



ESTD : 1880

St Aloysius College (Autonomous)

Mangaluru

Re-accredited by NAAC “A++” Grade

Course structure and syllabus of

B.B.A

Under NEP Regulations, 2021



Re-accredited by NAAC with 'A' Grade with CGPA 3.62/4
Ranked 95 in College Category - 2021 under NIRF, Ministry of Education, Government of India
Recognised as Centre for Research Capacity Building under UGC-STRIDE Scheme
Recognised under the DBT - BUILDER Scheme, Government of India
College with "STAR STATUS" conferred by DBT, Government of India
Recognised by UGC as "College with Potential for Excellence"

Date: 18-12-2021

NOTIFICATION

Sub: Syllabus of **B.B.A.** under NEP Regulations, 2021.
(As per Mangalore University guidelines)

- Ref: 1. Decision of the Academic Council meeting held on 18-12-2021 vide
Agenda No: 6.3
2. Decision of the Academic Council meeting held on 09-07-2022 vide
Agenda No: 14
3. Decision of the Academic Council meeting held on 25-02-2023 vide
Agenda No: 12
4. Office Notification dated 21-02-2022
5. Office Notification dated 17-08-2022
6. Office Notification dated 30-03-2023

Pursuant to the above, the Syllabus of **B.B.A.** under NEP Regulations, 2021 which was approved by the Academic Council at its meeting held on 18-12-2021, 09-07-2022 & 25-02-2023 is hereby notified for implementation with effect from the academic year **2021-22.**

Arenaut

PRINCIPAL



mm

REGISTRAR

To:

1. The Chairman/Dean/HOD.
2. The Registrar Office
3. Library

DEPARTMENT: BUSINESS ADMISISTRATION

Board of Studies minutes of BBA Department

Date and Time: 18th November, 2021, 3:00 pm.

Mode: Online

The following members of Board of Studies were present:

- 1. Dr. Prakash
Pinto Subject
Expert
Dean, St. Joseph's College of Engineering and Management,
Vamanjoor, Mangaluru**
- 2. Dr. Anasuya Rai
Associate
Professor
Department of Commerce
University College, Mangaluru**
- 3. Dr. Bijuna Mohan
Professor, School of
Management, NITK, Surathkal
Mangaluru**
- 4. CA. Prasanna Shenoy
CA Prasanna Shenoy & Co
Mangaluru 575003**
- 5. Mr. Aman Ahmed
Meritorius
Alumnus**
- 6. Ms. Tashi Bhandary
Student
Representative**
- 7. Mr. Rojer Mathew
Business Intelligence Lab Representative**

Faculty members:

- 1. Ms. Claret
Pereira HOD,
Chairperson**
- 2. Ms. Arati Shanbhag
Dean BBA
Department**



Re-accredited by NAAC with 'A' Grade with CGPA 3.62/4
Ranked 95 in College Category - 2021 under NIRF, Ministry of Education, Government of India
Recognised as Centre for Research Capacity Building under UGC-STRIDE Scheme
Recognised under the DBT - BUILDER Scheme, Government of India
College with "STAR STATUS" conferred by DBT, Government of India
Recognised by UGC as "College with Potential for Excellence"

3. Dr. Mamatha
4. Mr. Chethan Shettigar
5. Mr. Sonal Stevan Lobo
6. Mr. Manoj Fernandes
7. Ms. Vinola Sandra Sequeira
8. Ms. Ashitha Pinto
9. Mr. Joel Fernandes
10. Ms. Preema Victorin Tauro
11. Mr. Olwin M Dsouza
12. Ms. Felicia Roza Martis
13. Fr. Felix Victor SJ
14. Ms. Binni Chan
15. Ms. Grace Mary Jose
16. Ms. Ann Varghese
17. Ms. Maina Melaniya DSouza
18. Ms. Ashritha Crasta
19. Mr. Ayush Kottary

Bachelor of Business Administration

1. Programme Objectives:

The objectives of BBA Programme are:

- To impart knowledge of the fundamentals of Management theory and its application in problem solving.
- Select and apply appropriate tools for decision making required for solving complex managerial problems.
- To develop problem-solving skills through experiential learning and

innovative pedagogy to ensure utilization of knowledge in professional careers.

- To develop sound knowledge of the entrepreneurial process and inculcate creativity and innovation among students.
- To produce industry ready graduates, have highest regard for Personal & Institutional Integrity, Social Responsibility, Teamwork and Continuous Learning.
- To develop a positive attitude and life skills to become a multi-faceted personality with a sense of environmental consciousness and ethical values.

2. Programme Outcomes (PO):

On successfully completing the program the student will be able to:

PO1: Understand concepts and principles of management/business; identify the opportunities in the corporate environment and manage the challenges.

PO2: Demonstrate the knowledge of management science to solve complex corporate problems using limited resources. Display enhanced personality and soft skills.

PO3: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

PO4: Demonstrate entrepreneurial competencies.

PO5: Exhibit managerial skills in the areas of marketing, finance, HR, etc.

PO6: Identify business opportunities, design and implement innovations in workspace.

PO7: Possess a sturdy foundation for higher education.

3. Program Specific Outcomes (PSO):

On the successful completion of B.B.A., the students will be able to:

PSO1: Acquire practical learning through summer internship, industrial visit and Business Plan etc.

PSO2: Demonstrate analytical and problem-solving skills through specialization in Finance, Human Resource, and Marketing to solve the business issues.

PSO3: Understand and develop the new dimensions of knowledge through open electives to cater the need of the industry.

PSO4: Comprehend the core concepts, methods and practices in management.

PSO5: Venture into his/her own business or excel in executive roles in private /government sector.

PSO6: Demonstrate the ability to create business plans.

PSO7: Develop an understanding of business that reflects the moral responsibility of business to all relevant stakeholders and the natural environment.

PSO8: Matured Individuals and responsible Citizens to the country.

PSO9: Demonstrate Ability to work in Groups.

Structure of BBA Syllabus:

First Semester BBA (Basic/Honors)							
Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
	Language – I	AECC	3+1+0	60	40	100	3
	Language – II	AECC	3+1+0	60	40	100	3
G 401 DC1.1	Management Principles & Practice	DSCC	4+0+0	60	40	100	4
G 401 DC2.1	Fundamentals of Business Accounting	DSCC	3+0+2	60	40	100	4
G 401 DC3.1	Marketing Management	DSCC	4+0+0	60	40	100	4
	Digital Fluency	SEC	1+0+2	30	20	50	2
G 401 OE1.1 G 401 OE2.1 G 401 OE3.1	Business organization/ Office Organization and Management / Basic Economics	OEC	3+0+0	60	40	100	3
G 706 VB2.1	Health and Wellness +	SEC- VB	0+0+2	-	25	25	1
G 705 VB1.1	Physical Education & Yoga		0+0+2	-	25	25	1
	Total			390	310	700	25
Second Semester BBA (Basic/Honors)							
Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
	Language – I	AECC	3+1+0	60	40	100	3
	Language – II	AECC	3+1+0	60	40	100	3
G 401 DC2.2	Corporate Accounting & Reporting	DSCC	3+0+2	60	40	100	4
G 401 DC1.2	Human Resource Management	DSCC	4+0+0	60	40	100	4
G 401 DC3.2 G 401 DC4.2	Business Environment / Business Mathematics	DSCC	4+0+0	60	40	100	4
	Environment Studies	AECC	2+0+0	30	20	50	2
G 401 OE1.2 G 401 OE2.2 G 401 OE3.2	People Management / Retail Management / Managerial Economics	O E C	3+0+0	60	40	100	3

Acronyms Expanded

➤ AECC	: Ability Enhancement Compulsory Course
➤ DSCC	: Discipline Specific Core (Course)
➤ SEC	: Skill Enhancement Course
➤ SB/VB	: 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:

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

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

Proposed Question Paper Pattern for Internal Examination

**Bachelor of Business
Administration (BBA)
(DSC) /
(OEC)**

Course Code: Name of the Course

Duration: 11/2 Hours

Total Marks:

50

SECTION-A

Answer any 5\8 of the following questions. (Questions

are asked on

Remembering)

(5 x

2= 10)

- 1.
- 2.

- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

SECTION- B

Answer any 2/4 of the following questions. (Questions are asked on Understanding and Applying)

(2 x 5= 10)

- 9.
- 10.
- 11.
- 12.

SECTION- C

Answer any 2/4 of the following questions. (Questions are asked on analyzing and evaluating)

(2 x 15=30)

- 13.
- 14.
- 15.
- 16.

**Semester End
Examination Bachelor
of Business
Administration (BBA)
Course Code: Name of the Course
DSC / OEC**

Duration: 3 Hours

Total Marks:

60

SECTION-A

Answer any 5/8 of the following questions. Each question carries 2 marks (5 x 2= 10)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

SECTION- B

Answer any 4/6 of the following questions. Each question carries 5 marks (4 x5=20)

- 9.
- 10.
- 11.
- 12.
- 13.
- 14.

SECTION- C

Answer any 2/4 of the following questions.
(2 x 15=30)

- 15.
- 16.
- 17.
- 18.

BBA FIRST SEMESTER

Name of the Program: Bachelor of Business Administration (BBA) Course Code: 401 DC1.1 Name of the Course: Management Principles & Practice		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	52 Hrs
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will demonstrate <ul style="list-style-type: none"> • The ability to understand concepts of business management, principles and function 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. • The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles. • The ability to understand the requirement of good control system and control techniques. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO MANAGEMENT		08
Introduction –Meaning, Evolution of management thought, Pre-Scientific Management Era, Classical Management Era, Neo-Classical Management Era, Modern Management Era; Nature and Characteristics of Management - Scope and Functional areas of Management; Management as a Science, Art or Profession; Management and Administration; Principles of Management.		
Module No. 2: PLANNING AND DECISION MAKING		08
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 No. 3: ORGANIZING AND STAFFING		12
Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization - Departmentation, Committees; Centralization vs Decentralization of Authority and Responsibility, Span of Control; Nature and importance of Staffing		
ModuleNo.4: DIRECTING AND COMMUNICATING		12
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 ; Motivation theories – Maslow's Need Hierarchy Theory, Herzberg's Two Factor Theory, Mc. Gregor's X and Y theory. Leadership – Meaning, Formal and Informal Leadership, Characteristics of Leadership; Leadership Styles – Autocratic Style, Democratic Style, Participative Style, Laissez Faire Leadership Styles, Transition Leadership, Charismatic Leadership Style.		
ModuleNo.5: COORDINATING AND CONTROLLING		08
Coordination–Meaning, Importance and Principles. Controlling-Meaning and steps in controlling, Essentials of Effective Control system, Techniques of Control (in brief).		
Module No. 6: BUSINESS SOCIAL RESPONSIBILITY AND MANAGERIALETHICS		04

Business Social Responsibility - Meaning, Arguments for and against Business Social Responsibility; Green management - Meaning, Green Management Actions; Managerial Ethics – Meaning - Importance of Ethics in Business, Factors that determine Ethical or Unethical behavior.

Skill Developments Activities:

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. Draw different types of Organization structure.
3. Draw Control charts.

Text Books:

1. Koontz and O'Donnell (2007), *Principles of Management*, McGraw Hill.
2. L M Prasad (2013), *Principles of management*, Sultan Chand and Sons
3. T N Chhabra (2004), *Principles and practice of management*, Dhanpat Rai & Co
4. Appanniah and Reddy, *Management*, Himalaya publishing house

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA) Course Code: G 401 DC2.1 Name of the Course: Fundamentals of Business Accounting		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs +1 Hr Lab	56 Hrs
Pedagogy: Classrooms lecture, tutorials, and problem solving.		
Course Outcomes: On successful completion of the course, the students will demonstrate <ul style="list-style-type: none"> • Understand the framework of accounting as well accounting standards. • Ability to analyse journal entry and Prepare Ledger account. • Ability to prepare subsidiary books and bank reconciliation statement. • Ability to prepare Trial Balance and final accounts of proprietary concern • Understand the basic framework of tally and construct final accounts through application of tally. 		
Syllabus:		Hours
ModuleNo.1: INTRODUCTION TO FINANCIAL ACCOUNTING		08
Introduction – Meaning and Definition – 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.		
ModuleNo.2: ACCOUNTING PROCESS		12
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.		
ModuleNo.3: SUBSIDIARY BOOKS		14
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 No. 4: FINAL ACCOUNTS OF PROPRIETARY CONCERN		10
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.		
ModuleNo.5: ACCOUNTING SOFTWARE		12

Introduction-meaning of accounting software, types accounting software-accounting software Tally-Meaning of Tally software– – Advantages, Creating a New Company, Basic Currency information, other 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

Skill Developments Activities:

1. List out the accounting concepts and conventions.
2. Prepare a Bank Reconciliation Statement with imaginary figures
3. Collect the financial statement of a proprietary concern and record it.
4. Prepare a financial statement of an imaginary company using tally software.

Text Books:

1. Saha R.G et al. (2021). Fundamentals of Business Accounting. Vision Book House
2. S.P Jain et al. (2021). Fundamentals of Business Accounting. Kalyani Publishers
3. Tulsian. P. C. Financial Accounting. Pearson
4. Mukherjee and Hanif. (2003). Financial Accounting. Mc Graw Hill Publishers
5. Kumar Anil S et al. (2017). Fundamentals of Accounting. Himalaya Publishing House
6. Maheswari S. N. Financial Accounting. Vikas Publication
7. Raghuveera YS et al. (2019). Financial Accounting I. Himalaya Publishing House

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)		
Course Code: G 401 DC 3.1		
Name of the Course: Marketing Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	52 Hrs
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will demonstrate		
<ul style="list-style-type: none"> • Understand the concepts and functions of marketing. • Analyse marketing environment impacting the business. • Segment the market and understand the consumer behaviour • Describe the 4 Ps of marketing and also strategize marketing mix • Describe 7 Ps of service marketing mix. 		
Syllabus:		Hours
ModuleNo.1: INTRODUCTION TO MARKETING		08
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).		
ModuleNo.2: MARKETING ENVIRONMENT		08
Micro Environment – The company, suppliers, marketing intermediaries' competitors, public and customers; Macro Environment- Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment.		
ModuleNo.3: MARKET SEGMENTATION AND CONSUMER BEHAVIOUR		10
Meaning and Definition, Bases of Market Segmentation, Requisites of Sound Market Segmentation; Consumer Behavior-Factors influencing Consumer Behavior; Buying Decision Process.		
Module No. 4: MARKETING MIX		20
Meaning, Elements of Marketing Mix (Four P's) – Product, Price, Place, Promotion. Product-Product Mix, Product Line, Product Lifecycle, 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)		
ModuleNo.5: SERVICES MARKETING		06
Meaning and definition of services, difference between goods and services, features of services, seven P's of services marketing (concepts only).		

Skill Developments Activities:

1. Two cases on the above syllabus should be analyzed and recorded in the skill development
2. Design a logo and tagline for a product of your choice
3. Develop an advertisement copy for a product.
4. Prepare a chart for distribution network for different products.

Text Books:

1. Philip Kotler. (2020). *Marketing Management*. UP Pearson.
2. Philip Kotler. (2009). *Marketing Management: A South Asian perspective*. New Delhi Pearson Prentice Hall.
3. Lovelock Christopher. (2018). *Services Marketing*. Noida Pearson Education.
4. William J. Stanton. (1994). *Fundamentals of Marketing*. New York McGraw Hill Inc.
5. Bose Biplab. (1998). *Marketing Mnagement*. Himalaya Publishing House.
6. J.C. Gandhi. (1999). *Marketing: a managerial function*. Tata McGraw-Hill Publishing Company Ltd.
7. Ramesh and Jayanti Prasad. (2012). *Marketing Management*. I K International Publishing House Pvt. Ltd .
8. Sontakki.(2017). *Marketing and services Management*. New Delhi Kalyani Publishers.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA) Course Code: G 401 OE1.1 Name of the Course: Business Organization		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	42 Hrs
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will demonstrate: <ul style="list-style-type: none"> • An understanding of the nature, objectives and social responsibilities of business • An ability to describe the different forms of organisations • An understanding of the basic concepts of management • An understanding of functions of management. • An understanding of different types of business combinations 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO BUSINESS		09
Business: Meaning, Nature, Scope and Social responsibility of Business , Objectives, Essentials of successful business ; Functional areas of business. Concept of Business Organisation.		
Module No. 2: FORMS OF BUSINESS ORGANIZATION:		12
Sole proprietorship: Definitions, Features, Merits and Demerits. Partnership: Definitions, partnership deed, Features, Merits and Demerits. Joint Stock Company: Definitions, Features, Merits and Demerits. Co- operatives: Definitions, Features, Merits and Demerits.		
Module No. 3: PUBLIC ENTERPRISES		07
Departmental Undertaking: Definitions, Features, Merits and Demerits. Public Corporations: Definitions, Features, Merits and Demerits. Government Companies: Definitions, Features, Merits and Demerits		
Module No. 4: BUSINESS COMBINATIONS		07
Meaning Definitions, Causes, Types, Forms, merits and demerits of Business Combinations, Recent Trends in Business Combinations.		
Module No 5: MANAGEMENT OF ORGANIZATIONS		07
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 Developments Activities: <ol style="list-style-type: none"> 1. Preparation of partnership deed 2. Draw a business tree 3. Make a list of 10PSUs 4. Prepare a list of different types of business combinations 		

Text Books:

1. C B. Gupta. *Business Organisation and Management*. Sultan Chand & Sons.
2. Dr. S. C. Saxena. *Business Administration & Management*. Sahitya Bhawan.
3. Y K. Bhushan. *Fundamentals of Business Organisation and Management*. Sultan Chand & Sons.
4. R K. Sharma, Business. *Organisations and Management*. Kalyani Publishers.
5. *Business Organisation & Administration*. Sahitya Bhawan Publications, Agra

Name of the Program: Bachelor of Business Administration (BBA) Course Code: G 401 OE 2.1 Name of the Course: Office Organization and Management (OEC)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	42 Hrs
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will demonstrate <ol style="list-style-type: none"> An understanding of basic knowledge of office organisation and management Demonstrate skills in effective office organisation Ability to maintain office records Ability to maintain digital record. Understanding of different types of organisation structures and responsibilities as future office managers. 		
Syllabus:		Hours
ModuleNo.1: FUNDAMENTALS OF OFFICEMANAGEMENT		07
Introduction: Meaning, importance and functions of modern office Modern Office Organisation: Meaning; Steps in office organisation; Principles of Office organisation, Organisation structure types, Nature of office services: Types of services in a modern office Office management: Meaning, Elements and major processes of Office Management Office Manager: Functions and qualifications of Office manager.		
Module No. 2: ADMINISTRATIVE ARRANGEMENT AND FACILITIES		07
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.		
ModuleNo.3: OFFICE ENVIRONMENT		09
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		
oduleNo.4: RECORDS MANAGEMENT		10

Introduction to records: Importance of Records, types of office records,
 Records Management: Meaning, Principles of Record Keeping, Functions of 'Records Management
Filing: Elements of Filing and Filing Functions, Objectives and Importance of Filing, Advantages of Filing, 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. Centralisation and Decentralisation of Filing- Centralised filing and Decentralised Filing Office manual: contents, Importance, types of office manuals.

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 No. 5: OFFICE MECHANISATION AND DATA PROCESSING

**0
9**

Meaning, Importance and Objectives of Office Mechanisation, Advantages and disadvantages of Office Mechanisation, Factors Determining Office Mechanisation
 Kinds of Office Machines: Duplicating Machines and Photocopying Machines, Accounting, tabulating and computing machines, communication machines

Introduction to Data and Information: Distinction between Data and Information, Importance of Data and Information, Data Collection Methods- Primary and secondary data collection methods

Data presentation Methods of Presentation of Data

Data processing using computers: Components of Computers, Input and Output Devices, Software used in Computers (names and uses only), Computer Applications in Office' Management, Advantages and Limitations of Computerisation

Skill Developments Activities:

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.

Text Books:

1. S.P Arora. *Office Organisation and Management*, Vikas Publishing House Pvt Ltd
2. M.E Thakuram Rao. *Office organisation and Management*, Atlantic
3. Judith Read, Mary Lea Ginn. *Record Management*, 10th Edition, Cengage Learning.

Note: Latest edition of text books may be used.

Name of the Course: Basic Economics (OEC)

Subject Code: G 401 OE 3.1

Course credits: 3

No. of Hours per week: 3 Hrs

Total No. of

Teaching Hours: 42 Hrs

TITLE OF THE PAPER: BASIC ECONOMICS (OE)

COURSE OBJECTIVES:

- To help students to acquire knowledge of some of the basic concepts, principles and theories of Micro Economics.
- To understand the consumer behavior in different market situations.
- To provide the foundation for the study of other branches of economics.

COURSE OUTCOMES:

- Explain how consumers make rational choices using the concept of utility
- To understand the concept of consumer surplus.
- Analyse the factors that affect market demand and market supply and illustrate their interaction for achieving equilibrium in price and quantity.
- Analyse how producer applies the marginal decision rule to maximize the profit in producing goods or services.

MODULE I: NATURE AND SCOPE OF BUSINESS ECONOMICS: 14 Hours

Chapter 1: Economics- Meaning, Definitions, nature of Economics, Human wants – meaning, features –types of human wants.

Chapter 2: Utility and Consumer Surplus: Utility –meaning –creation of utility –cardinal and ordinal utility –marginal and total utility –law of diminishing marginal utility –meaning – explanation –importance –exceptions to the law – –the concept of consumer surplus.

Chapter 3: Indifference Curve – meaning, definition, -indifference map-Properties.

MODULE II: THEORY OF DEMAND AND DEMAND FORECASTING: 14 Hours

Chapter 4: Demand: Meaning of demand, Demand determinants, Law of demand, forces behind the demand curve - Exceptions to the law of demand.

Chapter 5: Elasticity of Demand: meaning, kinds, degrees of price elasticity of demand, income elasticity of demand and cross elasticity of demand.

Chapter 6: Demand Forecasting: Meaning, Methods of demand forecasting. Mathematical problems related to demand forecasting; Profit planning –importance of profit planning.

MODULE III: PRODUCTION AND SUPPLY ANALYSIS: 14 Hours

Chapter 7: Production Analysis: –Production and production function-meaning –factors – features –production possibility curve-mathematical problems -shifts in production possibility

curve–isoquant –properties.

Chapter 8: Supply Analysis: Supply meaning –determinants of supply –law of supply – elasticity of supply.

Chapter 9: Market Equilibrium: Concepts of Equilibrium - Stable and Unstable, Static and Dynamic, Partial and General Meaning of market, Forces determining the market price, market equilibrium-problems.

BOOKS FOR REFERENCE:

1. Jhingan .M.L (2016) *Advanced Economic Theory*, 14th Edition, New Delhi.Vrinda Publication Ltd.
2. Koutsoyiannis (2016), *Modern Micro Economics*, 2nd Edition New Delhi.Mac Millan Press Limited.
3. Mithani M, (2016) *Managerial Economics: Theory and Applications*, New Delhi, Himalaya, publishing House.
4. Dewett.K.K (2015) *Modern Economic Theory*, 23rd Edition, New Delhi, Shyam Lal Charitable Trust.
5. Ahuja H.L, (2014) *Advanced Economic Theory*, 20th Edition, New Delhi, S Chand and Company Ltd
6. Pyndyck, R.S., and D.L. Rubinfeld (2012) *Microeconomics*, New Delhi, Pearson Education Singapore Pvt. Ltd.
7. Salvatore Dominick (2009), *Micro Economics- Theory and Applications*, Oxford University Press.
8. Chauhan (2009) *Macro Economics part II*, New Delhi, and PHI learning Pvt. Ltd.

Pedagogy: classrooms lecture, Group discussion, seminar, case studies.

BBA SECOND SEMESTER

Name of the Program: Bachelor of Business Administration (BBA) Course Code: G 401 DC 2.2 Name of the Course: Corporate Accounting and Reporting		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs +1 Hr Lab	56 Hrs
Pedagogy: Classroom's lecture, tutorials, and Problem Solving.		
Course Outcomes: On successful completion of the course, the students will demonstrate <ul style="list-style-type: none"> • The ability to understand the process of public issue of shares, alteration of shares and accounting for the same • The ability to prepare final accounts of joint stock companies. • The ability to understand different ways of valuing corporate shares and goodwill. • The ability to prepare and evaluate vertical and horizontal analysis of financial statements and the skill of preparing financial reports, • The ability to understand company's annual reports. 		
Syllabus:		Hours
Module No. 1: FINAL ACCOUNTS OF PARTNERSHIP FIRM		12
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. Goodwill- Nature, Factors influencing goodwill and methods of valuation of goodwill (Average and super profit methods)		
Module No. 2: ISSUE OF SHARES		10
Meaning of Share, Types of Shares – Preference shares and Equity shares – Issue of Shares at par, at Premium, at Discount: Pro-Rata Allotment; Journal Entries relating to issue of shares; Preparation of respective ledger accounts; Preparation of Balance Sheet in the Vertical form. Alteration of share capital- Meaning – Internal Reconstruction – Reduction of Share capital. (Practical Problems).		
Module No. 3: FINAL ACCOUNTS OF JOINT STOCK COMPANIES		12
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) (Practical Problems).		
Module No. 4: FINANCIAL STATEMENTS ANALYSIS		12
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 No. 5: CORPORATE FINANCIAL REPORTING PRACTICES		10

Corporate Financial Reporting - meaning, types, characteristics of Corporate financial report, users of corporate financial report; Components corporate financial report– general corporate information, 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 (Discuss only Role and Significance of above components of corporate financial report).

Skill Developments Activities:

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

Text Books:

1. Maheshwari, S.N. and S. K. Maheshwari; 2007 An Introduction to Accountancy, Eighth Edition, Vikas Publishing House.
2. Corporate Accounting: 2008 Fundamentals, Sultan Chand Publishers.
3. Gupta, R.L. and V.K. Gupta; 2005. Financial Accounting: Fundamental, Sultan Chand Publishers.
4. Radhika & Anita Raman, 2010 Corporate Accounting, McGraw Hill Education, New Delhi.
5. CA Sharma D.G., CA Sarda Pawan, 2013 Financial Reporting, Taxman.
6. Shukla & Grewal, 2008 Advanced Accounting, S. Chand & Co., New Delhi.
7. Jain, S.P & Narang, N.L., 2010 Advanced Accounting, Kalyani Publications.
8. Grewal, T.S., Shukla, M.C., 2012 Advanced Accountancy, 18th Edition Sultan Chand & Sons.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA) Course Code: G401 DC 1.2 Name of the Course: Human Resource Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	52 Hrs
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to demonstrate <ul style="list-style-type: none"> • To describe the role and responsibility of Human resource management functions on business and also to understand the recent trends in HR practices. • To understand the concepts such as HRP, Recruitment and Selection process HR Demand Forecasting, HR supply forecasting, Job Analysis, Specification, Job Enlargement, Job Rotation, Job Enrichment, Psychometric tests for Selection. • To infuse the concept of induction, training and compensation aspects. • To explain the concepts of performance appraisal and its process. Also explain the concepts of Right Sizing of Work Force, Need for Right Sizing. • To demonstrate Employee Engagement and Psychological Contract, Employee Engagement (EE): Drivers of Engagement -Measurement of EE, Benefits of EE. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO HUMAN RESOURCE MANAGEMENT		08
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 No. 2: HUMAN RESOURCE PLANNING, RECRUITMENT & SELECTION		14
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.		
ModuleNo.3: INDUCTION, TRAINING AND COMPENSATION		10
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 No. 4: PERFORMANCE APPRAISAL, PROMOTION & TRANSFERS		14

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 No. 5: EMPLOYEE ENGAGEMENT AND PSYCHOLOGICAL CONTRACT

06

Employee Engagement (EE): Meaning and Types of EE, Drivers of Engagement - Measurement of EE, Benefits of EE.

Psychological contract: Meaning and features.

Skill Developments Activities:

1. Preparation of Job Descriptions and Job specifications for a Job profile
2. Choose any MNC and present your observations on training program
3. Develop a format for performance appraisal of an employee.
4. Discussion of any two Employee Engagement models.
5. Analysis of components of pay structure based on the CTC sent by the Corporate to the institute for the various jobs of different sectors.

Textbooks:

1. Ashwathappa, K. (2012). Human Resource Management. New Delhi: Tata McGraw Hill Education Pvt Ltd.
2. Kumar Yathish & Kumar Thrishanth (2013), Human Resource Management. Mangaluru: United Publishers.
3. Bhattacharyya, D. K. (2013). Human Resource Management. New Delhi: Excel Books.
4. Cascio, W. F. (2005). Managing Human Resource. Tata McGraw Hill Edition.
5. Chhabra, T. N. (2009). Human Resource Management. Delhi: Dhanpat Rai & Co.
6. Dessler, G, & Varkkey, B. (2011). Human Resource Management. Dorling Kinderley (India) Pvt Ltd.
7. Price, A. (2007). Human Resource Management in a Business Context. Cengage Learning India Pvt Ltd.
8. Rao, P. S. (2013). Essentials of Human Resource Management & Industrial Relations. New Delhi: Himalaya Publishing House.
9. Singh, C. (2011). Human Resource Management. New Delhi: University Science Press.
10. Tripathi, P. C. (2015). Human Resource Management. New Delhi: Sultan Chand & Sons.
11. Veena B.K (2016), Human Resource Management.: Human resource development. Mangalore: Universal kin publishers.

Note: Latest edition of textbooks may be used.

Name of the Program: Bachelor of Business Administration (BBA) Course Code: G401 DC 3.2 Name of the Course: BUSINESS ENVIRONMENT		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	52 Hrs
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate <ul style="list-style-type: none"> • An Understanding of components of business environment. • Ability to analyse the environmental factors influencing business organisation. • Ability to demonstrate Competitive structure analysis for select industry. • Ability to explain the impact of fiscal policy and monetary policy on business. • Ability to analyse the impact of economic environmental factors of business. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION BUSINESS ENVIRONMENT		12
Meaning of business, scope and objectives 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.		
ModuleNo.2: GOVERNMENT AND LEGAL ENVIRONMENT		14
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 No. 3: ECONOMIC ENVIRONMENT AND GLOBAL ENVIRONMENT		13
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.		
ModuleNo.4: TECHNOLOGICAL ENVIRONMENT		08
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.		
ModuleNo.5: NATURAL ENVIRONMENT		05
Meaning and nature of physical environment. Impact of Natural environment on business.		

Skill Developments Activities:

- 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.

Text Books:

- Dr. K Ashwatappa: *Essentials of Business Environment*
- Sundaram & Black: *The International Business Environment*; Prentice Hall
- Chidambaram: *Business Environment*; Vikas Publishing
- Upadhyay, S: *Business Environment*, Asia Books
- Chopra, BK: *Business Environment in India*, Everest Publishing
- Suresh Bedi: *Business Environment*, Excel Books
- M.Ashikary, *Economic Environment of Business*
- Francis Cherrinulam, *Business Environment*

Note: Latest edition of text books may be used.

Bachelor of Business Administration (BBA)

Course Code: BBA 2.3

Name of the Course: Business Mathematics

No. of Hours per Week	Total No. of Teaching Hours
4 Hrs	52 Hrs

Pedagogy: Classroom's lecture, tutorials, Problem solving.

Course Outcomes: On successful completion of the course, the students will demonstrate

- The Understanding of the basic concepts of business math and apply them to create solve and interpret application problems in business
- Ability to solve problems on various types of equation.
- Ability to solve problems on Matrices and execute the laws of indices, law of logarithm and evaluate them.
- Ability to apply the concept of simple interest and compound interest bills discounted etc. and apply them in day-to-day life.
- Ability to solve problems on Arithmetic progression, Geometric progression and construct logical application of these concepts.

Syllabus:	Hours
Module No. 1: NUMBER SYSTEM	04
Introduction – Natural Numbers - Even Numbers – Odd Numbers – Integers – Prime Numbers – Rational and Irrational numbers, Real Numbers, HCF and LCM (Simple problems).	
Module No. 2: THEORY OF EQUATIONS	08

Introduction – 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 No. 3: INDICIES, MATRICES AND LOGARITHMS	14
Meaning – types – operation on matrices – additions – subtractions and multiplication of two matrices – transpose – determinants – minor of an element – co-factor of an element – inverse – crammers’ rule in two variables – problems. 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 No. 4: COMMERCIAL ARITHMETIC	16
Simple Interest, Compound Interest including yearly and half yearly calculations, Annuities, Ratio’s and proportions, duplicate-triplicate and sub duplicate of a ratio. Proportions: third, fourth and inverse proportion - problems.	
Module No. 5: PROGRESSIONS	10
PROGRESSIONS: Arithmetic Progression - Finding the ‘nth’ term of AP and Sum to nth term of AP. Insertion of Arithmetic Mean Geometric Progression – Finding the ‘nth’ term of GP and sum to ‘nth’ term of GP and insertion of Geometric Mean.	
Skill Developments Activities:	
<ol style="list-style-type: none"> 1. Develop an Amortization Table for Loan Amount – EMI Calculation. 2. Secondary overhead distribution summary using Simultaneous Equations Method. 3. Application of Matrix In Business Problems 	
Text Books:	
<ol style="list-style-type: none"> 1. Saha: <i>Mathematics for Cost Accountants</i>, Central Publishers. 2. R.G. Saha and Others, <i>Methods and Techniques for Business Decisions</i>, VBH 3. Dr. Sancheti and Kapoor, <i>Business Mathematics and Statistics</i>, Sultan Chand 4. Zamarudeen, <i>Business Mathematics</i>, Vikas 5. R.S Bhardwaj, <i>Mathematics for Economics and Business</i> 6. Madappa, mahadi Hassan, M. IqbalTaiyab, <i>Business Mathematics</i>, Subhash 7. G.K .Ranganath, C.S. Sampangiram and Y. Rajaram, <i>Business Mathematics</i> , Himalaya Publishing House. 8. G.R. Veena and Seema, <i>Business Mathematics and Statistics</i> I.K. Intl Publishers 	
Note: Latest edition of text books may be used.	

Name of the Program: Bachelor Business Administration (BBA)

Course Code: G 401 0E 1.2

Name of the Course: People Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	42 Hrs

Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.

Course outcome: On successful completion of the course, student will demonstrate:

1. Ability to examine the difference between People Management with Human resource Management
2. Ability to explain the need for and importance of People Management.
3. Ability to explain role of manager in different stages of performance management process
4. Ability to list modern methods of performance and task assessment.
5. Ability to analyse the factors influencing the work life balance of an working individual.

Syllabus:	Hours
------------------	--------------

ModuleNo.1: INTRODUCTION TO PEOPLEMANAGEMENT	06
---	-----------

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 No. 2: GETTING WORK DONE AND ASSESSMENT AND EVALUATION	11
--	-----------

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 of evaluation of tasks in the organisation. Modern tools of assessment and evaluation of tasks and performance.

Module No. 3: BUILDING PEER NETWORKS AND ESSENTIALS OF COMMUNICATION	12
---	-----------

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.

ModuleNo.4: MOTIVATION	07
-------------------------------	-----------

Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation

ModuleNo.5: MANAGING SELF	06
----------------------------------	-----------

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 Developments Activities:

1. Analyse two cases on any of the above content indicated above.
2. List out the modern tools to performance assessment and evaluation.
3. Conduct a survey of work life balance of working individuals
4. Draft a Career development of working individual in the middle level management.

Text Books:

1. Mc. Shane, Steven L. and Mary Ann Von Glinow, *Organizational Behavior: Emerging Knowledge and Practice for the Real World*. McGraw-Hill, latest edition, ISBN: 0-07-115113-3.
2. Bernardin, H. John and Joyce E. A. Russell, *Human Resource Management: An Experiential Approach*. McGraw-Hill, 6/e. ISBN:0078029163
3. Argyris, C. (1974). *Personality vs. Organization*. *Organizational Dynamics*. Vol. 3. No. 2, Autumn.
4. Blume, B. Baldwin, T. and Ryan, K. (2013). *Communication Apprehension. A barrier to students' leadership, adaptability and multicultural appreciation*. *Academy of Management Learning & Education*, Jun, Vol. 12 Issue 2, p158-172.
5. 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.
6. Goleman, D. (1998). *Working with Emotional Intelligence*. Bantam Books,

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: G401 OE 2.2

Name of the Course: RETAIL MANAGEMENT

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	42 Hrs
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate; <ul style="list-style-type: none">• An understanding of the types and forms of Retail business, Analysis of Retail life cycle. Also help understand the factors influencing present Indian retail scenario.• Ability to examine Consumer Behaviour in various environments and its implication on retailing.• Ability to analyse various Retail operations and evaluate them, also understand the concepts of Market area analysis, Trade area analysis, Rating Plan method and Site evaluation.• Ability to analyse various marketing mix elements in retail operations including Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies Understand the workings of Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – Customer database management system.		
Syllabus:		Hours
ModuleNo.1: INTRODUCTION TO RETAIL BUSINESS		07
Definition – functions of retailing - types of retailing – forms of retail business ownership. Retail theories – Wheel of Retailing – Retail life cycle. Retail business in India: Influencing factors – present Indian retail scenario.		
ModuleNo.2: CONSUMER BEHAVIOUR IN RETAIL BUSINESS		07
Buying decision process and its implication on retailing – Influence of group and individual factors, Customer shopping behaviour, Customer service and customer satisfaction.		
ModuleNo.3: RETAIL OPERATIONS		08
Factors influencing location of Store - Market area analysis – Trade area analysis – Rating Plan method - Site evaluation. Retail Operations: Stores Layout and visual merchandising, Stores designing, Space planning, Inventory management, Merchandise Management, Category Management.		
ModuleNo.4: RETAIL MARKETING MIX		14
Introduction -Product: Decisions related to selection of goods (Merchandise Management revisited) – Decisions related to delivery of service. Pricing: Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Place: Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies. Promotion: Setting objectives – communication effects - promotional mix.		
ModuleNo.5: INFORMATION TECHNOLOGY IN RETAILING		06
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.		

Skill Developments Activities:

1. Draw a retail life cycle chart and list the stages
2. Draw a chart showing a store operation
3. List out the major functions of a store manager diagrammatically
4. List out the current trends in e-retailing
5. List out the Factors Influencing in the location of a New Retail outlet

Text Books:

1. Singh Harjit (2014), "Retail management- A global perspective text & cases", S. Chand & Company Ltd, New Delhi. ISBN: 9788121932073
2. Vedamani Gibson G (2012), "Retail Management- Functional principles & practices", Jaico Publishing House, Mumbai. ISBN: 9788179921517
3. Varley Rosemary & Rafiq Mohammed (2014), "Principles of retail management", Palgrave Macmillan, New York. ISBN: 9780230216983
4. Pradhan Swapna (2012), "Retailing management- Text & cases", Tata McGraw-Hill Education Pvt. Ltd. ISBN: 9781259004919
5. Panchanathan. N & Gnanaguer. R (2008), "Emerging Trends in Retail Management", Anurag Jain for Excel Books, New Delhi.
6. Nair Suja R (2011), "Retail Management", Himalaya Publishing House, Mumbai. ISBN: 1234567160283.

MANAGERIAL ECONOMICS (OEC)		
Course Code: G401 OE 3.2		
Course credits: 3	No. of Hours per week: 3 Hrs	Total No. of Teaching Hours: 42 Hrs
TITLE OF THE PAPER: MANAGERIAL ECONOMICS (OE)		
COURSE OBJECTIVES:		
<ul style="list-style-type: none"> • To acquaint with the basic knowledge on the concept of managerial economics. 		
<ul style="list-style-type: none"> • To understand different market structures within which a firm operates. 		
<ul style="list-style-type: none"> • To enable the students to gain knowledge about the various tools, techniques and concepts of managerial economics. 		
<ul style="list-style-type: none"> • To understand the process of decision making by the consumers and producers. 		
COURSE OUTCOMES:		
<ul style="list-style-type: none"> • To know the basic knowledge of managerial economics. 		
<ul style="list-style-type: none"> • To understand the dynamics of business. 		
<ul style="list-style-type: none"> • To know about the managerial concept of business 		
<ul style="list-style-type: none"> • Helps the consumers and producers to take apt decisions 		
MODULE -1: NATURE AND SCOPE OF MANAGERIAL ECONOMICS: 14 Hours		
Chapter 1: Managerial Economics: Meaning, Definition of Managerial Economics -Nature and Scope of Managerial Economics, Role and responsibilities of a Managerial economist, Economics vs. Managerial Economics.		
Chapter 2: Cost Analysis: Cost Concepts -Cost Output Relations - Short run and Long run cost curves. Mathematical problems.		
Chapter 3: Revenue Analysis: Revenue: meaning, concepts: Total Revenue, Average Revenue and Marginal Revenue.		
MODULE II: PERFECT COMPETITION: 14 Hours		
Chapter 4: -Perfect Competition: meaning and features, Relationship between AR and MR under Perfect competition –Numerical illustration.		
Chapter 5: Price and Output in Perfect Competition: Conditions of equilibrium, Determination of Equilibrium Price and Output - Industry and Firm -Numerical Illustrations, Price- Output Determination in the short run and long run under Perfect Competition		

Chapter 6: Break Even Analysis: Meaning of break even, assumptions, types, Usefulness, Limitations and Numerical Illustration.

MODULE III: IMPERFECT COMPETITION:

14 Hours

Chapter 7: Monopoly: Meaning of imperfect competition. Relationship between TR, AR and MR under imperfect competition. Monopoly: meaning, features, Equilibrium -short run and long run -Price Discrimination -meaning -essential conditions -Equilibrium under Price Discrimination -Price Discounts and Differentials –meaning

Chapter 8: Monopolistic Competition: Meaning-Features -Price Output Determination under Monopolistic Competition.

Chapter 9: Oligopoly: Meaning -Features of Oligopoly, Types of Oligopoly, Kinked Demand Curve Model.

BOOKS FOR REFERENCE

1. Jhingan. M. L, (2016), *Advanced Economic Theory*, 14th Edition, New Delhi. Vrinda Publication, Ltd.
2. Koutsoyiannis, (2016) *Modern Micro Economics*, 2nd Edition, New Delhi. MacMillan Press Ltd.
3. Mithani.M, (2016), *Managerial Economics: theory and Applications*, New Delhi.Himalaya Publishing House
4. Dewett.K.k, (2015) *Modern Economic Theory*, 23rd Edition, New Delhi.Shyamlal charitable Trust
5. Mehta P. L, (2014), *Managerial Economics-Analysis, Problems, Cases*, 20th Revised Edition, New Delhi.Sulthan Chand and sons.
6. Varshney. R.L,Maheshwari K.L, (2014), *Managerial Economics*,22nd Revised Edition, New Delhi: Sultan Chand and sons.
7. Ahuja H.L, (2014), *Advanced Economic Theory*, 20th Edition, New Delhi. S Chand and company Ltd.
8. Kulkarni ABN (2012), *Managerial Economics*, 10th Edition, New Delhi. R.Chand and Co.

