



PROGRAMME

BACHELOR OF BUSINESS ADMINISTRATION

CURRICULUM AND SYLLABI

(For students admitted from the academic year 2017-18)

**SRM UNIVERSITY
Sikkim**

BBA Curriculum

Course Category	Course Code	Course Name	L	T	P	L+T+P	C
SEMESTER-I							
Language	LAE1711	English – I	3	0	0	3	3
Core	BBA1712	Managerial Economics	4	0	0	4	4
Core	BBA1713	Financial Accounting-I	3	1	0	4	4
Core	BBA1714	Organizational Behavior	4	0	0	4	4
General	GEN1715	Environmental Studies [Internal Evaluation]	2	0	2	3	3
Skill	SPD1716	Computer skills[Internal Evaluation]	2	0	2	3	3
TOTAL						21	21
SEMESTER-II							
Language	LAE1721	English – II	3	0	0	3	3
Core	BBA1722	Marketing Management	4	0	0	4	4
Core	BBA1723	Legal System in Business	3	1	0	4	4
Core	BBA1724	Business Statistics	3	0	2	4	4
Core	BBA1725	Financial Accounting II	3	1	0	4	4
General	GEN1726	Human Rights and Professional Ethics [Internal Evaluation]	3	0	0	3	3
Extension	EX*1727 *will be S/C/Y	NSS / NCC /Yoga [Internal Evaluation]	0	0	4	2	2
TOTAL						24	24
SEMESTER-III							
Core	BBA1731	Human Resource Management	3	1	0	4	4
Core	BBA1732	Management and Cost Accounting	3	1	0	4	4
Core	BBA1733	Management Information Systems	3	1	0	4	4
Elective	BBA1734 / BBA1735	Training and Development / Creativity and Innovation	3	1	0	4	4
General	GEN1736	Value Education [Internal Evaluation]	2	0	2	3	3
Supportive	BBA1737	Case Study 2 [Internal Evaluation]	2	1	0	3	3
Skill	SPD1738	Soft Skills& Verbal aptitude [Internal Evaluation]	1	0	2	2	2
TOTAL						24	24
SEMESTER-IV							
Core	BBA1741	Production and Operations Management	3	1	0	4	4
Core	BBA1742	Strategic Management	3	1	0	4	4
Supportive	BBA1743	Operations Research	3	1	0	4	4
Elective	BBA1744 / BBA1745	Sales Management / Retail Management	3	1	0	4	4
Skill	BBA1746	Computer Applications in Accounting [Internal Evaluation]	2	0	2	3	3
Supportive	BBA1747	Case Study 3 [Internal Evaluation]	2	1	0	3	3
Skill	SPD1748	Quantitative Aptitude and Reasoning -1 [Internal Evaluation]	1	1	0	2	2
TOTAL						24	24
SEMESTER-V							
Core	BBA1751	Financial Management	3	1	0	4	4
Core	BBA1752	Total Quality Management	3	1	0	4	4
Core	BBA1753	Research Methodology	3	1	0	4	4

Elective	BBA1754 / BBA1755	Services Marketing /Investment Management	3	1	0	4	4
Skill	BBA1756	Case Study 3 [Internal evaluation]	2	1	0	3	3
Skill	SPD1757	Entrepreneurial Development [Internal Evaluation]	2	1	0	3	3
Skill	SPD1758	Quantitative Aptitude and Reasoning – II [Internal Evaluation]	1	1	0	2	2
		TOTAL				24	24
		SEMESTER-VI	L	T	P	L+T+P	C
Core	BBA1761	Logistics and supply chain management	3	1	0	4	4
Core	BBA1762	Project Management	3	1	0	4	4
Core	BBA1763	Industrial Law	3	1	0	4	4
Elective	BBA1764 / BBA1765	Information Security Management / Customer Relationship Management	3	1	0	4	4
Skill	SPD1766	Leadership and Team Management [Internal Evaluation]	1	1	0	2	2
Skill	BBA1767	Project Work	0	0	8	4	4
		TOTAL				22	22

Case study topics include (but not limited to)

- Banking Services
- E-Commerce & International Business
- Insurance sector

Total Credits: 139

- Total Number of Hours per week : 30 including Counseling / Library / Digital Reference / Guest Lecture / Co-Curricular Activities

LAE1711	ENGLISH – I	L	T	P	C
		3	1	0	3
COURSE RATIONALE					
Verbal and Non verbal Communication is a critical skill for all students to have. This course is aimed at imparting both verbal and non verbal skills.					
LEARNING OUTCOMES					
<ul style="list-style-type: none"> To enable students to improve their lexical, grammatical and communicative competence. To enhance their communicative skills in real life situations. To assist students understand the role of thinking in all forms of communication. To equip students with oral and appropriate written communication skills. To assist students with employability and job search skills. To improve the LSRW skills in the students To enable the students to understand the Grammar and usage of the language. To make the students culturally fit in the communicative environment. 					
UNIT I-Listening Skill					
Introduction to Communication- LSRW; Active Listening; Reasons for poor listening; Types of Listening; Barriers of Listening; Traits of a good listener					
UNIT II-Speaking Skill					
Importance of Speaking Skills; Effective Speaking- Confidence, Clarity and Fluency; Types of Speaking- Task Oriented- Interpersonal – Formal and Semi Formal; Persuasive Speaking and Public Speaking; Barriers of Speaking ;Guidelines for conducting a Group Discussion; Guidelines for conducting a Meeting					
UNIT III-Reading Skills					
Introduction to reading skills; Topic sentence and its role; Types of reading- Intensive- Extensive-Skimming Scanning; Reading and its purposes; Reading for pleasure; Reading for critical interpretation; Reading summarizing and note making					
UNIT IV-Writing Skill					
Introduction and Importance of Writing; Characteristics of writing- Clarity- Accuracy- Correctness- Descriptiveness; Language- Appropriateness Acceptability, Conciseness and flow Business Writing – Basic principles of business communication; Letter writing- Thank you and follow-up letter, Complaint letter, inquiry letter, invitation letter, letter to the editor, Writing memo, notice, agenda and minutes of the meeting, Report writing, Interpretation of data (flow charts, figures and pictures) Essay and Article Writing, Poster making					
UNIT V-Grammar					
Tense and Articles; Preposition; Direct to Indirect Speech; Active and Passive Voice.					
TEXTBOOKS					
Raman Meenakshi, Sangeeta Sharma, “Technical Communication Principles and Practice”. Ed Second. Oxford University Press, Delhi, 2013.					
REFERENCE BOOKS					
<ol style="list-style-type: none"> Dhanavel, S.P. “English and Communication Skills for Students of Science and Engineering”, Orient Blackswan Ltd., 2009 Green, David. “Contemporary English Grammar Structures and Composition.”Macmillian Publishers India Ltd, Delhi, Raman, Meenakshi, Prakash Singh, “Business Communication”. 2nd Edition. Oxford University Press, 2013 Taylor, Shirley, V.Chandra. “Communication for Business. 4th Ed. Dorling Kindersly India pvt. Ltd., 2011. 					

BBA 1712	MANAGERIAL ECONOMICS	L	T	P	C
		4	0	0	4
COURSE RATIONALE					
To provide exposure to the happenings in the macro economy and facilitate a better-informed decision making on the part of the learner					
LEARNING OUTCOMES					
<ul style="list-style-type: none"> • The expected outcome after learning this course is that the student will be able to: • Understand the functioning of economy and its inter-connection with business firm • Know the distinction between the controllable internal micro environment and the uncontrollable external macro environment • Contextualize the concepts of economics in corporate decisions. • Appreciate the impacting of macro policy in business 					
UNIT I - Introduction to Economics					
Natural & Scope of Managerial Economics, Significance of Managerial Economics, Limitations of economics, The relevance of Economics to other functional areas of management in decision making, Scope of Micro and Macro Economics in decision making process, Circular flow of income- Two sector model, Three sector model and four sector model, Economic Equilibrium situation.					
UNIT II – Consumer Behavior (Cardinal Approach)					
Demand Analysis – Basic Concepts and Tools for Analysis of Demand, Determinants of demand, law of demand, Elasticity of demand and its relevance in decision making, Demand forecasting: requirements and methods					
UNIT III - Cost concept and production function					
Production Function, Law of variable proportions, Law of supply and Elasticity of Supply, Decisions influenced by laws of returns to scale and cost decision making, Cost Concepts and Cost Analysis, Types of Costs, Output Relations, and Economies of scale					
UNIT IV - Price and Output Determination					
Pricing decision under different form forms of market- Perfect competition market, Monopoly, Monopolistic competition and Oligopoly, Price discrimination, Break Even Analysis and Its usage in decision making process.					
UNIT V - Macro Economics understanding – (Income determination and Business cycle)					
National Income-definition, measurement – Factors – difficulties in measurement. GDP-NDP-Business cycle-phases – Inflation- types and control measures. Managerial Economics in the Context of Globalization.					
TEXT BOOKS					
<ol style="list-style-type: none"> 1. Debes Mukherjee, “Essence of Micro and Macro Economics”, New Central Book Agency; 3rd Revised edition (1 January 2010) 2. Ahuja H.L. (2006) , Modern Microeconomics Theory and Application, S. Chand, New Delhi 					
REFERENCE BOOKS					
<ol style="list-style-type: none"> 1. Karl.E.Case, Ray.C.Fair; “Principles of Economics “; Pearson 2012. 2. Kaushal H., “Managerial Economics – Case Study”, MacMillan, 2011. 3. Paul Samuelson William .d.Nordhaus, “Economics”, 19th Edition Mc GrawHill, New Delhi, 2011. 4. Dominick Salvatore, “Managerial Economics in a Global Economy” 4th Edition, Thomson South-Western.2011. 5. Mote V.L. et al, “Managerial Economics”, Tata McGraw-Hill Publishing Company Limited, India, 2011. 6. John Sloman. “Economics”, Pearson Education, India, 2011. 7. Joel Dean, “Managerial Economics”, Prentice – Hall of India, 2011. 8. Sumitra Pal, “Managerial Economics”, Cases & Concepts, MacMillon India Ltd., 2011. 9. Dwivedi, D.N., “Managerial Economics”. Vikas Publication, New Delhi, 2011. 					

BBA1713	FINANCIAL ACCOUNTING - I	L	T	P	C
		3	1	0	4
COURSE RATIONALE					
The content of this course is designed to impart the basic knowledge of financial accounting theory, standards, principles and procedures to accounting problems and its application in business					
LEARNING OUTCOMES					
<ul style="list-style-type: none"> Understand the basic accounting concepts and their application in business. Apply the dual-entry recording framework to a series of transactions that results in a balance sheet. Gain knowledge on the preparation of financial statements. Develop the skills needed to analyze financial statements effectively, and Students will be exposed to take decisions on depreciation method to be adopted 					
UNIT I-Concept of Accounting					
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 – Preparation of Cash Book.					
UNIT II -Preparation of Accounts					
Preparation of Final Accounts of a Sole Trading Concern – Adjustments – Closing Stock, Outstanding and Prepaid items, Depreciation, Provision for Bad Debts, Provision for Discount on Debtors, Interest on Capital and Drawings					
UNIT III -Classification and Rectification of Accounts					
Classification of errors – Rectification of errors – Preparation of Suspense Account. - Bank Reconciliation Statement (Only simple problems).					
UNIT IV (Depreciation)					
Depreciation – Meaning, Causes, Types – Straight Line Method – Written down Value Method (Change in Method excluded). Insurance claims – Average Clause (Loss of stock only)					
UNIT V (Issue of shares)					
Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method-Company Accounts-an Introduction –Issue of shares at par, at premium and at Discount - Pro-rata allotment-forfeiture and reissue of shares problems)					
TEXTBOOK					
Reddy T.S. & A. Murthy, <i>Financial Accounting</i> , Margham Publications, 2008.					
REFERENCE BOOKS					
<ol style="list-style-type: none"> Shukla M.C., Grewal T.S., “<i>Advanced Accounting</i>”, Sultan Chand & Sons, 2001. Tulsian, “<i>Financial Accounting</i>”, Pearson Education, 2004. 					

BBA1714	ORGANIZATIONAL BEHAVIOUR	L	T	P	C
		4	0	0	4
COURSE RATIONALE					
The learners will be able to conceptualize the components of individual and group behaviour, understand the various work situations and apply behavioral techniques.					
LEARNING OUTCOMES					
<p>After completing this course, learners should be able to:</p> <ul style="list-style-type: none"> Understand the implications of individual and group behaviour in organizational context. Understand the concept of organizational behaviour, the social organization and the diverse environment alongside with the management of groups and teams. 					

- Manage conflict amongst groups in a business environment.
- Comprehend and apply motivational theories in the workplace.
- Identify changes within organizations and power and politics in organizations.

UNIT I– Introduction to Organizational Behavior

Study of Organizational Behaviour: Introduction - Definitions - Contributing fields to organizational behavior; Behaviour model for organizational efficiency-Organizational components that need to be managed; Individual Dimensions of Organizational Behaviour: Developing an OB Model - Dependent variables –Independent variables; Types of OB Model; Environmental factors

UNIT II- Personality And Learning

Personality: Introduction - Determinants of personality-Personality traits; The Myers-Briggs Type Indicator (MBTI) Locus of control; Personality Orientation; Personality Orientation - Achievement orientation-Authoritarianism -Self-esteem; Self-monitoring - Risk taking-Types of personality; Learning: Introduction - Theories of learning-Processes; Application of re-inforcement to shape behaviour: Extinction; Application of learning and organizational behavior modification;

UNIT III- Motivation & Conflict Management

Motivation: Introduction - Motivation-Characteristics of motivation; Importance of Motivation; Motivation theories - Maslow’s need Hierarchy theory; McGregor’s Theory X and Theory Y; Value and Job Satisfaction - Introduction - Values - Types of values - Value-loyalty and ethical behavior; Conflict Management: Introduction-Definition; Transition of Conflict-Types of Conflict; Conflict Process; Conflict Resolution Model-Causes of Conflict

UNIT IV- Decision Making, leadership, And Power

Perception and Individual Decision Making: Introduction - Meaning of perception - Perception process-Factors affecting perception-Attribution theory; Improving perception : Perception and its application in organization; Individual Decision Making; Leadership: Introduction - Ingredients of leadership-Theories of leadership-Trait theory of leadership; Leadership styles based on authority - Managerial grid; Charismatic leadership - Transformational leadership; Power and Politics: Introduction-Power-Bases of power-Sources of power-Allocation of power; Politics - Techniques of political plays.

UNIT V-Organizational Structure And Culture

Organizational Structure: Introduction - Definition; Form of organisational structure - Organic form of organizational structure-Bureaucracy; Concepts of organizational structure – Centralisation, Decentralisation, Bureaucracy, Formalization, Standardisation, Specialisation, Stratification-Formal organisation, Informal organisation;

Organisational Development: Introduction - Quality of work life-Objective of OD programme-Basic OD Assumptions; OD Interventions-Sensitivity training-Transactional analysis-Process consultations - Third party interventions-Team building-Individual Counseling-Career planning; Learning Organizations;

Organisational Culture and Climate: Introduction - Input – Concept of organizational culture; Functions of organizational culture; Levels of culture; Management Philosophy; Organizational climate

TEXTBOOK

Knodalkar, V.G. Organizational Behavior, New Age International (P) limited, publishers, 2012

REFERENCE BOOKS

1. Stephen R. Robbins, Timothy A. Judge. (2013). Organizational Behavior (Fifteenth Edt).Pearson publications
2. Bhattacharya, “*Organization Behaviour*”, Oxford University Press, 2013.

GEN1715	ENVIRONMENTAL STUDIES	L	T	P	C
		2	0	2	3
COURSE RATIONALE					
The learners will be able to conceptualize the components and importance of environmental education, ecosystem and environmental pollution.					
LEARNING OUTCOMES					

At the end of this course the learner is expected:

- To gain knowledge on the importance of environmental education and ecosystem
- To acquire knowledge about environmental pollution- sources, effects and control measures of environmental pollution
- To understand the various energy sources, exploitation and need of alternate energy resources. Disaster management
- To acquire knowledge with respect to biodiversity, its threats and its conservation and appreciate the concept of interdependence
- To be aware of the national and international concern for environment for protecting the environment

UNIT I-Introduction Environmental education

Environmental education: Definition and objective. Structure and function of an ecosystem – ecological succession –primary and secondary succession - ecological pyramids – pyramid of number, pyramid of energy and pyramid of biomass.

UNIT II -Pollution and Control

Pollution – Air, water, soil –causes and effects and control measures. Specifically: acid rain, ozone layer depletion, greenhouse gas effect and global warming. Waste management: prevention and control measures of solid waste. (General).

UNIT III-Environmental protection and conservation

National concern for environment: Important environmental protection Acts in India – water, air (prevention and control of pollution) act, wild life conservation and forest act .Functions of central and state pollution control boards. Issues involved in enforcement of environmental legislation.

UNIT IV-Ecosystem and Bio-diversity

Genetic, species and ecosystem diversity – bio diversity hot spots - values of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values - threats to biodiversity: habitat loss, poaching of wildlife – endangered and endemic species of India, Conservation of biodiversity: in-situ and ex-situ conservations.

UNIT V-Energy Conservation

Energy resources and their exploitation. Conventional energy sources: -coal, oil, biomass and nature gas (overview) - over- utilization... Non-conventional energy sources: hydroelectric power, tidal, wind, geothermal energy, solar collectors, photovoltaic, nuclear-fission and fusion. Energy use pattern and future need projection in different parts of the world, energy conservation policies.

Natural and Manmade disasters -types, causes, onset, impacts. (Viz. earthquake, flood, drought, cyclone, tsunami, volcanic, landslide, industrial accidents.). Forecasting and managements

TEXTBOOKS

1. Jeyalakshmi. R, “*Principles of Environmental Science*”, 1st Edition, Devi Publications, Chennai, 2006.
2. De. A.K., “*Environmental Chemistry*”, New Age International, New Delhi, 1996.

REFERENCE BOOKS

1. Sharma. B.K. and Kaur, “*Environmental Chemistry*”, Goel Publishing House, Meerut, 1994.
2. Dara S.S., “*A Text Book of Environmental Chemistry and pollution control*”, S. Chand & Company Ltd., New Delhi, 2004.
3. Dr. Rahavan Nambiar, “*Textbook of Environmental studies*. SciTech Publication (India) Pvt. Ltd. Second edition

SPD1716	COMPUTER SKILLS	L	T	P	C
		2	0	2	3
LEARNING OUTCOMES					
<ul style="list-style-type: none"> • To gain knowledge on the basic computer system 					

- To understand the MS-WORD.
- To acquire knowledge with respect to MS-EXCEL
- To learn the basics of MS-POWERPOINT and ACCESS.

UNIT I-Introduction to Computer Systems

Introduction to Computer Systems - Applications of Computers in Business – Types of Computers and Electronic devices – An overview of operation system – Single user systems – Multi user Systems – Assembler – Translator – Compiler – Different Computer Language.

UNIT II-The Concept of Word Processor

The Word Processor - Creating a Document -Opening a Document -Laying Out the Page-Setting paper size, margins, and orientation -Creating headers and footers -Numbering pages -Entering and Editing Text-Modifying text-Moving and copying text -Finding and replacing text -Correcting mistakes automatically-Printing -Adding character to your characters -Planning Your Paragraphs-Aligning paragraphs -Spacing your lines -Making Lists -Bulleting lists-Numbering lists-Using a style -Creating a style - tables and columns

UNIT III-The Concept of Spreadsheet

The Spreadsheet - Creating a Spreadsheet -Inputting Your Data -Entering your data -Editing your data - Filling cells automatically -Managing Columns and Rows-Copying, pasting, cutting, dragging, and dropping your cells -Adding the Art -Formula Basics-Adding, Subtracting, and More -Adding and other arithmetic - Adding with the Sum function -Rocketing into Orbit with Functions Using the AutoPilot: Functions dialog box -Editing functions -Entering functions manually -Copying and pasting formulas -Creating formula arrays -Recalculating formulas -Creating Magic Formula-Nesting functions -Creating conditional formulas

UNIT IV-The Concept of Power Point Presentation

The Power Point Presentation - Creating a Presentation -Opening an existing presentation -Adding Slides - Adding text to a slide -Saving Your Presentation for Posterity - Making Presentations Picture Perfect -Adding Images -Clipping art -Drawing objects -Coloring Backgrounds -Creating a plain-colored background - Creating a gradient background -Hatching a background -Using a bitmap image as a background -Creating 3-D text-Inserting 3-D objects -Animating Impressively -Using Text Effects Effectively -Creating Animation Effects -Creating Animated GIF files -Adding Slide Transition Effects - Showing a Presentation -Setting slide timing -Hiding slides -Specifying slide show settings -Delivering a Slide Show .

UNIT V-The Concept of Ms-Access

Ms-Access - Database development-Creating Access tables-Setting the primary key-Manipulating tables- Entering data with access forms-Selecting data with queries-Creating a multiple queries-Presenting data with access reports.

TEXTBOOK

1. Sinha P.K. & Sinha Priti, Computer Fundamentals, BPB Publications, 2007
2. Vishnu P. Singh, “*Ms Office 2007*”, BPB Publications, 2007.

REFERENCE BOOKS

1. Ananthi Sheshasaayee, Sheshasaayee G., “*Computer Applications in Business & Management*”, Margham publishers, 2004.
2. Lisa A.Bucki, John Walkenbach, Faithe Wempen Michael Alexander and Dick Kusleika, “*Mirosoft office 2013 Bible*”, Wiley India Pvt. Ltd., 2013

SEMESTER II

LAE1721	ENGLISH – II	L	T	P	C
		3	0	0	3

COURSE RATIONALE

To cater to the essential aspects of communication skills thereby creating a congenial class room atmosphere, leaving enough scope for confident interactions and free flow of individual thoughts.

LEARNING OUTCOMES
<ul style="list-style-type: none"> To enable the students to understand the importance of effective communication To enhance their verbal and non-verbal communication To make them proficient in business communication To develop the confidence in their communication while facing the larger and specific audience To enable the students to communicate effectively in cross-cultural scenario.
UNIT I (Understanding Communication)
Introduction to Communication; Definition; Communication process; Methods of Communication- Internal and External communication; Networks of communication- Vertical- horizontal- diagonal; Barriers of Communication- Linguistic, Psychological, Interpersonal, cultural, physical and organizational
UNIT II (Technology Based Communication Aids)
Telephone and voicemails; Facsimile Machines; Internet and computers; Emails; Conferencing; Instant Messaging; Groupware; NETTIQUETTE; Positive and Negative Impact of Technology enabled communication; Effectiveness in Technology based communication
UNIT III (Verbal and Non Verbal Communication)
Conversation- importance- essentials- conversation management- non verbal cues in conversation Oral Presentation Skills--- Technical aids in Visual Communication; Team Presentation Non- verbal Communication: Definition and Significance; Significance of Non-verbal Signals in organizations; Types of Nonverbal communication- Kinesics- Paralinguistic- Proxemics and Chronemics
UNIT IV (Interviews)
Introduction- Objectives of Interviews; Types of interviews; Job Interviews- cover letter- Resume Writing- Preparation for interview- interviewing Process- Mock Interview; Medium of Interview- Telephonic interview- web interview
UNIT V (Cross Cultural Communication)
Introduction; Concept of Cross- Cultural Communication; Ethnocentrism; Cultural Variables and Communication Sensitivity; Variables of National Culture; Cross- Cultural Communication Strategies; Potential Hot Spots in Cross- Cultural Communication; Cross- Cultural Communication Skills- Basic Tips
TEXTBOOK
Raman Meenakshi, Prakash Singh, Business Communication, second edition, Oxford University Press, Delhi 2013.
REFERENCE BOOKS
<ol style="list-style-type: none"> Raman Meenakshi, Sangeeta Sharma, "Technical Communication Principles and Practice". Ed Second. Oxford University Press, Delhi, 2013. Shirley Taylor, V. Chandra, Communication for Business – A practical Approach 4th ed Pearson Education Ltd., 2013 Nawal, Mallika, "Business Communication". CENGAGE Learning, 2012. Sharma R.C. Business Correspondence and Report Writing, McGraw Hill Education (India) Private limited, New Delhi, 2014

BBA1722	MARKETING MANAGEMENT	L	T	P	C
		4	0	0	4
COURSE RATIONALE					
Marketing is the process for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large. Marketing contributes to the fundamental objectives of Businesses namely survival, profits and growth. This course will empower students with the Marketing skills.					
LEARNING OUTCOMES					
The overall objective of the course is to provide an understanding of the Fundamental concepts of marketing					

in the modern marketing practices and develop an insight on the marketing implications that enable students evolve, explore, develop and implement marketing plans.
UNIT I (Fundamentals of marketing)
Defining Marketing in 21 st Century-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 – E- Marketing – Direct Marketing
UNIT II (Buyer Behavior and Market segmentation)
Buyer Behavior – Consumer goods and Industrial goods – Buying motives – Factors influencing buyer Behavior — Need and basis of Segmentation – Targeting – Positioning.
UNIT III (Sales Forecasting and Product Development)
Sales Forecasting – Various methods of sales forecasting The Product – Characteristics – Benefits – classifications – consumer goods – industrial goods – New Product Development process – Product Life Cycle – Branding – Packaging – Labeling – Warranties & Guarantees
UNIT IV (Pricing and Distribution)
Pricing – Factors influencing pricing decisions – pricing objectives – pricing policies and procedures – Types of Pricing Strategy Physical Distribution: Importance – Various kinds of marketing channels – distribution problems – Sales management: Motivation, Compensation and Control of salesman.
UNIT V (Marketing Communication)
A brief overview of: Advertising – Publicity – Public Relations – Personal Selling – Direct selling and Sales promotion
TEXTBOOK
Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, Marketing Management: A South Asian Perspective, Pearson Prentice Hall, 2008
REFERENCE BOOKS
1. Rajan Saxena, “ <i>Marketing Management</i> ”, Tata McGraw-Hill Publishing, 2002. 2. Ramaswamy & Nmakumary - Marketing Management-Global Perspective-Indian Context-Mac Millon India Ltd

BBA1723	LEGAL SYSTEM IN BUSINESS	L	T	P	C
		3	1	0	4
COURSE RATIONALE					
Students will gain an understanding of basic business legal vocabulary. The course will include an understanding of the legal system related to business administration. Students will gain an understanding of contract law, their rights and responsibilities as citizens, utilization of financial transactions, employment and agency relationships, and the regulations governing different types of business organizations.					
LEARNING OUTCOMES					
<ul style="list-style-type: none"> • To impart basic knowledge of the Indian Industrial legislations. • To understand the maintenance of industrial harmony and ensuring healthy relationship among the workforce for achieving the organizational goals. • To familiarize with the different concepts and practices of the Public Relations in organizations. 					
UNIT I (Introduction of Law of contract)					
Introduction and Meaning – Law of contract –Elements of contract: Offer and Acceptance-Capacity of parties-Consideration-Free Consent-Legality of Object-Discharge of Contract- Quasi contract – Special Contracts-indemnity and guarantee – Bailment & Pledge					
UNIT II (Sale of Goods Act)					

Sale of Goods Act –Transfer of Property Act.
UNIT III (Companies Act)
Companies Act – Definition – Formation – Memorandum of Association – Articles of Association – Prospectus – Share capital – Debentures- Winding up.
UNIT IV (Copyright and Patents)
The Laws of Trade Marks – Copyright – Patents – Designs – Trade related Intellectual Property Rights – Trips – FEMA – Consumer Protection Act – Negotiable Instrument Act.
UNIT V (Cyber laws)
Cyber laws – Changes made in Indian Penal Code – Indian Evidence Act – bankers book Evidence act – Reserve Bank of India – Information Technology Agreement ITA. Competition act.
TEXTBOOK
Sumathi S & Saravanel P, Legal Aspects of Business, Himalaya Publishing House, 2003.
REFERENCE BOOKS
1. Kapoor N.D., “ <i>Business Law</i> ”, Sultan Chand & Sons, 2005. 2. Kapoor N.D., “ <i>Elements of Law</i> ”, Sultan Chand & Sons, 2006.

BBA1724	BUSINESS STATISTICS	L	T	P	C
		3	1	0	4
COURSE RATIONALE					
To provide students with skills necessary to generate reports, Analysis and decision based on study of relevant data.					
LEARNING OUTCOMES					
To understand quantitative methods and statistical tools to business problems which would enable to take decisions and quantify various business plans.					
UNIT I - Fundamentals of Statistics					
Introduction-Statistics, Frequency Distribution, Charts and Diagram, Variables- Independent variables and Dependent variables, Universe, Population and sample, Data- Types of data and sources,					
UNIT II – Basic Probability					
Probability-concepts and theorems, Addition and Multiplication theorems, Conditional Probability, Bayes Theorem. Probability distributions – Binomial, Poisson and Normal distribution					
UNIT III - Descriptive Statistics					
Measures of Central Tendency- Mean (AM, GM, HM), Mode and Median Measures of Variations- Range and coefficient of range, quartiles and coefficients, percentiles, Quartile deviation and co-efficient of Quartile deviation, Mean Deviation co-efficient of Mean deviation, Standard deviation, Variance and co-efficient, Lorenze Curve					
UNIT IV - Correlation and Regression Analysis					
Correlation Analysis- Karl Pearson Coefficient of Correlation, Spearman Rank Correlation; Types of Correlation. Regression Analysis- Simple Regression, Multiple Regression;Types of regression. Multiple Regression Concepts					
UNIT V – Time Series and Index Number					
Time Series, Components of Times Series, Fitting straight line trend, Demand forecasting with time series analysis; Index numbers-Chain Base and Fixed based index numbers, Methods of Constructing cost of living index					

TEXT BOOKS
1. N G Das, "Statistical Methods", Volume – 1 and Volume 2, McGraw Hill Education; 1st Edition, 2008.
2. S. P. Gupta, "Statistical Methods", Sultan chand & Sons; 1ST edition (2014)
REFERENCE BOOKS
1. Sancheti D.C. and Kapoor V.K., Business Mathematics, Sultan Chand & Sons, 1993.
2. Gupta M.P. & Gupta S.P., "Business Statistics", 16th Edition, Sultan Chand Publications, 2008.

BBA1725	FINANCIAL ACCOUNTING - II	L	T	P	C
		3	1	0	4
COURSE RATIONALE					
This course aims is to acquaint students with diverse accounting requirements in select business organizational forms and situations.					
LEARNING OUTCOMES					
<ul style="list-style-type: none"> Understand the basic accounting concepts and their application in business. Knowledge about the techniques for preparing various accounts in different business organizations 					
UNIT I – (Sectional and Self Balance Ledger)					
Concept of sectional balancing, preparation of control accounts. Self-balancing Ledger: advantages; Recording process; preparation of Adjustment accounts					
UNIT II – (Consignment Accounts)					
Consignment Accounts: Basic features; difference with sales. Recording in the books of Consignor – at cost & at invoice price, Valuation of unsold stock; Ordinary commission. Treatment and valuation of abnormal & normal loss. Special commission; Del credere commission (with and without bad debt). Recording in the books of Consignee					
UNIT III -(Branch Accounts And Insurance Claims)					
Branch Accounting - Concept of Branch; different types of Branches. Synthetic method – preparation of Branch account. Preparation of Branch Trading and P/L account. (At cost & at IP) – Normal and abnormal losses. Independent branch (Theory only) – concept of wholesale profit and basic idea of incorporation. Insurance Claims: Loss of stock: Physical & ownership concept; concept of under-insurance and average clause; computation of claim – with price change; consideration of unusual selling line; price reduction etc. Loss of profit: Concept – insured & uninsured standing charges, GP rate, short sales and increased cost of working, average clause and computation of claim (simple type)					
UNIT IV – (Installment And Hire purchase Accounts)					
Meaning; Difference with Instalment payment system; Recording of transaction in the books of buyer – allocation of interest – use of Interest Suspense a/c – partial and complete repossession in the books of the seller – Stock and Debtors A/C (with repossession) in the books of the Seller – H.P. Trading A/C (with repossession).					
UNIT V – (Accounts of non Profit Organizations)					
Introduction to non-profit organizations, Preparation of accounts for non-profit organizations; Receipts and Payments account; Income & Expenditure account					
TEXTBOOK					
Shukla, M.C., Grewal, T.S. and Gupta, S.C. Advanced Accounts. Vol.-I & II. S. Chand & Co., New Delhi.					
REFERENCE BOOK					
1. Maheshwari, S.N., and Maheshwari, S. K. Financial Accounting. Vikas Publishing House, New Delhi.					
2. R. L.Gupta & Radheswamy, Advanced Accountancy Vol. I & II, S. Chand					

3. Tulsian, Financial Accounting, Pearson
4. Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants of India, New Delhi.

GEN1726	HUMAN RIGHTS AND PROFESSIONAL ETHICS	L	T	P	C
		3	0	0	3
COURSE RATIONALE					
In today's business environment, human rights and professional ethics has come to occupy a important place. Consumers and various other stakeholders are more aware of human rights and ethical business practices. This course is aimed at providing the students the fundamentals about human ethics and Professional ethics.					
LEARNING OUTCOMES					
<ul style="list-style-type: none"> • To gain knowledge on ethical practices around the world. • To understand and imbibe ethical values which are important in furthering one's professional life in workplaces 					
UNIT I (Overview of values and ethics)					
Human Values - Types- morals- ethics- integrity- work ethics- service learning- virtues- respect for others- honesty- courage- commitment- empathy- challenges in the workplaces- character- spirituality- corporate excellence.					
UNIT II (Concept of Moral Issues)					
Variety Of Moral Issues - Types of inquiry- Moral dilemmas- Moral autonomy- Kohlberg's theory- Gilligan's theory- consensus and controversy- Models of professional roles- Theories about right action.					
UNIT III (Customs and religion)					
Self Interest - Customs and religion- Use of ethical theories- Valuing time- Cooperation codes of ethics- Outlook on law- The challenger case study.					
UNIT IV (Safety and Risk)					
Safety and Risk - Assessment- Responsibility and rights- Risk benefit analysis- Reducing risk- The three mile island and Chernobyl case studies.					
UNIT V (Global Issues)					
Global Issues - Multinational corporations- Environmental ethics- Computer ethics- Weapons development and ethics- Moral leadership.					
TEXTBOOK					
Naagarajan R S A " <i>Textbook on Professional Ethics and Human Values, New Age International</i> ", New Delhi 2006.					
REFERENCE BOOKS					
1. Mike Martin. Ethics in Engineering, McGraw Hill, New York 1996.					

EX1727	NSS/NCC/YOGA	L	T	P	C
		0	0	4	2
COURSE RATIONALE					
To imbibe in the minds of students the concepts and benefits of NSS /NCC and make them practice the same					

SEMESTER III

BBA1731	HUMAN RESOURCE MANAGEMENT	L	T	P	C
		3	1	0	4
COURSE RATIONALE					
The course aims at equipping learners with the analytical and conceptual skills necessary to interpret the nature, forms and incidences of human resources management (HRM) and the key issues facing organizations in their attempts to develop and implement HRM policies					
LEARNING OUTCOMES					
After completing this course, learners should be able to:					
<ul style="list-style-type: none"> • Understand the concept of Managing Human Resources and work • Identify effective Human Resources practices • Understand the importance of HPR, Training, and performance appraisal 					
UNIT I (Introduction to HRM)					
Meaning, Nature and Scope of HRM – Personnel Management Verses HRM-Importance of HRM-Functions of HRM-Classification of HRM Functions					
UNIT II (Concept of HRP)					
Basis for HRP – Meaning and Objectives of HRP – Benefits of HRP – Factors affecting HRP – Process of HRP – Problems of HRP					
UNIT III (Recruitment and Selection)					
Recruitment – Job Analysis – Purpose – Job Description – Job Specification – Recruitment policy – Centralized /decentralized recruitment – Sources of– Factors affecting Recruitment – Recruitment Process – Recruitment Vs Selection – Selection Procedure – Placement – Induction – Objectives – Advantages					
UNIT IV (Training & Development)					
Training & Development – Purpose – Need – Importance – Techniques (on the job & off the job) – Evaluation – Benefits – Management Development Programme – Job Enlargement – Job Enrichment – Job Evaluation – Meaning – Purpose – Techniques.					
UNIT V (Performance Appraisal)					
Performance Appraisal – Need – Importance – Techniques – Benefits – Career Planning –Need – Process – Succession Planning – Career Development – Steps – Career Development Actions – Advantages					
TEXTBOOK					
Aswathappa K, Human Resource Management, Tata McGraw Hill, New Delhi, 2013					
REFERENCE BOOKS					
<ol style="list-style-type: none"> 1. Rao, V. S. P. “<i>Human Resource Management</i>”, Pearson, New Delhi, 2005. 2. Cascio, W. F., “<i>Managing Human Resources</i>”, Tata McGraw Hill, New Delhi, 2010 					

BBA1732	MANAGEMENT AND COST ACCOUNTING	L	T	P	C
		3	1	0	4
COURSE RATIONALE					
This course is designed to equip you with the knowledge of concepts and the ability to apply techniques of cost and management accounting, in order to be able to contribute to the success of a firm. Cost and Management accounting has evolved from being purely concerned with the recording and measurement of costs, to supporting decision makers in their daily and strategic decisions					
LEARNING OUTCOMES					

<p>On completion of this course students would be able to demonstrate knowledge and understanding of</p> <ul style="list-style-type: none"> • Understand contemporary developments in cost and management accounting practice • Understand contemporary approaches to cost and management accounting research • Critically evaluate different management accounting approaches
UNIT I (Introduction of Cost Accounting)
<p>Cost Accounting: Definition, Meaning and objectives – Distinction between Cost and Financial Accounting. Elements of cost and preparation of cost sheets. Management Accounting – Definition and objectives – Distinction between management and cost accounting</p>
UNIT II (Material and Labor costing)
<p>Materials: Stores Records – Bin Card – Stores Ledger-First in First Out(FIFO) and Last in First Out(LIFO), ABC Analysis – Economic Ordering Quantity – Maximum, Minimum and Reordering levels. Labour: Importance of Labour Cost Control – Various Methods of Wage Payment –Time Rate System, Piece Rate system-premium and Bonus Plans.</p>
UNIT III (Overheads)
<p>Overheads: Classification – Allocation and Apportionment of overheads-primary Distribution of Overheads-Secondary Distribution of Overheads. Including 'Machine Hour Rate'</p>
UNIT IV (Funds Flow and Cash Flow Analysis)
<p>Funds Flow and Cash Flow Analysis: Schedule of changes in working capital – Preparation of 'funds flow statement'-Preparation of 'Cash Flow Statement' – Importance of funds flow and cash flow Analysis – Difference between funds flow and cash flow.</p>
UNIT V (Ratio Analysis and Marginal Costing)
<p>Ratio Analysis: Utility and limitations of Accounting Ratios – calculation of Accounting Ratios – Ratio Analysis for Liquidity, Solvency, Profitability and Leverage.</p> <p>Marginal Costing: The Concept – Break Even Analysis – Break – Even Chart – Cost Volume Profit Analysis-Break Even Point –Margin of Safety. Budget and Budgetary Control: Preparation of different types of Budget – Production, Cash and Flexible Budget</p>
TEXTBOOK
<p>Reddy T.S. & Y. Hariprasad Reddy, Cost Accounting, Margham publishers, 2003</p>
REFERENCE BOOKS
<ol style="list-style-type: none"> 1. Iyengar S. P., Cost Accounting: Principles and Practice, Sultan Chand & Sons, 1980. 2. Bhar B.K., Cost Accounting: Methods and problems, Academic Publishers, 1970.

BBA1733	MANAGEMENT INFORMATION SYSTEMS	L	T	P	C
		3	1	0	4
COURSE RATIONALE					
<p>This course is intended to give a basic idea about Information Systems and the need to study the same from the management perspective. The different units are intended to expose the students to the various aspects like the transformation of today’s businesses with the advent and use of Information Systems, need for security of Information Systems, and the ethical and social issues involved in the use of Information Systems.</p>					
LEARNING OUTCOMES					
<p>After studying this course learners will be able to:</p> <ul style="list-style-type: none"> • To learn the design, development and security of Management Information Systems • To understand the various ethical and social issues in using Information Systems • To gain knowledge in various Decision Support Systems • To learn the major importance of Information Systems in doing Business effectively • To employ TALLY for effective accounting and financing performance in the organization. 					

UNIT I- (Introduction To MIS)	
Information Systems Overview: What Is an Information System?; Input, Processing, Output & Feedback; Information System Components; Information Systems Information Systems Jobs & Career Options; Role of Information Systems Hardware and Systems Technology: Computer System Components; Computer Memory and Processing; External and Internal Storage Devices; Computer Input & Output Devices; ASCII and Unicode to Represent Characters in Binary Code	
UNIT II- (Systems And Application Software)	
Systems Software and Application Software: Computer Operating Systems; OS Functions; Enterprise, Workgroup & Personal Operating Systems; Application software; Types of application software; Internet, Intranet, and Extranet: The Internet: IP Addresses, URLs, ISPs, DNS & ARPANET; World Wide Web; Web Page Design and Programming Languages;	
UNIT III- (Internet, Intranet, and Extranet)	
Internet, Intranet, and Extranet: Internet Communication; Internet Collaboration; Search Engines, Keywords & Web Portals; Internet Connectivity and Communication Standards; e-commerce & m-commerce Network Systems Technology: The Components of a Telecommunications System; Client/Server and Mainframe Systems; Telecommunications Hardware: Computer Networks and Distributed Processing; Communication & Wireless Computing Devices; Network Architecture	
UNIT IV-(Information Systems Overview)	
Enterprise Business Systems: Enterprise Software for Business Applications; Transaction Processing Systems (TPS): Specialized Information Systems; Decision Support Systems; Business Intelligence (BI); Management Information Systems (MIS)- Applications of Management Information Systems (MIS Executive Information Systems (EIS); Group Decision Support Systems (GDSS)	
UNIT V- (Database Management Systems)	
Data Management: What is Database Management?; Database Concepts and Structures; What is a Database Management System?; Models of Database Management Systems (DBMS); What is a Relational Database?; Types of Data; Structured Query Language; Data Warehousing and Data Mining; Cloud Computing and Databases	
TEXTBOOK	
<ol style="list-style-type: none"> 1. Kenneth C. Laudon, JaneP. Laudon. (2016) Management Information systems: Managing the Digital Firm (14Edt). Pearson education. 2. Supplementary Materials: Self Learning Materials (Pdf) 	
REFERENCE BOOKS	
<ol style="list-style-type: none"> 1. Kenneth C. Laudon, JaneP. Laudon. (2016) Management Information systems: Managing the Digital Firm (14Edt). Pearson education. 2. James A O'Brien, George M. Markas, Ramesh Behl.(2017).Management information systems (10Edt). McGraw hill. 	

BBA1734	TRAINING AND DEVELOPMENT	L	T	P	C
		3	1	0	4
COURSE RATIONALE					
This course, Training and Development reflects on the blended approaches to training delivery, team task analysis, just-in-time learning, rapid e-learning, new approaches to training evaluation and improving the transfer of training.					
LEARNING OUTCOMES					
By the end of this course learners will be able to:					
<ul style="list-style-type: none"> • Understand the concepts, principles and process of training and development • Develop an understanding of how to assess training needs and design training programmes in an 					

Organisational setting
<ul style="list-style-type: none"> Familiarize with the levels, tools and techniques involved in evaluation of training effectiveness.
UNIT I (Concept of Employee Training and Development)
Introduction to Employee Training and Development – Designing Training – Needs Assessment – Training Process – Conceptual Models
UNIT II (Training Process)
Pre Training- Expectations and Motivations -Training – Exposure to opportunities for learning Training Process for the Participant’s Organization – Pre Training-objectives, and Motivation, Training Post Training Support and organizational, Adjustments
UNIT III (Training Strategy)
Training Strategy – External – Establishing Training Goals – Defining Training specifications. Internal – Organizing Training Inputs – Pre Training Phase – Organizational collaboration through clarifying needs – Individual Motivation
UNIT IV (Methods of Training)
Training methods training requirements, business, game lab training, Training for Personnel and OD, Incidents Cases, Seminars and Lectures, Sampling Real Life, Role Playing Sensitivity Training, In Basket, Designing the Programme-Building Training Groups.
UNIT V (Social aspect of Training)
Training phase – Developing the Group – Social Process – Standards of Behaviour – Indicators of Group Development, Post Training Phase – Support and Evaluation – Input Overload – Unrealistic Goals – Linkage Failure – E-Learning and Use of Technology in Training – Employee Development
TEXTBOOK
Raymond Noe, Employee Training & Development, Tata McGraw Hill, 2011.
REFERENCE BOOKS
<ol style="list-style-type: none"> Dr. Ratan Reddy, “<i>Effective HR Training Development Strategy</i>”, HPH, 2005. Mathews. S. “<i>Designing and Managing a Training and Development Strategy</i>”, Pearson, 2005.

BBA1735	CREATIVITY AND INNOVATION	L	T	P	C
		3	1	0	4
COURSE RATIONALE					
The course introduces students to areas of business management. It provides a wealth of creative and innovative ideas and resources for business owners and managers essential to keep business running smoothly and further take it to the next level.					
LEARNING OUTCOMES					
The course aims at enabling students to:					
<ul style="list-style-type: none"> Learn a range of creative thinking tool and how to practically apply these to the innovation and entrepreneurial process. Develop an appreciation of the personal and organizational factors that influence organizational creativity and innovation, and how to influence them. Acquire innovation team leadership and facilitation skills that will prepare them to lead teams to achieve breakthrough creativity and problem solving. 					
UNIT I (Creativity and Innovation)					
Introduction to Creativity and Innovation- The process of Technological Innovation. Need for Creativity & Innovation. Organization and personal factors to promote creativity.					
UNIT II (Analytical skill)					
Creativity- Creativity and analytical skill-Difference between Creativity and Analytical skill-Creativity and					

Problem Solving – Obstacles- Brain storming – Different Techniques for Creative Intelligence.
UNIT III (Ideas to Projects)
Collection of Ideas for new products -Ideas to Projects. Purpose & Types. National Mission Projects. Selection Criteria for Projects.
UNIT IV (Analysis methods)
Analysis methods. – Project Evaluation Techniques. – Factors associated with evaluation.
UNIT V (Planning and Organization of National Projects)
Planning and Organization of National Projects. – Quality standards. -Marketing Research. (Tutorial:- Creative designs. Model preparation.Testing of models and Cost evaluation.Patent application & Patent evaluation)
TEXTBOOK
T.Buzan, The ultimate Book of Mind Maps, Thorsons, 2005
REFERENCE BOOKS
1. E.de Bono, Six Thinking Hearts Penguin Books, 1999. 2. Managing Creativity and Innovation, Harvard Business Press, 2003.

GEN1736	VALUE EDUCATION	L	T	P	C
		2	0	2	3
COURSE RATIONALE					
In today’s global business environment, it is essential for future managers to value diversity and different value systems. This course aims at providing students the fundamentals in Value Education.					
LEARNING OUTCOMES					
<ul style="list-style-type: none"> • To define values understand its broad implications in life. • To demonstrate an acknowledgement and acceptance of the realities of diversity(ethnicity, culture, spirituality/religion) • To develop an understanding of how values influence decision making and behavior • To recognize the need to live together in atmosphere of peace and contributing to sustainable development • To familiarize the students with the concepts of “right” and “good” in individual and social context • To develop in them the sense of respect for the teachings and values of every Religion. • To understand the core value and sub value in cross-cultural context. 					
UNIT I (Introduction to Ethics)					
Ethics (Axiology) - To familiarize the students with the concepts of “right” and “good” in individual and social context - Help him/her determine what action or life is best to do or live - Right conduct and good life					
UNIT II (Value systems)					
Explications for how a highly, or at least relatively highly, valuable action may be regarded as ethically "good" , and an action of low, or at least relatively low, value may be regarded as "bad" - Value systems- Positive and negative value.					
UNIT III (Behavioral Psychology)					
Behavioural Psychology - Perceptual, Cognitive and Emotional Development (friendships, peers, mora development) - Emotions revealed and Emotions assessed - EQ Tests.					
UNIT IV (Cross Cultural Learning)					
Humanism - Cross Cultural Learning - Inclusive humanism - The inclusive sensibility of all species, planet and lives - Animalism - theory of evolution - Religious Values (Reference to World Religion).					
UNIT V (Ethnical And Social Issues)					

Ethical And Social Issues - Perspective Discussions - Movies related to ethnical and social issues will be aired - Videos related to value inculcation will be aired.

TEXTBOOK

Moral Element by Dr. Shanthichitra, Published by Department of English, FSH,SRM University, Chennai

REFERENCE BOOKS

1. Collective Learning for Transformational Change by Valerie A. Brown, Judith A.Lambert.
2. Defining the Humanities by Robert Proctor.
3. The Moral Animal by Robert Wright.

BBA1737	CASE STUDY -2	L	T	P	C
		2	1	0	3
<ul style="list-style-type: none"> • Introduction to Case Studies- Over view- Merits of the case studies- reporting and inquiry- various types of case studies. • Construction of case studies- peer group evaluation- Techniques of reviewing case studies. • Sourcing information- techniques of sourcing- identification of case studies. • Presentation of findings of the case studies- discussions- solutions to the problems-suggestions and recommendations • Application of case study outcome and relating it to general studies E-Commerce and International Business 					

SPD1738	SOFT SKILL AND VERBAL APTITUDE	L	T	P	C
		1	0	2	2
COURSE RATIONALE					
To equip the students with the required soft skills that would instill confidence and courage in them, to take up new opportunities for their career					
LEARNING OUTCOMES					
<ul style="list-style-type: none"> • To develop self confidence and self reliance • To develop effective communication skills • To develop interpersonal and soft skills 					
UNIT I (Overview Attitude perceptions)					
Self-analysis - Attitude perceptions– Positive approach to challenges. Change management – ideas & approach -Goal setting – vision - Time management planning -					
UNIT II (People management)					
Entrepreneurial skills Leadership skills - People management – team work, leadership. Decision making – problem identification					
UNIT III (Verbal communications)					
Verbal communications- Synonyms - Antonyms - Idioms and phrases - Sentence completion - - Sentence correction - Reading comprehension -					
UNIT IV (Case studies)					
Case studies (Topics: Current affairs across all related fields - and other such topics of the general criteria)					
TEXTBOOK					
Career Development Department. “INSIGHT.” SRM University.					
REFERENCE BOOKS					

1. Mitra, Barun K. "Personality Development and Soft Skills." Oxford University Press, Delhi , 2013.
2. Managing Soft Skills for Personality Development. Ed. B. N. Gosh. Tata McGraw Hill Education Pvt Ltd,
3. Kumar, Sujit. "The Pearson Guide to Verbal Ability for the CAT and Other MBA Examinations. Pearson Publication, 2013.
4. Sharma, Arun., Meenakshi Upadhya "How to Prepare for Verbal Ability and Reading Comprehension for CAT. McGraw Hill Education (India) Private Limited; 4 edition, 2011.

SEMESTER IV

BBA1741	PRODUCTION AND OPERATIONS MANAGEMENT	L	T	P	C
		3	1	0	4
COURSE RATIONALE					
Production and operations course is aimed at introducing students with the basic concepts, theories and practices of production and operations functions. It focuses on the problems that frequently confront production/operations managers.					
LEARNING OUTCOMES					
To enable students understand the principles, practices and areas of application in shop floor management.					
UNIT I: Production and Operations Management					
Production system– Decision making in production (make or buy) (Numerical Problems) - production and operations Management – Recent trends in Production and Operations Management -Methods of Manufacturing (Intermittent, Continuous, Flexible Manufacturing systems) – Characteristics of Modern Manufacturing – Operations in the Service sector- Manufacturing Vs Service operations -					
UNIT II: Plant Location and Layout					
Plant location – Location need analysis – Factors affecting plant Location decision – Comparison of site location area (Numerical Problems) –Plant layout – Types of Layout – Comparison of Plant Layouts – Types of Maintenance – Total Productive Maintenance - Replacement (Numerical Problems)					
UNIT III: Materials Management					
Materials Management - Material Handling System– Types of Material Handling Equipment -- Basic Inventory Management - Selective inventory control techniques –ABC analysis (Numerical Problems)					
UNIT IV: Inspection & Quality Control					
Inspection and Quality Control – Statistical Quality Control – Types of Control Charts for Variables and Attributes – Numerical Problems - Work study and Work Measurement					
UNIT V: Purchase and Store Management					
Objectives, Functions, Purchasing cycle and Purchase Policies - Vendor Rating Methods (Numerical Problems) –stores management – Stores Location – Stores Layout – Stock Verification and Documents pertaining to purchase and stores management.					
TEXT BOOK					
PaneerselvamR., "Production and Operations Management", PHI Learning Private limited, 2013.					
REFERENCE BOOKS					
<ol style="list-style-type: none"> 1. K.Aswathappa,K.ShridharaBhat ., Production and Operations Management, Himalaya Publishing House, 2014 2. SaxenaJ.P.; "Production and Operations Management"; McGraw-Hill Education private limited; 2008. <ul style="list-style-type: none"> • SaravanaVel P., "Production and Operations Management", Margam publishers, 2010 					

BBA1742	STRATEGIC MANAGEMENT	L	T	P	C
		2	2	0	4
COURSE RATIONALE					
Focuses on corporate and divisional policy formulation and implementation. The knowledge and techniques learned in earlier courses will be applied in an integrated fashion to the process of strategic decision making and organizational change. Among the topics considered in the course will be the relationships of organizations to their environments, the hierarchy of organizational objectives, structured as well as informal approaches to strategic planning, the integration of business functions, organizational structure, and policy implementation and evaluation. A significant aspect of the course is devoted to assessing the competitive dynamics of firms.					
LEARNING OUTCOMES					
<ul style="list-style-type: none"> To develop an understanding of the concepts, tools and techniques of corporate strategic management so as to enable them to develop analytical and conceptual skills and the ability to look at the totality of situations To learn the role that various models developed by different thinkers to improve strategic thinking. To familiarize with the different concepts and practices of the strategic decision making and analysis of external environment. 					
UNIT I					
<p>The Nature of Strategic Management: Key Terms in Strategic Management; The Strategic-Management Model; Benefits of Strategic Management; Pitfalls in Strategic Planning; Guidelines for Effective Strategic Management;</p> <p>The Business Vision and Mission: Importance (Benefits) of Vision and Mission Statements; Characteristics of a Mission Statement; Writing and Evaluating Mission Statements</p>					
UNIT II					
<p>The External Assessment: The Nature of an External Audit; External Forces; Competitive Analysis: Porter's Five-Forces Model; Forecasting Tools and Techniques; Industry Analysis: The External Factor Evaluation (EFE) Matrix; The Competitive Profile Matrix (CPM);</p> <p>The Internal Assessment: The Nature of an Internal Audit; The Resource-Based View (RBV); Internal Assessment Areas; Value Chain Analysis (VCA); The Internal Factor Evaluation (IFE) Matrix</p>					
UNIT III					
<p>Strategies in Action: Long-Term Objectives; The Balanced Scorecard; Types of Strategies; Integration Strategies; Intensive Strategies; Diversification Strategies; Defensive Strategies; Michael Porter's Five Generic Strategies; Means for Achieving Strategies</p> <p>Strategy Analysis and Choice: The Nature of Strategy Analysis and Choice; A Comprehensive Strategy-Formulation Framework; Cultural Aspects of Strategy Choice; The Politics of Strategy Choice; Governance Issues</p>					
UNIT IV					
<p>Implementing Strategies: Management and Operations Issues: The Nature of Strategy Implementation; Annual Objectives; Policies; Resource Allocation; Managing Conflict; Matching Structure with Strategy; Managing Resistance to Change; Strategy Implementation concerns;</p> <p>Implementing Strategies: Strategy implementation Issues; Acquiring Capital to Implement Strategies;</p>					
UNIT V					
<p>Strategy Review, Evaluation, and Control: The Nature of Strategy Evaluation; A Strategy-Evaluation Framework; The Balanced Scorecard; Characteristics of an Effective Evaluation System; Contingency Planning; Auditing</p> <p>Business Ethics/Social Responsibility/Environmental Sustainability: Business Ethics; Social Responsibility; Environmental Sustainability;</p>					
TEXT BOOK					

David, R. Fred. (2011). Strategic Management: Concepts and Cases (13th Edt). Prentice Hall, NJ, USA.

REFERENCES

1. Dr. SankaranS., Policy & Strategic Management, Margham Publications, 2010.
2. Thomas L. Wheelen, J. David Hunder, Alan N. Hoffman, Charles E. Bramford. (2016). Concepts in Strategic Management and Business Policy (14th Edt). Pearson.
3. AzharKazmi, “Strategic Management & Business Policy”, Tata McGraw Hill, 2008.

BBA1743	OPERATIONS RESEARCH	L	T	P	C
		3	1	0	4
COURSE RATIONALE					
Operations Research is the study of scientific approaches to decision-making. Through mathematical modeling, it seeks to design, improve and operate complex systems in the best possible way. The module covers topics that include: linear programming, transportation, assignment, dynamic programming and integer programming.					
LEARNING OUTCOMES					
<ul style="list-style-type: none"> • To introduce the students how to use variables for formulating complex mathematical models in management • To provide the students with opportunity of using various software package for solving linear programming and integer programming models • To introduce the students to the use of basic methodology for the solution of linear programs and integer programs. 					
UNIT I (Operations Research)					
Operations Research – Meaning, Scope, Nature, Role Characteristics and Modelling.					
UNIT II (Linear Programming)					
Linear Programming – Formulating a linear programming model – graphical solutions – standard form – simplex method – Big “m” Method (Simple Problems Only)					
UNIT III(Transportation and Assignment Problems)					
Transportation and Assignment Problems – Unbalanced Unlearned – Degeneracy Maximizing of Profits – Difference between Transportation and Assignment Problems.					
UNIT IV (Theory of Games)					
Theory of Games – Characteristics – Pure Strategies – Saddle Point – Value of the game – Mixed Strategies – Rules of Dominance – Two Persons Game – 3 x 3 persons game – Graphical Solutions of 2 x M and N x 2 game (excluding (LPP) – Limitations					
UNIT V (Queuing Theory)					
Queuing Theory – Meaning – Elements of Queuing System – Single Channel model only. Network Analysis – PERT/CPM – Objectives, Advantages and limitations, Similarities and dissimilarities (excluding crash cost method).					
TEXTBOOK					
SharmaJ.K., “Operations Research”, Macmillan India Limited, 2012					
REFERENCE BOOKS					
<ol style="list-style-type: none"> 1. KothariC R, Quantitative Techniques, Vikas Publishing House, 2009. 2. Pannerselvam R., “Operations Research”, Prentice Hall India Private Limited, 2011. 					

BBA1744	SALES MANAGEMENT	L	T	P	C
		3	1	0	4
COURSE RATIONALE					
This course aims to introduce the fundamental concepts in Sales management from an organizations viewpoint.					
LEARNING OUTCOMES					
<ul style="list-style-type: none"> • After this course the learner will be able • To understand selling, setting achievable selling objectives. • To estimate market and sales potential • To set up a sales organization and lead sales personnel in implementing selling plans • To achieve three general objectives of any organization namely sales volume, Contribution to profits and continuing growth. 					
UNIT I-Sales Management					
Sales Management – Objectives – Types of Personal Selling objectives – Market Potential – Sales potential – Sales Forecast – Analyzing Market Potential – Market Indexes – Sales Forecasting Methods					
UNIT II (Functions of the Sales Executive)					
Nature of Sales Management Positions – Functions of the Sales Executive – Qualities of Effective Sales Executives –Sales Organization – Purpose -Setting up a Sales Organization – Basic types of Sales Organizational Structures – Organization of the sales department – Schemes for dividing Line Authority in the Sales Organization					
UNIT III (Sales Force Management)					
Sales Force Management – Job Analysis – Job Description – Organization for Recruiting and Selection – Sources of Sales Force Recruits – The Recruiting Effort – Selecting Sales Personnel .Training, Motivation And Compensation Of Sales Force :Building Sales Training Programs –Selecting Training Methods – Organization for Sales Training – Evaluating Sales Training Programs					
UNIT IV (Motivation)					
Motivation – Motivational Help from Management – Requirements of a Good Sales Compensation Plan – Devising a Sales Compensation Plan – Types of Compensation Plans – Fringe Benefits.					
UNIT V (Sales Budget)					
The Sales Budget: Purpose of the Sales Budget – Form and Content – Budgetary Procedure – Quotas: Objectives in using Quotas – Types of Quotas and Quota-Setting Procedures – Sales Territories: Sales Territory Concept – Reasons for Establishing Sales Territories – Procedures for Setting up Sales Territories – Routing and Scheduling Sales Personnel.					
TEXTBOOK					
Ramneek Kapoor, “ <i>Fundamentals of Sales Management</i> ”, Macmillan, 2008.					
REFERENCE BOOKS					
<ol style="list-style-type: none"> 1. Richard R. Still, Edward W.Cundiff& Norman A.P.Govoni, “<i>Sales Management</i>”, Prentice Hall of India, 2001. 2. Inagram, LaForge, Avila,Schweperker Jr., Williams, “<i>Sales Management</i>”. 					

BBA1745	RETAIL MANAGEMENT	L	T	P	C
		3	1	0	4
COURSE RATIONALE					
Retail industry is one of the largest sectors worldwide that has a tremendous impact on economy. This course is structured to empower students by the right kind of wisdom, Nuances and confidence that the industry demands in the Global Retail business operations.					

LEARNING OUTCOMES
<ol style="list-style-type: none"> 1. To introduce the Scope and significance of Retail industry, Trends and Challenges. 2. To enlighten on Retail Strategies, Opportunities and Competitive advantage. 3. To comprehend knowledge on all areas of Retail business operations.
UNIT I-INTRODUCTION TO RETAIL
Introduction to Retail: Functions of a Retailer, Characteristics of Retailing, Categorizing Retailers-Types of retailers-Multichannel Retailing, The rise of Consumerism and the rise of retailer, Social and Economic Significance of retailing, The global Retail market: Issues and challenges-Retail as a Career: Buying and Merchandising, Marketing, Store Operations, Sales, Finance, Human Resources, Technology and E-commerce, Visual Merchandising, Supply chain Management and Logistics-Retail in India: Challenges to Retail development in India.
UNIT II-RETAILING STRATEGY
Retailing Strategy: Retail Market Strategy, Target Market and Retail Format- Building Sustainable Competitive Advantage-Growth strategies-Global Growth opportunities-The strategic Retailing Planning Process-Retail locations-Information Systems.
UNIT III-MERCHANDISE MANAGEMENT
Merchandise Management: Process Overview-The Buying organization, Merchandise Category, Evaluating Merchandise Management Performance, Types of Merchandise Management Planning Processes, Forecasting Sales, Developing an Assortment Plan, Setting Inventory And Product Availability Levels-Merchandise Planning Systems-Methods of Merchandise procurement: Merchandise Sourcing, Strategic Relationships.
UNIT IV-RETAIL PRICING
Retail Pricing: Concept and considerations in setting Retail prices, Pricing Strategies, Pricing Techniques, The Internet and Price Competition. Retail Communication Mix: Communication programs, Methods of Communicating with Customers, Planning, Implementing and Evaluating Retail Communication Programs
UNIT V-STORE MANAGEMENT
Store Management: Recruiting, Orientation and Training, Motivating, Evaluating, Compensating and Rewarding Store employees, Controlling Costs and Inventory Shrinkage-Store Layout, Design and Visual Merchandising: store Design and Retail strategy, Space management, Visual merchandising, Atmospheric, Web Site Design. Customer Service: Setting Service Standards, Meeting and exceeding service standards, Service recovery.
TEXTBOOK
Chetan Bajaj,Rajnishtuli, NidiVarmaSrivastava,Retail Management, Oxford University Press, 2010.
REFERENCE BOOKS
Swapna Pradhan, “Retailing Management Text and Cases”, McGrawHill, 2009.. Michael Levy, Barton A Weitz& Ajay Pandit, “Retail Management, Tata” McGraw Hill, 2008.

BBA1746	COMPUTER APPLICATIONS IN ACCOUNTING	L	T	P	C
		2	0	2	3
COURSE RATIONALE					
This course aims at providing fundamental concepts in computer based accounting.					
LEARNING OUTCOMES					
To gain proficiency in solving accounting solutions in computer.					
UNIT I (Creating a New Company)					
Creating a new company					
UNIT II (Creation of Essential Ledgers)					
Creation of essential ledgers: Capital account, Purchase account, Sales account, Direct expenses, Cash					

account, Profit & Loss account, Debtors account, Creditors account
UNIT III (Creation of Inventory)
Creation of inventory: Stock group, Unit of measure, Stock item
UNIT IV (Creation of Ledgers)
Creation of ledgers: Single ledgers, Multiple ledgers, Voucher posting sales order, Making actual sales, Purchase order, Making actual purchase, Returns accounting for receipts and payments
UNIT V-Reporting
Reports
TEXTBOOK
Tally Bible by V. Sundaramoorthy
REFERENCE BOOKS
Tally – V. Palanivel , Margham Publications, Chennai

BBA1747	CASE STUDY 3	L	T	P	C
		2	1	0	3
COURSE RATIONALE					
After undergoing the practices of the skills learners will be able to:					
<ul style="list-style-type: none"> • Understand the practical applications of the given topic • Know the methods of operation of given topic 					

SPD1748	QUANTITATIVE APTITUDE AND LOGICAL REASONING – I	L	T	P	C
		1	1	0	2
COURSE RATIONALE					
This course aims at providing students with the fundamentals of Quantitative Aptitude and logical reasoning.					
LEARNING OUTCOMES					
This module would train the students on the quick ways to solve quantitative aptitude problems and questions applying logical reasoning, within a short time span given during the placement drives. Mock interviews on one-on-one basis					
UNIT I(Quantitative Aptitude)					
Quantitative aptitude : Partnership Simple Interest, Compound Interest; Profit and Loss					
UNIT II (Problems on Clock, Calendar and Cubes)					
Problems on Clock, Calendar and Cubes; Permutation and Combination					
UNIT III (Logical Reasoning)					
Allegation and mixtures; Logical Reasoning					
UNIT IV (Letter and Symbol Series)					
Letter and Symbol series; Number series					
UNIT V (Making Judgments)					
Analyzing arguments; Making judgments					
TEXTBOOK					
Edgar Thrope, Test Of Reasoning for Competitive Examinations, Tata McGraw Hill, 4th Edition, 2012					
REFERENCE BOOKS					
1. Agarwal. R.S – Quantitative Aptitude for Competitive Examinations, S. Chand Limited 2011					

2. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata McGraw Hill, 3rd Edition, 2011
3. Other material related to quantitative aptitude

SEMESTER V

BBA1751	FINANCIAL MANAGEMENT	L	T	P	C
		3	1	0	4
COURSE RATIONALE					
This course aims at providing students with the knowledge and skills expected of a future manager in relation to investment and financing decisions.					
LEARNING OUTCOMES					
<ul style="list-style-type: none"> • Understand the role and importance of a financial manager • Identify and evaluate the alternative sources of business finance • Discuss and apply working capital management techniques • Understand the factors influencing cost of capital and calculating cost. • To take decisions on capital structure. • Evaluate the financial viability of investments 					
UNIT I (Financial Management Overview)					
Meaning, Objective and scope – Relationship between management accounting, Cost accounting and financial accounting – Financial statements – Tools for analysis and interpretation.					
UNIT II (Financial planning and control)					
Financial planning and control – Leverage – Operating leverage, financial leverage and combined leverage - Working capital management- operating cycle- determination of Working capital.					
UNIT III (Cost of capital)					
Cost of capital – Basic concepts, rational and assumptions – Cost of equity capital – Cost of debt – Cost of preference capital – Cost of retained earnings- Weighted Average Cost of Capital.					
UNIT IV (Capital structure decision)					
Capital structure decision of the firm – Composition and sources of long – term funds – Factors determining funds requirements.					
UNIT V (Financial Information systems)					
Financial Information systems – Capital Budgeting – Pay Back Period (PBP) – Net Present Value (NPV) – Average Rate of Return – Internal Rate of Return – Only Simple Problems					
TEXTBOOK					
Khan M Y & P K Jain, Financial Management: “ <i>Text, Problems Cases</i> ”, Tata McGraw - Hill Education, 2011.					
REFERENCE BOOKS					
<ol style="list-style-type: none"> 1. MurthyA., Financial Management, Margham Publications, 2010. 2. Prasanna Chandra, Financial Management: “<i>Theory and Practice</i>”, Tata McGraw-Hill Education, 2008. 					

BBA1752	TOTAL QUALITY MANAGEMENT	L	T	P	C
		3	1	0	4
COURSE RATIONALE					
Quality management ensures superior quality products and services. Quality of a product can be measured in terms of performance, reliability and durability. Quality is a crucial parameter which differentiates an organization from its competitors. Quality management tools ensure changes in the systems and processes which eventually result in superior quality products and services.					
LEARNING OUTCOMES					
<ul style="list-style-type: none"> • Explain the different meanings of the quality concept and its influence. • Describe, distinguish and use the several techniques and quality management tools. • Explain the significance and importance of process measurement and process improvement • Measure and analyze the process performance using capability index • Explain what are QMS 					
UNIT I – Introduction To TQM					
<p>Introduction to Quality: What is Quality?- Differences Between Manufacturing and Service Organizations Cost of Quality; What is Total Quality Management (TQM)?; Total Quality Management Principles; Barriers to TQM- Benefits of TQM: TQM Philosophies: Approach to Quality - Deming, Juran, Crosby, Kaizen, Shigeo Shingo, Ishikawa, Taguchi. Customer Satisfaction: Introduction; Customer Perception of Quality; Feedback; Service Quality; Customer Retention</p>					
UNIT II – Continuous Process Improvement					
<p>Flowchart basics: what is a flowchart; when to use a flowchart; how to create a flowchart; flowchart software Continuous Improvement Tools and Methods: The Plan–Do–Study–Act Cycle (PDSA); 5S Technique for good house keeping; Check Sheets; Histograms; Pareto Charts; Cause & Effect diagram (C&E diagram); Scatter Diagram; Control Charts; Stratification</p>					
UNIT III – Seven new quality Control Tools					
<p>The new seven tools: Affinity Diagrams; Relations Diagram; Tree Diagram; Matrix Diagram; Matrix Data Analysis Diagram; Benchmarking: Benefits of benchmarking; Types of Benchmarking; Implementation Procedure; Limitations of Benchmarking; Quality Function Deployment (QFD): QFD Methodology; Analysing The QFD Chart; Guidelines for performing analysis</p>					
UNIT IV – Benchmarking and QFD Diagram					
<p>Statistical Quality Control: Defining Statistical Quality Control - Understanding the Process, Variations and Causes of Variations, Acceptable Sampling, Control Charts-Types of control charts: Process Capability- Process Capability Index- Cp index, Cpu and Cpl indices, Cpk index Six Sigma -Six Sigma methodology; Deviation and Standard Deviation; Phases and Defective Units of Six Sigma; Its Importance; Overview of Master Black and Green Belt</p>					
UNIT V-Quality Function Deployment and Performance Measures					
<p>Performance Measures: Quality Costs; Basic Concepts; Performance Measure Presentation; Appraisal Cost Category; Collection and Reporting; Analysis; Deming Prize; MBNQA Quality Management Systems: International organization for standard (ISO), ISO 9000 series of standard, Quality management principles, ISO 9001 structure, Quality audits, ISO registration, Examples of ISO standard application</p>					
TEXT BOOK					
Poornima M. Charantimath. (2017). Total Quality Management. Pearson.					
REFERENCE BOOKS					
1. Dale H. Besterfield, Carol Besterfield, Mary Besterfield, Glen. H. Besterfield, Hemant Urdhwareshe, R					

Urdhwareshe.(2015). Total Quality Management (4Edt). Pearson.
 2. Managing of Total Quality by N, Logothetis, Publisher: Prentice Hall of India Private Limited
 3. A Management Guide to Quality and Productivity by J. Bicheno and M. R Gopalan, Publisher: Wiley-Dreamtech, New Delhi

BBA1753	RESEARCH METHODOLOGY	L	T	P	C
		3	1	0	4
COURSE RATIONALE					
The course brings out the necessity to inquiry of business problems in an empirical approach. Its goal is to help students to understand research practice, research cycle in general through critical examination of methods associated with decision-making, critical thinking, and ethical judgment.					
LEARNING OUTCOMES					
The overall objectives of this course are:					
<ul style="list-style-type: none"> To help students develop a thorough understanding of the fundamental theoretical ideas and logic of research. These fundamental ideas underpin the approach to research, the vast range of research methods available and the researcher's choice of methods. To help students develop a thorough understanding of the issues involved in planning, designing, executing, evaluating and reporting research within a stipulated time period 					
UNIT I (Research – Meaning, Scope)					
Research – Meaning, Scope and Significance – type of Research – Research process – Characteristics of good research – scientific method – Problems in research – identifying research problem- objectivity in research.					
UNIT II (Hypothesis)					
Hypothesis – meaning – sources – types – case study – features of good design measurement – meaning, need, errors in measurement, and tests of sound measurement techniques of measurement. Scaling techniques-meaning, types of scales, scale construction techniques – Sampling design – meaning. Concepts, steps in sampling – criteria for good sample design – types of sample designs, probability and non-probability sample.					
UNIT III (Data Collection)					
Data Collection – Types of data –sources – tools for data collection, methods of data collection, constructing questionnaire – pilot study – case study – data processing coding – editing and tabulation of data – data analysis.					
UNIT IV (Test of significance)					
Test of significance – Assumptions about parametric and nonparametric tests. Parametric tests – chi-square, T-Test, F Test and z Test. Introduction to ANOVA.					
UNIT V (Interpretation)					
Interpretation – meaning, Techniques of interpretation, Report writing- significance- and steps – layout of report – types of reports – oral presentation – executive summary – mechanics of writing research report – Precautions for writing report – norms for using tables, chart and diagrams, – Appendix- norms for using Index and Bibliography.					
TEXTBOOK					
KothariC.R., Research Methodology: Methods and Techniques, New Age International publisher, 2004.					
REFERENCE BOOKS					
<ol style="list-style-type: none"> RaoK.V., “<i>Research Methodology in Commerce and Management</i>”, Sterling Publishers, 1993. Wilkinson Bhadarkar, “<i>Methodology & Techniques Of Social Research</i>”, Himalaya Publishing House, 2003. 					

BBA1754	SERVICES MARKETING	L	T	P	C
		2	2	0	4
COURSE RATIONALE					
The purpose of learning this course is to expose the students to the evolution and growth of services marketing sector which is a dominant player besides products marketing. This course will enable students to acquire the knowledge of services market, to design service marketing strategies to be offered to major service sectors like Health care, Hospitality, Tourism, Logistics, Educational and Entertainment Industries.					
LEARNING OUTCOMES					
At the end of this course on Services Marketing the learner will be able to:					
<ul style="list-style-type: none"> • Define service • Classify services • Develop new service • Measure service quality gap • Position, price, deliver, services 					
UNIT I(Service Economy)					
Definition–Service Economy–Evolutionandgrowthofservicesector–NatureandScope–Uniquecharacteristics – Challenges and issues.					
UNIT II (Assessing service market potential)					
Assessing service market potential – Classification of services–Expanded marketing mix– Environment and trends–market segmentation, targeting and positioning.					
UNIT III (Service Life Cycle)					
Service Life Cycle–New service development–Service Blue Printing–GAP’s mode lof service quality– Measuring service quality–SERVQUAL–Service Quality function development.					
UNIT IV (Positioning of services)					
Positioning of services–Designing service delivery System, Service Channel–Pricing of services, methods– Service marketing triangle – Integrated Service marketing communication.					
UNIT V (Services marketing)					
Services marketing for health – Hospitality – Tourism – Financial – Educational –Entertainment Sectors.					
TEXTBOOK					
Palmer Adrian, " <i>Principles of Services marketing</i> ", McGraw Hill					
REFERENCE BOOKS					
1. Services Marketing, ChristopherH .Lovelock and JochenWirtz, PearsonEducation, 2004.					
2. “ <i>Services Marketing</i> ”, Valarie Zeithamletal, 5th Edition, Tata McGraw Hill, 2012 Pvt. Ltd. 2010.					

BBA1755	INVESTMENT MANAGEMENT	L	T	P	C
		2	2	0	4
COURSE RATIONALE					
This course aims at providing the students a comprehensive introduction to the areas of security analysis and portfolio management and equipping them with advanced tools and techniques for making profitable investment decisions.					
LEARNING OUTCOMES					
On completion of this course, the learner should be able to					
<ul style="list-style-type: none"> • Identify and analyse the various investment avenues. • Understand the functions and importance of Indian security market • Understand and analyse economic, industry specific and firm specific factors. 					

<ul style="list-style-type: none"> Analyse and predict the trend of stock price movement Able to frame portfolio of investment to reduce risk and earn profit
UNIT I (Meaning of Investment)
Meaning of Investment- Characteristics and Objectives of investment- types investment- investment and their lives-Sources of finance
UNIT II (Financial market)
Financial market- types-primary market- role and importance of primary market- methods of floating new issues-stock exchange in India -BSE, NSE, OTCEI-SEBI- Regulatory Role of SEBI -listing
UNIT III (classification of risk)
Risk –classification of risk –causes of risk return- factors influencing return,-risk and return trade off – mutual funds –types-Bond & Stock valuations
UNIT IV (Fundamental and technical analysis)
Fundamental and technical analysis-forecasting techniques (industry analysis –industry classification-industry life cycle) – company analysis-technique analysis-charting analysis –trend analysis-difference between fundamental and technical analysis.
UNIT V (Portfolio analysis)
Portfolio analysis – portfolio selection-portfolio revision-portfolio evaluation
TEXTBOOK
Security Analysis & portfolio management – Dr.PunithavathyPandian (Vikas publication)
REFERENCE BOOKS
<ol style="list-style-type: none"> "Investment analysis & portfolio management"–RastagiR.P. "Stock Exchanges and Investments"–Raghu Nathan V. (Tata McGraw – Hill Publishing Co Ltd.)

BBA1756	CASE STUDY III	L	T	P	C
		2	1	0	3
COURSE RATIONALE					
After undergoing the practices of the skills learners will be able to:					
<ul style="list-style-type: none"> Understand the practical applications of the given topic Know the methods of operation of given topic 					

SPD1757	ENTREPRENEURIAL DEVELOPMENT	L	T	P	C
		0	0	3	3
COURSE RATIONALE					
Entrepreneurship plays a very important role in the economic development. Entrepreneurs act as catalytic agents in the process of industrialization and economic growth. Joseph Schumpeter states that the rate of economic progress of a nation depends upon its rate of innovation which in turn depends upon the distribution of entrepreneurial talent in the population. Technological progress alone cannot lead to economic development unless technological breakthroughs are put to economic use by entrepreneurs. It is the entrepreneur who organizes and puts to use capital, labour and technology in the best possible manner for the setting up of his enterprise.					
LEARNING OUTCOMES					

<ul style="list-style-type: none"> To encourage students to become entrepreneurs. To improve the entrepreneurial skills To identify entrepreneurial opportunities
UNIT I (Concept of Entrepreneurship)
Concept of Entrepreneurship - Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneur
UNIT II (Entrepreneurial Development)
Entrepreneurial Development - Agencies Commercial Banks – District Industries Centre – National small Industries Corporation – Small Industries Development organization – Small Industries Service Institute. All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI.
UNIT III (Project Management)
Project Management Business Idea Generation Techniques - Identification of Business opportunities – Feasibility study – Marketing, Finance, and Technology & Legal Formalities – Preparation of Project Report – Tools of appraisal.
UNIT IV (Entrepreneurial Development Programmes)
Entrepreneurial Development Programmes (Edp) - Role, relevance, and achievements – Role of Government in organizing EDPs – Critical Evaluation.
UNIT V (Economic Development And Entrepreneurial Growth)
Economic Development And Entrepreneurial Growth - Role of entrepreneur in economic growth – Strategic approaches in the changing Economic scenario for small scale Entrepreneurs – Networking, Niche play, Geographic Concentration, Franchising/Dealership – Development of Women Entrepreneurship.
TEXTBOOK
Dr. Gupta C.B., Dr.Srinivasan N.P, “ <i>Entrepreneurial Development</i> ”, Sultan Chand & Sons, 2009.
REFERENCE BOOKS
1. Saravanel P., “ <i>Entrepreneurial Development</i> ”, Ess Pee kay Publishing House, 1997. 2. Vasant Desai, “ <i>Project Management</i> ”, Himalaya Publishing House, 1999.

SPD 1758	QUANTITATIVE APTITUDE AND LOGICAL REASONING – II	L	T	P	C
		0	0	2	2
COURSE RATIONALE					
The quantitative aptitude test measures the numerical ability and accuracy in mathematical calculations. The questions range from purely numeric calculations to problems of arithmetic reasoning, graph and table reading, percentage analysis, categorization and quantitative analysis. Aptitude tests are used as diagnostic or identifying tools. The score you get will tell your prospective employer whether you are compatible with the job they advertised or not, and if so to what extent you can be trainable to be a close-to perfect employee. Since the aptitude tests are recognized as a highly accurate means to pinpoint fit of skills and ability, your score will be counted as an important component of the overall score in the selection process					
LEARNING OUTCOMES					
To develop Quantitative aptitude and logical reasoning skills					
UNIT I (Time and Distance)					
Time and Distance; Height and Distance; Problems on Ages, Trains					
UNIT II (Pipes and Cistern Boats and Streams)					
Pipes and Cistern Boats and Streams; Probability					
UNIT III (Quantitative and logical reasoning problems)					
Solve quantitative and logical reasoning problems; Approach interviews and recruitments with confidence					

UNIT IV (Sense test)
Direction Sense test; Venn diagrams; Seating arrangements
UNIT V (Cause and effect;)
Cause and effect; Blood relation test; Dice; Logical verbal puzzles
TEXTBOOK
Edgar Thrope, Test Of Reasoning for Competitive Examinations, Tata McGraw Hill, 4th Edition, 2012
REFERENCE BOOKS
1. Agarwal.R.S – Quantitative Aptitude for Competitive Examinations, S.Chand Limited 2011 2. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata McGraw Hill, 3rd Edition, 2011 3. Other material related to quantitative aptitude

SEMESTER VI

BBA1761	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	L	T	P	C
		3	1	0	4
COURSE RATIONALE					
The purpose of learning this course on Logistics Supply Chain Management is to understand the challenges that are useful in developing and sustaining efficient and effective supply chains required by organizations in today's dynamic market place.					
LEARNING OUTCOMES					
To enable the students to understand the principles, practices and application in Logistics and supply Chain Management					
UNIT I- Introduction to logistics					
Logistics system – concept, objectives and scope – Logistics interface with Marketing – Logistics system elements – Importance and relevance to export management – Managing towards logistics excellence.					
UNIT II- logistics documentation					
Import and export documentation – Frame work – Standardized pre-shipment Export documents – Commercial and regulatory documents.					
UNIT III- Modes of Transportation					
Concept of multi modal transport – Different transport modes – Modal interfaces – Intermodal systems – road/rail/sea; sea/air; road/air; road/rail, sea/rail, sea/road – Inland Container Depot (ICD) & Container Freight Station (CFS) Terminals					
UNIT IV- Introduction to SCM					
Supply Chain Management – Global Optimization – importance – key issues – Inventory management – Economic lot size model. Supply contracts – centralized vs. decentralized system					
UNIT V- Strategies in SCM					
Supply chain Integrates- Push, Pull strategies – Demand driven strategies – Impact on grocery industry – retail industry – distribution strategies .Procurement and Outsourcing: Outsourcing – benefits and risks – framework for make/buy decision – e-procurement – frame work of e-procurement					
TEXTBOOK					
“Logistics Management World Seaborne Trade” – Dr.KrishnaveniMuthiah, PHI, 2010 Logistics and Supply Chain Management – G. Raghu ram, PHI 2010					
REFERENCE BOOKS					
Text book of Logistics and Supply Chain Management; D.K.Agarwal, PHI 2010					

BBA1762	PROJECT MANAGEMENT	L	T	P	C
		3	1	0	4
COURSE RATIONAL					
<p>The course is aimed at providing students with a fundamental understanding of project management. Students are exposed to number of concepts relating to project management, such as, what constitutes project management, are some of the key drivers of project management, nature and scope of projects, importance and relevance of project management.</p> <p>Students will learn about the four basic project lifecycles, various statistical techniques/methods used in evaluating projects, project risk assessment, scheduling, project monitoring and control and much more. In addition students will develop a fundamental understanding of the various financial concepts related to project management and application of time value based techniques for evaluating the attractiveness of a project.</p>					
LEARNING OUTCOMES					
<ul style="list-style-type: none"> • Manage the selection and initiation of individual projects and of portfolios of projects in the enterprise. • Conduct project planning activities that accurately forecast project costs, timelines, and quality. Implement processes for successful resource, communication, and risk and change management. • Demonstrate effective project execution and control techniques that result in successful projects. • Conduct project closure activities and obtain formal project acceptance 					
UNIT I					
<p>Project Conceptualization/initiation: Definition of Project; Emergence and significance of PM; project management overview; project lifecycle; Project evaluation criteria; Strategic Mgt and Project Selection; Project organization</p> <p>Capital Structure: Sources of long term and medium term finance; Capital Structure Decision; Cost of Capital; Calculating the Cost of Capital; Cost of Debt (Kd); Cost of Preference Shares (Kp); Cost of Equity(Ke); Weighted Average Cost of Capital (WACC)</p>					
UNIT II					
<p>Cash flow projections: capital structure (cost of capital) required rate of return; other project evaluation techniques: payback period, Time Value of Money, Discounted Payback period, etc; Risk Mgt in Capital Budgeting, Project Analysis</p> <p>Project Evaluation methods: Non discounted models for project evaluation- Pay Back Period, Life to PayBack Period, Modified payback Period, Discounted Payback Period, Net Present Value (NPV), Profitability Index (PI), Internal Rate of Return (IRR), Modified Internal Rate of Return (MIRR), Non discounted models: Unweighted 0-1 factor model, Unweighted factor scoring model, Weighted factor scoring model</p>					
UNIT III					
<p>Project Planning: Initial project coordination; Project planning process-Project Task Definition and Development; Creating a project Action Plan; Creating the Work Break Down Structure; Integration management and inter-organizational coordination</p>					
UNIT IV					
<p>Project monitoring: Designing the monitoring system-Determine the method for data collection, Project reporting; Measuring the performance of a project-Earned Value Analysis, Critical Ratio Control Charts; Computerized Project Management Systems</p> <p>Project Control: Nature of the control process; Purpose of control; Cybernetic control, Go/No-Go Control, Control, Benchmarking; Balance in a control system; Control of change and scope creep</p>					
UNIT V					
<p>Project Audit: Purpose of Audit; Types of project audit; Project Audit LifeCycle, Depth of project audit; levels, Timing of the audit; Construction and Use of Audit Reports; Essentials of Audit/Evaluation (a/e) process</p> <p>Project Termination: Types of project termination, Termination Process; The final project report</p>					
TEXT BOOK					
Meredith, Jack R.; Mantel, Samuel J.(2012). Project Management: A Managerial Approach (8ed). New Delhi: Prentice Hall India (P.) Ltd.					

REFERENCE BOOKS	
1.	Pinto, Jeffery K. Project Management: Achieving Competitive Advantage. Patparganj, Delhi. Dorling Kindersley India Pvt. Ltd., 2009
2.	Erik Larson, Clifford Gray. (2017). project Management. The Managerial Process. McGraw Hill Education.

BBA1763	INDUSTRIAL LAW	L	T	P	C
		3	1	0	4
COURSE RATIONALE					
This course provides the constitutional framework of Industrial legislations in India and explains the laws relating to factories, payment of wages, Industrial disputes, Trade unions and collective Bargaining					
LEARNING OUTCOMES					
<ul style="list-style-type: none"> To impart basic knowledge of the Indian Industrial legislations. To understand the maintenance of industrial harmony and ensuring healthy relationship among the workforce for achieving the organizational goals. Provisions related to Industrial Disputes, Trade Union and Workmen Compensation. 					
UNIT I – Factories Act, 1948					
Definitions – Health – Safety – Welfare – Working hours of Adults. Employment of women – Employment of young person’s – Leave with wages.					
UNIT II-The payment of Wages Act, 1936					
Definitions – Responsibilities for payment – Wage periods – Time of payment – Deductions – claim for wrongful deductions. MINIMUM WAGES ACT, 1948 : Interpretation – Fixing minimum rates of wages – Minimum rate of wages – Procedures for fixing – Committee and Advisory boards – Payment of minimum wages – Register and Records – Inspectors – Claims – Penalties and Procedures – The schedule.					
UNIT III-The industrial Disputes Act, 1947					
Definitions – Authorities under the Act – Reference of disputes – Procedures and powers of authorities – Strikes and Lockouts – Layoff and Retrenchment – Special provision relating to Lay – off – Retrenchment and Lock – outs.					
UNIT IV-Trade Union Act 1926					
Growth & Functions of Trade Union – Definitions – Agreements not affected by the Act – Regulation – Rights & Privileges, Duties & Liabilities of a Registered Trade Union – General & Special Fund – Amalgamation & Dissolution of Trade Union.					
UNIT V- Work Men Compensation Act 1923					
Definition – need – Scope and coverage of act – Employer liability for compensation including theory of national extension – Employer and occupational diseases – Defenses available to employer – Amount and distribution of compensation – Notice of claim – Medical examination – Obligation and rights of employer and employee – Schedule of Act					
TEXTBOOK					
Tripathi P.C. and Gupta C.B., “ <i>Industrial Relations and Labour Laws</i> ”, Sultan Chand & Sons, 1990.					
REFERENCE BOOKS					
1. Dr.SreenivasanM.R., Commercial and Industrial Law, Margham Publications, 2000.					
2. KapoorN.D., “ <i>Elements of Mercantile Law</i> ”, Sultan Chand & Sons, 2006.					

BBA1764	INFORMATION SECURITY MANAGEMENT	L	T	P	C
----------------	--	----------	----------	----------	----------

		3	1	0	4
COURSE RATIONALE					
The purpose of learning this course is to provide an introduction to the concepts, terminologies and technologies used in modern day's data communication, computer networking and security issues.					
LEARNING OUTCOMES					
After studying this course learners will be able to:					
<ul style="list-style-type: none"> • Understand the need for security • Identify Legal, Ethical and Professional issues in Information security • Learn about risk management • Understand the Information security maintenance 					
UNIT I (Introduction to Information Security)					
Introduction to Information Security–characteristics of information –components of information system – information security and access –security system development life cycle. –Business needs of security.					
UNIT II (Threats)					
Threats, attacks, malicious code, back doors, password crack, spoofing, man-in-the-middle, spam, sniffers and timing attack –Risk Management. –risks identifications –risk control strategies					
UNIT III (Information Security Policy)					
Information security policy – EISP, ISSP, SysSP, ISO27000 series, NIST security model, IETF security model. – Security in the organization –Security awareness – Business impact analysis.					
UNIT IV (Introduction to VPNs)					
Introduction to VPNs –Access control –cryptography. –Physical security –importance of ISO network management model –monitor external and internal security					
UNIT V (Law and ethics in information security)					
Law and ethics in information security –relevant Indian laws. –International laws and legal bodies for data security –misuses of the resources in the Corporates –issues in legal, ethical and Professional					
TEXTBOOK					
Dr.MichealE.Whitman, Herbert J. Mattord,"Principles and Practices of Information Security" Cengage Learning Fourth Indian Reprint, 2010					
REFERENCE BOOKS					
1. Michael T. Simpson, " <i>Ethical Hacking and Network Defense</i> ", course technology, Language Learning, 2009					
2. Rajneesh Agarwal, Bharat Bhushan Tiwari, " <i>Data communication and computer networks</i> ",VIKAS Publishing House Pvt Ltd, 2009					

BBA1765	CUSTOMER RELATIONSHIP MANAGEMENT	L	T	P	C
		2	2	0	4
COURSE RATIONALE					
The course provides an insight to the concepts, applications, e-CRM solutions and implementation of CRM.					
LEARNING OUTCOMES					
To enable students understand the concept of Customer Relationship Management, CRM applications in Consumer and Business Markets and application of Technological tools for e-CRM solutions.					
UNIT I-CRM Overview					
The origins of CRM-The key principles of relationship marketing; The role of CRM-Varying definitions of CRM, The CRM continuum – three perspectives of CRM, Use of CRM and its terminology, A definition of CRM; Types of CRM; Five key cross-functional CRM processes-The need for a CRM strategic framework,					

Process 1: the strategy development process, Process 2: the value creation process, Process 3: the multi-channel integration process, Process 4: the information management process, Process 5: the performance assessment process; Checklist for CRM leaders;
UNIT II-The Strategy development Process and Value Creation process
Business strategy: The role of business strategy, Business vision. Industry and competitive characteristics; Customer strategy-The role of customer strategy, Customer choice and characteristics, the role of market segmentation, Market segmentation, Segment granularity; Aligning business strategy and customer strategy, CRM strategy development. The value the customer receives-The value proposition, Value assessment;
UNIT III-Multi Channel Integration Process
The value the organization receives-Customer profitability, Customer acquisition and its economics, Customer retention and its economics, Acquisition and retention activities in practice, A framework for customer retention improvement, Customer segment lifetime value. Channel participants and channel options; Reviewing industry channel structures; Channel options and categories; Integration and the channel categories;
UNIT IV- Information Management Process
Channel strategies; Understanding the customer experience; Building a multi-channel strategy; Planning channel strategy across stakeholders; The role of information, IT and information management; The information management process; The technical barriers in CRM 232; The data repository; Analytical tools; IT systems; Front-office and back-office applications;
UNIT V-Performance Assessment Process
Understanding the key drivers of shareholder results; Developing appropriate standards, metrics and Establishing a CRM performance monitoring system; Evaluating and communicating CRM return on investment CRM readiness assessment; CRM change management and project management; Employee engagement; The budget
TEXTBOOK
Payne, Adrian. (2005). HANDBOOK OF CRM: Achieving Excellence in Customer Management. Butterworth-Heinemann publications. ISBN-13: 978-07506-6437-0: ISBN-10: 07506-6437-1
REFERENCE BOOKS
1. Francis Buttle, "CRM Concepts & Technologies", Rout ledge, Second Edition, 2009.

SPD1766	LEADERSHIP AND TEAM MANAGEMENT	L	T	P	C
		1	1	0	2
COURSE RATIONALE					
Leadership is the art or process of influencing people to perform assigned tasks willingly, efficiently and effectively. Enabling people to feel they have a say in how they do something results in higher levels of job satisfaction and productivity. By effectively planning and controlling the people and processes for which they are responsible, managers provide a positive and professional environment. This can generate similar attitudes in their teams. This engagement of employees is a powerful asset in growing a business.					
LEARNING OUTCOMES					
Upon successful completion of this course, learners will be able to:					
<ul style="list-style-type: none"> • Clearly articulate an understanding of setting vision and mission as a leader. • Identify and describe several theories of leadership • Learn to have an increased awareness of leadership skills within the context of their daily life. • Acquire thorough knowledge and understanding of multiple facts of team management 					
UNIT I (Leadership Attributes)					

Leadership Attributes – Styles – Theories of Effective Leadership – charismatic leader, transformational leader.
UNIT II (Factors influencing Leadership Behaviour)
Factors influencing Leadership Behaviour I: Personality, types, theories, Perception, factors – Learning Styles – theories.
UNIT III (Additional Factors influencing Leadership Behaviour)
Factors influencing Leadership Behaviour II: Emotional Intelligence – skills for Emotional intelligence – Cultural – formation – changing culture, Organizational and Situational Factors.
UNIT IV (Teams in the organizations)
Description of teams in the organizations – organizational context of teams -- structure, culture, support, human resource policies – team topography – purpose of teams, types of teams, size, diversity, extent of use
UNIT V (Intra-team processes)
Intra-team processes (task-related): mission, goals, objectives, action planning – intra-team processes (relationship-related): communication, conflict, trust, and decision-making – inter-team processes: conflict, coordination – team effectiveness – measures of productivity, satisfaction, etc.
TEXTBOOK
David, R. Fred. (2011). Strategic Management: Concepts and Cases (13th Edt). Prentice Hall, NJ, USA.
REFERENCE BOOKS
<ol style="list-style-type: none"> 1. Dr. SankaranS., Policy & Strategic Management, Margham Publications, 2010. 2. PrasadL.M., “Strategic Management”, Sultan Chand & Sons, 2008. 3. AzharKazmi, “Strategic Management & Business Policy”, Tata McGraw Hill, 2008.

BBA1767	PROJECT WORK	L	T	P	C
		0	0	8	4
COURSE RATIONALE					
Each candidate has to undergo internship for not less than 30 days in any industry during the 5th Semester holidays and has to submit the report for the same in the 6th Semester.					
LEARNING OUTCOMES					
<ul style="list-style-type: none"> • To bridge the gap between industry and institution. • To gain 'on the field' experience and identify contemporary problems faced by the industry • To equip students for placements. • To gain practical exposure to become future professionals. 					
GUIDELINES FOR PROJECT WORK					
<ol style="list-style-type: none"> 1. Candidate should submit the acceptance and completion certificate to the supervisor. 2. Project can be in the field of specialization based on the topics. 3. The project report should be neatly presented in not less than 60 pages. 4. Paper size should be A4 5. 1.5 spacing should be used for typing the general text. The text should be 'justified' and typed in the font style (Font: Times New Roman, Font Size: 12pt for text, 14pt for sub-headings) 6. The candidate should submit the periodical report of the project to the supervisor. 7. TWO reviews would be conducted before the viva-voce. 8. Each candidate should submit 2 hard copies and one soft copy in CD to the Department. After the evaluation of the project report one hard copy would be returned to the candidate. 					

