

DEPARTMENT OF MANAGEMENT

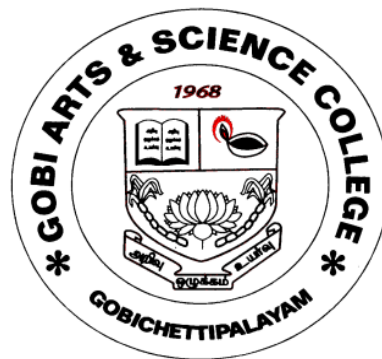
B.B.A. BUSINESS ADMINISTRATION

(Students admitted during 2019-2020 Onwards)

(Under CBCS with Outcome Based Education (OBE) Pattern)

SYLLABUS

V & VI SEMESTER



GOBI ARTS & SCIENCE COLLEGE

(Govt. Aided Autonomous Co-educational Institution, Affiliated to Bharathiar University, Coimbatore, Accredited with 'A' Grade by NAAC (4th cycle) and Recognised as a STAR College by DBT, Government of India)

**KARATTADIPALAYAM POST,
GOBICHETTIPALAYAM - 638453
ERODE DISTRICT.**

BLOOM'S TAXONOMY BASED ASSESSMENT PATTERN

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

I. END OF SEMESTER (EOS) EXAMINATIONS:

1. Part I, II & III-Theory: 70 Marks

Knowledge Level	Section	Marks	Description	Total
K1	A (Answer All)	$15 \times 1 = 15$	MCQ	70
K2	B (Either or Pattern)	$5 \times 5 = 25$	Short answers	
K3 & K4	C (Answer 3 out of 5)	$3 \times 10 = 30$	Descriptive/Detailed	

2. Practical Examinations: 70 Marks

Knowledge Level	Section		Total
	Practical	Record work	
K3	60	10	70
K4			
K5			

II. CONTINUOUS INTERNAL ASSESSMENT (CIA):

1. Test – I & II: 30 Marks (Theory)

Knowledge Level	Section	Marks	Description	Total
K1	A (Answer All)	$10 \times 1 = 10$	MCQ	30
K2	B (Answer 2 out of 3)	$2 \times 5 = 10$	Short answers	
K3 & K4	C (Answer 1 out of 2)	$1 \times 10 = 10$	Descriptive/Detailed	

Components of Continuous Internal Assessment (CIA)

Components		Calculation	CIA Total
Test 1	30	$\frac{\text{Test 1} + \text{Test 2}}{2}$	30
Test 2	30		

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	19UABM15	Course Title:	Batch:	2019
Total Hours:	90	Business Law	Semester:	V
			Credits:	4.5

Course Objective

The course aims

- To Provide Knowledge on Business law and Company law.

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K1	CO1	Describe the concept of Indian Contract Act.
K2	CO2	Demonstrate the provisions of Sale of goods act.
K3	CO3	Summarize the formulation of Contract of agency.
K4	CO4	Illustrate the concept of Company law.
K5	CO5	Evaluate the winding up procedure of a company.

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS		
Unit	Content	No. of Hours
I	Indian Contract Act 1872 Law of Contract – Contract – Classification – Essential elements of a valid contract – Performance of contract – Discharge of contract – Remedies for breach of contract.	18
II	Sale of Goods Act 1930 Law of sale of goods: Formation of contract of sale – Conditions and Warranties – Distinction between a condition and warranty – Caveat Emptor – Express and Implied Warranty – <i>Sale and Agreement to sell</i> * – Hire purchase agreement – Rights of an unpaid seller – Rights of withholding delivery – Rights of an unpaid seller against the buyer personally – Bailment and Pledge – Meaning – Kinds of Bailment.	18
III	Contract of Agency Creation of agency – Classifications of agents – Relations of principal and agent – Personal liability of an Agent – Agency by ratification – Conditions and effects – Termination of Agency.	18
IV	Company Law Company Law – Definition and kinds of companies – Incorporation of companies – Certificates of Incorporation – Memorandum of Association – Contents of Memorandum – Alteration of Memorandum – Doctrine of ultra vires – Articles of Association – Contents of Articles – Alteration of Articles – Relation between Articles and Memorandum – Distinction Articles and Memorandum – Prospectus – Contents of Prospectus – Misstatements in Prospectus – Application and allotment of Shares – Meeting and Proceedings – Role of company secretary.	18
V	Windings up of companies Winding up – Meaning – Modes of winding up – Compulsory Winding up by the	18

	court – Voluntary winding up – Types of voluntary winding up – Members voluntary winding up – Creditors voluntary Winding up – Winding up subject to supervision of the court – <i>Consequences of winding up (General)*</i> .	
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<* - Self Study>

Text Books:

1. Kapoor N.D., Business laws, Sulthan Chand and Sons, New Delhi, 30th Edition, 2019.
2. Elements of Company Law - N.D.Kapoor- Sultan Chand & Sons, New Delhi, 2020.

Reference Books:

1. N.D. Kapoor, –Elements of Mercantile Law, 38th Edition, S.Chand Publishing, New Delhi, 2020.
2. K Aswathappa, –Essentials of Business Environment: Text, Cases and Exercises, 15th Edition, Himalaya Publishing, Mumbai, 2020.
3. Kathiresan & Radha, Company Law and Secretarial Practice, Prasana Chand & Co
4. Akhileswar Pathak, Legal Aspects of Business, 7th Edition, McGraw Hill Education, New Delhi, 2018.
5. Parul Gupta, Legal Aspects of Business, Concepts and Application, 2nd Edition, Vikas Publishing, New Delhi, 2019.
6. Business Laws – R.S.N Pillai & Bagawathi

E-references:

1. https://onlinecourses.swyam2.ac.in/cec20_hs23/preview
2. <https://www.icsi.edu/home/>
3. <https://blog.ipleaders.in/law-of-agency-what-is-principal-agent-relationship/>
4. <https://www.icsi.edu/media/webmodules/student/ROLE%20OF%20COMPANY%20SECRETARY1.pdf>
5. <https://www.youtube.com/watch?v=Fd9FwhQ5uaA>

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	S
CO2	S	M	S	S	S
CO3	M	S	S	M	S
CO4	S	M	M	S	M
CO5	M	S	S	S	S

S-Strong, M-Medium and L-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	19UABM16	Course Title:	Batch:	2019
Total Hours:	90	Research Methods for Management	Semester:	V
			Credits:	4.5

Course Objective

The course aims

- To understand the basic concepts of research and its methodologies.
- To deepen knowledge on the methods of sampling and data collection.
- To impart knowledge on interpretation and use the information provided by research in an effective manner.
- To understand the statistical applications and its importance.
- To learn the requisites of writing a research report.

Course Outcomes (CO)

On the successful completion of the course, students will be able to know

Knowledge Level	CO Number	Course Outcome
K1	CO1	Understand the theoretical and practical background of research and research designs.
K2 & K3	CO2	Identify and apply the various sampling methods and data collection techniques used in research projects.
K5	CO3	Evaluate the knowledge on measurement & scaling techniques as well as data processing.
K3	CO4	Apply hypothesis testing procedures and statistical tools in research.
K4	CO5	Prepare research reports for decision making.

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS		
Unit	Content	No. of Hours
I	Introduction to Research Research – definition – objectives – types of research – research process – research problem – meaning – sources of problem – steps in defining the research problem. Research design – meaning – need – types of design.	18
II	Sampling Techniques and Data Collection Sampling – definition – steps in sampling – methods. Data collection – kinds of data – primary data collection methods– <i>secondary data collection methods*</i> .	18
III	Scaling Techniques and Data Processing Attitude measurement and scaling techniques – types of measurement scale – Scale construction techniques. Data processing – editing, coding, classification and tabulation.	18
IV	Hypothesis and Data Analysis Hypothesis – meaning – basic concepts – types – hypothesis testing procedure. Statistical data analysis – Z test - t test, Chi - square test and ANOVA (Simple problems only). Introduction to SPSS.	18
V	Data Interpretation and Report Writing Interpretation – meaning. Report writing – steps in writing a report – layout of the report – types of report – mechanics of writing research report.	18

Note: Questions should contain theory and problems carrying 80% and 20% respectively.

<* - Self Study>

Text Book:

1. C.R.Kothari **Research Methodology: Methods and Techniques**, New Age International (P) Ltd Publishers, 4th Edition 2019.

Reference Books:

1. P.Saravanavel, Research Methodology, KitabMahal, 2015
2. Pannerselvam, Research Methodology, 2nd Edition, Prentice Hall Inc, 2014
3. Dr.Tripathi P.C, A Text book of Research Methodology, Sultan Chand & Sons, 7th Revised Edition, 2014.

E-references:

1. www.researchgate.net
2. www.bbamantra.com
3. www.iedunote.com

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	M
CO2	S	M	S	M	S
CO3	M	S	M	S	S
CO4	S	S	S	S	S
CO5	S	M	S	S	S

S - Strong, M - Medium and L-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	19UABM17	Course Title:	Batch:	2019
Total Hours:	90	Entrepreneurship and Behavioural Management	Semester:	V
			Credits:	4.5

Course Objective

The course aims

- To inculcate entrepreneurial spirit among the learners and make them to understand the behavioral aspects to succeed in their business endeavours.

Course Outcomes (CO)

On the successful completion of the course, students will be able to know

Knowledge Level	CO Number	Course Outcome
K2	CO1	Understand the meaning, functions, types and roles of an entrepreneur and entrepreneurship.
K4	CO2	Analyse the business opportunities and Institutional support to Entrepreneurs.
K3 & K4	CO3	Relate the knowledge about the behavior of individuals in terms of Personality, Motivation, and Attitude in organization.
K2& K1	CO4	Understand and Remember the importance of group and conflict in organization.
K5	CO5	Evaluate the various theories of leadership and concept of Counselling.

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS		
Unit	Content	No. of Hours
I	INTRODUCTION TO ENTREPRENEURSHIP Meaning of entrepreneurship – entrepreneur – characteristics – function – types – <i>Qualities of successful entrepreneur</i> * – Entrepreneurship Development Programmes –importance – contents – phases.	18
II	BUSINESS OPPORTUNITY AND INSTITUTIONAL SUPPORT Business ideas, methods of generating ideas and opportunity recognition-preparation of project report-contents. EDP Institutions in India, their functions and financial support for entrepreneurs-DIC, TIIIC, SISI, SIPCOT AND SIDBI.	18
III	INDIVIDUAL BEHAVIOUR Individual difference – Personality – determinants – traits – application – Motivation-importance-techniques – Attitudes – formation – change in the attitude.	18
IV	GROUP DYNAMICS AND CONFLICT Groups – formation – types of groups – norms – conflicts – levels of conflict – Transactional Analysis – Ego states – Johari Window – conflict resolution.	18
V	LEADERSHIP STYLES AND COUNSELLING Leadership – nature and importance – Leadership theories – Trait theory – Managerial Grid – Fielder’s Contingency theory. <i>Employee Counselling</i> * – meaning- definition- characteristics- importance- types and functions	18

<* - Self Study>

Text Books:

1. E Gordon, K Natarajan: Entrepreneurship Development; Himalaya Publishing House Pvt. Ltd., Mumbai, Sixth Revised Edition, 2017.
2. K.Aswathappa: Organisational Behaviour; Himalaya Publishing House Pvt. Ltd., Mumbai, Twelfth Revised Edition, 2016.

Reference Books:

1. Dr. S.S.Khanka : Entrepreneurial Development, (Revised Edition) S. Chand & Company Ltd, 5th Edition, 2013.
2. Yogindra Singh and Mamta Pandey : Organisational Behaviour, AITBS Publications, New Delhi, 2013.

E-references:

1. https://swayam.gov.in/nd1_noc20_mg56/preview
2. <https://www.youtube.com/watch?v=ZvmlRZRjGNE>
3. <https://nptel.ac.in/courses/110/105/110105033/>
4. <https://www.youtube.com/watch?v=09xK75YanWA>

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	M	S
CO4	S	S	S	M	S
CO5	S	S	S	S	S

S - Strong, M - Medium and L-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	19UABM18	Course Title:	Batch:	2019
Total Hours:	90	Mathematics for Managers - II	Semester:	V
			Credits:	4.5

Course Objective

The course aims

- To Familiarize the Learners with the basic concepts & tools in statistics & operation Research.

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K1	CO1	Understand the basic concepts of operation research.
K4	CO2	Applications of Transportation and Assignment problems.
K3	CO3	Fundamentals of Game theory and Queuing Theory.
K2	CO4	The procedures involved in critical path analysis.
K5	CO5	Find out variance and standard deviations of critical path and also probability of completion of project.

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS

Unit	Content	No. of Hours
I	Introduction of Operations Research – scope – models- limitations. Linear programming-formulation. Application in management decision making (Graphical method only)	18
II	Transportation Problem: initial basic feasible solution : north-west corner rule – matrix minima method – vogel’s approximation – optimal solution: MODI Method Assignment Problem: hungarian method – balanced – unbalanced – maximization-restricted allotment	18
III	Game theory: meaning- characteristics-basic definitions- two person zero-sum games - maxmin-minimax principle-games with saddle point-pure strategy-without saddle point-mixed strategies-graphic solution of 2*n, m*2 games. Queuing theory: que system- elements of queing system -operating characteristics – model I – FIFO/ Infinite/ Single que .	18
IV	CPM: principles - construction of network for projects - critical path - crash programme - resource allocation - resource smoothing.	18
V	PERT: time scale analysis - Critical path- probability of completion of project advantages and limitations.	18

Note : 20% Theory & 80% Problems.

<* - Self Study>

Text Books:

- Kanti Swarup, Gupta R.K : Operations Research.
- C.R. Kothari : Quantitative Techniques
- Gupta S.P. : Statistical Methods.

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	S	S
CO2	S	M	S	M	S
CO3	S	M	M	M	S
CO4	S	M	M	S	M
CO5	S	M	S	S	M

S - Strong, M - Medium and L-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	19U6BM19	Course Title:	Batch:	2019
Total Hours:	-	Managerial Aptitude (Self Study)	Semester:	V
			Credits:	-

Objective type Questions from the Question Bank.

Question Paper Pattern: E .O.S: 70 Marks & C.I.A:30 Marks

* Objective type Questions: 70 Nos.

* One mark for each question.

* $70 \times 1 = 70$ Marks.

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	19U6BM20	Course Title:	Batch:	2019
Total Hours:	-	Developing Entrepreneurial Skills Paper - I (Theory)	Semester:	V
			Credits:	-

Paper I (Theory) Submission of Business plan project feasibility report for any three or more products.

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	19U6BMP1	Course Title:	Batch:	2019
Total Hours:	-	Developing Entrepreneurial Skills Paper - II (Practical)	Semester:	V
			Credits:	-

Paper II (Practical) Entrepreneurial skill development practical: Production of simple office, consumable and house hold items and their sales. (Like envelopes, chalk pieces, ultramarine blue, incense sticks, computer sambarani, candles, kumkum, gulkhand, gift articles etc...)

The learners are encouraged to sell the items produced by them and they will be paid incentives based on the sales. The ultimate aim of the subject is to enable the learners to be job providers rather than job seekers.

- Documenting success stories (real)
- Resources
- Database

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	19UABM21	Course Title:	Batch:	2019
Total Hours:	90	Management Accounting	Semester:	VI
			Credits:	4.5

Course Objective

The course aims

- To understand the basic concepts and processes used to determine Management Accounts.
- To be able to interpret Management accounting statements.
- To use accounting methods of Funds flow, Cash flow, Ratio Analysis, Marginal Costing and Budgeting calculation.

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K1	CO1	Understand the basic concept of management Accounting.
K2	CO2	Recognise the importance of Financial Statement Analysis.
K3	CO3	Calculate Ratio Analysis and records them.
K4	CO4	Illustrate the advantages and limitations of budgeting and prepare various budgets.
K5	CO5	Interpret Marginal accounting opportunities and threats.

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS

Unit	Content	No. of Hours
I	Management Accounting: Meaning- scope- objectives- advantages & disadvantages of management accounting-distinction between financial accounting and management Accounting -distinction between cost accounting and management accounting.	18
II	Financial Statement Analysis: Financial statements - meaning - objectives- methods or tools - preparation of comparative statements- common size statements-trend analysis- funds flow statements- cash flow statements.	18
III	Ratio Analysis: Meaning- objectives- classification of ratios- capital structure ratios- liquidity ratios- turnover ratios and profitability ratios - merits and limitations of ratio analysis - <i>inter and intra firm comparison</i> *.	18
IV	Budgeting and Budgetary control: Budgeting - objective - advantages and limitations - classifications of budgets – preparation of various budgets – production- sales – cash- flexible budget only.	18
V	Marginal Costing : Meaning- characteristics- advantages- disadvantages- cost volume profit analysis – variable cost- fixed cost- contribution- P/V Ratio- <i>applications of marginal costing</i> *.	18

Note: Questions should contain Theory and Problems carrying 20% and 80% total marks respectively.

<* - Self Study>

Text Book:

1. E.Gordon, N.Jeyaram, N.Sundaram, R.Jayachandran - Management Accounting, Himalaya Publishing House, 2014.

Reference Books:

1. Shashi.K.Gupta R.K.Sharma, Neeti Gupta- Management Accounting- Kalyani Publishers, 2010.
2. Prof.T.S.Reddy & Dr.Y.Hariprasad Reddy, Management Accounting- Margham Publications, 2019
3. Pillai R.S.N. & Bhagavathi – Management Accounting- SultanChand Publishers, 2010.

E-references:

1. <https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting>.
2. <https://keydifferences.com/difference-between-cost-accounting-and-management-accounting.html>
3. <https://www.educba.com/ratio-analysis-types/>
4. <https://www.iedunote.com/budget>

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	S	S	S	S
CO2	S	M	S	S	S
CO3	S	S	S	M	S
CO4	S	M	S	M	S
CO5	S	S	S	S	S

S-Strong, M-Medium and L-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	19UABM22	Course Title:	Batch:	2019
Total Hours:	90	Financial and Investment Management	Semester:	VI
			Credits:	4.5

Course Objective

The course aims

- To Provide understanding of nature, importance, structure of finance related areas.
- To impart knowledge regarding sources of finance for a business.

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K1	CO1	Understand the basic concepts of financial management.
K2	CO2	Analysis the concepts of cost of capital and capital structure.
K3	CO3	Describe the methods of capital budgeting and dividend policy.
K4	CO4	Understand the fundamental concepts of investment.
K5	CO5	Understand the functioning of stock exchanges in India.

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS		
Unit	Content	No. of Hours
I	Finance Management Financial Management: meaning – objectives – merits and demerits of profits maximization and wealth maximization –functions and scope of financial management - source of finance- Venture Capital- meaning – features of venture capital.	18
II	Cost of Capital and Capital Structure Cost of Capital- concepts – types – Capital Structure- types of theories – Modigliani and Miller (MM) theory - optimal capital structure -factors influencing capital structure –Working Capital Management- meaning – types - <i>determinants of working capital*</i> .	18
III	Capital Budgeting & Dividend Capital Budgeting- various methods of capital budgeting- pay back period – ARR-NPV–IRR-profitability index (Simple Problem Compulsory). Dividend and Dividend Policy: meaning, classification- <i>factors affecting dividend policy*</i> .	18
IV	Investment Management Investment Management: meaning –principles –scope – objectives – factors favourable for investments – investment process – investment media – differences between investment and gambling and speculation.	18
V	Stock Exchange Stock Exchange – definition - objectives – functions – working – organization – listing of securities – objectives – merits & demerits – national stock exchange of India, SEBI – features and functions.	18

Note: Questions should contain theory and problems carrying 80% and 20% total marks respectively.
<*- Self Study>

Text Books:

1. Shashi, K., Gupta and Sharma, R. K., Financial Management, Kalyani Publishers.
2. Radha, V., Parameswaran, R., and Nedunchezian, V.R., Investment Management, Prasanna Publishers & distributors.

Reference Books:

1. Pandey, I. M., Financial Management, Vikas Publishing house.
2. Khan, M. K., and Jain, P. K., Financial Management, Tata McGraw-Hill Education.
3. Natarajan, L., Investment Management, Margham Publications.
4. E.Gordon, K.Natarajan, Financial Markets and Services, Himalaya Publishing House.

E-references:

1. <https://www.managementstudyguide.com/financial-management.htm>
2. <https://www.yourarticlelibrary.com/business/capital-structure-10-factors-influencing-capital-structure-explained/27977>
3. <https://www.wallstreetmojo.com/capital-budgeting-methods/>
4. <https://economictimes.indiatimes.com/marketstats/pid-40,exchange-nse,sortby-value,sortorder-desc.cms>
5. <https://www.grandacademicportal.education/assets/images/documents/20191230074952.pdf>
6. <https://www.elearnmarkets.com/blog/sebi-purpose-objective-functions-sebi/>

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	S	S
CO2	S	M	S	M	S
CO3	S	M	M	M	S
CO4	S	M	M	S	M
CO5	S	M	S	S	M

S-Strong, M-Medium and L-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	19UABM23	Course Title:	Batch:	2019
Total Hours:	90	Internet and E-Business	Semester:	VI
			Credits:	4.5

Course Objective

The course aims

- To enable the students to understand the concepts and methods of E-Commerce and the strategies prevailing in the area of online business.

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K2	CO1	Understand the basics of internet.
K1	CO2	Gain overall idea about E-commerce.
K4	CO3	Indicate the methods and strategies of E-business.
K3	CO4	Understand the basics of designing web page.
K3	CO5	Implement Electronic Payment System to accelerate the collection process.

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS

Unit	Content	No. of Hours
I	Introduction to Internet Meaning – Advantages – Disadvantages – History - Growth – Nature and dynamics – Internet Protocols – Communication services (Email, Telnet and Usenet) - Internet servers - World Wide Web - Hyperlinks - Browsers - HTML – New technologies and innovation - Search engines – <i>Popular search engines*</i> .	18
II	Overview of E-Commerce Meaning – Definition – E-Commerce in India – Traditional Commerce vs. E-Commerce – Advantages – Benefits to organization – Benefits to Society – Limitations – Applications of E-Commerce technologies – Threats of E-Commerce - E-Business model - Infrastructure Requirement for E Commerce.	18
III	E-Business on Internet Setting up shop for E-Commerce - How E-Commerce Business Operates - Employees - Customers - Channel partners - Suppliers - Service providers - Regulatory authority - Reason for setting up an E – Business enterprise – Internet advertising – Models of internet advertising – <i>Weakness in internet advertising*</i> .	18
IV	Design and Development of website Introduction – Meaning of website – Advantages of website – Types of website – Life cycle approach for building a website – Principles of web designing – Criteria of web design – Design tips - Web development and maintenance- Static web page - Dynamic web page	18
V	E-Payment Introduction – Traditional payment system – Internet based payment system – Essential requirements of E-payment system – Credit card – Debit card – Smart	18

card – Electronic fund transfer (EFT) - Automated clearing house (ACH) – Digi cash – E-cash – E-cheque – E-wallet - E-Payment threats & protections

Note: Theory and Problems may be in the Ratio of 60% and 40% respectively.

Text Books:

1. Nidhi Dhawan, “Introduction to E-Commerce”, International Book House P. Ltd., 2012.
2. Bharat Bhasker, “Electronic Commerce”, Tata Mc Graw Hill Publishing Co Ltd, New Delhi 2006.

Reference Books:

1. Efraim Turban, Jae Lee & David King and H. Michael Chung, Electronic Commerce A Managerial Perspective, New Delhi: Prentice Hall, 2012.
2. Jeffrey F Rayport and Bernard J Jaworski, Introduction to e-Commerce, New Delhi: Tata McGraw Hill, 2007.
3. Ravi.Kalakota and Andrew B Whinston, Frontiers of Electronic Commerce, New Delhi: Pearson Education, 2009.
4. Elias M and Award, Electronic Commerce – From Vision to Fulfillment, New Delhi: Prentice Hall of India, 2009.
5. Robert C Elsenpeter, E Business A Beginner’s Guide, New Delhi: Tata McGraw Hill, 2009.

E-references:

1. https://onlinecourses.swayam2.ac.in/cec19_cm01/preview
2. https://onlinecourses.nptel.ac.in/noc19_mg54/preview
3. <https://www.my-mooc.com/en/mooc/ntuecom/>
4. <https://www.youtube.com/watch?v=OnqFpeAqr3M&list=PLbWX42QoZL5vhNjqfyzLgbvUezv72ocC>
5. <https://www.youtube.com/watch?v=wXH07xbtDUk>

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	S
CO2	S	S	S	S	S
CO3	S	M	S	M	S
CO4	S	M	M	S	M
CO5	M	M	S	S	M

S - Strong, M - Medium and L-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	19UEBM01	Course Title:	Batch:	2019
Total Hours:	90	Major Skill Based Paper : Development of Managerial Skills	Semester:	VI
			Credits:	4.5

Course Objective

The course aims

- To develop soft skills, interpersonal skills, social communication and business etiquettes among the students enabling them to communicate as effectively and efficiently.

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K2	CO1	Understand the concept of soft skills and Professional skills.
K4	CO2	Analyze the concept for career planning through presenting oneself in interviews and group discussions.
K1	CO3	Describe the importance of Communication through Electronic Channels.
K3	CO4	Develop the Body Language and Etiquettes to the students.
K5	CO5	Evaluate the importance of Communication for Career Advancement.

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS

Unit	Content	No. of Hours
I	<p>Soft Skills and Professional Skills</p> <p>Soft skills-Introduction – Importance of soft skills- kinds of Soft Skills-How to develop soft skills-Attributes regarded as soft skills-<i>Practicing soft skills</i>.</p> <p>Goal setting- meaning- importance- steps in goal setting.</p> <p>SWOT analysis-Benefits of SWOT analysis- using SWOT analysis grid.</p> <p>Reading Skills- Purpose of Reading; Types of Reading; Techniques for Effective Reading.</p> <p>Listening Skills- qualities for a good listener, types of listeners, and common barriers to the listening process.</p>	18
II	<p>Public Speaking</p> <p>Introduction to Public Speaking-characteristics of good public speaking Importance-Benefits public speaking techniques-Modes of Delivery in Public Speaking-Effective Public Speaking</p> <p>Preparing CV/Resume-Introduction-Difference among Bio-data, CV and Resume-Purpose of CV writing Types of resumes-CV writing tips-<i>CV/ Resume preparation</i>*- Do's and Dont's CV/ Resume preparation.</p>	18
III	<p>Communication through Electronic Channels</p> <p>E-mail-Meaning -Writing effective E-mails-Language of E-mails-Twelve golden rules for effective E-mails- Don't s of E-mails- Netiquette: Etiquettes for online communication-Forwarding E-mails-<i>E-mail attachments</i>*-Specimen E-mails.</p> <p>Video Conferencing- Meaning- Modes-Uses of Video Conferencing -Tips and Benefits of Video Conferencing.</p>	18

IV	Body Language and Etiquettes Introduction-Forms of Body Language-Parts of Body Language-Origin of body language-uses of body Language- Body Language in building interpersonal relations -Reasons to study body language-Types of Body language. Etiquettes -Meaning-Modern etiquettes – Benefits of etiquettes- Classification of etiquettes.	18
V	Communication for Career Advancement Group discussion (GD) - Objectives of Group Discussion- Importance- Types - Advantages and Limitations of Group discussions- Essentials for efficiency participate in GD – techniques to initiate a GD. Interview Skills: Introduction- Techniques- Do's and Don's in interview.	18

MOOC

https://onlinecourses.nptel.ac.in/noc20_hs43/preview

https://onlinecourses.swayam2.ac.in/cec20_ed20/preview

<* - *Self Study*>

Text Books:

1. Rajendrapal & Koralahalli J.S. : Essentials of Business Communication, Sulthan Chand & Sons.
2. Alex K. : Soft Skills – Know yourself and know the World S. Chand & Company Pvt. Ltd. 3rd Edition, 2014.

Reference Books:

1. Ramesh M.S. & Pattan Shetty : Effective Business English & Correspondence, RC Publications.
2. Balasubramanian, : Business Communication, Vikas Publishing House Pvt., Ltd.,

E-references:

1. [psydilab.univer.kharkov.ua › resources › ucheba](http://psydilab.univer.kharkov.ua/resources/ucheba)
2. [www.mapsofindia.com › education › group-discussion](http://www.mapsofindia.com/education/group-discussion)
3. [www.shiksha.com › MBA › All MBA articles](http://www.shiksha.com/MBA/All-MBA-articles)
4. [osou.ac.in › eresources › DIM-08-BLOCK-3](http://osou.ac.in/eresources/DIM-08-BLOCK-3)
5. [studentzone-ngasce.nmims.edu › content › Business...](http://studentzone-ngasce.nmims.edu/content/Business...)
6. [www.simplynotes.in › mbabba › business-communication](http://www.simplynotes.in/mbabba/business-communication)
7. [courses.lumenlearning.com › chapter › 13-5-rsum](http://courses.lumenlearning.com/chapter/13-5-rsum)

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	M	S
CO4	S	S	S	M	S
CO5	S	S	S	S	S

S-Strong, M-Medium and L-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	19UEBMP1	Course Title:	Batch:	2019
Total Hours:	15	Major Skill Based Practical	Semester:	VI
			Credits:	3.0

Course Objective

The course aims

- To gain Intrapersonal skill, Interpersonal skill and Self Motivation.
- To develop Leadership and Managerial Skill.
- To be able to deliver speech in public forum.
- To be hold confident in facing the Interview process.

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K 1 & K 3	CO1	Life based skill through understanding oneself and team as a whole.
K 2 & K 3	CO2	Develop problem solving skills and leadership skills.
K 2 & K 4	CO3	Follow basic and professional etiquettes in organization and public forum.
K 1 & K 4	CO4	Develop Marketing skill and Effective Public Speaking skill/8.
K 1, K 2 & K4	CO5	Understanding different Interview process and molding themselves for facing Interview.

K1 – Remember; **K2** – Understanding; **K3** – Apply; **K4** – Analyze; **K5** - Evaluate

SYLLABUS

Unit	Content	No. of Hours
I	EQ Intrapersonal skill-emotions understanding and handling them, learning and knowledge acquisition, self motivation. Interpersonal skill-importance of relationship, freedom of expression, introspection, team building.	03
II	Problem Solving and Leadership Problem Solving- analytical skills, innovative and creative thinking, lateral mindset, case analysis. Leadership-team adaptability and flexibility, level-headedness, influencing skills, role play on motivation, management games.	03
III	Etiquettes General etiquettes-email, message, grooming, posture, body language, table etiquettes, Business project etiquettes, preparation, product launch, presentation skill.	03
IV	Public Speaking EPS-content creation, introduction of content, time management, debate, welcome address, vote of thanks, speech modulation, JAM final speech	03
V	Interview Skill Sell oneself-resume writing, group discussion, self introduction, mock interview.	03

Text Books:

1. Personality Development and Soft Skills: Preparing for Tomorrow - Dr Shikha Kapoor I K International Publisher, February 2018.
2. Management Guide for Executives – Ram Chandra choudry, august 2020.

Reference Books:

1. Adair, John. Effective Communication. London: Pan Macmillan Ltd., 2003.
2. Ajmani, J. C. Good English: Getting it Right. New Delhi: Rupa Publications, 2012.
3. Amos, Julie-Ann. Handling Tough Job Interviews. Mumbai: Jaico Publishing, 2004.
4. Collins, Patrick. Speak with Power and Confidence. New York: Sterling, 2009.
5. Communication And Soft Skill Development, Rajesh J Oswal (Author), Rishikesh V Antre (Author), pragathi books.

E-references:

1. <https://skillindia.nsdindia.org/>
2. <https://managementhelp.org/freebusinessstraining/leadership.htm>
3. <https://www.mindtools.com/>
4. <https://publicwords.com/2012/06/21/ten-great-speaker-web-sites/>

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	M	S
CO2	M	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	M
CO5	S	S	S	S	S

S-Strong, M-Medium and L-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	19U6BM24	Course Title:	Batch:	2019
Total Hours:	-	Case Analysis	Semester:	VI
			Credits:	-

Cases and caselets from General Management and Functional Areas of Management.

Question Paper Pattern:

C.I.A: 30 Marks, E.O.S.: 70 Marks

Part – A (2 x 20 = 40)

Two small caselets (not exceeding 100 words)

Part – B (1 x 30 = 30)

One major Case (not exceeding 300 words)

Question Paper Pattern

(Common for Major, Allied, Allied Optional and Major Optional Papers)

For EOS Examinations: 70 Marks

The Question Paper is to be divided into THREE Sections.

Section-A Carries 15 Marks, Section-B Carries 25 Marks and Section-C Carries 30 Marks.

Section-A Contains 15 Multiple Choice Questions. (15 x 1 = 15 Marks)

Three Questions from each unit. (Q. No: 1 to 15)

Section-B Contains 5 Either or Choice Questions. (5 x 5 = 25)

Each Question carries 5 Marks. Both (a) and (b) from the same unit.

Q. No.: 16 (a) or (b) to 20(a) or (b)

Section-C Contains 5 Questions out of which, 3 Questions are to be answered. (3 x 10 = 30)

Each Question carries 10 Marks. One Question from each unit. Q. No.: 21 to 25

For CIA Examinations: 30 Marks

Section-A: 10 Multiple Choice Questions. (10 x 1 = 10)

Section-B: Two Questions out of Three. (2 x 5 = 10)

Section-C: One Question out of Two. (1 x 10 = 10)

Programme Code:	ALL U.G.	Programme Title:	Major Optional	
Course Code:	19UFBM01	Course Title:	Batch:	2019
Total Hours:	90	Retail Management	Semester:	V
			Credits:	4.0

Course Objective

The course aims

- To provide a comprehensive introduction to various aspects of retailing and the fundamental elements of retail Management.
- To develop in students' basic functional skills and knowledge in a variety of retail store scenarios.
- To enable the students to learn the basics of Customer Relationship Management.

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K1	CO1	Develop transferable skills among the students for managing retail operation efficiently.
K3	CO2	Knowing various issues associated with store operation, retail sales etc.
K4	CO3	Analyze the issues in Supply Chain Management.
K5	CO4	Examine the nature of service management, and distinguish between products and services.
K2	CO5	Understand the Customer Relationship Management.

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS		
Unit	Content	No. of Hours
I	Retailing Retailing – meaning and definition – characteristics and elements of retailing – importance of Retailing – functions of retailing – factors responsible for the growth of retailing in India – <i>current retailing scenario in India*</i> .	18
II	Retailers Retailers – meaning and definition – types of retailers – departmental stores – chain stores – mail order stores – hire purchase and instalments – co-operative stores – super markets – hyper markets – franchising.	18
III	Supply Chain Management Supply chain management – objectives – benefits – supply channels for retail products – role of manufacturers, intermediaries and wholesalers – retail logistics – meaning – functions.	18
IV	Service Management Service management in retailing – essentials for successful implementation of service management – dimensions of service quality – importance of control of quality – bench marking – meaning – types – service recovery – meaning – requisites of effective service recovery – <i>role of information technology in retailing*</i> .	18

V	Customer Relationship Management Customer relationship management – definition – objectives – scope – advantages – CRM process – <i>key requirements for CRM*</i> – customer acquisition – customer retention – importance – stages of retention.	18
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<* - Self Study>

Text Books:

1. Barry Berman and Joel R Evans – Retail Management – A strategic Approach, Prentice Hall of India, Tenth edition, 2006.
2. James R Ogden and Denise T Ogden – Integrated Retail Management, Biztantra, 2005.

Reference Books:

1. Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second edition. 2004.
2. Swapna Pradhan – Retailing Management: Text and Cases – Tata McGraw Hill Publishing Company Ltd., 2004.
3. Rahul V. Altekar - Supply Chain Management - Concepts and Cases, Prentice Hall of India, 2012.
4. Patrick M Dunne, Robert F. Lusch and David A. Griffith-Retailing,
5. Paul Green Berg-Customer Relationship Management -Tata McGraw Hill, 2002.

E-references:

1. https://onlinecourses.swayam2.ac.in/cec19_mg40/preview
2. <https://www.coursera.org/lecture/mafash/retail-management-yrF51>
3. https://onlinecourses.swayam2.ac.in/ugc19_hs51/preview
4. https://onlinecourses.nptel.ac.in/noc20_mg36/preview
5. https://onlinecourses.swayam2.ac.in/imb19_mg10/preview

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	M
CO2	M	S	S	M	S
CO3	S	M	M	S	M
CO4	S	S	S	M	S
CO5	S	M	S	M	S

S-Strong, M-Medium and L-Low