JSS COLLEGE FOR WOMEN (Autonomous)
Saraswathipuram, Mysuru-09

BBA DEGREE SYLLABUS

FOR THE ACADEMIC YEAR 2025-26

DEPARTMENT OF COMMERCE

BBA

I SEMESTER								
Sl. No.	Course Code	Title of the Course	Category of Courses	Credits	C1	C2	C3	Total Marks
01	Lang 1.1	Language-I	AECC	3	10	10	80	100
02	Lang 1.2	Language–II	AECC	3	10	10	80	100
03	Major 1.1	Principles & Practices of Management	DCC	4	10	10	80	100
04	Major 1.2	Fundamentals of Business Accounting	DCC	4	10	10	80	100
05	Major 1.3	Business Economics	DCC	4	10	10	80	100
06	Major 1.4	Business Communication	DCC	3	10	10	80	100
07	Compulsory 1.1	Constitutional Values	AECC	2	5	5	40	50
Sub–Total(A)				23				650

II SEMESTER								
Sl. No.	Course Code	Title of the Course	Category of Courses	Credits	C1	C2	C3	Total Marks
08	Lang 2.1	Language-I	AECC	3	10	10	80	100
09	Lang 2.2	Language–II	AECC	3	10	10	80	100
10	Major 2.1	Organizational Behaviour	DCC	3	10	10	80	100
11	Major 2.2	Financial Accounting and Reporting	DCC	4	10	10	80	100
12	Major 2.3	Business Statistics	DCC	4	10	10	80	100
13	Major 2.4	Marketing Management	DCC	4	10	10	80	100
14	Compulsory 2.1	Constitutional Values	AECC	2	5	5	40	50
Sub–Total(B)				23				650

I SEMESTER

Name of the Programme: Bachelor of Business Administration (BBA) Course Code: Major 1.1 Name of the Course: Principles and Practices of Management		
Course Credits	**No. of Hours per Week**	**Total No. of Teaching Hours**
4 Credits	**4 Hrs**	**56 Hrs**

Course Outcomes: On successful completion of the course, the students will demonstrate a) The ability to understand concepts of business management, principles and function of management. b) The ability to explain the process of planning and decision making. c) The ability to create organization structures based on authority task and responsibilities. d) The ability to explain the principles of direction, importance of communication, barriers of communication, motivation the theories and leadership styles. e) The ability to understand the requirement of good control techniques. f) A basic knowledge about globalization of management thoughts emerged in India and basic terms used in management.	
Syllabus:	**Hours**
Module No. 1: INTRODUCTION TO MANAGEMENT	**14**
Introduction: Meaning, Definition, Nature & Scope of Management: Management as a Science, Art, Profession: Management Vs Administration. Evolution of Management Thought – F W Taylor's Scientific Management Max Weber's Bureaucratic Management, Henry Fayol's Administrative Management, Hawthrone Studies, Management Science approach, system theory, Contingency views, Total quality Management, learning organizations, Technology driven organizations. Indian origin Management thinkers.	
Module No. 2: PLANNING AND DECISION MAKING	**12**
Planning -Nature, objectives, importance, and process, hierarchy of plans, types of plans, smart goals, meaning - MBO & MBE. **Decision Making** –Nature, objectives, importance, process and techniques of decision making, creativity in decision making, Edward De Bono's 6 thinking Hats concepts and applications.	
Module No. 3: ORGANISING AND STAFFING	**10**
Nature and purpose of organization: principles of organizing: Delegation of authority: types of organization –types of organization structure: virtual organization. conceptual Terms-Departmentalization, Centralization v/s Decentralization of authority and responsibility, span of control-factors affecting span of control. Staffing-Introduction, objectives, importance, general principles and techniques.	
Module No. 4: DIRECTING	**12**
Directing-Meaning, purpose and scope of direction, elements of direction, principles of direction. Motivation-Meaning, nature and importance of motivation-Theories of motivation-Maslow's need hierarchy theory, Herzberg's two factor	

theory, McGregor's Theory X and Theory Y.

Leadership-Meaning, differences between leadership and management, characteristics of a good leader, Leadership styles-autocratic style, democratic style, laissez faire styles-transactional leader, charismatic leader and transformational leader.

Module No. 5: COORDINATION AND CONTROLLING	**08**

Coordination-Meaning, importance, principles and process.

Controlling: Meaning, nature, functions, process, types and techniques of control-BEP, ROI, MIS, CPM, PERT, EVA, JIT, Ratio analysis and budgetary control.

Skill Development Activities:

1. Collect the biodata of any 5 management of thinkers and highlight their contributions.
2. Visit any business organization and collect the information on types of planning adopted by them.
3. Visit an organization and collect the different types of authority followed and draw the organizational structure.
4. Collect the information about styles of leadership adopted by the leaders in an organization.
5. Collect and analyse the techniques of controlling adopted by the organizations.

Books for Reference:

1. Management: Appanniah and Reddy
2. Principles of Management: P C Tripati and P N Reddy
3. Principles of management- L M Prasad
4. Management process and organization- VSP Rao
5. Principles of management-T. Ramaswamy
6. Management tasks and responsibilities-Peter F Drucker

Note: Latest edition of text books may be used.

Name of the Programme: Bachelor of Business Administration (BBA)
Course Code: Major 1.2
Name of the Course: Fundamentals of Business Accounting

Course Credits	**No. of Hours per Week**	**Total No. of Teaching Hours**
4 Credits	**4 Hrs**	**56 Hrs**

Course Outcomes: On successful completion of the course, the students will demonstrate

a) The ability to understand framework of accounting as well accounting standards.
b) The ability to pass journal entries and prepare ledger accounts
c) The ability to prepare subsidiaries books
d) The ability to prepare trial balance and final accounts of proprietary concern.
e) The ability to prepare final accounts through application of tally.

Syllabus:	Hours
Module No. 1: INTRODUCTION TO FINANCIAL ACCOUNTING	**10**
Introduction – Meaning and Definition – Objectives of Accounting – Functions of Accounting – Users of Accounting Information - Advantages of Accounting – Limitations of Accounting – Accounting Cycle - Accounting Principles – Accounting Concepts and Accounting Conventions. Accounting Standards–Objectives-Significance of Accounting Standards. List of Indian Accounting Standards.	
Module No. 2: ACCOUNTING PROCESS	**10**
System of Book Keeping- Meaning of Double Entry System – Process of Accounting – Kinds of Accounts – Rules - Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trial Balance – Problems on Journal, Ledger Posting and Preparation of Trial Balance.	
Module No. 3: SUBSIDIARY BOOKS	**14**
Meaning – Significance – Types of Subsidiary Books –Preparation of Purchases Book, Sales Book, Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book (Problems only on Three Column Cash Book and Petty Cash Book).	
Module No. 4: FINAL ACCOUNTS OF PROPRIETARY CONCERN	**14**
Preparation of Statement of Profit and Loss and Balance Sheet of a Proprietary Concern with Special Adjustments Like Depreciation, Outstanding and Prepaid Expenses, Outstanding and Received in Advance of Incomes, Provision for Doubtful Debts, Stock Destroyed by Fire, Drawings and Interest on Capital.	
Module No. 5: ACCOUNTING SOFTWARE	**08**
Introduction-Meaning of Accounting Software, Types of Accounting Software-Accounting Software Tally-Meaning of Tally Software – Features – Advantages, Creating a New Company, Basic Currency Information, Other Information, Company Features and Inventory Features. Working in Tally: Groups, Ledgers, Writing Voucher, Different Types of Vouchers, Voucher Entry Problem on Voucher Entry – Generating Basic Reports in Tally - Trial Balance, Accounts Books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts, and Balance Sheet.	

Skill Development Activities:

1. List out the accounting concepts and conventions.
2. Prepare Trial balance with imaginary figures.
3. Prepare three column cash books with imaginary figures.
4. Collect the financial statement of a proprietary concern and record it.
5. Collect and prepare a financial statement of a Company as per New Regulations

Books for Reference:

1. Hanif and Mukherjee, Financial Accounting, McGraw Hill Publishers
2. Arulanandam & Raman, Advanced Accountancy, Himalaya Publishing House
3. S.AnilKumar,V.Rajesh Kumar and B.Mariyappa, Fundamentals of Accounting,
4. Himalaya Publishing House.
5. Dr. S.N. Maheswari, Financial Accounting, Vikas Publication
6. S P Jain and K. L. Narang, Financial Accounting, Kalyani Publication
7. Radhaswamy and R.L. Gupta, Advanced Accounting, Sultan Chand
8. M.C. Shukla and Goyel, Advanced Accounting, S Chand.

Note: Latest edition of text books may be used.

Name of the Programme : Bachelor of Business Administration Course code: Major 1.3 Name of the Course: Business Economics		
Course Credits	**No. of Hours per Week**	**Total No. of Teaching Hours**
4 Credits	**4 Hrs**	**56 Hrs**

Course Outcomes: On successful completion of the course, the students will demonstrate;

a) To make students understand the demand and supply analysis in business applications.
b) To understand the pricing and output decisions under various market structure.
c) To understand the concepts of national income.
d) To understand the system of cost analysis.

Syllabus:	**Hours**
Module No. 1: DEMAND AND SUPPLY	**14**
Business Economics – Introduction – Meaning – Scope and its importance. Application of Economics in Business Decision Making. **Demand** - Meaning of Demand - Law of Demand - Elasticity of Demand - Classification of Demand - Demand Function. **Supply** - Meaning - Law of supply - Determinants of Supply - Supply Function - Elasticity of Supply - Equilibrium.	
Module No. 2: CONSUMER UTILITIY	**12**
Consumer Behavior - Meaning - Factors influencing Consumer Preference and Concept of Utility – Indifference Curve Analysis – Features, Assumptions and Properties - Consumer Equilibrium.	
Module No. 3: MARKET STRUCTURE	**09**
Perfect Competition- Monopoly, Duopoly, Oligopoly-Features, Price and output determination for each market structure.	
Module No. 4: COST ANALYSIS	**09**
Concept of cost – Cost Functions – Short Run Cost and Long Run Cost. Cost Analysis - Fixed cost - Average Fixed Cost - Variable Cost - Average Variable Cost –Total Cost -Average Total Cost and Marginal Cost.	
Module No. 5: NATIONAL INCOME	**12**
National Income – Definitions - Concepts of National Income – GDP - methods of Measurement of GDP – NDP – NNP – GNP - Considerations for measuring GNP - Income Method - Expenditure method and Value-Added Method. Methods of measuring National Income - Limitations of Each Method.	

Skill Development Activities:
1. Analyze the demand and supply curve of selected products. 2. Visiting local fare to observe the consumer preferences. 3. Estimation of National Income using different methods. 4. Compare and analyse National Income, Per Capital income and GDP OF India with selected countries. 5. Visit a local business enterprise and prepare its cost and revenue analysis. 6. Analyse the market structure of selected Indian companies in various sectors.
Books for Reference: 1. Varshney R.L and Maheswari, Management Economics 2. Joel Dean, Management Economics 3. Mithani and VSR. Murthy, Fundamental of Business Economics 4. Reddy P.N AND Appanniah H.R, Principles of Business Economics 5. Sundharam K.P.M and Sundharam E.N., Business Economics **Note: Latest edition of text books may be used.**

Name of the Programme: Bachelor of Business Administration Course Code: Major 1.4 Name of the Course: Business Communication		
Course Credits	**No. of Hours per Week**	**Total No. of Teaching Hours**

3 Credits	3 Hrs	42 Hrs

Course Outcomes: On successful completion Student will demonstrate:

a) The ability to understand the concept of Business Communication.
b) The basic techniques of Modern forms of Business communication.
c) To enable the students to acquire soft skills.
d) The use of basic and advanced business writing skills.

Syllabus:	Hours
Module No. 1: BASICS OF COMMUNICATION	**12**
Communication: Definition, Process of Communication, Communication Models, Objectives of Communication, Importance of communication, Verbal and Non-verbal Communication, Principles of Effective Communication.	
Module No. 2: WRITTEN BUSINESS COMMUNICATION	**12**
Written Business Communication: Fundamentals of Business Writing, Types of Business Letters- Enquiry Letter-Complaint Letter – Persuasive Letter – Proposal, Report Writing – Writing Resume.	
Module No. 3: SPOKEN SKILLS	**10**
Spoken Skills: Conducting Presentation, Oral Presentation, Debates, Speeches, Interview. Group Discussion, Barriers to Effective Communication and Ways to Overcome them – Importance of Listening, Developing Effective Listening Skills. Interview skills.	
Module No 4: NON-VERBAL COMMUNICATION	**08**
Non-Verbal Communication: Body Language / Kinesthetic, Para Language, Sign Language / Virtual and Audio Elements, Channels of Communication, Formal and Informal Communication.	

Skill Development Activities:

1. Collection of various model business letters
2. Reading of various business report, minutes, and its analysis
3. Presentation of reports and charts
4. Mock interview Sessions
5. Virtual Resume Preparation

Books for reference:

1. Denish Murphy, Better Business Communication
2. Shuter, Written Executive Communication
3. Gartside, Model Business Letters
4. Kaul and Asha, Business Communication
5. K K Ramachandran, Business Communication

Note: Latest edition of text books may be used.

II SEMESTER

<table>
<tr><td colspan="3">Name of the Programme : Bachelor of Business Administration (BBA)
Course Code: Major 2.1
Name of the Course: Organizational Behaviour</td></tr>
<tr><td>Course Credits</td><td>No. of Hours per Week</td><td>Total No. of Teaching Hours</td></tr>
<tr><td>3 Credits</td><td>3Hrs</td><td>42 Hrs</td></tr>
<tr><td colspan="3">Course Outcomes: On successful completion of the course, the students shall be able to
a) Demonstrate an understanding of the role of OB in business organization.
b) Demonstrate an ability to understand individual and group behavior in an organization.
c) Explain the effectiveness of organizational change and development of organization.
d) Demonstrate an understanding of the process of organizational development.</td></tr>
<tr><td colspan="2">Syllabus:</td><td>Hours</td></tr>
<tr><td colspan="2">Module No. 1: FUNDAMENTALS OF ORGANISATIONAL BEHAVIOUR</td><td>08</td></tr>
<tr><td colspan="3">Organizational Behaviour – Meaning, Definition, Nature, scope, objectives, and importance of OB. Interdisciplinary nature of OB- Contributing disciplines to OB. Basic principles of OB, Recent trends in OB.</td></tr>
<tr><td colspan="2">Module No. 2: INDIVIDUAL BEHAVIOUR</td><td>12</td></tr>
</table>

Individual behavior – factors influencing Individual Behaviour, Organization Systems and resources. Perception – Meaning, factors influencing Perception, Perceptual process, Perceptual errors. Personality – Meaning, determinants and traits of Personality. Attitude – Meaning, factors and component of Attitude.	
Module No. 3: GROUP AND TEAM DYNAMICS	**12**
Group dynamics – Meaning, definition, types of group, formation and development of Groups – stages of group development, determinants of group behaviour . **Team Dynamics –** Meaning, nature, types of teams. Conflict – sources of conflict and ways of resolving conflict.	
Module No. 4: ORGANISATIONAL DEVELOPMENT	**10**
Organizational Development – Meaning and Nature of Organizational Development (OD), Process of Organizational Development. Diagnosing: Meaning of diagnosing, Comprehensive Model for diagnosing organizational Systems (Organizational Level, Group level and Individual Level). **Change management:** Meaning, importance of planned change management, factors influencing change management.	
Books for Reference: 1. Organizational Behaviour- Fred Luthans 2. Organizational Behaviour- Robbins 3. Organizational Behaviour- John W Newstorm and Keith Davis 4. Organizational Behaviour-K Ashwathappa 5. Management Behavioural Process-Sharma R K Gupta S K 6. Organizational Behaviour- VSP Rao **Note: Latest edition of text books may be used.**	

Name of the Programme: Bachelor of Business Administration (BBA) Course Code: Major 2.2 Name of the Course: Financial Accounting and Reporting		
Course Credits	**No. of Hours per Week**	**Total No. of Teaching Hours**
4 Credits	**4 Hrs**	**56 Hrs**

Course Outcomes: On successful completion of the course, the Students will demonstrate

a) The ability to prepare final accounts of partnership firms
b) The ability to understand the process of public issue of shares and accounting for the same
c) The ability to prepare final accounts of joint stock companies
d) The ability to prepare liquidators final accounts.
e) The ability to understand company's annual report.

Syllabus:	**Hours**
Module No. 1: FINAL ACCOUNTS OF PARTNERSHIP FIRM	**12**
Meaning of Partnership Firm, Partnership Deed, Clauses in Partnership Deed, Preparation of Final Accounts of Partnership Firm-Trading and Profit and Loss Account, Profit and Loss Appropriation Account, Partners Capital Account and Balance Sheet.	
Module No. 2: ISSUE OF SHARES	**12**
Companies – Definitions, Features and Types. Salient Features of Companies Act 2013. Shares – Meaning - Types of Shares – Issue of Shares at Par, at Premium, at Discount; Conditions regarding Issue of Shares at Discount. Journal Entries Relating to Issue of Shares; Preparation of Respective Ledger Accounts; Preparation of Balance Sheet (Vertical form Schedule III)	
Module No. 3: FINAL ACCOUNTS OF JOINT STOCK COMPANIES	**12**

Statutory Provisions Regarding Preparation of Company Final Accounts – Preparation of Profit and Loss Account, Profit and Loss Appropriation Account and Balance Sheet (Vertical Form Schedule -III)	
Module No. 4: LIQUIDATION OF COMPANIES	**10**
Meaning - Need for Liquidation, Legal Provisions for Liquidation and Preparation of Liquidators Final Statement of account. Meaning of Secured Creditors, Unsecured Creditors and Preferential Creditors.	
Module No. 5: CORPORATE FINANCIAL REPORTING PRACTICES	**10**
Corporate Financial Reporting - Meaning, Types, Characteristics, Users of Corporate Financial Report, Financial Statements- Balance Sheet, Income Statement, Cash Flow Statement, and Notes to the Financial Statements. Auditor's report. **Corporate Governance Report**, **Corporate Social Responsibility Report.** (Discuss only Role and Significance of above components of reports).	

Skill Development Activities:

1. Draft a partnership deed as per Partnership Act.
2. Refer annual reports of two companies and list out the components.
3. List out the accounting policies in annual report of the company.
4. Collect the information about Legal Provisions for Liquidation of companies
5. Collect financial statement of any two manufacturing and service companies for five years and analyse the same in terms of Financial Highlights, Corporate Governance and CSR.

Books for Reference:

1. B. S. Raman, Financial Accounting
2. R. L. Guptha & Radha Swamy, Advanced Accounting
3. M. C. Shukla and T S Grewal, Advanced accounting
4. S. P. Jain and Narang K L, Financial Accounting
5. P. C. Tulsian, Advanced Accounting

Note: Latest edition of text books may be used.

Name of the Programme : Bachelor of Business Administration (BBA) **Course code: Major 2.3** **Name of the Course: Business Statistics**		
Course Credits	**No. of Hours per Week**	**Total No. of Teaching Hours**
4 Credits	**4 Hrs**	**56 Hrs**

Course Outcomes: on successful completion of the course, the students will demonstrate

a) To understand the basic concepts in statistics
b) To summaries data sets using descriptive statistics
c) Analyze the relationship between two variables of various business or managerial situations.
d) To understand and construct various measures of central tendency, dispersion and skewness.
e) To apply correlation and regression for data analysis.

Syllabus:	**Hours**
Module No. 1: INTRODUCTION TO STATISTICS	**12**
Statistics – Meaning – Definition, Characteristics, Advantages and Limitations – Collection of Data – Methods of Collecting Primary Data and Sources of Secondary Data – Classification and Tabulation of Data. Simple Problems on Tabulation. Diagrammatic and Graphical Representation of Data.	
Module No. 2: MEASURES OF CENTRAL TENDENCY	**12**
Measures of Central Tendency – arithmetic mean, median, quartiles and mode. Calculation of median and mode (Graphical Representation).	
Module No. 3: MEASURES OF DISPERSION	**12**
Measures of Dispersion – Quartile Deviation – Standard Deviation – Co-efficient of Variation, Skewness – Karl Pearson and Bowley's Co-efficient of Skewness.	
Module No. 4: CORRELATION	**10**
Correlation – Meaning – Types – Karl Pearson's Co-efficient of Correlation – Spearman's Rank Correlation Co-efficient. Probable Error.	
Module No. 5: REGRESSION ANALYSIS	**10**
Regression Analysis – Meaning – Differences between Correlation and Regression – Construction of Regression Equations - Estimations.	

Skill Development Activities: 1. Data visualization practical session using tableau/power BI 2. Execute average, Variance, Standard deviation, CV, Covariance using Exel 3. Execute and analyse regression model using Exel 4. Collect the marks of ten students of any two subjects and calculate CV. 5. Representation of median and mode with imaginary figures in graph. 6.
Books for reference: 1. S P Gupta: Statistical Methods 2. D N Elhance: Fundamentals of Statistics 3. Sanchethi and Kapoor: Statistics 4. R S N Pillai and Bhagavathi: Statistics 5. S Jayashankar: Quantitative techniques for management 6. N V R Naidu: Operation research I.K. International publishers 7. S C Guptha: Business Statistics, HPH **Note: Latest edition of text books may be used.**

Name of the Programme: Bachelor of Business Administration (BBA) Course code: Major 2.4 Name of the Course: Marketing Management		
Course Credits	**No. of Hours per Week**	**Total No. of Teaching Hours**
4 Credits	**4 Hrs**	**56 Hrs**
Course Outcomes: on successful completion of the course, the students will		

demonstrate a) Understand the concepts and functions of marketing. b) Analyze marketing environment impacting the business. c) Segment the market and understand the consumer behavior. d) Describe the 7 P's of marketing and also strategies of marketing mix. e) Understand the different types of Marketing Channels.	
Syllabus:	**Hours**
Module No. 1: INTRODUCTION TO MARKETING	**12**
Meaning and definitions, concepts of marketing, Approaches to Marketing, functions and importance of marketing, Selling v/s Marketing. Meaning and Features – Societal Marketing, Relationship Marketing, Brand Marketing, Sustainable Marketing. Types of Markets and Types of Market Demand. Marketing Management- meaning and definition. **Recent trends in marketing-** Meaning and Features- E-business, Tele-marketing, M-business, Green Marketing, Relationship Marketing, concepts Marketing, Digital Marketing, Rural Marketing, Social Media Marketing and E- Tailing.	
Module No. 2: MARKETING ENVIRONMENT	**08**
Meaning and definition, **Micro Environment**- The Company, Suppliers, Marketing Intermediaries, Competitors, Public and Customers. **Macro Environment**- Demographic, Economic, Natural, Technological, Political, Legal, Socio- Cultural Environment	
Module No.3: MARKET SEGMENTATION AND CONSUMER BEHAVIOUR	**10**
Meaning and Definition, Bases of Market Segmentation, Requisites of Sound Market Segmentation, Targeting and Positioning; Consumer Behavior- Types of consumer behavior, Factors Influencing Consumer Behavior; Buying Decision Process. Market Research: Meaning And Process.	
Module No. 4: PRODUCT AND PRICING	**14**
Meaning, Elements of Marketing Mix (Four P's)-Product, Price, Place, Promotion. Product- Classification of Products, Product Mix, Product Line, Product Life Cycle, New Product Development, Reasons for Failure of New Product, Branding, Packing and Packaging, Labeling. Pricing-Objectives, Factors Influencing Pricing Policy, Pricing Methods, New Product Pricing and Pricing Strategies.	
Module No. 5: PROMOTION AND DISTRIBUTION	**12**
Place- Physical Distribution-Meaning, Factors Affecting Channel Selection, Types of Marketing Channels, Levels of Channels, B2B, B2C, C2C Channels. Promotion-Meaning and Significance, Promotion Mix Elements-Advertising, Publicity, Personal	

Selling, Sales Promotion, Public Relations.

Extended Marketing Mix-Meaning and Elements-People, Process, Physical Evidence and Performance.

Skill Development Activities:

1) Construct a matrix of marketing mix of any three companies.
2) Two cases on the above syllabus should be analyzed and recorded in the skill development
3) Design a logo and tagline for a product of your choice
4) Develop and advertisement copy for a product
5) Prepare chart for distribution network for different products.

Books for References:

1) Philip Kotler, Marketing Management, Prentice Hall.
2) Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI
3) William J. Stanton, Michael J.Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill Education.
4) Bose Biplab, Marketing Management, Himalaya Publishers.
5) J.C. Gandhi, Marketing Management, Tata McGraw Hill.
6) Ramesh and Jayanti Prasad: Marketing Management, I.K. International
7) Sontakki, Marketing Management, Kalyani Publishers.
8) P N Reddy and Appanniah, Marketing Managemen

Note: Latest edition of text books may be used.

III SEMESTER							
Sl. No.	**Course Code**	**Title of the Course**	**Credits**	**C1**	**C2**	**C3**	**Total Marks**
01	**Lang 3.1**	**Language-I**	**3**	**10**	**10**	**80**	**100**
02	**Lang 3.2**	**Language–II**	**3**	**10**	**10**	**80**	**100**
03	**Major 3.1**	**Cost Accounting**	**5**	**10**	**10**	**80**	**100**
04	**Major 3.2**	**Business Statistics II**	**5**	**10**	**10**	**80**	**100**
05	**Major 3.3**	**Business Environment**	**4**	**10**	**10**	**80**	**100**
06	**Elective 3.4**	**Entrepreneurship and Startup Ecosystem**	**3**	**10**	**10**	**80**	**100**
07	**Elective 3.5**	**Banking and Financial Services / Digital Marketing**	**3**	**10**	**10**	**80**	**100**
Sub–Total (C)			**26**				**700**

IV SEMESTER							
Sl. No.	**Course Code**	**Title of the Course**	**Credits**	**C1**	**C2**	**C3**	**Total Marks**
08	**Lang 4.1**	**Language-I**	**3**	**10**	**10**	**80**	**100**
09	**Lang 4.2**	**Language–II**	**3**	**10**	**10**	**80**	**100**
10	**Major 4.1**	**Financial Management**	**5**	**10**	**10**	**80**	**100**
11	**Major 4.2**	**Human Resource Management**	**5**	**10**	**10**	**80**	**100**
12	**Major 4.3**	**Management Accounting**	**5**	**10**	**10**	**80**	**100**
13	**Elective 4.4**	**Logistics and Supply Chain Management / Business Analytics**	**3**	**10**	**10**	**80**	**100**
14	**Skill Enhancement Course 4.5**	**Information Technology for Business**	**2**	**05**	**05**	**40**	**50**
Sub Total (D)			**26**				**650**

III SEMESTER

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 3.1 Name of the Course: Cost Accounting		
Course Credits	**No. of Hours per Week**	**Total No. of Teaching Hours**
05	**05**	**68**

Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,

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

1. Be able to demonstrate an understanding of the elements of cost and prepare a cost sheet.
2. Be able to prepare material related documents, understand the management of stores and issue procedures.
3. Develop the ability to calculate Employee costs.
4. Able to classify, allocate apportion overheads and calculate overhead absorption rates.
5. Understand and reconcile cost and financial accounts.

Syllabus:	**Hours**
Module No. 1: Introduction to Cost Accounting	**14**

Introduction: Meaning, Objectives, Importance and Uses of Cost Accounting, Functions of Cost Accounting, Department in an Organization, Difference between Cost Accounting and Financial Accounting; Various elements of Cost and Classification of Cost; Cost Object, Cost Unit, Cost Driver, Responsibility Centers; Cost Reduction and Cost Control; Methods and Techniques of Costing (Meanings only); The role of IT and ERP in Cost Accounting; Limitations of Cost Accounting; Cost Sheet: Meaning and Cost Heads in a Cost Sheet, Presentation of Cost information in Cost Sheet/Statement- Problems on Cost Sheet, Tenders and Quotations.

Module No. 2: Materials Cost	**12**

Materials: Meaning, importance, and types, classification and codification of materials. Procedure for procurement of materials and documentation: bill of materials, material requisition note, purchase requisition note, purchase order, and goods received note. Material storage and records: Duties of storekeeper and store records – bin cards, stores ledger. Material issues and valuation: Material requisition note, material transfer note, and materials return note. Pricing of material issues: Preparation of stores ledger using FIFO, LIFO, Simple Average and Weighted Average methods. Inventory control techniques: Determination of various stock levels, EOQ (problems). ABC analysis, FSN, VED, and HML techniques (concepts only). Material Requirement Planning (MRP) and JIT. Sustainable inventory management practices.

Module No. 3: Employee Cost	10
Meaning, Components and Classification; Attendance Procedures; Idle Time – Causes and Treatment (Normal vs. Abnormal); Overtime – Causes and Accounting Treatment. Remuneration Systems: Time Rate Systems: Straight Time, Halsey, Rowan (Problems); Piece Rate Systems: Straight Piece Rate, Taylor's Differential (Problems) and Merrick's Differential Piece Rate System. Behavioural Aspects of Incentive Schemes; Designing Effective Incentive Schemes; Employee Turnover: Reasons, Effects, and Cost Implications; Outsourcing and its Cost Impact.	
Module No. 4: Overheads	**12**
Overheads: Meaning and Classification of Overheads; Accounting and Control of Manufacturing Overheads: Estimation and Collection, Cost allocation, Apportionment, Re-apportionment and Absorption of Manufacturing Overheads; Problems on Primary and Secondary distribution and Secondary distribution using Reciprocal Service Methods only (Repeated Distribution Method and Simultaneous Equation Method); Accounting and Control of Administrative, Selling and Distribution overheads; Absorption of overheads: Meaning and Methods of Absorption of overheads; Problems on Machine hour rate.	
Module No. 5: Contract, Process and Service Costing	**10**
Contract Costing: Features, Work Certified/Uncertified, Retention Money; Escalation Clause and Profit Recognition; Problems with Balance Sheet Preparation. **Process Costing:** Features, Applications, and Process Flow; Accounting for Normal, Abnormal Losses and Abnormal Gain; Process Accounts (Simple Problems). **Service Costing:** Meaning, Objectives, and Features of Service Costing; Difference between Product and Service Costing; Statement of costs for service sectors: Transport services	
Module No. 6: Reconciliation of Cost and Financial Accounts	**10**
Reasons for differences in Profits under Financial and Cost Accounts; Procedure for Reconciliation –Ascertainment of Profits as per Financial Accounts and Cost Accounts and Reconciliation of Profits of both sets of Accounts – Preparation of Reconciliation Statement – Problems.	
Skill Developments Activities: 1. Prepare a Cost Sheet with imaginary figures. 2. List the documents required in Inventory Management. 3. Demonstrate the valuation of inventory using any one method of pricing material issues. 4. Calculate the amount of Wages under Halsey / Rowan Plans, using imaginary data. 5. Understand and Reconcile Cost and Financial Accounts.	

Books for Reference:

1. Jain and Narang, Cost Accounting, Kalyani Publication House.
2. M.N Arora, Cost Accounting , HPH
3. N.K. Prasad, Cost Accounting, Books Syndicate Pvt. Ltd.
4. Dr. V Rajeshkumar, Dr. R K Srikanth, Cost Accounting, MH India
5. P V Ratnam, Cost Accounting, Kitab Mahal
6. P C Tulsian, Cost Accounting, MHE India
7. Nigam & Sharma, Cost Accounting, HPH
8. Dr. B. Mariyappa, Cost Accounting, HPH
9. Khanna, Ahuja & Pandey, Practical Costing, S Chand & Co. Ltd.
10. B.S. Raman, Cost Accounting, United Publisher
11. Ravi M. Kishore, Cost Management, Taxmann

Note: Latest edition of reference books may be used.

<table>
<tr><td colspan="3">Name of the Program: Bachelor of Business Administration (BBA)
Course Code: BBA 3.2
Name of the Course: Business Statistics II</td></tr>
<tr><td>Course Credits</td><td>No. of Hours per Week</td><td>Total No. of Teaching Hours</td></tr>
<tr><td>05</td><td>05</td><td>68</td></tr>
<tr><td colspan="3">Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,</td></tr>
<tr><td colspan="3">Course Outcomes: On successful completion of the course, the students will able to
1. Apply time series in real-world business forecasting.
2. Apply Consumer Price Index in construction of Mutual Fund Index.
3. Use probability distributions to model and analyze business risks.
4. Formulate and solve optimization problems using linear programming.
5. Make rational decisions using decision theory under risk and uncertainty.</td></tr>
<tr><td colspan="2">Syllabus:</td><td>Hours</td></tr>
<tr><td colspan="2">Module No. 1: Time Series Analysis</td><td>10</td></tr>
<tr><td colspan="3">Meaning and Components: Trend, Seasonal, Cyclical, Irregular. Methods of Measuring Trend: Freehand Method, Semi Average Method, Moving Averages, Least Squares Method (Linear Trend) - Business Applications: Forecasting sales, prices etc.</td></tr>
<tr><td colspan="2">Module No. 2: Index Numbers</td><td>16</td></tr>
<tr><td colspan="3">Meaning and Uses of Index numbers in Economics and Business - Method of Construction of Consumer Price Index (CPI) Using Laspeyres Method, Paschye's Methods, Fisher Ideal Index Number and Family Budget Method - CPI - Inflation rate linkage - Method of Construction of Mutual Fund Index- Basic steps to define index's value calculation over time - Simple Problems on- Time Reversal Test (TRT) and Factor Reversal Test (FRT).</td></tr>
<tr><td colspan="2">Module No. 3: Probability & Theoretical Distributions</td><td>18</td></tr>
<tr><td colspan="3">Probability: Meaning and Needs, theorems of Probability - Addition, Multiplication and Conditional probability. Baye's theorem. Random variable- Discrete and Continuous. Probability Distributions: Meaning, Characteristics (Expected and variance) of Binomial, Poisson, and Normal Distribution - Properties & Applications.</td></tr>
<tr><td colspan="2">Module No. 4: Linear Programming Technique (LPP)</td><td>12</td></tr>
<tr><td colspan="3">Introduction to Quantitative Techniques. Linear Programming (Graphical Method) Problems on two and three decision variables Applications in Product Mix, Resource Allocation.</td></tr>
</table>

Module No. 5: Statistical Decision Theory	12
Decision Making Process: Decision making under Certainty and Uncertainty – mini–max, maxi-min, laplace, hurwicz's criterion- expected opportunity loss criterion- Decision Tree (explanation of basic diagram) and simple problems.	

Skill Development Activities:

1. Collect weekly prices from local markets, plot trends using Freehand/ semi-average /moving average methods, predict next month's prices using the linear trend method.
2. Students can choose a basket of essential goods (e.g., rice, lentils, cooking oil) and track their prices over two time periods. They can then calculate a simple price index.
3. Conduct a coin toss experiment over multiple rounds and record outcomes and plot binomial probability distribution. Connect to decision-making under uncertainty (e.g., sales campaign success).
4. Collect bus frequency data from local bus stand or use dummy data. Model the number of buses arriving per hour using Poisson distribution.
5. Students conduct a basic height or weight survey of classmates. Plot data and compare to a bell curve.
6. In Rural Context - A farmer has limited land and water. What crop mix (rice, sugarcane, ragi) gives the best yield? Students formulate constraints and solve using the graphical method.

Books for Reference:

1. NCERT/State Board-based reference materials for base-level reinforcement.
2. Fundamentals of Statistics– S.C. Gupta Himalaya Publishing House Well-explained theory with business applications. Suitable for Indian curriculum (UG level).
3. Business Statistics– R.S.N. Pillai & Bhagavathi, Publisher: S. Chand Student- friendly language with lots of solved problems. Good balance of concepts and practice.
4. Statistical Method– S.P. Gupta, Sultan Chand & Sons Comprehensive coverage with emphasis on interpretation. Commonly prescribed in Indian universities.
5. Statistics for Management– Richard Levin & David Rubin, Pearson Education Global perspective, ideal for deeper understanding and MBA prep. Application-rich, slightly advanced.
6. Quantitative Techniques for Managerial Decisions– U.K. Srivastava, G.V. Shenoy, and S.C. Sharma, New Age International. Trusted Indian textbook, focused on LPP, Transportation, Assignment, etc. Step-by-step approach.
7. Supplementary Videos and Open Educational Resources (OERs).

Note: Latest edition of reference books may be used.

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 3.3 Name of the Course: Business Environment		
Course Credits	**No. of Hours per Week**	**Total No. of Teaching Hours**
04	**04**	**56**

Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,

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

1. Identify and explain key internal and external factors that affect business operations.
2. Analyze the business environment using the Economic environment framework.
3. Know the impact of social and cultural environment on business
4. Apply basic environmental scanning tools to real-world national and local business scenarios.
5. Understand the concept of environment enactments.

Syllabus:	**Hours**
Module No. 1: Introduction to Business Environment	**08**
Definition, Nature, and Scope of Business Environment – Business ethics, meaning and importance, Importance of studying the business environment - Internal vs. External Environment, factors affecting Micro and Macro environment - Types of Business (Private, Public, Joint Sector, MSMEs, PPPs, OPC) – Environmental Scanning Tools (concepts only) Role of business in economic development.	
Module No. 2: Economic Environment	**12**
Introduction to Economic systems - Basic understanding of structure and features of Indian Economy. Meaning of Economic growth and development - Banking structure in India (overview only) - Economic Planning in India (brief overview) - Simplified explanations- inflation, GDP, exchange rates, per capita income, population growth rate – their impact on business decisions. Fiscal Policy and Monitory policy – Meaning and objectives, Business cycle.	
Module No. 3: Political Environment and Legal Environment	**12**
Brief Introduction to Political institutions; Legislature- Executive- Judiciary - The Constitution of India; Role of central and state governments in business and extent of state intervention in business. EXIM policy and industrial policy - Introduction to government schemes for business (e.g., Start-Up India, make in India, PMEGP, PMMY, Credit Guarantee Scheme for startups, PLI Schemes). Meaning of Political stability/ instability. Legal Environment (Overview only); Companies Act, Consumer Protection Act, Minimum Wage Act, The Factories Act, EPF Act, The Trade Union Act, The child Labour (prohibition and Regulation Act), IPR laws, The weights and Measurement Act, Competition Act, FEMA.	

Module No. 4: Social and Cultural Environment	12
Business and society (social values and attitudes) - culture, demographic factors - workforce diversity - Family system, linguistics, types of social organizations. Impact of literacy, education, and urbanization - role of women in business and employment, Social Responsibility of Business – Impact of social and cultural environment on business.	
Module No. 5: Technological Environment & Natural Environment	**12**
Technological Environment: Meaning, features, types of technology, transfer of technology - Impact of technological implementation in business – Information technology Act (concepts only). **Natural environment**: Meaning and influence of natural environment on business – sustainable development initiatives (Key areas) – pollution agents – environment enactments (Concepts only): The Environment (Protection) Act, the Water (Prevention and Control of Pollution) Act, the Air (Prevention and Control of Pollution) Act.	

Skill Development Activities:

1. Weekly News Analysis with PESTLE Lens:

   Students select news articles from college library or online news sources affecting businesses and categorize the factors under PESTLE headings. These factors can be recorded in skill record book with newspaper cut outs or mentioning the brief content, date and source from online news websites/IBEF website.
2. Seminar on any one from PESTLE Framework.
3. Role Play (continuous class activity) - Few students coming to India from a foreign country with a vision to set up a business in India and their observation of PESTLE factors.
4. Policy Impact Project: In pairs, students pick a government scheme (e.g., PMEGP or Make in India) and explain its benefits/challenges for a local or regional business.
5. A seminar on Global Investors Meet 'held in Karnataka.
6. Debate: Topics for instance as given below
   a) Is political stability more important than economic policy for business growth?
   b) Should businesses invest in eco-friendly technology?
   c) Which businesses flourish or perish due to the influence of western culture?
   d) Should more PPPs be introduced in rural infrastructure?
7. Enact small skits to legal laws in India pertaining to business arena.
8. Demonstrate rights/responsibilities through creative media.
9. Case - Social Entrepreneurship in Karnataka.
10. Map-pointing Special Economic Zones and Tech-Parks in Karnataka

Books for Reference:

1. Cherunilam, F. (2020). Business environment (23rd ed.). Himalaya Publishing House.
2. Paul, J. (2014). Business environment: Text and cases (3rd ed.). McGraw Hill Education.
3. Adhikari, M. (2011). Economic environment of business (11th ed.). Sultan Chand & Sons.
4. Aswathappa, K. (2021). Essentials of business environment (14th ed.). Himalaya Publishing House.
5. Gupta, C. B. (2019). Business and government (2nd ed.). Sultan Chand & Sons.
6. Sinha, V. C. (2022). Business environment for BBA (1st ed.). SBPD Publishing House

Note: Latest edition of reference books may be used.

<table>
<tr><td colspan="3" align="center">Name of the Program: Bachelor of Business Administration (BBA)
Course Code: BBA 3.4
Name of the Course: Entrepreneurship and Start-up Eco System</td></tr>
<tr><td align="center">Course Credits</td><td align="center">No. of Hours per Week</td><td align="center">Total No. of Teaching Hours</td></tr>
<tr><td align="center">03</td><td align="center">03</td><td align="center">45</td></tr>
<tr><td colspan="3">Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,</td></tr>
<tr><td colspan="3">Course Outcomes: On successful completion of the course, the students will be able to
1. Explain the fundamental concepts and significance of entrepreneurship in the economic and social context.
2. Identify viable business ideas and translate them into structured business models and plans.
3. Demonstrate knowledge of the Indian startup ecosystem and institutional support available for entrepreneurs.
4. Explain strategies for growth, innovation, and sustainability in a startup environment.
5. Develop an entrepreneurial mindset equipped with critical thinking, innovation, and ethical business practices.</td></tr>
</table>

Syllabus:	**Hours**
Module No. 1: Introduction to Entrepreneurship	**12**
Meaning, concept, and evolution of entrepreneurship – Characteristics, Danhof's classification of entrepreneurship, types of entrepreneurs (e.g., social, serial, tech-based) – Entrepreneurial motivation and mindset – importance and Role of entrepreneurship in economic development – Women and rural entrepreneurship. Special Financial assistance for Women Entrepreneur, Enterpreneur Vs Intrapreneur.	
Module No. 2: Developing a Business Idea & Business Model	**12**
Idea generation techniques and opportunity evaluation, sources of business ideas – industry analysis tools (SWOT, PESTLE, Porter 's five forces). Business plan (Need for a business plan, Basic Components and steps in preparation) – Introduction to business models; Types of business models (Concepts only with examples): Product-based Business Model, Service-based model, Subscription model, Freemium model, Marketplace model, Aggregator model, Franchise model, Razor and Blade model – Business Model Canvas (BMC) framework (Explanation of the elements only)	

Module No. 3: Startup Ecosystem in India and Support Mechanisms	11
Definition and elements of a startup ecosystem – Overview of Indian startup policy and ecosystem (Startup India, Atal Innovation Mission, incubators, accelerators) – Role of government, academic and research institutions, and private sector in startup ecosystem – Institutional support NIMSME, PMEGP, DICs, KVIC, SIDBI (technical/ training/ finance/ marketing) – Institutional support in Karnataka: Objectives and functions of Centre for Entrepreneurship Development of Karnataka (CEDOK) and Rajiv Gandhi Entrepreneurship Programme (RGEP) – Legal basics for startups (entity formation, registrations) – Taxation benefits.	
Module No. 4: MSME Act	**10**
Evolution of MSME policy in India – Definition and Classification (Micro, Small, Medium) as per latest amendments – Salient features of the Act – Udyam Registration – process and benefits; Priority sector lending and collateral-free loans – Atmanirbhar Bharat package for MSMEs, – MSME SAMADHAAN, SAMARTH, CHAMPIONS (Concepts only) – Skill development and cluster development initiatives (Key aspects only) – Technology and infrastructure assistance (Key schemes only)	

Skill Development Activities:

1. Collect information schemes and initiatives from the official website of Ministry for skill development and entrepreneurship.
2. Visit to a local startup/incubator/co-working space of two or more business and record the startup journey/institutional support they received.
3. Select one failed Indian startup and prepares a short report on reasons for failure.
4. Collect information on the contribution of MSME's to GDP, exports and employment in India.

Books for Reference:

1. M. Bhole, Financial Institutions & Markets, McGraw Hill
2. Khan, M.Y, Indian Financial System, McGraw Hill
3. Sharma, Meera, Management of Financial Institutions, Eastern Economy Edition
4. Bhole and Mahakud, Financial Institutions and Markets – Structure, Growth and Innovations, McGraw Hill
5. Guruswamy, S., Financial Services and System, McGraw Hill
6. Edminister. R.O, Financial Institutions, Markets & Management, McGraw Hill
7. Khan. M.Y, Indian Financial System, Vikas Pub. House
8. H.R Machiraju, Indian Financial System, Vikas Pub. House
9. E.Gorden & K. Nataraj, Financial Markets and Services, HPH

Note: Latest edition of reference books may be used.

Indian context – Start up success stories

Book Title	Author / Publisher	Key Focus / Highlights
Stay Hungry Stay Foolish	Rashmi Bansal	Stories of 25 IIM-A alumni who became entrepreneurs.
Connect the Dots	Rashmi Bansal	Stories of entrepreneurs without formal MBA degrees.
Dream with Your Eyes Open	Ronnie Screwvala	Memoir of building UTV and lessons in building an enterprise.
Startup India: Real Stories of 12 Game Changers	Nikhil Inamdar / HarperCollins	Real journeys of founders from Paytm, Zomato, etc.
How I Braved Anu Aunty and Co-Founded a Million Dollar Company	Varun Agarwal	Personal story told humorously; relatable for young Indians.
The Golden Tap	Kashyap Deorah	Insights into Indian startup ecosystem and VC culture.
Boiling Frogs	Veerachamy & Veena	Collection of real startup case studies from India.
The Big Billion Startup: The Untold Flipkart Story	Mihir Dalal	Investigative story of Flipkart‘s rise, culture, and investor relations.

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 3.5.1 Name of the Course: Banking and Financial Services		
Course Credits	**No. of Hours per Week**	**Total No. of Teaching Hours**
03	**03**	**45**

Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,

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

1. Understand the financial system, Institutions, financial markets and services.
2. Analyse the concepts relevant to Indian financial market and relevance.
3. Understand concept of financial services, types and functions.
4. Understand the types of financial Instruments.
5. Demonstrate and understanding the functioning of stock markets.

Syllabus:	**Hours**
Module No. 1: Introduction to Banking and Financial System	**08**
Meaning and importance of banking and financial services; Evolution of banking in India; Types of banks: Public, Private banks, Central bank, Commercial, cooperative, regional rural, payment banks, small finance banks, and neo-banks; Functions of banks: Accepting deposits, lending, agency and utility services; Credit creation by commercial banks: Process, significance and limitations, Structure of Indian financial system: Banking, non-banking, insurance, and capital market institutions; Role of RBI and other financial regulators (SEBI, IRDAI, PFRDA)	
Module No. 2: Financial Markets	**14**
Introduction, meaning, objectives, importance, Classification of financial markets: Money market and capital market; Primary and secondary markets: Features and functions; Money market instruments: Treasury bills, commercial papers, certificates of deposit, call money Market; Capital market instruments: Equity shares, debentures, bonds, preference shares; Stock exchanges in India: NSE, BSE – functions and trading process; Market intermediaries: Stockbrokers, depositories (NSDL, CDSL), and clearing corporations.	
Module No. 3: Financial Services	**10**
Introduction, Meaning , characteristics, objectives , scope of financial services; Mutual funds: Types, structure, NAV, benefits; Credit rating agencies: CRISIL, ICRA, CARE – role and importance; Leasing and hire purchase: Meaning, types, advantages; Factoring and forfaiting: Features and mechanism . Merchant banking: Functions and role in capital markets; Venture capital and private equity: Meaning, characteristics, stages, and exit strategies	
Module No. 4: Emerging Trends in Banking and Financial Services	**07**

Digital banking: Internet banking, mobile banking, UPI, NEFT, RTGS, IMPS; Fintech innovations: Digital wallets, Aadhaar-enabled payment systems, crowdfunding, P2P lending; Artificial Intelligence and Blockchain in banking and finance.	
Module No. 5: Risk management in banks	**06**
Introduction, meaning, importance of Risk management, Types of risks (credit, market, operational) and Basel norms; Financial inclusion: Meaning, reasons for financial inclusion, Government initiatives – Jan Dhan Yojana, DBT, microfinance Current developments in Indian banking and financial markets.	

Books for Reference:

1. Thummuluri Siddaiah, Financial Services, Pearson Publications
2. M. Bhole, Financial Institutions & Markets, McGraw Hill.
3. Khan, M.Y, Indian Financial System, McGraw Hill.
4. Livingston, Miles; Financial Intermediaries; Blackwell .
5. Sudhindra Bhat, Financial Institutes and Markets, Excel Books.
6. Niti Bhasin; Banking and Financial Markets in India 1947 To 2007; New Century.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 3.5.2 Name of the Course: Digital Marketing		
Course Credits	**No. of Hours per Week**	**Total No. of Teaching Hours**
03	**03**	**45**

Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,

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

1. Gain knowledge on Digital Marketing and strategies.
2. Practically apply the Email and Content marketing.
3. Practically use Social Media Marketing and Web Analytics.
4. Gain knowledge on YouTube Advertising & Conversions.

Syllabus:	Hours
Module No. 1: Introduction to Digital Marketing	**08**
Introduction, Overview of digital marketing, Evolution of digital marketing, Importance and benefits and process digital marketing, Digital marketing channels and platforms. Digital Marketing Strategy and Planning: Developing a digital marketing strategy, Setting goals and objectives, Budgeting and resource allocation. Campaign planning and execution, Monitoring and adjusting digital marketing campaigns.	
Module No. 2: Email and Content Marketing	**09**
Introduction to email marketing, building an email list, Creating effective email campaigns, Email automation and segmentation, Email marketing metrics and analytics. Content Marketing: Understanding content marketing, Content strategy and planning, Content creation and distribution, Content promotion and amplification, Content marketing metrics and analytics.	
Module No. 3: Social Media Marketing (SMM)	**09**
Social Media Marketing: Overview of social media marketing, Social media platforms and their features, importance, Creating and optimizing social media profiles, Social media content strategy, Social media advertising and analytics. Mobile Marketing: Mobile marketing overview, Mobile advertising strategies, Mobile app marketing, Location-based marketing, Mobile marketing analytics.	
Module No. 4: Web Analytics	**11**
Analytics and Reporting: Importance of analytics in digital marketing, Setting up web analytics tools (e.g., Google Analytics), Tracking and measuring key performance indicators (KPIs), Conversion tracking and optimization, Reporting and data visualization. YouTube Advertising (Video Ads): YouTube advertising, its usages, Creating YouTube campaigns, Choose the audience for video ads, Instream ads, Invideo ads, In-search ads, In-display ads, Measuring your YouTube ad performance. Conversions brief overview.	

Skill Developments 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:

1. Understanding DIGITAL Marketing, Marketing strategies for engaging the digital generation by Damian Ryan & Calvin Jones
2. The Art of Digital Marketing: The Definitive Guide to Creating Strategic By Ian Dodson
3. Internet Marketing: a practical approach By Alan Charlesworth
4. Social Media Marketing: A Strategic Approach By Melissa Barker, Donald I. Barker, Nicholas F. Bormann, Krista E Neher
5. "Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising" by Daniel Rowles

Note: Latest edition of reference books may be used.

IV SEMESTER

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 4.1 Name of the Course: Financial Management		
Course Credits	**No. of Hours per Week**	**Total No. of Teaching Hours**
05	**05**	**68**

Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,

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

1. Identify the goals of financial management.
2. Apply the concepts of time value of money for financial decision making.
3. Evaluate projects using capital budgeting techniques.
4. Design optimum capital structure using EBIT and EPS analysis.
5. Evaluate working capital effectiveness in an organization.

Syllabus:	Hours
Module No. 1: Introduction to Financial Management	**10**

Introduction – Meaning of Finance, Business Finance, Finance Functions, Organization structure of Finance Department; Financial Management –Meaning, Definition, Nature of Financial Management and Goals of Financial Management. Financial Decisions-Types of Financial Decisions, Role of a Financial Manager; Financial Planning – Meaning, Definition, Principles of Sound Financial Planning, Steps in Financial Planning, and Factors influencing a Sound Financial Plan.

Module No. 2: Time Value of Money	12

Time Value of Money: Introduction, meaning of time value of money, Meaning & Definition of Future Value (Single Flow, Uneven Flow & Annuity), Present Value (Single Flow, Uneven Flow & Annuity). Doubling Period - Problems. Concept of Valuation – Meaning and types of Bonds, Debentures and Shares. Valuation of Bonds, Debentures and Shares - Simple Problems.

Module No. 3: Cost of Capital and Financing Decision	10

Cost of Capital: Meaning and Significance of Cost of Capital, types of Cost of Capital, Sources 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 – Problems.

Capital Structure: Meaning, importance of Capital Structure, Factors influencing Capital Structure, Optimum Capital Structure, EBIT-EPS Analysis, Leverages- Meaning, Types of Leverages – Simple Problems.

Module No. 4: Dividend Decisions	12
Meaning and Types of Dividends, factors determining dividend decision, Irrelevance Theory – MM Model, Relevance Theories - Walter Model - Gordon Model, Problems on Dividend Theories.	
Module No. 5: Capital Budgeting Decisions	**10**
Meaning, Significance of Capital Budgeting, Capital Budgeting techniques: Payback period, Accounting Rate of Return, Net Present Value, Internal Rate of Return, Profitability Index.	
Module No. 6: Working Capital Management	**14**
Introduction – Concept of Working Capital, Significance of Adequate Working Capital, effects of Excess or Inadequate Working Capital, Determinants of Working Capital, Sources of Working Capital. Estimation of working capital requirement. Concepts of Cash Management, Receivables Management, Inventory Management (Meaning, Definitions and importance Only)	

Skill Developments Activities:

1. Collect the information on various types of bonds offered by government and record the same.
2. Identify capital structure practices followed in any firm/company of your choice.
3. Collect the information regarding the factors determining Dividend Decisions
4. Study case studies and analyze real-world capital budgeting scenarios
5. Prepare a working capital statement using imaginary values.

Books for Reference:

1. I M Pandey, Financial Management. Vikas Publication.
2. Prasanna Chandra, Financial Management, TMH
3. S N Maheshwari, Financial Management, Sultan Chand
4. Khan and Jain, Financial Management, TMH
5. Dr. V Rajeshkumar and Nagaraju V, Financial management, MH India
6. Dr. Aswathanarayana.T ,Financial Management, VBH
7. K. Venkataramana, Financial Management, SHBP
8. G. Sudarshan Reddy, Financial Management, HPH
9. Sharma and Shashi Gupta, Financial Management, Kalyani Publication

Note: Latest edition of reference books may be used.

<table>
<tr><td colspan="3">Name of the Program: Bachelor of Business Administration (BBA)
Course Code: BBA 4.2
Name of the Course: Human Resource Management</td></tr>
<tr><td>Course Credits</td><td>No. of Hours per Week</td><td>Total No. of Teaching Hours</td></tr>
<tr><td>04</td><td>04</td><td>56</td></tr>
<tr><td colspan="3">Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,</td></tr>
<tr><td colspan="3">Course Outcomes: On successful completion of the course, the students will be able to
1. Identify the goals of Human Resource Management.
2. Understand the core concepts in HRM function - Entry to Exit.
3. Understand the Recruitment and Selection, Training/HRD methods.
4. Understand the performance appraisal, Compensation Structure and Separation Process.
5. Establish the link between the theoretical aspects and the recent trends in HRM in reality.</td></tr>
</table>

Syllabus:	**Hours**
Module No. 1: Introduction to Human Resource Management	**10**
Meaning and Definition of HRM – Features Objectives, Scope, Evolution and Development of HRM, Differences between Human Resource Management and Personnel Management, Importance, Functions and Process of HRM, Structure of HRM Department, role of Manager and trends influencing HR practices.	
Module No. 2: Acquisition of Human Resources - HRP to Induction The entry stage	**10**
Meaning and Importance of Human Resource Planning (HRP), Process of HRP, - HR Demand Forecasting and HR supply forecasting, – **Job Analysis:** Job Description and Job Specification, Job Evaluation - Uses and, Process; **Job Design** – Job rotation, Job enrichment, Job enlargement (Meaning) **Recruitment** (internal & external sources, process, methods) **Selection** (process, stages of selection) –**Induction** (Meaning & objectives). **Terms:** Resume, Curriculum Vitae, Pay-scale, Cost-to- the-Company (CTC) Meanings only; Recruitment Vs Selection.	
Module No. 3: Training and Development	**12**
Meaning and Importance of Training, Types of Training Needs, Training needs Analysis wheel by Frances and Ronald Bee (introduction to six interconnected stages) **Training Methods** - On-the job, and Off-the job. **Succession Planning**: Meaning and Features.	

Development: Meaning and concept of HRD, – Executive development – Introduction, meaning and definition, objectives, importance, - process of executive development.	
Module No. 4: Performance Appraisal, Internal Mobility and Compensation	**12**
Performance appraisal: Meaning and Definition, Objectives and Process of Performance Appraisal, Methods of Performance Appraisal – Uses and Limitations of Performance Appraisal, **Promotion**: Meaning and Definition of Promotion, Basis of Promotion, - Deputation (Meaning), Transfer: Meaning of Transfer, Reasons, Types, - Right Sizing of Work Force (Basic Concept) **Compensation:** Direct and Indirect forms of Compensation (Meaning only), -Wage and salary Administration - introduction, meaning, objectives, Compensation Structure.	
Module No. 5: Separation Process -The exit stage. **Trends and challenges in HRM**	**12**
Meaning, Process of separation, Types - Discharge, Retirement, Layoff, Retrenchment, VRS, - exit interview. **Current trends and challenges in HRM**– Overview, Recent developments and Trends influencing HR practices in the competitive world. Talent management, Employee engagement, Types of employee engagement, competency mapping, workforce diversity, Sound IR, dual career couples, flexi-working hours, work-from home, Moon-lighting, Job-hopping, Job-poaching (Meaning only). Top job portals in India (for all employee levels)	
Skill Development Activities: 1. Draw a diagram showing the various functional departments in HRM. 2. Qualifications needed to become an HR Officer in a specific industry. 3. Visit an organisation and collect information on the types of training given by the training department to the employees of their company. 4. List the Fringe benefits available for Government and Non-government Employees in Indian Scenario. 5. Explore the roles and responsibilities of the organisations such as Dept of Personnel & Training, Officers Training Academy - Gwalior & Dehradun, Apex training institutes of few private organisations or local training institutes.	

Books for Reference:

1. Human Resource Management-V S P Rao.
2. Human Resource Management - K Ashwathappa.
3. Human Resource Management -L M Prasad.
4. Human Resource Management Shashi K. Gupta & Rosy Joshi.
5. Human Resource Management Varshney, SL Guptha.
6. Human Resource Management by Pravin Durai.

Note: Latest edition of reference books may be used.

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 4.3 Name of the Course: Management Accounting		
Course Credits	**No. of Hours per Week**	**Total No. of Teaching Hours**
05	**05**	**68**

Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,

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

1. Explain the application of management accounting and various tool used.
2. Make inter – firm and inter- period comparison of financial statements.
3. Analyze financial statements using various ratios for business decisions.
4. Prepare fund flow and cash flow statements.
5. Application of Marginal Costing techniques for decision making.
6. Prepare different types of budgets for the business.
7. Application of variance analysis to identify the deviation.

Syllabus:	Hours
Module No. 1: Introduction to Management Accounting	**08**
Introduction- Meaning and Definition – Objectives – Nature and Scope–Functions- Role of Management Accountant, Relationship between Financial Accounting and Management Accounting, Relationship between Cost Accounting and Management Accounting, advantages and limitations of Management.	
Module No. 2: Financial Statement Analysis	**15**
Financial statement analysis – Meaning – Importance – Types – Techniques: Comparative Statement Analysis, Common Size Financial Statements, Trend Analysis. Ratio analysis – Meaning of Accounting ratio – Uses and Limitations – Classification of ratios – Liquidity ratios, Profitability ratios, Turnover ratios, Capital Market ratios and Solvency ratios – Problems on Financial statement analysis and Ratios.	
Module No. 3: Fund Flow and Cash Flow Analysis	**15**
Meaning and importance of funds flow and cash flow statements- Preparation of funds flow statement. Concept of Cash and Cash Equivalents - Uses of Cash Flow Statement – Limitations of Cash Flow Statement– Differences between Cash Flow Statement and Fund Flow Statement – Provisions of Ind. AS-3. Procedure for preparation of Cash Flow Statement – Cash Flow from Operating Activities – Cash Flow from Investing Activities and Cash Flow from Financing Activities– Preparation of Cash Flow Statement according to Ind. AS- 3.	

Module No. 4: Marginal Costing	10
Introduction-Meaning and definition of marginal cost, marginal costing, features of marginal costing- terms used in marginal costing – P/V ratio, BEP, Margin of Safety, Angle of Incidence and Break-Even Chart. Break Even Analysis- assumption and uses- problems.	
Module No. 5: Budgetary Control	**10**
Meaning and Definition of Budget and Budgetary Control, Importance and objectives of budgetary control, advantages and limitations of budgetary control, essentials of effective budgeting, Types of budget-Functional budgets, Master Budget, Fixed and Flexible Budget, Problems on Flexible budget and Cash Budget.	
Module No. 6: Standard Costing and Variance Analysis	**10**
Meaning- Standard costing Vs Budgetary control- Merits and Demerits of Standard Costing. Variance analysis: Material, Labor and Overhead variances (problems)	

Skill Developments Activities:

1. Collect the financial statement of a company and calculate important ratios.
2. Collect the annual report of a company and prepare a cash flow statement.
3. Prepare a Break-even-chart with imaginary figures.
4. Prepare a flexible budget using imaginary figures.
5. Prepare a Cash budget using imaginary figures.
6. Discuss why variances occur in real businesses

Books for Reference:

1. Dr. S.N. Maheswari, Management Accounting, Mahavir Publications
2. T.S.Sexana, Advanced Cost and Management Accounting, Sultan Chand
3. Jain and Narang, Cost and Management Accounting, Kalyani Publisher.
4. Dr. S.N. Goyal and Manmohan, Management Accounting, S.N. Publications.
5. B.S. Raman, Management Accounting, United Publishers.
6. Sharma and Gupta, Management Accounting, Kalyani Publishers.
7. M N Arora, Accounting for Management, Himalaya Publisher
8. Jawahar Lal, Cost Accounting; McGraw-Hill Education (India)

Note: Latest edition of reference books may be used.

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 4.4.1 Name of the Course: Logistics and Supply Chain Management		
Course Credits	**No. of Hours per Week**	**Total No. of Teaching Hours**
03	**03**	**45**

Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,

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

1. Understand the basic concepts in supply chain management and allied functions.
2. Analyze the escalating importance of logistics and supply-chain management as crucial.
3. Appraise the applications of supply chain Management to Business.
4. Understand logistics and customer services.

Syllabus:	Hours
Module No. 1: Introduction to Logistics and Supply Chain Management	**10**
History of Logistics Need for logistics-Cost and Productivity, cost saving & Productivity improvement. Logistics Cost, reduction in logistics cost, benefits of efficient Logistics, Principles of Logistics, Technology & Logistics -Informatics, Logistics optimization. Listing of Sub-sectors of Logistics. Supply Chain Management: Importance, Difference between Logistics and supply chain management.	
Module No. 2: Logistics and Customer Service	**12**
Definition of Customer Service Elements of Customer Service-Phases in Customer Service-Customer Retention -Procurement and Outsourcing -Definition of Procurement/Outsourcing -Benefits of Logistics Outsourcing Critical Issues in Logistics Outsourcing.	
Module 3: Warehouse and Storage Facilities	**13**
Meaning, Types of Warehouses Benefits of Warehousing - Transportation-Meaning; Types of Transportations, efficient transportation system and Benefits of efficient transportation systems - Courier/Express -Courier/Express. Meaning, Categorization of Shipments, Courier Guidelines, Pricing in Courier -Express Sector for international and domestic shipping - Ecommerce -Meaning, Brief on Fulfillment Centers, Reverse logistics in e-commerce sector, Marketing in e-commerce and future trends in e-commerce.	
Module 4: Transportation	**10**
Brief on EXIM-Fright Forward & Customers Brokers, Multi-modal transportation, brief on customs clearance, bulk load handling and brief on trans-shipment – Supply Chain – Cold Chain – Liquid Logistics – Rail Logistics. Logistics Outsourcing. Introduction- Concept of Logistics Outsourcing -Benefits – Types of logistics outsourcing – Risks involved in outsourcing - Role and Selection of Service Providers.	

Skill Developments Activities:

1. Identify any two products suitable for transportation via Rail, Water, Pipeline, Air, Motor Carriers
2. Identify the best modes of transport for textiles and spices from India to USA
3. Identify the benefits of co-location of suppliers to the company.
4. Write a report on warehouse and storage facilities.
5. Write a report on logistic outsourcing.

Books for Reference:

1. Logistics and supply chain management: K Shridhara Bhat, Himalaya publishing House.
2. Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition, 1998.
3. Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited.
4. Logistics Management for International Business: Text and Cases, Sudalaimuthu & Anthony Raj, PHI Learning, First Edition, 2009.
5. Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R.Stock, Lisa M. Ellram, McGraw Hill Higher Education, 1997.

Note: Latest edition of reference books may be used.

<table>
<tr><td colspan="3" align="center">Name of the Program: Bachelor of Business Administration (BBA)
Course Code: BBA 4.4.2
Name of the Course: Business Analytics</td></tr>
<tr><td>Course Credits</td><td>No. of Hours per Week</td><td>Total No. of Teaching Hours</td></tr>
<tr><td>03</td><td>03</td><td>45</td></tr>
<tr><td colspan="3">Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,</td></tr>
<tr><td colspan="3">Course Outcomes: On successful completion of the course, the students will be able to
1. Analyze the role of business analytics in management decisions.
2. Use spreadsheet tools for basic business data analysis.
3. Understand conceptual predictive analytics applications.
4. Relate analytics applications to Finance, HR, Marketing, and Operations.
5. Present basic data visualizations and business reports.</td></tr>
<tr><td colspan="2">Syllabus:</td><td>Hours</td></tr>
<tr><td colspan="2">Module No. 1: Introduction to Business Analytics</td><td>12</td></tr>
<tr><td colspan="3">Meaning of Business Analytics - Terminologies used in Business Analytics (data-driven decision making, KPI, Dashboard, Big Data (Hadoop), Data warehouse, Data Lake, structured, semi-structured and unstructured data, ETL, Business analytics Vs Business Intelligence) - Importance of data-driven decision making - Types of analytics: Descriptive, Predictive, Prescriptive, Diagnostic - Applications in business functions: Finance, HR, Marketing, Operations, Retail and Supply Chain, Impact of business analytics.</td></tr>
<tr><td colspan="2">Module No. 2: Data Basics for Business and Descriptive Analytics</td><td>12</td></tr>
<tr><td colspan="3">Types of Data: Qualitative & Quantitative, Data Collection methods: online/offline Surveys, Transactions, Interviews, Observations. Segregation into Primary and Secondary data - Hands-on activity (Practical‘s) - Simple data organization in tabular form using excel sheets - Understanding averages: Mean, Median, Mode - Percentages and Ratios in business decisions. - Interpreting simple business reports with bar, pie and line charts - Hands-on (Practical‘s) using Microsoft Excel or Google Sheets with hypothetical data. Creation of Google forms or equivalents for online survey.</td></tr>
<tr><td colspan="2">Module No. 3: Business Problem Solving with Data</td><td>09</td></tr>
<tr><td colspan="3">Identifying a business problem (Sales decline, Attrition in HR, Financial mismanagement, Inventory Shortage/Leakage). Formulating basic hypotheses. - Simple trend analysis using past data, Decision making using data</td></tr>
</table>

Module No. 4: Introduction to Predictive Analytics	12
Prediction in business - Simple examples: Forecasting sales, Employee attrition/HR Planning, Seasonal demand - Role of Business Analytics tools Excel, R/Python, SQL, Power BI/Tableau (no coding, only concepts) - Limitations of analytics. **Predictive Analytics in different functions (interdisciplinary)** Finance: Cash flow analysis, Budgeting trends - HR: Employee performance and attrition analysis - Marketing: Sales trend and customer preference analysis - Operations: Inventory analysis and demand forecasting - Rural business applications (Agricultural yield forecasting, Market pricing trends) **Basics of Visualization & Reporting (Practical's)** Importance of presenting data clearly - Creating and interpreting simple charts and tables - Introduction to basic dashboard making in Excel - Simulation Hands-on activity with hypothetical data: Preparation of Weekly & Monthly Dashboard using excel.	

Skill Development Activities:

1. Create flashcards or a digital quiz (Kahoot/Quizizz) where students match analytics terms to definitions/examples.
2. Watch a short video (e.g., on data-driven decision-making or Hadoop) and write a summary of insights.
3. Case study: How local businesses use simple analytics (example: Kirana stores, Agri markets, Restaurants, small local industries).
4. Group Discussion - Topic: —Is data the new oil? – Discuss how different industries use business analytics.
5. Data Collection Practice - Create a Google Form for a short survey and collect responses.
6. Organize collected survey or hypothetical data in Excel (use filters, sorting, formatting).
7. Use Excel to calculate mean, median, mode, and percentages/ratios on business examples (e.g., sales, profit margins).

Follow the Practical Exercise / case study table given below and select Skill Development as needed

Week	Practical Exercise / Case Study	Tools
1	List five local businesses and identify what kind of data they might track for their daily operations.	None
2	Design a simple survey questionnaire for a small business (like a tea stall or grocery store) to collect customer	Paper/Google Forms
3	Create a table in Excel with dummy sales data for 7 days and calculate average daily sales.	MS Excel / Google Sheets
4	Prepare a sales chart (Bar and Pie) using the data from Week 3. Interpret the results.	MS Excel / Google Sheets
5	Identify a simple problem (e.g. drop in milk sales in a local dairy) and discuss possible causes using available data.	Discussion
6	Trend analysis: Enter 6 months of hypothetical sales data in Excel and identify increasing or decreasing trends using a line graph.	MS Excel / Google Sheets
7	List 3 uses of analytics in HR, Finance, and Marketing each with a real-world example.	Written
8	Predict next month's sales based on the past 6 months' data (simple average method).	MS Excel
9	Collect data on students' favorite snacks and create a bar chart representing the data.	Survey + Excel
10	Prepare a basic dashboard using Excel with dummy data for a Kirana store (sales, expenses, profit per month).	MS Excel
11	Case Study: "A Milk Cooperative tracks daily collection from farmers in litres and payment per litre. Create a simple report and suggest how they can use data for better payouts and inventory."	MS Excel
12	Mini Project Presentation: Each group picks a small business problem, collects data (real or dummy), analyzes it, and presents findings with simple charts.	MS Excel / Presentation

Books for Reference:

1. Fundamentals of Business Analytics — R N Prasad & Seema Acharya, Wiley
2. Data Analytics Made Accessible — A. Mohammed
3. Data Analytics Made Accessible - Anil Maheshwari 202
4. Business Analytics Methods, Models and Decisions by James R Evans (online copy https://archive.org/details/businessanalytic0000evan_k8x7)
5. Business Analytics: Data Analysis and Decision Making S. Christian Albright & Wayne L. Winston, Cengage Learning
6. Data Analytics for Beginners, Richard Dorsey
7. Business Intelligence and Analytics: Systems for Decision Support, Ramesh Sharda, Dursun Delen, Efraim Turban, Ramesh Sharda, Dursun Delen, Efraim Turban
8. Selected YouTube Tutorials on Excel and Data Visualization (Links to be provided by course faculty)

Note: Latest edition of reference books may be used.

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 4.5 Name of the Course: Information Technology for Business		
Course Credits	**No. of Hours per Week**	**Total No. of Teaching Hours**
02	**02**	**32**
Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to 1. Explain the fundamentals of information technology 2. Analyze usage of information technology in business. 3. Learn core concepts of computing and modern systems 4. Applications of Excel. 5. Awareness about latest information.		

Syllabus:	**Hours**
Module No. 1: Information Technology and Information System	**07**
Introduction to IT, Introduction to IS, Difference between IS and IT, Need for Information System and Information Technology, 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.	
Module No. 2: Subsystems of Information System	**09**
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.	
Module No. 3: Database Management System	**08**
Introduction to Data and Information, Database, Types of Database models, Introduction to DBMS, features of 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.	

Module 4: Microsoft Excel in Business	08
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. Logical Functions: IF, AND, OR, Mathematical Functions, and Text Functions, Lookup Functions: V Lookup, H Lookup, Strings.	

Books for Reference:

1. Laudon, K. C., & Laudon, J. P. Management information systems: managing the digital firm. Fifteenth Edition. Pearson.
2. Coronel, C., & Morris, S. Database systems: design, implementation, & management. Cengage Learning.
3. Olson, D. Information systems project management (First;1; ed.). US: Business Expert Press.
4. Schiel, J. The ScrumMaster Study Guide. Auerbach Publications.
5. The Scrum Master Guidebook: A Reference for Obtaining Mastery", CHANDAN LAL PATARY
6. Scrum: The Art of Doing Twice the Work in Half the Time", Jeff Sutherland, J.J. Sutherland
7. Stair, R., & Reynolds, G. Fundamentals of information systems. Cengage Learning.

Note: Latest edition of reference books may be used.