



# **BENGALURU CITY UNIVERSITY**

**CHOICE BASED CREDIT SYSTEM**

**(Semester Scheme with Multiple Entry and Exit Options for  
Under Graduate Course)**

**Syllabus for BBA  
(V & VI Semester)**

**2023-24 onwards**

**PROCEEDINGS OF THE MEETING OF THE BOS-UG-B.COM, B.COM BDA /IAS  
/A&F/ LSCM /TTM, B.VOC (A&T)/B.VOC (RM) COURSES**

Proceedings of the meeting of the BOS(UG) B.Com/B.Com-BDA/B.Com-IAS / B.Com-A&F/B.Com-LSCM/B.Com-TTM/B.Voc(A&T)/B.Voc(RM) Courses held on 8<sup>th</sup> and 9<sup>th</sup> August 2023 from 11:00 AM onwards, in the Department of Commerce, PK Block, Bengaluru City University, Bengaluru.

The board members had prepared the draft syllabus for the 5<sup>th</sup> and 6<sup>th</sup> semesters of the above mentioned courses and presented in the meeting. After elaborate discussions and deliberations, the draft syllabus was modified as per the suggestions of the board members and finalised.

Further, the board authorised the Chairperson to make the necessary changes, if required.

**MEMBERS PRESENT:**

1.	<b>Dr. Jalaja .K.R</b>	<b>Dean and Chairperson , Department Of Commerce, BCU</b>	<b>Chairperson</b>
2.	Dr. M. Muniraju	Former Dean and Chairman, Department Of Commerce, BCU	Member
3.	Dr. R. Sarvamangala	Dean and Chairperson , Department Of Commerce, BUB	Members
4.	Dr. Nagaraju. N	Professor, Department Of Commerce, Mangaluru University, Mangaluru	Members
5.	Dr. Channappa	Professor, Department Of Commerce, Osmania University, Hyderabad.	Member
6.	Dr. B. G. Bhaskara	Principal , Sheshadripuram College, Bengaluru	Member
7.	Dr. Padmaja. P.V	Principal , MLA Academy of Higher Education, Bengaluru	Member
8.	Dr. Parvathi	Principal, VET First Grade College, Bengaluru	Member
9.	Dr. S. N. Venkatesh	Principal, Sheshadripuram College, Yelahanka, Bengaluru	Member
10.	Dr. S. Harish	Principal, Vijaya Evening College, Bengaluru	Member
11.	Dr. D. Raja Jebasingh	Associate Professor, Department Of Commerce, St Joseph's College of Commerce ,Bengaluru	Member

## CO-OPTED MEMBERS:

12.	Dr. G. Venugopal	Principal VVN Degree College, Bengaluru	Member
13.	Dr. Bhavani.H	Associate Professor, Department of Commerce, Vivekananda Degree College ,Bengaluru	Member
14.	Shri. Gururaja Rao. H.N	Associate Professor, Department of Commerce, Vijaya College, Bengaluru	Member
15.	Dr. Savitha.K	Principal, BEL First Grade College, Bengaluru	Member
16.	Dr. Swaminathan C	Associate Professor, Department of Commerce, GFGC, Malleshwaram, Bengaluru	Member
17.	Dr. Padmanabha. H.R	Principal, ASC Silver Valley College, Bengaluru	Member
18.	Dr. Srihari	Associate Professor, Department of Commerce, SSMRV College, Bengaluru	Member
19.	Dr. Nagaraja. C	Assistant Professor, Department of Commerce, GFGC Yelahanka, Bengaluru	Member
20.	Smt. Asha. N	Principal, Sindhi College, Bengaluru	Member
21.	Smt. Priya Srinivasa	Assistant Professor, Department of Commerce, BMS College of Commerce and Management, Bengaluru	Member

*bili* 12/09/23  
Dr. JALAJA. K.R., M.COM., MBA., Ph.D  
Dean & Chairperson  
Department of Commerce  
Bengaluru City University

**Chairperson- BOS(UG)**

**B.B A REGULAR**

Semester V								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours/ Week (L + T + P)	SEE	CIE	Total Marks	Credits
37	BBA 5.1	Production and Operations Management	DSC-13	3+0+2	60	40	100	4
38	BBA 5.2	Income Tax -I	DSC-14	3+0+2	60	40	100	4
39	BBA 5.3	Banking Law and Practice	DSC-15	3+0+2	60	40	100	4
40	BBA 5.4	<b>Elective Group I - paper I</b>	DSE-1	3+0+2	60	40	100	3
41	BBA 5.5	<b>Elective Group II - paper I</b>	DSE-2	3+0+2	60	40	100	3
42	BBA 5.6	Information Technology for Business <b>OR</b> Digital Marketing	Vocational-1 (Anyone to be chosen)	3+0+2	60	40	100	4
43	BBA 5.7	Cyber Security <b>OR</b> Employability Skills	SEC - SB	2+0+2	60	40	100	3
<b>Sub –Total (E)</b>					<b>420</b>	<b>280</b>	<b>700</b>	<b>25</b>

**Elective Groups and Courses**

Discipline-Specific Electives –V Semester (5.4/5.5)			
Groups	Paper	COURSE CODE	Title of the Paper
Finance	I	FN1	Advanced Corporate Financial Management
Marketing	I	MK1	Consumer Behavior and Market Research
Human Resource Management	I	HRM1	Human Resource Development and Leadership
Business Data Analytics	I	BDA1	Financial Analytics
Logistics and Supply Chain Management	I	LSCM1	Fundamentals of Supply Chain Management

**Note:**

- Under DSE, Dual Specialization to be offered, students should choose two elective groups from the above elective groups. The same elective groups should be continued in the 6<sup>th</sup> Semester also.

Semester VI								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours/ Week (L + T + P)	SEE	CIE	Total Marks	Credits
44	BBA 6.1	Business Law	DSC-18	3+0+2	60	40	100	4
45	BBA 6.2	Income Tax -II	DSC-19	3+0+2	60	40	100	4
46	BBA 6.3	International Business	DSC-20	4+0+0	60	40	100	4
47	BBA 6.4	<b>Elective Group I - paper II</b>	DSE-3	3+0+2	60	40	100	3
48	BBA 6.5	<b>Elective Group II - paper II</b>	DSE-4	3+0+2	60	40	100	3
49	BBA 6.6	A. Goods & Service Tax OR B. Event Management	Vocational-2 (Anyone to be chosen)	3+0+2	60	40	100	4
50	BBA 6.7	Internship	<b>3 Hours per Teacher for a batch of 50 students</b>		-	100	100	3
<b>Sub –Total (F)</b>					<b>360</b>	<b>340</b>	<b>700</b>	<b>25</b>

### Elective Groups and Courses

Discipline Specific Electives –VI Semester (6.4/6.5)			
Groups	Paper	COURSE CODE	Title of the Paper
Finance	II	FN2	Security Analysis and Portfolio Management
Marketing	II	MK2	Advertising and Media Management.
Human Resource Management	II	HRM2	Compensation and Performance Management
Business Data Analytics	II	BDA2	Marketing Analytics
Logistics and Supply Chain Management	II	LSCM2	Logistics Management

**Note:**

- The students shall undergo 4 weeks of internship programme in any business organization (Tiny, small, medium or large scale) immediately after completion of 4<sup>th</sup> Semester Examination but 45 Days before the end of 6<sup>th</sup> Semester classes and shall submit internship report to the College. Colleges shall submit internship report marks along with 6<sup>th</sup> Semester Internal Assessment marks.
- Marks allotted for Internship (100) shall be split into 60 marks for report and 40 marks for Viva- voce. Evaluation of report and conduct of Viva- voce shall be at the institutional level.
- 01 hour of Internship class shall be taken in the classroom for explaining and guiding on internship and 02 hours of Practical class shall be used to monitor the Internship Course.

**Name of the Program: Bachelor of Business Administration (BBA)**

**Course Code: BBA 5.1**

**Name of the Course: Production and Operations Management**

**Course Credits**

**No. of hours per week**

**Total No. of Teaching hours**

**4 Credits**

**4 hours**

**56 hours**

**Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,**

**Course Outcomes: On successful completion of the course, the students' will be able to**

- a) Understand ever growing importance of Production and Operations Management in an uncertain business environment.
- b) Gain an in-depth understanding of Plant Location and Layout
- c) Appreciate the unique challenges faced by firms in Inventory Management.
- d) Understand the subject of Production Planning and Control.
- e) Develop skills to operate competitively in the current business scenario.

**Syllabus:**

**Hours**

**Module No.1: Introduction to Production and Operations Management**

**12**

Introduction -Meaning of Production and Operations, differences between Production and Operations Management, Scope of Production Management, Production System. Types of Production, Benefits of Production Management, Responsibility of a Production Manager, Decisions of Production Management. Operations Management: Concept and Functions.

**Module No. 2: Plant Location and layout**

**10**

Meaning and definition of Plant Location and Layout – Factors affecting location- Plant layout: Principles of plant layout- Space requirement – Different types of facilities – Organization of physical facilities – Building, Sanitation, Lighting and Ventilation, Air Conditioning and Safety.

**Module No. 3: Production Planning and Control**

**12**

Meaning and Definition, Characteristics, Objectives, Stages, Scope, and Factors affecting Production Planning and Control. Quality Management - Quality Concepts, Difference between Inspections, Quality Control, Quality Assurances. Total Quality Management- Meaning and Principles of TQM. Quality Control Charts- Meaning and Types of Charts.

**Module No. 4: Inventory Management**

**12**

Inventory Management – Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy. Inventory handling principles and practice. Inventory Management Technique - EOQ Model, ABC Analysis.

**Module 5: Maintenance and Waste Management**

**10**

Introduction – Meaning – Objectives – Types of maintenance and their relative advantages, Maintenance Scheduling, Equipment reliability and Modern Scientific Methods of Maintenance. Waste Management- Meaning and Types of waste, meaning of waste management, methods of waste disposal; Salvage and recovery.

**Skill Development Activities:**

1. Visit any industry and list out the stages of its automation and artificial intelligence with as many details as possible.
2. List out the factors which are important while selecting a plant layout and draw a chart on Plant layout.
3. Draw quality control charts.
4. List out the Functions of Inventory Management in an organization.

**Books for Reference:**

- Ashwathappa K & Sridhar Bhatt: Production & Operations Management, HPH.
- Gondhalekar & Salunkhe: Productivity Techniques, HPH.
- SN Chary, Production & Operations Management, McGraw Hill.
- U. Kachru, Production & Operations Management, Excel Books.
- Alan Muhlemann, John Oaclank and Keith Lockyn, Production & Operations Management, PHI.
- K K Ahuja, Production Management, CBS Publishers.
- S.A. Chunawalla & Patel: Production & Operations Management, HPH.
- Everett E Adam Jr., and Ronald J Ebert, Production & Operations Management, Sage Publishing.
- Dr. L. N. Agarwal and Dr. K.C. Jain, Production Management.
- Thomas E. Morton, Production Operations Management, Southwestern College.

**Name of The Program: Bachelor of Business Administration (BBA)****Course Code: BBA 5.2****Name of the Course: Income Tax – I**

Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	4 hours	56 hours

**Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc..****Course Outcomes:** On successful completion of the course, the students will be able to:

- Comprehend the procedure for computation of Total Income and tax liability of an individual.
- Understand the provisions for determining the residential status of an individual.
- Comprehend the meaning of Salary, Perquisites, Profit in lieu of salary, allowances and various retirement benefits.
- Compute the income house property for different categories of house property.
- Comprehend TDS & advances tax Ruling and identify the various deductions under section 80.

Syllabus:	Hours
<b>Module-1: Basic Concepts of Income Tax</b>	<b>08</b>
Introduction – Meaning of tax-, types of taxes and canons of taxation, Important definitions, assessment year, previous year including exceptions, assessee, person, income, casual income, Gross total income, Total income, Agricultural income, Tax Rates (Old and New Regimes). Exempted incomes of individuals under section 10.	
<b>Module -2: Assessment Procedure and Income Tax Authorities</b>	<b>08</b>
Meaning of Assessment - Types of Assessment– Regular Assessment- Self Assessment – Best Judgement Assessment- Summary Assessment – Scrutiny Assessment – Income Escaping Assessment - Permanent Account Number -Meaning, Procedure for obtaining PAN and transactions where quoting of PAN is compulsory. Income Tax Authorities their Powers and functions. CBDT, CIT and AO.	
<b>Module- 3: Residential Status and Incidence of Tax</b>	<b>10</b>
Introduction – Residential status of an individual. Determination of residential status of an individual. Incidence of tax or Scope of Total income. Problems on computation of Gross total Income of an individual (Deductions U/S 80 excluded)	
<b>Module -4: Income from Salary</b>	<b>18</b>
Introduction - Meaning of Salary -Basis of charge Definitions–Salary, allowances, Perquisites, and profits in lieu of salary - Provident Fund - Retirement Benefits – Gratuity, pension and Leave salary. Deductions U/S 16 and Problems on Computation of Taxable Salary.	
<b>Module No.-5: Income from House Property</b>	<b>12</b>
Introduction - Basis of charge - Deemed owners -House property incomes exempt from tax, Vacancy allowance and unrealized rent. Annual Value –Determination of Annual Value- Deductions U/S 24 from Net Annual Value - Problems on Computation of Income from House Property.	



**Skill Development Activities:**

1. Prepare slab rates chart for different Individual assesses (Old Regime).
2. List out any 6 Incomes exempt from tax under section 10 of an Individual.
3. Draw an organization chart of Income Tax Authorities.
4. Prepare the chart of perquisites received by an employee in an organization.
5. Prepare the chart of Computation of Income under House Property.

**Books for References:**

- Mehrotra H.C and T.S.Goyal, Direct taxes, Sahithya Bhavan Publication, Agra.
- Vinod K. Singhanian, Direct Taxes, Taxman Publication Private Ltd, New Delhi.
- Gaur and Narang, Law and practice of Income Tax, Kalyani Publications, Ludhiana.
- Bhagawathi Prasad, Direct Taxes.

**Name of the Program: Bachelor of Business Administration (BBA)****Course Code: BBA 5.3****Name of the Course: Banking Law and Practice**

Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	4 hours	56 hours

**Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Casestudies & field work etc.,**

**Course Outcomes:** On successful completion of the course, the students will be able to:

- Understand the legal aspects of banker and customer relationship.
- Open the different types of accounts.
- Describe the various operations of banks.
- Understand the different types of crossing of cheques and endorsement.
- Understanding of different types of E-payments.

<b>Syllabus:</b>	<b>Hours</b>
<b>Module No. 1: Banker and Customer</b>	<b>16</b>
<p>A) Banker and Customer Relationship: Introduction – Meaning of Banker &amp; Customer; General and Special relationships between Banker &amp; Customer, (Rights and Obligations of Banker &amp; Customer).</p> <p>B) Customers and Account Holders: Types of Customer and Account Holders – Procedure and Practice in opening and operating the accounts of different types of customers – Minor, Joint Account Holders, Partnership Firms, Joint Stock Companies, Clubs, Non-Resident Account – NRI &amp; NRE Accounts.</p>	
<b>Module No. 2: Banking Operations.</b>	<b>08</b>
<p>Meaning – Duties and Responsibilities of Collecting Banker, Holder for Value, Holder in Due Course; Statutory Protection to Collecting Banker.</p>	
<b>Module No. 3: Paying Banker</b>	<b>12</b>
<p>Meaning – Precautions – Statutory Protection to the Paying Banker; Cheques – Crossing of Cheques – Types of Crossing; Endorsements - Meaning, Essentials and Kinds of Endorsement; Dishonor of Cheque - Grounds for Dishonor of cheque.</p>	
<b>Module No. 4: Lending Operations</b>	<b>12</b>
<p>Principles of Bank Lending, Kinds of lending - Loans, Cash Credit, Overdraft, Bills Discounting, Letters of Credit. Types of securities and Methods of creation of charge, Secured and Unsecured Advances; Procedure - Housing, Education and Vehicle loan's; Non-Performing Asset (NPA): Meaning, circumstances &amp; impact; Government Regulations on Priority lending for commercial banks.</p>	
<b>Module No. 5: Banking Innovations</b>	<b>8</b>
<p>New technology in Banking – E-services – plastic cards . Internet Banking, ATM based services, ECS, MICR, RTGS, NEFT, DEMAT, IMPS UPI , AADHAR enabled payment system, USSD, E-Valet and application based payment systems, Role of artificial intelligence in banks, Block Chain – Meaning and features.</p>	

**Skill Development Activities:**

1. Collect and paste pay in slip for SB A/c and Current a/c.
2. Draw a specimen of a crossed cheque.
3. List out different types of customers and collect KYC documents required for loan
4. List out various fee-based services offered by a bank in your locality
5. List out application-based payment systems provided by a commercial bank.

**Books for References:**

- Gordon & Natarajan: Banking Theory Law and Practice, HPH.
- Maheshwari. S.N.: Banking Law and Practice, Vikas Publication.
- Kothari N. M: Law and Practice of Banking.
- Tannan M.L: Banking Law and Practice in India, Indian Law House
- S. P Srivastava: Banking Theory & Practice, Anmol Publications.
- Sheldon H.P: Practice and Law of Banking.
- Neelam C Gulati: Principles of Banking Management.
- Dr. Alice Mani: Banking Law and Operation, SB.

**Name of the Program: Bachelor of Business Administration (BBA)****Finance Elective****Course Code: FN1****Name of the Course: Advanced Corporate Financial Management**

<b>Course Credits</b>	<b>No. of hours perweek</b>	<b>Total No. of Teaching hours</b>
<b>3 Credits</b>	<b>4 hours</b>	<b>56 hours</b>

**Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field worketc.,****Course Outcomes:** On successful completion of the course, the students will be able to:

- Understand and determine the overall cost of capital.
- Comprehend the different advanced capital budgeting techniques.
- Understand the importance of dividend decisions and dividend theories.
- Understand current asset management.

<b>Syllabus:</b>	<b>Hours</b>
<b>Module No. 1: Cost of Capital</b>	<b>12</b>
Cost of Capital: Meaning and Definition – Significance of Cost of Capital – Types of Capital Computation of Cost of Capital – Specific Cost – Cost of Debt – Cost of Preference Share Capital – Cost of Equity Share Capital – Weighted Average Cost of Capital (Book Value and Market Value Weights) – Problems.	
<b>Module No. 2: Capital Structure Theories</b>	<b>08</b>
The Net Income Approach, The Net Operating Income Approach, Traditional Approach and MM Hypothesis – Problems on all the approaches.	
<b>Module No. 3: Risk Analysis in Capital Budgeting</b>	<b>12</b>
Meaning of Risk and Risk Analysis – Types of Risks – Risk and Uncertainty – Techniques of Measuring Risks – Risk adjusted Discount Rate Approach – Certainty Equivalent Approach –Probability Approach - Standard Deviation and Co-efficient of Variation- Theory and Problems. Sensitivity Analysis and Decision Tree Analysis (theory only).	
<b>Module No. 4: Management of Current Assets</b>	<b>14</b>
Introduction – Significance of Current Assets – Meaning of Cash and Cash Management – Objectives, Motives of Holding Cash – Meaning and Definition of Receivables – Cost of Maintaining Receivables – Factors influencing the size of Receivables - Objectives of Receivables Management – Problems on Debtors Turnover Ratio, Average Collection Period, Creditors Turnover Ratio, Average Payment Period. Inventory Management – Meaning and Definition of Inventory – Elements of Inventory- Motives of holding the Inventory – Costs associated with Inventory – Techniques of Inventory Management (Concepts Only)	
<b>Module No. 5: Dividend Decision and Theories</b>	<b>10</b>
Introduction - Dividend Decisions: Meaning - Types of Dividends – Types of Dividends Polices – Significance of Stable Dividend Policy - Determinants of Dividend Policy; Dividend Theories: Theories of Relevance – Walter’s Model and Gordon’s Model and Theory of Irrelevance – The Miller-Modigliani (MM) Hypothesis - Problems.	

**Skill Development Activities:**

1. List any Six inventory techniques.
2. Compute the specific cost and weighted average cost of capital of an organization, with imaginary figures.
3. Prepare imaginary data relating to dividend policies practiced by any two companies.
4. Calculate the different ratios under receivable management using imaginary figures.
5. Compare Net Income Approach and Net Operating Income Approach.

**Books for References:**

- I M Pandey, Financial management, Vikas publications, New Delhi.
- Abrish Guptha, Financial management, Pearson.
- Khan & Jain, Basic Financial Management, TMH, New Delhi.
- S N Maheshwari, Principles of Financial Management, Sulthan Chand & Sons, New Delhi.
- Chandra & Chandra D Bose, Fundamentals of Financial Management, PHI, New Delhi.
- Ravi M Kishore, Financial Management, Taxman Publications
- Prasanna Chandra, Financial Management, Theory and Practice, Tata McGraw Hill.

**Name of the Program: Bachelor of Business Administration (BBA)****Marketing Elective****Course Code: MK 1****Name of the Course: Consumer Behaviour and Market Research**

<b>Course Credits</b>	<b>No. of hours per week</b>	<b>Total No. of Teaching hours</b>
<b>3 Credits</b>	<b>4 hours</b>	<b>56 hours</b>
<b>Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies &amp; field work etc.,</b>		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to:		
<ul style="list-style-type: none"> <li>a) Understanding of Consumer Behavior towards products, brands, and services.</li> <li>b) Establish the relevance of consumer behavior theories and concepts to marketing decisions.</li> <li>c) Implement appropriate combinations of theories and concepts.</li> <li>d) Understanding of market research process</li> <li>e) Understanding of Data Analysis and reporting in market research.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module -1: Introduction to Consumer Behavior</b>		<b>12</b>
Introduction to Consumer Behaviour - A managerial & consumer perspective; Need to study Consumer Behaviour; Applications of consumer behaviour knowledge; Models of Consumer Behaviour- Engel-Kollat-Blackwell (EKB) Model, Howard Sheth Model, Nicosia Model; consumer's decision-making process.		
<b>Module -2: Consumer Buying Behaviour</b>		<b>14</b>
Individual determinants - Consumer needs & motivation; personality and self-concept; consumer perception; learning & memory; nature of consumer attitudes; consumer attitude formation and change. Environmental determinants- Cultural influences - Social class - Reference groups and family influences - Opinion leadership and the diffusion of innovations.		
<b>Module-3: Market Research</b>		<b>08</b>
The nature of marketing research and its applications, types of Market Research - Exploratory, Descriptive and Causal; The Market Research process – Defining the problem, Developing the plan, Collection and Analysis of data, Findings and Conclusion.		
<b>Module -4: Data Collection</b>		<b>12</b>
Types of Data- Primary and Secondary Data, Collecting data – Census and Sampling method. Research Methods – Qualitative Research Method – Interview, Focus Group and Observations. Quantitative Research Methods – Survey and Experiment Tools for Data Collection- Questionnaire and Schedules – Difference between questionnaire and Schedules.		
<b>Module -5: Data Visualization, Analysis and Reporting</b>		<b>10</b>
Data Visualisation using excel (bar diagram and pie chart). Preparation of Data Tables for Descriptive Statistics. Data analysis techniques - average, t-test, z-test, Chi-Square, and ANOVA (only meanings). Reports: Types of reports, Layout of reports.		

**Skill Development Activities:**

1. Prepare a diagram showing anyone model of consumer behaviour.
2. Design a questionnaire to collect information on consumer satisfaction on a specific product of your choice
3. Prepare a market survey report with imaginary information.
4. Write a report on the marketing problem faced by an organization.
5. Prepare a chart showing the Diffusion of Innovation

**Books for References:**

- Leon. G. Schiffman & Leslve Lazer Kanuk; Consumer behaviour; 6thEdition; PHI, New Delhi, 2000.
- Suja.R.Nair, Consumer behaviour in Indian perspective, First Edition,Himalaya Publishing House, Mumbai, 2003.
- Batra/Kazmi; Consumer Behaviour.
- David. L. Loudon & Albert J. Bitta; Consumer Behaviour; 4th Edition,Mcgraw Hill, Inc; New Delhi,1993.
- K. Venkatramana, Consumer Behaviour, SHBP.
- Assael Henry; Consumer behaviour and marketing action; Asian Books(P)Ltd, Thomson learning, 6th Edition; 2001.
- Jay D. Lindquist & M. Joseph Sirgy, Shopper, Buyer and ConsumerBehaviour, 2003.
- Blackwell; Consumer Behaviour, 2nd Edition.
- S.A.Chunawalla : Commentary on Consumer Behaviour, HPH.
- Sontakki; Consumer Behaviour, HPH.
- Schiffman; Consumer Behaviour, Pearson Education.

**Name of the Program: Bachelor of Business Administration (BBA)****Human Resource Elective****Course Code: HRM1****Name of the Course: Human Resource Development and Leadership**

<b>COURSE CREDITS</b>	<b>NO. OF HOURS PER WEEK</b>	<b>TOTAL NO. OF TEACHING HOURS</b>
<b>3 CREDITS</b>	<b>4 HOURS</b>	<b>56 HOURS</b>
<b>Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Casestudies &amp; field work etc.,</b>		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to: a) Understand the need of HRD. b) Comprehend the framework of HRD. c) Understand the models for evaluating the HRD. d) Analyse different leadership styles, types, patterns and functions. e) Demonstrate an understanding of various leadership approaches for effective management of people.		
<b>SYLLABUS:</b>		<b>HOURS</b>
<b>Module No. 1: Introduction to HRD</b>		<b>12</b>
Introduction – Meaning and Definition of HRD, objectives of HRD, Need for HRD, Function of HRD – Development function, Maintenance Function, control function. HRD strategies, Roles & Responsibilities of HRD Manager, Qualities of HRD Manager		
<b>Module No. 2: Training and Development</b>		<b>14</b>
Objectives, Assessing HRD needs, Difference between Training and Development, Method of training (on the job and off the job training), Training Process – Need Assessment, Deriving the instructional objectives, designing the training and development program, Implementation of the Training Program, Evaluation of Training Program. Obstacles to effective training.		
<b>Module No. 3: Evaluating HRD Program</b>		<b>10</b>
Introduction – Models and Frame work of Evaluation, Purpose of HRD evaluation, Data Collection for HRD programs. Career Management & Development – defining career concept, stages of life and career development, process of career management, career development practices and activities, Issues in career development.		
<b>Module No. 4: Leadership from Managerial Perspective</b>		<b>10</b>
Leadership: Nature and Significance of leadership, Qualities of an effective leader, Personal Values and Ethical behaviour in leadership; Leader v/s Manager; Authority v/s Leadership; Formal v/s Informal leadership; Different roles of leaders; Different levels of leadership. Leadership Skills.		
<b>Module No. 5: Leadership Theories and Styles</b>		<b>10</b>
Leadership Theories – Great man Theory, Trait Theory, Situational Leadership Theory, Transactional Leadership, Transformational Leadership Theory, Blake and Mouton’s Managerial Grid. Leadership styles: a) Autocratic leadership, b) Bureaucratic leadership, c) Democratic leadership, d) Laissez faire leadership e) Transformational Leadership, f) Charismatic Leadership - merits and demerits of each leadership style.		



**Skill Development Activities:**

1. Prepare a training schedule for a company with imaginary details.
2. List the role and responsibilities of HR trainer.
- 3 Draw managerial grid as given by Blake and Mouton.
4. List the possible challenges for career development for Women.
5. List out the traits of an autocratic leader.

**Books for References:**

- Werner & Desimone, Human Resource Development, Cengage Learning.
- William E. Blank, Handbook for Developing Competency Based Training Programmes, Prentice - Hall, New Jersey
- Uday Kumar Haldar, Human Resource Development, Oxford University Press.
- Srinivas Kandula, Strategic Human Resource Development, PHI Learning.
- Nadler, Leonard: Corporate Human Resource Development, Van Nostrand Reinhold, ASTD, New York.
- Rao, T.V and Pareek, Udai: Designing and Managing Human Resource Systems, Oxford IBH Pub. Pvt. Ltd., New Delhi, 2005.
- Rao, T.V: Readings in HRD, Oxford IBH Pub. Pvt. Ltd., New Delhi, 2004.
- Viramani, B.R and Seth, Parmila: Evaluating Management Development, Vision Books, New Delhi.
- Drucker Foundation (Ed.), Leading Beyond the Walls, San Francisco: Jossey Bass. 10. Al Gini and Ronald M. Green, Virtues of Outstanding Leaders: Leadership and Character, John Wiley & Sons Inc.
- S Balasubramanian, The Art of Business Leadership – Indian Experiences, Sage Publications.
- Gary Yukl and Nishant Uppal, Leadership in Organisation, Eight Edition, Pearson Publication.
- 13. Andrew Durbin , Leadership -Research findings, practice and skills , biztantra

**Name of the Program: Bachelor of Business Administration (BBA)****Business Data Analytics Elective****Course Code: BDA 1****Name of the Course: Financial Analytics**

<b>Course Credits</b>	<b>No. of hours perweek</b>	<b>Total No. of Teaching hours</b>
<b>3 credits</b>	<b>4 hours</b>	<b>56 hours</b>

**Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & fieldwork etc.**

**Course Outcomes:** On successful completion student will demonstrate:

- Analyze and model financial data.
- Access the different open-source domains.
- Evaluate and build model on time series data.
- Execute the statistical analysis using python.

<b>Syllabus:</b>	<b>Hours</b>
<b>Module No. 1: Introduction to Financial Analytics</b>	<b>08</b>
Introduction: Meaning-Importance of Financial Analytics Uses-Features-Documents used in Financial Analytics: Time value of money – Discounted and Non-discounted (computation using Excel).	
<b>Module No. 2: Access to Financial Data Using Latest Technology</b>	<b>10</b>
Public domain data base (RBI, BSE, NSE, Google finance), Prowess, downloading data from NSE and Yahoo finance. IMF and World Bank data base, Kaggle, Bloomberg, FINTECH companies (ROBO, ALGO trade).	
<b>Module No. 3: Introduction to Time Series Modeling</b>	<b>12</b>
Meaning of Data- types of data- time series, panel, cross sectional-components of Time series data. Simple time series concepts – moving average, exponential moving, WMA (Theory and Practices), data - differencing, logarithm, lagging, stationary v/s nonstationary data (detailed explanation with examples) computing return series data (simple returns and logarithmreturns) (using Excel).	
<b>Module No. 4: Introduction to Python</b>	<b>12</b>
Installation of Python, types of data and structures, basic analysis using NUMPY and PANDAS (financial examples), and data preparation for time series data.	
<b>Module No. 5: Python for Finance</b>	<b>14</b>
Descriptive statistics, Time series graphs in Python, understanding between correlation and covariance, basics of regression and its assumptions, Stationary and non-stationary data, basics of Time series using Python. Credit default using binary logistic regression.	

**Skill Development Activities:**

1. Explain the Different types of trends in time series data.
2. Explain the assumptions of regressions.
3. List out public domain database.
4. List out recent FINTECH companies.

**Books for References:**

- Python for finance: Yves hil pisces
- Hands on Data analysis with Pandas: Stefanie molin.
- Hands on Python for finance, Krish Naik, Packt
- Python For Finance, Yuxing Yan, Packt
- Mastering Python for Finance, James Ma Weiming ,Pack Publishing
- Financial Reporting and Financial Statement Analysis, M Hanif , A Mukherjee, McGraw Hill
- Haskell Financial Data Modelling and Predictive Analytics, Pavel Ryzhov, PACKT

**Name of the Program: Bachelor of Business Administration (B B A)****Logistics And Supply Chain Management Elective****Course Code: BBA SCM 1****Name of the Course: Fundamentals of Supply Chain Management**

<b>Course credits</b>	<b>No. of hours per week</b>	<b>Total no. Of teaching hours</b>
<b>3 credits</b>	<b>4 hours</b>	<b>56 hours</b>
<b>Pedagogy: Classroom lectures, Case studies, Group discussion, Seminar &amp; field work etc.</b>		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to		
<ul style="list-style-type: none"> <li>a) Understand the fundamentals of Logistics and Supply Chain Management</li> <li>b) Comprehend the relationship between competitive strategies and supply chain strategies</li> <li>c) Analyse the latest trends and challenges in the field of Logistics and Supply chain management</li> <li>d) Understand the best practices in SCM</li> </ul>		
<b>SYLLABUS:</b>		<b>HOURS</b>
<b>Module: 1 Introduction to Supply Chain Management:</b>		<b>14</b>
Concept of Supply Chain and Supply Chain Management, Importance of SCM, Focus areas in Supply Chain Management, Functions of SCM, Decision phases in Supply chain Management, Process view of Supply Chain - Cycle view and push-pull view, Drivers of SCM, Enablers in Supply Chain Management, Concepts of Integrated supply chains, Autonomous Supply Chain. Supply chain model and Value chain model; Supply Chain trends and challenges in India		
<b>Module: 2 Introduction to Logistics Management:</b>		<b>12</b>
Meaning of logistics and Logistics Management, Logistics management and Supply Chain management, Elements of Logistic Management, Types of Logistics; Seven R's of Logistics; Key Players in Logistics; Benefits of Logistics; Role of Logistics in Supply Chain; Role of Government in Logistics.		
<b>Module: 3 Demand Management in Supply Chain</b>		<b>10</b>
Concept of demand in SCM, Types of demand, Role of demand forecasting in supply chain, Forecasting methods, Basic approach to Demand Forecasting; Collaborative planning, forecasting and replenishment (CPFR), Aggregate Planning in a Supply Chain, CODP( Customer order decoupling point) – Concepts only		
<b>Module: 4 Operations management in Supply chain</b>		<b>10</b>
<b>Role of production in Business;</b> Concepts of Mass production, Lean manufacturing, Agile manufacturing, Quick Response manufacturing; Differences between Mass production and Lean production; <b>Key concepts in Lean manufacturing,</b> Basic elements of Lean manufacturing, Benefits of Lean manufacturing (case study Toyota Production System) Lean manufacturing and Supply chain management.		
<b>Module: 5 Strategic Fit in Supply Chain Management</b>		<b>10</b>
Competitive Strategies and Supply chain Strategies- Strategic Fit between competitive strategy and supply chain strategy, Steps in achieving strategic fit, Obstacles to achieving Strategic Fit.		

**Skill Development Activities:**

1. Draw a flow chart showing the basic supply chain and extended supply chain for a FMCG Company
2. Draw a chart showing the Cycle view of supply chain
3. Discuss the case of the Dabba walas of Mumbai and their supply chain success story
4. Study the Toyota Production system and highlight their special SCM practices.
5. Discuss the risks in the management of the supply chain.

**Books for Reference:**

- Sunil Chopra & Peter Meindl, Supply Chain Management-Strategy, Planning and Operation, PHI
- R.B. Handfield and E.L. Nichols, Jr. Introduction to Supply Chain Management. Prentice Hall, 1999.
- Dr.R.P. Mohanty & Dr.S.G. Deshmukh, Essentials of Supply Chain Management, Jaico Publishing House
- D.K. Agarwal, Supply Chain Management- Strategy, Cases and Best Practices, Cengage
- David Simchi-Levi, Philip Kaminsky, Edith Simchi-Levi, Designing & Managing the Supply Chain, McGraw Hill
- Rahul V Altekar, Supply Chain Management–Concepts and Cases, PHI
- Sridhara Bhat, Supply Chain Management, HPH
- Milind M Oka, Supply Chain Management, Everest Publishing House.
- Donald. J. Bowersox & Donald. J. Closs, Logistical Management-The integrated Supply Chain Process, TATA Mc-Graw Hill

**Name of the Program: Bachelor of Business Administration (BBA)**

**Course Code: BBA 5.6(A) Vocational**

**Name of the Course: INFORMATION TECHNOLOGY FOR BUSINESS**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>

**Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.**

**Course Outcomes: On successful completion Student will demonstrate ;**

- a) Understand the fundamentals of information technology
- b) Understand usage of information science in business.
- c) Learn core concepts of Database Management systems
- d) Understanding the usage of MS Excel in Business.
- e) Awareness about latest trends in IT.

<b>Syllabus</b>	<b>Hours</b>
<b>Module No. 1: Information Technology and Information System</b>	<b>10</b>
Introduction to IT, Introduction to IS, Difference between IS and IT, Need for Information System, Information Systems in the Enterprise, Impact of Information Technology on Business (Business Data Processing, Intra and Inter Organizational communication using network technology, Business process and Knowledge process outsourcing), Managers and Activities in IS, Importance of Information systems in decision making and strategy building, Information systems and subsystems.	
<b>Module No. 2: Subsystems of Information System</b>	<b>12</b>
Transaction Processing Systems (TPS), Management Information System (MIS), Decision Support Systems (DSS), Group Decision Support System (GDSS), Executive Information System (EIS), Expert System (ES), Features, Process, advantages and Disadvantages, Role of these systems in Decision making process.	
<b>Module No. 3: Database Management System</b>	<b>14</b>
Introduction to Data and Information, Database, Types of Database models, Introduction to DBMS, Difference between file management systems and DBMS, Advantages and Disadvantages of DBMS, Data warehousing, Data mining, Application of DBMS, Introduction to MS Access, Create Database, Create Table, Adding Data, Forms in MS Access, Reports in MS Access.	
<b>Module No. 4: Microsoft Excel in Business</b>	<b>14</b>
Introduction to MS Excel, features of MS Excel, Cell reference, Format cells, Data Validation, Protecting Sheets, Data Analysis in Excel: Sort, Filter, Conditional Formatting, Preparing Charts, Pivot Table, What if Analysis (Goal Seek, Scenario manager), Financial Functions: NPV, PMT, PV, FV, Rate, IRR, DB, SLN, SYD. <b>Logical Functions:</b> IF, AND, OR, Lookup Functions: V Lookup, H Lookup, Mathematical Functions, and Text Functions.	
<b>Module No. 5: Recent Trends in IT</b>	<b>05</b>
Virtualization, Cloud computing, Grid Computing, Internet of Things, Green Marketing, Artificial Intelligence, Machine Learning.	

**Skill Developments Activities:**

1. Steps in Creating Database Tables, Forms and Reports in MS Access.
2. Steps in Creating different types of charts in MS Excel
3. Steps in Creating What if analysis in Excel
4. Steps in summarizing data using Pivot Table
5. Steps to create V Lookup and H Lookup functions
6. List the financial functions with syntax and examples.
7. Steps in validating Data in Ms Excel
8. Steps in creating Conditional Formatting in Excel.

**Books for Reference:**

- Lauaon Kenneth & Landon Jane, "Management Information Systems: Managing the Digital firm", Eighth edition, PHI, 2004.
- Uma G. Gupta, "Management Information Systems – A Management Prespective", Galgotia publications Pvt., Ltd., 1998.
- Louis Rosenfel and Peter Morville, "Information Architecture for the World wide Web", O'Reilly Associates, 2002.
- C. S. V. Murthy: Management Information Systems, HPH
- Steven Alter, "Information Systems – A Management Perspective", Pearson Education, 2001.
- Uma Gupta, "Information Systems – Success in 21st Century", Prentice Hall of India, 2000.
- Robert G. Murdick, Joel E. Ross and James R. Claggett, "Information Systems for Modern Management", PHI, 1994.
- Introduction to Database Systems, CJ Date, Pearson
- Database Management Systems, Raghurama Krishnan, Johannes Gehrke, TATA McGrawHill 3rd Edition.
- The Database Systems – The Complete Book, H G Molina, J D Ullman, J Widom Pearson
- Database Systems design, Implementation, and Management, Peter Rob & Carlos Coronel 7th Edition.
- Fundamentals of Database Systems, Elmasri Navrate Pearson Education
- Introduction to Database Systems, C.J.Date Pearson Education
- Microsoft Access 2013 Step by Step by Cox, Joyce, Lambert, Joan.
- Excel 2019 All-In-One: Master the new features of Excel 2019 / Office 365 (English Edition) by Lokesh Lalwani
- Microsoft Excel 2016 - Data Analysis and Business Modeling by Wayne L. Winston (Author)

Name of the Program: Bachelor of Business Administration (BBA)		
Course Code: BBA 5.6 (B) Vocational		
Name of the Course: Digital Marketing		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
<b>Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussions, Seminar &amp; field work etc.,</b>		
<b>Course Outcomes: On successful completion of the course, the students' will be able to</b>		
<ul style="list-style-type: none"> <li>a) Gain knowledge on Digital Marketing , Email marketing and Content marketing.</li> <li>b) Understand Search Engine Optimization tools and techniques</li> <li>c) Gain skills on creation of Google AdWords &amp; Google AdSense</li> <li>d) Gain knowledge on Social Media Marketing and Web Analytics.</li> <li>e) Gain knowledge on YouTube Advertising &amp; Conversions.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Introduction to Digital Marketing</b>		<b>12</b>
Introduction - Meaning of Digital Marketing, Need for Digital Marketing, Digital Marketing Platforms. Digital Marketing students, professional and Business Email Marketing :Importance of e-mail marketing, e-mail Marketing platforms, Creating e-mailers, Creating a Contact Management and Segmentation Strategy, Understanding e-mail Deliverability & Tracking e-mails, How to create Effective & Unique e-mail Content, Outlining the Design of Your Marketing e-mails, Open rates and CTR of e-mail, Drive leads from e-mail, What are opt-in lists , Develop Relationships with Lead Nurturing & Automation Content Marketing: Understanding Content Marketing, Generating Content Ideas, Planning a Long-Term Content Strategy, Building a Content Creation Framework, Becoming an Effective Writer , Extending the Value of Your Content through Repurposing, How to Effectively Promote Content, Measuring and Analyzing Your Content.		
<b>Module No. 2: Search Engine Optimization (SEO)</b>		<b>10</b>
Search Engine Optimization (SEO):Meaning of SEO, Importance and Its Growth in recent years, Ecosystem of a search Engine, kinds of traffic, Keyword Research & Analysis (Free and Paid tool & Extension), Recent Google Updates & How Google Algorithms works On Page Optimization (OPO), Off-Page Optimization Misc SEO Tools: Google Webmaster Tools, Site Map Creators, Browser-based analysis tools, Page Rank tools, Pinging & indexing tools, Dead links identification tools, Open site explorer, Domain information/who is tools, Quick sprout, Google My Business.		
<b>Module No. 3: Google AdWords &amp; Google AdSense</b>		<b>12</b>
<p>Google AdWords: Google Ad-Words Fundamentals, Google AdWords Account Structure, Key terminologies in Google AdWords, How to Create an AdWords account, Different Types of AdWords and its Campaign &amp; Ads creation process, Ad approval process, Keyword Match types , Keyword targeting &amp; selection (Keyword planner), Display Planner, Different types of extensions , Creating location extensions, Creating call extensions, Create Review extensions, Bidding techniques – Manual / Auto , Demographic Targeting / Bidding, CPC-based, CPA based &amp; CPM-based accounts., Google Analytics Individual Qualification (GAIQ).</p> <p>Google AdSense: Understanding ad networks and AdSense's limitations, Learning which situations are best for using AdSense, Setting up an AdSense account, Creating new ad units, Displaying ads on a website, Configuring channels and ad styles, Allowing and blocking ads , Reviewing the AdSense dashboard, Running AdSense reports and custom reports, Exporting data, Reviewing payee and account settings.</p>		



<b>Module No. 4: Social Media Marketing (SMM) &amp; Web Analytics</b>	<b>12</b>
Social Media Marketing (SMM) Facebook Marketing, Twitter Marketing, LinkedIn Marketing, Google plus Marketing, YouTube Marketing, Pinterest Marketing, Snapchat Marketing, Instagram Marketing, Social Media Automation Tools, Social Media Ad Specs The ROI in Social Media Marketing, Tools and Dashboards, Reputation management Web Analytics: The need & importance of Web Analytics, Introducing Google Analytics, The Google Analytics layout , Basic Reporting, Basic Campaign and Conversion Tracking, Google Tag Manager, Social Media Analytics, Social CRM & Analytics, Other Web analytics tools, Making better decisions, Common mistakes analysts make.	
<b>Module No. 5: YouTube Advertising (Video Ads) &amp; Conversions</b>	<b>10</b>
YouTube Advertising (Video Ads): YouTube advertising? ,Why should one advertise on YouTube? , Creating YouTube campaigns, Choose the audience for video ads, Instream ads, In video ads, In-search ads, In-display ads, Measuring your YouTube ad performance, Drive leads and sales from YouTube ads Conversions: Understanding Conversion Tracking, Types of Conversions, Setting up Conversion Tracking, Optimizing Conversions, Track offline conversions, Analyzing conversion data, Conversion optimizer.	

**Skill Development Activities:**

1. Explain the key digital marketing activities needed for competitive success.
2. Examine the concept of Digital Media and benefits to be derived.
3. Recognise the core features of CRM and retention programmes
4. Identify the metrics used in digital marketing.
5. Organise how we can limit the marketing materials we get through e-mail.

**Books for Reference:**

- Understanding DIGITAL Marketing, Marketing strategies for engaging the digital generation  
Damian Ryan & Calvin Jones
- The Art of Digital Marketing: The Definitive Guide to Creating Strategic by Ian Dodson
- Internet Marketing: a practical approach By Alan Charlesworth
- Social Media Marketing: A Strategic Approach By Melissa Barker, Donald I. Barker, Nicholas
- F. Bormann, Krista E Neher

Name of the Program: Bachelor of Business Administration (BBA.)		
Course Code: BBA. 6.1		
Name of the Course: Business Law		
Course Credits	No. of hours per week	Total No. of teaching hours
4 Credits	4 Hrs.	56 Hrs.
<b>Pedagogy: Classroom lectures, Case studies, Tutorial classes, Group discussion, Seminar &amp; field work etc.,</b>		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to		
<ul style="list-style-type: none"> <li>a) Comprehend the laws relating to Contracts and its application in business activities.</li> <li>b) Comprehend the rules for Sale of Goods and rights and duties of a buyer and a Seller.</li> <li>c) Understand the importance of Negotiable Instrument Act and its provisions relating to Cheque and other Negotiable Instruments.</li> <li>d) Understand the significance of Consumer Protection Act and its features</li> <li>e) Understand the need for Environment Protection.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Indian Contract Act, 1872</b>		<b>16</b>
Introduction – Definition of Contract, Essentials of Valid Contract, Offer and acceptance, consideration, contractual capacity, free consent. Classification of Contract, Discharge of a contract, Breach of Contract and Remedies to Breach of Contract.		
<b>Module No. 2: The Sale of Goods Act, 1930</b>		<b>12</b>
Introduction - Definition of Contract of Sale, Essentials of Contract of Sale, Conditions and Warranties, Transfer of ownership in goods including sale by a non-owner and exceptions. Performance of contract of sale - Unpaid seller, rights of an unpaid seller against the goods and against the buyer.		
<b>Module No. 3: Negotiable Instruments Act 1881</b>		<b>12</b>
Introduction – Meaning and Definition of Negotiable Instruments – Characteristics of Negotiable Instruments – Kinds of Negotiable Instruments – Promissory Note, Bills of Exchange and Cheques (Meaning, Characteristics and types) – Parties to Negotiable Instruments – Dishonour of Negotiable Instruments – Notice of dishonour – Noting and Protesting.		
<b>Module No. 4: Consumer Protection Act 1986</b>		<b>08</b>
Definitions of the terms – Consumer, Consumer Dispute, Defect, Deficiency, Unfair Trade Practices, and Services, Rights of Consumer under the Act, Consumer Redressal Agencies – District Forum, State Commission and National Commission.		
<b>Module No. 5: Environment Protection Act 1986</b>		<b>08</b>
Introduction - Objectives of the Act, Definitions of Important Terms – Environment, Environment Pollutant, Environment Pollution, Hazardous Substance and Occupier, Types of Pollution, Powers of Central Government to protect Environment in India.		

**Skill Developments Activities:**

1. Explain the case of “Carlill vs Carbolic Smoke Ball Company” case
2. Explain the case of “Mohori Bibee v/s Dharmodas Ghose”.
3. Briefly narrate any one case law relating to minor.
4. List at least 5 items which can be categorized as ‘hazardous substance’ according to Environment Protection Act.
5. List out any six cybercrimes.

**Cases: The relevant legal point, facts and the judicial decision relating to the following 10 case laws are to be specifically dealt with –**

1. Balfour Vs Balfour
2. Carlill Vs Carbolic Smoke Ball Company
3. Felthouse Vs Bindley
4. Lalman Shukla Vs. Gauridutt
5. Durgaprasad Vs Baldeo
6. Chinnayya Vs Ramayya
7. Mohiribibi Vs. Dharmodas Ghosh
8. Ranganayakamma Vs Alvar Chetty
9. Hadley Vs Baxendale

**Books for Reference:**

- M.C. Kuchhal, and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.
- Avtar Singh, Business Law, Eastern Book Company, Lucknow.
- Ravinder Kumar, Legal Aspects of Business, Cengage Learning
- SN Maheshwari and SK Maheshwari, Business Law, National Publishing House, New Delhi.
- Aggarwal S K, Business Law, Galgotia Publishers Company, New Delhi
- Bhushan Kumar Goyal and Jain Kinneri, Business Laws, International Book House
- Sushma Arora, Business Laws, Taxmann Publications.
- Akhileshwar Pathak, Legal Aspects of Business, McGraw Hill Education, 6th Ed.
- P C Tulsian and Bharat Tulsian, Business Law, McGraw Hill Education
- Sharma, J.P. and Sunaina Kanojia, Business Laws, Ane Books Pvt. Ltd., New Delhi
- K. Rama Rao and Ravi S.P., Business Regulatory Framework., HPH
- N.D. Kapoor, Business Laws, Sultan Chand Publications
- K. Aswathappa, Business Laws, HPH,
- Information Technology Act/Rules 2000, Taxmann Publications Pvt. Ltd.
- Chanda.P.R, Business Laws, Galgotia Publishing Company

**Name of the Program: Bachelor of Business Administration (BBA)****Course Code: BBA 6.2****Name of the Course: Income Tax – II**

<b>Course Credits</b>	<b>No. of hours per week</b>	<b>Total No. of Teaching hours</b>
<b>4 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>
<b>Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies &amp; field work etc.,</b>		
<b>Course Outcomes: On successful completion of the course, the students will:</b>		
a) Understand the procedure for computation of income from business and other Profession.		
b) Ability to compute capital gains.		
c) Compute the income from other sources.		
d) Demonstrate the computation of total income of an Individual.		
e) Comprehend the assessment procedure and to know the power of income tax authorities.		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Profits and Gains of Business and Profession</b>		<b>18</b>
Introduction-Meaning and definition of Business, Profession and Vocation. - Expenses Expressly allowed - Expenses Expressly Disallowed - Allowable losses - Expressly disallowed expenses and losses, Expenses allowed on payment basis. Problems on computation of income from business of a sole trading concern - Problems on computation of income from profession: Medical Practitioner - Advocate and Chartered Accountants.		
<b>Module No. 2: Capital Gains</b>		<b>10</b>
Introduction - Basis for charge - Capital Assets - Types of capital assets – Transfer - Computation of capital gains – Short term capital gain and Long term capital gain - Exemptions under section 54, 54B, 54EC, 54D and 54F. Problems covering the above sections.		
<b>Module No. 3: Income from other Sources</b>		<b>10</b>
Introduction - Incomes taxable under Head income other sources – Securities - Types of Securities - Rules for Grossing up. Ex-interest and cum-interest securities. Bond Washing Transactions - Computation of Income from other Sources.		
<b>Module No. 4: Set Off and Carry Forward of Losses &amp; Assessment of individuals.</b>		<b>10</b>
Introduction – Provisions of Set off and Carry Forward of Losses (Theory only) Computation of Total Income and tax liability of an Individual.		
<b>Module No. 5: Assessment Procedure and Income Tax Authorities</b>		<b>08</b>
Introduction - Due date of filing returns, Filing of returns by different assesses, E-filing of returns, Types of Assessment, Permanent Account Number -Meaning, Procedure for obtaining PAN and transactions were quoting of PAN is compulsory. Income Tax Authorities their Powers and duties.		

**Skill Development activities:**

1. Mention the procedure involved in the computation of income from profession.
2. List out the different types of capital assets and identify the procedure involved in the computation of tax for the same.
3. List out the steps involved in the computation of income tax from other sources and critically examine the same.
4. List any six deductions available under section 80.
5. Prepare a format for the computation of taxable income and tax liability of an individual assessee.

**Books for Reference:**

- Mehrotra H.C and T.S.Goyal, Direct taxes, Sahitya Bhavan Publication, Agra.
- Vinod K. Singhanian, Direct Taxes, Taxman Publication Private Ltd, New Delhi
- Gaur and Narang, Law and practice of Income Tax, Kalyani Publication, Ludhiana.
- Bhagawathi Prasad, Direct Taxes.

**Name of the Program: Bachelor of Business Administration (BBA)****Course Code: BBA 6.3****Name of the Course: International Business**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>

**Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,****Course Outcomes: On successful completion of the course, the students will be able to:**

- a) Understand the concept of International Business.
- b) Differentiate the Internal and External International Business Environment.
- c) Understand the difference between MNC and TNC
- d) Understand the role of International Organisations in International Business.
- e) Understand International Operations Management.

<b>Syllabus:</b>	<b>Hours</b>
<b>Module No. 1: Introduction to International Business</b>	<b>12</b>
Introduction- Meaning and definition of international business, need and importance of international business, stages of internationalization, tariffs and non-tariff barriers to international business. Mode of entry into international business - exporting (direct and indirect), licensing and franchising, contract manufacturing, turnkey projects, management contracts, wholly owned manufacturing facility, Assembly operations, Joint Ventures, Third country location, Mergers and Acquisition, Strategic alliance, Counter Trade; Foreign investments.	
<b>Module No. 2: International Business Environment</b>	<b>12</b>
Overview, Internal and External environment - Economic environment, Political environment, Demographic environment, Social and Cultural environment, Technological and Natural environment.	
<b>Module No.3: Globalization</b>	<b>12</b>
Meaning, features, essential conditions favoring globalization, challenges to globalization, MNCs, TNCs - Meaning, features, merits and demerits; Technology transfer - meaning and issues in technology transfer.	
<b>Module No.4: Organizations Supporting International Business</b>	<b>10</b>
Meaning, Objectives and functions of - IMF, WTO, GATT, GATS, TRIM, TRIP; and Regional Integration- EU, NAFTA, SAARC, BRICS.	
<b>Module No.5: International Operations Management</b>	<b>10</b>
Global Supply Chain Management- Global sourcing, Global manufacturing strategies, International Logistics, International HRM - Staffing policy and its determinants; Expatriation and Repatriation (Meaning only).	

**Skill Developments Activities:**

1. Prepare a chart showing the currencies of different countries.
2. Analyse the SWOT analysis impact of external factors only on International Business
3. Prepare a chart showing the modes of entry into global business.
4. List any 10 Indian MNCs along with their products or services offered.
5. Visit the website of IMF, WTO, and SAARC and prepare an organization structure.

**Books for References:**

- Rakesh Mohan Joshi. (2011). International Business, Oxford University Press, NewDelhi.
- Francis Cherunilam; International Business, Prentice Hall of India
- P. SubbaRao – International Business – HPH
- Sumati Varma. (2013). International Business (1st edi), Pearson.
- Charles Hill. (2011). International Business: Text & Cases, Tata McGraw Hill, NewDelhi.
- International Business by Daniel and Radebaugh –Pearson Education.

**Name of the Program: Bachelor of Business Administration (BBA)**  
**Finance Elective**  
**Course Code: FN2**  
**Name of the Course: Security Analysis and Portfolio Management**

<b>Course Credits</b>	<b>No. of hours per week</b>	<b>Total No. of teaching hours</b>
<b>3 Credits</b>	<b>4 hours</b>	<b>56 hours</b>
<b>Pedagogy: Classroom lectures, Case studies, Tutorial classes, Group discussion, Seminar &amp; field work etc.,</b>		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> <li>a) Understand the concept of basics of Investment.</li> <li>b) Evaluate the different types of investment alternatives.</li> <li>c) Evaluate portfolio and portfolio management.</li> <li>d) Understand the concept of risk and returns.</li> <li>e) Understand fundamental and technical analysis.</li> </ul>		
<b>Syllabus:</b>		<b>Hrs.</b>
<b>Module No. 1: Introduction to Investments</b>		<b>12</b>
Introduction- Investment process, Criteria for Investment, types of Investors, Investment, Speculation and Gambling. Elements of Investment, Investment Avenues, Factors influencing selection of investment alternatives. Security Market- Introduction, functions, Secondary Market Operations. Stock Exchanges in India, Security Exchange Board of India, Government Securities Market, Corporate Debt Market and Money Market Instruments.		
<b>Module No. 2: Risk-Return Relationship</b>		<b>08</b>
Meaning of risk, types of risk, measuring risk, risk preference of investors. Meaning of return, measures of return, holding period of return, Annualized return, expected return, investors attitude towards risk and return.		
<b>Module No. 3: Fundamental Analysis</b>		<b>10</b>
Introduction- Investment Analysis, Fundamental Analysis, Macro Economic Analysis, Industry Analysis, Company Analysis, Trend Analysis, and Ratio Analysis.		
<b>Module No. 4: Technical Analysis</b>		<b>12</b>
Meaning of Technical Analysis, Fundamental vs Technical Analysis, Charting techniques, Technical Indicators, Testing Technical Trading Rules and Evaluation of Technical Analysis.		
<b>Module No. 5: Portfolio Management</b>		<b>14</b>
Framework-Portfolio Analysis – Selection and Evaluation – Meaning of portfolio – Reasons to hold portfolio – Diversification analysis – Markowitz’s Model – Assumptions – Specific model – Risk and return optimization – Efficient frontier – Efficient portfolios – Leveraged portfolios – Corner portfolios – Sharpe’s Single Index model – Portfolio-evaluation measures – Sharpe’s Performance Index – Treynor’s Performance Index – Jensen’s Performance Index.		



**Skill Development**

1. Identify the key differences between the Government Securities Market and the Corporate Debt Market.
2. Explain the difference between systematic and unsystematic risk and give examples for each risk.
3. Draw a structure of fundamental analysis.
4. Draw and explain three basic types of chart patterns used in technical analysis.
5. Explain the assumptions and conclusions of the Markowitz's Portfolio Theory.

**Books for Reference**

- A. Brahmiah & P. Subba Rao, Financial Futures and Options, HPH.
- Singh Preeti, Investment Management, HPHG
- Alexander Fundamental of Investments, Pearson Ed.
- Hangen: Modern Investment theory. Pearson Ed.
- Kahn: Technical Analysis – Plain and sample Pearson Ed.
- Ranganthan: Investment Analysis and Port folio Management.
- Chandra Prasanna: Managing Investment – Tata Mc Gram Hill.
- Alexander, shampe and Bailey – Fundamentals of Investments Prentice Hall of India
- Newyork Institute of Finance – How the Bond Market work – PHI.
- Mayo Investment Thomason hearing

**Name of the Program: Bachelor of Business Administration (BBA)**

**Marketing Elective**

**Course Code: MK 2**

**Name of the Course: Advertising and Media Management**

<b>Course Credits</b>	<b>No. of hours per week</b>	<b>Total No. of teaching hours</b>
<b>3 Credits</b>	<b>4 hours</b>	<b>56 hours</b>

**Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & fieldwork etc.,**

**Course Outcomes:** On successful completion of the course, the students will be able to:

- a) Understand the nature, role, and importance of IMC in marketing strategy
- b) Understand effective design and implementation of advertising strategies
- c) Present a general understanding of content, structure, and appeal of advertisements
- d) Understand ethical challenges related to responsible advertising and brand strategy management.
- e) Evaluate the effectiveness of advertising and agencies role.

<b>Syllabus:</b>	<b>Hours</b>
<b>Module -1: Introduction to Integrated Marketing Communication</b>	<b>10</b>
Integrated marketing communication, AIDA Model, Setting goals and objectives, concept of DAGMAR in setting objectives, elements of IMC; Ethics in advertising, Social, Economic and Legal aspects of advertising.	
<b>Module -2: Consumer and Media</b>	<b>14</b>
How advertising works: perception, cognition, affect, association, persuasion, behaviour, Associating feeling with brands, Use of research in advertising planning; Advertising Media - Industry structure, functions, advantages and disadvantages of print, Television, Radio, Internet, Outdoor; Concept of media planning, media selection, Media Scheduling strategy, setting media budgets.	
<b>Module-3: Advertising Program</b>	<b>14</b>
Planning and managing creative strategies; Creative approaches; Building Advertising Program - Message, Theme, Advertising appeals; Advertising layout: how to design and produce advertisements; Advertising Budget - nature and methods of advertising appropriation. Art of copywriting and Guidelines for copywriting; Copywriting for print, Audio, TV and outdoor media.	
<b>Module -4: Other Elements of IMC- Sales Promotion, PR, Events and Experiences and Word of Mouth</b>	<b>10</b>
Consumer and trade sales promotion, application of sales promotion in different domains; Using public relations in image building; Planning and executing events, event management; Viral marketing, building organic word of mouth communication.	
<b>Module -5: Measuring Advertising Effectiveness</b>	<b>08</b>
Measuring Advertising Effectiveness - stages of evaluations and various types of testing-Pre and Post testing. Advertising agencies - role, importance, organizational structure, functions. Selection of agency and client agency relationship.	

**Skill Development Activities:**

- a) List out ethical issues in Advertisements.
- b) List out different modes of Advertisement.
- c) Write a note on guidelines for copywriting.
- d) List out types of Outdoor Advertisement.
- e) State the process in selection of Advertisement Agency.

**Books for References:**

- Advertising Principles and Practice, William Wells, John Burnett, Sandra Moriarty, 6th ed., Pearson education, Inc.
- Advertising and Promotion, G.Belch, Michael Belch, Keyoor Purani, 9th edition, Tata Mcgraw Hill publication, ISBN: 978-1-25-902685-0.

<b>Name of the Program: Bachelor of Business Administration (BBA)</b> <b>Human Resource Elective</b> <b>Course Code: HRM 2</b> <b>Name of the Course: Compensation and Performance Management</b>		
<b>COURSE CREDITS</b>	<b>NO. OF HOURS PER WEEK</b>	<b>TOTAL NO. OF TEACHING HOURS</b>
<b>3 CREDITS</b>	<b>4 HOURS</b>	<b>56 HOURS</b>
<b>Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Casestudies &amp; field work etc.,</b>		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> <li>a) Understand the concepts of Compensation management.</li> <li>b) Describe job evaluation and its methods.</li> <li>c) Evaluate the different methods of wages.</li> <li>d) Describe performance management and methods of performance management.</li> <li>e) Preparation of Payroll.</li> </ul>		
<b>SYLLABUS:</b>		<b>HOURS</b>
<b>Module No. 1: Introduction to Compensation Management</b>		<b>12</b>
Compensation - Definition - Classification - Types - Wages, Salary, Benefits, DA, Consolidated Pay; Equity-based programs, Commission, Reward, Remuneration, Bonus, Short term and Long-term Incentives, Social Security, Retirement Plan, Pension Plans, Profit Sharing Plan, Stock Bonus Plan, ESOP, Employer Benefits and Employer Costs for ESOP. Compensation Management- Meaning, Dimensions, 3-P Concept in Compensation Management, Compensation as Retention Strategy, Compensation Issues - Factors affecting Compensation Management. Compensation Policies.		
<b>Module No. 2: Job Evaluation</b>		<b>06</b>
Definition, Process, Methods – Non-Analytical methods – Ranking methods, Job grading method, Analytical method – Point-Ranking method, Factor- Comparison method. Factor Evaluation System (FES), Using FES to determine Job Worth, Position Evaluation Statements.		
<b>Module No. 3: Wage and Salary Administration</b>		<b>12</b>
Theories of Wages - Wage Structure - Wage Fixation - Wage Payment - Salary Administration. Difference between Salary and Wages - Basis for Compensation Fixation- Components of Wages - Basic Wages - Overtime Wages - Dearness Allowance - Basis for calculation - Time Rate Wages and Efficiency Based Wages - Incentive Schemes - Individual Bonus Schemes, Group Bonus Schemes - Preparation of Pay Roll.		
<b>Module No. 4: Performance Management</b>		<b>14</b>
Performance management- Definitions, Importance, Purpose, Principles and Dimensions. Employee Engagement and Performance management. Performance Appraisal methods – Traditional methods and Modern methods (All the methods to be discussed). Performance Appraisal feedback – Roles, Types, Principles, Levels of Performance feedback. Ethics in Performance Appraisal.		
<b>Module No. 5: Team Performance Management</b>		<b>12</b>
Meaning of Teams, Importance of Team Performance in the Organization, Team Objectives and Individual Objectives, Types of Teams – Problem-solving teams, Cross-functional teams, Virtual teams. Factors affecting Team performance: Context, Composition, Process. Strategies for effective Team Building.		

**Skill Development Activities:**

1. Construct a questionnaire for a salary survey of nurses.
2. Design a performance appraisal tool using any Modern Performance Appraisal Tool for an organization.
3. Prepare a payroll with imaginary figures.
4. Draw a chart showing the communication process.
5. Draft a compensation policy for an organization.

**Books for References:**

- Joseph J. Martocchio, Strategic Compensation, 3rd Edition, Pearson Education
- Michael Armstrong & Helen Murlis: Hand Book of Reward Management – Crust Publishing House.
- Milkovich & Newman, Compensation, Tata McGraw Hill
- Richard I. Anderson, Compensation Management in Knowledge based world, 10th edition, Pearson Education
- Thomas. P. Plannery, David. A. Hofrichter & Paul. E. Platten: People, Performance & Pay – Free Press.
- Aguinis Herman, Performance Management, 2nd Edition, 2009 Pearson Education, New Delhi.
- Aziz A, Performance Appraisal: Accounting and Quantitative Approaches, 1993, Pointer.
- Bhatia S.K, Performance Management: Concepts, Practices and Strategies for Organisation Success, 2007, Deep & Deep, New Delhi.
- BD Singh, Compensation & Reward Management, Excel Books
- Cardy R.L, Performance Management: Concepts, Skills and Exercises, 1st Edition, 2008, PHI, New Delhi.
- Goel Dewkar, Performance Appraisal and Compensation Management: A Modern Approach, 2nd Edition, 2008, PHI, New Delhi.
- Sarma A.M, Performance Management System, 1st Edition, 2008, Himalaya Pub, Mumbai.

**Name of the Program: Bachelor of Business Administration (BBA)****DATA ANALYTICS****Course Code: BDA 2****Name of the Course: Marketing Analytics**

<b>Course Credits</b>	<b>No. of hours perweek</b>	<b>Total no. of teaching hours</b>
<b>3 Credits</b>	<b>4 hours</b>	<b>56 hours</b>

**Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies& fieldwork etc.,**

**Course Outcomes:** On successful completion, the student will demonstrate:

- Understand the importance of marketing analytics for the forward-looking and systematic allocation of marketing resources
- Apply marketing analytics to develop a predictive marketing dashboard for the organisation.
- Analyse data and develop insights to address strategic marketing challenges
- Execute the models on Predictions and Classifications on R Software. Know the applications of analytics in marketing.

<b>Syllabus:</b>	<b>Hours</b>
<b>Module No. 1: Introduction to Marketing Analytics and Data Mining</b>	<b>10</b>
Introduction to Marketing Analytics, Need of Marketing Analytics, Benefits of Marketing Analytics, Data mining – Definition, Classes of Data mining methods – Grouping methods, Predictive modeling methods, Linking methods to marketing applications. Process model for Data mining – CRISP DM.	
<b>Module No. 2: Introduction to R</b>	<b>10</b>
About R, Data types and Structures, Data coercion, Data preparation: Merging, Sorting, Splitting, Aggregating, Introduction to R Libraries – How to install and invoke, Introduction to R Graph – Basic R charts – Different types of charts.	
<b>Module No. 3: Descriptive Analytics</b>	<b>12</b>
Exploratory Data Analysis using summary table and various charts to find the insights, slicing and dicing of the Customer data. Inferential Statistics: T-Test, ANOVA, Chi-Square using marketing data and exploring relationship (Correlation).	
<b>Module No. 4: Prediction and Classification Modelling using R</b>	<b>12</b>
Introduction to Prediction and Classification modelling, data splitting for training and testing purpose, Prediction modelling: Predicting the sales using Moving Average Model and Regression Model (Simple and Multiple Regression model), Classification modelling: Customer churn using Binary logistic regression and decision tree.	
<b>Module No. 5: Application of Analytics in Marketing</b>	<b>12</b>
Association Rules – Market Basket Analysis for Product Bundling and Promotion, RFM (Recency Frequency Monetary) Analysis, Customer Segmentation using K- Means Cluster Analysis, Key Driver Analysis using Regression Model.	

**Skill Development Activities:**

- a) Explain the Process model for Data Mining.
- b) Write the steps in installing R software.
- c) Explain the difference between Binary Logistic Regression and Decision Tree.
- d) List out Public domain data base.
- e) List out applications of marketing analytics.

**Books for References:**

- Marketing Analytics: Data-Driven Techniques with Microsoft® Excel® Published by John Wiley & Sons, Inc
- Marketing Data Science, Thomas W. Miller Published by Pearson
- Marketing Metrics, Neil T Bendle, Paul W. Farris, Phillip E. Pfeifer published by Pearson
- Marketing Analytics, Mike Grigsby published by Kogan Page.

Name of the Program::Bachelor of Business Administration (B B A)

Logistics And Supply Chain Management Elective

Course Code: BBA SCM 2

Name of the Course: Logistics Management

Course Credits

No. of Hours per Week

Total No. of Teaching Hours

3 Credits

4 Hrs.

56 Hrs.

**Pedagogy:** Classroom lectures, Case studies, Tutorial Classes, Group discussions, Seminar & fieldwork etc.,

**Course Outcomes:** On successful completion of the course, the students will be able to:

- Understand the role of logistics in Supply Chain Management
- Comprehend the various elements of logistics management
- Analyse the functionality and utility of inventory, warehousing, packaging and material handling
- Understand the various aspects of transportation management
- Role of the government in enhancing the logistics efficiency.

**Syllabus:**

**Hours**

**Module No.1: Introduction to Logistics management**

**10**

Meaning, Importance and Types of Logistics, Players in Logistics; Logistics management- Meaning, Elements of Logistics Management, Benefits of Logistics Management- Logistics Interface with other functional areas, seven R's of Logistics.

**Module No.2: Inventory Management in Logistics and SCM**

**10**

**Inventory functionality-** Geographical specialization, Decoupling, Balancing demand and supply, buffer uncertainties; Types of inventory - Inventory expectations - Planning inventory (when and how much- EOQ)- Managing uncertainty - fill rate estimations, Inventory management policies - Methods of inventory control -**Concepts** of collaborative inventory replenishment, MRP, DRP, JIT, JIT II, Kanban.

**Module No. 3: Transportation Management**

**14**

**Transport structure-** Rail, Road, Water, Air and Pipeline, Inter-modal - (Performance characteristics and suitability of each mode); **Suppliers of transport service-** Single mode carriers, specialized carriers, Inter-modal transportation (TOFC, COFC), Containership, Non-operating intermediaries.

**Transport Operation Planning-** Equipment scheduling, yard management, load planning, routing and advanced shipment notification, movement administration, consolidation, negotiation, control of transport management, audit and claim administration, logistics integration; **Transport documentation:** Delivery Order, Dock receipt, Bill of Lading, Freight Bill, Sea waybill (SWB/e-SWB), Airway Bill (AWB/e-AWB), shipping guarantee, packing note or list, consignment note - Shipping Manifest; Documentation process. **Transport pricing methods-** FOB, Delivery pricing, Promotional pricing, Menu pricing; Pricing issues

**Module No. 4: Warehousing**

**10**

**Warehousing-** Meaning, importance and benefits of warehousing, warehouse operations, **Warehouse ownership arrangement-** Private, public, contract, network development **Warehouse decisions-** Site selection, Design, Product mix analysis, expansion, material handling, layout, sizing, WMS (concept only).



**Packaging:** Meaning, importance and functions of Packaging; Types of packaging- Benefits of modular packaging, Packaging for material handling efficiency- product design, unitization and communication

**Material handling:** - Material handling systems- mechanized, semi-automated, automated and information directed (meaning and types of material handling under each system)

**Special handling consideration-** E-fulfillment, environmental concerns, regulatory environment and returns processing.

**Skill Development Activities:**

1. Discuss any three logistical activities and their merits and demerits.
2. Identify and list out the various Inventory control techniques used in Organisations.
3. List out some of the traditional and modern packaging materials used or goods
4. List out the various transport documents
5. Briefly analyse the features and suitability of Inter-modal transportation in LM

**Reference Books:**

- Donald J Bowersox, David J Closs, "Logistical Management – The integrated Supply Chain Process", McGraw-Hill Edition-2000
- John J Coyle, Edward J Bardi and C John Langley Jr. "The management of Business Logistics- A supply Chain perspective", Thomson South- Western , 7<sup>th</sup> edition.
- Vinod V Sophele, Logistics Management- The supply Chain Imperative, Pearson Education
- Sunil Chopra & Peter Meindl, Supply Chain Management- Strategy, Planning and Operation, PHI
- Dr. R.P. Mohanty & Dr. S.G. Deshmukh, Essentials of Supply Chain Management, Jaico Publishing House
- D. K. Agarwal, Supply Chain Management - Strategy, Cases and Best Practices, Cengage
- David Simchi-Levi, Philip Kaminsky, Edith Simchi-Levi, Designing & Managing the Supply Chain, McGraw Hill
- Donald. J. Bowersox & Donald. J. Closs, Logistical Management-The integrated Supply Chain Process, TATA Mc-Graw Hill
- Rahul V Altekar, Supply Chain Management – Concepts and Cases, PHI
- Sridhara Bhat, Supply Chain Management, HPH
- Milind M Oka, Supply Chain Management, Everest Publishing House

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 6.6 (A) Vocational Name of the Course: GOODS AND SERVICES TAX		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
<b>Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar &amp; field work etc.,</b>		
<b>Course Outcomes: On successful completion of the course, the students' will be able to</b>		
<ul style="list-style-type: none"> <li>a) Comprehend the concepts of Goods and Services tax.</li> <li>b) Understand the fundamentals of GST.</li> <li>c) Analyse the GST Procedures in the Business.</li> <li>d) Know the GST Assessment and its computation.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Introduction to GST</b>		<b>10</b>
Introduction-Meaning and Definition of GST, Objectives, Features, Advantages and Disadvantages of GST, Taxes subsumed under GST, Structure of GST (Dual Model) - CGST, SGST and IGST. GST Council, Composition, Powers and Functions. CGST Act, 2017-Feature and Important definitions.		
<b>Module No. 2: GST Registration and Taxable Event</b>		<b>10</b>
Registration under GST provision and process. Amendment and cancellation of registration, Taxable event -Supply of goods and services-Meaning, Scope and types- composite supply, Mixed supply. Determination of time and place of supply of goods and services. Levy and collection of tax. List of exempted goods and services- Problems.		
<b>Module No. 3: Input Tax Credit</b>		<b>12</b>
Input Tax Credit - Eligible and Ineligible Input Tax Credit; Apportionments of Credit and Blocked Credits; Tax Credit in respect of Capital Goods; Recovery of Excess Tax Credit; Availability of Tax Credit in special circumstances; Transfer of Input tax, Reverse Charge Mechanism, tax invoice, Problems on input tax credit.		
<b>Module No. 4: GST Assessment</b>		<b>12</b>
Tax Invoice, Credit and Debit Notes, Returns, Audit in GST, Assessment: Self- Assessment, Summary and Scrutiny. Special Provisions. Taxability of E-Commerce, Anti- Profiteering, Avoidance of dual control- issues in filing of returns, monthly collection targets, GST Council meetings.		
<b>Module No. 5: Valuations of Goods and Services Under GST</b>		<b>12</b>
Introduction to Valuation under GST, Meaning and Types of Consideration: a) Consideration received through money b) Consideration not received in money c) Consideration received fully in money, valuation rules for supply of goods and services: 1) General Valuation Rules; 2) Special Valuation Rules; Other cases for valuation of supply, imported services, imported goods, valuation for discount. Transaction Value: Meaning and conditions for transaction value, inclusive transaction value, and exclusive discount excluded from transaction value. Problems on GST.		

**Skill Developments Activities:**

- a) Prepare a tax invoice under the GST Act.
- b) Write the procedure for registration under GST.
- c) Prepare a chart showing rates of GST.
- d) Compute taxable value and tax liability with imaginary figures under CGST, SGST and IGST.
- e) List out the exempted Goods and Services under GST.

**Books for Reference:**

- V.S.Datey, Goods and Services Taxes, Taxman.
- Sathpal Puliana, M. A. Maniyar, Glimpse of Goods and Service Tax, Karnataka Law Journal Publications, Bangalore.
- Pullani and Maniyar, Goods and Service Tax, Published by Law Journal, Bangalore.
- H.C. Mehrotra and V.P. Agarwal, Goods and Services Tax.
- H.C. Mehotra and S.P. Goyal, Goods and Services Tax.
- Ghousia Khatoon, C.M. Naveen Kumar and S.N. Venkatesh, Goods and Services Tax, Himalaya Publishing House, Bangalore.
- R.G. Saha, S.K. Podder and Shruthi Prabhakar, Fundamentals of GST and Customs Act, Himalaya Publishing House.
- G. B. Baligar, Goods and Services Tax, Ashok Prakashan, Hubli.

<b>Name of the Program: Bachelor of Business Administration (BBA)</b> <b>Course Code: BBA 6.6 (B) Vocational</b> <b>Name of the Course: Event Management</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>56 Hrs</b>
<b>Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar &amp; fieldwork etc.,</b>		
<b>Course Outcomes: On successful completion of the course, the students' will be able to</b>		
<ul style="list-style-type: none"> <li>a) Understand the significance of various events</li> <li>b) Demonstrate the ability to organize the event.</li> <li>c) Demonstrate the ability to conduct the event.</li> <li>d) Prepare the budget require for conducting an event.</li> <li>e) 5. Learn the planning and executing of corporate events.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Introduction to Event Management</b>		<b>12</b>
Event- Meaning- Why Event Management- Analysis of Event, Scope of Event, Decision Makers- Event Manager Technical Staff- Establishing of Policies & Procedure- Developing Record Keeping Systems.		
<b>Module No. 2: Event Management Planning and Procedure</b>		<b>10</b>
Establishing of Policies & Procedures, Steps in Planning the event, Principles of Event Management, Permissions and Licenses from Government and Local Authorities.		
<b>Module No. 3: Conduct of an Event.</b>		<b>12</b>
Preparing a Planning Schedule, Steps in Organizing an event , Assigning Responsibility, Event Safety and Security, Conducting the Event-Checklist (Pre, during and post event check list), Communication-channels of communications for different types of events.		
<b>Module No. 4: Budgeting and Reporting</b>		<b>10</b>
Preparation of Event Budget-Items of expenditure for various events, managing the event budget. Reporting of event- organizing the event report, steps in preparing the event report.		
<b>Module No. 5: CORPORATE EVENTS</b>		<b>12</b>
Planning of Corporate Event, Job Responsibility of Corporate Events Organizer, Arrangements, Budgeting, Safety of Guests and Participants, Creating Blue Print, Need for Entertainment in Corporate Events.		

**Skill Development Activities:**

1. Preparation of Event Plan for a Wedding.
2. Preparing Budget for conduct of National level sports meet of a college.
3. Preparation of Event Check List for College Day Celebrations
4. Preparation of Budget for Conducting inter collegiate fest.
5. Prepare a brief report of a students' seminar conducted in your college.

**Books for Reference:**

- Event Entertainment and Production – Author: Mark Sonderm CSEP Publisher: Wiley & Sons, Inc. ISBN: 0-471-26306-0
- Anne Stephen – Event Management
- Special Event Production – Doug Matthews – ISBN 978-0-7506-8523-8
- The Complete Guide to successful Event Planning – Shannon Kilkenny
- Human Resource Management for Events – Lynn Van der Wagen (Author)
- Successful Team Management (Paperback) – Nick Hayed (Author)
- Event Management & Public Relations by Savita Mohan – Enkay Publishing House
- Event Management & Public Relations By Swarup K. Goyal – Adhyayan Publisher – 2009
- Principle of Event Management – Shrikant S., Skyward Publisher.