

Rani Channamma University
Vidya Sangama, National Highway
Belagavi - 591156

BBA (CBCS)
Syllabus (2020 – 2021)



P G Department of Business Administration
Rani Channamma University
Belagavi - 591156

BBA Course Structure and Syllabus As per CBCS
Guidelines with Effect from 2020 - 2021
SEMESTER – I

<i>Course Code</i>	<i>Course Title</i>	<i>Teaching Hrs/week</i>	<i>Marks</i>	<i>Exam Hrs.</i>	<i>Credits</i>
ELS 1	English -1	4	80 E + 20 I	3 Hrs.	3
MIL 1	Kannada / MIL – 1	4	80 E + 20 I	3 Hrs.	3
AECC 1	Environmental Science / IC	2	40 E + 10 I	2 Hrs.	2
DSC 101	Principles of Management	4	80 E + 20 I	3 Hrs.	3
DSC 102	Principles of Marketing	4	80 E + 20 I	3 Hrs.	3
DSC 103	Elements of Cost & Market Analysis	4	80 E + 20 I	3 Hrs.	3
DSC 104	Financial Accounting	4	80 E + 20 I	3 Hrs.	3
Part – 2	Practical on Computer Science	2	40 E + 10 I	2 Hrs	1
CC/EA 1			50 I		1
	Total Semester Credits				22

SEMESTER – II

<i>Course Code</i>	<i>Course Title</i>	<i>Teaching Hrs/week</i>	<i>Marks</i>	<i>Exam Hrs.</i>	<i>Credits</i>
ELS 2	English – 2	4	80 E + 20 I	3 Hrs.	3
MIL 2	MIL – 2	4	80 E + 20 I	3 Hrs.	3
AECC 2	Indian Constitution / ES	2	40 E + 10 I	2 Hrs.	2
DSC 201	Corporate Accounting	4	80 E + 20 I	3 Hrs.	3
DSC 202	Human Resources Management	4	80 E + 20 I	3 Hrs.	3
DSC 203	Marketing Management	4	80 E + 20 I	3 Hrs.	3
DSC 204	Quantitative Analysis for Business Decisions	4	80 E + 20 I	3 Hrs.	3
Part – 2	Practical on Computer Science	2	40 E + 10 I	2 Hrs	1
CC/EA 2			50 I		1
	Total Semester Credits				22

SEMESTER – III

<i>Course Code</i>	<i>Course Title</i>	<i>Teaching Hrs/week</i>	<i>Marks</i>	<i>Exam Hrs.</i>	<i>Credits</i>
ELS 3	English – 3	4	80 E + 20 I	3 Hrs.	3
MIL 3	MIL – 3	4	80 E + 20 I	3 Hrs.	3
DSC 301	Corporate Communication	4	80 E + 20 I	3 Hrs.	3
DSC 302	Quantitative Techniques	4	80 E + 20 I	3 Hrs.	3
DSC 303	Entrepreneurship Development	4	80 E + 20 I	3 Hrs.	3
DSC 304	Computer Applications	4	80 E + 20 I	3 Hrs.	3
DSC 305	Computer Lab	2	40 E + 10 I	2 Hrs	1
SEC 1	Business Policy and Strategy	2	40 E + 10 I	2 Hrs.	2
CC/EA 3			50 I		1
	Total Semester Credits				22

SEMESTER – IV

<i>Course Code</i>	<i>Course Title</i>	<i>Teaching Hrs/week</i>	<i>Marks</i>	<i>Exam Hrs.</i>	<i>Credits</i>
ELS 4	English (First Language) - 4	4	80 E + 20 I	3 Hrs.	3
MIL 4	MIL – 4	4	80 E + 20 I	3 Hrs.	3
DSC 401	Organization Behavior	4	80 E + 20 I	3 Hrs.	3
DSC 402	Market Research	4	80 E + 20 I	3 Hrs.	3
DSC 403	Cost Accounting	4	80 E + 20 I	3 Hrs.	3
DSC 404	Goods and Service Tax	4	80 E + 20 I	3 Hrs.	3
DSC 405	Talley Lab	2	40 E + 10 I	2 Hrs.	1
SEC 2	Start Up Management	2	40 E + 10 I	2 Hrs.	2
CC/EA 4			50 I		1
	Total Semester Credits				22

SEMESTER – V

<i>Course Code</i>	<i>Course Title</i>	<i>Teaching Hrs/week</i>	<i>Marks</i>	<i>Exam Hrs.</i>	<i>Credits</i>
DSE 501	Legal Aspect of Business	4	80 E + 20 I	3 Hrs.	4
DSE 502	Income Tax	4	80 E + 20 I	3 Hrs.	4
DSE 503	Elective Paper I	4	80 E + 20 I	3 Hrs.	4
DSE 504	Elective Paper II	4	80 E + 20 I	3 Hrs.	4
DSE 505	Elective Paper III	4	80 E + 20 I	3 Hrs.	4
DSE 506	Elective Paper IV	4	80 E + 20 I	3 Hrs.	4
SEC 3	Personality Development I	3	40 E + 10 I	3 Hrs.	2
	Total Semester Credits				26

SEMESTER – VI

<i>Course Code</i>	<i>Course Title</i>	<i>Teaching Hrs/week</i>	<i>Marks</i>	<i>Exam Hrs.</i>	<i>Credits</i>
DSE 601	Summer Implant Project		100*		4
DSE 602	Production and Operation Management	4	80 E + 20 I	3 Hrs.	4
DSE 603	Elective Paper V	4	80 E + 20 I	3 Hrs.	4
DSE 604	Elective Paper VI	4	80 E + 20 I	3 Hrs.	4
DSE 605	Elective Paper VII	4	80 E + 20 I	3 Hrs.	4
DSE 606	Elective Paper VIII	4	80 E + 20 I	3 Hrs.	4
SEC 4	Placement & Training	3	40 E + 10 I	3 Hrs.	2
	Total Semester Credits				26

* The Summer Implant Project shall be evaluated in the patten of 50 Marks Viva Voce and 50 Marks Report total for 100 Marks.

During the end of the fifth semester, student should be assigned Summer Implant Project (SIP) and it shall be monitored by the guides from the college as Internal Guide and External by the Company Guide. SIP shall be

undertaken in any type of Tiny/ Micro / Small/ Medium/ Large, Manufacturing or Trading or Service Organization. The student allocation shall not be more than 15 per guide.

The Report shall consist of Organization Profile, Nature of Work undertaken by the student, learning experience from the SIP shall be complied in 50 pages. The SIP shall be for the period of 30 days as notified by the

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university from time to time after completion of the V semester examination. The SIP shall be submitted within 5 working days after the completion of the SIP. The related marks and credit will be awarded in the VI semester.

Instruction to Student: Dual Elective System shall be followed. Students shall have to Opt any two elective groups (2 + 2 = 4 Papers)

Elective Groups for Fifth Semester

Finance	Marketing	Human Resources
Financial Institutions and Markets	Consumer Behavior	HRD: Systems and Strategies
Financial Management	Digital Marketing	Labour Law

Elective Groups for Sixth Semester

Finance	Marketing	Human Resources
International Finance	International Marketing	Performance and Compensation Management
Investment Analysis and Portfolio Management	Advertising and Brand Management	Leadership and Change Management

ELS: English Language Skill; SLS: Second Language Skill; AECC: Ability Enhancement Compulsory Course; SEC: Skill Enhancement Course; DSC: Discipline Specific Course; DSE: Discipline Specific Elective; GE: Generic Elective; T: Theory; P: Practical; I: Internal Exam; E: External University Exam; PR: Project Report; VV: Viva-Voce Examination; F: Finance; M: Marketing; HR: Human Resource Management.; CC: Co-curricular ; EA: Extracurricular Activities.

RANI CHANNAMMA UNIVERSITY
PROPOSED SCHEME FOR CHOICE BASED CREDIT SYSTEMS (CBCS) IN
BBA (GENERAL) PROGRAMME

SUMMARY OF CREDITS

Sl. No.	Course Category	No. of Courses	Credits Per Course	Credits
1	English Language	4	3	12
2.	Kannada / MIL	4	3	12
3.	AECC	2	2	04
4.	SEC	4	2	04
5.	Project Report & Viva-voce	1	4	04
6.	DSC	16	2	48
7.	DSE	12	4	48
8.	CC/EA	4	1	04
9.	Part 2	04	1	04
	Total	45		140

Note :

- 1) IT lab will be evaluated through a practical exam.
- 2) At the beginning of the sixth semester there will be a comprehensive viva-voce on subjects & project undertaken during six semester and evaluation of project report.
- 3) Grade (A/B/CD) is awarded to both the project viva-voce and project report as per University Norms.

I - SEMESTER

PRINCIPLES OF MANAGEMENT**OBJECTIVE:**

The general objective of this course is to provide a broad and integrative introduction to the theories and practice of management. In particular, the course focuses on the basic areas of the management process and functions from an organizational viewpoint. The course also attempts to enable students to understand the role, challenges, and opportunities of management in contributing to the successful operations and performance of organizations.

UNIT - I : INTRODUCTION TO MANAGEMENT :

12 Hrs

Meaning, definition, concept, scope and principles of management; Evolution of management thought - Management theories- classical, behaviour, system, contingency and contemporary perspectives on management. Management art or science and management as profession. Process and levels of Management. Introduction to Functions (POSDCORB) of Management.

UNIT - II : PLANNING – IMPORTANCE :

12 Hrs

Planning – Importance, objectives, process, policies and procedures, types of planning, Decision making - Process of decision making, Types of decision, Problems involved in decision making.

UNIT - III : ORGANIZING :

12 Hrs

Meaning, importance, principles of organizing, span of management, Patterns of organization – formal and informal organizations, Common organizational structures; departmentalization, Authority- delegation, centralization and decentralization, Responsibility – line and staff relationship;

UNIT - IV : STAFFING :

12 Hrs

Sources of recruitment, Selection process, Training, Directing, Controlling – Meaning and importance, Function, span of control, Process and types of Control, Motivation, Co-ordination – Need and types and techniques of co-ordination - Distinction between coordination and co-operation - Requisites for excellent co-ordination - Systems Approaches and co-ordination.

UNIT - V : EMERGING ISSUES IN MANAGEMENT :

12 Hrs

Total Quality management, Technology Management, Talent and Knowledge Management, Leadership, Organizational change and Development, Corporate Social responsibility

SUGGESTED BOOKS :

1. Jain/ Singhal (First Edition), Principles of Marketing, Cengage Publication India
2. Harold Koontz & Heinj Wehrich, (2018) Essentials of Management, 10th Edition, Tata McGraw-Hill Education, New Delhi.
3. T.Ramasamy (2018) Principles of Management, Himalaya Publishing House, Mumbai.
4. L.M. Prasad, Principle and Practice of Management, Sultan Chand and Sons, 6th edition.
5. Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st ed.
6. Singh, “Principles and Practices of Management and Organizational Behaviour, 2016 1st ed, Sage Publication.
7. P Subba Rao, “Principles of Management, (2018), HPH.

COURSE NO. DSC - 102**PRINCIPLES OF MARKETING****OBJECTIVE:**

To provide an exposure to the students pertaining to the nature and Scope of marketing, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic philosophies and tools of marketing management.

UNIT - I : INTRODUCTION OF MARKETING :

12 Hrs

Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Production concept, Product concept, Selling concept, Marketing concept. Marketing Environment: Micro and Macro Environment

Recent trends in Marketing (Meaning Only) –Introduction, E-business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Retailing, Virtual Marketing

UNIT - II : MARKET SEGMENTATION :

12 Hrs

Target Market and Product Positioning: Levels of Market Segmentation, Bases for Segmenting Consumer Markets, Bases for Segmenting Industrial Markets. Target Market and Product Positioning Tools.

UNIT - III : NEW PRODUCT DEVELOPMENT :

12 Hrs

Introduction, Meaning of a New Product. Need and Limitations for Development of a New Product, Reasons for Failure of a New Product, Stages in New Product Development and Consumer Adoptions Process.

UNIT - IV : PRODUCT & PRICING DECISIONS :

12 Hrs

Concept of Product, Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Pricing Decisions: Concept of Price, Pricing Methods and Pricing Strategies

UNIT - V : PROMOTION MIX :

12 Hrs

Concept of Promotion Mix, Factors determining promotion mix, Promotional Tools –Types of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling; Distribution: Designing Marketing Channels Channel functions, Types of Intermediaries.

SUGGESTED BOOKS :

1. Kotler Philip, Garyarmstrong, Prafullay. Agnihotri, EU Haque, “Principles of Marketing”, 2018, 18th Ed, Pearson Education Prentice Hall of Indi.
2. Ganguly/ Bhadury, Principles of Management (First Edition), Cengage Publication India
3. Paul Baines, Chris Fill, Kelly page, “Marketing Management”, 2018, 15 Ed., Oxford University Press.
4. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E.: Principles of Marketing: A South Asian Perspective, Pearson.
5. Dr. Sreeramulu, “Basics of Marketing, (2019), HPH
6. Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective-Indian, 2019 Sage Publishing
7. Context, Macmillan Publishers India Limited.4. Rajan Saxena, “Marketing Management”, 2009, 4th Ed. Tata McGraw H
8. Roger J. best , “Market – Based Management”, 2009, 1st Ed. PHI Learning Pvt. Ltd.

COURSE NO. DSC - 103**ELEMENTS OF COST & MARKET ANALYSIS****OBJECTIVE:**

The Purpose of this course is to apply micro economic concepts and tools for analyzing business problems and making accurate decision pertaining to the business firms. The emphasis is given to tools and techniques of micro economics

UNIT - I: INTRODUCTION TO MANAGERIAL ECONOMICS 12 Hrs

Meaning of Managerial Economics, nature, scope, characteristics and importance, Distinction between micro-economics and macro-economics, Relation with other sciences, Managerial Economist - Role and Responsibility

UNIT - II: DEMAND ANALYSIS AND UTILITY CONCEPT 12 Hrs

Concept of Demand, factors affecting on demand, determinants of Demand, types, law of demand, importance, Elasticity of demand – meaning, types, determinants, Problems of elasticity of demand, Concept of utility , cardinal and ordinal utility, law of diminishing marginal utility, Concept of supply, factors affecting on supply, determinants of Supply, law of supply

UNIT - III: COST AND REVENUE CONCEPTS 12 Hrs

Cost concepts – meaning, types (fixed, variable, marginal, implicit, explicit, opportunity, real, average and total cost), Relation between costs, problems on average and marginal costs, Average revenue, total and marginal revenue, Production function – meaning, factors of production, characteristics, Economies of scale, diseconomies of scale – internal and external

UNIT - IV: MARKET ANALYSIS 12 Hrs

Features of markets, Pure, perfect, monopoly, duopoly, oligopoly, monopolistic competition, Equilibrium of firm and industry under perfect competition, Price determination under monopoly Price and output determination under monopolistic competition

UNIT - V: THEORIES OF PROFIT 12 Hrs

Business cycle – meaning, stages, features and types, causes and control measures, Risk and Innovation Theory

SUGGESTED BOOKS :

1. Dominik Salvatore, (2015) Principles of Micro Economics (7th Edn) Oxford University Press.
2. Dr. D N Mithani, (2018) Managerial Economics Theory and Application, HPH
3. Varshney & Maheswari, Managerial Economics, Juptan Publication, New Delhi
4. Lipsey and Crystal (2008) Economics International (15th Edn) Oxford University Press..
5. Kutosynnis (1979) Modern Micro Economics (5th Edn) Mc millan Publishers
6. Rubin field and Mehathe (Micro Economics (7th Edn) Pearson Publishers.

Objectives : To familiarize students with the mechanics of preparation of financial statements, understanding corporate financial statements their analysis and interpretation.

UNIT - I

12 Hrs

Introduction to financial accounting, accounting is an information system. Importance, Scope and Limitations. Users of accounting information, Generally accepted accounting principles. Basic terms used in Accountancy. The accounting equations. Nature of accounts and rules of debit and credit, recording transaction in Journal. Recording transaction in 3 – column cash book. An overview of subsidiary books - purchase book, purchases return book, sales book and sales return book, opening and closing entries. Preparation of ledger accounts

UNIT-II

12 Hrs

Introduction to International Financial Reporting Standards (IFRS). Understanding accounting standards issued by the ICAI related to Disclosure of accounting policies. Depreciation accounting, And Revenue recognition methods of charging depreciation, straight line method and written down value method. Preparation of trial balance and Bank Reconciliation Statement

UNIT-III

12 Hrs

Preparation of Financial Statements: preparing trading account, Profit and Loss Account & balance sheet for sole proprietor. Understanding contents of Financial Statements of Joint Stock Company as per Companies Act 2013. Understanding the contents Corporate Annual Report

UNIT - IV

12 Hrs

Analyzing Financial Statements : Objectives of Financial Statements Analysis, Sources of Information, Standards of comparison, Techniques of Financial Statement Analysis, Horizontal Analysis, Vertical Analysis

UNIT -V

12 Hrs

Ratio Analysis : Meaning and Usefulness of Financial Ratios, Analysis of Financial Ratios from the perspective of different shareholders like investors, Lenders and Short –term Creditors, Profitability Ratio, Solvency Ratio, Liquidity Ratios & Turnover Ratios, Limitation of Ratio Analysis

SUGGESTED BOOKS :

1. Sah, (Second Edition), Concept Building Approach to Financial Accounting, Cengage Publication India
2. S. N. Maheswari, Sunil K. Maheswari & Sharad K Maheswari: An Introduction to Accountancy, Vikas Publishing House Pvt. Ltd.
3. R. Narayanswamy, Financial Accounting: A managerial Perspective, PHI Learning Pvt. Ltd.

COURSE NO. PART-2
BASIC COMPUTER SKILLS

Unit-I

Students shall gain familiarity of Windows 10/Windows 8 OS- Basics of Windows, basic components of windows, icons, taskbar, activating windows, using desktop, title bar, running applications, exploring computer, managing files and folders, copying and moving files and folders. Control panel features, adding and removing software and hardware.

Unit-II

Students shall gain familiarity with word processing software such as MS Word/Open Office. Understand various editing and formatting features, mail-merge option, encrypting the document, and inserting clipart/shapes,/hyperlink/word art.

Students shall gain familiarity with spreadsheet software such as MS Excel/Open Office. Concepts of spreadsheet and other features such as, entering text, menus, insert rows/columns, formatting, formula, sort, filter. Advanced features such as graphs, library functions (Arithmetic, Date and Time, Financial, Logical, text and statistical)

SUGGESTED BOOKS :

1. Computer fundamentals, 2e, A.K.Sharma, University Press.
2. Introduction to computers , Tata Mc Graw Hill, Alexis Leon & Mathews Leon
3. Introduction to information technology, 2e, John Wiley & sons, Turban, Rainer, Potter
4. Computer fundamentals, Pearson, Anita Goel
5. Fundamentals of computers, Raja Raman, PHI
6. Basics of Computer Skills, Tulasi Ram, 2019, HPH

II - SEMESTER

COURSE DSC- 201
CORPORATE ACCOUNTING

Objectives:

To introduce student the basic concept of Corporate Accounting as per the Companies Act-2013.

Outcome: The student will understand application of provision of companies Law in company accounts as per Companies Act – 2013

UNIT- I: - VALUATION OF GOODWILL AND SHARES 14 Hrs

Meaning of goodwill, features of goodwill, factors affecting the value of goodwill, types of goodwill, and methods of valuation of goodwill: - average profit method. Capitalisation of average profit and super profit method.

Meaning of shares, types of shares, need for valuation of shares, methods of valuation of shares: - net assets value method, yield method and fair value method.

UNIT - II: - ACCOUNTING FOR ISSUE OF SHARES 10 Hrs

Meaning of Joint Stock Company, features of Joint Stock Company, different phases of share capital, Journal entries on issue of shares at par, at premium and at discount. Forfeiture of shares and re-issue of shares at discount. Problems on over subscription and under subscription of share.

UNIT - III: - PROFIT PRIOR TO INCORPORATE AND AFTER INCORPORATION 12 Hrs

Meaning, need meaning of time ratio and sales ratio and procedure of preparing income statement in vertical form.

UNIT- IV: - RECONSTRUCTION 12 Hrs

Meaning and need of internal reconstruction, types of reconstruction, calculation of capital reduction and its utilization, journal entries and balance sheet after reconstruction.

UNIT- V: - COMPANY FINAL ACCOUNTS 12 Hrs

Meaning of financial statements, objective of financial statements Preparation of company final accounts in the prescribed format, out of given Trial balance and adjustments (vertical format of Balance sheet)

SUGGESTED BOOKS :

1. Concept Building Approach to Corporate Accounting (Second Edition), by Sah, Cengage Publication India
2. Corporate Accounting by Dr.Harshat Tamhankar & G.V Joshi, RAH Publication
3. Indian Companies Act-2013 published by government of India
4. Advanced Accounting Volume I & II by S.N. Maheshwari, Vikas Publishing House

COURSE NO. DSC - 202
HUMAN RESOURCE MANAGEMENT

OBJECTIVE:

The aim of this course is to introduce to student the basic concepts related to Human Resource Management which can form foundation to understanding advanced concepts in managing human resources in an organization.

UNIT – I : INTRODUCTION TO HUMAN RESOURCE MANAGEMENT AND ENVIRONMENT :

12 Hrs

Functions of Human Resource Management. Managerial and operative role of Human Resource Management. Personnel Management vs. Human Resource Management – Strategic Management Approach. The Role of Globalization in HR Policy and Practice.

UNIT – II : ACQUIRING HUMAN RESOURCES :

12 Hrs

Human Resource Planning and Alignment – Job Analysis and Design. Job Description, Job Specification and Job Evaluation, Job- Restructuring – Job Rotation, Job Enlargement and Job Enrichment. Recruitment and Selection – Placement – Induction and Orientation. Line and Staff.

UNIT – III : DEVELOPING HUMAN RESOURCES :

12 Hrs

Training and Development – Employee Training and Retraining – Assessing Training Needs and Designing Training Programmes. An overview on employee orientation: Career Planning and Development: Role and Significance of Career Planning – Impact of Career Planning on Productivity.

UNIT - IV: LABOUR MANAGEMENT :

12 Hrs

Industrial Relations and Industrial Disputes. Principles and guidelines for effective handling of Industrial Disputes and Industrial Relations – Standing Orders – Role and Contents of standing orders – Labour Relations and Collective Bargaining – Employee Health and Safety.

UNIT – V : REWARDING HUMAN RESOURCES :

12 Hrs

Performance Appraisal – Methods and needs for Performance Appraisal – Organization Climate and its impact on HRM. Components of Organization Culture. Quality of Work Life – Determinants of quality of work life. Impact of QWL on Organization Climate and Culture.

SUGGESTED BOOKS :

1. Human Resource Management, Rao (First Edition) by Cengage Publication India
2. Human Resources Management – David Lepak and Mary Gowan – Pearson
3. Human Resources Management – Decenzo and Robbins – John Willey
4. Human Resource Management. Texts and Cases. - TMH
5. Human Resource Management, P Subba Rao, HPH, 2009
6. Human Resource Management, Sen Gupta, 2018 1st Edition, Sage Publication

COURSE DSC - 203
MARKETING MANAGEMENT

Objectives

1. To familiarize and understand contemporary marketing management, issues, strategies and trends.
2. To highlight the importance of marketing.

Outcomes

1. Develop the understanding and knowledge of current marketing
2. To relate concepts and activities relating to consumer behavior towards products.

UNIT - I: MANAGEMENT INFORMATION SYSTEM 12 Hrs

Marketing Information System & Marketing Research.-Concept & components of a Marketing Information System – Marketing Research – Meaning & scope – marketing research procedure – Managements use of Marketing Research.

UNIT – II : DIGITAL AND GREEN MARKETING 10 Hrs

Digital Marketing: Meaning and definition of digital Marketing- benefits of digital marketing to sellers and consumers- digital vs. real marketing -digital marketing channels -problems of digital marketing in India.

Green marketing: Meaning- objectives, importance - fundamental requirement - problems of green marketing-case study on Implementation of Green marketing.

UNIT - III: BUYING BEHAVIOUR 14 Hrs

Consumer Market – Factors Affecting Consumer Buying Behavior Model of Consumer Behavior, Buyer Decision Process, Buyer Adoption Process, Types of Buying Decision Behavior. Industrial Market – Distinction From Consumer Market, Industrial Buying Process, Buying Situation, New Task, Modified Re-buy and Straight Re-buy, Buying Process,

UNIT – IV: CUSTOMER RELATIONSHIP MANAGEMENT 12 Hrs

Meaning, Types (Proactive, Operational, Collaborative & Analytical), Types of customers (Apostles, Terrorists/Defectors, Mercenaries, Hostages)

Role of IMC in marketing process, IMC planning model, Marketing and promotion process.

UNIT – V: GLOBAL MARKETING, RURAL MARKETING 12 Hrs

Meaning, Marketing Environment (Demographic, Physical, Social & Cultural, Political, Economic and Economic Structure) Challenges in Rural Marketing – Affordability, Availability, Awareness and Acceptability. Rural Marketing Index (Thompson Rural Marketing Index), Global marketing environment, characteristics, entry mode

SUGGESTED BOOKS :

1. Philip Kotler, Principles of Marketing,
2. Ramaswami and Namakumari, Principles of Marketing

COURSE DSC - 204
QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS

Objective: To familiarize the students with various Statistical Data Analysis tools that can be used for effective decision making. Emphasis will be on the application of the concepts learnt.

Outcome: The student will understand simple statistical tools which are helpful in analyzing the data or information.

UNIT – I : STATISTICS :

12 Hrs

Definitions – Statistical methods – Importance and Scope – Limitations – Need for Data – Principles of Measurement. Tabulation and Presentation:

Classification of Data – Data Array – Frequency Distribution – Methods of data Classification – Types of Frequency Distributions / tabulation of Data – Objectives of Tabulation – Parts and Types of Tables – Graphical Presentation – Functions of Graphs – Advantages and limitations of Graphs.

UNIT – II : MEASURES OF CENTRAL TENDENCY :

12 Hrs

Introduction to Averages – Requisites for a Measure of Central Tendency, Mean - Combined mean – Weighted mean, Median – Partition values – Quartiles, Deciles and Percentiles, Relationship between Partition values–Mode– Relationship between Mean, Median and Mode.

UNIT – III: MEASURES OF DISPERSION:

12 Hrs

Introduction – Significance and Requisites of a Measure of dispersion, Range, QD, MD and SD- For Grouped and Ungrouped – Advantages and Disadvantages. Concept of Variation – Coefficient of Variation. **Skewness and Kurtosis (SK):** Introduction, Measures of SK, Relative measures of SK – Advantages and Disadvantages. Moments – concepts – Calculation – Kurtosis.

UNIT – IV : INDEX NUMBERS :

12 Hrs

Index Numbers - Introduction – Types – Characteristics – Construction weighted and unweighted index numbers – Price and Quantity/Volume index numbers – Tests – time reversal – Factor Reversal and Circular tests – Chain and Fixed base – Changing of base – Combining of two of more overlapping indices consumer price Index – Problems in Construction.

UNIT – V : CORRELATION ANALYSIS :

12 Hrs

Scatter diagram, Positive and negative correlation, limits for coefficient of correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation.

Regression Analysis: Concept, least square fit of a linear regression, two lines of regression, properties of regression coefficients(Simple problems only)

Time Series Analysis: Components, Models of Time Series – Additive, Multiplicative and Mixed models; Trend analysis- Free hand curve, Semi averages, moving averages, Least Square methods(Simple problems only).

SUGGESTED BOOKS :

1. Panneerselvam/ Nagesh/ Senthilkumar (First Edition), Business Statistics & Analytics, Cengage Publication India
2. Gupta SC: “Fundamental of Statistics” 7th Ed, Himalaya Publishers House, 2019.
3. Sharma JK: “Business Statistics” 2nd Edition Pearson Education, 2007.
4. Arora, PN, Arora, Sumeet and Arora, Amit: “Managerial Statistics”, S. Chand, Ist Ed., 2009.
5. Bharadwaj, RS: “Business Statistics” , Excel books, 2nd Ed, 2008.
6. J K Singh, Business Mathematics, 2018, HPH.

COURSE NO. SEC - 2
BASIC COMPUTER SKILLS

OBJECTIVE:

The objective of this courses to enable student to understand the basic computer concepts related to day to day office environment.

UNIT – I: INTRODUCTION TO COMPUTERS

15 Hrs

Introduction to Computation and Computers, components of computer CPU, Types of Memory, Types of computers – Software, Hardware Definition- Input devices (keyboard, MICR, OCR, OMR), Graphic input devices (Mouse, Graphic Tablet, Joystick), output devices (Printers -Impact & non-impact printer)- Introduction to Software, classification of software, Evolution of operating system, functions of operating system, Types of operating system.

UNIT -II: INTRODUCTION TO INFORMATION SYSTEM, WORD PROCESSING AND PRESENTATION:

15 Hrs

Data & information, System, types of System, information system, Types system information system – definition, Application of information system, ethical and social issues in information system.

Word Processing -Creating, editing and saving documents, formatting features of word processing, working with tables and graphs, preview & printing documents;

Presentation – Creating, Editing and Saving shade shows, Templates, Animations – Breletin Customer made – Preparing slideshows.

SUGGESTED BOOKS :

7. Computer fundamentals, 2e, A.K.Sharma, University Press.
8. Introduction to computers , Tata Mc Graw Hill, Alexis Leon & Mathews Leon
9. Introduction to information technology, 2e, John Wiley & sons, Turban, Rainer, Potter
10. Computer fundamentals, Pearson, Anita Goel
11. Fundamentals of computers, Raja Raman, PHI
12. Basics of Computer Skills, Tulasi Ram, 2019, HPH

COURSE CODE: DSC 301
CORPORATE COMMUNICATION

Contact Hours: 60

Objectives:

To provide an overview of Prerequisites to Corporate Communication.

To impart the correct practices of the strategies of Effective Business writing.

Learning Outcomes:

To distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.

To draft effective business correspondence with brevity and clarity.

Unit 1: Concept of Communication (10 hours)

Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication

Unit 2: Channels and Objectives of Communication (15hrs)

Channels- Formal and Informal—Vertical, Horizontal, Diagonal, Grapevine, Objectives of Communication Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees (A brief introduction to these objectives to be given)

Unit 3: Methods and Modes of Communication (15hrs)

Methods: Verbal and Nonverbal Characteristics of Verbal Communication Characteristics of Non-verbal Communication Business Etiquette Modes: Telephone and SMS Communication) Facsimile Communication (Fax) Computers and E-communication Video and Satellite Conferencing. Problems in Communication /Barriers to Communication — Physical/Semantic/Language / Socio-Cultural / Psychological / Barriers Ways to Overcome these Barriers

Unit 4: Business Correspondence (10hrs)

Order, Credit and Status Enquiry, Collection (just a brief introduction to be given) Only following to be taught In detail: Letters of inquiry Letters of Complaints, Claims, Adjustments

Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act [Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness).

Unit 5: Introduction to Business Ethics

(5 hrs)

Concept and Interpretation importance of Business Ethics Personal Integrity at the workplace
Business Ethics and media Computer Ethics Corporate Social Responsibility

Exercises:

Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices:

- Surrogate Advertising
- Patents and Intellectual Property Rights
- Dumping of Medical/E-waste
- Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, , appearance and sexual orientation at the workplace
- Piracy
- Insurance Child Labor

Books

- Balan,K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi
- Bangh, LSue, Fryar,Maridell and Thomas David A. (1998) How to Write First Class Business Correspondence, N.T.C. Publishing Group USA.
- Bhargava and Bhargava (1971) Company Notices, Meetings and Regulations
- Ghanekar.A(1996) Communication Skills for Effective Management. Everest Publishing House, Pune.

COURSE CODE: DSC 302
QUANTITATIVE TECHNIQUES

Objective: To acquaint students with the construction of mathematical models for managerial decision situations and to use computer software packages to obtain a solution wherever applicable. The emphasis is on understanding the concepts, formulation and interpretation.

Outcome: The student will understand the quantitative methods which are helpful in case of maximization and minimization objective.

Unit I: Probability: **(14 Hrs)**

Meaning and important definitions of probability problems on combination and complementary event. Theorems of addition, Random Variable- discrete and continuous problems on variance, co-variance and standard deviation. Probability Distribution: Meaning, characteristics of Binomial, Poisson, and Normal distribution. Problems on Binomial, Poisson, and Normal distribution.

Unit II: Hypothesis testing: **(12 Hrs)**

Concept; Level of Significance; Hypothesis decision table, type I and type II error, null and alternative hypothesis. Test of hypothesis: Z test only on mean, equality of mean, proportion and equality of proportion

Unit III: Linear Programming: **(12 Hrs)**

Formulation of L.P. Problems, Graphical Solutions (Special cases: Multiple optimal solution, infeasibility, unbounded solution); Simplex Method only.

Unit IV: Elementary Transportation: **(12 Hrs)**

Formulation of Transport Problem, Solution by Corner Rule, Least Cost method, Vogel's Approximation Method (VAM), Modified Distribution Method.

Unit V: Elementary Assignment:**(10 Hrs)**

Hungarian Method, balanced and unbalanced problem on maximization objective only. Game theory: meaning and important terms of game theory solution by mini max method, dominance property method and graphical method.

SUGGESTED BOOKS:

1. N. D. Vohra: Quantitative Management, Tata
2. McGraw Hill. P. K. Gupta, Man Mohan, KantiSwarup: Operations Research, Sultan Chand. V. K. Kapoor: Operations Research, Sultan Chand & Sons.
3. J. K. Sharma: Operations Research Theory & Applications, Macmillan India Limited.

COURSE CODE: DSC 303
ENTREPRENEURSHIP DEVELOPMENT

OBJECTIVE

The objective is to enable students to understand the basic concepts of entrepreneurship and prepare business plan to start a small industry.

OUTCOME

Have the ability to discern distinct entrepreneurial traits. Know the parameters to assess opportunities and constraints for new business ideas

Unit 1: ENTREPRENEURSHIP (15 Hrs)

Introduction - Meaning & Definition of Entrepreneurship, Entrepreneur & Enterprise - Differences between Entrepreneurship, Entrepreneur & Enterprise ~ Functions of Entrepreneur — Role of Entrepreneur for Economic Development - Factors influencing Entrepreneurship - Pros and Cons of being an Entrepreneur — Differences between Manager and Entrepreneur - Qualities of an Entrepreneur — Types of Entrepreneurs. Entrepreneurship Development Need - Problems — National and State Level Institutions

Unit 2: SMALL SCALE INDUSTRIES (10 Hrs)

Small Scale Industries - Tiny Industries - Ancillary Industries - Cottage Industries — Definition - Meaning - Product Range - Capital Investment - Ownership Patterns - Importance and Role played by SSI in the development of the Indian Economy - Problems faced by SSI's and the steps taken to solve the problems

Unit 3: STARTING A SMALL INDUSTRY (12 Hrs)

Concept of Business opportunity, scanning the environment for opportunities, evaluation of alternatives and selection based on_ personal competencies. - An overview of the steps involved in starting a business venture — Location, Clearances and Permits required, Formalities, Licensing and Registration Procedures - Assessment of the market for the proposed project - Importance of financial, technical and social feasibility of the project.

Unit 4: IMPLEMENTATION OF THE PROJECT AND SICKNESS IN SSIs (13 Hrs)

Financial assistance through SFC's, SIDBI, Commercial Banks, KSIDC, KSSIC, IFCI, - Non-financial assistance from DIC, SISI, EDI, SIDO, AWAKE, TCO, TECKSOK, KVIC - Financial incentives for SSIs and Tax Concessions - Assistance for obtaining Raw Material, Machinery, Land and Building and Technical Assistance - Industrial Estates - Role and Types. Sickness: Meaning and definition of a sick industry - Causes of Industrial Sickness - Preventive and Remedial Measures for Sick Industries

Unit 5: PREPARING THE BUSINESS PLAN (BP) (10 Hrs)

Business Plan, Importance of BP, Preparation of BP, Typical BP format - Financial aspects of the BP - Marketing aspects of the BP - Human Resource aspects of the BP - Technical aspects of the BP - Social aspects of the BP - Preparation of BP - Common pitfalls to be avoided in preparation of a BP

SUGGESTED BOOKS:

1. Vasant Desai: The Dynamics of Entrepreneurship Development and Management, HPH
2. Mark. J. Dollinger, Entrepreneurship — Strategies and Resources, Pearson Edition.
3. Satish Taneja: Entrepreneur Development, HPH.
4. UdaiPareek and T.V. Rao, Developing Entrepreneurship
5. S.V.S. Sharma, Developing Entrepreneurship, Issues and Problems, SIET, Hyderabad
6. Srivastava, A Practical Guide to Industrial Entrepreneurs, Sultan Chand.
7. Government of india, Report of the committee on small and medium entrepreneurs, 1975
8. VidyaHattangadi ; Entrepreneurship, HPH.
9. N.V.R. Naidu : Management and Entrepreneurship, I.K. International
10. Bharusali, Entrepreneur Development,
- 11.K. Venkataramanappa, Entrepreneurial Development, SHB Publications
12. Anil Kumar: Small Business and Entrepreneurship, I.K. International
13. Rekha & Vibha ~ Entrepreneurial Management VBH

COURSE CODE: DSC 304
COMPUTER APPLICATIONS IN BUSINESS

Contact Hours: 60

OBJECTIVE

The objective of the subject is to make the students understand the concept of information systems used in business and to know the latest trends in doing business in internet environment.

OUTCOME

Describe the fundamentals of Information Technology (IT) infrastructure components: hardware, software, and data communications systems.

Demonstrate proper file management techniques to manipulate electronic files and folders in a local and networked environment.

Identify emerging technologies for use in business applications.

Unit 1: INTRODUCTION TO INFORMATION SYSTEM (10 Hrs)

Meaning and definition of system, information and information system — business information system — Features of Information system — Uses of Business Information Systems, Users of Information Systems — Components of Business Information Systems

Unit 2: TYPES OF INFORMATION SYSTEMS (14Hrs)

Management Support Systems (MSS), Management information systems, , Transaction Processing systems, Decision Support Systems (DSS), Group Decision Support System (GDSS), Office Automation system, Process Control systems, Executive Information systems, Levels of management and Information systems

Unit 3: MS OFFICE (12 Hrs)

MS Word — editing a document formatting — Spell Checking — Page setup, Using tabs, Tables and other features Mail Merge, MS Excel — building work sheet data entry in work sheets, auto

fill — working with simple problems formula — statistical analysis, sort, charts, MS Power point — Design, Side Show — Presentation.

Unit 4: DATABASE MANAGEMENT SYSTEMS (14 Hrs)

Introduction Purpose of Database Systems, Views of data, Data Models, Database language, Transaction Management, Storage Management, Database Administrator, Database Users, Overall System Structure, Different types of Database Systems

Unit 5: ACCOUNTING SOFTWARE (10Hrs)

Introduction to Tally, Opening new company, Safety of Accounts or Password, Characteristics, Making Ledger Accounts, writing voucher, voucher entry, making different types of voucher, correcting sundry debtors an sundry creditors accounts, preparation of Trail Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts, & Balance Sheet BOOKS FOR

REFERENCE

1. James Obrein, Management Information Systems, Tata McGraw Hill
2. M.Suman_ Computer Application Business, VBH
3. R.G. Saha — Computer Application Business, HPH.
4. Amrutha Gowri & Soundrarajana A, Computer Application Business, SHBP.
5. Manjunath, GunduRao ~ Computer Business Applications, HPH.
6. Sudaimuthu& Anthony: Computer Applications in Business, HPH.
7. Perekar, Anindita Hazra; Computer Application in Business
8. Srivatasava : Enterprise Resource Planning I.K. International
9. SSadagopan, Enterprise resource planning (ERP), Tata McGraw Hill
10. S.P. Rajagopal, Computer Application in Business
11. C.S.V.Murthy: Management Information, HPH

COURSE CODE DCSC 305

COMPUTER LAB

BBA – Semester III

LAB Assignments

Part 1 - MS- Word

- 1) Create a table with the following columns:

SL.No, Particulars, quantity, Rate, Amount, Discount (10%), Net Amount. Add 5 different particulars for the table and calculate discount (10%) and Net amount.

- 2) Prepare an invitation letter in MS-Word inviting 5 colleges for the event to be held in your College. Use Mail merge to prepare letter and recipients list and write the steps.
- 3) Draft a document (of minimum 200 words) on any topic using formatting options given below.

- ✓ Content should be justified.
- ✓ Line spacing of 1.5”.
- ✓ Font Size – 12
- ✓ Font face – Times New Roman.
- ✓ Page size : Letter
- ✓ Orientation – Portrait.
- ✓ Margin: 1” Each side.
- ✓ Include appropriate Headers and Footers.
- ✓ Include water mark displaying your College name.

Part 2 - MS- Excel:

1. Opening MS-excel, rename & move worksheet, saving workbook, cell format(Row height and column width,merge,wrap & shrink
2. Entering data in cell and formatting text and numbers (such currency , %,decimal and indent etc)
3. Editing data (cut,copy and paste special options (values, transpose,etc)
4. Cell referencing (Relative, Absolute and Mixed)
5. Data validation (Any Value, List, TextLength)
6. Functions
 - a. Math Functions
sum(),sumif(),mod(),int(),round(),sqrt(),power().
 - b. Text Functions
Upper(),Lower(),Proper(),Concatenate()

- c. Date functions
Today(),Now(),weekday().
 - d. Logical functions
if(),with logical operator AND,OR,NOT.
 - e. Statistical functions
count(),countif(),average(),max(),min()
 - f. Financial functions
pmt(),PV(),FV(),Rate()
7. Data Representation of chart
Types of charts (Pie,Bar,colomn)
create , editing and formatting of chart
pivot table and chart
8. Macro
9. Page setup, page break and rows to repeat

Part 3: MS-Access

- Database creation, Data types & Description
- Generate table, define relationships between tables with using primary key.
- Generate Query's using (select, update, delete & append)
- Form creation using wizard
- Report creation using wizard

COURSE CODE SEC 1
BUSINESS POLICY AND STRATEGY

OBJECTIVE

To acquaint the students with understanding the business environment and design strategies to meet challenges. It focuses on designing plans and policies.

UNIT 1: INTRODUCTION TO BUSINESS POLICY AND STRATEGY

Strategy, Strategic Management Process, Establishing Corporate directions — Vision, Mission and Objectives. Crafting and Executing Business Policy and Corporate Planning. Strategic Intent, Strategy decision making Environmental Analysis for Business Policy Formulations- Evaluating a Company's External and Internal Environmental analysis for creating business policy and strategy, Macro Environmental factors; Demographic elements, Political forces, Economic elements, Socio-cultural factors, Technological Issues. Strategy Formulation-Strategy Formulation; Business-Level, Functional Level Strategy, Strategy analysis and choices Competitive analysis and advantages: Generic strategies, Choice based strategies, Tailoring Strategy to fit specific industry, Strategy for Leaders, Challengers, weak crisis Businesses.

UNIT 2: ALTERNATIVE STRATEGY DEVELOPMENT AND STRATEGY

IMPLEMENTATION AND CORPORATE ETHICS

Strategy Alternatives-Creating Value through Intensive growth strategies, Integration Strategies, Diversification Strategies, Using Offensive and defensive strategies. Outsourcing Strategies, Growth and Drivers of outsourcing. Market diversification strategies. Strategy Implementation: Evaluation and Control, Corporate Culture and Promoting S M A R T governance. Re-Designing Organizational Structure and Controls, Crafting Social Responsibility, Social and Ethical responsibilities of Corporate Organizations.

SUGGESTED BOOKS:

1. Arthur A Thompson Jr, Strickland “Strategic Management Concepts and Cases” TATA McGraw Hill Company Ltd, Second Reprint 2010, New Delhi.
2. P. Subba Rao, “Business Policy and Strategic Management” HPH, 2017.
3. Fred R. David, “Strategic Management” 2008, 12" Edition, PHI Learning Limited, New Delhi.
4. Michael Porter, “Competitive Strategy” 2005 Reprint, Free Press, London.
5. R.M.Srivastava, “Management Policy and Strategic Management Concepts, Skills and Practices” 2014, Revised edition, H P H , Hyderabad. 12. Dr. Francis Cherunilaym, “Strategic Management”, HPH, 2019.