

Shree H. V. P. Mandal's
**Degree College of Physical Education,
Amravati.**

(An Autonomous College)
FACULTY OF COMMERCE
(COMMERCE GROUP)



CURRICULUM SCHEME AND SYLLABUS
OF
BACHELOR OF BUSINESS ADMINISTRATION
(Credit Based Semester Pattern)

Program Code: BBA

Introduced from the Session 2015-2016

PROGRAMME OUTCOME: The following programme outcomes are attained after completion of this UG programme.

PO.1:- Student will contribute to society as broadly educated, expressive, ethical and responsible citizen with proven expertise for working as an individual or in multidisciplinary teams with positive attitude.

PO.2:- Create awareness and attitude of concern about environment programme.

PO.3:- Student can communicate effectively to deliver their knowledge effectively.

PO.4:- Able to pursue advance education in relevant subjects.

PROGRAMME SPECIFIC OUTCOME:-

PSO.1:- Develop functional and general management skill.

PSO.2:- Inculcate a global mindset.

PSO.3:- Evaluate different business problem using analytical, creative and integrative abilities.

PSO.4:- Build and demonstrate leadership, teamwork and social skill.

PSO.5:- Communicate effectively in different contexts.

PSO.6:- Analyze socio and economical environment of business organization.

PSO.7:- Develop ethical thinking.

**Prescribed Syllabus of
First Year BBA Semester I**

Course Code	15BBA101	
Course Name	Micro Economics	
Short Name	MIECO	
Total Teaching Lect.	80	
Total Credits	05	
Prerequisites:		
<ul style="list-style-type: none">• The students should have the basic knowledge of Economics• The students should be aware of about basic concept of economics theories.		
Objectives:		
<ul style="list-style-type: none">• To expose students to basic micro economic concepts.• To make how micro economics works on a small scale- in firms and households rather than at national and international level.		
Sr. No.	Contents	Total Lect.
1	Introduction: Meaning of economics, Micro Economics- Definition ,Scope, importance, Limitations and Basic Assumption of Economics, distinguish between Micro and Macro economics.	16
2	Theory of Demand -Human wants and characteristics of human wants, Demand. Law Demand, assumptions of law of demand, type of demand	16
3	Elasticity of Demand - price elasticity – definition, type, income elasticity- type importance, Cross elasticity, Importance of elasticity of demand .	16
4	Factor of Production: concept, Type , Land-meaning and features Labour - meaning and features, capital-meaning and features, Entrepreneur-meaning and features	16
5	Scale of Production: Introduction, Advantage and disadvantage of large scale production, Internal and external economics, advantage and disadvantage of small scale economics.	16
Reference Book:		
<ul style="list-style-type: none">• Bach.G.I.,(1977), Economics .Prentice Hall Of India .New Delhi• Micro Economic Theory .M.L., jhingan , Vrinda publication pvt, Ltd .Delhi• Micro economic K.P.M. sundharam, S. chand and son• Principal of Economics, M,I, .jhingan, vrinda publication Pvt. Ltd. Delhi• Elementary Economic Theory, K.K. Dewett, J.D. verma. S. chand publication		
Course Outcomes:		
<ul style="list-style-type: none">• Understand the basic concept of micro economics• Acquired knowledge regarding demand and elasticity of demand• Understand the factors of production and scale of production		

**Prescribed Syllabus of
First Year BBA Semester I**

Course Code	15BBA102	
Course Name	Commercial Law	
Short Name	CL	
Total Teaching Lect.	80	
Total Credits	05	
Prerequisites: <ul style="list-style-type: none">• The student should have the basic knowledge of Commercial Law.• The student should be aware about basic concepts of Commercial Law .		
Objectives: <ul style="list-style-type: none">• To provide the student with the complete knowledge of Trade, Commerce, Administration and Management• To impart the students latest and relevant knowledge from the field of Commerce theory and practical.		
Sr. No.	Contents	Total Lect.
1	Indian contract law, 1872 Definition, nature, classification of contract , Essential element of valid contract, void agreement Breach and its remedies , quasi contract. Difference Between Agreement & Contract, Capacity to contract, Consent & Free Consent	16
2	Contract of Indemnity and Guarantee Introduction, contract of indemnity, rights of indemnity, contract of Guarantee essential element of guarantee , kinds of guarantee, distinction indemnity Guarantee.	16
3	The sales and goods act,1930 Definition of sale , agreement to sale, goods. Condition and warranty. transfer of property, unpaid seller , Rights of unpaid seller, auction of sale	16
4	The Indian Partnership Act,1932 Definition, Characteristics of Partnership, Types of Partner, Formation of Partnership, [Introduction & Partnership Deed]	16
5	Introduction of Agency: Definition Meaning of Agencies, Creation of Agency, Classification of Agent, Termination of agency, Rules of agency	16
Reference Books : <ul style="list-style-type: none">• D.F.Mulla, N.M.Tripathi, “Indian Contract Act 1872,• N.D.Kapoor, “Element of Mercantile Law”.• R.P.Maheshwari and S.N.Maheshwari, “ Principal of Mercantile Law”• D.F.Mulla, N.M.Tripathi “ Sales and Goods Tax		
Course Outcomes: <ul style="list-style-type: none">• On completion of this course students will be able to appreciate the relevance of business law• Identify the fundamental, legal principle behind contractual agreement• Acquiring problem solving techniques and to be able to present coherent legal argument.		

**Prescribed Syllabus of
First Year BBA Semester I**

Course Code	15BBA103	
Course Name	Business Communication	
Short Name	BC	
Total Teaching Lect.	80	
Total Credits	05	
Prerequisites:		
<ul style="list-style-type: none">• The Student should have the basic knowledge of English and its vocabulary.• The Student should be aware about the basic concept of communication.		
Objectives:		
<ul style="list-style-type: none">• This course is developed keeping in mind the need of students who have already mastered core English competencies but need to hone their language abilities in order to deal creatively as well as competently with the English language.• To hone their reading and writing skill in a grade manner.• To include advance applied skill like creative writing, and writing for the internet. Computer skill also will need to be addressed which is now a very important aspect of modern day life skills.		
Sr. No.	Contents	Total Lect.
1	Meaning, significance of good communication. Means of communication- oral & written.	16
2	Business letter, business correspondence in organization. Letters Related to purchases, Letters Related to sales.	16
3	Application letters, curriculum vitae/Resume.	16
4	Inter Departmental communication – Internal Memo, office circulars, office order, office notes.	16
5	Written Communication Skills- Notices, Agendas, Minutes, Fax messages.	16
<ul style="list-style-type: none">• Raman s. & Business Communication, Professional Publishers.• Swami R. Madras• R. C. Sharma & Business Correspondence and Report Writing. Tata• Krishna Mohan McGraw Hill.• Pink & Thomas• English Grammar & Composition & Correspondence berks Tickoo, Champa & Writing with a purpose, oxford sasikumar, Jay Uni. Press, Delhi.• Murphy & Peck Effective Business Communication, McGraw Hill,Delhi.		
<ul style="list-style-type: none">• Able to facilitate the exchange of thoughts and ideas in an effective ad methodological way.• Skills in speaking in official and formal situations and in writing letters, e-mail, messages, reports and memorandum.• Enable to take up all business related writing tasks with ease and confidence.		

**Prescribed Syllabus of
First Year BBA Semester I**

First Year BBA Semester I

Course Code	15BBA104	
Course Name	Basics of Accounting	
Short Name	B A/c	
Total Teaching Lect.	80	
Total Credits	05	
Prerequisites: <ul style="list-style-type: none">• The Student should have the basic knowledge of Basics of Accounting.• The Student should be aware about the basic concept of Accounting Theories.		
Objectives: <ul style="list-style-type: none">• To expose students to basic Micro Economics Concepts.• To make how Micro Economics works on a small scale – in firm and households rather than at the national and international level.		
Sr. No.	Contents	Total Lect.
1	Financial accounting: Meaning, Nature & usefulness and principles of accounting. Concept and conventions of double entry system. -accounting vs. book keeping, Journal entries.	16
2	Subsidiary books: sale, sale return, purchase return, cash book, and ledger accounts of journal entries, closing the accounts and calculating balances, Trial balance.	16
3	Final account: Preparation of trading A/c, profit & loss account, and balance sheet with adjustments.	16
4	Depreciation: Meaning, advantages, and its types. Problem based on fixed installment method, reducing balance method.	16
5	Insolvency: Meaning, concept, nature, reasons for business insolvency, Winding Up : Meaning, difference between winding up and insolvency, problems based on insolvency.	16
Reference Books : <ul style="list-style-type: none">• N. K. Prasad “Principal of cost accounting”• R. S. N. pillai BML Nigam cost accounting• Advance accountancy volume II R. L. Gupta M. Radhswami• Advance account volume I.M.C Shukla T.S. Grewal S.C. Gupta S. Chand Question bank in accountancy		
Course Outcomes: <ul style="list-style-type: none">• Students can explain the basics of accounting• They are able to journalize the transaction and post them to different ledgers• Students are able to prepare final account		

**Prescribed Syllabus of
First Year BBA Semester I**

Course Code	15BBA105	
Course Name	Principles of Business Management	
Short Name	PBM	
Total Teaching Lect.	80	
Total Credits	05	
Prerequisites:		
<ul style="list-style-type: none">• The Student should have the basic knowledge of Management.• The Student must aware about basic concept of business.		
Objectives:		
<ul style="list-style-type: none">• To provide the student with complete knowledge of trade, commerce, Administration and Management.• To provide opportunities to the student for developing necessary managerial skills.		
Sr. No.	Contents	Total Lect.
1	Introduction to Management: Meaning, Definition, its nature, purpose, importance and functions, Role of manager, management. Philosopher-Fredric Taylor, Henery Fayol, peter Drucker, Elton Mayo.	16
2	Planning: Definition, meaning, types, Process and importance of planning Organizing: Definition, Process, Significance, Types of organizational structure, Span of management.	16
3	Co-ordination: Meaning, Techniques and features of Co-ordination, Types of Co-ordination, Problems of co-ordination, Steps of effective Co-ordination.	16
4	Controlling: Need, type & techniques of controlling, essentials of effective control system, process of controlling.	16
5	Leadership & Decision making: Leadership style, approaches to Leadership, Motivation: Definition, Meaning, Types. Decision Making: Meaning , Process, Models of Decision Making.	16
Reference Books :		
<ul style="list-style-type: none">• Principles of management, By Tripathi, Reddy Tata McGraw Hill• Principles of management, By B. S. Moshal• Principal of management, By T. Ramasamy.• Principal of management, by Koontz. Weihrich.		
Course Outcomes:		
<ul style="list-style-type: none">• Students can increase their knowledge about various economist & their contribution towards management.• Students can know ample strategies for development of business organization.• Students will know how increases the production & distribution with minimum cost & maximum utilization of resources.		

**Prescribed Syllabus of
First Year BBA (Semester I)**

Course Code	15BBA105 (Elective)	
Course Name	Sports Management	
Short Name	SM	
Total Teaching Hrs.	80	
Total Credits	05	
Prerequisites: <ul style="list-style-type: none">• The student should understand the Organization and Administration of Sports Programs.• The student should aware about Preparation of the financial proposals for sports in Schools/Colleges/Universities .		
Objectives: <ul style="list-style-type: none">• To be equipped with the skill of Organization, designing and evaluating the sports events		
Sr.No.	Contents	Total Lect.
1	Introduction to Sport Management: Meaning, Purpose and scope of Sports Management, essential skills of Sports Management. Meaning & importance of Organization and Administration physical education	16
2	Program Planning: Time table Management, Meaning, Importance, Principles of Program Planning in Physical Education. Factors affecting Time Table. Sports Management System in Schools, Colleges and Universities	18
3	Facilities and equipment management: Types of facilities: Infrastructure-indoor, out door, academic & administrative blocks, research wing, library. Supervision – Meaning, Definition, objectives, Principles, Quality of the Supervisor, Technique of Supervision.	18
4	Competition Organization: Importance of Tournament, Types of Tournament and its organization structure ,Sports Event-Intramurals & Extramural Tournament planning	14
5	First Aid and Sports Injuries: Need and importance of First Aid, First Aid Kit. Quality and Qualification of First Aider. Sports Injuries - Types, Symptoms and Treatment.	14
REFERENCE BOOKS : <ul style="list-style-type: none">• Broyles, F. J. &Rober, H. D. (1979). Administration of sports, Athletic programme: A Managerial Approach. New York: Prentice hall Inc.• Bucher, C. A. (1983). Administration of Physical Education and Athletic programme.St Louis: The C.V. Hosby Co.• Earl, F. Z,& Gary, W. B. (1963). Management competency development in sports and physical education. Philadelphia: W. Lea and Febiger.• Nemir, A. (n.d.). The school health education. New York:Harper and Brothers.		
Course Outcome :- <ul style="list-style-type: none">• To understand the concept and to equip with the essential skills of sports management.• To understand the qualities and to equip with competencies required for the sports manager.∞• To gain the knowledge of the basic concept of planning∞		

**Prescribed Syllabus of
First Year BBA Semester I**

Course Code	15BBA106	
Course Name	Fundamental of Computer	
Short Name	FOC	
Total Teaching Lectures	80	
Total Credits	05	
Prerequisites:		
<ul style="list-style-type: none">• The student should have the basic knowledge of computer.• The Student should be aware about basic concepts of computer.		
Objectives:		
<ul style="list-style-type: none">• To expose students to basic concept of computer.• The student should be aware about basic concepts of computer.		
Sr. No.	Contents	Total Lect.
1	Computer System:- Concept, Types of computer, Basic components of a computer system- Control Unit, ALU, Input, Output Function and Characteristics. Introduction Memory:- RAM, ROM, EPROM, PROM, FD, HD, Magnetics Tape, CD, Pen Drives, Flash Drives and other types of memory. Introduction Input Devices: - Keyboard, Mouse, Trackball, joystick, Scanners, Digital camera. Introduction Output Devices: - Monitor , characteristics and Types of Monitor- Digital, Analog, Size, resolution	16
2	Word Processing software:- Concept, Characteristics and Features MS-Word:- Introduction, features, Creating, Saving and Opening document in word, Interface, Toolbar, Ruler, Menus, Keyboard shortcuts, Editing a document, Opening Multi document windows, Editing with text, Printing document, spell check and mail merge.	16
3	Spreadsheet Software: - Concept, characteristics and features. MS-Excel:- Basics, Creating worksheet, entering data into worksheet, handling information, data, text, dates, alphanumeric values, saving & quilting worksheet, Opening and moving around in an existing worksheet, Toolbars and menu, Function and Formulas, Printing Worksheet, generating and Printing graphs.	16
4	MS-PowerPoint:- Basics, Creating Presentation, Working with text, working with slides, opening, saving, Converting and Permission of Presentation, Creating Masters, Note pages And handouts, Inserting:- symbol, diagram, pictures, tables etc.	16
5	Introduction to Tally:- Creating, deleting, Modifying company profile, Groups, Ledgers, Vouchers, Voucher entries with Printing, Display and Print.	16
Reference Books :		
<ul style="list-style-type: none">• Chien E,Chao “Introduction to Microcomputer and its application”• Davies P. J. “Exploiting MS-DOS”• Burch, J. and Grudnitski G. (1989) “Information system: Theory and Practice.” 5th ed.. New York, JhonWiley• David. V. (1992) “Foundation of Business System”,Fort Worth, Dryden,1992.• Eliason. A. I..(1987) ”Online Business Computer Application” 2nd ed.. Chicago. Science Research Association.• ITI Education solution Ltd,” introduction to computer sciencre”, Pearson Education.• Asok K. Nadhani “Implementing tally 9” BPB Publication.		
Course Outcomes:		
<ul style="list-style-type: none">• Student will be able to learn the basic knowledge of computer & its component.• Student will be able to learn how to compose, format & edit Ms-word document, Ms-excel worksheet & Ms-power point presentation.• Student will able to learn the basic knowledge of accounting software and its working.		

**Prescribed Syllabus of
First Year BBA Semester II**

Course Code	15BBA108	
Course Name	Micro Economics II	
Short Name	MIECO II	
Total Teaching Lect.	75	
Total Credits	05	
Prerequisites:		
<ul style="list-style-type: none">• The students should have the basic knowledge of economics.• The students should be aware about concept of factor price and economic welfare.		
Objectives:		
<ul style="list-style-type: none">• To expose students to the theories of micro economics.• To expose students about market and their various competition.		
Sr. No.	Contents	Total Hrs.
1	Market Structure: Meaning & classification of market, perfect competition- concept, Characteristics, Monopoly- Concept, Characteristics, Monopolistic competition-concept, Characteristics	16
2	Factor Pricing (Rent and Wages): Rent- Meaning and concept, Types of Rent-Recardian theory of Rent, Wages- Meaning and Concept ,Types, Modern theory of wages.	14
3	Factor Pricing (Interest and Profit): Interest- Meaning and concept, types of Interest, Keynes’s liquidity Preference theory of Interest Profit- Meaning and concept, Gross Profit and Net Profit. Nature of Profit Risk bearing Theory of Profit.	16
4	National Income and Economic Welfare :- Introduction, Definition of National Income, Methods of measuring National Income, Importance of National Income analysis, meaning of economic welfare.	14
5	Business Units: Introduction, Individual Proprietorship, Partnership, joint Stock company.	15
Reference Books :-		
<ul style="list-style-type: none">• M.L. Jhingan, “Micro Economics Theory, “Vrinda Publication Pvt.Ltd. Delhi• Bach, G.L(1977), “Economics,” Prentice Hall of India, New Delhi.• K.P.M. Sundharam, “Micro Economics”, S.Chand & sons• M.L. Jhingan, “Principles of Economics, “Vrinda Publication Pvt.Ltd. Delhi• K.K. Dewett, J.D.Verma, “Elementary Economic Theory”, S. Chand Publication.		
Course outcomes:		
<ul style="list-style-type: none">• Acquired knowledge on market structure.• Understand the factor pricing and concept of national income and economic welfare.• Identify the business unit.		

**Prescribed Syllabus of
First Year BBA Semester II**

First Year BBA Semester II		
Course Code	15BBA109	
Course Name	Commercial Law II	
Short Name	CL II	
Total Teaching Lect.	75	
Total Credits	05	
Prerequisites: <ul style="list-style-type: none">• The students should have the basic knowledge of Law and Companies acts.• The students should be aware about Rights and Duties of consumers.		
Objectives: <ul style="list-style-type: none">• To provide the students knowledge about basic concept of laws and acts.• To make students capable to make business decision according to basic law.		
Sr. No.	Contents	Total Hrs.
1	Negotiable Instrument Act, 1881:- Definition, Features of negotiable instrument, Classification of Negotiable instruments [Cheques, Promissory note], Essential elements of promissory note, crossing of cheque, types of crossing	16
2	Bailment and Pledge:- Bailment-Definition, Kinds of bailment, Difference between Sale and Bailment, Duties of bailee, Duties of Bailor, Right of bailee, Rights of Bailor. Pledge or Pawn- Definition, Duties of Pawnee, Duties of Powner, Rights of Powner. Rights of Pawnee.	15
3	Consumer Protection Act(1986):- Introduction, Consumer Protection Act,1986; Scope and Definition of consumer, Consumer of goods, Unfair Trade Practice, Consumer Protection councils, Central consumer Protection Council, state consumer Protection Council, District Consumer Protection councils	16
4	The Companies Act,2013: :- Definition, Characteristics of companies, types of companies, formation of companies, shares, types of shares.	14
5	The Companies Act 2013:- Salient Feature of Companies Act, Memorandum of association, Article of association, Company Meeting, Motion, Resolution, Promoter and Role of promoter.	14
Reference Books :- <ul style="list-style-type: none">• N.D.Kapoor, „Elements of Mercantile Law”, S.Chand & Sons.• M.C.Kuchhal, “Mercantile Law”, Vikas Publishing House.• R.P.Maheshwari and S.N. Maheshwari”, Principles of Mercantile Law.• D.F.Mulla, N.M.Tripati, “Sales and Goods Acts”.		
Course outcomes: <ul style="list-style-type: none">• Students will able to understand the concept of Bailment and Pledge• Students can explain what a negotiable instrument is.• Students will very well know about Consumer Protection Act, The Companies Act.		

**Prescribed Syllabus of
First Year BBA Semester II**

Course Code	15BBA110	
Course Name	Business Communication II	
Short Name	BC II	
Total Teaching Lect.	75	
Total Credits	05	
Prerequisites:		
<ul style="list-style-type: none">The Student should have the basic knowledge of English and its vocabulary.The Student should be aware about the basic concept of communication.		
Objectives:		
<ul style="list-style-type: none">This course is developed keeping in mind the need of students who have already mastered core English competencies but need to hone their language abilities in order to deal creatively as well as competently with the English language.To hone their reading and writing skill in a grade manner.To include advance applied skill like creative writing, and writing for the internet.		
Sr. No.	Contents	Total Lect.
1	Drafting memorandum, Drafting E-mail, Composing Notice, Invitations.	15
2	Audio-visual aids, Interview, Types of Interviews, Barriers of Communication, verbal/ Non Verbal Communication, Body Language.	14
3	Business Communication- Introduction to Business Communication, Communication in organizations, Email Communication, Non-verbal Communication.	16
4	Report Writing, Meeting: Types, Advantages and Disadvantages, Group Discussion.	18
5	Personal Response in 100 words-(Pollution, Current Affair, Education)	12
Reference Books :		
<ul style="list-style-type: none">Raman s. & Business Communication, Professional Publishers.Swami R. MadrasR. C. Sharma & Business Correspondence and Report Writing. Tata Krishna Mohan McGraw Hill.Pink & Thomas ,English Grammar & Composition & Correspondence berks Tickoo, Champa & Writing with a purpose, oxford sasikumar, Jay Uni. Press, Delhi.Murphy & Peck Effective Business Communication, McGraw Hill,Delhi.		
Course Outcomes:		
<ul style="list-style-type: none">Able of achieving fluency and accuracy of Communication.Enable to face the challenges in communication primarily in a technical milieu as communicating formal and technical messages.Skills in developing a scientific approach to writing e-mail, speech communication, effective presentation techniques, and writing technical and business reports.		

**Prescribed Syllabus of
First Year BBA Semester II**

First Year BBA Semester I		
Course Code	15BBA111	
Course Name	Financial Accounting	
Short Name	F A/c	
Total Teaching Lect.	75	
Total Credits	05	
Prerequisites: <ul style="list-style-type: none">• The Student should have the basic knowledge of Basics of Accounting.• The Student should be aware about the basic concept of Accounting Theories.		
Objectives: <ul style="list-style-type: none">•To expose students to basic Financial Accounting Concepts.•To make how Financial Accounting works on a business scale.		
Sr. No.	Contents	Total Lect.
1	<u>Financial accounting:</u> Definition and scope, objectives of financial Accounting , Accounting v/s Book Keeping Term used in accounting ,users of accounting information and limitation of financial Accounting.	16
2	<u>Bill of Exchange:</u> Introduction and meaning, Definition and necessity of Bill Of Exchange, Types Of Bills Of Exchange with its Draft/format, Parties involve to the Bill Of Exchange and Important details.	16
3	<u>Break Even Analysis:</u> Concept of Break Even Analysis, Practical problems of Break Even Analysis, Derision making under Break Even Analysis.	14
4	<u>Computerized Financial Accounting In Today's Era:</u> Computers and financial application, Accounting Software packages.	14
5	<u>Working Capital Management:</u> Introduction, Objectives & Importance of Working Capital. Difference between working capital and fixed capital, Determinants of Working Capital.	15
Reference Books: <ul style="list-style-type: none">• Prof. Jawahar Lal and Dr. Seema Shriwastva, „Financial Accounting“• L. N. Chopde, D. H. chadhari, Dr. R. L. Rathi, „ Fundamental of Accounting „,Sheth Publishers Pvt. Ltd., Mumbai.• M.E. Thukaram Rao,“ Advance Accountancy, „ New age International Publishers.• R. L. Gupta M. Radhswami,“ Advance accountancy,“ Volume II.• M.C. shukla T. S. Grewal S.C Gupta , „ Advance Accounts „, Volume I, .s. Chand Publications		
Course Outcomes: <ul style="list-style-type: none">• Student gained the practical knowledge about break even analysis• Students are able to prepare an working capital statements• Students are able to understand different types of bills of exchange		

**Prescribed Syllabus of
First Year BBA Semester II**

Course Code	15BBA112	
Course Name	Business Statistics and Mathematics	
Short Name	BS & M	
Total Teaching Lect.	75	
Total Credits	05	
Prerequisites:		
<ul style="list-style-type: none">The Student should have the basic knowledge of Number Theory.The Student should be aware about the arithmetic operation in Mathematics and Statistic.		
Objectives:		
<ul style="list-style-type: none">To provide the student with complete knowledge of basic concept in Business Mathematics and statistics.To provide opportunities to the students for developing their Arithmetic ability.		
Sr. No.	Contents	Total Lect.
1	<u>Introduction to Statistics:</u> Definition, Function of Statistics, Scope and Importance of Statistic, Limitation of Statistic. Data: Meaning ,Types of Data, Methods of data collection.	
2	<u>Measures of Central Tendency:</u> Meaning and definition, Types of Average, Simple Arithmetic Mean, Median, Mode, Advantages and Disadvantages of Mean, Median and Mode, Comparative study of different Averages.	
3	<u>Measures of Dispersion & Correlation:</u> Standard deviation, coefficient of variance, meaning and concepts of skewness, Karl Pearson's Coefficient of skewness. Introduction, Significance Types and Method of correlation. (Theory Only)	
4	<u>Basic Mathematics :</u> Ratio and Proportion, Percentage, Simple Interest and Compound Interest, HCF and LCM	
5	<u>Index Number:</u> Meaning and preparation of simple and Weighted index number, Cost of Living Index Number, Laspeyre's and Paasche's index Number, Fisher's Ideal Index Number.	
<ul style="list-style-type: none">D. N. Elhance, „Fundamental of Statistics“, Kitab Mahal Publication.R. S. Agrawal,“ Mathematics for MBA“, S. Chand Publications.P. M Arora, Amit Arora, S. Arora,“ Business Mathematics“ S. Chand Publication.Hooda RP, „ Statistics For Bussiness and Economics,“ macmillan , New DelhiS.S. Shrivastav, Sangya shrivastav,“ Introduction of Statistics“, Anmol Publications.		
Course Outcomes:		
<ul style="list-style-type: none">Students know the concept of Measures of Central TendencyThey gain practical knowledge how to calculate Ratio and Proportion, Percentage, Interest.They are confident in solving practical problems on index number		

**Prescribed Syllabus of
First Year BBA Semester II**

Course Code	15BBA113	
Course Name	E-Commerce	
Short Name	E-Com	
Total Teaching Lect.	75	
Total Credits	05	
Prerequisites:		
<ul style="list-style-type: none">• The Student should have the basic knowledge of computer and internet.• The Student should be aware about the basic concept of computer and E-commerce.		
Objectives:		
<ul style="list-style-type: none">• To expose students to basic concept of computer and internet.• To make student acquaint with concept of E-commerce and E-business.		
Sr. No.	Contents	Total Lect.
1	Introduction to E-Commerce- concept, types, Features and function of e-commerce, Scope and basic models of E-Commerce, Advantages & Disadvantages of E-Commerce	14
2	Electronic Data Interchange- Concept of EDI, Differences in Paper based Business and EDI Based Business, Advantages of EDI, and Application Areas for EDI, Communication network for E-Commerce	15
3	Internet- Concept of internet, use of internet, requirement for internet: Domain, Internet services, Network services in e-commerce introduction, information retrieval, markup language, other network services, advanced web technologies for e-commerce.	17
4	Infrastructure for e-commerce- local area network, Public switched telephone network, cable and wireless networks, Application of Ecommerce:- E-marketing- Traditional Marketing V/s E-Marketing	14
5	Introduction Secure messaging of E-Commerce, Public key encryption and Digital Signature, Payment system in E-commerce, Electronic Fund Transfer,	15
<ul style="list-style-type: none">• V. Rajaraman, "Essential of E-Commerce Technology", PHI Publication• David Whiteley, "E-Commerce", Tata McGraw Hill, 2000• Kamblesh Bajaj and Debjani Nag, ,, E-Commerce", Tata Mc.• Efami Turban, Jae Lee, David King, K. Michale Chung," Electronic Commerce", Pearson Education, 2000.• C.S.V Murthy, ,, E-Commerce(Concepts, Models, Strategies)", Himalaya Publication House		
Course Outcomes:		
<ul style="list-style-type: none">• Student understand the difference between traditional and modern commerce• Students to have enough knowledge about the electronic commerce by various aspects• Students have a practical knowledge about the impact of ecommerce in present Era.		

**Prescribed Syllabus of
Second Year BBA Semester I**

Second Year BBA Semester I

Course Code	15BBA201	
Course Name	Macro Economics	
Short Name	MAECO	
Total Teaching Lect.	75	
Total Credits	04	
Prerequisites:		
<ul style="list-style-type: none">• The student should have the basic knowledge of Economics• The student should aware about concepts of Factor price and Economic Welfare.		
Objectives:		
<ul style="list-style-type: none">• To expose students to the Theories of Macro Economics.• To expose students about Market and various competitions.		
Sr. No.	Contents	Total Lect.
1	Introduction: Meaning, Definition, features, distinction between Macro and Micro Economics	16
2	National Income :Introduction , Definition, Concept ,Methods of national income, Difficulties computing national income	14
3	Money: Introduction , Definition, Types of Money, Functions of Money, Role of Money.	16
4	Commercial Banking: Meaning, Definition, Types of Bank, Function of Commercial Bank ,Role of Commercial Bank in Developing Country	14
5	Central Banking: Introduction ,Definition ,Functions of Central Bank, Role of Central bank in developing economy.	15
Reference Books :		
<ul style="list-style-type: none">• M.L. Jhingan, „Micro Economic Theory,“ Vrinda Publication Pvt. Ltd. Delhi.• Bach, G.L. (1977), „Economics,“ Prentice Hall of India, New Delhi.• K.P.M. Sundharam, E.N. Sundharam, “Micro Economics,“ S. Chand and Sons.• M.L. Jhingan , „Principles of Economics,“ Vrinda Publication Pvt. Ltd. Delhi.• K.K. Dewett, J.D. Verma, „Elementary Economic Theory,“ S. Chand Publication		
Course Outcomes:		
<ul style="list-style-type: none">• Understand the basic concept of macro economics• Acquired knowledge regarding national income and methods of calculating national income.• Acquired knowledge on commercial bank and central bank.		

**Prescribed Syllabus of
Second Year BBA Semester I**

Course Code	15BBA202	
Course Name	Basics of Financial Management	
Short Name	BFM	
Total Teaching Lect.	75	
Total Credits	04	
Prerequisites:		
<ul style="list-style-type: none">The student should have the basic knowledge of Financial Management and its Implementations.The student should be aware about formats and rules regarding Financial Management.		
Objectives:		
<ul style="list-style-type: none">To provide the students with complete knowledge of Trade, Commerce, Administration and Management.To impart the students latest and relevant knowledge from the field of Commerce theory and practical.		
Sr. No.	Contents	Total Lect.
1	Financial Management: - Meaning, Definition, objectives & functions of Financial Management, Aims of financial manager, Scope of financial management, Roles of financial manager	16
2	Ratio Analysis: - Meaning, definition, uses, limitations of Ratio Analysis. Practical problems on liquidity ratio & Asset management ratio.	15
3	Fund flow statement: - Meaning, definition, uses, limitations & scopes of Fund flow statement. And various practical problems on Fund flow statement.	16
4	Cash flow statement: - Meaning, definition, uses, limitations & scopes of Cash flow statement. And various practical problems on Cash flow statement.	14
5	Capitalization: - Meaning, definition & concept of Capitalization. Need of capital in Business operations. Capital V/s capitalization. Over & under capitalization.	14
Reference Books :		
<ul style="list-style-type: none">L.N.Chopde, D.H.Chadhari, Dr.R.L.Rathi, „Fundamentals of Accounting,“ Sheth Publishers Pvt. Ltd., Mumbai.M.E. Thukaram Rao, „Advance Accountancy,“ New Age International Publishers.M.Y.Khan, P.K. Jain, “ Financial Management”, Tata McGraw- Hill Publishing Company Ltd.M.C. Shukla, T.S. Grewal S.C. Gupta, „Advance Accounts“, (Volume I), .S. Chand Publications.		
Course Outcomes:		
<ul style="list-style-type: none">Students are able to understand financial and business managementStudents are able to compute problems on fund flow and cash flow statementsStudents are able to understand the concept of capitalization		

**Prescribed Syllabus of
Second Year BBA Semester I**

Second Year BBA Semester I

Course Code	15BBA203	
Course Name	Organizational Behaviour	
Short Name	OB	
Total Teaching Lect.	75	
Total Credits	04	
Prerequisites:		
<ul style="list-style-type: none">The student should have the basic knowledge of Management Concepts.The student should be aware about behavior in Organization and Organization structure.		
Objectives:		
<ul style="list-style-type: none">To enable the students to learn Business enterprise system and how it is organized and managed.To provide the students with latest developments, theories and principles of various behavioral aspects in Organization.		
Sr. No.	Contents	Total Lect.
1	Foundation of Organizational Behaviour: Meaning, definition of OB; importance of OB, Scope of OB, Approaches to organizational behavior, Challenges faced by management in organization.	14
2	Individual Behaviour : Perception : concept; factor affecting perception . Personality :concept ; types of personalities, Motivation : theories of motivation	16
3	Group Behaviour : Meaning and importance Job stress :-meaning , causes of stress, Decision making – meaning , types of decision making	15
4	Organizational Conflict : Meaning; sources of conflicts ; Organizational structure :- meaning ,elements of organizational structure, span of control ,Corporate social responsibility .	16
5	Power : Meaning ,sources of power; difference between power and authority ; Organizational Politics :-reasons of OP; managing OP.	14
Reference Books :		
<ul style="list-style-type: none">K. Ashwathappa “Organizational Behaviour ”, Himalaya Publishing House.Dr. S.S. Khamka “Organizational Behaviour ”, S. Chand.Jit .S. Chandan “Organizational Behaviour ”, Vikas Publication.Udai Pareek “Understanding Organizational Behaviour “, Oxford University Press.P. Subba Rao “Organizational Behaviour ,” Himalaya Publishing House		
Course Outcomes:		
<ul style="list-style-type: none">They capable to categorized the personalities of an individual.The students will understand the procedure pattern of organizational politics etc.The students will capable to design an organizational structure .They capable to understand need and procedure of individual motivation.		

**Prescribed Syllabus of
Second Year BBA Semester I**

Second Year BBA Semester I

Course Code	15BBA204	
Course Name	Basics of Marketing	
Short Name	BOM	
Total Teaching Lect.	75	
Total Credits	04	
Prerequisites:		
<ul style="list-style-type: none">• The student should have the basic knowledge of Basics of Marketing .• The student should be aware about basic concepts of Marketing .		
Objectives:		
<ul style="list-style-type: none">• To expose students to basic Marketing Management Concepts.• To make how Marketing management works on a Business scale .		
Sr. No.	Contents	Total Lect.
1	Introduction to marketing : Definition, Evolution of Marketing ,Concept of Marketing, Nature of Marketing ,Scope of Marketing,	15
2	Product : Concept, Levels, Product Mix , Product Line, Branding, Packaging ,Product Lifecycle Stages & Strategy .	16
3	Pricing : Meaning , Factors influencing Product Pricing Decisions, Method of Pricing.	14
4	Place :. Meaning, Channels of Distribution ,Logistic Management	14
5	Promotion : Meaning, Steps in Promotion Mix, Element of Promotion Mix, Advertising, Publicity ,Sales Promotion, Personal Selling, Direct Marketing & Public Relations.	16
Reference Books :		
<ul style="list-style-type: none">• Sherlekar “Marketing Management” Himalaya Publication House.• V.S. Ramaswami & S. Namakumari “Marketing Management” Macmillian Publication India• Philips Kotler “Marketing Management” Pearson Prentice Hall Cundiff and Still “Basic Marketing”		
Course Outcomes:		
<ul style="list-style-type: none">• Identify core concepts of marketing and the role of marketing in business and society.• Knowledge of social, legal, ethical and technological forces on marketing decision-making.• Setting Ability to develop marketing strategies based on product, price, place and promotion objectives.		

**Prescribed Syllabus of
Second Year BBA Semester I**

Course Code	15BBA205	
Course Name	Cost Accounting	
Short Name	CA	
Total Teaching Lect.	75	
Total Credits	04	
Prerequisites: <ul style="list-style-type: none">• The student should have the basic knowledge of Accounting.• The student must be aware about the basic techniques of theories and practices of Accounting.		
Objectives: <p>To enable the students to learn the basic concepts of Cost and costing methods.</p> <p>To familiarize the students with the various elements of cost and methods of cost control.</p>		
Sr. No.	Contents	Total Lect.
1	Cost Accounting :- Meaning ,Scope, Objectives, Limitation, Advantages , uses. Cost concepts & classification,	13
2	Cost Sheet: - Meaning, Objectives and features of cost sheet, Costing for decision making. Problems on cost sheet.	16
3	Break Even Analysis :- Introduction , uses, limitation, BEP chart, problems on BEP	16
4	Process Costing :-Meaning, Objective, Advantage, problems on Process Costing.	15
5	Standard Costing:- Meaning , Definition , Types Variance:- Material Variance And Labour variance.	15
Reference Books : <ul style="list-style-type: none">• M.E. Thukaram Rao, “ Cost and Management Accounting”, New age Publication.• S.P.Jain,K.L.Narang “Cost Accounting : Principles and Practice”, Kalyani Publishers.• M.N.Arora, “Cost and Management Accounting”, Himalaya Publishing House.• R.S.N. Pillai , V Bagavathi, “Cost Accounting”, S. Chand.		
Course Outcomes: <ul style="list-style-type: none">• Students are able to practical knowledge about costing methods• Students will get extreme knowledge about process costing.• Students are able to distinguish Between Financial and cost Audit		

**Prescribed Syllabus of
Second Year BBA Semester I**

Course Code	15BBA206	
Course Name	Production & Operation Management	
Short Name	POM	
Total Teaching Lect.	75	
Total Credits	04	
Prerequisites:		
<ul style="list-style-type: none">The student should have the basic knowledge of Production Concepts.The student should be aware about basic management concepts and techniques of production.		
Objectives:		
<ul style="list-style-type: none">To expose students to basic concepts of Production Management.To make student acquaint with concept of Production Policies and Planning..		
Sr. No.	Contents	Total Lect.
1	Production Management : Concept ,Scope, types of production system , Advantage and Disadvantage of production Management	14
2	Product Development and Design : Meaning, Requirement of good design, Factor Influencing design of product, Stages in Design project.	15
3	Plant Location and Layout : Introduction ,meaning, Need for selecting Suitable Location, Factor influencing Plant Location. Layout: meaning ,Objectives of Plant Layout, Classification Of Layout	17
4	Production Planning and control :Introduction ,Meaning, Phases of Production Planning and control ,Material Requirement and Planning	14
5	Maintenance Management : Introduction , Meaning, objectives, types, Modern Scientific Maintenance Methods	15
Reference Books:		
<ul style="list-style-type: none">S.Anil Kumar and N.Suresh “Production Management & Operation Management” New Age International Publication.Prof. Deepak Bhivpathaki “Production Management” Everest Publication House.P.Rama Murthy “Production & Operation Management” New Age International Publication.K Aswathappa K. Shridhara Bhat “Production & Operation Management” Himalaya Publication House.		
<ul style="list-style-type: none">The students will be aware about basic concepts related to production departmentThe students will be aware of material management in production departmentThe students will be aware of the factor affecting location such as buildings.		

**Prescribed Syllabus of
Second Year BBA Semester I**

Second Year BBA Semester I

Course Code	15BBA207	
Course Name	Environmental Science	
Short Name	EVS	
Total Teaching Hrs.	48	
Total Credits	02	
Prerequisites:		
<ul style="list-style-type: none">The student should have the basic knowledge of environment and nature.The student should be aware about basic concepts of nature and environment preservation.		
Objectives:		
<ul style="list-style-type: none">To create awareness about environmental problems among the students.To impart basic knowledge about the environment and its applied problems.To develop an attitude of concern for the environment.Motivating students to participate in environment protection and environment improvement.		
Sr. No.	Contents	Total Lect.
1	The multidisciplinary nature of environmental studies: Definition, Scope and importance, Need for public awareness. Human population and the environment: Population Explosion, Human Rights, Environment and Human Health, Women and Child Welfare Programme.	06
2	Social Issues and The Environment: From unsustainable development to sustainable development, Water conservation- Rain water harvesting, Watershed management, Global Warming, Acid-rain, Environment Protection Act, Air (Prevention and Control of pollution), Act, Wildlife protection Act.	10
3	Natural Resources: Renewable and non-renewable resources, Forest resources, Water resources, Mineral resources, Food resources, Land resources	12
4	Ecosystem, Biodiversity and its conservation: Ecosystem- Concept of ecosystem, Structure and functions of ecosystem, Structure and functions of ecosystem- Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystem, Biodiversity: Introduction- Definition, Genetic, Species and Ecosystem diversity, Values of biodiversity, Hot-spots of biodiversity, threats to biodiversity, Conservation of biodiversity: In-situ and Ex-situ conservation.	10
5	Environmental Pollution: Causes, effects and control measures of- Air pollution, Soil pollution, Water pollution, Noise pollution, Thermal pollution, Solid waste management	10
Reference Books:		
<ul style="list-style-type: none">Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.BharuchaErach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India, Email:mapin@icenet.net (R)Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p 4. Clark R.S., Marine Pollution, Clanderson Press Oxford (TB)Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumabai, 1196pDe A.K., Environmental Chemistry, Wiley Eastern LtdProf. K. Gawai, Environmental studies, Sanskar publications. Environmental studies: R. Rajgopalan, Oxford uni.press, New Delhi,2005		
NOTE : Students should prepare a survey based project report on Environmental Studies		
Course outcomes:		
<ul style="list-style-type: none">Student will understand human interaction with environment.They will examine all sides of environmental issues and contribute to solve them.They will recognize the physical, chemical and biological components of the earth’s system.		

**Prescribed Syllabus of
Second Year BBA Semester II**

Course Code	15BBA208	
Course Name	Macro Economics II	
Short Name	MAECO II	
Total Teaching Lect.	75	
Total Credits	05	
Prerequisites: <ul style="list-style-type: none">• The student should have the basic knowledge of Macro Economics.• The student should aware about concepts of Theory"s of Macro Economics.		
Objectives: <ul style="list-style-type: none">• To expose students to the Economic Systems of India• To expose students about Public Finance and concept of International Trade.		
Sr. No.	Contents	Total Lect.
1	Economic Systems: <ul style="list-style-type: none">a) Capitalism: Meaning and Features and Advantages of Capitalismb) Socialism: Meaning and Features and of Socialismc) Mixed Economy: Meaning and Features of Mixed of Economy	16
2	Inflation and Deflation: Meaning of Inflation, Types of Inflation, Causes and Effects of Inflation, Meaning of Deflation, comparison between Inflation and Deflation	14
3	Unemployment : Meaning of unemployment, Types of Unemployment, Causes and Remedies of Unemployment, Major Employment Programmes, Effective Demand.	16
4	Public Finance: Meaning and Nature of public Finance, Scope of Public Finance, Functions and Importance of Public Finance, Difference between Public and Private Finance.	14
5	International Trade: Meaning of International Trade, Basis of International Trade, Advantages and Disadvantages of International Trade, Difference between Internal and International Trade, Meaning of Import and Export.	15
Reference Books : <ul style="list-style-type: none">• M.L. Jhingan , „Principles of Economics,“ Vrinda Publication Pvt. Ltd. Delhi.• K.K. Dewett, J.D. Verma, „Elementary Economic Theory,“ S. Chand Publication• K.P.M. Sundharam, E.N. Sundharam, “Micro Economics,“ S. Chand and Sons.• A.N. Agrawal, “Indian Economy”, New Age Publications, New Delhi.• Misra and Puri, “ Indian Economy”, Himalaya Publishing House,Mumbai.		
Course outcomes: <ul style="list-style-type: none">• Understand the basic concept of economic system.• Acquired knowledge regarding inflation, deflation and unemployment.• Acquired knowledge on public finance and international trade		

**Prescribed Syllabus of
Second Year BBA Semester II**

Second Year BBA Semester II		
Course Code	15BBA209	
Course Name	Financial Management	
Short Name	FM	
Total Teaching Lect.	75	
Total Credits	04	
Prerequisites: <ul style="list-style-type: none">• The student should have the basic knowledge of Financial Management and its Implementations.• The student should be aware about formats and rules regarding Financial Management.		
Objectives: <ul style="list-style-type: none">• To provide the students with complete knowledge of Trade, Commerce, Administration and Management.• To impart the students latest and relevant knowledge from the field of Commerce theory and practical.		
Sr. No.	Contents	Total Lect
1	Introduction to Shares:- types of shares, Types of dividends, Dividend policy, Important consideration in Dividend Policy.	16
2	Budgeting:- Meaning, Definition & scope of budget, types of budgets, Practical problems related to cash Budget.	15
3	Working Capital:- Nature of Working capital, planning of working capital, Determination of working capital, Practical problem on determination of working capital.	16
4	Valuation of Shares: Need for valuation, methods of valuation of shares- net asset basis (Intrinsic) method and yield basis(Market Value) Method. Valuation of Goodwill: Need for valuation, Various factors to be considered while valuing goodwill, Average profit & weighted average profit method, super profit method Practical problems related to valuation of Goodwill and Shares.	14
5	Leverage: Introduction, Financial Leverage, Degree of Financial Leverage, Operating Leverage, Degree of operating Leverage, Practical Problem related to financial and Operating Leverage.	14
Reference Books : <ul style="list-style-type: none">• L.N.Chopde, D.H.Chadhari, Dr.R.L.Rathi, „Fundamentals of Accounting,” Sheth Publishers Pvt. Ltd., Mumbai.• M.E. Thukaram Rao, „Advance Accountancy,” New Age International Publishers.• M.Y.Khan,P.K. Jain,“Financial Management”, Tata McGraw- Hill Publishing Company Ltd.• M.C. Shukla, T.S. Grewal S.C. Gupta, „Advance Accounts”, (Volume I), .S. Chand Publications.		
Course Outcome: <ul style="list-style-type: none">• Students got practical knowledge about present and future value of money.• Define and identify the concept of working capital management• Students acquired practical skill on capital budgeting.		

**Prescribed Syllabus of
Second Year BBA Semester II**

Course Code	15BBA210	
Course Name	Human Resource Management	
Short Name	HRM	
Total Teaching Lect.	75	
Total Credits	04	
Prerequisites:		
<ul style="list-style-type: none">The student should have the basic knowledge of Management Concepts.The student should be aware about behavior in Organisation and Organisation structure.		
Objectives:		
<ul style="list-style-type: none">To enable the students to learn Business enterprise system and how it is organized and managed.To provide the students with latest developments, theories and principles of various behavioral aspects in Organization.		
Sr. No.	Contents	Total Lect.
1	Human Resource Management-meaning, definition, significance of HRM, functions of HRM, objectives of HRM, Role of HR Manager	15
2	Human Resource Planning-Meaning, step in HRP, Objectives & Significance of HRP, Recruitment, Sources of recruitment	14
3	Training & Development-Meaning, Importance, Objectives , methods of training, selection, placement, induction	16
4	Performance Appraisal-Meaning, Importance, Process of performance appraisal, promotion & transfer, Employee Moral	18
5	Employee Remuneration- compensation. profit sharing, Industrial Relation- collective Bargaining, workers participation in management	12
Reference Books :		
<ul style="list-style-type: none">K. Ashwathappa “Organizational Behaviour ”, Himalaya Publishing House.Dr. S.S. Khamka “Organizational Behaviour ”, S. Chand.Jit .S. Chandan “Organizational Behaviour ”, Vikas Publication.Udai Pareek “Understanding Organizational Behaviour “, Oxford University Press.P. Subba Rao “Organizational Behaviour ,” Himalaya Publishing House.		
Course Outcomes		
<ul style="list-style-type: none">The students will understand the procedure pattern of HR and required condition etc.The students will capable to design the hierarchical structure of HR requirement.They capable to understand need and procedure of human resource training .They know the methods of questioning about their rights in concerned areas.		

**Prescribed Syllabus of
Second Year BBA Semester II**

Course Code	15BBA211	
Course Name	Marketing Management	
Short Name	MM	
Total Teaching Lect.	75	
Total Credits	05	
Prerequisites:		
<ul style="list-style-type: none">The student should have the basic knowledge of Basics of Marketing ManagementThe student should be aware about basic concepts of Marketing Concept, Marketing management.		
Objectives:		
<ul style="list-style-type: none">To expose students to basic Marketing Management Concepts.To make how Marketing management works on a Business scale .		
Sr. No.	Contents	Total Lect.
1	Overview of Marketing : Concept, marketing process, marketing organization, function of marketing organization, Marketing Environment.	15
2	Consumer Behavior : Introduction, factor affecting consumer behavior, Buying decision process, Difference between customer and consumer.	16
3	Branding and Packaging : Introduction of Branding, Types of brand, Branding strategy, Meaning of packaging ,Functions of packaging.	14
4	Service Marketing: Introduction, characteristics of services ,classification of services ,Importance of services in marketing.	14
5	Marketing Research: Introduction, Characteristics, Marketing research, Objectives of marketing research, Process of marketing research.	16
Reference Books :		
<ul style="list-style-type: none">Sherlekar “Marketing Management” Himalaya Publication House.V.S. Ramaswami & S. Namakumari “Marketing Management” Macmillian Publication IndiaPhilips Kotler “Marketing Management” Pearson Prentice HallCundiff and Still “Basic Marketing”		
Course Outcomes:		
<ul style="list-style-type: none">Appreciation for the global nature of marketing and appropriate measures to operate effectively in internationalAbility to create an integrated marketing communications plan which includes promotional strategies and measures of effectiveness.Ability to communicate the unique marketing mixes and selling propositions for specific product offerings.		

**Prescribed Syllabus of
Second Year BBA Semester II**

Course Code	15BBA212	
Course Name	Cost Accounting II	
Short Name	CA II	
Total Teaching Lect.	75	
Total Credits	05	
Prerequisites: <ul style="list-style-type: none">• The student should have the basic knowledge of Accounting.• The student must be aware about the basic techniques of theories and practices of Accounting.		
Objectives: <ul style="list-style-type: none">• To enable the students to learn the basic concepts of Cost and costing methods.• To familiarize the students with the various elements of cost and methods of cost control.		
Sr. No.	Contents	Total Lect.
1	Material control :- Meaning, objectives , Features ,Essential of material control	13
2	Marginal costing :- Meaning ,Definition, features, advantages and disadvantages. applications of marginal costing, practical problems related to applications of marginal costing	16
3	Operating costing: Meaning, Objectives, Steps of calculating machine hour rate, practical problems related to machine hour rate	16
4	Flexible Budget:- Meaning of a Budget , Budgetary control , Objectives of budgetary control , problems on Flexible budget	15
5	Cost Audit :- Definition , objectives , types of audit , functions cost auditor, advantages.	15
Reference Books : <ul style="list-style-type: none">• M.E. Thukaram Rao, “ Cost and Management Accounting”, New age Publication.• S.P.Jain,K.L.Narang “Cost Accounting : Principles and Practice”, Kalyani Publishers.• 3. M.N.Arora, “Cost and Management Accounting”, Himalaya Publishing House.• R.S.N. Pillai , V Bagavathi, “Cost Accounting”, S. Chand.		
Course Outcomes: <ul style="list-style-type: none">• Students are able to practical knowledge about marginal costing and operating• Students will get extreme knowledge about flexible budget.• Students are able to understand material control and cost audit		

**Prescribed Syllabus of
Second Year BBA Semester II**

Second Year BBA Semester II

Course Code	15BBA213	
Course Name	Entrepreneurship Development	
Short Name	ED	
Total Teaching Lect.	75	
Total Credits	05	
Prerequisites:		
<ul style="list-style-type: none">• The student should have the basic knowledge of Production Concepts.• The student should be aware about basic management concepts and techniques of production.		
Objectives:		
<ul style="list-style-type: none">• To expose students to basic concepts of Production Management.• To make student acquaint with concept of Production Policies and Planning..		
Sr. No.	Contents	Total Lect.
1	Entrepreneur: Meaning, Definition, concept, characteristics: classification of entrepreneur: women entrepreneur, difference between entrepreneur and manager.	14
2	Entrepreneurship Development: concept, factors affecting entrepreneurship development, entrepreneurial challenges ,role of entrepreneurship in economic development	15
3	Project: concept of project, project classification, project cycle: Identification, formulation, implementation, evaluation.	17
4	Government & entrepreneurship -The role of government in motivation & development of entrepreneurship Financial institution assistance -Role of financial institutions & commercial bank in entrepreneurial development	14
5	Small Scale Industries: SSIB,SIDO,SISI,KHADI & VILLAGE INDUSTRIES COMMISSION,NSIC,DIC	15
Reference Books:		
<ul style="list-style-type: none">• S.Anil Kumar and N.Suresh “Production Management & Operation Management” New Age International Publication.• Prof. Deepak Bhivpathaki “Production Management” Everest Publication House.• P.Rama Murthy “Production & Operation Management” New Age International Publication.• K Aswathappa K. Shridhara Bhat “Production & Operation Management” Himalaya Publication House.		
Course outcomes:		
<ul style="list-style-type: none">• The course will provide knowledge to understand theory, models, methods, and concepts within Industrial sector• To able to understand of firms, industries, and markets.• Learn success stories of entrepreneurs.		

**Prescribed Syllabus of
Second Year BBA Semester II**

Course Code	15BBA214	
Course Name	DISASTER MANAGEMENT	
Short Name	DM	
Total Teaching Hrs.	48	
Total Credits	02	
Prerequisites:		
<ul style="list-style-type: none">The student should have the basic knowledge of Natural calamities.The student should be aware regarding the safety measures to himself from natural calamities.		
Objectives:		
<ul style="list-style-type: none">To provide students an exposure to disasters, their significance and types.To ensure that students begin to understand the relationship between vulnerability, disasters, disaster prevention and risk reduction.To gain a preliminary understanding of approaches of Disaster Risk Reduction (DRR).To develop rudimentary ability to respond to their surroundings with potential disaster response in areas where they live, with due sensitivity.		
Sr. No.	Contents	Total Lect.
1	Introduction to Disasters: Concepts, and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks).	06
2	Disasters: Classification, Causes, Impacts (including social, economic, political, environmental, health, psychosocial, etc.) Differential impacts- in terms of caste, class, gender, age, location, disability Global trends in disasters, urban disasters, Climate change.	10
3	Approaches to Disaster Risk reduction: Disaster cycle - its analysis, Phases, Culture of safety, prevention, mitigation and preparedness community based DRR, Structural- nonstructural measures, roles and responsibilities of- community, states, Centre, and other stake-holders.	12
4	Inter-relationship between Disasters and Development: Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc. Climate Change Adaptation.	10
5	Disaster Risk Management in India Hazard and Vulnerability profile of India Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management Institutional arrangements (Mitigation, Response and Preparedness, DM Act and Policy).	10
Text Books:		
<ol style="list-style-type: none">Gupta Anil K, Sreeja S. Nair. 2011 Environmental Knowledge for Disaster Risk Management, NIDM, New Delhi.KapurAnu 2010: Vulnerable India: A Geographical Study of Disasters, IIAS and Sage Publishers, New Delhi.		
Reference Books:		
<ol style="list-style-type: none">Alexander David, Introduction in 'Confronting Catastrophe', Oxford University Press, 2000Andharia J. Vulnerability in Disaster Discourse, JTCDM, Tata Institute of Social Sciences Working Paper no. 8, 2008Blaikie, P, Cannon T, Davis I, Wisner B 1997. At Risk Natural Hazards, Peoples' Vulnerability and Disasters, Routledge.Coppola P Damon, 2007. Introduction to International Disaster Management,Carter, Nick 1991. Disaster Management: A Disaster Manager's Handbook. Asian Development Bank, Manila Philippines.Cuny, F. 1983. Development and Disasters, Oxford University Press.		
Document on World Summit on Sustainable Development 2002		
NOTE : Project Work: (Field Work, Case Studies): The project /fieldwork is meant for students to understand vulnerabilities and to work on reducing disaster risks and to build a culture of safety. Projects. must be conceived creatively based on the geographic location and hazard profile of the region where the college is located.		
Course outcome:		
<ul style="list-style-type: none">Student will get familiarity with disaster managementThey will get knowledge about existing global framework and agreement.They will know about technical innovation of disaster risk reduction.		

**Prescribed Syllabus of
Third year BBA Semester I**

Course Code	15BBA301
Course Name	Research Methodology
Short Name	RM
Total Teaching Lect.	75
Total Credits	05

Prerequisites:

- ☐ The Students should know basic concepts used in Research and Social Research

Objectives:

- ☐ The primary objective of this subject is to acquaint students with fundamentals of Research
- To develop an understanding of various Research Design , Techniques and Process of Research

Sr.No.	Contents	Total Lect.
1	Research: Introduction, Scope of Research, Objective of Research, Research Process, Research Design and Its Types.	14
2	Data collection: Introduction to Data Collection, sources of Data Collection, qualitative technique of Data Collection,; Tabulation of Data and types of Tabulation.	15
3	Sampling & Rating: Meaning of sample, process of sampling, sampling Methods, Probability sampling and non-probability sampling, Rating and types of Rating	17
4	Data analysis & hypothesis: Meaning of Data analysis, conclusions and Suggestion; Hypothesis:- concept and characteristics, Tests of hypothesis.	13
5	Report writing: Introduction to computer Packages, precautions for writing research report. Layout of Research Report, Qualities of Good Research Report.	16

Reference Books-

- Kothari. C.R, "Research Methodology: methods and Techniques", New age International Publication.
- Dixit Manoj, "Research Methodology", New Royal Book Company.
- Khan J.A., "Research Methodology", APH, Publication Corporation, New Delhi.
- Rajendrakumar C. "Research Methodology", APH, Publication corporation, New Delhi.
- Murthy S.N., Bhojanna U, "Business Research Method", Himalaya Publishing House.

Course Outcomes:

- Understand the various objectives of foundation of research and review of literature.
- Students will be enough capable to prepare questionnaire.
- Widely analysis the various classifications of research and evaluation and experimental research statistical method and research survey .
- Identify the various issues in research planning and sampling techniques.

**Prescribed Syllabus of
Third year BBA Semester I**

Course Code	15BBA302	
Course Name	Business Tax I	
Short Name	BT I	
Total Teaching Lect.	75	
Total Credits	05	
Prerequisites: <div><input type="checkbox"/> The student should have the basic knowledge of Taxation and its computation, the proper compliance of various provisions of the direct tax and to make financial decision.</div>		
Objectives: <div><ul style="list-style-type: none">The objective of this course is to develop understanding about income tax.</div>		
Sr. No.	Contents	Total Lect.
1	Direct tax: Meaning, Types, and Principals of direct taxation, Residential status of Individual and Companies.	14
2	Income tax: Computation of individual income Tax (Salary & House Property Head), Concept of TDS.	14
3	Custom Act: Valuation and collection of duty, Types of duty, Exemptions under custom Act. Export Promotion Schemes.	15
4	Service Tax: Concepts applicability and procedures, Returns and compliance.	14
5	Tax Planning: Meaning, Importance ,Tax planning with respect to purchase of asset by Own funds & Borrowed fund.	14
Reference Books- <div><ul style="list-style-type: none">Singhania Vinod K. “Direct Taxes – Laws and practice”, Himalaya publication.Mehrotra and Goyal “Direct Taxes” Sahitya publishing.</div>		
Course Outcomes:- <div><ul style="list-style-type: none">Students will be capable to differentiate between direct & indirect tax.Students can understand the different taxation system working in India.Students can recognize possible opportunities for tax savings & tax plannings.</div>		

**Prescribed Syllabus of
Third Year BBA Semester I**

Course Code	15BBA303	
Course Name	Industrial Economics	
Short Name	I ECO	
Total Teaching Lect.	75	
Total Credits	05	
Prerequisites: <ul style="list-style-type: none">• The student should have the basic knowledge of Industrial Economics• The student should aware about concepts of Industries and its structure.		
Objectives: <ul style="list-style-type: none">• To expose students to the Theories of Industrial Economics.• To expose students about Market and various competitions and theories in Industrial sector.		
Sr. No.	Contents	Total Lect.
1	Introduction: Meaning, Definition, important role and elements of Industrialization. Industrial Estate : Meaning, functions & importance	15
2	Major Industries in India: Iron & steel industry , Sugar industry, Textile industry, IT industry and their problems.	18
3	Industrial Development: Pre Independence: concept & features and Post Independence: concept, Factors of Industrial development. Liberalization, Privatization & Globalization: Meaning, Impact on industrial Development.	12
4	Small Scale and Cottage Industry: Definition ,role and performance of SSI and Cottage in India ,problems of SSI and Cottage Industry. Start UP: Introduction and Importance.	16
5	Industrial Sickness in India: Definition, Causes of industrial sickness, Remedial measures Closer: Definition ,Introduction	14
Reference Books : <ul style="list-style-type: none">• Misra& puri, „Indian Economy“, Himalaya Publication.• Bach, G.L. (1977), „Economics,“ Prentice Hall of India, New Delhi.• K.P.M. Sundharam, E.N. Sundharam, “Micro Economics,“ S. Chand and Sons.• M.L. Jhingan , „Principles of Economics,“ Vrinda Publication Pvt. Ltd. Delhi.• K.K. Dewett, J.D. Verma, „Elementary Economic Theory,“ S. Chand Publication.		
Course Outcomes: <ul style="list-style-type: none">• The course will provide knowledge to understand theory, models, methods, and concepts within Industrial sector• To able to understand of firms, industries, and markets.• Use course materials to judge the behavior of firms in today’s economy.		

**Prescribed Syllabus of
Third year BBA Semester I**

Course Code	15BBA304
Course Name	Financial Markets And Services
Short Name	FMS
Total Teaching Lect.	75
Total Credits	05

Prerequisites:

- The student should have the basic knowledge of Financial Market & services.

Objectives:

- The objective of this course is to develop understanding about Financial Market and their impact on a firm.

Sr. No.	Contents	Total Lect.
1	Financial System and Market: Financial system and market : Concept ,Functions of financial system in India, Financial system and economic development, weakness of Indian financial system, Classification of financial assets.	18
2	Financial market: Money market: Meaning, Definition, Importance, Instruments. capital market: concept of primary market &Secondary market, function of secondary market, Difference between Money market and Capital market.	15
3	Financial Services: Meaning, Features, Importance, Mutual Funds: meaning, types, leasing: concept, types of lease.	14
4	Banking Services: Introduction ,Types: Credit Rating, Credit cards, Merchant Banking : introduction, Definition Merchant Banking Services.	14
5	Other Services: Insurance: introduction, Types, concept of insurance claim, concept of venture capital, Management of Risk in Financial services.	14

Reference Books-

- Himalyala publishing House, „Global business finance“, Bhalla V.K.
- Himalyala publishing House, „ Financial market and services“, Gordan And Natraja

Course Outcomes:

- They are able to understand and classify different types of money market
- They know about different types of financial institution
- They are able to recognize the role and functions of RBI and SEBI as a regulatory Institution.

**Prescribed Syllabus of
Third year BBA Semester I**

Course Code	15BBA305	
Course Name	International Financial Management	
Short Name	IFM	
Total Teaching Lectures	75	
Total Credits	05	
Prerequisites: <ul style="list-style-type: none">The student should have the basic knowledge of International Financial Management.The student must be aware about the basic techniques of theories and practices of International Financial Management.		
Objectives: <ul style="list-style-type: none">To make the students understand the basic concept of International Financial Management.		
Sr.No.	Contents	Total Lect.
1	Multinational Financial Management – An Overview, Evolution of the International Monetary & Financial system.	13
2	Balance Of Payment (BOP) – Definition, Components of Balance of Payment. World Trade Organization (WTO) – Its Functions and Policies. Practical Problems on BOP.	16
3	Foreign Investment Institutions, Instruments –GDR’s, ADR’s, FII – Their role in Indian Capital Market.	16
4	Foreign Exchange Market – Introduction, Structure of Foreign Exchange Market, Types of Transactions and Settlement Dates, Exchange Rate Quotation, Practical Problems on Exchange Rate Quotation.	15
5	Forex Risk Management –Types of Foreign Exchange Risk, Management of Foreign Exchange Risk.	15
Reference Books- <ul style="list-style-type: none">Apte P.G. – „International Financial Management“, McGraw-Hill Companies, New Delhi.Sharan Vuptakesh – „International Financial Management“, PHI Learning Pvt. Ltd, New Delhi.Ramachandra. K. & Chandrashekara. B. – „International Finance“, Himalaya Publishing House, Bangalore.		
Course outcomes: <ul style="list-style-type: none">Students are able to understand the international financial reporting standards.They are able to understand the various accounting treatments for different asset and liabilities.Students will able to prepare the income statements and know the income and expenses of the organization.		

**Prescribed Syllabus of
Third Year BBA Semester I**

Course Code	15BBA306		
Course Name	Security Analysis And Portfolio Management		
Short Name	SAPM		
Total Teaching Lect.	75		
Total Credits	05		
Prerequisites:			
<ul style="list-style-type: none">• The student should have the basic knowledge of Investment Management.• The student should be aware about the concept of security analysis.			
Objectives:			
<ul style="list-style-type: none">• The objective of this course is to develop conceptual and analytical knowledge of investment management.• To familiarize students with portfolio management techniques.			
Sr. No.	Contents		Total Lect.
1	Introduction - Meaning, Objective and process of Investment. Investment alternatives		14
2	Security Market - Primary Market, Role and Functions of Primary Market, Secondary Market, Role and Functions of secondary Market, Types of shares and buying and selling of Shares.		15
3	Securities Exchange Board of India(SEBI)- Introduction, Objectives, Functions. Role of SEBI in Primary Market and Secondary Market.		14
4	Security Analysis – Economic Analysis, Industry Analysis, Company Analysis and Technical Analysis.		14
5	Portfolio Analysis – Measurement of returns, Standard Deviation of Portfolio, portfolio Risk, Measurement of Risk.		14
Reference Book			
<ul style="list-style-type: none">• Prasanna Chandra- „, Investment analysis and portfolio management“, Tata McGraw Hill Education Pvt. Ltd.• Punithavathy Pandian, „Security Analysis and portfolio Management“, Vikas Publishing House.• V.A.Avadhani, „Investment And Securities Markets In India“, Himalaya Publishing House.• Preeti Singh, „Portfolio Management“, Himalaya Publishing House.			
Course outcomes:			
<ul style="list-style-type: none">• Students understood what are investment, investment alternatives and strategies • Student know about security analysis• Student understood about different concepts of portfolio• Students understand about portfolio evaluation and management			

**Prescribed Syllabus of
Third year BBA Semester II**

Course Code	15BBA307
Course Name	Business Ethics
Short Name	BE
Total Teaching Lect.	75
Total Credits	04

Prerequisites:

- The students should be well aware about Indian values, ethics and ethical practices in business.

Objectives:

- To promote ethical practices in business and provide Indian ethical experiences.
- The purpose of this course is to enhance students' capacity to "think, act and lead" ethically.

Sr. No.	Contents	Total Lect.
1	Introduction to Business Ethics: Introduction and definition of Business Ethics, Features of Business Ethics, Principles of Business Ethics, Types of Business Ethics, Importance of Ethics, Factors affecting Business Ethics.	15
2	Indian Ethical Experience: Lessons in Management from Lord Krishna, Ethics from Dasbodh, Ethical Concepts from Kautilya's Arthshastra, Lokmanya Tilak's Geeta Rahasya and Management.	15
3	Application of Business Ethics and Issues: Application and Issues in Marketing, Finance and Human Resource, Ethics in Advertising, Patents, Copyrights and Business, Importance and value of Ethics in global change.	15
4	Corporate Governance: Meaning and definition of Corporate Governance, Need of Corporate Governance, Importance of Corporate Governance, Models in Corporate Governance, Roles in Corporate Governance.	15
5	Corporate Social Responsibility (CSR) AND Moral Issues: Meaning, definition and need of CSR, Benefits of CSR, Consumer protection and Business Ethics, Implementation of CSR.	15

Reference Books-

- Bhatia S.K., "Business Ethics and Corporate Governance". Deep & Deep Publication.
- Gupta Anand Das, "Business Ethics: Text & Cases". Springer India.
- Pherwani Gautam, "Business Ethics". Everest Publication.
- Rao, "Business Ethics & Professional Values". Excel Books.
- Agalgatti, „Business Ethics". Nirali Prakashan.

Course outcomes:

- Understanding the moral values and ethical principles followed in the business
- Students have learned the corporate social responsibility
- Students able to analyze the ethical and moral values in management

**Prescribed Syllabus of
Third Year B.B.A. Semester II**

Course Code	15BBA308		
Course Name	Business Taxation II		
Short Name	BT II		
Total Teaching Lect.	75		
Total Credits	04		
Prerequisites: <ul style="list-style-type: none">• The student should have the basic knowledge of Taxation and its computation.• The student should have the knowledge of compliance of various provisions of the Direct tax to make financial decisions.			
Objectives: <ul style="list-style-type: none">• The objective of this course is to develop understanding about Income Tax.• To create the awareness about amendments related to Income Tax.			
Sr. No.	Contents		Total Lect.
1	Introduction: Heads of Income, Total Income, Tax Planning, Tax Avoidance and Tax Evasion.		14
2	Corporate Tax: Company: Meaning and Types. Computation of corporate Income Tax.		14
3	Central Excise Tax: Meaning, Nature of Excise Duties, Excisability of products, Important Central Excise procedures.		15
4	Value Added Tax [VAT]: Concepts, Applicability and procedures, Returns And compliance.		14
5	Tax Management: Introduction, Tax Planning in respect of Business, Tax considerations with respect to various Management Decisions.		14
Reference Books: <ul style="list-style-type: none">• Singhania Vinod K, „Direct Taxes – Laws and practice“. Himalaya publication.• Mehrotra and Goyal, „Direct Taxes“. Sahitya Publishing.• Ahujs Girish, Gupta Ravi, „Income Tax: Service Tax & VAT“. Bharat Law House Pvt. Ltd.• Manoharan T.N. & Hari G.R., „Direct Tax Laws“. Snow White Publication.			
Course Outcomes: <ul style="list-style-type: none">• Students learned about Indian tax structure, calculation of tax liabilities etc.• Students are able to answers about the basics of income tax.• They are able to determine admissible and in-admissible expenses, business incomes			

**Prescribed Syllabus of
Third Year BBA Semester II**

Course Code	15BBA309	
Course Name	Indian Economy	
Short Name	IE	
Total Teaching Lectures	75	
Total Credits	04	
Prerequisites: <ul style="list-style-type: none">• The student should have the basic knowledge of Economics.• The student should be aware about concepts of Indian Economy and its structure.		
Objectives: <ul style="list-style-type: none">• To expose students to the Theories of Economics.• To expose students about Economic system in India.		
Sr.No.	Contents	Total Lect.
1	Developing Economy: Developed and developing economy: Meaning and concept, major factors in economic development, Major problems in Indian Economy. Underdevelopment: Meaning, Characteristics.	15
2	Population: Features of Indian population, Causes of growing population, High birth rate and decreasing death rate, Advantages and disadvantages of population.	18
3	Poverty: Meaning, Concept, Causes of poverty and measures for poverty. Unemployment: Meaning, Concept , Causes of Unemployment and measures for Unemployment.	12
4	Agriculture / Service sector Agriculture Sector: Role of agriculture sector. Service Sector: Role of Service sector. Manufacturing Sector: Role of Manufacturing sector.	16
5	Planning: Meaning, Concept, Need and objective. Objective of 11th five year plan. Niti Ayog: Introduction.	14
Reference Books : <ul style="list-style-type: none">• Misra & Puri, “Indian Economy”. Himalaya Publication.• Bach, G.L. (1977), „Economics“. Prentice Hall of India, New Delhi.• K.P.M. Sundharam, E.N. Sundharam, “Micro Economics”. S. Cand and Sons.• M.L. Jhingan, „Principles of Economics“, Vrinda Publication Pvt. Ltd. Delhi.• K.K. Dewett, J.D. Verma, „Elementary Economic Theory“. S. Chand Publication.		
Course Outcomes: <ul style="list-style-type: none">• To able to understand basic concepts of economics.• To able to analyze economic behavior in practice.• Understand the economic way of thinking.		

**Prescribed Syllabus of
Third year BBA Semester II**

Course Code	15BBA310
Course Name	Marketing of Services
Short Name	MOS
Total Teaching Lect.	75
Total Credits	04

Prerequisites:

- The student should have knowledge of Marketing of Services.
- The student should be aware of marketing concepts.

Objectives:

- The objective of this subject is to develop insights into emerging trends in the service sector in a developing economy and tackle issues involved in the management of services.

Sr. No.	Contents	Total Lect.
1	Introduction to Services Marketing: Nature of service marketing, Classification of Services, Characteristics of services, Importance of service marketing, Difference between services and goods marketing.	06
2	Services Marketing Process: Service market segmentation and targeting, Positioning and differentiation of services, Understanding demand and capacity, Promotion and distribution of services.	10
3	Services and The Marketing Mix: The Marketing Mix Elements, Internal Marketing- Supplementary services, Strategic Issues in Service marketing.	12
4	Marketing of Services Sector: Ways of marketing Agriculture services, Marketing of- Financial services, Educational services and Hospitals.	10
5	Challenges of Service Management: Sustaining service quality, Measuring servicing quality, GAP model, Total Quality Management (TQM), ISO 9001, Benchmarking, Growth in Global Service Market.	10

Reference Books-

- Jha S.M., „Services Marketing“. Himalaya Publication House.
- Shajahan S., „Service Marketing – Concepts, application & cases“ Himalaya Publication House.
- Berry Leonard L. and Parasuraman A., „Marketing Services: Competing through Quality“. Macmillan India Ltd.
- Nargandkar Rajendra, „Services Marketing- Text & Cases“. Tata McGraw Hill.
- Woodruff Helen, „Services Marketing“.
- Chaudhary Nimish, „Service Marketing“. Macmillan India Ltd.

Course outcomes:

- Students can identified the producer/Distributor of the organisation in which stage of the product life cycle and position
- Students are able to know strategies for development of products
- Students are aware of consumer behaviour for the product of customer choice

**Prescribed Syllabus of
Third year BBA Semester II**

Course Code	15BBA311	
Course Name	Sales, Distribution & Advertisement Management	
Short Name	SDAM	
Total Teaching Lect.	75	
Total Credits	04	
Prerequisites: <ul style="list-style-type: none">The student should have basic knowledge of Basics of sales distribution.The student must be aware about the Basic Marketing concepts, Marketing management, Advertising management & distribution.		
Objectives: <ul style="list-style-type: none">To expose students to basics of sales distribution concepts.To make how sales, distribution & advertisement work on Business scale.		
Sr.No.	Contents	Total Lect.
1	Sales Management: Meaning, Definition, Functions of sales management, Problems of sales management. Sales Manager: Meaning, Duties & responsibility of sales manager, Kinds of sales manager.	16
2	Promotion: Meaning, Methods of promotion mix (i.e. advertising, personal selling, sales promotion, public relation, publicity)	15
3	Sales promotion: Meaning, Importance, Sales promotion tools & technique, Push pull strategy, Trade promotion, Promotion for sales force.	16
4	Advertising Management: Meaning, Objectives of advertising, Function of advertising, Classification of advertising.	14
5	Distribution Management: Meaning, Objectives of distribution, Channels of distribution, Role of middleman, Types of middleman.	14
Reference Books: <ul style="list-style-type: none">Sherlekar, „Marketing Management“, Himalaya Publication House.Ramaswami V.S. & Namakumari S., „Marketing Management“, Macmillian Publication India.Kotler Philips, „Marketing Management“, Pearson Prentice HallCundiff and Still, „Basic Marketing“.		
Course Outcomes: <ul style="list-style-type: none">Students can understand the concept of sales management and duties and responsibilities of sales manages.Students are know about importanceof sales promotionStudents are able to know strategies for development of advertising and distribution management		

**Prescribed Syllabus of
Third Year BBA Semester II**

Course Code	15BBA312	
Course Name	Consumer Behavior	
Short Name	CB	
Total Teaching Lect.	75	
Total Credits	04	
Prerequisites:		
<ul style="list-style-type: none">• Students should have knowledge about studying behaviors of customer.• Students should know the importance of study of consumer behavior in marketing.		
Objectives:		
<ul style="list-style-type: none">• The objective of this course is to develop understanding about the consumer psychology, factors influencing decision making process and its application in marketing function of the firm.		
Sr.No.	Contents	Total Lect.
1	Introduction to Consumer Behavior: Meaning of consumer behavior, Scope of consumer behavior, Market segmentation, Consumer research.	16
2	Consumer Motivation: Types of Consumer needs, Ways of motivating consumer, Consumer perception, Influence of personality and self, Concept of buying behavior, Psychographics and Lifestyles.	15
3	Consumer Decision Process: Stages in decision process, Consumer attitudes and attitude change. Consumer Involvement- Levels of involvement and Decision making.	16
4	Influences to Consumer Behavior: Diffusion of innovation and opinion leadership, Family decision making, Influence of reference group	14
5	Industrial Buying Behavior: Process and factors, Models of consumer behavior, Introduction to consumer behavior, Audit, Consumer behavior studies in India.	14
Reference Books:		
<ul style="list-style-type: none">• Schiffman Leon G., Kanuk Leslie Lazer, Kumar S. Ramesh, “Consumer Behavior”. Pearson.• M. Khan M., „Consumer Behavior“, New Age International.• Jain P.C. and Bhatt Monika, „Consumer Behavior in Indian Context“, S Chand Limited.• Kumar S. Ramesh, „Consumer Behavior & Branding Concept: Readings and Cases“. Pearson		
Course Outcomes:		
<ul style="list-style-type: none">• To able to understand basic concepts of Consumer Behavior:• To able to understand consumer Decision Process• Understand the Industrial Buying Behavior		