



SYLLABUS

Core, Common,
Complementary
& Open Courses

UG PROGRAMME IN BBA

Under Choice Based Credit Semester

FAROOK COLLEGE
(AUTONOMOUS)

CERTIFICATE

I hereby certify that the documents attached are the bonafide copies of the syllabus of Core Courses offered to BBA programme and Complementary & Open Courses offered by the Department of Commerce to be effective from 2022 admission onwards.

Principal

Date:

Place: Farook College

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PROGRAMME SPECIFIC OUTCOMES (PSO)

Upon completion of BBA programme, the students will be able to:

- PSO 01** Remember and identify key concepts, definitions, and principles in accounting, finance, economics, and other related subjects.
- PSO 02** Discuss the role and functions of different department within an organisation.
- PSO 03** Use of different problem-solving techniques to identify and address organizational issues.
- PSO 04** Identify different business strategies and their impact on the organization.
- PSO 05** Assess the impact of different external factors on the organization such as political, social and economic factors.
- PSO 06** Create a comprehensive business plan for a new venture

SCHEME OF THE PROGRAMME

Credit and Mark Distribution in Each Semester

Total Credits: 140

Semester	Course	Credit	Internal Mark	External Mark	Total Mark
I	Common course: English	3	15	60	75
	Common course: English	3	15	60	75
	Common course: Additional Language	4	20	80	100
	Core Course 1: Management Theory and Practices	4	20	80	100
	Complementary course: Managerial Economics	4	20	80	100
	Audit Course: Environment studies	4	-	-	-
	Total		22		
II	Common course: English	4	20	80	100
	Common course: English	4	20	80	100
	Common course: Additional Language	4	20	80	100
	Core Course 2: Financial Accounting	4	20	80	100
	Core Course 3: Marketing Management	4	20	80	100
	Audit Course: Disaster Management	4	-	-	-
	Total		24		
III	Common course: Basic Numerical Methods	4	20	80	100
	Common course: Professional Business Skills	4	20	80	100
	Core Course 4: Corporate Accounting	4	20	80	100

	Core Course 5: Financial Management	4	20	80	100
	Complementary course: Business Regulations	4	20	80	100
	Audit Course: Human Rights/Intellectual Property Rights/ Consumer Protection	4	-	-	-
	Total	24			500
IV	Common course: Entrepreneurship Development	4	20	80	100
	Common course: Banking and Insurance	4	20	80	100
	Core Course 6: Cost & Management Accounting	4	20	80	100
	Complementary course: Corporate Regulations	4	20	80	100
	Complementary course: Quantitative Techniques for Business	4	20	80	100
	Audit Course: Gender Studies	4	-	-	-
	Total	24			500
V	Core Course 7: Human Resource Management	4	20	80	100
	Core Course 8: Business Research Methods	4	20	80	100
	Core Course 9: Operations Management	4	20	80	100
	Elective course: Income Tax	4	20	80	100
	Elective course: Financial Markets and Institutions	4	20	80	100
	Open course	3	15	60	75
	Total	23			575
VI	Core Course 10: Organizational Behaviour	4	20	80	100

	Core Course II: Management Science	4	20	80	100
	Elective course: Financial Services	4	20	80	100
	Elective course: Investment Management	5	20	80	100
	Project Work	2	15	60	75
	Total	19			475
Common Course: English		14			
Additional Language		8			
Others		16			
Complementary Course:		16			
Core Course		61			
Open Course		3			
Project		2			
Audit Course		16			
Extra Credit Activities		4			
Total		140			

Credit Distribution

Semester	Common Course			Core Course	Complementary Course	Open Course	Project	Audit Course	Total
	English	Additional language	Others						
1	6	4		4	4	-	-	4	22
2	8	4		8	-	-	-	4	24
3	-	-	8	8	4	-	-	4	24
4	-	-	8	4	8	-	-	4	24
5	-	-	-	20	-	3	-	-	23
6	-	-	-	17	-	-	2	-	19
Total	14	8	16	61	16	3	2	16	136
Extra Credit Activities									4
Grand Total = (120 + 16 Audit Courses + 4 Extra Credit Activities)									140

CORE COURSE STRUCTURE

Total Credits: 40 (Internal: 20%; External: 80%)

Semester	Code No	Course Title	Hrs/ Week	Credit	Marks
I	BBA1B01	Core Course I: Management Theory and Practices	6	4	100
II	BBA2B02	Core Course II: Financial Accounting	6	4	100
	BBA2B03	Marketing Management	5	4	100
III	BBA3B04	Core Course III: Corporate Accounting	5	4	100
	BBA3B05	Core Course IV: Financial Management	5	4	100
IV	BBA4B06	Core Course V: Cost & Management Accounting	6	4	100
V	BBA5B07	Core Course VII: Human Resource Management	4	4	100
	BBA5B08	Core Course VIII: Business Research Methods	4	4	100
	BBA5B09	Core course IX: Operations Management	4	4	100
VI	BBA6B10	Core Course X: Organizational Behavior	5	4	100
	BBA6B11	Core Course XI: Management Science	6	4	100

ELECTIVE COURSE STRUCTURE

Semester	Code No	Course Title	Hrs/ Week	Credit	Marks
V	BBA5E01	Income Tax	5	4	100
	BBA5E02	Financial Markets and Institutions	5	4	100
VI	BBA6E03	Financial Services	5	4	100
	BBA6E04	Investment Management	5	5	100

OPEN COURSE STRUCTURE

Semester	Code No	Course Title	Hrs/ Week	Credit	Marks
V	BBA5D01	Open Course: E-Commerce	3	3	75

COMPLEMENTARY COURSE STRUCTURE

Total Credits: 20 (Internal: 20%; External: 80%)

Semester	Code No	Course Title	Hrs/ Week	Credit	Marks
I	BBA1C01	Managerial Economics	5	4	100
III	BBA3C02	Business Regulations	5	4	100
IV	BBA4C03	Corporate Regulations	4	4	100
	BBA4C04	Quantitative Techniques for Business	5	4	100

CORE COURSE SYLLABUS

SEMESTER 1

COURSE CODE: BBA1B01				
CORE COURSE I: MANAGEMENT THEORY AND PRACTICES				
Credit	Hours/week	Marks		
		Internal	External	Total
4	6	20	80	100

Course Outcomes	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO1	Describe different schools of management thought	Remember	PSO1
CO2	Illustrate the different levels of management and discuss the various functions of management	Understand	PSO2
CO3	Apply the concepts of planning, organizing, staffing and controlling for effective management of activities.	Apply	PSO3
CO4	Justify the importance of the ethically and socially responsible behaviour in Management.	Evaluate	PSO5
CO5	Discuss about the modern management practices in business.	Understand	PSO2

COURSE CONTENT	
Module 1 - Evolution of Management	15 Hours
Evolution of Management: Concept and nature of management - Approaches to management: Classical approach - Scientific, Administrative and Bureaucratic - Neoclassical approach: Human relation and Behavioural - Modern approach: Quantitative, System and Contingency.	
Module 2 - Management Process	20 Hours
Management Process: Basic roles and skills of manager - Levels of management- Overview of functions of management: planning, organising, staffing, directing and control - Nature and elements of planning, planning types - MBO - Strategic planning and decision making- Organizing - Division of labour and work specialization, Delegation, Decentralization, Span of management and Departmentation.	
Module 3 - Staffing, Directing and Control	20 Hours
Staffing, Directing and Control: Staffing-Meaning and Importance - Factors affecting and functions of staffing - Directing-Meaning, importance and features of directing - Controlling- Meaning and importance, characteristics and types of controlling-Steps in control process- Techniques of control.	
Module 4 - Modern Practices in Management	10 Hours
Modern Practices in Management: Total Quality Management (TQM), Kaizen, Lean Management - Business Process Re-engineering-Open Book Management.	
Module 5 - Ethics and Social Responsibility	15 Hours
Ethics and Social Responsibility: Managerial ethics - Factors affecting ethical choices - Ethical issues and ethical dilemma in business - Corporate Social Responsibility (CSR) - Stakeholders - Corporate Philanthropy-Managing company	

ethics and social responsibility - Concept of Corporate Governance - Indian Ethos for Management - Value-oriented Holistic Management.

MODE OF TRANSACTION

Face to Face Instruction: The course faculty deliver lectures in the classroom with the help of ppt.

Group Discussion: Group discussions based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.

MODE OF ASSESSMENT

Internal Assessment (20 Marks)

- | | |
|-----------------------------------|--------|
| a. Classroom participation (20%): | 4 Mark |
| b. Test papers I (40%): | 8 Mark |
| c. Assignment (20%): | 4 Mark |
| d. Seminar/ Viva (20%): | 4 Mark |

External Assessment (80 Marks) Duration: 2.5 Hours No of Questions: 27

MODULE WISE MARK DISTRIBUTION

Module	Mark
Module I:	25
Module II:	25
Module III:	25
Module IV:	15
Module V:	20

REFERENCES:

1. Koontz, Hand Wechrich, H. Management, Tata McGraw Hill,N.Y.
2. P. Robbins Stephen & Coulter Mary, Management, Pearson Education Asia, New Delhi.
3. Prasad, L. M, Principles and Practice of Management, Sultan Chand & Sons–New Delhi.
4. Sherlekar, Management (Value–Oriented Holistic Approach) Himalaya Publishing House, Mumbai.
5. Khandewal, N.M, Indian Ethos and Values for Managers, Himalaya Publishing House, Mumbai.

SEMESTER 2

COURSE CODE: BBA2B02				
CORE COURSE II: Financial accounting				
Credit	Hours/week	Marks		
		Internal	External	Total
4	6	20	80	100

Course Outcomes	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO1	Demonstrate an understanding of the fundamental concepts and principles of accounting, including the basic terminology, rules, and regulations in financial accounting.	Remember	PSO1
CO2	Demonstrate comprehension of the accounting treatment for hire purchase transactions, including the calculation and recording of interest and instalment payments.	Understand	PSO2
CO3	Apply the principles and techniques of accounting to prepare and analyze final accounts for a sole trader, incorporating necessary adjustments for accruals, prepayments, provisions, and bad debts etc.,	Apply	PSO3
CO4	Analyze the financial impact of issuing shares and debentures on a company's capital structure and financial position.	Analyse	PSO4

CO5	Critically evaluate the financial statements and accounting information, assessing the reliability and usefulness of the data for decision-making purposes.	Evaluate	PSO5
CO6	Synthesize and integrate the information related to branch accounting to prepare consolidated financial statements for a company with multiple branches.	Create	PSO6

COURSE CONTENT	
Module I	15 Hours
Introduction: Nature, Scope, Objects and Limitations of Financial Accounting – Accounting Concepts and Conventions – An overview of accounting process (from recording of business transactions to preparation of Trial Balance)	
Module II	20 Hours
Final Accounts of Proprietary Concerns: Preparation of final accounts of sole proprietor and partnership with adjustments.	
Module III	15 Hours
Accounting for Hire Purchase and Instalment System: Hire Purchase: Meaning, features – Distinction between hire purchase and sale – Interest calculation – Recording of transaction in the books of both parties – default and repossession – Instalment system: features – Distinction between hire purchase and instalment.	
Module IV	15 Hours

Branch Accounts: Features, Objects and Types of branches - Accounting for dependent branches: Account systems - Stock and debtors' system - Independent branch: features - Preparation of consolidated profit and loss account and balance sheet

Module V

15 Hours

Issue of Shares and Debentures: Equity shares - Accounting for issue, forfeiture, and re-issue of forfeited shares - Accounting for issue of bonus shares and right shares - Accounting for issue of debentures.

MODE OF TRANSACTION

Face to Face Instruction: The course faculty deliver lectures in the classroom with the help of ppt.

Group Discussion: Group discussions based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.

MODE OF ASSESSMENT

Internal Assessment (20 Marks)

- a. Classroom participation (20%): 4 Mark
- b. Test papers I (40%): 8 Mark
- c. Assignment (20%): 4 Mark

d. Seminar/ Viva (20%):	4 Mark
External Assessment (80 Marks) <i>Duration: 2.5 Hours No of Questions: 27</i>	

MODULE WISE MARK DISTRIBUTION	
Module	Mark
Module I:	20
Module II:	28
Module III:	20
Module IV:	20
Module V:	22

REFERENCES:

1. Asish K Bhattacharyya, Essentials of Financial Accounting, PHI Learning Pvt.Ltd.
2. Shukla, M.C., T.S. Grewal and S.C. Gupta: Advanced Accounts, S. Chand & Co.
3. S.N. Maheshwari, S.N. Suneel K. Maheshwari, and Sharad K. Maheshwari: An Introduction to Accountancy, Vikas Publishing House Pvt. Ltd.
4. P.C. Tulasian: Introduction to Accounting, Pearson Education.
5. Ashok Sehgal and Deepak Sehgal: Fundamentals of Financial Accounting, Taxmann Allied Services (P) Ltd.
6. Narayana swamy, R. Financial Accounting: A Managerial Perspective, PHI Learning Pvt.Ltd.
7. Jain & Narang: Financial Accounting, Kalyani Publishers.
8. Radhaswamy and R.L. Gupta: Advanced Accounting, Sultan Chand & Sons.

COURSE CODE –BBA2B03				
CORE COURSE III: MARKETING MANAGEMENT				
Credit	Hours/week	Marks		
		Internal	External	Total
4	5	20	80	100

Course Outcomes

CO No.	Expected Course Outcome	Learning Domain	PSO No.
	Upon completion of this course, students will be able to;		
CO1	Define the core marketing concepts and marketing management tasks	Remember	PSO1
CO2	Analyse the concept of consumer behaviour and market segmentation	Analyse	PSO4
CO3	Illustrate the levels of product and classify the product on different basis.	Understand	PSO2
CO4	Explain marketing channels and the importance of adopting various techniques of marketing to withstand competition.	Apply	PSO3
CO5	Justify the methods and strategies of pricing products	Evaluate	PSO5
CO6	Design the marketing communication mix	Create	PSO6

COURSE CONTENT	
Module 1 - Introduction to Marketing	10 Hours
Introduction to Marketing: Meaning and Definition of Marketing; Nature, Scope and Importance of Marketing; Core Marketing Concepts; Company orientation	

towards the Marketplace – Role of Marketing in Modern Business; Marketing Mix: Four Ps-Updating the Four Ps – Marketing Management Tasks.	
Module 2 – Analysing Consumer Markets	15 Hours
Analysing Consumer Markets: Concept of Consumer Behaviour – Determinants of Consumer Behaviour – Buying Decision Process: The Five-Stage model – Buying Motives – Buying Roles – Identifying Market segments and targets: Bases for segmenting consumer markets – Market Targeting: Evaluating and selecting market segments.	
Module 3 – Product and Price	20 Hours
Product and Price: Concept of Product; Product characteristics and classifications; Product Levels – Product Mix Decisions- Product Line Analysis- New Product Planning and development – Product Life Cycle- Concept and stages. Packaging- Role and Functions; Branding: Concept and Elements. Product Positioning – Tools and Strategies.	
Price: Concept and Importance, Factors Affecting Price – Steps in Pricing –Pricing methods: Cost based pricing, Competition based pricing and Demand based pricing –Pricing Strategies: New Product Pricing – Product Mix Pricing strategies – consumer psychology and pricing – Price Adjustment strategies.	
Module 4 – Place	15 Hours
Place: Meaning and importance place in marketing – Physical Distribution and Distribution channels – Channel Design and Management decisions – Channel levels – Channel conflicts –Middlemen in distribution – Role of middlemen- Wholesalers – Types of wholesalers – Retailers: The new retailing environment – Types of retailers – Market Logistics.	
Module 5 – Promotion	20 Hours
Promotion: Meaning and Definition – Importance of promotion- Promotion Mix: Advertising-Objective and Functions of Advertising; Advertising Copy –Legal and	

Ethical Aspects of Advertising; Personal Selling: Personal Selling Process; Role of a Salesman in Selling – Qualities of an Ideal Salesman; Publicity and Public Relations – Sales Promotion: Objectives and Functions of Sales Promotion; Major Sales Promotion Tools–Direct Marketing– Different Forms of direct marketing.

MODE OF TRANSACTION

Face to Face Instruction: The course faculty deliver lectures in the classroom with the help of ppt.

Group Discussion: Group discussions based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.

MODE OF ASSESSMENT

Internal Assessment (20 Marks)

- | | |
|-----------------------------------|--------|
| a. Classroom participation (20%): | 4 Mark |
| b. Test papers I (40%): | 8 Mark |
| c. Assignment (20%): | 4 Mark |
| d. Seminar/ Viva (20%): | 4 Mark |

External Assessment (80 Marks): Duration: 2.5 Hours No of Questions: 27

MODULE WISE MARK DISTRIBUTION

Module	Marks
Module I:	15
Module II:	20
Module III:	30
Module IV:	20
Module V:	25

REFERENCES:

1. Kotler, Philip: Marketing Management; Prentice Hall, New Jersey.
2. Condif E.W. and still, R.R., Basic Marketing Concepts, Decisions and Strategy; Prentice Hal of India, New Delhi.
3. Stanton W.J., Etzel Michael J and Walter Bruce J; Fundamentals of Marketing; McGraw Hill, NY
4. Rorsiter Johan R, Percy Larry: Advertising and Promotion Management; McGraw Hill, New York.
5. Aaker, David and Myers Johan G, et. al, : Advertising Management; Prentice Hall of India; New
6. Ramaswamy, Namakumari, Marketing Management, Mcgraw Hill Education.
7. RajanSaxena, Marketing Management, Tata Mcgraw Hill Education.
8. C. N. Sontakki, Marketing Management, Kalyani Publishers.

SEMESTER 3

COURSE CODE –BBA3B04				
CORE COURSE IV: Corporate Accounting				
Credit	Hours/week	Marks		
		Internal	External	Total
4	5	20	80	100

CO No.	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO1	Define the concepts and principles related to financial reporting standard, redemption of securities, preparation of financial statements and accounting ratios.	Remember	PSO1
CO2	Compare and contrast the similarities and differences between IFRS and Indian accounting standards.	Understand	PSO2
CO3	Apply financial reporting standards and principles to prepare financial statements for different types of corporate entities.	Apply	PSO3
CO4	Analyze the implications of redemption of securities on a company's capital structure and financial position.	Analyze	PSO4
CO5	Critique the financial statements of companies using accounting ratios and recommend strategies for improvement.	Evaluate	PSO5

CO6	Synthesize knowledge of financial reporting standards, redemption of securities, and accounting ratios to develop comprehensive financial reports for decision-making purposes.	Create	PSO6
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Course Outcomes

COURSE CONTENT	
Module I	10 Hours
Financial Reporting Standards: Concept of accounting standard - International Financial Reporting Standards (IFRS) and Indian Accounting Standards-IFRS convergence in India - List of IFRS and IndAS with objectives - Conceptual framework - Elements of financial statements - Recognition, Measurements, Presentation and Disclosure.	
Module II	20 Hours
IFRS Converged Indian Accounting Standards: Concept of IndAS- Objective, Scope, Recognition and Measurement of : Inventories (Ind AS 2), Income tax (IndAS 12), Accounting for tangible non-current assets (IndAS 16), Borrowing costs (IndAS 23), Provisions, Contingent liabilities and Contingent assets (IndAS 37), Accounting for intangible assets (IndAS 38).(Basic problems only)	
Module III	20 Hours
Redemption of Securities: Redemption of Preference Shares - Rules and Accounting - Redemption of Debentures - Important Provisions - Accounting for Redemption: by conversion, by lot, by purchase in the open market (cum-and ex-interest).	
Module IV	20 Hours

Preparation of Financial Statements: Contents of financial statements of a joint stock company as per the Companies Act 2013 – Preparation of Statement of Profit & Loss, Statement of changes in equity, Balance Sheet (IndAS1) and Cash flow statement (IndAS7).

Module IV

15 Hours

Accounting Ratios: Concept of ratio – Accounting ratio – Meaning, Uses and Limitations – Classification of Accounting Ratios – Computation of Profitability Ratios, Liquidity Ratios, Solvency Ratios and Activity Ratios.

MODE OF TRANSACTION

Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.

Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.

Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.

MODE OF ASSESSMENT

Internal Assessment (20 Marks)

- a. Classroom participation (20%): 4 Mark
- b. Test papers I (40%): 8 Mark
- c. Assignment (20%): 4 Mark
- d. Seminar/ Viva (20%): 4 Mark

External Assessment (80 Marks) Duration: 2.5 Hours No of Questions: 27

MODULE WISE MARK DISTRIBUTION	
Module	Mark
Module I:	14
Module II:	27
Module III:	21
Module IV:	28
Module V:	20

REFERENCES:

1. Chintan Patel, Bhupendra Mantri, Indian Accounting Standards, Taxmann Publications.
2. T. P, Ghosh , Illustrated Guide To Indian Accounting Standards, Taxmann Publications.
3. B. D, Chatterjee, Illustrated Guide To Indian Accounting Standards, Taxmann Publications.
4. M.C. Shukla, T.S. Grewal and S. C. Gupta, Advanced Accounts, S. Chand & Co., New Delhi.
5. S.N. Maheswari and S.K. Maheswari, Financial Accounting.
6. R.L. Gupta and Radhaswamy, Advanced Accounting, Sultan Chand & Sons, New Delhi.
7. Ashok Sehgal and Deepak Sehgal, Advanced Accounting, Volume 2, Taxmann, New Delhi.
8. Jain and Narang, Financial Accounting, Kalyani Publishers.
9. P.C. Tulasian, Introduction to Accounting, Pearson Education.

COURSE CODE –BBA3B05**CORE COURSE V: FINANCIAL MANAGEMENT**

Credit	Hours/week	Marks		
		Internal	External	Total
4	5	20	80	100

CO No.	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO1	Recall key financial management concepts and terminology, including accounting principles	Remember	PSO1
CO2	Explain how financial management concepts are applied in practice, and how they contribute to the overall success of an organization	Understand	PSO2
CO3	Apply financial management concepts and tools to analyze financial statements, develop financial plans, and make informed financial decisions	Apply	PSO3
CO4	Analyze financial data and information, identify trends and patterns, and make informed financial decisions based on their analysis.	Analyze	PSO4
CO5	Evaluate financial information, identify potential risks and opportunities, and develop strategies to mitigate risks	Evaluate	PSO5
CO6	Design and implement financial plans and strategies that align with the goals and objectives of an organization	Create	PSO6

COURSE CONTENT

Module 1.	10 Hours
Introduction to Finance: Meaning of Finance – Business Finance – Finance Function – Organization Structure of Finance – Financial Management – Goals of Financial Management – Financial Decisions – Role of a Financial Manager.	
Module 2	20 Hours
Financing Decision: Meaning, Importance and Classification of Capital Structure; Finance Structure and Capital Structure; Factors Influencing Capital Structure – Optimum Capital Structure; EBIT- EPS Analysis. Leverages: Operating, Financial and Combined Leverages. Cost of Capital: Concept and Importance; Types of Cost of Capital: Computation of Component and Composite Cost of Capital.	
Module 3	20 Hours
Investment Decision: Meaning and Importance of Capital Budgeting – Features – Process – Techniques of Capital Budgeting: Concept and Computation of Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return and Profitability Index	
Module 4	20 Hours
Working Capital Management-Concepts and Significance of Working Capital – Evils of Excess and Inadequate Working Capital – Determinants of Working Capital – Estimation of Working Capital – Sources of Working Capital –A Brief Overview of Cash Management – Receivables Management and Inventory Management	
Module 5	10 Hours
Dividend Decision: Dividend – Meaning and Types; Dividend policy: Meaning and Objectives- Issues Involved in Dividend Policy-Determinants of Dividend Policy – Types of Dividend Policy –Dividend Policy and Value of Firm.	

MODE OF TRANSACTION

Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.

Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.

Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.

MODE OF ASSESSMENT

Internal Assessment (20 Marks)

- | | |
|-----------------------------------|--------|
| a. Classroom participation (20%): | 4 Mark |
| b. Test papers I (40%): | 8 Mark |
| c. Assignment (20%): | 4 Mark |
| d. Seminar/ Viva (20%): | 4 Mark |

External Assessment (80 Marks) Duration: 2.5 Hours No of Questions: 27

MODULE WISE MARK DISTRIBUTION

Module	Marks
Module I:	21
Module II:	27
Module III:	27
Module IV:	14
Module V:	21

REFERENCES:

1. Home, J.C. Van: "Financial Management and Policy". Prentice Hall of India, New Delhi.
2. Khan and Jain: "Financial Management Text and Problems& quot;, Tata McGraw Hill, New Delhi.
3. Pandey, I.M:" Financial Management& quot ;, Vikas Publications.
4. Bhalla, V.K.: " Financial Management & amp; Policy," Anmol Publications.Delhi.
5. Chandra, P: " Financial Management - Theory and Practice", Tata Me GrawHill.
6. Singh, J.K.: "Financial Management- Text and Problems". Dhanpat Rai and Company. Delhi.
7. R. S. Kulshrestha: Financial Management. SahityaBhawan.
8. R.P. Rastogi: Fundamentals of Financial Management, Galgotia Publications. New Delhi.
9. Ravi M Kishore: Fundamentals of Financial Management. Tax manPublications.).
10. Battacharya, Hrishikas: Working Capital Management - Strategies and Techniques, Prentice Hall of India, NewDelhi.

SEMESTER 4

COURSE CODE –BBA4B06				
CORE COURSE VI: COST AND MANAGEMENT ACCOUNTING				
Credit	Hours/week	Marks		
		Internal	External	Total
4	6	20	80	100

CO No.	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO1	Evaluate cost consciousness and the various methods and techniques of costing	Evaluate	PSO2
CO2	Define Budgeting and operating Budget Concepts	Remember	PSO1
CO3	Analyze the relationship between cost volume and profit	Analyze	PSO3
CO4	Explain the concept of Cost & Management Accounting and its application in business	Understand	PSO4
CO5	Use Cost and Management Accounting techniques for Decision making	Apply	PSO5

COURSE CONTENT	
Module I	10 Hours
Cost Accounting: Definition - Meaning and scope - Objectives - Cost classification - Elements of cost - Cost units - Cost centre - Types - Methods and Techniques of Costing - Management Accounting: Meaning and scope - Objectives - Difference	

between cost Accounting, Financial accounting and Management accounting.	
Module II	15 Hours
Material and Labour: Material- Meaning and types. Computation of: Stock levels- EOQ- Pricing of Issue of materials - FIFO, LIFO, Simple and Weighted Average methods. Labour: Computation of Labour cost - Time rate and piece rate system.	
Module III	20 Hours
Overheads and Preparation of Cost Sheet: Overhead- Meaning and Definition - concepts of overhead Allocation, Apportionment and Absorption of overheads. (Simple problems only) Preparation of Cost Sheet-Format - objects and methods of cost sheet preparation	
Module IV	25 Hours
Methods of Costing: - sheet -Contract costing - Process Costing: Meaning - Features- normal and abnormal loss (Problems).	
Module V:	10 Hours
Absorption versus Variable Costing: Distinctive features and income determination. Cost-Volume-Profit Analysis, Profit / Volume ratio. Break-even analysis-algebraic and graphic methods. Angle of incidence, margin of safety, Key factor, determination of cost indifference point.	

MODE OF TRANSACTION

Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.

Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.

Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.

MODE OF ASSESSMENT

Internal Assessment (20 Marks)

- | | |
|-----------------------------------|--------|
| a. Classroom participation (20%): | 4 Mark |
| b. Test papers I (40%): | 8 Mark |
| c. Assignment (20%): | 4 Mark |
| d. Seminar/ Viva (20%): | 4 Mark |

External Assessment (80 Marks) *Duration: 2.5 Hours No of Questions: 27*

MODULE WISE MARK DISTRIBUTION

Module	Mark
Module I:	15
Module II:	20
Module III:	25
Module IV:	35
Module V:	15

REFERENCES:

1. Jain, S.P. and K.L. Narang. Cost Accounting: Principles and Methods. Kalyani Publishers
2. Arora, M.N. Cost Accounting – Principles and Practice. Vikas Publishing House, New Delhi.
3. Maheshwari, S.N. and S.N. Mittal. Cost Accounting: Theory and Problems. Shri Mahavir Book Depot, New Delhi.
4. Iyengar, S.P. Cost Accounting. Sultan Chand & Sons
5. H.V. Jhamb, Fundamentals of Cost Accounting, Ane Books Pvt. Ltd.
6. Ravi M Kishore: Cost and Management accounting, Taxmann's Publications

7. Debarshi Bhattacharyya, Cost and Management, Pearson
8. N.K. Prasad: Cost Accounting

SEMESTER 5

COURSE CODE – BBA5B07				
CORE COURSE VII: HUMAN RESOURCE MANAGEMENT				
Credits	Hours/week	Marks		
		Internal	External	Total
4	4	20	80	100

Course Outcomes

CO No.	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO1	Compute the benefits availed by the human resource manager to learn the latest trends in Human Resource Management.	Apply	PSO2
CO2	Describe E-hrm, Green HRM, Workforce diversity, downsizing, work-life balance and labour localization.	Remember	PSO3
CO3	Differentiate between Modern and traditional models of performance appraisal.	Analyze	PSO1
CO4	Understand the new and old methods of training and development of workers and managerial level.	Understand	PSO4
CO5	Understand the procedure of Recruitment, Selection, training and development.	Understand	PSO5

COURSE CONTENT

Module I	12 Hours
<p>Introduction to Human Resource Management: Meaning, definition, importance, scope and objectives of HRM; Evolution and development of HRM; Approaches to HRM- Personal management Vs Human Resource Management; HRM and competitive advantage. HR department- organisational composition, role and functions.</p>	
Module II	12 Hours
<p>Procurement of HR: Meaning and Importance of HR planning; Job analysis--- process of job analysis, job description, job specification, methods of job analysis; Conventional Vs strategic planning; Recruitment – concept, sources; Selection – concept , Difference between recruitment and selection, process- test, interview, placement, induction and socialization; retention.</p>	
Module III	14 Hours
<p>Training and Development: Concepts; importance; Training and development methods – Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In-basket, management games, conferences and seminars, coaching and mentoring; Management Development Programs; Training process outsourcing.</p>	
Module IV	12 Hours
<p>Performance Appraisal, and Compensation: Performance appraisal -need and Importance, objectives, process and methods. Compensation- Objective, Principles, classification, factors Influencing Employee Compensation.</p>	
Module V	14 Hours
<p>Overview of HRM Trends and Challenges: Strategic HRM, Electronic HRM, Green HRM, Human Resource Information System, HR Audit, workforce diversity, downsizing, work life balance, Labour localisation.</p>	

MODE OF TRANSACTION

Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.

Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.

Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.

MODE OF ASSESSMENT

Internal Assessment (20 Marks)

- a. Classroom participation (20%): 4 Mark
- b. Test papers I (40%): 8 Mark
- c. Assignment (20%): 4 Mark
- d. Seminar/ Viva (20%): 4 Mark

External Assessment (80 Marks) Duration: 2.5 Hours No of Questions: 27

MODULE WISE MARK DISTRIBUTION

Module	Mark
Module I:	15
Module II:	20
Module III:	40
Module IV:	20
Module V:	15

REFERENCES:

1. Dessler, Human Resource Management, Prentice Hall of India.
2. D.A.DeCenzo and S. P. Robbins, S.L Verhulust, Human Resource Management, Wiley.
3. Gray Desler, Biju Varkkey , Human Resource Management, Pearson Education.
4. K. Aswathappa, Human Resource Management Text and Cases, McGraw Hill Education.
5. VSP Rao, Human Resource Management, Excel Book

COURSE CODE –BBA5B08				
CORE COURSE VIII: BUSINESS RESEARCH METHODS				
Credit	Hours/week	Marks		
		Internal	External	Total
4	4	20	80	100

Course Outcomes

CO No.	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO1	To Understand meaning, scope and types of Business Research	Understand	PSO1
CO2	To assess the role of theory in research	Evaluate	PSO5
CO3	To demonstrate different scaling approaches and to identify the research design	Understand	PSO1
CO4	To understand the concept and significance of material control with pricing techniques.	Understand	PSO1
CO5	To classify different sources of data collection	Apply	PSO2
CO6	To apply the basic techniques of data processing and analysis	Apply	PSO2
CO7	To create research report	Create	PSO6

COURSE CONTENT	
Module 1	10 Hours

<p>Meaning and Definition - Features of Business Research - Phases of Business Research. Theory Building - Induction and Deduction Theory - Concept - Operational Definition - Variable - Proposition. Hypothesis - Types of Hypotheses. Types of Business Research: Basic and Applied - Exploratory - Descriptive and Causal.</p>	
Module 2	15 Hours
<p>Research Design - Research Problem Identification - Identifying Research Gap - Setting of Objectives and Hypotheses - Identifying the Variables - Dependent - Independent and Intervening Variables - Sampling Plan - Sample Size - Sampling Methods - Steps In Developing A Research Design.</p>	
Module 3	15 Hours
<p>Types of Data - Primary Data: Meaning - Sources. Secondary Data- Meaning - Sources of Secondary Data- Limitation of Secondary Data. Exploratory Research: Objectives - Methods - Experience Survey - Secondary Data Analysis - Case Study - Pilot Study by Focus Group Interview. Method of Primary Data Collection: Survey- Types of Survey- Measurement and Scaling: Nominal - Ordinal - Interval and Ratio Scale - Criteria for Good Measurement - Reliability and Validity. Survey Instrument: Questionnaire and Schedule- Essentials of a Good Survey Instrument</p>	
Module 4	10 Hours
<p>Processing Stages - Editing - Coding and Data Entry - Descriptive Analysis under Different Types of Measurements - Percentages - Frequency Table - Contingency Table - Graphs - Measures of Central Tendency, dispersion and Index Number - Interpretation.</p>	
Module 5	14 Hours
<p>Report Writing and Presentation: Research Report - Types of Reports - Content of Report - Style of Reporting - Steps in Drafting Reports - Qualities of a Good Report - Documentation - Citation - Footnotes - References - Bibliography - APA and MLA - Formats in Writing References and Bibliography</p>	

MODE OF TRANSACTION

Face to Face Instruction: This entails participation in live conversations and activities with the lecturer and other students as well as regular classroom lectures.

Peer to Peer learning: The course requires that students choose a topic and present it to the class, giving them the chance to get feedback and engage in critical thought.

Presentation: Providing topics to the students to take presentation to develop their listening and communication skills

MODE OF ASSESSMENT

Internal Assessment (20 Marks)

- a. Classroom participation (20%): 4 Mark
- b. Test papers I (40%): 8 Mark
- c. Assignment (20%): 4 Mark
- d. Seminar/ Viva (20%): 4 Mark

External Assessment (80 Marks) Duration: 2.5 Hours No of Questions: 27

MODULE WISE MARK DISTRIBUTION

Module	Mark
Module I:	20
Module II:	25

Module III:	25
Module IV:	20
Module V:	20

REFERENCES:

1. Donald R. Cooper And Pamela S, Schindler: Business Research Methods. Latest Edition, Irwin Mcgraw- Hill International Editions, New Delhi.
2. John Adams, Hafiz T.A. Khan Robert Raeside, David White: Research Methods for Graduate Business and Social Science Students, Response Books. New Delhi.
3. Kothari C. R., Research Methodology: Methods And Techniques, New Age International Publishers, New Delhi.
4. Neresh K. Malhotra: Marketing Research, Latest Edition. Pearson Education.
5. William G. Zikmund, Business Research Methods, Thomson.
6. Wilkinson T.S. and Bhandarkar P.L, Methodology and Techniques of Social Research, Himalaya Publishers.
7. John W. Best And James V. Khan, Research in Education.
8. Singh A. K., Tests, Measurements and Research Methods in Behavioral Science

COURSE CODE –BBA5B09				
CORE COURSE IX: OPERATIONS MANAGEMENT				
Credits	Hours/week	Marks		
		Internal	External	Total
4	4	20	80	100

Course Outcomes

CO No.	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO1	Understand the management functions that helps the business to run effectively	Discuss	PSO 2
CO2	Design Master Production Schedule for the different production operations	Create	PSO 6
CO3	Recognise the differences Between different types of production processes	Identify	PSO 4
CO4	Describe the importance of total quality management in business practices	Remember	PSO 1
CO5	Apply The important Statistical Quality Control tools in business operations	Use	PSO 3

COURSE CONTENT

Module 1	12 Hours
Operations Management: meaning, scope and objectives– OM decisions– historical evolution of OM - interaction of operations management with other areas–manufacturing and non-manufacturing operations and their characteristics.	
Module 2	12 Hours

Facilities Planning: plant location—factors determining plant location—Product design & Process selection- Types of Processes- Plant layout— Product layout, Process layout, Cellular layout & Fixed Position layout—Assembly line balancing- materials handling equipment's.	
Module III	12 Hours
Capacity Planning: Types of capacity—maintenance management—types of maintenance -work study—method study & work measurement, work measurement techniques – Time & Motion Study- Components of Time Study.	
Module IV	14 Hours
Aggregate Planning: Master production schedule (MPS) – Material requirement planning (MRP) – Objectives. Elements of MRP- Inputs, outputs- Inventory management – operating views of inventory, reorder point, safety stock, lead time, Basic EOQ model, Inventory classification models.	
Module V	14 Hours
Quality Control—Concept of quality—quality planning—statistical quality control— control charts(X chart and R chart Only)— Seven Tools of Analysis –Control Chart, Pareto Diagram, Ishikawa Diagram, Histogram, Flow Charts, Scatter Diagram, and Stratification- Concept of quality circles.	

MODE OF TRANSACTION

Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.

Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.

Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.

MODE OF ASSESSMENT	
Internal Assessment (20 Marks)	
e. Classroom participation (20%):	4 Mark
f. Test papers I (40%):	8 Mark
g. Assignment (20%):	4 Mark
h. Seminar/ Viva (20%):	4 Mark
External Assessment (80 Marks) Duration: 2.5 Hours No of Questions: 27	

MODULE WISE MARK DISTRIBUTION	
Module	Marks
Module I	20
Module II	20
Module III	20
Module IV	25
Module V	25

REFERENCES

1. Russell, Roberta S, and Bernard W. Taylor III, Operations Management, Pearson Education, New Delhi.
2. Chase: Operations Management for Competitive Advantage, Tata McGraw Hill, New Delhi.

3. Buffa, E.S., 'Modern Production Management', New York, John Wiley.
4. Adam, E.E. and Ebert, R.J., 'Production and Operations Management' Prentice Hall of India, New Delhi.
5. Chary, S.,N., 'Production and Operations Management', Tata McGraw Hill, New Delhi.
6. Norman Gaither, Greg Fraizer, 'Operations Management', CENGAGE Learning.
7. Kanishka Bedi, 'Production & Operations Management', Oxford University Press.

SEMESTER 6

COURSE CODE –BBA6B10				
CORE COURSE X: ORGANISATIONAL BEHAVIOUR				
Credit	Hours/week	Marks		
		Internal	External	Total
4	5	20	80	100

Course Outcomes

CO No.	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO1	Describe students with the basic concepts of individual behaviour and organizational behaviour	Remember	PSO1
CO2	Remember various concepts and issues of organizational behaviour	Identify	PSO5
CO3	Construct concept map of the various concepts of organizational behaviour	Create	PSO6
CO4	evaluate between various types learning theories, theories of motivation, leadership styles, etc	Assess	PSO5
CO5	understand the concepts and theories in in the context of organizational behaviour	Discuss	PSO2
CO6	Choose case study report by applying the principles of conducting case study	Create	PSO6

COURSE CONTENT

Module I	15 Hours
Meaning, Features, Nature Scope and Basic Assumptions of OB. Major Disciplines and their Contributions to OB, Concepts of Strategic Organizational Behavior and International Organizational Behaviour.	
Module II	15 Hours
Factors Affecting Individual Behaviour–Basic Psychological Process, Personality, Determinants of Personality–Personality Traits–, Perceptual Process, Factors Affecting Perception–Learning, Theories of Learning–Social Learning–Learning Curve	
Module III	15 Hours
Concept of Group Dynamics–Features of Group–Types of Group Behaviour– Formal and Informal Group Behaviour, Group Norms–Group Cohesiveness, Teamwork- Types of Teams-Team Building–Team Roles- Team Norms- Team Cohesiveness.	
Module IV	20 Hours
Motivation- Concept, Theories–Maslow’s, Herzberg’s and McGregor’s, X and Y theories); Financial and Non-Financial Motivation, Leadership- Types– Theories (Trait theory, Michigan Studies and Fiedler’s Contingency Model); Modern Approach, Leadership Theories–Leadership Styles.	
Module V:	15 Hours
Meaning, Types of Stress– Causes of Stress Consequences of Work Stress, Conflict, Types of Conflicts– Levels of Conflict, Conflict Resolution, Organisational Development–Meaning, Need, Benefits and Limitations -Steps in OD - Organizational Changes	

MODE OF TRANSACTION

Face to Face Instruction: This entails participation in live conversations and activities with the lecturer and other students as well as regular classroom lectures.

Peer to Peer learning: The course requires that students choose a topic and present it to the class, giving them the chance to get feedback and engage in critical thought.

Group Discussion: Group discussions will be held based on the course's pertinent topic to advance students' thinking and assist them in creating their own interpretations of the academic materials.

MODE OF ASSESSMENT

Internal Assessment (20 Marks)

- | | |
|-----------------------------------|--------|
| a. Classroom participation (20%): | 4 Mark |
| b. Test papers I (40%): | 8 Mark |
| c. Assignment (20%): | 4 Mark |
| d. Seminar/ Viva (20%): | 4 Mark |

External Assessment (80 Marks) Duration: 2.5 Hours No of Questions: 27

MODULE WISE MARK DISTRIBUTION

Module	Marks
Module I	20
Module II	20
Module III	20
Module IV	30
Module V	20

REFERENCES:

1. Fred Luthans: Organisational behaviour, McGraw hill Education.
2. Danial C. Fieldman and Hugh Arnold: Managing individual and group behaviour in organization, McGraw hill.
3. Henry Mintzberg: The structure of organization, Prentice Hall.
4. Edwin Gerlof: Organization Theory and Design, McGraw hill.
5. Robin. S. P: Organizational Behaviour, Pearson Education India.
6. Aswathappa: Organizational Behaviour, Himalaya Publishing house.
7. Jai B. Sunhat: Culture and Organisational Behaviour, Sage Texts.

COURSE CODE –BBA6B11				
CORE COURSE XI: MANAGEMENT SCIENCE				
Credit	Hours/week	Marks		
		Internal	External	Total
4	6	20	80	100

Course Outcomes

CO No.	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO1	Recall and identify key concepts and principles of management science.	Remember	PSO1
CO2	Demonstrate the fundamental concepts, theories, and models of management science	Understand	PSO2
CO3	Use appropriate mathematical and statistical tools to analyze data and make informed decisions.	Apply	PSO3
CO4	Analyze complex management problems by breaking them down into smaller components and identifying key variables.	Analyse	PSO4
CO5	Evaluate the strengths and weaknesses of different management science approaches in solving specific problems.	Evaluate	PSO5
CO6	Design and implement a comprehensive management plan based on the analysis of data and the application of relevant techniques.	Create	PSO6

COURSE CONTENT	
Module 1	15 Hours
<p>Operations Research: Concept – Meaning and Definition – Development of OR – Characteristics of OR – Scope & Objectives of OR – Phases of OR – Techniques of OR – OR and Modern Business Management.</p>	
Module 2	15 Hours
<p>Linear Programming Problem: Meaning & Objective of LP – Applications of LP – Formulation of Mathematical Model to a LPP – Objective function – Constraints – Solution to LPP (Graphical solution only) – Advantages & Disadvantages of LP.</p>	
Module 3	25 Hours
<p>Network Analysis: Meaning and Objectives – Network Techniques – Managerial applications of Network Techniques – PERT & CPM – Network diagram – activity – Event – Dummy Activity – Construction of Network diagram – Numbering of events – Activity & Event times – Float & Slack – Steps in the application of CPM – Critical activity – Finding of critical path & Estimated Duration – Time estimates in PERT – Steps involved in PERT calculations – Difference between PERT & CPM (only simple problems are expected – Crashing of activity timing not expected)</p>	
Module 4	15 Hours
<p>Decision Theory: Decision making situations – Decision making under certainty – Decision making under uncertainty: Payoff, Regret (Opportunity loss), Maximax criterion – Minimax criterion, Laplace criterion & Hurwics alpha criterion – Decision making under risk : Expected Monetary Value (EMV) , Expected Opportunity Loss (EOL) , Expected Value of perfect information (EVPI) – Decision making under competition – Game Theory (Theory only) – Decision Tree.</p>	
Module 5: Issues in development	15 Hours

Transportation Model: Structure of Transportation problem – solution for Transportation problem – North West Corner Method (NWCM) – Least Cost Method (LCM) – Vogl's Approximation method (VOM) (Simple problems only).

MODE OF TRANSACTION

Face to Face Instruction: This entails participation in live conversations and activities with the lecturer and other students as well as regular classroom lectures.

Peer to Peer learning: The course requires that students choose a topic and present it to the class, giving them the chance to get feedback and engage in critical thought.

Problem solving: To help the student learn and gain a thorough understanding of the problems, problems will be solved using a variety of OR methods and techniques

MODE OF ASSESSMENT

Internal Assessment (20 Marks)

- | | |
|-----------------------------------|--------|
| a. Classroom participation (20%): | 4 Mark |
| b. Test papers I (40%): | 8 Mark |
| c. Assignment (20%): | 4 Mark |
| d. Seminar/ Viva (20%): | 4 Mark |

External Assessment (80 Marks) Duration: 2.5 Hours No of Questions: 27

MODULE WISE MARK DISTRIBUTION

Module	Marks
Module I	10
Module II	25
Module III	25
Module IV	25

REFERENCES:

1. V.K Kapoor, Operation research Techniques for Management Sulthan Chand & Sons.
2. Taha, Operations Research - An Introduction Prentice Hall.
3. J.K. Sharma. Operations Research Theory and Application
4. J.K. Sharma, Operations Research Problems and Solutions Macmillan.
5. Paneer selvam, Operations Research Prentice Hall of India.

ELECTIVE COURSE SYLLABUS

SEMESTER 5

COURSE CODE –BBA5E01				
ELECTIVE COURSE I: INCOME TAX				
Credit	Hours/week	Marks		
		Internal	External	Total
4	5	20	80	100

Course Outcomes

CO No.	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO1	Compute total income and tax liability of individuals.	Apply	PSO3
CO2	Describe the basic concepts of Income tax including Residential Status	Remember	PSO1
CO3	Differentiate between New and Old Tax Regime	Analyze	PSO5
CO4	Understand the different heads of Income	Understand	PSO2
CO5	Understand the latest provisions of Income Tax like deductions, rebate, relief etc	Understand	PSO2

COURSE CONTENT	
Module I	15 Hours
<p>Basic concepts: Income - agricultural income – person – assessee – assessment year – previous year - gross total income - total income - maximum marginal rate of tax -Residential status – Scope of total income on the basis of residential status - Exempted income under section.</p>	
Module II	30 Hours
<p>Computation of Income Under Different Heads: Salaries – Allowances- Perquisites-Profit in lieu of salary – Gratuity – Pension - Income from house property: Annual Value of House property – Computation under different circumstances – Deduction from annual value.</p>	
Module III	10 Hours
<p>Profits and Gains of Business or Profession: Definition – Computation – Allowable expenses and not allowable expenses – General deductions – Provisions relating to Depreciation.</p>	
Module IV	10 Hours
<p>Capital Gains: Definition of Capital Assets – Long term and Short term – Transfers – Cost of acquisition – Cost of improvement – Exempted Capital gains. Income from other sources: Definition - Computation – Grossing up – Deductions and other relevant provisions.</p>	
Module V	15 Hours
<p>Total Income and Tax Computation: Income of other persons included in assesses total income - Aggregation of income and set-off and carry forward of losses - Deductions from gross total income - Rebates and reliefs - Computation of total income of individuals.</p>	

MODE OF TRANSACTION

Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.

Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.

Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.

MODE OF ASSESSMENT

Internal Assessment (20 Marks)

- a. Classroom participation (20%): 4 Mark
- b. Test papers I (40%): 8 Mark
- c. Assignment (20%): 4 Mark
- d. Seminar/ Viva (20%): 4 Mark

External Assessment (80 Marks) Duration 2.5 hours .No of Questions: 27

MODULE WISE MARK DISTRIBUTION

Module	Marks
Module I:	20
Module II:	40
Module III:	15
Module IV:	15
Module V:	20

REFERENCES:

1. Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxman publication.
2. B.B. Lal: Direct Taxes, Konark Publisher (P)ltd.
3. Bhagwati Prasad : Direct Taxes – Law and Practice, Wishwa Prakashana.
4. Dr. Mehrotra and Dr. Goyal : Direct Taxes – Law and Practice, Sahitya Bhavan Publication.
5. Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand and sons. Gaur & Narang: Income Tax

COURSE CODE – BBA5E02				
ELECTIVE COURSE II: FINANCIAL MARKETS AND INSTITUTIONS				
Credit	Hours/week	Marks		
		Internal	External	Total
4	5	20	80	100

Course Outcomes

CO No.	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO1	Describe different aspects and components of financial Institutions and financial markets	Remember	PSO1
CO2	Discuss the role and importance of money markets in India	Understand	PSO2
CO3	Explain the players and instruments traded in Indian capital markets.	Apply	PSO3
CO4	<i>Appraise the functions and significance of industrial securities market in India.</i>	Evaluate	PSO5
CO5	Classify and distinguish the different derivative instruments traded in Indian Financial System	Understand	PSO2

COURSE CONTENT	
Module I: Financial System	10 Hours
Financial System: Meaning and components of financial system: financial markets, financial assets and financial intermediaries. Financial market and capital formation in India.	
Module II: Money Market	15 Hours

<p>Money Market: meaning, importance and role of money market – call money market- treasury bills market – discount market – commercial paper market – certificate of dePSOit – money market in India –RBI regulation on money market.</p>	
<p>Module III Capital Market</p>	<p>15 Hours</p>
<p>Capital Market: meaning and classification – Government securities market – Industrial loan market – Mortgage market – Credit guarantee market – bond market – DFIs in India: IFCI, SFCs, IDFC, ICICI, SIDBI and NBFCs – role of DFI in industrial development in India.</p>	
<p>Module IV: Industrial Securities Market</p>	<p>25 Hours</p>
<p>Industrial Securities Market: Primary market –meaning, importance and functions – methods of floating new issues– pricing of issues and book building process. Secondary market and stock exchanges – role and functions – trading mechanism – settlement system – capital market institutions in India: NSE, BSE, NSDL, CDSL, SHCL and STCIL and STCI. Capital market regulations: SEBI – role and functions.</p>	
<p>Module V: Derivate Market</p>	<p>15 Hours</p>
<p>Derivate Market: Financial derivatives: meaning and functions – classification of derivative instruments – price fixing and insurance contracts – Forwards and Futures: stock and stock index futures – Options and swaps: uses and classifications – derivative markets in India.</p>	

<p>MODE OF TRANSACTION</p>
<p>Face to Face Instruction: The course faculty deliver lectures in the classroom with the help of ppt.</p> <p>Group Discussion: Group discussions based on the relevant topic in the course that will improve students’ thinking and help them to construct their own meaning about academic contents.</p>

MODE OF ASSESSMENT	
Internal Assessment (20 Marks)	
e. Classroom participation (20%):	4 Mark
f. Test papers I (40%):	8 Mark
g. Assignment (20%):	4 Mark
h. Seminar/ Viva (20%):	4 Mark
External Assessment (80 Marks) Duration: 2.5 Hours No of Questions: 27	

MODULE WISE MARK DISTRIBUTION	
Module	Marks
Module I:	15
Module II:	20
Module III:	20
Module IV:	30
Module V:	25

REFERENCES:

1. Kohn, Meir: Financial Institutions and Markets, Tata Mc Graw Hill.
2. Bhole L.M: Financial Institutions and Markets, Tata Mc Graw Hill.
3. Desai, Vasantha: The Indian Financial System, Himalaya Publishing House.
4. Machiraju.R.H: Indian Financial System, Vikas Publishing House.
5. Khan M.Y: Indian Financial System, Tata Mc Graw Hill.
6. Varshney, P.M., & D. K. Mittal, D.K.: Indian Financial System, Sulthan Chand & Sons.
7. Gordon E. & Natarajan K.: Financial Markets & Services, Himalaya Publishers.

SEMESTER 6

COURSE CODE –BBA6E03				
ELECTIVE COURSE III: Financial Services				
Credit	Hours/week	Marks		
		Internal	External	Total
4	5	20	80	100

Course Outcomes

CO No.	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO1	Compute the benefits availed by the investors on different categories of financial services.	Apply	PSO1
CO2	Describe PFRDA, AMFI and RBI, their powers, roles and functions	Remember	PSO3
CO3	Differentiate between Merchant banking and investment banking, Mutual fund Exchange traded fund.	Analyze	PSO4
CO4	Understand the listing procedures of Mutual fund and the management of collective fund by asset management companies and their portfolio management system.	Understand	PSO5
CO5	Understand the procedure of rating financial assets, the various steps of venture capital financing.	Understand	PSO2

COURSE CONTENT

Module 1	10 Hours
Financial Services: Meaning and importance of financial services- classification of financial services- fund based and fee-based services- capital market services - stock broking and depository services - regulation of capital market services in India.	
Module 2	20 Hours
Fund Investments: Mutual funds-meaning and importance-organization of mutual funds- types of schemes- fund units and valuation- merits and demerits of mutual funds- mutual fund regulations in India. Pension funds; Exchange Traded Funds (ETFs)-ETF vs Mutual Funds- investment implications of ETF.	
Module 3	20 Hours
Investment Banking and Merchant Banking: Meaning, nature and functions of merchant banking- pre and post issue management services - loan syndication- Merchant banking services in India -SEBI merchant bank regulations.	
Module 4	15 Hours
Lease Finance and Venture Capital Finance: Lease finance- meaning and definition- types of leasing- merits and demerits of lease financing. Venture capital finance: meaning and importance - risk capital - angel investing, crowd funding and private equity (PE).	
Module 5	15 Hours
Credit Rating and Factoring Services: Credit rating - meaning, importance and advantages - rating methodology- credit rating agencies in India. Factoring services - meaning, scope and functions - types of factoring services - forfaiting and international factoring.	

MODE OF TRANSACTION

Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.

Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.

Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.

MODE OF ASSESSMENT

Internal Assessment (20 Marks)

- a. Classroom participation (20%): 4 Mark
- b. Test papers I (40%): 8 Mark
- c. Assignment (20%): 4 Mark
- d. Seminar/ Viva (20%): 4 Mark

External Assessment (80 Marks) *Duration: 2.5 Hours No of Questions: 27*

MODULE WISE MARK DISTRIBUTION

Module	Marks
Module I:	15
Module II:	30
Module III:	30
Module IV:	20
Module V:	15

REFERENCES:

1. Khan M Y, Financial Services, Tata McGraw-Hill Publishing Co.Ltd New Delhi.
2. Gupta, N K and Monika Chopra, Financial Markets, Institutions and Services, Ane Books India.
3. Bharathi V Pathak, Indian Financial System, Pearson Education, New Delhi.
4. Yogesh Maheswari, Investment Management, PHI New Delhi
5. Avadhani, V A, Security Analysis and Portfolio Management, Himalaya Publishing House.

COURSE CODE –BBA6E04				
ELECTIVE COURSE IV: INVESTMENT MANAGEMENT				
Credit	Hours/week	Marks		
		Internal	External	Total
5	5	20	80	100

Course Outcomes

CO No.	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO1	Define and explain the basics of investment, including key terms and concepts.	Remember	PSO1
CO2	Summarize the relationship between risk and return in investment, calculation and interpretation of risk and return measures.	Understand	PSO2
CO3	Apply fundamental analysis methods to evaluate the financial health and prospects of a company and technical analysis tools and indicators to analyze stock price movements.	Apply	PSO3
CO4	Evaluate the performance and diversification of an investment portfolio.	Analysis	PSO4
CO5	Assess the reliability and usefulness of fundamental and technical analysis methods in predicting investment outcomes.	Evaluate	PSO6
CO6	Create a research report that incorporates fundamental analysis and technical analysis to recommend an investment opportunity.	Create	PSO6

COURSE CONTENT	
Module 1	10 Hours
Investments: meaning and definition – objectives – factors affecting investment decisions– differences of investment with speculation and gambling – steps in investment process – investment policy and investment avenues	
Module 2	15 Hours
Investment Analysis: return, risk and time value of money – risk-return analysis in investment management: systematic and unsystematic risks- measures of risk and return	
Module 3	15 Hours
Approaches to Investment Valuation: Fundamental analysis – meaning and importance- rationale of fundamental analysis. EIC framework: Analysis of Economy, Industry and Company factors – sources of investment information.	
Module 4	20 Hours
Technical analysis: meaning – trading strategies- Dow theory- Charts and Chart patterns. Efficient Market Hypothesis: weak, semi-strong and strong forms of efficiency-random walk theory – modern portfolio approach.	
Module 5	20 Hours
Portfolio management: portfolio analysis – Markowitz model- Capital Asset Pricing Model-portfolio evaluation: Sharpe, Treynor and Jensen performance measures- portfolio revision: active and passive strategies.	

MODE OF TRANSACTION
Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.

Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.

Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.

MODE OF ASSESSMENT

Internal Assessment (20 Marks)

- | | |
|-----------------------------------|--------|
| a. Classroom participation (20%): | 3 Mark |
| b. Test papers I (40%): | 6 Mark |
| c. Assignment (20%): | 3 Mark |
| d. Seminar/ Viva (20%): | 3 Mark |

External Assessment (60 Marks) *Duration: 2.5 Hours No of Questions: 27*

MODULE WISE MARK DISTRIBUTION

Module	Marks
Module I	14
Module II	21
Module III	21
Module IV	27
Module V	27

REFERENCES:

1. Rustagi RP, Investment Analysis and Portfolio Management, Sultan Chand & sons, NewDelhi.
2. S. Kevin, Portfolio management, Prentice Hall of India Pvt Ltd.
3. Bhalla, Investment analysis, Sultan Chand & Sons New Delhi.
4. Avadhani V A Security Analysis and Portfolio Management, Himalaya Publishing House.

5. Donald E Fisher and Ronald J Jordan, Security Analysis and Portfolio Management, Himalaya Publishing House.
6. Preethi Sing, Investment Management, Himalaya Publishing House, New Delhi.

COMPLEMENTARY COURSE SYLLABUS

SEMESTER 1

COURSE CODE –BBA1C01				
COMPLEMENTARY COURSE I: MANAGERIAL ECONOMICS				
Credit	Hours/week	Marks		
		Internal	External	Total
4	5	20	80	100

Course Outcomes

CO No.	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO1	To Understand the concepts of Demand, Supply Analysis and Theory of Consumer Behaviour	Understand	PSO1
CO2	To recognise knowledge regarding relevant economic concepts applicable in managerial	Remember	PSO1
CO3	To compare and illustrate Price, Output and Profit Determination under different market structure	Identify	PSO2
CO4	To understand the concept and significance of material control with pricing techniques.	Understand	PSO1
CO5	To Apply economic theories indecision-making	Apply	PSO3

CO6	To design competition strategies, including costing, pricing, product differentiation and market environment according to the natures of products and the structures of the markets.	Create	PSO6
CO7	To make optimal business decisions by integrating the concepts of economics	Create	PSO6

COURSE CONTENT	
Modules 1	10 Hours
Introduction to Managerial Economics: Meaning, Definition, Nature, Scope and Principles of Managerial Economics. Value Maximisation- Limitations: Sales Maximisation Model and Utility Maximisation Model	
Module 2	20 Hours
Demand And Supply: Meaning and Determinants of Demand; Demand Function; Law of Demand; Demand Schedule, Demand Curve; Movement along the Demand Curve, Shifts of Demand Curve; Elasticity of Demand: Price, Income and Cross Elasticity; Importance and Methods of Demand Forecasting. Utility: Concept, Marginal Utility, Law of Diminishing Marginal Utility. Supply: Meaning and Determinants; Law of Supply; Supply Schedule, Supply Curve; Movements on the Supply Curve, Shifts in Supply Curve; Elasticity of Supply.	
Module 3	20 Hours
Production and Cost: Factors of Production, Production Function; Total, Average and Marginal Product; Law of Variable Proportions; Returns to Scale; Production Optimisation; Isoquants. Cost Concepts; Cost Function; Long Run and Short Run Cost Functions, Economies and Diseconomies of Scale.	
Module 4	15 Hours
Market Structures and Price-Output Determination: Meaning of Market; Types of Market Structures; Concepts of Revenue; Demand and Revenue Relationship. Price	

and Output Decisions under Perfect Competition, Monopoly and Monopolistic Competition; Pricing Under Oligopoly: Kinked Demand Curve, Price Leadership.

Module 5

15 Hours

Business Cycle: Concept, Definition, Features, Types and Phases of Business Cycle. Effects of Business Cycle and Controls of Business Cycle. Economic Forecasting for Business: Economic and Business Forecasting, Uses of Economic Forecasts, Methods of Economic Forecasting, selecting a Forecast, Evaluating Forecasts.

MODE OF TRANSACTION

Face to Face Instruction: This entails participation in live conversations and activities with the lecturer and other students as well as regular classroom lectures.

Peer to Peer learning: The course requires that students choose a topic and present it to the class, giving them the chance to get feedback and engage in critical thought.

Presentation: Providing topics to the students to take presentation to develop their listening and communication skills

MODE OF ASSESSMENT

Internal Assessment (20Marks)

- | | |
|-----------------------------------|--------|
| a. Classroom participation (20%): | 4 Mark |
| b. Test papers I (40%): | 8 Mark |
| c. Assignment (20%): | 4 Mark |
| d. Seminar/ Viva (20%): | 4 Mark |

External Assessment (80 Marks) *Duration: 2.5 Hours No of Questions: 27*

MODULE WISE MARK DISTRIBUTION	
Module	Marks
Module I	15
Module II	30
Module III	30
Module IV	20
Module V	15

REFERENCES:

1. H. Craig Petersen, W. Cris lewis and Sudhir K Jain, Managerial Economics, Pearson Education.
2. Christopher Thomas and S. Charles Maurice, Managerial Economics, McGraw-Hill.
3. D.N. Dwivedi, Managerial Economics, Vikas publishing
4. Dominich Salvatore, Managerial Economics, Oxford University Press.
5. P L Mehta, Managerial Economics, Sultan Chand& Sons.
6. Piyali Ghosh Geetika and Purba Roy Chowdhury, Managerial Economics, McGraw-Hill.
7. Thomas, Managerial Economics: Concepts and Applications, McGraw-Hill

SEMESTER 3

COURSE CODE –BBA3C02				
COMPLEMENTARY COURSE II: BUSINESS REGULATIONS				
Credit	Hours/week	Marks		
		Internal	External	Total
4	5	20	80	100

Course Outcomes

CO No.	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO1	Outline statutory provisions related to business laws	Remember	PSO1
CO2	Discuss legal issues arising in day-to-day business operations prevalent in India	Understand	PSO2
CO3	Explain the relevant provisions of the Consumer Protection Act and its composition.	Apply	PSO3
CO4	<i>Assess the core concepts in the legal structure of business organisations.</i>	Evaluate	PSO5
CO5	Identify possible solutions to issues in organisations in the frame work of business laws	Remember	PSO1

COURSE CONTENT	
Module 1 – Business Laws	20 Hours
Business Laws: Introduction – Nature of Business Law – Meaning and definition – Indian Contract Act, 1872: Contract – Definition – Essentials of valid contract –	

<p>Classification of contracts – Offer and acceptance – Consideration – Capacity to contract – Free consent – Coercion – Undue influence – Misrepresentation – Fraud – Mistake – Void agreements – Discharge of contract – Breach of contract and remedies – Contingent Contracts-Quasi Contract.</p>	
Module 2 – Special Contracts	20 Hours
<p>Special Contracts: Contract of Indemnity: Meaning – Nature – Right of indemnity holder and indemnifier– Contract of Guarantee: Meaning–Nature–Rights and liabilities of surety–Discharge of surety from liability – Contract of Bailment and Pledge: Rights and duties of bailor and bailee, pledger and pledgee – Contract of Agency: Creation of agency – Delegation of authority– Duties and liabilities of principal and agent – Termination of agency.</p>	
Module 3 – Sale of Goods Act 1930	10 Hours
<p>Sale of Goods Act 1930: Contract for sale of goods – Essentials of a contract of sale – Conditions and Warranties – Caveat emptor – Sale by non-owners – Rules as to delivery of goods – Un paid seller and his rights.</p>	
Module 4 – The Consumer Protection Act 1986	10 Hours
<p>The Consumer Protection Act 1986: Objects and scope – Definition of consumer and consumer dispute – Complaint – Goods – Service – Unfair trade practices – Restrictive trade practices – Rights of consumers – Consumer Protection Council – Consumer Disputes Redressal Agencies: District Forum, State Commission, National Commission.</p>	
Module 5 – Competition and Information Laws	20 Hours
<p>Competition and Information Laws: The Competition Act, 2002: Objectives of Competition Act, Features of Competition Act, Components of Competition Act, CCI, CAT, Offences and Penalties under the Act – Right to Information Act 2005: Objectives of the RTI Act, Scope, Suo-Moto disclosure, Method of seeking information, Eligibility to obtain information, Authorities under the Act.</p>	

MODE OF TRANSACTION

Face to Face Instruction: The course faculty deliver lectures in the classroom with the help of ppt.

Group Discussion: Group discussions based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.

MODE OF ASSESSMENT

Internal Assessment (20 Marks)

- a. Classroom participation (20%): 4 Mark
- b. Test papers I (40%): 8 Mark
- c. Assignment (20%): 4 Mark
- d. Seminar/ Viva (20%): 4 Mark

External Assessment (60 Marks) *Duration: 2.5 Hours No of Questions: 27*

MODULE WISE MARK DISTRIBUTION

Module	Marks
Module I	30
Module II	25
Module III	15
Module IV	15
Module V	25

REFERENCES:

1. Singh Avtar: The Principles of Mercantile Law; Eastern Book Company, Lucknow.
2. Kuchal M.C: Business Law; Vikas Publishing House, New Delhi
3. Kapoor N.D: Business Law; Sultan Chand & Sons, New Delhi.
4. Chandha P.R: Business Law; Galgotia, New Delhi.
5. Desai T.R.: Indian Contract Act, Sale of Goods Act and.
6. VidhiMadaanChadda, Competition Act, 2002 Law and Practice, Bloomsbury.
7. Government of India: Right to Information Act,2005.
8. P. K Das, Right to Information Act, 2005, Universal Law Publishing.
9. Relevant BareActs.

SEMESTER 4

COURSE CODE –BBA4C03				
COMPLEMENTARY COURSE III: CORPORATE REGULATIONS				
Credit	Hours/week	Marks		
		Internal	External	Total
4	5	20	80	100

Course Outcomes

CO No.	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO1	Describe the features and List different types of companies	Remember	PSO1
CO2	Discuss the formation of companies and summarize the different documents of companies	Understand	PSO2
CO3	Explain the management, corporate governance, corporate social responsibility and some basic aspects of SEBI,	Apply	PSO3
CO4	Assess the provisions of conducting meetings and also the winding up procedure of companies.	Evaluate	PSO5
CO5	Classify the different kinds of shares	Analyse	PSO4

COURSE CONTENT	
Module 1 - Introduction to Companies Act, 2013	10 Hours
Introduction to Companies Act, 2013: Objects of the Act – Salient features of the Act – Meaning and definition of company – Features – Kinds of companies – Private company – Public company – Associate company – Dormant company – One person company – Small company – Government company – Lifting incorporative.	
Module 2 - Formation of Companies	20 Hours
Formation of Companies : Promotion – Role of promoters – Incorporation – Capital subscription – Commencement of business – Pre-incorporation and provisional contracts – Document of companies: Memorandum of Association – Definition – Contents and alteration – Doctrine of Ultravires – Articles of Association – Definition – Contents and alteration – Distinction between Memorandum and Articles – Constructive notice of Memorandum and Articles – Doctrine of Indoor management – Prospectus – Contents – Statement in lieu of prospectus – Liabilities for misstatement.	
Module 3 - Share Capital	15 Hours
Share Capital : Shares – Kinds of shares – Public issue of shares – Book building – Allotment of shares – Irregular allotment – Issue prices of shares – Listing of shares – Employees stock option scheme – Sweat equity shares – Right shares – Bonus shares – Shares with differential rights – Share certificate and share warrant – Calls – Forfeiture – Surrender of shares – Buyback of shares – De materialization and re materialization of shares – Transfer and transmission of shares – Transfer under DePSOitory system..	
Module 4 - Management of Companies	20 Hours
Management of Companies: Board and Governance – Directors: Appointment – PSOition – Powers – Rights – Duties and liabilities – Qualification – Disqualification – Removal of directors – Key Managerial Personnel – Introduction to Corporate	

Governance – Need and importance of Corporate Governance – Corporate social responsibility – Securities and Exchange Board of India Act 1992 – Objects – Establishment and management of SEBI – Powers and functions of SEBI– Securities Appellate Tribunal (SAT).

Module 5 – Company Meetings and Winding up

15 Hours

Company Meetings and Winding up: Requisites of a valid meeting – Statutory meeting – Annual general body meeting – Extra ordinary meeting – Board meetings – Resolutions – Types – Company Secretary: Qualification – appointment – duties – Winding up: Meaning – Modes of winding up – Winding up by Tribunal – Members’ voluntary winding up – Creditors’ voluntary winding up – Liquidator: Powers – Duties and liabilities – Consequences of winding up.

MODE OF TRANSACTION

Face to Face Instruction: The course faculty deliver lectures in the classroom with the help of ppt.

Group Discussion: Group discussions based on the relevant topic in the course that will improve students’ thinking and help them to construct their own meaning about academic contents.

MODE OF ASSESSMENT

Internal Assessment (20 Marks)

- e. Classroom participation (20%): 4 Mark
- f. Test papers I (40%): 4 Mark
- g. Assignment (20%): 4 Mark
- h. Seminar/ Viva (20%): 4 Mark

External Assessment (80 Marks) *Duration: 2.5 Hours No of Questions: 27*

MODULE WISE MARK DISTRIBUTION	
Module	Marks
Module I	15
Module II	30
Module III	20
Module IV	25
Module V	20

REFERENCES:

1. M.C. Shukla & Gulshan: Principles of Company Law, S. Chand and Co., New Delhi.
2. N.D. Kapoor: Company Law and Secretarial Practice, Sultan Chand & Sons, New Delhi.
3. Manual of Companies Act, Corporate Laws and SEBI Guidelines”, Bharat Law House, New Delhi.
4. M.C. Bhandari: Guide to Company Law Procedures, Lexis NexisIndia, New Delhi.
5. Tuteja: Company Administration and Meetings, S. Chand, New Delhi.
6. M.C. Kuchal: Company Law and Secretarial Practice, Vikas Publishing House, New Delhi.
7. Dr. P.N. Reddy and H.R. Appanaiah: Essentials of Company Law and Secretarial Practice, Himalaya Publishers, Mumbai.
8. M.C. Kuchal : Secretarial Practice, Vikas Publishing House, New Delhi.
9. Ashok Bagrial : Secretarial Practice, Vikas Publishing House, New Delhi.

COURSE CODE –BBA4C04				
COMPLEMENTARY COURSE IV: QUANTITATIVE TECHNIQUES FOR BUSINESS				
Credit	Hours/week	Marks		
		Internal	External	Total
4	5	20	80	100

Course Outcomes

CO No.	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO1	Develop vision and outlook of the candidate to face business problems.	Create	PSO1
CO2	Understand statistical test which will be of great help in decision making.	Understand	PSO2
CO3	Create the skill of predicting with greater degree of accuracy.	Create	PSO4
CO4	Interrelate issues with standard theories and take decisions	Understand	PSO5
CO5	Develop critical thinking and rational decision-making capacity	Analyze	PSO6

COURSE CONTENT	
Module 1	20 Hours
Quantitative Techniques: Introduction to quantitative techniques-Qualitative and quantitative approaches–role in decision making – Significance of quantitative decisions – Probability distributions- Discrete & Continuous- Binomial, Poisson, Uniform, Exponential, Normal distributions- Inferential analysis for management – statistical estimation – point estimation – interval	

estimation – Properties of a good estimator. Confidence intervals for means (a) when σ is known, and (b) when σ is not known. Sample size determination for a mean. Confidence intervals for proportions.	
Module 2	16 Hours
Hypothesis Testing: One and Two-sample Tests: General methodology of hypothesis testing. One and two-tailed tests. Type I and type II Errors. <i>One Sample Tests</i> : Hypothesis testing of means when the population standard deviation is known and when it is not known. Hypothesis tests concerning proportions. <i>Two-sample Tests</i> : Tests for difference between means – when population standard deviations are known, and when they are not known. Inferences about difference between two means for matched samples. Testing of difference between two proportions.	
Module 3	15 Hours
Analysis of Variance & Non parametric tests: F-test of equality of variances. One-factor ANOVA (Completely Randomized Model) and Two-factor ANOVA without replication (Randomized Block Model). Chi-square test for independence & Goodness of fit. Sign test, one sample runs test and rank correlation test	
Module 4	20 Hours
Correlation and Regression analysis: Simple, partial & Multiple correlation, Simple & multiple linear regressions, Co-efficient of Determination	
Module 5	10 Hours
Use of Excel and SPSS for quantitative methods (Application level)- Analysis tools - Descriptive statistics and inferential analysis.	

MODE OF TRANSACTION

Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.

Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.

Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.

MODE OF ASSESSMENT

Internal Assessment (20 Marks)

- a. Classroom participation (20%): 4 Mark
- b. Test papers I (40%): 8 Mark
- c. Assignment (20%): 4 Mark
- d. Seminar/ Viva (20%): 4 Mark

External Assessment (80 Marks) *Duration: 2.5 Hours No of Questions: 27*

MODULE WISE MARK DISTRIBUTION

Module	Mark in
Module I	20
Module II	20
Module III	25
Module IV	20
Module V	25

REFERENCES:

1. Levin & Rubin, Quantitative Approaches for Management, Pearson
2. . Anderson, Quantitative Methods for Business Decisions, Thomson
3. Barry Render, Quantitative Analysis for Management, Prentice Hall of India
4. D.V.D. Vohra, Quantitative Techniques for Management
5. Anand Sharma, Quantitative Techniques for decision making, Himalaya Publishing House
6. Gupta & Khanna, Quantitative Techniques for decision making, Prentice Hall of India
7. Gupta SP, Statistical Methods, S. Chand & Sons.

COMMON COURSE SYLLABUS

SEMESTER 3

COURSE CODE –BBA3A11				
COMMON COURSE: BASIC NUMERICAL METHODS				
Credit	Hours/week	Marks		
		Internal	External	Total
4	5	20	80	100

Course Outcomes

CO No.	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO1	Solve problems involving arithmetic and geometric progressions.	Apply	PSO3
CO2	Choose the right mode of interest and EMI for debt repayment	Remember	PSO1
CO3	Develop the skill of using probability	Analyze	PSO5
CO4	Discuss the concepts of equations and quadratic formula	Understand	PSO2
CO5	Use matrices for large volume data processing	Apply	PSO3

COURSE CONTENT

Module 1	10 Hours
Numerical expressions and Equations: Simultaneous linear equations (up to three variables), Quadratic equations in one variable-factorization and quadratic formula	
Module 2	17 Hours
Matrices: introduction - type of matrices - trace and transPOSE and determinants - matrix operations - adjoint and inverse -rank- solving equations by matrices: Cramer 's Rule (not more than three variables).	
Module 3	20 Hours
Sequence, Series and Progression: Concepts and differences - Arithmetic progression- n th term and sum of n terms of an AP - Insertion of Arithmetic means in AP - Geometric progression- _n th term and sum of n terms of an GP - Insertion of Geometric Mean in GP - Harmonic progression	
Module 4	15 Hours
Interest and Time value: Concept of interest-Types of interest: Simple interest and compound interest - nominal, real and effective rate of interest - Future value and Present Value; Annuity and Perpetuity - Computing future and present values of annuity (regular and immediate) - multi and growing period perpetuity - Compound annual growth rate - computation of Equated Monthly Instalments (EMI).	
Module 5	20 Hours
Probability - Concept of probability - meaning and definition - basic concepts - different approaches, - classical, relative frequency, subjective and axiomatic - theorems of probability - addition and multiplication theorem - conditional probability - Bayes theorem - permutation and combination.	

MODE OF TRANSACTION

Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.

Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.

Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.

MODE OF ASSESSMENT

Internal Assessment (20 Marks)

- e. Classroom participation (20%): 4 Mark
- f. Test papers I (40%): 8 Mark
- g. Assignment (20%): 4 Mark
- h. Seminar/ Viva (20%): 4 Mark

External Assessment (80 Marks) *Duration: 2.5 Hours No of Questions: 27*

MODULE WISE MARK DISTRIBUTION

Module	Mark
Module I	15
Module II	20
Module III	30
Module IV	20
Module V	25

REFERENCES:

1. Business Mathematics and Statistics- N G Das & J K Das (Tata McGraw Hill)
2. Basic Mathematics and its Application in Economics – S. Baruah (Macmillan)
3. Mathematics for Economics and Business – R. S. Bhardwaj (Excel Books)
4. Business Statistics – G. C. Beri (Tata McGraw Hill)
5. Fundamentals of Statistics – S.C.Gupta (Himalaya Publishing House) 6.SP Gupta ,Statistical Methods, Sultan Chand
6. Dinesh Khattar-The Pearson guide to quantitative aptitude for competitive examinations.
7. Dr. Agarwal.R.S – Quantitative Aptitude for Competitive Examinations, S.Chand and Company Limited.
8. AbhijitGuha, Quantitative Aptitude for Competitive Examinations, Tata Mcgraw Hill

COURSE CODE: BBA3A12				
COMMON COURSE: PROFESSIONAL BUSINESS SKILLS				
Credit	Hours/week	Marks		
		Internal	External	Total
4	5	20	80	100

Course Outcomes

CO No.	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO1	Define the concepts of professionalism, e-learning, business data analytics and Digital marketing	Remember	PSO1
CO2	Classify the methods of communication, presentation PSOtures	Understand	PSO2
CO3	Select courses from various online learning platforms	Apply	PSO3
CO4	Develop e-contents by using various e-content development tools	Analyze	PSO4
CO5	Justify the role of Artificial Intelligence and Intelligent Agents in e-business	Evaluate	PSO5
CO6	ComPSOe e-mail by following the e-mail etiquette	Create	PSO6

COURSE CONTENT	
Module 1 - Professionalism	15 Hours
<p>Professionalism: Meaning - Definition - Characteristics - Qualities of a good professional - Professionalism in business - Professional Skills: important soft skills for business success- Professionalism in Communication: Verbal Communication: Professional Presentation - Different Presentation PSOtures- Written Communication: Email - Significance of Email in business - Email format - rules - dos and don'ts - Non-verbal communication - Types of non-verbal communication.</p>	
Module 2 - E-Learning	12 Hours
<p>E-Learning: Introduction to e-learning - benefits and drawbacks of e-Learning - Online education - Digital age learners - Knowledge resources on internet - E-books, E-magazine, Audio, Video and other means for e-learning- Introduction to e-content development and tools - Online libraries - MOOCs - The e-Learning as a service Industry - major technologies used in e-earning- different approaches for e-Learning delivery - E-learning in India.</p>	
Module 3 - Business Data Analytics	18 Hours
<p>Business Data Analytics: Concept of data analysis - Meaning and importance of business data analytics - role of computer for business data analysis - Features of New Generation Computers - Data Analyst - Types of data analysts - organization and source of data, importance of data quality, dealing with missing or incomplete data- Social Networking Analysis - Big Data Analytics - concept of big data - importance of big data analytics - Role of Artificial Intelligence and Intelligent Agents in e-business - Ethical and Legal considerations in Business Analytics.</p>	
Module 4 Socio - Cyber Informatics	15 Hours

Socio - Cyber Informatics: IT and society - Digital Divide - Digital Natives - Cyber space - New opportunities and threats - Cyber ethics - Cyber-crimes - Cyber Laws - Cyber addictions - Information overload - Health issues -Guidelines for the proper use of computers and internet- e-waste and Green Computing -E-governance - types -Recent E-governance initiatives in India.

Module 5 - Digital Marketing

20 Hours

Digital Marketing: Introduction to digital marketing - meaning and definition- Difference between digital marketing and traditional marketing - Need for digital marketing - Advantages and disadvantages of digital marketing -Trends in digital marketing- Types of digital marketing - digital marketing models- Online advertising - types of online advertising - Top e-commerce websites around the world and its scenario in India. PPC (Pay per Click) advertising - Search engine Analytics - search engine ads - social media channels and ads.

MODE OF TRANSACTION

Face to Face Instruction: The course faculty deliver lectures in the classroom with the help of ppt.

Group Discussion: Group discussions based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.

MODE OF ASSESSMENT

Internal Assessment (20 Marks)

- a. Classroom participation (20%): 4 Mark
- b. Continuous Assessment Test (40%): 8 Mark
- c. Assignment (20%): 4 Mark

d. Seminar/ Viva (20%):	4 Mark
External Assessment (80 Marks) <i>Duration: 2.5 Hours No of Questions: 27</i>	

MODULE WISE MARK DISTRIBUTION	
Module	Mark
Module I	25
Module II	15
Module III	25
Module IV	20
Module V	25

REFERENCES:

1. Professional Business Skills – Lee Pelitz 2nd Edition
2. Peter Norton, Introduction to Computers, Tata McGraw Hill Private Limited, New Delhi, 2009.
3. Alan Evans, ITL ESL, Leslie Lamport, Dolores Etter, Darren George, Kenneth C Laoudon, Gary Rogers, Rainer Handel, INFORMATICS –Technology in Action, Pearson Education, Delhi, 2009.
4. V. Rajaraman, Introduction To Information Technology, PHI Learning Private Limited, New Delhi, 2009.
5. Daniel Minoli& Emma Minoli, Web Commerce Technology Hand Book, Tata McGraw Hill, New Delhi, 2009
6. Godfrey Parkin, Digital Marketing: Strategies for online success, New Holland publishers Ltd,2009
7. Damian Ryan, Understanding Digital marketing: Marketing strategies for Engaging the Digital generation, Kogan page,3rd Edition,2014
8. Turban E, Armson, JE, Liang, TP &Sharda, Decision support and Business Intelligence Systems, 8thEdition, John Wiley & Sons, 2007
9. Frank J. Ohlhorst, Big Data Analytics, 1st Edition, Wiley, 2012.

SEMESTER 4

COURSE CODE –BBA4A13				
COMMON COURSE: ENTREPRENEURSHIP DEVELOPMENT				
Credit	Hours/week	Marks		
		Internal	External	Total
4	5	20	80	100

Course Outcomes

CO No.	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO1	Define the concept of entrepreneurship and entrepreneurship development	Remember	PSO1
CO2	Identify the various governmental support for entrepreneurs	Remember	PSO1
CO3	Prepare a good project report by following the principles and format of report writing	Apply	PSO3
CO4	Define MSME and Identify the various schemes for MSMEs	Remember	PSO1
CO5	Justify the role of MSMEs in the economic development of a nation	Evaluate	PSO5
CO6	Explain the procedure to register MSME	Create	PSO6

COURSE CONTENT	
Module 1 - Concepts of entrepreneur	15 Hours

<p>Concepts of entrepreneur: Entrepreneur- Definitions - Characteristics of entrepreneur- Classification of entrepreneur-Entrepreneurial traits - Entrepreneurial functions - role of entrepreneurs in the economic development - Factor effecting entrepreneurial growth - Entrepreneurship - Meaning - definition - Entrepreneur vs Intrapreneur - Women Entrepreneurs - Recent development - Problems - Entrepreneurial Development Programmes - Objectives of EDP - Methods of training - Phases of EDP.</p>	
Module 2 - Institutional support and incentives to entrepreneurs	17 Hours
<p>Institutional support and incentives to entrepreneurs- Functions of Department of Industries and Commerce (DIC) - Activities of Small Industrial Development Corporation (SIDCO)- Functions of National Small Industries Corporation (NSIC)- Functions of Small Industries Development Bank of India (SIDBI) - Khadi Village Industry Commission (KVIC)-Small Industries Service Institute (SISI)- Functions and services of Kerala Industrial Technical Consultancy Organisation (KITCO)-Activities of Science and Technology Entrepreneurship Development Project (STEDP)-Strategies of National Entrepreneurship Development Board (NEDB) -Objectives of National Institute for entrepreneurship and small business development (NIESBUD) - Techno Park- Functions of techno park Incentives- Importance- Classification of incentives - Subsidy - Types of Subsidies.</p>	
Module 3 - Micro Small and Medium Enterprises	15 Hours
<p>Micro Small and Medium Enterprises- Features- Objectives- Importance- Role of SME in the economic development- MSME Act 2006- Salient features- Credit Guarantee Fund Trust Scheme for MSMEs - Industrial estates -Classification- Benefits- Green channel- Bridge capital- Seed capital assistance -Margin money schemes -Single Window System- Sickness- Causes -Remedies- Registration of SSI.</p>	
Module 4 Setting up of Industrial unit	18 Hours

Setting up of Industrial unit- (Only Basic study) Environment for Entrepreneurship – Criteria for selecting particular project- Generating project ideas-Market and demand analysis- Feasibility study- Scope of technical feasibility- Financial feasibility- Social cost benefit analysis-Government regulations for project clearance-Import of capital goods- approval of foreign collaboration-Pollution control clearances- Setting up of micro small and medium enterprises-Location Decision-Significance.

Module 5 - Project Report

15 Hours

Project Report - Meaning-Definition - PurPSOe of project reports-Requirements of good report - Methods of reporting - General principles of a good reporting system - Performa of a project report - Sample project report. (The preparation of sample project report shall be treated as an assignment of this course).

MODE OF TRANSACTION

Face to Face Instruction: The course faculty deliver lectures in the classroom with the help of ppt.

Group Discussion: Group discussions based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.

MODE OF ASSESSMENT

Internal Assessment (20 Marks)

- a. Classroom participation (20%): 4 Mark
- b. Test papers I (40%): 8 Mark
- c. Assignment (20%): 4 Mark
- d. Seminar/ Viva (20%): 4 Mark

External Assessment (80 Marks) *Duration: 2.5 Hours No of Questions: 27*

MODULE WISE MARK DISTRIBUTION	
Module	Mark
Module I	20
Module II	25
Module III	20
Module IV	25
Module V	20

REFERENCES:

1. Shukla M.B. Entrepreneurship and small Business Management, Kitab Mahal Allahabad.
2. Sangram Keshari Mohanty, Fundamentals of entrepreneurship, PHI, New Delhi.
3. Nandan H. Fundamentals of Entrepreneurship, PHI, New Delhi.
4. Small-Scale Industries and Entrepreneurship, Himalaya Publishing, Delhi
5. C.N. Sontakki, Project Management, Kalyani Publishers, Ludhiana.
6. Sangam Keshari Mohanty. Fundamentals of Entrepreneurship, PHI, New Delhi
7. Peter F. Drucker- Innovation and Entrepreneurship.
8. Vasanth Desai, Small Business Entrepreneurship, Himalaya Publications. MSME Act2006.

COURSE CODE –BBA4A14				
COMMON COURSE: BANKING AND INSURANCE				
Credit	Hours/week	Marks		
		Internal	External	Total
4	4	20	80	100

Course Outcomes

CO No.	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO1	Acquire knowledge about basics of Banking and Insurance.	Understand	PSO 1
CO2	Describe importance of banking services in the modern world	Remember	PSO 1
CO3	Familiarize the students with the modern trends in banking and importance of negotiable instruments.	Analyse	PSO 4
CO4	Understand The importance of insurance in the risky environment	Apply	PSO 2
CO5	Differentiate between life insurance and general insurance policy	Evaluate	PSO 5

COURSE CONTENT	
Module 1	15 Hours
Introduction to Banking : Meaning and definition – Origin and development of banking – Customer of a bank – Structure of banking in India – Banks and economic development – Functions of commercial banks (conventional and innovative functions)–Central bank RBI–Functions – Emerging trends in banking. Activity: List out the name of banks as per their different category Assignment: Procedure for creating an account in a bank.	

Module 2	15 Hours
<p>Negotiable Instruments : Definition - Characteristics - Types - Parties to negotiable instruments -Cheques - Types of cheques - Crossing of cheques - Drafts - Cheque vs. Draft - Endorsement -Significance - Regularity of endorsement - Liability of endorser - Electronic payments. Activity / Assignment: Writing of cheque , writing of challan for Demand Draft, Procedures for a Bank Loan.</p>	
Module 3	15 Hours
<p>E-Banking-centralized online real time electronic banking (CORE)-Electronic Clearing service (ECS) - Electronic Fund Transfer - Real Time Gross settlement (RTGS)-National Electronic Fund transfer(NEFT)-society for worldwide interbank financial telecommunication(SWIFT) - E- cheque - Any Time Money - ATM.s- Credit card - Debit card-smart card - Internet banking - mobile banking - Tele-banking - financial inclusion - recent initiatives in financial inclusion.</p> <p>Activity / Assignment:</p> <ul style="list-style-type: none"> • Chelan filling for RTGS, EFT and NEFT • Different types of Cards, the Procedure for application of different cards and the Procedure for blocking cards • Procedure for application or activation of net banking, m-banking and tele-banking 	
Module 4	14 Hours
<p>Introduction to insurance: Concept - need of insurance-insurance as a social security tool-insurance and economic development-principles of insurance - various kinds of insurance - life and general insurance (fire, marine, medical, personal accident, property and motor vehicle insurance) - features-life insurance Vs. general insurance. Activity / Assignment: List out different names of insurance companies</p>	
Module 5	10Hours
<p>Life insurance-law relating to life insurance-general principles of life insurance contract, proPSOal and policy—Assignment and nomination - title and claims - general insurance - law relating to general Insurance - IRDA - powers and functions - insurance business in</p>	

India. Case Study: Preparation of a proPSOal for life insurance and how to claim insurance in case of any accident, death or damage.

MODE OF TRANSACTION

Face to Face Instruction: The course faculty deliver lectures in the classroom with the help of ppt.

Group Discussion: Group discussions based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.

MODE OF ASSESSMENT

Internal Assessment (20 Marks)

- e. Classroom participation (20%): 4 Mark
- f. Test papers I (40%): 8 Mark
- g. Assignment (20%): 4 Mark
- h. Seminar/ Viva (20%): 4 Mark

External Assessment (80 Marks) Duration: 2.5 Hours No of Questions: 27

MODULE WISE MARK DISTRIBUTION

Module	Mark
Module I	15
Module II	25
Module III	25
Module IV	25
Module V	20

REFERENCES:

1. Jyotsna Sethi and Nishwan Bhatia's Elements of Banking and Insurance, published by Phi Learning Private Ltd.
2. Indian Institute of Bankers (Pub) Commercial Banking Vol-I/Vol-II (part I& II)Vol-III. Varshaney: Banking Law and Practice, Sultan Chand
3. Dr. P. Periasamy: Principles and Practice of Insurance Himalaya Publishing House, Delhi.
4. Inderjit Singh, RakeshKatyal& Sanjay Arora: Insurance Principles and Practices, Kalyani Publishers, Chennai.
5. M.N. Mishra: Insurance Principles and Practice, S. Chand & Company Ltd, Delhi.
6. G. Krishnaswamy : Principles & Practice of Life Insurance
7. Kothari &Bahl: Principles and Practices of Insurance
8. B.S. Khubchandani, "Practice and Law of Banking", MacMillan India Ltd
9. K.C. Nanda," Credit Banking", Response Book, Sage Publication,

OPEN COURSE SYLLABUS

SEMESTER 5

COURSE CODE –BBA5DO1				
OPEN COURSE: E-Commerce				
Credits	Hours/week	Marks		
		Internal	External	Total
3	3	15	60	75

Course Outcomes

CO No.	Expected Course Outcome	Learning Domain	PSO No
	Upon completion of this course, students will be able to;		
CO1	Compute the benefits availed by the online shoppers on different online stores and their quoted prices.	Apply	PSO3
CO2	Describe prepaid and PSOpaid payment system available in the online stores.	Remember	PSO4
CO3	Differentiate between internet banking, UPI, Debit and Credit cards.	Analyze	PSO2
CO4	Understand the various Business models of E-commerce.	Understand	PSO1
CO5	Understand importance of database systems for business management, and to gain a practical orientation to database development and maintenance.	Understand	PSO7

COURSE CONTENT	
Module 1	15 Hours
<p>Introduction to E- commerce: Meaning and concept - E- commerce V/s Traditional Commerce-E- Business & E- Commerce - History of E- Commerce - EDI - Importance, features & benefits of E- Commerce Impacts, Challenges & Limitations of E- Commerce - Supply chain management & E - Commerce - E - Commerce infrastructure.</p>	
Module 2	10 Hours
<p>Business models of E- Commerce: Business to Business - Business to customers - customers to customers - Business to Government - Business to employee - E - Commerce strategy - Influencing factors of successful E- Commerce.</p>	
Module 3	23 Hours
<p>Electronic Payment system: Introduction - Online payment systems - prepaid and PSOt-paid payment systems - e- cash, e-cheque, Smart Card, Credit Card, Debit Card, Electronic-purse - Security issues on electronic payment system - Solutions to security issues - Biometrics Types of biometrics. Legal and ethical issues in E- Commerce: Security issues in E- Commerce- Regulatory frame work of E- commerce.</p>	

MODE OF TRANSACTION
<p>Face to Face Instruction: This involves attending traditional classroom lectures and participating in in-person discussions and activities with the instructor and fellow students.</p>

Peer to Peer learning: Students have to select a topic in the course and present it in the class which providing opportunity for critical thinking and feedback.

Group Discussion: Group discussion will be conducted based on the relevant topic in the course that will improve students' thinking and help them to construct their own meaning about academic contents.

MODE OF ASSESSMENT

Internal Assessment (15 Marks)

- | | |
|-----------------------------------|--------|
| a. Classroom participation (20%): | 3 Mark |
| b. Test papers I (40%): | 6 Mark |
| c. Assignment (20%): | 3 Mark |
| d. Seminar/ Viva (20%): | 3 Mark |

External Assessment (60 Marks) Duration 2 hours No of Questions: 17

MODULE WISE MARK DISTRIBUTION

Module	Mark
Module I	25
Module II	19
Module III	35

REFERENCES:

1. Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi2002.
2. Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.
3. Rayport, Jeffrey F and Jaworksi, Bernard J: Introduction to E-Commerce, Tata McGraw Hill, New Delhi2003.
4. Smantha Shurety, : E-Business with Net Commerce, Addison - Wesley, Singapore.
5. Rich, Jason R: Starting an E-Commerce Business, IDG Books, Delhi.

6. Laudon, Kenneth C and Carol Guercio Traver: E-Commerce business. Technology. Society, Pearson Education, Delhi.
7. Stamper David A, and Thomas L. Case: Business Data Communications, Pearson Education, New Delhi 2005.
8. William Stallings: Business Data Communications, Pearson Education, New Delhi 2004.