St Aloysius College (Autonomous) Mangaluru

Re-accredited by NAAC "A++" Grade

Course structure and syllabus of

Bachelor of Business Administration (BBA)

(2021-2023 Batch)

&

BBA with Business Analytics

(2023 Batch)

Under NEP Regulations, 2020

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Date: 21-02-2022

NOTIFICATION

Sub: Syllabus of **BBA** under NEP Regulations, 2020.
(As per Mangalore University guidelines)

Ref: 1. Decision of the Academic Council meeting held on 18-12-2021 vide
Agenda No: 6
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. Decision of the Academic Council meeting held on 02-09-2024 vide
Agenda No. 3
5. Office Notification dated 21-02-2022
6. Office Notification dated 17-08-2022
7. Office Notification dated 30-03-2023
8. Office Notification dated 26-09-2023

Pursuant to the above, the Syllabus of **BBA** under NEP Regulations, 2020 which was approved by the Academic Council at its meeting held on 18-12-2021, 09-07-2022, 25-02-2023 & 02-09-2024 is hereby notified for implementation with effect from the academic year **2021-22**.

PRINCIPAL   **REGISTRAR**

To:

1. The Chairman/Dean/HOD.

2. The Registrar Office

3. Library

ST ALOYSIUS COLLEGE (AUTONOMOUS)

Re-accredited by NAAC with 'A++' Grade with CGPA 3.67/4 (Cycle 4)
Recognised as Centre for Research Capacity Building under UGC-STRIDE Scheme
Recognised under 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: 30-03-2023

NOTIFICATION

Sub: Syllabus of **BBA – Business Analytics** under NEP Regulations, 2020.
(As per Mangalore University guidelines)

Ref: 1. Decision of the Academic Council meeting held on 25-02-2023 vide Agenda No: 5
2. Office Notification dated 30-03-2023

Pursuant to the above, the Syllabus of **BBA– Business Analytics** under NEP Regulations, 2020 which was approved by the Academic Council at its meeting held on 25-02-2023 is hereby notified for implementation with effect from the academic year **2023-24**

PRINCIPAL   **REGISTRAR**

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

A meeting of the Board of Study in Business Administration was held on February 20 2023 at 3.00 pm in Administrative Block Conference room and the following Structure and Syllabus was approved.

The following members were present.

Board Members

Subject experts: Dr. Sudhir M
                               Dr. Therese Pereira

Vice Chancellor Nominee: Dr. Parameshwar

Representative from industry / Corporate sector: Mr. Ashith Hegde

Meritorious Alumnus: Ms. Nikita Rao

Student Representative: Mr. Anirudh

Internal Members:
Ms. Claret Pereira
Dr. Arati Shanbhag
Dr. Mamatha
Mr. Chethan Shettigar
Mr. Sonal Lobo
Ms. Vinola Sequeira
Mr. Manoj Fernandes
Ms. Ashitha Pinto
Ms. Preema Tauro
Fr. Felix Victor SJ
Ms. Binni Chan
Ms. Ann Varghese
Ms. Maina D Souza
Mr. Ayush Kottary
Ms. Sahana.
Ms. Sowmya
Ms. Nayanashree

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 Recourse, 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:

	I 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**
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/ **G 401 DC3a.1**	Marketing Management / **Spread Sheet Modelling**	DSCC	4+0+0	60	40	100	4
G 401 OE1.1 G 401 OE2.1 G 401 OE3.1 G 401 OE4.1	**Basic Economics** (for 2022 & 2023 Batch)/ Business organization/ Business Economics (only for 2021 batch)/ Office Organization and Management	OEC	3+0+0	60	40	100	3
G 735 LA1.1	Language – I English	AECC	3+1+0	60	40	100	3
G 736 LA3.1/	Hindi/	AECC	3+1+0	40	60	100	3
G 740 LA7.1/	Additional English/						
G 137 LA2.1/	Kannada/						
G 739 LA8.1/	Konkani/						
G 750 LA6.1/	French/						
G 751 LA5.1/	Malayalam/						
G 707 SB1.1/ G 707 AE1.1	Digital Fluency/ Environmental Studies and Value Education	SEC SB/ AECC	1+0+2	30	20	50	2
G 703 VB1.1	Health, Wellness & Yoga	SEC VB	0+0+2	-	50	50	2
	Total					**700**	**25**

II 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
G 401 DC1.2	Corporate Accounting & Reporting	DSCC	3+0+2	60	40	100	4
G 401 DC2.2	Human Resource Management	DSCC	4+0+0	60	40	100	4
G 401 DC3.2/ G 401 DC4.2/ **G 401 DC4a.2**	**Business Mathematics**/ Business Environment/ **Python Programming**	DSCC	4+0+0	60	40	100	4
G 401 OE1.2 G 401 OE2.2 G 401 OE3.2	**Managerial Economics**/ People Management / Retail Management /	O E C	3+0+0	60	40	100	3
G 735 LA1.2	**Language-I** English	AECC	3+1+0	40	60	100	3
	Language–II	AECC	3+1+0	40	60	100	3
G 736 LA3.2/	Hindi/						
G 740 LA7.2/	Additional English/						
G 137 LA2.2/	Kannada/						
G 739 LA8.2/	Konkani/						
G 750 LA6.2/	French/						
G 751 LA5.2/	Malayalam/						
G 707 SB1.2/ G 707 AE1.2	Digital Fluency/ Environmental Studies and Value Education	SEC SB/ AECC	2+0+0	30	20	50	2
G 703 VB1.2	Co-curricular & Extra Curricular Activities	SEC-VB	0+0+2	-	50	50	2
	Total					**700**	**25**

EXIT OPTION WITH CERTIFICATION

III 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**
G 401 DC1.3	Cost Accounting	DSC	3+0+2	60	40	100	4
G 401 DC2.3/ **G 401 DC2a.3**	Organizational Behavior/ **Data Visualization Through Tableau and Power B I**	DSC	4+0+0	60	40	100	4
G 401 DC3.3/ **G 401 DC3a.3**	Statistics for Business Decisions **Statistics with R**	DSC	3+0+2	60	40	100	4
G 401 OE1.3 G 401 OE2.3 **G 401 OE3.3**	Social Media Marketing Rural Marketing / **Money and Public Finance**	OEC	3+0+0	60	40	100	3
G 735 LA1.3	**Language – I** English	AECC	3+1+0	40	60	100	3
	Language – II						
G 736 LA3.3/	Hindi/	AECC	3+1+0	40	60	100	3
G 740 LA7.3/	Additional English/						
G 137 LA2.3/	Kannada/						
G 739 LA8.3/	Konkani/						
G 750 LA6.3/	French/						
G 751 LA5.3/	Malayalam/						
G 708 SB1.3/ G 711 SB1.3	Artificial Intelligency/ Financial Education and Investment Awareness	SEC SB	1+0+2	30	20	50	2
G 703 VB1.3	Co-curricular & Extra Curricular Activities	SEC-VB	0+0+2	-	50	50	2
Sub –Total (C)						**700**	**25**

IV Semester BBA							
Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
G 401DC1.4	Management Accounting	DSC	3+0+2	60	40	100	4
G 401DC2.4/ **G 401DC3.4** **G 401DC3a.4**	Business Analytics/ **Financial Markets & Services/** **Structured Query Language (SQL)**	DSC	4+0+0	60	40	100	4
G 401DC4.4	Financial Management	DSC	3+0+2	60	40	100	4
G 735 LA1.4	**Language-I** English	AECC	3+1+0	40	60	100	3
	Language–II						
G 736 LA3.4/	Hindi/	AECC	3+1+0	40	60	100	3
G 740 LA7.4/	Additional English/						
G 137 LA2.4/	Kannada/						
G 739 LA8.4/	Konkani/						
G 750 LA6.4/	French/						
G 751 LA5.4/	Malayalam/						
G 708 SB1.4/ G 711 SB1.4	Artificial Intelligency/ Financial Education and Investment Awareness	SEC SB	1+0+2	30	20	50	2
G 701 AE1.4/ OE	Constitution of India & Value Education/ Open Elective	AECC	3+0+0	40	60	100	3
G 704 VB2.4	Co-curricular & Extra Curricular Activities	SEC-VB	0+0+2	-	50	50	2
Sub –Total (D)						**700**	**25**

EXIT OPTION WITH DIPLOMA

Semester V BBA							
Course Code	**Title of the Course**	**Category of Courses**	**Teaching Hours per Week (L + T + P)**	**SEE**	**CIE**	**Total Marks**	**Credits**
G 401 DC1.5 **G 401 DC1a.5**	Production and Operations Management / **Machine Learning and Artificial Intelligence**	DSC	4+0+0	60	40	100	4
G 401 DC2.5	Income Tax -I	DSC	3+0+2	60	40	100	4
G 401 DC3.5	Banking Law and Practice	DSC	4+0+0	60	40	100	4
Elective G 401 DE1a.5/ G 401 DE1b.5/ G 401 DE1c.5	**Elective-1(PAPER 1) Marketing/ Finance/ HRM** Advanced Corporate Financial Management/ Consumer Behavior/ Compensation and Performance Management	DSE – 1	4+0+0	60	40	100	3
Elective G 401 DE2a.5/ G 401 DE2b.5/ G 401 DE2c.5/ **G 401 DE2d.5**	**Elective-2 (PAPER1) Logistics & SCM/ Retailing/ Data Analytics/Social Media Analytics** Financial Analytics / Fundamentals of Retail Management/ Freight Transport Management/ **Social Media Analytics**	DSE - 2	4+0+0	60	40	100	3
G 401 VO1.5 G 401 VO2.5	A. **Information Technology for Business** (Excel & DBMS) B. Digital Marketing	Vocational (Anyone to be chosen)	4+0+0	60	40	100	3
G 710 SB1.5	Employability Skills	SEC-VB	0+0+2	50	50	100	3
Sub –Total (E)						**700**	**24**

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

Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
VI Semester BBA							
G 401 DC1.6	Business Law	DSC	4+0+0	60	40	100	4
G 401 DC2.6	Income Tax-II	DSC	3+0+2	60	40	100	4
G 401 DC3.6 / **G 401 DC3a.6**	International Business/ **Natural Language Processing**	DSC	4+0+0	60	40	100	4
Elective-1 G 401 DE1a.6/ G 401 DE1b.6/ G 401 DE1c.6	**Elective-1 (PAPER2)** **Marketing/ Finance/ HRM** Security Analysis and Portfolio Management/ Advertising and Media Management/ Cultural Diversity at Workplace	DSE -1	4+0+0	60	40	100	3
Elective-2 G 401 DE2a.6/ G 401 DE2b.6/ G 401 DE2c.6/ **G 401 DE2d.6**	**Elective-2(PAPER2)** **Logistics & SCM/ Retailing/ Data Analytics** Marketing Analytics / Retail Operations Management/ Sourcing for Logistics and SCM/ **Big Data Analytics**	DSE -2	4+0+0	60	40	100	3
G 401 VO1.6 G 401 VO2.6	A. **Goods and Services Tax** B. Enterprise Resource Planning Application	Vocational -2 (Anyone to be chosen)	4+0+0	60	40	100	3
G 706 INT1.6	Internship	I -1	4 weeks	-	50	50	2
Sub –Total (f)						**650**	**23**

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A. INTERNSHIP WITH BUSINESS ORGANIZATIONS

Objectives:

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

Guidelines to the institution:

1. Each student will have to work in a Business Organization for three weeks during the vacation between fifth and sixth semester.
2. The entire batch of students to be divided equally among the department faculty members. The faculty members should be the mentors and guide the students in internship process.
3. The students must submit the Certificate for completion of internship by the organization to the college along with a brief report of not less than 25 pages. The report to contain a brief detail of the organization, nature of business, a write up on the learning outcome from the internship carried out by them.

Marks Allocation:

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

ELECTIVE GROUPS AND COURSES:

Discipline Specific Electives – V Semester						
Sl. No	Finance	Marketing	Human Resource Management	Data Analytics	Retail Management	Logistics and Supply Chain Management
Paper-1	Advanced Corporate Financial Management	Consumer Behavior	Compensation and Performance Management	Financial Analytics	Fundamentals of Retail Management	Freight Transport Management

	Discipline Specific Electives – VI Semester					
Sl. No	Finance	Marketing	Human Resource Management	Data Analytics	Retail Management	Logistics And Supply Chain Management
Paper-2	Security Analysis and Portfolio Management	Advertising & Media Management	Cultural Diversity at Workplace	Marketing Analytics	Retail Operation Management	Sourcing for Logistics and SCM

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: 1½ 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.

****

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

- 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 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 pusblishing 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

- 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- 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 Register and Purchase Register, Journal Register, Statement of Accounts, and Balance Sheet**.**

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

- 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   10
CONSUMER BEHAVIOUR

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 OE 1.1

Name of the Course: Basic Economics (OEC)

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

COURSE OBJECTIVES

1) To help students to acquire knowledge of some of the basic concepts, principles and theories of Micro Economics.
2) To understand the consumer behavior in different market situations.
3) 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 14 Hours

FORECASTING:

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, Shyamlal 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.

Course Code: G 401 OE2.1

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:

- 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:

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*. KalyaniPublishers.
5. *Business Organisation & Administration.* Sahitya Bhawan Publications,Agra

(ONLY FOR 2021 BATCH)

Subject Code: G 401 OE 3.1

Corse credits: 3   **No. of Hours per week: 3 Hrs**

Total No. of Teaching Hours: 42 Hrs

Course outcomes: on successful completion of the course, student will demonstrate:

- To acquaint the students with basic concept and objectives of business economics.
- It enables the students to analyse the consumer behaviour in different business situations.
- To stimulate the student's interest by showing the relievable and use of various economic theories.
- To apply economic reasoning to problems of business.
- To know about the economics concept of business

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

Syllabus:

Module No.1: Nature and Scope of Business Economics: 10 Hrs

 Business Economics- meaning, definition, nature and Scope of Business economics, Role and responsibilities of a business economist, Economics vs. Business Economics.

Module No.2: Utility and Consumer surplus: 10 Hrs

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. Indifference Curve – meaning, definition, -indifference curve, map-Properties.

 Module No.3: Theory of Demand and Demand forecasting: 12 Hrs

Meaning of demand, Demand determinants, Law of demand, forces behind the demand curve - Exceptions to the law of demand. The elasticity of demand –meaning, kinds, degrees of price elasticity of demand with diagram. Demand forecasting: Meaning, Methods of demand forecasting. Mathematical problems related to demand forecasting; Profit planning –importance of profit planning.

Module No.4: Production and Supply analysis   **10 Hrs**

Production –meaning –factors –features –production possibility curve- mathematical problems -shifts –isoquant –properties. Supply analysis- Meaning –determinants of supply –law of supply –elasticity of supply. Market equilibrium.

Text Books:

- Aryasri and Murthy: *Business Economics*, Tata Mcgraw Hill.

- HL Ahuja, Business *Economics*, S.Chand

- Mithani: *Fundamentals of Business Economics*, Himalaya

- Lipsey, R.G. and K.A. Chrystal (2011), *Principles of Economics* (IX Ed.) Oxford: University Press.

- Ramsfield, E. (2012), *Micro Economics* (IX edition). New York: W.W Norton and company.

- Ray, N.C. (2014), an *Introduction to Microeconomics*. New Delhi: Macmillan Company of India Ltd.

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

Course Code: G 401 OE 4.1

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

a) An understanding of basic knowledge of office organisation and management

b) Demonstrate skills in effective office organisation

c) Ability to maintain office records

d) Ability to maintain digital record.

e) Understanding of different types of organisation structures and responsibilities as future office managers.

Syllabus: **Hours**

ModuleNo.1: FUNDAMENTALS OF OFFICE MANAGEMENT **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: **07**

ADMINISTRATIVE ARRANGEMENT AND FACILITIES

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, Color 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

ModuleNo.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   09
PROCESSING

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 Program: Bachelor of Business Administration (BBA)

Course Code: G 401 DC 1.2

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

- 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).

ModuleNo.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)

ModuleNo.5:   CORPORATE FINANCIAL REPORTING   10
PRACTICES

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.

List out the accounting policies in annual report of the company

Text Books:

1. Maheshwari, S.N. and S. K. Maheshwari; 2007An 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, 2008Advanced 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.

Course Code: G401 DC 2.2

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

- 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 **08**
             MANAGEMENT

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 **14**
& SELECTION

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   10
COMPENSATION**

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 &   14
             TRANSFERS**

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   06
             PSYCHOLOGICAL CONTRACT**

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 McGrow 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.

Bachelor of Business Administration (BBA)

Course Code: G 401 DC 3.2

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

a) The Understanding of the basic concepts of business math and apply them to create solve and interpret application problems in business

b) Ability to solve problems on various types of equation.

c) Ability to solve problems on Matrices and execute the laws of indices, law of logarithm and evaluate them.

d) Ability to apply the concept of simple interest and compound interest bills discounted etc. and apply them in day-to-day life.

e) 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:

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:

1. Saha: *Mathematics for Cost Accountants*, Central Publishers.
2. R.G. Saha and Others, *Methods and Techniques for Business Decisions*, VBH
3. Dr. Sancheti and Kapoor, *Business Mathematics and Statistics*, Sultan Chand
4. Zamarudeen, *Business Mathematics*, Vikas
5. R.S Bhardwaj, *Mathematics for Economics and Business*
6. Madappa, mahadi Hassan, M. IqbalTaiyab, *Business Mathematics*, Subhash
7. G.K .Ranganath, C.S. Sampangiram and Y. Rajaram, *Business Mathematics* , Himalaya Publishing House.
8. G.R. Veena and Seema, *Business Mathematics and Statistics* I.K. Intl Publishers

   Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)
Course Code: G401 DC 4.2
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

- 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   **13**
ENVIRONMENT

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:   TECHNOLOGICALENVIRONMENT   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:
   a) List out key features of recent Monetary policy published by RBI impacting businesses.
   b) Give your observation as to how technology has helped society.
   c) Draft Five Forces Model for Imaginary business.
   d) Identify the benefits of Digital transformation in India.

   Text Books:

   1. Dr. K Ashwatappa: *Essentials of Business Environment*

   2. Sundaram & Black: *The International Business Environment*; Prentice Hall

   3. Chidambaram: *Business Environment*; Vikas Publishing

   4. Upadhyay, S: *Business Environment*, Asia Books

   5. Chopra, BK: *Business Environment in India*, Everest Publishing

   6. Suresh Bedi: *Business Environment*, Excel Books

   7. M.Ashikary, *Economic Environment of Business*

   8. Francis Cherrinulam, *Business Environment*

   Note: Latest edition of text books may be used.

MANAGERIAL ECONOMICS (OEC)

Course Code: G401 OE1.2

Course credits: 3   **No. of Hours per week: 3 Hrs**

Total No. of Teaching Hours: 42 Hrs

COURSE OBJECTIVES:

- To acquaint with the basic knowledge on the concept of managerial economics.
- To understand different market structures within which a firm operates.
- To enable the students to gain knowledge about the various tools, techniques and concepts of managerial economics.
- To understand the process of decision making by the consumers and producers.

COURSE OUTCOMES:

- To know the basic knowledge of managerial economics.
- To understand the dynamics of business.
- To know about the managerial concept of business
- 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*, 14thEdition, 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*, 20thRevised 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.

Course Code: G 401 OE 2.2

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   11
**   AND EVALUATION**

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   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 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;

- 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   07
BUSINESS**

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   06
RETAILING**

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.

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

Course Code: G 401. DC 1.3

Name of the Course: COST ACCOUNTING

Course Credits: 4 Credits　　　　**No. of Hours per Week: 5 Hours**

No. of Teaching Hours: 56 Hours

Pedagogy: Classrooms lecture, tutorials, and Problem Solving.

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

- Understand the elements of costing and preparation of cost sheet.
- The ability to prepare material requisitions and management of store.
- The ability to compare and contrast labour /employee cost techniques.
- Ability to differentiate kinds of overhead costing.
- Ability to reconcile the cost.

Module No. 1: INTRODUCTION TO COST ACCOUNTING　　　　12 HOURS

Introduction: Meaning, Objectives, Importance and Uses of Cost Accounting, Functions of Cost Accounting Department in an Organization, Difference between Cost Accounting and Financial Accounting, Various elements of Cost and Classification of Cost; Cost Object, Cost Unit, Cost Driver, Responsibility Centers; Cost Reduction and Cost Control; Methods and Techniques of Costing(Meanings only): Use of IT in Cost Accounting; Limitations of Cost Accounting: Cost Sheet: Meaning and Cost Heads in a Cost Sheet, Presentation of Cost information in Cost Sheet/Statement- Problems on Cost Sheet, Tenders and Quotations.

Module No. 2: MATERIALS COST　　　　　　　　　　12 HOURS

Materials: Meaning, Importance and Types of Materials - Direct and Indirect Material. Materials Procurement: 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); Material Storage and Records: Duties of Store keeper, Store records- (Bin cards, Stores Ledger, Stock Control Cards); Material Issues and Valuation: Procedure for material issues, Documents used in material issues- (Material Requisition Note, Material Transfer Note, Materials Return Note); Valuation of material issues-preparation of Stores Ledger/ Account - FIFO, LIFO, Simple Average Price and Weighted Average Price Methods- problems.

Inventory Control: Inventory control techniques and determination of various stock levels- Problems on Level Setting and Computation of EOQ; ABC Analysis, FSN Inventory, VED Inventory, HML Inventory, Physical Control- Two-Bin system, KANBAN, JIT Inventory Management technique, Perpetual Inventory system (Concepts only).

Module No. 3: EMPLOYEE COST (LABOUR COST)   10 HOURS

Employee Cost: Meaning, Components, Classification and Importance of Employee (Labour) Cost in Organisations; 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 (Payment of Wages and Incentives) Problems on calculation of earnings under Time Rate (Straight time rate, Halsey and Rowan Methods) and Piece rate systems (Straight piece rate and Taylor's differential piece rate); Employee Turnover Meaning, Reasons and Effects of LTO/ETO.

Module No. 4: OVERHEADS   12 HOURS

Overheads: Meaning and Classification of Overheads; Accounting and Control of Manufacturing Overheads: Estimation and Collection, Cost allocation. Apportionment, Re-apportionment and Absorption of Manufacturing Overheads; Problems on Primary and Secondary distribution and Secondary distribution using Reciprocal Service Methods only (Repeated Distribution Method and Simultaneous Equation Method); Accounting and Control of Administrative, Selling and Distribution overheads; Absorption of overheads: Meaning and Methods of Absorption of overheads; Problems on Machine hour rate

Module No. 5: RECONCILIATION OF COST AND FINANCIAL ACCOUNT   10 HOURS

Reasons for differences in Profits under Financial and Cost Accounts; Procedure for Reconciliation-Ascertainment of Profits as per Financial Accounts and Cost Accounts and Reconciliation of Profits of both sets of Accounts - Preparation of Reconciliation Statement - Problems.

Skill Developments Activities:

- Collection and classification of overheads of 2 industries.
- List out the materials used in 5 industries.
- Identify the cost elements of a product in a manufacturing unit.
- List the documents required in Inventory Management.
- Demonstrate the valuation of inventory using any one method of pricing material issues.

BOOKS FOR STUDY AND REFERENCE

1. Adiga K S (2013) *Cost and Management Accounting*, Udupi: Shubha Prakashana.

2. Arora M N (2009) *Essentials of Cost Accounting*, New Delhi: Vikas Publishing House Pvt Ltd.

3. Banerjee Bhabatosh (2011) *Cost Accounting Theory and Practices*, New Delhi: PHI learning Pvt Ltd.

4. Gupta S P (2002) *Management Accounting*, Agra: Sahitya Bhavana.

5. Jain S P and Narang K L (2013) *Cost Accounting Principles and Practices*, New Delhi: Kalyani publishers.

6. Jawaharlal and Shrivatsava Seema (2009) *Cost Accounting,* Noida: Mc Graw-Hill Education (India) Ltd.

7. Khan M Y and Jain P K (2000) *Theory and Problems of Management and Cost Accounting*, Noida: Mc Graw-Hill Education (India) Ltd.

8. Raman B S (2014) *Cost Accounting*, Mangalore: United Publishers.

9. Tukaram Rao (2004) *Cost and Management Accounting*, New Delhi: New Age International (P) Ltd Publishers.

10. Tulsian P C (2011) *Introduction to Cost Accounting*, New Delhi: Sulthan Chand and Sons.

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

Course Code: G 401. DC 2.3

Name of the Course: ORGANIZATIONAL BEHAVIOR

Course Credits -4 Credits   No. of Hours per Week -4 Hrs

Total No. of Teaching Hours -56 Hrs

Pedagogy: Classrooms lecture, tutorials, and Problem Solving.

Course Outcomes:

On successful completion of the course, the Students will demonstrate:

• To recall role of OB in business organization.

• Able to understand group dynamics in an organization.

• Able to understand the change management.

• Able to construct the process of organizational development.

• Ability to understand the kinds of Interventions in OB.

Module No. 1: ORGANIZATIONAL BEHAVIOUR AND FOUNDATIONS OF INDIVIDUAL BEHAVIOUR   10 hrs

Organization Behavior– Meaning, Definition of OB, Importance of OB, Foundations of OB. Individual Behavior - Personal Factors, Environmental Factors, organization systems and resources Personality-Meaning, Nature, Determinants and Traits of Personality

Perception- Meaning, Factors influencing perception, Perceptual Process, Perceptual Errors, Managing Perceptions.

Module No. 2: GROUP AND TEAM DYNAMICS   8 hrs

Group Dynamics-meaning, Types of Group, Development of Groups- Stages of Group Development, Determinants of Group Behavior, Team Dynamics- meaning, Types of Teams: Conflict-sources of conflict and ways of resolving conflict, managing interpersonal relationships

Module No. 3: CHANGE MANAGEMENT   10 hrs

Introduction to Change Management: OD and Change, Importance and Nature of Planned Change; Theories of Planned Change - Action Research Model, Kurt Lewin's Change Model

Introducing Change Effectively: Basic steps, Factors Influencing Change - Resistance to Change, Overcoming Resistance to Change; Empowering People to Manage Change, Activities Contributing to Effective Change Management

Strategies for Effecting Change: Empirical–Rational strategies, Normative - Re-Educative Strategies of Changing, Power - Coercive Strategies (Meanings only).

Module No. 4: LEARNING & PERCEPTION   12 hrs

LEARNING & PERCEPTION Learning: Meaning, nature of learning, how learning occurs, principles of learning, learning and OB. Perception- Meaning, Nature and importance, Principles and factors in perception, Process of perception, Distortion in perception. Learning Outcome: To examine those elements of the cognitive process that contributes to employee behaviour.

Module No. 5: CONFLICTS, POWER AND POLITICS   16 hrs

Conflict-Intrapersonal, Interpersonal, Inter-group conflicts, Resolution of conflicts [TA, Life position, Johari Window. Power-Definition, Dynamics, Types, Acquisition of power, Power tactics. Politics-Concepts, reasons for organisational politics, managing organisational politics. Learning Outcome: To explain the how organizational culture could result in Conflicts, acquisition of power and positive or negative politics.

Skill Developments Activities:

1. How leader make a difference - Case incident

2. Using personality Tests to improve communication- Case Incident 3. ―I Love My Work‖ – Case Incident

4. Games people Play – Case Incident

Text Books:

1. Fred Luthans, Organizational Behaviour. McGraw Hill

 2. Robbins, Organizational Behaviour, International Book House.

3. John W. Newstrom and Kieth Davis, Organizational Behaviour, McGraw Hill.

4. K. Aswathappa, Organizational Behaviour, HPH.

 5. Appanniah and, Management and Behavioural Process, HPH

 6. Sharma R.K and Gupta S.K, Management and Behaviour Process, Kalyani Publishers.

7. Rekha and Vibha – Organizational Behavioural, VBH.

8. P.G. Aquinas Organizational Behavior, Excel Books

9. M. Gangadhar. V.S.P.Rao and P.S.Narayan, Organizational Behaviour

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

Course Code: G 401. DC 3.3

Name of the Course: Statistics for Business Decisions

Course Credits: 4 Credits   No. of Hours per Week: 4 Hrs

Total No. of Teaching Hours 56 Hrs

Pedagogy: Classrooms lecture, tutorials, and Problem Solving

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

- To understand the requirements of statistical framework
- To construct and visualize the data.
- To determine the data adequacy for analysis.
- To Review the data by using various tools.
- To understand and analyze the impact of probability.

Module No. 1: INTRODUCTION TO STATISTICS 12 hours

Introduction — Meaning, Functions and Uses of Statistics; Collection of Data - Techniques of Data Collection — Census Technique and Sampling Technique (Concepts). Classification: Meaning, and Methods of Classification of Data, Tabulation: Meaning, Parts of a Table — Simple problems on Tabulation; Diagrammatic Presentation: Bar Diagrams — Simple Bars, Multiple Bars, Percentage Sub-divided Bar Diagram; Two Dimensional Diagrams — Pie Diagram.

Module No. 2: MEASURES OF CENTRAL TENDENCY AND DISPERSION   14 hours

Measures of Central Tendency: Calculation of Arithmetic Mean, Median and Mode for Individual, Discrete and Continuous Series — Problems; Empirical relation between Mean, Median and Mode.

Measures of Dispersion: Absolute and Relative measures of Range, Quartile deviation, Standard Deviation in Individual, Discrete and Continuous Series — Problems

Measures of Skewness: Calculation of Karl Pearson's (Uni-modal) and Bowley's Coefficient of Skewness

Module No. 3: CORRELATION AND REGRESSION ANALYSIS   10 hours

Correlation Analysis - Meaning, Types of Correlation, Calculation of Karl Pearson's Coefficient of Correlation, Computation of Probable Error, Spearman's Rank Coefficient of correlation problems. Regression Analysis — Concept of Regression, Regression equations- Problems

Module No. 4: TIME SERIES ANALYSIS   **10 hours**

Meaning, Components, fitting a straight-line trend using Least Square Method (Problems where EX=O only), calculation and estimation of trend values.

Module No. 5: INDEX NUMBERS   **10 hours**

Index number, Construction of Index number, Methods of Index number - simple aggregate method, Weighted method (Laspeyres, Paashes, Marshal - Edgeworth Fishers Ideal Index number). Tests of Adequacy (Unit test, TRT, FRT, Circular test, Consumer Price Index number

Skill Developments Activities:

a)   Data Visualization practical session Using Table/Power BI.

b)   Execute Average, Variance, Standard Deviation, CV, Covariance using Excel.

c)   Execute and Analyse Regression Model using Excel,

d)   Practical session on Time series models using GRETL

e)   Collect past years' Indian consumer price index data (as of the current base year) and analyse its impact on any macroeconomic indicator.

Text Books:

1.   S P Gupta: Statistical Methods- Sultan Chand and Sons

2.   Dr. B N Gupta: Statistics, Sahithya Bhavan

3.   S.C Gupta: Business Statistics, HPH

4.   N.V.R Naidu: Operation Research I.K. International Publishers

5.   Elhance: Statistical Methods, Kitab Mahal

6.   Sanchethi and Kapoor: Business mathematics, Sulthan Chand

7.   Veerachamy: Operation Research I.K International publishers

8.   S.Jayashankar: Quantitative Technique for Management

9.   Chikoddi and Satya Prasad:Quantitative analysis for business management ,HPH

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

Course Code: G 401 OE 1.3

Name of the Course: Social Media Marketing (OEC)

Course Credits: 3 credits   No. of Hours per Week: 3hours

Total No. of Teaching Hours: 42 Hours

Pedagogy: Classrooms lecture, tutorials, and Problem Solving.

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

• Define social media marketing goal setting 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.

Module No. 1: Social Media Introduction   08

Introduction to social media, how to build a successful Social Media Strategy, Goal setting, Overview of Global E-Marketing Issues, Country and Market Opportunity Analysis, User engagement on social networks; Social advertising; Social, media analytics; Impact of online reputation; Social Technology and its marketing influence in India.

Module No. 2: Facebook -Instagram marketing   10

Exploring the use of a Facebook page, Facebook Ad campaign, Facebook groups,

Hashtags, Instagram, creating automation for Instagram, Audience Insights, page Insights, exploring the various IG content types, setting a theme and flow on Instagram, and generating Leads.

Module No. 3: Twitter Marketing   08

Creating a Twitter account, optimizing a page, content types, posting contents, Integrating a personal brand on Twitter, Twitter Analytics & Ads, post assistants and automation for Twitter.

Module No. 4: YouTube marketing   08

YouTube marketing, creating a you tube channel, posting content, you tube analytics,

Google Pages for YouTube Channels, Video Flow, Verify Channel, Webmaster Tool – Adding Asset.

Module No. 5: Search Engine Optimization-Recent trends and Challenges   08

Search Engine Optimisation (SEO) Introduction, Understanding SEO, User Insights, Benefits and Challenges, Content Marketing, Traditional Media vs Social Media, recent trends and challenges in Social Media marketing.

Skill Developments Activities:

a)   Prepare Facebook Page in your name.

b)   Open a YouTube channel.

c)   Create a blog and write an article on Climate change.

d)   Create a search engine optimization (SEO) dashboard.

Text Books:

•   Annmarie Hanlon (2022), Digital Marketing Strategic Planning & Integration,2nd Edition, SAGE Publications Ltd.

•   Matt Golden (2022), Social Media Marketing, 1st Edition, Bravex Publications.

•   Simon Kingsnorth (2022), The Digital Marketing Handbook: Deliver Powerful Digital Campaigns, 1st Edition, Kogan Page.

•   Melissa Barker, Donald I. Barker, Nicholas F. Bormann and Debra Zahay (2016), Social Media Marketing: A Strategic Approach, 2nd Edition, Cengage Learning.

•   Tracy L. Tuten and Michael R. Solomon, (2016), Social Media Marketing, 2nd Edition, Sage Publications India Private Limited.

Course Code: G 401 OE 2.3

Name of the Course: Rural Marketing (OEC)

Course Credits: 3 Credits   No. of Hours per Week: 3 Hrs

Total No. of Teaching Hours: 42 Hrs

Pedagogy: Classrooms lecture, tutorials, and Problem Solving.

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

•   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 behavior.

•   Design a Pricing Strategy that suits the characteristics of rural products and the stage in the product life cycle.

•   Formulate the appropriate marketing communication and rural distribution channel plans to promote and deliver the rural products.

•   Appraise the recent trends in Rural marketing and the application of digital technology in rural marketing.

Module No. 1: Introduction to Rural Marketing   08

Nature and scope of rural marketing, rural vs urban markets, concepts and classification of rural markets, rural marketing environment: rural population, occupation pattern, income generation, location of the rural population, expenditure pattern, literacy level, land distribution, land use pattern, irrigation, development programs, infrastructure facilities.

Module No. 2: Rural Consumer Behavior   08

Consumer buying behavior in rural markets, factors affecting consumer behaviour, rural consumer buying process, the rise of rural consumerism. Market segmentation - Bases for segmenting rural consumer markets.

Module No. 3: Rural Product and Pricing Strategy   08

Rural product, Rural product classification, product life cycle, Product Life Cycle strategies in rural markets, New Product Development in rural markets, Branding for rural markets. Pricing for rural markets - Factors and strategies.

Module No. 4: Rural Distribution and Communication Strategy   08

Wholesaling and retailing in the rural market, rural mobile traders, rural distribution models- FMCG companies, durable companies, Service organizations, emerging distribution models. Rural communication strategy, challenges in rural Communication, creating promotion mix for rural audiences: advertisement, sales promotion, publicity.

Module No. 5: Regulations and Recent Trends in Rural Marketing   10

Regulated market, Regulated Market in India, Future of Regulated Markets in India, Role of Govt in Developing rural marketing, Public Distribution Systems (PDS), Food Corporation of India, Self Help Groups (SHG's). Agricultural Credit Policy, Digitalizing rural India, online marketing reach in the rural market, recent trends in packing, labelling, grading, transporting, order processing, payment methods, storage and warehousing and corporate farming.

Skill Developments Activities:

a)   Prepare a Product life cycle for a Rural product

b)   Select a Rural Product and conduct a Consumer Satisfaction Survey

c)   Prepare an advertisement copy for a rural product

d)   Visit an APMC Yard/Mandi's and prepare a report on any one Agri product pricing.

Text Books:

- Debarun Chakrabaorty and Soumya Kanti Dhara, et al. (2021), Rural Marketing India: Texts and Cases, 1st Edition Atlantic Publishers and Distributors Pvt Ltd.

- Acharya SS and Agarwal NL (2019), Agricultural Marketing in India, 6th Edition, Oxford & IBH Publishing Co Pvt Ltd.

- Dinesh Kumar and Punam Gupta (2019), Rural Marketing), 1st Edition, SAGE Publications India Pvt Ltd.

- C. G. Krishnamacharyulu (2010), Rural Marketing: Text and Cases, 2nd Edition, Pearson India Education Services Pvt Ltd.

- T.P.Gopalaswamy (2009) Rural Marketing-Environment, Problems and Strategies, 3rd Edition, Vikas Publishing House.

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

Course Code: G401 OE 3.3

Title of the Course: MONEY AND PUBLIC FINANCE –OPEN ELECTIVE

3 hours per week   **Total Hours 42 Hrs.**

COURSE OBJECTIVES:

•   To enable the students to understand the basic concepts of money and functioning of the money market.

•   To familiarize students with the basic concepts of public finance, day to day fiscal management, the efficiency, equity aspects of taxation of the centre, state and the local governments.

COURSE OUTCOMES:

•   Understand the meaning of public finance or government finance; its nature, subject matter, explain the differences between public finance and private finance and differentiate between the public and private goods

•   Classify the public revenue and its various sources; revenue receipts and non-revenue receipts, understand the tax and no-tax revenues, the causes of increasing public expenditure in the modern economies

•   Explain the varying effects of public expenditure on the economy and role of public expenditure in a developing economy

•   Understand the various sources of government borrowing and the reasons behind the growing public debt, describe how the debt is repaid, the role of public debt in developing countries.

MODULE: 1 -THEORY OF MONEY: 14 Hours

Chapter 1: Money: Meaning, definition, functions and classification –money and near money, crypto currency and other classification.

Chapter 2: Demand and Supply of Money: Demand for money-determinants and theories of demand. Supply of money: determinants; RBIs measure of money supply, high -powered money and money multiplier.

Chapter 3: Value of Money: Meaning and theories –The quantity theory of money-Fishers Theory and Cambridge equation.

MODULE: II- NATURE AND SCOPE OF PUBLIC FINANCE: **14 Hours**

Chapter 4: Public Finance: Meaning, Definition, Nature and Scope of Public Finance, Distinction between Private and Public Finance,

Chapter 5: Maximum Social Advantage: Principles of Maximum Social Advantage, Private goods versus public goods. Externalities and market failures.

Chapter 6: Public Revenue: Meaning, Sources of Public Revenue, Taxes–Meaning, Merits and Demerits of direct and indirect taxes, GST- Concept, Need and Impact, Taxable Capacity: meaning and Factors influencing taxable capacity.

MODULE: III -PUBLIC EXPENDITURE AND PUBLIC DEBT: **14 Hours**

Chapter 7: Public Expenditure: Meaning-types - Growth of Public Expenditure – Causes, Canons of Public Expenditure, And Wagner's Law.

Chapter 8: Public Debt: Meaning, Need, Types of Public Debt; Public debt Redemption: meaning and methods of public debt redemption.

Chapter 9: Fiscal Policy: Meaning of Budget –Components of Budget and Concepts of Deficits in Budget; Types of Budget – Fiscal Policy – Objectives and Tools of Fiscal Policy – Deficit Financing.

SKILL DEVELOPMENT

1.   Prepare a report of impact of indirect tax on citizens.

2.   Prepare a budget and analyse budget over different heads.

3.   Prepare policy implications of different institutions and its impact.

4.   Prepare a schedule of expenditure with the given revenue generated in a country.

5.   Prepare a report by examining the financial reports of central, state and local bodies.

Books for Reference:

1.   Bhatia, H.L, (2020), Public Finance, 30th Ed., New Delhi, Vikas Publishing House Private Limited.

2.   Musgrave A, Richard, (2017), Public Finance in Theory and Practice, 5thEdition, McGraw Hill Edition.

3.   Lekhi, R.K., (2016), Public Finance, 11th Edition, Ludiana ,KalyaniPulishers,

4.   M Girija, N Kruparani, R Cauvery, U K SudhaNayak& R Meenakshi,(2015), Public Finance,New Delhi, S. Chand Publishing.

5.   Singh S.K., (2014), Public Finance in Theory and Practice, RevisedEdition,New Delhi, Sulthan Chand and Sons.

6.   Tyagi B.P, (2013) Public Finance, 55th ED, Meerat, Jai Prakash Nath Publications.

7.   Sundharam, K.P.M (2004) Money, Banking, Trade and Finance, 29th Ed, New Delhi, Sulthan Chand and Sons.

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

Course Code: G 401 DC 1.4

Name of the Course: MANAGEMENT ACCOUNTING

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 CREDITS	5 HOURS	56 HOURS

Pedagogy: Classrooms lecture, tutorials, and Problem Solving.

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

- Able to understand the concept of Management Accounting.
- To Understand and recall ratios and apply the same on given case.
- To construct cash flow statement.
- Should be able to apply Marginal cost rations to make business decisions.
- Student should be able to analyze business problems through applications.

Module No. 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, Relationship between Cost Accounting and Management Accounting, advantages and limitations of Management.

Module No. 2: RATIO ANALYSIS   14 HOURS

Introduction-Meaning and Definition of ratio, Meaning of Accounting ratio, and Ratio Analysis – Uses and Limitations -Classification of ratios- Liquidity ratios, Profitability ratios and Solvency ratios. Problems on conversion of financial statements into ratios and Ratios into financial statements.

Module No. 3: CASH FLOW ANALYSIS   12 HOURS

Meaning and Definition of Cash Flow Statement-Concept of Cash and Cash Equivalents – Uses of Cash Flow Statement – Limitations of Cash Flow Statement-Differences between Cash Flow Statement and Fund Flow Statement – Provisions of Ind. AS-7. Procedure for preparation of Cash Flow Statement-Cash Flow from Operating Activities – Cash Flow from Investing Activities and Cash Flow from Financing Activities – Preparation of Cash Flow Statement according to Ind. AS7.

Module No. 4: MARGINAL COSTING   **12 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 problems.

Decision Making-Make or Buy, Sales Mix Analysis, Profitability Planning, Production Planning, Level of Activity Planning-problems on decision making.

Module No. 5: STANDARD COSTING   **10 HOURS**

Meaning & Definition of Standard Cost and Standard Costing – Advantages & Disadvantages of Standard Costing -preliminaries in establishing system of standard costing- Variance Analysis – Material Variance, Labour Variance and Overheads Variance – Problems on Material Variances and Labor Variances only.

Skill Developments Activities:

- Collect the financial statement of a company and calculate important ratios.
- Collect the annual report of a company and analyse the cash flow statement.
- Prepare a Break-even-chart with imaginary figures.
- Prepare a flexible budget using imaginary figures of at least three levels.
- Draft the chart of various total cost variances.

BOOKS FOR STUDY AND REFERENCE

1. Adiga K S (2013) *Cost and Management Accounting*, Shubha prakashana.

2. Sexana T S (2015) *Advanced Cost and Management Accounting*, Sultan Chand and Sons.

3. Gupta S P (2002) *Management Accounting*, Agra: Sahitya Bhavana.

4. Muniraju M and Ramachandra K(2011) *Management Accounting*, Himalaya publishing house

5. Sharma and Gupta (2017), *Management Accounting*, Kalyani Publishers

6. Khan M Y and Jain P K (2000) *Theory and problems of management and cost accounting*, Noida: Mc Graw-Hill Education (India) Ltd.

7. Reddy P N and Appanaiah (2009), *Essentials of Management Accounting*, Himalaya publishing house.

8. Pandey I M (2003) *Management Accounting- A planning and control approach*, Noida: Vikas publishing house Pvt Ltd.

9. Raman B S (2014), *Cost Accounting*, Mangalore: United publishers.

10. Tukaram Rao (2004), *Cost and management accounting*, New Delhi: New Age International (P) Ltd publishers.

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

Course Code: G 401 DC 2.4

Name of the Course: Business Analytics

Course Credits	No. Of Hours per Week	Total Teaching Hours
4 Credits	4 Hours	56 Hours

Pedagogy: Classrooms lecture, tutorials, and Problem Solving

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

• Able to understand Data Types and storage of Data.

• To understand types of analytics and data models.

• To demonstrate visualization of data.

• To recall the data mining and processing of data.

• Able to understand concepts of different analytics model.

Syllabus   **Hours**

Module No. 1: INTRODUCTION TO BUSINESS ANALYTICS   **12**

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.

Module No. 2: ROLE OF DATA IN THE ORGANIZATION   **10**

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. Data warehouse, Data mining, Data Integration – What, need, advantages, approaches of Data integration, Data profiling.

Module No. 3: TOOLS USED FOR DATA ANALYTICS   **12**

Introduction to data analytics software – Types of data analytics software – open source and proprietary software.

Lab sessions:

R, JAMOVI, GRETL, Python: Installation of software –Installation of packages / library - Importing of data – Saving of data –Run descriptive Statistics – Interpret result – plotting of charts – inferences of chart. (Using all the four specified softwares).

Module No. 4: DATABASE ORIENTATION   **12**

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, TCL Commands – Commit, Roll Back, Save point. Aggregate Functions, Relational Algebra.

Module No. 5: DATA VISUALIZATION USING TABLEAU (PUBLIC   10 VERSION)

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 Developments Activities:

1. Prepare tree map chart using Tableau.

2. Run a descriptive statistic using R and Python software.

3. Execute a summary chart in JAMOVI.

4. Execute DCL and TCL Command in SQL.

Text Books:

1. Banerjee, T & Banerjee, A. *Business Analytics: Text and Cases*, Sage Publication

2. Kumar, U D. *Business Analytics*, Wiley

3. James R. E. *Business Analytics*, Pearson

4. Acharya, S & Prasad, R N. *Fundamental of Business Analytics*, (2ed) Wiley.

5. Albright & Winston, *Business Analytics: Data Analysis and Decision Making*, Cengage Learning.

6. Swain Scheps, *Business Intelligence for Dummies*.

7. Rick Sherman, *Business Intelligence Guidebook: From Data Integration to Analytics*.

8. Cindi Howson. *Successful Business Intelligence*: *Unlock the Value of BI & Big Data* (2ed).

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

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

Course Code: G 401 DC 3.4

Name of the Course: Financial Markets & Services

Course Credits	No. Of Hours per Week	Total Teaching Hours
4 Credits	4 Hours	56 Hours

Pedagogy: Classrooms lecture, tutorials, and Problem Solving

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

• To able to recall concepts of financial system.

• Able to differentiate the roles of financial institutions.

• Able understand concept of financial services.

• To understand the trading process of Instruments.

• Able to Summarize the concept of stock market.

Syllabus	Hours

Module No. 1: OVERVIEW OF FINANCIAL SYSTEM   **12**

Financial System – Features, Constituents of Financial System; Financial Institutions; Financial Services; Financial Markets and Financial Instruments.

Module No. 2: FINANCIAL INSTITUTIONS   **10**

Characteristics of Financial Institutions, Broad Categories – Money Market Institutions and Capital Market Institutions. Objectives and Functions of Industrial Finance Corporation of India, Industrial Development Bank of India, State Financial Corporations, Industrial Credit and Investment Corporation of India, EXIM Bank of India, National Small Industrial Development Corporation, National Industrial Development Corporation, RBI Measures for NBFCs.

Module No. 3: FINANCIAL SERVICES   **12**

Financial Services – Meaning, Objectives, Functions, Characteristics; Types of Financial Services - Merchant Banking – Functions and Operations, Leasing, Mutual Funds, Venture Capital & Credit Rating.

Module No. 4: FINANCIAL MARKETS AND INSTRUMENTS   **12**

Meaning and Definition, Role and Functions of Financial Markets, Constituents of Financial Markets; Money Market Instruments, Capital Market and Instruments; SEBI guidelines for Listing of Shares and Issue of Commercial Papers.

Module No. 5: STOCK MARKETS   **10**

Introduction - Functions of Stock Exchange; Stock Market Operations - Trading, Settlement and Custody (Brief discussion on NSDL & CSDL); Brief discussion of BSE, NSE and OTCEI

Skill Developments Activities:

- Visit any financial institution and prepare a report regarding its structure, functions and performance.
- Analyze the ratings given by any credit rating agency, for at least 5 companies.
- Conduct a mock stock-trading session and record the outcome.
- Identify a company of your choice and record its share prices for one month.

Text Books:

1. L.M. Bhole, *Financial Institutions & Markets,* McGraw Hill

2. Khan, M.Y, *Indian Financial System*, McGraw Hill

3. Sharma, Meera, *Management of Financial Institutions,* Eastern Economy Edition

4. Bhole and Mahakud, *Financial Institutions and Markets – Structure, Growth and Innovations*, McGraw Hill

5. Guruswamy, S., *Financial Services and System*, McGraw Hill

6. Edminister. R.O, *Financial Institutions, Markets & Management*, McGraw Hill

7. Khan. M.Y, *Indian Financial System*, Vikas Pub. House

8. H.R Machiraju, *Indian Financial System*, Vikas Pub. House

9. E.Gorden & K. Nataraj, *Financial Markets and Services*, HPH

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

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

Course Code: G 401 DC 4.4

Name of the Course: FINANCIAL MANAGEMENT

Course Credits	No. Of Hours per Week	Total Teaching Hours
4 Credits	4 Hours	56 Hours

Pedagogy: Classrooms lecture, tutorials, and Problem Solving

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

• To identify the goals of financial management.

• To appraise the concepts of time value of money.

• To understand the different models of dividend policy.

• Able to analyze the business problem related to investments.

• Able to appraise the working capital requirements in an organization.

Syllabus	Hours

Module No. 1: INTRODUCTION TO FINANCIAL MANAGEMENT   12

Introduction – Meaning of Finance, Business Finance, Finance Functions, Organization structure of Finance Department; Financial Management – Goals of Financial Management, Scope of financial management – Traditional approach and Modern approach, Objectives of financial management – Profit maximization and wealth maximization Financial Decisions, Role of a Financial Manager; Financial Planning – Steps in Financial Planning, Principles of Sound Financial Planning, Factors influencing a Sound Financial Plan

Module No. 2: TIME VALUE OF MONEY   10

Meaning, Need, Future Value (Single Flow, Uneven Flow & Annuity); Present Value (Single Flow – Uneven Flow & Annuity); Doubling Period; Concept of Valuation -- Valuation of Bonds, Debentures and Shares (Simple Problems)

Module No. 3: FINANCING & DIVIDEND DECISIONS   12

Financing Decision: Sources of Long-Term Finance -- Meaning of Capital Structure, Factors influencing Capital Structure, Optimum Capital Structure – EBIT, EPS Analysis, Leverages – Problems Dividend Decision: Meaning & Determinants of Dividend Policy, Types of Dividends, Bonus Shares (Meaning only)

Module No. 4: INVESTMENT DECISION   12

Meaning and Scope of Capital Budgeting, Features & Significance, Techniques --Payback

Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return and Profitability Index (Problems)

Module No. 5: WORKING CAPITAL MANAGEMENT   10

Working Capital -- Concept of Working Capital, Significance of Adequate Working Capital, Types of Working Capital, Problems of Excess or Inadequate Working Capital, Determinants of Working Capital, Sources of Working Capital, Estimation of Working Capital (Simple Problems)

Skill Developments Activities:

1. Draw the organization chart with regard to operation of finance function.

2. Evaluate the NPV of an investment made in any one of the capital projects with imaginary figures for 5 years.

3. Evaluate the weighted average cost of capital of a company.

Text Books:

1. Chandra Prasanna (2015) *Financial Management: Theory and Practice*, Ninth Edition New Delhi. Tata McGraw Hill Publishing Co. Ltd.

2. Khan &Jain (2014) *Financial Management*, Thirteenth Edition, New Delhi: TMH Publishing Co. Ltd.

3. Maheshwari S. N. (2014) *Financial Management*, Twelfth Edition, New Delhi: Sultan Chand & Sons.

4. Pandey I.M. (2014) *Financial Management*, Eleventh Edition, New Delhi: Vikas Publishing House Private Limited.

5. Raghunandan B. V. (2015) *Financial Management*, Ninth Edition, Mangaluru: Shusrutha Books.

6. Raman B.S. (2014) *Management Accounting*, Fifteenth Edition, Mangalore: United Publishers Co. Ltd.

7. Rustagi R.P. (2016) *Elements of Financial Management*, Eleventh Edition New Delhi: Taxman's Publication.

8. Srivastava R. M. (2013) *Financial Management & Policy*, Tenth Edition, Mumbai: 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 DC1.5

Name of the Course: PRODUCTION AND OPERATIONS MANAGEMENT

Course Credits	No. Of Hours Per Week	Total No. Of Teaching Hours
4 CREDITS	4 HOURS	56 HOURS

Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes:

a) Understand Manufacturing technology integration in smart production

b) Understand the various production and operations design decisions and how they relate to the overall strategies of organizations.

c) Understand the importance of product and service design decisions and its impact other design decisions and operations.

d) Obtain an understanding of quality management practice in organizations and how total quality management and six-sigma facilitate organizational effectiveness.

e) Understand the roles of inventories and basics of managing inventories in various demand settings.

SYLLABUS: **HOURS**

Module-1: Introduction to Operations   **12**

Definition of Operations Management: An outline of operations strategy; Factors affecting Operations Management; Functions and Scope of Operations Management; Objectives of Operations Management Planning Organizing Controlling, Manufacturing and Non-Manufacturing Operations and their classifications, Productivity, Operations Planning and Control.

Module-2: Plant Location and Layout   **8**

Introduction – 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 -3: Materials Management   **8**

Introduction – Meaning and Definition - Purchasing, Selection of Suppliers, Inventory Management, Material Handling Principles and Practices, Economic Consideration, Criteria for Selection of Materials Handling Equipment, Standardization, Codification, Simplification, Inventory Control, Techniques of inventory Control (Concept only).

Module-4: Production Planning and Quality Control **16**

Objectives and Concepts, capacity planning, corresponding production planning, controlling, scheduling routing – Quality Control Production Planning/operations planning and control-role of production planning and control in operation management-scope of production planning and control-main functions of PPC-Level of Production Planning-Production planning functions-production control functions-benefits of production planning and control-productions planning and control in different productions and system. Meaning of ISO and TQM.

Module-5: Maintenance and Waste Management **12**

Introduction – Meaning – Objectives - Types of maintenance, Break down, spares planning and control, preventive routine, relative advantages, maintenance scheduling, equipment reliability and modern scientific maintenance methods – Waste Management – Scrap and surplus disposal, salvage and recovery.

Skill Developments Activities:

1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and same needs to be recorded by the student in the skill development book.
2. Draw a ISO specification chart
3. Draw any two quality control charts.

Books for References:

1. Ashwathappa. K and Sridhar B. (2015) "Production and Operations Management" Himalaya Publishing House Private Limited.
2. Gondhalekar and Salunkhe (2008). "Productivity Techniques", Himalaya Publishing House Private Limited.
3. Muhlemann, A. Oaklank, J. and Lockyn, K. (2012). "Production and Operations Management", Pearsons Education Limited.
4. SN Chary (2019). "Production and Operations Management", McGraw Hill Education

(India) Private Limited; Sixth Edition.

5. Kachru, U. (2007). "Production and Operations Management, Excel Books, New Delhi.

6. K K. Ahuja (2016). "Production Management", CBS Publishers.

7. S.A. Chunawalla and Patel(2020). "Production and Operations Management", Himalaya Publishing House Private Limited.

8. Everett E Adam Jr., and Ronald J Ebert, (1993). "Production and Operations Management: Concepts, Models and Behaviour", Sage Publishers.

9. Jain, K.C & Agarwal, L N (2019). "Production, Planning, Control and Production/Operations Management, Khanna Publishers.

10. Thomas E. Morton, Production Operations Management, South Western College.

Course Code: G 401 DC2.5

Name of The Course: INCOME TAX - I

Course Credits	No. Of Hours Per Week	Total No. Of Teaching Hours
4 Credits	5 Hours	56 Hours

Pedagogy: Classroom lectures, tutorials, and problem solving.

Course Outcomes: On successful completion of the course, the students will be able to:

a) Comprehend the procedure for computation of Total Income and tax liability of an individual.

b) Understand the provisions for determining the residential status of an Individual.

c) Comprehend the meaning of Salary, Perquisites, Profit in lieu of salary, allowances and various retirement benefits.

d) Compute the income house property for different categories of house property.

e) Comprehend TDS & advances tax Ruling and identify the various deductions under section 80.

SYLLABUS:	HOURS

Module-1: Basic Concepts of Income Tax   12

Introduction –Meaning of tax-, types of taxes, cannons of taxation. Brief history of Indian Income Tax, legal framework of taxation, Important definitions, assessment, assessment year, previous year including exceptions, assesses, person, income, casual income, Gross total income, Total income, Agricultural income, scheme of taxation, – Exempted incomes of an individual under section 10.

Module -2: Residential Status and Incidence of Tax   10

Introduction – Residential status of an individual. Determination of residential status of an individual. Incidence of tax or Scope of Total income. Problems on computation of Gross total Income of an individual.

Module- 3: Income from Salary   18

Introduction - Meaning of Salary -Basis of charge Definitions–Salary, Perquisites and profits in lieu of salary - Provident Fund –Transferred balance. - Retirement Benefits – Gratuity, pension and Leave salary, HRA. Deductions and Problems on Computation of Taxable Salary.

Module -4: Income from House Property   **10**

Introduction - Basis for charge - Deemed owners -House property incomes exempt from tax, composite rent and unrealized rent. Annual Value –Determination of Annual Value - Deductions from Annual Value - Problems on Computation of Income from House Property.

Module No.-5: Tax Deduction at Sources & Advance Tax Ruling   **10**

Introduction - Meaning of TDS - Provisions regarding TDS - TDS to be made from Salaries - Filing of Quarterly statement – Theory and Problems; Advance Tax: Meaning of advance tax - Computation of advance tax - Instalment of advance tax and due dates.

Deductions under Section 80C, 80CCC, 80CCD, 80D, 80DD, 80DDB, 80E, 80 EE, 80 EEA, 80EEB, 80G, 80GG, 80 GGA, 80 GGC, 80 QQB, 80TTA, 80 TTB and 80U as per old regime. (Individuals only).

Skill Development Activities:

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.

6.   Any other activities, which are relevant to the course.

Books for References:

 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, KalyaniPublications, Ludhiana.

 4. Bhagawathi Prasad, Direct Taxes.

 5. B.Mariyappa, Income tax Law and Practice-I, Himalaya Publishing House. New Delhi.s

 6. Dr. Saha, Law and Practice of Income Tax, Himalaya Publishing House.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)
Course Code: G 401 DC3.5
Name of the Course: Banking Law and Practice

Course Credits	No. Of Hours Per Week	Total No. Of Teaching Hours
4 Credits	4 Hours	56 Hours

Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the students will be able to:

a) Understand the legal aspects of banker and customer relationship.

b) Open the different types of accounts.

c) Describe the various operations of banks.

d) Understand the different types of crossing of cheques and endorsement.

e) Understanding of different types of E-payments.

SYLLABUS:	HOURS

Module no. 1: Banker and Customer 16

Banker and Customer Relationship

Introduction – Meaning of Banker& Customer; General and Special relationships between Banker & Customer, (Rights and Obligations of Banker & Customer).

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 no. 2: Collecting Banker 08

Meaning – Duties and Responsibilities of Collecting Banker, Holder for Value, Holder in Due Course; Statutory Protection to Collecting Banker.

Module No. 3: Paying Banker 12

Meaning – Precautions – Statutory Protection to the Paying Banker; Cheques – Crossing of Cheques – Types of Crossing; Endorsements - Meaning, Essentials and Kinds of Endorsement; Dishonor of Cheque - Grounds for Dishonor of cheque.

Module No. 4: Lending Operations   12

Principles of Bank Lending, Kinds of lending - Loans, Cash Credit, Overdraft, Bills Discounting, Letters of Credit. Types of securities and Methods of creation of charge, Secured and Unsecured Advances; Procedure - Housing, Education and Vehicle loan's; Non-Performing Asset (NPA): Meaning, circumstances & impact; Government Regulations on Priority lending for commercial banks.

Module No. 5: Banking Innovations   08

New technology in Banking – E-services – plastic cards. Internet Banking, ATM based services, ECS, MICR, RTGS, NEFT, DEMAT, IMPS UPI , AADHAR enabled payment system, USSD, E-Valet and application based payment systems, Role of artificial intelligence in banks, Block Chain – Meaning and features

Skill Development Activities:

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 loan

4. List out various fee-based services offered by a bank in your locality

5. List out application-based payment systems provided by a commercial bank

Books for References:

1. Gordon & Natarajan: Banking Theory Law and Practice, HPH.

2. Maheshwari. S.N.: Banking Law and Practice, Vikas Publication.

3. Kothari N. M: Law and Practice of Banking.

4. Tannan M.L: Banking Law and Practice in India, Indian Law House

5. S. P Srivastava: Banking Theory & Practice, Anmol Publications.

6. Sheldon H.P: Practice and Law of Banking.

7. Neelam C Gulati: Principles of Banking Management.

Note: Latest edition of text books may be used.

Name of the Course: ADVANCED CORPORATE FINANCIAL MANAGEMENT

Course Credits	No. Of HoursPer Week	Total No. Of TeachingHours
4 CREDITS	4 HOURS	56 HOURS

Pedagogy: Classroom lectures, tutorials, and problem solving.

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

a) Understand and determine the overall cost of capital.

b) Comprehend the different advanced capital budgeting techniques.

c) Understand the importance of dividend decisions.

d) Evaluate mergers and acquisition.

e) Understand the importance of credit/ receivable management in making credit decisions.

SYLLABUS:	HOURS
Module No. 1: Cost of Capital and Capital Structure Theories	**14**

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 No. 2: Risk Analysis in Capital Budgeting   14

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 No. 3: Dividend Theories   14

Introduction - Dividend Decisions: Meaning - Types of Dividends – Types of Dividends Polices – 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 on walter's model, Gorden's model and MM approach.

Module No. 4: Mergers and Acquisitions   **10**

Meaning - Reasons – Types of Combinations - Types of Merger – Motives and Benefits of Merger – Financial Evaluation of a Merger - Merger Negotiations – Leverage buyout, Management Buyout Meaning and Significance of P/E Ratio. Problems on Exchange Ratios based on Assets Approach, Earnings Approach and Market Value Approach and Impact of Merger on EPS, Market Price and Market capitalization.

Module No. 5 : Credit Management   **08**

Meaning, Need for credit/ receivable management objectives of receivable management, decisional areas in credit management. Terms of payment, Credit policy variables, Credit evaluation, Ageing Schedule, Determining the optimum credit policy. Practical problems to be worked out on receivable management and finding out optimum credit policy.

Skill Development Activities:

1. Visit an organisation in your town and collect data about the financial objectives.
2. Compute the specific cost and Weighted average cost of capital of an Organisation, you have visited.
3. Case analysis of some live merger reported in business magazines.
4. Meet the financial manager of any company, discuss ethical issues in financial management.
5. Collect the data relating to dividend policies practices by any two companies.
6. Any other activities, which are relevant to the course.

Books for References:

1. I M Pandey, Financial management, Vikas publications, New Delhi.
2. Abrish Guptha, Financial management, Pearson.
3. Khan & Jain, Basic Financial Management, TMH, New Delhi.
4. S N Maheshwari, Principles of Financial Management, Sulthan Chand & Sons, New Delhi.
5. Chandra & Chandra D Bose, Fundamentals of Financial Management, PHI, New Delhi.

6. B.Mariyappa, Advanced Financial Management, Himalaya Publishing House, NewDelhi.

7. Ravi M Kishore, Financial Management, Taxman Publications

8. Prasanna Chandra, Financial Management, Theory and Practice, Tata McGraw Hill.

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

Marketing Elective Course

Code: G 401 DE1b.5

Name of the Course: CONSUMER BEHAVIOUR

Course Credits	No. Of Hours Per Week	Total No. Of Teaching Hours
4 CREDITS	4 HOURS	56 HOURS

Pedagogy:

Course Outcomes: On successful completion of the course, the students will be able to:

a) Identify the major influences in consumer behaviour.

b) Distinguish between different consumer behaviour influences and their relationships.

c) Establish the relevance of consumer behaviour theories and concepts to marketing decisions.

d) Implement appropriate combinations of theories and concepts.

e) Recognise social and ethical implications of marketing actions on consumer behaviour.

f) Use most appropriate techniques to apply market solutions.

SYLLABUS: **HOURS**

Module -1: Introduction   10

Introduction to Consumer Behaviour - The Indian Consumer – Characteristic Features, Need to study Consumer Behaviour; Applications of Consumer Behaviour Knowledge; Current Trends in Consumer Behaviour; Market Segmentation & Consumer Behaviour.

Module -2: Individual Determinants of Consumer   **11**

Behaviour

Consumer Needs & Motivation; Personality and Self-Concept; Consumer Perception; Learning & Memory; Nature of Consumer Attitudes – Psychological: Motivation, Perceptions, Learning, Belief and Attitudes. Consumer Attitude Formation and Change.

Module-3: Environmental Determinants of Consumer   **12**

Behaviour

Family Influences; Influence of Culture; Subculture & Cross-Cultural Influences; Group Dynamics and Consumer Reference Groups; Social Class: Reference group, Family role. Personal: Age, Life cycle stage, Occupational and economic circumstances.

Module - 4: Consumer's Decision-Making Process   12

Problem Recognition; Search & Evaluation; Purchase Processes; Post-Purchase Behaviour; Personal Influence & Opinion Leadership Process; Diffusion of Innovations; Models of Consumer Behaviour; Researching Consumer Behaviour (Nicosia Model, Howard sheth Model, Black Box Model; Consumer Research Process.

Module -5: Consumer Satisfaction & Consumerism   10

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:

1. Conduct an informal interview of a local retail store owner and determine what demographic and socio-economic segments the store appears to satisfy. How did the owner select this segment or segments?

2. Conduct formal interview to the managers of three retail-clothing stores. Determine the degree to which they believe consumer's personality and self-image are important to the marketing activities of the stores.

3. Visit three local restaurants and assess how each attracts clientele in different stages of the family life cycle.

4. You are the owner of two furniture stores, one catering to upper-middle class consumers and the other to lower-middle class consumers. How do social class differences influence each store's?

   - Product lines & styles
   - Advertising media selection
   - The copy & communication styles used in the advertisements
   - Payment policies

5. For each of the following Products & services, indicate who you would go to for information and advice and for each situation; indicate the person's relationship to you and your reasons for selecting him/her as the source of information and advice.

- The latest fashion in clothes
- Banking
- Air travel
- Vacation destinations
- A personal computer

Books for References:

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

Human Resource Elective Course

Code: G 401 DE1c.5

Name of the Course: COMPENSATION AND PERFORMANCE

MANAGEMENT

COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS

Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the students will be able to:

a) Understand the concepts of Compensation management.

b) Describe job evaluation and its methods.

c) Evaluate the different methods of wages.

d) Describe performance management and methods of performance management.

e) Preparation of Payroll.

SYLLABUS:	**HOURS**

Module No. 1: Introduction to Compensation   **12**

Management

Compensation - Definition - Classification - Types - Wages, Salary, Benefits, DA, Consolidated Pay; Equity based programs, Commission, Reward, Remuneration, Bonus, Short term and Long-Term Incentives, Social Security, Retirement Plan, Pension Plans, Profit Sharing Plan, Stock Bonus Plan, ESOP, Employer Benefits and Employer Costs for ESOP, Individual Retirement Account, Savings Incentive Match Plan for Employees (case study).

Compensation Management-Dimensions, 3-P Concept, Compensation as Retention Strategy, Issues, New Trends in Compensation Management, Compensation Management in Multi-National organizations, Compensation Strategy: internal and external factors affecting Compensation Strategies, Compensation Strategies as an Integral Part of HRM, Compensation Policies. (Case study)

Module No. 2: Job Evaluation   **11**

Definition of Job Evaluation, Major Decisions in Job Evaluation, Job Evaluation Methods, Point Factor Method of Job Evaluation: Combining Point factor and Factor Comparison Methods, Job Evaluation Committee, Factor Evaluation System (FES), Using FES to determine Job Worth, Position Evaluation Statements (case study)

Module No. 3: Wage and Salary Administration   **11**

Theories of Wages - Wage Structure - Wage Fixation - Wage Payment - Salary Administration. Difference between Salary and Wages - Basis for Compensation Fixation- Components of Wages - Basic Wages - Overtime Wages - Dearness Allowance - Basis for calculation - Time Rate Wages and Efficiency Based Wages

- Incentive Schemes - Individual Bonus Schemes, Group Bonus Schemes - Effect of various Labour Laws on Wages-Preparation of Pay Roll. (Case study)

Module No. 4: Introduction to Performance Management   **12**

Definition, objectives, need, Concerns-Scope-Historical Developments in Performance Management-Over view of Performance Management-Process for Managing Performance-Importance–Linkage of PM to other HR Processes. Performance Management Planning: Introduction-Need-Importance-Approaches-methods-The Planning Process–Planning Individual Performance- Barriers to Performance Planning (case study).

Module No. 5: Performance appraisal: **10**

Concept, meaning, need, objectives, Process of performance appraisal, issues and challenges in performance appraisal, documentation of performance appraisal, Methods of Performance appraisal – traditional methods, modern methods with advantages and disadvantages of each - appraisal interviews, performance feedback and counseling, use of technology and e-PMS, Ethical perspectives in performance appraisal (case study).

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 References:

1. Joseph J. Martocchio, Strategic Compensation, 3rd Edition, Pearson Education

2. Michael Armstrong & Helen Murlis: Hand Book of Reward Management – Crust Publishing House.

3. Milkovich & Newman, Compensation, Tata McGraw Hill

4. Richard I. Anderson , Compensation Management in Knowledge based world, 10th edition, Pearson Education

5. Thomas. P. Plannery, David. A. Hofrichter & Paul. E. Platten: People, Performance & Pay – Free Press.

6. Aguinis Herman, Performance Management, 2nd Edition, 2009 Pearson Education, New Delhi.

7. Aziz A, Performance Appraisal: Accounting and Quantitative Approaches, 1993, Pointer.

8. Bhatia S.K, Performance Management: Concepts, Practices and Strategies for Organisation Success, 2007, Deep & Deep, New Delhi.

9. BD Singh, Compensation & Reward Management, Excel Books

10. Cardy R.L, Performance Management: Concepts, Skills and Exercises, 1st Edition, 2008, PHI, New Delhi.

11. Goel Dewkar, Performance Appraisal and Compensation Management: A Modern Approach, 2 nd Edition, 2008, PHI, New Delhi.

12. . Sarma A.M, Performance Management System, 1st Edition, 2008, Himalaya Pub, Mumbai.

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

DATA ANALYTICS

Course Code: G 401 DE2a.5

Name of the Course: FINANCIAL ANALYTICS

COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS

Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies.

Course Outcomes: On successful completion student will demonstrate:

a) Analyze and model financial data.

b) Access the different open-source domains.

c) Evaluate and build model on time series data.

d) Use the most powerful and sophisticated routines in Python for data analysis.

e) Execute the statistical methods using python.

SYLLABUS: **HOURS**

Module No. 1: Introduction to Financial Analytics   **08**

Introduction: Meaning-Importance of Financial Analytics Uses-Features-Documents used in Financial Analytics: Time value of money – Discounted and Non-discounted (computation using Excel).

Module No. 2: Access to Financial Data Using Latest   **06**
Technology

Public domain data base (RBI, BSE, NSE, Google finance), Prowess, downloading data from NSE and Yahoo finance. IMF and World Bank data base, Kaggle, Bloomberg, FINTECH companies (ROBO, ALGO trade).

Module No. 3: Introduction to Time Series Modeling   **12**

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 using Excel).

Module No. 4: Introduction to Python   **15**

Installation of Python, types of data and structures, basic analysis using NUMPY and PANDAs (financial examples), data preparation for time series data.

Module No. 5: Python for Finance   15

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.

Skill Development Activities:

a) Explain the Different types of trends in time series data.

b) Explain the assumptions of regressions.

c) List out Public domain data base.

d) List out recent FINTECH companies.

Books for References:

1. Python for finance: Yves hil pisces

2. Hands on Data analysis with Pandas: Stefanie molin.

3. Hands on Python for finance, Krish Naik, Packt

4. Python For Finance, Yuxing Yan, Packt

5. Mastering Python for Finance, James Ma Weiming ,Pack Publishing

6. Financial Reporting and Financial Statement Analysis,M Hanif , A Mukherjee, McGraw Hill

7. Haskell Financial Data Modelling and Predictive Analytics,Pavel Ryzhov,PACKT

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

Retail Management Course

Code: G 401 DE2b.5

Name of the Course: FUNDAMENTALS OF RETAIL MANAGEMENT

COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS

Pedagogy: Classroom lectures, Case studies, Group discussion, Seminar & field work etc.,

Course Outcomes: On successful completion student will demonstrate:

a) Clarify the concept and related terms in retailing.

b) Comprehend the ways retailers use marketing tools and techniques to interact with their customers.

c) Understand various formats of retail in the industry.

d) Recognize and understand the operations-oriented policies, methods, and procedures used by successful retailers in todays global economy.

SYLLABUS: **HOURS**

Module -1: Introduction to Retail Business   **10**

Definition, functions and types of retail ownership-Independent Retailer, Chain Stores, Franchising, Leased departmental stores, Vertical Marketing system, Consumer co-operatives; forms of retail business ownership. 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**

Buying decision process and its implication on retailing –Customer shopping Behavior, Customer service and customer satisfaction. Retail planning process: Factors to consider in preparing a business plan – implementation – risk analysis.

Module-. 3: Retail Organization and Functional Management   **10**

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   **16**

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 Optimisation of work force.

Module- 5: Impact of Information Technology in Retailing   08

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 retailing, Social issues in retailing, Ethical issues in retailing.

Skill Development Activities:

a) Draw a retail life cycle chart and list the stages.

b) Draw a chart showing store operations.

c) List out the major functions of a store manager diagrammatically.

d) List out the current trends in e-retailing

e) List out the Factors Influencing in the location of a New Retail outlet.

Books for References:

1. Suja Nair; Retail Management,HPH

2. Karthic – Retail Management, HPH

3. S.K. Poddar& others – Retail Management, HPH.

4. R.S.Tiwari ; Retail Management, HPH 18

5. Barry Bermans and Joel Evans: "Retail Management – A Strategic Approach", 8th edition, PHI/02

6. A.J.Lamba, "The Art of Retailing", 1st edition, Tata McGrawHill, Newdelhi, 2003.

7. Swapna Pradhan: Retailing Management, 2/e, 2007 & 2008, TMH

8. James R. Ogden & Denise T.: Integrated Retail Management

9. A Sivakumar: Retail Marketing, Excel Books 10.

Ogden: Biztantra, 2007

11.Levy & Weitz: Retail Management -TMH 5th Edition 2002

12. Rosemary Varley, Mohammed Rafiq-: Retail Management

13. Chetan Bajaj: Retail Management -Oxford Publication.

14. Uniyal &Sinha : Retail Management - Oxford Publications.

15. Araif Sakh ; Retail Management

Logistic and Supply Chain Management

Course Code: G 401 DE2c.5

NAME OF THE COURSE: FREIGHT TRANSPORT   MANAGEMENT

COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS

Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies.

Course Outcomes: On successful completion of the course, the students will be able to:

a)   Understand the different types of transport.

b)   Understand the Transport Economics.

c)   Understand the transport administration.

d)   Understand the terms consolidation, and documentations for Export and
      Import.

e)   Understand the concept of pricing.

SYLLABUS: **HOURS**

Module 1: Transport Function   **12**

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   **08**

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**

Operations management, Consolidation, Negotiation, Control, Auditing and

Claim administration, Logistical Integration.

 Module 4: Transport Documentation   **14**

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   **12**

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:

1. Identify any two products suitable for transportation via Rail, Water, Pipeline, Air, Motor Carriers
2. Identify the best modes of transport for textiles and spices from India to USA
3. Draft a BOL for shipment of goods
4. List out and explain the different kinds of Pricing.

Books for References:

1. Donald. J. Bowersox & Donald. J. Closs , Logistical Management-The integrated Supply Chain Process , TATA Mc-Graw Hill
2. Sunil Chopra & Peter Meindl, Supply Chain Management, PHI
3. Donald J Bowersox, David J Closs, M Bixby Cooper, Supply Chain Logistics Management- McGraw Hill Education, 3rd Indian Edition.
4. Rahul V Altekar, "Supply Chain Management- Concepts and Cases", Prentice Hall of India Pvt. Ltd.

Name of the Program: Bachelor of Business Administration

(BBA)

Course Code: **G 401 VO1.5**

Name of the Course: INFORMATION TECHNOLOGY FOR BUSINESS

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	**4 Hrs.**	**56 Hrs.**

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

Course Outcomes: On successful completion Student will demonstrate;

a) Understand the fundamentals of information technology

b) Understand how businesses use information technology

c) Learn core concepts of computing and modern systems

d) Understand modern software programs and packages for Business.

e) Applications of Excel and SQL.

Syllabus	Hours

Module No. 1: Information Technology and Information System   10

Introduction to IT, Introduction to IS, Difference be 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.

Module No. 2: Subsystems of Information System   12

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 No. 3: Database Management System   14

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 No. 4: Microsoft Excel in Business   **14**

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 No. 5: Recent Trends in IT   **05**

Virtualization, Cloud computing, Grid Computing, Internet of Things, Green Marketing, Artificial Intelligence, Machine Learning.

Skill Developments Activities:

1. Creating Database Tables in MS Access and Entering Data
2. Creating Forms in MS Access
3. Creating Reports in MS Access
4. Creating charts in Excel
5. What if analysis in Excel
6. Summarizing data using Pivot Table
7. VLookup and HLookup Functions
8. Rate of Interest Calculation using Financial Function
9. EMI calculation using Financial Function
10. Data Validation in Excel
11. Sort and Filter
12. Conditional Formatting in Excel.

Books for Reference:

1. Lauaon Kenneth & Landon Jane, "Management Information Systems: Managing the Digital firm", Eighth edition, PHI, 2004.

2. Uma G. Gupta, "Management Information Systems – A Management Prespective", Galgotia publications Pvt., Ltd., 1998.

3. Louis Rosenfel and Peter Morville, "Information Architecture for the

World wide Web", O'Reilly Associates, 2002.

4. C.S.V.Murthy: Management Information Systems, HPH

5. Steven Alter, "Information Systems – A Management Perspective", Pearson Education, 2001.

6. Uma Gupta, "Information Systems – Success in 21st Century", Prentice Hall of India, 2000.

7. Robert G. Murdick, Joel E. Ross and James R. Claggett, "Information Systems for Modern Management", PHI, 1994.

8. Introduction to Database Systems, CJ Date, Pearson

9. Database Management Systems, Raghurama Krishnan, Johannes Gehrke, TATA McGraw Hill 3rd Edition.

10. The Database Systems – The Complete Book, H G Molina, J D Ullman, J Widom Pearson

11. Database Systems design, Implementation, and Management, Peter Rob & Carlos Coronel 7th Edition.

12. Fundamentals of Database Systems, Elmasri Navrate Pearson Education

13. Introduction to Database Systems, C.J.Date Pearson Education

14. 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 Lalwani

16. Microsoft Excel 2016 - Data Analysis and Business Modeling by Wayne L. Winston (Author)

Name of the Program: BBA

Course Code: G 401 VO2.5

Name of the Course: Digital Marketing

Course Credits	No. Of Hours per Week	Total Teaching Hours
3 Credits	(2-0-2) 4 Hours	45 Hours

Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,

Course Outcomes: On successful completion of the course, the students will be able to,

a) Gain knowledge on Digital Marketing, Email marketing and Content marketing.

b) Understand Search Engine Optimization tools and techniques

c) Gain skills on creation of Google AdWords & Google AdSense

d) Gain knowledge on Social Media Marketing and Web Analytics.

e) Gain knowledge on YouTube Advertising & Conversions.

Syllabus   **Hours**

Module No. 1: Introduction to Digital Marketing   **08**

Digital Marketing: Introduction - Meaning of Digital Marketing, Need for Digital Marketing, Digital Marketing Platforms.

Email Marketing: Importance of e-mail marketing, e-mail Marketing platforms, creating e-mailers, Contact Management and Segmentation Strategy, e-mail Deliverability & Tracking e-mails, Effective & Unique e-mail Content, Outlining the Design of Marketing e-mails, Open rates and CTR of e-mail, Drive leads from e-mail, Opt-in lists.

Content Marketing: Understanding Content Marketing, Generating Content Ideas, planning a Long-Term Content Strategy, Content Creation Framework, Extending the Value of Content through Repurposing, Measuring and Analyzing Content.

Module No. 2: Search Engine Optimization (SEO)   **10**

Search Engine Optimization (SEO):Meaning of SEO, Importance and Its Growth in recent years, Ecosystem of a search Engine, kinds of traffic, Keyword Research & Analysis (Free and Paid tool & Extension), Google Algorithms for On Page Optimization (OPO), Off-Page Optimization, Misc SEO Tools: Google Webmaster Tools, Site Map Creators, Browser-based analysis tools, Page Rank tools, Pinging & indexing tools, Dead links identification tools, Open site explorer, Domain information/who is tools, Quick sprout, Google My Business.

Module No. 3: Google AdWords & Google AdSense   **08**

Google AdWords: Google Ad-Words Fundamentals, Google AdWords Account Structure, Key terminologies in Google AdWords, Creating an AdWords account, Different Types of AdWords and its Campaign & Ads creation process, Keyword Match types, Keyword targeting & selection (Keyword planner), Bidding techniques – Manual / Auto, Demographic Targeting / Bidding, CPC-based, CPA based & CPM-based accounts.

Google AdSense: Understanding ad networks and AdSense's limitations, Applications of AdSense, setting up an AdSense account, creating new ad units, displaying ads on a website, Allowing, and blocking ads, Reviewing the AdSense dashboard, Running AdSense reports and custom reports, Exporting data.

Module No. 4: Social Media Marketing (SMM) & Web Analytics   **10**

Social Media Marketing (SMM) Facebook Marketing, Twitter Marketing, Linkedin Marketing, Google plus Marketing, YouTube Marketing, Pinterest Marketing, Snapchat Marketing, Instagram Marketing, Social Media Automation Tools, Reputation management.

Web Analytics: The need & importance of Web Analytics, Introduction to Google Analytics, The Google Analytics layout, Basic Reporting, Basic Campaign and Conversion Tracking, GoogleTag Manager, Social Media Analytics, Other Web analytics tools.

Module No. 5: YouTube Advertising (Video Ads) & Conversions   **09**

YouTube Advertising (Video Ads): Meaning, Need, Process, Types of YouTube Ads: Instream ads, Invideo ads, In-search ads, In-display ads, Measuring YouTube ad performance, Drive leads and sales from YouTube ads, Conversions: Meaning, Types of Conversions, Conversion Tracking, Optimizing Conversions, Analyzing conversion data, Conversion optimizer.

Skill Developments 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. Recognise 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.

Text Books:

1. Understanding DIGITAL Marketing, Marketing strategies for engaging the digital generation Damian Ryan & Calvin Jones

2. The Art of Digital Marketing: The Definitive Guide to Creating Strategic By Ian Dodson

3. Internet Marketing: a practical approach By Alan Charlesworth

4. Social Media Marketing: A Strategic Approach By Melissa Barker, Donald I. Barker, Nicholas F. Bormann, Krista E Neher

Note: Latest edition of text books may be used.

SIXTH SEMESTER

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

Course Code: G 401 DC1.6

Name of the Course: BUSINESS LAW

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.

Pedagogy: Classroom lectures, Case studies, Tutorial classes, Group discussion, Seminar & field work etc.,

Course Outcomes: On successful completion of the course, the students will be able to

a) Comprehend the laws relating to Contracts and its application in business activities.

b) Comprehend the rules for Sale of Goods and rights and duties of a buyer and a Seller.

c) Understand the significance of Consumer Protection Act and its features

d) Understand the need for Environment Protection.

Syllabus: **Hours**

Module No. 1: Elements of Indian Contract Act, 1872- 1   12

Introduction – Definition of Contract, Essentials of Valid Contract, Classification of Contract, Offer and acceptance, Consideration, Contractual Capacity. Case Laws

Module No. 2: Elements of Indian Contract Act, 1872- 2   12

Free Consent- Legality of Object- Performance of a Contract- Discharge of a Contract, Breach of Contract and Remedies to Breach of Contract. Case Laws

Module No. 3: The Sale of Goods Act, 1930   14

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. Unpaid seller, rights of an unpaid seller against the goods and against the buyer.

Module No. 4: Consumer Protection Act 1986   10

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 No. 5: Environment Protection Act 1986   08

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 Developments Activities:

1. Discuss the case of "Carlill vs Carbolic Smoke Ball Company" case
2. Discuss the case of "Mohiri Bibi v/s Dharmadas Ghosh".
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 cybercrimes.

CASES:

The relevant legal point, facts and the judicial decision relating to the following 10 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:

1. Kuchhal, M. C. and Kuchhal,V. (2013). "Business Law" Vikas PublishingHouse, New Delhi.

2. Singh, A. (2021). "Business Law", Eastern Book Company,Lucknow.

3. Kumar, R. (2023). "Legal Aspects of Business", Cengage Learning India Private Limited.

4. SN Maheshwari and SK Maheshwari (2018). "Business Law", Himalaya Publishing House, New Delhi.

5. Aggarwal S. K. (2006). "Business Law", Galgotia Publishers Company, New Delhi

6. Goyal, B. K.& Kinneri, J. (2019). Business Laws, Singhal Law Publications.

7. Arora, S. (2022). "Business Laws", Taxmann Publications.

8. Pathak, A. (2022). "Legal Aspects of Business", McGraw Hill Education,6th Ed.

9. Tulsian,P.C. and Tulsian, B. (2018). "Business Law", McGraw Hill Education.

10. Sharma,J.P. and Kanojia, S. (2018). "Business Laws", Bharat Law House,New Delhi.

11. K. Rama Rao and Ravi S.P. (2015). "Business Regulatory Framework", Himalaya Publishing House.

12. Kapoor, N.D. (2021). "Business Laws", Sultan Chand & Sons (P) Limited.

Name of the Program: Bachelor of Business

Administration (BBA)

Course Code: G 401 DC2.6

Name of the Course: INCOME TAX - II

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	**4 Hrs.**	**56 Hrs.**

Pedagogy: Classroom lectures, Tutorials, Role Plays and Case study method.

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

a) Understand the procedure for computation of income from business and other Profession.

b) the provisions for determining the capital gains.

c) Compute the income from other sources.

d) Demonstrate the computation of total income of an Individual.

e) Comprehend the assessment procedure and to know the power of income tax authorities.

Syllabus:	Hours
Module No. 1: Profits and Gains of Business and Profession	**20**

Introduction-Meaning and definition of Business, Profession and Vocation. - Expenses Expressly allowed - Expenses Expressly Disallowed - Allowable losses - Expressly disallowed expenses and lossess, Expenses allowed on payment basis. Problems on computation of income from business of a sole trading concern - Problems on computation

of income from profession: Medical Practitioner - Advocate and Chartered Accountants.

Depreciation – Block of Assets - Rates of Depreciation. Unabsorbed Depreciation.

Module No. 2: Capital Gains	**10**

Introduction - Basis for charge - Capital Assets - Types of capital assets – Transfer - Computation of capital gains – Short term capital gain and Long-term capital gain - Exemption under section 54, 54B, 54EC, 54D, 54F, and 54G. Problems covering the above sections.

Module No. 3: Income from other Sources   10

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 No. 4: Set Off and Carry Forward of Losses &   10
Assessment of individuals.

Introduction – Provisions of Set off and Carry Forward of Losses (Theory only)
Computation of Total Income and tax liability of an Individual.

Module No. 5: Assessment Procedure and Income Tax   10
Authorities

Introduction - Due date of filing returns, Filing of returns by different assesses, E filing

of returns, Types of Assessment, Permanent Account Number -Meaning,

Procedure for obtaining PAN and transactions were quoting of PAN is

compulso**ry.** Income Tax

Authorities their Powers and duties.

Skill Developments Activities:

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 from other sources and critically examine the same.
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.
6. Any other activities, which are relevant to the course.

Books for References:

1. Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication.

2. B.B. Lal: Direct Taxes, Konark Publisher (P) ltd.

3. Dr. Mehrotra and Dr. 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, VBH

7. Dr.V.Rajesh Kumar and Dr.R.K.Sreekantha: Income Tax – I, Vittam Publications.

8. Dr. B Mariyappa, Income Tax II – HPH.

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

Course Code: G 401 DC3.6

Name of the Course: INTERNATIONAL BUSINESS

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.

Pedagogy: Classroom lectures, Tutorials, and Case study method.

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

   a) Understand the concept of International Business.
   b) Differentiate the Internal and External International Business Environment.
   c) Understand the difference MNC and TNC
   d) Understand the role of International Organizations in International Business.
   e) Understand International Operations Management.

Syllabus:	Hours

Module No. 1: Introduction to International Business   12

Introduction, meaning and definition of international business, need and importance of international business, tariffs and non-tariff barriers to international business. Comparative cost advantage theory.

Foreign Trade and Capital in India: Introduction, procedures for import and export trade. Foreign Capital – meaning -forms -Foreign Investments-meaning - Modes of entering international business-Modes of Entry, Exporting, licensing, franchising, contract manufacturing, management contracts, foreign direct investment -meaning -types, alliances like mergers and acquisitions, joint ventures.

Module No. 2: International Business Environment   12

Overview, Internal and External environment - Economic environment, Political environment, Demographic environment, Social and Cultural environment, Technological and Natural environment.

Module No.3: Globalization   12

Meaning, features, essential conditions favoring globalization, challenges to globalization, MNCs, TNCs - Meaning, features, merits and demerits; Technology transfer - meaning and issues in technology transfer.

Module No.4: Organizations Supporting International   **10**
Business

Meaning, Objectives and functions of - IMF, WTO, GATT, GATS, TRIM, TRIP; and Regional Integration- EU, NAFTA, SAARC, BRICS.

Module No.5: International Operations Management   10

Global Supply Chain Management- Global sourcing, Global manufacturing strategies, International Logistics, International HRM - Staffing policy and its determinants; Expatriation and Repatriation (Meaning only).

Skill Developments Activities:

   a) Tabulate the foreign exchange rate of rupee for dollar and euro currencies for 1 month
   b) List any two Indian MNC's along with their products or services offered.
   c) Prepare a chart showing currencies of different countries
   d) Collect and Paste any 2 documents used in Import and Export trade.

Books for References:

1. Rakesh Mohan Joshi. (2011). International Business, Oxford University Press, New Delhi.

2. Francis Cherunilam; International Business, Prentice Hall of India

3. P. SubbaRao – International Business – HPH

4. Sumati Varma. (2013). International Business (1st edi), Pearson.

5. Charles Hill. (2011). International Business: Text & Cases, Tata McGraw Hill, New Delhi.

6. International Business by Daniel and Radebaugh –Pearson Education

7. International Economics by Robert Carbaugh (Author) Cengage Learning ;18th Edition (January 20,2022).

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

Finance Elective

Course Code: G 401 DE1a.6

Name of the Course: SECURITY ANALYSIS AND PORTFOLIO

MANAGEMENT

COURSE CREDITS   NO. OF HOURSPER WEEK   TOTAL NO. OF TEACHING HOURS

4 CREDITS   4 HOURS   56 HOURS

Pedagogy: Classroom lectures, tutorials, and problem solving.

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

   a) Understand the concept of basics of investment.

   b) Evaluate the different types of alternatives.

   c) Evaluate the portfolio and portfolio management.

   d) Understand the concept of Bonds and mutual funds

   e) Gain the knowledge of financial derivatives.

SYLLABUS: **HOURS**

Module No. 1: Basics of Investments   **06**

Investments –Meaning, Differences between Investment, Trading and Speculation.
Process of Making and Managing Investments, Investment Goals and Constraints.
Non-marketable Financial Assets, Money Market Instruments, Fixed Income
Securities, Equity Shares, Mutual Funds, Derivatives, Life Insurance Policies, Real
Estate, Precious and Valuable items.

Module No. 2:: Stock Selection and Portfolio Construction   **14**

Stock Selection: Fundamental Analysis – Economy Analysis, Industry Analysis,
Company Analysis and Stock Valuation. Technical Analysis. Efficient Market
Hypothesis. Portfolio Construction Theories – Markowitz Theory, Sharpe's Single
Index Model, Capital Asset Pricing Model, Arbitrage Pricing Theory. [problems to be
worked out].

Module No. 3: Evaluation of Bonds   **10**

Pricing of Bonds, Returns on Bonds, Risks associated with Bonds, Duration and
Modified Duration. Bond Portfolio Construction – Immunization Strategy.

Module No. 4: Mutual Funds   **12**

Mutual Funds – Net Asset Value. Mutual Fund Returns – Dividend payment plan, Dividend Reinvestment Plan, Bonus Plan and Growth Plan. Mutual Fund Evaluation – Sharpe's Measure, Treynor's Measure, Jensen's Measure.

Module No. 5: Financial Derivatives   14

Derivatives – Basic Financial derivatives Features of a Financial Derivative – Types of Financial Derivatives. Forward Market- features. Futures – Features, difference between forward and futures. Options- concept, parties to contract. Types of options [simple problems to be worked out]

Skill Development Activities:

1. Summarize the parameters of 'Economy Analysis' of any five countries and give your inference.
2. Apply Porter's Five Forces Model for an industry of your choice and present the prospects of the industry.
3. Analyze a company in respect of various financial and non-financial parameters and suggest investment decision in the company.
4. Identify the best 5 mutual fund schemes on the basis of different selection criterion.
5. Analyze the financial derivatives by practically studying their role in the securities market.

Books for References:

1. V. Rajesh Kumar, "Strategic Financial Management", Mc Graw Hill Publishers.
2. Chandra, Prasanna (2008), "Investment Analysis and Portfolio Management", Tata McGraw Hill Publishing Limited, 3rd Edition.
3. Avadhani V.A (2006), "Securities Analysis and Portfolio Management", Himalaya Publishing House, Eighth Revised Edition.
4. Ranganatham and Madhumathi (2005); "Investment Analysis and Portfolio Management", Pearson Education, First Edition.
5. Pandian, Punithavathy (2007); "Security Analysis and Portfolio Management", Vikas Publishing House Private Limited, Fifth Reprint Edition.
6. Kevin (2008); "Security Analysis and Portfolio Management", Prentice Hall of India Private Limited, First Reprint Edition.

7. Maheshwari, Yogesh (2008); "Investment Management", PHI Learning Private Limited, First Edition.

8. Rao, Balaji, "Financial Markets and Investment Instruments – An Industry Integrated Working Knowledge Study Material", Balaji Rao Publishers.

9. Fischer, E Donald and Jordan, J Ronald (2005); "Security Analysis and Portfolio Management", Prentice Hall of India Private Ltd., 6th Edition.

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

Marketing Elective Course

Code: G 401 DE1b.6

Name of the Course: ADVERTISING AND MEDIA MANAGEMENT

COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS

Pedagogy:

Course Outcomes: On successful completion of the course, the students will be able to:

a) Understand the nature, role, and importance of IMC in marketing strategy

b) Understand effective design and implementation of advertising strategies

c) Present a general understanding of content, structure, and appeal of advertisements

d) Understand ethical challenges related to responsible management of advertising and brand strategy.

e) Evaluate the effectiveness of advertising and agencies role

SYLLABUS: **HOURS**

Module -1: Introduction to Integrated Marketing Communication   12

Advertising- Meaning, Definition, Nature and Scope of Advertising, Classification and Type of Advertising, Integrated marketing communication, AIDA Model, Setting goals and objectives, concept of DAGMAR in setting objectives, Role of advertising in India's economic development, Ethics in advertising, Social, Economic and Legal aspects of advertising.

Module -2: Consumer and Media   **12**

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**

Planning and managing creative strategies; Creative approaches; Advertisement copy 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   10 Experiences and Word of Mouth

   Public relations in India- 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

   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

Skill Development Activities:
   a) List out ethical issues in Advertisements.
   b) List out different modes of Advertisement.
   c) Write a note on guidelines for copywriting.
   d) List out types of Outdoor Advertisement.
   e) State the process in selection of Advertisement Agency.
      Books for References:
         1. Advertising Principles and Practice, William Wells, John Burnett, Sandra Moriarty, 6th ed., Pearson education, Inc.
         2. Advertising and Promotion, G. Belch, Michael Belch, Keyoor Purani, 9th edition, Tata Mcgraw Hill publication, ISBN: 978-1-25-902685-0.
         3. Advertising Principles and Practice, Gupta Ruchi; S Chand and Company; **978-8121940016**

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

Human Resource Elective

Course Code: G 401 DE1c.6

Name of the Course: Cultural Diversity at Work Place

Course Credits	No. of hours per Week	Total No. of Teaching hours
3 credits	3 hours	45 hours

Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the students will be able to:

f)   Understand, interpret question reflect upon and engage with the notion of "diversity".

g)   Recall the cultural diversity at work place in an organization.

h)   Support the business case for workforce diversity and inclusion.

i)   Identify diversity and work respecting cross cultural environment.

j)   Assess contemporary organizational strategies for managing workforce diversity and inclusion.

Syllabus: **Hours**

Module No. 1: Introduction to Diversity   **10**

Introduction to cultural diversity in organizations, Evolution of Diversity Management, features, Scope, Challenges and issues in diversity management, Advantages, disadvantages, nature of Diversity. Workforce diversity- concept, dimensions, techniques – Global Organizations with Diversity.

Module No. 2: Perspectives of Diversity and inclusion   **08**

Introduction -Exploring differences, values, Identity, Multiculturalism in the Workplace, Social psychological perspective on workforce diversity, Reactions to Human Differences- prejudice, discrimination, dehumanization and oppression etc, Measuring Diversity And Inclusion, Latest Diversity And Inclusion Developments

Module No. 3: Visions of Diversity and Cross Cultural   **10**

Management

Models and visions of diversity in society and organizations: Justice, fairness, and group and individual differences. Cross-Cultural Management: Meaning and Concepts, Frameworks in Cross-Cultural Management: Kluckhohn and Strodtbeck framework, Hofstede's Cultural Dimensions, Trompenaar's Dimensions, Schwartz Value Survey, GLOBE study.

Module No. 4: Skills and Competencies   10

Skills and competencies for multicultural teams and workplaces/ Organizational assessment, diversity awareness and training program, Leveraging Cultural Diversity, change for diversity and inclusion, Diversity Strategies. Creating Multicultural Organisations.

Module No. 5: Recent Trends in Diversity Management   08

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, 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.
6. Any other activities, which are relevant to the course.

Books for References:

1. Bell, M.P. (2012). Diversity in organizations (2nd Ed.). Mason, OH: Cengage.

Harvey, C.P. & Allard, M.J. (2015). Understanding and managing diversity:

Readings, cases, and exercises (6th Ed.). Upper Saddle River, NJ: Pearson. **Note:**

Latest edition of text books may be used.

DATA ANALYTICS

Course Code: G 401 DE2a.6

Name of the Course: MARKETING ANALYTICS

COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS

Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies.

Course Outcomes: On successful completion student will demonstrate:

a) Understand the importance of marketing analytics for forward looking and systematic allocation of marketing resources

b) Apply marketing analytics to develop predictive marketing dashboard for organization

c) Analyse data and develop insights to address strategic marketing challenges

d) Execute the models on Predictions and Classifications on R Software.
   Know the applications of analytics in marketing.

SYLLABUS:	HOURS

Module No. 1: Introduction to Marketing Analytics and Data Mining   **07**

Introduction to Marketing Analytics, Need of Marketing Analytics, Benefits of Marketing Analytics, Data mining –Definition, Classes of Data mining methods – Grouping methods, Predictive modeling methods, linking methods to marketing applications. Process model for Data mining – CRISP DM.

Module No. 2: Introduction to R   **12**

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 No. 3: Descriptive Analytics   **10**

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) (Using SPSS).

Module No. 4: Prediction and Classification Modelling   12
using R

Introduction to Prediction and Classification modelling, data splitting for training and testing purpose, Prediction modelling: Predicting the sales using Moving Average Model and Regression Model (Simple and Multiple Regression model), Classification modelling: Customer churn using Binary logistic regression and decision tree.

Module No. 5: Application of Analytics in Marketing   12

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:

a) Explain the Process model for Data Mining.

b) Explain the difference between Binary Logistic Regression and Decision
     Tree.

c) List out Public domain data base.

d) List out applications of marketing analytics.

Books for References:

1. Marketing Analytics: Data-Driven Techniques with Microsoft® Excel®
     Published by John Wiley & Sons, Inc

2. Marketing Data Science, Thomas W. Miller Published by Pearson

3. Marketing Metrics, Neil T Bendle, Paul W. Farris, Phillip E. Pfeifer published
     by Pearson

4. Marketing Analytics, Mike Grigsby published by Kogan Page.

Retail Management

Course Code: G 401 DE2b.6

Name of the Course: RETAIL OPERATIONS MANAGEMENT

COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS

Pedagogy: Classroom lectures, Case studies, Group discussion, Seminar & field work etc.,

Course Outcomes: On successful completion student will demonstrate:

a) Compare various retail formats and technological advancements for setting up appropriate retail business.

b) Identify the competitive strategies for retail business decisions.

c) Examine the site location and operational efficiency for marketing decisions.

d) Analyse the effectiveness of merchandising and pricing strategies.

e) Assess store layout and planogram for retail business.

SYLLABUS: **HOURS**

Module -1: Retail and Logistics Management **06**

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 **10**

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 **14**

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 **10**

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   **10**

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:

a) Write a note on Visual merchandising training programme layout design, and product placement.

b) Write a note Leadership training: Develop skills in coaching, delegation, and motivation.

c) Derive Customer analysis by considering skills in understanding customer behavior and preferences to improve customer satisfaction.

d) Chart out the types of customers in creating customer loyalty programs.

Books for References:

1. Coughlem: Marketing Channels. Gilbert Pearson: Retail Marketing Education Asia 2001.

2. Micheal Levy & Barton AWeitz: Retailing Management, McGraw

3. 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, 2001.

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

Logistic and Supply Chain Management

Course Code: G 401 DE2c.6

NAME OF THE COURSE: SOURCING FOR LOGISTICS AND

SUPPLY CHAIN MANAGEMENT

COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS

Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies.

Course Outcomes: On successful completion of the course, the students will be able to:

a) Understand the role of sourcing in logistics and supply chain management, and its impact on overall business performance.

b) Analyze and evaluate sourcing strategies and decisions, including make-or-buy, insourcing vs. outsourcing, and supplier selection criteria.

c) Develop effective supplier relationship management skills, including negotiation, communication, and collaboration.

d) Apply sourcing best practices, including risk management, sustainability, and ethical sourcing.

e) Evaluate the impact of technology and innovation on sourcing, and apply relevant tools and techniques to optimize sourcing processes and outcomes.

SYLLABUS: **HOURS**

Module 1: Sourcing   **08**

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   **16**

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   12

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

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   08
Requirements**

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:

1. Highlight the stages when Early Supplier Involvement is encouraged by companies to maximise the benefits
2. List out the Regulatory bodies connected to sourcing.
3. Identify the benefits of co-location of suppliers to the company.
4. List out the Credit rating agencies for supplier assessment.

Books for References:
1. Donald Waters, Logistics - An Introduction to Supply Chain Management, Palgrave Macmillan, New York,
2. John Gattorna , Handbook of Logistics and Distribution Management.
3. P. Fawcett, R. McLeish and I Ogden, Logistics Management.
4. D.M. Lambert & J R Stock, Richard D Irwin Inc., Strategic Logistics Management.
5. Martin Christopher, Logistics and Supply Chain Management, Pitman Publishing, 2nd Edition
6. David 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.

(BBA)

Course Code: **G 401 VO1.6**

Name of the Course: GOODS AND SERVICES TAX

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	48 Hrs.

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

Course Outcomes: On successful completion Student will demonstrate

a) Understand the basics of taxation, including the meaning and types of taxes, and the differences between direct and indirect taxation.

b) Analyze the history of indirect taxation in India and the structure of the Indian taxation system.

c) Understand the framework and definitions of GST, including the constitutional framework, CGST, SGST, IGST, and exemptions from GST.

d) Understand the time, place, and value of supply under GST, and apply this knowledge to calculate the value of supply and determine GST liability.

e) Understand input tax credit under GST, including its meaning and process for availing it, and apply this knowledge to calculate net GST liability.

Syllabus	Hours

Module No. 1: Basics of Taxation and Goods and Services Tax   **06**
–Framework and Definitions

Tax – Meaning and Types, Differences between Direct and Indirect Taxation, Brief History of Indirect Taxation in India, Structure of Indian Taxation. 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 No. 2: Time, Place and Value of Supply   **10**

Time of Supply – in case of Goods and in case of Services - Problems on ascertaining Time of Supply; Place of Supply – in case of Goods and in case of 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 No. 3: GST Liability and Input Tax Credit   15

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 No. 4: GST Procedures   10

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.

Module No. 5: CUSTOMS LAW (Customs Act and Customs Tariff   15 Act)

Definitions, types of customs duties, Prohibition of importation and exportation of goods, Treatment of imports and exports under GST, Methods of valuation for customs, Transaction value for customs purposes – inclusions and exclusions, Method of calculation of duty after GST under imports, Problems on computation of assessable value and customs duty.

Skill Developments Activities:

a) List out the process of GST registration for a business.
b) Chart out 'time of supply' concept relevance in GST.
c) Identify the place of supply for goods and services in different scenarios.
d) Calculate GST liability for a particular transaction using imaginary values.
e) Explain the process of availing input tax credit in GST.

Books for Reference:

1. V Rajesh Kumar and Mahadev, "Indirect Taxes", Mc Graw Hill Education
2. Datey, V S, "Indirect Taxes", Taxmann Publications.
3. Hiregange et al, "Indirect Taxes: Puliani and Puliani.
4. Haldia, Arpit, "GST Made Easy", Taxmann Publications.

5. Chaudhary, Dalmia, Girdharwal, "GST – A Practical Approach", Taxmann Publications.

6. Garg, Kamal, "Understanding GST", Bharat Publications.

7. Hiregange, Jain and Naik, "Students' Handbook on Goods and Services Tax", Puliani and Puliani.

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

Course Code: G 401 VO2.6

Name of the Course: Enterprise Resource Planning

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	(2+0+2) 4 Hrs	45 Hrs

Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion,Seminar & field work etc.,

Course Outcomes: On successful completion of the course, the students' will be able to

a) Understand the business process of an enterprise to grasp the activities of ERP project management cycle to understand the emerging trends in ERP developments.

b) Integrate and automate the business processes and shares information enterprise-wide.

c) Explore the significance of ERP to provide a solution for better project management.

d) Enable the students to understand the various process involved in implementing ERP in a variety of businessenvironment

e) Understand the issues involved in design and implementation of ERP systems.

Syllabus: **Hours**

Module No. 1: Introduction to ERP   **08**

Enterprise Resource Planning - Defining ERP - Origin and Need for an ERP System - Benefits of an ERP System - Reasons for the Growth of ERP Market – Risk of ERP - Road map for successful ERP

Module No. 2: ERP related Technologies and Modules   **10**

Business Process Re- engineering – Product l i fe cycle – Customer relationship management - Functional Modules- Sales and Distribution, service - Human Resource - Finance – Production - Materials Management – Purchasing – Quality Management..

Module No. 3: ERP implementation   **08**

ERP Implementation Life cycle – Transition strategies - ERP Implementation Process - ERP Vendor Selection - Role of the Vendor - Consultants: Types of consultants - Role of a Consultant - Vendors and Employees -

Resistance by employees - Dealing with employee resistance - Project team

Module No. 4: ERP post implementation   **10**
Success and Failure factor of ERP implementation – ERP operations and maintenance – Data Migration – Project Management and Monitoring - Maximizing the ERP system.

Module No. 5: Future directions in ERP   **09**
New Trends in ERP- ERP to ERP II - Implementation of Organization Wide ERP
- Development of New Markets and Channels - Latest ERP
                         ImplementationMethodologies - ERP and E-business.

Skill Development Activities:

1. State the steps and activities in the ERP life cycle
2. Develop a process of driven thinking towards business process.
3. Demonstrate a good understanding of the basic issues in ERP systems.
4. Any other activities, which are relevant to the course.

Books for Reference:

1. Alexis Leon, "ERP Demystified", Tata McGraw Hill, New Delhi, 2007.

2.Joseph A Brady, Ellen F Monk, Bret Wagner,"Concepts in Enterprise Resource Planning",Thompson Course Technology, USA, 2009

3.Vinod Kumar Garg and Venkitakrishnan N K, "Enterprise Resource Planning – Concepts and Practice", PHI, New Delhi, 2004

4.MahadeoJaiswal and Ganesh Vanapalli, ERP Macmillan India, 2013.

5..Sinha P. Magal and Jeffery Word, Essentials of Business Process and Information System,WileyIndia,2009

6.Jagan Nathan Vaman, ERP in Practice, Tata McGowan-Hill, 2007.

Note: Latest edition of text books may be used.

<p style="text-align: center;">**INTERNSHIPS under UGC regulation, 2023.**</p>
<p style="text-align: center;">**INTERNSHIP GUIDELINES**</p>

NEP 2020 has devised transformative initiatives in the field of higher education. The skills required for developing employability ingenuities are fostered by introducing internship as an important component in the curriculum.

Internship is provided in two modes-

i. Internship for enhancing the employability

ii. Internship for developing the research aptitude

As per the UGC Guidelines for **"Implementation of Internship/Research Internship for Undergraduate Students"** our institution has structured the internship course under the following categories-

i. Internship for enhancing the employability

The interns may pursue their internships in varied industries perse and go beyond the clusters prescribed by the central, state, micro and local governments. An indicative list is provided by UGC which comprises of –

1. Trade and Agriculture Area

2. Economy & Banking Financial Services and Insurance Area

3. Logistics, Automotive & Capital Goods Area

4. Fast Moving Consumer Goods & Retail Area

5. Information Technology/Information Technology enabled Services & Electronics Area

6. Handcraft, Art, Design & Music Area

7. Healthcare & Life Science Area

8. Sports, Wellness and Physical Education Area

9. Tourism & Hospitality Area

10. Digitisation & Emerging Technologies (Internet of Things/Artificial Intelligence/Machine Learning/Deep Learning/Augmented Reality/Virtual Reality, etc.) Area

11. Humanitarian, Public Policy and Legal Service Area

12. Communication Area

13. Education Area

14. Sustainable development Area

15. Environment Area

16. Commerce, Medium and Small-Scale Industries Area and other areas approved by the statutory bodies of the institution from time to time.

ii. Internship for developing the research aptitude

Building of the research aptitude is a formative way to uncover facts and present the outcomes in an organised manner. Research internship aims at providing hands-on training to work on research tools, techniques, methodologies, equipment, policy framework and various other aspects in pursuing quality research.

The research interns can apply in research institute, research lab, national or internationally reputed organizations, research labs, working with faculty, mentors from distinguished fields.

INTERNSHIP STRUCTURE

o Internship is organised, executed and monitored by the Research & Development Cell (RDC) of the institution.

o Since the internship is time bound, a research supervisor is assigned to the interns for sharing expertise and follow up of their Internship Progress.

o Orientation sessions and interaction faculty-wise was initiated.

o A Nodal Officer was appointed along with four block-wise coordinators to harness the possibilities and effectively implement internship at department level.

o Internship Report Format is drafted for maintaining the uniformity in reporting ethos.

o The Nodal Officer is in charge of corresponding with the Internship Providing Organization (IPO) is any organization, HEI, philanthropy, farmer, government organization, R&D institutions, research labs, artisans, enterprises, institution/person of eminence, cooperatives, corporates providing an opportunity to the student for Internship during the programme.

o The Nodal Officers along with the block coordinators must be approached in case of any issues and will be responsible for any official registration, enrollment and upkeep of the internship programme and the students.

o Internship Supervisors/ Mentors are appointed and a lot of students are assigned to them who inturn are responsible to ensure the authenticity of the internship certificate provided and monitor the hours of the work undertaken by the interns.

- o Students may apply for Internship Programme through the Nodal Officer or Online Internship Apps such as Internshala, Go Intern and so on to avail the Internship Offers.
- o It is preferred to undertake internship in physical mode. Digital Mode or Group Internships are an option.
- o Internship Reports must be endorsed by the Internship Supervisor/ Mentor.

ACADEMIC CREDENTIALS

- o The internship as a course is mandatory for the under-graduate level fetching 2 credits each.
- o For an internship, one credit of Internship means two-hour engagement per week.
- o 60 – 90 Hours is mandatory to be undertaken by every student who is interning in any of the modes mentioned above.
- o Hands-on training/ Orientation is mandatory before commencement of the internship/research internship programme.

EVALUATION

Report writing (15-20 pages)- Format will be sent to the Internship Mentors/ Project Guides	20 Marks
Powerpoint Presentation	10 Marks
Viva Voce (One to One)	10 marks
External Assessment (Internship)/ External Evaluation (Project Report)	10 Marks
Total	**50 Marks**
Number of Hours	**60 hours (Internship)**

EVALUATION AND ASSESSMENT COMPRISES OF-

- i. Activity logbook and evaluation report of Internship Supervisor
- ii. Format of presentation and the quality of the intern's report
- iii. Acquisition of skill sets by the intern
- iv. Originality and any innovative contribution
- v. Significance of research outcomes
- vi. Attendance

ANNEXURE

FORMAT OF THE INTERNSHIP REPORT

ST ALOYSIUS COI ESTD : 1880 **TONOMOUS) MANGALURU**

INTERNSHIP REPORT FORMAT

1. Title Page (1 page)

- Student Name, Class, Register Number, Name of the College
- Name of the Company
- Internship Dates (Duration – Date of commencement –Date of completion)
- Certificate from Dean/Head of Department **(1 page)**
- Declaration by the Student **(1 page)**
- Certificate from the Internship Mentor **(1 page)**
- Company Certificate with Official Logo and Authorized Signature **(1 page)**

REFER SAMPLE 1 to SAMPLE 6 ANNEXED TO THIS FORMAT (Page No. 3 - Page No. 6)

2. Table of Contents (1 page)

- Keep it in Tabular Form
- Serial Number, Particulars and Page Number (three columns)

3. Acknowledgements *(*1 page)

(Mention how they helped you and what you learnt from each person)

4. Brief Profile of the Company/entity (2 pages)

- History- Vision- Mission of the Company
- Regular Business Activities (Broad/Specific)
- Intern's role in Overall Work Scheme

5. Tasks Assigned (1 page)

- Mention in points the various tasks assigned

6. **Learning Objectives (1 page)**

(Example: three objectives are mentioned- any other objective kindly mention)

- Mention the following learning objectives-
  - ✓ To pursue internship in a company or an institution which gives opportunity to explore and nurture our skills.
  - ✓ To undertake experiential learning to improvise the technical and social skills.
  - ✓ To build curriculum vitae and strengthen the work experiences.
  - ✓ Any other (kindly specify)

7. **Responsibilities including Job Description (7 pages)**

- Internship Position in the Company (Example: Database Management Assist as Designation)
- Day Wise Report (Mention- Date, Time, Venue, Staff In-charge Name and Designation, Detailed report on daily basis)
- Mention Specific Tasks, Skills you learnt and experiences that developed you professionally.
- Mention even the talks, seminars attended, training sessions attended.
- Attach the relevant documents and certificates and evidential documents.

8. **Skills and Experiences (Learning Outcomes) (1 page)**

- Specific skills developed relate it to educational experiences and your career goal.
- Professional traits acquired.

9. **Conclusion (1 page)**

- Potentialities for future internships
- Helping the organization in better understanding of the need and interest of interns.

10. **Annexure**

- Attach relevant documents, certificates and photographs

Principal   22-01-2023   **Registrar**

ESTD : 1880

ST ALOYSIUS COLLEGE (AUTONOMOUS) MANGALURU

Internship Report on --- (area of work)

at --- (name of the company, place)

Submitted to St Aloysius College (Autonomous), Mangaluru in partial fulfillment of the

requirements for the award of the

Degree of Bachelor of …………………………………………..jh ……………………

B. …………………………………………………………..

By

(Name of the Student)

(Class and Register No)

Under the guidance of

Name and address of Internal Guide

2023 – 2024

SAMPLE 2

Certificate from the Dean/HOD

FACULTY OF ……………………………………..……..

ST ALOYSIUS COLLEGE (AUTONOMOUS)

LIGHT HOUSE HILL ROAD, MANGALORE – 575 003

CERTIFICATE

This is to certify that Mr./Ms ………………………….……………… bearing Register number……………………………… has successfully completed his/her internship on ……………………………………………………………………..………… (area of work) at …………………………………………………(name of the company and place).

This internship report is prepared after having undergone internship for the period as stipulated by the College and is submitted to St Aloysius College (Autonomous) Mangaluru, in partial fulfilment of the requirements for the award of the Degree of Bachelor of ……………………………………………………………..……….... during the year 2023-24.

Date: Signature with name and Designation

Place: Seal

Declaration by the student

<u>**DECLARATION**</u>

This is to certify that this internship report has been prepared by me after undergoing internship from………………to………………(duration) at ……………………………………….. (name of the company and place).   This report is my original work and is being submitted for the partial fulfilment of the requirements of the award of the Degree of …………………….

This report has not been submitted earlier to this College or any other Universities/Institutions for the fulfilment of the requirements of the course of the study.

Date: Signature

                                                              Name of the student

Place: Register No

SAMPLE 4

Certificate from Internship Mentor

CERTIFICATE

This is to certify that …………………………………………………….. (Name of the student), Register Number…………………………….., of …………………………………., has successfully completed his/her internship on……………………………………………………………………… (area of work) at ……………………………………… (name of the company and place), in partial fulfilment of the requirements for the Degree of ……. The internship report has been prepared by him/her under my guidance and supervision. I further certify that no part of this report has been submitted for the award of any degree, diploma, fellowship or such other similar title.

Name and Designation of the Internship Mentor:

Date:

Place: Signature

                                                                   (Internship Mentor)

Certificate of Performance from the company in its letter head

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr/Ms ……………………………………………....…… (name of the student), ………………..… (Reg No), student of B.Com at St Aloysius College (Autonomous) Mangaluru, has done his / her internship in our company on ………………… …………………………………….., (area of work), for the purpose of partial requirements for the award of the Degree of Bachelor of Commerce. He /She has completed the internship from our company for the period from ………………… to ……………… (date of internship).

During his/her tenure of the internship his/her conduct and character was good.

<div style="text-align:right">

Signature

Name and Designation

Company seal

</div>

Date:

Place:

****

PROPOSAL- BBA EMBEDDED WITH BUSINESS ANALYTICS

The Business Administration (BBA) Programme offers subjects which are in the form of hard-core, soft-core and open electives. The highlight of the programme is the introduction of internship and certificate programmes. Foundation course, open electives, languages (both English and Second Language), extra-curricular and co-curricular activities are mandatory. Since 2020, the programme outcomes and course structure are in consensus with the New Education Policy, uniformity is maintained in offering the courses.

An innovative programme BBA embedded with Business Analytics is proposed in association with ISDC. The students who opt this programme can undertake the embedded Business Analytics papers in lieu of BBA regular papers as mentioned in the course structure.

BBA EMBEDDED WITH BUSINESS ANALYTICS – 8 SEMESTERS		
SEMESTER	BBA REGULAR	PAPER IN LIEU OF BBA REGULAR
I	MARKETING MANAGEMENT	SPREADSHEET MODELLING
II	BUSINESS MATHEMATICS	PYTHON PROGRAMMING
III	ORGANISATION BEHAVIOUR	DATA VISUALISATION THROUGH TABLEAUAND POWER BI
III	STATISTICS FOR BUSINESS DECISIONS	STATISTICS WITH R
IV	FINANCIAL MARKET SERVICES	SQUERY LANGUAGE
V	PRODUCTION & OPERATIONS MANAGEMENT	SAS AND TABLEAU
	INTERNSHIP	INTERNSHIP

VI	INTERNATIONAL BUSINESS	SOCIAL MEDIA ANALYTICS
	BUSINESS LAW	NATURAL LANGUAGE PROCESSING
VII	E-COMMERCE	MACHINE LEARNING & AI
VIII	PROJECT MANAGEMENT	BIG DATA ANALYTICS
	INTERNSHIP	INTERNSHIP

SEMESTER I
SPREAD SHEET MODELLING
G 401 DC3a.1

This module will enable the students to learn and start working with MS Excel with regards to Storytelling and Data Visualization. Excel being the most extensive tool used for analysis, this module will equip students with hands-on skills on excel dashboarding and chart creation.

Learning Objectives

To comprehend and employ the use of MS Excel application for analysing, visualizing, and reporting solutions based on business problems and tasks. This module aims at

imparting hands-on training towards Data Visualization and Dashboard creation using Excel as well as how to use which formula for which problem scenario. The students will be equipped with the knowledge of various analytical procedures and tools which are available in MS Excel.

Learning Outcomes

Upon successful completion of this module, students should be able to:

- Describe and demonstrate the importance of MS Excel and its functionalities.
- Identify, interpret, and explain the fundamentals concepts pertaining to Data Visualization and Storytelling.
- Design, compose and employ the use of different chart and plots under MS Excel for Dashboard building.
- Create and demonstrate the working of Interactive Dashboards using MS Excel Application.
- Classify different techniques of Reporting, Sharing and Authorizations used in MS Excel with regards to Dashboards.

Unit I

Introduction

Spreadsheet Applications, MS Excel Overview, Advantage and Disadvantages, Introduction to Buzzwords – Dashboards, Reports, Data Visualization, Business Intelligence, Decision Support Systems. Data Visualization, Storytelling and its importance in BI, Visual Perception, Pre-attentive Attributes of Perception, Colour Attributes, High-Precision Judging.

Unit II

Charts and Functions

Tables, Line and Bar Charts, Scatter Charts, Scatter Charts vs Line Charts, Correlation Analysis, Bullet Graphs, Pie Charts, Doughnut Charts, Surface Charts, Radar Charts. Formulas, Help, Operators, Range Operator, Union Operator, Intersection Operator, Conditional Expressions, Boolean Concepts, Filtering and Highlighting, Selecting, Aggregating.

Unit III

Interactive Chart Dashboards

Banded Region Chart, Creating the Chart, Placing the Chart on Dashboard, Dynamic

Legend, Creating Endpoints of the Legend, interpolating between Endpoints and Applying Visual Effects, Rollover Method, Conceptual Model, Implementing Hover Table, Conditional Formatting, Designing Pop-ups and making them follow Mouse.

Unit IV

Pivot Table Driven Dashboards

Pivot Table, Four Areas of Pivot Table, Creating Pivot Table, Customizing Pivot Table, Changing Layout, Renaming Fields, Formatting Numbers, Hiding or Showing Data Items, Sorting, Pivot Charts, Conditional Formatting with Pivot Tables. Form Control Fundamentals.

Unit V

Interactive Interfaces and Reporting

Combo Box Control, List Box Control, Scroll Bar Control, Spinner Control, Checkbox Control, Buttons, Scroll-able Tables, Highlighting Data Points on Charts, Slicers, Formatting Slicers, Protecting Dashboards and Reports, Securing Access to Workbook,

Limiting Access to Specific Worksheet Ranges, Linking Excel to PowerPoint, Distributing Dashboards via PDF, or Web.

References

1. Dr Renjini D., 2019, *Data Analysis for Business Decisions using Excel*, Bharti.
2. Winston, 2019, *Microsoft Excel,* PHI.
3. Hector Guerrero, 2019, *Excel Data Analysis – Model and Simulation*, Springer.
4. John Walkenbach, 2016, *Excel Bible,* Wiley.
5. Bernd Held, 2015, *Excel Functions and Formulas,* BPB.

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SEMESTER II

Python Programming

G 401 DC4a.2

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Module Overview

This module forms an introduction as well an in-depth study in the discipline of Python Programming with regards to Statistical Analysis along with Data Visualization. The module comprises of Python Programming based on Numpy, Pandas and Matplotlib libraries.

Learning Objectives

This course will provide students and exposure towards Python Programming. The students will gain programming knowledge based on important Python libraries such as Numpy, Pandas and Matplotlib.

Learning Outcomes

After the successful completion of this module, students will be able to:

- Elucidate and implement Numpy arrays using Python

- Perform advanced array operations using Numpy library.

- Implement data manipulations and aggregations using Pandas.

- Employ the use of Pandas for Joining, Combining and Reshaping datasets.

- Deploy visual charts and plots based on Matplotlib package and implement geographical mapping based on data points.

Unit I

Introduction to Numpy

Fixed-Type Arrays, Creating Arrays from Python Lists, Creating Arrays from Scratch, Numpy Array Basics, Numpy Array Attributes, Array Indexing, Array Slicing, Reshaping Arrays, Array Concatenation and Splitting, Computation on Numpy Arrays, Aggregations, Fancy Indexing, Sorting Arrays, Numpy Structured Array.

Unit II

Data Manipulation with Pandas – I

Pandas Objects, Pandas Series Objects, Pandas Data Frame Objects, Pandas Index Object, Data Indexing and Selection, Operating on Data in Pandas, Handling Missing Data, Operating on Null Values, Hierarchical Indexing, Indexing and Slicing a Multi-Index, Rearranging Multi-Indices, Data Aggregations and Multi-Indexes.

Unit III

Data Manipulation with Pandas – II

Combining Datasets – Merge and Join, Categories of Joins, Specification of the Merge Key, Specifying Set Arithmetic for Joins, Overlapping Column Names, Aggregation and Grouping, Pivot Tables, Vectorized String Operations, High Performance Pandas functions.

Unit IV

Matplotlib – I

General Matplotlib Tips, Setting Styles, Simple Line Plot and Adjustments, Simple Scatterplots, Visualizing Errors, Basic Error Bars, Continuous Errors, Density and

Contour Plots, Visualizing A 3-D Function, Histograms, Binning and Density, Customizing Plot Legends, Colour Bars, Multiple Legends, Subplots, Text and Annotations.

Unit V

Matplotlib – II

Customizing Matplotlib, Configurations and Stylesheets, 3-D Plotting in Matplotlib, 3-D Points and Lines, 3-D Contour Plots, Wireframes and Surface Plots, Surface Triangulations, Geographic Data with Base-map, Map Projections, Plotting Data on Maps, Seaborn Comparison with Matplotlib.

References

1. R.Nageswara Rao. (2018). *Core Python Programming*. Dreamtech.
2. John Hearty. (2016). *Advanced Machine Learning with Python*. Packt.
3. Jake VanderPlas. (2016). *Python Data Science Handbook: Essential Tools for Working with Data*. O'Reilly.
4. Wes Mc Kinney. (2012). *Python for Data Analysis*. O'Reilly.
5. Mark Lutz. (2010). *Programming Python*. O'Reilly.

SEMESTER III

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G 401 DC2a.3

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SEMESTER III

STATISTICS WITH R

G 401 DC3a.3

Module Overview:

The following module comprises of R programming basics and application of several Statistical Techniques using it. The module aims to provide exposure in terms of Statistical Analysis, Hypothesis Testing, Regression and Correlation using R programming language.

Learning Objectives:

The objective of this module to make students exercise the fundamentals of statistical analysis in R environment. They would be able to analysis data for the purpose of exploration using Descriptive and Inferential Statistics. Students will understand Probability and Sampling Distributions and learn the creative application of Linear Regression in multivariate context for predictive purpose.

Learning Outcomes:

After the successful completion of this module, students will be able to:

• Install, Code and Use R Programming Language in R Studio IDE to perform basic tasks on Vectors, Matrices and Data frames.

• Describe key terminologies, concepts and techniques employed in Statistical Analysis.

• Define, Calculate, Implement Probability and Probability Distributions to solve a wide variety of problems.

• Conduct and interpret a variety of Hypothesis Tests to aid Decision Making.

• Understand, Analyse, Interpret Correlation and Regression to analyse the underlying relationships between different variables.

Unit I

Introduction to R Programming

R and R Studio, Logical Arguments, Missing Values, Characters, Factors and Numeric, Help in R, Vector to Matrix, Matrix Access, Data Frames, Data Frame Access, Basic Data Manipulation Techniques, Usage of various apply functions – apply, lapply, sapply and tapply, Outlier's treatment.

Unit II

Descriptive Statistics

Types of Data, Nominal, Ordinal, Scale and Ratio, Measures of Central Tendency, Mean, Mode and Median, Bar Chart, Pie Chart and Box Plot, Measures of Variability, Range, Inter-QuartileRange, Standard Deviation, Skewness and Kurtosis, Histogram, Stem and Leaf Diagram, Standard Error of Mean and Confidence Intervals.

Unit III

Probability

Probability& Sampling Distribution

Experiment, Sample Space and Events, Classical Probability, General Rules Of Addition, Conditional Probability, General Rules For Multiplication, Independent Events, Bayes' Theorem, Discrete Probability Distributions: Binomial, Poisson, Continuous Probability Distribution, Normal Distribution & t-distribution, Sampling Distribution and Central Limit Theorem.

Unit IV

Statistical Inference and Hypothesis Testing Population and Sample,

Null and Alternate Hypothesis, Level of Significance, Type I and Type II Errors, One Sample t Test, Confidence Intervals, One Sample Proportion Test, Paired Sample t Test, Independent Samples t Test, Two Sample Proportion Tests, One Way Analysis of Variance and Chi Square Test.

Unit V

Correlation and Regression

Analysis of Relationship, Positive and Negative Correlation, Perfect Correlation, Correlation Matrix, Scatter Plots, Simple Linear Regression, R Square, Adjusted R Square, Testing of Slope, Standard Error of Estimate, Overall Model Fitness, Assumptions of Linear Regression, Multiple Regression, Coefficients of Partial Determination, Durbin Watson Statistics, Variance Inflation Factor.

References

1. Ken Black, 2013, Business Statistics, New Delhi, Wiley.

2. Lee, Cheng. et al., 2013, Statistics for Business and Financial Economics, New York: Heidelberg Dordrecht. 3. Anderson, David R., Thomas A. Williams and Dennis J. Sweeney, 2012, Statistics for Business and Economics, New Delhi: Southwestern.

4. Waller, Derek, 2008, Statistics for Business, London: BH Publications.

5. Levin, Richard I. and David S. Rubin, 1994, Statistics for Management, New Delhi: Prentice Hall

Semester IV

Structured Query Language

G 401 DC3a.4

Module Overview

In this course, the students will learn the basics of the SQL/No SQL and the Relational Databases. They will learn about the Relational Model and Relational Model concepts and constraints. The students will get exposure to key concepts with regards to SQL Language and DBMS such as Normalization, Transaction Processing along-side an exposure to No SQL programming.

Learning Outcomes

This module will help students gain much needed knowledge pertaining to Relational Database Management Systems, Data Models, SQL query processing, Normalization along with an introduction to No SQL Database systems using Mongo DB.

Learning Objectives

• To understand the basic concepts and the applications of Database Systems.

• To master the basics of SQL and construct queries using SQL.

• To become familiar with the basic issues of Transaction Processing and Concurrency Control.

• To become familiar with NO SQL Programming Language.

• Explain the architecture, define objects, load and query data within No SQL databases.

Unit I

Introduction to Database Management Systems

Introduction-Database System Applications, Purpose of Database Systems, Views of Data, Data Abstraction, Instances and Schemas, Data Models, Database Languages, DDL, DML, Database Architecture, Database Users and Administrators, Database Design, ER Diagrams, Entities, Attributes and Entity Sets, Relationships and Relationship sets, Integrity Constraints, Views.

Unit II

SQL Operators and Relational Theorems

Relational Algebra and Calculus, Selection and Projection, Set Operations, Renaming, Joins, Division, Relational calculus, Tuple Relational Calculus, Domain Relational Calculus, Forms of Basic SQL Query, Nested Queries, Comparison Operators, Aggregate Operators, NULL values, Logical connectives, AND, OR and NOT, Outer Joins, Triggers.

Unit III

Normalization

Problems Caused by Redundancy, Decompositions, Functional Dependencies, Normal Forms, First, Second, Third Normal forms, BCNF, Properties of Decompositions, Loss less Join Decomposition, Dependency Preserving Decomposition, Multi Valued Dependencies, Fourth Normal Form, Join Dependencies, Fifth Normal Form.

Unit IV

Transactions

Transaction Management, Transaction Concept, Transaction State, Implementation of Atomicity and Durability, Concurrent, Executions, Serializability, Recoverability, Implementation of Isolation, testing for serializability, Concurrency Control, Lock, Timestamp Based Protocols, Validation Based Protocols, Recovery, Failure Classification, Storage Structure, Atomicity, Log Based Recovery, Remote Backup Systems.

Unit V

No SQL

Overview of No SQL, Types of No SQL Databases, No SQL Storage Architecture, CRUD Operations in MongoDB, Querying, Modifying and Managing No SQL Databases, Indexing and Ordering, Migrating from RDBMS to No SQL, No SQL in Cloud, Database Administration.

References

1. Guy Harrison, 2015, Next Generation Databases: No SQL and Big Data, Apress.

2. Ramez Elmasri, ShamkatB.Navathe, 2013, Database Systems, Pearson.

3. Pramod J. Sadalage, Martin Fowler, 2012, No SQL Distilled, Addison Wesley.

4. A.Silberschatz, H.F. Korth, S.Sudarshan, 2006, Database System Concepts, McGraw Hill.

5. Raghurama Krishnan, Johannes Gehrke, 2003, Database Management Systems, McGraw Hill.

SEMESTER V

Machine Learning and Artificial Intelligence
G 401 DC1a.5

Module Overview

This module comprises of conceptual, statistical and Machine Learning algorithms. It covers all the necessary models pertaining to Machine Learning such as Regression, Decision Trees, Support Vectors, Clustering, Association Analysis and Dimensionality Reduction.

Learning Objectives

After this course students will gain critical knowledge and understanding about major Data Mining procedures like Decision Tree, Cluster Analysis, Neural Networks, Support Vector Machine, Bayesian Networks and Machine Learning fundamentals. Students will be able to apply and practice this gained knowledge in variety of Business Scenarios.

Learning Outcomes

Upon successful completion of this module, students should be able to:

- Understand and employ a wide variety of Statistical and Machine Learning Algorithms.
- Identify the characteristics of Datasets, Problem Statement and develop Machine Learning programs with reference to known Computing Techniques.
- Understand the Model Performance Evaluation and select the best one based on the solution.
- Implement Machine Learning techniques and the Programming Framework to obtain acceptable decisions for the Real-World problems.

Unit I

Classification and Regression Tree

Classification & Regression, working of a Decision Tree, Attribute Selection Measures, Information Gain, Gain Ratio, Gini Index, Building Decision Trees, CART, C5.0, and CHAID Trees, Prediction by Decision Tree, Advantages and Disadvantages of Decision Trees, Model Overfitting, Building Decision Trees in R.

Unit II

Clustering

Cluster Analysis versus Factor Analysis, Overview of Basic Clustering Methods, Agglomerative Hierarchical Clustering, Within-Group Linkage, Nearest Neighbour or Single Linkage, Furthest Neighbour or Complete Linkage, Centroid Clustering, Ward's Method, K-Means Algorithm, Dendrogram, Profiling of Cluster, Cluster Evaluation.

Unit III

Support Vector Machine

Decision Boundaries for Support Vector Machine, Maximum Margin Hyperplanes, Structural Risk Minimization, Linear SVM-Separable Case, Linear SVM-Non-Separable Case, Kernel Function, Kernel Trick, Kernel Hilbert Space, Model Evaluation.

Unit IV

Market Basket Analysis

Market Basket Analysis and Association Analysis, Market Basket Data, Stores, Customers, Orders, Items, Order Characteristics, Product Popularity, Tracking Marketing Interventions, Association Rules, Support, Confidence, Lift, Chi-Square Value, Sequential Pattern Analysis.

Unit V

Introduction to Artificial Intelligence

Current Trends in AI, Intelligent Agents, Environments, Problem Solving Agents, Searching Techniques, Knowledge and Reasoning in AI, Forms of Learning, Structure of a Neural Network, Analogy with Biological Neural Network, Activation Functions, Gradient Descent, Model Accuracy.

References

1. Kevin Knight, Elaine Rich, B.Nair, 2017, *Artificial Intelligence*, McGraw.
2. Han, Jiawei and Kamber, Micheline, 2012, *Data Mining: Concepts and Techniques*, Morgan Kaufman Publishers.
3. AnandRajaraman, 2011, *Mining of Massive Datasets*, Cambridge University Press.
4. Mitchell, 2013, *Machine Learning*, McGraw Hill.
5. Stuart Russell, Peter Norvig, 2004, *Artificial Intelligence – A Modern Approach,* Pearson.

SEMESTER VI

Social Media Analytics

G 401 DE2d.5

Module Overview

This module comprises of advanced disciplines and units pertaining to Analytics, Data Acquisition via web, Understanding and analysing Unstructured Data along with the future implementations and growth in the discipline of Analytics.

Learning Objectives

This course aims at giving exposure on the advanced aspects with regards to Analytics. The course comprises of Social-Media, Mobile, Text Analytics along with Web Scraping and the future advancements in the field of Analytics.

Learning Outcomes

After the successful completion of this module, students will be able to:

- Apply and use Social Media Analytics for the betterment of the business.
- Use Mobile Analytics for solving complex business problems and to stop churn.
- Evaluate the business problem and apply analytics techniques for better output.
- Analyse and understand patterns and techniques in Social-Media & Mobile Analytics to solve complex problems.
- Understand various improvements and technological innovations relevant to Social-Media Analytics.

Unit I

Overview

Social Media, On-Line Social Network, Off-Line Social Network, Metrics and Measurement, Dashboard, Target Audience, Desired Action, Content, Market Research Online Communities, Cluster Analysis, Conjoint Analysis, Multidimensional Scaling, Social Media Listening, Social Media Scoring, Social Media Modelling.

Unit II

Mobile Analytics

Understanding Mobile Analytics Concepts, difference between Mobile Analytics and Site Analytics, Natural language Processing with Mobile Analytics, Text Mining for Mobile Analytics, Mobile Analytics Tools, Churn Analytics.

Unit III

Text Analytics

Text Data, Sources of Text Data, Information Clusters, Patterns, Trends, Tagging, Natural Learning Process, Lexical Analysis, Social Network Nodes, Linkage Structure, Node Labelling, Content-Based Classification, Word Stemming, Stemming Algorithms, Polarity of the Attitude, Psychological Profiling, Sentiment Analysis.

Unit IV

Web Scraping

Web Scraping of Unstructured Data, Gathering Data from HTTP And HTTPS Format, Web Scraping from XML And JSON File, Regular Expressions, Extraction Strategies, Term Document Matrix, Data Cleansing, Data Manipulation and Data Transformation After Scrapping.

Unit V

Future of Analytics

Introduction to Big Data, Predictive Analysis for Business, Social Information Processing and Distributed Computing, Advances in Machine Learning, Traditional Data Models Evolve, Analytics to Solve Social Problems, Location Based Data Explosion, Data Privacy Backlash, Internet of Things, Artificial Intelligence.

References

1. Galit Shamuelli, 2017, *Data Mining for Business Analytics: Concepts, Techniques and Applications with R*, Wiley.
2. Luis Torgo, 2017, *Data Mining with R: Learning Case Studies*, Chapman.
3. Zaki & Meira, 2014, *Data Mining and Analysis Fundamental Concepts and Algorithms*, Cambridge.
4. Han, Kamber & Pei, 2013, *Data Mining: Concepts and Techniques*, Morgan Kaufmann.
5. Han, Jiawei and Kamber, Micheline, 2012, *Data Mining: Concepts and Techniques*, Morgan Kaufman.

SEMESTER VI

Natural Language Processing
G 401 DC3a.6

Module Overview

The following module aims to provide an exposure to students based on Natural Language Processing Techniques, Algorithms and Analytics based on Textual Data. The module comprises of NLP basics, Feature Extraction, Relationship Extraction, Text Categorization, Clustering and Topic Modelling Algorithms and Practices.

Learning Objectives

The course introduces the concepts of Text Analytics, Unstructured Information Analysis for better decision making by deriving valuable insights. The course will help the students understand the roots behind Text Mining which evolved from Machine Learning, Natural Language Processing and Statistics. Upon completion, students are expected to be able to describe basic concepts and methods of Text Mining, Information Extraction, Text Classification and Clustering, Topic Modelling.

Learning Outcomes

After the successful completion of this module, students will be able to:

- Understand approaches to Syntax and Semantics in NLP.
- Understand various methods for Statistical approaches to Machine Translation.
- Build Models which extract information from Textual Unstructured Data.
- Understand and implement Topic Modelling and Probabilistic Models for Information Extraction.
- Implement and deploy programs based on Relationship Extraction, POS Tagging and Clustering Algorithms based on NLP.

Unit I

Introduction to Text Mining

Basics of Text Mining, Natural Language Content Analysis, Core Text Mining Operations, Associations, Using Background Knowledge for Text Mining, Domain Ontologies, Domain Lexicons. Text Mining Pre-processing Techniques, Task Oriented Approaches, NLP Tasks, Tokenization, Part-of-Speech Tagging, Syntactical Parsing and Shallow Parsing.

Unit II

Extracting Features, Relations from Text

Finding Implicit Features, Finding Opinion Phrases and their Polarity, Context-

Specific Word Semantic Orientation, Analysis of Word and Document Frequency, tf-idf, Zipf's Law, bind tf_idf Function, Subsequence Kernels for Relation Extraction, Capturing Relation Patterns with a String Kernel.

Unit III

Text Categorization and Clustering

Applications of Text Categorization, Document Representation, Knowledge Engineering Approach to Text Categorization, Machine Learning Approach to Text Categorization, Evaluation of Text Classifiers. Clustering Tasks in Text Analysis, Clustering Algorithms and Clustering of Textual Data.

Unit IV

Relationships between Words

Tokenizing by N-gram, Counting and Filtering N-gram, Analysing Bigrams to provide Context in Sentiment Analysis, visualizing a Network of Bigrams using ggraph, Counting and Correlating Pairs of Words with the widyr Package, Counting and Correlating among Sections, Examining Pairwise Correlation.

Unit V

Topic Modelling and Probabilistic Models for Information Extraction

Latent Dirichlet Allocation, Word Topic Probabilities, Per-Document Classification, By-words Assignments, Alternative LDA Implementations. Hidden Markov models, Stochastic Context Free Grammar, Conditional Random fields, Parallel Learning Algorithms.

References

1. Julia Silge, David Robinson, 2018, *Text Mining with R-A Tidy Approach*, O'Reilly

2. Matthew L. Jockers, 2014, *Text Analysis with R for Students of Literature,* Springer.

3. James Pustejovsky, Amber Stubbs, 2012, *Natural Language Annotation for Machine Learning,* O'Reilly.

4. Steve R. Poteet, 2007, *Natural Language Processing with Text Mining*, Springer.

5. James Sanger, Ronen Feldman, 2002, *The Text Mining Handbook: Advanced Approaches in Analysing Unstructured Data*, Cambridge.

SEMESTER VI

Big Data Analytics
G 401 DE2d.6

Module Overview

This module forms an introduction as well an in-depth study in the field of Big Data and Hadoop. It comprises of the fundamentals as well as advanced topics needed to progress in this technology. The students will learn about the applications, usage and several use case scenarios pertaining to Big Data- Hadoop where they can use the knowledge and progress ahead.

Learning Objectives

This course will help students gain knowledge and understanding about Big Data Technology, Hadoop Ecosystem and various tools related to it. The students will learn about the HDFS File System, Map Reduce Framework, analysing data using Hbase and Hive along with the Integration of R with Hadoop.

Learning Outcomes

Upon successful completion of this module, students should be able to:

- Understand the fundamentals of Big Data and its Applications in various Domains.
- Conceptualize and Incorporate the Technologies behind Big Data.
- Understand HDFS File Structure, Map Reduce Framework, the architectures related to them and to use them to solve complex problems.
- Integrate R with Hadoop and solve analytical problems.
- Understand and Use Hive/Hbase shell pertaining to relational data handling under Hadoop.

Unit I

Introduction to Big Data

What Is Big Data? History of Data Management, Evolution of Big Data, Structuring of Big Data, Elements of Big Data, Application of Big Data in the Business Context, Careers in Big Data. Business Applications of Big Data: The Significance of Social Network Data, Financial Fraud and Big Data, Fraud Detection in Insurance, Use of Big Data in the Retail Industry.

Unit II

Technologies for Handling Big Data

Distributed and Parallel Computing for Big Data, Understanding Hadoop, Cloud

Computing, Grid Computing and In-Memory Technology for Big Data. VMWare Installation of Hadoop, Linux and its Shell Commands, Different Hadoop Distributions and their advantages, Hortonworks, Cloudera, MapR.

Unit III

Understanding the Hadoop Ecosystem

The Hadoop Ecosystem, Storing Data with HDFS, Design of HDFS, HDFS Concepts, Command Line Interface to HDFS, Hadoop File Systems, Java Interface to Hadoop, Anatomy of a file read, Anatomy of a file write, Replica placement and Coherency Model. Parallel Copying with distcp, keeping an HDFS Cluster Balanced.

Unit IV

Map Reduce Fundamentals

Origins of Map Reduce, How Map Reduce Works, Optimization Techniques for Map Reduce Jobs, Applications of Map Reduce, Java Map Reduce classes (new API), Data flow, combiner functions, running a distributed Map Reduce Job. Configuration API, setting up the development environment, Managing Configuration.

Unit V

Hive, Hbase and R-Hadoop

Understanding R-Hadoop, Integration Procedure, Packages needed for R under Hadoop Ecosystem, Text Mining for Deriving Useful Information using R within Hadoop, Introduction to Hive & Hbase, Hive and Hbase Architecture, Understanding Queries, Mining Big Data with Hive & Hbase.

References

1. Arshdeep Bahga, 2016, Big Data Science & Analytics: A Hands-On Approach, VPT.
2. Tom White, 2012, Hadoop: The Definitive Guide, O'Reilly.
3. Adam Shook and Donald Miner, 2012, Map Reduce Design Patterns: Building Effective Algorithms and Analytics for Hadoop and Other Systems, O'Reilly.
4. Dean Wampler, Edward Capriolo & Jason Rutherglen, 2012, Programming Hive, O'Reilly.
5. Lars George, 2011, HBase - The Definitive Guide: Random Access to Your Planet-Size Data, O'Reilly.

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INTERNSHIP GUIDELINES

NEP 2020 has devised transformative initiatives in the field of higher education. The skills required for developing employability ingenuities are fostered by introducing internship as an important component in the curriculum.

Internship is provided in two modes-

   i.   Internship for enhancing the employability

  ii.   Internship for developing the research aptitude

As per the UGC Guidelines for **"Implementation of Internship/Research Internship for Undergraduate Students"** our institution has structured the internship course under the following categories-

i. Internship for enhancing the employability

The interns may pursue their internships in varied industries perse and go beyond the clusters prescribed by the central, state, micro and local governments. An indicative list is provided by UGC which comprises of –

1. Trade and Agriculture Area

2. Economy & Banking Financial Services and Insurance Area

3. Logistics, Automotive & Capital Goods Area

4. Fast Moving Consumer Goods & Retail Area

5. Information Technology/Information Technology enabled Services & Electronics Area

6. Handcraft, Art, Design & Music Area

7. Healthcare & Life Science Area

8. Sports, Wellness and Physical Education Area

9. Tourism & Hospitality Area

10. Digitisation & Emerging Technologies (Internet of Things/Artificial Intelligence/Machine Learning/Deep Learning/Augmented Reality/Virtual Reality, etc.) Area

11. Humanitarian, Public Policy and Legal Service Area

12. Communication Area

13. Education Area

14. Sustainable development Area

15. Environment Area

16. Commerce, Medium and Small-Scale Industries Area and other areas approved by the statutory bodies of the institution from time to time.

ii. Internship for developing the research aptitude

Building of the research aptitude is a formative way to uncover facts and present the outcomes in an organised manner. Research internship aims at providing hands-on training to work on research tools, techniques, methodologies, equipment, policy framework and various other aspects in pursuing quality research.

The research interns can apply in research institute, research lab, national or internationally reputed organizations, research labs, working with faculty, mentors from distinguished fields.

INTERNSHIP STRUCTURE

o Internship is organised, executed and monitored by the Research & Development Cell (RDC) of the institution.

o Since the internship is time bound, a research supervisor is assigned to the interns for sharing expertise and follow up of their Internship Progress.

o Orientation sessions and interaction faculty-wise was initiated.

o A Nodal Officer was appointed along with four block-wise coordinators to harness the possibilities and effectively implement internship at department level.

o Internship Report Format is drafted for maintaining the uniformity in reporting ethos.

o The Nodal Officer is in charge of corresponding with the Internship Providing Organization (IPO) is any organization, HEI, philanthropy, farmer, government organization, R&D institutions, research labs, artisans, enterprises, institution/person of eminence, cooperatives, corporates providing an opportunity to the student for Internship during the programme.

o The Nodal Officers along with the block coordinators must be approached in case of any issues and will be responsible for any official registration, enrollment and upkeep of the internship programme and the students.

o Internship Supervisors/ Mentors are appointed and a lot of students are assigned to them who inturn are responsible to ensure the authenticity of the internship certificate provided and monitor the hours of the work undertaken by the interns.

- Students may apply for Internship Programme through the Nodal Officer or Online Internship Apps such as Internshala, Go Intern and so on to avail the Internship Offers.
- It is preferred to undertake internship in physical mode. Digital Mode or Group Internships are an option.
- Internship Reports must be endorsed by the Internship Supervisor/ Mentor.

ACADEMIC CREDENTIALS

- The internship as a course is mandatory for the under-graduate level fetching 2 credits each.
- For an internship, one credit of Internship means two-hour engagement per week.
- 60 – 90 Hours is mandatory to be undertaken by every student who is interning in any of the modes mentioned above.
- Hands-on training/ Orientation is mandatory before commencement of the internship/research internship programme.

EVALUATION

Report writing (15-20 pages)- Format will be sent to the Internship Mentors/ Project Guides	20 Marks
Powerpoint Presentation	10 Marks
Viva Voce (One to One)	10 marks
External Assessment (Internship)/ External Evaluation (Project Report)	10 Marks
Total	**50 Marks**
Number of Hours	**60 hours (Internship)**

EVALUATION AND ASSESSMENT COMPRISES OF-

i. Activity logbook and evaluation report of Internship Supervisor
ii. Format of presentation and the quality of the intern's report
iii. Acquisition of skill sets by the intern
iv. Originality and any innovative contribution
v. Significance of research outcomes
vi. Attendance

FORMAT OF THE INTERNSHIP REPORT

ST ALOYSIUS CO ESTD : 1880 **/TONOMOUS) MANGALURU**

INTERNSHIP REPORT FORMAT

1. Title Page (1 page)

- Student Name, Class, Register Number, Name of the College
- Name of the Company
- Internship Dates (Duration – Date of commencement –Date of completion)
- Certificate from Dean/Head of Department **(1 page)**
- Declaration by the Student **(1 page)**
- Certificate from the Internship Mentor **(1 page)**
- Company Certificate with Official Logo and Authorized Signature **(1 page)**

REFER SAMPLE 1 to SAMPLE 6 ANNEXED TO THIS FORMAT (Page No. 3 - Page No. 6)

2. Table of Contents (1 page)

- Keep it in Tabular Form
- Serial Number, Particulars and Page Number (three columns)

3. Acknowledgements *(*1 page)

(Mention how they helped you and what you learnt from each person)

4. Brief Profile of the Company/entity (2 pages)

- History- Vision- Mission of the Company
- Regular Business Activities (Broad/Specific)
- Intern's role in Overall Work Scheme

5. Tasks Assigned (1 page)

- Mention in points the various tasks assigned

6. Learning Objectives (1 page)

(Example: three objectives are mentioned- any other objective kindly mention)

- Mention the following learning objectives-

- ✓ To pursue internship in a company or an institution which gives opportunity to explore and nurture our skills.
- ✓ To undertake experiential learning to improvise the technical and social skills.
- ✓ To build curriculum vitae and strengthen the work experiences.
- ✓ Any other (kindly specify)

7. Responsibilities including Job Description (7 pages)

- Internship Position in the Company (Example: Database Management Assist as Designation)
- Day Wise Report (Mention- Date, Time, Venue, Staff In-charge Name and Designation, Detailed report on daily basis)
- Mention Specific Tasks, Skills you learnt and experiences that developed you professionally.
- Mention even the talks, seminars attended, training sessions attended.
- Attach the relevant documents and certificates and evidential documents.

8. Skills and Experiences (Learning Outcomes) (1 page)

- Specific skills developed relate it to educational experiences and your career goal.
- Professional traits acquired.

9. Conclusion (1 page)

- Potentialities for future internships
- Helping the organization in better understanding of the need and interest of interns.

10. Annexure

- Attach relevant documents, certificates and photographs

Principal   22-01-2023   **Registrar**

ST ALOYSIUS COLLEGE (AUTONOMOUS) MANGALURU

Internship Report on --- (area of work)

at --- (name of the company, place)

Submitted to St Aloysius College (Autonomous), Mangaluru in partial fulfillment of the

requirements for the award of the

Degree of Bachelor of ……………………………………….jh ……………………

B. ……………………………………………………...

By

(Name of the Student)

(Class and Register No)

Under the guidance of

Name and address of Internal Guide

2023 – 2024

SAMPLE 2

Certificate from the Dean/HOD

FACULTY OF ……………………………….………..

ST ALOYSIUS COLLEGE (AUTONOMOUS)

LIGHT HOUSE HILL ROAD, MANGALORE – 575 003

CERTIFICATE

This is to certify that Mr./Ms ……………………………..………… bearing Register number………………………….… has successfully completed his/her internship on ……………………………………………………………………….………… (area of work) at …………………………………………………………(name of the company and place).

This internship report is prepared after having undergone internship for the period as stipulated by the College and is submitted to St Aloysius College (Autonomous) Mangaluru, in partial fulfilment of the requirements for the award of the Degree of Bachelor of ……………………………………………………………….……..... during the year 2023-24.

Date: Signature with name and Designation

Place: Seal

SAMPLE 3

Declaration by the student

DECLARATION

This is to certify that this internship report has been prepared by me after undergoing internship from………………to………………(duration) at ……………………………………..…….. (name of the company and place).   This report is my original work and is being submitted for the partial fulfilment of the requirements of the award of the Degree of ……………………

This report has not been submitted earlier to this College or any other Universities/Institutions for the fulfilment of the requirements of the course of the study.

Date: Signature

                                                                             Name of the student

Place: Register No

Certificate from Internship Mentor

ESTD : 1880

CERTIFICATE

This is to certify that ……………………………………………………… (Name of the student), Register Number………………………………., of …………………………………., has successfully completed his/her internship on……………………………………………………………………………… (area of work) at …………………………………………… (name of the company and place), in partial fulfilment of the requirements for the Degree of ……. The internship report has been prepared by him/her under my guidance and supervision. I further certify that no part of this report has been submitted for the award of any degree, diploma, fellowship or such other similar title.

Name and Designation of the Internship Mentor:

Date:

Place: Signature

                                                            (Internship Mentor)

SAMPLE 5

Certificate of Performance from the company in its letter head

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr/Ms ……………………………………….......… (name of the student), …………………… (Reg No), student of B.Com at St Aloysius College (Autonomous) Mangaluru, has done his / her internship in our company on ………………… ……………………………………, (area of work), for the purpose of partial requirements for the award of the Degree of Bachelor of Commerce. He /She has completed the internship from our company for the period from ………………… to ……………… (date of internship).

During his/her tenure of the internship his/her conduct and character was good.

Signature

Name and Designation

Company seal

Date:

Place:

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