments since the beginning of civilization.

Critical thinking

- Ability to engage in reflective and independent thinking by understanding the concepts in every area of Commerce and Business.
- Ability to examine the results and apply them to various problems appearing in different branches of Commerce and Business.

Problem solving

- Capability to reduce a business problem and apply the classroom learning into practice to offer a solution for the same.
- Capabilities to analyse and synthesize data and derive inferences for valid conclusions.
- Able to comprehend solutions to sustain problems originating in the diverse management areas such as Finance, Marketing, Human Resource, Taxation and so on

Research related skills

- Ability to search for, locate, extract, organise, evaluate, and use or present information that is relevant to a particular topic.
- Ability to identify the developments in various branches of Commerce and Business.

Information and communication technology (ict) digital literacy

- Capability to use various ICT tools (like spreadsheet) for exploring, analysis, and utilizing the information for business purposes.

Self-directed learning

- Capability to work independently in diverse projects and ensure detailed study of various facets of Commerce and Business.

Moral and ethical awareness/reasoning

- Ability to ascertain unethical behaviour, falsification, and manipulation of information.
- Ability to manage self and various social systems.

Life-long learning

- Capability of self-paced and self-directed learning aimed at personal development and for improving knowledge/skill development and reskilling in all areas of Commerce.

4. ELIGIBILITY FOR ADMISSION

Candidates who have completed two years Pre – University course in any discipline of Karnataka Stateorits equivalent as notified by the university from time to time are eligible to seek admission for this course.

5. DURATION OF THE PROGRAMME

The Duration of the Programme is Four (04) years of Eight Semesters. Progressive Certificate, Diploma, Bachelor Degree or Bachelor Degree with Honors provided at the end of each year of Exit of the four years Undergraduate Programme as the case maybe as follows:

EXIT OPTION WITH	CREDITS REQUIREMENT
On successful completion of Two Semesters of BBA at the end of First year, the student will be eligible for the award of CERTIFICATE IN BUSINESS ADMINISTRATION	48
On successful completion of four Semesters of BBA at the end of Second year, the student will be eligible for the award of DIPLOMA IN BUSINESS ADMINISTRATION	96 (48+48)
On successful completion of Six Semesters of BBA at the end of Third year, the student will be eligible for the award of BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION	138 (48+48+42)
On successful completion of Eight Semesters of BBA at the end of fourth year, the student will be eligible for the award of HONOURS DEGREE IN BUSINESS ADMINISTRATION	180 (48+48+42+42)

6. MEDIUM OF INSTRUCTION

The medium of instruction shall be English only.

7. ATTENDANCE

- For the purpose of calculating attendance, each semester shall be taken as a Unit.
- A student shall be considered to have satisfied the requirement of attendance for the semester, if he/she has attended not less than 75% in aggregate of the number of working periods in each of the courses compulsorily.
- A student who fails to satisfy the above condition shall not be permitted to take the University examination.

8. TEACHING AND EVALUATION

M.Com/MBA/MBS graduates with B.Com, B.B.M, and BBA & BBS as basic degrees from a recognized university are only eligible to teach and to evaluate the Courses (except languages, compulsory additional subjects and core Information Technology related subjects) mentioned in this regulation. Languages and additional courses shall be taught by the graduates as recognized by the respective Board of Studies.

9. RECORD MAINTENANCE AND SUBMISSION

- Every college is required to establish an Innovative business lab / computer lab to enable students to get practical knowledge of business activities and online learning.
- In every semester, the student should keep a record of the Business Lab/Field Study Activity and submit it to the concerned faculty.
- The BOE is authorized to make random surprise visits to the colleges and verify record-books and the internal marks awarded.

10. GUIDELINES FOR CONTINUOUS INTERNAL EVALUATION (CIE) AND SEMESTER END EXAMINATION (SEE)

Sl. No.	Parameters for the Evaluation	Marks
	CONTINUOUS INTERNAL EVALUATION (CIE) – (A + B)	
A	Internal Assessment Tests (IAT)	20
B	Continuous & Comprehensive Evaluation (CCE)	20
C	Semester End Examination (SEE)	60
	TOTAL OF CIE AND SEE(A +B +C)	100

A. CONTINUOUS & COMPREHENSIVE EVALUATION (CCE):

The CCE will carry a maximum of 20% weightage (20 marks) of total marks of a course. The faculty member can select any four of the following assessment methods, Minimum off our of the following assessment methods of 5 marks each:

- Individual Assignments
- Seminars/Classroom Presentations/ Quizzes
- Group Discussions /Class Discussion/ Group Assignments
- Case studies/Case lets
- Participatory & Industry-Integrated Learning/ Field visits
- Practical activities / Problem Solving Exercises
- Participation in Seminars/ Academic Events/Symposia etc
- Mini Projects/Capstone Projects
- Any other academic activity.

B. INTERNAL ASSESSMENT TESTS (IAT):

The IAT will carry a maximum of 20% weightage (20 marks) of total marks of a course, under this component, two tests will have to be conducted in a semester for 20 marks each and the same is to be scaled down to 10 marks each. Standard format is given below:

Template for Internal Assessment Test

Name of the Course:

Course Code:

Duration: 1 Hour

Total Marks: 20

SECTION-A

Answer any two of the following three questions. (Questions related to Concepts) (2X3= 6)

- 1.
- 2.
- 3.

SECTION-B

Answer any one of the following two questions. (Questions related to Understanding and Application) (4X1 = 4)

- 4.
- 5.

SECTION-C

Answer any one of the following questions. (Questions related to analysis and evaluation)

(1 X 10 = 10)

- 6.
- 7.

C. 50 PERCENT OF CIE:

In the case of 50 percent of CIE weightage courses, faculty members can choose assessment methods accordingly for the required marks as mentioned above.

11. APPEARANCE FOR THE EXAMINATION

A candidate shall be considered to have appeared for the examination only if he/she has submitted the prescribed application for the examination along with the required fees to the university.

12. PATTERN OF QUESTION PAPER

A candidate shall be considered to have appeared for the examination only if he/she has submitted the prescribed application for the examination along with the required fees to the university.

SECTION-A 1. a,b,c,d,e,f, g	<i>(Conceptual questions)</i> Answer any FIVE out of seven sub-questions	(05X02=10 Marks)
SECTION -B 2,3,4,5,6	<i>(Application questions)</i> Answer any THREE out of five questions	(03X04=12 Marks)
SECTION-C 7,8,9,10, 11	<i>(Analysis and understanding questions)</i> Answer any THREE out of five questions	(03X10=30 Marks)
SECTION-D 12	<i>(Skill Development / Lab activities questions)</i> Answer any ONE out of two questions	(01X08=08 Marks)
Total		60 Marks

15th, 22nd and 29th September 2022

PROCEEDINGS OF UG BOS MEETING OF BBA (REGULAR) AND BBA (AVIATION MANAGEMENT) COURSES OF BENGALURU NORTH UNIVERSITY

The Proceedings of BOS meetings of BBA (Regular) and BBA (Aviation Management) courses of Bengaluru North University to frame the syllabus as per NEP for the academic year 2022-23 was held on 15th, 22nd and 29th September 2022 in Government First Grade College, Hoskote, Bangalore Rural District at 10.00 AM under the guidance of the Chairperson Dr. Chandrakantha K, Dean, Department of Commerce, BNU & Associate Professor, Government First Grade College, Hoskote. The board has agreed and approved the Course Matrix and the Syllabus for the second year for the above- mentioned courses. In case of any input requirements, it shall be initiated by the Chairperson and necessary modifications shall be done as approved by the board.

Members Present:

1	Dr. Chandrakantha K Dean, Department of Commerce, BNU Associate Professor, Department of Commerce & Management Government First Grade College, Hoskote.	CHAIRPERSON
2	Dr. Lakshmi S Associate Professor Department of Commerce & Management Government First Grade College, Malur.	MEMBER
3	Dr. Amruthamma R Assistant Professor Department of Commerce & Management Government First Grade College, Hoskote.	MEMBER
4	Dr. Zabiulla Assistant Professor Department of Commerce & Management Government First Grade College, Gowribidanur.	MEMBER
5	Mrs. Latha R Assistant Professor Department of Commerce & Management LBS Government First Grade College, RT Nagar, Bengaluru.	MEMBER
6	Mrs. Shruthi S K Assistant Professor Department of Commerce & Management SEA College, K R Puram, Bengaluru.	MEMBER

7	Dr. Rajini TV Assistant Professor Department of Commerce & Management Government First Grade College, Varthur.	MEMBER
8	Sri. Lawrence Prasanna Associate Professor Department of Commerce & Management Government First Grade College, Kolar.	MEMBER
9	Sri. Ramakrishna N Assistant Professor Department of Commerce & Management Government First Grade College, Hoskote.	MEMBER
10	Sri. Ravindra R Deputy Manager Lumax Auto Technologies, Kolar.	MEMBER (External)
11	Dr. Eshwarappa M Chairperson, Department of Management Studies Maharani Cluster University, Bengaluru.	MEMBER (External)
12	Dr. Ramakrishna Naik Associate Professor Department of Commerce & Management Oxford Business School, Bengaluru.	MEMBER (External)

Minutes of the Meeting:

1. Dr. Chandrakantha K, Dean, Department of Commerce, BNU & Associate Professor, Department of Commerce & Management, Government First Grade College, Hoskote, welcomed all the BOS Members of the BBA (Regular) and BBA (Aviation Management) board for the meeting which was scheduled on 15/09/2022, 22/09/2022 and 29/09/2022.
2. The Chairperson of BOS highlighted the importance in implementing the salient features of National Education Policy in the UG curriculum and urged all the BOS members to adopt innovative and goal-oriented curriculum structure that would enable the students to have a successful career and become responsible citizens.
3. The BOS members presented their views on the inclusion of relevant subjects, contents and modifications required for the existing subjects and also presented a wide list of skill based and value-based subjects that are required to be included in the curriculum. All these modifications were extensively discussed and the curriculum structure was finalised with the consensus of all the members and was duly accepted by the Chairperson.
4. Based on the recommendations of the members of the BOS, the Chairperson resolved and accepted the New Scheme of Teaching, Evaluation and Curriculum from the

Academic year 2022-23 based on National Education Policy 2020 for four-year BBA (Regular) and BBA (Aviation Management) Under Graduate Program.

5. As per the instruction of university in accordance with the recommendation of Special Officer HSHEC, Financial Education and Investment Awareness is incorporated as skill Enhancement Course (SEC)
6. The BOS members presented their views and accordingly, modifications were made in the syllabus of Business Mathematics (II Semester BBA) which was approved in the meeting by all themembers.
7. It was proposed by the members to change the semester-end examination question paper patternas indicated below:

PATTERN OF QUESTION PAPER

SECTION-A 1. a,b,c,d,e,f, g	(Conceptual questions) Answer any FIVE out of seven sub questions	(05 X 02 = 10 Marks)
SECTION -B: 2,3,4,5.6	(Application questions) Answer any THREE out of five questions	(03 X 04 = 12 Marks)
SECTION-C: 7,8,9.10, 11	(Analysis and understanding questions) Answer any THREE out of five questions	(03 X 10 = 30 Marks)
SECTION-D 12	Question completely based on the skill Development part (lab activities) Answer any ONE out of two questions	(01 X 8 = 8 Marks)
	TOTAL	60 Marks

The above question paper pattern was discussed and approved in the meeting and thesame will be forwarded to BNU for further action.

Chairperson-BOS

10th, and 11th August 2023

PROCEEDINGS OF UG BOS MEETING OF BBA (REGULAR) AND BBA (AVIATION MANAGEMENT) COURSES OF BENGALURU NORTH UNIVERSITY

The Proceedings of BOS meetings of BBA (Regular) and BBA (Aviation Management) courses of Bengaluru North University to frame the syllabus as per KSHEC guidelines for the academic year 2023-24 was held on 10th and 11th August 2023 in Tamaka, Bengaluru North University at 10.00 AM under the guidance of the Chairperson Dr. Chandrakantha K, Former Dean, Department of Commerce, BNU & Professor, Government First Grade College, Hoskote. The board has agreed and approved the Course Matrix and the Syllabus for fifth and sixth semesters of the third year for the above- mentioned courses. In case of any input requirements, it shall be initiated by the Chairperson and necessary modifications shall be done as approved by the board.

Members Present:

1	Dr. Chandrakantha K Former Dean, Department of Commerce, BNU Professor, Department of Commerce & Management Government First Grade College, Hoskote.	CHAIRPERSON
2	Dr. Lakshmi S Associate Professor Department of Commerce & Management Government First Grade College, Malur.	MEMBER
3	Dr. Amruthamma R Assistant Professor Department of Commerce & Management Government First Grade College, Hoskote.	MEMBER
4	Dr. Zabiulla Assistant Professor Department of Commerce & Management Government First Grade College, Gowribidanur.	MEMBER
5	Mrs. Latha R Assistant Professor Department of Commerce & Management LBS Government First Grade College, RT Nagar, Bengaluru.	MEMBER
6	Mrs. Shruthi S K Assistant Professor Department of Commerce & Management SEA College, K R Puram, Bengaluru.	MEMBER

7	Dr. Rajini TV Assistant Professor Department of Commerce & Management Government First Grade College, Varthur.	MEMBER
8	Sri. Lawrence Prasanna A Associate Professor Department of Commerce & Management Government First Grade College, Mulabagal.	MEMBER
9	Dr. Ramakrishna N Assistant Professor Department of Commerce & Management Government First Grade College, Hoskote.	MEMBER
10	Sri. Ravindra R Deputy Manager Lumax Auto Technologies, Kolar.	MEMBER (External)
11	Dr. Eshwarappa M Chairperson, Department of Management Studies Maharani Cluster University, Bengaluru.	MEMBER (External)
12	Dr. Ramakrishna Naik Associate Professor Department of Commerce & Management Oxford Business School, Bengaluru.	MEMBER (External)

Minutes of the Meeting:

1. Dr. Chandrakantha K, Former Dean, Department of Commerce, BNU & Professor, Department of Commerce & Management, Government First Grade College, Hoskote, welcomed all the BOS Members of the BBA (Regular) and BBA (Aviation Management) board for the meeting which was scheduled on 10/08/2023 and 11/08/2023.
2. The Chairperson of BOS highlighted the importance in implementing the salient features of National Education Policy in the UG curriculum and urged all the BOS members to adopt innovative and goal-oriented curriculum structure that would enable the students to have a successful career and become responsible citizens.
3. The BOS members presented their views on the inclusion of relevant subjects, contents and modifications required for the existing subjects and also presented a wide list of skill based and value-based subjects that are required to be included in the curriculum. All these modifications were extensively discussed and the curriculum

structure was finalized with the consensus of all the members and was duly accepted by the Chairperson.

4. Based on the recommendations of the members of the BOS, the Chairperson resolved and accepted the New Scheme of Teaching, Evaluation and Curriculum from the Academic year 2023-24 based on National Education Policy 2020 for four-year BBA (Regular) and BBA (Aviation Management) Under Graduate Program.
5. The BOS members presented their views and accordingly, modifications were made in the syllabus of which was approved in the meeting by all the members.

Chairperson-BOS

PROCEEDINGS OF UG BOS MEETING OF BBA PROGRAMME OF BENGALURU NORTH UNIVERSITY

The BOS meeting of BBA Programme of Bengaluru North University to incorporate modifications and improvisations as suggested by the Board Members and the Teaching Fraternity of the colleges affiliated to Bengaluru North University was held on March 11, 2024 in Government First Grade College, Hoskote, Bangalore Rural District at 10.00 AM under the guidance of the BOS Chairperson, Dr. Chandrakantha K, Professor of Commerce, Government First Grade College, Hoskote. Pedagogical approaches were discussed, emphasizing the need for more experiential learning and the integration of technology in teaching methods. The board has agreed and approved the same. In case of any input requirements, it shall be initiated by the Chairperson and necessary modifications shall be done as approved by the board.

Members Present:

1	Dr. Chandrakantha K Professor of Commerce, Department of Commerce & Management, Government First Grade College, Hoskote.	CHAIRPERSON
2	Dr. Lakshmi S Associate Professor Department of Commerce & Management Government First Grade College, Malur.	MEMBER
3	Dr. Amruthamma R Assistant Professor Department of Commerce & Management Government First Grade College, Hoskote.	MEMBER
4	Dr. Zabiulla Assistant Professor Department of Commerce & Management Government First Grade College, Gowribidanur.	MEMBER
5	Mrs. Latha R Assistant Professor Department of Commerce & Management LBS Government First Grade College, RT Nagar, Bengaluru.	MEMBER
6	Mrs. Shruthi S K Assistant Professor Department of Commerce & Management SEA College, K R Puram, Bengaluru.	MEMBER
7	Dr. Rajini TV Assistant Professor Department of Commerce & Management Government First Grade College, Varthur	MEMBER
8	Sri. Lawrence Prasanna Associate Professor Department of Commerce & Management Government First Grade College, Kolar.	MEMBER
9	Dr. Ramakrishna N Assistant Professor Department of Commerce & Management Government First Grade College, Hoskote.	MEMBER

10	Sri. Ravindra R Deputy Manager Lumax Auto Technologies, Kolar.	MEMBER (External)
11	Dr. Eshwarappa M Chairperson, Department of Management Studies, Maharani Cluster University, Bengaluru.	MEMBER (External)
12	Dr. Ramakrishna Naik Associate Professor Department of Commerce & Management Oxford Business School, Bengaluru	MEMBER (External)

Minutes of the Meeting:

1. Dr. Chandrakantha K welcomed all the BOS Members of the BBA Programme board for the meeting which was scheduled on March 11, 2024.
2. The BOS Chairperson highlighted the importance of implementing the salient features of National Education Policy 2020 in the UG curriculum and emphasized the need to develop courses that align with the policy's emphasis on interdisciplinary learning, critical thinking, and practical applications.
3. During the meeting, Board of Studies (BOS) members shared their perspectives regarding the modifications in certain courses. The suggested modifications were thoroughly deliberated upon, which was unanimously agreed by all the members and received formal approval from the Chairperson.
4. The internship guidelines framed by the Internship Committee formed by Bengaluru North University was discussed and incorporated in the curriculum.

Chairperson-BOS

**BENGALURU NORTH UNIVERSITY***Tamaka, Sri Devraj Urs Extension, Kolar – 563103***Curriculum as per National Education Policy (NEP 2020)****BACHELOR OF BUSINESS ADMINISTRATION (BBA)****COURSE MATRIX****I SEMESTER**

SL. NO	COURSE CODE	TITLE OF THE COURSE	CATEGORY OF COURSES	TEACHING HOURS PER WEEK (L+T+P)	SEE	CIE	TOTAL MARKS	CREDITS
1	LANG.1.1	Language – I	AECC	3+1+0	60	40	100	3
2	LANG.1.2	Language – II	AECC	3+1+0	60	40	100	3
3	BBA.1.1	Management Principles and Practice	DSC	4+0+0	60	40	100	4
4	BBA.1.2	Fundamentals of Business Accounting	DSC	4+0+0	60	40	100	4
5	BBA.1.3	Marketing Management	DSC	4+0+0	60	40	100	4
6	BBA.1.4	Digital Fluency	SEC-SB	1+0+2	30	20	50	2
7	BBA.1.5	Physical Education – Yoga	SEC-VB	0+0+2	-	25	25	1
8	BBA.1.6	Health and Wellness	SEC-VB	0+0+2	-	25	25	1
9	BBA.1.7	Office Management / Business Organisation	OEC	3+0+0	60	40	100	3
SUB-TOTAL I					390	310	700	25

II SEMESTER

SL. NO	COURSE CODE	TITLE OF THE COURSE	CATEGORY OF COURSES	TEACHING HOURS PER WEEK (L+T+P)	SEE	CIE	TOTAL MARKS	CREDITS
10	Lang.2.1	Language – I	AECC	3+1+0	60	40	100	3
11	Lang.2.2	Language – II	AECC	3+1+0	60	40	100	3
12	BBA.2.1	Financial Accounting and Reporting	DSC	4+0+0	60	40	100	4
13	BBA.2.2	Human Resource Management	DSC	4+0+0	60	40	100	4
14	BBA.2.3	Business Mathematics/ Business Environment	DSC	4+0+0	60	40	100	4
15	BBA.2.4	Environmental Studies	AECC	2+0+0	30	20	50	2
16	BBA.2.5	Sports	SEC-VB	0+0+2	-	25	25	1
17	BBA.2.6	NCC/NSS/R&R,S&G/Cultural	SEC-VB	0+0+2	-	25	25	1
18	BBA.2.7	People Management / Retail Management	OEC	3+0+0	60	40	100	3
SUB –TOTAL II					390	310	700	25

III SEMESTER

SL. NO	COURSE CODE	TITLE OF THE COURSE	CATEGORY OF COURSES	TEACHING HOURS PER WEEK (L+T+P)	SEE	CIE	TOTAL MARKS	CREDITS
19	Lang.3.1	Language – I	AECC	3+1+0	60	40	100	3
20	Lang.3.2	Language – II	AECC	3+1+0	60	40	100	3
21	BBA.3.1	Cost Accounting	DSC	4+0+0	60	40	100	4
22	BBA.3.2	Organizational Behaviour	DSC	4+0+0	60	40	100	4
23	BBA.3.3	Statistics for Business Decisions	DSC	4+0+0	60	40	100	4
24	BBA.3.4	Artificial Intelligence / Financial Education & Investment Awareness	SEC	1+0+2	30	20	50	2
25	BBA.3.5	Sports	SEC-VB	0+0+2	-	25	25	1
26	BBA.3.6	NSS/NCC/ Any Other	SEC-VB	0+0+2	-	25	25	1
27	BBA.3.7	Social Media Marketing/ Rural Marketing	OEC	3+0+0	60	40	100	3
SUB-TOTAL III					390	310	700	25

IV SEMESTER

SL. NO	COURSE CODE	TITLE OF THE COURSE	CATEGORY OF COURSES	TEACHING HOURS PER WEEK (L+T+P)	SEE	CIE	TOTAL MARKS	CREDITS
28	Lang.4.1	Language – I	AECC	3+1+0	60	40	100	3
29	Lang.4.2	Language – II	AECC	3+1+0	60	40	100	3
30	BBA.4.1	Management Accounting	DSC	4+0+0	60	40	100	4
31	BBA.4.2	Business Analytics / Financial Markets & Services	DSC	4+0+0	60	40	100	4
32	BBA.4.3	Financial Management	DSC	4+0+0	60	40	100	4
33	BBA.4.4	India and Indian Constitution	SEC	3+0+0	30	20	50	3
34	BBA.4.5	Sports	SEC-VB	0+0+2	-	25	25	1
35	BBA.4.6	NCC/NSS/Any others	SEC-VB	0+0+2	-	25	25	1
36	BBA.4.7	Business Leadership Skills/ Personal Wealth Management	OEC	0+0+2	60	40	100	3
SUB- TOTAL IV					390	310	700	26

V SEMESTER

SL. NO	COURSE CODE	TITLE OF THE COURSE	CATEGORY OF COURSES	TEACHING HOURS PER WEEK (L+T+P)	SEE	CIE	TOTAL MARKS	CREDITS
31	BBA5.1	Production and Operations Management	DSC -13	4+0+0	60	40	100	4
32	BBA5.2	Income Tax-I	DSC-14	4+0+0	60	40	100	4
33	BBA5.3	Banking Law and Practice	DSC-15	4+0+0	60	40	100	4
34	BBA5.4	Elective -1 (FN1\MK1\HRM1\DA1\R M1\LSCM1)	DSE-1	4+0+0	60	40	100	3
35	BBA5.5	Elective-2 (FN1\MK1\HRM1\DA1\R M1\LSCM1)	DSE-2	4+0+0	60	40	100	3
36	BBA5.6	A. Information Technology for Business (Excel &DBMS) B. Digital Marketing	Vocational-1 <i>Anyone to be chosen</i>	4+0+0	60	40	100	3
37	BBA5.7	Employability Skills / Cyber Security	SEC – VB	1+0+2	60	40	50	3
SUB -TOTAL V					420	280	700	24

VI SEMESTER

SL. NO	COURSE CODE	TITLE OF THE COURSE	CATEGORY OF COURSES	TEACHING HOURS PER WEEK (L+T+P)	SEE	CIE	TOTAL MARKS	CREDITS
38	BBA 6.1	Business Law	DSC	4+0+0	60	40	100	4
39	BBA6.2	Income Tax-II	DSC	4+0+0	60	40	100	4
40	BBA6.3	International Business	DSC	4+0+0	60	40	100	4
41	BBA6.4	Elective -1 (FN2\MK2\HRM2\DA2\ RM2\LSCM2)	DSE-3	4+0+0	60	40	100	3
42	BBA6.5	Elective-2 (FN2\MK2\HRM2\DA2\RM2 \LSCM2)	DSE-4	4+0+0	60	40	100	3
43	BBA6.6	A. Goods and Services Tax B. ERP Application	Vocational-2 <i>Anyone to be chosen</i>	4+0+0	60	40	100	3
44	BBA6.7	Internship (Project Report – 60 Marks; VivaVoce – 40 Marks)	SEC-SB	-	60	40	100	3
SUB- TOTAL VI					420	280	700	24

Note:

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

Acronyms Expanded:

AECC : Ability Enhancement Compulsory Course

DSC ©: Discipline Specific Core (Course)

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

OEC : Open Elective Course

DSE: Discipline Specific Elective

SEE: Semester End Examination

CIE: Continuous Internal Evaluation

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

Note:

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

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

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

Name of the Programme:	BBA	Course Code :	BBA 1.1
Name of the Course: MANAGEMENT PRINCIPLES AND PRACTICE			
Course Credits : 4 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classroom lecture, Tutorials, Group discussion, Seminar, Case studies &field work etc.			
Course Outcomes: On successful completion of the course, the Student will demonstrate:			
<ul style="list-style-type: none">• The ability to understand concepts of business management, principles and functions of management.• The ability to explain the process of planning and decision making.• The ability to create organization structures based on authority, task and responsibilities and understands organizational behavior, avoid conflicts, accept change and work in groups.• The ability to explain the principles of direction, importance of communication and barrier of communication.• The ability to understand the requirement of good control system and control techniques.			
SYLLABUS			
Module 1: INTRODUCTION TO BUSINESS & MANAGEMENT (10 Hours)			
Business: Introduction, Forms of Business Organization, their merits, limitations and formation Management: Meaning, Characteristics of Management, Scope and Functional areas of Management; Management as a Science, Art or Profession; Management and Administration; Principles of Management.			
Module 2: PLANNING AND DECISION MAKING (8 Hours)			
Nature, Importance and Purpose of Planning - Planning Process; Objectives; Types of plans (Meaning only) Decision making- Importance and steps; MBO and MBE(Meaning only).			
Module 3: ORGANIZING AND STAFFING (16 Hours)			
Organizing: Meaning, Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization - Departmentation, Committees; Centralization versus Decentralization of a uthority and Responsibility, Span of Control. Staffing: Introduction, Meaning, Nature, Importance, Staffing Process			
Module 4: DIRECTING AND COMMUNICATING (12 Hours)			
Meaning and Nature of Direction, Principles of Direction. Communication - Meaning and Importance, Communication Process, Barriers to Communication, Steps to overcome Communication Barriers, Types of Communication			
Module 5: COORDINATING AND CONTROLLING (10 Hours)			
Coordination–Meaning, Importance and Principles of co-ordination. Controlling-Meaning, steps in controlling, essentials of effective control system, Techniques of control (in brief).			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.2. Draft different types of organization structure.3. Draft control charts.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">1. Stephen P. Robbins, Management, Pearson2. Koontz and O'Donnell, Management, McGraw Hill.3. LM Prasad, Principles of Management, Sultan Chand and Sons4. V.S.P Rao/Bajaj, Management, Process and organization, Excel Books5. Appanniah and Reddy, Management, HPH.6. T. Ramaswamy: Principles of Management, HPH.7. K Aswathappa: Organisational Behaviour			

Name of the Programme:	BBA	Course Code :	BBA 1.2
Name of the Course: FUNDAMENTALS OF BUSINESS ACCOUNTING			
Course Credits : 4 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classrooms lecture, tutorials, and problem solving.			
Course Outcomes: On successful completion of the course, the Student will demonstrate:			
<ul style="list-style-type: none">• The framework of accounting as well accounting standards.• Ability to pass journal entries and prepare ledger accounts• Ability to prepare subsidiaries books• Ability to prepare trial balance and final accounts of proprietary concern.• Skill to construct final accounts through application of tally.			
SYLLABUS			
Module 1 : INTRODUCTION TO FINANCIAL ACCOUNTING (8 Hours)			
Introduction – Meaning and Definition of Accounting, Accountancy and Book keeping – Objectives of Accounting – Functions of Accounting – Users of Accounting Information – Limitations of Accounting – Accounting Cycle. Accounting Principles– Accounting Concepts and Accounting Conventions. Accounting Standards – objectives, significance of accounting standards. List of Indian Accounting Standards.			
Module 2: ACCOUNTING PROCESS (12 Hours)			
Meaning of Double entry system – Process of Accounting – Kinds of Accounts – Rules - Transaction Analysis Journal – Ledger – Balancing of Accounts – Trial Balance, Problems on Journal, Ledger Posting and Preparation of Trial Balance.			
Module 3: SUBSIDIARY BOOKS (14 Hours)			
Meaning – Significance – Types of Subsidiary Books –Preparation of Purchases Book, Sales Book, Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book (Problems only on Three Column Cash Book and Petty Cash Book)			
Bank Reconciliation Statement – Preparation of Bank Reconciliation Statement (Problems on BRS)			
Module 4: FINAL ACCOUNTS OF PROPRIETARY CONCERN (10 Hours)			
Preparation of Statement of Profit and Loss and Balance Sheet of a proprietary concern with special adjustments like depreciation, outstanding and prepaid expenses, outstanding and received in advance of incomes, provision for doubtful debts, drawings and interest on capital.			
Module 5: ACCOUNTING SOFTWARE (12 Hours)			
Accounting software: Meaning, types of accounting software, Tally-Meaning of Tally software, Features, advantages, Creating a New Company, Basic Currency information, Company features and Inventory features. Configuring Tally - General Configuration, Numerical symbols, accounts/inventory info – master configuration - voucher entry configuration. Working in Tally: Groups, Ledgers, writing voucher, different types of vouchers, voucher entry Problem on Voucher entry - Generating Basic Reports in Tally- Trail Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts, and Balance Sheet.			
SKILL DEVELOPMENT ACTIVITIES			
<ol style="list-style-type: none">1. List out the accounting concepts and conventions.2. Prepare a Bank Reconciliation Statement using imaginary figures3. Collect the financial statement of a proprietary concern and record it.4. Prepare a financial statement of an imaginary company using tally software.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ol style="list-style-type: none">1. Hanif and Mukherjee, Financial Accounting, McGraw Hill Publishers2. Arulanandam & Raman; Advanced Accountancy, HPH3. S.Anil Kumar, V.Rajesh Kumar and B.Mariyappa–Fundamentals of Accounting, HPH4. Dr. S.N. Maheswari, Financial Accounting, Vikas Publication5. S P Jain and K. L. Narang, Financial Accounting, Kalyani Publications6. Radhaswamy and R.L. Gupta, Advanced Accounting, Sultan Chand7. M.C. Shukla and Goyel, Advaced Accounting, S Chand.			

Name of the Programme:	BBA	Course Code :	BBA 1.3
Name of the Course: MARKETING MANAGEMENT			
Course Credits : 4 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Class room lecture, Tutorials, Group discussion, Seminar, Case studies & Field work etc.,			
Course Outcomes: On successful completion of the course, the Student will:			
<ul style="list-style-type: none">Understand the concepts and functions of marketing.Analyze marketing environment impacting the business.Segment the market and understand the consumer behaviorDescribe the 4P's of marketing and also strategize marketing mixDescribe 7P's of service marketing mix.			
SYLLABUS			
Module 1: INTRODUCTION TO MARKETING (10 Hours)			
Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. Recent trends in Marketing-E- business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, social media marketing and E-tailing (Meaning only).			
Module 2: MARKETING ENVIRONMENT (10 Hours)			
Micro Environment – The company, suppliers, marketing intermediaries, competitors, public and customers; Macro Environment- Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment.			
Module 3: MARKET SEGMENTATION AND CONSUMER BEHAVIOUR (10 Hours)			
Market Segmentation: Meaning and Definition, Bases of Market Segmentation, Requisites of Sound Market Segmentation			
Consumer Behavior-Factors influencing Consumer Behavior; Buying Decision Process.			
Module 4: MARKETING MIX (20 Hours)			
Meaning, Elements of Marketing Mix (Four P's) – Product, Price, Place, Promotion. Product-Product Mix, Product Line, Product Life cycle, New Product Development, Reasons for Failure of New Product, Branding, Packing and Packaging, Labeling			
Pricing: Objectives, Factors influencing Pricing Policy, Methods of Pricing;			
Physical Distribution: Meaning, Factors affecting Channel Selection, Types of Marketing Channels.			
Promotion: Meaning and Significance of Promotion, Personal Selling and Advertising (Meaning Only)			
Module 5: SERVICES MARKETING (6 Hours)			
Meaning and definition of services, difference between goods and services, features of services, seven P's of services marketing (concepts only).			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">Design a logo and tagline for a product of your choiceDevelop an advertisement copy for a product.Prepare a chart for distribution network for different products.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">Philip Kotler, Marketing Management, Prentice Hall.Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHIWilliam J. Stanton, Michael J. Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill Education.Bose Biplab, Marketing Management, Himalaya Publishers.J.C. Gandhi, Marketing Management, Tata McGraw Hill.Ramesh and Jayanti Prasad: Marketing Management, I.K. InternationalSontakki, Marketing Management, Kalyani Publishers.P N Reddy and Appanniah, Marketing Management			

Name of the Programme:	BBA	Course Code :	BBA 1.7.1
Name of the Course: OFFICE MANAGEMENT			
Course Credits : 3 Credits	No. of Hours perWeek: 3 Hours	Total No. of TeachingHours: 42 Hours	
Pedagogy: Class room's lecture, tutorials, Group discussion, Seminar, Case studies.			
Course Outcomes: On successful completion of the course, the Student will demonstrate:			
<ul style="list-style-type: none">• An understanding of basic knowledge of office organization and management• Skills required in effective office organization• Ability to maintain office records and digital records.• Understanding of different types of organisation structures and responsibilities as future office managers.			
SYLLABUS			
Module 1: FUNDAMENTALS OF OFFICE MANAGEMENT (6 Hours)			
Introduction: Meaning, importance and functions of modern office, Modern Office Organization: Meaning; Steps in office organization; Principles of Office organization, Organization structure types, Nature of office services: Types of servicesin a modern office, decentralization and centralization of office services,Departmentation of Office management: Meaning, Elements and major processes of Office management Office Manager: Functions and qualifications of Office manager.			
Module 2: ADMINISTRATIVE ARRANGEMENT AND FACILITIES (6 Hours)			
Office Accommodation and its Importance: Location of Office, Choice of Location: Urban vs Suburban, Factors to be Considered in Selecting the Site, Securing Office Space, Office Lay-out: Objectives of Office Lay-out, Principles of Office Lay-out,Steps in Lay-out Planning, Advantages of a Good Lay-out. Types of offices: Open Office and Private Office- advantages and disadvantages.			
Module 3: OFFICE ENVIRONMENT (8 Hours)			
Meaning and Components of Office Environment, Interior Decoration: Colour conditioning, Floor Coverings, Furnishings, Furniture and Fixtures: Types of Furniture, Choice between Wooden and Steel Furniture, Principles Governing Selection of Furniture Lighting and Ventilation, Noise: Internal Noise, External Noise, Cleanliness, Sanitation and Health, Safety and Security			
Module 4: RECORDS MANAGEMENT (12 Hours)			
Records: Importance of records, types of office records, Records Management: Meaning, Principles of Record Keeping, Functions of 'Records Management; Filing: Elements of Filing, Filing Functions, Objectives and Importance of Filing, Advantages, Essentials of a Good Filing System, Classification of Files, Filing Procedure or Routine. Filing Methods: Horizontal Filing - Meaning, types and advantages, Vertical Filing- Meaning, equipment used, advantage and disadvantages. Centralization and Decentralization of Filing; Office manual: contents, Importance, and types; Indexing: Meaning, importance, advantages and essentials of good indexing, type of index Retention and disposal of files: Meaning and benefits of record retention, need for disposal of files, life-cycle stages of files.			
Module 5: OFFICE MECHANISATION AND DATA PROCESSING (10 Hours)			
Office Mechanisation: Meaning, Importance and Objectives, advantages and disadvantages, Factors Determining Office Mechanisation, Kinds of Office Machines: Duplicating Machines and Photocopying Machines, Accounting, tabulating and computing machines, communication machines; Data and Information: Data Vs Information, Importance of Data and Information, Classification of Data, and Information, Data Life cycle (chart), Data Collection Methods- Primary and secondary data collection methods, Computer Applications in Office Management, Advantages and Limitations of Computerisation.			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">1. Visit an office and enlist the different types of machines used in the office.2. Identify the different types of stationery used in offices today.3. Draw a data life cycle chart.4. Draw charts indicating different types of office layouts.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">1. S.P Arora, Office Organisation and Management, Vikas Publishing House Pvt Ltd2. M.E Thakuram Rao, Office organisation and Management, Atlantic3. Judith Read, Mary LeaGinn,Record Management, 10th Edition, Cengage Learning.			

Name of the Programme:	BBA	Course Code :	BBA 1.7.2
Name of the Course: BUSINESS ORGANISATION			
Course Credits : 3 Credits	No. of Hours perWeek: 3 Hours	Total No. of TeachingHours: 42 Hours	
Pedagogy: Class room's lecture, tutorials, Group discussion, Seminar, Case studies.			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">Understand the nature, objectives and social responsibilities of businessDescribe the different forms of organizationsUnderstand the basic concepts of ManagementUnderstand the functions of management.Understand the different types of business combinations			
SYLLABUS			
Module 1: INTRODUCTION TO BUSINESS (8 Hours)			
Business: Meaning, Nature, Scope and Social responsibility of Business, Objectives, Essentials of successful business; Functional areas of business. Concept of Business Organisation.			
Module 2: FORMS OF BUSINESS ORGANIZATION (12 Hours)			
Sole Proprietorship: Definition, Features, Merits and Demerits. Partnership: Definitions, partnership deed, Features, Merits and Demerits. Joint Stock Company: Definitions, Features, Merits and Demerits. Co-operatives: Definitions, Feature, Merits and Demerits.			
Module 3 : PUBLIC ENTERPRISES (8 Hours)			
Departmental Undertaking: Definition, Features, Merits and Demerits.			
PublicCorporations: Definition, Features, Merits and Demerits.			
Government Companies: Definitions, Features, Merits and Demerits			
Module 4: BUSINESS FUNCTIONS (8 Hours)			
Functional Areas of Management Marketing Management: Marketing Concepts; Marketing Mix; Product Life Cycle; Pricing Policies and Practices Financial Management: Concept and Objectives; Sources of Funds – Equity Shares, Debentures, Venture Capital and Lease Finance. Securities Market, Role of SEBI. Human Resource Management: Concept and Functions; Basic Dynamics of Employer - Employee Relations.			
Module 5: MANAGEMENT OF ORGANIZATIONS (6 Hours)			
Management- Meaning, Definitions, Difference between Management and Administration, Levels of Management, Objectives of Management, Functions of Management- planning, organizing, staffing, directing, coordinating, controlling, Principles of Management.			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">1. Prepare a Partnership deed.2. Draw a business tree.3. Make a list of 10 PSUs.4. Prepare a list of different types of business combinations.5. Prepare an Organization chart.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">1. CB.Gupta- Business Organisation and Management, Sultan Chand & Sons.2. S.C.Saxena-Business Administration & Management, Sahitya Bhawan.3. M.C.Shukla- Business Organisation and Management. S Chand& Company Pvt .Ltd.4. S.A Sherlekar - Business Organization, Himalaya Publishing House.5. Y.K. Bhushan. Fundamentals of Business Organisation and Management, SultanChand & Sons.6. R.K. Sharma, Business Organisation & Management Kalyani Publishers7. I.M. Sahai, Dr. Padmakar Asthana, ' Business Organisation & Administration', Sahitya Bhawan Publications			

Name of the Programme:	BBA	Course Code :	BBA 2.1
Name of the Course: FINANCIAL ACCOUNTING & REPORTING			
Course Credits : 4 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classrooms lecture, tutorials, and problem solving.			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">• Prepare final accounts of partnership firms• Understand the methods of valuation of goodwill• Prepare final accounts of joint stock companies.• Prepare and evaluate vertical and horizontal analysis of financial statements.• Understand company's annual reports.			
SYLLABUS			
Module 1: FINAL ACCOUNTS OF PARTNERSHIP FIRM (12 Hours)			
Meaning of Partnership Firm, Partnership deed-clauses in Partnership deed, Preparation of Final accounts of partnership firm-Trading and Profit and Loss Account, Profit and Loss Appropriation Account, Partners capital account and Balance sheet.			
Module 2: VALUATION OF GOODWILL (8 Hours)			
Goodwill- Nature, Factors influencing goodwill, circumstances of valuation of goodwill, methods of valuation of goodwill (Average and super profit methods only)			
Module 3: FINAL ACCOUNTS OF JOINT STOCK COMPANIES (14 Hours)			
Statutory Provisions regarding preparation of Company Final Accounts – Treatment of Special Items, Managerial Remuneration, Tax deducted at source, Advance payment of Tax, Provision for Tax, Depreciation, Interest on debentures, Dividends, Rules regarding payment of dividends, Transfer to Reserves, Preparation of Profit and Loss Account and Balance Sheet (Vertical Form Schedule -III) (Problems).			
Module 4: FINANCIAL STATEMENTS ANALYSIS (12 Hours)			
Financial statement analysis: Meaning, types of analysis, techniques of financial statement analysis- Comparative Statements - Comparative Income Statement, Comparative Balance Sheet; Common size Statements – Common Size Income Statement, Common Size Balance Sheet– Trend Percentages. (Analysis and Interpretation)			
Module 5: CORPORATE FINANCIAL REPORTING (10 Hours)			
Corporate Financial Reporting - meaning, types, characteristics of Corporate financial report, users of corporate financial report; Components corporate financial report– general corporate information, financial highlights, letter to the shareholders from the CEO, management's discussion and analysis; Financial Statements-balance sheet, income statement, cash flow statement, and notes to the financial statements; Auditor's report; Significant Accounting Policies; Corporate Governance Report; Corporate Social Responsibility Report, Role and Significance of the above components of corporate financial report.			
SKILL DEVELOPMENT ACTIVITIES			
<ol style="list-style-type: none">1. Collect financial statement of a company for five years and analyse the same using trend analysis.2. Refer annual reports of two companies and list out the components.3. Draft a partnership deed as per Partnership Act.4. List out the accounting policies in annual report of the company.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ol style="list-style-type: none">1. Anil Kumar & Others – Financial Accounting & Reporting, HPH2. M.A.Arunachalam&K.S.Raman: Advanced Accountancy3. B.S. Raman, Advanced Accountancy Vol II4. V.K. Goyal, Financial Accounting 2nd Edition5. Shukla and Grewal, Advanced Accountancy6. Gupta and Radhaswamy, Advanced Accountancy Vol I& II7. Agarwal and Jain, Advanced Financial Accounting8. Guruprasad Murthy : Financial Accounting9. B.M. Lal Nigam & G.L. Sharma, Advanced Accountancy10. S.N. Maheshwari& S.K. Maheshwari, Financial Accounting			

Name of the Programme:	BBA	Course Code :	BBA 2.2
Name of the Course: HUMAN RESOURCE MANAGEMENT			
Course Credits : 4 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Class room lecture, tutorials, Group discussion, Seminar, Case studies.			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">Describe the role and responsibility of Human resources management functions on businessDescribe HRP, Recruitment and Selection processDescribe to induction, training, and compensation aspects.Explain performance appraisal and its process.Demonstrate Employee Engagement and Psychological Contract.			
SYLLABUS			
Module 1: INTRODUCTION TO HUMAN RESOURCE MANAGEMENT (10 Hours)			
Meaning and Definition of HRM – Features Objectives, Differences between Human Resource Management and Personnel Management, Importance, Functions and Process of HRM, Role of HR Manager, Trends influencing HR practices.			
Module 2 HUMAN RESOURCE PLANNING, RECRUITMENT &SELECTION (14 Hours)			
Human Resource Planning: Meaning and Importance of Human Resource Planning, Process of HRP, HR Demand Forecasting- Meaning and Techniques (Meanings Only) and HR supply forecasting, Succession Planning – Meaning and Features, Job Analysis: Meaning and Uses of Job Analysis, Process of Job Analysis – Job Description, Job Specification, Job Enlargement, Job Rotation, Job Enrichment (Meanings Only) Recruitment – Meaning, Methods of Recruitment, Factors affecting Recruitment, Sources of Recruitment, Selection – Meaning, Steps in Selection Process, Psychometric tests for Selection, Barriers to effective Selection, Making Selection effective; Placement, Gamification – Meaning and Features.			
Module 3: INDUCTION, TRAINING AND COMPENSATION (10 Hours)			
Induction: Meaning, Objectives and Purpose of Induction, Problems faced during Induction, Induction Program Planning. Training: Need for training, Benefits of training, Assessment of Training Needs and Methods of Training and Development; Kirkpatrick Model; Career Development. Compensation: Direct and Indirect forms of Compensation (Meaning Only), Compensation Structure.			
Module 4: PERFORMANCE APPRAISAL, PROMOTION & TRANSFERS (14 Hours)			
Performance appraisal: Meaning and Definition, Objectives and Methods of Performance Appraisal – Uses and Limitations of Performance Appraisal, Process of Performance Appraisal Promotion: Meaning and Definition of Promotion, Purpose of Promotion, Basis of promotion Transfer: Meaning of Transfer, Reasons for Transfer, Types of Transfer, Right Sizing of Work Force, Need for Right Sizing			
Module 5: EMPLOYEE ENGAGEMENT AND PSYCHOLOGICALCONTRACT (8 Hours)			
Employee Engagement (EE): Meaning and Types of EE, Drivers of Engagement – Measurement of EE, Benefits of EE. Psychological contract: Meaning and features			
SKILL DEVELOPMENT ACTIVITIES			
<ol style="list-style-type: none">Prepare Job Descriptions and Job specifications for a Job profile.Choose any MNC and present your observations on training program.Develop a format for performance appraisal of an employee.Discuss any two Employee Engagement models.Analyse the components of pay structure.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ol style="list-style-type: none">Aswathappa, Human Resource Management, McGraw Hill Edwin Flippo, Personnel Management, McGrawHill C.B.Mamoria, Personnel Management ,HPHSubba Rao, Personnel and Human Resources Management, HPH Reddy & Appanniah, Human Resource Management, HPH Madhurimalal, Human Resource Management, HPHS.Sadri & Others: Geometry of HR, HPH Rajkumar: Human Resource Management I.K. IntlMichael Porter, HRM and Human Relations, Juta & Co. Ltd.K. Venkataramana, Human Resource Management, SHBP			

Name of the Programme:	BBA	Course Code :	BBA 2.3.1
Name of the Course: BUSINESS MATHEMATICS			
Course Credits : 4 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Class room lecture, tutorials, Group discussion, Seminar, Case studies.			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">Understand the basic concepts of business mathematics and apply them to create, solve and interpret application areas in businessSolve problems on various types of equation.Solve problems on Matrices and execute the laws of indices, law of logarithm and evaluate them.Apply the concept of simple interest and compound interest and bills discountedSolve problems on Arithmetic progression, Geometric progression and construct logical application of these concepts.			
SYLLABUS			
Module 1: THEORY OF EQUATIONS (10 Hours)			
Introduction business mathematics and its importance – Equations - Meaning - Types of Equations – Simple/ Linear Equations and Simultaneous Equations (only two variables), Elimination and Substitution Methods only. Quadratic Equation - Factorization and Formula Method ($ax^2 + bx + c = 0$ form only). Simple problems.			
Module 2 : MATRICES AND DETERMINANTS (8 Hours)			
Meaning – types – operation on matrices – addition – subtraction and multiplication of two matrices – transpose – determinants – minor of an element – co-factor of anelement– inverse – crammers rule in two variables – problems.			
Module 3: INDICES AND LOGARITHMS (8 Hours)			
Indices and Logarithms: Meaning- Basic Laws of Indices and their application for simplification. Laws of Logarithms – Common Logarithm, Application of Log Table for Simplification.			
Module 4: COMMERCIAL ARITHMETIC (16 Hours)			
Simple Interest, Compound Interest including yearly and half yearly calculations, Annuities, Percentages, Bills Discounting, Ratios and proportions, duplicate-triplicate and sub- duplicate of a ratio. Proportions: third, fourth and inverse proportion - problems.			
Module 5: PROGRESSIONS (14 hours)			
Progressions: Arithmetic Progression - Finding the ‘nth term of AP and Sum to nth term of AP. Insertion of Arithmetic Mean. Geometric Progression – Finding the ‘n’t h term of GP and sum to ‘n’ the term of GP and insertion of Geometric Mean.			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">Develop an Amortization Table for Loan Amount – EMI Calculation.Solve Secondary overhead distribution summary using Simultaneous Equations Method.Analyse the application of Matrix in Business Problems.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">Saha: Mathematics for Cost Accountants, Central PublishersR.G.Sahaand Others–Methods and Techniques for Business Decisions, VBHDr. Sancheti and Kapoor: Business Mathematics and Statistics, Sultan ChandZamarudeen: Business Mathematics, VikasR.S Bhardwaj :Mathematics for Economics and BusinessMadappa, Mahadi Hassan, M.IqbalTaiyab–Business Mathematics, Subhash PublishersG.R. Veena and Seema: Business Mathematics and Statistics I.K. International PublishersGuptha Statistical methods, Sultan chand PublishersRajesh S Rajagatta, QMB Kalyani Publishers			

Name of the Programme:	BBA	Course Code :	BBA 2.3.2
Name of the Course: BUSINESS ENVIRONMENT			
Course Credits : 4 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Class room lecture, tutorials, Group discussion, Seminar, Case studies.			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">Understand the components of business environment.Analyse the environmental factors influencing business organisation.Demonstrate Competitive structure analysis for select industry.Explain the impact of fiscal policy and monetary policy on business.Analyse the impact of economic environmental factors on business.			
SYLLABUS			
Module 1: INTRODUCTION BUSINESS ENVIRONMENT (12 Hours)			
Meaning of business, scope and objectives of Business, business environment, Micro and Macro-environment of business (Social, cultural, economic, political, legal, technological and natural) Impact of these factors on decision making in business, Environmental analysis, and Competitive structure analysis of Business.			
Module 2 : GOVERNMENT AND LEGAL ENVIRONMENT (12 Hours)			
Government Functions of the State, Economic role of government, State intervention in business- reasons for and types of state intervention in business. Impact of Monetary policy, Fiscal policy, EXIM policy and Industrial policy on business.			
Legal environment - Various laws affecting Indian businesses			
Module 3: ECONOMIC ENVIRONMENT AND GLOBAL ENVIRONMENT (14 Hours)			
An overview of economic environment, nature of the economy, structure of economy, factors affecting economic environment.			
Globalisation of business; meaning and dimensions, stages, essential conditions of globalisation, foreign market entry strategies, merits and demerits of globalisation of business, Impact of Globalisation on Indian businesses, Forms of globalisation of businesses - MNCs, TNCs etc..			
Module 4: TECHNOLOGICAL ENVIRONMENT (10 Hours)			
Meaning and features; types of innovation, Impact of Technological changes on business, Technology and Society, Technological acquisition modes, IT revolution and business, Management of Technology.			
Module 5: NATURAL ENVIRONMENT (8 Hours)			
Meaning and nature of physical environment. Impact of Natural environment on business.			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">List out key features of recent monetary policy published by RBI impacting businesses.Give your observation as to how technology has helped society.Draft Five Forces Model for Imaginary business.Identify the benefits of Digital transformation in India.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">K Ashwatappa: Essentials of Business EnvironmentSundaram & Black: The International Business Environment; Prentice HallChidambaram: Business Environment; Vikas PublishingUpadhyay, S: Business Environment, Asia BooksChopra, BK: Business Environment in India, Everest PublishingSuresh Bedi: Business Environment, Excel BooksM. Ashikary: Economic Environment of BusinessFrancis Cherrinulam: Business Environment			

Name of the Programme:	BBA	Course Code :	BBA 2.7.1
Name of the Course: PEOPLE MANAGEMENT			
Course Credits : 3 Credits	No. of Hours perWeek: 3 Hours	Total No. of TeachingHours: 42 Hours	
Pedagogy: Class room's lecture, tutorials, Group discussion, Seminar, Case studies.			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">Point out the distinction between People Management with Human resource managementAnalyse the need for and importance of People Management.Critically examine the role of manager in different stages of performance management process.Explain various modern methods of performance and task assessment.Outline the factors influencing the work life balance of working individual.			
SYLLABUS			
Module 1: INTRODUCTION TO PEOPLE MANAGEMENT (8 Hours)			
Diversity in organisation: age, gender, ethnicity, race, and ability. People Management: Meaning, Features, Significance of people management, Difference between People Management and Human Resource Management, Impact of individual and organizational factors on people management.			
Module 2 : GETTING WORK DONE AND ASSESSMENT ANDEVALUATION (8Hours)			
Getting work done: Challenges of getting work done, significance of prioritization and assigning work to team members. Performance Management: Meaning, role of a manager in the different stages of the performance management process, Types of performance assessment, Assessment and Evaluation Process, Evaluation of tasks in the organisation. Modern tools of assessment and evaluation of tasks and performance.			
Module 3: BUILDING PEER NETWORKS AND ESSENTIALS OF COMMUNICATION (8 Hours)			
Building Peer Networks: Understanding the importance of peer networks in an organization; being able to influence those on whom you have no authority; challenges Peer networking and different types of people networking in the workplace.			
Essentials of Communication: Concept of the communication process with reflection on various barriers to effective communication and ways to overcome, Types of Communication and Channels of Communication.			
Module 4: MOTIVATION (10 Hours)			
Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation			
Module 5: MANAGING SELF (8 Hours)			
Reflection on what does it mean to be a people manager; building a personal development plan for oneself, Self-Stress Management: Causes for stress, work life Balance, Importance of Work life balance, Factors influencing Work life Balance.			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">Analyse two cases on any of the above content indicated above.List out the modern tools to performance assessment and evaluation.Conduct a survey of work life balance of working individuals.Draft a Career development of working individual in the middle level management.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">McShane, Steven L. and Mary AnnVon Glinow, Organizational Behavior: Emerging Knowledge and Practice for the Real World. McGraw-HillBernardin, H. John and Joyce E. A. Russell. Human Resource Management: An Experiential Approach. McGraw-Hill, 6/e.Argyris,C.Personality vs. Organization. Organizational Dynamics. Vol.3.No.2,Autumn.Blume, B. Baldwin, T. and Ryan, K., Communication Apprehension. A barrier to student's leadership, adaptability and multicultural appreciation. Academy of Management Learning & Education, Vol. 12(2)Colquitt,J.A.,LePine,J.A.,& Wesson,M.J.(2009) Organizational Behavior: Improving Performance and Commitment in the Workplace (International edition). New York: McGraw- Hill.Goleman,D.(1998).Working with Emotional Intelligence .Bantam Books			

Name of the Programme:	BBA	Course Code :	BBA 2.7.2
Name of the Course: RETAIL MANAGEMENT			
Course Credits : 3 Credits	No. of Hours perWeek: 3 Hours	Total No. of TeachingHours: 42 Hours	
Pedagogy: Class room's lecture, tutorials, Group discussion, Seminar, Case studies.			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">Understand the basic knowledge of retail organisation and managementAcquire the skills in effective Retail managementAppraise digitalization of retailing.Understand different types of retailing.			
SYLLABUS			
Module 1: RETAIL THEORY & PRACTICES RETAIL (8 Hours)			
Nature, Scope, History, Retail Institutions, Types, Retail Management Process, Indian Retailing Scenario, Retail Managers – Roles, Skills and Scope, Evolution of Management Theory, Organizational Environment in Retail Sector, Ethical Issues in Retailing Job Opportunities in Retail Industry- Personality Traits of Retailers, Retail Entrepreneur, Employment Opportunities, Internationalization and Globalization of Retailing.			
Module 2 : RETAIL MARKETING STRATEGY (8 Hours)			
Introduction, Building Retail Brand, Sales Enhancement Strategies, Business ntelligence, Customer Service, Social Media Marketing, Pricing Strategy, Point of purchase communication, Role of Packaging, Pricing Strategy, Merchandise Management, Private Labels, Retail Promotion, Building Store Loyalty			
Module 3: RETAIL ORGANIZATION & FUNCTIONAL MANAGEMENT (8 Hours)			
Introduction, Classification of Retail Organization, Franchising, Human Resource Management in Retail, Building and Sustaining Relationship in Retailing, Customerrelationship Management.			
Module 4: STORE PLANNING (8 Hours)			
Location, Layout, Store Operations: POS (Point of Sale) /Cash Process, Customer Service and Accommodation, Retail Floor and Shelf Management, Retail Accounting and Cash Management, Setting up Stores before Opening, Working with Floor Plans and Store Requirements			
Module 5: ELECTRONIC RETAILING (10 Hours)			
Introduction, Types of Technology in Retailing, Role of IT in Business; Influencing Parameters for use of IT in Retailing; Efficiency in Operations, Effective Management of Online catalogues; Direct Retailing Methods, DatabaseManagement; Data warehousing; Critical Analysis of E-Retailing Strategies; Customer RelationshipManagement			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">Draw a retail organization chartClassify different types of retailersConduct a customer satisfaction surveyDo a SWOC analysis of a retail organization			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">Levy Michael, Weitz Barton - Retailing Management, V Edition, Tata McGraw Hill, New York,Berman Berry, Evans J.R.-Retail Management- A Strategic Management Approach, IX Edition , Pearson Education, New York,Lucas G.H., Bush Robert, Gresham Larry- Retailing, Houghton Mifflin Company, BostonPradhan Swapna- Retailing Management-Text and Cases, II Edition, Tata Mc Graw Hill, India,Sinha, Uniyal- Managing Retailing, Oxford University Press, DelhiAgarwal, Bansal ,Yadav, Kumar-Retail Management, Pragati Prakashan, MeerutBerman Berry, Evans J.R.- Retail Management- A Strategic Management Approach, IX Edition , Pearson Education, New York.			

Name of the Programme:	BBA	Course Code :	BBA 3.1
Name of the Course: COST ACCOUNTING			
Course Credits : 4 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classroom lectures, Tutorials, and Problem Solving			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">• Demonstrate an understanding of the elements of cost and prepare a cost sheet.• Prepare material related documents, understand the management of stores and issue procedures.• Develop the ability to calculate employee costs.• Classify, allocate apportion overheads and calculate overhead absorption rates.			
SYLLABUS			
Module 1: INTRODUCTION TO COST ACCOUNTING (6 Hours)			
Introduction: Meaning of Cost, Costing and Cost Accounting, Importance, Uses of cost accounting,, Functions of Cost Accounting, Distinction between Cost Accounting and Financial Accounting; Advantages and disadvantages of Cost Accounting; Cost concepts- Cost unit, cost center, cost reduction and cost control; Classification and elements of Cost; Methods and Techniques of Costing (Meanings only). Installation of a Cost System			
Module 2: COST SHEET, TENDERS AND QUOTATIONS (12 Hours)			
Cost Sheet: Meaning, Objectives and its contents; Problems on Preparation of Cost Sheet. Meaning of Tender and Quotation. Basis for preparation of Tenders and Quotations-Problems on preparation of statement of Tenders and Quotations; E-Tender (Concept only)			
Module 3: MATERIALS COST (14 Hours)			
Materials: Meaning, Importance and Types of Materials - Direct and Indirect Material; Procedure for procurement of materials and documentation involved in procurement of materials- Bill of materials, Material requisition note, Purchase requisition note, Purchase order, Goods received note; Store records - Bin cards, Stores Ledger, Stock Control Cards; Inventory Control- Meaning and Objectives, Inventory control techniques (concept only); Determination of various stock levels: Re-order Level, Minimum Level, Maximum Level, Average Level and Danger Level. Problems on Level Setting and Computation of EOQ; Material Issues and Valuation: preparation of Stores Ledger Account, Methods of pricing material issues - FIFO, LIFO, Simple and Weighted Average Price Methods- Problems.			
Module 4: LABOUR COST (10 Hours)			
Introduction- Meaning of labour cost, Types of Labour – Direct Labour and Indirect Labour. Labour Cost Control – Meaning, Objectives and Benefits. Scope of Labour Cost Control Attendance Procedure- Time keeping and Time Booking, Idle Time- Causes and treatment of Normal and Abnormal Idle Time, Overtime- Causes and treatment (Theory only); Methods of Remuneration- Simple Time Rate System, Straight Piece Rate System, Taylor’s Differential Piece Rate System, Merrick’s Differential Piece Rate System, Halsey System and Rowan System. Problems on calculation of Labour Cost, Overtime Wages and Wage and Incentive Systems.			
Module 5: OVERHEADS (14 Hours)			
Introduction- Meaning and Classification of Overheads; Accounting and Control of Overheads; Allocation and Apportionment of overheads; Re-apportionment of Overheads; Methods of Cost Re-apportionment; Problems on Primary and Secondary distribution and Secondary distribution using direct and reciprocal basis methods only (Repeated Distribution Method and Simultaneous Equation Method); Problems on machine hour rate.			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">1. Prepare a Cost Sheet with imaginary figures.2. List the documents required in Inventory Management.3. Demonstrate the valuation of inventory using any one method of pricing material issues.4. Collect the method of inventory valuation adopted in a manufacturing entity of your choice.5. Calculate the amount of wages under Halsey / Rowan Plans using imaginary data.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">1. Jain and Narang, Cost Accounting, Kalyani Publishers2. M.N Arora, Cost Accounting , HPH3. N.K. Prasad, Cost Accounting, Books Syndicate Ltd.4. V Rajeshkumar, R K Srikanth, Cost A/cg, MH India5. P V Rathnam, Cost Accounting, Kitab Mahal6. P C Tulsian, Cost Accounting, MHE India7. Nigam & Sharma, Cost Accounting, HPH		<ul style="list-style-type: none">8. B. Mariyappa, Cost Accounting, HPH9. Khanna, Ahuja & Pandey, Practical Costing, S Chand10. B.S. Raman, Cost Accounting, United Publisher11. Ravi M. Kishore, Cost Management, Taxmann12. Muralidhar S, Cost Accounting, Kalyani Publishers13. Eshwarappa, Cost Accounting, Kalyani Publishers.14. Madhegowda J, Cost Accounting, HPH	

Name of the Programme:	BBA	Course Code :	BBA 3.2
Name of the Course: ORGANISATIONAL BEHAVIOUR			
Course Credits : 4 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classroom lectures, Tutorials, Role Plays and Case study method.			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">Understand the role of OB in business organization.Understand the behaviour of an individualUnderstand the group behaviour and team dynamicsOutline various motivation and leadership theoriesUnderstand the process of organizational development			
SYLLABUS			
Module 1: INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR (10 Hours)			
Meaning, Definition, Importance, Nature, Scope of OB, Conceptual Models of OB, factors affecting organisational behaviour			
Module 2: INDIVIDUAL BEHAVIOUR (12 Hours)			
Individual Behaviour: Meaning, factors affecting individual behavior, reasons for understanding individual behavior.			
Personality- Types, Determinants and Traits of Personality, Theories.			
Learning – Types of Learners, The Learning Process.			
Attitude: Characteristics, Components, Formation of Attitude.			
Perception- Importance, Factors influencing perception, Interpersonal Perception, Impression Management.			
Module 3: GROUP AND TEAM DYNAMICS (12 Hours)			
Group Dynamics: Meaning, Types of Group, functions of groups, Stages of group development, strategies for improving group dynamics, Determinants of Group Behaviour.			
Team Dynamics: Meaning, Types of Teams, Team Building, Effective Team Management, Stages of Professional Interpersonal Relations, Difference between Groups and Teams.			
Conflict-Meaning, Sources of Conflict, Conflict Resolving Strategies.			
Module 4: MOTIVATION AND LEADERSHIP (12 Hours)			
Motivation- Nature and Importance of Motivation, Motivation Theories - Maslow's Need Hierarchy Theory, Hertzberg's Two Factor Theory, McGregor's Theory X and Theory Y Leadership – Nature and Importance, Qualities of Good Leaders, Types, Theories of Leadership -(Contemporary leadership)			
Module 5: DYNAMICS OF ORGANIZATIONAL BEHAVIOUR (10 Hours)			
Organisation Culture and Climate - Meaning, Importance, Factors influencing Organization			
Climate. Organizational Change- Importance, change process, Resistance to change, Managing Change. Organizational Development: Nature, objectives, Benefit, OD Process.			
SKILL DEVELOPMENT ACTIVITIES			
<ol style="list-style-type: none">Prepare a chart showing various OB ModelsRole play on Team DynamicsVisit any two organisation and collect information on various motivational models adoptedPrepare a chart on the stages of OD.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ol style="list-style-type: none">Fred Luthans, Organizational Behaviour. McGraw HillRobbins, Organizational Behaviour, International Book House.John W. Newstrom and Kieth Davis, Organizational Behaviour, McGraw Hill.K. Aswathappa, Organizational Behaviour, HPH.Reddy and Appanniah, Management and Behavioural Process, HPHSharma R.K and Gupta S.K, Management and Behaviour Process, Kalyani Publishers.Rekha and Vibha – Organizational Behavioural, VBH.P.G. Aquinas Organizational Behaviour, Excel BooksM. Gangadhar. V.S.P.Rao and P.S.Narayan, Organizational Behaviour			

Name of the Programme:	BBA	Course Code :	BBA 3.3
Name of the Course: STATISTICS FOR BUSINESS DECISIONS			
Course Credits : 4 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classroom lectures, Tutorials, and Problem Solving			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">Understand the basic concepts in statistics.Classify and construct statistical tables.Understand and construct various measures of central tendency and dispersion.Apply correlation and regression for data analysis.Analyse changes in data over a period of time through construction of index numbers			
SYLLABUS			
Module 1: INTRODUCTION TO STATISTICS (10 Hours)			
Introduction, Meaning, Definitions, Functions, Importance and Limitations of Statistics, Important terminologies in Statistics – Data, Primary Data, Secondary Data, Population, Census Survey, Sample Survey, Sampling, Parameter, Unit, Variable- Quantitative Variable, Qualitative Variable, Dependent Variable, Independent Variable, Series. - Individual, discrete and continuous; Classification of data- Types, Requisites of good classification of data. Frequency, Class Interval, Tally Bar. Tabulation: Meaning, Parts of a Table – Simple problems on Tabulation.			
Module 2: MEASURES OF CENTRAL TENDENCY AND DISPERSION (14 Hours)			
Meaning, Definition, objectives, Requisites of an ideal average. Various measures of central tendency- Arithmetic Mean -Simple and weighted average (Exclude missing frequency), Median and Mode for Individual, Discrete and Continuous Series – Problems; Empirical relation between Mean, Median and Mode. Graphs – Histogram and Ogive curves Absolute and Relative measures of dispersion - Standard Deviation in Individual, Discrete and Continuous Series – Problems			
Module 3: CORRELATION AND REGRESSION ANALYSIS (12 Hours)			
Meaning and Types of Correlation, Karl Pearson's Coefficient of Correlation. (Deviation from actual mean only), Computation of probable error. Spearman’s Rank Correlation Coefficient (simple problems) Meaning of Regression, Regression Lines, Regression Equations- Problems			
Module No. 4: TIME SERIES ANALYSIS (8 Hours)			
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 (12 Hours)			
Meaning and definition of Index numbers, Uses of index numbers, Construction of Index number, Methods of Index numbers - simple aggregate method, Weighted index method - Fishers Ideal Index Number-Problems. Tests of Adequacy (TRT, FRT). Consumer Price Index Numbers- Problems.			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">Execute Average, Variance, and Standard Deviation using Excel.Execute and analyse Regression Model using Excel.Collect the share prices of two companies for 12 days and ascertain which company share is more variable.Collect Sales and Advertisement expenses data of a company for last 10 years and compute correlationCollect past years' Indian consumer price index data (as of the current base year) andanalyse its impact on any macro-economic indicator.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">S P Gupta: Statistical Methods- Sultan ChandB N Gupta: Statistics, Sahithya BhavanS.C Gupta: Business Statistics, HPHN.V.R Naidu: Operation Research I.K. InternationalElhance: Statistical Methods, Kitab MahalSanchethi & Kapoor: Business Maths, Sultan ChandVeerachamy: Operation Research I.K. InternationalAlice Mani: Quantitative Analysis for Business Decisions - I, SBH		<ul style="list-style-type: none">S. Jayashankar: Quantitative Techniques for Management, Excel PublishersD.P Apte; Statistical Tools for Managers using MS Excel, Excel PublishersChikoddi & Satyaprasad: Quantitative Analysis for Business Decision, HPHRajesh S Rajaghatta – Quantitative Methods for Business-II	

Name of the Programme:	BBA	Course Code :	BBA 3.4.1
Name of the Course: FINANCIAL EDUCATION & INVESTMENT AWARENESS			
Course Credits : 2 Credits	No. of Hours perWeek: 2 Hours	Total No. of TeachingHours: 30 Hours	
Pedagogy: Classrooms lecture, Case studies, Group discussion & Seminar			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">To provide the foundations for financial decision makingCreate awareness about various saving and investment alternatives available for a common manUnderstand the overview of stock markets and stock selectionLearning about mutual funds and the criteria for selection.			
SYLLABUS			
Module 1: FOUNDATIONS FOR FINANCE (10 Hours)			
Introduction to Basic Concepts: Investments: Meaning, Need for Investments, Investment Objectives, Investment Goals; Long-term & Short-term Investments, Concept of Risk & Return, Savings v/s Investment, Investment v/s Speculation; concept of diversification Investment Alternatives for a Common Investor (Financial Assets & Real Assets): Stock, Debt, Bonds, PPF, Mutual Funds, Gold - Physical & Electronic, Silver & Other Precious Metals, Real Estate, Art, Retirement and Pension Plans-National Pension System, Atal Pension Yojana, PM-SYM Yojana, PMLVMY, PMKMDY			
Module 2: INVESTMENT MANAGEMENT (10 Hours)			
Stock Markets: Primary Market and Secondary Market, Stock Exchanges, Stock Exchange Operations Trading and Settlement, Demat Account, Depository and Depository Participants			
Stock Selection: Fundamental Analysis - Economy Analysis, Industry Analysis and Company Analysis; Technical Analysis-Support & Resistance, Moving Averages, EMA & SMA, Charts & Patterns (meaning only)			
Stock Return and Risk: Concept of Return - Periodic Returns & Capital appreciation; Systematic & Unsystematic Risks: Analysing risk-return trade off			
Module 3: MUTUAL FUNDS AND BANKING IN INDIA (10 Hours)			
Mutual Funds: Features of Mutual Funds, Types of Mutual Fund Plans. Net Asset Value; Criteria for selection of Mutual Funds			
Banking in India: Types of Bank Deposits, Deposit Insurance, PMJDY, Traditional and New Banking Practices, Debit and Credit Cards; Digital Payment System-Internet Banking (NEFT, RTGS and IMPS), Mobile Banking, Mobile Wallet, AEPS, UPI			
REFERENCES			
<ul style="list-style-type: none">1. RBI Financial Education Handbook2. NSE Knowledge Hub, AI-powered Learning Experience Platform for BFSI3. NSE Academy Certification in Financial Markets (NCFM) Modules			
TEXT BOOKS			
<ul style="list-style-type: none">1. Prasanna Chandra, Financial Management, McGraw Hill Publication.2. Aswath Damodaran, Corporate Finance, John Wiley & Sons Inc.3. Pitabas Mohanty, Spreadsheet Skills for Finance Professionals, Taxmann Publications4. Fischer & Jordan, Security Analysis & Portfolio Management, Prentice Hall.			
WEBSITES			
<ul style="list-style-type: none">1. www.sebi.gov.in2. www.nseindia.com3. www.amfiindia.com			

Name of the Programme:	BBA	Course Code :	BBA 3.7.1
Name of the Course: SOCIAL MEDIA MARKETING			
Course Credits : 3 Credits	No. of Hours perWeek: 3 Hours	Total No. of TeachingHours: 42 Hours	
Pedagogy: Class room's lecture, tutorials, Group discussion, Seminar, Case studies.			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">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			
Module 1: INTRODUCTION TO SOCIAL MEDIA (8 Hours)			
Introduction to social media, how to build a successful Social Media Strategy, Goal setting, Socialmedia platforms. 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 2: FACEBOOK -INSTAGRAM MARKETING (10 Hours)			
Exploring the use of a Facebook page, Facebook Ad campaign, Facebook groups, Hash tags, 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 3: TWITTER MARKETING (8 Hours)			
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 4: YOUTUBE MARKETING (8 Hours)			
You Tube marketing, creating a YouTube channel, posting content, You Tube analytics, GooglePages for YouTube Channels, Video Flow, Verify Channel, Webmaster Tool – Adding Asset.			
Module 5: SEARCH ENGINE OPTIMIZATION-RECENT TRENDS AND CHALLENGES (8 Hours)			
Introduction, Understanding SEO, Content optimization, User Insights, Measuring SEO effectiveness, Benefits and Challenges, Content Marketing, Traditional Media vs Social Media, recent trends and challenges in Social Media marketing.			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">Prepare Facebook Page in your name.Open a YouTube channel.Create a blog and write an article on Climate change.Create a Search Engine Optimization (SEO) dashboard.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">Philip Kotler, Marketing 4.0: Moving from Traditional to Digital, Wiley.Annmarie Hanlon (2022), Digital Marketing Strategic Planning & Integration,2nd Edition,Sage Publications.Matt Golden (2022), Social Media Marketing, 1st Edition, Bravex Publications.Simon Kingsnorth (2022), The Digital Marketing Handbook: Deliver Powerful DigitalCampaigns, 1st Edition, Kogan Page.Melissa Barker, Donald I. Barker, Nicholas F. Bormann and Debra Zahay (2016), SocialMedia 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.			

Name of the Programme:	BBA	Course Code :	BBA 3.7.2
Name of the Course: RURAL MARKETING			
Course Credits : 3 Credits	No. of Hours perWeek: 3 Hours	Total No. of TeachingHours: 42 Hours	
Pedagogy: Class room's lecture, tutorials, Group discussion, Seminar, Case studies.			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">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 strategy 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			
Module 1: INTRODUCTION TO RURAL MARKETING (8 Hours)			
Nature and scope of rural marketing, rural Vs urban markets, concepts and classification of ruralmarkets, rural marketing environment, rise of rural consumerism, problems in rural marketing.			
Module 2: RURAL CONSUMER BEHAVIOUR (6 Hours)			
Consumer buying Behaviour in rural markets, factors affecting rural consumer behaviour.			
Market segmentation – Bases for segmenting rural consumer markets.			
Module 3: RURAL PRODUCT AND PRICING STRATEGY (8 Hours)			
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 forrural markets – Factors and strategies.			
Module 4: RURAL DISTRIBUTION AND COMMUNICATION STRATEGY (10 Hours)			
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 5: TRENDS IN RURAL MARKETING (10 Hours)			
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 The India Agriline project, HUL)			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">1. Prepare a Product life cycle for a Rural product2. Select a Rural Product and conduct a Consumer Satisfaction Survey3. Prepare an advertisement copy for a rural product4. Visit an APMC Yard/Mandi's and prepare a report on any one agri product pricing.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">1. Debarun Chakrabaorty and Soumya Kanti Dhara, et al. (2021), Rural Marketing in India: Textsand Cases, 1st Edition Atlantic Publishers and Distributors Pvt Ltd2. Acharya SS and Agarwal NL (2019), Agricultural Marketing in India, 6th Edition, Oxford & IBH Publishing Co Pvt Ltd.3. Dinesh Kumar and Punam Gupta (2019), Rural Marketing), 1st Edition, SAGE PublicationsIndia Pvt Ltd.4. C. G. Krishnama charyulu (2010), Rural Marketing: Text and Cases, 2nd Edition, PearsonIndia Education Services Pvt Ltd.5. T.P.Gopalaswamy (2009) Rural Marketing-Environment, Problems and Strategies, 3rd Edition,Vikas Publishing House.			

Name of the Programme:	BBA	Course Code :	BBA 4.1
Name of the Course: MANAGEMENT ACCOUNTING			
Course Credits : 4 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classroom lectures, Tutorials, and Problem Solving			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<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			
Module . 1: INTRODUCTION TO MANAGEMENT ACCOUNTING (8 Hours)			
Introduction- Meaning and Definition – Objectives – Nature and Scope–Functions- Role of Management Accountant, Relationship between Financial Accounting and Management Accounting, advantages and limitations of Management Accounting.			
Module 2: RATIO ANALYSIS (14 Hours)			
Introduction- Meaning of Accounting ratio, Ratio Analysis – Uses and Limitations –Classification of ratios- Liquidity ratios, Profitability ratios, Turnover ratios and Solvency ratios. Simple problems on calculation of ratios from the financial statements.			
Module 3: CASH FLOW ANALYSIS (12 Hours)			
Meaning and Definition of Cash Flow Statement – Concept of Cash and Cash Equivalents - Uses of Cash Flow Statement – Limitations of Cash Flow Statement– Provisions of Ind. AS-7. Procedurefor 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 4: BUDGETARY CONTROL (12 Hours)			
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.			
Module 5: MARGINAL COSTING (10 Hours)			
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 (Theory only)			
Simple problems on BEP, P/V ratio, Margin of Safety, Profit earned at given level of sales, Sales required to earn desired profit.			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">1. Collect the financial statement of a company and calculate important ratios.2. Prepare a balance sheet with imaginary figures and compute at least 5 ratios.3. Prepare a flexible budget using imaginary figures.4. Prepare a Cash budget using imaginary figures			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">1. Dr. S.N. Maheswari, Management Accounting, Mahavir Publications2. T.S.Sexana, Advanced Cost and Management Accounting, Sultan Chand3. 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 Publisher8. Jawahar Lal, Cost Accounting; McGraw-Hill Education (India)9. Eshwarappa, Management Accounting, Kalyani Publishers.			

Name of the Programme:	BBA	Course Code :	BBA 4.2.1
Name of the Course: BUSINESS ANALYTICS			
Course Credits : 4 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classroom lectures, Tutorials, and Problem Solving			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">Understand types of analytics and data modelsUnderstand the role of data in decision making, sources and types of data.Ability to analyse data using different data analytic tools and draw inferences.Understand applied statistics for business problems.Demonstrate visualization of data.			
SYLLABUS			
Module 1:INTRODUCTION TO BUSINESS ANALYTICS (10 Hours)			
Business Analytics, Terminologies used in Analytics: Business Analytics, Business Intelligence, Meaning, Importance, Scope, Uses of Business Analytics, Architecture of Business Analytics, Types of Analytics: Descriptive, Diagnostics, Predictive, Prescriptive, Application of Business analytics, Introduction to Data Science and Big Data(Concepts only).			
Module 2: ROLE OF DATA IN THE ORGANIZATION (8 Hours)			
Sources of data, Use of data in Decision making, Importance of data quality, dealing with missing or incomplete data, Types of Digital Data- Structured, Semi - Structured, Unstructured Data. Datawarehouse, Data mining, Data Integration – What, need, advantages, approaches of Data integration, Data profiling.			
Module 3: TOOLS USED FOR DATA ANALYTICS (16 Hours)			
Introduction to data analytics software – Types of data analytics software – open source and proprietary software.			
Lab sessions:			
R, JAMOV, GRETL, Python: Installation of software –Installation of packages / library - Importing of data – Saving of data – Run descriptive Statistics: T-Test, Z-Test, Chi-Square Test, Correlation, Regression, ANOVA, MANOVA, Man-Whitney, Kruskal-Wallis test, Factor Analysis, Path Analysis – Interpret result – plotting of charts – inferences of chart. (Using all the four specified softwares).			
Module No. 4: DATABASE ORIENTATION (12 Hours)			
Database definition, types of structures, DBMs, RDBMS, Relational Database Language ,Introduction to SQL, Features of SQL, SQL Languages, DDL commands- Create, Add, Drop, Constraints in SQL, DML Commands – Insert, Delete, Update, Data Query, Language – Where clause, Order by, Group by, DCL commands – Grant, Revoke, TCLCommands – Commit, Roll Back, Save point. Aggregate Functions, Relational Algebra.			
Module No. 5: DATA VISUALIZATION USING TABLEAU (PUBLIC VERSION) (10 Hours)			
Introduction to Dimensions and measures, Types of Charts, (Pie Chart, Column Chart, Line Chart, Bar Chart, Area Chart, Scatter Chart, Bubble Chart, Stock Chart), Basic understanding in dashboard and storyboard. (Explain using practical examples and students executes the examples using tableau.)			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">1. Prepare tree map chart using Tableau.2. Run a descriptive statistic using R and Python software.3. Execute a summary chart in JAMOV.4. Execute DCL and TCL Command in SQL.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">1. Business Analytics: Text and Cases, Tanushri Banerjee, Arvindram Banerjee, Publisher: SagePublication2. Business Analytics, U Dinesh Kumar, Publication: Wiley3. Business Analytics, R. Evans James, Publisher: Pearson4. Fundamental of Business Analytics, Seema Acharya R N Prasad, Publisher: Wiley5. Business Analytics: Data Analysis and Decision Making, Albright and Winston published by Cengage Learning.6. Swain Scheps, Business Intelligence for Dummies.7. Rick Sherman, Business Intelligence Guidebook: From Data Integration to Analytics8. Cindi Howson. Successful Business Intelligence, Second Edition: Unlock the Value of BI &Big Data9. Seema Acharya R N Prasad, Fundamentals of Business Analytics, 2ed, Wiley			

Name of the Programme:	BBA	Course Code :	BBA 4.2.2
Name of the Course: FINANCIAL MARKETS AND SERVICES			
Course Credits : 4 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classroom lectures, Tutorials, Role Plays and Case study method.			
Course Outcomes: On successful completion of the course, the Student 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			
Module 1: OVERVIEW OF FINANCIAL SYSTEM (8 Hours)			
Introduction to Financial System – Features, Constituents of Financial System; Financial Institutions; Financial Services; Financial Markets and Financial Instruments.			
Module 2: FINANCIAL INSTITUTIONS (16 Hours)			
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 Measuresfor NBFCs.			
Module 3: FINANCIAL SERVICES (12 Hours)			
Financial Services – Meaning, Objectives, Functions, Characteristics; Types of Financial Services - Merchant Banking – Functions and Operations, Leasing, Mutual Funds, Venture Capital & CreditRating.			
Module 4: FINANCIAL MARKETS AND INSTRUMENTS (10 Hours)			
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 5: STOCK MARKETS (10 Hours)			
Meaning of Stock, Nature and Functions of Stock Exchange; Stock Market Operations - Trading, Settlement and Custody (Brief discussion on NSDL & CDSL); Brief discussion of BSE, NSE and OTCEI			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">Visit any financial institution and prepare a report regarding its structure, functions andperformance.Analyze the ratings given by any credit rating agency, for at least 5 companies.Collect information on NASDAQ, Nifty, and Sensex and write brief report on the same.Identify a company of your choice and record its share prices for one month.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">L.M. Bhole, Financial Institutions & Markets, McGraw HillKhan, M.Y, Indian Financial System, McGraw HillSharma, Meera, Management of Financial Institutions, Eastern Economy EditionBhole and Mahakud, Financial Institutions and Markets – Structure, Growth and Innovations,McGraw HillGuruswamy, S., Financial Services and System, McGraw HillEdminister. R.O, Financial Institutions, Markets & Management, McGraw HillKhan. M.Y, Indian Financial System, Vikas Pub. HouseH.R Machiraju, Indian Financial System, Vikas Pub. HouseE.Gorden & K. Nataraj, Financial Markets and Services, HPH			

Name of the Programme:	BBA	Course Code :	BBA 4.3
Name of the Course: FINANCIAL MANAGEMENT			
Course Credits : 4 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classroom lectures, Tutorials, and Problem Solving			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">Identify the goals of financial management.Apply the concepts of time value of money for financial decision making.Evaluate projects using capital budgeting techniques.Design optimum capital structure using EBIT and EPS analysis.Evaluate working capital effectiveness in an organization.			
SYLLABUS			
Module 1: INTRODUCTION TO FINANCIAL MANAGEMENT (8 Hours)			
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 2: TIME VALUE OF MONEY (8 Hours)			
Meaning, Need, Future Value (Single Flow, Uneven Flow & Annuity); Present Value (Single Flow – Uneven Flow & Annuity); Doubling Period (Simple Problems)			
Module 3: FINANCING & DIVIDEND DECISIONS (14 Hours)			
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 4: INVESTMENT DECISION (14 Hours)			
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 5: WORKING CAPITAL MANAGEMENT (12 Hours)			
Working Capital -- Concept of Working Capital, Significance of Adequate Working Capital, Types of Working Capital, Concept of operating cycle and cash cycle, Problems of Excess or Inadequate Working Capital, Determinants of Working Capital, Sources of Working Capital, Estimation of Working Capital(Simple Problems)			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">Draw the organisational chart of Finance Function of a company.Submit an analyzed report on capital structure in 3 different industries.Explain the role of financial manager in the context of globalisation.Prepare a working capital statement using imaginary figures.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">I M Pandey, Financial Management. Vikas Publication.Prasanna Chandra, Financial Management, TMHS N Maheshwari, Financial Management, Sultan ChandKhan and Jain, Financial Management, TMHV Rajeshkumar and Nagaraju Y , Financial management, MH IndiaAswathanarayana.T ,Financial Management, VBHK. Venkataramana, Financial Management, SHBPG. Sudarshan Reddy, Financial Management, HPHSharma and Shashi Gupta, Financial Management, Kalyani PublicationEshwarappa, Financial Management, Kalyani Publication			

Name of the Programme:	BBA	Course Code :	BBA 4.7.1
Name of the Course: BUSINESS LEADERSHIP SKILLS			
Course Credits : 3 Credits	No. of Hours perWeek: 3 Hours	Total No. of TeachingHours: 42 Hours	
Pedagogy: Class room's lecture, tutorials, Group discussion, Seminar, Case studies.			
Course Outcomes: <i>On successful completion of the course, the Student will be able to:</i> <ul style="list-style-type: none">• <i>Understand the significance of leadership skills for effective people management.</i>• <i>Increase the comprehension of leadership through various leadership theories.</i>• <i>Analyse different leadership styles, types, patterns and functions.</i>• <i>Demonstrate an understanding of various leadership approaches for effective management of people.</i>• <i>Demonstrate an awareness of ethical leadership.</i>			
SYLLABUS			
Module 1: INTRODUCTION TO BUSINESS LEADERSHIP (6 Hours) 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 2: LEADERSHIP FROM MANAGERIAL PERSPECTIVE (10 Hours) 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 3: LEADERSHIP -THEORETICAL PERSPECTIVES (8 Hours) Great man theory, Trait theory, Situational leadership theory, transactional leadership,transformational leadership theory, Blake and Mouton's Managerial Grid.			
Module 4: LEADERSHIP STYLES (10 Hours) Leadership styles: a) Autocratic leadership, b) Bureaucratic leadership, c) Democratic leadership, and d) Laissez faire leadership e) Transformational Leadership, f) CharismaticLeadership.			
Module 5: LEADERSHIP SKILLS (8 Hours) Communications Skills, Decision Making Skills, Emotional Management Skills, Public RelationSkills, Personal Values and Ethics, Conflict Resolution Skills.			
SKILL DEVELOPMENT ACTIVITIES			
<ol style="list-style-type: none">1. Collect information about the real time corporate leaders with different leadership styles & discuss their leadership styles and traits in the class room.2. "What if?" This practical activity identifies how members of a team solve their problems differently?3. 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.4. 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.5. Analyze two cases related to leadership styles/strategies.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ol style="list-style-type: none">1. Northouse, P. (2007). Leadership: Theory and Practice. Sage Publications.2. Stephen, R. P. (1988). Orgaizational Behaviour - Concepts, controversies and Applications. New Delhi: PHI.3. Subba Rao. (2018). Organizational Behaviour (18th ed.). Himalaya Publishing House.4. Subba Rao. (2022). Personnel and Human Resource Management (5th ed.). Bangalore: HPH 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 Wiley8. S Balasubramanian, The Art of Business Leadership – Indian Experiences, Sage Publications			

Name of the Programme:	BBA	Course Code :	BBA 4.7.2
Name of the Course: PERSONAL WEALTH MANAGEMENT			
Course Credits : 3 Credits	No. of Hours perWeek: 3 Hours	Total No. of TeachingHours: 42 Hours	
Pedagogy: Class room's lecture, tutorials, Group discussion, Seminar, Case studies.			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">• 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 minimizes 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 policies.			
SYLLABUS			
Module 1: WEALTH MANAGEMENT AND FINANCIAL PLANNING (8 Hours)			
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 of WM in India – Financial Planning - Systematic Approach to Investing (SIP, STP & SWP)- LifeCycle and Wealth Cycle - Financial Planning in India.			
Module 2: ESTATE PLANNING AND TAX PLANNING (10 Hours)			
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, Total Income, Income TaxSlabs, Tax Liability, TDS, Advance Tax, LTCG, STCG, Carry Forward and Set-off(Concepts only).			
Module 3: ASSET ALLOCATION STRATEGIES (8 Hours)			
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 - Interest rate anticipation, Credit analysis, Yieldspread analysis and Bond swaps (Concepts only).			
Module 4: RETIREMENT PLANNING AND EMPLOYEE BENEFITS (8 Hours)			
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.			
Module 5: INSURANCE PRODUCTS IN WEALTH MANAGEMENT (8 Hours)			
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.			
SKILL DEVELOPMENT ACTIVITIES			
<div><div>1.</div><div>List out different Insurance schemes</div></div> <div><div>2.</div><div>Create your own personal portfolio using imaginary numbers and justify.</div></div> <div><div>3.</div><div>Conduct a survey of 20 salaried employees on their investment avenues throughquestionnaire.</div></div> <div><div>4.</div><div>Prepare technical charts report of any 5 listed stocks in BSE S&P SENSEX</div></div>			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<div><div>1.</div><div>Pawan V. Jhabak – Wealth Management, HPH</div></div> <div><div>2.</div><div>S.K Bagchi – Wealth Management Jaico Publishing House, Firs Edition.</div></div> <div><div>3.</div><div>Investment Management – Prasanna Chandra, McGraw Hill</div></div> <div><div>4.</div><div>NSE Academy – Financial Planning and Wealth Management.</div></div> <div><div>5.</div><div>NCFM Work Book – Financial Markets (Advanced).</div></div>			

Name of the Programme:	BBA	Course Code :	BBA 5.1
Name of the Course: PRODUCTION AND OPERATIONS MANAGEMENT			
Course Credits : 4 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">Understand the growing importance of Production and Operations Management in uncertain business environment.Gain an in-depth understanding of Plant Location and LayoutAppreciate the unique challenges faced by firms in Inventory Management.Understand the subject as to Production Planning and Control.Develop skills to operate competitively in the current business scenario.			
SYLLABUS			
Module No.1: INTRODUCTION TO PRODUCTION AND OPERATIONS MANAGEMENT (12 Hours)			
Introduction -Meaning of Production, Production Management, Scope of Production Management, Benefits of Production Management, Responsibility of a Production Manager, Decisions of Production Management; Production System: Types of Production system			
Operations management: Concept of operations, Operations management, Functions of operations management, differences between Production and Operations Management,			
Module No. 2: PLANT LOCATION AND LAYOUT (10 Hours)			
Meaning and definition –Factors affecting location, Theory and practices, cost Factor in location – Plant layout Principles – Space requirement – Different types of facilities – Organization of physical facilities – Building, Sanitation, Lighting, Air Conditioning and Safety.			
Module No. 3: PRODUCTION PLANNING AND CONTROL (12 Hours)			
Meaning and Definition-Characteristics of Production Planning and Control, Objectives of Production Planning and Control, Stages of Production Planning and Control, Scope of Production Planning & Control, Factors Affecting Production Planning and Control, Production Planning System.			
Module No. 4: INVENTORY MANAGEMENT (12 Hours)			
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 Inspection and Quality Control; Quality Assurance, Total Quality Management, Control Charts, acceptance sampling.			
Module 5: MAINTENANCE AND WASTE MANAGEMENT (10 Hours)			
Introduction – Meaning – Objectives – Types of maintenance: Breakdown maintenance, preventive maintenance, routine maintenance; their relative advantages; Spares planning and control, maintenance scheduling; equipment reliability; Modern Scientific Maintenance Methods; Waste Management: Scrap and surplus disposal, Salvage and recovery.			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">1. Visit any industry and list out the stages of its automation and artificial intelligence with as many details as possible.2. List out the factors which are important while selecting a plant layout and draw a chart on Plant layout3. Describe the Functions of Quality Circles in an industry4. List out the Functions of Inventory Management in an organization.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">1. Ashwathappa. K & Sridhar Bhatt: Production & Operations Management, HPH2. Gondhalekar & Salunkhe: Productivity Techniques, HPH3. 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, PHI6. K KAhuja, Production Management, CBS Publishers7. S.A. Chunawalla & Patel: Production & Operations Management, HPH.8. Everett E Adam Jr., and Ronald J Ebert, Production & Operations Management, Sage Publishing9. L. N.Agarwal and K.C. Jain, Production Management10. Thomas E. Morton, Production Operations Management, South Western College.			

Name of the Programme:	BBA	Course Code :	BBA 5.2
Name of the Course: INCOME TAX - I			
Course Credits : 4 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">• Comprehend the procedure for computation of Total Income and tax liability of an individual.• Understand the provisions for determining the residential status of an Individual.• Comprehend the meaning of Salary, Perquisites, and Profit in lieu of salary, allowances and various retirement benefits.• Compute the income house property for different categories of house property.• Comprehend PAN, TDS & advances tax Ruling			
SYLLABUS			
Module 1: BASIC CONCEPTS OF INCOME TAX (12 Hours)			
Introduction –Meaning of tax-, types of taxes, and cannons of taxation.			
Brief history of Indian Income Tax, Legal framework of taxation.			
Important definitions: Assesse, Assessment, Assessment year, Previous year including exceptions, Person, Income, Casual Income, Gross total income, Total income, Agricultural income, Exempted incomes u/s 10 (restricted to individual assessee)			
Module 2: RESIDENTIAL STATUS AND INCIDENCE OF TAX (10 Hours)			
Introduction – Residential status: Meaning, Basic and Additional conditions u/s 6 including exceptions. Determination of residential status of an individual (Problems). Incidence of tax (Problems)			
Module 3: INCOME FROM SALARY (16 Hours)			
Introduction – Meaning: Salary, Basis of charge, Allowances, Perquisites, Provident Fund, deductions u/s 16- Retirement Benefits – Gratuity, pension and Leave salary (Concepts and tax provisions only); Problems on Computation of Taxable Salary (excluding retirement benefits)			
Module 4: INCOME FROM HOUSE PROPERTY (10 Hours)			
Introduction - Basis for charge. Annual Value: Determination of Gross and Net Annual Value, Types of House property, Deductions u/s 24, Composite rent, Vacancy Allowance, Unrealized Rent and its recovery – Problems on pre-construction interest and Problems on Computation of Taxable Income from House Property.			
Module 5: PAN, TAX DEDUCTION AT SOURCES & ADVANCE TAX (8 Hours)			
Permanent Account Number - Meaning, Procedure for obtaining PAN and transactions were quoting of PAN is compulsory.			
Income Tax Authorities their Powers and duties -Theory only.			
Tax Deduction at Source (TDS): Introduction - Meaning- Provisions – Theory only.			
Advance Tax: Meaning - Provisions of advance tax Instalment of advance tax and due dates - Theory only			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">1. Prepare a slab rates chart for different Individual assesses.2. Visit any Chartered Accountant office. Collect and record the procedure involved in filing the Income tax returns of an Individual.3. List out any 10 Incomes exempt from tax of an Individual.4. Prepare the list of perquisites received by an employee in an organization.5. Identify and collect various enclosures pertaining to Income tax returns of an individual.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">1. Mehrotra H.C and T.S.Goyal, Direct taxes, Sahithya Bhavan Publication, Agra.2. Vinod K. Singhania, 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 Delhi6. Saha, Law and Practice of Income Tax, Himalaya Publishing House.7. Swaminathan , Income Tax – Kalyani Publications			

Name of the Programme:	BBA	Course Code :	BBA 5.3
Name of the Course: BANKING LAW AND PRACTICE			
Course Credits : 4 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">Understand the legal aspects of banker and customer relationship.Open the different types of accounts.Describe the various operations of banks.Understand the different types of crossing of cheques and endorsement.Understanding of different types of E-payments.			
SYLLABUS			
Module 1: BANKER AND CUSTOMER (16 Hours)			
A) Banker and Customer Relationship: Introduction – Meaning of Banker& Customer; General and Special relationships between Banker & Customer, (Rights and Obligations of Banker & Customer).			
B) Customers and Account Holders: Types of Customer and Account Holders – Procedure and Practice in opening and operating the accounts of different types of customers – Minor, Joint Account Holders, Partnership Firms, Joint Stock Companies, Clubs, Non-Resident Account – NRI & NRE Accounts.			
Module 2: BANKING OPERATIONS (8 Hours)			
Meaning – Duties and Responsibilities of Collecting Banker, Holder for Value, Holder in Due Course; Statutory Protection to Collecting Banker.			
Module 3: PAYING BANKER (12 Hours)			
Meaning – Precautions – Statutory Protection to the Paying Banker; Cheques – Crossing of Cheques – Types of Crossing; Endorsements - Meaning, Essentials and Kinds of Endorsement; Dishonour of Cheque - Grounds for Dishonour of cheque.			
Module 4: LENDING OPERATIONS (12 Hours)			
Principles of Bank Lending, Kinds of lending - Loans, Cash Credit, Overdraft, Bills Discounting, Letters of Credit. Types of securities and Methods of creation of charge, Secured and Unsecured Advances; Procedure - Housing, Education and Vehicle loan; Non-Performing Asset (NPA): Meaning, circumstances & impact.			
Module 5: BANKING INNOVATIONS (8 Hours)			
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-Wallet and application based payment systems, Role of artificial intelligence in banks, Block Chain – Meaning and features.			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">1. Collect and paste pay in slip for SB A/c and Current a/c.2. Draw a specimen of a crossed cheque.3. List out different types of customers and collect KYC documents required for loan4. List out various fee-based services offered by a bank in your locality5. List out application-based payment systems provided by a commercial bank.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">1. Gordon & Natarajan: Banking Theory Law and Practice, HPH.2. Maheshwari. S.N.: Banking Law and Practice, Vikas Publication.3. Kothari N. M: Law and Practice of Banking.4. Tannan M.L: Banking Law and Practice in India, Indian Law House5. 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.			

Name of the Programme:	BBA	Course Code :	BBA FN1
Finance Elective			
Name of the Course: ADVANCED CORPORATE FINANCIAL MANAGEMENT			
Course Credits : 3 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">Understand and determine the overall cost of capital.Comprehend the different advanced capital budgeting techniques.Understand the importance of dividend decisions and dividend theories.Evaluate mergers and acquisition.Enable the ethical and governance issues in financial management.			
SYLLABUS			
Module 1: COST OF CAPITAL AND CAPITAL STRUCTURE THEORIES (16 Hours)			
Cost of Capital: Meaning and Definition – Significance of Cost of Capital – Types of Capital – Computation of Cost of Capital – Specific Cost – Cost of Debt – Cost of Preference Share Capital– Cost of Equity Share Capital – Weighted Average Cost of Capital – Problems.			
Theories of capital structures: The Net Income Approach, The Net Operating Income Approach, Traditional Approach and MM Hypothesis – Problems.			
Module 2: RISK ANALYSIS IN CAPITAL BUDGETING (12 Hours)			
Risk Analysis – Types of Risks – Risk and Uncertainty – Techniques of Measuring Risks – Risk adjusted Discount Rate Approach – Certainty Equivalent Approach – Sensitivity Analysis - Probability Approach - Standard Deviation and Co-efficient of Variation – Decision Tree Analysis – Problems.			
Module 3: DIVIDEND DECISION & THEORIES OF DIVIDEND (14 Hours)			
Introduction - Dividend Decisions: Meaning - Types of Dividends – Types of Dividends 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.			
Module 4: MERGERS AND ACQUISITIONS (6 Hours)			
Meaning - Reasons – Types of Combinations - Types of Merger – Motives and Benefits of Merger – Financial Evaluation of a Merger - Merger Negotiations – Leverage buyout, Management Buyout. P/E Ratio: Meaning and Significance (Theory only)			
Module 5: ETHICAL AND GOVERNANCE ISSUES (8 Hours)			
Introduction to Ethical and Governance Issues: Fundamental Principles, Ethical Issues in Financial Management, Agency Relationship, Transaction Cost Theory, Governance Structures and Policies, Social and Environmental Issues, Purpose and Content of an Integrated Report.(Theory only)			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">Visit an organisation in your town and collect data about the financial objectives.Compute the specific cost and weighted average cost of capital of an Organisation, you have visited.Case analysis of some live merger reported in business magazines.Meet the financial manager of any company; discuss ethical issues in financial management.Collect the data relating to dividend policies practices by any two companies.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">I M Pandey, Financial management, Vikas publications, New Delhi.Abrish Guptha, Financial management, Pearson.Khan & Jain, Basic Financial Management, TMH, New Delhi.S N Maheshwari, Principles of Financial Management, Sulthan Chand & Sons, New Delhi.Chandra & Chandra D Bose, Fundamentals of Financial Management, PHI, New Delhi.B.Mariyappa, Advanced Financial Management, Himalaya Publishing House, New Delhi.Ravi M Kishore, Financial Management, Taxman PublicationsPrasanna Chandra, Financial Management, Theory and Practice, Tata McGraw Hill.			

Name of the Programme:	BBA	Course Code :	BBA MK1
Marketing Elective			
Name of the Course: CONSUMER BEHAVIOUR			
Course Credits : 3 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">• Understanding of Consumer Behaviour towards products, brands and services.• Distinguish between different consumer behaviour influences and their relationships.• Establish the relevance of consumer behaviour theories and concepts to marketing decisions.• Implement appropriate combinations of theories and concepts.• Recognise social and ethical implications of marketing actions on consumer behaviour.			
SYLLABUS			
Module 1: INTRODUCTION TO CONSUMER BEHAVIOUR (14 Hours)			
Meaning and Definition, Need for study of Consumer Behaviour. Applications in Marketing, Consumer research process – Understanding consumer through Research process. Factors influencing Consumer Behaviour. External factors – Culture, Sub Culture, Social Class, Reference Groups, Family, Internal factors– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.			
Module 2: INDIVIDUAL DETERMINANTS OF CONSUMER BEHAVIOUR (10 Hours)			
Consumer Needs & Motivation; Personality and Self-Concept; Consumer Perception; Learning & Memory; Nature of consumer Attitudes – Psychological: Motivation, Perceptions, Learning, Belief and Attitudes. Consumer Attitude, Formation and Change.			
Module 3: ENVIRONMENTAL DETERMINANTS OF CONSUMER BEHAVIOUR (12 Hours)			
Family Influences; Influence of Culture; Subculture & Cross-Cultural Influences; Group Dynamics and Consumer Reference Groups; Social Class: Family role. Person’s Age, Life cycle stage, Occupational and economic circumstances.			
Module 4: CONSUMER'S DECISION-MAKING PROCESS (10 Hours)			
Opinion leadership, dynamics of opinion leadership process, The Motivation behind opinion leadership- The Diffusion Process-The adoption process- levels of consumer decision making- Models of consumer decision making.			
Module 5: CONSUMER SATISFACTION & CONSUMERISM (10 Hours)			
Concept of Consumer Satisfaction; Working towards enhancing Consumer Satisfaction; Sources of Consumer Dissatisfaction; Dealing with Consumer Complaint. Concept of Consumerism; Consumerism in India; Reasons for Growth of Consumerism in India.			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">1. Collect information on behaviour of consumers at an unorganized retail Outlets.2. Prepare a questionnaire to conduct consumer survey to assets the important factor motivates their purchase like mobile, shoes, bags etc.3. Collect and record feedback on customer satisfaction online shoeing4. Write a report on the marketing problem faced by an organization of your choice.5. Visit any three local restaurants and assess how each attracts clients in different stages of the family life cycle.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">1.Leon. G. Schiffman & Leslve Lazer Kanuk; Consumer behaviour; PHI, New Delhi2. Suja.R.Nair, Consumer behaviour in Indian perspective, Himalaya Publishing House, Mumbai3. Batra/Kazmi; Consumer Behaviour.4. David. L. Loudon & Albert J. Bitta; Consumer Behaviour; Mcgraw Hill, Inc; New Delhi5. K. Venkatramana, Consumer Behaviour, SHBP.6. Assael Henry; Consumer behaviour and marketing action; Asian Books (P) Ltd, Thomson learning7. Jay D. Lindquist & M. Joseph Sirgy, Shopper, Buyer and Consumer Behaviour8. 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.			

Name of the Programme:	BBA	Course Code :	BBA HRM1
Human Resource Elective			
Name of the Course: COMPENSATION AND PERFORMANCE MANAGEMENT			
Course Credits : 3 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work			
Course Outcomes: On successful completion of the course, the Student will be able to:			
• Understand the concepts of Compensation management.		• Describe performance management and methods of performance management.	
• Describe job evaluation and its methods.		• Preparation of Payroll.	
• Evaluate the different methods of wages.			
SYLLABUS			
Module 1: INTRODUCTION TO COMPENSATION MANAGEMENT (12 Hours)			
Compensation - Definition - Classification - Types - Wages, Salary, Benefits, DA, Consolidated Pay; Equity based programs, Commission, Reward, Remuneration, Bonus, Short term and Long term Incentives, Social Security, Retirement Plan, Pension Plans, Profit Sharing Plan, Stock Bonus Plan, ESOP ,Employer Benefits and Employer Costs for ESOP, Individual Retirement Account, Savings Incentive Match Plan for Employees. Compensation Management- Compensation and Non-compensation Dimensions, 3-P Concept in Compensation Management. Compensation Strategy: Organizational and External Factors Affecting Compensation Strategies			
Module 2: JOB EVALUATION (8 Hours)			
Definition of Job Evaluation, Major Decisions in Job Evaluation, Job Evaluation Methods: Point Factor Method, Combining Point factor and Factor Comparison Methods, Job Evaluation Committee, Factor Evaluation System (FES), Using FES to determine Job Worth, Position Evaluation Statements.			
Module 3: WAGE AND SALARY ADMINISTRATION (12 Hours)			
Theories of Wages - Wage Structure - Wage Fixation - Wage Payment - Salary Administration. Difference between Salary and Wages - Basis for Compensation Fixation- Components of Wages: Basic Wages, Overtime Wages, Dearness Allowance - Basis for calculation: Time Rate Wages and Efficiency Based Wages - Incentive Schemes: Individual Bonus Schemes, Group Bonus Schemes -Preparation of Pay Roll			
Module 4: PERFORMANCE MANAGEMENT (14 Hours)			
Performance Management: Meaning & Definition, Importance, Aims and Purpose. Employee Engagement and Performance Management, Principles and Dimensions of Performance Management; Performance Appraisal Methods: Traditional Methods & Modern Methods. Ethics in Performance Appraisal; Performance Appraisal Feedback: Role, Types and Principles, Levels of Performance Feedback, 360-Degree Appraisal.			
Module 5: ISSUES IN PERFORMANCE MANAGEMENT (10 Hours)			
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.			
SKILL DEVELOPMENT ACTIVITIES			
1. List the various components of total compensation in Multinational Companies. 2. Construct a questionnaire for a salary survey on nurses. 3. Design a performance appraisal plan using any Modern Performance Appraisal Tool for an IT company. 4. Study any one contemporary practice of Performance Management System (Balance scorecard, Lean Management, BPRE, Six Sigma and so on)			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
1. Joseph J. Martocchio, Strategic Compensation, Pearson Michael Armstrong & Helen Murlis: Hand Book of Reward Management – Crust Publishing 2. Milkovich & Newman, Compensation, TMH 3. Richard I. Anderson , Compensation Management in Knowledge based world, Pearson 4. Thomas. P. Plannery, David. A. Hofrichter & Paul. E. Platten: People, Performance & Pay – Free Press. 5. Aguinis Herman, Performance Management, Pearson 6. Aziz A, Performance Appraisal: Accounting and Quantitative Approaches, Pointer.		7. Bhatia S.K, Performance Management: Concepts, Practices and Strategies for Organisation Success, Deep &Deep Publishers 8. BD Singh, Compensation & Reward Management, Excel Books 9. Cardy R.L, Performance Management: Concepts, Skills and Exercises, PHI 10. Goel Dewkar, Performance Appraisal and Compensation Management: A Modern Approach, PHI 11.Sarma A.M, Performance Management System, HPH	

Name of the Programme:	BBA	Course Code :	BBA DA1
Data Analytics Elective			
Name of the Course: FINANCIAL ANALYTICS			
Course Credits : 3 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">Analyze and model financial data.Access the different open-source domains.Evaluate and build model on time series data.Execute the statistical analysis using python.			
SYLLABUS			
Module 1: INTRODUCTION TO FINANCIAL ANALYTICS (10 Hours)			
Introduction, Meaning, Importance, Uses and Features- Documents used in Financial Analytics: Time value of money – Discounted and Non-discounted (computation using Excel).			
Module 2: ACCESS TO FINANCIAL DATA USING LATEST TECHNOLOGY (10 Hours)			
Public domain data base (RBI, BSE, NSE, Google finance), Prowess, downloading data from NSE and Yahoo finance. IMF and World Bank data base, Kaggle, Bloomberg, FINTECH companies (ROBO, ALGO trade).			
Module 3: INTRODUCTION TO TIME SERIES MODELLING (12 Hours)			
Meaning of Data- types of data- time series, panel, cross sectional-components of Time series data. Simple time series concepts – moving average, exponential moving, WMA (Theory and Practices), data - differencing, logarithm, lagging, stationary v/s non stationary data (detailed explanation with examples) computing return series data (simple returns and logarithm returns) (using Excel).			
Module 4: INTRODUCTION TO PYTHON (12 Hours)			
Installation of Python, types of data and structures, basic analysis using NUMPY and PANDAs (financial examples), data preparation for time series data.			
Module 5: PYTHON FOR FINANCE (12 Hours)			
Descriptive statistics, Time series graphs in Python, understanding between correlation and covariance, basics of regression and its assumptions, Stationary and non-stationary data, basics of Time series using Python. Credit default using binary logistic regression.			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">1. Explain the Different types of trends in time series data.2. Explain the assumptions of regressions.3. List out public domain data base.4. List out recent FINTECH companies.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">1. Python for finance: Yves hil pisces2. Hands on Data analysis with Pandas: Stefanie molin.3. Hands on Python for finance, Krish Naik, Packt4. Python For Finance, Yuxing Yan, Packt5. Mastering Python for Finance, James Ma Weiming ,Pack Publishing6. Financial Reporting and Financial Statement Analysis,M Hanif , A Mukherjee, McGraw Hill7. Haskell Financial Data Modelling and Predictive Analytics,Pavel Ryzhov,PACKT			

Name of the Programme:	BBA	Course Code :	BBA RM1
Retail Management Elective			
Name of the Course: FUNDAMENTALS OF RETAIL MANAGEMENT			
Course Credits : 3 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">Understand the Retail Business.Understand the business operations in Retailing.Formulate the retail strategies of Retail Business.Apply the Retailing principles and theories.Explore the career opportunities in the Retail sector			
SYLLABUS			
Module 1: INTRODUCTION TO RETAIL BUSINESS (12 Hours)			
Retail: Meaning, Definition & functions. Types of retail ownership: Independent Retailer, Chain Stores, Franchising, Leased departmental stores. Forms of retail business ownership: Vertical Marketing system, Consumer co-operatives. Indian Retail Scenario- Factors influencing retail business in India; Ethical Issues in Retailing; International perspective in retail business- FDI in Indian Organized Retail Sector.			
Module 2: CONSUMER BEHAVIOUR IN RETAIL BUSINESS (10 Hours)			
Buying decision process and its implication on retailing –Customer shopping Behaviour, Customer service and customer satisfaction. Retail planning process: Factors to consider in preparing a retail business plan – implementation – risk analysis.			
Module 3: RETAIL ORGANIZATION AND FUNCTIONAL MANAGEMENT (10 Hours)			
Business Models in Retailing, Classification of Retailing Formats, Operational Stages in Retailing, Factors influencing Location of stores, Stores Designing, Space planning, Inventory Management, Merchandising Management, Selection and optimization of Workforce. Retail Accounting and Cash Management.			
Module 4: RETAIL MARKETING MIX (14 Hours)			
Introduction -Product: Decisions related to selection of goods (Merchandise Management) Product Assortment and display, new product launch, PLC in Retailing.			
Pricing: Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Place: Supply channel, Retail logistics, computerized replenishment system, corporate replenishment Policies.			
Promotion: Setting objectives, communication effects, promotional mix.; Retail distribution- In Store and Online Store, Factors influencing retail distribution; Human Resource Management in Retailing- Selection and Optimization of work force.			
Module 5: IMPACT OF INFORMATION TECHNOLOGY IN RETAILING (10 Hours)			
Non store retailing (e-retailing) - The impact of Information Technology in retailing - Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system. Legal aspects in e-retailing, Social issues in e-retailing, Ethical issues in e-retailing.			
SKILL DEVELOPMENT ACTIVITIES			
<ol style="list-style-type: none">Draw a retail life cycle chart and list the stages.Draw a chart showing store operations.List out the major functions of a store manager diagrammatically.List out the current trends in e-retailingList out the Factors Influencing in the location of a New Retail outlet.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ol style="list-style-type: none">Suja Nair; Retail Management,HPHKarthic – Retail Management, HPHS.K. Poddar& others – Retail Management, HPH.R.S.Tiwari ; Retail Management, HPHBarry Bermans and Joel Evans: Retail Management – A Strategic ApproachA.J.Lamba ;The Art of Retailing, TMHSwapna Pradhan :Retailing Management, TMHJames R. Ogden & Denise T.: Integrated Retail Management		<ol style="list-style-type: none">A Sivakumar : Retail Marketing , Excel Books10.Ogden : Biztantra,11.Levy & Weitz : Retail Management -TMH12.Rosemary Varley, Mohammed Rafiq-: Retail Management13.Chetan Bajaj: Retail Management -Oxford Publication.14.Uniyal &Sinha : Retail Management - Oxford Publications.15. Arif Sakh ; Retail Management	

Name of the Programme:	BBA	Course Code :	BBA LSCM1
Logistic and Supply Chain Management Elective			
Name of the Course: FREIGHT TRANSPORT MANAGEMENT			
Course Credits : 3 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">Understand the different functions of Commercial transport.Analyse pricing and pricing strategy.Understand transport administration.Understand of transport and export documentations.			
SYLLABUS			
Module 1: TRANSPORT FUNCTION (12 Hours)			
Transport functionality: Transport structure and classification, Principles and participants - Transport service: Traditional carriers, package service, ground package service, Air package service - Intermodal Transportation: Piggyback/TOFC/COFC, Containerships, Non-operating intermediaries			
Modes of Transport: Rail, Water, Pipeline, Air, Motor Carriers.			
Module 2: TRANSPORT ECONOMICS (12 Hours)			
The structure of Transport Costs and Location of Economic Activities.Demand for transport. Models of Freight and Passenger Demand. Model Choice; Cost Functions in the Transport Sector. Special Problems of Individuals Modes of Transport; Inter-modal condition in the Indian Situation.			
Module 3: TRANSPORT ADMINISTRATION (10 Hours)			
Operations management, Consolidation, Negotiation, Control, Auditing and Claim administration, Logistical Integration.			
Module 4: TRANSPORT DOCUMENTATION (12 Hours)			
Transport documents: Delivery order, Dock receipt, Bill of Lading, Freight Bill, Sea way Bill (SWB/e-SWB), Airway Bill (AWB/e-AWB), shipping guarantee, packing note or list, consignment note - Shipping Manifest.			
Export documents: BOL, certificate of origin, commercial invoice, consular documents, destination control statement, Dock receipt, EEI, Export license, Export packing list, Free trade documents, inspection certificate, insurance certificate, shipper’s letter of instruction.			
Module 5: PRICING (10 Hours)			
Pricing fundamentals – Fundamentals of Pricing, Principle of Pricing, F.O.B Pricing, Delivered pricing - Pricing issues- potential discrimination, quantity discounts, pick up allowances, promotional pricing, menu pricing- platform service pricing, value added service cost, efficiency incentives.			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">1. Identify any two products suitable for transportation via Rail, Water, Pipeline, Air, Motor Carriers2. Identify the best modes of transport for textiles and spices from India to USA3. Draft a BOL for shipment of goods4. List out and explain the different kinds of Pricing.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">1. Donald. J. Bowersox & Donald. J. Closs, Logistical Management-The integrated Supply Chain Process, TMH2. Sunil Chopra & Peter Meindl, Supply Chain Management, PHI3. Donald J Bowersox, David J Closs, M Bixby Cooper, Supply Chain Logistics Management- McGraw Hill Education4. Rahul V Altekar, “Supply Chain Management- Concepts and Cases”, PHI			

Name of the Programme:	BBA	Course Code :	BBA 5.6.1
Name of the Course: INFORMATION TECHNOLOGY FOR BUSINESS			
Course Credits : 4 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work			
Course Outcomes: <i>On successful completion of the course, the Student will be able to:</i>			
<ul style="list-style-type: none">Understand the fundamentals of information technologyUnderstand usage of information technology in business.		<ul style="list-style-type: none">Learn core concepts of computing and modern systemsApply Excel and SQLAppraise the latest trend in IT.	
SYLLABUS			
Module 1: INFORMATION TECHNOLOGY AND INFORMATION SYSTEM (10 Hours) Introduction to IT, Introduction to IS, Differences between IS and IT, Need for Information System, Information Systems in the Enterprise, Impact of Information Technology on Business (Business Data Processing, Intra and Inter Organizational communication using network technology, Business process and Knowledge process outsourcing), Managers and Activities in IS, Importance of Information systems in decision making and strategy building, Information systems and subsystems.			
Module 2: SUBSYSTEMS OF INFORMATION SYSTEM (12 Hours) Transaction Processing Systems (TPS), Management Information System (MIS), Decision Support Systems (DSS), Group Decision Support System (GDSS), Executive Information System (EIS), Expert System (ES), Features, Process, advantages and Disadvantages, Role of these systems in Decision making process.			
Module 3: DATABASE MANAGEMENT SYSTEM (14 Hours) Introduction to Data and Information, Database, Types of Database models, Introduction to DBMS, Difference between file management systems and DBMS, Advantages and Disadvantages of DBMS, Data warehousing, Data mining, Application of DBMS, Introduction to MS Access, Create Database, Create Table, Adding Data, Forms in MS Access, Reports in MS Access.			
Module 4: MICROSOFT EXCEL IN BUSINESS (14 Hours) Introduction to MS Excel, features of MS Excel, Cell reference, Format cells, Data Validation, Protecting Sheets, Data Analysis in Excel: Sort, Filter, Conditional Formatting, Preparing Charts, Pivot Table, What if Analysis(Goal Seek, Scenario manager), Financial Functions: NPV, PMT, PV,FV, Rate, IRR, DB,SLN,SYD. Logical Functions: IF, AND, OR, Lookup Functions: V Lookup, H Lookup, Mathematical Functions, and Text Functions.			
Module 5: RECENT TRENDS IN IT (6 Hours) Virtualization, Cloud computing, Grid Computing, Internet of Things, Green Marketing, Artificial Intelligence, Machine Learning.			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">1. Creating Database Tables in MS Access and Entering Data2. Creating Forms in MS Access3. Creating Reports in MS Access4. Creating charts in Excel5. What if analysis in Excel6. Summarizing data using Pivot Table		<ul style="list-style-type: none">7. VLookup and HLookup Functions8. Rate of Interest Calculation using Financial Function9. EMI calculation using Financial Function10. Data Validation in Excel11. Sort and Filter12. Conditional Formatting in Excel.	
BOOKS FOR REFERENCE (Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">1. Lauaon Kenneth & Landon Jane, "Management Information Systems: Managing the Digital firm", Eighth edition, PHI2. Uma G. Gupta, "Management Information Systems – A Management Prespective", Galgotia publications3. Louis Rosenfel and Peter Morville, "Information Architecture for the World wide Web", O'Reilly Associates4. C.S.V.Murthy: Management Information Systems, HPH5. Steven Alter, "Information Systems – A Management Perspective", Pearson Education6. Uma Gupta, "Information Systems – Success in 21st Century", PHI7. Robert G. Murdick, Joel E. Ross and James R. Claggett, "Information Systems for Modern Management", PHI8. Introduction to Database Systems, CJ Date, Pearson		<ul style="list-style-type: none">9. DBMS, Raghurama Krishnan, Johannes Gehrke, TMH10. The Database Systems – The Complete Book, H G Molina, J D Ullman, J Widom Pearson11. Database Systems design, Implementation, and Management, Peter Rob & Carlos Coronel12. Fundamentals of Database Systems, Elmasri Navrate Pearson13. Introduction to Database Systems, C.J.Date Pearson Education14. Microsoft Access 2013 Step by Step by Cox, Joyce, Lambert, Joan.15. Excel 2019 All-In-One: Master the new features of Excel 2019 / Office 365 (English Edition) by Lokesh Lalwani16. Microsoft Excel 2016 - Data Analysis and Business Modeling by Wayne L. Winston (Author)	

Name of the Programme:	BBA	Course Code :	BBA 5.6.2
Name of the Course: DIGITAL MARKETING			
Course Credits : 4 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work			
Course Outcomes: <i>On successful completion of the course, the Student will be able to:</i> <ul style="list-style-type: none">• <i>Gain knowledge on Digital Marketing and Email marketing.</i>• <i>Understand Search Engine Optimization tools and techniques</i>• <i>Gain skills on creation of Google AdWords</i>• <i>Gain knowledge on Web Analytics.</i>• <i>Gain knowledge on YouTube Advertising</i>			
SYLLABUS			
Module 1: INTRODUCTION TO DIGITAL MARKETING (12 Hours) Introduction - Meaning of Digital Marketing, Need for Digital Marketing, Digital Marketing Platforms: Digital marketing platforms/Channels - Social Media, Influencer Marketing, Content Marketing, Email Marketing, Search Engine Optimization (SEO), Pay-per-click (PPC), Affiliate Marketing, Mobile marketing, Marketing Automation Platforms, Marketing Analytics Platforms; Digital Marketing students, professional and Business, Email Marketing :Importance of e-mail marketing, e-mail Marketing platforms, E-mail marketing Strategies			
Module 2: SEARCH ENGINE OPTIMIZATION (SEO) (12 Hours) Search Engine Optimization (SEO):Meaning of SEO, Importance and Its Growth in recent years, Ecosystem of a search Engine, kinds of traffic in SEO, Keyword Research & Analysis (Free and Paid tool & Extension), Recent Google Updates & How Google Algorithms works On Page Optimization (OPO), Off-Page Optimization, SEO Tools: Google Webmaster Tools, Site Map Creators, Browser-based analysis tools, Page Rank tools, Pinging & indexing tools, Dead links identification tools, Open site explorer, Domain information/who is tools, Quick sprout, Google My Business.			
Module 3: GOOGLE ADWORDS (12 Hours) Google AdWords: Google Ad-Words Fundamentals, Google AdWords Account Structure, Key terminologies in Google AdWords, How to Create an AdWords account, Different Types of AdWords and its Campaign & Ads creation process, Ad approval process, Keyword Match types , Keyword targeting & selection (Keyword planner), Display Planner, Different types of extensions , Creating location extensions, Creating call extensions, Create Review extensions, Bidding techniques – Manual/ Auto , Demographic Targeting / Bidding, CPC-based, CPA based & CPM-based accounts., Google Analytics Individual Qualification (GAIQ).			
Module 4: WEB ANALYTICS (8 Hours) Web Analytics: The need & importance of Web Analytics, Introducing Google Analytics, The Google Analytics layout , Basic Reporting, Basic Campaign and Conversion Tracking, Google Tag Manager, Social Media Analytics, Social CRM & Analytics, Other Web analytics tools, Making better decisions, Common mistakes analysts make.			
Module 5: YOUTUBE ADVERTISING (VIDEO ADS) (12 Hours) YouTube Advertising- Meaning, Why one should advertise on YouTube - Incredible Reach, Targeting audience creation, videos are more engaging, cost effective, variety of ad forms. Creating YouTube campaigns- Choose goal, spend your budget effectively, Reach people searching for your brand or business, organize your ads with ad groups, and create relevant ad; Choose the audience for video ads; Types of Video ads - In-stream ads, In-display ads, In-video ads, In search ads – Meanings only; Measuring your YouTube ad performance;			
SKILL DEVELOPMENT ACTIVITIES			
1. Explain the key digital marketing activities needed for competitive success. 2. Examine the concept of Digital Media and benefits to be derived. 3. Recognize the core features of CRM and retention programmes 4. Identify the metrics used in digital marketing. 5. Organise how we can limit the marketing materials we get through e-mail.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
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: Ian Dodson 3. Internet Marketing: a practical approach: Alan Charlesworth 4. Social Media Marketing: A Strategic Approach: Melissa Barker, Donald I. Barker, Nicholas F. Bormann, Krista E. Neher			

Name of the Programme:	BBA	Course Code :	BBA 5.7
Name of the Course: EMPLOYABILITY SKILLS			
Course Credits : 3 Credits	No. of Hours perWeek: 3 Hours	Total No. of TeachingHours: 45 Hours	
Formative Assessment Marks: 50		Summative Assessment Marks: 50 (MCQs)	
Pedagogy: Classroom lectures, Activities based learning, Practice Questions, Tutorial Classes, Group discussions, Mock Tests, etc.			
Course Outcomes: <i>On successful completion of the course, the Student will be able to:</i> <ul style="list-style-type: none">• <i>Develop systematic problem-solving abilities.</i>• <i>Enhance verbal and non-verbal reasoning skills.</i>• <i>Improve numerical and analytical abilities.</i>• <i>Enhance English language and communication skills.</i>			
SYLLABUS			
Module 1: GENERAL ORIENTATION ON ALL COMPETITIVE EXAMS (5 Hours) Overview of Competitive Exams for Government Recruitment in India - Introduction, Eligibility Criteria, Exam Pattern, Syllabus, and Resources.			
Module 2: QUANTITATIVE APTITUDE (20 Hours) Number system, HCF &LCM, Ratio and Proportion, Averages, Ages, Percentages, Partnerships, Time, Speed and Distance, Profit and Loss, Data Interpretation, Problems based on Simple interest, Compound interest, Clocks, and Calendars.			
Module 3: VERBAL AND NONVERBAL REASONING (10 Hours) Verbal Reasoning: Data analysis, Data sufficiency, Decision making, coding & decoding, Blood relations, Puzzle tests, Direction sense test, Problems based on Venn Diagram/Syllogisms, Alphabet test, Arithmetical reasoning, Input/Output, Series and Seating arrangements. Non-Verbal Reasoning: Analogy, Water images, mirror images, embedded figures, Completion of Pattern, Paper folding, Cubes & dice, Figure Formation & Analysis.			
Module 4: ENGLISH LANGUAGE AND COMPREHENSION SOLVING (10 Hours) Vocabulary, English Grammar, Verbal Ability, Sentence Structure, Spot the Error, Fill in the Blanks, Idioms & Phrases, Cloze Passages, and Comprehension Passages.			
SKILL DEVELOPMET ACTIVITIES			
Various activity-based learning methods such as problem-solving exercises, case studies, role-playing, debates, group discussions, mock tests, and assessments can be conducted, in addition to any other relevant activities for the course to ensure effective learning.			
MATERIALS			
1. https://free.aicte-india.org/Quantitative-Aptitude-Basics.php 2. https://onlinecourses.nptel.ac.in/noc20_hs19/preview 3. https://www.udemy.com/course/reasoning-verbal-non-verbal/ Note: Latest editions of books such as Quantitative Aptitude for Competitive Examinations, Modern Approach to Verbal and Non-Verbal Reasoning, Quick Learning Objective General English by R.S.Agarwal or Arihant Publications, and other renowned titles can be referred to enhance exam preparation.			

Name of the Programme:	BBA	Course Code :	BBA 6.1
Name of the Course: BUSINESS LAW			
Course Credits : 4 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">• Comprehend the laws relating to Contracts and its application in business activities.• Comprehend the rules for Sale of Goods and rights and duties of a buyer and a Seller.• Understand the importance of Negotiable Instrument Act and its provisions relating to Cheque and other Negotiable Instruments.• Understand the significance of Consumer Protection Act and its features• Understand the need for Environment Protection.			
SYLLABUS			
Module 1: INDIAN CONTRACT ACT, 1872 (16 Hours)			
Introduction – Definition of Contract, Essentials of Valid Contract, Offer and acceptance, consideration, contractual capacity, free consent. Classification of Contract, Discharge of a contract, Breach of Contract and Remedies to Breach of Contract.			
Module 2: THE SALE OF GOODS ACT, 1930 (12 Hours)			
Introduction - Definition of Contract of Sale, Essentials of Contract of Sale, Conditions and Warranties, Transfer of ownership in goods including sale by a non- owner and exceptions. Performance of contract of sale - Unpaid seller, rights of an unpaid seller against the goods and against the buyer.			
Module 3: NEGOTIABLE INSTRUMENTS ACT 1881 (12 Hours)			
Introduction – Meaning and Definition of Negotiable Instruments – Characteristics of Negotiable Instruments – Kinds of Negotiable Instruments – Promissory Note, Bills of Exchange and Cheques (Meaning, Characteristics and types) – Parties to Negotiable Instruments –Dishonour of Negotiable Instruments – Notice of dishonour – Noting and Protesting.			
Module 4: CONSUMER PROTECTION ACT 1986 (8 Hours)			
Definitions of the terms – Consumer, Consumer Dispute, Defect, Deficiency, Unfair Trade Practices, and Services, Rights of Consumer under the Act, Consumer Redressal Agencies – District Forum, State Commission and National Commission.			
Module 5: ENVIRONMENT PROTECTION ACT 1986 (8 Hours)			
Introduction - Objectives of the Act, Definitions of Important Terms – Environment, Environment Pollutant, Environment Pollution, Hazardous Substance and Occupier, Types of Pollution, Powers of Central Government to protect Environment in India			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">1. Discuss the case of “Carlill vs Carbolic Smoke Ball Company” case2. Discuss the case of “Mohori Bibee v/s Dharmodas Ghose”.3. Briefly narrate any one case law relating to minor.4. List at least 5 items which can be categorized as ‘hazardous substance’ according to Environment Protection Act.5. List out any six cyber-crimes.			
CASES			
The relevant legal point, facts and the judicial decision relating to the following case laws are to be specifically dealt with:(1) Balfour Vs Balfour (2) Carlill Vs Carbolic Smoke Ball Company (3) Felthouse Vs Bindley (4) Lalman Shukla Vs. Gauridutt (5) Durgaprasad Vs Baldeo (6) Chinnayya Vs Ramayya (7) Mohiribibi Vs. Dharmodas Ghosh (8) Ranganayakamma Vs Alvar Chetty (9) Hadley Vs Baxendale			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">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 Learning4. SN Maheshwari and SK Maheshwari, Business Law, National Publishing House5. Aggarwal S K, Business Law, Galgotia Publishers Co.		<ul style="list-style-type: none">6. Sushma Arora, Business Laws, Taxmann Publications.7. Akhileshwar Pathak, Legal Aspects of Business, McGraw Hill.8. P C Tulsian and Bharat Tulsian, Business Law, McGraw Hill.9. K. Rama Rao and Ravi S.P., Business Regulatory Framework., HPH10. N.D. Kapoor, Business Laws, Sultan Chand Publications11. K. Aswathappa, Business Laws, HPH	

Name of the Programme:	BBA	Course Code :	BBA 6.2
Name of the Course: INCOME TAX - II			
Course Credits : 4 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work			
Course Outcomes: <i>On successful completion of the course, the Student will be able to:</i> <ul style="list-style-type: none">• <i>Understand the procedure for computation of income from business and Profession.</i>• <i>Describe the provisions for determining the capital gains.</i>• <i>Compute the income from other sources.</i>• <i>Demonstrate the computation of total income of an Individual.</i>• <i>Comprehend the assessment procedure and to know the power of income tax authorities.</i>			
SYLLABUS			
Module 1: PROFITS AND GAINS OF BUSINESS AND PROFESSION (18 Hours) Introduction, Meaning and Definition: Business, Profession and Vocation. - Expenses and Losses: Expressly allowed & Disallowed - Incomes: Expressly allowed & Disallowed – Problems on computation of income from business of a sole trading concern - Problems on computation of income from profession: Medical Practitioner, Advocate and Chartered Accountants.			
Module 2: CAPITAL GAINS (10 Hours) Introduction - Basis for charge - Capital Assets - Types of capital assets – Exempted capital assets -Transfer Meaning - Computation of capital gains – Short term capital gain and Long term capital gain - Exemption under section 54, 54B, 54D, 54EC, 54F, and 54G. Problems covering the above sections.			
Module 3: INCOME FROM OTHER SOURCES (10 Hours) Introduction - Incomes taxable under Head income other sources – Securities - Types of Securities - Rules for Grossing up. Ex-interest and cum-interest securities. Bond Washing Transactions - Computation of Income from other Sources.			
Module 4: DEDUCTIONS U/S 80 AND TOTAL OF INDIVIDUALS (12 Hours) Computation of Total Income - Deductions under Section 80C, 80CCC, 80CCD, 80CCG, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80TTA and 80U applicable to individuals only. Determination of tax liability.			
Module 5: SET-OFF & CARRY FORWARD OF LOSSES AND ASSESSMENT PROCEDURE (6 Hours) Introduction – Provisions of Set off and Carry Forward of Losses (Theory only). Introduction - Due date of filing returns, Filing of returns by different assesses, E-filing of returns, Types of Assessment.			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">1. Visit any chartered accountant office and identify the procedure involved in the computation of income from profession.2. List out the different types of capital assets and identify the procedure involved in the computation of tax for the same.3. List out the steps involved in the computation of income tax.4. Identify the Due date for filing the returns and rate of taxes applicable for individuals.5. Draw an organization chart of Income Tax department in your locality.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">1. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication.2. B.B. Lal: Direct Taxes, Konark Publisher (P) ltd.3. Mehrotra and Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication.4. Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand and sons.5. Gaur & Narang: Income Tax.6. 7 Lecturers – Income Tax – I, VBH7. V.Rajesh Kumar and R.K.Sreekantha: Income Tax – I, Vittam Publications.8. B Mariyappa, Income Tax II – HPH.9. Swaminathan – Income Tax – Kalyani Publishers			

Name of the Programme:	BBA	Course Code :	BBA 6.3
Name of the Course: INTERNATIONAL BUSINESS			
Course Credits : 4 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">Understand the concept of International Business.Differentiate the Internal and External International Business EnvironmentUnderstand the difference MNC and TNCUnderstand the role of International Organisations in International Business.Understand International Operations Management.			
SYLLABUS			
Module 1: INTRODUCTION TO INTERNATIONAL BUSINESS (12 Hours)			
Introduction- Meaning and definition of international business, need and importance of international business, stages of internationalization, tariffs and non-tariff barriers to international business.			
Mode of entry into international business - exporting (direct and indirect), licensing and franchising, contract manufacturing, turnkey projects, management contracts, wholly owned manufacturing facility, Assembly operations, Joint Ventures, Third country location.			
Module 2: INTERNATIONAL BUSINESS ENVIRONMENT (12 Hours)			
Overview, Internal and External environment - Economic environment, Political environment, Demographic environment, Social and Cultural environment, Technological and Natural environment.			
Module 3: GLOBALIZATION (12 Hours)			
Meaning, features, essential conditions favouring globalization, challenges to globalization, MNCs, TNCs - Meaning, features, merits and demerits; Technology transfer - meaning and issues in technology transfer.			
Module 4: ORGANIZATIONS SUPPORTING INTERNATIONAL BUSINESS (10 Hours)			
Objectives and functions of - IMF, WTO, GATT, GATS, TRIM, TRIP; and Regional Integration- EU, NAFTA, SAARC, BRICS.			
Module 5: INTERNATIONAL OPERATIONS MANAGEMENT (10 Hours)			
Global Supply Chain Management- Global sourcing, Global manufacturing strategies, International Logistics, International HRM - Staffing policy and it's determinants; Expatriation and Repatriation (Meaning only).			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">Tabulate the foreign exchange rate of rupee for dollar and euro currencies for a month.List the products or services offered by any two MNCs of your choice.Prepare a chart showing currencies of different countries.Collect and paste any 2 documents used in Import and Export trade.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">Rakesh Mohan Joshi. (2011). International Business, Oxford University Press, New Delhi.Francis Cherunilam; International Business, Prentice Hall of IndiaP. SubbaRao – International Business – HPHSumati Varma. (2013). International Business (1st edi), Pearson.Charles Hill. (2011). International Business: Text & Cases, Tata McGraw Hill, New Delhi.International Business by Daniel and Radebaugh –Pearson Education			

Name of the Programme:	BBA	Course Code :	BBA FN2
Finance Elective			
Name of the Course: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT			
Course Credits : 3 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work			
Course Outcomes: <i>On successful completion of the course, the Student will be able to:</i> <ul style="list-style-type: none">• Understand the concept of basics of Investment.• Evaluate the different types of alternatives.• Evaluate the portfolio and portfolio management.• Understand the concept of risk and returns• Gain the knowledge of fundamental and technical analysis.			
SYLLABUS			
Module 1: INTRODUCTION TO INVESTMENTS (12 Hours) Investment: Meaning, Process, Criteria, Elements, Types of Investment & Investors, Speculation and Gambling. Factors influencing selection of investment alternatives. Investment opportunities, Security Market- Meaning & functions. Secondary Market Operations: Stock Exchanges in India, Security Exchange Board of India, Government Securities Market, Corporate Debt Market and Money Market Instruments.			
Module 2: RISK-RETURN RELATIONSHIP (8 Hours) Meaning of risk, types off risk, measuring risk, risk preference of investors. Meaning of return, measures of return, holding period of return, annualized return, expected return, investors attitude towards risk and return. (Problems on risk and return)			
Module 3: FUNDAMENTAL ANALYSIS (12 Hours) Investment Analysis, Fundamental Analysis – Macro Economic Analysis, Industry Analysis, Company Analysis			
Module 4: TECHNICAL ANALYSIS (12 Hours) Meaning of Technical Analysis, Fundamental vs. Technical Analysis, Tools of Technical Analysis, Dow Theory, Elliot Wave Theory, Charting Techniques, Mathematical Indicators, Stock Market Indicators - Evaluation of Technical Analysis.			
Module 5: PORTFOLIO MANAGEMENT (12 Hours) Meaning of portfolio – Reasons to hold portfolio – Diversification analysis – Markowitz’s Model – Assumptions – Risk and return optimization – Efficient frontier – Efficient portfolios –Leveraged portfolios – Corner portfolios – Sharpe’s Single Index model – Portfolio-evaluation measures – Sharpe’s Performance Index – Treynor’s Performance Index – Jensen’s Performance Index. (Problems)			
SKILL DEVELOPMENT ACTIVITIES			
1. Prepare an imaginary investment portfolio for individual with a salary of 10 lakhs per annum. 2. List of 10 companies approached SEBI for IPO 3. Prepare a technical analysis chart on Blue Chip Companies of BSE. 4. Collect information regarding GDRs, ADRs, IDRs and various Bonds and make a chart. 5. Watch market movement for a day and analyze the trend of Nifty-Fifty Index.			
BOOKS FOR REFERENCE (Note: Latest edition of text books may be used)			
1. Zabiulla and R Shanmugham, Security Analysis and Portfolio Management, Kalyani Publishers 2. Singh Preeti, Investment Management, HPH 3. Prasanna Chandra, Managing Investment – Tata Mc Graw Hill 4. Ranganthan: Investment Analysis and Portfolio Management. 5. Alexander, Sharpe and Bailey – Fundamentals of Investments, PHI 6. A. Brahmiah & P. Subba Rao, Financial Futures and Options, HPH. 7. Alexander Fundamental of Investments, Pearson 8. Hangen: Modern Investment theory. Pearson 9. Kahn: Technical Analysis – Plain and sample Pearson 10.Newyork Institute of Finance – How the Bond Market work – PHI. 11.Mayo, Investment, Thomason Learning			

Name of the Programme:	BBA	Course Code :	BBA MK2
Marketing Elective			
Name of the Course: ADVERTISING AND MEDIA MANAGEMENT			
Course Credits : 3 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">Understand the nature, role, and importance of IMC in marketing strategyUnderstand effective design and implementation of advertising strategiesPresent a general understanding of content, structure, and appeal of advertisementsUnderstand ethical challenges related to responsible management of advertising and brand strategy.Evaluate the effectiveness of advertising and agencies role.			
SYLLABUS			
Module 1:INTRODUCTION TO INTEGRATED MARKETING COMMUNICATION (12 Hours)			
Integrated marketing communication, AIDA Model, Setting goals and objectives, concept of DAGMAR in setting objectives, elements of IMC; Role of advertising in India’s economic development, Ethics in advertising, Social, Economic and Legal aspects of advertising.			
Module 2: CONSUMER AND MEDIA (12 Hours)			
How advertising works: perception, cognition, affect, association, persuasion, behaviour, Associating feeling with brands, Use of research in advertising planning; Advertising Media; industry structure, functions, advantages, disadvantages of print, Television, Radio, Internet, Outdoor, Basic concept of media planning, media selection, Media Scheduling strategy, setting media budgets			
Module 3: ADVERTISING PROGRAM (12 Hours)			
Planning and managing creative strategies; Creative approaches; Building Advertising Program: Message, Theme, advertising appeals; Advertising layout: how to design and produce advertisements; Advertising Budget: nature and methods of advertising appropriation; Art of copywriting; Guidelines for copywriting; Copywriting for print, Audio, TV and outdoor media.			
Module 4: OTHER ELEMENTS OF IMC- SALES PROMOTION, PR, EVENTS AND EXPERIENCES AND WORD OF MOUTH (10 Hours)			
Consumer and trade sales promotion, application of sales promotion in different domains; Using public relations in image building; Planning and executing events, event management; Viral marketing, building organic word of mouth communication.			
Module 5: MEASURING EFFECTIVENESS (10 Hours)			
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			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">List out ethical issues in Advertisements.List out different modes of Advertisement.Write a note on guidelines for copywriting.List out types of Outdoor Advertisement.State the process in selection of Advertisement Agency.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">Advertising Principles and Practice, William Wells, John Burnett, Sandra Moriarty, Pearson education, Inc.Advertising and Promotion, G.Belch, Michael Belch, Keyoor Purani, Mcgraw Hill publication.			

Name of the Programme:	BBA	Course Code :	BBA HRM2
Human Resource Elective			
Name of the Course: CULTURAL DIVERSITY AT WORKPLACE			
Course Credits : 3 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work			
Course Outcomes: On successful completion of the course, the Student will be able to: Understand, interpret question reflect upon and engage with the notion of “diversity”. Recall the cultural diversity at work place in an organization. Support the business case for workforce diversity and inclusion. Identify diversity and work respecting cross cultural environment. Assess contemporary organizational strategies for managing workforce diversity and inclusion.			
SYLLABUS			
Module 1: INTRODUCTION TO DIVERSITY (12 Hours) Introduction to cultural diversity in organizations, Evolution of Diversity Management, Over View of Diversity, Advantages of Diversity, Identifying characteristics of diversity, Scope- Challenges and issues in diversity management, Understanding the nature of Diversity – Cultural Diversity – Global Organizations- Global Diversity.			
Module 2: EXPLORING DIFFERENCES (8 Hours) Introduction -Exploring our and others' differences, including sources of our identity. Difference and power: Concepts of prejudice, discrimination, dehumanization and oppression.			
Module 3: VISIONS OF DIVERSITY AND CROSS CULTURAL MANAGEMENT (12 Hours) Models and visions of diversity in society and organizations: Justice, fairness, and group and individual differences. Cross-Cultural Management: Meaning and Concepts, Frameworks in Cross-Cultural Management: Kluckhohn and Strodtbeck framework, Hofstede’s Cultural Dimensions, Trompenaar’s Dimensions, Schwartz Value Survey, GLOBE study.			
Module 4: SKILLS AND COMPETENCIES (12 Hours) Skills and competencies for multicultural teams and workplaces/ Organizational assessment and change for diversity and inclusion, Diversity Strategies. Creating Multicultural Organisations.			
Module 5: RECENT TRENDS IN DIVERSITY MANAGEMENT (12 Hours) Emerging workforce trends–Dual-career couples–Cultural issues in international working on work-life balance–Managing multi-cultural teams: Issues and challenges, Global demographic trends: Impact on diversity management, Social psychological perspective on workforce diversity, Diversity Management in IT organizations Contemporary Issues in Workplace Diversity.			
SKILL DEVELOPMENT ACTIVITIES			
1. Visit any MNCs, identify and report on the cultural diversity in an organization. 2. Interact and List out the ways in which dehumanization done in public/ private sector organization.) 3. Interact with HR Manager of any MNCs, explore and report on cross cultural management. 4. Explore the benefits of multi-cultural organizations. 5. Examine and report on diversity management in select IT organizations.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
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.			

Name of the Programme:	BBA	Course Code :	BBA DA2
Data Analytics Elective			
Name of the Course: MARKETING ANALYTICS			
Course Credits : 3 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">Understand the importance of marketing analytics for forward looking and systematic allocation of marketing resourcesApply marketing analytics to develop predictive marketing dashboard for organizationAnalyse data and develop insights to address strategic marketing challengesExecute the models on Predictions and Classifications on R Software.Know the applications of analytics in marketing.			
SYLLABUS			
Module 1: INTRODUCTION TO MARKETING ANALYTICS AND DATA MINING (10 Hours)			
Introduction to Marketing Analytics, Need of Marketing Analytics, Benefits of Marketing Analytics, Data mining –Definition, Classes of Data mining methods – Grouping methods, Predictive modelling methods, Linking methods to marketing applications. Process model for Data mining – CRISP DM.			
Module 2: INTRODUCTION TO R (12 Hours)			
About R, Data types and Structures, Data coercion, Data preparation: Merging, Sorting, Splitting, Aggregating, Introduction to R Libraries – How to install and invoke, Introduction to R Graph – Basic R charts – Different types of charts.			
Module 3: DESCRIPTIVE ANALYTICS (10 Hours)			
Exploratory Data Analysis using summary table and various charts to find the insights, slicing and dicing of the Customer data. Inferential Statistics: T-Test, ANOVA, Chi- Square using marketing data and exploring relationship (Correlation).			
Module 4: PREDICTION AND CLASSIFICATION MODELLING USING R (12 Hours)			
Introduction to Prediction and Classification modelling, data splitting for training and testing purpose, Prediction modelling: Predicting the sales using Moving Average Model and Regression Model(Simple and Multiple Regression model), Classification modelling: Customer churn using Binary logistic regression and decision tree.			
Module 5: APPLICATION OF ANALYTICS IN MARKETING (12 Hours)			
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.			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">1. Explain the Process model for Data Mining.2. Explain the difference between Binary Logistic Regression and Decision Tree.3. List out Public domain data base.4. List out applications of marketing analytics.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">1. Marketing Analytics: Data-Driven Techniques with Microsoft® Excel® Published by John Wiley & Sons, Inc2. Marketing Data Science, Thomas W. Miller: Pearson3. Marketing Metrics, Neil T Bendle, Paul W. Farris, Phillip E. Pfeifer: Pearson4. Marketing Analytics, Mike Grigsby: Kogan Page.			

Name of the Programme:	BBA	Course Code :	BBA RM2
Retail Management Elective			
Name of the Course: RETAIL OPERATIONS MANAGEMENT			
Course Credits : 3 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">• Compare various retail formats and technological advancements for setting up appropriate retail business.• Identify the competitive strategies for retail business decisions.• Examine the site location and operational efficiency for marketing decisions.• Analyse the effectiveness of merchandising and pricing strategies.• Assess store layout and planogram for retail business.			
SYLLABUS			
Module 1: RETAIL AND LOGISTICS MANAGEMENT (10 Hours)			
Introduction Retailing and economic significance- Functions of a retailer - Types of retailers – Trends in retailing – International Retailing – Retailing as a career –Retail Management Decision Process - Service Retailing.			
Module 2: RETAILING ENVIRONMENT THEORIES (12 Hours)			
Theory of Retail Change: Theory of Natural Selection in retailing, Theory of Wheel of retailing, General-Specific-General Cycle or Accordion Theory, Retail Life Cycle Theory- - Multi channel retailing – Retail Aggregators Business Model – Phases of growth of retail markets – Retail Mix.			
Module 3: STORE LOYALTY MANAGEMENT AND RETAIL LOCATION (10 Hours)			
Types of customers – Variables influencing store loyalty – Store loyalty models – Influencing customers through visual merchandising – Value added through private labels – Retail location strategy– Importance of location decision – Retail location strategies and techniques – Types of retail locations.			
Module 4: MERCHANDISE MANAGEMENT (12 Hours)			
Meaning - Roles and responsibilities of the merchandiser and the buyer – Function of Buying for different types of Organizations – Process of Merchandise Planning – Merchandise Sourcing – Methods of procuring merchandise – Concept of private label- Retail Pricing policies.			
Module 5: CATEGORY MANAGEMENT (12 Hours)			
Meaning & Definition of Category Management - Components of Category Management - Category Management Business process - Category Definition - Defining the Category Role-Destination Category, Routine Category, Seasonal Category, Convenience Category - Category Assessment - Category Performance Measures - Category Strategies - Category Tactics - Category Plan implementation - Category Review.			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">1. Write a note on Visual merchandising training programme layout design, and product placement.2. Write a note Leadership training: Develop skills in coaching, delegation, and motivation.3. Derive Customer analysis by considering skills in understanding customer behaviour and preferences to improve customer satisfaction.4. Chart out the types of customers in creating customer loyalty programs.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">1. Coughlem: Marketing Channels. Gilbert Pearson: Retail Marketing Education Asia.2. Micheal Levy & Barton AWeitz: Retailing Management, McGraw3. Patrick M Dunne: Robert F Lusch: Retail Management Hill Publications.4. Suja Nair: Retail Management, Himalaya Publishing House.5. W. Stern, E L. Ansary, T. Ooughlan: Marketing Channels, 6thEdition PHI New Delhi			

Name of the Programme:	BBA	Course Code :	BBA LSCM2
Logistic and Supply Chain Management Elective			
Name of the Course: SOURCING FOR LOGISTICS AND SUPPLY CHAIN MANAGEMENT			
Course Credits : 3 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">Understand the role of sourcing in logistics and supply chain management, and its impact on overall business performance.Analyze and evaluate sourcing strategies and decisions, including make-or-buy, insourcing vs. outsourcing, and supplier selection criteria.Develop effective supplier relationship management skills, including negotiation, communication, and collaboration.Apply sourcing best practices, including risk management, sustainability, and ethical sourcing.Evaluate the impact of technology and innovation on sourcing, and apply relevant tools and techniques to optimize sourcing processes and outcomes			
SYLLABUS			
Module 1: SOURCING (12 Hours)			
Meaning and Definition. Approaches to Sourcing. Sole Sourcing – Single, Dual & Multiple sourcing arrangements, other sourcing/purchasing strategies, Tendering – Open, Restricted and Negotiated approaches. Intra–Company trading and Transfer pricing arrangement, Implications of International Sourcing.			
Module 2: EXTERNAL SOURCING (12 Hours)			
Criteria for sourcing requirement from external suppliers – Quality Assurance, Environmental and Sustainability, Technical Capabilities, System Capabilities, Labour Standards, Financial Capabilities. Award criteria – Price, Total Life Cycle Costs, Technical Merit, Added Value Solutions, Systems, and Resources.			
Module 3: ASSESSMENT OF FINANCIAL STABILITY (10 Hours)			
Sources of information on potential suppliers’ Financial performance. Financial reports – Profit & Loss Statements, Balance Sheets, and Cash Flow Statements. Ratio Analysis on Liquidity, Profitability, Gearing and Investment. Role of credit rating agencies.			
Module 4: ASSESSMENT OF MARKET DATA (12 Hours)			
Analysing Suppliers’ Market. Secondary Data on Markets & Suppliers. Indices that measure economic data. Process of obtaining tenders and quotations. Decision criteria for tenders and quotations. Criteria to assess tenders and quotations – use of weighted points system.			
Module 5: LEGISLATIVE, REGULATORY & ORGANIZATIONAL REQUIREMENTS (10 Hours)			
Legislative, Regulatory & Organizational Requirements when sourcing from not- for-profit, private and public sector suppliers. Competitive tendering process. Timescales on tendering process. Procedure for award of contract. Regulatory bodies.			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">Highlight the stages when Early Supplier Involvement is encouraged by companies to maximise the benefitsList out the Regulatory bodies connected to sourcing.Identify the benefits of co-location of suppliers to the company.List out the Credit rating agencies for supplier assessment.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">Donald Waters, Logistics - An Introduction to Supply Chain Management, Palgrave Macmillan, New York,John Gattorna , Handbook of Logistics and Distribution Management.P. Fawcett, R. McLeish and I Ogden, Logistics Management.D.M. Lambert & J R Stock, Richard D Irwin Inc., Strategic Logistics Management.Martin Christopher, Logistics and Supply Chain Management, Pitman Publishing, 2nd EditionDavid N, Burt, Donald W. Dobler, Stephen L. Starling, “World Class Supply Management- A Key to Supply Chain Management”, Tata McGraw Hill Publishing Company Ltd., New Delhi			

Name of the Programme:	BBA	Course Code :	BBA 6.6.1
Name of the Course: GOODS AND SERVICES TAX			
Course Credits : 4 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">Understand the basics of taxation, including the meaning and types of taxes, and the differences between direct and indirect taxation.Analyze the history of indirect taxation in India and the structure of the Indian taxation system.Understand the framework and definitions of GST, including the constitutional framework, CGST, SGST, IGST, and exemptions from GST.Understand the time, place, and value of supply under GST, and apply this knowledge to calculate the value of supply and determine GST liability.Understand input tax credit under GST, including its meaning and process for availing it, and apply this knowledge to calculate net GST liability.			
SYLLABUS			
Module 1: BASICS OF TAXATION (5 Hours)			
Tax – Meaning and Types, Differences between Direct and Indirect Taxation, Brief History of Indirect Taxation in India, Structure of Indian Taxation.			
Module 2: GOODS AND SERVICES TAX –FRAMEWORK AND DEFINITIONS (12 Hours)			
Introduction to Goods and Services Tax, Constitutional Framework, Orientation to CGST, SGST and IGST, Meaning and Scope of Supply, Types of Supply. Exemptions from GST.			
Module 3: TIME, PLACE AND VALUE OF SUPPLY (20 Hours)			
Meaning and Scope of Supply, Types of Supply - Time of Supply: in case of Goods and Services - Problems on ascertaining Time of Supply - Place of Supply: in case of Goods and Services (both General and Specific Services) – Problems on Identification of Place of Supply; Value of Supply – Meaning, Inclusions and Exclusions. Problems on calculation of ‘Value of Supply’.			
Module 4: GST LIABILITY AND INPUT TAX CREDIT (14 Hours)			
Rates of GST – Classification of Goods and Services and Rates based on classification, Problems on computation of GST Liability. Input Tax Credit – Meaning, Process for availing Input Tax Credit – Problems on calculation of Input Tax Credit and Net GST Liability.			
Module 5: GST PROCEDURES (5 Hours)			
Registration under GST, Tax Invoice, Levy and Collection of GST, Composition Scheme, Due dates for Payment of GST, Accounting record for GST, Features of GST in Tally Package. GST Returns – Types of Returns, Monthly Returns, Annual Return and Final Return – Due dates for filing of returns. Final Assessment. Accounts and Audit under GST.			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">List out the process of GST registration for a business.Chart out 'time of supply' concept relevance in GST.Identify the place of supply for goods and services in different scenarios.Calculate GST liability for a particular transaction using imaginary values.Explain the process of availing input tax credit in GST.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">V Rajesh Kumar and Mahadev, “Indirect Taxes”, Mc Graw Hill EducationDatey, V S, “Indirect Taxes”, Taxmann Publications.Hiregange et al, “Indirect Taxes:, Puliani and Puliani.Haldia, Arpit, “GST Made Easy”, Taxmann Publications.Chaudhary, Dalmia, Girdharwal, “GST – A Practical Approach”, Taxmann Publications.Garg, Kamal, “Understanding GST”, Bharat Publications.Hiregange, Jain and Naik, “Students’ Handbook on Goods and Services Tax”, Puliani and Puliani.			

Name of the Programme:	BBA	Course Code :	BBA 6.6.2
Name of the Course: ENTERPRISE RESOURCE PLANNING			
Course Credits : 4 Credits	No. of Hours perWeek: 4 Hours	Total No. of TeachingHours: 56 Hours	
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work			
Course Outcomes: On successful completion of the course, the Student will be able to:			
<ul style="list-style-type: none">Understand the business process of an enterprise to grasp the activities of ERP project management cycle to understand the emerging trends in ERP developments.Integrate and automate the business processes and shares information enterprise-wide.Explore the significance of ERP to provide a solution for better project management.Understand the various process involved in implementing ERP in a variety of business environmentUnderstand the issues involved in design and implementation of ERP systems.			
SYLLABUS			
Module 1: INTRODUCTION TO ERP (10 Hours)			
Enterprise Resource Planning – Defining ERP – Origin and need for ERP System – Benefits of an ERP System – Reasons for the Growth of ERP Market – Risk of ERP – Roadmap for successful ERP.			
Module 2: ERP RELATED TECHNOLOGIES AND MODULES (12 Hours)			
Business Process Re-engineering – Product Life Cycle – Customer relationship management – Functional Modules – Sales and Distribution service – Human Resource – Finance – Production – Material Management – Purchasing – Quality Management.			
Module 3: ERP IMPLEMENTATION (10 Hours)			
EPR Implementation Life cycle – Transition strategies – ERP Implementation Process – ERP Vendor Selection – Role of the Vendor – Consultants: Types of consultants – Role of a Consultant – Vendors and Employees – Resistance by employees – Dealing with employee resistance- Project team.			
Module 4: ERP POST IMPLEMENTATION (12 Hours)			
Success and Failure of ERP implementation – ERP operations and maintenance – Data Migration – Project Management and Monitoring – Maximizing the ERP system.			
Module 5: FUTURE DIRECTIONS IN ERP (12 Hours)			
New Trends in ERP – ERP to ERP II – Implementation of Organization wide ERP – Development of New Markets and Channels – Latest ERP Implementation Methodologies – ERP and E-Business			
SKILL DEVELOPMENT ACTIVITIES			
<ul style="list-style-type: none">1. State the steps and activities in the ERP life cycle2. Develop a process of driven thinking towards business process.3. Demonstrate a good understanding of the basic issues in ERP systems.			
BOOKS FOR REFERENCE			
(Note: Latest edition of text books may be used)			
<ul style="list-style-type: none">1. Alexis Leon, “ERP Demystified”, TMH2. Joseph A Brady, Ellen F Monk, Bret Wagner,“Concepts in Enterprise Resource Planning”, Thompson Course Technology, USA3. Vinod Kumar Garg and Venkatakrishnan N K, “Enterprise Resource Planning – Concepts and Practice”, PHI4. Mahadeo Jaiswal and Ganesh Vanapalli, ERP Macmillan India5. Sinha P. Magal and Jeffery Word, Essentials of Business Process and Information System, Wiley India6. Jagan Nathan Vaman, ERP in Practice, TMH			



BENGALURU NORTH UNIVERSITY



GUIDELINES FOR INTERNSHIP PROGRAM FOR

**BACHELOR OF COMMERCE
AND**

BACHELOR OF BUSINESS ADMINISTRATION

2024

Preface

It gives me great pleasure to present the guidelines for the 15-days internship program for Bachelor of Commerce (B.Com) and Bachelor of Business Administration (BBA) students affiliated with Bengaluru North University (BNU). This report is the culmination of collaborative efforts involving the internship committee comprising 15 members from various affiliated colleges of BNU, chaired by Dr. R S Narendra, Assistant Professor of Commerce and Management at Government First Grade College, Kolar.

The internship program is designed to provide practical exposure to students in the field of Commerce and Management, bridging the gap between theoretical knowledge and practical application. Through this program, students will have the opportunity to gain insights into real-world business operations, develop professional skills, and enhance their employability.

The guidelines outlined in this report have been formulated after three meetings with detailed discussions, with the valuable support of the Honourable Vice-Chancellor, Registrar, and esteemed Dean, Faculty of Commerce and Management, BNU. The committee also received guidance from the Chairman of the Board of Studies (BOS) for B.Com Course, Chairman of the BOS for BBA Course, Chairman of the Board of Examiners (BOE) for B.Com Course, Chairman of the BOE for BBA Course, and other faculty members.

The internship program is structured into three phases: pre-internship, internship, and post-internship. During the pre-internship phase, students will undergo orientation sessions, industry awareness sessions, resume building workshops, and mentors be assigned. The internship phase will involve 15 working days of internship training, focusing on both rural and urban placements, in the fields of Commerce or Management. The post-internship phase includes obtaining certificates from the organization, submission of internship reports, and evaluation.

These guidelines aim to ensure that students receive comprehensive support and guidance throughout the internship process, from selecting internship opportunities to preparing reports and presentations. The program is designed to enrich students' learning experiences, enhance their practical skills, and prepare them for successful careers in the field of Commerce and Management.

I express my gratitude to all members of the internship committee, faculty, and staff who contributed to the development of these guidelines. I am confident that the internship program will be a valuable learning experience for our students and will contribute to their professional growth.



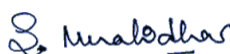
Dr. R S Narendra

Chairman, Internship Committee
Assistant Professor of Commerce and Management
Government First Grade College, Kolar



Dr. Muninarayanappa

Dean, Faculty of Commerce and Management, BNU.



Dr. S Muralidhar

Chairman, Board of Studies B.Com



Dr. Chandrakantha K

Chairman Board of Studies BBA



ಬೆಂಗಳೂರು ಉತ್ತರ ವಿಶ್ವವಿದ್ಯಾಲಯ

ಟಮಕ, ಕೋಲಾರ- 563 103

ಸಂಖ್ಯೆ: ಬಿ.ಕಾಂ/ಪ್ರಶ್ನೋತ್ತರ/ಸ್ಮಾರಕ/ಬಿ.ಕಾಂ-ಬಿಬಿಎ/950/2023-24

ದಿನಾಂಕ: 06.02.2024

-: ಅಧಿಸೂಚನೆ :-

ವಿಷಯ: ಬಿ.ಕಾಂ ಮತ್ತು ಬಿ.ಬಿ.ಎ ಕೋರ್ಸುಗಳ 6ನೇ ಸೆಮಿಸ್ಟರ್‌ನ 'ಇಂಟರ್‌ಶಿಪ್'ನ
ಮಾರ್ಗದರ್ಶನಗಳನ್ನು ಸಿದ್ಧಪಡಿಸಲು ತಜ್ಞರ ಸಮಿತಿಯನ್ನು ರಚಿಸುವ ಕುರಿತು.

ಉಲ್ಲೇಖ: ಕುಲಪತಿಗಳ ಅನುಮೋದನೆಯ ದಿನಾಂಕ:

* * * *

ಕರ್ನಾಟಕ ರಾಜ್ಯ ವಿಶ್ವವಿದ್ಯಾಲಯಗಳ ಕಾಯ್ದೆ 2000ರ 33ನೇ ಪ್ರಕರಣದಡಿ ಹಾಗೂ ಹಾಲಿ ಇರುವ
ಬೆಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾಲಯಗಳ ಪರಿನಿಯಮಾವಳಿಯ ಭಾಗ 8.1ರನ್ವಯ ಅಧ್ಯಯನ ಮಂಡಳಿಯ ಭಾಗವಾಗಿ
ಬಿ.ಕಾಂ ಮತ್ತು ಬಿ.ಬಿ.ಎ ಕೋರ್ಸುಗಳ 6ನೇ ಸೆಮಿಸ್ಟರ್‌ನ ಇಂಟರ್‌ಶಿಪ್ ಮಾರ್ಗದರ್ಶನಗಳನ್ನು ಸಿದ್ಧಪಡಿಸಲು
ಈ ಕೆಳಕಂಡ ಅಧ್ಯಾಪಕರನ್ನೊಳಗೊಂಡ ತಜ್ಞರ ಸಮಿತಿಯನ್ನು ರಚಿಸಲಾಗಿದೆ.
ಸಮಿತಿಯ ವಿವರಗಳು:

ಕ್ರ.ಸಂ	ಹೆಸರು & ವಿಳಾಸ	ಪದನಾಮ
1	ಡಾ. ಆರ್.ಎಸ್. ನರೇಂದ್ರ ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು, ವಾಣಿಜ್ಯ ವಿಭಾಗ ಸರ್ಕಾರಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ಕೋಲಾರ.	ಅಧ್ಯಕ್ಷರು
2	ಡಾ. ಶೋಭ. ಕೆ ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು, ವಾಣಿಜ್ಯ ವಿಭಾಗ ಸರ್ಕಾರಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ಹೊಸಕೋಟೆ.	ಸದಸ್ಯರು
3	ಡಾ. ಕೌಸರ್ ಉನ್ನೀಸಾ ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು, ವಾಣಿಜ್ಯ ವಿಭಾಗ ಸರ್ಕಾರಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ಕೆ.ಜಿ.ಎಫ್.	ಸದಸ್ಯರು
4	ಶ್ರೀ. ಶ್ರೀನಿವಾಸ. ಎನ್ ಪ್ರಾಂಶುಪಾಲರು ಬಸವಶ್ರೀ ಇನ್ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್, ಕೋಲಾರ.	ಸದಸ್ಯರು
5	ಡಾ. ಸಾಯಿರಾಮ್. ಎ ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು, ವಾಣಿಜ್ಯ ವಿಭಾಗ. ಸರ್ಕಾರಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ವೇಮಗಲ್.	ಸದಸ್ಯರು
6	ಡಾ. ಬಾಲಾಜಿ. ಎ ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು, ವಾಣಿಜ್ಯ ವಿಭಾಗ. ಸರ್ಕಾರಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ವೇಮಗಲ್.	ಸದಸ್ಯರು
7	ಡಾ. ರಜನಿ ಟಿ.ವಿ ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು, ವಾಣಿಜ್ಯ ವಿಭಾಗ. ಸರ್ಕಾರಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ವರ್ತೂರ್.	ಸದಸ್ಯರು
8	ಪ್ರೊ. ಜಗದೀಶ ಎಸ್.ಎ	ಸದಸ್ಯರು

	ಪ್ರಾಂಶುಪಾಲರು, ಎಸ್.ಡಿ.ಸಿ ಕಾಲೇಜು, ಬಂಗಾರಪೇಟೆ.	
9	ಮೈ. ಮಮತ ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು, ವಾಣಿಜ್ಯ ವಿಭಾಗ. ನ್ಯೂ ಹಾರಿಜನ್ ಕಾಲೇಜು, ಕಸ್ತೂರಿ ನಗರ, ಬೆಂಗಳೂರು.	ಸದಸ್ಯರು
10	ಮೈ. ನವೀನ್. ಎಸ್ ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು, ವಾಣಿಜ್ಯ ವಿಭಾಗ. ಸರ್ಕಾರಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ಚಿಂತಾಮಣಿ.	ಸದಸ್ಯರು
11	ಡಾ. ಸವಿತ. ಆರ್ ಸಹ ಪ್ರಾಧ್ಯಾಪಕರು, ವಾಣಿಜ್ಯ & ನಿರ್ವಹಣೆ ವಿಭಾಗ. ಇಂಡಿಯನ್ ಅಕಾಡೆಮಿ ಕಾಲೇಜು, ಬೆಂಗಳೂರು.	ಸದಸ್ಯರು
12	ಮೈ. ಸಂಧ್ಯಾ. ಎಸ್ ಪ್ರಾಂಶುಪಾಲರು, ಕೋಶಿಸ್ ಇನ್ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್, ಬೆಂಗಳೂರು.	ಸದಸ್ಯರು
13	ಮೈ. ಸಿಂಧು ಅಖಿಲೇಶ್ ಹಿರಿಯ ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು, ವಾಣಿಜ್ಯ ವಿಭಾಗ. ನ್ಯೂ ಹಾರಿಜನ್ ಕಾಲೇಜು, ಕಸ್ತೂರಿ ನಗರ, ಬೆಂಗಳೂರು.	ಸದಸ್ಯರು
14	ಶ್ರೀವಿದ್ಯಾ ಸಂತೋಷ್ ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು, ವಾಣಿಜ್ಯ ವಿಭಾಗ. ಕೈರಾಲಿ ನಿಕೇತನ್ ಗೋಲ್ಡನ್ ಜೂಬ್ಲಿ ಪದವಿ ಕಾಲೇಜು, ಇಂದಿರಾನಗರ, ಬೆಂಗಳೂರು.	ಸದಸ್ಯರು
15	ಡಾ. ಅಶ್ವಿನಿ. ಕೆ ಪ್ರಾಂಶುಪಾಲರು ಕೇಂಬ್ರಿಡ್ಜ್ ಪದವಿ ಕಾಲೇಜು, ಕೆ.ಆರ್.ಪುರಂ, ಬೆಂಗಳೂರು.	ಸದಸ್ಯರು

ಸದರಿ ಸಮಿತಿ ಅಧ್ಯಕ್ಷರು ಮತ್ತು ಸದಸ್ಯರುಗಳು, ಕರ್ನಾಟಕ ರಾಜ್ಯ ಉನ್ನತ ಶಿಕ್ಷಣ ಇಲಾಖೆ ಮತ್ತು ವಿಶ್ವವಿದ್ಯಾಲಯ ನೀಡುವ ಎಲ್ಲಾ ಮಾರ್ಗದರ್ಶನಗಳನ್ನು ತಪ್ಪದೇ ಪಾಲಿಸುವುದು ಹಾಗೂ 'ಇಂಟರ್‌ನಲ್' ಪರೀಕ್ಷೆ/ಅಭ್ಯಾಸವು ಕ್ರಮವನ್ನು ಸಿದ್ಧಪಡಿಸಿಕೊಂಡು ತಿಳಿಸಲಾಗಿದೆ.

ಆದೇಶನುಸಾರ


ಕುಲಸಚಿವರು
ಕುಲಸಚಿವರು

ಬೆಂಗಳೂರು ಉತ್ತರ ವಿಶ್ವವಿದ್ಯಾಲಯ
ಟಮಕ, ಕೋಲಾರ, ಕರ್ನಾಟಕ-563 103.

ಇವರಿಗೆ,

ಡಾ. ಆರ್.ಎಸ್. ನರೇಂದ್ರ

ಸಮಿತಿಯ ಅಧ್ಯಕ್ಷರು ಮತ್ತು

ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು, ವಾಣಿಜ್ಯ ವಿಭಾಗ, ಸರ್ಕಾರಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ಕೋಲಾರ.

ಪ್ರತಿಗಳು:

1. ಕುಲಪತಿಗಳ ಕಾರ್ಯಾಲಯ, ಬೆಂಗಳೂರು ಉತ್ತರ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಟಮಕ, ಕೋಲಾರ - 563103.
2. ಕುಲಸಚಿವರು(ಮೌ), ಬೆಂಗಳೂರು ಉತ್ತರ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಟಮಕ, ಕೋಲಾರ - 563103.
3. ಸಮಿತಿಯ ಎಲ್ಲಾ ಸದಸ್ಯರುಗಳಿಗೆ.
4. ಕಛೇರಿ ಪ್ರತಿ.

Guidelines for 15-Days Internship Program for Bachelor of Commerce and Bachelor of Business Administration Students in colleges affiliated to Bangalore North University

Objectives:

1. To Provide practical exposure to students in the field of Commerce and Management.
2. To Bridge the gap between theoretical knowledge and practical application.
3. To Enhance students' understanding of real-world business operations.
4. To Develop students' professional skills and employability.

Course Matrix: The internship program for B.Com and BBA students of Bengaluru North University, as per the 6th-semester revised course matrix, comprises 3 credits and a total of 100 marks. This includes 60 marks for the evaluation of the Internship Report and 40 marks for the Internship Viva-Voce Examination.

Program Structure:

I. PRE-INTERNSHIP PHASE:

1. **Orientation Session:** The college should conduct an orientation session to familiarize students with the internship program's objectives, guidelines, and expectations.
2. **Industry Awareness Sessions:** The college should organize sessions to create awareness about the Industries/Companies where students can intern.
3. **Resume Building Workshops:** The college should assist students in preparing resumes tailored to internship opportunities.
4. **Internship Placement:** Assign students to suitable organizations based on their interests and skills, with a focus on both rural and urban placements. The college should provide an Internship Request Letter (requesting the organisation to provide internship opportunity to the students) in the college letterhead signed by the Head of the Institution.
5. **Mentorship:** Each student to be assigned a mentor from the college who will guide them throughout the internship. The number of students to be mentored by each teacher will be calculated as (Total number of students in the course divided by Total number of teachers in the course)

II. INTERNSHIP PHASE:

1. **Duration:** The students of V semester B.Com and BBA after the completion of their 5th semester examination and before the commencement of 6th semester classes should undergo Internship training for Minimum 15 working days, with a minimum of 4 hours per day (Total 60 hours). **(As a onetime measure for the academic year 2023-2024 the Internship has to be completed within one month after the commencement of 6th semester classes, The colleges have to provide necessary information, support and guidelines to the students immediately after the completion of the 5th semester Examination.)**
2. **Area of Internship:** The area of Internship can be in the fields of Commerce or Management. The choice of internship is in no way associated with choice of electives
3. **Organisation:** The choice of organization for Internship can be Organised or Unorganised sector, Manufacturing, Trading and Service sector, business enterprises and corporate establishments, like Micro, Small, Medium, and Large-Scale organizations, Sole Proprietary and Partnership firm, Government Organizations, Government departments and local bodies, Public and Private sector Banks, NGOs, Development agencies. Internships can be pursued in any location (anywhere in India or abroad).
4. **Tasks and Responsibilities of Interns during Internship:** Students have to collect various types of information and data from the company during their internship. Here are some common types of information and data that students may be expected to collect for preparing their report:
 - a) **Company Overview:** Background information about the company, including its history, mission, vision, and organizational structure.
 - b) **Departmental Overview:** An overview of the department or departments where the student worked, including their functions, roles, and responsibilities.
 - c) **Internship Objectives:** The objectives of the internship as outlined by the student and the company.
 - d) **Tasks and Responsibilities:** A detailed description of the tasks and responsibilities undertaken by the student during the internship.
 - e) **Learnings and Experiences:** Reflections on the learning experiences gained during the internship, including challenges faced and lessons learnt.

- f) **Project Work:** Details of any specific projects or assignments completed by the student during the internship, including the methodologies used and the results achieved.
- g) **Skills Development:** Discussion of the skills developed or enhanced during the internship, such as communication, teamwork, and problem-solving skills.
- h) **Industry Analysis:** Analysis of the industry in which the company operates, including trends, challenges, and opportunities.
- i) **Financial Analysis:** Analysis of the company's financial performance, including profitability, liquidity, and solvency ratios.
- j) **Recommendations:** Recommendations for the company based on the student's observations and experiences during the internship.
- k) **Conclusion:** A conclusion summarizing the key findings and insights from the internship experience.
- l) **References:** Any references or sources used in the report, such as books, articles, or websites.

It's important for students to collect this information and data throughout their internship to ensure that they have enough material to create a comprehensive and insightful report. They should also maintain regular communication with their internship supervisor to seek feedback and guidance on the report.

- 5. **Regular Check-ins:** Ensure regular check-ins between the mentor and the student to monitor progress and address any issues. The mentors should maintain Internship Weekly Progress Template to record the progress of each student.

POST-INTERNSHIP PHASE:

- 1. **Certificate from the Organisation:** After completion of the internship, the student has to obtain a certificate from the company stating the period of the internship and a brief description of the nature of the internship i.e. responsibilities handled.
- 2. **Submission of Internship Report:** After completion of the Internship the students are required to submit an Internship Report along with the certificate from the organisation, summarizing their internship experience, including the tasks performed, challenges faced, and learning outcomes. The report should be submitted within one month of commencement of 6th semester classes.

3. **Format of the Report:** The student has to submit 3 copies (1. Student copy 2. College copy 3. University copy) of the report with minimum 25 pages and Maximum 40 pages each, soft bound Binding (without using any plastic sheets, PVC Sheets and Transparent sheets, using only eco-friendly material). The report should be on A4 size paper printed on both sides, maintaining font type Times New Roman, font size of 12 for text, 12 bold for sub headings, 14 bold for headings. The document should have 1.5 line spacing, justified and with page numbering.
4. **Chapterisation:** The report should contain the following Chapters
CHAPTER I: INTRODUCTION
CHAPTER II: DESCRIPTION OF THE ORGANISATION
CHAPTER III: EXPERIENTIAL LEARNING
CHAPTER IV: INTERNSHIP OUTCOMES AND CONCLUSION
5. **Presentation:** Organize a presentation session where students can share their experiences and learnings with their peers and faculty.
6. **Feedback:** Collect feedback from both students and organizations to evaluate the effectiveness of the internship program.

EVALUATION:

1. **Submission of Internship Report:** After the successful submission of the report by students, concerned mentors should collect the report and preserve it in the college for evaluation by the external examiner
2. **Preparation for Evaluation:** The colleges through the mentors should create batches for evaluation in the college by external examiner. The batches should be created in UUCMS Portal as per university guidelines
3. **Evaluation Marks:** The internship Report will be evaluated for 60 marks and the Internship Viva Voce exam will be conducted for 40 marks
4. **External Examiner:** The Chairman BOE for B,Com and BBA will respectively allot the External Examiners from the panel of examiners to each college for the conduct of Internship Report Evaluation and Internship Viva Voce examination as per the batches created by the colleges in UUCMS portal. The marks scored by the students will be entered by the external examiner in the UUCMS portal on the day of exam. And will be submitted to the university. Each Examiner has to conduct Internship Report Evaluation and Internship Viva Voce examination for 20 students per day. The Remuneration to the examiners will be paid by the university as per the existing rules.

Guidelines for Rural Internship Placements:

1. **Identifying Opportunities:** Collaborate with local businesses, NGOs, and government organizations in rural areas to identify internship opportunities.
2. **Basic Facilities:** Ensure that the internship locations have basic facilities such as accommodation, transportation, and safety measures for students.
3. **Community Engagement:** Encourage students to engage with the local community and understand the socio-economic challenges faced by rural areas.

Guidelines for Urban Internship Placements:

1. **Industry Exposure:** Prioritize placements in industries relevant to commerce such as banking, finance, accounting, HR and marketing.
2. **Networking Opportunities:** Encourage students to network with professionals in their field of interest to enhance their career prospects.
3. **Skill Development:** Provide opportunities for students to develop skills such as data analysis, financial modeling, and report writing.

Teacher Mentoring:

1. **Pre-Internship Guidance:** Teachers to provide guidance to students on choosing the right internship opportunities based on their career goals.
2. **During Internship Support:** Teachers to be available for any support or guidance required by students during their internship.
3. **Post-Internship Feedback:** Teachers to provide feedback and suggestions to students based on their internship experience to help them improve.

In case of any doubt or ambiguity in the interpretation of the guidelines mentioned here, the decision of the Dean, Faculty of Commerce, BNU shall be final.

Conclusion:

The 15-day internship program aims to provide B.Com and BBA students with valuable practical experience, enhance their employability, and bridge the gap between academia and industry. The guidelines are designed to ensure that both rural and urban students benefit from the program and receive adequate support from teachers and mentors throughout the internship process.

FORMAT OF INTERNSHIP REPORT

- 1. COVER PAGE**
- 2. CERTIFICATE ISSUED BY THE COMPANY**
- 3. COLLEGE CERTIFICATE**
- 4. STUDENT DECLARATION**
- 5. ACKNOWLEDGEMENT**
- 6. TABLE OF CONTENTS**
- 7. EXECUTIVE SUMMARY**
- 8. CHAPTER I: INTRODUCTION**
- 9. CHAPTER II: DESCRIPTION OF THE ORGANIZATION**
- 10. CHAPTER III: EXPERIENTIAL LEARNING**
- 11. CHAPTER IV: INTERNSHIP OUTCOMES AND
CONCLUSION**
- 12. BIBLIOGRAPHY**
- 13. ANNEXURES**
- 14. INTERNSHIP WEEKLY PROGRESS TEMPLATE**
- 15. FORMAT OF INTERNSHIP APPLICATION /REQUEST LETTER**

Cover Page

Internship Report on
A Study on Stores Management at
Maruthi Suzuki, Kolar Branch

Submitted in Partial Fulfilment of the Requirements of
Bachelor Of Commerce Degree of Bengaluru North University

BY

Mr. Manjunath N

REG NO - UUCMS ID

UNDER THE GUIDANCE OF

Dr. M.Krishnappa

Associate Professor of Commerce
GOVERNMENT FIRST GRADE COLLEGE KOLAR

COLLEGE / UNIVERSITY LOGO

GOVERNMENT FIRST GRADE COLLEGE KOLAR

2023-2024

Certificate issued by the company

CERTIFICATE OF INTERNSHIP

This is to certify that **Mr. Manjunath N**, bearing Registration Number: UUCMS ID, a student of Government First Grade College, Kolar, has successfully completed an internship course from 01/03/2024 to 15/03/2024 at our institution. During his internship, Mr. Manjunath N worked in the Marketing Department and gained experience in the following areas:

- Market research and analysis
- Assisting in marketing campaigns and promotions
- Customer relationship management
- Sales support and coordination

His conduct during his stay with us was satisfactory. We wish him all the best for his future endeavours.

[Authorized Seal & Signature]

COLLEGE CERTIFICATE

(IN THE COLLEGE LETTER HEAD)

GOVERNMENT FIRST GRADE COLLEGE KOLAR

KOLAR District, Kolar- 563101

Date:

CERTIFICATE

This is to certify that **Mr. Manjunath N** bearing Registered No. UUCMS ID. is a student of VI SEM B.COM of our College.

He has prepared Internship report entitled "A Study on Stores Management at Maruthi Suzuki, Kolar Branch" from 01/03/2024 to 15/03/2024 towards the partial fulfilment of the requirement of Bachelors of Commerce Degree of Bengaluru North University.

Principal

[Seal & Signature]

STUDENT DECLARATION

I Manjunath N., Reg. No. UUCMS Id, hereby declare that this report entitled “A Study on Stores Management at Maruthi Suzuki, Kolar Branch” during the summer vacation between the period from 1-3-2024 to 15/03/2024 at Maruthi Suzuki, Kolar Branch” under the supervision and guidance of **Dr. M.Krishnappa**, Associate professor of Commerce, Government First Grade College, Kolar.

Date

Place

Signature

Manjunath N

Reg No xxxxx

ACKNOWLEDGEMENT

The successful completion of this internship report required significant guidance and assistance from many individuals, and I am truly grateful for their support throughout this journey.

Firstly, I would like to express my sincere appreciation to Sri/Mr. XXXXX, Stores Head of Maruthi Suzuki, Kolar Branch, for providing me with the opportunity to intern at their esteemed organization.

I am also deeply grateful to our faculty coordinator, Mr. XXXXX, and our principal, Dr. XXXXX, for their unwavering support and for granting me the valuable opportunity to intern, which has been instrumental in my learning and exposure to the field of accountancy and finance.

I would like to extend my heartfelt thanks to my parents for their permission and constant encouragement throughout this internship. Additionally, I am thankful to my friends for their support whenever I needed their assistance during this project.

Lastly, I would like to express my profound gratitude to all individuals who directly or indirectly contributed to the completion of this report.

Table of Contents

1. Executive Summary
2. Introduction
3. Description of the Organization
4. Experiential Learning
5. Internship Outcomes and Conclusion
6. Bibliography
7. Annexures

Executive Summary

The executive summary provides a brief overview of the internship report, highlighting the key findings, outcomes, and conclusions of the study on the topic. (one page)

CHAPTER I: Introduction

This chapter introduces the topic of the report, provides background information on about the topic, and outlines the objectives and scope of the study. (5-8 pages)

CHAPTER II: Description of the Organization

This chapter provides a detailed description of the organisation, including its history, vision, mission, organizational structure, and the products and services it offers. (8-12 pages)

CHAPTER III: Experiential Learning

This chapter describes the intern's experience while working in the organisation, including the tasks undertaken, skills acquired, challenges faced, and lessons learned. (6-10 pages)

CHAPTER IV: Internship Outcomes and Conclusion

This chapter presents the outcomes of the internship, including the findings related to the topic. It also includes a conclusion summarizing the key points of the report and suggesting recommendations for improvement. (6-10 pages)

Bibliography

This section lists all the sources referenced in the report, like Books, Articles, Brochures, Catalogues, Websites etc

Annexures

This section includes any supplementary materials, such as interview transcripts, survey questionnaires, or additional data, that support the findings of the report.

INTERNSHIP WEEKLY PROGRESS TEMPLATE

Duration:

Name of the Student:	Organisation name:	Mentor:
Register no.:	Sector :	Department:
Course:	Area:	Contact no:

1 ST WEEK FROM _____ TO _____						
<i>Plan</i>	<i>Progress</i>	<i>Challenges faced</i>	<i>Out come</i>		<i>Mentors signature</i>	<i>Organisation signature</i>
			<i>Internship Skill</i>	<i>Technical Skill</i>		
Task assigned	Task completed	Areas of improvement				
2 nd WEEK FROM _____ TO _____						
<i>Plan</i>	<i>Progress</i>	<i>Challenges faced</i>	<i>Out come</i>		<i>Mentors signature</i>	<i>Organisation signature</i>
			<i>Internship Skill</i>	<i>Technical Skill</i>		
Task assigned for 2 nd week	Task completed	Areas of improvement				
3 rd WEEK FROM _____ TO _____						
<i>Plan</i>	<i>Progress</i>	<i>Challenges faced</i>	<i>Out come</i>		<i>Mentors signature</i>	<i>Organisation signature</i>
			<i>Internship Skill</i>	<i>Technical Skill</i>		
Task assigned for 3 rd week	Task completed	Areas of improvement				

Format of Internship Application /Request letter

(Letter to be issued by the college to each student in the college Letter Head)

[College Letterhead]

REF: BCOM/BBA INTERNSHIP 2023-24

[Date]

To

[Organization Name]

[Organization Address]

Subject: Application for Internship in Your Esteemed Organization - Regarding

Respected Sir/Madam,

This is to inform you that Sri [Student's Name], bearing Registration Number [Student's Registration Number], is currently studying in the V semester B.Com/BBA Course in our institution. According to Bengaluru North University guidelines, students are required to undertake an internship for a minimum duration of 15 days (4 hours per day) totalling a minimum of 60 hours. At the conclusion of the internship, your organization is kindly requested to issue a certificate of completion and provide feedback on the student's performance.

We kindly request your esteemed organization to provide an internship opportunity to our student. Your institution's support in this regard would be greatly appreciated. We kindly request you to send an acceptance letter confirming the internship opportunity.

Thank you for considering our request. We look forward to a positive response from your end.

Yours sincerely,

Principal