

2018
2018-19

KLE Society's
Lingaraj College, Belagavi
(Autonomous)
Department of BBA
B.B.A.: I Semester
Business Awareness –I
Course Code – BBA108
(w.e.f. 2016-17 and onwards)

Teaching hours per week	: 04	Maximum Marks	:100 Marks
Total Teaching hours	: 60	Semester End Examination:	70 Marks
		Internal Assessment	:30 Marks

Course Outcomes:

At the end of this course students will be able to -

- CO1. Develop an understanding about the current happenings in the field of business and economy.
- CO2. Develop business and industry awareness related to the world and their surroundings.
- CO3. Know about the brands present in India in major sectors.
- CO4. Understand the brand history of iconic global brands and also their working styles.
- CO5. Have an understanding of working of companies, handling of brand failures and success mantras.
- CO6. Built insights into the management of big businesses.

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	Business News and Analysis Major International, National News in Business and Economy during the period from 15 th July to 31 st October each year.	20 Hours
Unit II	Brands in India To know about Brands in India in the following Sectors: <ul style="list-style-type: none">● Branded Clothing● Automobiles● Media	20 Hours



	<ul style="list-style-type: none"> • Consumer Durables • FMCG 	
Unit III	<p>Iconic Global Brands</p> <p>Brand History, Major Milestones and Current Status of 10 Iconic Global Brands</p> <ul style="list-style-type: none"> • Walt Disney • Coca – Cola • Nike • Google • Cadbury • McDonalds • Harley Davidson • Sony • Levi's • Gillette 	20 Hours

Suggested Reading:

- One major National and Economic daily
- www.campaignindia.org,
- <http://presscouncil.nic.in>,
- <http://india.gov.in/>,
- www.ibnlive.com,
- www.afaqs.com ,
- www.indiatimes.com



Internal Assessment Allotment

Tests	: 15 Marks
Quiz/Assignments	: 05 Marks
News/Brand Presentation	: 05 Marks
Group Discussion	: 05 Marks

Blue Print for Question Paper

2 Marks	5 Marks		
Module 1	:	10	5
Module 2	:	5	3
Module 3	:	5	2

Part A

Answer any 15 out of 20 (15 X 2 = 30)

Part B

Answer any 8 out of 10 (8 X 5 = 40)




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KLE Society's
Lingaraj College, Belagavi
 (Autonomous)
 Department of BBA
B.B.A.: I Semester
Business Communication – I
Course code – BBA105
(w.e.f. 2016-17 and onwards)

Teaching hours per week	: 04	Maximum Marks	:100 Marks
Total Teaching hours	: 60	Semester End Examination	:70 Marks
		Internal Assessment	:30 Marks

Course Outcome:

At the end of this course students will be able to:

- CO1 Identify and Use various forms of oral communication skills such as Speech, Presentation, Group Discussion, Interview and Corporate Communication
- CO2 Adapt to the speech structures and develop the speech outline.
- CO3 Deliver the Speech and Presentation to audience without any anxiety.
- CO4 Illustrate the techniques of Employment Communication such as Resume Writing, Cover Letter writing and Interview Techniques.
- CO5 Understand and Use the Internal and External Corporate Communication Channels in the Digital World.

UNITS	SYLLABUS	HOURS
Unit I	Introduction <ul style="list-style-type: none"> Meaning and Definition, Functions of Communication Communication Networks, Communication Process Miscommunication, Effectiveness in Managerial Communication 	4 Hours
Unit II	Public Speaking and Group Discussion <ul style="list-style-type: none"> Public Speaking:- Developing Courage and Self Confidence, Self Confidence Through Preparation, Outlines for Speech, Improving Memory, Essential Elements in Successful Speaking, Secrets of Good Delivery, Platform Presence and Personality, Starting a Speech, Ending a Speech, making the Meaning Clear, Interest the Audience, Improve your Vocabulary. Group Discussion:- Introduction and Meaning of GD, Guidelines for GD, Role Function in GD, Types of GD, Role people play in GD, Critical success factors in a GD. Types of Speech:- Extempore, Debate, Prepared Speech. 	12 Hours
Unit III	Presentation Skills For Managers <ul style="list-style-type: none"> Preparing your content:- Before you Start your Research, Starting your Research, managing your Information, Converting your Research into Outline, Writing your Script. Designing of Presentation:- Converting the Content into Slide 	12 Hours



	<p>Preparation, The Three keys to setting up a great slide presentation- (Layout, Consistency, Color).</p> <ul style="list-style-type: none"> • Delivery of Presentation:- Butterflies, Setting Up, First Impression, Delivery (Body language, Movement, language), Presentation Technicalities. • Handling questions and Other Delivery issues 	
Unit IV	<p>Job Interviews and Resumes</p> <ul style="list-style-type: none"> • Parts of Resume Writing:- Section and Relevant Information, Tailoring the content of Resume for a job, Formatting your Resume (Layout and Distribution types), The Cover Letter (Importance, Details and Format) • Job Interviews: - Meaning of Job Interview, Types of Interview, General Preparation for an Interview, types of Interviewing Questions, and Important Non Verbal aspects of Interview. 	12 Hours
Unit V	<p>Employee Communication in Digital Age</p> <ul style="list-style-type: none"> • Introduction and Meaning • Various Media for Internal Communication (SNS, Intranet, YouTube, Goggle hangouts, Skype and webcasts) 	08 Hours
Unit VI	<p>Corporate Communication Channel</p> <ul style="list-style-type: none"> • Corporate Website • Facebook, Twitter, LinkedIn, YouTube Accounts • Corporate Blog 	12 Hours

TEXT BOOKS:

1. Business Communication - By Meenakshi Raman and Prakash Singh, OXFORD University Press
2. Presentation Skills For Managers - By Jennifer Rotondo and Mike Rotondo

REFERENCE BOOKS:

1. Business Communication - By P.D. Chaturvedi, Mukesh Chaturvedi, Pearson publication
2. How to Develop Self-Confidence And Influence People - by Dale Carnegie, Pocket Books Publication



Internal assessment allotment

Tests	: 15 Marks
Public Speaking & Presentation	: 10 Marks
Resume Writing	: 05 Marks

Blue print for Question Paper

	2 Marks	5 Marks
Module 1:	2	1
Module 2:	5	3
Module 3:	4	1
Module 4:	4	2
Module 5:	5	3

Answer any 15 out of 20	Part A	(15 X 2 = 30)
Answer any 8 out of 10	Part B	(8 X 5 = 40)



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KLE Society's
Lingaraj College, Belagavi
(Autonomous)
Department of BBA
B.B.A. : I Semester
CORPORATE INDIA – I
Course code – BBA101

(w.e.f. 2016-17 and onwards)

Teaching hours per week	: 04	Maximum Marks	: 100 Marks
Total Teaching hours	: 60	Semester End Examination	: 70 Marks
		Internal Assessment	: 30 Marks

Course Outcome:

At the end of this course students will be able to -

- CO1 Know the life and times (failure and success stories) of Indian business legends whose out of the box ideas have turned out to be a game changing contribution.
- CO2 Understand the personality traits and management styles of the first-generation entrepreneurs.
- CO3 Know the journey of Indian Pioneering Companies.
- CO4 Understand what made these Indian business organizations to make many India's firsts, and thus students will develop their opportunity recognition ability to start a venture.
- CO5 Understand the business strategies of the major subsidiaries of the conglomerates that own successful global brands.
- CO6 Get a sense of consciousness about how the business organizations can make a difference and huge impact to the society by learning about the corporate social responsibility and philanthropy.
- CO7 Study the current issues faced and the achievements made, by the respective companies.

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	INDIAN BUSINESS PERSONALITIES: <ol style="list-style-type: none"> 1. Dhirubhai Ambani 2. Verghese Kurien 3. Karsanbhai Patel 4. Kasturbhai Lalbhai 5. JRD Tata 	36 Hours



	6. GD Birla 7. Walchand Hirachand 8. M.S.Oberoi 9. Brij Mohan Munjal 10. Ritu Kumar 11. Subhash Chandra 12. Sunil Mittal	
Unit II	INDIAN COMPANIES : 1. AMUL 2. NIRMA 3. DABUR 4. MRF 5. TAJ GROUP 6. TATA MOTORS 7. TITAN 8. ITC 9. BHARTI AIRTEL 10. ZEE 11. BAJAJ AUTO 12. HERO MOTOCORP	24 Hours

TEXT BOOKS:

1. Business Legends : By Gita Piramal, Penguin Books, India
2. Business Maharajas : By Gita Piramal, Penguin Books, India

REFERENCE BOOKS:

1. Beyond the Last Blue Mountain : By R.M. Lala, Penguin Books, India
2. Dare to Dream : By Bachi Karkaria, Penguin Books, India
3. Business Gurus Speak : By S.N. Chary, Macmilan India Ltd
4. Life & Times of Dhirubhai Ambani: Pentagon Paperbacks
5. Websites of the Companies


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Department of BBA

B.B.A. I Semester

Financial Accounting

Course code – BBA106

(w.e.f. 2016-17 and onwards)

Teaching hours per week : 04

Total Teaching hours : 60

Maximum Marks : 100 Marks

Semester End Examination : 70 Marks

Internal Assessment : 30 Marks

Course Outcome:

At the end of this course students will be able to -

CO1 To study the meaning and importance of the basic aspects of accounting & principle and practices to record business transactions.

CO2 To understand and study the actual process of recording business transactions in journals & posting them to Ledger.

CO3 Studying of special journals & to study the process of preparing BRS.

CO4 To study the importance of financial statements and to ascertain the financial results of company & interpretation there on.

CO5 To know about partnership accounts & to study about financial statements of joint stock companies

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	Introduction: Evolution of Accounting, Definition of Accounting, Scope and Functions of Accounting, Users of Accounting Information, Accounting Terms, Accounting Concepts, Accounting Conventions, Accounting Standards	6 Hrs.
Unit II	The Process of Accounting: Account Debit and Credit, The Journal, The Ledger and The Trial Balance	10 Hrs.
Unit III	Subsidiary Books: Purchase Book, Purchase Returns Book, SalesBook, Sales Returns Book (Only Theory), Cash Book, With Single Column,	10 Hrs.



	Double Column and Three Column (Problems only on Three columnar cash book). Bank Reconciliation Statement Depreciation- Fixed Percentage Method and Reducing Balance Method	
Unit IV	Final Accounts: Trading Account, Profit and Loss Account and Balance Sheet, With Adjustments.	10 Hrs.
Unit V	Introduction to Partnership Accounts: Partners' Accounts, Capital accounts – Fixed and Fluctuating method, Profit and Loss Appropriation Account	8 Hrs.
Unit VI	Company Accounts: Share Capital, Types of Shares, Methods of issuing Shares, Call- on Shares, Forfeiture of Shares, re-issue of Shares. Final accounts of companies.	10 Hrs.

TEXT BOOKS:

1. Accountancy By M.B.Kadakol-Renuka Prakashana
2. Accountancy By B.S.Raman United publishers, Mangalore

REFERENCE BOOKS:

1. Accounting For Management-M.N. Arora
2. Advanced Accountancy-Jain & Narang
3. Advanced Accountancy -S.N Maheshwari

Internal Assessment Allotment

Tests	: 15Marks
Assignment	: 15 Marks

Blue Print for Question Paper

2 Marks 5 Marks

Module 1	:	31	
Module 2	:	3	2
Module 3	:	4 2	
Module 4	:	4 2	
Module 5	:	31	
Module 6	:	3 2	



Part A

Answer any 15 out of 20

(15 X 2 = 30)

Part B

Answer any 8 out of 10(8 X 5= 40)



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KLE Society's
Lingaraj College, Belagavi
(Autonomous)
Department of BBA
B.B.A. : I Semester
Introduction to Management
Course code – BBA103
(w.e.f. 2016-17 and onwards)

Teaching hours per week : 04
 Total Teaching hours : 60

Maximum Marks : 100 Marks
 Semester End Examination : 70 Marks
 Internal Assessment : 30 Marks

Course Outcome:

At the end of this course students will be able to -

- CO1 Describe significance of Management and Managers in Business, the functions, roles and skills of Manager. Compare and contrast the various Management theories and approaches and understand the implication of these to today's world.
- CO2 Understand and Apply the Decision-Making process, conditions, types and techniques.
- CO3 Discuss the nature of Planning, types and process of Planning. Apply Planning Techniques to real life situations.
- CO4 Describe key elements of organizational design, traditional and adaptive organizational designs and structures. Distinguish the concepts of authority and responsibility, centralization and decentralization, Chain of command and Span of control.
- CO5 Compare, Understand and Apply early theories and contemporary theories of motivation. Describe and Display leadership styles appropriate to the situation. Describe and Apply effective Managerial Control.

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	<p>Introduction</p> <ul style="list-style-type: none"> • Meaning – Manager, Management, • Management Functions, Managerial Roles, Management Skills, Levels of Management • Management History – How today's managers use <ul style="list-style-type: none"> ○ Early Management Thought ○ Classical Approach – Scientific Management, Administrative Theory, Bureaucracy 	10 Hours



	<ul style="list-style-type: none"> ○ Behavioural Approach – Hawthorne Studies ○ Quantitative Approach – Management Science – TQM ○ Contemporary Approaches – Systems Approach, Contingency Approach 	
Unit II	Decision Making <ul style="list-style-type: none"> • Decision Making Process • Managers Making Decisions • Types of Decisions and Decision-Making Conditions • Decision Making Styles 	08 Hours
Unit III	Planning <ul style="list-style-type: none"> • Foundations of Planning – Meaning and Reasons <ul style="list-style-type: none"> ○ Goals and Plans ○ Setting Goals and Developing plans • Planning Tools and Techniques <ul style="list-style-type: none"> ○ Techniques for assessing the environment ○ Techniques for allocating resources ○ Contemporary planning techniques 	12 Hours
Unit IV	Organizing <ul style="list-style-type: none"> • Basic Organizational Design • Designing Organizational Structure • Contingency Factors affecting structural choice • Traditional Organizational Designs • Adaptive Organizational Designs <ul style="list-style-type: none"> ○ Contemporary Organizational Designs ○ Organizing for Collaboration ○ Flexible Work Arrangements 	15 Hours
Unit V	Directing & Controlling <ul style="list-style-type: none"> • Motivating Employees <ul style="list-style-type: none"> ○ Meaning and Early Theories ○ Contemporary Theories of Motivation ○ Current Issues in Motivation • Managers as Leaders <ul style="list-style-type: none"> ○ Who are Leaders and What is Leadership ○ Early Theories of Leadership ○ Leadership issues in the Twenty First Century • Controlling- What is Controlling and Why it is important? • Control Process • Controlling for Organizational Performance 	15 Hours

TEXT BOOKS:

1. Management - By Stephen Robbins and Mary Coulter, Pearson Publication
2. Principles and Practice of Management - By L M Prasad, Himalaya Publications

REFERENCE BOOKS:

1. Essentials of Management - By Koontz O'Donnell, Tata McGraw Hill Publications
2. Principles of Management - By P C Tripathi and P N Reddy, Tata McGraw Hill



3. Principles and Practice of management - By V S P Rao and P S Narayan, Konark Publications

Internal assessment allotment

Tests : 15 Marks
Project & Presentation : 10 Marks
Quiz : 05 Marks

Blue print for Question Paper

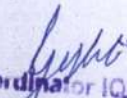
	2 Marks	5 Marks
Module 1:	4	2
Module 2:	2	1
Module 3:	4	2
Module 4:	5	3
Module 5:	5	2

Part A

Answer any 15 out of 20 (15 X 2 = 30)

Part B

Answer any 8 out of 10 (8 X 5 = 40)


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COMMUNITY AND
LIVING SERVICES
DEPT.

KLE Society's
Lingaraj College, Belagavi
(Autonomous)

Department of BBA

B.B.A. : I Semester

Personality Development and Life Skills – I

Course code –BBA110

(w.e.f. 2016-17 and onwards)

Teaching hours per week : 04

Maximum Marks : 100 Marks

Total Teaching hours : 60

Semester End Examination: 70 Marks

Internal Assessment : 30 Marks

Course Outcome:

At the end of this course students will be able to -

CO1 Summarize the concept of Personality, Understand the self-analysis of strengths and weaknesses, opportunities and threats. Develop Personal Profile.

CO2 Set personal goals and implement them; Apply Time management techniques to their real life situations

CO3 Understand the different Personality Traits to inculcate by watching relevant movies.

CO4 Explain and Demonstrate the Personality Traits such as Drive, Passion, Integrity, Perseverance, etc.at relevant situations.

CO5 Understand and Apply life lessons learnt by studying relevant books.

CO6 Understand and Apply Stress Management and Crisis Management Techniques to their life

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	Introduction to Personality and working towards developing it <ul style="list-style-type: none">• Definition and basics of personality.• SWOT Analysis - Analyzing strength and Weakness, Identifying Opportunities and Threats.• Personal profile: Meaning, constituents and Development of personal profile.	12 Hours
Unit II	Decision Making Goal setting and Time Management <ul style="list-style-type: none">• Goal Setting: Techniques of Goal Setting, Setting Short term	08 Hours



	<p>and Long term goals & Regular review to attain goals</p> <ul style="list-style-type: none"> • Time Management: Importance and benefits of time management, Tools in Time Management: Activity Log, To – DO-List, Urgent Important Matrix, Prioritization, scheduling – Pickle jar theory and 80:20 principle 	
Unit III	<p>Successful Personality Traits through Books</p> <ul style="list-style-type: none"> • Who Moved my Cheese? By Dr Spencer Johnson • The Seven Habits Of Highly Effective People by Stephen Covey • Switch by Dan Heath and Chip Heath • Peaks and Valley by Spencer Johnson • One Minute Manager by Ken Blanchard 	20 Hours
Unit IV	<p>Successful Personality Traits through Movies</p> <ul style="list-style-type: none"> • Pursuits of Happiness • The Ron Clark Story • Cast Away • Life is Beautiful • Forrest Gump 	10 Hours
Unit V	<ul style="list-style-type: none"> • Stress Management: Causes of Stress, Positive and Negative Stress, Impact of stress, Stress Management Techniques • Crisis Management: Introduction and Meaning of Crisis and Crisis Management, Types of Crisis, How to deal with Crisis situation 	10 Hours

Reference Books:

1. Who Moved my Cheese? By Dr Spencer Johnson
2. The Seven Habits Of Highly Effective People by Stephen Covey
3. Switch by Dan Heath and Chip Heath
4. Peaks and Valley by Spencer Johnson
5. One Minute Manager by Ken Blanchard

Movies:

6. Pursuits of Happiness
7. The Ron Clark Story



8. Cast Away
9. Life is Beautiful
10. Forrest Gump

Blue print for Question Paper

	2 Marks	5 Marks
Module 1:	2	1
Module 2:	10	5
Module 3:	2	1
Module 4:	4	2
Module 5:	2	1

Part A

Answer any 15 questions out of 20 two marks questions (15 X 2=30)

Part B

Answer any 8 questions out of 10 two marks questions (8 X 5=40)

Note: All five marks questions will be application questions.



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KLE Society's
Lingaraj College, Belagavi
(Autonomous)
Department of BBA
B.B.A. : II Semester
Business Awareness – II
Course Code – BBA208
(w.e.f. 2016-17 and onwards)

Teaching hours per week : 04
 Total Teaching hours : 60

Maximum Marks : 100 Marks
 Semester End Examination : 70 Marks
 Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

- CO1 Develop an understanding about the current happenings in the Field of Business and Economy.
 CO2 Develop Business and Industry Awareness related to the world and their surroundings.
 CO3 Know about the Brands present in India in Major Sectors chosen.
 CO4 Understand the Brand History of Iconic Global Brands and also their working styles.
 CO5 Have an understanding of working of companies, handling of brand failures and success mantras.
 CO6 Built insights into the Management of Big Businesses.

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	Business News and Analysis Major International, National News in Business and Economy during the period from 1 st January to 30 th March each year.	20 Hours
Unit II	Brands in India To know about Brands in India in the following Sectors: <ul style="list-style-type: none"> ● Retailing ● Banking & Insurance ● Hotel ● Airlines 	20 Hours



	<ul style="list-style-type: none"> • Cellular Services • Entertainment 	
Unit III	<p>Iconic Global Brands</p> <p>Brand History, Major Milestones and Current Status of 10 Iconic Global Brands</p> <ul style="list-style-type: none"> • Apple • Pepsi • Adidas • Facebook • Microsoft • Mercedes • Starbucks • FedEx • Walmart • Amazon 	20 Hours

Suggested Reading:

- One major National and Economic daily
- www.campaignindia.org, <http://india.gov.in/>,
www.rbi.org.in, <http://www.sebi.gov.in>, <http://www.irda.gov.in>, <http://www.trai.gov.in>,
www.ibnlive.com, www.afaqs.com , www.indiatimes.com

Internal assessment allotment

Tests	: 15 Marks
Quiz/Assignments	: 05 Marks
News/Brand Presentation	: 05 Marks
Group Discussion	: 05 Marks

Blue Print for Question Paper

2 Marks		5 Marks	
Module1	:	10	5
Module 2	:	5	3



Module 3 :

5

2

Part A

Answer any 15 out of 20(15 X 2 = 30)

Part B

Answer any 8 out of 10(8 X 5= 40)



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KLE Society's
Lingaraj College, Belagavi
(Autonomous)
Department of BBA
B.B.A.: II Semester
BUSINESS COMMUNICATION II
Course Code – BBA205
(w.e.f. 2016-19 and onwards)

Teaching hours per week : 04
Total Teaching hours : 54

Maximum Marks : 100 Marks
Semester End Examination: 70 Marks
Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

- CO1 To distinguish among various levels of Organizational Communications and communication barriers while developing an understanding of Communication as a process in an organization.
- CO2 To draft effective business correspondence with brevity and clarity. To stimulate their Critical thinking by designing and developing clean and lucid writing skills.
- CO3 Identify key reference documents to help guide the structure and style of your report or proposal.
1. Describe the connection between proposals and reports
 2. Plan and organize a report or proposal by clearly stating your purpose as the writer, assessing the reader's identity and needs, and formulating the main message of your document.
 3. Develop an outline that arranges your main ideas in support of your purpose and main message;
- CO4 Students will be able to make use of various new advanced technologies for making Business related Communication.
- CO5 Students will be Effectively and efficiently run a meeting (executive, general, committee, one on one)
1. Take appropriate actions/complete needed tasks before, during, and after meetings

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	Business Messages Determining the Purpose of Your Message: Inform, Persuade	9 Hours



	<p>&Good Will</p> <ul style="list-style-type: none"> • Routine and Positive Messages in the Workplace • Negative Messages in the Workplace • Persuasive Messages in the Workplace 	
Unit II	<p>Business Writing Skills</p> <ul style="list-style-type: none"> • Seven C's of Effective Writing • Selecting the Best Words for Your Message • Using Nondiscriminatory Language in Business Communication • Using Active Verbs and Active Voice in Business Communication • Writing Effective Sentences for Business Communication • Crafting Strong and Coherent Paragraphs in Business Communication • Structuring and Organizing Your Message • Visual Design of Your Message: Consistency, Balance, Restraint & Detail • How to Write a Letter of Recommendation • How to Write a Business Thank You Letter 	9 Hours
Unit III	<p>Business Reports and Proposals</p> <ul style="list-style-type: none"> • Proofreading Your Message for Spelling, Grammar, Accuracy & Clarity • Revising Your Message for Errors, Conciseness & Readability • Informational and Analytical Reports: Definition and Uses • The Planning Processes for Informational and Analytical Reports • Executive Summaries in Business Reports and Proposals • Collaborative Wikis: Use, Advantages and Challenges 	11 Hours
Unit IV	<p>IT Enabled Communication</p> <p>Importance of Using Communication Technology</p> <ul style="list-style-type: none"> • Using Electronic Channels of Communication 	7 Hours



	<ul style="list-style-type: none"> • Writing Effective E-mails in the Workplace: Formality, Content, Language and Format • Search engine (Presentations) 	
<p style="text-align: center;">Unit V</p>	<p>Corporate Meetings</p> <ul style="list-style-type: none"> • Guidelines for using instant and text messages in workplace • Elements of Successful Meetings <ul style="list-style-type: none"> ○ Types of Business Meetings – Formal and Informal Meetings ○ Preparing, Conducting and Contributing to Productive Meetings ○ Virtual Meetings (Conference Call, Video Conferencing) ○ Technologies for group communication and collaboration ○ Elements of Effective Communication in Workplace • Leading Productive Meetings <ul style="list-style-type: none"> ○ Creating a Practical Meeting Agenda ○ How to run a purposeful meeting ○ Writing the Minutes of Meeting ○ Audience Centered Communication ○ Facilitation Techniques for Leading an Effective Meeting ○ Using PowerPoint Effectively in Business Meetings • Statutory Meetings as per Companies Act • Memo writing • Presentations • Practical (Lab) 	<p style="text-align: center;">18 Hours</p>

TEXT BOOKS:

- 1) Business Communication
By Rai and Rai, Himalaya Publications



2) Business Communication

By P.D. Chaturvedi, Mukesh Chaturvedi, Pearson publication

REFERENCE BOOKS:

3) Business Communication

By Meenakshi Raman and Prakash Singh, OXFORD University Press

Internal assessment allotment

Tests	: 15 Marks
Public Speaking & Presentation	: 10 Marks
Resume Writing	: 05 Marks

Blue print for Question Paper

	2 Marks	5 Marks
Module 1:	2	1
Module 2:	5	3
Module 3:	5	2
Module 4:	3	2
Module 5:	5	2

Part A

Answer any 15 out of 20 (15 X 2 = 30)

Part B

Answer any 8 out of 10 (8 X 5 = 40)



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Department of BBA
B.B.A. :II Semester
CORPORATE INDIA –II
Course Code – BBA201
(w.e.f. 2016-17 and onwards)

Teaching hours per week : 04
Total Teaching hours : 60

Maximum Marks : 100 Marks
Semester End Examination: 70 Marks
Internal Assessment : 30 Marks

Course Outcome:

At the end of this course students will be able to -

- CO1 Know the life and times (failure and success stories) of Indian business legends whose out of the box ideas have turned out to be the game changing contributions.
- CO2 Understand the personality traits and management styles of the second-generation entrepreneurs. Compare and contrast these with the first-generation entrepreneurs.
- CO3 Know the journey/milestones of Indian Pioneering Companies.
- CO4 How the business organizations have adapted themselves for the changing business environment.
- CO5 Get a sense of consciousness about how the business organizations can make a difference and huge impact to the society by learning about the corporate social responsibility and philanthropy.
- CO6 Study the current issues faced by and the achievements made by the respective companies.

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	INDIAN BUSINESS LEADERS 1. Mukesh Ambani 2. Ratan Tata 3. Kishore Biyani 4. Kiran Mazumdar Shaw 5. Azim Premji	36Hours



	6. K.V.Kamath 7. Indira Nooyi 8. Anand Mahindra 9. N.R. Narayan Murthy 10. Shehnaz Hussain. 11. Ekta Kapoor 12. Ronnie Screwvala.	
Unit II	INDIAN PIONEERING COMPANIES 13. RAYMONDS 14. PARLE 15. TOI 16. TVS 17. BOMBAY DYING 18. SBI 19. ICICI 20. MARUTI 21. L&T 22. BRITANNIA 23. WIPRO 24. GODREJ & BOYCE	24Hours

TEXT BOOKS:

1. Business Gurus Speak:By S.N. Chary, Macmillan India Ltd
2. Life & Times of N.R. Narayan Murthy: Pentagon Paperbacks

REFERENCE BOOKS:

3. Life & Times of Azim Premji:Pentagon Paperbacks
4. Life & Times of Ratan Tata: Pentagon Paperbacks
5. It happened in India: By Kishore Biyani
6. Websitesofthe Companies

Internal assessment allotment

Tests

: 15 Marks



Projects	:	05 Marks
Presentation	:	05 Marks
Quiz	:	05 Marks

Blue print for Question Paper

	2 Marks	5 Marks
Module I:	-	10
Module II:	20	-

Part A

Answer 15 questions out of 20 two mark questions. On each company there can be maximum 2 questions. (15 X 2 = 30)

Part B

Answer 8 questions out of 10 five mark questions (8 X 5 = 40)

Note: Five mark questions will be only on Business Personalities.



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Department of BBA

B.B.A. : II Semester

Managerial Economics

Course Code – BBA206

(w.e.f. 2016-17 and onwards)

Teaching hours per week : 04

Total Teaching hours : 60

Maximum Marks : 100 Marks

Semester End Examination : 70 Marks

Internal Assessment : 30 Marks

Course Outcome:

At the end of this course students will be able to -

CO1 Understand the roles of managers in firms

CO2 Understand the internal and external decisions to be made by managers - Apply the concepts of price, cross and income elasticity.

CO3 Analyze the demand and supply conditions and assess the position of a company

CO4 Understanding and estimating production function. Compare and contrast four basic market types. Meaning and price-output decisions of perfectly competitive firm, both in short and long-run.

CO5 Understanding cost function and the difference between short-run and long-run cost

CO6 To understand different types of profits and Managerial Analysis of breakeven analysis & its implications on the business.

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	Introduction to Managerial Economics & Demand Analysis: Meaning, Chief characteristics, Scope and Role of a Managerial economist. Demand- Meaning, Determinants of Demand. Law of Demand and Exceptions to law of Demand.	8 Hours
Unit II	Elasticity of Demand and Demand Forecasting : Price Elasticity – Meaning, Types, Measurement of Price Elasticity of Demand, and Determinants of Price Elasticity Demand. Income Elasticity – Meaning and Types. Cross Elasticity of Demand. Objectives and Methods of Demand Forecasting Case Analysis	8 Hours



Unit III	Supply and Production decisions: Supply - Law of supply, Elasticity of Supply and Determinants of Supply. Economies of Scale – Internal and External Economies of scale, Diseconomies of scale - The concept of learning curve	10 Hours
Unit IV	Cost of Production and Managerial Decisions: Types of Costs, Short run and Long run Cost curves, Revenue curves. Average Revenue & Marginal Revenue Analysis.	10 Hours
Unit V	Pricing: Perfect Competition - Features and Price determination, Monopoly – Meaning – Features - Price determination and Price Discrimination. Monopolistic Competition – Meaning, Features and Price Determination. Oligopoly – Meaning, Features Pricing practices and strategies Cost oriented Pricing- Cost plus Pricing, Marginal Cost pricing, Rate of return pricing. Competition oriented Pricing - Loss leaders, price leadership, Customary. Pricing, Imitative Pricing	14 Hours
Unit VI	Profit: Meaning and Nature of Profit. Accounting Profit and Economic Profit Break even Analysis – Meaning, BEP, Break even chart, Methods of determining BEP and Problems. Managerial uses of Break even Analysis	10 Hours

TEXT BOOKS:

I. Managerial Economics

- By A.B.N. Kulkarni & A.B. Kalkundrikar, R. Chand & Co

REFERENCE BOOKS:

1. Managerial Economics – Analysis, Problems and Cases

By P.L. Mehta, Sultan Chand & Sons

2. Managerial Economics

By R.L. Varshney & K.L. Maheshwari, Sultan Chand & Sons

Internal assessment allotment

Tests : 20 Marks

Projects : 10 Marks



Blue print for Question Paper

	2 Marks	5 Marks
Module 1:	3	2
Module 2:	4	2
Module 3:	2	1
Module 4:	2	1
Module 5:	5	3
Module 6:	2	1

Part A

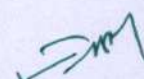
Answer any 15 out of 18 (15 X 2 = 30)

Part B

Answer any 8 out of 10 (8 X 5 = 40)




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Department of BBA

B.B.A. : II Semester

Organizational Behaviour

Course Code – BBA202

(w.e.f. 2016-17 and onwards)

Teaching hours per week : 04

Maximum Marks : 100 Marks

Total Teaching hours : 60

Semester End Examination : 70 Marks

Internal Assessment : 30 Marks

Course Outcome:

At the end of this course students will be able to:

CO1 Summarize the concept of Definition, Scope, Contributing disciplines to the field of OB.

CO2 Understand Components of Individual Behaviour.

CO3 Understand the concept and application of Motivation, Rewarding employees and Employee Recognition programs.

CO4 Explain and Demonstrate Components of Group Behaviour.

CO5 Understand and Apply Organisational Designs and Employee Behaviour.

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	Introduction and Foundations of Individual Behaviour <ul style="list-style-type: none"> • Definition, Scope, Contributing disciplines to the field of OB • Challenges of OB in the new millennium • Diversity of Workforce, Ability, Biographical Characteristics and Learning 	6 Hours
Unit II	Components of Individual Behaviour <ul style="list-style-type: none"> • Attitudes – Meaning and Components of Attitudes • Job Satisfaction – Meaning, Measuring Job Satisfaction and its effect on Employee performance • Personality – Meaning, personality determinants, • Measuring personality through Myer – Briggs type indicator and Big 5 Model, Personality traits and major personality • Traits Influencing OB (Locus of Control, Machiavellianism, Self Monitoring, Type A and Type B personality etc) 	20 Hours



	<ul style="list-style-type: none"> • Values – Meaning and types of values, Hofstede Framework of Values • Basic Emotions and Moods: Positive and Negative Affect • The Function of Emotions • Sources of Emotions and Moods • Perception- Meaning, Factors influencing Perception, • Person perception, relationship between perception and Decision making. • How should decisions be made? And how are decisions made? 	
Unit III	Applications of Motivation <ul style="list-style-type: none"> • Motivation by change in work environment, • Employee Involvement Programmes • Rewarding employees • Employee Recognition programs 	6 Hours
Unit IV	Components of Group Behaviour <ul style="list-style-type: none"> • Meaning and Classifying Groups • Group Development (Five stage and Punctuated Equilibrium model) • Group Properties and Group Decision Making • Difference between Groups and Teams • Types of teams • Creating effective teams, Turning Individuals into team players • Power – meaning, bases, power tactics • Organisational Politics – Causes and Consequences • Conflict – Meaning, Thought and Conflict Process • Negotiation – Meaning, Types and Negotiation Process 	20 Hours
Unit V	Organisational Culture <ul style="list-style-type: none"> • Organisational Designs and Employee Behaviour • Organisational Culture - Meaning, definition • What do Cultures do? • Creating and sustaining culture • How do employees learn organizational culture 	8 Hours



Suggested Reading:

1) Organization Behaviour

By Stephen Robbins and Timothy Judge, Prentice Hall of India

2) Organization Behaviour By Ashwathappa, Himalaya Publications

Reference Book:

1) Organization Behaviour By Fred Luthans

Internal assessment allotment

Tests : 15 Marks

Quiz : 05 Marks

Projects & Role Plays : 10 Marks

Blue print for Question Paper

2 Marks

5 Marks

Module 1:	2	1
Module 2:	6	4
Module 3:	2	1
Module 4:	7	3
Module 5:	3	1

Part A

Answer any 15 out of 20 (15 X 2 = 30)

Part B

Answer any 8 out of 10 (8 X 5 = 40)



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Department of BBA
B.B.A. : II Semester
Quantitative Techniques
Course Code – BBA203
(w.e.f. 2016-17 and onwards)

Teaching hours per week : 04
Total Teaching hours : 54

Maximum Marks : 100 Marks
Semester End Examination : 70 Marks
Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

- CO1 Understand relevance & need of quantitative methods for making business decisions
- CO2 Be able to read and interpret statistical information
- CO3 Understand data and draw inference from data
- CO4 Solve a range of problems using the techniques covered
- CO5 Discuss critically the uses and limitations of statistical analysis

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	<p>Data Collection</p> <p>Introduction to Statistics, Scope of Statistics in Business and Industry.</p> <ul style="list-style-type: none"> • Primary Data – Meaning, Comparison to Secondary Data and Data Collection Methods. • Sampling – Meaning and comparison with census. • Questionnaire Design – Meaning, Characteristics of good Questionnaire and Drafting of simple Questionnaire. • Secondary Data – Sources 	08 Hours
Unit II	<p>Classification, Tabulation and Presentation</p> <p>Classification – Meaning, Types, Terms in classification.</p> <ul style="list-style-type: none"> • (Variable, Discrete, Continuous, Frequency, Class Interval Class Size, • Lower limit, Upper limit, Inclusive and Exclusive Classes and 	10 Hours



	<p>Correction Factor)</p> <ul style="list-style-type: none"> • Tabulation – Parts of a Table, Drawing Blank Tables and Problems on Tabulation. • Diagrammatic and Graphic Representation: <ul style="list-style-type: none"> • Meaning, Benefits of Diagrams and Graphs, Histogram, Bar Diagram, Frequency Polygon, Frequency Curve, Cumulative Frequency Curve/Ogive (Both “Less than”, “More than”) and Problems on Histogram, Bar Diagram and Ogives. 	
Unit III	<p>Measures of Central Tendency</p> <p>Meaning & Characteristics of an ideal measure of Central tendency.</p> <ul style="list-style-type: none"> • Mean: Meaning, Calculation of mean for ungrouped, discrete and Continuous data. Combined mean, Weighted mean. Merits and Demerits. • Median: Meaning, Calculation of median for ungrouped, discrete and continuous data. Determination of median graphically. Merits & Demerits. • Partition Values (Quartiles, Deciles and Percentiles): Meaning, Calculation of median for ungrouped, discrete and continuous data. • Mode: Meaning, Calculation of mode for ungrouped, discrete and continuous data. Determination of mode graphically. Merits & Demerits. 	12 Hours
Unit IV	<p>Measures of Dispersion and Skewness</p> <ul style="list-style-type: none"> • Range and Quartile deviation: Meaning, Calculation, Merits & Demerits. • Mean Deviation: Meaning, Calculation, Merits & Demerits. • Standard Deviation: Meaning, Calculations, Merits & Demerits. • CV (Coefficient of Variation): Meaning, Calculation and relation to consistency. • Skewness: Meaning, Measures (Absolute and relative) of Skewness. Karl Pearson’s and Bowley’s Coefficient of Skewness. 	12 Hours
Unit V	Index Numbers	06 Hours



	<p>Meaning, Uses and Steps involved in constructing an Index Number.</p> <ul style="list-style-type: none"> • Cost of Living / Consumer Price Index Number: Meaning, Uses and steps involved in construction. Problems. • Types of Index Numbers: Price, Quantity and Value Index Numbers. • Laspeyre's, Paasche's and Fisher's Index Numbers. Problems. 	
Unit VI	<p>Time Series Analysis</p> <p>Meaning, Different Components, Determination of trend by different Methods: Graphical, Moving Average and Least square methods. Problems, Merits & Demerits</p>	06 Hours

Suggested Reading:

1) Business Statistics

By S.C. Gupta and Indra Gupta, Himalaya Publishing House.

Internal assessment allotment

Tests : 15 Marks

Assignments : 15 Marks



Blue Print of Question Paper

	2 Marks	5 Marks
Module I	3	1
Module II	4	1
Module III	4	3
Module IV	3	3
Module V	3	1
Module VI	3	1

Part A

Answer any 15 out of 20 (15X 2 = 30)

Part B

Answer any 8 out of 10 (8 X 5 = 40)

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Department of BBA : III Semester
Financial Management – I
Course code – BBA302
(w.e.f. 2017-18 and onwards)

Teaching hours per week : 04
 Total Teaching hours : 54

Maximum Marks : 100 Marks
 Semester End Examination: 70 Marks
 Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

CO 1: Explain time value, risk, and return concepts, loan amortization & Rule of 72.

CO 2: Interpret the Capital budgeting techniques & demonstrate application of NPV, IRR, AAR, PI etc

CO 3: Apply techniques for estimating the cost of capital and understand sources of finance for long term and short term.

CO 4: Understand & interpret capital structure & firm value.

CO 5: Understand dividend policy, financial leverage & its impact on firm.

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	Introduction to Financial Management <ul style="list-style-type: none"> ▪ Introduction and Scope of Financial Management ▪ Objectives of Financial Management ▪ Time Value of Money – Meaning, Rationale, Future Value & Present Value ▪ Relationship between Risk & Return ▪ Loan Amortization & Rule of 72 	10 Hours
Unit II	Basics of Capital budgeting <ul style="list-style-type: none"> ▪ Capital Budgeting Process ▪ Costs and Benefits – Basic Principles and Illustrations ▪ Net present Value (NPV), Benefit - Cost Ratio, Internal Rate of Return (IRR), Pay Back Period and Accounting Rate of Return (ARR) 	14Hours
Unit III	Cost of Capital <ul style="list-style-type: none"> ▪ Basic Concepts ▪ Determination of the Component Costs – cost of Debt, cost of Preference Capital, Cost of Equity and Retained Earnings ▪ Determination of Proportions and Weighted Average Cost of 	12Hours



	Capital	
Unit IV	Capital Structure & Dividend Policy <ul style="list-style-type: none"> ▪ Assumptions and Definitions ▪ Taxation and Capital Structure ▪ EBIT and EPS Analysis ▪ Determinants of Dividend ▪ Dividend policy: Payout Ratio, Stability and Dividend Tax 	10Hours
Unit V	Leverages <ul style="list-style-type: none"> ▪ Operating Leverage ▪ Financial Leverage ▪ Combined Leverage 	08Hours

TEXT BOOKS:

1. Fundamentals of Financial Management – Khan and Jain
2. Fundamentals of Financial Management – Prasanna Chandra

REFERENCE BOOKS:

1. Chandra, Prasanna, (2011), "Financial Management Theory and Practice", 8th Edition, TMH, New Delhi.
2. Vanhorne, J, (2015), "Financial Management & Policy", 13th Edition, Pearson Education, Delhi.
3. Brealey and Myers, (2017), "Principles of Corporate Finance", 10th Edition, McGraw Hill India
4. Pandey, I.M, (2015), "Financial Management", 11th Edition, Vikas Publication, New Delhi


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Department of Bachelor of Business Administration

B.B.A.: III Semester

Human Resource Management – I

Course code – BBA303

(w.e.f. 2017-18 and onwards)

Teaching hours per week : 04

Maximum Marks : 100 Marks

Total Teaching hours : 60

Semester End Examination: 70 Marks

Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

CO 1: Understand and Explain the basic concepts, functions and processes of human resource management and its relevance in organizations.

CO 2: Understand the roles, functions and functioning of human resource department of the organizations and to develop necessary skill set for application of various HR issues.

CO 3: Design and formulate various HRM processes such as Job Analysis, Recruitment and Selection, Training and Development, Performance Appraisals and Reward Systems and Compensation Plans.

CO 4: Analyze the strategic issues and strategies required to select and develop manpower resources.

CO 5: To integrate the knowledge of HR concepts to take correct business decisions

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	Introduction <ul style="list-style-type: none"> • Meaning of HRM, Line and Staff aspects of HRM • Human Resource Planning • Functions of HR Manager 	04 Hours
Unit II	Recruitment and Placement <ul style="list-style-type: none"> • Job Analysis – Uses and Steps in Job Analysis • Methods of Collecting Job Analysis Information • Writing Job Descriptions & Writing Job Specifications • Recruitment – Meaning and Sources • Selection – Meaning and Steps • Types of Tests & Work Sampling and Simulations • Background Investigations and Reference Checks • Types of Interviews • Designing and Conducting the effective interview 	18Hours



Unit III	Training and Development <ul style="list-style-type: none"> • Orientation and Induction of New employees • The Training Process • Training Methods • Management Development – Meaning and On the Job and Off the job Training Methods • Evaluating the Training effort 	12 Hours
Unit IV	Performance Appraisal <ul style="list-style-type: none"> • Performance Appraisal and performance Management • Performance Appraisal Methods • The Appraisal Interview 	10 Hours
Unit V	Compensation <ul style="list-style-type: none"> • Meaning and Components • Establishing Salary Rates – Process • Pricing Managerial and Professional Jobs • Competency - Based Pay • Individual Employee Incentive and Recognition Programs • Incentives for Salespeople • Team/Group Variable Pay Incentive Plans • Organisational Variable Pay Plans • Incentives for Managers and Executives • Designing and Executing Effective Incentive programs • Benefits and services – Pay for time Not Worked, Insurance Benefits, Retirement Benefits, Personal Services and Family – Friendly benefits • Flexible Benefit Programs 	16 Hours

TEXT BOOKS:

1. Dessler, G.&VarkkeyB.(2016) Human Resource Management, 14th Ed, Pearson Education
2. Aswathappa K. (2008) Human Resource and Personnel Management, 5th Ed, Tata McGraw Hill Publishing Co. Ltd

REFERENCE BOOKS:

1. A Handbook of Human Resource Management Practice – Michael Armstrong
2. Personnel and Human Resource Management, Text and Cases – Dr P. Subba Rao

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Department of BBA : III Semester

Indian Business Environment

Course code – BBA306

(w.e.f. 2017-18 and onwards)

Teaching hours per week : 04

Total Teaching hours : 54

Maximum Marks : 100 Marks

Semester End Examination: 70 Marks

Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

CO 1. Analyze and interpret Micro and Macro Environment factors affecting Indian businesses.

CO 2. Understand the nature of Indian economy, financial systems, policy structure in India.

CO 3. To have understanding of regulatory business environment in India.

CO 4. Analyze relevant case of drivers & applications of technology in business.

CO 5. Understand social, cultural & political changes and businesses.

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	Business Environment <ul style="list-style-type: none"> ▪ Meaning ▪ Internal Environment ▪ External Environment – Micro and Macro Environment ▪ Environmental Analysis and Forecasting 	10 Hours
Unit II	Economic Environment <ul style="list-style-type: none"> ▪ Nature & Structure of Indian Economy ▪ System <ul style="list-style-type: none"> ▪ Indian Currency System (Demonetization) ▪ Indian Commercial Banking System ▪ Indian Money Market ▪ Indian Capital Market ▪ Domestic Institutions (NITI Aayog, IDBI, SIDBI and SFCs) Policies <ul style="list-style-type: none"> ▪ Industrial Policy ▪ Monetary Policy and Fiscal Policy ▪ EXIM Policy ▪ Foreign Trade Policy ▪ FEMA (Foreign Exchange Management Act) ▪ Consumer Rights ▪ GST 	10 Hours
Unit III	Regulatory Environment	10 Hours



	<ul style="list-style-type: none"> ▪ RBI, SEBI, CCI (Competition Commission of India), FSSAI (Food Safety and Standards Authority of India), ASCI (Advertising Standards Council of India), NABARD, IRDA ▪ DGCA (Director General Civil Aviation), TRAI, CBFC (Central Bureau for Film Certification), PFRDA (The Pension Fund Regulatory and Development Authority) and Major Ministries. 	
Unit IV	Technological Environment <ul style="list-style-type: none"> ▪ Meaning and Constituents ▪ Impact of Technology and Automation on Business ▪ New Technologies – Mobile, Data Analytics, Digital Payments Gateways and E-Commerce 	08 Hours
Unit V	Demographic & Social Environment <ul style="list-style-type: none"> ▪ Demographic Environment - Meaning and Constituents ▪ Rural Consumer ▪ Urban Consumer ▪ Working Women & Nuclear Families ▪ Social Environment - Meaning and Constituents 	08 Hours
Unit VI	Cultural & Political Environment <ul style="list-style-type: none"> ▪ Meaning ▪ Impact of Culture on Business ▪ Social Factors influencing Business ▪ Political Environment – Meaning & Constituents 	08 Hours

TEXT BOOKS:


1. Indian Business Environment – Ashwathapa
2. Indian Economy – Ruddar Dutt and Sundaram
3. Marketing White Book

REFERENCE BOOKS:

1. Sundaram & Black: The International **Business Environment**; Prentice Hall.
2. Chidambaram: **Business Environment**; Vikas Publishing.
3. Upadhyay, S: **Business Environment**, Asia Books.
4. Chopra, BK: **Business Environment in India**, Everest Publishing.


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Department of BBA
B.B.A. : III Semester
Leadership
Course code – BBA313
(w.e.f. 2017-18 and onwards)

Teaching hours per week : 04
 Total Teaching hours : 60

Maximum Marks : 100 Marks
 Semester End Examination: 70 Marks
 Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

- CO 1: Summarize the concept of Leadership, Factors influencing Leadership and Leadership Styles.
 CO 2: Understand the different Leadership Traits to inculcate by watching relevant movies.
 CO 3: Explain and Demonstrate the Leadership Traits such as Drive, Integrity, Desire to Lead, Intelligence, Job Knowledge, Adaptability, etc.at relevant situations.
 CO 4: Compare, Understand and Apply Leadership theories
 CO 5: Understand and Apply leadership lessons learnt by studying relevant books.

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	Introduction <ul style="list-style-type: none"> • Meaning of leadership and Leader, Innate or acquired, Leadership Vs Management. • Four factors of leadership - Leader, Follower, Situation and Communication. • Leadership Styles – Autocratic, Democratic, Laissez –Faire and Bureaucratic. • The development and impact of a leader – Why and how can you grow as a leader? Why leadership influence is important and how does it work? & How can it be extended and how does it last? • Factors influencing effectiveness of leadership 	10 Hours
Unit II	Leadership Traits - Drive, Integrity, Self Confidence, Courage, Pride, Adaptability, Influence, Desire to lead, Intelligence and Job relevant knowledge. (The traits are to be learnt through the movies recommended in the syllabus)	14Hours
Unit III	Leadership Theories Great man Theory, Trait Theory, Behavioral theories, Contingency	14 Hours



	theories, Situational theories, Transactional theories and Transformational theories	
Unit IV	Leadership Lessons The leadership lessons to be learnt through the books recommended in the syllabus	22 Hours

TEXT BOOKS:

1. The 21 irrefutable laws of leadership - by John Maxwell, Thomas Nelson (publisher)
2. Drive: The Surprising Truth About What Motivates Us - by Daniel Pink, Riverhead Books
3. The Leader who had no title - by Robin Sharma, Simon & Schuster UK
4. Delivering Happiness - by Tony Hsieh, Grand Central Publishing
5. Tribes: We need you to lead us - by Seth Godin, Penguin Publishing Group

REFERENCE BOOKS:

1. Leadership: Theory and Practice - by Peter Guy Northouse, Sage Publication
2. Effective Leadership: Theory, Cases, and Applications - by Ronald H. Humphrey, Sage Publication

RECOMMENDED MOVIES:

1. Coach Carter
2. Captain Philips
3. Kung Fu Panda 3
4. Moneyball
5. Sully
6. Invictus
7. Thirteen Days
8. Apollo 13
9. 12 Angry Men
10. The Angry Birds



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Department of Bachelor of Business Administration

B.B.A.: III Semester

Human Resource Management – I

Course code – BBA303

(w.e.f. 2017-18 and onwards)

Teaching hours per week : 04

Total Teaching hours : 60

Maximum Marks : 100 Marks

Semester End Examination: 70 Marks

Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

CO 1: Understand and Explain the basic concepts, functions and processes of human resource management and its relevance in organizations.

CO 2: Understand the roles, functions and functioning of human resource department of the organizations and to develop necessary skill set for application of various HR issues.

CO 3: Design and formulate various HRM processes such as Job Analysis, Recruitment and Selection, Training and Development, Performance Appraisals and Reward Systems and Compensation Plans.

CO 4: Analyze the strategic issues and strategies required to select and develop manpower resources.

CO 5: To integrate the knowledge of HR concepts to take correct business decisions

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	Introduction <ul style="list-style-type: none">• Meaning of HRM, Line and Staff aspects of HRM• Human Resource Planning• Functions of HR Manager	04 Hours
Unit II	Recruitment and Placement <ul style="list-style-type: none">• Job Analysis – Uses and Steps in Job Analysis• Methods of Collecting Job Analysis Information• Writing Job Descriptions & Writing Job Specifications• Recruitment – Meaning and Sources• Selection – Meaning and Steps• Types of Tests & Work Sampling and Simulations• Background Investigations and Reference Checks• Types of Interviews• Designing and Conducting the effective interview	18Hours



Unit III	Training and Development <ul style="list-style-type: none"> • Orientation and Induction of New employees • The Training Process • Training Methods • Management Development – Meaning and On the Job and Off the job Training Methods • Evaluating the Training effort 	12 Hours
Unit IV	Performance Appraisal <ul style="list-style-type: none"> • Performance Appraisal and performance Management • Performance Appraisal Methods • The Appraisal Interview 	10 Hours
Unit V	Compensation <ul style="list-style-type: none"> • Meaning and Components • Establishing Salary Rates – Process • Pricing Managerial and Professional Jobs • Competency - Based Pay • Individual Employee Incentive and Recognition Programs • Incentives for Salespeople • Team/Group Variable Pay Incentive Plans • Organisational Variable Pay Plans • Incentives for Managers and Executives • Designing and Executing Effective Incentive programs • Benefits and services – Pay for time Not Worked, Insurance Benefits, Retirement Benefits, Personal Services and Family – Friendly benefits • Flexible Benefit Programs 	16 Hours

TEXT BOOKS:

1. Dessler, G.&VarkkeyB.(2016) Human Resource Management, 14th Ed, Pearson Education
2. Aswathappa K. (2008) Human Resource and Personnel Management,5th Ed. Tata McGraw Hill Publishing Co. Ltd

REFERENCE BOOKS:

1. A Handbook of Human Resource Management Practice – Michael Armstrong
2. Personnel and Human Resource Management, Text and Cases – Dr P. Subba Rao

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KLE Society's
Lingaraj College, Belagavi
(Autonomous)

Department of BBA

B.B.A. : III Semester

Professional Aptitude and Logical Reasoning - I

Course code – BBA311

(w.e.f. 2017-18 and onwards)

Teaching hours per week : 04

Maximum Marks : 100 Marks

Total Teaching hours : 60

Semester End Examination: 70 Marks

Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

CO 1: Develop the problem solving skills, to improve the basic mathematical skills

CO 2: Demonstrate the difference between deductive and inductive reasoning.

CO 3: Construct logically sound and well reasoned arguments and conclusions.

CO 4: Keep students' Grammar, Vocabulary, Spelling, Comprehension and Analytical skills in good form

CO5: Prepare for any type of competitive examinations.

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	Arithmetic Aptitude: Simplification, Problem on Ages, Percentage and Profit/Loss, Simple and Compound Interest, Ratio and Proportion, Pipes and Cisterns.	14 Hours
Unit II	Mathematical Aptitude: Series, Coding – Decoding, Cubes and Dice.	6 Hours
Unit III	Analytical Reasoning: Matching, Selection, Arrangements, Blood Relation, Directions.	10 Hours
Unit IV	Visual Reasoning: Analogies, Series, Classification.	6 Hours
Unit V	Verbal Logic: Articles, Jumbled sentences, Modifiers, Tenses, Idioms, phrasal verbs, One Word Substitution, Odd man out, Parts of Speech, Spellings, Analogy, Question Tags, Reading Comprehension, Subject verb agreement	24 Hours

Text Books

1. A Modern Approach to Verbal and Non – Verbal Reasoning – R. S. Aggarwal, Sultan Chand and Sons, New Delhi



2. Quantitative Aptitude – R. S. Aggarwal, Sultan Chand and Sons, New Delhi

Reference Book

1. Verbal and Non – Verbal Reasoning – Dr. Ravi Chopra, MacMillan India
2. Lateral Thinking – Dr. Edward De Bono, Penguin Books, New Delhi



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KLE Society's
Lingaraj College, Belagavi
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Department of BBA
B.B.A. : IV Semester
Business Laws
Course code – BBA411
(w.e.f. 2017-18 and onwards)

Teaching hours per week : 04
 Total Teaching hours : 60

Maximum Marks : 100 Marks
 Semester End Examination: 70 Marks
 Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

CO 1: Understand the branches of Business Laws relating to Business Transactions.

CO 2: Explain essentials of Contract, performance and breach of Contract under Indian Contract Act 1872.

CO 3: Interpret necessary formalities of contract of sale, implied conditions and warranties, rights of unpaid seller under the Sale of Goods Act 1930.

CO 4: Summarize the effects of dishonor of negotiable instruments under Negotiable Instruments Act 1881.

CO 5: Acquire working knowledge of Factories Act 1948 and Industrial Disputes Act 1947.

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	Introduction - Concept of Law, Object of Law, Need for the knowledge of Law, Nature of Business Law and Sources of Business Law.	02 Hours
Unit II	Indian Contract Act 1872 a) General Principles of Contract – 1. Meaning and Definition of Contract 2. Elements of Valid Contract 3. Types of Contract 4. Proposal and Acceptance 5. Consideration 6. Capacity to Contract and Minor 7. Free Consent 8. Performance of Contract 9. Remedies for Breach of Contract – Payment of Damages	40 Hours



	<p>10. Quasi Contracts</p> <p>b) Contracts of Indemnity and Guarantee</p> <ol style="list-style-type: none"> 1. Meaning and Difference between the two 2. Liability of the Parties 3. Rights of the Parties <p>c) Contract of Bailment and Pledge</p> <ol style="list-style-type: none"> 1. Meaning and difference between the two 2. Rights and Liabilities of Parties 3. Finder of Lost Goods <p>d) Law of Agency</p> <ol style="list-style-type: none"> 1. Characteristics of Agency 2. Types of Agents 3. Rights and Duties of Principal and Agents 	
Unit III	<p>Sale of Goods Act 1930</p> <ol style="list-style-type: none"> 1. Formation of Contract of Sale 2. Condition and Warranties 3. Rights of an unpaid Seller 	6 Hours
Unit IV	<p>Negotiable Instruments Act 1881</p> <ol style="list-style-type: none"> 1. Meaning of Negotiable Instrument 2. Difference between promissory note bills of exchange and Cheque 3. Crossing of Cheque 	6 Hours
Unit V	<p>Factories Act 1948 and Industrial Disputes Act 1947</p> <p>These enactments have to be studied in general as to objective and main features</p>	6 Hours

TEXT BOOKS:

1. Elements of Mercantile Law - By N. D. Kapoor, Sultan Chand and Sons New Delhi.

REFERENCE BOOKS:

1. Mercantile Law - By Kamal Garg, Bharat Law House
2. Mercantile Law - By Dr. Avatar Singh, Eastern Book Company
3. A Handbook of Industrial Law - By N. D. Kapoor, Sultan Chand and Sons New Delhi.

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BBA : IV Semester
Financial Management – II

Course code – BBA402

(w.e.f. 2017-18 and onwards)

Teaching hours per week : 04	Maximum Marks : 100 Marks
Total Teaching hours : 54	Semester End Examination: 70 Marks
	Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

- CO 1. Identify & calculate Working capital requirement, operating and cash flow cycles.
- CO 2. Understand Indian financial system with specific reference to capital markets.
- CO 3. Analyze and interpret the source of long term finance to firms.
- CO 4. Learn, calculate and interpret lease finance and hire purchase as a source of long term corporate finance.
- CO 5. Understand foreign exchange markets, forex & participants cross currency calculation etc.

Syllabus

UNITS	SYLLABUS	HOURS
Unit 1	Working Capital Management & Short term Finance <ul style="list-style-type: none"> ▪ Meaning and Factors influencing Working Capital ▪ Operating Cycle and Cash Cycle ▪ Working Capital Financing – Accruals, Trade Credit, Commercial Bank Financing, Public Deposits, Inter-Corporate Deposits, Commercial paper and Factoring 	12 Hours
Unit 2	Introduction to Financial System <ul style="list-style-type: none"> ▪ The Financial System: Functions, Financial Asset, Financial Intermediaries & Regulatory Infrastructure. ▪ Financial Markets – Primary Market & Secondary Markets, Meaning, functions and classification ▪ Capital Market and Money Market – Meaning, Instruments, Types and Differences between Primary and Capital Market 	10 Hours
Unit 3	Sources of Long term Finance <ul style="list-style-type: none"> ▪ Equity Capital, Retained Earnings, Preference Capital, Debenture Capital and Term Loan ▪ Raising Long Term Finance – Public Issue, Rights Issue and Private Placement 	12 Hours
Unit 4	Leasing and Hire Purchase <ul style="list-style-type: none"> ▪ Leasing – Meaning and Types ▪ Financial Evaluation of a Lease ▪ Hire Purchase Arrangement 	10 Hours



Unit 5	Foreign Exchange Orientation & FDI <ul style="list-style-type: none"> ▪ International Finance: Exchange Rate, ▪ Arbitrage Process as a Means of Attaining Equilibrium On Spot Markets, Arbitrage in Forward Market; ▪ Managing of Foreign Exchange Risk: Foreign Exchange Risk Management, ▪ Management of Economic exposure, Management of Operating Exposure; Raising Foreign Currency ▪ Foreign Direct Investment ▪ FDI in India - private placements or preferential allotments ▪ A comparative study between India and China ▪ Foreign Institutional Investors (FIIS) ▪ SEBI and FIIs 	10 Hours
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TEXT BOOKS:

1. Fundamentals of Financial Management – Khan and Jain
2. Fundamentals of Financial Management – Prasanna Chandra

REFERENCE BOOKS:

1. Chandra, Prasanna, (2011), "Financial Management Theory and Practice", 8th Edition, TMH, New Delhi.
2. Vanhorne, J, (2015), "Financial Management & Policy", 13th Edition, Pearson Education, Delhi.
3. Brealey and Myers, (2017), "Principles of Corporate Finance", 10th Edition, McGraw Hill India
4. Pandey, I.M, (2015), "Financial Management", 11th Edition, Vikas Publication, New Delhi

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KLE Society's
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Department of Bachelor of Business Administration
B.B.A.: IV Semester
Human Resource Management – II
Course code – BBA403
(w.e.f. 2017-18 and onwards)

Teaching hours per week : 04
Total Teaching hours : 54

Maximum Marks : 100 Marks
Semester End Examination: 70 Marks
Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

- CO 1: Understand and Outline the Career Planning and Management Process and develop the procedure for Career Development.
- CO 2: Understand and apply the strategies for addressing employee absenteeism, turnover, retention and downsizing.
- CO 3: Observe and interpret the recent trends and issues in managing Human Resources in today's world.
- CO 4: State and analyze the problems in Industrial Relations and provide statutory solution for the issues arising from Industrial Relations.
- CO 5: Acquire conceptual understanding of the various Labour Legislations applicable to the today's business.

Syllabus

UNITS	Syllabus	HOURS
Unit I	<p>Career Management</p> <ul style="list-style-type: none"> • Career, Career Stages, Career Paths • Career Planning <ul style="list-style-type: none"> ○ Individual Career Planning, Organizational Career Planning ○ Career Planning Methods and Practices • Career Development <ul style="list-style-type: none"> ○ Challenges and Roles in Career Development ○ Career Development Interventions • Individual Centered & Organization-Centered Career Management Systems • Design and Implementation of Career Management Systems • Coaching and Mentoring • Succession Planning – Process and Implementation 	12 Hours



Unit II	Managing Human Resource <ul style="list-style-type: none"> • Absenteeism, Employee Turnover & Separation • Employee Retention • Employee Downsizing 	08 Hours
Unit III	Trends in Human Resource Management <ul style="list-style-type: none"> • Human Resource Outsourcing • IT in HRM • HRM in Knowledge Economy • Managing Cross Culture Workforce • Employee Engagement 	08 Hours
Unit IV	Industrial Relations <ul style="list-style-type: none"> • Concept of Industrial Relations • Employee Discipline and Grievance Handling • Employee Participation in Management • Trade Unions and Collective Bargaining • Quality of Work Life & Work Environment 	16 Hours
Unit V	Important Labour Legislations <ul style="list-style-type: none"> • Minimum Wages Act - 1948 • Payment of Wages Act - 1936 • Payment of Bonus Act - 1965 • ESI – Employee State Insurance Act -1948 • Employee Provident Fund Act - 1952 • Payment of Gratuity Act - 1972 • Maternity Benefit Act - 1961 	10 Hours

TEXT BOOKS:

1. Human Resource Management – Gary Dessler, Pearson Publication
2. Industrial Relations – Arun Monappa, Tata McGraw-Hill Education.

REFERENCE BOOKS:

1. A Handbook of Human Resource Management Practice – Michael Armstrong
2. Personnel and Human Resource Management, Text and Cases – Dr P. Subba Rao

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Department of BBA

B.B.A. : IV Semester

Principles of Marketing - II
Course code – BBA401
(w.e.f. 2017-18 and onwards)

Teaching hours per week : 04

Maximum Marks : 100 Marks

Total Teaching hours : 54

Semester End Examination: 70 Marks

Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

CO1. Demonstrate how organizations use integrated marketing communication (IMC) to support their marketing strategies

CO2. Analyze elements of Advertising and explain how the brand-building process contributes to the success of products or services

CO3. Identify the roles of Public Relations, Direct marketing and Merchandising in the promotion mix.

CO4. Use pricing strategies to enhance marketing of products and services .

CO5. Evaluate how to use distribution channels to market an organization's products and services effectively.

CO6. Understand the functions and Marketing decisions of retail and wholesale business and various formats.

Syllabus

UNITS	SYLLABUS	HOURS
Unit 1	Integrated Marketing Communications Strategy <ul style="list-style-type: none">▪ The Marketing Communication Mix▪ Integrated Marketing Communications▪ Communication Process & steps in developing effective communication▪ Setting the Total Promotion Budget and Mix	06 Hours
Unit 2	Advertising and Sales Promotion <ul style="list-style-type: none">▪ Promotion Mix: Meaning and Components▪ Advertising: Meaning▪ Major Advertising decisions :Advertising Agency, Advertising Planning, strategy, Creative Execution and Media Planning▪ Sales Promotion: Meaning, Consumer and Trade Promotion Tools	14 Hours
Unit 3	Public Relations, Direct marketing and Merchandising <ul style="list-style-type: none">▪ Public Relations: Meaning, Public Relations Vs Advertising,	14 Hours



	<ul style="list-style-type: none"> ▪ P R Vs Publicity, Role of PR, PR tools and Corporate Advertising ▪ Direct Marketing: Meaning, benefits and forms of Direct marketing ▪ Merchandising: Meaning and Types 	
Unit 4	Pricing Products <ul style="list-style-type: none"> ▪ Introduction & Factors affecting Pricing decisions ▪ General Pricing Approaches ▪ New Product Pricing Strategies ▪ Product Mix Pricing Strategies ▪ Price Adjustment Pricing Strategies ▪ Price changes 	08 Hours
Unit 5	Marketing Channels & Supply Chain Management <ul style="list-style-type: none"> ▪ Introduction & Importance of Marketing Channels ▪ Channel Behaviour & Organization ▪ Channel Design Decisions ▪ Channel Management Decisions ▪ Marketing Logistics & Supply Chain Management 	08 Hours
Unit 6	Retailing & Wholesaling <ul style="list-style-type: none"> ▪ Retailing – Types & Marketing decisions ▪ Wholesaling – Types & Marketing Decisions 	04 Hours

Text Books:

1. Principles of Marketing – Philip Kotler & Gary Armstrong
2. Marketing Management – Philip Kotler

Reference Books:

1. Marketing Warfare – Al Ries and Jack Trout
2. Marketing – J.C. Gandhi
3. Marketing Management – Ramaswamy & Namakumari
4. Product Management – Ramanuj Majumdar

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Department of BBA

B.B.A. : IV Semester

Production and Operations Management

Course code – BBA406

(w.e.f. 2017-18 and onwards)

Teaching hours per week : 04

Maximum Marks : 100 Marks

Total Teaching hours : 54

Semester End Examination : 70 Marks

Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

- CO 1: To understand the basic concepts and theories of production management.
- CO 2: To comprehend the operations management situations with greater confidence.
- CO 3: Anticipate issues in production and operations processes they may face during their careers.
- CO 4: Expand individual knowledge of operations management principles and practices.
- CO 5: To apply operations management concepts and their influence on business decisions.

Syllabus

UNITS	Syllabus	HOURS
Unit I	Production and Operations Management introduction - scope and features of Production and Operations Management - Historical Evolution of POM & Recent Trends in POM. - Production/Operations Management - Type of Production System - Productivity	07 Hours
Unit II	Plant Location and Plant Layout Plant Location – Meaning, Factors Affecting and Problems Plant Layout -- Meaning, Types, Tools and Techniques (Line Balancing And Load Distance methods)	11 Hours
Unit III	Aggregate Planning and Master Production Scheduling Introduction, Objectives & Importance of Aggregate Planning, Steps in Aggregate Planning, Capacity Decisions. Nature of Aggregate Planning Decisions, Strategies, Methods Master Production Plan/Schedule	04 Hours



	Rough-cut Capacity Planning	
Unit IV	Production Planning and Control Meaning and Functions of PPC - Production Consumption Cycle Capacity Planning - Sequencing	06 Hours
Unit V	Materials Management and Inventory Control Objectives and Functions Meaning, Techniques and EOQ	08 Hours
Unit VI	Project Management Introduction and Phases - Guidelines and Rules for Network construction - CPM – Critical method - Gantt Chart/Time Chart PERT – Project Evaluation and Review Techniques	07 Hours
Unit VII	Work Study Work Study – Introduction Method Study – Meaning and Steps Principles of Motion Economy – Ergonomics Time Study	03 Hours
Unit VIII	Quality Control Quality and Need for Quality Control Quality Control Techniques - Process Capability Control Charts – x, R, p, np and C Charts	08 Hours

TEXT BOOKS:

1. Production and Operations Management – Ashwathapa
2. Production and operations Management by S. Anil kumar and N. Suresh

REFERENCE BOOKS:

1. “Production and Operations Management” by Pannerseivam R

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Department of BBA

B.B.A. : IV Semester

Professional Aptitude and Logical Reasoning

Course code – BBA412

(w.e.f. 2017-18 and onwards)

Teaching hours per week : 04

Maximum Marks : 100 Marks

Total Teaching hours : 60

Semester End Examination: 70 Marks

Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

CO 1: Develop the problem solving skills, to improve the basic mathematical skills

CO 2: Demonstrate the difference between deductive and inductive reasoning.

CO 3: Construct logically sound and well reasoned arguments and conclusions.

CO 4: Keep students' Grammar, Vocabulary, Spelling, Comprehension and Analytical skills in good form

CO5: Prepare for any type of competitive examinations.

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	Arithmetic Aptitude: Average, calendar and clock, Boat and Stream, Man and work, Time, work and distance, Partnership, Trains.	14 Hours
Unit II	Mathematical Aptitude: Data interpretation, line, bar, pie charts.	6 Hours
Unit III	Analytical Reasoning: Logical deduction 2 & 4 statements, Statements and argument, Statements and assumption, Statements and course of action, Statements and conclusion. Assertion and Reasoning.	10 Hours
Unit IV	Visual Reasoning: Mirror image, Paper cutting, Syllogism.	6 Hours
Unit V	Verbal Logic: Vocabulary Techniques – Homonyms, Antonyms, Word Formation, Synonyms, Spellings, Grammar – Spotting Errors and Phrase Replacement, Parallel Construction, Degrees of Comparison, Sentence Construction, Non-Finite Verbs, Common Errors, Reading Comprehension – Theme Detection, Passage Completions, Deriving Conclusion, Topic rearrangement of passage, Essay, Critical Reasoning, Analytical Reasoning, Precise Writing	24 Hours



Text Book

1. A Modern Approach to Verbal and Non – Verbal Reasoning – R. S. Aggarwal, Sultan Chand and Sons, New Delhi
2. Quantitative Aptitude – R. S. Aggarwal, Sultan Chand and Sons, New Delhi

Reference Books

1. Verbal and Non – Verbal Reasoning – Dr. Ravi Chopra, MacMillan India
2. Lateral Thinking – Dr. Edward De Bono, Penguin Books, New Delhi

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Department of BBA
B.B.A. : V Semester
Business Research Methods
Course code – BBA503
(w.e.f.2018-19 and Onwards)

Teaching hours per week : 04
 Total Teaching hours : 60

Maximum Marks : 100 Marks
 Semester End Examination : 70 Marks
 Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

- CO 1: Understand the significance of research in business and the present scenario of Indian business research industry.
- CO 2: Understand the marketing research process and prepare a research proposal for the management.
- CO 3: Understand the types of research designs and its applications. (in which case these designs can be implemented.)
- CO 4: Decide which type of research data will be more significant in decision making.
- CO 5: Understand how to analyse and interpret the research data and use the outcome to make better business decisions.

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	Introduction to Research <ul style="list-style-type: none"> • Meaning, Applications and Limitations • Research Industry in India 	4 Hours
Unit II	The Research Process and Research Design <ul style="list-style-type: none"> • Marketing Research Process. • Research design and its Classification • Marketing Research Proposal. • Potential errors affecting Research designs 	12 Hours
Unit III	Research Data: Secondary Data & Primary Data <ul style="list-style-type: none"> • Meaning, Internal and External sources of Secondary Data • Agencies providing Secondary data (AC Nielsen, IMRB, 	12 Hours



	<p>ORG MARG, Gallup, pathfinder, JD Power etc...)</p> <ul style="list-style-type: none"> • Standard Reports (NRS, IRS, Census, TRPs etc...) • Survey Research: Nature of Survey Research and Criteria for selection of a survey method • Experimental Data: Experimental designs and Experimental Environment 	
Unit IV	<p>Measurement Techniques & Scaling</p> <ul style="list-style-type: none"> • Meaning and scales of Measurement : Primary Scales of Measurement • Comparative Scaling Techniques • Non Comparative Scaling Techniques • Questionnaire Design • Qualitative Research Projective Techniques, Focus Group Interviews, Depth Interviews. • Quantitative Research: Observation and Physiological measures 	16 Hours
Unit V	<p>Sampling, Data Analysis & Reporting</p> <ul style="list-style-type: none"> • Sampling Design & Process • Types of Sampling • Sample Size Determination • Data Collection, Data Preparation and Analysis: Field Work, Validation of field Work & Evaluation, Data Reduction (Field Controls, Editing, Coding, Transcribing etc...), Data Analysis: Univariate Analysis (Z test & t test), Problems. • Marketing Research Reports: Preparing the written Research Report & Presentation. 	16 Hours

TEXT BOOKS:

1. Marketing Research – Naresh Malhotra

REFERENCE BOOKS:

1. Marketing Research – Donald Tull and Del Hawkins
2. Marketing Research – Tull and Green
3. Marketing Research – Sangeeta Agarwal

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Department of BBA

B.B.A. : V Semester

Content Marketing

Course code - 5055

(w.e.f. 2018-19 and onwards)

Teaching hours per week : 04

Total Teaching hours : 60

Maximum Marks : 100 Marks

Semester End Examination : 70 Marks

Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

CO1. Students will learn to be able to define Content Niche and build audience personas.

CO2. Students will learn to harness the power of words to disseminate information.

CO3. Students will learn various ways to generate engaging and persuasive content.

CO4. Students will be able to use content marketing strategies, tactics, and best practices to produce fetching content.

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	Introduction to Content Marketing - Applying the Behavioral Framework within a content marketing context, A content marketing business model.	08 Hours
Unit II	Defining Your Content Niche and Strategy - Content Maturity Model, Six principles of content marketing, Treating content as an asset, Building audience personas, Defining the engagement cycle, Developing on-brand content, Creating brand ambassadors, Enhanced branding through content marketing.	14 Hours
Unit III	Developing and Distributing Content - Analyzing current content assets, Developing different types of content, Finding good content within your organization, Creating content your audience wants ,	16 Hours



	Developing an effective editorial calendar.	
Unit IV	Marketing Content and Evaluating Impact - Content Marketing Pyramid, Brief overview analytics and tracking	10 Hours
UnitV	Ethics/Diversity in Content Marketing - Importance of considering diversity in developing and marketing content, Ethical issues in the digital age.	06 Hours
UnitVI	Putting it All Together - Best practices in content marketing , Applying principles in real world case studies	06 Hours

Text Books:

1. Social Marketing in India 1st Edition (Sameer Deshpande, Philip Kotler, Nancy R. Lee)
2. Marketing with Social Media (Linda Coles)

Reference Books:

1. The Social Media Marketing Book (Dan Zarrella)
2. Social Media Marketing 1st Edition (Michael R. Solomon, Tracy Tuten)
3. The Art of Social Media: Power Tips for Power Users (Guy Kawasaki, Peg Fitzpatrick)

Blue print of Question paper

	A	B
	2 Marks	5 marks
Module I:	4	2
Module II:	5	3
Module III:	5	3
Module IV:	3	1
Module V:	2	1
Module VI:	1	-

Section A: Answer any 15 questions out of 20 questions. Each question carries 2 marks.

(15 X 2 = 30)

Section B: Answer any 8 questions out of 10 questions. Each question carries 5 marks.

(8 X 5 = 40)

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Department of BBA : V Semester

Depository Operations

Course code - BBA5035

(w.e.f. 2018-19 and onwards)

Teaching hours per week : 04

Total Teaching hours : 54

Maximum Marks : 100 Marks

Semester End Examination: 70 Marks

Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

CO 1. Know the basics of the depository system, the need and key features of the depository system in India.

CO 2. Understand the institutional structure of the depository system in India and the business partners of a depository.

CO 3. Understand the procedure and documents required for Demat account opening

CO 4. Understand the regulatory framework of Depository System in India.

CO 5. Know the various functions of the Depository and its Depository Participants

Syllabus

UNITS	SYLLABUS	HOURS
Unit 1	Introduction to the Capital Market, Introduction to Depository <ul style="list-style-type: none">● Introduction to Capital Market● Structure of Capital Market● Regulatory environment in Capital Market● Regulators in the Indian capital market● Need for a depository system● Depository as a market participant● Legal framework in which the depositories function in India● Functions of a depository	08 Hours
Unit 2	Depository and its Business Partners, Functions of DP -Account Opening 12 Hrs <ul style="list-style-type: none">● Depository participants (DPs)	12 Hours



	<ul style="list-style-type: none"> ● <u>Clearing corporation/Clearing house</u> ● Issuers and RTAs ● Types of demat account a person can open with a DP ● Beneficiary Account ● Clearing Member account ● Closure of account ● Freezing of account ● Procedure and documentation for changes in client details 	
Unit3	Functions of DP –Nomination &Dematerialization <ul style="list-style-type: none"> ● Transmission of shares ● Nomination of shares ● Process of transmission of securities held with or without nomination and jointly ● International Securities Identification Number (<u>ISIN</u>) ● Process of dematerialization ● Process of rematerialization 	08 Hours
Unit4	Functions of DP-& Trading &Settlement ,Pledge and Hypothecation, <ul style="list-style-type: none"> ● Role of DP in facilitating the transfer of securities ● Off-Market transactions, ● Market transactions ● Inter-Depository transfers ● Concept for pledge and hypothecation ● Procedure for pledge and hypothecation 	10 Hours
Unit5	Corporate Actions & Public Issues, Debt Instruments and Government Securities <ul style="list-style-type: none"> ● Corporate Actions ● Procedure for Corporate Action w.r.t monetary benefits and non-monetary benefits ● Procedure for Corporate Action w.r.t rights issue ● Procedure for Corporate Action w.r.t mergers and amalgamations ● Procedure for Corporate Action w.r.t Interest payment on debt securities ● Role of DP in the process of public issues ● Debt instruments and government securities, 	06 Hours



	<ul style="list-style-type: none"> • Certificate of deposit (CDs), Commercial paper, Government securities 	
Unit6	Foreign Portfolio Investor, RGESS & BSDA <ul style="list-style-type: none"> • Eligibility Criteria of Foreign Portfolio Investors (FPI) • Categories of FPI • Eligibility Criteria and Engagement of Designated Depository Participant (DPP) • Procedure for opening an account to invest in RGESS • Features of BSDA • Eligibility conditions required for opening BSDA 	10 Hours

TEXT BOOKS:

1. Taxmann's Depository Operations

Reference Book

1. Handbook for NSDL Depository Operations Module

Internal Marks

Test	: 10
Assignments/Presentation	: 10
NISM Certification	: 10

Blue print of Question paper

	A	B
	2 Marks	5 marks
Module I:	3	1
Module II:	3	2
Module III:	4	2
Module IV:	4	2
Module V:	4	2
Module VI:	2	1

Section A: Answer any 15 questions out of 20 questions. Each question Carries 2 marks.

(15 X 2 = 30)

Section B: Answer any 8 questions out of 10 questions. Each question carries 5 marks.

(8 X 5 = 40)

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Department of B.B.A
B.B.A. : V Semester
Entrepreneurship Development
Course code - BBA504
(w.e.f. 2018-19 and Onwards)

Teaching hours per week : 04
 Total Teaching hours : 60

Maximum Marks : 100 Marks
 Semester End Examination: 70 Marks
 Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

- CO 1: Have the ability to determine distinct entrepreneurial qualities, skillsets and also helps the participants in learning basic fundamentals of decision making towards establishing enterprises in real life situations.
- CO 2: Understand the systematic process to select and screen a business idea.
- CO 3: Develop entrepreneurial ability by providing background information about support system, financial and risk covering institutions and government support for building an enterprise.
- CO 4: Know the parameters to assess opportunities for setting up a Small Industry and Managing Business successfully
- CO 5: Design the required strategies for successful implementation of ideas and business development activities.
- CO 6: Stay focused on executing action plans to reach set objectives, within defined timelines and also fulfills the understanding of business registration requirement.

Syllabus

UNITS	Syllabus	HOURS
Unit I: Perspective of Entrepreneurship	<ul style="list-style-type: none"> • Concepts and Overview of Entrepreneurship • Factors Affecting Entrepreneurial Growth, • Entrepreneurial Motivation, • Entrepreneurial Competencies and Qualities • Entrepreneurial decision process • Entrepreneurship- Women Entrepreneurship, Rural Entrepreneurship, Social entrepreneurship • Family Business in India 	8 Hours



Unit II: Start-Up – Business Opportunity identification	<ul style="list-style-type: none"> • Micro and Small Enterprises: An Introductory Framework, • Opportunities and identification of project • Ownership Structures • Project Appraisal, • Financing of Enterprise, 	10 Hours
Unit III: Institutional Support for Entrepreneurship	<ul style="list-style-type: none"> • Institutional Finance to Entrepreneurs, • Lease Financing and Hire-Purchase, • Institutional Support to Entrepreneurs (DIC, CEDOK, MSME, KSSIDC, MIDC, KVIC, KSFC, CC, EDI, Municipal Corporation, Labour Office, ESI) • Taxation Benefits to Small-Scale Industry, • Government Policy for Small-Scale Enterprises • Startup India, Make in India, <i>Stand-Up India</i>, Atmanirbhar Bharat Abhiyan' or 'Self-Reliant India Mission. 	12 Hours
Unit IV: Setting up a Small Industry - Managing Business successfully	<ul style="list-style-type: none"> • Fundamentals of Management, • Accounting for Small Enterprises, • Working Capital Management, • Break – Even Analysis • Inventory Management, • Production and Operation Management, • Marketing Management - Selling and Sales promotion, Giving credit to customers • Human Resource Management, • Total Quality Management (TQM) for Small Enterprises 	12 Hours
Unit V: Business Development	<ul style="list-style-type: none"> • Intellectual property rights (IPR) and MSME: Patents, Copyrights, Trademarks, • Growth Strategies in Small Business, • Sickness in Small Business, • Small Enterprises in International Business, • Export Documents and Procedure for Small Enterprises • Role of E-commerce in Business • Corporate social responsibility 	10 Hours
Unit VI: Business Plan Development	<ul style="list-style-type: none"> • Formulation of PPR • Detail Business plan 	8 Hours

TEXT/ REFERENCE BOOKS:

1. Handbook for New Entrepreneurs – P.C. Jain
2. Entrepreneurship- New venture Creation - David Halt



3. Entrepreneurship Development – Dr. S S Kanaka
4. Dynamics of Entrepreneurial development and Management – Vasant Desai
5. Essentials of Entrepreneurship and Small Business management (5/ed.): Thomas W. Zimmerer, and Norman M. Scarborough. PHI

ONLINE RESOURCES

1. <http://ediindia.ac.in/e-policy/> [Entrepreneurial Policy India]
2. http://en.wikipedia.org/wiki/List_of_venture_capital_companies_in_India [Venture Capital]
3. indiavca.org/venture-capital-in-india.html [Venture Capital]
4. www.indianangelnetwork.com/ [Angel Investing]
5. www.startbizindia.in/angel_investors_india.php [ANGEL INVESTING]
6. <http://www.mensxp.com/work-life/entrepreneurship/21253-51-most-successful-entrepreneurs-ofindia-p1.html> [Successful Entrepreneurs]
7. economictimes.indiatimes.com/...of...entrepreneurs/.../20912945.cms [Leadership]
8. <http://edition.cnn.com/2013/06/25/tech/innovation/frugal-innovation-india-inventors/> [Innovation]
9. www.bplans.com/ [BUSINESS PLAN]
10. www.entrepreneur.com/businessplan [BUSINESS PLAN]

INTERNAL MARKS

Tests	: 10
PPR and Business Plan	: 10
Presentation	: 10

Blue print of Question paper

	A 2 Marks	B 5 marks
Module I:	4	2
Module II:	4	2
Module III:	5	2
Module IV:	3	2
Module V:	2	2

Section A: Answer any 15 questions out of 18 questions. Each question carries 2 marks.

(15 X 2 = 30)

Section B: Answer any 8 questions out of 10 questions. Each question carries 5 marks.

(8 X 5 = 40)

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Department of BBA
BBA : V Semester
Equity Derivative
Course code - BBA5036
(w.e.f. 2018-19 and onwards)

Teaching hours per week : 04
 Total Teaching hours : 54

Maximum Marks : 100 Marks
 Semester End Examination: 70 Marks
 Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

- CO 1. To develop an understanding of financial derivatives and the institutional structure of the markets on which they are traded.
- CO 2. Acquire knowledge of how forward contracts, futures contracts, and options work, how they are used and how they are priced.
- CO 3. To have an understanding of the analytical tools necessary to price such instruments.
- CO 4. Be able to decide which securities to use for hedging and/or speculative purposes.
- CO 5. To highlight the role of financial derivatives in the modern capital markets, in particular for risk management.

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	Basics of Derivatives and Understanding Index	8 Hours
Unit II	Understanding Index	10 Hours
Unit III	Introduction to Forwards, Futures, Options	8 Hours
Unit IV	Options Trading Strategies & Introduction to Trading Systems	10 Hours
Unit V	Clearing & Settlement System, Legal & Regulatory Environment	10 Hours
Unit VI	Accounting and Taxation, Sales Practices and Investors Protection	8 Hours

TEXT BOOKS:



1. NISM workbook on Equity Derivatives

REFERENCE BOOKS:

1. Derivatives: The Wild Beast of Finance - Alfred Steinherr.
2. Derivatives Demystified - Andrew M.
3. Derivatives – A Guide to Alternative Investments - David M

Internal Marks

Test	: 10
Assignments/Presentation	: 10
NISM Certification	: 10

Blue print of Question paper

	A 2 Marks	B 5 marks
Module I:	3	1
Module II:	3	2
Module III:	4	2
Module IV:	4	2
Module V:	4	2
Module VI:	2	1

Section A: Answer any 15 questions out of 20 questions. Each question Carries 2 marks. (15 X 2 = 30)

Section B: Answer any 8 questions out of 10 questions. Each question carries 5 marks. (8 X 5 = 40)

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Department of BBA

B.B.A.: V Semester

Event Team and Crew Management

Course code - BBA5059

(w.e.f. 2018-19 and onwards)

Teaching hours per week : 04

Maximum Marks : 100 Marks

Total Teaching hours : 60

Semester End Examination: 70 Marks

Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

- CO 1: Understand and Explain the basic concepts, functions, roles, functioning and processes of Human Resource Management and its relevance in the Event industry.
- CO 2: To integrate the knowledge of HR concepts to take correct business decisions in the Event industry and to develop necessary skill set for application of various HR issues in Team and Crew Management.
- CO 3: List and describe the key steps in the human resource planning process in events and to understand the Human Resource Management challenges posed by Events.
- CO 4: Design and formulate various HRM processes such as Job Analysis, Recruitment and Selection, Training and Development, Performance Appraisals and Reward Systems and Compensation Plans for the Event Crew.
- CO 5: Analyze the strategic issues and strategies required to select and develop manpower resources for effective Crew Management in Events.

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	Team Building for Event <ul style="list-style-type: none">● HRM in Event: Introduction, Definition, Objectives, Scope and Significance,● Human Resource Planning for Event,● Career Planning and Succession Planning.	10 Hours
Unit II	Recruitment and Selection <ul style="list-style-type: none">● Job Analysis● Methods of Collecting Job Analysis Information	15 Hours



	<ul style="list-style-type: none"> ● Job Descriptions & Job Specifications ● Recruitment – Meaning and Sources ● Selection – Meaning and Steps ● Background Investigations and Reference Checks ● Types of Interviews ● Designing and Conducting the effective interview 	
Unit III	Manpower Training and Development <ul style="list-style-type: none"> ● Orientation and Induction of New employees ● The Training Process ● Training Methods ● Management Development – Meaning and On the Job and Off the job Training Methods 	12 Hours
Unit IV	Performance Appraisal and Compensation Management <ul style="list-style-type: none"> ● Performance Appraisal and performance Management ● Performance Appraisal Methods in event industry ● The Appraisal Interview ● Compensation and benefits 	12 Hours
Unit V	Event Crew Management <ul style="list-style-type: none"> ● Position overview: Reporting to the various Events Coordinators (Production Coordinator, Reservations Coordinator, Event Support Coordinator, Technical Coordinator) ● Primary responsibilities 	11 Hours

TEXT BOOKS:

1. Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
2. Event management, a professional approach By Ashutosh Chaturvedi
3. Marketing your event planning business: A creative approach to gaining the competitive edge – By Judy Allen
4. Event Management: An Asian Perspective by Glenn McCartney
5. Special Events: A New Generation and the Next Frontier (Hardcover) by Joe Goldblatt
6. Schaumann, P. (2005) Practical advice from an event planner. The Guide to Successful Destination Management. Wiley

REFERENCE BOOKS:

1. Dessler, G.& Varkkey B.(2016) Human Resource Management, 14th Ed, Pearson Education
2. Aswathappa K. (2008) Human Resource and Personnel Management,5th Ed, Tata McGraw Hill Publishing Co. Ltd

Internal Assessment Allotment



Tests	: 10 Marks
Assignment presentation	: 10 Marks
Event Management	: 10 Marks

Blue print for Question Paper

	2 Marks	5 Marks
Module I:	5	3
Module II:	5	3
Module III:	4	2
Module IV:	3	1
Module V:	3	1

Part A


Answer any 15 questions out of 20 two marks questions (15 X 2=30)

Part B

Answer any 8 questions out of 10 two marks questions (8 X 5=40)


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Department of BBA

B.B.A.: V Semester

Event Marketing and Advertising

Course code - BBA5060

(w.e.f. 2018-19 and onwards)

Teaching hours per week : 04

Total Teaching hours : 60

Maximum Marks : 100 Marks

Semester End Examination: 70 Marks

Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

CO 1: Students will be able to apply basic concepts of Marketing for Event industry and it will help in event promotion and planning process.

CO 2: To analyze the overall business environment and evaluate its various components in business decision making.

CO 3: To identify the needs of each segment are the same, so marketing messages should be designed for each segment to emphasize relevant benefits and features required rather than one size fits all for all customer types.

CO 4: To Design an advertising message that gets the attention of the prospective buyer in a segmented population. To introduce Students to the basic steps in advertising. To help students understand the creation of an ad campaign.

CO 5: To develop an overall appreciation for the importance of branding in today's dynamic, Interdependent society. Create an effective brand positioning strategy.

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	Event marketing <ul style="list-style-type: none">● Market, Marketing & Marketing Environment, Introduction – Meaning,● Importance, Modern marketing concept, Social marketing, marketing process, functions,● Marketing mix,	10 Hours



Unit II	<p>Introduction to Business Environment</p> <ul style="list-style-type: none"> ● Marketing Environment ● External environment including the role of Government and its impact on events. ● Environmental factors affecting business and their interaction, ● Consumerism and other environmentalist movements; socio cultural factors affecting Event decision. ● Event development and event Life Cycle – Meaning, Process, 	12 Hours
Unit III	<p>Event Segmentation Targeting and Positioning</p> <ul style="list-style-type: none"> ● Market Segmentation: Meaning and Definition, ● Ways to segment event: No Segmentation, Complete Segmentation, Segmentation according to income, age, literacy etc. <p>Characteristics of effective segmentation, Strategies towards Market segmentation.</p>	15 Hours
Unit IV	<p>Event Promotion and Media planning</p> <ul style="list-style-type: none"> ● Integrated marketing, ● Handling of Media & Celebrities ● Product concept, Advertising and Sales Promotion: Meaning, Publicity, Propaganda, ● Sales promotion, and personal selling, Advertising effectiveness, Sales Promotion, ● Methods of Sales Promotion. <p>Publicity and Public relations</p>	15 Hours
Unit V	<p>Branding</p> <ul style="list-style-type: none"> ● Branding and coordination ● Building an International Brand ● Brand equity ● Managing Personal Brands 	8 Hours

TEXT BOOKS:

1. Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
2. Event management, a professional approach By Ashutosh Chaturvedi

Reference Book:

1. Marketing your event planning business: A creative approach to gaining the competitive edge – By Judy Allen
2. Event Management: An Asian Perspective by Glenn McCartney
3. Special Events: A New Generation and the Next Frontier (Hardcover) by Joe Goldblatt



4. Kilkenny, Shannon (2006) The Complete Guide to Successful Event Planning, Atlantic Pub. Group

Internal Assessment Allotment

- Tests : 10 Marks
- Assignment presentation : 10 Marks
- Event Management : 10 Marks

Blue print for Question Paper


	2 Marks	5 Marks
Module I:	3	2
Module II:	5	3
Module III:	4	2
Module IV:	4	2
Module V:	4	1

Part A

Answer any 15 questions out of 20 two marks questions (15 X 2=30)

Part B

Answer any 8 questions out of 10 two marks questions (8 X 5=40)


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Department of BBA

B.B.A. : V Semester

Event Planning Budgeting and Sponsorship

Course code - BBA5058

(w.e.f. 2018-19 and onwards)

Teaching hours per week : 04
Total Teaching hours : 60

Maximum Marks : 100 Marks
Semester End Examination : 70 Marks
Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

CO 1: Helps to apply Event Management skills to the creation and development of different type of events and obtain a sense of responsibility for the multi-disciplinary nature of event planning.

CO 2: Apply a variety of sound decision-making, conflict resolution, and problem-solving techniques professionally and ethically to manage an event.

CO 3: Learn to develop and deliver successful events proposal and work breakdown structure with a focus on event mission, vision and objectives.

CO 4: Able to understand Attracting and managing sponsorship requirements of event.

CO 5: Apply accounting and financial knowledge to ensure the efficient operation of an event and can use business administration skills to prepare efficient event budget.

Syllabus

UNITS	SYLLABUS	HOURS
Unit I Event planning	<ul style="list-style-type: none">● Introduction to event Management,● Event Management Companies in India● Principles of event Management,● Event Plan- Pre and post event planning● Size & type of event	12 Hours
Unit II Ethics in event and Event Etiquettes	<ul style="list-style-type: none">● Event Feasibility,● Keys to success,● SWOT Analysis● Code of ethics in event● Professional association	12 Hours



	<ul style="list-style-type: none"> • Event Protocols, • Dress codes, staging, staffing 	
Unit III Event Proposal	<ul style="list-style-type: none"> • Aim of event, Develop a mission, Establish Objectives • Preparing event proposal, • Use of planning tools • The Work Break-down Structure (WBS) 	14 Hours
Unit IV Event Sponsorship	<ul style="list-style-type: none"> • Team delegation, • Sponsorship principles, • Terms and condition, 	12 Hours
Unit V Event Budgeting	<ul style="list-style-type: none"> • Accounting principles : Basic concept, Accounting standards • Budget, breakeven point, cash flow analysis, Profit & loss statement, balance sheet, Panic payments, financial control systems 	10 Hours

TEXT BOOK:

- Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
- Event management, a professional approach By Ashutosh Chaturvedi
- Marketing your event planning business: A creative approach to gaining the competitive edge – By Judy Allen
- Event Management: An Asian Perspective by Glenn McCartney
- Special Events: A New Generation and the Next Frontier (Hardcover) by Joe Goldblatt
- Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge (Hardcover) by Judy Allen
- Schaumann, P. (2005) Practical advice from an event planner. The Guide to Successful Destination Management. Wiley

ONLINE REFERENCE:

1. Event Planning Handbook - <file:///D:/Nandini/college/EDTL/handbook-%20event%20planning.pdf>

Internal Assessment Allotment

- Tests : 10 Marks
- Assignment presentation : 10 Marks
- Event Management : 10 Marks



Blue print for Question Paper

	2 Marks	5 Marks
Module I:	4	2
Module II:	4	2
Module III:	4	2
Module IV:	4	2
Module V:	4	2

Part A

Answer any 15 questions out of 20 two marks questions (15 X 2=30)

Part B

Answer any 8 questions out of 10 two marks questions (8 X 5=40)


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Department of BBA.
B.B.A. : V Semester
Indian Constitution
Course code – IC500
(w.e.f. 2018-19 and onwards)

Teaching hours per week : 04
 Total Teaching hours : 54

Maximum Marks : 100 Marks
 Semester End Examination : 70 Marks
 Internal Assessment : 30 Marks

Course Outcome:

At the end of this course students will be able to:

- CO 1. To provide constitutional literacy for every student at the graduate level.
 CO 2. To make the student conversant with his citizenship role as prescribed under the Constitution.

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	SIGNIFICANCE OF CONSTITUTION <ul style="list-style-type: none"> • Marking of the Constitution- Role of the Constituent Assemble, • Salient features, the Preamble, Citizenship 	10 Hours
Unit II	FUNDAMENTAL RIGHTS <ul style="list-style-type: none"> • Fundamental Rights, the Right to Equality, the Right to Freedom, the Right against Exploitation, the Right to Freedom of Religion, • Cultural and Educational Rights. 	10 Hours
Unit III	DIRECTIVE PRINCIPLES OF STATE POLICY	10 Hours

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	<ul style="list-style-type: none"> • Nature of the Directive Principles of State Policy, • Difference between of Fundamental Rights and Directive Principles of State Policy, - Implementation of Directive Principles of State Policy, • Fundamental Duties 	
Unit IV	UNION GOVERNMENT <ul style="list-style-type: none"> • Union Government- Powers and Functions of the President, The Prime Minister, Council of Ministers. • Composition, Powers and functions of the Parliament, Organization of Judiciary, Jurisdiction of the Supreme Court. 	12 Hours
Unit V	STATE GOVERNMENT <ul style="list-style-type: none"> • State Government- Powers and Functions of Governor, Chief Minister, Council of Ministers. • Composition, Powers & functions of State Legislature, Relation between the Union and the State. 	12 Hours

Text Books

1. M.V.Pylee, An Introduction of the Constitution of India, New Delhi
2. Subhash C. Kashyap, Our Constitution: An Introduction to India's Constitution and Constitutional Law, New Delhi

Reference Book

1. Durga Das Basu, Introduction to the Constitution of India, New Delhi

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Department of BBA

B.B.A. : V Semester

Life Insurance

Course code - BBA5044

(w.e.f. 2018-19 and onwards)

Teaching hours per week : 04

Maximum Marks : 100 Marks

Total Teaching hours : 60

Semester End Examination: 70 Marks

Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

- CO 1: It enables understand Conceptual Framework and appreciate their professional career in the right perspective in the field of Life Insurance.
- CO 2: Cadre professionals in the Insurance industry and also be well versed in risk management, governance and regulatory compliances.
- CO 3: Able to know the various Plans of Life Insurance with its conceptual framework and insurance regulation.
- CO 4: Understanding of Special Need Plans of Life Insurance with its conceptual framework according to IRDA Guidelines
- CO 5: Study the Application and Acceptance of Documentation and premium calculation under Life insurance.
- CO 6: Follow the underwriting practices and efficient management of claims and its impact on the company and the policyholders.

Syllabus

UNITS	SYLLABUS	HOURS
Unit 1: Introduction to Insurance	The Conceptual Framework, What Is Insurance – Brief History of Insurance – Perils and Risks – Classification of Risks- Hazards – How Insurance Works – Classes of Insurance – Assumptions – Importance of Insurance Industry. The Business of Insurance – Managing Risk Retention – Life Insurance – Managing Insurance – Funds of An Insurer – Trustee- Reinsurance – Role of Insurance in Economic Development – Insurance and Social Security. The Insurance Contract – Utmost Good Faith or <i>Uberaba Fides</i> – Insurable Interest – Insurer's Insurable Interest – Criminal Acts – Indemnity – Subrogation and Contribution – Proximate Cause – Personal	12 Hours



	and Non-Personal Contracts.	
Unit 2: Practice Of Insurance	Introduction – Organizing – Important Activities – The Indian Context – Internal Organization – The Distribution System – Appointment of Agent- Functions of The Agent – Continuance of Agency – Remuneration To Agents – Trends in Life Insurance – Distribution Channels – Premiums and Bonuses – What Is Premium – Risk – Net and Pure Premium – Premium Calculation -Actuarial Valuation – Bonus – Simple Reversionary Bonus – Compound Reversionary Bonus – Interim Bonus.	8 Hours
Unit3: Plans of Life Insurance – I	Death Cover – Survival Benefit – Term Assurance – Pure Endowment – Linked – Some Popular Plans- Common Variations – With Profit and Without Profit Policies – Joint Life Policies – Children’s Plans – Variable Insurance Plans, Riders – Postal Life Insurance. Annuities – The Nature of Annuity – Immediate Annuity – Deferred Annuity. Group Insurance – Introduction – Meaning of Group Insurance – Types of Group Insurance Schemes – Group Gratuity Schemes – Ways To Meeting Gratuity Liability – Group Superannuation Scheme – Group Leave Encashment Scheme (GLES) – Other Group Schemes – Social Security Schemes	10 Hours
Unit4: Plans of Life Insurance – II	Other Special Need Plans – Industrial Life Insurance – Married Women’s Property (MWP) Act Policies – Key Man Insurance – Plans Covering Handicapped. Health Products – Types of Products – Indemnity, Fixed Benefits, ULIPS, Pure Health Covers, Linked Insurance Plans – What Is Linked Policy – Equity Funds – Debt Funds – Money Market Funds – Liquid Funds – Balanced Funds – Flexibility – Top-Up-Premium Holiday – Net Assets Value (NAV) – Annuities and Pensions – IRDA Guidelines.	10 Hours
Unit5: Application and Acceptance	Application and Acceptance – Principle of Utmost Good Faith – Insurable Interest – Prospectus – Proposal Forms and Other Related Documents Alterations – Duplicate Policy. Premium Payment – Lapse and Revival – Age – Premium – Where To Pay – Surrender Values – Non-Forfeiture Option – Revival – Special Revival Scheme – Installment Revival Scheme – Loan – Cum – Revival Scheme. Assignment, Nomination, Loans, Surrenders, Foreclosure	8 Hours
Unit6: Policy Claims	Maturity Claims – Survival Benefit Payments – Death Claims – Waiver of Evidence of Title – Early Claims – Claims Concession – Presumption of Death – Accident Benefit and Disability Benefit – Permanent Disability Benefit – Post Maturity Options – Settlement Options – Precautions. Miscellaneous – Reinsurance – Exchange Control Regulations – Payment of Premiums – Payment of Claims Etc. – Assignment in Favour of Non-Residents – Deposits – Export of Policies – Information Technology – Intranet and Internet - Benefits To Agents – Benefits To Policy Holders/ Prospects – Kiosks – It in The Rural Areas – Internal Processing – IRDA Regulations. Annexure – Financial Market – Capital Market – Stock Technical’s – Authorized Capital – Issued Capital – Float Outstanding – Shares Market – Capitalization –Or Earnings Per Share (EPS) –(Price Earning Ratio (PE) – Beta. Simple Economics – Risk Premium – Relationship Between Interest Rates and Stock Prices – Relationship Between Inflation Rates and Stock Prices –Evaluating Unit Linked Policies – Policy Fund.	12 Hours

TEXT BOOK:

1. IC 38 INSURANCE AGENTS- by Insurance Institute of India, Mumbai.

REFERENCE BOOK:

1. Practice of Life Insurance (I.C.02) (Insurance Institute of India, Mumbai)



Teaching Hours	: 54
Presentation	: 6
Total hours	: 60

Internal Marks

Test	: 10
Assignments/Presentation	: 10
NISM Certification	: 10

Blue print of Question paper

	A 2 Marks	B 5 marks
Module I:	3	1
Module II:	3	2
Module III:	4	2
Module IV:	4	2
Module V:	4	2
Module VI:	2	1

Section A: Answer any 15 questions out of 20 questions. Each question Carries 2 marks.

(15 X 2 = 30)

Section B: Answer any 8 questions out of 10 questions. Each question carries 5 marks.

(8 X 5 = 40)

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Department of BBA

B.B.A. : V Semester

Logistics Management

Course code - BBA5072

(w.e.f. 2018-19 and onwards)

Teaching hours per week : 04

Total Teaching hours : 54

Maximum Marks : 100 Marks

Semester End Examination: 70 Marks

Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

CO 1: Gain the knowledge of possibilities of efficient optimization and management of operation in Logistics Management

CO 2: Apply optimization and management of operation in Logistics Management

CO 3: Demonstrate skills in identification and resolution of problems pertaining to Logistics Management.

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	Overview of Logistics management - Functions of Logistics - Concepts and terminologies in logistics Management-The Logistical Value Proposition – Logistics planning – concepts and cases, 3PL & 4PL – Concept– Logistical Operating Arrangements – Flexible Structure – Supply Chain Synchronization, Challenges in Logistics-Logistics Strategy for CRM - Bottlenecks on the transport industry - Distribution Requirement Planning	08 Hours
Unit II	Transport Functionality, Principles and Participants – Transportation Service – Transportation Economics and Pricing – Transport Administration – Containerization: Genesis, Concept, Classification, Benefits and Constraints; Inland Container Depot (ICD): Roles and Functions, CFS, Export Clearance at ICD; CONCOR; ICDs under CONCOR; Chartering: Kinds of Charter, Charter Party, and	10 Hours



	Arbitration. Transportation problem (balanced and unbalanced).	
Unit III	Packaging and Material Handling: Packaging Perspectives, Packaging for Material Handling Efficiency, Materials Handling, Supply Chain Logistics Design: Global Strategic Positioning; Global SC Integration, SC Security, International Sourcing.	10 Hours
Unit IV	International Insurance – Cargo movements – water damage – Theft – Privacy – pilferage – Other risk – perils with air shipments – Risk Retention – Risk Transfer – Marine Cargo Insurance – Coverage A,B,C classes – Elements of air freight Policy – Commercial Credit Insurance – Size of Vessels, Tonnage, Types of vessels- Container, Combination ships – Non vessel operating carriers	10 Hours
Unit V	Reverse Logistics and Sustainability- Reverse Logistics Activities- Returns Vary by Industry- Reverse Logistic Costs- Reverse Logistics Process- Reverse Logistics as a Strategy - Using Reverse Logistics to Positively Impact Revenue- Other Strategic Uses of Reverse Logistics- Reverse Logistics System Design- Reverse Logistics Challenges- Managing Reverse Logistics –Reverse Logistics and the Environment	10 Hours
Unit VI	Introduction to International Logistics - World class transportation - EXIM Procedures - EXIM Documentation - Introduction to customs - Customs procedures and processes - Transshipment and consolidation - Letter of credit – INCOTERMS	06 Hours

Text Book:

1. Bowersox, Closs, Cooper, Supply Chain Logistics Management, McGraw Hill.
2. Burt, Dobbler, Starling, World Class Supply Management, TMH.

Reference Book

1. Donald J Bowersox, David J Closs, Logistical Management, TMH
2. Pierre David, "International Logistics", Biztantra.
3. Sunil Chopra, Peter Meindl, Supply Chain Management ,Pearson Education, India.

Internal Marks

Tests

:

10



Field Work	:	10
Presentation	:	10

Blue print of Question paper

	A	B
	2 Marks	5 marks
Module I:	3	1
Module II:	4	2
Module III:	4	1
Module IV:	3	2
Module V:	3	2
Module VI:	3	2

Section A: Answer any 15 questions out of 20 questions. Each question carries 2 marks. (15 X 2 = 30)

Section B: Answer any 8 questions out of 10 questions. Each question carries 5 marks. (8 X 5 = 40)


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Department of BBA
BBA : V Semester
Mutual Funds I
Course code - BBA5045
(w.e.f. 2018-19 and onwards)

Teaching hours per week : 04
 Total Teaching hours : 60

Maximum Marks : 100 Marks
 Semester End Examination: 70 Marks
 Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

- CO 1. Know the basics of mutual funds, their role and structure, different kinds of mutual fund schemes and their features
- CO 2. Understand the channels for mutual funds distribution
- CO 3. Understand the legalities, accounting, valuation and taxation aspects underlying mutual funds and their distribution.
- CO 4. Get acquainted with financial planning as an approach to investing in mutual funds, as an aid for mutual fund distributors to develop long term relationships with their clients.

Syllabus

UNITS	SYLLABUS	HOURS
Unit 1	<p>Concept and Role of a Mutual Fund</p> <ul style="list-style-type: none"> • Concept & Function of a mutual fund • Advantages and limitations of a mutual fund • Investment objectives, Marking to market • Unit capital, Assets under management (AUM) • Fund running expenses, Net asset value (NAV) • Brief history of mutual funds in India • Closed end funds and open ended funds • Categorization of funds by investment objective , Investing Horizon & Asset Class • International funds, Fund of Funds, Exchange Traded Funds (ETF) 	10 Hours
Unit 2	<p>Fund Structure and Constituents, Legal & Regulatory Environment</p> <p>Structure of mutual funds in India and related regulations</p> <ul style="list-style-type: none"> • Role of the sponsor, trustee and Asset Management Company (AMC) and related regulations 	08 Hours



	<ul style="list-style-type: none"> • Role of other fund constituents and related regulations • Role & Functions of regulators in India-SEBI,SRO,AMFI • AMFI Code of Ethics • Investment restrictions and related regulations • Investor rights and obligations 	
Unit 3	<p>Offer Document, Fund Distribution and Sales Practices</p> <ul style="list-style-type: none"> • Regulations with respect to drafting and filing of an Offer Document for NFO • Process of NFO and steps involved in marketing an NFO • Objectives of information disclosure in an offer document- SAI,SID,KIM • Types of investors and eligibility • Distribution channels for mutual funds • Pre-requisites to become a mutual fund distributor • Key elements of agreement between distributor and a mutual fund • Sales practices and commission structure • Types of commissions and transaction charges • AMFI Code of Conduct • Process for KYD 	08 Hours
Unit 4	<p>Accounting, Valuation and Taxation, Investor Services</p> <ul style="list-style-type: none"> • Computation of net assets and NAV-Announcement & Factors affecting NAV • Pricing of transactions in a mutual fund • Time-stamping of transactions, Charging of expenses • Key accounting and reporting requirements • Valuation process carried out by mutual funds • Applicability of Taxes, Dividend Distribution Tax • Taxability of dividends and capital gains in the hands of a mutual fund investor • Applicability of Securities Transactions Tax based on type of transaction and scheme • Setting off gains and losses under Income Tax Act • KYC requirements & Demat Account concept • Process related to fresh, additional purchase and redemption in a mutual fund • Contents and periodicity of Statement of account • Process for Nomination and Pledge • Types of Investment options - dividend, growth and dividend re-investment • Processes related to systematic investment, systematic withdrawals and transfers • Processes related to other investor services and facilities 	10 Hours
Unit 5	<p>Risk, Return and Performance of Funds, Scheme Selection,</p> <ul style="list-style-type: none"> • Return on investment-Calculation of simple, annualized and compounded returns • Applicability of returns for different types of funds • SEBI norms for return representation of mutual funds in India • Factors that may affect mutual fund performance • Risks in different type of mutual funds-Classification based on risk • Process for Benchmarking of performance 	10 Hours



	<ul style="list-style-type: none"> Steps in selecting & evaluation equity funds, debt funds, Money market fund, Balanced fund & factors impacting their performance Sources of data to track mutual fund performance Classification of assets into physical and financial assets-Features 	
Unit 6	<p>Financial Planning, Recommending Model Portfolios and Financial Plans Basics of financial planning-Financial Goals, Investment Horizon</p> <ul style="list-style-type: none"> Objective, Benefits & Need for financial planning Life cycle and wealth cycle in financial planning Tools to categorize investors' needs Risk profiling Asset allocation and types Importance and steps for developing a model portfolio 	08 Hours

TEXT BOOKS:

1. Taxmann's Mutual Fund Distributors
2. Indian Mutual Funds Handbook (5th Edition)

REFERENCE BOOKS:

1. The Mutual Fund Industry by R.Glenn Hubbard
2. Mutual Funds -Ladder to wealth creation by Vivek Negi
3. Common Sense on Mutual Funds :New Imperatives for the Intelligent Investor by John.C .Bogle

Teaching Hours	: 54
Presentation	: 6
Total hours	: 60

Internal Marks

Test	: 10
Assignments/Presentation	: 10
NISM Certification	: 10

Blue print of Question paper

	A	B
	2 Marks	5 marks
Module I:	3	1
Module II:	3	2
Module III:	4	2
Module IV:	4	2
Module V:	4	2

Section A: Answer any 15 questions out of 20 questions. Each question Carries 2 marks.

(15 X 2 = 30)

Section B: Answer any 8 questions out of 10 questions. Each question carries 5 marks.

(8 X 5 = 40)


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Department of BBA

B.B.A. : V Semester

Purchase and Inventory Management

Course code - BBA5073

(w.e.f. 2018-19 and onwards)

Teaching hours per week : 04

Total Teaching hours : 54

Maximum Marks : 100 Marks

Semester End Examination: 70 Marks

Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

CO 1: Demonstrate the concept of Purchasing, Contract and Distinguish the concepts of Centralized and Decentralized Purchasing, Procurement and Purchasing.

CO 2: State the Significance of Strategic Sourcing, Supplier Evaluation, Supplier Selection, Standards and Certifications required by Suppliers.

CO 3: Definition and Meaning of Right Price, Forecasting, Budgeting and Understanding the Importance of Cost Reduction.

CO 4: Outline the Dimensions of Material Management and state the Significance, Functions, Roles of Material Management.

CO 5: Explain the Importance of Inventory and its control process.

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	Purchasing : Purchasing objectives - Purchasing Responsibilities - Purchasing process - Purchasing Management Process - Quotation and Purchase order - Types of purchase order(PO) - Contract -Advantages and Disadvantages - Contents of Contract - Purchasing Organization Structure - Advantages and disadvantages of Centralization and decentralization - Procurement and E-Procurement – Value chain of E-Procurement - Difference between procurement and purchasing - Buyer profiles and division of responsibilities. Based on Van Weele	14 Hours
Unit II	Strategic Sourcing - Strategic sourcing process - The Kraljic Matrix-(Case Study) - Supplier Evaluation - Selection-Key factors for supplier selection - Standards for supplier selection - Standards and certification - Quality Characteristics - Supplier Quality Management, Rating measurement criteria	13 Hours
Unit III	Meaning of Right Price – Price Analysis - Determination of Right Price – Influencing Factors on Pricing - Classification of Pricing - Price Forecasting - Right Place – Purchase Budgets - Budgetary control - Need	7 Hours



	Identification Problems - Definition of lead time Elements- Cost Reduction and Lead time	
Unit IV	Material Management – Nature, Objectives - Significance of material management – Key function of material management- Material classification - Role of Material Management - Material handling principles - Materials and Profitability & Profit Center Concept - Definition of Material Planning - Bill of Material – Material Requirement Planning - Importance of Material Research, Definition Unitizing, packaging and shipping - Inventory: Importance, Types, Functions and characteristics - Reasons for holding inventories	12 Hours
Unit V	Inventory costs and its relevance for decision making - Inventory policies and control - Push Pull inventory methods - Risk pooling - Inventory management process - Inventory control system - Performance measurement in inventory management.	8 Hours

TEXT BOOKS:

1. Gopalakrishnan P. – Purchasing and Materials management – Tata McGraw Hill – 23rd Edition – 2008.
2. Purchasing and Materials Management – S Chand & Company Ltd. – K C Jain and Jeet Patidar – 2011

REFERENCE BOOK:

1. Logistics and Supply Chain Management – Himalaya Publishing House – K. Shridhara Bhat – 2011
2. Essentials of Supply Chain Management – Jaico Publishing House – Dr. R. P. Mohanty and Dr. S.G. Deshmukh
3. Supply Chain Management: Strategy, Planning, and Operation (2nd Edition) by Sunil Chopra, Peter Meindl – 2007

Blue print of Question paper

	2 Marks	5 Marks
Module I	5	3
Module II	3	2
Module III	4	1
Module IV	4	2
Module V	4	2

Section A: Answer any 15 questions out of 20 questions. Each question carries 2 marks.
(15 X 2 = 30 Marks)

Section B: Answer any 8 questions out of 10 questions. Each question carries 5 marks.
(8 X 5 = 40 Marks)

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Department of BBA
BBA : V Semester
Securities Markets
Course code - BBA5037
(w.e.f. 2018-19 and onwards)

Teaching hours per week : 04
 Total Teaching hours : 54

Maximum Marks : 100 Marks
 Semester End Examination: 70 Marks
 Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

- CO 1. Describe the different components of a financial system and their role.
- CO 2. Explain the recent developments in the Indian financial system
- CO 3. Describe the instruments, participants and operation of the money market
- CO 4. Describe the methods of issuing shares and role of intermediaries in the primary
- CO 5. Describe the trading mechanism in the stock market
- CO 6. List the various speculators and describe the speculative activities

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	Introduction	8 Hrs
Unit II	Regulatory Framework	10 Hrs
Unit III	Primary Market & Secondary Market	8 Hrs
Unit IV	Market Indicators	10 Hrs
Unit V	Trading and Risk Management Clearing and Settlement	10 Hrs
Unit VI	Market Surveillance & Client Management	8 Hrs

TEXT BOOKS:

1. NISM workbook on securities market

REFERENCE BOOKS:



1. VALUE INVESTING AND BEHAVIORAL FINANCE – PARAG PARIKH.
2. BULLS, BEARS AND OTHER BEASTS – SANTOSH NAIR.
3. INVESTING IN INDIA – RAHUL SAROGI.

Internal Marks

Test	: 10
Assignments/Presentation	: 10
NISM Certification	: 10

Blue print of Question paper

	A 2 Marks	B 5 marks
Module I:	3	1
Module II:	3	2
Module III:	4	2
Module IV:	4	2
Module V:	4	2
Module VI:	2	1

Section A: Answer any 15 questions out of 20 questions. Each question Carries 2 marks.

(15 X 2 = 30)

Section B: Answer any 8 questions out of 10 questions. Each question carries 5 marks.

(8 X 5 = 40)

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Department of BBA
B.B.A. : V Semester
SEO & SEM
Course code - BBA5057
(w.e.f. 2018-19 and onwards)

Teaching hours per week : 04
 Total Teaching hours : 60

Maximum Marks : 100 Marks
 Semester End Examination: 70 Marks
 Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

- CO 1: understand how business organizations can make a strong virtual presence organically through the web using various search engine tools.
- CO 2: learn how to make the most cautious use of the search engines.
- CO 3: learn how to build a good search engine reputation
- CO 4: understand how organizations can use the online advertising platforms like Google Ads for promoting their business through various types of online advertisements
- CO 5: know how to make the best bid for advertisements by understanding the working of ad ranks.
- CO 6: Understand the concept of ROI on their online strategies to drive the traffic from search engine result page(SERP).

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	Search Engine Optimization - Understanding SEO, SEO Keyword Planning, Meta Tags and Meta Description, Website Content Optimization, Back Link Strategies, Internal and External Links Optimizing, Site Structure, Keywords in Blog and Articles - On Page SEO & Off Page SEO, SEO Optimizing with Google Algorithms Using WebMaster Tool, Measuring SEO Effectiveness.	12 Hours



Unit II	SEO tools – spyfu	10 Hours
Unit III	Search Engine Marketing Overview - Understanding Google search, Rule based personalization of marketing at internet scale, Overview of Google Adwords, Microsoft AdCenter and Yahoo , Search Marketing	16 Hours
Unit IV	Pay Per Click Overview - PPC definition & it's functioning, Important Terms - Quality Score, Conversion Rate, Quality Score Overview, Setting objectives, goals & expectations, Actionable metrics for performance measurements, Formulating account structure	14 Hours
Unit V	Effective segmentation of keywords, Usage of multiple match types, Non-overlapping Ad Groups	8 Hours

TEXT BOOKS:

1. Search Engine Optimization (Priya Kanwar Varinder Taprial)
2. Search Engine Optimization and Marketing for Beginners (Renee Kennedy, Terry Kent, Renie Kennedy)

REFERENCE BOOKS:

1. The Art of SEO 2nd Edition (Eric Enge)
2. Search Engine Optimization : Your Visual Blueprint for Effective Internet Marketing 3/e (Jones K B)
3. Pay-Per-Click Search Engine Marketing Handbook (Mordkovich)
4. Search Marketing Strategies: A Marketer's Guide to Objective Driven Success from Search Engines (E-marketing Essentials) (Colborn James)

Blue print of Question paper

	A	B
	2 Marks	5 marks
Module I:	4	1
Module II:	3	1
Module III:	5	3
Module IV:	4	3
Module V:	3	1
Module VI:	2	1

Section A: Answer any 15 questions out of 20 questions. Each question carries 2 marks.

(15 X 2 = 30)

Section B: Answer any 8 questions out of 10 questions. Each question carries 5 marks.

(8 X 5 = 40)

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Department of BBA
B.B.A. : V Semester
Social Media Marketing
Course code - BBA5056
(w.e.f. 2018-19 and onwards)

Teaching hours per week : 04	Maximum Marks : 100 Marks
Total Teaching hours : 60	Semester End Examination : 70 Marks
	Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

- CO1. Understand what social media is, the various channels through which it operates, and its role in marketing strategy.
- CO2. Develop social media marketing goals, objectives and content.
- CO3. Design and develop an effective Blog.
- CO4. Prepare Facebook Ads and Instagram Ads and understand how to effectively brand their Social Media Pages.
- CO5. Establish a Video Marketing Strategy and learn YouTube Advertising.
- CO6. Demonstrate how to effectively brand their Twitter profile and use Twitter Ads.
- CO7. Understand how Consumer Generated Content and New Technologies are changing the Future of Social Media Marketing.

Syllabus

UNITS	SYLLABUS	HOURS
Unit 1	Introduction - Introduction to Social Media, What is Social Media? - How Social Media developed, Managing Information – Aggregators, Google Alerts, Blogs. Getting your company ready for Social Media Content Management - Touchpoint analysis, Scheduling, Creating content, Managing content	08 Hours



	programs, Planning Worksheets.	
Unit 2	Blogs – Blogger, Tumblr, Wordpress, and Influencers Who are they? How to find them How to use them to benefit your brand.	10 Hours
Unit3	Facebook&Instagram- Creating groups and pages, Tips and Guides – Posts, Paid Promotion Ads, Contests.	08 Hours
Unit4	YouTube Long - form video platforms, Setting up a channel, Managing content - Video Flow - Google Pages for YouTube Channel - Verify Channel Webmaster Tool – Adding Asset - Associated Website Linking - Custom Channel URL - Channel ART - Channel Links - Channel Keywords - Branding Watermark - Featured Contents on Channel - Channel Main Trailer - Uploading Videos - Uploading Defaults - Creator Library - Practical Examples.	14 Hours
Unit5	Twitter - Set-up and usage Tips. LinkedIn - Tips and Guides Review of profiles. Pinterest - Visual social media and bookmarking, Set-up and management	10 Hours
Unit6	Collaborative Marketing & Crowdsourcing - Consumer-generated content (Encouraged Organic), New Technologies – Chat Bots/Messenger Bots and Artificial Intelligence.	10 Hours

Text Books:

1. Social Marketing in India 1st Edition (Sameer Deshpande, Philip Kotler, Nancy R. Lee)
2. Marketing with Social Media (Linda Coles)

Reference Books:

1. The Social Media Marketing Book (Dan Zarrella)
2. Social Media Marketing 1st Edition (Michael R. Solomon, Tracy Tuten)
3. The Art of Social Media: Power Tips for Power Users (Guy Kawasaki, Peg Fitzpatrick)

Blue print of Question paper

	A	B
	2 Marks	5 marks
Module I:	2	1



Module II:	5	2
Module III:	5	3
Module IV:	4	2
Module V:	2	1
Module VI:	2	1

Section A: Answer any 15 questions out of 20 questions. Each question carries 2 marks.
(15 X 2 = 30)

Section B: Answer any 8 questions out of 10 questions. Each question carries 5 marks.
(8 X 5 = 40)


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Department of BBA
B.B.A. : V Semester
Supply Chain Management
Course code - BBA5071
(w.e.f. 2018-19 and onwards)

Teaching hours per week : 04
 Total Teaching hours : 54

Maximum Marks : 100 Marks
 Semester End Examination: 70 Marks
 Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

CO 1: Students can demonstrate strong conceptual knowledge in the area of supply chain.

CO 2: Understand fundamental supply chain management concepts.

CO 3: Students will demonstrate skills in identification and resolution of problems pertaining to supply chain.

Syllabus

UNITS	Syllabus	HOURS
Unit I	Supply Chain definition – Objectives -Importance– Types – Various definitions – Drivers – Need for SCM – SCM as a profession – Supply chain processes - SCM decisions and skills – Strategy formulation in SCM - SC Performance measurement and SCOR model – Value in Supply Chain – Tradeoffs – CRM Strategy relationship matrix	12 Hours
Unit II	Strategic Sourcing – Source evaluation – Collaborative perspective – Buyer Supplier Relationship – Partner Selection – Develop of Partnership – Importance of inventory – Imbalances – uncertainties – Inventory costs – Inventory turnover ration	12 Hours
Unit III	Transportation Selection – Tradeoff – Modes of transportation – Models for transportation and distribution – Factors affecting network effectiveness – 3 PL advantages – Indian transport infrastructure – IT solutions – EDI, E-Commerce, E-Procurement – Bar Coding and RFID	10 Hours



	technology	
Unit IV	Critical business processes and information systems – DBMS – Benefits of ERP –information system and bull whip effect – SCM software packages – Modeling concepts – Vendor analysis model – Coordinated SCM – Simulation modeling- Reverse Vs forward supply chain – Types of reverse flows – Collaborative SCM’s and CPFR – Agile systems – Sources of variability – characteristics – Supplier interface – Internal processes	8 Hours
Unit V	Supply Chain Management and profitability – Quality management – Supply Chain Risk Management Mass customization and globalization – Ethical Supply Chains – E-business and SCM – Balanced Score Card – Benchmarking, Performance measurement- Best practices in Global SCM – cases	12 Hours

TEXT BOOKS:

1. Mohanty R.P, S.G Deshmuki “Supply Chain Management” Biztantra, New Delhi

Reference Book:

1. Introduction to Supply Chain Management. Prentice Hall, 1999. N. Viswanadham and Y. Narahari.

INTERNAL MARKS

Tests	: 10
Assignments & presentation	: 10
Field work	: 10

BLUE PRINT OF QUESTION PAPER

	A 2 Marks	B 5 Marks
Module I:	6	2
Module II:	3	2
Module III:	4	2
Module IV:	4	3
Module V:	3	1

Section A: Answer any 15 questions out of 20 questions. Each question carries 2 marks.
(15 X 2 = 30)

Section B: Answer any 8 questions out of 10 questions. Each question carries 5 marks.
(8 X 5 = 40)

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Department of BBA
B.B.A. : VI Semester
Affiliate Marketing
Course code – BBA6038
(w.e.f. 2018-19 and onwards)**

Teaching hours per week : 04
Total Teaching hours : 60

Maximum Marks : 100 Marks
Semester End Examination: 70 Marks
Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

- CO 1: Understand the benefits of being a third-party seller.
- CO 2: Learn various audience engagement strategies.
- CO 3: Understand the methods to track the sales performance through affiliate links.
- CO 4: Understand how different ways of payments benefit an affiliate.
- CO 5: Understand the best channels of affiliate marketing.

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	Introduction to Affiliate Marketing- History of Affiliate Marketing, Frequently asked questions about Affiliate Marketing, The basis of Affiliate Marketing, How affiliate Marketing works, Affiliate Program payment methods, Cookies and Affiliates, Tiered Affiliate Marketing, Cross selling and up selling, Multi tier marketing and commissions, List of affiliate marketing software.	10 Hours
Unit II	Affiliate Marketing Platforms - Affiliate marketing with Commission Junction, Affiliate Marketing with Linkshare, Affiliate Marketing with One Network Direct, Affiliate Marketing with ShareASale, Affiliate Marketing with Plimus, Affiliate Marketing with Amazon Associates, Affiliate Marketing with Flexoffers, Affiliate Marketing with clickbank, Affiliate Marketing with Commission Soup, Affiliate Marketing with Local affiliate Programs. Enrolling in an Affiliate Marketing Program - Signing up as an Affiliate, Logging into your affiliate account, Integrating Affiliate Links into your websites, Monitoring affiliate performance	12 Hours



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	and tracking sales.	
Unit III	Tips and tricks to improve affiliate Marketing - Affiliate Links and how to deal with them, Promoting your affiliate program, Overcoming the challenges of affiliate marketing, Performing market analysis and market research, Market strategies Establishment, Affiliate Marketing and organic Search Optimization	8 Hours
Unit IV	Types of Affiliate Marketing- Search affiliates, Price comparison service website, Loyalty websites, Cause related and coupon websites, Content and niche market website, Personal weblogs and website syndicates, Email marketing and shopping directories, Registration or co-registration affiliates, File sharing affiliates	10 Hours
Unit V	Setting Up affiliate Marketing Program - How to attract affiliates, Hosting and implementing an affiliate program, Growing your Affiliate Numbers, Setting up an affiliate program, Affiliate network service agreement, Data feeds and customer returns, Merchants/publisher management, Setting up an Affiliate Marketing software, Affiliate program promotion and content pages, Screen affiliates, Combating affiliate fraud.	10 Hours
Unit VI	Programmatic Marketing: Evolution & Growth of Programmatic Advertising Understanding Real-time bidding How Programmatic Advertising Works Types of Programmatic Advertising Advantages and Challenges Myths of Programmatic Advertising.	10 Hours

TEXT BOOKS:

1. Affiliate Marketing (Keith Fugate)
2. Introduction to Programmatic Advertising (Dominik Kosorin)

REFERENCE BOOKS:

1. Affiliate Marketing: Develop An Online Business Empire From Selling Other Peoples Products (Adam Wolf)
2. Affiliate Marketing: Fastest Way to Make Money Online. Learn How to do Internet Marketing, Easy Step by Step (Justin Gibbs)

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Department of BBA : VI Semester
Banking Services
Course code – BBA6047
(w.e.f. 2018-19 and onwards)

Teaching hours per week : 04
Total Teaching hours : 54

Maximum Marks : 100 Marks
Semester End Examination: 70 Marks
Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

- CO 1. Understand about bank, its impact on economy and banking structure in India
CO 2. To study about the various types of deposits and services provided by banks
CO 3. Explain functions of banking and banker customer relationship
CO 4. Summarize the types of remittance services and channels of banking
CO 5. Understand the regulatory framework governing Banking in India

Syllabus

UNITS	Syllabus	HOURS
Unit 1	Introduction to Banking <ul style="list-style-type: none"> ● Fundamental role and evolution ● Banking structure in India ● Licensing of Banks in India ,Branch licensing ● Foreign Banks, Private Banks – Capital and Voting rights ● Dividend, Corporate Governance 	10 Hours
Unit 2	Banking &The Economy <ul style="list-style-type: none"> ● Cash Reserve Ratio (CRR) & Statutory Liquidity Ratio (SLR) ● Repo and Reverse Repo ● Open Market Operations ● Security Valuation ● Capital Account Convertibility 	08 Hours
Unit 3	Bank Deposits, Nomination, Deposit Insurance, Banking Services <ul style="list-style-type: none"> ● Types of deposits, Joint accounts, Nomination ● Closure of deposit accounts ● Deposit insurance ● Fund-based services & Non-Fund based services ● Money Remittance Services & Banking Channels 	10 Hours



Unit 4	Bank – Customer Relationship, Security Creation <ul style="list-style-type: none"> ● Roles of Banks, Bank-Customer Relationship ● Bankers' obligation of secrecy ● Pledge ,Hypothecation ● Mortgage, Assignment 	08 Hours
Unit5	NPA & Securitization, Bank's Financials, BASEL Framework <ul style="list-style-type: none"> ● Non-Performing Assets,NPA categories ● NPA Provisioning Norms, SARFAESI Act ● Balance Sheet,Profit and Loss account ● CAMELS framework ,Bank for International Settlements (BIS) ● Basel Accords 	10 Hours
Unit6	Regulatory Framework & Financial Inclusion <ul style="list-style-type: none"> ● Anti-Money Laundering and Know Your Customer ● Banking Ombudsman Scheme, 2006 ● Indian Contract Act, 1872 ● Sales of Goods Act, 1930 ● Negotiable Instruments Act, 1881 ● The Limitation Act, 1963 ● Financial Inclusion 	08 Hours

TEXT BOOKS:

1. Banking Sector by NCFM
2. Jyotsna Sethi, NishwanBhata, "Elements of Banking and Insurance", PHI Learning P (Ltd), New Delhi, 2009.

REFERENCE BOOKS:

1. Management of Banking and Financial services by Bharati, V. Pathak, Padmalatha, Suresh, Dr Justin, Paul
2. Taxmann's Banking Products and Services by Indian Institute of Banking and Finance
3. Tanna M.L revised by C.R. Datta& S.K. Kataria: Banking Law and Practice, Wadhwa& Company, Nagpur
4. K.P.M. Sundhram and P.N. Varshney Banking Theory, Law and Practice, S.Chand, Recent editions

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Department of BBA.

B.B.A. : VI Semester

Business Taxation

Course code – BBA605

(w.e.f. 2018-19 and onwards)

Teaching hours per week : 04

Total Teaching hours : 60

Maximum Marks : 100 Marks

Semester End Examination: 70 Marks

Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

CO 1: Explain the tax and tax structure followed in India

CO 2: Explain the basic concepts of income tax and provisions related to income tax Act

CO 3: Identify the salary incomes and compute income of salaried persons

CO 4: Compute income from house rent under Income from house property

CO 5: identify the various business and professional incomes and compute income and tax liability of business and Profession.

CO 6 :Explain the basic concepts of GST and compare the earlier indirect tax system and present indirect tax system

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	<p><u>Understanding of Taxation</u></p> <ul style="list-style-type: none">• Tax and Taxation system in India• Tax Authorities and their functions• Types of Taxes- Direct and Indirect, Differences between direct and indirect tax• Current income tax slabs <p>Corporate Tax, Computation of Income Tax for Companies, Advance Tax Payments (Only Theory)</p>	4 Hours
Unit II	<p>Income Tax Act 1961</p> <ul style="list-style-type: none">• Nature and Scope of Income Tax Act• Basic Concepts : Income, Agricultural Income, Previous Year, Assessment Year, Person, Assesses, Heads of Incomes, Gross Total	10 Hours



	<p>Income and Total Income</p> <ul style="list-style-type: none"> • Tax Free Incomes under Section 10, General Deductions Under Section 80 – 80CCC, 80DD, 80E, 80G, 80GG, 80GGA. • Capital Asset, Long Term & Short Term as well as Capital Gains. • Residential Status of Individual <p>(Theory and Simple problems)</p>	
Unit III	<p><u>Computation of Income under the head 'Income under head salary'</u></p> <ul style="list-style-type: none"> • Meaning of Salary, Salary Components, Conditions for Salary Income • Allowances and Perquisites – Employers Contribution to Provident Fund, Entertainment Allowance, Educational Allowance to Children of Employee, Servants Facilities, Medical Reimbursement. • Standard Deduction <p>(Theory and Problems.)</p>	12 Hours
Unit IV	<p>Income from House Property</p> <ul style="list-style-type: none"> • Occupied & Let Out Property • Basis of charge, property income not charge to tax • Basis of computing income from let out house property, computing income from self occupied property • Deduction Under SOP – Interest Paid on Purchase or Construction of Housing Loan. <p>(Theory and Problems.)</p>	12 Hours
Unit V	<p>Income from business/Profession</p> <ul style="list-style-type: none"> • Computation of Net Business Income & Total income Of Partnership Firm • Chargeable incomes; expenses expressly allowed as deduction; general deductions; expenses specifically disallowed; compulsory maintenance of accounts, • Computation of taxable income as profit and gain from business or profession • Principles of Partnership applicable to Income Tax • Interest on Capital and Remuneration to Working Partners <p>(Theory and Problems)</p>	12 Hours
Unit VI	<p><u>Introduction to Indirect tax structure in India</u></p> <ul style="list-style-type: none"> • Meaning of indirect taxes, Features of indirect taxes, tax incidence • Introduction to Goods and Service Tax (GST) - Key Concepts • Overview of GST: Need for GST • GST Council, Taxes under GST • Registration and Input Tax Credit under GST <p>(Only Theory)</p>	10 Hours

TEXT BOOKS:

1. Income Tax by Dr. G. B. Baligar & Prof. S. L. Patil



2. Income Tax by M. S. Navale & S. A. Quadri

REFERENCE BOOKS:

1. Direct Taxes – Law and Practice – Vinod Singhnia
2. Bare Acts and rules of the relevant taxes
3. Taxman's Indirect Taxes: Law & Practice – V S. Datey.
4. GST Law
5. Dr. Katke Venkatesh, Goods and Services Tax in India, Laxmi Book Publication, Solapur

Blue Print of Question Paper

	A	B
	2 Marks	5 Marks
Module I	2	-
Module II	4	2
Module III	3	2
Module IV	3	2
Module V	3	3
Module VI	5	1

Part A (Theory)

Answer any 15 out of 20

(15 X 2 = 30)

Part B (Theory & Problems)

Answer any 8 out of 10

(8 X 5 = 40)


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Department of BBA : VI Semester
Commodity Markets
Course code – BBA6061
(w.e.f. 2018-19 and onwards)

Teaching hours per week : 04
Total Teaching hours : 54

Maximum Marks : 100 Marks
Semester End Examination: 70 Marks
Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

- CO 1. Understand the basics of the Indian commodity derivatives markets.
- CO 2. Understand various trading strategies that can be built using commodity derivatives.
- CO 3. To know factors impacting the Commodity Prices
- CO 4. Understand the clearing, settlement and risk management as well as the operational mechanism related to commodity derivatives markets
- CO 5. Know the regulatory environment in which the commodity derivatives markets operate in India

Syllabus

UNITS	Syllabus	HOURS
Unit I	Introduction to Commodity Markets & Products	8 Hours
Unit II	Commodity Futures	10 Hours
Unit III	Commodity Options	8 Hours
Unit IV	Uses of Commodity Derivatives	10 Hours
Unit V	Trading Mechanism	10 Hours
Unit VI	Legal & Regulatory Environment of Commodity Derivatives in India	8 Hours

TEXT BOOKS:

1. NISM workbook on commodity markets

REFERENCE BOOKS:

1. The Little Book of Commodity Investing by John Stephenson
2. Trading Commodities and Financial Futures by George Kleinman


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Department of BBA : VI Semester
Currency Derivative
Course code – BBA6062
(w.e.f. 2018-19 and onwards)

Teaching hours per week	: 04	Maximum Marks	: 100 Marks
Total Teaching hours	: 54	Semester End Examination:	70 Marks
		Internal Assessment	: 30 Marks

Course Outcomes:

At the end of this course students will be able to -

- CO 1. Calculate cross rates (compute exchange rate arithmetic)
- CO 2. Recognize various derivative products such as forwards, futures, options, swaps
- CO 3. Understand the concept of interest rate parity and its role in pricing of currency futures
- CO 4. Understand the role of hedgers, speculators and arbitrageurs in currency futures markets
- CO 5. Understand various types of orders that can be entered in the trading system

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	Introduction to currency markets	8 Hours
Unit II	Exchange traded currency futures in India	10 Hours
Unit III	Trading in currency derivatives	8 Hours
Unit IV	Strategies using currency futures	10 Hours
Unit V	Exchange traded currency options	10 Hours
Unit VI	Clearing & settlement in currency futures	8 Hours

TEXT BOOKS:


1. NISM workbook on currency derivatives

REFERENCE BOOKS:

1. Derivatives: The Wild Beast of Finance - Alfred Steinherr.
2. Derivatives Demystified - Andrew M.
3. Derivatives – A Guide to Alternative Investments - David M


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Department of BBA

B.B.A. : VI Semester

Event Designing Technology and Logistics

Course code – BBA6058

(w.e.f. 2018-19 and onwards)

Teaching hours per week : 04

Total Teaching hours : 60

Maximum Marks : 100 Marks

Semester End Examination: 70 Marks

Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

CO 1: To develop the creative, technical and logistical elements that help an event succeed and also to develop the Negotiation, Designing and Coordination skills required in Event logistic and supply chain.

CO 2: Learn how to apply design thinking, facilitate your team through the process and will be equipped with the confidence and ability to articulate how the event designed can create value for its stakeholders.

CO 3: Enabled to use various computer applications common in the Event and Media industry and practical understanding of Event Management Information System.

CO 4: Able to supervise and coordinate all aspects of an event such as developing concepts and ideas for the event, overseeing operations, directing staff and coordinating technical and production aspects, venues and equipment as well as managing the event budget.

CO 5: learn to develop objectives and incorporating sensitivity in evaluation and measuring the performance before, during and after the event.

Syllabus

UNITS	SYLLABUS	HOURS
Unit I Event Logistics and supply chain	<ul style="list-style-type: none">• Event Logistics• Logistic policy ,procedures, performance• Standards functional areas in Event Logistics	10 Hours



1

	<ul style="list-style-type: none"> motivation and leadership of logistics, 	
Unit II Event Designing	<ul style="list-style-type: none"> Event Concept & Designing Stage designing, Creative effects Developing the concept, analysis of concept, Types and categories, Designing the event , logistics of concept, case studies 	15 Hours
Unit III IT in Event Management	<ul style="list-style-type: none"> Computer Application In Event Industry Computer assisted instructions, packages, architecture, use of computers in events Event Management Information System 	10 Hours
Unit IV Event Production	<ul style="list-style-type: none"> Event production Concept, Event Venue Event theme, Fabrication, light & sound, Handling vendors proposal, Event flow (Time line chart and WBS) 	15 Hours
Unit V Event Evaluation	<ul style="list-style-type: none"> The importance of evaluating an event, Event evaluation Process 	10 Hours

REFERENCE BOOK:

- Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
- Event management, a professional approach By Ashutosh Chaturvedi
- Marketing your event planning business: A creative approach to gaining the competitive edge – By Judy Allen
- Event Management: An Asian Perspective by Glenn McCartney
- Special Events: A New Generation and the Next Frontier (Hardcover) by Joe Goldblatt
- Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge (Hardcover) by Judy Allen
- Fenich, G. (2005). Meetings, Expositions, Events, and Conventions: An introduction to the industry. New Jersey: Pearson Prentice Hall.

ONLINE REFERENCE:

- Event Planning Handbook - <file:///D:/Nandini/college/EDTL/handbook-%20event%20planning.pdf>
- EVENT LOGISTICS By Kjetil K. Haugen
file:///C:/Users/91994/Downloads/evlog_book.pdf

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Department of BBA

B.B.A. : VI Semester

General Insurance

Course code – BBA6048

(w.e.f. 2018-19 and onwards)

Teaching hours per week : 04

Total Teaching hours : 60

Maximum Marks : 100 Marks

Semester End Examination: 70 Marks

Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

CO 1: It enables understand Conceptual Framework and appreciate their professional career in the right perspective in the field of General Insurance.

CO 2: Study the Application and Acceptance of Documentation and Tariff calculation in the General Insurance and also be well versed in risk management, governance and regulatory compliances.

CO 3: Able to know the various Plans of General Insurance with its conceptual framework and insurance regulation.

CO 4: Understanding of Health and liability Insurance with its conceptual framework according to IRDA Guidelines

CO 5: Understanding the underwriting practices and efficient management of claims and its impact on the company and the policyholders.

CO 6: Able to follow the Rules and Regulations of Insurance Business and the functioning of IRDA and Insurance Councils with respect to Licensing and Reinsurance.

Syllabus

UNITS	Syllabus	HOURS
Unit 1:	<p>Fundamentals /Principles of General insurance, Insurance documents</p> <ul style="list-style-type: none">• Contract of Insurance.• Condition necessary for a contract.• Contractual Duty.• Contribution under Policy conditions.• Proposal Forms.• Policy Forms.• Cover Notes.• Certificate of Insurance.• Endorsements.• Renewal Notice.• Other Insurance Documents.	10 Hours



<p>Unit2:</p>	<p>Theory and practice of rating, Legislative and Regulatory matters</p> <ul style="list-style-type: none"> • Basis of Rate Making. • Tariffs. • Market Agreements. • Role of the T.A.C. • Insurance Act, 1938. • The Insurance (Amendment) Act, 2002. • General Insurance Business (Nationalisation) Amendment Act, 2002. • I.R.D.A. Regulations, 2002. 	<p>10 Hours</p>
<p>Unit3:</p>	<p>Fire insurance, Marine insurance, Motor insurance, Personal Accident insurance</p> <ul style="list-style-type: none"> • The Standard Fire & Special Perils Policy. • Terrorism Cover. • Tariff System. • Special Policies. • Marine Policies • Duration of cover • Claims • Motor Vehicles Act, 1988 • Personal Accident Cover for Owner-Driver • Theft Claims • Types of Disablement • Claims • Extended coverage 	<p>10 Hours</p>
<p>Unit4:</p>	<p>Health insurance, Liability Insurance, Miscellaneous Insurance</p> <ul style="list-style-type: none"> • Mediclaim Policy (Individual) • Domiciliary Hospitalisation Benefit • BhavishyaArogya Policy • Compulsory public liability Policy • Products liability Policy • Employer Liability Policy • 12.a) Burglary Insurance • b) Baggage Insurance • Fidelity Insurance • Television Insurance • Householders Insurance • Shopkeepers Insurance • Banker's Insurance Policies • Jeweller's Block Policies • Sport Insurance • Special contingency Policy 	<p>10 Hours</p>
<p>Unit5:</p>	<p>Claims, Rural Insurances</p> <ul style="list-style-type: none"> • Legal Aspects • Surveyors and Loss Assessors • Claims documents • Loss Minimisation • Rural policies • The Role of government • Cattle insurance • Poultry Insurance • Inland Fish Insurance Schemes • Agricultural Pump Set Policy 	<p>10 Hours</p>



	<ul style="list-style-type: none"> Hut Insurance 	
Unit6:	<p>Regulations of Insurance Business</p> <p>Main functions of IRDA and Insurance Councils - AML guidelines - ULIPs – Guidelines on ULIPs, - IRDA (Licensing of Insurance Agents) Regulations, 2000 - IRDA (Manner of Receipt of Premium) regulations, 2002 - IRDA (General Insurance - Reinsurance) Regulations, 2000 - IRDA (Life Insurance - Reinsurance) Regulations, 2000 - IRDA (Protection of Policyholders' Interests) Regulation, 2002 - IRDA (Micro-Insurance Regulations), 2005 - Sec 38 (Assignment) of Insurance Act, 1938 - Sec 39 (Nomination) of Insurance Act, 1938 - Sec 41 (Prohibition of Rebates) of Insurance Act, 1938 - Sec 45 of Insurance Act, 1938 - Sec 64VB of Insurance Act, 1938 - Mechanisms for dispute resolution available to insureds and the role of the Ombudsman.</p>	10 Hours

TEXT/ REFERENCE BOOK:

1. IC 38 Insurance Agent (General Branch) - by Insurance Institute of India, Mumbai.
2. Practice of General Insurance (I.C.02) (Insurance Institute of India, Mumbai)

ONLINE REFERENCE:

1. E Book IC 38 - Insurance Institute of India :
<https://www.insuranceinstituteofindia.com/web/guest/e-book>


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Department of BBA

B.B.A.: VI Semester

HUMAN RIGHTS AND ENVIRONMENTAL STUDIES

Course code – HRES600

(w.e.f. 2018-19 and onwards)

Teaching hours per week : 04

Total Teaching hours : 54

Maximum Marks : 100 Marks

Semester End Examination : 70 Marks

Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

CO 1: Definition, Scope and Importance of Environmental Studies.

CO 2 To create awareness about Environment & Human Rights.

CO 3: To make students sensitive to these issues & their impact on Business and Society.

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	INTRODUCTION <ul style="list-style-type: none">• Definition, Scope and Importance of Environmental Studies.• Need for public awareness, Multi-disciplinary Nature of Environmental studies	4 Hours
Unit II	ECOSYSTEMS <ul style="list-style-type: none">• Concepts of Ecosystems, Structure and Functions of an ecosystem• Energy flow in the ecosystem• Ecological succession, Food chains, Food webs and ecological pyramids	8 Hours



Unit III	ENVIRONMENTAL POLLUTION <ul style="list-style-type: none"> • Definition, Causes • Effects and control measures of Air Pollution, Water pollution, Soil Pollution, Noise Pollution, Solid Waste Management • Role of Individuals in prevention of pollution • Disaster Management: Floods, Earthquakes, Cyclone and landslides, Tsunami 	8 Hours
Unit IV	ENVIRONMENTAL ISSUES RELATED TO BUSINESS <ul style="list-style-type: none"> • Climate change, Global Warming and Kyoto Protocol, • Oil Crisis and its impact on Business, • International Efforts for Environmental protection, • India's efforts for Environmental protection, Public Policy, Role of NGOs 	8 Hours
Unit V	ENVIRONMENTAL LEGISLATION (Gist of following acts to be discussed) <ul style="list-style-type: none"> • Environment Protection Act, • Air (prevention and control of pollution) Act. • Water (prevention and control of pollution) Act, • Wildlife Protection Act, • Forest Conservation Act, • Environmental clearance for establishing and operating Industries in India 	6 Hours
Unit VI	FUNDAMENTALS OF HUMAN RIGHTS <ul style="list-style-type: none"> • Nature, Origin and Development of the concepts of Human Rights, • Functions of Human Rights in Modern Society • Limitations of Human Rights 	10 Hours



Unit VII	CLASSIFICATION & ENFORCEMENT OF HUMAN RIGHTS <ul style="list-style-type: none"> • Civil, Political, Social and Economic Rights, • Rights of vulnerable groups such as Women, Children, Minorities, Tribal and the disabled • Constitution and Human Rights in India • Basic principles governing enforcement of human rights at National, Regional and International Levels. • National / State Human Rights Commission – organization, Functions and Power. 	10 Hours
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Text Books :

1. Rajagopalan R, Environmental Studies, Oxford University Press, New Delhi
2. Kaushik Anubha, C.P. Kaushik, Perspective in Environmental Studies, New Age International (P) Ltd. Publishers
3. Joseph Benny, Environmental Studies, Tata McGraw Hill Publishing Company Ltd., New Delhi

Reference Books

1. Ubaroi, N.K., Environment Management, Excel Books, New Delhi
2. S.K Kapoor- Human rights under International Law and Indian Law.
3. H.O Agrawal- International Law and Human Rights

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Internal Assessment Allotment

Tests : 10 Marks
 Presentation : 10 Marks
 Projects / Assignments : 10 Marks



Blue print for Question Paper

	2 Marks	5 Marks
Module I:	2	-
Module II:	2	1
Module III:	4	2
Module IV:	3	2
Module V:	3	2
Module VI	3	1
Module VII	3	2

Part A

Answer any 15 out of 20 (15 X 2 = 30)

Part B

Answer any 8 out of 10 (8 X 5 = 40)


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Department of BBA : VI Semester
International Business Management

Course code – BBA606
(w.e.f. 2018-19 and onwards)

Teaching hours per week : 04
Total Teaching hours : 54

Maximum Marks : 100 Marks
Semester End Examination: 70 Marks
Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

- CO 1. Explain business expansion abroad and key issues related to their operations in other countries.
- CO 2. Compare and contrast cultures and societies globally using socioeconomic and cultural frameworks.
- CO 3. Develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization.
- CO 4. Recent problems of the international economic system, as well as country-risk analysis.
- CO 5. Study the recent trends in the mechanics of importing and exporting; joint venture, marketing and accounting, and international financial management.

Syllabus

UNITS	Syllabus	HOURS
Unit I	Introduction <ul style="list-style-type: none"> • Definition and meaning of international business • Scope of international business • Special difficulties in international business • Benefits of international business • Country Attractiveness (LPG) 	10 Hours
Unit II	INTERNATIONAL BUSINESS ENVIRONMENT <ul style="list-style-type: none"> • Understanding of international business environment, Framework for analyzing the international business environment • Economic, Technological, Socio-cultural, Political and legal environment; International Economic Environment • International financial system • Institutional support to International Business - UNO, IMF, World Bank, UNCTAD, WTO 	10 Hours



Unit III	STRATEGIC APPROACH TO INTERNATIONAL BUSINESS <ul style="list-style-type: none"> ● Strategic Compulsions ● Global Portfolio Management ● Modes of Entry ● Organizational Structure ● Control Mechanism ● Performance Issues 	12 Hours
Unit IV	INTERNATIONAL TRADE <ul style="list-style-type: none"> ● General Agreements on Tariffs and Trade- GATT ● Modern Theories of International Trade ● Regional Trading Blocks ● SEZ, Make In India ● Export Import Procedures ● International Commercial Terms 	12 Hours
Unit V	FOREIGN INVESTMENT AND FDI <ul style="list-style-type: none"> ● The role of foreign investment, Foreign Direct Investment (FDI) ● Foreign Portfolio Investment (FPI) Capital Inflows and Overheating 	10 Hours

TEXT BOOKS:

1. Adhikary, Manab, GLOBAL BUSINESS MANAGEMENT, Macmillan, New Delhi.
2. Aswathappa, INTERNATIONAL BUSINESS, Tata McGraw Hill publications, New Delhi.
3. International Business: Francis Cherunillam

REFERENCE BOOKS:

1. Black and Sundaram, INTERNATIONAL BUSINESS ENVIRONMENT, Prentice Hall of India, New Delhi.
2. WTO-Structure, Functions, Tasks, and Challenges – Alok Roy

Blue Print for Question Paper

	2 Marks	5 Marks
Module 1	4	1
Module 2	6	3
Module 3	4	2
Module 4	3	3
Module 5	3	1

Part A: Answer any 15 questions out of 20; each question carries 2 Marks

Part B: Answer any 8 questions out of 10; each question carries 5 Marks

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Department of BBA
B.B.A. : VI Semester
Law Governing Entertainment Business
Course code – BBA6059
(w.e.f. 2018 - 19 and onwards)

Teaching hours per week : 04
 Total Teaching hours : 54

Maximum Marks : 100 Marks
 Semester End Examination: 70 Marks
 Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

CO 1: Students will know how to get necessary documentation done before starting a new event company and also before Planning for any New Event.

CO2: It will help to monitor and control various risks associated with events, by taking necessary steps for security and safety of the event related activities.

CO3: Students will be able to identify Various risk linked to events and take precautionary measure to overcome during the event life cycle.

CO4: Handling of crisis with a systematic planned process caused during any event will be analyzed and remedies will be listed.

CO5: This module will help the students to understand how to deal with various authorities which are directly or indirectly linked with organizing an event.

Syllabus

UNITS	Syllabus	HOURS
Unit I	Event laws & licenses <ul style="list-style-type: none"> ● Event Laws & Licenses ● Relevant legislations, liquor licenses, trade acts, ● Event stake holders and official bodies, ● Event contracts 	12 Hours
Unit II	Event Security and Safety <ul style="list-style-type: none"> ● Event Security Management, ● Occupational safety, ● Crowded management at event 	10 Hours



UnitIII	Risk management at Event <ul style="list-style-type: none"> ● Major risks at event ● Emergency and contingency planning, ● Incident reporting, ● Emergency handling procedures 	10 Hours
UnitIV	Crisis Management at event <ul style="list-style-type: none"> ● Types of crisis at event ● The Issues Associated with Crises Management in Event Marketing and Communication ● Crisis Management plan Crisis planning - prevention - preparation - provision ● Action phase – handling negative publicity - structuring the plan. 	12 Hours
UnitV	External stakeholder's Management at event <ul style="list-style-type: none"> ● Local authority ● Fire authorities ● Building control ● Environmental health ● Health authority 	10 Hours

TEXT BOOKS:

- Event management, a professional approach By Ashutosh Chaturvedi
- Marketing your event planning business: A creative approach to gaining the competitive edge – By Judy Allen
- Event Management: An Asian Perspective by Glenn McCartney

Reference Books

1. Special Events: A New Generation and the Next Frontier (Hardcover) by Joe Goldblatt
2. Professional Convention Management Association (2006) Professional meeting management: Comprehensive Strategies for Meetings, Conventions and Events; Kendall/Hunt Publishing Company

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Department of BBA
B.B.A. : VI Semester

Marketing Channel Design and Distribution Planning

Course code – BBA6071

(w.e.f. 2018-19 and onwards)

Teaching hours per week : 04

Total Teaching hours : 54

Maximum Marks : 100 Marks

Semester End Examination: 70 Marks

Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

CO 1: Demonstrate the Global Marketing Strategy. And Understanding the Importance of its approach.

CO 2: State the Significance of Physical Distribution which includes the Channels of Distributions.

CO 3: Discuss the Marketing Channels Design and Understanding Organizational Patterns in Marketing Channels.

CO 4: Outline the Distribution Strategies, Distinguish the concepts of Central-versus Local Facilities and Centralized Management.

CO 5: Explain the Concept of Distribution Resource Planning (DRP), Implementation and Constraints.

CO 6: Discuss Pricing and Revenue Management and Demonstrate Role of Revenue Management in the Supply Chain.

Syllabus

UNITS	Syllabus	HOURS
Unit I	Consumer behavior, geographical and functional integration, marketing operations management and logistics, sectoral integration, efficient consumer response, need for a global marketing approach	7 Hours
Unit II	Importance of channels of distribution in physical distribution-Logistics position in the channels of distribution-Indian context of development trend in this area of distribution-Indian scenario in emerging retail markets-Architecture of a Physical distribution Network-Specialization in logistics facilities-Evolution in freight resources-Logistics service providers and TPL-Emergence of third party logistics. Channel structure-channel functions and flows-Channel Levels-Economic of distribution- Channel Relationships-Marketing channel structure-Channel dynamics-Other marketing structure in practice	18 Hours
Unit III	Rudiments of marketing channel structure-Blueprint for designing marketing channels-Managing marketing channels-Organizational patterns in	5 Hours


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	marketing channels	
Unit IV	Intermediate inventory storage point strategies-Central Versus local facilities & centralized management)- Inventory Pooling- Transshipment-Retailer-supplier Partnership-types of retailer supplier partnerships-Network planning and design-Distribution models and Transportation Decisions-Channels of Distribution	10 Hours
Unit V	What is DRP - Basic DRP process - DRP tree - Using DRP table - Implementing DRP - Constraints of DRP	7 Hours
Unit VI	Role of revenue management in the supply chain-Revenue management for multiple customer segments-Revenue management for perishable assets-Revenue management for seasonal demand Innovative pricing- Using revenue management in practice- supplier relationship management	7 Hours

REFERENCE BOOKS:

1. Anne T. Coughlan, Erin Anderson, Louis W. Stern, Adel I. El-Ansary – Marketing Channels – PHI Learning Private Limited – 7th Edition – 2008
2. Supply Chain Management: Strategy, Planning, and Operation (2nd Edition) by Sunil Chopra, Peter Meindl - 2007


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KLE Society's
Lingaraj College, Belagavi
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Department of BBA : VI Semester
Mutual Funds II
Course code – BBA6045
(w.e.f. 2018 – 19 and onwards)

Teaching hours per week : 04
 Total Teaching hours : 54

Maximum Marks : 100 Marks
 Semester End Examination: 70 Marks
 Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to -

- CO 1. Understand the salient features of Mutual fund schemes with different structures
- CO 2. Appreciate the working of newer channels of distribution
- CO 3 Understand how equities, debt, derivatives and real estate are valued in mutual fund schemes
- CO 4. Appreciate how schemes are evaluated
- CO 5. Get oriented to the basics of financial planning
- CO6. Understand ethical requirements and measures to protect mutual fund investors

Syllabus

UNITS	SYLLABUS	HOURS
Unit 1	Mutual Fund Structures, Legal & Regulatory Environment <ul style="list-style-type: none"> • Fund of Funds, Exchange Traded Funds, Real Estate Mutual Funds • Venture Capital Funds, Private Equity Funds, International funds • Regulatory Framework for Real Estate Mutual Funds • Investment Norms for Mutual Funds • SEBI Norms for Mutual Funds' investment in Derivatives • SEBI norms with respect to change in controlling interest of an AMC • Changes in Mutual Fund Schemes 	10 Hours
Unit 2	Fund Distribution & Sales Practices, Investment & Risk Management <ul style="list-style-type: none"> • Internet and Mobile Technologies, Stock Exchanges • Fundamental Analysis, Technical Analysis , • Quantitative Analysis • Debt Investment Management, Issues for a Debt Fund Manager • Derivatives, Application of Derivatives 	10 Hours
Unit 3	Valuation of Schemes. Accounting & Taxation	10 Hours



	<ul style="list-style-type: none"> • Equities, Debt, Gold, Real Estate • Non-Performing Assets and Provisioning for NPAs • Net Asset Value, Investor Transactions • Distributable Reserves • Unique Aspects of Real Estate Schemes Accounting • Taxes for AMCs: STT and Income Distribution Tax • Taxes for Investors: STT, Taxes on Dividend, Capital Gains, Set-off and Carry Forward of Losses, Dividend Stripping and Bonus Stripping 	
Unit 4	Investor Services & Scheme Evaluation <ul style="list-style-type: none"> • New Fund Offer, Open-end Fund, Closed-end Fund • Exchange Traded Fund • Nomination and Pledge • Measures of Return, Measures of Risk • Benchmarks and Relative Returns • Risk-adjusted Returns • Limitations of Quantitative Evaluation 	08 Hours
Unit 5	Asset Classes & Alternate Investment Products <ul style="list-style-type: none"> • Historical Returns • Perspectives on Asset Class Returns • Alternative Investment Products 	06 Hours
Unit 6	Cases in Financial Planning, Ethics & Investor Protection <ul style="list-style-type: none"> • Practical Aspects of Financial Planning (cases/examples) • Code of Conduct, Mis-selling • Safeguards in Mutual Fund Structure • Regulatory Steps for Protecting Investors Against Fraud 	10 Hours

TEXT BOOKS:

1. Taxmann's Mutual Fund Distributors – Level 2
2. Indian Mutual Funds Handbook (5th Edition)

REFERENCE BOOKS:

1. The Mutual Fund Industry by R.Glenn Hubbard
2. Mutual Funds -Ladder to wealth creation by Vivek Negi
3. Common Sense on Mutual Funds :New Imperatives for the Intelligent Investor by John.C .Bogle

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KLE Society's
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Department of BBA
B.B.A. : VI Semester
Online Reputation Management
Course code – BBA6039
(w.e.f. 2018-19 and onwards)

Teaching hours per week	: 04	Maximum Marks	: 100 Marks
Total Teaching hours	: 60	Semester End Examination	: 70 Marks
		Internal Assessment	: 30 Marks

Course Outcomes:

At the end of this course students will be able to -

- CO1. Understanding how digital platforms influence brand reputation.
- CO2. Build a Robust and Sustainable online reputation.
- CO3. Create a Robust Digital Marketing Strategy using Consumer Funnel.
- CO4. Understand the positives of building a strong participatory culture.
- CO5. Manage social media issues based on a real-life examples.
- CO6. Manage a crisis and respond appropriately across multiple platforms.
- CO7. Understand and Use Growth Hacking for Managing your Brands Online.

Syllabus

UNITS	SYLLABUS	HOURS
Unit 1	Understanding how digital platforms influence brand reputation and how marketers/business people can manage this. What do customers think of you? How can you find out? How can you manage backlash, issues or complaints online? How can you build positive perceptions for your brand on digital? Can reputation management be a part of your digital strategy?	12 Hours
Unit 2	Creating a Digital Marketing Strategy: Concepts – Conversion Funnel, The McKinsey Consumer Decision Journey, Paid-Owned-Earned Media Elements of a good marketing strategy rolling into digital marketing strategy Defining objectives and creating a media mix measuring, evaluating and tweaking the strategy.	14 Hours



Unit 3	Executing the Strategy Skill sets & tools needed In-house v/s outsourcing Support systems available – a look at different kinds of agencies Agency structures – an inside look at various kinds of agencies.	10 Hours
Unit4	Growth Hacking: Why Growth is more than Marketing the Route to Multi-billion \$ for Products like Facebook, LinkedIn, Airbnb, Dropbox, Evernote Customer Lifecycle and Acquisition Growth Framework Exercises and Workbook to Implement in your business	08 Hours
Unit5	Internet Campaign and Media Strategy: Planning, budgeting, measuring and analyzing.	08 Hours
Unit6	Key steps in media planning and buying Planning tools and key metrics used to analyze campaign effectiveness, return on investment and optimizing campaign conversion	08 Hours

Text Books:

1. Online Reputation Management For Dummies (Lori Randall Stradtman)
2. How to Perform Online Reputation Management - The Guide to Proactive reputation Management (Annie Marie)

Reference Books

1. Mechanics of Online Reputation Management: Repair & Control Your Name Or Brand Reputation Online (Tyler Collins)
2. Growth Hacking Techniques, Disruptive Technology (Robert Peters)

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Department of BBA : VI Semester

Security Analysis

Course code – BBA6063

(w.e.f. 2018-19 and onwards)

Teaching hours per week : 04
Total Teaching hours : 54

Maximum Marks : 100 Marks
Semester End Examination: 70 Marks
Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to –

- CO 1. Understand different avenues of investment in securities markets
- CO 2. Develop the knowledge of security analysis using fundamental tools
- CO 3. Develop the knowledge of security analysis using technical tools
- CO 4. Apply the concept of portfolio management for the better investments in securities
- CO 5. Understand concept of risk and return in securities

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	Introduction to research analyst profession & securities market, terminologies	8 Hours
Unit II	Fundamentals of research, economic & industry analysis	10 Hours
Unit III	Company analysis qualitative dimensions	10 Hours
Unit IV	Company analysis quantitative dimensions	8 Hours
Unit V	Corporate actions & valuation principles, fundamentals of risk and return	10 Hours
Unit VI	Legal and regulatory environment, qualities of a good research report	8 Hours

TEXT BOOKS:

- 1. NISM workbook on security analysis

REFERENCE BOOKS:

- 1. Security Analysis written by Benjamin Graham
- 2. Fundamental Analysis for Dummies by Matt Krantz
- 3. Getting Started in Technical Analysis by Jack Schwager


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Department of BBA
B.B.A.: VI Semester
Special Events
Course code – BBA6060
(w.e.f. 2018-19 and onwards)

Teaching hours per week : 04
 Total Teaching hours : 60

Maximum Marks : 100 Marks
 Semester End Examination : 70 Marks
 Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to –

CO1: Comprehend and evaluate the role of festivals and special; events in contemporary society.

CO2: Describe what an event planner is and determine whether or not it is right for you.

CO 3: Analyze various practices for designing and decorating different types and styles of weddings, ceremonies, and receptions. Develop a comprehensive wedding plan from start to finish. Describe and analyze the risk factors typical of weddings

CO4: Understand the importance of strategic planning for an event or festival, including monitoring and evaluating the impacts on the wider community.

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	Introduction <ul style="list-style-type: none"> • Definition of special events • Types of special events • Important Characteristics 	10 Hours
Unit II	Career in special events <ul style="list-style-type: none"> • How to become a special events planner. • companies hire special event planners, • the different ways you can work as a special event planner, • Pros and cons of a special events planner career 	14 Hours
Unit III	Private Events	18 Hours



	<ul style="list-style-type: none"> • Parties, • Weddings • Celebrations 	
UnitIV	<p>Public events</p> <ul style="list-style-type: none"> • Parades, public performances, • Non-commercial festivals, • Rallies, and protests • Sporting events • Fairs and festivals 	18 Hours

TEXT BOOKS:

- Event management, a professional approach By Ashutosh Chaturvedi
- Marketing your event planning business: A creative approach to gaining the competitive edge – By Judy Allen

Reference Books:

1. Event Management: An Asian Perspective by Glenn McCartney
2. Special Events: A New Generation and the Next Frontier (Hardcover) by Joe Goldblatt
3. Professional Convention Management Association (2006) Professional meeting management: Comprehensive Strategies for Meetings, Conventions and Events; Kendall/Hunt Publishing Company

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KLE Society's
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Department of BBA
B.B.A. : VI Semester
Store Keeping and Warehousing
Course code – BBA6072
(w.e.f.2018 - 19 and onwards)

Teaching hours per week : 04
 Total Teaching hours : 54

Maximum Marks : 100 Marks
 Semester End Examination : 70 Marks
 Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to –

- CO 1: Demonstrate the concept of Warehousing, WMS and Understanding the Importance of its Design and Layout.
- CO 2: State the Significance of Stock Valuation and Verification. Explain the meaning of LIFO and FIFO.
- CO 3: Summarize the Disposal of Obsolete and Scrap Items and the Disposal Methods.
- CO 4: Outline the Concepts of Warehouse Insurance and the Spare Parts Management.
- CO 5: Discuss Ethics in Material Management and Buying.
- CO 6: Summarize the overview of Materials Management. Understanding Demand Planning and Inventory Control Techniques.

Syllabus

UNITS	SYLLABUS	HOURS
Unit I	Warehouse and its operations – An overview - Warehouse design and Layout decisions Order picking – Practices & Cases -Warehousing Management - Objectives of Stores – Location and Layout – Prevention – Management of Receipts – Issue Control – Stores Documentation, WMS	9 Hours
Unit II	Stock Valuation and Verification - Need for Valuation – Methods of Valuation- FIFO – LIFO – Average Price – Weighted Average – Standard Cost – Replacement Price – Stock Verification – Process of Verification, Problems on LIFO and FIFO	9 Hours
Unit III	Disposal of Obsolete and Scrap items - Management of SOS – Categorization of Obsolete/Surplus – Reasons for Obsolescence –	8 Hours



	Control of Obsolescence – Control of Scrap – Responsibility for Disposal – Disposal Methods	
Unit IV	Insurance: Risk Management - Buyer's Interest – Marine Insurance – Inland Transit Insurance – Stores Insurance – Contractors All Risk Insurance – Miscellaneous Insurance – A to Z Claims Procedure – Loss Minimization- Spare Parts Management -Salient Features of Spares – Inventory Control of Spares – Categorization of Spares – Provisioning of Spares – Pricing of Spares – Relevance of Maintenance – Maintenance Costs	10 Hours
Unit V	Ethics In Materials Management - Importance of Ethics – Business Ethics – Ethics in Buying – Code of Ethics – Problems in Ethics – Backdoor Selling – A to Z Tips for Ethical Buying – Professionalization.	10 Hours
Unit VI	Demand planning – Essentials and Techniques-Demand amplification and Distortion-Inventory – Concepts and principles with a case- Inventory control techniques-Collaborative approaches to Inventory optimization-Control risks related to Inventory-Industry best practices – related to Materials Management	8 Hours

TEXT BOOKS:

1. Gopalakrishnan P. – Purchasing and Materials management – Tata McGraw Hill – 23rd Edition – 2008.
2. Purchasing and Materials Management – S Chand & Company Ltd. – K C Jain and Jeet Patidar – 2011

REFERENCE BOOKS:

1. Logistics and Supply Chain Management – Himalaya Publishing House – K. Shridhara Bhat – 2011
2. Essentials of Supply Chain Management – Jaico Publishing House – Dr. R. P. Mohanty and Dr. S.G. Deshmukh
3. Supply Chain Management: Strategy, Planning, and Operation (2nd Edition) by Sunil Chopra, Peter Meindl - 2007

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Department of BBA

B.B.A. : VI Semester

Third Party Logistics

Course code – BBA6073

(w.e.f.2018 - 19 and onwards)

Teaching hours per week : 04

Total Teaching hours : 60

Maximum Marks : 100 Marks

Semester End Examination: 70 Marks

Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to –

CO 1: Understand the Logistics Activities, Third Party Logistics and Fourth Party Logistics

CO 2: Understand and Apply the concepts of Shipping and Mercantile Law

CO 3: Summarize and use laws on carriage of Goods.

CO 4: Demonstrate the concepts and skills required for proving loss or Damage in transit

CO 5: Understand the intricacies of Retail logistics and supply chain and apply the concepts to the real life situations

Syllabus

UNITS	Syllabus	HOURS
Unit I	PRINCIPLES OF LOGISTICS: Logistics Activities: – functions, objectives, solution. Customer Service, Warehousing and Material Storage, Material Handling, order processing, information handling and procurement Transportation and Packaging. Third party and fourth party logistics - Reverse Logistics - Global Logistics.	10 Hours
Unit II	SHIPPING AND MARITIME LAW The Cargo Claim Enquiry - Duties, Rights and Liabilities of Common Carriers under: (i) The Carriers Act, 1865. (ii) The Railways Act, 1989, (iii) The Carriage By Road Act, 2007 (iv) The Carriage by Air Act, 1972– Indian Consumer Protection Act, 1986: Objects – Rights of Consumers – Consumer Dispute – Procedure of Filing Complaint – Procedure for redressal of Complaints.	10 Hours
Unit III	LAWS ON CARRIAGE OF GOODS: The Bills Of Lading Act 1855 And The Carriage Of Goods By Sea Act 1924 - Non-Contractual Actions - Functions Of The Bill Of Lading Contracts Of Carriage - Modifications To The Traditional Carriage Contract Model- Third-Party Rights Under The Initial Carriage Contract At Common Law And In Equity - Statutory Transfers.	10 Hours
Unit IV	IMPROVING LOSS OR DAMAGE IN TRANSIT	10 Hours



	The Evidential Hierarchy Of Lading Statements—Bill Of Lading Statements And Contractual Actions Against The Carrier—Tort Actions Against The Carrier - Actions Against The Person Who Actually Signed The Bill Of Lading.Limitation Of Liability -- Claims Subject To Limitation -- The Right To Limit—Jurisdiction -- Other Limitation Regimes.	
Unit V	RETAIL LOGISTICS AND SUPPLY CHAIN 1 Logistics and Marketing: Logistics as a Support function of Order Fulfillment - Assembling & Labeling from Multi-storage points and Delivery- Logistics as an interface of Market forecasting - Stock level management - invoice or sales documentation, picking products – consolidation - transport-packaging – packing – marking - preparing outbound documentation and shipping out by loading into containers - customer facilitation tracking out-bound shipments.	10 Hours
Unit VI	RETAIL LOGISTICS AND SUPPLY CHAIN2 Invoice management - call centers - warehouse/distribution facilities – Carrier management- 4PL Specialties: Implementation Center: Business process analysis/scoping, Development of all activities into an open systems framework- Product/Skill Centers: Supply chain engineering –4PL Value Added services: Knowledge Transfer, Business Development and Functional Support.Special Logistics: Inter-modal and Multimodal Logistics- Logistics for Trade Fairs and Events - Consolidation and Groupage- Logistics of Time Perishable and Logistics of Quality Perishables- GS1 System of world-wide supply-chain standards system- E-Logistics –Warehouse Logistics- Reverse logistics	10 Hours

TEXT BOOKS:

1. Gopalakrishnan P. – Purchasing and Materials management – Tata McGraw Hill – 23rd Edition – 2008.
2. Purchasing and Materials Management – S Chand & Company Ltd. – K C Jain and Jeet Patidar – 2011

REFERENCE BOOKS

1. Logistics and Supply Chain Management – Himalaya Publishing House – K. Shridhara Bhat – 2011
2. Essentials of Supply Chain Management – Jaico Publishing House – Dr. R. P. Mohanty and Dr. S.G. Deshmukh
3. Supply Chain Management: Strategy, Planning, and Operation (2nd Edition) by Sunil Chopra, Peter Meindl - 2007

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Department of BBA
B.B.A. : VI Semester
Total Quality Management
Course code – BBA607
(w.e.f. 2018-19 and onwards)

Teaching hours per week : 04
 Total Teaching hours : 60

Maximum Marks : 100 Marks
 Semester End Examination: 70 Marks
 Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to –

CO 1: To realize the importance of significance of quality

CO 2: To Illustrate the TQM Principles

CO 3: Explain the various types of Techniques are used to measure Quality

CO 4: Explain standards for total quality management

CO 5: To understand the ISO standards and also to know the different quality Awards

Syllabus

UNITS	Syllabus	HOURS
Unit I	Introduction to TQM&Quality Gurus Ideas Meaning and use of TQM Core Concepts of TQM (Quality for profit, Right first time, Acceptable quality levels, Cost of Quality, Competitive Benchmarking, Everyone is involved, Synergy in team work, Ownership and elements of self Management, Managers as Role Models, recognition and rewards and Quality delivery process) <ul style="list-style-type: none"> ▪ Edwards Deming ▪ Walter Shewart ▪ Joseph Juran ▪ Philip Crosby ▪ Kaoru Ishikawa 	18 Hours
Unit II	Cost of Quality Meaning, Cost of conformance, Cost of non-conformance and Cost of	04 Hours



	lost opportunities Internal failure Costs and External Failure Costs Prevention Costs and Appraisal Costs	
Unit III	The TQMEX Model & Japanese 5-S Practice What is TQMEX? Constituents (Japanese 5 –S, Business Process Re-engineering, Quality Circles, ISO and Total Productive Maintenance) Japanese 5-S Practice	06 Hours
Unit IV	BPR & Quality Control Circles and Problem solving Meaning - Best practice benchmarking - Total Quality Marketing Total Quality Purchasing - Implementing BPR - Seven Quality Control Tools - The S-S Problem Solving Method - How to establish Quality Control Circles	14 Hours
Unit V	ISO Series and Quality Audit What is ISO Series? - The Content of ISO 9001,14000 & 15001 Quality Audit - How to implement ISO? - Benefits of Implementing ISO	08 Hours
Unit VI	TPM -Total Productive Maintenance & TQM Kitemarks What is TPM? - The Content of TPM - How to implement TPM? What are TQM Kitemarks? - Different Quality awards Utility of these awards - How to achieve TQM Kitemarks?	10 Hours

TEXT BOOKS:

1. TQM an integrated approach – Samuel K Ho
2. The Essence of Total Quality Management – John Bank

REFERENCE BOOKS:

1. Total Quality Management – Sreedhara Bhatt
2. Total Quality Management – Besterfield

Total Teaching Hours : 60



INTERNAL MARKS

Tests	: 15
Assignments	: 5
Presentations	: 5
Surprise Tests & Quiz	: 5

Blue print of Question paper

	A	B
	2 Marks	5 marks
Module I:	4	3
Module II:	2	1
Module III:	4	1
Module IV:	6	3
Module V:	2	1
Module VI:	2	1

Section A: Answer any 15 questions out of 18 questions. Each question carries 2 marks. (15 X 2 = 30)

Section B: Answer any 8 questions out of 10 questions. Each question carries 5 marks. (8 X 5 = 40)


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Department of BBA
B.B.A. : VI Semester
Website and Inbound Marketing
Course code – BBA6040
(w.e.f. 2018-19 and Onwards)**

Teaching hours per week : 04
Total Teaching hours : 60

Maximum Marks : 100 Marks
Semester End Examination: 70 Marks
Internal Assessment : 30 Marks

Course Outcomes:

At the end of this course students will be able to –

- CO 1: understand how to plan a user-friendly website and build the same using different website building platforms
CO 2: know how to make a secured hosting.
CO 2: know how to drive the target traffic through building a conversion-oriented landing page.
CO 3: understand the content optimization strategies for the website.
CO 4: Understand the working of e-mail and mobile marketing strategies.
CO 5: know how to re-engage the user through inbound marketing by knowing the buyer persona.

Syllabus

UNITS	Syllabus	HOURS
Unit I	Website Planning and Structure – WWW, Domains, Buying a Domain, Website Language & Technology, Core Objective of Website and Flow, One Page Website, Strategic Design of Home Page, Strategic Design of Products & Services Page, Strategic Design of Pricing Page, Portfolio, Gallery and Contact Us Page, Call to Action (Real Engagement Happens), Designing Other Pages.	10 Hours
Unit II	Landing Page Conversion Oriented Landing Page Design Investment in Landing Page Is it for me? What is it? Critical Concerns to Address on Landing Page What's the Next Step Conversion Optimization Role of Conversion Understanding Customer Psyche Conversion Optimization User Flow and Persuasion Online Persuasion True Meaning of Landing Page User Flow and Online Persuasion.	8 Hours
Unit III	Conversion Optimization Patterns for Engaging website Visitors Patterns for Engaging Website Visitors Pattern #1 - Pop-Ups Pattern #2 - Pop Under Call-to-Action Pattern #3 - Inside Article CTA, Google Analytics Tracking Code, Website Auditing, Designing , Wordpress Website	10 Hours
Unit IV	Email Marketing – Content Writing Email Machine – The Strategy Email Frequency Why People Don't Buy The Fuel – Value Triggers in Email using 4Ps Sequence of Email Triggers Email –	10 Hours



	Topic Email – Intro Email – Product Email - Secondary Value Email - Fear Email– Regret Email – Ask for Sales Email – Reinforcement Email – Offers Announcements Email– Urgency Email– Cross Sales Email– Re-Engagement Email– Buyer vs Consumer with examples.	
Unit V	Email Marketing Advance Level Email Software and Tools Importing Email Lists Planning Email Campaign Email Templates and Designs Sending HTML Email Campaigns WebForms Lead Importing Integrating Landing Page Forms Campaign Reports and Insights Segmentation Strategy Segmentation Lists Auto-Responder Series Triggering Auto – Responder Emails Auto Responder Actions	10 Hours
Unit VI	Mobile Marketing: Understanding Mobile Devices - Mobile Marketing and Social Media - Mobile Marketing Measurement and Analytics -Fundamentals of Mobile Marketing - Key industry terminology - Creating mobile website through wordpress - Using tools to create mobile websites. Using tools to create mobile app Advertising on mobile (App & Web) - Targeting ads on Apps - Targeting ads via location - Targeting ads on search engine - Content Marketing on mobile - Mobile strategy-segmentations option targeting and differentiation - Mobile marketing mix -SMS marketing . Creating mobile application - Uploading mobile app in Android and iOS	12 Hours

TEXT BOOKS:

1. Web Designing and Development: Training Guide (Satish Jain)
2. Inbound Marketing and SEO (Rand Fishkin, Thomas Hogenhaven)

REFERENCE BOOKS:

1. Inbound Marketing for Dummies (Scott Anderson Miller)
2. Email Marketing: Using Email to Reach Your Target Audience and Build Customer Relationships (Jerry I Reitman Anthony Priore Jim Sterne Reitman Priore Stern-E)
3. Mobile Marketing: Finding Your Customers No Matter Where They Are (Cindy Krum)
4. Mobile App Marketing & Monetization (Alex Genadinik)

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