PERIYAR UNIVERSITY
PERIYAR PALKALAI NAGAR
SALEM – 636011

Syllabus for

B.B.A
(COMPUTER APPLICATIONS)
CHOICE BASED CREDIT SYSTEM

FROM THE ACADEMIC YEAR
2023 – 2024

LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK GUIDELINES BASED REGULATIONS FOR B.B.A., PROGRAMME	
Programme:	**B.B.A., Computer Application**
Programme Code:	**UBX**
Duration:	**3 years [UG]**
Programme Outcomes:	**PO1: Disciplinary knowledge:** Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study
	PO2: Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.
	PO3: Critical thinking: Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.
	PO4: Problem solving: Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.
	PO5: Analytical reasoning: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.
	PO6: Research-related skills: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesizing and articulating; Ability to recognize cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation
	PO7: Cooperation/Team work: Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team
	PO8: Scientific reasoning: Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.
	PO9: Reflective thinking: Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.

		PO10 Information/digital literacy: Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.

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PO 11 Self-directed learning: Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.

PO 12 Multicultural competence: Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.

PO 13: Moral and ethical awareness/reasoning: Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demon starting the ability to identify ethical issues related to one's work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.

PO 14: Leadership readiness/qualities: Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.

PO 15: Lifelong learning: Ability to acquire knowledge and skills, including „learning how to learn", that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling.

Programme Specific Outcomes:

PSO1: To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.

PSO 2: To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.

PSO 3: To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.

PSO 4: Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.

PSO 5: Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.

	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
PSO 1	Y	Y	Y	Y	Y	Y	Y	Y
PSO 2	Y	Y	Y	Y	Y	Y	Y	Y
PSO3	Y	Y	Y	Y	Y	Y	Y	Y
PSO 4	Y	Y	Y	Y	Y	Y	Y	Y
PSO 5	Y	Y	Y	Y	Y	Y	Y	Y

3 – Strong, 2- Medium, 1- Low

Highlights of the Revamped Curriculum:

➢ Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive examinations, sustaining the quality of the core components and incorporating application oriented content wherever required.

➢ The Core subjects include latest developments in the education and scientific front, advanced programming packages allied with the discipline topics, practical training, devising mathematical models and algorithms for providing solutions to industry / real life situations. The curriculum also facilitates peer learning with advanced mathematical topics in the final semester, catering to the needs of stakeholders with research aptitude.

➢ The General Studies and Mathematics based problem solving skills are included as mandatory components in the 'Training for Competitive Examinations' course at the final semester, a first of its kind.

➢ The curriculum is designed so as to strengthen the Industry-Academia interface and provide more job opportunities for the students.

➢ The Industrial Statistics course is newly introduced in the fourth semester, to expose the students to real life problems and train the students on designing a mathematical model to provide solutions to the industrial problems.

➢ The Internship during the second year vacation will help the students gain valuable work experience, that connects classroom knowledge to real world experience and to narrow down and focus on the career path.

➢ Project with viva-voce component in the fifth semester enables the student, application of conceptual knowledge to practical situations. The state of art technologies in conducting a Explain in a scientific and systematic way and arriving at a precise solution is ensured. Such innovative provisions of the industrial training, project and internships will give students an edge over the counterparts in the job market.

➢ State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature are incorporated as Elective courses, covering conventional topics to the latest - Artificial Intelligence.

Value additions in the Revamped Curriculum:

Semester	Newly introduced Components	Outcome / Benefits
I	**Foundation Course** To ease the transition of learning from higher secondary to higher education, providing an overview of the pedagogy of learning Literature and analyzing the world through the literary lens gives rise to a new perspective.	➢ Instill confidence among students ➢ Create interest for the subject
I, II, III, IV	**Skill Enhancement papers** (Discipline centric / Generic / Entrepreneurial)	➢ Industry ready graduates ➢ Skilled human resource ➢ Students are equipped with essential skills to make them employable
		➢ Training on language and communication skills enable the students gain knowledge and exposure in the competitive world.
		➢ Discipline centric skill will improve the Technical knowhow of solving real life problems.
III, IV, V & VI	Elective papers	➢ Strengthening the domain knowledge ➢ Introducing the stakeholders to the State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature ➢ Emerging topics in higher education/ industry/ communication network / health sector etc. are introduced with hands-on-training.

IV	Elective Papers	➤ Exposure to industry moulds students into solution providers ➤ Generates Industry ready graduates ➤ Employment opportunities enhanced
V Semester	Elective papers	➤ Self-learning is enhanced ➤ Application of the concept to real situation is conceived resulting in tangible outcome
VI Semester	Elective papers	➤ Enriches the study beyond the course. ➤ Developing a research framework and presenting their independent and intellectual ideas effectively.
Extra Credits: **For Advanced Learners / Honors degree**		➤ To cater to the needs of peer learners / research aspirants
Skills acquired from the Courses		Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill

Credit Distribution for UG Programmes

Sem I	Credit	H	Sem II	Credit	H	Sem III	Credit	H	Sem IV	Credit	H	Sem V	Credit	H	Sem VI	Credit	H
Part 1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	5.1 Core Course – \CC IX	4	5	6.1 Core Course – CC XIII	4	6
Part.2 English	3	6	Part..2 English	3	6	Part..2 English	3	6	Part..2 English	3	6	5.2 Core Course – CC X	4	5	6.2 Core Course – CC XIV	4	6
1.3 Core Course – CC I	5	5	2..3 Core Course – CC III	5	5	3.3 Core Course – CC V	5	5	4.3 Core Course – CC VII Core Industry Module	5	5	5. 3.Core Course CC -XI	4	5	6.3 Core Course – CC XV	4	6
1.4 Core Course – CC II	5	5	2.4 Core Course – CC IV	5	5	3.4 Core Course – CC VI	5	5	4.4 Core Course – CC VIII	5	5	5. 4.Core Course –/ Project with viva-voce CC -XII	4	5	6.4 Elective -VII Generic/ Discipline Specific	3	5
1.5 Elective I Generic/ Discipline Specific	3	4	2.5 Elective II Generic/ Discipline Specific	3	4	3.5 Elective III Generic/ Discipline Specific	3	4	4.5 Elective IV Generic/ Discipline Specific	3	3	5.5 Elective V Generic/ Discipline Specific	3	4	6.5 Elective VIII Generic/ Discipline Specific	3	5
1.6 Skill Enhancement Course (NME1) SEC-1	2	2	2.6 Skill Enhancement Course (NME2) SEC-2	2	2	3.6 Skill Enhancement Course SEC-4, (Entrepreneurial Skill)	1	1	4.6 Skill Enhancement Course SEC-6	2	2	5.6 Elective VI Generic/ Discipline Specific	3	4	6.6 Extension Activity	1	-
1.7 Skill Enhancement -(Foundation Course)	2	2	2.7 Skill Enhancement Course –SEC-3	2	2	3.7 Skill Enhancement Course SEC-5	2	2	4.7 Skill Enhancement Course SEC-7	2	2	5.7 Value Education	2	2	6.7 Professional Competency Skill	2	2
						3.8 E.V.S.	-	1	4.8 E.V.S	2	1	5.8 Summer Internship /Industrial Training	2				
	23	30		23	30		22	30		25	30		26	30		21	30
Total – 140 Credits																	

Choice Based Credit System (CBCS), Learning Outcomes Based Curriculum Framework (LOCF) Guideline Based Credit and Hours Distribution System for all UG courses including Lab Hours

First Year – Semester-I

Part	List of Courses	Credit	No. of Hours
Part-1	Language – Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses [in Total]	13	14
	Skill Enhancement Course SEC-1 (NME1)	2	2
Part-4	Foundation Course	2	2
		23	**30**

Semester-II

Part	List of Courses	Credit	No. of Hours
Part-1	Language – Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	13	14
Part-4	Skill Enhancement Course -SEC-2 (NME2)	2	2
	Skill Enhancement Course -SEC-3 (Discipline / Subject Specific)	2	2
		23	**30**

Second Year – Semester-III

Part	List of Courses	Credit	No. of Hours
Part-1	Language - Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	13	14
Part-4	Skill Enhancement Course -SEC-4 (Entrepreneurial Based)	1	1
	Skill Enhancement Course -SEC-5 (Discipline / Subject Specific)	2	2
	E.V.S	-	1
		22	**30**

Semester-IV

Part	List of Courses	Credit	No. of Hours
Part-1	Language - Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	13	13
Part-4	Skill Enhancement Course -SEC-6 (Discipline / Subject Specific)	2	2
	Skill Enhancement Course -SEC-7 (Discipline / Subject Specific)	2	2
	E.V.S	2	1
		25	**30**

Third Year
Semester-V

Part	List of Courses	Credit	No. of Hours
Part-3	Core Courses including Project / Elective Based	22	26
Part-4	Value Education	2	2
	Internship / Industrial Visit / Field Visit	2	2
		26	**30**

Semester-VI

Part	List of Courses	Credit	No. of Hours
Part-3	Core Courses including Project / Elective Based & LAB	18	28
Part-4	Extension Activity	1	-
	Professional Competency Skill	2	2
		21	**30**

Consolidated Semester wise and Component wise Credit distribution

Parts	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Total Credits
Part I	3	3	3	3	-	-	12
Part II	3	3	3	3	-	-	12
Part III	13	13	13	13	22	18	92
Part IV	4	4	3	6	4	1	22
Part V	-	-	-	-	-	2	2
Total	23	23	22	25	26	21	**140**

*Part I. II, and Part III components will be separately taken into account for CGPA calculation and classification for the under graduate programme and the other components. IV, V have to be completed during the duration of the programme as per the norms, to be eligible for obtaining the UG degree.

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

SEMESTER I			L	T	P	O	Hrs/week	CREDIT	MARKS		TOTAL
									CIA	External	
COURSE COMPONENT		SUBJECTS									
Part I	Paper–I	Language – Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper–I	English	Y	-	-	-	3	3	25	75	100
Part III	Core Paper–I	**BBA-23UBXC001: Principles of Management**	Y	-	-	-	5	5	25	75	100
	Core Paper–II	**BBA-23UBXC002: Accounting for Management**	Y	-	-	-	5	5	25	75	100
	Elective Paper-I	**BBA-23UBXGE001:** Managerial Economics	Y	-			4	3	25	75	100
Part IV	Skill Enhancement Course SEC1-NME1 -**23UBXSE001** - Basics of Event Management		Y	-	Y	-	2	2	25	75	100
	Foundation Course – BBAFC01-**23UBXFC001-** Managerial Communication						2	2	25	75	100
	Total						30	23			

SEMESTER II	SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAXMARKS CIA	MAXMARKS EXT	TOTAL
COURSE COMPONENT										
Part I — Paper–II	Language – Tamil	Y	-	-	-	6	3	25	75	100
Part II — Paper–II	English	Y	-	-	-	6	3	25	75	100
Part III — Core Paper–III	BBA-**23UBXC003:** Marketing Management	Y	-	-	-	5	5	25	75	100
Part III — Core Paper–IV	BBA-**23UBXC004**: **Financial Management**	Y	-	-	-	5	5	25	75	100
Part III — Elective -II	BBA-**23UBXGE002:** International Business	Y	-	-	-	4	3	25	75	100
Part IV	Skill Enhancement course SEC2-NME2- **23UBXSE002**- Managerial Skill Development	Y	-	-	-	2	2	25	75	100
Part IV	SEC3- **23UBXSE003:** Business Etiquette and Corporate Grooming					2	2	25	75	100
	Total					30	23			

SEMESTER III		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	INT	EXT	TOTAL
COURSE COMPONENT											
Part I	Paper–III	Language – Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper–III	English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper–V	**BBA-23UBXC005: Organizational Behaviour**	Y	-	-	-	5	5	25	75	100
	Core Paper–VI	**BBA-23UBXC006:** Applications of IT in Business	Y	-	-	-	5	5	25	75	100
	Elective – III	**BBA-23UBXGE003:** Business Statistics	Y	-	-	-	4	3	25	75	100
Part IV	SEC4 - **23UBXSE004:** Computer Applications in Business		Y	-	Y	-	1	1	25	75	100
	SEC5- 23**UBXSE005:** Entrepreneurial Skill - New Venture Management		Y		Y		2	2	25	75	100
	Environmental Studies		Y	-	-	-	1				
	Total						30	22			

| SEMESTER IV | | SUBJECTS | L | T | P | O | Hrs/week | CREDIT | MAXMARKS | | TOTAL |
COURSECOMPONENT									CIA	EXT	
Part I	Paper–IV	Language – Tamil	Y	-	-	-	6	3	25	75	100
Par tII	Paper–IV	English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper–VII	**BBA - 23UBXC007:** Business Regulatory Framework	Y	-	-	-	5	5	25	75	100
	Core Paper–VIII	**BBA-23UBXC008: Web Technology-Theory and Practical**	Y	-	-	-	5	5	25	75	100
	Elective Paper–IV	**BBA-23UBXGE004: Operation Research**	Y	-	-	-	3	3	25	75	100
Part IV	SEC6- **23UBXSE006:** Tally				Y	-	2	2	25	75	100
	SEC7- **23UBXSE007** Intellectual Property Rights		Y	-	-	-	2	2	25	75	100
	Environmental Studies		Y	-	-	-	1	2	25	75	100
	Total						30	25			

Second year Vacation Internship -45 hours								**2 credits**			
SEMESTER V		**SUBJECTS**	**L**	**T**	**P**	**O**	Hrs/week	**CREDIT**	**MAX MARKS**		**TOTAL**
COURSE COMPONENT									**CIA**	**EXT**	
PartIII	Core Paper–IX	**BBA-23UBXC009:** Human Resource Management	Y	-	-	-	5	4	25	75	100
	Core Paper–X	**BBA-23UBXC010:** Research Methodology	Y	-	-	-	5	4	25	75	100
	Core Paper–XI	**BBA-23UBXC011:** Production and Materials management	Y	-	-	-	5	4	25	75	100
	Core Paper–XII	**BBA-23UBXC012:** Management Information Systems	Y	-	-	-	5	4	25	75	100
	Elective–V	**BBA – 23UBXGE005: E-business** Or **BBA-23UBXGE006:** Strategic Management	Y	-	-	-	**4**	3	25	75	100
	Elective – VI Project	BBA- **23UBXPR001:** Project with Viva –Voce	-	-	Y	-	4	3	20	80	100
Part IV	Value Education		Y	-	-	-	2	2			
	23UBXSI001 - Summer Internship / Industrial Training						-	2			
	Total						30	26			

| SEMESTER VI | | SUBJECTS | L | T | P | O | Hrs/week | CREDIT | MAXMARKS | | TOTAL |
COURSECOMPONENT									CIA	EXT	
Part III	Core Paper–XIII	**BBA-23UBXC013: Entrepreneurial Development**	Y	-	-	-	6	4	25	75	100
	Core Paper–XIV	**BBA-23UBXC014:** RDBMS & Oracle Programming	Y				6	4			
	Core Paper–XV	**BBA-23UBXC015:** PYTHON PROGRAMMING THEORY AND PRACTICAL	Y				6	4	25	75	100
	Elective–VII	**BBA-23UBXGE007:** Fundamentals of Logistics Or **BBA-23UBXGE008:** Innovation Management Or **BBA-23UBXGE009:** Services Marketing	Y	-	-	-	5	3	25	75	100
	Elective–VIII	**BBA-23UBXGE010:** Big Data Analytics Or **BBA-23UBXGE011:** Artificial Intelligence	Y	-	-	-	5	3	25	75	100

	Professional Competency Enhancement **23UBXPCE001 -** Quantitative Aptitude I **23UBXPCE002 -** Quantitative Aptitude II (2 hours each)					2	2	25	75	100
Part V	Extension Activities	-	Y	-	-	-	1			
	Total					30	21			

Total Credits = 140

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA23UBXC001	**Principles of Management**	Core	Y	-	-	-	4	5	25	75	100

Learning Objectives	
CLO1	To impart knowledge about evolution of management
CLO2	To provide understanding on planning process and importance of decision making in organization
CLO3	To learn the application of principles in organization
CLO4	To study the process of effective controlling in organization
CLO5	To familiarize students about significance of ethics in business and its implications.

UNIT	**Details**	**No. of Hours**	**Learning Objectives**
I	Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.	15	CLO1
II	Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.	15	CLO2
III	Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.	15	CLO3
IV	Direction – Nature and Purpose. Co-ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.	15	CLO4
V	Definition of Business ethics - Types of	15	CLO5

	Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business		
	Total	**75**	

Course Outcomes

Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Describe nature, scope, role, levels, functions and approaches of management	PO5
CO2	Apply planning and decision making in management	PO2, PO5, PO6,PO8
CO3	Identify organization structure and various organizing techniques	P01, PO4
CO4	Understand Direction, Co-ordination & Control mechanisms	PO2,PO6
CO5	Relate and infer ethical practices of organisation.	PO3, PO8

Reading list

1.	JAF Stoner, Freeman R.E and Daniel R Gilbert "Management", 6th Edition, Pearson Education, 2004.
2.	Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.
3	.Stephen A. Robbins & David A. Decenzo & Mary Coulter, "Fundamentals of Management" 7th Edition, Pearson Education, 2011
4	Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India
5	Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.

Reference Books

1.	P.C. Tripathi& P.N Reddy; Principles of Management, Sultan Chand& Sons,6th Edition, 2017
2.	L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8 th Edition.
3.	Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017
4.	Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3 rd Edition.
5.	Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015

Web Resources

1	https://www.toolshero.com/management/14-principles-of-management/

2	https://open.umn.edu/opentextbooks/textbooks/693
3	https://open.umn.edu/opentextbooks/textbooks/34
4	https://openstax.org/subjects/business
5	https://blog.hubspot.com/marketing/management-principles

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	L	S	S	S	S	M	S
CO 2	M	S	S	S	M	M	L	S
CO 3	M	S	S	M	S	S	M	S
CO 4	S	M	S	S	S	S	L	S
CO 5	M	S	S	S	S	S	M	S

S –Strong   M-Medium   L-Low

CO-PO Mapping with program specific outcomes ,

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	CIA	External	Total
									Marks		
BBA23U BXC002	**Accounting for Management**	Core	Y	-	-	-	4	5	25	75	100

	Learning Objectives
CLO1	To impart knowledge about basic concepts of accounting its applications
CLO2	To analyze and interpret financial reports of a company
CLO3	To understand the gross profit and net profit earned by organization
CLO4	To foster knowledge on Hire Purchase system
CLO5	To understand the procedures of Accounting under Single entry system.

UNIT	Details	No. of Hours	Learning Objectives
I	Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance	15	CLO1
II	Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account	15	CLO2
III	Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.	15	CLO3
IV	Hire Purchase System – Default and	15	CLO4

	Repossession – Hire Purchase Trading Account – Installment System.		
V	Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method	15	CLO5
	Total	**75**	

Course Outcomes

Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Prepare Journal, ledger, trial balance and cash book	PO2, PO1
CO2	Classify errors and making rectification entries	PO1
CO3	Prepare final accounts with adjustments	PO2, PO6
CO4	To understand Hire Purchase system	PO2, PO6
CO5	Prepare single and double entry system of accounting.	PO6

Reading List

1.	Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.
2.	Jain .S.P &Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition
3.	Rakesh Shankar. R &Manikandan.S, Financial Accounting, SCITECH, 3rd edition.
4.	Shukla&Grewal, 2002, Advanced Accounting, Sultan Chand &Sons,New Delhi, 15th edition.
5.	Tulsian P.C., 2006, Financial Accounting, Pearson Education

References Books

1.	Dr.K.Ganesan & S.Ushena Begam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai
2.	TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019
3.	David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017
4.	M N Arora; Accounting for Management- Himalaya Publications House 2019.
5.	SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.
6.	T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.

Web Resources

1.	https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR_MANAGERS.pdf

2.	https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf
3.	https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles
4.	https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system\
5.	https://www.profitbooks.net/what-is-depreciation
Methods of Evaluation		

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	M	M	S	L	M
CO 2	S	M	M	M	M	S	L	S
CO 3	S	M	M	M	M	S	L	S
CO 4	S	M	M	M	M	S	L	M
CO 5	S	M	M	M	M	S	L	M

S-Strong   M-Medium   L-Low

CO-PO mapping with program specific outcomes (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Subject Subject Code	Subject Name	Category	L	T	P	O	Credits	Hour	Marks	CIA	External	Total
BBA 23UBXGE 001	**Managerial Economics**	Generic Elective	Y	-	-	-	3	4	25	25	75	100

Learning Objectives	
CLO1	To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario
CLO2	To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving.
CLO3	To Understand the optimal point of cost analysis and production factors of the firm
CLO4	To describe the pricing methods and strategies that are consistent with evolving marketing needs
CLO5	To Provide insights to the various market structures in an economy.

UNIT	**Details**	**No. of Hours**	**Learning Objectives**
I	Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.	12	CLO1
II	Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting.	12	CLO2
III	Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.	12	CLO3
IV	Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination	12	CLO4
V	Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly	12	CLO5

	Total	60	

Course Outcomes

Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Analyze & apply the various managerial economic concepts in individual & business decisions.	PO2, PO6,PO8
CO2	Explain demand concepts, underlying theories and identify demand forecasting techniques.	PO6, PO8
CO3	Employ production, cost and supply analysis for business decision making	PO1, PO2,PO6
CO4	Identify pricing strategies	PO1, PO2,PO6
CO5	Classify market structures under competitive scenarios.	PO2, PO6, PO8

Reading List

1.	Journal of Economic Literature – American Economic Association
2.	Arthasastra Indian Journal of Economics & Research
3.	Mithani D.M. (2016) -Managerial Economics –Himalaya Publishing House – Mumbai
4.	Indian Economic Journal/Sage Publications
5.	Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi

References Books

1.	Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019
2.	Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.
3.	D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015.
4.	H L Ahuja; Managerial Economics, S. Chand, 9th Edition,2017.
5.	Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016

Web Resources

1	https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597
2	https://www.intelligenteconomist.com/profit-maximization-rule
3	http://www.economicsdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134
4	http://www.simplynotes.in/e-notes/mbabba/managerial-economics/

5	https://businessjargons.com/determinants-of-elasticity-of-demand.html

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	S	M	M	M	S	L	M
CO2	S	L	M	M		S		S
CO3	S	S	M	M	M	S		M
CO4	S	S	M	M		S		M
CO5		S	M	M		S		S

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA23U BXC004	**MARKETING MANAGEMENT**	Core	Y	-	-	-	4		25	75	100

Learning Objectives

CLO1	To understand the marketplace.
CLO2	To identify the market segmentation and the Product mix
CL03	To select the different pricing methods and channels of distribution.
CLO4	To know the communication mix and sales promotion tools
CLO5	To prepare according to the latest trends in market.

UNIT	Details	No. of Hours	Learning Objectives
I	Fundamentals of Marketing – Role of Marketing – Relationship of Marketing With Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.	15	CLO1
II	Segmentation – Need And Basis of Segmentation -Targeting – Positioning, Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. Product Mix-New Product Development Process - Product Life Cycle. Branding – Packaging.	15	CLO2
III	Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.	15	CLO3
IV	A Brief Overview of Communication Mix- Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC	15	CLO4

	(Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance.		
V	Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force– Digital Marketing: Introduction- Applications & Benefits -	15	CLO5
		75	
Course Outcomes	On Completion of the course the students will	**Program Outcomes**	
CO1	List and identify the core concepts of Marketing and its mix.	PO1, PO2, PO3	
CO2	Sketch the market segmentation, nature of product, PLC	PO1, PO2, PO3,PO6, PO8	
CO3	Analyze the appropriate pricing methods	PO1 PO2, PO3, PO4, PO8	
CO4	Determine the importance of various media	PO1, PO2, PO6	
CO5	Assess the sales force and applications of digital marketing	PO1, PO2, PO7	

	Reading List
1.	Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.
2.	Rajan Saxena, Marketing Management, Tata Mc Graw Hill, 2017.
3.	L.Natarajan, Marketing, Margham Publications, 2017.
4.	J P Mahajan & Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2017.
5.	K Karunakaran, Marketing Management, Himalaya Publishing House,2017.

	References Books
1.	C.B.Gupta & Rajan Nair Marketing Management, Sultan Chand &Son 2020
2.	V.S. Ramaswamy & S. Namakumari, 2002, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd,
3.	Cranfield, Marketing Management, Palgrave Macmillan.
4.	Harsh V Verma & Ekta Duggal, Marketing, Oxford University Press, 2017.
5.	Sontakki C.N, Marketing Management, Kalyani Publishers, Ludhiana.2016

	Web Resources
1.	http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf

2.	https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf
3.	https://www.enotesmba.com/2013/01/marketing-management-notes.html
4.	Industrial Marketing Management | Journal | ScienceDirect.com by Elsevier
5.	Journal of Marketing Management | Taylor & Francis Online (tandfonline.com)

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	M	S	M	M
CO 2	S	S	M	S	M	S	M	S
CO 3	S	S	M	M	M	S	M	S
CO 4	S	S	M	M	M	S	M	M
CO 5	S	S	M	M	M	S	M	S

S-Strong   M-Medium   L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	2	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	2	3
Weightage	14	15	15	14	15
Weighted Percentage of Course Contribution to POs	2.8	3.0	3.0	2.8	3.0

Subject Code	Subject Name	Category	L	T	P	C	Credits	Inst. Hours	CIA	External	Total
BBA23UBX C004	**Financial Management**	Core	Y	-	-	-	4	5	25	75	100

Learning Objectives	
CLO1	To understand the basics of finance and roles of finance manager
CLO2	To evaluate capital structure & Cost of capital
CLO3	To evaluate capital budgeting
CLO4	To assess dividends
CLO5	To appraise working Capital

UNIT	Details	No. of Hours	Learning Objectives

I	Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.	15	CLO1
II	Capital structures planning - Factors affecting capital structures – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept. Cost of capital – Cost of equity – Cost of preference share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC)	15	CLO2
III	Capital Budgeting: ARR, Payback period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.	15	CLO3
IV	Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment –Various Dividend Models (Walter's Gordon's–M.M. Hypothesis)	15	CLO4
V	Working capital – Components of working capital – operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.	15	C5
	Total	**75**	

Course Outcomes

Course Outcomes	On Completion of this course, the students will	Program Outcomes
CO1	Understand the basics of finance and roles of finance manager	PO1, PO5,PO6
CO2	Evaluate Capital structure & Cost of capital	PO1,PO2,PO6
CO3	Evaluate Capital budgeting	PO1, PO6
CO4	Assessing dividends	PO1, PO6
CO5	Appraise Working Capital	PO1, PO6

Reading List

1.	DrKulkarni and Dr. SathyaPrasad, Financial Management, 13th Edition 2011
2.	Advanced Financial Management kohok, M A, Everest Publishing House
3.	Financial Management Kishore R M, Taxman Allied Service
4.	Strategic Financial Management Jakhotiya
5.	Financial Management & Policy Srivastava, R M Himalaya

References Books

1.	Dr. K. Ganesan & S.Ushena Begam, Financial Management, Charulatha Publications , Chennai
2.	Financial Management - I.M.Pandey, 2009 Vikas Publishing
3.	Financial Management – PrasannaChandra , 2008, Tata McGraw Hill, New Delhi
4.	Financial Management – S.N.Maheswari
5.	Financial Management – Y. Khan and Jain 2009 Edition, Sultan Chand & Sons
6.	Financial Management – A. Murthy

Web Resources	
1.	https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/
2.	https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf
3.	Journal of Financial Management (esciencepress.net)
4.	Financial Management on JSTOR
5.	Financial Management Wiley online library

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	M	S	L	M
CO 2	S	S	M	M	M	S	L	S
CO 3	S	S	M	M	M	S	L	S
CO 4	S	S	M	M	M	S	L	M
CO 5	S	S	M	M	M	S	L	M

S-Strong   M-Medium   L-Low

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	CIA	External	Total
BBA 23UBXGE002	**International Business**	Generic Elective	-	-	-	3	4	25	75	100

Learning Objectives	
CLO1	To familiarize students with basic concepts of International Business
CLO2	To impart knowledge about theories of international trade
CLO3	To know the concepts of foreign exchange market and foreign direct investment
CLO4	To understand the global environment
CLO5	To gain knowledge on the Contemporary Issues of International Business

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.	12	CLO1
II	Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.	12	CLO2
III	Foreign Investments-Pattern, Foreign exchange rates and	12	CLO3

	their impact on trade and investment flows- Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries.		
IV	Drivers in Globalisation - Globalisation of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers.	12	CLO4
V	Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings in the World. Contemporary Issues in International Business- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO.	12	CLO5
	Total	**60**	

Course Outcomes

Course Outcomes	On completion of this course, students will;	
CO1	Discuss the modes of entry to International Business	PO1, PO5, PO6
CO2	Explain international trade theories	PO3, PO4, PO5
CO3	Understand Foreign exchange market and FDI	PO1, PO2
CO4	Outline the Global Business Environment	PO4, PO5, PO6
CO5	Identify the relevance of international institutions and trading blocs.	PO7, PO8

Reading List

1.	Gupta CB, International Business, S Chand & Co. Ltd, 2014
2.	. Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi.
3.	Hill, C.W.L. and Jain, A.K., International Business: Competing in the Global Marketplace, 11th Edition, Tata McGraw-Hill Education, 2018.
4.	Cherunilam, F., International Business: Text and Cases, 5th Edition, PHI Learning, 2010
5.	Paul, J., International Business, 5th Edition, PHI Learning, 2010

References Books

1.	Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.
2.	Griffin, R., International Business, 7th Edition, Pearson Education, 2012.
3.	Tamer Cavusgil S, Gary Knight, John Riesenberger, International Business The New Realities, 4th edition, Pearson ,2017
4.	Aswathappa K , International Business , 7th Edition, McGraw-Hill, 2020
5.	Subba Rao P,International Business, (Text and Cases), Himalaya Publishing House, 2016

Web Resources

1	https://online.hbs.edu/blog/post/international-business-examples
2	https://saylordotorg.github.io/text_international-business
3	https://www.imf.org/en/home
4	https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/
5	http://www.simplynotes.in/e-notes/mbabba/international-business-management/

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	S	S	M	M
CO 2	M	M	S	S	S	S	M	S
CO 3	S	S	M	M	M	S	M	M
CO 4	S	S	M	S	S	S	M	S
CO 5	M	M	M	M	M	M	S	S

S-Strong   M-Medium   L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	2
Weightage	15	15	15	15	14
Weighted Percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	2.8

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA BBA23UBX C005	**Organizational Behaviour**	Specific Elective	Y	-	-	-	4	5	25	75	100

	Learning Objectives										
CLO1	To have extensive knowledge on OB and the scope of OB.										
CLO2	To create awareness of Individual Behaviour.										
CLO3	To enhance the understanding of Group Behaviour										
CLO4	To know the basics of Organizational Culture and Organizational Structure										
CLO5	To understand Organizational Change, Conflict and Power										

UNIT	Details	No. of Hours	Learning Objectives
I	INTRODUCTION: Concept of Organizational Behavior (OB): Nature, Scope and Role of OB: Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations, work-life balance, people skills, positive work environment, ethics)	10	CLO1
II	INDIVIDUAL BEHAVIOUR: 1. Learning, attitude and Job satisfaction: Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude. Job satisfaction: causation; impact of satisfied employees on workplace. 2. Motivation : Concept; Theories (Hierarchy of needs, X and Y, Two factor, McClelland, Goal setting, Self-efficacy, Equity theory); Job characteristics model; Redesigning jobs, 3. Personality and Values : Concept of personality; Myers-Briggs Type Indicator (MBTI); Big Five model. Relevance of values; Linking personality and values to the workplace (person-job fit, person-organization fit) 4. Perception, Decision Making : Perception and Judgements; Factors; Linking perception to individual decision making:	18	CLO2
III	GROUP BEHAVIOUR : 1. Groups and Work Teams : Concept : Five Stage model of group development; Group norms, cohesiveness ; Group think and shift ; Teams; types of teams; Creating team players from individuals and team based work(TBW) 2. Leadership : Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler, Hersey and Blanchard, Path-	17	CLO3

	Goal);		
IV	ORGANISATIONAL CULTURE AND STRUCTURE : Concept of culture; Impact (functions and liability); Creating and sustaining culture: Concept of structure, Prevalent organizational designs: New design options	15	CLO4
V	ORGANISATIONAL CHANGE, CONFLICT AND POWER: Forces of change; Planned change; Resistance; Approaches (Lewin's model, Organisational development);. Concept of conflict, Conflict process; Types, Functional/ Dysfunctional. Introduction to power and politics.	15	CLO5
		75	

Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	Define Organisational Behaviour, Understand the opportunity through OB.	PO1, PO2, PO6, PO7
CO2	Apply self-awareness, motivation, leadership and learning theories at workplace.	PO2,PO4. PO5, PO6
CO3	Analyze the complexities and solutions of group behaviour.	PO1, PO2, PO4, PO5, PO6
CO4	Impact and bring positive change in the culture of the organisaiton.	PO2, PO3, PO4 PO5, PO8
CO5	Create a congenial climate in the organization.	PO1, PO2, PO5 PO6, PO8
**Reading List**	

1.	Neharika Vohra Stephen P. Robbins, Timothy A. Judge , Organizational Behaviour, Pearson Education, 18th Edition, 2022.
2.	Fred Luthans, Organizational Behaviour, Tata Mc Graw Hill, 2017.
3.	Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, Organizational Behaviour, John Wiley & Sons, 2011
4.	Louis Bevoc, Allison Shearsett, Rachael Collinson, Organizational Behaviour Reference, Nutri Niche System LLC (28 April 2017)
5.	Dr. Christopher P. Neck, Jeffery D. Houghton and Emma L. Murray, Organizational Behaviour: A Skill-Building Approach, SAGE Publications, Inc; 2nd edition (29 November 2018).

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1.	Uma Sekaran, Organizational Behaviour Text & cases, 2nd edition, Tata McGraw Hill Publishing CO. Ltd
2.	Gangadhar Rao, Narayana, V.S.P Rao, Organizational Behaviour 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1st edition
3.	S.S. Khanka, Organizational Behaviour, S. Chand & Co, New Delhi.
4.	J. Jayasankar, Organizational Behaviour, Margham Publications, Chennai, 2017.
5.	John Newstrom, Organizational Behaviour: Huma Behaviour at Work, McGraw Hill Education; 12th edition (1 July 2017)

Web Resources

1	https://www.iedunote.com/organizational-behavior

2	https://www.london.edu/faculty-and-research/organisational-behaviour
3	Journal of Organizational Behavior on JSTOR
4	International Journal of Organization Theory & Behavior | Emerald Publishing
5	https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	S	M	M	S	S	M	M
CO 2	S	S	M	S	S	S	M	S
CO 3	S	M	M	M	S	S	M	S
CO 4	S	S	M	M	S	S	M	M
CO 5	S	S	M	M	S	S	M	M

S-Strong   M-Medium   L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	C	Credits	Inst. Hours	CIA	External	Total
BBA23UBXC006	Applications of Information Technology in Business	Core	Y	-	-	-	4	5	25	75	100

Learning Objectives		
CLO1	Have knowledge on recent Information technology-based innovations
CLO2	Gain insight on Artificial Intelligence and its application domain and tools
CLO3	Estimate the components of Big Data and its evolution
CLO4	Analyze the applications of Internet of Things in different sectors
CLO5	Understand the relevance of IT based skills required for Future

UNIT	Details	No. of Hours	Learning Objectives
I	Need – Reason for Adopting Industry 4.0 - Definition – Goals and Design Principles - Technologies of Industry 4.0 – Big Data – Artificial Intelligence (AI) – Industrial Internet of Things - Cyber Security – Cloud – Augmented Reality	15	CLO1
II	Artificial Intelligence: Artificial Intelligence (AI) – What & Why? - History of AI - Foundations of AI -The AI - environment - Societal Influences of AI - Application	15	CLO2

	Domains and Tools - Associated Technologies of AI - Future Prospects of AI - Challenges of AI		
III	Big Data: Evolution - Data Evolution - Data: Terminologies - Big Data Definitions - Essential of Big Data in Industry 4.0 - Big Data Merits and Advantages - Big Data Components: Big Data Characteristics - Big Data Processing Frameworks - Big Data Applications - Big Data Tools - Big Data Domain Stack: Big Data in Data Science - Big Data in IoT - Big Data in Machine Learning - Big Data in Databases - Big Data Use cases. Big Data in Social Causes - Big Data for Industry -Big Data Roles and Skills - Big Data Roles - Learning Platforms; Internet of Things (IoT) : Introduction to IoT - Architecture of IoT - Technologies for IoT - Developing IoT Applications - Applications of IoT - Security in IoT	15	CLO3
IV	Applications of IoT – Manufacturing – Healthcare – Education – Aerospace and Defense – Agriculture – Transportations and Logistics – Impact of Industry 4.0 on Society: Impact on Business, Government, People. Tools for Artificial Intelligence, Big Data and Data Analytics, Virtual Reality, Augmented Reality, IoT, Robotics	15	CLO4
V	Industry 4.0 – Education 4.0 – Curriculum 4.0 – Faculty 4.0 – Skills required for Future - Tools for Education – Artificial Intelligence Jobs in 2030 – Jobs 2030 - Framework for aligning Education with Industry 4.0	15	C5
	Total	**75**	

Course Outcomes

Course Outcomes	On Completion of this course, the students will	Program Outcomes
CO1	Understand the need for adopting Industry 4.0	PO1, PO5,PO6
CO2	Gain knowledge on Artificial intelligence and associated technologies	PO1,PO2,PO6
CO3	Analyze the importance of Big Data in different sectors	PO1, PO6
CO4	Evaluate impact of Industry 4.0 on society	PO1, PO6
CO5	Acquire knowledge about the future based on AI	PO1, PO6

Reading List

1.	P. Kaliraj,T.Devi, Higher Education for Industry 4.0 and Transformation to Education 5.0, 2020
2.	Sinha, Pradeep K. & Sinha Priti (2016) "Knowledge of Information Technology (IT)"
3.	S.K. Bansal, 2004 "Information technology" APH Publications
4.	Deepak Bharihoke (2007) "Fundamentals of Information Technology" Excel Books Publication

5.	Norvid Russel (2022), "Artificial Intelligence: A Modern Approach" 4th Edition, Pearson Education
References Books	
1.	Alasdair Gilchrist, "Industry 4.0: The Industrial Internet of Things", APRESS
2.	Josh Starmer (2022) "The StatQuest Illustrated Guide to Machine Learning" Qurate Books Pvt. Ltd.
3.	Aurelien Geron (2022) "Hands-On Machine Learning with Scikit-Learn, Keras, and TensorFlow: Concepts, Tools, and Techniques to Build Intelligent Systems" 3rd Edition, Shroff/O'Reilly Publication
4.	Chip Huyen (2022) "Designing Machine Learning Systems: An Iterative Process for Production-Ready Applications", Shroff/O'Reilly Publication
5.	Paolo Chiabert (2018) "Artificial Intelligence for a Sustainable Industry 4.0", Springer Publication
Web Resources	
1.	https://onlinecourses.nptel.ac.in/noc20_cs69/preview
2.	https://azure.microsoft.com/en-in/resources/cloud-computing-dictionary/artificial-intelligence-vs-machine-learning/
3.	https://www.sas.com/en_in/insights/articles/big-data/artificial-intelligence-machine-learning-deep-learning-and-beyond.html
4.	https://marutitech.com/artificial-intelligence-and-machine-learning/
5.	https://www.ibm.com/topics/machine-learning

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	M	S	L	M
CO 2	S	S	M	M	M	S	L	S
CO 3	S	S	M	M	M	S	L	S
CO 4	S	S	M	M	M	S	L	M
CO 5	S	S	M	M	M	S	L	M

S-Strong   M-Medium   L-Low

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA 23UBXGE003	BUSINESS STATISTICS	Generic Elective	Y	-	-	-	3	4	25	75	100

	Learning Objectives
CLO1	To apply the Measures of Central Tendency in business
CLO2	To Understand the Measures of Variation
CLO3	To analyze the Time Series
CLO4	To understand Index Numbers
CLO5	Testing of hypothesis

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams- Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean.	12	CLO1
II	Measures of Variation – Standard Deviation –Mean deviation – Quartile deviation- Skewness and kurtosis – Lorenz Curve –Simple Correlation – Scatter Diagram – Karl Pearson's Correlation – Rank Correlation – Regression.	12	CLO2
III	Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations	12	CLO3
IV	Index Numbers – Consumer Price Index – And Cost of Living Indices.	12	CLO4
V	Testing of hypothesis – Chi-Square test, T Test, F Test, ANOVA.	12	CLO5
		60	

Course Outcomes

Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	Analyze the Central Tendency	PO1,PO2,PO4,PO6
CO2	Analyze the Variation	PO1,PO2,PO6
CO3	Analyze the Time Series	PO1,PO2,PO6
CO4	Analyze the Index Numbers	PO1,PO2,PO6
CO5	Analyze the Hypothesis	PO2,PO8

Reading List

1.	P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai,2004.
2.	S.P. Gupta, Statistical Methods, Sultan Chand &Sons, NewDelhi,2007.
3.	S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, NewDelhi,2007.
4.	J.K. Sharma, Business Statistics, Pearson Education, New Delhi,2007.
5.	Business Statistics & OR - Dr. S. P. Rajagopalan, Tata McGraw-Hill

References Books

1.	David M.Levine, David F.Stephan etal. Business Statistics : A first Course, 7th edition
2.	Dina Nath Pandit, Statistics: A Modern Approach , Hindustan Publishing Corporation
3.	Hazarika Padmalochan,A textbook of Business Statistics , S.Chand Publications
4.	Vohra ND, Business Statistics: Text and Problems – With Introduction to

	Business Analytics, Mc Graw Hill ,2021
5.	Alexander Holmes, Barbara Illowsky and Susan Dean, Introductory Business Statistics , 12th Media Services, 2017

Web Resources	
1	https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/
2	https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf
3	http://www.statisticshowto.com
4	https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/
5	https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	S	S	S	M	S
CO2	S	S	M	M	M	S	M	S
CO3	S	S	M	M	S	S	M	S
CO4	S	S	M	M	M	S	M	S
CO5	S	S	M	S	S	S	M	S

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA23UBXC007	**BUSINESS REGULATORY FRAME WORK**	Core	Y	-	-	-	4	5	25	75	100

Course Objectives	
CLO1	Explain Indian Contracts Act
CLO2	Understand the Sales of goods act& contract of agency
CLO3	Understand Indian Companies Act 1956
CLO4	Understand Consumer Protection Act – RTI
CLO5	Understand Cyber law

UNIT	Details	No. of Hours	Learning Objectives
I	Brief outline of Indian Contracts Act - Special contracts Act	15	CLO1
II	Sale of goods Act - Contract of Agency	15	CLO2
III	Brief outline of Indian Companies Act 1956.- kinds-formation-MOA-AOA- Prospectus- Appointment of Directors- Duties-Meeting- Resolutions-Winding up-	15	CLO3
IV	Consumer Protection Act – RTI	15	CLO4
V	Brief outline of Cyber laws – IT Act 2000 & 2008	15	CLO5
		75	

Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	Know Indian Contracts Act	PO1,PO3,PO6,PO8
CO2	Understand Sales of goods act and Contract of Agency	PO1,PO2,PO3,PO4, PO5,PO8
CO3	Understand Indian Companies Act 1956	PO3,PO4,PO6,PO8
CO4	Understand Consumer Protection Act – RTI	PO1,PO2,PO3,PO6, PO7,PO8
CO5	Understand Cyber law	PO1,PO3,PO6,PO7, PO8

Reading List

1	Tulsian.P.C Business Law (2018) Third Edition, McGraw Hill Publications
2	Pillai R S N, Bhagavati, Business Law, Third Edition, Sultan Chand
3	N D Kapoor(2019), Elements of Merchantile Law, Sultan Chand & Sons
4	Constitutional Law – Dr. M.R. Sreenivasan & Ananda Krishna Deshkulkarni
5	Business Law (Commercial Law) – Dr. M.R. Sreenivasan

References Books

1	Business Regulatory Framework, Sahitya Bhawan Publications. Revised, 2022.
2	Business Regulatory Framework, Garg K.C., Sareen V.K., Sharma Mukesh, 2013.
3	Business Regulatory Framework, Pearson Education India, 2011.
4	Bare Acts- RTI, Consumer Protection Act
5	Business Regulatory Framework , Dr. Pawan Kumar Oberoi, Global Academic Publishers & Distributors, 2015

Web Resources

1	https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---l.html
2	http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/
3	https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661
4	International Journal of Law (lawjournals.org)
5	https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book_TitleM=%20Business%20Regulatory%20Framework

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	S	S	L	S
CO 2	S	M	M	M	S	S	L	S
CO 3	S	M	M	M	S	S	L	S
CO 4	S	M	M	M	S	S	L	S
CO 5	S	M	M	M	S	S	L	S

S-Strong   M-Medium   L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	2	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	13	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.6	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA23UBXC008	Web Technology Theory and Practice	Core	Y	-	-	-	4	5	25	75	100

	Learning Objectives
CLO1	Understanding basics of HTML
CLO2	Understanding basics of JavaScript
CLO3	Learning JavaScript document object model
CLO4	Understanding ASP.NET – Language Structure and Basic Web Server controls
CLO5	Learning Request and Response objects and Security: Authentication, IP Address, Secure by SSL & Client Certificates.

UNIT	Details	No. of Hours	Learning Objectives
I	Internet Basic – Introduction to HTML – List – Creating Table – linking document – frames – graphics to HTML Doc- Creating simple static pages.	15	CLO1
II	Introduction to JavaScript – Advantage of Java script – java script syntax – Data type – variable – array – operator and expression – looping constructor – function – Dialog box	15	CLO2
III	JavaScript document object model – introduction – object in HTML – event handling – window object – browser object – form object – navigator object – build in object – cookies.	15	CLO3
IV	ASP.NET : Language Structure – page structure – page event, properties - compiler directives. HTML server controls – Anchor, Tables, Forms - Basic Web server controls – label, textbox, button, image, links, check & radio button, hyperlink.	15	CLO4
V	Request and Response objects - Working with data – OLEDB connection class, Command class Transaction class, data adaptor class, data set class. Security: Authentication, IP Address, Secure by SSL & Client Certificates. **Practical's - HTML, JAVA SCRIPT AND ASP.NET** Creation of a personal web page (with links),	15	CLO5

	Preparation of a bio data, Prepare a train time table using row/column span Create an array of 10 elements and display it, Write a program outputs the squares, roots and cubes of integers between 1 and100, Read a string and looks it character by character, Design a Simple calculator, Create a web form for a library application with necessary controls		
		75	

Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	Know the basics of HTML	PO1, PO2, PO6,PO8
CO2	Know the basics of JavaScript	PO1, PO2, PO6,PO8
CO3	Analyze JavaScript document object model	PO1, PO2, PO6,PO8
CO4	Understand ASP.NET – Language Structure and Basic Web Server controls	PO1, PO2, PO6,PO8
CO5	Summarize Request and Response objects and Security: Authentication, IP Address, Secure by SSL & Client Certificates.	PO1, PO2, PO6,PO8

	Reading List
1.	Bayross, Web Enable Commercial Application Development Using HTML, DHTML, javascript, Perl CGL. BPB Publications.
2.	Shruti Kohli, Web Technologies, BPB Publications.
3	A.Russell Jones, Mastering Active Server, BPB Publications.
4	Akshi Kumar, Web Technology Theory and Practice, CRC Press, Taylor & Francis Group.
5	M. Srinivasan, Web Technology, Pearson Education India.

	References Books
1.	Gilorien, DHTML and JavaScript, Prentice Hall.
2.	Teodoru Gugoiu, Html, Xhtml, Css and Xml, Laxmi Publications Pvt Limited
3.	Ivan Batross, Web Enabled Commercial Application Development Using Html, Dhtml, Javascript, Perl Cgi - 3Rd Edn., BPB Publications
4.	Julie C. Meloni, Sams Teach Yourself HTML, CSS, and JavaScript All in One, Pearson Education
5.	Ivan Bayross, Web Enabled Commercial Applications Development Using ...HTML, DHTML, JavaScript, Perl CGI, Tech Publications

	Web Resources
1	https://www.google.co.in/books/edition/WEB_TECHNOLOGY/_qh2BAAAQBAJ?hl=en&gbpv=1&dq=study+materials+on+web+technology&printsec=frontcover
2	https://www.google.co.in/books/edition/Web_Technology_including_HTML_CSS_

	XML_AS/Jae4vs1nqVAC?hl=en&gbpv=1&dq=study+materials+on+web+technology&printsec=frontcover
3	https://www.google.co.in/books/edition/Web_Technologies_A_Computer_Science_Pers/k4cdVcEkFmoC?hl=en&gbpv=1&dq=study+materials+on+web+technology&printsec=frontcover
4	https://www.google.co.in/books/edition/Multimedia_and_Web_Technology/ED9jDwAAQBAJ?hl=en&gbpv=1&dq=study+materials+on+web+technology&printsec=frontcove
5	https://www.google.co.in/books/edition/Web_Based_Application_Development/kOUbEAAAQBAJ?hl=en&gbpv=1&dq=study+materials+on+web+technology&printsec

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	The practical examination will be conducted by an internal examiner and an external examiner jointly	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	M	S	M	S
CO 2	S	S	M	M	M	S	M	S
CO 3	S	S	M	M	M	S	M	S
CO 4	S	S	M	M	S	S	M	S
CO 5	S	S	M	M	M	S	M	S

S-Strong   M-Medium   L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA 23UBXGE004	**Operation Research**	Generic Elective	Y	-	-	-	3	4	25	75	100

	Learning Objectives
CLO1	Introduction to Operations Research definition and concept Essential features of LPP.
CLO2	Formulation of Transportation problem and finding an initial basic feasible solution.
CLO3	Expressing Assignment problem, Hungarian method- Minimization and Maximization case and Sequencing Problem.
CLO4	Analyse Network models and constructing network- critical path, various floats.
CLO5	Analyse Game Theory and Decision Theory

UNIT	Details	No. of Hours	Learning Objectives
I	Linear Programming problem -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP- simple problems.	12	CLO1
II	Transportation problem- Basic definitions, formulation of transportation problem as LPP, finding an initial basic feasible solution- North -west corner rule, row minima method, column minima method, least cost entry method- Vogel's approximation method to find the optimal solution.	12	CLO2
III	Assignment problem-Hungarian method- Minimization and Maximization case, unbalanced assignment problem. Sequencing Problem-Processing n jobs on 2 machines, processing n jobs on 3 machines, processing n jobs on m machines.	12	CLO3
IV	Network models-PERT and CPM — difference between	12	CLO4

	PERT and CPM- constructing network- critical path, various floats, three-time estimates for PERT		
V	Game Theory- Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving 2xn and mx2 game. Decision Theory –statement of Baye's theorem application - decision trees.	12	CLO5
		60	

Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	Analyse Linear Programming	PO1,PO2,PO6
CO2	Analyse Transportation problem	PO1,PO2,PO6
CO3	Analyse Assignment problem	PO1,PO2,PO6
CO4	Analyse Network models	PO1,PO2,PO6
CO5	Analyse Game Theory and Decision Theory	PO1,PO2,PO6

	Reading List
1.	Operational Research	Research.com
2.	Operations Research	PubsOnLine (informs.org)
3.	Prabandhan : Journal of Management
4.	International Journal of Operations research
5.	DR H. Premraj, Elements of Operation Research, Margham publications, Chennai, 2019.

	References Books
1.	P.R. Vittal& V. Malini, Operative Research – Margham Publications – Chennai – 17.
2.	P.K. Gupta& Man Mohan, Problems in Operations Research – Sultan Chand & sons – New Delhi
3.	V.K. Kapoor, Introduction to operational Research – Sultan Chand & sons – New Delhi
4.	Hamdy A Taha, Operation Research – An Introduction prentice Hall of India- New Delhi
5.	P. Gupta, N. Aruna Rani, M. Haritha (2018), Operations Research and Quantitative Techniques, First edition, Himalaya Publishing House.

	Web Resources
1	chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf
2	chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.bbau.ac.in/dept/UIET/EMER601%20Operation%20Research%20Queuing%20theory.pdf

3	https://www.onlinemathlearning.com › linear-programming-example
4	https://www.kellogg.northwestern.edu › weber › Notes_6_Decision_trees
5	www.pondiuni.edu.in › sites › default › files

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	M	M	S	M	S
CO2	S	S	M	M	S	S	M	S
CO3	S	S	M	M	S	S	M	S
CO4	S	S	M	M	M	S	M	S
CO5	S	S	M	M	M	S	M	S

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0

BBA 23UBXSI001 - INSTITUTIONAL TRAINING *

Curricular note on Skill enhancing core paper with Internal evaluation for the award of 2 Credits

Aims: The purpose of this skill enhancing (Training) core paper is to bridge the theoretical fundamentals with that of actual practice and to inculcate a spirit of inquiry & research rigor to investigate the nuances that go into the working of industry at large. Apart from adapting as team-worker, students are expected to gather, filter the required information and report the dynamics of the chosen industry in a standardized format.

Process: Colleges may institute MoU/Collaborative initiative with firms in their locality to get the consent and to make the training more purposeful. Every student, individually or in a group not exceeding three, shall undergo a four-week [a minimum of twenty working days] training in any organization [size, type and location to be specified by the respective college] of his/her choice during the vacation between fourth and fifth semester. In case of insufficient vacation, college level adjustments can be made to facilitate the students on training.

Prior permission may be obtained from the organization in advance by the students concerned and information shall be passed onto the colleges thus enabling the training supervision by the concerned faculties authorized by the college.

Weekly postal or electronic reporting should be obtained to ensure coherent and comprehensive training during the training period. A final report [Institutional Training Record – ITR] containing the introduction of the industry, the profile of the company and a valid conclusion indicating the benefits of the training shall be given not exceeding 30 [A4] pages [in a spiral- bound form/pre-printed record designed for this purpose].

Reporting Proforma: The profile of the company may include the organization-chart, people involved in key-positions, year of establishment and growth pattern (for at least five years), the products dealt and market to which it caters to, sales turn-over, market share [for last three years], competitors' details, number of employees and their brief profile, share capital&

Share holding pattern, market capitalization (in case of listed public company), group companies, if any, awards & recognitions (if any received), litigations, if any involved and so on.

Outcome: Internal evaluation by the concerned training supervisor along with HOD shall be made during the beginning of fifth semester for award of two credits and report the same to the university.

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA23UBX C009	HUMAN RESOURCE MANAGEMENT	Core	Y	-	-	-	4	5	25	75	100

Learning Objectives	
CLO1	Explain the concepts, functions and process of HRM
CLO2	Examine the selection and placement process
CLO3	Evaluate the training and performance
CLO4	Understand the importance of employee engagement and compensation
CLO5	Understand the recent trends in HR

UNIT	Details	No. of Hours	Learning Objectives
I	Nature and scope of Human Resources Management –Roles & responsibilities of HR manager-HR Policies & procedures-Differences between personnel management and HRM – Environment of HRM -Concept &scope of Strategic Human resource management (SHRM) -HRM as a competitive advantage in the VUCA world	15	CLO1
II	Human Resource Planning- Job Evaluation- methods- Job analysis-Job description, Job specification .Recruitment – Selection – Process, Methods – Interview, Tests, Induction and Placement.	15	CLO2
III	Training and Development, Training Process, Methods, Training Need Assessment , Career Development . Transfer and Promotion. Performance Management – Meaning- Process-Performance appraisal methods-Performance Monitoring and review.	15	CLO3
IV	Employee Engagement- Meaning- Importance-	15	CLO4

	evaluation- measuring employee engagement- Employee Compensation- components- incentives- benefits- welfare and social security measures		
V	Human Resource Audit – Nature – Benefits – Scope – Approaches. HRIS. Recent trends in HRM: Green HRM & Virtual HRM Practices, Understanding People Analytics, Multigenerational workforce. Global HRM	15	CLO5
		75	

Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	Explain the concepts, functions and process of HRM	PO1,PO2,PO4,PO6
CO2	Examine the selection and placement process	PO1,PO2,PO4,PO6,PO7,PO8
CO3	Evaluate the training and performance appraisal	PO2,PO 3, PO5,PO6,PO8
CO4	Understand the employee engagement and compensation	PO1 PO2,PO3,PO4,PO5,PO6
CO5	Understand the recent trends in HR	PO2,PO3,PO6,PO7, PO8

Reading List	
1.	Shashi K. Gupta & Rosy Joshi , Human Resource Management , Kalayani Publisher 1st Edition, 2018
2.	**Steve** Brown**, HR on Purpose: Developing Deliberate People Passion, Society for Human Resource Management, 1st Edition, 2017
3	Bernard Marr, Data-Driven HR: How to Use Analytics and Metrics to DrivePerformance, Kogan Page, 1st Edition, 2018
4	Kirs Wayne Cascio and John Boudreau, Investing in People: Financial Impact of Human Resource Initiatives, Prentice Hall , 2nd Edition, 2015
5	Srinivas R Kandula, , Compentency Based Human Resource Managemet, PHI Learning , 1st Edition, 2013
References Books	
1.	V S P Rao, Human Resource Management : Text & Cases, Excel Books, 3rd Edition ,2010
2.	K.Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6th Edition
3.	Garry Deseler, Human Resource Management, Pearson, 15th Edition, 2017
4.	L M Prasad , Human Resource Management , Sultan Chand and Sons 3rd Edition , 2014

5.	Tripathi. P C, Human Resource Management, Sultan Chand and Sons 1st Edition, 2010

Web Resources	
1	https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf
2	http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf
3	https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf
4	https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835
5	http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	M	S	M	M
CO 2	S	S	M	M	M	S	M	M
CO 3	S	S	M	M	M	S	M	S
CO 4	S	S	M	M	S	S	M	M
CO 5	S	S	M	M	M	S	M	M

S-Strong   M-Medium   L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA23U BXC010	**Research Methodology**	Core		-	-	-	4	5	25	75	100

Learning Objectives	
CLO1	To familiarize the students to the basic concepts of Research and operationalize research problem
CLO2	To provide insights on research design and scaling
CLO3	To throw light on data collection and presentation
CLO4	To elucidate on Hypothesis Testing and other statistical Test
CLO5	To summarize and present research results with focus on ethics and plagiarism

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction to Business Research - Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing.	15	CLO1
II	Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement- characteristics of sound measurement tool, Scaling methods and sampling-characteristics- process- techniques.	15	CLO2
III	Sources and Collection of Data - Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules.	15	CLO3
IV	Data Analysis and Preparation- Data entry, Data coding, editing, classification and tabulation & cross tabulation- presentation of data.	15	CLO4
V	Presenting results and writing the report: - The written research Report & Research Ethics – Plagiarism.	15	CLO5
	Total	**75**	

Course Outcomes	
Course	On completion of this course, students will;

Outcomes		
CO1	Understand the concepts and principles of Research	PO1, PO2, PO6, PO7
CO2	Comprehend and decide the usage of design and formulate hypothesis	PO1, PO2, PO6
CO3	Analyze data collection sources and tools	PO1, PO2,PO7
CO4	Summarize and establish solutions through data analysis	PO1, PO2,PO6
CO5	Compare and justify the process of writing and organizing a research report.	PO1,PO2,PO3, PO4, PO6
Reading List		
1	W.Lawrence Newman" Social Research Methods: Qualitative and Quantitative Approaches 7th Edition, Pearson Education India 2014	
2	Mark Saunders,Philip Lewis. Adrain Thornhill" Research Methods for Business Students" 5th Edition Pearson India 2011	
3	John W Creswell, Research Design : Qualitative, Quantitative and Mixed Method Approaches , Sage , 4th Edition , 2014	
4	Emma Bell, Bill Harley, and Alan Bryman, Business Research Methods, Oxford University Press , 6th Edition , 2022	
5	Naresh K Malhotra, Marketing Research An applied Orientation, Pearson , 7th Edition,2019	
Reference Books		
1.	C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques, 4th edition, New Age International Publisher 2019.	
2.	Donald R.Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill,2018.	
3.	Kumar R, Research Methodology, a step-by-step guide for beginners, Sage South Asia 2011.	
4.	Richard L.Levin, Davis S.Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics for Management, Pearson Education, 8th edition, 2017.	
5.	Dr.R.K.Jain, Research Methodology, Methods and Techniques, Vayu Education 2021	
Web Resources		
1.	https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODLOGY.pdf	
2.	https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf	
3.	https://prog.lmu.edu.ng/colleges_CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf	
4.	https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf	
5.	https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODOLOGY.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External	End Semester Examination	75 Marks

Evaluation		
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	M	S	S	S
CO 2	S	S	M	M	M	S	S	S
CO 3	S	S	M	M	M	S	S	S
CO 4	S	S	M	M	M	S	S	S
CO 5	S	S	S	S	S	S	S	M

S-Strong   M-Medium   L-Low

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA23UBXC011	Production & Materials Management	Core	Y	-	-	-	4	5	25	75	100

Learning Objectives	
CLO1	To provide comprehensive outlook on basic concepts and practices of production.
CLO2	To understand types of layout facilities
CLO3	To analyse work study methods and quality control
CLO4	To enable the students to gain knowledge on Inventory control and Vendor rating
CLO5	To give an insight to Purchase management

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction – Meaning, scope and Functions of Production Management - Different types of Production Systems. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends.	15	CLO1
II	Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layouts – Service Facilities.	15	CLO2
III	Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes	15	CLO3

	– Control Charts.		
IV	Integrated materials management- the concept- service function advantages- Inventory Control- Function of Inventory - Importance- Replenishment Stock-Material demand forecasting- MRP- Basis tools - ABC-VED- FSN Analysis - Inventory Control Of Spares And Slow Moving Items -EOQ-EBQ- Stores Planning – Stores Keeping and Materials Handling – objectives and Functions	15	CLO4
V	Purchase Management- Purchasing - Procedure - Dynamic Purchasing - Principles – import substitution-, Vendor rating and Management	15	CLO5
	Total	**75**	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	**Program Outcomes**
CO1	Provide comprehensive outlook on basic concepts, and practices of production	PO1, PO2, PO6
CO2	Identify right plant location and plant layout of factory	P01, PO2,PO6
CO3	Know work study & method study, its procedure & quality control techniques in production.	PO1, PO2, PO3, PO6
CO4	Outline inventory control concepts and its replenishment to manage inventory	PO1, PO6, PO7
CO5	Discuss purchase management procedure and identify vendor rating mechanisms	PO1, PO2, PO6, PO8

Reading List	
1.	K.Shridhara Bhat; Material Management; Himalaya Publishing House; Mumbai 2020
2.	R.B Khanna, Production and Operations management , Prentice Hall Publications, 2015
3	Biswajit Banerjee, Operations Management and Control, S Chand, Revised Edition, 2010
4	Anil Kumar S and N Suresh, Operation Management, New Age International 1st Edition, 2018
5	,William J. Stevenson , Operations ManagementMcGraw Hill; 13th Edition, 2022

References Books	
1.	P.Saravanavel and S.Sumathi; Production and Materials Management, Margham Publications, 2015
2.	M.M.Verma , Materials Management Sultan Chand Publishing , Edition 2004
3.	P. Gopalakrishnan & Abid Haleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015.
4.	P. Ramamurthy, Production and Operations Management, JBA publishers, 2nd edition 2013.
5.	S.N.Chary, Production and Ooperations Management, JBA Publishers, Edition Edition VI
Web Resources	
1	https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf
2	https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf
3	https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf
4	https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf
5	https://examupdates.in/materials-management-notes/

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
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Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	M	S	M	S
CO 2	S	S	M	M	S	S	M	S
CO 3	S	S	M	M	M	S	M	S
CO 4	S	S	M	M	M	S	M	S
CO 5	S	S	M	M	M	S	M	S

S-Strong   M-Medium   L-Low

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA23U BXC012	**MANAGEMENT INFORMATION SYSTEM**	Core	Y	-	-	-	3	4	25	75	100

	Learning Objectives
CLO1	Understand MIS in decision making
CLO2	Explain MIS, its structure and role in management functions
CLO3	Classify & discuss information system categories, Database Management systems
CLO4	Discuss SDLC and functional information system categories
CLO5	Outline functions of BPO, Data mining and the recent trends in information management

UNIT	Details	No. of Hours	Learning Objectives
I	Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision -making. – Ethical issues	12	CLO1
II	Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage	12	CLO2
III	Computers and Information Processing - Classification of computer - Input Devices – Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems.	12	CLO3
IV	System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.	12	CLO4

	Decision Support Systems - Business Process Outsourcing - Definition and function - Introduction to business analytics & relevance of big data.		
V		12	CLO5
		60	

Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	Understand MIS in decision making	PO1, PO4,PO5,PO7, PO8
CO2	Explain MIS, its structure and role in management functions	PO1, PO4, PO5, PO7
CO3	Classify & discuss information system categories, Database Management systems	PO2, PO5, PO6, PO7, PO8
CO4	Discuss SDLC and functional information system categories	PO1, PO4, PO5, PO7
CO5	Outline functions of BPO, Data mining and the recent trends in information management	PO2, PO3, PO4, PO6, PO7, PO8

	Reading List
1.	Management Information Systems: Conceptual Foundations, Structure & Development by Davis, Olson, M. 2nd edition Tata McGraw Hill (TMH) Publications India.
2.	Dr. S.P. Rajagopalan, "Management Information Systems and EDP ", Margham Publications , Chennai.
3	Management Information System by Jawadekar, Tata Mc Graw hill Publication, 2nd Edition
4	Management Information System by Ozz Effy
5	Sadagopan, "Management Information Systems" - Prentice- Hall of India

	References Books
1.	Mudrick & Ross, "Management Information Systems", Prentice - Hall of India.
2.	Management Information System by Concise study by Kelkhar S A
3.	CSV Murthy -"Management Information Systems" Himalaya publishing House.
4.	Michael Alexander (2014) Business Intelligence Tools for Excel Analysts
5	Management Information System by Oka MM

	Web Resources
1.	https://www.tutorialspoint.com/management_information_system/management_

	information_system.htm
2.	http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf
3	JMIS - Journal of Management Information Systems (jmis-web.org)
4	Management Information Systems Quarterly | AIS Affiliated Journals | Association for Information Systems (aisnet.org)
5	https://nitsri.ac.in/Department/Electronics%20&%20Communication%20Engineering/MIS-Notes

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
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Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	S	S	S	M
CO 2	S	M	M	M	S	S	S	M
CO 3	M	M	M	M	M	M	S	M
CO 4	S	S	M	M	M	S	S	M
CO 5	S	M	M	M	S	S	S	M

S-Strong   M-Medium   L-Low

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	2	3	3
CO 3	3	3	3	3	3
CO 4	2	3	3	3	3
CO 5	3	3	3	3	3
Weightage	14	15	14	15	15
Weighted percentage of Course Contribution to Pos	2.8	3.0	2.8	3	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA 23UBXGE005	E-Business	Specific Elective	Y	-	-	-	3	4	25	75	100

Learning Objectives	
CLO1	To understand the basic concepts of electronic business.
CLO2	To identify web-based tools.
CLO3	To examine the security threats to e-business.
CLO4	To discuss the strategies on marketing.
CLO5	To analyze the business plan for e-business.

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction to electronic business - meaning - value chains - the Internet and the web - infrastructure for e-business	15	CLO1
II	Web based tools for e - business - e - business software - overview of packages	15	CLO2
III	Security threats to e - business - implementing security for e - commerce and electronic payment systems.	15	CLO3
IV	Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals	15	CLO4
V	The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business	15	CLO5
	Total	75	

Course Outcomes	
Course Outcomes	On completion of this course, students will;

CO1	Define and understand the basic concepts of business done through web	PO2, PO6, PO7
CO2	Examine and apply web tools in real-time business situations.	PO2, PO5, PO6, PO7
CO3	Analyze the security threats in e-business.	PO6, PO7, PO8
CO4	Evaluate strategies for marketing.	PO2, PO4, PO7
CO5	Prepare the environment for e-business.	PO1, PO2, PO4, PO7, PO8

	Text Books
1.	Garry P Schneider and James T Perry - Electronic Commerce, Course technology, Thomson Learning, 2000
2.	Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E-Business
3.	Kosivr, David - Understanding E-Commerce
4.	Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.
5.	C S Rayudu, E Commerce E Business, HPH

	References Books
1.	Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.
2.	Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.
3.	Smantha Shurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.
4.	David Whitely, E Commerce Strategy, Technology and Applications, TMH
5.	J. Christopher Westle and Theodre H K Clarke, Global Electronic Commerce – Theory and Case Studies, University Press

	Web Resources
1	https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf
2	https://www.techtarget.com/searchcio/definition/e-business
3	https://www.britannica.com/technology/e-commerce
4	https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/
5	https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf

	Methods of Evaluation	
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	

	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PO 6**	**PO 7**	**PO 8**
CO 1	M	M	M	M	S	S	S	S
CO 2	M	S	S	M	S	S	S	M
CO 3	M	S	S	M	M	S	S	S
CO 4	M	M	S	S	M	M	S	M
CO 5	M	M	S	M	S	M	S	M

S-Strong   M-Medium   L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO/POS	**PSO 1**	**PSO 2**	**PSO 3**	**PSO 4**	**PSO 5**
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to PSO	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	C	Credits	Inst. Hours	CIA	External	Total
									Marks		
BBA 23UBXGE006	**Strategic Management**	Core	Y	-	-	-	3	5	25	75	100

	Learning Objectives
CLO1	To understand the concept of strategy and strategic management process.
CLO2	To create awareness of evolving business environment.
CLO3	To understand strategic alternatives and make appropriate strategic choice
CLO4	To know the basics of strategic implementation
CLO5	To understand recent trends for competitive advantage

UNIT	**Details**	**No. of Hours**	**Learning Objectives**
I	Introduction to Strategic Management -Overview of Strategic Management Process Levels of Strategy Strategic Intent-Vision and Mission Business Definition	12	CLO1
II	External Environment Appraisal using PESTEL Competitor Analysis using Porter's 5-Forces model Environmental Threat and Opportunity Profile (ETOP) Value chain Analysis. Strategic Advantage Profile(SAP) Scanning Functional Resources and Capabilities for building Organization Capability Profile (OCP) SWOT Analysis	16	CLO2
III	Strategic alternatives at corporate level: concept of grand strategies -Strategic choice models - BCG, GE Nine Cell Matrix , Hofer's matrix-Strategic alternatives at business level: Michael Porter's Generic competitive strategies	16	CLO3
IV	Strategic Implementation: Developing short-term objectives and policies, functional tactics, and rewards Structural Implementation: an overview of Structural Considerations Behavioral Implementation: an overview of Leadership and Corporate Culture Mc Kinsey 7-S Framework Establishing Strategic Control	16	CLO4
V	Concept of Balanced Scorecard approach. Use of Big data for Balanced score card Importance of Corporate Social Responsibility & Business Ethics Concept of Corporate Sustainability	15	CLO5
		75	

Course Outcomes	On Completion of the course the students will	**Program Outcomes**

CO1	Develop an understanding of the strategic management process and the complexities of business environment.	PO1, PO2, PO5, PO6
CO2	Analyze the external environmental and internal organizational factors influencing strategy formulation.	PO1, PO2, PO6, PO7
CO3	Demonstrate the skills required for selection of the most suitable strategies for a business organization.	PO1, PO2, PO4, PO5, PO6
CO4	Generate workable solutions to the issues and challenges related to successful implementation of the chosen strategies.	PO1, PO2, PO4 PO5, PO8
CO5	Familiarize with current developments	PO1, PO3, PO4,PO8

Reading List

1.	Wheelan and Hunger, Concepts in Strategic Management and Business Policy, Pearson. – 14th Edition (2017)
2.	Azhar Kazmi, Strategic Management and Business Policy, McGraw Hill – Third Edition(2012)
3.	Jauch, Glueck & Gupta, Business Policy and Strategic Management, (Frank Brothers), (7th Edition)
4.	Pearce, Robinson and Mittal, Strategic Management, Formulation, Implementation & Control, (McGraw Hill), (12th Edition)
5.	Hitt, Ireland, Hoskisson & Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)

References Books

1.	Thomson & Strickland,(2008), Crafting and Executing Strategy, McGraw Hill.- Sixteenth Edition (2011)
2.	N. Chandrasekaran, Ananthanarayanan(2011), Strategic Management, Oxford University Press – First Edition – Second Impression (2012)
3.	Ireland, Hoskisson & Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)
4.	Dr.LM.Prasad, Strategic Management, Sultan Chand & Sons
5.	Kenneth Carrig,Scott A Snell.Strategic Execution:Driving Breakthrough performance in business, Stanford University Press(2019)

Web Resources

1	Strategic management journal https://onlinelibrary.wiley.com/journal/10970266
2	https://str.aom.org/teaching/all-levels
3	https://online.hbs.edu/courses/business-strategy/
4	https://study.sagepub.com/parnell4e
5	https://www.strategicmanagement.net/

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	M	S	M	S
CO 2	S	S	S	M	S	S	M	S
CO 3	M	S	M	M	S	M	M	M
CO 4	S	S	M	M	S	S	M	S
CO 5	M	M	S	M	M	M	M	M

S-Strong   M-Medium   L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

BBA 23UBXPR0001: PROJECT WORK (GROUP)-
5 Hours, 4 Credits

A group of 3 students will be assigned a project in the beginning of the final year. The project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same and submit to the university 15 days prior to the commencement of the University examination.

The project shall be evaluated externally. The external examiner shall be forming the panel of examiners suggested by the board of studies from to time.

Learning Objectives	
CLO1	To Give Idea about Research Project
CLO2	To identify the research problem
CLO3	To review Literature
CLO4	To give knowledge on Data Collection and Analysis
CLO5	To Learn Project Preparation

Course Outcome	On completion of this course, students will;	
CO1	Gain knowledge about Research Project	PO1
CO2	Increase knowledge on research problem	PO2
CO3	Improve practice in review of literature	PO3
CO4	Gain knowledge on Data Collection and Analysis	PO1,PO2
CO5	Be Proficient in Project Preparation	PO6,PO7,PO8

PROJECT DESCRIPTION
GUIDELINES
1. Project report is to bridge theory and practice.
2. The project work should be neatly presented in not less than 50 pages and not more than 120 pages
3. Paper Size should be A4
4. 1.5 spacing should be used for typing the general text. The general text shall be justified and typed in the Font style - Font: Times New Roman / Font Size: 12 for text)
5. Subheading shall be typed in the Font style (Font: Times New Roman / Font Size: 14 for headings). The report should be professional.
6. The candidate should submit periodical report of the project to the supervisor.
7. Two reviews will be conducted before the Viva Voce
8. Each candidate should submit hardcopy (3 copies) and a soft copy to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate.

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	20Marks
	Review I	
	Review II	
External Evaluation	Project Report – Viva Voce	80 Marks
	Total	100 Marks

Method of Assessment	
Review I	Problem Identification and Review of Literature
Review II	Rough Draft
Final	Project Report – Viva Voce

CO-PO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	M	S	S	S
CO 2	S	S	M	M	M	S	S	S
CO 3	S	S	M	M	M	S	S	S
CO 4	S	S	M	M	M	S	S	S
CO 5	S	S	M	M	M	S	S	S

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA 23UBXC013	**Entrepreneurship Development**	Core	Y	-	-	-	4	6	25	75	100

	Course Objectives
CLO1	To impart knowledge on the concept of Entrepreneur and Entrepreneurship.
CLO2	To know the various ideas and implementation of business plan.
CLO3	To throw light on importance of the Business analysis and evaluation.
CLO4	To discuss the role of Government in developing entrepreneurship.
CLO5	To understand the problems and remedies of Entrepreneurial failure.

UNIT	Details	No. of Hours	Course Objectives
I	Entrepreneur- Meaning & definition, Types of entrepreneurs, traits of Entrepreneurs, Role of Entrepreneurs in Economic Development. Entrepreneurship- Meaning & definition, Factors affecting entrepreneurship, Difference between entrepreneur and entrepreneurship. Recent development in entrepreneurship.	15	CLO1
II	Generating innovative ideas of business- Brainstorming, focus group, survey, customer advisory boards. Creativity and selection of Products. Capital budgeting, Project profile preparation, matching entrepreneur with the project,. Introduction of Patent and Trademarks.	15	CLO2
III	Business Plan Development- Feasibility study and evaluation of projects -Market analysis, technical analysis, cost-benefit analysis,. Project formulation, assessment of business models-Dealing with basic and initial problems of setting up of enterprises.	15	CLO3
IV	Awareness of various government schemes for start-up business- Start-up India, Stand-up India, Aatmanirbhar Bharat mission, 'Make in India' Program, ASPIRE, MUDRA. Role of Women Entrepreneurs in Economic development.-Schemes for Women entrepreneurs- Annapurna scheme, Dena shakti scheme, Mudra loan for women, Stree Shakti scheme. Role of MSME, SSI, SIDO, EDI and MDI.	15	CLO4
V	Problems and remedies of sick industries, Causes of	15	CLO5

	Industrial sickness, Preventive and remedial measures of Sick industries. Preventive and rehabilitation of business. Case study discussions.		
	Total	**75**	

Course Outcomes

Course Outcomes	On completion of this course, students will;	
CO1	Understand the concepts of Entrepreneurship development.	PO1,PO2
CO2	Apply knowledge in the business plans and implementation.	PO1, PO2,PO3
CO3	Analyze the various analyses of business in setting up of enterprises.	PO2,PO4, PO5,PO8
CO4	Create the awareness about various schemes and subsidies of government for entrepreneurial development.	PO3,PO4, PO5, PO6,PO7
CO5	Evaluate and assess the various problems and remedies of entrepreneurship	PO1,PO2,PO3, PO8

Reading List

1.	Sangeeta Sharma, Entrepreneurship Development, PHI Learning Pvt. Ltd., 2016.
2.	Kuratko Rao, Entrepreneurship: a south asian perspective.- Cengage, New Delhi.
3.	Leach/Melicher, Entrepreneurial Finance – Cengage.
4.	K.Sundar – Entrepreneurship Development – Vijay Nicole Imprints private Limited Reddy, Entrepreneurship: Text & Cases - Cengage, New Delhi, New Delhi.
5.	Khanka S.S., Entrepreneurial Development, S.Chand & Co. Ltd., New Delhi, 2001.

References Books

1.	Barringer, B., Entrepreneurship: Successfully Launching New Ventures, 3rd Edition, Pearson, 2011.
2.	The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries
3.	Innovation and Entrepreneurship: Practice and Principles by Peter F Drucker
4.	Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2011.
5.	Nagendra and Manjunath, V.S., Entrepreneurship and Management, Pearson, 2010

Web Resources

1.	https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_ Development_NOTES.pdf
2.	https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20 Sem%20Entrepreneurship%20Developement.pdf
3.	https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20- 2018PCO1%20-%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&%20Dr.%20P.%20S ailaja.pdf
4.	http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20 DEVELOPMENT.pdf

.Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	S	M	S	S	S	M	M
CO 2	S	S	M	S	S	S	M	S
CO 3	S	S	M	S	S	S	S	S
CO 4	S	S	M	S	S	M	S	S
CO 5	M	S	M	S	M	S	M	M

S-Strong   M-Medium   L-Low

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	2	3
CO 3	3	2	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	2
Weightage	15	14	15	14	14
Weighted percentage of Course Contribution to Pos	3.0	2.8	3.0	2.8	2.8

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA 23UBXC014	**RDBMS AND ORACLE PROGRAMMING**	Core	Y	-	-	-	4	5	25	75	100

Course Objectives	
CLO1	Know stored procedures, functions, packages, and triggers, and implement complex business rules with oracle
CLO2	Interpret different Queries to access the database.
CLO3	Understand Functional Dependency and Functional Decomposition. Apply various Normalization techniques.
CLO4	Know SQL code based on ANSI/ISO standards to build and maintain database structures
CLO5	Manipulate PL/SQL programming using concept of Cursor Management,

UNIT	**Details**	**No. of Hours**	**Course Objectives**
I	RDBMS-Data base Management System verses RDBMS –Normalization (1NF, 2NF, 3NF)-Introduction to Oracle-Data types-Data Definition Language – Creating, altering, dropping tables –Types of Keys.	12	CLO1
II	Data Manipulation Language— Insertions, updating, deletion and select command – Transaction control statements- commit, save point, roll back-.Constraints-Defining table and column constraints.	12	CLO2
III	Built-in-functions-single row functions-Character, number, date, con- function- group functions-Grouping data-Having clause-Nesting group functions	12	CLO3
IV	Joins– Types of joins-Set operators-. Views-Creating, removing and altering views Sequences-Creation, dropping sequence. Table Indexes.	12	CLO4
V	Fundamentals of PL/SQL- reserved words, user-defined identifiers- PL/SQL Block structure- Cursors-Implicit, Explicit cursors -Creating and using stored procedures and Functions	12	CLO5
	Total	**60**	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Write stored procedures, functions, packages, and triggers, and implement complex business rules with oracle	PO1,PO2

CO2	Interpret different Queries to access the database.	PO1, PO2,PO3
CO3	Underline Functional Dependency and Functional Decomposition. Apply various Normalization techniques.	PO2,PO4, PO5,PO8
CO4	Write SQL code based on ANSI/ISO standards to build and maintain database structures	PO3,PO4, PO5, PO6,PO7
CO5	Manipulate PL/SQL programming using concept of Cursor Management,	PO1,PO2,PO3, PO8

Reading List	
1.	Nilesh Shah-Database systems using Oracle- A simplified guide to SQL and PL/SQL – Second edition-PHI Learning Private limited, New Delhi.
2.	Ivan Bayross : SQL, PL/SQL – The Programming Language of Oracle, BPB Publications, New Delhi, 4th revised edition.2009
3.	David Loctman- Developing Personal Oracle for windows 95 Application Sams Publishing.
4.	Joachim W. Schmidt, Michael L. Brodie, Relational Database Systems Analysis and Comparison, Springer Berlin Heidelberg.
5.	Jan L. Harrington, Relational Database Design and Implementation, Elsevier Science.

References Books	
1.	Ivan Bayross – Commercial Application Development using Oracle Developer 2000.
2.	S Sumathi, S Esakirajan, Fundamentals of Relational Database Management Systems, Springer.
3.	Rajiv Chopra, Database Management Systems: A Practical Approach, S Chand Limited.
4.	Rajesh Narang, Data Base Management Systems, Prentice Hall India Pvt Limited.
5.	Jitendra Patel, Relational Database Systems, ebookit.com

Web Resources	
1.	https://www.manipalprolearn.com/technology/rdbms-program-with-oracle-certification-training
2.	https://nptel.ac.in/noc/courses/noc20/SEM1/noc20-cs09/
3.	https://blogs.oracle.com/developers/learn-sql-with-this-free-online-12-week-course
4.	https://www.google.co.in/books/edition/Hands_On_Relational_Database_Management/7QNuDwAAQBAJ?hl=en&gbpv=1&dq=textbooks+on+rdbms+and+oracle+programming&printsec=frontcover.
5.	https://www.google.co.in/books/edition/Database_Management_Systems/rjHiPSr5IuQC?hl=en&gbpv=1

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	S	M	S	S	S	M	M
CO 2	S	S	M	S	S	S	M	S
CO 3	S	S	M	S	S	S	S	S
CO 4	S	S	M	S	S	M	S	S
CO 5	M	S	M	S	M	S	M	M

S-Strong   M-Medium   L-Low

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	2	3
CO 3	3	2	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	2
Weightage	15	14	15	14	14
Weighted percentage of Course Contribution to Pos	3.0	2.8	3.0	2.8	2.8

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	CIA	External	Total
										Marks	
BBA 23UBXC015	**PYTHON PROGRAMMING: THEORY AND PRACTICAL**	Core	Y	-	-	-	4	6	25	75	100

Course Objectives	
CLO1	Knowing the process of computational problem solving
CLO2	Understanding control structures
CLO3	Knowing the functions
CLO4	Understanding python modules
CLO5	Knowing Dictionaries and sets

UNIT	Details	No. of Hours	Course Objectives
I	Introduction: The process of computational problem solving- Python programming language - Literals - Variables and Identifiers - Operators - Expressions and Data types.	15	CLO1
II	Control Structures: Boolean Expressions - Selection Control - If Statement- Indentation in Python- Multi-Way Selection -- Iterative Control- While Statement- Infinite loops- Definite vs. Indefinite Loops- Boolean Flags and Indefinite Loops. Lists: List Structures - Lists in Python - Iterating over lists in Python	15	CLO2
III	Functions: Program Routines- Defining Functions- More on Functions: Calling Value-Returning Functions Calling Non-Value-Returning Functions- Parameter Passing - Keyword Arguments in Python - Default Arguments in Python-Variable Scope.	15	CLO3
IV	Python Modules - Text Files: Opening, reading and writing text files - String Processing -Exception Handling.	15	CLO4

V	Dictionaries and Sets: Dictionary type in Python - Set Data type. Object Oriented Programming using Python: Encapsulation - Inheritance – Polymorphism. Recursion: Recursive Functions. PYTHON PROGRAMMING PRACTICALS LIST OF EXERCISES: 1. Program to convert the given temperature from Fahrenheit to Celsius and vice versa depending upon user's choice. 2. Program, using user-defined function to find the area of rectangle, square, circle and triangle by accepting suitable input parameters from user. 3. Program to find factorial of the given number. 4. Write a Python program to count the number of even and odd numbers from N numbers. 5. Python function that accepts a string and calculate the number of upper case letters and lower case letters. 6. Write a program to find sum of all items in a dictionary.	15	CLO5
	Total	**75**	

Course Outcomes

Course Outcomes	On completion of this course, students will;	
CO1	Explain the process of computational problem solving	
CO2	Analyze the control structures	
CO3	Appraise the functions	
CO4	Describe about Python Modules	
CO5	Identify the Dictionaries and Sets	

Reading List

1.	Michael Dawson – Python Programming for The Absolute Beginner –Cengage ,New Delhi
2.	.Kenneth A. Lambert – Fundamentals of Python First Programs - Cengage ,New Delhi
3.	Ch Satyanarayana, M Radhika Mani, BN Jagadesh - Python Programming- Cengage, New Delhi
4.	Jayalakshmi J et al ., Problem solving and Python Programming , S. Chand , 2019
5.	Dr. Muthukumar and Veerapathiran.S. Problem solving and Python Programming, Lulu Publications

References Books

1.	Ljubomir Periodic, "Introduction to Computing Using Python: An Application Development Focus", John Wiley & Sons,2012
2.	Shymala Devi, Python Programming, Vijay Nicole Imprints, Chennai
3.	Sheetal Taneja & Naveen kumar, Python Programming a Modular approach – A Modular approach with Graphics, Database, Mobile and Web applications, Pearson, 2017.
4.	Martin C. Brown, Python: The Complete Reference, Osborne/McHraw Hill, 2001.
5.	Wesley J. Chun, "Core Python Programming", Pearson Education, Second Edition, 2007.

Web Resources

1.	NPTEL & MOOC courses titled Python programming

2.	http://spoken-tutorial.org/tutorial search/?search_foss=Python&search_language=English ¬ ¬
3.	http://docs.python.org/3/tutorial/index.html
4.	http://interactivepython.org/courselib/static/pythonds
5.	https://www.studocu.com/in/document/savitribai-phule-pune-university/computer-programming/study-material-python/7189382

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	The practical examination will be conducted by an internal examiner and an external examiner jointly	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	S	M	S	S	S	M	M
CO 2	S	S	M	S	S	S	M	S
CO 3	S	S	M	S	S	S	S	S
CO 4	S	S	M	S	S	M	S	S
CO 5	M	S	M	S	M	S	M	M

S-Strong   M-Medium   L-Low
CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	2	3
CO 3	3	2	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	2
Weightage	15	14	15	14	14
Weighted percentage of Course Contribution to Pos	3.0	2.8	3.0	2.8	2.8

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA 23UBXGE0007	**Fundamentals of Logistics Management**	Specific Elective	Y	-	-	-	3	4	25	75	100

	Learning Objectives
CLO1	Understand the various basic concepts and terms relating to Logistics
CLO2	Comprehend the importance of customer service and outsourcing relevant to logistics
CLO3	Evaluate the importance and issues in global logistics
CLO4	Possess an overall knowledge about the services and factors allied to logistics
CLO5	Understand the technological impact of logistics

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction to Logistics: History of Logistics- Supply chain management and logistics- Need, principles, benefits, types of logistics - cost saving & Productivity improvement. Basic concepts of national logistics policy.	15	CLO1
II	Customer Service and outsourcing Definition of Customer Service- Elements of Customer Service Phases in Customer Service. Customer Retention. Procurement and Outsourcing Definition of Procurement/Outsourcing Benefits of Logistics Outsourcing. Critical Issues in Logistics Outsourcing.	15	CLO2
III	Global Logistics Global Supply Chain. Organizing for Global Logistics-Strategic Issues in Global Logistics - Forces driving Globalization Modes of Transportation in	15	CLO3

	Global Logistics- Barriers to Global Logistics - Financial Issues in Logistics Performance Need for Integrated logistics - Role of 3PL&4PL. Brief overview of EXIM		
IV	Warehousing: Meaning, Types, Benefits. Transportation Meaning; Types of Transportations, efficient transportation system and its benefits. Courier/Express logistics Meaning, Categorization of consignments, Courier Guidelines, Pricing in Courier - Express service for international and domestic shipping.	15	CLO4
V	Technology & Logistics: Informatics, using logistics system to support time-based competition-Bar coding, GPS, Point of sale data-Artificial Intelligence. Electronic data interchange-types-benefits.	15	CLO5
	Total		
		75	

Course Outcomes

Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Explain the basic concepts relating to logistics	PO4
CO2	Analyze the role of outsourcing and customer service in logistics	PO1,PO6, PO8
CO3	Appraise the needs, modes and issues relating to global logistics	P01, PO2, PO4,PO6,PO8
CO4	Describe about the different activities allied to logistics	PO4,PO6
CO5	Identify the various areas of logistics where technology can be applied	PO7, PO6

	Text books
1.	Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Pvt Limited
2.	Logistics Management for International Business: Text and Cases, Sudalai muthu & Anthony Raj, PHI Learning, First Edition, 2009
3	Logistics and Supply Chain Management, Martin Christopher, Pearson Education Limited 2012
4	Satish C. Ailawadi, Rakesh P. Singh, Logistics & Supply Chain Management, HI Learning Private Limited, 2011
5	Paul Myerson, Lean Supply Chain and Logistics Management, Mc Graw Hill, 2012

	References Books
1.	Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 5 th edition, 2012.
2.	Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, 5 th edition, 2012.
3.	Fundamentals of Logistics Management (TheIrwin/Mcgraw-Hill Series in Marketing),Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition,1998
4.	Fundamentals of Logistics Management, David Grant, Douglas M.Lambert, JamesR.Stock,LisaM.Ellram, McGraw Hill Higher Education,1997.
5.	Logistics Management, Ismail Reji, Excel Book, First Edition,2008.

	Web Resources
1.	https://www.techtarget.com/searcherp/definition/logistics-management
2	https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/
3	https://www.track-pod.com/blog/functions-of-logistics/
4	https://www.projectmanager.com/blog/logistics-management-101
5	https://angelikafinntelm.files.wordpress.com/2017/05/fundamentals-of-logistics-management-by-david-grant-douglas-m-lambert-james-r-stock-lisa-m-ellram.pdf

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview

Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain

Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	S	M	M	M	M
CO 2	S	M	M	M	M	S	M	S
CO 3	S	S	M	S	M	S	M	S
CO 4	M	M	M	S	M	S	M	M
CO 5	M	M	M	M	M	S	S	M

S-Strong   M-Medium   L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to PSO	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	CIA	External	Total
										Marks	
BBA 23UBXGE008	**Innovation Management**	Core	Y	-	-	-	3	4	25	75	100

Course Objectives	
CLO1	To have a broad understanding on the concept innovation management.
CLO2	To familiarize the students about the creativity and innovation in product development.
CLO3	To have a broad understanding of the innovation strategy and its competitive advantage.
CLO4	To provide the knowledge about the technical innovation and its need and importance.
CLO5	To understand the business strategy and objectives in current scenario.

UNIT	Details	No. of Hours	Course Objectives
I	Concept, Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing, process of innovation, types of innovation, challenges and barriers of Innovation.	15	CLO1
II	Tools for Innovation - Traditional V/S Creative Thinking, Individual Creativity Techniques: Meditation, Self-Awareness, &Creative Focus. Group Creative Techniques: Brain Storming, off The Wall Thinking &Thinking Hats Method.	15	CLO2
III	Areas of Innovation Product Innovation :Concept, New product development, Packaging And Positioning Innovation Process Innovation: Concept, Requirement & Types: Benchmarking-TQM-Business Process Reengineering	15	CLO3
IV	Create customer value, grow market share, entering into new markets, increasing profitability ratio, competitive marketing strategy.	15	CLO4
V	Need and importance of technical innovation, continuous flow of small increments of productivity and efficiency, application of practical knowledge into a productive process.	15	CLO5
	Total	**75**	

Course Outcomes	

Course Outcomes	On completion of this course, students will;	
CO1	Understand the concepts of Innovation management.	PO1,PO2
CO2	Apply knowledge new business plans and strategy.	PO1, PO2,PO3
CO3	Demonstrate the value of customers in increasing the profitability ratio.	PO2,PO4, PO5,PO8
CO4	Impart knowledge about the need and importance of technical innovation	PO3,PO4, PO5, PO6,PO7
CO5	Understand the current state of your business.	PO1,PO2,PO3, PO8

Reading List	
1.	Innovation and Entrepreneurship, Peter F. Drucker
2.	The Innovator's Dilemma: The Revolutionary Book that Will Change the Way You Do Business, Clayton M. Christensen
3.	"Creativity, Innovation, and Entrepreneurship Across Cultures: Theory and Practices (Innovation, Technology, and Knowledge Management)" by Igor N Dubina and Elias G Carayannis
4.	"Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change)" by Christensen
5.	Creativity and Innovation in Entrepreneurship by S S Khanka Published Sultan Chand & Sons

References Books	
1.	Innovation Management by C S G Krishnamacharyulu & Lalitha R, Himalaya Publishing House
2.	James A Christiansen, "Competitive Innovation Management", published by Macmillan Business, 2000
3.	Paul Trott, "Innovation Management & New Product Development", published by Pitman, 2000.
4.	Kelley, Tom, Jonathn Littmant, and Tom Peters. The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm. New York: Doubleday, 2001
5.	Wagner, Tony. Creating Innovators: The Making of Young People Who Will Change the World. New York: Scribner, 2012.

Web Resources	
1.	https://www.coursera.org/learn/innovation-management
2.	https://sloanreview.mit.edu/tag/innovation-management/
3.	https://www.worldscientific.com/worldscinet/ijim
4.	https://innovationmanagementsystem.com/wp-content/uploads/2020/03/Introduction-to-IMS-2020.pdf
5.	https://www.scribd.com/document/554019056/Innovation-Management-Notes-Study-Materials

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External	End Semester Examination	75 Marks

Evaluation		
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	M	S	M	S
CO 2	S	S	M	M	S	S	M	S
CO 3	S	S	S	M	S	M	M	M
CO 4	S	S	M	M	S	S	M	S
CO 5	S	S	M	M	M	M	M	M

S-Strong   M-Medium   L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA23UB XGE009	**Services Marketing**	Spec ific Elec tive	Y	-	-	-	3	5	25	75	100

	Learning Objectives
CLO1	To recall the basic concepts of Services Marketing.
CLO2	To know the Marketing Mix in Service Marketing.
CLO3	To examine effectiveness of Service Marketing.
CLO4	To discuss on delivering Quality Service.
CLO5	To analyze the Marketing of Services.

UNIT	Details	No. of Hours	Learning Objectives
I	Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations.	15	CLO1
II	Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing-people, physical evidence and process.	15	CLO2
III	Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.	15	CLO3
IV	Delivering Quality Service: Causes of service - quality gaps- SERVQUAL-SERVPEF. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions – the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.	15	CLO4
V	Marketing of Service With Special Reference To:1.		CLO5

	Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5. Public utility service, 6. Educational services and e-services.	15	
	Total	**75**	

Course Outcomes

Course Outcomes	On completion of this course, students will;	
CO1	Define and understand the concepts of Services Marketing.	PO1, PO4, PO6, PO8
CO2	Examine and apply Marketing Mix in Service Marketing.	PO2, PO3, PO4, PO6, PO7, PO8
CO3	Analyze and design various strategies in the field of Services Marketing.	PO4, PO5, PO6
CO4	Evaluate the role of delivering Quality Service.	PO2, PO7
CO5	Design the tools of Marketing	PO1, PO3, PO5, PO8

Reading List

1.	Reddy P.N. (2011)– Services Marketing – Himalaya Publication
2.	Christopher Lovelock ,Jochen Wirtz (2016)– Services Marketing – World Scientific Publisher
3.	The Journal Of Services Marketing
4.	Valarie A Zeithmal and Mary JO Bitner,Services Marketing:Integrating Customer Focus across the firm,Tata Mc Graw Hill NewDelhi
5	C.Bhattacharjee,Services Marketing ,Excel Books,NewDelhi

References Books

1.	Dr. B. Balaji, Services Marketing and Management, S. Chand & Co, New Delhi.
2.	S.M. Jha, Services marketing, Himalaya Publishers, India
3.	Baron, Services Marketing, Second Edition. Palgrave Macmillan
4.	Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.
5.	Thakur.G.S. Sandhu supreet & Dogra Babzan, Services marketing, kalyanni Publishers, Ludhianna.

Web Resources

1	https://www.managementstudyguide.com/seven-p-of-services-marketing.htm
2	https://www.economicsdiscussion.net/marketing-2/what-is-service-marketing/31875
3	https://www.marketingtutor.net/service-marketing/
4	https://www.marketing91.com/service-marketing/
5	https://www.marketing91.com/service-marketing-mix/

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks

	Total		100 Marks
	Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions		
Understand / Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview		
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain		
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge		
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons		
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations		

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	S	S	M	S	M	S	M
CO2	S	M	S	M	S	M	M	M
CO3	S	S	S	M	M	M	S	S
CO4	S	M	S	S	S	S	M	S
CO5	M	S	M	S	M	S	S	M

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA-23UBXGE 010	**BIG DATA ANALYTICS**	Spec ific Elec tive	Y	-	-	-	3	5	25	75	100

	Learning Objectives
CLO1	Knowing data information and data mining
CLO2	Understanding Data Science and Analytics
CLO3	Knowing Digital Data and Big Data
CLO4	Understanding Big Data Roles
CLO5	Knowing Big Data Industry Applications.

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction – Data – Information – Data Terminologies – Database – Data Mining – Data Warehouse – Data Evolution Roadmap – Big Data – Definition – Type of Data – Numeric Categorical – Graphical – High Dimensional Data –– Data Classification – Hot Data – Cold Data – Warm Data – Thick Data – Thin Data - Classification of digital Data: Structured, Semi-Structured and Un-Structured- Data Sources - Time Series – Transactional Data – Biological Data – Spatial Data – Social Network Data	15	CLO1
II	Data Science-A Discipline – Data Science vs Statistics, Data Science vs Mathematics, Data Science vs Programming Language, Data Science vs Database, Data Science vs Machine Learning. Data Analytics - – Relation: Data Science, Analytics, Big Data Analytics. Data Science Components: Data Engineering, Data Analytics-Methods and Algorithm, Data Visualization	15	CLO2
III	Digital Data-an Imprint: Evolution of Big Data – What is Big Data – Sources of Big Data. Characteristics of Big Data 6Vs – Big Data Myths - Data Discovery-Traditional Approach, Big Data Technology: Big Data Technology Process – Big Data Exploration - Data Augmentation – Operational Analysis – 360 View of Customers – Security and Intelligence	15	CLO3
IV	Big Data Roles Data Scientist, Data Architect, Data Analyst – Skills – Case Study: Big Data – Customer		CLO4

	Insights – Behavioural Analysis.	15	
V	Big Data Industry Applications - Marketing – Retails – Insurance – Risk and Security – Health care– Customer Insights – Behavioural Analysis – Big Data Industry Applications - Marketing – Retails – Insurance – Risk and Security – Health care	15	CLO5
	Total	**75**	

Course Outcomes

Course Outcomes	On completion of this course, students will;	
CO1	Know data information and data mining	PO1, PO4, PO6, PO8
CO2	Understand Data Science and Analytics	PO2, PO3, PO4, PO6, PO7, PO8
CO3	Know Digital Data and Big Data	PO4, PO5, PO6
CO4	Understand Big Data Roles	PO2, PO7
CO5	Know Big Data Industry Applications.	PO1, PO3, PO5, PO8

Reading List

1.	Reddy P.N. (2011)– Services Marketing – Himalaya Publication.
2.	Christopher Lovelock ‚Jochen Wirtz (2016)– Services Marketing – World Scientific Publisher.
3.	Raj Kamal, Preeti Saxena, Artificial Intelligence, McGraw Hill Publications.
4.	Dr. V. Harsha Shastri etal, Big Data Analytics, Notion Press.
5	G. Sudha Sadasivam, R. Thirumahal, Big Data Analytics, Oxford Publications.

References Books

1.	Radha Shankarmani, M Vijayalakshmi, Big Data Analytics, Wiley Publications.
2.	M. Thangaraj, S Suguana, G Sudha, Big Data Analytics, PHI.
3.	Seema Acharya, Subhashini Chellapoan, Big Data and Analytics, Wiley Publications.
4.	Mitchel Minnelli, Michelle Chambers, Ambiga Dhiraj, Big Data Big Analytics, Wiley.
5.	Charis Eaten et.al, Understanding Big Data, McGraw Hill Publications.

Web Resources

1	https://www.guru99.com/what-is-big-data.html
2	https://www.coursera.org/articles/big-data-analytics
3	https://www.slideshare.net/mohitsainirke/big-data-lecture-notes
4	https://mrcet.com/downloads/digital_notes/CSE/IV%20Year/(R17A0528%20)%20Big%20Data%20Analytics%20Digital%20not
5	https://www.studocu.com/in/document/tata-institute-of-social-sciences/big-data-analysis/unit-1-unit-1-notes/1146589

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External	End Semester Examination	75 Marks

Evaluation		
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand / Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA-23UBXGE 011	**ARTIFICIAL INTELLIGENCE**	Specific Elective	Y	-	-	-	3	5	25	75	100
Learning Objectives											
CLO1	Understanding foundations of Artificial Intelligence										
CLO2	Knowing search for solutions and search strategies										
CLO3	Understanding logics and reasoning										
CLO4	Understanding supervised learning and unsupervised learning										
CLO5	Learning principles of pattern recognition, component analysis, and classification techniques.										
UNIT	**Details**								**No. of Hours**	**Learning Objectives**	
I	Introduction to Artificial Intelligence, Foundations and History of Artificial Intelligence, Applications of Artificial Intelligence, Intelligent Agents, Structure of Intelligent Agents. Computer vision, Natural Language Possessing.								15	CLO1	
II	Searching for solutions, Uniformed search strategies, Informed search strategies, Local search algorithms and optimistic problems, Adversarial Search, Search for								1	CLO2	

	games, Alpha – Beta pruning.		
III	Propositional logic, Theory of first order logic, Inference in First order logic, Forward & Backward chaining, Resolution, Probabilistic reasoning, Utility theory, Hidden Markov Models (HMM), Bayesian Networks.	15	CLO3
IV	Supervised and unsupervised learning, Decision trees, Statistical learning models, Learning with complete data – Naive Bayes models, Learning with hidden data – EM algorithm, Reinforcement learning.	15	CLO4
V	Introduction, Design principles of pattern recognition system, Statistical Pattern recognition, Parameter estimation methods – Principles of Component Analysis (PCA) and Linear Discriminate Analysis (LDA), Classification Techniques – Nearest Neighbor (NN) Rule, Bayes Classifier, Support Vector Machine (SVM), K – means clustering.	15	CLO5
	Total	**75**	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Understand foundations of Artificial Intelligence	PO1, PO4, PO6, PO8
CO2	Know search for solutions and search strategies	PO2, PO3, PO4, PO6, PO7, PO8
CO3	Understand logics and reasoning	PO4, PO5, PO6
CO4	Understand supervised learning and unsupervised learning	PO2, PO7
CO5	Understand the principles of pattern recognition, component analysis, and classification techniques.	PO1, PO3, PO5, PO8

Reading List	
1.	Stuart Russell and Peter Norvig, Artificial Intelligence, A Modern Approach –, Pearson Education.
2.	Elaine Rich and Kevin Knight Artificial Intelligence , McGraw-Hill
3.	Charu C Agarwal, Artificial Intelligence, Springer Publications.
4.	Eugene Charniak and Drew McDermott, Introduction to Artificial Intelligence, Pearson Publications.
5	Ela Kumar, Artificial Intelligence, Wiley Publications.

References Books	
1.	E Charniak and D McDermott Introduction to Artificial Intelligence –, Pearson Education
2.	Dan W. Patterson, Artificial Intelligence and Expert Systems, Prentice Hall of India
3.	Lavika Goel, Artificial Intelligence Concepts and Applications, Wiley Publications.
4.	Tonya Randolph, Artificial Intelligence, Nova Science Publishers.

5.	Naresh Kumar and Sunil Kumar, Artificial Intelligence, Satya Prakashan, New Delhi.

Web Resources	
1	https://onlinecourses.swayam2.ac.in/cec20_cs10/preview
2	www.vssut.ac.in/lecture_notes/lecture1428643004.pdf
3	www.studocu.com/in/dcoument/bangalore-university/digital -electronic/ai-notes-for-bc
4	https://eecs.wsu.edu/-cook/ai/lectures/p.html
5	www.mygreatlearning.com/blog/what-is-artifical-intelligence.

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand / Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand / Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	S	S	M	S	M	S	M
CO2	S	M	S	M	S	M	M	M
CO3	S	S	S	M	M	M	S	S
CO4	S	M	S	S	S	S	M	S
CO5	M	S	M	S	M	S	S	M

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	CIA	External	Total
										Marks	
BBA - 23UBXSE001	**Basics of Event Management**	NME1	Y	-	-	-	2	2	25	75	100

Learning Objectives	
CLO1	To know the basic of event management its concepts
CLO2	To make an event design
CLO3	To make feasibility analysis for event.
CLO4	To understand the 5 Ps of Event Marketing
CLO5	To know the financial aspects of event management and its promotion

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction: Event Management – Definition, Need, Importance, Activities.	6	CLO1
II	Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design	6	CLO2
III	Event Feasibility: Resources – Feasibility, SWOT Analysis	6	CLO3
IV	Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations	6	CLO4
V	Event Budget – Financial Analysis – Event Cost – Event Sponsorship	6	CLO5
	Total	**30**	

Course Outcomes

Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Understand basics of event management	PO1, PO6
CO2	Design events	PO5, PO6
CO3	Study feasibility of organising an event	PO2, PO6

CO4	Gain Familiarity with marketing & promotion of event	PO6
CO5	Develop event budget	PO6, PO8

	Reading List
1.	Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.
2.	Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
3.	Event Management & Public Relations by Savita Mohan - Enkay Publishing House
4	Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross
5	Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers

	References Books
1.	Event Management By Chaudhary, Krishna, Bio-Green Publishers
2.	Successful Event Management By Anton Shone & Bryn Parry
3.	Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
4.	Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen , Wiley Publishers
5.	Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex Genadinik CreateSpace Independent Publishing Platform, 2015

	Web Resources
1.	https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf
2	https://www.inderscience.com/jhome.php?jcode=ijhem International Journal of Hospitality & Event Management
3	https://www.emeraldgrouppublishing.com/journal/ijefm International Journal of Event and Festival Management
4	https://www.eventbrite.com/blog//?s=roundup
5	https://www.eventindustrynews.com/

	Methods of Evaluation	
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks

	Total	100 Marks

	Methods of Assessment
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	S	S	S	M	S	S	S
CO 2	M	S	S	S	M	S	S	S
CO 3	S	M	S	S	S	S	S	M
CO 4	S	M	S	S	S	S	S	S
CO 5	M	S	S	S	M	S	S	S

S-Strong   M-Medium   L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA - 23UBXFC001	**Managerial Communication**	FC	Y	-	-	-	2	2	25	75	100

Course Objectives	
CLO1	To educate students role & importance of communication skills
CLO2	To build their listening, reading, writing & speaking communication skills.
CLO3	To introduce the modern communication for managers.
CLO4	To understand the skills required for facing interview
CLO5	To facilitate the students to understand the concept of Communication.

UNIT	**Details**	**No. of Hours**	**Course Objectives**
I	Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.	6	CLO1
II	Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.	6	CLO2
III	Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language	6	CLO3
IV	Communication through Reports – Agenda- Minutes of Meeting - Resume Writing	6	CLO4
V	Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites	6	CLO5
	Total	**30**	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	**Program Outcomes**
CO1	Understand communication process and its barriers.	PO1,PO2,PO3,PO4, PO8
CO2	Develop business letters in different scenarios	PO1,PO2,PO3,PO4, PO5,PO6
CO3	Develop oral communication skills & conducting interviews	PO2,PO3,PO4,PO5, PO6,PO7
CO4	Use managerial writing for business communication	PO1,PO2,PO4,PO5, PO6,PO8

CO5	Identify usage of modern communication tools & its significance for managers	PO3,PO4,PO5,PO6, PO7,PO8

Reading List

1.	Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008
2.	Mallika Nawal –Business Communication – CENGAGE
3.	Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd - New Delhi.
4.	Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008
5.	Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai.

References Books

1.	Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017
2.	Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017
3.	R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006
4.	Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010
5.	R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015

Web Resources

1.	https://www.managementstudyguide.com/business_communication.html
2.	https://studiousguy.com/business-communication/
3.	https://www.oercommons.org/curated-collections/469
4.	https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/
5.	https://open.umn.edu/opentextbooks/textbooks/8

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend	MCQ, True/False, Short essays, Concept explanations, Short summary or overview

(K2)	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	S	M	S	S	S
CO 2	S	S	S	S	S	S	M	M
CO 3	M	S	S	S	S	S	S	M
CO 4	S	S	M	S	S	S	M	S
CO 5	M	M	S	S	S	S	S	S

S-Strong   M-Medium   L-Low

CO-PO Mapping with program specific outcomes (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA - 23UBXSE002	**MANAGERIAL SKILL DEVELOPMENT**	NME2	Y	-	-	-	2	2	25	75	100

	Learning Objectives
CLO1	To improve the self-confidence, groom the personality and build emotional competence
CLO2	To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.
CLO3	To assess the Emotional intelligence
CLO4	To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions
CLO5	To improve professional etiquettes

UNIT	Details	No. of Hours	Learning Objectives
I	Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills	6	CLO1
II	Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.	6	CLO2
III	Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.	6	CLO3
IV	Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain	6	CLO4

	Storming), Image generation and evaluation.		
V	Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.	6	CLO5
	Total	**30**	

Course Outcomes

Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Identify the personal qualities that are needed to sustain in the world of work.	PO1, PO2, PO6, PO7
CO2	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.	PO1, PO2, PO5
CO3	Acquire practical management skills that are of immediate use in management or leadership positions.	PO6, PO7
CO4	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.	PO1, PO2
CO5	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	PO4

Reading List

1.	Managerial Skill Articles
2.	The Management Skills of SALL Managers - SiSAL Journal
3.	Managerial Skills by Dr.K.Alex S.CHAND
4.	Managerial Skills 2 by Cynthia Menezes Prabhu, Pen to Print Publishing LLP
5.	Gallagher (2010), Skills Development for Business & Management Students, Oxford University Press. PROF. SANJIV

References Books

1.	Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication
2.	McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.
3.	Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India

	Learning Private Limited.
4.	P. Varshney , A. Dutta, Managerial Skill Development, Alfa Publications, 2012
5.	EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan

<div align="center">Web Resources</div>

1.	https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63
2.	https://www.academia.edu/4358901/managerial_skill_development_pdf
3	https://www.academia.edu/4358901/managerial_skill_development_pdf
4	https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf
5	https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf

<div align="center">Methods of Evaluation</div>

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

<div align="center">Methods of Assessment</div>

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	S	S	S	M	M	S
CO 2	M	M	S	S	S	S	S	M
CO 3	S	S	S	S	S	S	S	
CO 4	S	S	S	S	S	S	M	S
CO 5	M	M	S	S	S	M	S	S

S-Strong   M-Medium   L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA - 23UBXSE003	**Business Etiquette and Corporate Grooming**	SEC	Y	-	-	-	2	2	25	75	100

Learning Objectives	
CLO1	To impart knowledge about basic etiquettes in professional conduct
CLO2	To provide understanding about the workplace courtesy and ethical issues involved
CLO3	To suggest on guidelines in managing rude and impatient clients
CLO4	To familiarize students about significance of cultural sensitivity and the relative business attire
CLO5	To stress on the importance of attire

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction to Business Etiquette: Introduction- ABCs of etiquette- meeting and greeting scenarios-principles of exceptional work behavior-role of good manners in business-professional conduct and personal spacing.	6	CLO1
II	Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer's perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment-conflict resolution strategies-Choosing appropriate gift in the business environment-real life workplace scenarios –company policy for business etiquette.	6	CLO2
III	Telephone Etiquette, email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the workplace, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices	6	CLO3
IV	Diversity and Cultural Awareness at Workplace Impact of diversity-Cultural Sensitivity-Taboos and Practices-Inter-Cultural Communication.	6	CLO4

	Business Attire and Professionalism Business style and professional image - dress code-guidelines for appropriate business attire- grooming for success.	6	CLO5
V			
	Total	**30**	

Course Outcomes

Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Describe basic concepts of business etiquette and corporate grooming.	PO5, PO6,
CO2	Outline the etiquette and grooming standards followed in business environment and the significance of communication	PO4, PO2, PO5, PO6
CO3	Create cultural awareness and moral practices in real life workplace scenarios	PO8, PO6
CO4	Analyze workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success	PO1, PO3, PO8, PO6
CO5	Apply the professionalism in the workplace considering diversity and courtesy	PO3, PO8, PO6

Reading List

1.	Journal of Computer Mediated Communication By ICA
2.	Business and Professional Communication by Sage Journals
3.	Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse.
4.	Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow
5.	Shital Kakkar Mehra,"Business Etiquette: A guide for the Indian Professional",Harper Collins Publisher (2012)

References Books

1.	Indian Business Etiquette, Raghu Palat, JAICO Publishers
2.	Nina Kochhar,"At Ease with Etiquette",B.Jain Publisher,2011
3.	NimeranSahukar,PremP.Bhalla,"The Book of Etiquette and manners",Pustak Mahipublishers,2004
4.	Sarvesh Gulati (2012), Corporate Grooming and Etiquette,Rupa Publications India Pvt. Ltd.
5.	The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter , Mc Graw Hill Education.

Web Resources

1.	http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf

2.	https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf
3	https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf
4	https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm
5	https://wikieducator.org/Business_etiquette_and_grooming

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	S	S	S	M	M	S
CO 2	M	M	S	S	S	M	M	S
CO 3	M	M	S	S	S	M	M	S
CO 4	M	M	S	S	S	S	M	S
CO 5	M	M	M	S	S	S	M	S

S-Strong   M-Medium   L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's

CO/PO		PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1		3	3	3	3	3
CO 2		3	3	3	3	3
CO 3		3	3	3	3	3
CO 4		3	3	3	3	3
CO 5		-	3	3	3	3
Weightage		12	15	15	15	15
Weighted Percentage of Course Contribution to Pos		2.4	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks CIA	Marks External	Marks Total
BBA-23UBXSE004	Computer Application in Business	SEC	Y	-	Y	-	1	1	25	75	100

	Learning Objectives
CLO1	To build skills in Ms-Word
CLO2	To build skills in Ms-Excel,
CLO3	To build skills in Ms- Power Point
CLO4	To understand the basics of tally
CLO5	To familiarize students with google forms for students with relevance in business scenario and its applications.

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge,	6	CLO1

	Tracking Changes, Security, Printing Documents .		
II	Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns, Functions Types- Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, validation, consolidation, subtotals, Charts-Selecting, formatting, labeling, scaling, Tools-Error checking, spell check, formula auditing, tracking changes, customization	6	CLO2
III	Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation-Setting presentation style, adding text, Formatting-Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts.	6	CLO3
IV	Introduction to Tally - Features of tally, creation of company, Accounts only and accounts with, Get way of Tally, Accounts confiscation, Groups and Ledgers, Voucher entry with Bill wise details Interest computation, order processing. Reports - Profit and Loss A/C, Balance Sheet	6	CLO4
V	Use Google forms to develop & share questionnaire.	6	CLO5
	Total	**30**	

Course Outcomes			

Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Demonstrate hands on experience with MS-Word for business activities	PO1, PO2, PO6, PO7	
CO2	Demonstrate hands on experience with MS-Excel for business activities	PO1, PO2, PO6, PO7	
CO3	Demonstrate hands on experience with MS-Power point for business activities	PO1, PO2, PO6, PO7	
CO4	Demonstrate hands on experience with Tally for business activities	PO1, PO2, PO6, PO7	
CO5	Demonstrate hands on experience with Tally for reporting in business	PO1, PO2, PO6, PO7	
Reading List			

1.	International Journal of Computer Applications in Technology
2.	International Journal of Computer Applications – IJCA
3.	P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.
4.	Computer Application in Business (Tamil Nadu) by Dr. R.Paramaeswaran
5.	Taxmann's Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited .

References Books	
1.	P.Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019.
2.	Google Form Made Simple The Perfect Guide to Creating and Modifiying Google Forms from Beginners to Expert by Mary Brockman
3.	Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.
4.	Lisa A. Bucki, John Walkenbach, Faithe Wempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.
5.	S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.

Web Resources	
1.	https://www.microsoft.com/en-us/microsoft-365/blog/
2	https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18
3	https://byjus.com/govt-exams/microsoft-word/
4	https://edu.gcfglobal.org/en/google-forms/
5	https://www.tutorialkart.com/tally/tally-tutorial/

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	M	M	S	M	M
CO 2	S	M	M	M	M	S	S	M
CO 3	M	M	M	S	M	S	M	M
CO 4	S	S	M	M	M	S	S	M
CO 5	S	S	M	S	M	S	S	M

S-Strong   M-Medium   L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	-	3	3
CO 2	3	3	-	3	3
CO 3	3	3	-	3	3
CO 4	3	3	-	3	3
CO 5	3	3	-	3	3
Weightage	15	15	-	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	-	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA-23UBXSE005	**New Venture Development**	SEC	Y	-	-	-	1	1	25	75	100

	Learning Objectives
CLO1	To learn to generate and evaluate new business ideas
CLO2	To learn about a business model that generates money
CLO3	To understand how to find, evaluate and buy a business
CLO4	To evaluate the feasibility of idea into a Venture
CLO5	To understand sources who lend for new ventures

UNIT	Details	No. of Hours	Learning Objectives
I	**Concept of Entrepreneurship** – Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity; Organisational actions that enhance creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.	3	CLO1
II	**Developing Successful Business Ideas:** Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.	3	CLO2
III	**Feasibility Analysis:** Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture's Financial Strength and Viability	3	CLO3
IV	**Moving from an Idea to a New Venture:** Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship.	3	CLO4
V	**Financing the New Venture:** Financing entrepreneurial ventures - Managing growth; Valuation of a new company - - Arrangement of funds - Traditional sources of financing - Alternate Source of Funding - Start-ups, MSMEs, any new venture - rules and regulations governing support by these institutions.	3	CLO5
	Total	**15**	

Course Outcomes

Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Understand the concept of entrepreneurship and skill sets of an entrepreneur.	PO2, PO6
CO2	Assess new venture opportunities & analyze strategic choices in relation to new ventures	PO2, PO6
CO3	Develop a credible business plan for real life situations.	PO1, PO2, PO5, PO6
CO4	Coordinate a team to develop and launch and manage the new venture through the effective leadership	PO4, PO5
CO5	Evaluate different sources for financing new venture	PO2, PO6

Reading List

1.	Journal of Business Venturing – Elsevier
2.	Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald
3.	Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India,
4.	Entrepreneurship and New Venture Creation; Arun Sahay, V. Sharma; Excel Book (2008)
5.	Entrepreneurship ,11th Edition , By Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , Sabyasachi Sinha , Mc Graw Hill

References Books

1.	New Venture Creation, Kathleen R. Allen, Cengage Publication (2013)
2.	Essentials of Entrepreneurship and Small Business Management. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Boston: Pearson.
3.	Project Appraisal and Management, Agrawal, Rashmi and Mehra, Yogieta S. (2017). New Delhi. Taxmann Publications.
4.	The Manual for Indian Start -ups Tools to Start and Scale – up Your New Venture by Vijaya Kumar Ivaturi and Meena Ganesh , Penguin Enterprise
5.	Entrepreneurship Development , Indian Cases on Change Agents by K. Ramachandran, Mc Graw Hill Publication

Web Resources

1.	https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217
2.	https://core.ac.uk/download/pdf/98660713.pdf
3.	https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf
4.	https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm
5.	https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	

	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	S	M	S	S	S	M	M
CO 2	S	S	M	S	S	S	M	S
CO 3	S	S	M	S	S	S	S	S
CO 4	S	S	M	S	S	M	S	S
CO 5	M	S	M	S	M	S	M	M

Mapping with program outcome

S-Strong   M-Medium   L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA - 23UBXSE006	Tally	SEC	Y	-	Y	-	2	2	25	75	100

Learning Objectives	
CLO1	To impart knowledge about basic use of Tally and its functions
CLO2	To understand the creation of groups and Ledgers
CLO3	To provide understanding about Data Management in Tally
CLO4	To understand the process of GST, EPF etc.
CLO5	To familiarize students about significance of Tally in implications in the Organizations

UNIT	Details	No. of Hours	Learning Objectives
I	Basic of Accounting & Fundamentals of Tally. ERP 9: Accounting Principles or Concepts, Rules for Accounting, Creation/ Setting up of Company in Tally ERP 9 and Configuration.	6	CLO1
II	Accounting Master in Tally. ERP 9: Groups & Ledgers Creation Inventory Master in Tally. ERP 9: Creation of Stock Groups and Categories and Units of Measure.	6	CLO2
III	Vouchers Entries & Advance Accounting in Tally. ERP 9: Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers and Bank Reconciliation and Scenarios Management.	6	CLO3
IV	Advance Inventory & Taxes in Tally. ERP 9: Order processing, Batch Wise Details, POS, TDS, TDS Returns Filing, TCS, GST Returns, EPF, ESIC & Professional Tax.	6	CLO4
V	Technological Advantages, Payroll, Report Generations, Short Keys in Tally. ERP 9	6	CLO5
	Total	**30**	

Course Outcomes		
Course	On completion of this course, students will;	**Program Outcomes**

Outcomes		
CO1	To understand about the basic accounting and Tally. ERP 9	PO1
CO2	Identify the maintained of Ledger and inventory system	PO1, PO2, PO7
CO3	Creation of various vouchers and bill wise details	P01, PO4, PO7
CO4	Understand various taxes returns and filing	PO2, PO6, PO7
CO5	Relate and infer various reports generated in Tally. ERP 9	PO2, PO7

Reading List

1.	Journal of Emerging Technologies and Innovative Research
2.	Global Journal for Research Analysis
3.	Tally.ERP 9 with GST in Simple Steps by DT Editorial Services, Dream tech Press
4.	Vikas Gupta, Comdex Tally, ERP 9 Course Kit with GST and MS Excel, Wiley India, 2017
5.	Official Guide To Financial Accounting Using Tally. ERP 9 With GST by Tally Education, BPB Publications

References Books

1.	Shraddha Singh & Navneet Mehra, Tally. ERP 9, V & S Publishers, 2015
2.	Official Guide to Financial Accounting using Tally. ERP 9, Fourth Revised & Updated Edition, BPB Publications
3.	Vinod Kumar, Tally. ERP 9 Made Easy, Accounting Education
4.	Bimlendu Shekhar, Tally Practical Work Book -1, 2nd Edition
5.	Asian's Quintessential Course Tally.ERP 9 with GST by Vishnu Priya Singh edition 2020

Web Resources

1.	https://tallysolutions.com/learning-hub/
2.	https://www.tutorialkart.com/tally/tally-tutorial/
3.	https://sscstudy.com/tally-erp-9-book-pdf-free-download/
4,	https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/
5.	https://www.javatpoint.com/tally

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External	End Semester Examination	75 Marks

Evaluation		
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcome

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	M	S	S	M
CO 2	S	M	M	M	M	S	S	S
CO 3	S	M	M	M	M	S	S	S
CO 4	M	M	M	M	M	M	S	M
CO 5	M	S	M	M	S	M	S	M

S-Strong   M-Medium   L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	-	3	3
CO 2	3	3	-	3	3
CO 3	3	3	-	3	3
CO 4	3	3	-	3	3
CO 5	3	3	-	3	3
Weightage	15	15	-	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	-	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	CIA	External	Total
									Marks		
BBA - 23UBXSE007	Intellectual Property Rights	SEC	Y	-	-	-	2	2	25	75	100

<div align="center">Learning Objectives</div>

CLO1	To learn aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries.
CLO2	To disseminate knowledge on patents, patent regime in India and abroad and registration aspects
CLO3	To evaluate the copyright law
CLO4	To disseminate knowledge on copyrights and its related rights and registration aspects
CLO5	To understand about Geographical Indicators

UNIT	Details	No. of Hours	Learning Objectives
I	IPR Introduction: and the need for intellectual property right – IPR in India –Different Classifications – Important Principles of IP Management – Commercialization of Intellectual Property Rights By Licensing–Intellectual Property Rights in the Cyber World.	6	CLO1
II	Introduction–Classification–Importance–Types of Patent Applications in India – Patentable Invention– Inventions Not Patentable.	6	CLO2
III	Introduction–Fundamentals –Concept–Purpose–Functions–Characteristics–Guidelines - For Registration of Trade Mark – Kinds of TM – Protection – Non-Registrable Trademarks –Industrial Designs – Need for Protection of Industrial Designs.	6	CLO3
IV	Introduction to Copyright– Conceptual Basis –Copy Right and Related Rights–Author & Ownership of Copyright - Rights Conferred By Copy Right- Registration – Transfer – Infringement–Copyright pertaining to Software/Internet and other Digital media.	6	CLO4
V	GEOGRAPHICAL INDICATIONS: Concept, Protection & Significance	6	CLO5
	Total	**30**	

Course Outcomes

Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Imbibe the knowledge of IPR through various laws	PO1, PO6
CO2	Apply the knowledge of patents	PO5, PO6
CO3	Understand the process of acquiring a trademark	PO2, PO6
CO4	Create an awareness about copyrights	PO6, PO8
CO5	Understand geographical indicators	PO6, PO8

Reading List

1.	Journal of Intellectual Property Rights
2.	Intellectual Property Rights Text and Cases: DR.R.Radhakrishnan, DR.S. Balasubramanian
3.	Intellectual Property Patents, Trade Marks, And Copy Rights–Richard Stim
4.	Intellectual Property Rights by Asha Vijay Durafe and Dhanashree K.Toradmalle, Wiley
5,	Fundamentals of Intellectual Property Rights For Students, Industrialist and Patent Lawyers by Ramakrishna and Anil Kumar HS

References Books

1.	Landmark Judgements on Intellectual Property rights by Kush Kalra. Central Law Publishing
2.	Intellectual Property Rights in India by V.k.Ahuja, Lexis Nexis
3.	Introduction To Intellectual Property Rights Softbound By Singh, Phundan, Daya Publishing House
4.	Introduction To Intellectual Property Rights by Chawkam H.S, Oxford &Ibh
5.	Intellectual Property - Patents, Copyright, Trade Marks and Allied Rights by W Cornish and D Llewelyn and T Pain

Web Resources

1.	https://nptel.ac.in/courses/110/105/110105139/
2.	https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf
3.	https://ipindia.gov.in/
4.	https://www.tutorialspoint.com/explain-the-intellectual-property-rights
5.	https://www.icsi.edu/media/webmodules/FINAL_IPR&LP_BOOK_10022020.pdf

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	

External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcome

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	S	M	M	**M**	M
CO 2	M	S	M	M	S	M	**S**	M
CO 3	M	S	S	S	M	S	**S**	M
CO 4	M	M	M	M	M	M	**M**	M
CO 5	M	M	M	M	S	M	**S**	M

S-Strong   M-Medium   L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA-23UBXPCE001	**Quantitative Aptitude I**	PCE	Y	-	-	-	1	2	25	75	100

	Learning Objectives										
CLO1	To categorize, apply and use thought process to distinguish between concepts of Quantitative methods.										
CLO2	To prepare and explain the fundamentals related to various possibilities and probabilities related to time										
CLO3	To be able to solve questions relating to percentages, Profit and loss										
CLO4	To analyze data in Charts										
CLO5	To understand the application Geometry and mensuration										

UNIT	Details	No. of Hours	Learning Objectives
I	Numerical computation: Applications based on Numbers, Chain Rule, Ratio Proportion	6	CLO1
II	Numerical estimation–I Applications Based on Time and work, Time and Distance	6	CLO2
III	Numerical estimation–II Applications based on percentages, Profit Loss and Discount, Simple interest and Compound Interest Partnerships, Shares and dividends	6	CLO3
IV	Data interpretation Data interpretation related to Averages, Mixtures And allegations, Bar charts, Pie charts, Venn diagrams	6	CLO4
V	Application to industry in Geometry and Mensuration	6	CLO5
	Total	**30**	

	Course Outcomes	
Course Outcomes	On completion of this course, students will;	**Program Outcomes**
CO1	Use their logical thinking and analytical abilities to solve reasoning questions	PO1, PO6

CO2	Solve questions related to time and distance and time and work	PO1 PO6
CO3	Apply concept of percentages, Profit and loss, discount	PO1 PO6
CO4	Interpret data using bar charts and diagrams	PO1 PO6
CO5	Solve questions relating to Geometry and Mensuration	PO1 PO6

Reading List

1.	Quantitative aptitude by RSAgarwal,SChandPublication
2.	Fast Track Objective Airthmetic by Rajesh Verma , Arihant
3.	Quantitative Aptitude and Reasoning by R V Praveen, PHI
4.	Essential Quantitative Aptitude for Competitive Exams - 2nd Edition by RajatVijay Jain , Disha Publications
5.	Quantitative Aptitude & Data Interpretation Topic-wise Solved Papers for IBPS/ SBI Bank PO/ Clerk Prelim & Main Exam (2010-19) 3rd Edition by Disha Experts, Disha Publications

References Books

1.	Barron"sbySharonWelnerGreenandIraKWolf(GalgotiaPublicationspvt.Ltd.)
2.	Quantitative Aptitude by UMohanRaoScitech publications
3.	Quantitative Aptitude by ArunSharmaMcGrawhill publications
4.	Quantitative Aptitude by AbhijitGuha
5.	Quantitative Aptitude by Pearson publications

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge

Mapping with program outcome

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	S	S	M	M
CO 2	S	M	M	M	M	S	M	M
CO 3	S	S	M	M	M	S	M	M
CO 4	S	S	M	M	S	S	M	M
CO 5	S	M	M	M	M	S	M	M

S-Strong   M-Medium   L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	-	3	3	-
CO 2	3	-	3	3	-
CO 3	3	-	3	3	-
CO 4	3	-	3	3	-
CO 5	3	-	3	3	-
Weightage	15	-	15	15	-
Weighted Percentage of Course Contribution to POs	3.0	-	3	3.0	-

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA-23UBXPCE002	**Quantitative Aptitude II**	PCE	Y	-	-	-	1	2	25	75	100

	Learning Objectives
CLO1	To categorize, apply and use thought process to distinguish between concepts of reasoning
CLO2	To prepare and explain the fundamentals related to various possibilities and probabilities related to quantitative aptitude.
CLO3	To explain and interpret data sufficiency
CLO4	To analyze the applications of Base system
CLO5	To critically evaluate numerous possibilities related to puzzles.

UNIT	Details	No. of Hours	Learning Objectives
I	Numerical Reasoning: Problems related to Number series, Analogy of numbers, Classification of numbers, Letter series, Seating arrangements, Directions, Blood relations and puzzle test.	6	CLO1
II	Combinatorics: Counting techniques, Permutations, Combinations and Probability	6	CLO2
III	Syllogisms and data sufficiency	6	CLO3
IV	Application of Base system: Clocks(Base24),Calendars(Base7),Cutting of Cubes and cuboids	6	CLO4
V	Puzzle Solving & Time Management using various problems solving tools and techniques	6	CLO5
	Total	**30**	

	Course Outcomes	
Course Outcomes	On completion of this course, students will;	**Program Outcomes**
CO1	Use their logical thinking and analytical abilities to solve reasoning questions	PO1

CO2	Solve questions related to combinations	PO1
CO3	Solve questions based on syllogisms	PO1
CO4	Solve questions based on clocks, calendars	PO1
CO5	Solve puzzles	PO1

Reading List

1.	Quantitative Aptitude by RS Agarwal,S Chand Publication.
2.	Puzzles to puzzle you by Shakunataladevi, Orient paperback publication
3.	Reasoning For Competitive Examinations 2019 Edition by Nishit K Sinha, PEARSON INDIA
4.	A Modern Approach To Logical Reasoning (2 Colour Edition) by RS Agarwal,S Chand Publications.
5.	General Reasoning Ability for Competitive Exams - SSC/Banking/Defence/Railway/Insurance by Disha Experts, Disha Publications

References Books

1.	Barron"s by SharonWelner GreenandIra KWolf (GalgotiaPublications Pvt.Ltd.)
2.	Quantitative Aptitude by U MohanRao Scitech Publications
3.	Quantitative Aptitude by Arun SharmaMcGraw-Hill Publications
4.	Quantitative Aptitude by AbhijitGuha
5.	Quantitative Aptitude by Pearson Publications

Web Resources

1.	www.m4maths.com
2.	www.Indiabix.com
3.	https://www.123test.com/numerical-reasoning-test/
4.	https://www.bankexamstoday.com/p/data-interpretation-questions-sets.html
5.	https://playquiz2win.com/reasoning.html

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge

Mapping with program outcome

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	S	S	M	M
CO 2	S	M	M	M	M	S	M	M
CO 3	S	S	M	M	M	S	M	M
CO 4	S	S	M	M	S	S	M	M
CO 5	S	M	M	M	M	S	M	M

S-Strong   M-Medium   L-Low

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's**

CO/PO	PSO 1	PSO 2	PSO3	PSO 4	PSO 5
CO 1	3	-	3	3	-
CO 2	3	-	3	3	-
CO 3	3	-	3	3	-
CO 4	3	-	3	3	-
CO 5	3	-	3	3	-
Weightage	15	-	15	15	-
Weighted Percentage of Course Contribution to POs	3.0	-	3.0	3.0	-