



PERIYAR UNIVERSITY
PERIYAR PALKALAI NAGAR
SALEM – 636011

Syllabus for
B.B.A
(INTERNATIONAL BUSINESS)
CHOICE BASED CREDIT SYSTEM

FROM THE ACADEMIC YEAR
2023 – 2024

B.B.A., INTERNATIONAL BUSINESS

LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK GUIDELINES BASED REGULATIONS FOR B.B.A., PROGRAMME	
Programme:	B.B.A., INTERNATIONAL BUSINESS
Programme Code:	UIB
Duration:	3 years [UG]
Programme Outcomes:	<p>PO1: Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study</p> <p>PO2: Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.</p> <p>PO3: Critical thinking: Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.</p> <p>PO4: Problem solving: Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.</p> <p>PO5: Analytical reasoning: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.</p> <p>PO6: Research-related skills: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation</p> <p>PO7: Cooperation/Team work: Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team</p> <p>PO8: Scientific reasoning: Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.</p> <p>PO9: Reflective thinking: Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.</p> <p>PO10 Information/digital literacy: Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of</p>

	<p>relevant information sources; and use appropriate software for analysis of data.</p> <p>PO 11 Self-directed learning: Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.</p> <p>PO 12 Multicultural competence: Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.</p> <p>PO 13: Moral and ethical awareness/reasoning: Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one's work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.</p> <p>PO 14: Leadership readiness/qualities: Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.</p> <p>PO 15: Lifelong learning: Ability to acquire knowledge and skills, including „learning how to learn“, that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling.</p>
Programme Specific Outcomes:	<p>PSO1: To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.</p> <p>PSO 2: To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.</p> <p>PSO 3: To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.</p> <p>PSO 4: Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.</p> <p>PSO 5: Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.</p>

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

Highlights of the Revamped Curriculum:

- Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive examinations, sustaining the quality of the core components and incorporating application oriented content wherever required.
- The Core subjects include latest developments in the education and scientific front, advanced programming packages allied with the discipline topics, practical training, devising mathematical models and algorithms for providing solutions to industry / real life situations. The curriculum also facilitates peer learning with advanced mathematical topics in the final semester, catering to the needs of stakeholders with research aptitude.
- The General Studies and Mathematics based problem solving skills are included as mandatory components in the 'Training for Competitive Examinations' course at the final semester, a first of its kind.
- The curriculum is designed so as to strengthen the Industry-Academia interface and provide more job opportunities for the students.
- The Industrial Statistics course is newly introduced in the fourth semester, to expose the students to real life problems and train the students on designing a mathematical model to provide solutions to the industrial problems.
- The Internship during the second year vacation will help the students gain valuable work experience, that connects classroom knowledge to real world experience and to narrow down and focus on the career path.
- Project with viva-voce component in the fifth semester enables the student, application of conceptual knowledge to practical situations. The state of art technologies in conducting a Explain in a scientific and systematic way and arriving at a precise solution is ensured. Such innovative provisions of the industrial training, project and internships will give students an edge over the counterparts in the job market.
- State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature are incorporated as Elective courses, covering conventional topics to the latest - Artificial Intelligence.

Value additions in the Revamped Curriculum:

Semester	Newly introduced Components	Outcome/ Benefits
I	Foundation Course To ease the transition of learning from higher secondary to higher education, providing an overview of the pedagogy of learning Literature and analysing the world through the literary lens gives rise to a new perspective.	<ul style="list-style-type: none"> ➤ Instill confidence among students ➤ Create interest for the subject
I, II, III, IV	Skill Enhancement papers (Discipline centric / Generic / Entrepreneurial)	<ul style="list-style-type: none"> ➤ Industry ready graduates ➤ Skilled human resource ➤ Students are equipped with the essential skills to make them employable
		<ul style="list-style-type: none"> ➤ Training on language and communication skills enable the students gain knowledge and exposure in the competitive world.
		<ul style="list-style-type: none"> ➤ Discipline centric skill will improve the Technical know-how of solving real life problems.
III, IV, V & VI	Elective papers	<ul style="list-style-type: none"> ➤ Strengthening the domain knowledge ➤ Introducing the stakeholders to the State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and interdisciplinary nature ➤ Emerging topics in higher education/industry/communication network/health sector etc. are introduced with hands-on-training.

IV	ElectivePapers	<ul style="list-style-type: none"> ➤ Exposuretoindustryouldsstudentsintosolutionproviders ➤ GeneratesIndustryready graduates ➤ Employmentopportunitiesenhanced
VSemester	Electivepapers	<ul style="list-style-type: none"> ➤ Self-learning isenhanced ➤ Applicationoftheconceptto realsituationis conceivedresulting intangibleoutcome
VISemester	Electivepapers	<ul style="list-style-type: none"> ➤ Enriches the studybeyondthe course. ➤ Developingaresearchframework and presenting their independent and intellectual ideas effectively.
ExtraCredits: ForAdvancedLearners/Honorsdegree		<ul style="list-style-type: none"> ➤ Tocater totheneeds ofpeer learners/research aspirants
SkillsacquiredfromtheCourses		Knowledge, Problem Solving, Analytical ability,ProfessionalCompetency,ProfessionalCommunicationandTransferrable Skill

Credit Distribution for UG Programmes

[illegible]

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

First Year – Semester-I

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

Semester-II

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

Second Year – Semester-III

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

Semester-IV

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

**Third Year
Semester-V**

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

Semester-VI

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

Consolidated Semester wise and Component wise Credit distribution

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

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

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

SEMESTERI		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAR KS		TOTAL
COURSECOMPONENT									CIA	External	
PartI		Language -Tamil	Y	-	-	-	6	3	25	75	100
PartII		English	Y	-	-	-	3	3	25	75	100
PartIII	CorePaper–I	BBA-23UIBC001: Principles of Management	Y	-	-	-	5	5	25	75	100
	CorePaper–II	BBA-23UIBC002: Accounting for Managers - I	Y	-	-	-	5	5	25	75	100
	Elective Paper-I	BBA-23UIBGE001:ManagerialEconomics	Y	-	-	-	4	3	25	75	100
PartIV	Skill Enhancement course BBASEC1-NME1 - 23UIBSE001 - Basics of Event Management		Y	-	Y	-	2	2	25	75	100
	Foundation Course BBA- 23UIBFC001 - Managerial Communication						2	2	25	75	100
	Total						30	23			

SEMESTERII		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAXMAR KS		TOTAL
COURSECOMPONE NT									CIA	EXT	
PartI		Language -Tamil	Y	-	-	-	6	3	25	75	100
PartII		English	Y	-	-	-	6	3	25	75	100
PartIII	CorePaper–III	BBA-23UIBC003: MarketingManageme nt	Y	-	-	-	5	5	25	75	100
	CorePaper–IV	BBA- 23UIBC004: Accounting for Managers - II	Y	-	-	-	5	5	25	75	100
	Elective -II	BBA-23UIBGE002: Application of IT in Business	Y	-	-	-	4	3	25	75	100
PartIV	Skill Enhancement course BBASEC2- NME2 - 23UIBSE002- Managerial Skill Development		Y	-	-	-	2	2	25	75	100
	BBA SEC3 - 23UIBSE003: Business Etiquette and Corporate Grooming						2	2	25	75	100
	Total						30	23			

SEMESTERIII		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAXMARKS		TOTAL
COURSECOMPONENT									INT	EXT	
PartI		Language -Tamil	Y	-	-	-	6	3	25	75	100
PartII		English	Y	-	-	-	6	3	25	75	100
Part III	CorePaper–V	BBA-23UIBC005: Organisational Behaviour	Y	-	-	-	5	5	25	75	100
	CorePaper–VI	BBA-23UIBC006: Financial Management	Y	-	-	-	5	5	25	75	100
	Elective – III	BBA-23UIBGE003:BusinessStatistics	Y	-	-	-	4	3	25	75	100
PartIV	BBA SEC4 - 23UIBSE004:Computer Applications in Business		Y	-	Y	-	1	1	25	75	100
	BBA SEC5- 23UIBSE005: Entrpreneurial Skill New Venture Management		Y		Y		2	2	25	75	100
	EnvironmentalStudies		Y	-	-	-	1				
	Total						30	22			

SEMESTER IV		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT									CIA	EXT	
Part I	Paper	Language -Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper	English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper – VII	BBA-23UIBC007: International Business Environment	Y	-	-	-	5	5	25	75	100
	Core Paper – VIII	BBA-23UIBC008: Business Regulatory Framework	Y	-	-	-	5	5	25	75	100
	Elective Paper – IV	BBA-23UIBGE004: Operations Research	Y	-	-	-	3	3	25	75	100
Part IV	BBA SEC6 – 23UIBSE006 :Tally				Y	-	2	2	25	75	100
	BBA SEC7 – 23UIBSE007: Intellectual Property Rights		Y	-	-	-	2	2	25	75	100
	Environmental Studies		Y	-	-	-	1	2	25	75	100
	Total						30	25			

Second year Vacation Internship -45 hours								2 credits			
SEMESTER V		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT									CIA	EXT	
Part III	Core Paper–IX	BBA-23UIBC009: Human Resources Management	Y	-	-	-	5	4	25	75	100
	Core Paper–X	BBA-23UIBC010: Research Methodology	Y	-	-	-	5	4	25	75	100
	Core Paper–XI	BBA-23UIBC011: Business Taxation	Y	-	-	-	5	4	25	75	100
	Core Paper–XII	BBA-23UIBC012: Management Information Systems	Y	-	-	-	5	4	25	75	100
	Elective–V	BBA – 23UIBGE005: Foreign Exchange Management Or BBA-23UIBGE006: Foreign Trade Procedure and Documentation Or BBA-23UIBGE007: International Marketing Management	Y	-	-	-	4	3	25	75	100
	Elective – VI Project	BBA 23UIBPR001: Project with Viva –Voce	-	-	Y	-	4	3	20	80	100
Part IV	Value Education		Y	-	-	-	2	2			
	BBA- 23UIBSI001: Summer Internship/Industrial Training						-	2			
	Total						30	26			

SEMESTER VI		SUBJECTS	L	T	P	O	Hrs/week	CREDI	MAX MARKS		TOTAL
COURSE COMPONENT									C	I	
Part III	Core Paper–XIII	BBA-23UIBC013: Entrepreneurial Development	Y	-	-	-	6	4	25	75	100
	Core Paper–XIV	BBA-23UIBC014: Production and Materials Management	Y				6	4			
	Core Paper–XV	BBA-23UIBC015: International Strategic Management	Y				6	4	25	75	100
	Elective–VII	BBA-23UIBGE008: Consumer Behaviour Or BBA-23UIBGE009: Innovation Management Or BBA-23UIBGE010: Services Marketing	Y	-	-	-	5	3	25	75	100
	Elective–VIII	BBA-23UIBGE011 Shipping and Port Management Or BBA-23UIBGE012: Fundamentals of Logistics Management or BBA	Y	-	-	-	5	3	25	75	100

		23UIBGE013 : E –Business								
	Professional Competency Enhancement									
	23UBAPCE001: Quantitative Aptitude I					2	2	25	75	100
	23UBAPCE002: Quantitative Aptitude II (2 hours each)									
PartV	ExtensionActivities	-	-	Y	-		1			
	Total					30	21			

Total Credits = 140

**Remarks: English Soft Skill Two Hours Will be handled by English Teachers
(4+2 = 6 hours for English).**

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA-23UIBC001	Principles of Management	Core	Y	-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	To impart knowledge about evolution of management										
CLO2	To provide understanding on planning process and importance of decision making in organization										
CLO3	To learn the application of principles in organization										
CLO4	To study the process of effective controlling in organization										
CLO5	To familiarize students about significance of ethics in business and its implications.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.							15	CLO1		
II	Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.							15	CLO2		
III	Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.							15	CLO3		
IV	Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.							15	CLO4		
V	Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business							15	CLO5		
	Total							75			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Describe nature, scope, role, levels, functions and approaches of management	PO5
CO2	Apply planning and decision making in management	PO2, PO5, PO6, PO8
CO3	Identify organization structure and various organizing techniques	PO1, PO4
CO4	Understand Direction, Co-ordination & Control mechanisms	PO2, PO6
CO5	Relate and infer ethical practices of organisation.	PO3, PO8
Reading list		
1.	JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.	
2.	Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.	
3	.Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011	
4	Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India	
5	Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.	
Reference Books		
1.	P.C. Tripathi & P.N Reddy; Principles of Management, Sultan Chand & Sons, 6th Edition, 2017	
2.	L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8th Edition.	
3.	Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017	
4.	Dr.C.B.Gupta; Principles of Management, Sultan Chand & Sons, 3rd Edition.	
5.	Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015	
Web Resources		
1	https://www.toolshero.com/management/14-principles-of-management/	
2	https://open.umn.edu/opentextbooks/textbooks/693	
3	https://open.umn.edu/opentextbooks/textbooks/34	
4	https://openstax.org/subjects/business	
5	https://blog.hubspot.com/marketing/management-principles	

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

CO-PO Mapping with program specific outcomes ,

Level of Correlation between PSO's and CO's

Mapping with program outcomes

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

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

S –Strong M-Medium L-Low

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CI A	External	Total
BBA - 23UIBC002	Accounting for Managers I	Core	Y	-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	To impart knowledge about basic concepts of accounting its applications										
CLO2	To analyze and interpret financial reports of a company										
CLO3	To understand the gross profit and net profit earned by organization										
CLO4	To foster knowledge on Hire Purchase system										
CLO5	To understand the procedures of Accounting under Single entry system.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance							15	CLO1		
II	Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account							15	CLO2		
III	Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.							15	CLO3		
IV	Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System.							15	CLO4		
V	Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method –							15	CLO5		

	Conversion Method		
	Total	75	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Prepare Journal, ledger, trial balance and cash book	PO2, PO1
CO2	Classify errors and making rectification entries	PO1
CO3	Prepare final accounts with adjustments	PO2, PO6
CO4	To understand Hire Purchase system	PO2, PO6
CO5	Prepare single and double entry system of accounting.	PO6
Reading List		
1.	Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.	
2.	Jain .S.P &Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition	
3.	Rakesh Shankar. R &Manikandan.S, Financial Accounting, SCITECH, 3rd edition.	
4.	Shukla&Grewal, 2002, Advanced Accounting, Sultan Chand &Sons,New Delhi, 15th edition.	
5.	Tulsian P.C., 2006, Financial Accounting, Pearson Education	
References Books		
1.	Dr.K.Ganesan&S.UshenaBegam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai	
2.	TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019	
3.	David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017	
4.	M N Arora; Accounting for Management- Himalaya Publications House 2019.	
5.	SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.	
6.	T. Horngren Charles, L. SundernGary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.	
Web Resources		
1.	https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf	
2.	https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf	
3.	https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles	
4.	https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system\	
5.	https://www.profitbooks.net/what-is-depreciation	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

Level of Correlation between PSO's and CO's

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA – 23UIBGE001	Managerial Economics	Gen eric Elec tive	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario										
CLO2	To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving.										
CLO3	To Understand the optimal point of cost analysis and production factors of the firm										
CLO4	To describe the pricing methods and strategies that are consistent with evolving marketing needs										
CLO5	To Provide insights to the various market structures in an economy.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.							12	CLO1		
II	Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting.							12	CLO2		
III	Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.							12	CLO3		
IV	Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination							12	CLO4		
V	Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly							12	CLO5		
	Total²⁴							60			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Analyze & apply the various managerial economic concepts in individual & business decisions.	PO2, PO6,PO8
CO2	Explain demand concepts, underlying theories and identify demand forecasting techniques.	PO6, PO8
CO3	Employ production, cost and supply analysis for business decision making	PO1, PO2,PO6
CO4	Identify pricing strategies	PO1, PO2,PO6
CO5	Classify market structures under competitive scenarios.	PO2, PO6, PO8
Reading List		
1.	Journal of Economic Literature – American Economic Association	
2.	Arthasastra Indian Journal of Economics & Research	
3.	Mithani D.M. (2016) -Managerial Economics –Himalaya Publishing House – Mumbai	
4.	Indian Economic Journal/Sage Publications	
5.	Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi	
References Books		
1.	Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019	
2.	Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.	
3.	D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015.	
4.	H L Ahuja; Managerial Economics, S. Chand, 9th Edition,2017.	
5.	Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016	
Web Resources		
1	https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597	
2	https://www.intelligenteconomist.com/profit-maximization-rule	
3	http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134	
4	http://www.simplynotes.in/e-notes/mbabba/managerial-economics/	
5	https://businessjargons.com/determinants-of-elasticity-of-demand.html	
Methods of Evaluation		

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

Mapping with program outcomes

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

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CI A	External	Total
BBA - 23UI BC003	MARKE TING MANAG EMENT	Core	Y	-	-	-	4		25	75	100
Learning Objectives											
CLO1	To understand the marketplace.										
CLO2	To identify the market segmentation and the Product mix										
CL03	To select the different pricing methods and channels of distribution.										
CLO4	To know the communication mix and sales promotion tools										
CLO5	To prepare according to the latest trends in market.										
UNIT	Details							No. of Hours		Learning Objectives	
I	Fundamentals of Marketing – Role of Marketing – Relationship of Marketing With Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.							15		CLO1	
II	Segmentation – Need And Basis of Segmentation -Targeting – Positioning Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. Product Mix-New Product Development Process - Product Life Cycle. Branding – Packaging.							15		CLO2	
III	Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.							15		CLO3	
IV	A Brief Overview of Communication Mix- Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) -							15		CLO4	

	Definition, Process, Need & Significance - CRM – Importance.		
V	Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force– Digital Marketing: Introduction- Applications & Benefits -	15	CLO5
		75	
Cours e Outco mes	On Completion of the course the students will	Program Outcomes	
CO1	To list and identify the core concepts of Marketing and its mix.	PO1, PO2, PO3	
CO2	To sketch the market segmentation, nature of product, PLC	PO1, PO2, PO3,PO6, PO8	
CO3	To analyze the appropriate pricing methods	PO1 PO2, PO3, PO4, PO8	
CO4	To determine the importance of various media	PO1, PO2, PO6	
CO5	To assess the sales force and applications of digital marketing	PO1, PO2, PO7	
Reading List			
1.	Philip Kotler & Gary Armstrong, <i>Principles of Marketing: A South Asian Perspective</i> , Pearson Education, 2018.		
2.	Rajan Saxena, <i>Marketing Management</i> , Tata Mc Graw Hill, 2017.		
3.	L.Natarajan, <i>Marketing</i> , Margham Publications, 2017.		
4.	J P Mahajan & Anupama Mahajan, <i>Principles of Marketing</i> , Vikas Publishing House, 2017.		
5.	K Karunakaran, <i>Marketing Management</i> , Himalaya Publishing House,2017.		
References Books			
1.	C.B.Gupta&Rajan Nair Marketing Management, Sultan Chand &Son 2020		
2.	V.S. Ramaswamy & S. Namakumari, 2002, <i>Principles of Marketing</i> , first edition, S.G. Wasani / Macmillan India Ltd,		
3.	Cranfield, <i>Marketing Management</i> , Palgrave Macmillan.		
4.	Harsh V Verma & Ekta Duggal, <i>Marketing</i> , Oxford University Press, 2017.		
5.	Sontakki C.N, <i>Marketing Management</i> , Kalyani Publishers, Ludhiana.2016		
Web Resources			
1.	http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf		

2.	https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf		
3.	https://www.enotesmba.com/2013/01/marketing-management-notes.html		
4.	Industrial Marketing Management Journal ScienceDirect.com by Elsevier		
5.	Journal of Marketing Management Taylor & Francis Online (tandfonline.com)		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test	25 Marks	
	Assignments		
	Seminars		
	Attendance and Class Participation		
External Evaluation	End Semester Examination	75 Marks	
	Total	100 Marks	
Methods of Assessment			
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions		
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview		
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain		
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge		
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons		
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations		

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

Subject Code	Subject Name	C a t e g o r y	L	T	P	O	C r e d i t s	I n s t r u c t o r s	Marks		
									C I A	E x t e r n a l	T o t a l
BBA - 23UIBC004	Accounting for Managers II	Core	Y	-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	To provide basic understanding of cost concepts and classification.										
CLO2	To develop skills in tools & techniques and critically evaluate decision making in business.										
CLO3	To understand various ratios and cash flow related to finance										
CLO4	To recognize the role of budgets and variance as a tool of planning and control.										
CLO5	To gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios										
UNIT	Details							No. of Hours	Learning Objectives		
I	Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – Cost sheets – Tenders & Quotation							12	CLO1		
II	Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.							12	CLO2		

III	Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover. Cash flow and Funds flow statement.	12	CLO3
IV	Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget	12	CLO4
V	Marginal Costing – CVP analysis – Break even analysis	12	CLO5
	Total	60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Interpret cost sheet & write comments.	PO1, PO2, PO4	
CO2	Compare cost, management & financial accounting	PO6	
CO3	Analyze the various ratio and compare it with standards to assess deviations	PO2, PO6	
CO4	Estimate budget and use budgetary control	PO1, PO2, PO8	
CO5	Evaluate marginal costing and its components	PO2, PO6	

Reading List	
1.	Gupta, R.L and M. Radhaswamy. Advanced Accountancy, Sultan Chand & Sons, 2016.
2.	T. S. and A. Murthy. Management Accounting, Chennai: Margham, 2007.
3.	Jain S.P and K.L Narang. Advanced Accountancy (Part II). Kalyani, 2007.
4.	Maheshwari S.N, Advanced Accountancy (Part I). Vikas, 2007.
5.	Man Mohan and S.N. Goyal. Principles of Management Accounting. Agra: SahityaShawan, 2017.
References Books	
1.	Dr.K.Ganesan & S. Ushena Begam, Accounting for Managers – Volume II, Charulatha Publications, Chennai
2.	T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016
3.	Antony Atkinson, Robert S Kalpan, Advance Management Accounting, Pearson Publications, 2015.
4.	Horngren, Sunderu Stratton, Introduction to Management Accounting, Pearson Education, 2013.
5.	Rajiv Kumar Goel & Ishaan Goel, Concept Building Approach to Management Accounting, 2019
6.	Colin Drury, Management and Cost Accounting (with CourseMate and eBook Access), Cengage, 2015.

Web Resources		
1	https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/	
2	https://efinancemanagement.com/financial-accounting/management-accounting	
3	http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859	
4	https://www.wallstreetmojo.com/ratio-analysis/	
5	http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

Level of Correlation between PSO's and CO's

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

Subject Code	Subject Name	Category	L	T	P	C	Credits	Hours	Marks		
									CIA	External	Total
BBA – 23UIBGE002	Applications of Information Technology in Business	Core	Y	-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	Have knowledge on recent Information technology-based innovations										
CLO2	Gain insight on Artificial Intelligence and its application domain and tools										
CLO3	Estimate the components of Big Data and its evolution										
CLO4	Analyze the applications of Internet of Things in different sectors										
CLO5	Understand the relevance of IT based skills required for Future										
UNIT	Details							No. of Hours	Learning Objectives		
I	Need – Reason for Adopting Industry 4.0 - Definition – Goals and Design Principles - Technologies of Industry 4.0 – Big Data – Artificial Intelligence (AI) – Industrial Internet of Things - Cyber Security – Cloud –							15	CLO1		

	Augmented Reality		
II	Artificial Intelligence: Artificial Intelligence (AI) – What & Why? - History of AI - Foundations of AI -The AI - environment - Societal Influences of AI - Application Domains and Tools - Associated Technologies of AI - Future Prospects of AI - Challenges of AI	15	CLO2
III	Big Data: Evolution - Data Evolution - Data: Terminologies - Big Data Definitions - Essential of Big Data in Industry 4.0 - Big Data Merits and Advantages - Big Data Components: Big Data Characteristics - Big Data Processing Frameworks - Big Data Applications - Big Data Tools - Big Data Domain Stack: Big Data in Data Science - Big Data in IoT - Big Data in Machine Learning - Big Data in Databases - Big Data Use cases. Big Data in Social Causes - Big Data for Industry -Big Data Roles and Skills - Big Data Roles - Learning Platforms; Internet of Things (IoT) : Introduction to IoT - Architecture of IoT - Technologies for IoT - Developing IoT Applications - Applications of IoT - Security in IoT	15	CLO3
IV	Applications of IoT – Manufacturing – Healthcare – Education – Aerospace and Defense – Agriculture – Transportations and Logistics – Impact of Industry 4.0 on Society: Impact on Business, Government, People. Tools for Artificial Intelligence, Big Data and Data Analytics, Virtual Reality, Augmented Reality, IoT, Robotics	15	CLO4
V	Industry 4.0 – Education 4.0 – Curriculum 4.0 – Faculty 4.0 – Skills required for Future - Tools for Education – Artificial Intelligence Jobs in 2030 – Jobs 2030 - Framework for aligning Education with Industry 4.0	15	C5
	Total	75	
Course Outcomes			
Course Outcomes	On Completion of this course, the students will	Program Outcomes	
CO1	Understand the need for adopting Industry 4.0	PO1, PO5,PO6	
CO2	Gain knowledge on Artificial intelligence and associated technologies	PO1,PO2,PO6	
CO3	To analyze the importance of Big Data in different sectors	PO1, PO6	
CO4	To evaluate impact of Industry 4.0 on society	PO1, PO6	
CO5	Acquire knowledge about the future based on AI	PO1, PO6	
Reading List			
1.	P. Kaliraj,T.Devi, Higher Education for Industry 4.0 and Transformation to Education 5.0, 2020		

2.	Sinha, Pradeep K. &Sinha Priti (2016) “Knowledge of Information Technology (IT)”	
3.	S.K. Bansal, 2004 “Information technology” APH Publications	
4.	Deepak Bharihoke (2007) “Fundamentals of Information Technology” Excel Books Publication	
5.	Norvid Russel (2022), “Artificial Intelligence: A Modern Approach” 4 th Edition, Pearson Education	
References Books		
1.	Alasdair Gilchrist, “Industry 4.0: The Industrial Internet of Things”, APRESS	
2.	Josh Starmer (2022) “The StatQuest Illustrated Guide to Machine Learning” Qurate Books Pvt. Ltd.	
3.	AurelienGeron (2022) “Hands-On Machine Learning with Scikit-Learn, Keras, and TensorFlow: Concepts, Tools, and Techniques to Build Intelligent Systems” 3 rd Edition, Shroff/O'Reilly Publication	
4.	Chip Huyen (2022) “Designing Machine Learning Systems: An Iterative Process for Production-Ready Applications”, Shroff/O'Reilly Publication	
5.	Paolo Chiabert (2018) “Artificial Intelligence for a Sustainable Industry 4.0”, Springer Publication	
Web Resources		
1.	https://onlinecourses.nptel.ac.in/noc20_cs69/preview	
2.	https://azure.microsoft.com/en-in/resources/cloud-computing-dictionary/artificial-intelligence-vs-machine-learning/	
3.	https://www.sas.com/en_in/insights/articles/big-data/artificial-intelligence-machine-learning-deep-learning-and-beyond.html	
4.	https://marutitech.com/artificial-intelligence-and-machine-learning/	
5.	https://www.ibm.com/topics/machine-learning	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	

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

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA - 23UIBC005	Organizational Behaviour	Specific Elective	Y	-	-	-	4	4	25	75	100
Learning Objectives											
CLO1	To have extensive knowledge on OB and the scope of OB.										
CLO2	To create awareness of Individual Behaviour.										
CLO3	To enhance the understanding of Group Behaviour										
CLO4	To know the basics of Organisational Culture and Organisational Structure										
CLO5	To understand Organisational Change, Conflict and Power										
UNIT	Details							No. of Hours	Learning Objectives		
I	INTRODUCTION : Concept of Organizational Behavior (OB): Nature, Scope and Role of OB: Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations, work-life balance, people skills, positive work environment, ethics)							10	CLO1		
II	INDIVIDUAL BEHAVIOUR: 1. Learning, attitude and Job satisfaction: Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude. Job satisfaction: causation; impact of satisfied employees on workplace. 2. Motivation : Concept; Theories (Hierarchy of needs, X and Y, Two factor, McClelland, Goal setting, Self-efficacy, Equity theory); Job characteristics model; Redesigning jobs, 3. Personality and Values : Concept of personality; Myers-Briggs Type Indicator (MBTI); Big Five model. Relevance of values; Linking personality and values to the workplace (person-job fit, person-organization fit) 4. Perception, Decision Making : Perception and Judgements; Factors; Linking perception to individual decision making:							18	CLO2		
III	GROUP BEHAVIOUR : 1. Groups and Work Teams : Concept : Five Stage model of group development; Group norms, cohesiveness ; Group think and shift ; Teams; types of teams; Creating team players from individuals and team based work(TBW) 2. Leadership : Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler, Hersey and Blanchard, Path-Goal);							17	CLO3		
IV	ORGANISATIONAL CULTURE AND STRUCTURE : Concept of culture; Impact (functions and liability); Creating and sustaining culture: Concept of structure, Prevalent organizational designs: New design options							15	CLO4		
V	ORGANISATIONAL CHANGE, CONFLICT AND POWER:							15	CLO5		

	Forces of change; Planned change; Resistance; Approaches (Lewin's model, Organisational development);. Concept of conflict, Conflict process; Types, Functional/ Dysfunctional. Introduction to power and politics.		
		75	
Course Outcomes	On Completion of the course the students will	Program Outcomes	
CO1	To define Organisational Behaviour, Understand the opportunity through OB.	PO1, PO2, PO6, PO7	
CO2	To apply self-awareness, motivation, leadership and learning theories at workplace.	PO2,PO4. PO5, PO6	
CO3	To analyze the complexities and solutions of group behaviour.	PO1, PO2, PO4, PO5, PO6	
CO4	To impact and bring positive change in the culture of the organisaiton.	PO2, PO3, PO4 PO5, PO8	
CO5	To create a congenial climate in the organization.	PO1, PO2, PO5 PO6, PO8	
Reading List			
1.	Neharika Vohra Stephen P. Robbins, Timothy A. Judge , <i>Organizational Behaviour</i> , Pearson Education, 18 th Edition, 2022.		
2.	Fred Luthans, <i>Organizational Behaviour</i> , Tata Mc Graw Hill, 2017.		
3.	Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, <i>Organizational Behaviour</i> , John Wiley & Sons, 2011		
4.	Louis Bevoc, Allison Shearsett, Rachael Collinson, <i>Organizational Behaviour Reference</i> , Nutri Niche System LLC (28 April 2017)		
5.	Dr. Christopher P. Neck, Jeffery D. Houghton and Emma L. Murray, <i>Organizational Behaviour: A Skill-Building Approach</i> , SAGE Publications, Inc; 2nd edition (29 November 2018).		
References Books			
1.	Uma Sekaran, <i>Organizational Behaviour Text & cases</i> , 2 nd edition, Tata McGraw Hill Publishing CO. Ltd		
2.	Gangadhar Rao, Narayana, V.S.P Rao, <i>Organizational Behaviour</i> 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1 st edition		
3.	S.S. Khanka, <i>Organizational Behaviour</i> , S. Chand & Co, New Delhi.		
4.	J. Jayasankar, <i>Organizational Behaviour</i> , Margham Publications, Chennai, 2017.		
5.	John Newstrom, <i>Organizational Behaviour: Huma Behaviour at Work</i> , McGraw Hill Education; 12th edition (1 July 2017)		
Web Resources			
1	https://www.iedunote.com/organizational-behavior		
2	https://www.london.edu/faculty-and-research/organisational-behaviour		
3	Journal of Organizational Behavior on JSTOR		
4	International Journal of Organization Theory & Behavior Emerald Publishing		
5	https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-		

	v1.1.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

Subject Code	Subject Name	Category	L	T	P	C	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA - 23UIB C006	Financial Management	Core	Y	-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	Understand the basics of finance and roles of finance manager										
CLO2	Evaluate Capital structure & Cost of capital										
CLO3	Evaluate Capital budgeting										
CLO4	Assess dividends										
CLO5	Appraise Working Capital										
UNIT	Details							No. of Hours	Learning Objectives		
I	Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.							15	CLO1		
II	Capital structures planning - Factors affecting capital structures – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept. Cost of capital – Cost of equity – Cost of preference share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC)							15	CLO2		
III	Capital Budgeting: ARR, Pay back period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.							15	CLO3		
IV	Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment –Various Dividend Models (Walter's Gordon's –M.M. Hypothesis)							15	CLO4		
V	Working capital – Components of working capital – operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.							15	C5		

	Total	75	
Course Outcomes			
Course Outcomes	On Completion of this course, the students will	Program Outcomes	
CO1	Understand the basics of finance and roles of finance manager	PO1, PO5,PO6	
CO2	Evaluate Capital structure & Cost of capital	PO1,PO2,PO6	
CO3	Evaluate Capital budgeting	PO1, PO6	
CO4	Assessing dividends	PO1, PO6	
CO5	Appraise Working Capital	PO1, PO6	
Reading List			
1.	DrKulkarni and Dr. SathyaPrasad, Financial Management, 13 th Edition 2011		
2.	Advanced Financial Management kohok, M A, Everest Publishing House		
3.	Financial Management Kishore R M, Taxman Allied Service		
4.	Strategic Financial Management Jakhotiya		
5.	Financial Management & Policy Srivastava, R M Himalaya		
References Books			
1.	Dr. K. Ganesan &S.UshenaBegam, Financial Management, Charulatha Publications , Chennai		
2.	Financial Management - I.M.Pandey, 2009 Vikas Publishing		
3.	Financial Management – PrasannaChandra , 2008, Tata McGraw Hill, New Delhi		
4.	Financial Management – S.N.Maheswari		
5.	Financial Management – Y. Khan and Jain 2009 Edition, Sultan Chand & Sons		
Web Resources			
1.	https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/		
2.	https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf		
3.	Journal of Financial Management (esciencepress.net)		
4.	Financial Management on JSTOR		
5.	Financial Management Wiley online library		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminars		
	Attendance and Class Participation		
External Evaluation	End Semester Examination		75 Marks
	Total		100 Marks
Methods of Assessment			
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions		
Understand/ Comprehend	MCQ, True/False, Short essays, Concept explanations, Short summary or overview		

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

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA-23UIBC007	INTERNATIONAL BUSINESS ENVIRONMENT	Core	Y	-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	Enabling learners understand the concepts and importance of international business environment.										
CLO2	Understand the international trade theories										
CLO3	Understand the various International business environment										
CLO4	Imparting the knowledge about international monetary system and banking										
CLO5	Inculcating knowledge about international trade agreements.										
UNIT	Details							No. of Hours	Learning Objectives		
I	International Business: Introduction, Difference between international and national business, stages of internationalization, international orientations. Globalization: Concept, driving and restraining forces of globalization.							15	CLO1		
II	International Trade theories: Introduction, Why do nations trade, Theories of International trade: Mercantilism, Absolute advantage, Comparative advantage, Heckscher - Ohlin, Product life cycle theory and Porter's diamond model.							15	CLO2		
III	International Business Environment: Introduction, Economic, Demographic and Socio-cultural environment. Political, Legal, Natural and Technological environment							15	CLO3		
IV	International Monetary System: Thepre - Bretton woods period,The Bretton woods system,Collapse of Bretton woods system (Including meaning of exchange rate,types of exchange rate system). International banking, Bank for international settlements (BIS) and Euro currency market.							15	CLO4		
V	General Agreement on Tariff and Trade (GATT), World trade							15	CLO5		

	organization (WTO), International Monetary Fund (IMF), Asian Development Bank, UNCTAD.		
	Total	75	
Course Outcomes			
Course Outcomes	On Completion of the course the students will	Program Outcomes	
CO1	Know the concepts and importance of international business environment.	PO2, PO6	
CO2	Understand the international trade theories	PO2, PO6	
CO3	Analyze the various International business environment	PO2, PO6	
CO4	learn about international monetary system and banking	PO2, PO6	
CO5	Exposure to international trade agreements.	PO2, PO6	

Reading List	
1.	Francis Cherunilam.2009. International Business: Text and Cases. Fifth Edition, PHI Publishing House, New Delhi.
2.	Sharan Vyaptakesh, International Business: Concept, Environment and Strategy, Pearson 3rd Edition.
3.	K Jiواني, International Business Environment, NiraliPrakasham, 2016.
4	Dr. Rubee Singh and Dr. Sangeetha Rani, International Business Environment, Educreation Publishing.
5	
References Books	
1.	Arvind V.Phatak.,Rabis.Bhagat and andRogerJ. Kashlak.2010.International Management: Managing in a diverse and dynamic global environment.[Second Edition] Tata McGrawHill,New Delhi.
2.	CharlesWLHillandArunKJain.2014. International Business: Competing in the Global MarketPlace.[Tenth Edition].Tata McGraw Hill, New Delhi.
3.	Bhalla,V.K.and ShivaRamu,S.2010.International Business: Environment and Management.[Thirteenth Edition].Anmol PublicationsPvt. Ltd., New Delhi.
4.	John D. Daniels., Lee H. Radebaugh and Daniel P. Sullivan. 2012.International Business: Environment and Operations.[Fourteenth Edition].Pearson Education, NewDelhi.
5.	Janet Morrison, The Global Business Environment, Bloomsbury. 2020.
Web Resources	
1	https://onlinecourses.nptel.ac.in/noc20_mg54/preview
2	https://www.dynamicictutorialsandservices.org/2018/10/business-environment-notes-theoretical_25.html

3	https://www.studocu.com/in/document/university-of-kerala/environmental-economics/international-business-environment-text-book-pdf/29658804	
4	https://ebooks.lpude.in/management/mba/term_3/DMGT545_INTERNATIONAL_BUSINESS.pdf	
5	http://www.simplynotes.in/e-notes/mbabba/international-business-management/trading-environment-of-international-trade/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

Level of Correlation between PSO's and CO's

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA- 23UIBC008	BUSINESS REGULATORY FRAME WORK	Core	Y	-	-	-	4	5	25	75	100
Course Objectives											
CLO1	Explain the Indian Contracts Act										
CLO2	Understand the Sales of Goods Act& Contract of Agency										
CLO3	Understand the Indian Companies Act 1956										
CLO4	Know theConsumer Protection Act – RTI										
CLO5	Understand the Cyber law										
UNIT	Details							No. of Hours	Learning Objectives		
I	Brief outline of Indian Contracts Act - Special contracts Act							15	CLO1		
II	Sale of goods Act - Contract of Agency							15	CLO2		
III	Brief outline of Indian Companies Act 1956.- kinds-formation-MOA-AOA- Prospectus- Appointment of Directors- Duties-Meeting- Resolutions-Winding up -							15	CLO3		
IV	Consumer Protection Act – RTI							15	CLO4		
V	Brief outline of Cyberlaws – IT Act 2000 & 2008							15	CLO5		

		75	
Course Outcomes	On Completion of the course the students will	Program Outcomes	
CO1	Explain the Indian Contracts Act		
CO2	Understand the Sales of Goods Act& Contract of Agency		
CO3	Understand the Indian Companies Act 1956		
CO4	Know theConsumer Protection Act – RTI		
CO5	Understand the Cyber law		
Reading List			
1	Tulsian.P.C Business Law (2018) Third Edition, McGraw Hill Publications		
2	Pillai R S N, Bhagavati, Business Law, Third Edition, Sultan Chand		
3	N D Kapoor(2019), Elements of Merchantile Law, Sultan Chand & Sons		
4	Constitutional Law – Dr. M.R. Sreenivasan& Ananda Krishna Deshkulkarni		
5	Business Law (Commercial Law) – Dr. M.R. Sreenivasan		
References Books			
1	Business Regulatory Framework, Sahitya Bhawan Publications. Revised, 2022.		
2	Business Regulatory Framework, <u>Garg K.C., Sareen V.K., Sharma Mukesh, 2013</u>		
3	Business Regulatory Framework Pearson Education India, 2011		
4	Bare Acts- RTI, Consumer Protection Act		
5	Business Regulatory Framework , <u>Dr. Pawan Kumar Oberoi, Global Academic Publishers & Distributors, 2015</u>		
Web Resources			
1	https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---l.html		
2	http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/		
3	https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661		
4	International Journal of Law (lawjournals.org)		
5	https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book_TitleM=%20Business%20Regulatory%20Framework		

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

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA 23UIBGE004	Operation Research	Gen eric Elec tive	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	Introduction to Operations Research definition and concept Essential features of LPP.										
CLO2	Formulation of Transportation problem and finding an initial basic feasible solution.										
CLO3	Expressing Assignment problem, Hungarian method- Minimization and Maximization case and Sequencing Problem.										
CLO4	Analyse Network models and constructing network- critical path, various floats.										
CLO5	Analyse Game Theory and Decision Theory										
UNIT	Details							No. of Hours	Learning Objectives		
I	Linear Programming problem -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP-simple problems.							12	CLO1		
II	Transportation problem- Basic definitions, formulation of transportation problem as LPP, finding an initial basic feasible solution- North -west corner rule, row minima method, column minima method, least cost entry method- Vogel's approximation method to find the optimal solution.							12	CLO2		
III	Assignment problem-Hungarian method- Minimization and Maximization case, unbalanced assignment problem. Sequencing Problem-Processing n jobs on 2 machines, processing n jobs on 3 machines, processing n jobs on m machines.							12	CLO3		
IV	Network models-PERT and CPM — difference between PERT and CPM- constructing network- critical path, various floats, three-time estimates for PERT							12	CLO4		
V	Game Theory- Maximin-Minmax criterion, Saddle							12	CLO5		

	point, Dominance property, Graphical method for solving 2xn and mx2 game. Decision Theory –statement of Baye’stheorem application - decision trees.		
		60	
Course Outcomes	On Completion of the course the students will	Program Outcomes	
CO1	Analyse Linear Programming	PO1,PO2,PO6	
CO2	Analyse Transportation problem	PO1,PO2,PO6	
CO3	Analyse Assignment problem	PO1,PO2,PO6	
CO4	Analyse Network models	PO1,PO2,PO6	
CO5	Analyse Game Theory and Decision Theory	PO1,PO2,PO6	
Reading List			
1.	<u>Operational Research Research.com</u>		
2.	<u>Operations Research PubsOnLine (informs.org)</u>		
3.	Prabandhan : Journal of Management		
4.	International Journal of Operations research		
5.	DR H. Premraj, Elements of Operation Research, Margham publications, Chennai, 2019		
References Books			
1.	P.R. Vittal& V. Malini, Operative Research – Margham Publications – Chennai – 17.		
2.	P.K. Gupta& Man Mohan, Problems in Operations Research – Sultan Chand & sons – New Delhi		
3.	V.K. Kapoor, Introduction to operational Research – Sultan Chand & sons – New Delhi		
4.	Hamdy A Taha, Operation Research – An Introduction prentice Hall of India- New Delhi		
5.	P. Gupta, N. Aruna Rani, M. Haritha (2018), Operations Research and Quantitative Techniques, First edition, Himalaya Publishing House.		
Web Resources			
1	chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf		
2	chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.bbau.ac.in/dept/UIET/EMER601%20Operation%20Research%20Queuing%20theory.pdf		
3	https://www.onlinemathlearning.com › linear-programming-example		
4	https://www.kellogg.northwestern.edu › weber › Notes_6_Decision_trees		
5	www.pondiuni.edu.in › sites › default › files		

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

Mapping with program outcomes

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

CO-PO Mapping (Course Articulation Matrix)

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

23UIBSI001 - INSTITUTIONAL TRAINING *

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

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

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

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

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

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

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA - 23UIBC009	HUMAN RESOURCE MANAGEMENT	Core	Y	-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	Explain the concepts, functions and process of HRM										
CLO2	Examine the selection and placement process										
CLO3	Evaluate the training and performance										
CLO4	Understand the importance of employee engagement and compensation										
CLO5	Understand the recent trends in HR										
UNIT	Details							No. of Hours	Learning Objectives		
I	Nature and scope of Human Resources Management –Roles & responsibilities of HR manager-HR Policies & procedures-Differences between personnel management and HRM –Environment of HRM -Concept &scope of Strategic Human resource management (SHRM) -HRM as a competitive advantage in the VUCA world							15	CLO1		
II	Human Resource Planning- Job Evaluation-methods- Job analysis-Job description, Job specification .Recruitment – Selection – Process, Methods – Interview, Tests, Induction and Placement,							15	CLO2		
III	Training and Development, Training Process, Methods, Training Need Assessment , Career Development. Transfer and Promotion. Performance Management –Meaning- Process- Performance appraisal methods-Performance Monitoring and review.							15	CLO3		
IV	Employee Engagement- Meaning- Importance-							15	CLO4		

	evaluation- measuring employee employee engagement- Employee Compensation-components- incentives- benefits- welfare and social security measures		
V	Human Resource Audit – Nature – Benefits – Scope – Approaches. HRIS. Recent trends in HRM: Green HRM&Virtual HRM Practices, Understanding People Analytics, Multigenerational workforce.Global HRM	15	CLO5
		75	
Course Outcomes	On Completion of the course the students will	Program Outcomes	
CO1	Explain the concepts, functions and process of HRM	PO1,PO2,PO4,PO6	
CO2	Examine the selection and placement process	PO1,PO2,PO4,PO6,PO7, PO8	
CO3	Evaluate the training and performance appraisal	PO2,PO 3, PO5,PO6,PO8	
CO4	Understand the employee engagement and compensation	PO1 PO2,PO3,PO4,PO5,PO6	
CO5	Understand the recent trends in HR	PO2,PO3,PO6,PO7, PO8	
Reading List			
1.	Shashi K. Gupta & Rosy Joshi , Human Resource Management , Kalayani Publisher 1st Edition, 2018		
2.	Steve Brown, HR on Purpose: Developing Deliberate People Passion, Society for Human Resource Management, 1 st Edition, 2017		
3	Bernard Marr, Data-Driven HR: How to Use Analytics and Metrics to DrivePerformance, Kogan Page, 1 st Edition, 2018		
4	Kirs Wayne Cascio and John Boudreau, Investing in People: Financial Impact of Human Resource Initiatives, Prentice Hall , 2nd Edition, 2015		
5	Srinivas R Kandula, ,Compentency Based Human Resource Managemet, PHI Learning , 1st Edition, 2013		
References Books			
1.	V S P Rao, Human Resource Management : Text & Cases, Excel Books, 3 rd Edition ,2010		
2.	K.Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6 th Edition		
3.	Garry Deseler, Human Resource Management, Pearson, 15 th Edition, 2017		
4.	L M Prasad , Human Resource Management , Sultan Chand and Sons 3 rd Edition , 2014		

5.	Tripathi. P C, Human Resource Management, Sultan Chand and Sons 1st Edition, 2010	
Web Resources		
1	https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf	
2	http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf	
3	https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf	
4	https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835	
5	http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understanding/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

Subject Code	Subject Name	Category	L	T	P	C	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA - 23UIBC010	Research Methodology	Core		-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	To familiarize the students to the basic concepts of Research and operationalize research problem										
CLO2	To provide insights on research design and scaling										
CLO3	To throw light on data collection and presentation										
CLO4	To elucidate on Hypothesis Testing and other statistical Test										
CLO5	To summarize and present research results with focus on ethics and plagiarism										

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction to Business Research - Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing.	15	CLO1
II	Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement-characteristics of sound measurement tool, Scaling methods and sampling-characteristics- process-techniques.	15	CLO2
III	Sources and Collection of Data - Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules.	15	CLO3
IV	Data.Analysis and Preparation- Data entry,Data coding, editing, classification and tabulation & cross tabulation- presentation of data.	15	CLO4
V	Presenting results and writing the report: - The written research Report & Research Ethics – Plagiarism.	15	CLO5
	Total	75	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	Understand the concepts and principles of Research	PO1, PO2, PO6, PO7	
CO2	Comprehend and decide the usage of design and formulate hypothesis	PO1, PO2, PO6	
CO3	Analyze data collection sources and tools	PO1, PO2,PO7	
CO4	Summarize and establish solutions through data analysis	PO1, PO2,PO6	
CO5	Compare and justify the process of writing and organizing a research report.	PO1,PO2,PO3, PO4, PO6	
Reading List			
1	W.Lawrence Newman” Social Research Methods: Qualitative and Quantitative Approaches 7 th Edition, Pearson Education India 2014		
2	Mark Saunders,Philip Lewis. Adrain Thornhill” Research Methods for Business Students” 5 th Edition Pearson India 2011		
3	John W Creswell, Research Design : Qualitative, Quantitative and Mixed Method Approaches , Sage , 4th Edition , 2014		
4	Emma Bell, Bill Harley, and Alan Bryman, Business Research Methods, Oxford University Press , 6 th Edition , 2022		
5	Naresh K Malhotra, Marketing Research An applied Orientation, Pearson , 7th Edition,2019		
Reference Books			
1.	C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques, 4th edition, New Age International Publisher 2019.		

2.	Donald R.Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill,2018.	
3.	Kumar R, Research Methodology, a step-by-step guide for beginners, Sage South Asia 2011.	
4.	Richard L.Levin, Davis S.Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics for Management, Pearson Education, 8th edition, 2017.	
5.	Dr.R.K.Jain, Research Methodology, Methods and Techniques, Vayu Education 2021	
Web Resources		
1.	https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODOLOGY.pdf	
2.	https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%200-%20Research%20Methodology%20-V%20Sem%20BBA.pdf	
3.	https://prog.lmu.edu.ng/colleges_CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf	
4.	https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf	
5.	https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODODOLOGY.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

Subject Code	Subject Name	C a t e g o r y	L	T	P	O	C r e d i t s	I n s t . H o u r s	Marks		
									C I A	E x t e r n a l	T o t a l
BBA-23UIBC011	Business Taxation	Core	Y	-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	To understand the basic concepts of Taxes.										
CLO2	To provide insights on the Income Tax Act.										
CLO3	To evaluate the procedure for assessment and methods of valuation for customs.										
CLO4	To discuss on GST.										
CLO5	To analyze and apply the returns, Tax payment and Penalties under GST										
UNIT	Details							No. of Hours	Learning Objectives		
I	Objectives Of Taxation – Canons of Taxation – Tax System In India – Direct And Indirect Taxes – Meaning And Types.							15	CLO1		
II	Income Tax Act 1961 – Basic Concepts and Definitions – Income, Assessee, Person, Previous Year, Assessment Year, Gross Total Income, Total Income. Meaning of Permanent Account Number, Return of Income, TDS - Meaning - Rates - Filing and Return, Advance Tax, Rates of Taxation, Assessment Procedure							15	CLO2		
III	Customs Act 1962 - Introduction, Objectives, Definitions, Functions and powers of customs authorities, different types of custom duties. Classification of goods, procedure for assessment and methods of valuation for customs, demand and recovery of customs duty, procedure for claiming customs duty drawback.							15	CLO3		
IV	Definitions of GST – business related person's capital goods – levy and collection of tax – mixed supply, composite supply – meaning, advantages and disadvantages of unregistered supplier – time and value of supply – goods, services – input tax credit – Registration of GST – person liable for registration,							15	CLO4		

	not liable for registration, Registration of casual taxable person, deemed on cancellation of registration, revocation of cancellation of registration- VAT.		
V	Tax Invoice, Credit and Debit notes –Return of GST, Refunds, payment of tax, assessment and audit. An Overview of Tax Audit – Tax Incentives and Export Promotions, Deductions and Exemptions.	15	CLO5
	Total	75	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	To define and understand the basic concepts of tax.	PO2, PO6	
CO2	To Examine and apply GST rules in real-time business situations.	PO2, PO5, PO6	
CO3	To analyze the elements of GST mechanism in India.	PO6, PO7, PO8	
CO4	To evaluate the rules of Income Tax and methods of valuation for customs.	PO2, PO4	
CO5	To prepare the needed documents under GST Compliance.	PO1, PO2, PO4, PO8	
Reading List			
1.	V.S. Datey, Central Excise , JBA Publishers, Edition 2013. Reddy. T. S and Y. Hari Prasad Reddy.		
2.	Business Taxation (Goods & Services TAX - GST) , Margam Publication, Edition 2019.		
3.	Srinivasan N.P and Priya Swami. M, Business Taxation , Kalyani publishers Edition 2013		
4.	Pagaredinkar, Business Taxation , Sultan Chand and Sons, 2012.		
5.	VISION: Journal of Indian Taxation		
References Books			
1.	Senthil and Senthil, Business Taxation, Himalaya Publication, 4 th Edition.		
2.	Vinodk. Singania, Indirect Tax, Sultan Chand and Sons, Edition 2013.		
3.	Dr. Rajani Bhat & Dr. Dhamodharan V, Indirect Taxation , TR Publications , Chennai , 2020		
4.	DR. Vandhana Bangar ,Yogendra Bangar , Indirect tax laws, Aadhya Prakasam Allahabad 2018.		
5.	T.S. Reddy & Y. Hari Prasad Reddy , Business Taxation, Margham Publications, Chennai 2018.		
Web Resources			
1.	https://www.gst.gov.in/		
2.	https://gstcouncil.gov.in/		
3.	https://taxguru.in/custom-duty/types-duties-customs.html [L] [SEP]		
4.	https://www.indiantradeportal.in/vs.jsp?lang=0&id=0,25,857,3901 [L] [SEP]		

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

Mapping with program outcomes

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

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

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

Subject Code	Subject Name	Category	L	T	P	C	Credits	Inst. Hours	Marks		
									CI A	External	Total
BBA - 23UIBC012	MANAGEMENT INFORMATION SYSTEM	Core	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	Understand MIS in decision making										
CLO2	Explain MIS, its structure and role in management functions										
CLO3	Classify & discuss information system categories, Database Management systems										
CLO4	Discuss SDLC and functional information system categories										
CLO5	Outline functions of BPO, Data mining and the recent trends in information management										
UNIT	Details							No. of Hours	Learning Objectives		
I	Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision -making. – Ethical issues							12	CLO1		
II	Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage							12	CLO2		
III	Computers and Information Processing - Classification of computer - Input Devices – Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems.							12	CLO3		
IV	System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.							12	CLO4		
V	Decision Support Systems - Business Process Outsourcing - Definition and function - Introduction to business analytics & relevance of big data.							12	CLO5		
								60			

Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	Understand MIS in decision making	PO1, PO4,PO5,PO7, PO8
CO2	Explain MIS, its structure and role in management functions	PO1, PO4, PO5, PO7
CO3	Classify & discuss information system categories, Database Management systems	PO2, PO5, PO6, PO7, PO8
CO4	Discuss SDLC and functional information system categories	PO1, PO4, PO5, PO7
CO5	Outline functions of BPO, Data mining and the recent trends in information management	PO2, PO3, PO4, PO6, PO7, PO8
Reading List		
1.	Management Information Systems: Conceptual Foundations, Structure & Development by Davis, Olson, M. 2nd edition Tata McGraw Hill (TMH) Publications India	
2.	Dr. S.P. Rajagopalan, "Management Information Systems and EDP ", MarghamPublications , Chennai.	
3	Management Information System by Jawadekar, Tata Mc Graw hill Publication, 2 nd Edition	
4	Management Information System by OzzEffy	
5	Sadagopan, "Management Information Systems" - Prentice- Hall of India	
References Books		
1.	Mudrick& Ross, "Management Information Systems", Prentice - Hall of India.	
2.	Management Information System by Concise study by Kelkhar S A	
3.	CSV Murthy -"Management Information Systems" Himalaya publishing House.	
4.	Michael Alexander (2014) Business Intelligence Tools for Excel Analysts	
5	Management Information System by Oka MM	
Web Resources		
1.	https://www.tutorialspoint.com/management_information_system/management_information_system.htm	
2.	http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf	
3	JMIS - Journal of Management Information Systems (jmis-web.org)	
4	Management Information Systems Quarterly AIS Affiliated Journals Association for Information Systems (aisnet.org)	
5	https://nitsri.ac.in/Department/Electronics%20&%20Communication%20Engineering/MIS-Notes	
Methods of Evaluation		

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

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA - 23UIBGE00 5	FOREIGN EXCHANGE MANAGEMENT	Specific Elective	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	Understand foreign exchange market and administration										
CLO2	Know the foreign exchange transactions										
CLO3	Know the concept of foreign exchange contract										
CLO4	Expose to foreign exchange risk factors										
CLO5	Understand the pre and post shipment finance										
UNIT	Details							No. of Hours	Learning Objectives		
I	Foreign Exchange markets-participants-settlement of transactions- functions of foreign Exchange market- Foreign currency accounts- determination of exchange rates- Foreign Exchange Management Act- Administration of foreign exchange.							12	CLO1		
II	Forex transactions- spot forward and swap transactions- exchange quotations- forex rates- basis- types of rates- buying and selling rates- cross rates.							12	CLO2		
III	Forward exchange contracts- features- forward margin- factors determining forward margin- calculations- Interbank deals- cover deals- trading.							12	CLO4		

IV	Foreign exchange risk and exposure - types of exchange risk and exposure- internal techniques ofexposure-externaltechniquesofexposure	12	CLO5
V	Pre-shipment finance - features- categories of pre-shipment finance pre-shipment credit in foreign currency-post-shipment credit finance features -categories.	12	CLO3
	Total	60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Describe foreign exchange market and adminstration	PO2, PO6	
CO2	Analyze the foreign exchange transctions	PO2, PO6	
CO3	Explore concept of foreign exchange contract	PO2, PO6	
CO4	Explain to foreign exchange risk factors	PO2, PO6	
CO5	Identify the pre and post shipment finance	PO2, PO6	
Reading List			
1.	G. Jevanandam, Foreign exchange: Practices, concepts and Control. Sultan Chand & Sons		
2.	Vivek Viswam, VMM Sulphey, Foreign Exhage Management And InstitutionaFinance , 2 nd edition viva books		
3.	PrakashG.ApteInternationalFinancial Management		
4.	V.SharanInternationalFinancialManagement		
5.	Eun/Resnick InternationalFinancialManagement		
References Books			
1.	S. Sankaran, Foreign Exchange and Financing of foreign Trade(Export and import Management), Margham publications		
2.	A.V. Rajwada, Foreign exchange international fianance risk management, Academy of business studies		

3.	L. K. Singh, Foreign Exchange Management and Air Ticketing, ISHA Books.	
4.	Ghassem A Homaifer, Managing Global Finance and Foreign Exchange rate risk, Wiley publications	
5.	C.Jeevanandam, Foreignexchange&RiskManagement	
Web Resources		
1	https://www.slideshare.net/aditya30990/foreign-exchange-management-notes	
2	https://www.studocu.com/in/document/guru-gobind-singh-indraprastha-university/bachelors-of-business-administration/unit-12-notes-fema/3321286	
3	https://blog.ipleaders.in/foreign-exchange-management-act-1999/	
4	https://corporatefinanceinstitute.com/resources/economics/exchange-control/	
5	https://www.taxmann.com/post/blog/5022/the-basics-of-foreign-exchange-management-act-1999/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehended (K2)	MCQ, True/False, Short essays, Concept explanations, short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, finish a procedure in many steps, Differentiate between various ideas, Map knowledge	

Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

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

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA – 23UIBGE006	FOREIGN TRADE PROCEDURE AND DOCUMENTATION	Specific Elective	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	Knowing the concept of foreign trade policy and licencing procudre										
CLO2	Understand the activities of Special Economic Zones and various schemes										
CLO3	Exposure to import licensing procedure										
CLO4	Understand the customs formalities and clearance of goods										
CLO5	Insights to import and export documentation										
UNIT	Details							No. of Hours	Learning Objectives		
I	Foreign trade policy 2004-2009 – Export licensing procedures and formalities –Export price Quotations – Deemed Exports – benefits – Categories of supply Role of Export Promotion in Export credits guarantee Corporation (ECGC) – Export promotion councils (EPCS) & commodity Boards (CB) – Export promotion schemes.							12	CLO1		
II	EOU scheme (Export Oriented Units) – Eligibility – Setting up EOUs – supplies by DATA (Domestic Tariff Area) Units to EOUs – Special Economic Zones (SEZ) scheme – Eligibility Approval – conditions – fiscal Incentives for developer of SEZ's – New status Holder Categorization – one to five star Export Houses – Free trade and Warehousing Zones.							12	CLO2		
III	Procedure for Registration of Importers- Categories of Importers – Importer Registration with regional licensing Authorities (IEC Number, I – card and modification of particulars) import of capital Goods under EPCG scheme (Export promotion capital Goods) – Duty Exemption / Remission scheme.							12	CLO4		

IV	General provisions for Imports – Financing Import – Foreign Exchange Facilities to Importers – Customer and Central Excise Duty Drawbacks in Export goods –Foreign Currency Accounts in India and Abroad permitted currencies and methods of payment- Customs formalities for clearance of Imports goods- Shipment of goods	12	CLO5
V	Import and export documentation – Frame work – Standardized pre-shipment Export documents – Commercial and regulatory documents.	12	CLO3
	Total	60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	To understand export licensing procedures and support from the Indian Government for promotion of Exports	PO2, PO6	
CO2	To evaluate and integrate export promotion schemes	PO2, PO6	
CO3	To critically evaluate import licensing procedures and documentation	PO2, PO6	
CO4	To understand and apply customs formalities in clearance of goods	PO2, PO6	
CO5	Understand the concepts in trade documentation in international business with respect to foreign trade	PO2, PO6	
Reading List			
1.	Pramodkumar rai, Jayant kumar , Foreign Trade policy of India, Orange book publication 2021		
2.	Khuspat.S. Jain, Export -Import procedures and documentation, Himalaya Publishing House		
3.	Donna L. Bade, Export -import procedures and documentation, AMACOM		
4.	Ram singh, International Trade Operations, Excel books.		
5.	Asseem Kumar, Export and \import Management, Excel books		
References Books			
1.	Ramagopal C, Export -Import procedure- documentation and logistics . New		

	Age International(P) Ltd.	
2.	MadhurimaLall and Sultal Ahmed, Export -Import procdure and documentation, Sultan and sons.	
3.	Justin paul, Rajiv Asekar, Export - Import Management, OUP India.	
4.	Thomas E. Johnson, Donna Bade, Export Import procedure and documentation.	
5.	JimSherlock and Jonathan Reuvid, Aguide to the principles and practice of export, GMB Publishing.	
Web Resources		
1	https://corporatefinanceinstitute.com/resources/economics/exchange-control/	
2	https://www.taxmann.com/post/blog/5022/the-basics-of-foreign-exchange-management-act-1999/	
3	https://www.studocu.com/in/document/annamalai-university/business-management/international-trade-documentation/31628571	
4	https://www.slideshare.net/KushBhardwaj/international-trade-procedures-and-documentation	
5	https://cleartax.in/s/export-procedure	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, finish a procedure in many steps, Differentiate between various ideas, Map knowledge	

Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

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

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA – 23UIBGE007	INTERNATIONAL MARKETING MANAGEMENT	Spec ific Elec tive	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	Know the concepts and importance of international marketing										
CLO2	Insight the market opportunities and consumer market										
CLO3	Identify the competitive forces in the international market										
CLO4	Exposure to product development and branding decisions										
CLO5	Exposure to pricing and promotional strategies										
UNIT	Details							No. of Hours	Learning Objectives		
I	International Marketing – Basic concepts – orientation-importance – Problems – International Vs domestic marketing global marketing – evolution of global marketing							12	CLO1		
II	Analyzing marketing opportunities – the marketing process – product planning. Analysing consumer markets and buyer behaviour – influencing buyer behaviour – the buying decision process – stages of the buying decision process							12	CLO2		
III	Dealing with the competition – competitive forces – identifying competitors – analyzing competitors - designing the competitive intelligence system – designing competitive strategies – balancing customer and competitor orientations							12	CLO4		
IV	Developing new market offering – Challenges in new product development – managing the development process – managing the development process – concept to strategy – development to commercialization – the consumer adoption process. Setting the product and branding strategy – the product and the product mix-product line decisions – brand decisions – packaging							12	CLO5		

	and labelling.		
V	Developing pricing strategies and programs – setting the price – adapting the price. Managing advertising-developing and managing an advertising program – deciding on media – sales promotional – direct marketing..	12	CLO3
	Total	60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Recognize the significance of marketing and its role in global economic development	PO1, PO2, PO3	
CO2	Recognize how market strategy works, market segmentation and product mix have impact on buying behavior of international consumers	PO1, PO2, PO3,PO6, PO8	
CO3	To apply marketing concepts, pricing for the development of marketing function.	PO1 PO2, PO3, PO4, PO8	
CO4	Analyze and perform the functions of marketing in organization at international.	PO1, PO2, PO6	
CO5	Demonstrate the critical thinking skills and analyze e-marketing in the International context.	PO1, PO2, PO7	
Reading List			
1.	International Marketing – Philio R Cateora		
2.	International Marketing Management – Dr.Varma&Aggrawal.		
3.	Warren J Keegam Global Marketing Management		
4.	U.C. Mathur, International Marketing Management - Text & Cases, Sage publications		
5.	CarlArthur Solberg, International Marketing		
References Books			
1.	Philip Kotler Marketing Management – Eleventh edition		
2.	Daniel W. Baack, BarbaraCzarnecka& Donald Baack, International Marketing, 2nd ed, Sage Publications		
3.	Jacob Cherian&B.Parab, Export Marketing		
4.	Masaaki Kotabe& Krishnan Helsen,Global Marketing Management, 9th edition Wiley publications		

5.	Rakesh Mohan Joshi, International Marketing, 2014, Oxford university Press	
Web Resources		
1	https://onlinecourses.nptel.ac.in/noc20_mg25/preview	
2	https://www.enotesmba.com/2015/08/international-marketing-management-notes.html	
3	https://www.studocu.com/in/document/indira-gandhi-national-open-university/international-marketing-management/international-marketing-notes/23545755	
4	https://www.slideshare.net/aditya30990/international-marketing-notes	
5	https://ebooks.lpude.in/management/mba/term_4/DMGT547_INTERNATIONAL_MARKETING.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

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

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

**BBA - 23UIBPR001:PROJECT WORK (GROUP)-
5 Hours, 4 Credits**

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

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

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

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

**PROJECT DESCRIPTION
GUIDELINES**

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

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

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

CO-PO Mapping

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

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

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

Subject Code	Subject Name	C a t e g o r y	L	T	P	O	C r e d i t s	I n s t . H o u r s	Marks		
									C I A	E x t e r n a l	T o t a l
BBA - 23UIBC013	Entrepreneurship Development	Core	Y	-	-	-	4	6	25	75	100
Course Objectives											
CLO1	To impart knowledge on the concept of Entrepreneur and Entrepreneurship.										
CLO2	To know the various ideas and implementation of business plan.										
CLO3	To throw light on importance of the Business analysis and evaluation.										
CLO4	To discuss the role of Government in developing entrepreneurship.										
CLO5	To understand the problems and remedies of Entrepreneurial failure.										
UNIT	Details							No. of Hours	Course Objectives		
I	Entrepreneur- Meaning & definition, Types of entrepreneurs, traits of Entrepreneurs, Role of Entrepreneurs in Economic Development. Entrepreneurship- Meaning & definition, Factors affecting entrepreneurship, Difference between entrepreneur and entrepreneurship. Recent development in entrepreneurship.							15	CLO1		
II	Generating innovative ideas of business- Brainstorming, focus group, survey, customer advisory boards. Creativity and selection of Products. Capital budgeting, Project profile preparation, matching entrepreneur with the project,. Introduction of Patent and Trademarks.							15	CLO2		
III	Business Plan Development- Feasibility study and evaluation of projects -Market analysis, technical analysis, cost-benefit analysis,. Project formulation, assessment of business models-Dealing with basic and initial problems of setting up of enterprises.							15	CLO3		
IV	Awareness of various government schemes for start-up business- Start-up India, Stand-up India, Aatmanirbhar Bharat mission, ‘Make in India’ Program, ASPIRE, MUDRA. Role of Women Entrepreneurs in Economic development.- Schemes for Women entrepreneurs- Annapurna scheme, Dena shakti scheme, Mudra loan for women, Stree Shakti scheme. Role of MSME, SSI, SIDO, EDI and MDI.							15	CLO4		
V	Problems and remedies of sick industries, Causes of Industrial sickness, Preventive and remedial measures of Sick industries. Preventive and rehabilitation of business. Case study discussions.							15	CLO5		
	Total							75			
Course Outcomes											
Course Outcomes	On completion of this course, students will;										

CO1	To understand the concepts of Entrepreneurship development.	PO1,PO2
CO2	To apply knowledge in the business plans and implementation.	PO1, PO2,PO3
CO3	To analyze the various analyses of business in setting up of enterprises.	PO2,PO4, PO5,PO8
CO4	To create the awareness about various schemes and subsidies of government for entrepreneurial development.	PO3,PO4, PO5, PO6,PO7
CO5	To evaluate and assess the various problems and remedies of entrepreneurship	PO1,PO2,PO3, PO8
Reading List		
1.	Sangeeta Sharma, Entrepreneurship Development, PHI Learning Pvt. Ltd., 2016.	
2.	Kuratko/rao, Entrepreneurship: a south asianperspective.- Cengage, New Delhi.	
3.	Leach/Melicher, Entrepreneurial Finance – Cengage.	
4.	K.Sundar – Entrepreneurship Development – Vijay Nicole Imprints private Limited Reddy, Entrepreneurship: Text & Cases - Cengage, New Delhi, New Delhi.	
5.	Khanka S.S., Entrepreneurial Development, S.Chand& Co. Ltd., New Delhi, 2001.	
References Books		
1.	Barringer, B., Entrepreneurship: Successfully Launching New Ventures, 3rd Edition, Pearson, 2011.	
2.	The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries	
3.	http://www.simplynotes.in/role-of-government-in-promoting-entrepreneurship/	
4.	Innovation and Entrepreneurship: Practice and Principles by Peter F Drucker	
5.	Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2011.	
6.	Nagendra and Manjunath, V.S., Entrepreneurship and Management, Pearson, 2010	
7.	Stokes, D., and Wilson, N., Small Business Management and entrepreneurship, 6th Edition, Cengage Learning, 2010	
Web Resources		
1.	https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf	
2.	https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Development.pdf	
3.	https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-%2018PCO1%20-%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&%20Dr.%20P.%20Sailaja.pdf	
4.	http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf	
.Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	

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

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst . Hours	Marks		
									CI A	External	Total
BBA - 23UIBC 014	Production & Materials Management	Core	Y	-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	To provide comprehensive outlook on basic concepts and practices of production.										
CLO2	To understand types of layout facilities										
CLO3	To analyse work study methods and quality control										
CLO4	To enable the students to gain knowledge on Inventory control and Vendor rating										
CLO5	To give an insight to Purchase management										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction – Meaning, scope and Functions of Production Management - Different types of Production Systems. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends.							15	CLO1		
II	Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layouts – Service Facilities.							15	CLO2		
III	Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts.							15	CLO3		
IV	. Integrated materials management- the concept-service function advantages- Inventory Control-Function of Inventory - Importance-							15	CLO4		

	Replenishment Stock-Material demand forecasting- MRP- Basis tools - ABC-VED-FSN Analysis - Inventory Control Of Spares And Slow Moving Items -EOQ-EBQ-Stores Planning – Stores Keeping and Materials Handling – objectives and Functions		
V	Purchase Management- Purchasing - Procedure - Dynamic Purchasing - Principles – import substitution-, Vendor rating and Management	15	CLO5
	Total	75	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Provide comprehensive outlook on basic concepts, and practices of production	PO1, PO2, PO6	
CO2	Identify right plant location and plant layout of factory	P01, PO2,PO6	
CO3	Know work study & method study, its procedure & quality control techniques in production.	PO1, PO2, PO3, PO6	
CO4	Outline inventory control concepts and its replenishment to manage inventory	PO1, PO6, PO7	
CO5	Discuss purchase management procedure and identify vendor rating mechanisms	PO1, PO2, PO6, PO8	
Reading List			
1.	K.Shridhara Bhat; Material Management; Himalaya Publishing House; Mumbai 2020		
2.	R.B Khanna, Production and Operations management , Prentice Hall Publications, 2015		
3	Biswajit Banerjee, Operations Management and Control, S Chand, Revised Edition, 2010		
4	Anil Kumar S and N Suresh, Operation Management, New Age International 1 st Edition, 2018		
5	,William J. Stevenson , Operations ManagementMcGraw Hill; 13th Edition, 2022		
References Books			
1.	P.Saravanel and S.Sumathi; Production and Materials Management, Margham Publications, 2015		
2.	M.M.Verma , Materials Management Sultan Chand Publishing , Edition 2004		
3.	P. Gopalakrishnan & Abid Haleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015.		
4.	P. Ramamurthy, Production and Operations Management, JBA publishers, 2nd edition 2013.		
5.	S.N.Chary, Production and Ooperations Management, JBA Publishers,		

	Edition Edition VI	
Web Resources		
1	https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf	
2	https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf	
3	https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf	
4	https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf	
5	https://examupdates.in/materials-management-notes/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand and/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA - 23UIBC015	International Strategic Management	Specific Elective	Y	-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	Understanding the characteristics of International and domestic Strategic Management.										
CLO2	Examine the Corporate Strategies, Analyze Industry and Competition										
CLO3	Insights to the theprocess of strategy formulation										
CLO4	Acquire knowledge on Strategic Implementation and Organization Structure										
CLO5	Understand the strategic evaluation and control process										
UNIT	Details							No. of Hours	Learning Objectives		
I	International Strategic Management – Distinguishing Characteristics of International Strategic Management - Difference between International Strategic Management and Domestic Strategic Management.							15	CLO1		
II	Corporate Strategies – Mission – Vision – Analyzing Industry and Competition – Internal Appraisal of the firm – Competitive Advantage – Core Competence – Internal Analysis – Turnaround.							15	CLO2		
III	Portfolio Analysis – Process of Strategic Choice - Focusing in Strategic Alternatives – GAP Analysis – Selection Factors – Corporate Portfolio Analysis – BCG Matrix – Limitations of BCG Matrix – GE Nine cell matrix – SWOT Analysis.							15	CLO3		
IV	Strategy Implementation – Concept of Strategy								CLO4		

	Implementation – Steps in Strategy Implementation – Factors causing unsuccessful Implementation of Strategy – Organization Structure for Strategy Implementation – Forms of Organization Structure - Relating Structure to Strategy.	15	
V	Strategy evaluation and control – Requirements for effective evaluation – Strategic control –Types of strategic Control – Process of evaluation – Setting Performance standards – Evaluation techniques for strategic control.	15	CLO5
	Total	75	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	Explain the fundamentals of International and National Strategic Management.	PO1, PO2, PO5, PO6	
CO2	Discuss the Corporate Strategies, Analyze Industry and Competition.	PO1, PO2, PO6, PO7	
CO3	Analyze the process of strategy formulation.	PO1, PO2, PO4, PO5, PO6	
CO4	Apply the knowledge on strategy implementation	PO1, PO2, PO4 PO5, PO8	
CO5	Evaluate challenges in Implementing Strategies	PO1, PO3, PO4,PO8	
Reading List			
1.	International Strategic Management, R.M. Srivastava, Himalaya Publishing House, Mumbai.		
2.	Strategic Management, Francis Cherunilam, Himalaya Publishing House, Mumbai.		
3.	Dirk Morschett, Hanna Schramm-klein, Strategic International Management, Gabler Verlag		
4.	Peter J. Buckley, Fred Burton and Hafiz Mirza, The Strategy and Organization of International Business. Springer Publications.		
5	Philippe Lasserre, Filipe Monterio , Global Strategic Management, Bloomsbury publishing.		
References Books			
1.	Strategic Planning Formulation of Corporate Strategy, Text & Cases, The Indian Context, V.S. Ramaswamy, S. Namakumari, Macmillan India Ltd., New Delhi.		
2.	Strategic Management, LM Prasad, Sultan Chand & Sons., New Delhi.		
3.	Corporate Strategic Management, R.M. Srivastava &Divya Nigam, Pragati Prakashan, Meerut.		
4.	Business Policy & Strategic Management, V. K. Agarwal, A. K. Banerjee, K. Nair, Pragati Prakashan, Meerut.		
5.	Italo Trevisan, International Strategic Management, Libreriauniversitaria.it		
Web Resources			
1	https://onlinecourses.swayam2.ac.in/imb20_mg33/preview		
2	https://www.worldsupporter.org/en/chapter/40977-lecture-notes-international-		

	strategic-management	
3	https://www.slideshare.net/rfelena/international-strategic-management-55607660	
4	https://www.cliffsnotes.com/file/188559588/International-Strategic-Managementdocx/	
5	https://www.strategicmanagement.net/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand / Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
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Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA-23UIBGE008	CONSUMER BEHAVIOR	Specific Elective	Y	-	-	-	3	5	25	75	100
Learning Objectives											
CLO1	Understand the different concepts relating to nature, scope and application of consumer behavior										
CLO2	Understand the various internal influences on consumer behavior										
CLO3	Comprehend the various psychological factors that shape the behavior and actions of the consumer in the global market.										
CLO4	Learn about the various external influences on consumer behavior										
CLO5	Understand the process of human decision making in a marketing context.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to Consumer Behavior: Nature, scope & application; Importance of consumer behavior in marketing decisions; characteristics of consumer behavior; role of consumer research; consumer behavior interdisciplinary approach; Introduction to Industrial Buying Behavior; Market Segmentation, VALS 2 segmentation profile. E-							15	CLO1		

	Buying Behavior, The E-Buyer vis-à-vis the Brick-and mortar Buyer, Influences on E-Buying		
II	Internal Influences on Consumer Behavior: Consumer Needs & Motivation: Characteristics of motivation, arousal of motives; theories of needs & motivation-Maslow's hierarchy of needs, McClelland's APA theory. Types of involvement.	15	CLO2
III	Consumer Personality- theories of personality- Freudian theory, Jungian theory, Trait theory; Theory of self-images; Role of self-consciousness. Consumer Perception: Perceptual Process- selection, organization & interpretation. Learning & Consumer Involvement: learning theories- classical conditioning, instrumental conditioning, cognitive learning; involvement theory. Consumer Attitudes: Formation of attitudes; functions performed by attitudes; attitude towards advertisement model	15	CLO3
IV	External Influences on Consumer Behavior: Group Dynamics & consumer reference groups: Different types of reference groups; Family & Consumer Behavior: Consumer socialization process; consumer roles within a family; purchase influences and role played by children; family life cycle. Social Class & Consumer behavior: Determinants of social class; introduction to sub-cultural & cross-cultural influences. Opinion Leadership Process.	15	CLO4
V	Consumer Decision Making: Diffusion of Innovation: Definition of innovation -resistance to innovation; Consumer Decision making process: problem recognition; pre-purchase search influences; information evaluation; purchase decision; post-purchase evaluation	15	CLO5
	Total	75	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Explain the concept of Consumer Behaviour & describe Consumer research process in detail.	PO4	
CO2	Interpret psychological and environmental influences that are relevant for understanding consumer behaviour.	PO2, PO3, PO4, PO6	
CO3	Analyze the consumer decision process.	PO6, PO8, PO2	
CO4	Assess the impact of consumer's motivation, personality on the buying behaviour.	PO6,PO8	

CO5	Determine customer satisfaction and consequent post purchase behavior	PO3, PO1, PO2
Text Books		
1.	Consumer Behaviour – Satish K Batra, S H H Kazmi	
2.	Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai	
3.	Consumer Behaviour- Suja Nair – Himalaya Publishers. Assael: Consumer Behaviour, 6e Thomson 2006	
4.	Henry Assael, Consumer Behaviour and Marketing Action (2001) Cengage Learning	
5.	Leon G Schiffman, Joseph WesenBlit, S. Ramesh Kumar; Consumer Behavior, Pearson Publication, 11th Edition, 2015	
References Books		
1.	Schiffman L. G., Wisenblit J. and Kumar S.R. Consumer Behaviour. Pearson Education India.	
2.	Blackwell, R.D., Miniard, P.W., & Engel, J. F. Consumer Behaviour. Cengage India Private Limited	
3.	Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi	
4.	Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi	
5.	David L. Loudon and Albert J Della Bitta, Consumer Behavior, McGraw Hill, New Delhi 2002.	
Web Resources		
1.	https://www.economicdiscussion.net/consumer-behaviour/factors-influencing-consumer-behaviour-top-9-factors-with-examples/31457	
2.	https://issuu.com/thenappanganesen/docs/e-book_consumer_behaviour_11th_edition	
3.	https://www.youtube.com/watch?v=ssefXwoeuc&list=PLGqT-zAqQhjQ3NAgn9jcA18W5hPFeeuDr	
4.	https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba_4321/Unit-01.pdf	
5.	https://www.iedunote.com/attitude-and-consumer-behavior	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks

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

Mapping with program outcomes

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

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

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

Subject Code	Subject Name	C a t e g o r y	L	T	P	O	C r e d i t s	I n s t . H o u r s	Marks		
									C I A	E x t e r n a l	T o t a l
BBA - 23UIBGE00 9	Innovation Management	Core	Y	-	-	-	3	5	25	75	100
Course Objectives											
CLO1	To have a broad understanding on the concept innovation management.										
CLO2	To familiarize the students about the creativity and innovation in product development.										
CLO3	To have a broad understanding of the innovation strategy and its competitive advantage.										
CLO4	To provide the knowledge about the technical innovation and its need and importance.										
CLO5	To understand the business strategy and objectives in current scenario.										
UNIT	Details							No. of Hours	Course Objectives		
I	Concept, Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing, process of innovation, types of innovation, challenges and barriers of Innovation.							15	CLO1		
II	Tools for Innovation Traditional V/S Creative Thinking, Individual Creativity Techniques:Meditation, Self-Awareness, &Creative Focus. Group Creative Techniques:Brain Storming, off The Wall Thinking &Thinking Hats Method.							15	CLO2		
III	Areas of Innovation Product Innovation:Concept, New product development, Packaging And Positioning Innovation Process Innovation:Concept, Requirement & Types: Benchmarking-TQM-Business Process Reengineering							15	CLO3		
IV	Create customer value, grow market share, entering into new markets, increasing profitability ratio, competitive marketing strategy.							15	CLO4		
V	Need and importance of technical innovation, continuous flow of small increments of productivity and efficiency, application of practical knowledge into a productive process.							15	CLO5		
	Total							75			
Course Outcomes											
Course	On completion of this course, students will;										

Outcome s		
CO1	To understand the concepts of Innovation management.	PO1,PO2
CO2	To apply knowledge new business plans and strategy.	PO1, PO2,PO3
CO3	To demonstrate the value of customers in increasing the profitability ratio.	PO2,PO4, PO5,PO8
CO4	To impart knowledge about the need and importance of technical innovation	PO3,PO4, PO5, PO6,PO7
CO5	In short the goal of this study is to understand the current state of your business.	PO1,PO2,PO3, PO8
Reading List		
1.	Innovation and Entrepreneurship, Peter F. Drucker	
2.	The Innovator’s Dilemma: The Revolutionary Book that Will Change the Way You Do Business, Clayton M. Christensen	
3.	"Creativity, Innovation, and Entrepreneurship Across Cultures: Theory and Practices (Innovation, Technology, and Knowledge Management)" by Igor N Dubina and Elias G Carayannis	
4.	"Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change)" by Christensen	
5.	Creativity and Innovation in Entrepreneurship by S S Khanka Published Sultan Chand & Sons	
References Books		
1.	Innovation Management by C S G Krishnamacharyulu& Lalitha R, Himalaya Publishing House	
2.	James A Christiansen, “Competitive Innovation Management”, published by Macmillan Business, 2000	
3.	Paul Trott, “Innovation Management & New Product Development”, published by Pitman, 2000.	
4.	Kelley, Tom, JonathnLittmant, and Tom Peters. The Art of Innovation: Lessons in Creativity from IDEO, America’s Leading Design Firm. New York: Doubleday, 2001	
5.	Wagner, Tony. Creating Innovators: The Making of Young People Who Will Change the World. New York: Scribner, 2012.	
Web Resources		
1.	https://www.coursera.org/learn/innovation-management	
2.	https://sloanreview.mit.edu/tag/innovation-management/	
3.	https://www.worldscientific.com/worldscinet/ijim	
4.	https://innovationmanagementsystem.com/wp-content/uploads/2020/03/Introduction-to-IMS-2020.pdf	
5.	https://www.scribd.com/document/554019056/Innovation-Management-Notes-Study-Materials	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	

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

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA-23UIBGE010	Services Marketing	Specific Elective	Y	-	-	-	3	5	25	75	100
Learning Objectives											
CLO1	To recall the basic concepts of Services Marketing.										
CLO2	To know the Marketing Mix in Service Marketing.										
CLO3	To examine effectiveness of Service Marketing.										
CLO4	To discuss on delivering Quality Service.										
CLO5	To analyze the Marketing of Services.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations.							12	CLO1		
II	Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing-people, physical evidence and process.							12	CLO2		
III	Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.							12	CLO3		
IV	Delivering Quality Service: Causes of service - quality gaps- SERVQUAL-SERVPEF. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions – the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.							12	CLO4		
V	Marketing of Service With Special Reference To:1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4.							12	CLO5		

	Professional service, 5. Public utility service, 6. Educational services and e-services.		
	Total	60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	To define and understand the concepts of Services Marketing.	PO1, PO4, PO6, PO8	
CO2	To Examine and apply Marketing Mix in Service Marketing.	PO2, PO3, PO4, PO6, PO7, PO8	
CO3	To analyze and design various strategies in the field of Services Marketing.	PO4, PO5, PO6	
CO4	To evaluate the role of delivering Quality Service.	PO2, PO7	
CO5	To design the tools of Marketing	PO1, PO3, PO5, PO8	
Reading List			
1.	Reddy P.N. (2011)– Services Marketing – Himalaya Publication		
2.	Christopher Lovelock ,Jochen Wirtz (2016)– Services Marketing – World Scientific Publisher		
3.	The Journal Of Services Marketing		
4.	Valarie A Zeithmal and Mary JO Bitner,ServicesMarketing:Integrating Customer Focus across the firm,Tata Mc Graw Hill NewDelhi		
5	C.Bhattacharjee,Services Marketing ,Excel Books,NewDelhi		
References Books			
1.	Dr. B. Balaji, Services Marketing and Management, S. Chand & Co, New Delhi.		
2.	S.M. Jha, Services marketing, Himalaya Publishers, India		
3.	Baron, Services Marketing, Second Edition. Palgrave Macmillan		
4.	Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.		
5.	Thakur.G.S. Sandhu supreet& Dogra Babzan, Services marketing, kalyanni Publishers, Ludhianna.		
Web Resources			
1	https://www.managementstudyguide.com/seven-p-of-services-marketing.htm		
2	https://www.economicsdiscussion.net/marketing-2/what-is-service-marketing/31875		
3	https://www.marketingtutor.net/service-marketing/		
4	https://www.marketing91.com/service-marketing/		
5	https://www.marketing91.com/service-marketing-mix/		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminars		
	Attendance and Class Participation		
External Evaluation	End Semester Examination		75 Marks
	Total		100 Marks

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

Mapping with program outcomes

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

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA 23UIBGE011	SHIPPING AND PORT MANAGEMENT	Specific Elective	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	To understand the concept of shipping.										
CLO2	To enable the students to acquire knowledge of port laws.										
CLO3	To develop relevant communication skills										
CLO4											
CLO5											
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to shipping - General structure of shipping industry – Characteristics - Liner and Tramp operations - Types of chartering - International shipping routes - Technological development in ocean transport.							15	CLO1		
II	Role of shipping intermediaries – shipping agents – clearing and forwarding agents – freight forwarders – freight brokers – CHAs – surveyors – stevedores – liners – opened and closed conference system – shipping freight rate structure and practices – meaning of ICD – procedures – problems and prospects – CFS – containerization – Types of containers - Benefits and constraints.							15	CLO2		
III	Investment analysis in shipping – negotiating the sale of a ship. Bill of lading disputes – strategies for ship repair – maintenance and materials management in shipping.							15	CLO3		
IV	Ports and harbour – classification - major and minor ports in India – regulatory framework in Indian port sector – port laws in India –							15	CLO4		

	shipping laws – port labour laws – privatization in Indian port sector		
V	India’s maritime trade – development of port sector in India – emerging context for port reforms economic liberalization and port sector – ports and globalization. Information Technology and Indian port sector.	15	CLO5
	Total	75	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Thorough knowledge and understanding of shipping and port management.		
CO2	Thoroughly understand the role of ports in international trade and transport and how ports can benefit or detract from the economic development of countries and their seaborne trade.		
CO3	Be aware of size ranges of bulk carriers including Capesize, Panamax, handysize.		
CO4	Understand how particular ship types are required for the different cargoes and trade routes.		
CO5	Understand the enhanced role of ports in a through transport context – hub ports, feeder/transshipment ports, intermodal interfaces.		
Text books			
1.	Physical Distribution – K.K. Khanna		
2.	Shipping Management (Cases and Concepts), RaghuramAshopa, Batnagar Dixit, RamaniRao, Sinha.		
3			
4			
5			
References Books			
1.	ALAN E BRANCH & MICHAEL ROBARTS (2014) Branch’s Elements of Shipping. 9 th Edition, Routledge Publication.		

2.	HARIHARAN, K. V. (2002) A Text Book on Containerization and Multimodal Transport. Shroff Publishers and Distributors: New Delhi.	
3.	The state and market in India’s shipping, Nayar.	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	

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

Mapping with program outcomes

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

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA – 23UIB GE012	Fundamentals of Logistics Management	Specific Elective	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	Understand the various basic concepts and terms relating to Logistics										
CLO2	Comprehend the importance of customer service and outsourcing relevant to logistics										
CLO3	Evaluate the importance and issues in global logistics										
CLO4	Possess an overall knowledge about the services and factors allied to logistics										
CLO5	Understand the technological impact of logistics										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to Logistics: History of Logistics-Supply chain management and logistics- Need, principles, benefits, types of logistics - cost saving & Productivity improvement. Basic concepts of national logistics policy							15	CLO1		
II	Customer Service and outsourcing Definition of Customer Service- Elements of Customer Service Phases in Customer Service. Customer Retention. Procurement and Outsourcing Definition of Procurement/Outsourcing Benefits of Logistics Outsourcing. Critical Issues in Logistics Outsourcing							15	CLO2		
III	Global Logistics Global Supply Chain.Organizing for Global Logistics-Strategic Issues in Global Logistics - Forces driving Globalization Modes of Transportation in Global Logistics- Barriers to Global Logistics -Financial Issues in Logistics Performance Need for Integrated logistics- Role of 3PL&4PL. Brief overview of EXIM							15	CLO3		

IV	Key logistics activities Warehousing: Meaning, Types,Benefits. Transportation Meaning;TypesofTransportations,efficienttransportatio nssystemand its benefits. Courier/Express logisticsMeaning, Categorization of consignments, Courier Guidelines, Pricing in Courier - Express service for international and domesticshipping.	15	CLO4
V	Technology &Logistics :Informatics, using logistics system to support time-based competition- Bar coding, GPS, Point of sale data-Artificial Intelligence. Electronic data interchange-types-benefits	15	CLO5
	Total	75	
Course Outcomes			
Course Outcom es	On completion of this course, students will;	Program Outcomes	
CO1	Explain the basic concepts relating to logistics	PO4	
CO2	Analyse the role of outsourcing and customer service in logistics	PO1,PO6, PO8	
CO3	Appraise the needs, modes and issues relating to global logistics	P01, PO2, PO4,PO6,PO8	
CO4	Describe about the different activities allied to logistics	PO4,PO6	
CO5	Identify the various areas of logistics where technology can be applied	PO7, PO6	
Text books			
1.	Vinod V. Sople (2009) Logistic Management (2nd Edn.) PearsonLimited		
2.	Logistics Management for International Business: Text and Cases, Sudalaimuthu& Anthony Raj, PHI Learning, First Edition, 2009		
3	Logistics and Supply Chain Management, Martin Christopher, Pearson Education Limited 2012		
4	Satish C. Ailawadi, Rakesh P. Singh, Logistics & Supply Chain Management, HI Learning Private Limited, 2011		
5	Paul Myerson, Lean Supply Chain and Logistics Management, Mc Graw Hill, 2012		

References Books		
1.	Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 5 th edition, 2012.	
2.	Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, 5 th edition, 2012.	
3.	FundamentalsofLogisticsManagement(TheIrwin/Mcgraw-HillSeriesinMarketing),DouglasLambert,JamesR Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition,1998	
4.	FundamentalsofLogisticsManagement,DavidGrant,DouglasM.Lambert,JamesR .Stock,LisaM.Ellram,McGraw Hill Higher Education,1997.	
5.	Logistics Management, Ismail Reji, Excel Book, First Edition,2008.	
Web Resources		
1.	https://www.techtarget.com/searcherp/definition/logistics-management	
2	https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/	
3	https://www.track-pod.com/blog/functions-of-logistics/	
4	https://www.projectmanager.com/blog/logistics-management-101	
5	https://angelikafinntelm.files.wordpress.com/2017/05/fundamentals-of-logistics-management-by-david-grant-douglas-m-lambert-james-r-stock-lisa-m-ellram.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	

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

Mapping with program outcomes

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

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA - 23UIBGE013	E-Business	Specific Elective	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	To understand the basic concepts of electronic business.										
CLO2	To identify web-based tools.										
CLO3	To examine the security threats to e-business.										
CLO4	To discuss the strategies on marketing.										
CLO5	To analyze the business plan for e-business.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to electronic business - meaning - value chains - the Internet and the web - infrastructure for e-business							15	CLO1		
II	Web based tools for e - business - e - business software - overview of packages							15	CLO2		
III	Security threats to e - business - implementing security for e - commerce and electronic payment systems.							15	CLO3		
IV	Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals							15	CLO4		
V	The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business							15	CLO5		
	Total							75			
Course Outcomes											
Course Outcomes	On completion of this course, students will;										

CO1	To define and understand the basic concepts of business done through web	PO2, PO6, PO7
CO2	To Examine and apply web tools in real-time business situations.	PO2, PO5, PO6, PO7
CO3	To analyze the security threats in e-business.	PO6, PO7, PO8
CO4	To evaluate strategies for marketing.	PO2, PO4, PO7
CO5	To prepare the environment for e-business.	PO1, PO2, PO4, PO7, PO8
Text Books		
1.	Garry P Schneider and James T Perry - Electronic Commerce, Course technology, Thomson Learning, 2000	
2.	Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E-Business	
3.	Kosivr, David - Understanding E-Commerce	
4.	Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.	
5.	C S Rayudu, E Commerce E Business, HPH	
References Books		
1.	Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.	
2.	Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.	
3.	SmanthaShurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.	
4.	David Whitely, E Commerce Strategy, Technology and Applications, TMH	
5.	J. Christopher Westle and Theodore H K Clarke, Global Electronic Commerce – Theory and Case Studies, University Press	
Web Resources		
1	https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf	
2	https://www.techtarget.com/searchcio/definition/e-business	
3	https://www.britannica.com/technology/e-commerce	
4	https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/	
5	https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	

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

Mapping with program outcomes

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

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA – 23UIBSE001	Basics of Event Management	NM E1	Y	-	-	-	2	2	25	75	100
Learning Objectives											
CLO1	To know the basic of event management its concepts										
CLO2	To make an event design										
CLO3	To make feasibility analysis for event.										
CLO4	To understand the 5 Ps of Event Marketing										
CLO5	To know the financial aspects of event management and its promotion										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction: Event Management – Definition, Need, Importance, Activities.							6	CLO1		
II	Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design							6	CLO2		
III	Event Feasibility: Resources – Feasibility, SWOT Analysis							6	CLO3		
IV	Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations							6	CLO4		
V	Event Budget – Financial Analysis – Event Cost – Event Sponsorship							6	CLO5		
	Total							30			
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	To understand basics of event management							PO1, PO6			
CO2	To design events							PO5, PO6			
CO3	To study feasibility of organising an event							PO2, PO6			
CO4	To gain Familiarity with marketing & promotion of event							PO6			

CO5	To develop event budget	PO6, PO8
Reading List		
1.	Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.	
2.	Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009	
3.	Event Management & Public Relations by Savita Mohan - Enkay Publishing House	
4	Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross	
5	Event Management By Lynn Van Der Wagen& Brenda R Carlos, Pearson Publishers	
References Books		
1.	Event Management By Chaudhary, Krishna, Bio-Green Publishers	
2.	Successful Event Management By Anton Shone & Bryn Parry	
3.	Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid	
4.	Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen , Wiley Publishers	
5.	Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex GenadinikCreateSpace Independent Publishing Platform, 2015	
Web Resources		
1.	https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf	
2	https://www.inderscience.com/jhome.php?jcode=ijhem International Journal of Hospitality & Event Management	
3	https://www.emeraldgrouppublishing.com/journal/ijefm International Journal of Event and Festival Management	
4	https://www.eventbrite.com/blog/?s=roundup	
5	https://www.eventindustrynews.com/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

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

Mapping with program outcomes

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

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA - 23UIBFC001	Managerial Communication	FC	Y	-	-	-	2	2	25	75	100
Course Objectives											
CLO1	To educate students role & importance of communication skills										
CLO2	To build their listening, reading, writing & speaking communication skills.										
CLO3	To introduce the modern communication for managers.										
CLO4	To understand the skills required for facing interview										
CLO5	To facilitate the students to understand the concept of Communication.										
UNIT	Details							No. of Hours	Course Objectives		
I	Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.							6	CLO1		
II	Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.							6	CLO2		
III	Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language							6	CLO3		
IV	Communication through Reports – Agenda- Minutes of Meeting - Resume Writing							6	CLO4		
V	Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites							6	CLO5		
	Total							30			
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Understand communication process and its barriers.							PO1,PO2,PO3,PO4, PO8			
CO2	Develop business letters in different scenarios							PO1,PO2,PO3,PO4, PO5,PO6			
CO3	Develop oral communication skills & conducting interviews							PO2,PO3,PO4,PO5, PO6,PO7			
CO4	Use managerial writing for business communication							PO1,PO2,PO4,PO5, PO6,PO8			

CO5	Identify usage of modern communication tools & its significance for managers	PO3,PO4,PO5,PO6, PO7,PO8
Reading List		
1.	Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008	
2.	Mallika Nawal –Business Communication – CENGAGE	
3.	Bovee, Thill, Schatzman, Business Communication Today - Pearson Education Private Ltd - New Delhi.	
4.	Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008	
5.	Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai.	
References Books		
1.	Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017	
2.	Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017	
3.	R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006	
4.	Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010	
5.	R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015	
Web Resources		
1.	https://www.managementstudyguide.com/business_communication.html	
2.	https://studiousguy.com/business-communication/	
3.	https://www.oercommons.org/curated-collections/469	
4.	https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/	
5.	https://open.umn.edu/opentextbooks/textbooks/8	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	

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

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

Level of Correlation between PSO's and CO's

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA-23UIBSE002	MANAGERIAL SKILL DEVELOPMENT	NME 2	Y	-	-	-	2	2	25	75	100
Learning Objectives											
CLO1	To improve the self-confidence, groom the personality and build emotional competence										
CLO2	To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.										
CLO3	To assess the Emotional intelligence										
CLO4	To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions										
CLO5	To improve professional etiquettes										
UNIT	Details							No. of Hours	Learning Objectives		
I	Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills							6	CLO1		
II	Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.							6	CLO2		
III	Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.							6	CLO3		
IV	Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation.							6	CLO4		

V	Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.	6	CLO5
	Total	30	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Identify the personal qualities that are needed to sustain in the world of work.	PO1, PO2, PO6, PO7	
CO2	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.	PO1, PO2, PO5	
CO3	Acquire practical management skills that are of immediate use in management or leadership positions.	PO6, PO7	
CO4	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.	PO1, PO2	
CO5	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	PO4	
Reading List			
1.	Managerial Skill Articles		
2.	The Management Skills of SALL Managers - SiSAL Journal		
3.	Managerial Skills by Dr.K.Alex S.CHAND		
4.	Managerial Skills 2 by Cynthia Menezes Prabhu, Pen to Print Publishing LLP		
5.	Gallagher (2010), Skills Development for Business & Management Students, Oxford University Press. PROF. SANJIV		
References Books			
1.	Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication		
2.	McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.		
3.	Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.		

4.	P. Varshney , A. Dutta, Managerial Skill Development, Alfa Publications, 2012	
5.	EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan	
Web Resources		
1.	https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63	
2.	https://www.academia.edu/4358901/managerial_skill_development_pdf	
3	https://www.academia.edu/4358901/managerial_skill_development_pdf	
4	https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf	
5	https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA-23UIBSE003	Business Etiquette and Corporate Grooming	SEC	Y	-	-	-	2	2	25	75	100
Learning Objectives											
CLO1	To impart knowledge about basic etiquettes in professional conduct										
CLO2	To provide understanding about the workplace courtesy and ethical issues involved										
CLO3	To suggest on guidelines in managing rude and impatient clients										
CLO4	To familiarize students about significance of cultural sensitivity and the relative business attire										
CLO5	To stress on the importance of attire										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to Business Etiquette: Introduction-ABCs of etiquette- meeting and greetings scenarios- principles of exceptional work behavior- role of good manners in business- professional conduct and personal spacing.							6	CLO1		
II	Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace- Etiquette at formal gatherings- Professional qualities expected from an employer's perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment- conflict resolution strategies- Choosing appropriate gift in the business environment- real life workplace scenarios - company policy for business etiquette							6	CLO2		
III	Telephone Etiquette, email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients - internet usage in the workplace, email etiquette, online chat etiquette guidelines - Basic disability Etiquette practices							6	CLO3		
IV	Diversity and Cultural Awareness at Workplace Impact of diversity- Cultural Sensitivity- Taboos and Practices- Inter-Cultural Communication							6	CLO4		
V	Business Attire and Professionalism Business style and professi							6	CLO5		

	onalimage-dresscode-guidelinesforappropriatebusinessattire-groomingfor success.		
	Total	30	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Describebasicconceptsofbusinessetiquetteandcorporate grooming.	PO5, PO6,	
CO2	Outlinetheetiquetteandgroomingstandardsfollowedinbu sinessenvironmentand the significance of communication	PO4, PO2, PO5, PO6	
CO3	Create culturalawarenessandmoralpracticesinreal life workplace scenarios	PO8, PO6	
CO4	Analyzeworkplacecourtesyandresolveethicalissueswith respecttoetiquetteand grooming for success	PO1, PO3, PO8, PO6	
CO5	Apply the professionalism in the workplace considering diversity and courtesy	PO3, PO8, PO6	
Reading List			
1.	Journal of Computer Mediated Communication By ICA		
2.	Business and Professional Communication by Sage Journals		
3.	Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse		
4.	Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow		
5.	Shital KakkarMehra,“BusinessEtiquette:AguidefortheIndianProfessional”,HarperCollinsP ublisher(2012)		
References Books			
1.	Indian Business Etiquette, Raghu Palat, JAICO Publishers		
2.	NinaKochhar,“AtEasewithEtiquette”,B.jain Publisher,2011		
3.	NimeranSahukar,PremP.Bhalla,“TheBookofEtiquetteandmanners”,Pustak Mahipublishers,2004		
4.	SarveshGulati(2012),CorporateGroomingandEtiquette,RupaPublicationsIndiaPvt . Ltd.		
5.	The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter , Mc Graw Hill Education		
Web Resources			

1.	http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf	
2.	https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf	
3	https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf	
4	https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm	
5	https://wikieducator.org/Business_etiquette_and_grooming	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA-23UIBSE004	Computer Application in Business	SEC	Y	-	Y	-	2	2	25	75	100
Learning Objectives											
CLO1	To build skills in Ms-Word										
CLO2	To build skills in Ms-Excel,										
CLO3	To build skills in Ms- Power Point										
CLO4	To understand the basics of tally										
CLO5	To familiarize students with google forms for students with relevance in business scenario and its applications.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge, Tracking Changes, Security, Printing Documents .							6	CLO1		
II	Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing,							6	CLO2		

	printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns, Functions Types- Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet- Sorting, filtering, validation, consolidation, subtotals, Charts-Selecting, formatting, labeling, scaling, Tools- Error checking, spell check, formula auditing, tracking changes, customization		
III	Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation-Setting presentation style, adding text, Formatting-Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts.	6	CLO3
IV	Introduction to Tally - Features of tally, creation of company, Accounts only and accounts with, Get way of Tally, Accounts confiscation, Groups and Ledgers, Voucher entry with Bill wise details Interest computation, order processing. Reports - Profit and Loss A/C, Balance Sheet	6	CLO4
V	Use Google forms to develop & share questionnaire.	6	CLO5
	Total	30	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Demonstrate hands on experience with Ms-word for business activities	PO1, PO2, PO6, PO7	
CO2	Demonstrate hands on experience with Ms-Excel for business activities	PO1, PO2, PO6, PO7	
CO3	Demonstrate hands on experience with Ms-power point for business activities	PO1, PO2, PO6, PO7	
CO4	Demonstrate hands on experience with Tally for business activities	PO1, PO2, PO6, PO7	
CO5	Demonstrate hands on experience with Tally for reporting in business	PO1, PO2, PO6, PO7	
Reading List			
1.	International Journal of Computer Applications in Technology		
2.	International Journal of Computer Applications – IJCA		

3.	P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.	
4.	Computer Application in Business (Tamil Nadu) by Dr. R.Paramaeswaran	
5.	Taxmann’s Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited .	
References Books		
1.	P.Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019.	
2.	Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman	
3.	Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.	
4.	Lisa A. Bucki, John Walkenbach, FaitheWempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.	
5.	S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.	
Web Resources		
1.	https://www.microsoft.com/en-us/microsoft-365/blog/	
2	https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18	
3	https://byjus.com/govt-exams/microsoft-word/	
4	https://edu.gcfglobal.org/en/google-forms/	
5	https://www.tutorialkart.com/tally/tally-tutorial/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA - 23UIBSE005	New Venture Development	SEC	Y	-	-	-	1	2	25	75	100
Learning Objectives											
CLO1	To learn to generate and evaluate new business ideas										
CLO2	To learn about a business model that generates money										
CLO3	To understand how to find, evaluate and buy a business										
CLO4	To evaluate the feasibility of idea into a Venture										
CLO5	To understand sources who lend for new ventures										
UNIT	Details							No. of Hours	Learning Objectives		
I	Concept of Entrepreneurship – Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity; Organisational actions that enhance creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.							3	CLO1		
II	Developing Successful Business Ideas: Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.							3	CLO2		
III	Feasibility Analysis: Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture’s Financial Strength and Viability							3	CLO3		
IV	Moving from an Idea to a New Venture: Preparing the Proper Ethical and Legal Foundation-Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship.							3	CLO4		
V	Financing the New Venture: Financing entrepreneurial ventures - Managing growth; Valuation of a new company - - Arrangement of funds - Traditional sources of financing - Alternate Source of Funding - Start-ups, MSMEs, any new venture - rules and regulations governing support by these institutions.							3	CLO5		
	Total							15			
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			

CO1	Understand the concept of entrepreneurship and skill sets of an entrepreneur.	PO2,PO6
CO2	Assess new venture opportunities & analyze strategic choices in relation to new ventures	PO2, PO6
CO3	Develop a credible business plan for real life situations.	PO1, PO2, PO5, PO6
CO4	Coordinate a team to develop and launch and manage the new venture through the effective leadership	PO4, PO5
CO5	Evaluate different sources for financing new venture	PO2, PO6
Reading List		
1.	Journal of Business Venturing – Elsevier	
2.	Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald	
3.	Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India,	
4.	Entrepreneurship and New Venture Creation; Arun Sahay, V. Sharma; Excel Book (2008)	
5.	Entrepreneurship ,11 th Edition , By Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , Sabyasachi Sinha , Mc Graw Hill	
References Books		
1.	New Venture Creation, Kathleen R. Allen, Cengage Publication (2013)	
2.	Essentials of Entrepreneurship and Small Business Management. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Boston: Pearson.	
3.	Project Appraisal and Management, Agrawal, Rashmi and Mehra, Yogieta S. (2017). New Delhi. Taxmann Publications.	
4.	The Manual for Indian Start -ups Tools to Start and Scale – up Your New Venture by Vijaya Kumar Ivaturi and Meena Ganesh , Penguin Enterprise	
5.	Entrepreneurship Development , Indian Cases on Change Agents by K. Ramachandran, Mc Graw Hill Publication	
Web Resources		
1.	https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217	
2.	https://core.ac.uk/download/pdf/98660713.pdf	
3.	https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf	
4.	https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm	
5.	https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks

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

Mapping with program outcome

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

S-Strong M-Medium L-Low

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA - 23UIBSE006	Tally	SEC	Y	-	Y	-	2	2	25	75	100
Learning Objectives											
CLO1	To impart knowledge about basic use of Tally and its functions										
CLO2	To understand the creation of groups and Ledgers										
CLO3	To provide understanding about Data Management in Tally										
CLO4	To understand the process of GST, EPF etc.										
CLO5	To familiarize students about significance of Tally in implications in the Organizations										
UNIT	Details							No. of Hours	Learning Objectives		
I	Basic of Accounting & Fundamentals of Tally. ERP 9: Accounting Principles or Concepts, Rules for Accounting, Creation/ Setting up of Company in Tally ERP 9 and Configuration.							6	CLO1		
II	Accounting Master in Tally. ERP 9: Groups & Ledgers Creation Inventory Master in Tally. ERP 9: Creation of Stock Groups and Categories and Units of Measure.							6	CLO2		
III	Vouchers Entries & Advance Accounting in Tally. ERP 9: Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers and Bank Reconciliation and Scenarios Management.							6	CLO3		
IV	Advance Inventory & Taxes in Tally. ERP 9: Order processing, Batch Wise Details, POS, TDS, TDS Returns Filing, TCS, GST Returns, EPF, ESIC & Professional Tax.							6	CLO4		
V	Technological Advantages, Payroll, Report Generations, Short Keys in Tally. ERP 9							6	CLO5		
	Total							30			
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	To understand about the basic accounting and Tally. ERP 9							PO1			

CO2	Identify the maintained of Ledger and inventory system	PO1, PO2, PO7
CO3	Creation of various vouchers and bill wise details	PO1, PO4, PO7
CO4	Understand various taxes returns and filing	PO2, PO6, PO7
CO5	Relate and infer various reports generated in Tally. ERP 9	PO2, PO7
Reading List		
1.	Journal of Emerging Technologies and Innovative Research	
2.	Global Journal for Research Analysis	
3.	Tally.ERP 9 with GST in Simple Steps by DT Editorial Services, Dreamtech Press	
4.	Vikas Gupta, Comdex Tally, ERP 9 Course Kit with GST and MS Excel, Wiley India, 2017	
5.	Official Guide To Financial Accounting Using Tally.Erp 9 With Gst by Tally Education, BPB Publications	
References Books		
1.	Shraddha Singh & Navneet Mehra, Tally. ERP 9, V & S Publishers, 2015	
2.	Official Guide to Financial Accounting using Tally. ERP 9, Fourth Revised & Updated Edition, BPB Publications	
3.	Vinod Kumar, Tally. ERP 9 Made Easy, Accounting Education	
4.	Bimlendu Shekhar, Tally Practical Work Book -1, 2 nd Edition	
5.	Asian’s Quintessential Course Tally.ERP 9 with GST by Vishnu Priya Singh edition 2020	
Web Resources		
1.	https://tallysolutions.com/learning-hub/	
2.	https://www.tutorialkart.com/tally/tally-tutorial/	
3.	https://sscstudy.com/tally-erp-9-book-pdf-free-download/	
4.	https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/	
5.	https://www.javatpoint.com/tally	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

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

Mapping with program outcome

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

S-Strong M-Medium L-Low

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA-23UIBSE007	Intellectual Property Rights	SEC	Y	-	-	-	2	2	25	75	100
Learning Objectives											
CLO1	To learn aspectsofIntellectualpropertyRightstostudentswhoaregoingtoplayamajorroleindevelopmentand management ofinnovative projects in industries.										
CLO2	Todisseminateknowledgeonpatents,patentregimeinIndiaandabroadandregistrati onaspects										
CLO3	To evaluate the copyright law										
CLO4	Todisseminateknowledgeoncopyrightsanditsrelatedrightsandregistrationaspects										
CLO5	To understand about Geographical Indicators										
UNIT	Details							No. of Hours	Learning Objectives		
I	IPR Introduction: and the need for intellectual property right – IPR in India –Different Classifications – ImportantPrinciplesofIPManagement – CommercializationofIntellectualPropertyRights byLicensing–IntellectualPropertyRightsinthe Cyber World.							6	CLO1		
II	Introduction–Classification–Importance–Types ofPatentApplicationsin India - PatentableInvention– InventionsNotPatentable.							6	CLO2		
III	Introduction–Fundamentals –Concept–Purpose– Functions–Characteristics–Guidelines - For Registration of Trade Mark – Kinds of TM – Protection – Non-Registrable TrademarksIndustrial Designs – NeedforProtectionofIndustrialDesigns.							6	CLO3		
IV	IntroductiontoCopyright– ConceptualBasis – CopyRightandRelated Rights–Author & Ownership of Copyright - Rights Conferred By Copy Right- Registration – Transfer –Infringement– CopyrightpertainingtoSoftware/InternetandotherDigitalm edia.							6	CLO4		
V	GEOGRAPHICALINDICATIONS:Concept, Protection & Significance							6	CLO5		
	Total							30			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Imbibe the knowledge of IPR through various laws	PO1, PO6
CO2	Apply the knowledge of patents	PO5, PO6
CO3	Understand the process of acquiring a trademark	PO2, PO6
CO4	Create an awareness about copyrights	PO6, PO8
CO5	Understand geographical indicators	PO6, PO8
Reading List		
1.	Journal of Intellectual Property Rights	
2.	IntellectualPropertyRightsTextandCases: DR.R.Radhakrishnan, DR.S. Balasubramanian	
3.	IntellectualPropertyPatents,TradeMarks, And Copy Rights–RichardStim	
4.	Intellectual Property Rights by Asha Vijay Durafe and DhanashreeK.Toradmalle, Wiley	
5,	Fundamentals of Intellectual Property Rights For Students, Industrialist and Patent Lawyers by Ramakrishna and Anil Kumar HS	
References Books		
1.	Landmark Judgements on Intellectual Property rights by Kush Kalra. Central Law Publishing	
2.	Intellectual Property Rights in India byV.k.Ahuja, Lexis Nexis	
3.	Introduction To Intellectual Property Rights Softbound By Singh, Phundan, Daya Publishing House	
4.	Introduction To Intellectual Property Rights by Chawkam H.S, Oxford &Ibh	
5.	Intellectual Property - Patents, Copyright, Trade Marks and Allied Rights by W Cornish and D Llewelyn and T Pain	
Web Resources		
1.	https://nptel.ac.in/courses/110/105/110105139/	
2.	https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf	
3.	https://ipindia.gov.in/	
4.	https://www.tutorialspoint.com/explain-the-intellectual-property-rights	
5.	https://www.icsi.edu/media/webmodules/FINAL_IPR&LP_BOOK_10022020.p df	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks

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

Mapping with program outcome

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

S-Strong M-Medium L-Low

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA - 23UBAPCE001	Quantitative Aptitude I	PCE	Y	-	-	-	1	2	25	75	100
Learning Objectives											
CLO1	To categorize, apply and use thought process to distinguish between concepts of Quantitative methods.										
CLO2	To prepare and explain the fundamentals related to various possibilities and probabilities related to time										
CLO3	To be able to solve questions relating to percentages, Profit and loss										
CLO4	To analyze data in Charts										
CLO5	To understand the application Geometry and mensuration										
UNIT	Details							No. of Hours	Learning Objectives		
I	Numerical computation: Applications based on Numbers, Chain Rule, Ratio Proportion							6	CLO1		
II	Numerical estimation–I Applications Based on Time and work, Time and Distance							6	CLO2		
III	Numerical estimation–II Applications based on percentages, Profit Loss and Discount, Simple interest and Compound Interest Partnerships, Shares and dividends							6	CLO3		
IV	Data interpretation Data interpretation related to Averages, Mixtures and alligations, Bar charts, Pie charts, Venn diagrams							6	CLO4		
V	Application to industry in Geometry and Mensuration							6	CLO5		
	Total							30			
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Use their logical thinking and analytical abilities to solve reasoning questions							PO1, PO6			
CO2	Solve questions related to time and distance and time and work							PO1 PO6			
CO3	Apply concept of percentages, Profit and loss, discount							PO1 PO6			

CO4	Interpret data using bar charts and diagrams	PO1 PO6
CO5	Solve questions relating to Geometry and Mensuration	PO1 PO6
Reading List		
1.	Quantitative aptitude by RS Agarwal, S Chand Publication	
2.	Fast Track Objective Airthmetic by Rajesh Verma ,Arihant	
3.	Quantitative Aptitude and Reasoning by R V Praveen, PHI	
4.	Essential Quantitative Aptitude for Competitive Exams - 2nd Edition by Rajat Vijay Jain , Disha Publications	
5.	Quantitative Aptitude & Data Interpretation Topic-wise Solved Papers for IBPS/ SBI Bank PO/ Clerk Prelim & Main Exam (2010-19) 3rd Edition by Disha Experts, Disha Publications	
References Books		
1.	Barron's by Sharon Welner Green and Ira K Wolf (Galgotia Publications pvt. Ltd.)	
2.	Quantitative Aptitude by U Mohan Rao Scitech publications	
3.	Quantitative Aptitude by Arun Sharma McGrawhill publications	
4.	Quantitative Aptitude by Abhijit Guha	
5.	Quantitative Aptitude by Pearson publications	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	

Mapping with program outcome

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

S-

Strong M-Medium L-Low

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA-23UBAPCE002	Quantitative Aptitude II	PCE	Y	-	-	-	1	2	25	75	100
Learning Objectives											
CLO1	To categorize, apply and use thought process to distinguish between concepts of reasoning										
CLO2	To prepare and explain the fundamentals related to various possibilities and probabilities related to quantitative aptitude.										
CLO3	To explain and interpret data sufficiency										
CLO4	To analyze the applications of Base system										
CLO5	To critically evaluate numerous possibilities related to puzzles.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Numerical Reasoning: Problems related to Number series, Analogy of numbers, Classification of numbers, Letter series, Seating arrangements, Directions, blood relations and puzzle test.							6	CLO1		
II	Combinatorics: Counting techniques, Permutations, Combinations and Probability							6	CLO2		
III	Syllogisms and data sufficiency							6	CLO3		
IV	Application of Base system: Clocks (Base 24), Calendars (Base 7), Cutting of Cubes and cuboids							6	CLO4		
V	Puzzle Solving & Time Management using various problems solving tools and techniques							6	CLO5		
	Total							30			
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Use their logical thinking and analytical abilities to solve reasoning questions							PO1			
CO2	Solve questions related to combinations							PO1			
CO3	Solve questions based on syllogisms							PO1			

CO4	Solve questions based on clocks, calendars	PO1
CO5	Solve puzzles	PO1
Reading List		
1.	Quantitative aptitude by RS Agarwal, S Chand Publication.	
2.	Puzzle stop puzzle you by Shakunataladevi or ient paper back publication	
3.	Reasoning For Competitive Examinations 2019 Edition by Nishit K Sinha, PEARSON INDIA	
4.	A Modern Approach To Logical Reasoning (2 Colour Edition) by RS Agarwal, S Chand Publications	
5.	General Reasoning Ability for Competitive Exams - SSC/Banking/Defence/Railway/Insurance by Disha Experts, Disha Publications	
References Books		
1.	Barron's by Sharon Welner Green and Ira K Wolf (Galgotia Publications Pvt. Ltd.)	
2.	Quantitative Aptitude by U Mohan Rao Scitech publications	
3.	Quantitative Aptitude by Arun Sharma McGraw-Hill publications	
4.	Quantitative Aptitude by Abhijit Guha	
5.	Quantitative Aptitude by Pearson publications	
Web Resources		
1.	www.m4maths.com	
2.	www.Indiabix.com	
3.	https://www.123test.com/numerical-reasoning-test/	
4.	https://www.bankexamstoday.com/p/data-interpretation-questions-sets.html	
5.	https://playquiz2win.com/reasoning.html	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	

Mapping with program outcome

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

S-Strong M-Medium L-Low

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

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