

BBA HONOURS

Course Structure

Semester I

Course Code	Title of the Course	Credits	Internal		External Marks		Total	
			Max.	Min.	Max.	Min.	Max.	Min.
BBA11MJD	Principles of Management	4	25	10	75	30	100	40
**BBA12MID	Business Environment	4	25	10	75	30	100	40
*BCP13MLD	Social Media Marketing	3	25	10	75	30	100	40
*BCP14AEC	Spoken English	3	25	10	75	30	100	40
*BCP15SEC	Personality Development	3	25	10	75	30	100	40
*BCP16VAC	Environmental Studies	2	25	10	75	30	100	40
*BCP17VAC	Understanding India	2	25	10	75	30	100	40
Total Credits / Marks		21					700	

Semester II

Course Code	Title of the Course	Credits	Internal		External Marks		Total	
			Max.	Min.	Max.	Min.	Max.	Min.
BBA21MJD	Organizational Behaviour	4	25	10	75	30	100	40
**BBA22MID	Business Law	4	25	10	75	30	100	40
BBA23MLD	Artificial Intelligence	3	25	10	75	30	100	40
*BCP24AET *BCP24AEH *BCP24AES	Tamil -1 / Hindi -1 / Sanskrit-1	3	25	10	75	30	100	40
*BCP25SEC	Employability and Professional Skills	3	25	10	75	30	100	40
*BCP26VAC	Health, Wellness & Yoga Education	2	25	10	75	30	100	40
*BCP27VAC	Digital Technology Education	2	25	10	75	30	100	40
Total Credits / Marks		21					700	

Semester III

Course Code	Title of the Course	Credits	Internal		External Marks		Total	
			Max.	Min.	Max.	Min.	Max.	Min.
BBA31MJD	Human Resource Management	4	25	10	75	30	100	40
**BBA32MJD	Business Statistics	4	25	10	75	30	100	40
**BBA33MID	Business Ethics and Corporate Governance	4	25	10	75	30	100	40
*BCP34MLD	Sustainable Development	3	25	10	75	30	100	40
*BCP35AEC	Functional writing	3	25	10	75	30	100	40
*BBA36SEC	Entrepreneurial Skills and Practices	3	25	10	75	30	100	40
Total Credits / Marks		21					600	

Semester IV

Course Code	Title of the Course	Credits	Internal		External Marks		Total	
			Max.	Min.	Max.	Min.	Max.	Min.
BBA41MJD	Basic Accounting	4	25	10	75	30	100	40
**BBA42MJD	Marketing Management	4	25	10	75	30	100	40
BBA43MJD	Operations Management	4	25	10	75	30	100	40
**BBA44MID	Business Communication and Office Management	4	25	10	75	30	100	40
*BCP45AET *BCP45AEH	Tamil – 2/ Hindi -2/	3	25	10	75	30	100	40

*BCP45AES	Sanskrit-2							
BBA46MJD	Community Engagement	2	25	10	75	30	100	40
Total Credits / Marks		21					600	

Semester V

Course Code	Title of the Course	Credits	Internal		External Marks		Total	
			Max.	Min.	Max.	Min.	Max.	Min.
BBA51MJD	Entrepreneurship Development	4	25	10	75	30	100	40
BBA52MJD	Consumer Behaviour	4	25	10	75	30	100	40
BBA53MJD	Industrial Relations Management	4	25	10	75	30	100	40
**BBA54MID	Business Economics	4	25	10	75	30	100	40
BBA55MJD	Internship	4	25	10	75	30	100	40
Total Credits / Marks		20					500	

Semester VI

Course Code	Title of the Course	Credits	Internal		External Marks		Total	
			Max.	Min.	Max.	Min.	Max.	Min.
BBA61MJD	Training and Development	4	25	10	75	30	100	40
BBA62MJD	Services Marketing	4	25	10	75	30	100	40
BBA63MJD	Strategic Management	4	25	10	75	30	100	40
**BBA64MJD	Indian Financial System	4	25	10	75	30	100	40
BBA65MID	Logistics and Supply Chain Management	4	25	10	75	30	100	40
Total Credits / Marks		20					500	

Semester VII

Course Code	Title of the Course	Credits	Internal		External Marks		Total	
			Max.	Min.	Max.	Min.	Max.	Min.
BBA71MJD	International Business	4	25	10	75	30	100	40
**BBA72MJD	Project Management	4	25	10	75	30	100	40
*BBA73MJD	Research Methodology	4	25	10	75	30	100	40
**BBA74MID	Digital Marketing	4	25	10	75	30	100	40
BBA75MID	Integrated Marketing Communication	4	25	10	75	30	100	40
Total Credits / Marks		20					500	

Semester VIII

Course Code	Title of the Course	Credits	Internal		External Marks		Total	
			Max.	Min.	Max.	Min.	Max.	Min.
BBA81MJD	Operations Research	4	25	10	75	30	100	40
BBA82MJD	Quality Management	4	25	10	75	30	100	40
BBA83MJD	Business Analytics	4	25	10	75	30	100	40
BBA84MJD	Customer Relationship Management	4	25	10	75	30	100	40
**BBA85MJD	AI for Business Applications	4	25	10	75	30	100	40

*Common paper for all U.G. program

**Common paper for B.B.A. and B.Com. program

PRINCIPLES OF MANAGEMENT**Course Code: BBA11MJD**

Course Objective: To understand the Principles and Functions of Management and to acquaint the students with the Current Management Practices.

UNIT–I: Management: Meaning, Nature, Scope, Process, Functions and significance of Management, Functional areas of Management - Development of Management Thoughts: F. W. Taylor, Henry Fayol, Mary Parker Follett, Elton Mayo.

UNIT – II: Planning: Concept, Objectives, process and types of planning premises, The strategic planning process – Management by objectives (MBO) - Decision Making – Concept and Process.

UNIT–III: Organizing: Concept, Nature, Process and Significance; Organisation Structure – Types of Organisation – Authority and Responsibility – Delegation and Decentralisation.

UNIT – IV: Staffing: Definition – Importance - Factors affecting staffing - Directing: Nature and Purpose – Motivation – Concepts, Theories of Motivation - Maslow, Hertzberg, McGregor and Vrooms.

UNIT – V: Leadership – Concepts - Control: Concept and Process – Effective Controls System – Techniques of Control.

Reference Books:

1. Chandan, J. S. (2024). *Principles of management: Text & cases* (3rd ed.). New Delhi, India: Vikas Publishing House Pvt. Ltd.
2. Gupta, C. B. (2014). *Management concepts and practices* (14th rev. ed.). New Delhi, India: Sultan Chand & Sons.
3. Saxena, S. C. (n.d.). *Principles of management*. Agra, India: Sahitya Bhavan Publications.
4. Ramasamy, T. (n.d.). *Principles of management*. Mumbai, India: Himalaya Publishing House.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Understand and explain fundamental management concepts, functions and evolution of management thought.

CO2: Apply planning, decision-making and MBO techniques to solve basic managerial problems.

CO3: Analyze organizational structures, authority relationships and delegation practices in business organizations.

CO4: Evaluate staffing, motivation and leadership theories for effective human resource management.

CO5: Develop managerial control and leadership strategies to improve organizational performance.

CO1	✓				
CO2		✓			
CO3			✓		
CO4				✓	
CO5					✓

BUSINESS ENVIRONMENT

Course Code: BBA12MJD

Course Objective: The objective of this paper is to make the students more clear about the importance of business organisation wants to achieve, to earn profit for its growth and development, to provide quality goods to its customers, to protect the environment, etc.

UNIT – I: Introduction: The Concept of Business Environment - its Nature and Significance - Components of Business Environment - Impact of environment on business and strategic decisions.

UNIT – II: Social and Cultural Environment: Introduction - Social environment - Cultural environment - Impact of Foreign Culture on Business - Types of Social Organization - Social Responsibilities of Business.

UNIT – III: Economic Environment: Introduction - Economic environment of Business - Economic systems - Macroeconomic parameters and their impact of business - Economic policies - Five Year Plans in India.

UNIT – IV: Political and Legal Environment: Introduction -Political environment -Relationship between Government and Business in India - Role of Government in Business - Constitutional provisions regarding regulation of business in India. Legal Environment - Implementations of Business - Corporate Governance.

UNIT – V: Technological and Natural Environment: Features of Technological Environment - Factors and Impact of Technological Environment - Technological Environment in India - Elements of Natural Environment - Environmental Pollution.

Reference Books:

1. Aswathappa, K. (2023). *Essentials of business environment: Text, cases & exercises* (16th ed.). Mumbai, India: Himalaya Publishing House.
2. Cherunilam, F. (2018). *Business environment: Text and cases* (7th ed.). New Delhi, India: Himalaya Publishing House.
3. Dutt, R., & Sundharam, K. P. M. (2019). *Indian economy* (78th ed.). New Delhi, India: S. Chand Publishing.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Explain the concept, nature, components and significance of the business environment and its impact on strategic business decisions.

CO2: Analyze the influence of social and cultural environments on business practices and corporate social responsibility.

CO3: Examine the economic environment, economic systems, macroeconomic parameters and economic policies affecting business in India.

CO4: Assess the role of political, legal and regulatory frameworks, including corporate governance, in shaping business operations.

CO5: Evaluate the impact of technological and natural environments on business sustainability and environmental responsibility.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2					✓
CO3		✓			
CO4				✓	
CO5					✓

SOCIAL MEDIA MARKETING**Course Code: BCP13MLD**

Course Objective: Introduce current and core practices of Digital and Social Media Marketing that will allow learners to analyze, plan, execute and evaluate a digital marketing strategy.

UNIT-I: Foundations of Social Media Marketing: Social media and its role within Marketing, Social media environment – Social consumers – Social applications – Social business ecosystem – Network structure and group influences in social media.

UNIT-II: Social Media Marketing Strategy and Planning: Rules of engagement for social media marketing Target audience – Influencers – Message/Content Developing a Social media marketing plan.

UNIT-III: Social Media Platforms: Scope and marketing utility of blogging, micro-blogging, social networks, social bookmarking, collaboration, video sharing, podcasts, picture sharing, live streaming, webinars.

UNIT-IV: Social Media Data Management and Measurement: Social media analytics, social media metrics – Introduction to analytics tools for popular social media (Facebook, Twitter, LinkedIn, YouTube, and Instagram) Social media monitoring and online reputation management.

UNIT-V: Marketing through Social Media Platforms: Marketing through Facebook– Community building and engagement marketing through LinkedIn –Marketing through YouTube – Viral marketing, Marketing through Instagram – Visual story telling.

Reference Books:

1. Singh, S., & Diamond, S. (2014). *Social media marketing for dummies* (3rd ed.). Wiley.
2. Evans, D., & McKee, J. (2010). *Social media marketing: The next generation of business engagement*. Wiley

Course Outcomes: After completion of the course, learners will be able to:

CO1: Understand the social media marketing ecosystem and consumer behavior.

CO2: Prepare a social media marketing strategy and plan.

CO3: Identify the marketing use of major social media platforms.

CO4: Use social media analytics tools to measure performance and manage reputation.

CO5: Create platform-based marketing campaigns for Facebook, LinkedIn, YouTube, and Instagram.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1					
CO2					
CO3					
CO4					
CO5					

SPOKEN ENGLISH

Course Code: BCP14AEC

Course Objective: To strengthen learners' effective communication skills by enhancing their speaking and listening abilities, improving basic grammar and pronunciation, and enabling confident verbal and non-verbal interaction in group settings.

UNIT – I: Working with Grammar: Sentence Construction and Types – Parts of Speech – Auxiliary Verbs – Singular and Plural – Active and Passive voice – Degrees of Comparison – Subject-Verb Agreement – Punctuation – Common Errors and Usage.

UNIT – II: Vocabulary Building and Pronunciation: Word Formation – Synonyms and Antonyms – Homonyms – One-word Substitutes – Changing one part of speech to another – Odd-one-out exercises – Idioms and Phrases – Joining Sentences – Vowel and Consonant Sounds.

UNIT – III: Conversational Skills: Basics of Conversation (introductions, greetings, asking questions) – Describing people, places, situations, and events – Extempore Speeches – Persuasive and Descriptive Speeches – Speaking through Narration – Narrating Stories – Describing Characters and Situations of the Story.

UNIT – IV: Group Communication: Basics of Group Discussion – Assigning tasks to class groups – Appointing group leaders to communicate – Completion of tasks based on communication – Group cohesion through communication – Group Presentations – Use of PowerPoint Presentations.

UNIT – V: Listening Skills and Non-verbal Communication: Importance of Listening – Basics of Listening – Barriers to Listening – Listening for gist, style, and tone – Body Language – Importance of Body Language in Communication – Gestures, Posture, Eye Contact, Facial Expressions – Etiquette.

Reference Books:

1. Balan, K. R., & Rayudu, C. S. (1996). *Effective communication*. Beacon.
2. Howard, P. (1997). *Perfect your punctuation*. Orient Longman, Delhi.

Course Outcomes: Upon successful completion of the course, learners will be able to:

CO1: Speak English with proficiency.

CO2: Demonstrate knowledge in the correct use of grammar and pronunciation.

CO3: Develop an appreciation of practical ways of learning to speak simple and correct English.

CO4: Use the studies undertaken in the field of spoken English in a range of practical contexts.

CO5: Apply knowledge and skills in the field of spoken English to relevant contexts thus \ aiding in handling everyday situations.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1					
CO2					
CO3					
CO4					
CO5					

PERSONALITY DEVELOPMENT

Course Code: BCP15SEC

Course Objective: To develop students' personality, attitude, motivation, self-esteem, and employability skills, enabling them to enhance personal effectiveness, leadership qualities, and career readiness.

Unit- I: Introduction to Personality Development: The concept of personality - Dimensions of personality – Theories of Freud & Erickson-Significance of personality development. The concept of success and failure: Hurdles in achieving success - Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure. SWOT analysis.

Unit –II: Attitude & Motivation: Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude – Advantages –Negative attitude- Disadvantages - Ways to develop positive attitude. Concept of motivation - Significance – Internal and external motives - Importance of self-motivation.

Unit- III: Self-esteem: Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low self- esteem - Symptoms - Personality having low self-esteem - Positive and negative self-esteem.

UNIT –IV: Other Aspects of Personality Development: Body language - Problem-solving - Conflict and Stress Management - Decision-making skills - Leadership and qualities of a successful leader.

UNIT –V: Employability Quotient: Resume building- The art of participating in Group Discussion – Facing the Personal (HR & Technical) Interview -Frequently Asked Questions.

Reference Books:

1. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.
2. Stephen P. Robbins and Timothy A. Judge (2014), Organizational Behavior 16th Edition: Prentice Hall.

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

CO1: Understand the concept, dimensions, and theories of personality

CO2: Develop positive attitudes and motivation.

CO3: Enhance self-esteem by identifying its symptoms, types, and strategies for building positive self-confidence.

CO4: Apply interpersonal and life skills such as communication, problem-solving, decision-making, stress management, and leadership in personal and professional contexts.

CO5: Demonstrate employability skills including resume preparation, effective participation in group discussions.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1					
CO2					
CO3					
CO4					
CO5					

ENVIRONMENTAL STUDIES

Course Code: BCP16VAC

Course Objective: To foster a comprehensive understanding of environmental concepts, natural resources, ecosystems, biodiversity, and pollution, and to equip learners with the knowledge and skills necessary for sustainable management, conservation, and environmental protection.

UNIT – I: Multidisciplinary Nature of Environmental Studies: Definition, Scope and Importance - Need for Public Awareness - Environmental Ethics - Issues and Possible Solutions -Environment Protection Act.

UNIT – II: Natural Resources: Forest Resources: Use and Over-Exploitation, Deforestation, Timber Extraction - Water Resources: Use and Over-Utilization of Surface and Ground Water, Floods, Drought, Dams-Benefits and Problems - Food Resources: World Food Problems, Changes Caused by Agriculture and Overgrazing, Effects of Modern Agriculture - Energy Resources: Renewable and Non-Renewable Energy Sources, Use of Alternate Energy Sources - Land Resources: Land as a Resource, Land Degradation, Soil Erosion and Desertification.

UNIT – III: Ecosystems: Concept of an Ecosystem - Structure and Function of an Ecosystem- Energy Flow in the Ecosystem - Food Chains, Food Webs and Ecological Pyramids - Characteristic Features, Structure and Function of - Forest Ecosystem - Grassland Ecosystem - Desert Ecosystem -Aquatic Ecosystems.

UNIT – IV: Biodiversity and its Conservation: Introduction – Definition: Genetic, Species and Ecosystem Diversity - Biogeographical Classification of India, India as a Mega-Diversity Nation - Value of Biodiversity: Consumptive Use, Productive Use, Social, Ethical, Aesthetic Values - Hot-Sports of Biodiversity - Threats to Biodiversity: Habitat Loss, Poaching of Wildlife, Man-Wildlife Conflicts - Conservation of Biodiversity: In-Situ and Ex-Situ Conservation of Biodiversity.

UNIT – V: Environmental Pollution: Definition, Cause, Effects and Control Measures of - Air Pollution - Water Pollution - Soil Pollution - Noise Pollution - Thermal Pollution - Nuclear Hazards - Solid Waste Management: Causes, Effects and Control Measures of Urban and Industrial Wastes - Disaster Management: Floods, Earthquake, Cyclone and Landslides.

Reference Books:

1. Agarwal, S. K. (2008). *Fundamentals of ecology*. Aph Publishing.
2. Low, N. (Ed.). (1999). *Global ethics and environment* (p. 320). London: Routledge.

Course Outcomes: Upon successful completion of the course, learners will be able to:

CO1: Apply principles of environmental ethics to address environmental issues and propose sustainable solutions.

CO2: Evaluate the use, management, and conservation of resources to promote sustainability.

CO3: Compare and contrast different ecosystems and assess their ecological significance.

CO4: Assess the value, threats, and conservation strategies of biodiversity.

CO5: Identify various types of environmental pollution, their causes and effects, and propose measures for pollution control, waste management, and disaster mitigation.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1					
CO2					
CO3					
CO4					
CO5					

B.B.A. - I SEMESTER

UNDERSTANDING INDIA

PAPER - 7

Course Code: BCP17VAC

Course Objective: To develop learners' understanding of India's geographical, historical, social, cultural, and political dimensions, enabling them to critically analyze the continuity, diversity, and evolution of Indian society.

UNIT – I: Geography of India: India on the Map of the World and its Neighboring Countries - Geographical Diversities.

UNIT – II: History of India: India's Freedom Struggle - An Introduction to Indian knowledge Systems.

UNIT – III: Communicating Culture: Oral Narratives - Myths, Tales and Folklore - Introduction to the Tribal Cultures of India.

UNIT – IV: Indian Social Structure: Continuity and Change of the Indian Social Structure – Caste - Community - Class - Gender.

UNIT – V: Understanding Indian Polity: The Evolution of State in India - Nature and Origin - Interpreting India: Traditional, Modern and Contemporary - Constitution as a Living Document.

Reference Books:

1. Choudhry, S., Khosla, M., & Mehta, P. B. (Eds.). (2016). *The Oxford handbook of the Indian Constitution*. Oxford University Press.
2. Gupta, D. (2000). *Interrogating caste: Understanding hierarchy and difference in Indian society*. Penguin Books India.

Course Outcomes: Upon successful completion of the course, learners will be able to:

CO1: Understand India from global, national and local perspectives.

CO2: Analyze key events of India's freedom struggle and understand the contributions of traditional Indian knowledge systems to society.

CO3: Appreciate the multicultural and multifaceted nature of India.

CO4: Examine the continuity and changes in India's social structure, including caste, community, class, and gender dynamics.

CO5: Analyze the structure, functioning, and evolution of the Indian state and assess the Constitution's role in shaping democratic governance and contemporary society.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1					
CO2					
CO3					
CO4					
CO5					

Course Objective: To help students understand individual, group, and organizational behaviour and apply this knowledge effectively in leadership, teamwork, conflict management, and organizational change to improve organizational performance.

UNIT – I: Organisation Behaviour–Concept–Nature –Significance–Disciplines - Challenges

-Role– Models-Human Behaviour Approach– Organisational systems and Environment.

UNIT – II: Individual Behaviour – Concept of Behaviour- Process of Behaviour -Personality- Concept – Measurement - Perception – Concept – Process – Application -Learning – Concept – Theories – Attitudes & Value - Concept – Theories – Types of values.

UNIT – III: Group Behaviour–Group Norms–Group Formation–Group Cohesiveness– Group Dynamics – Interpersonal Relationships – Transactional Analysis.

UNIT – IV: Organisational Dynamics–Organizational Design–Organisational Climate–Organisational Change–Resistance to Change, Management to Change, Organisational Culture.

UNIT – V: Organisational Conflicts – Source, Pattern, Levels and Type of Conflict – Resolution of Conflict – Organizational change and Development – Organisational Effectiveness.

Reference Books:

1. Prasad, L. M. Prasad, L. M. (2024). Organisational behaviour (Revised ed.). New Delhi, India: Sultan Chand & Sons.
2. Aswathappa, K. Aswathappa, K. (2024). Organisational behaviour (14th ed.). Mumbai, India: Himalaya Publishing House.
3. Gupta, C. B. Gupta, C. B. (2021). A textbook of organisational behaviour (Revised ed.). New Delhi, India: S. Chand Publishing.
4. Robbins, S. P., & Judge, T. A. (2018). Organizational behavior (17th ed.). Harlow, UK: Pearson Education.
5. Luthans, F. (2015). Organizational behavior: An evidence-based approach (12th ed.). New York, NY: McGraw-Hill Education.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Understand the concept, nature, scope and significance of organizational behaviour and its interdisciplinary foundations.

CO2: Analyze individual behaviour in organizations with reference to personality, perception, learning, attitudes and values.

CO3: Examine group behaviour, group dynamics, interpersonal relationships and transactional analysis in organizational settings.

CO4: Assess organizational dynamics including organizational design, climate, culture and management of change.

CO5: Evaluate organizational conflicts, conflict resolution strategies, organizational development and effectiveness.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2		✓			
CO3			✓		
CO4				✓	
CO5					✓

B.B.A. - II SEMESTER

PAPER - 9

BUSINESS LAW

COURSECODE: BBA22MJD

Course Objective: To impart fundamental knowledge of business laws governing commercial transactions, contracts, sale of goods, partnership act, negotiable instruments, and company law, enabling students to understand legal aspects relevant to business and commerce.

UNIT- I: Introduction to Law and Business Law: Meaning of Law – Rights, Duties and Liabilities Business Law: Definition – Scope – History – Perspective – Sources of Business Law.

UNIT - II: Law of Contracts: Contract – Definition and Essentials of a Valid Contract – Proposal and Acceptance – Communication and Revocation – Consideration – Capacity of Parties – Free Consent – Coercion – Undue Influence – Fraud – Misrepresentation – Mistake – Void and Voidable Contracts – Discharge of Contract – Breach of Contract and Remedies.

UNIT - III: Sale of Goods and Partnership Act: Law of Sale of Goods: Definition of a contract on sales – Essentials of sales of goods – kinds of goods. Partnership Act: Definition – Rights and Duties – Authority of a partner – Minor as a partner – Registration and dissolution of firms.

UNIT - IV: Negotiable Instruments: Negotiable Instruments: Meaning and Features – Promissory Note – Bill of Exchange – Cheque – Important Legal Provisions relating to Cheques.

UNIT - V: Company Law: Evolution of Companies Act – Types of Companies – Characteristics and Advantages of Incorporation – Formation of Company – Promotion – Incorporation – Memorandum of Association – Articles of Association – Prospectus – Shares – Debentures – Directors and Meetings - Winding up.

Reference Books:

1. Kapoor, N. D. (2023). Elements of mercantile law. Sultan Chand & Sons.
2. Tulsian, P. C. (2021). Business law. Tata McGraw-Hill.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Understand the basic concepts of law, mercantile law, and sources of business law.

CO2: Explain the essentials of a valid contract and the legal rules governing contracts.

CO3: Apply the principles of special contracts such as indemnity, guarantee, bailment, and pledge. CO4: Understand the nature of agency and the rights and liabilities of agents and principals.

CO5: Understand the legal provisions relating to sale of goods, negotiable instruments, and company law.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1					
CO2					
CO3					
CO4					
CO5					

B.B.A. - II SEMESTER

PAPER – 10

ARTIFICIAL INTELLIGENCE

Course Code: BBA23MLD

Course Objective: To provide students with a foundational understanding of Artificial Intelligence and its applications in business decision-making, strategy and enterprise functions.

UNIT – I: Introduction to AI: Foundations of AI - Intelligent Agents – Agents and Environments – Good Behavior –Nature of Environments – Structure of Agents.

UNIT – II: Modern AI Techniques: Machine Intelligence Continuum, promises of AI- Challenges of AI and its effects - designing safe and Ethical AI.

UNIT – III: Need for AI from a Business Leaders Perspective: Developing an enterprise AI strategy, Role of data: data collection, preparation and quality – Importance of technical talent and cross functional teams.

UNIT – IV: AI in digital platforms: Impact of AI – AI driven recommendations on markets and consumers – Other emerging business use cases across Industries.

UNIT – V: AI applications in Enterprises Functions: Human Resources and talent Management – Marketing and Sales – Customer Support and Service – Business Intelligence and Analytics – Challenges and Opportunities in enterprise AI adoption – Generative AI and its Business Applications.

Reference Books:

1. Markiewicz, T., & Zheng, J. (2020). *Getting Started with Artificial Intelligence*. O'Reilly Media, Inc..
2. Mariya Yao, Marlene Jia, Adelyn Zhou, *Applied Artificial Intelligence*. www.appliedaibook.com

Course Outcomes: After completion of the course, learners will be able to:

CO1: Understand fundamental concepts, terminology and ethical aspects of Artificial Intelligence.

CO2: Explain the role of Machine Learning in solving business problems.

CO3: Analyze how organizations develop and implement AI strategies.

CO4: Identify and evaluate AI applications across finance, marketing, HR and customer services.

CO5: Apply AI concepts responsibly while considering data protection laws and regulatory frameworks.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1					✓
CO2		✓			
CO3	✓				
CO4	✓				
CO5					✓

B.B.A. - II SEMESTER

PAPER – 11T

TAMIL – I (பாடத்தலைப்பு:பொதுத்துதமிழ்-1)

Course Code: BCP24AET

கற்றல் விளைவுகள்:

நோக்கம்: தமிழ் இலக்கியங்களை அறிமுகப்படுத்துதல் மற்றும் தமிழ் மொழியைப் பிழையின்றி எழுதக் கற்பித்தல்.

பயன்

- தமிழ் இலக்கியங்களை அறிந்து கொள்ளல்
- தமிழ் மொழியைப் பிழையின்றி எழுதக்கற்றல்
- மொழி அறிவு இலக்கண அறிவைப் பெறல்
- இலக்கிய வரலாற்று பின்புலம் அறிதல்
- மொழி சார்ந்த வேலைவாய்ப்பு பயிற்சி பெறல்

அலகு I - கவிதைகள்: பாரதியார் - எங்கள்நாடு (முதல் மூன்று பாடல்கள்) - பாரதிதாசன் - தமிழின் இனிமை (முதல் ஐந்து பாடல்கள்) - வாணிதாசன் - என்வேலை (முதல் நான்கு பாடல்கள், ப.92) - நா.காமராசன் - வானவில் (கறுப்பு மலர்கள், ப.50) - மீனாட்சி-பிள்ளைக்கூடம் (கொடி விளக்கு, பக்.136,137)

அலகு II - புனைகதைகள் மற்றும் நாடகங்கள்: புனைகதை மற்றும் நாடகம் - அறிமுகம் - வரலாறு - தி.ஜானகிராமன் - பாயசம் - பாமா- கிசம்புக்காரன் - திலகவதி - கல்மரம் - கே.ஏ. குணசேகரன் - பேயோட்டம்

அலகு III - சிற்றிலக்கியங்கள்: சிற்றிலக்கியமும் பக்திலக்கியமும் - அறிமுகம் - வரலாறு - தமிழ்விடுதாது - தமிழின் சிறப்பு (கண்ணி 70 முதல் 100 வரை) - முக்கூடற்பள்ளு - பள்ளியர் ஏசல் (முதல் 10 பாடல்கள்) - குற்றாலக் குறவஞ்சி - மலைவளம் (வானரங்கள் கணிகொடுத்து முதல் கொல்லி மலை வரை) - நந்திக்கலம்பகம் - தலைவன் நெஞ்சொடு கிளத்தல் (பாடல் எண்கள் 10, 25), கலிங்கத்துப்பரணி - பேய் பாடியது (முதல் பத்து பாடல்கள்).

அலகு IV - பக்தி இலக்கியம்: திருநாவுக்கரசர் - (திருநல்லூர்த் திருத்தாண்டகம் (பாடல் 6380 - 84), காரைக்கால் அம்மையார் - அற்புதத் திருவந்தாதி (5 பாடல்கள், 44 முதல் 48 வரை) - நம்மாழ்வார் - பெரிய திருவந்தாதி (முதல் 10 பாடல்கள்), ஆண்டாள் - திருபாவை (முதல் ஐந்து பாடல்கள்) - திருமூலர் - திருமந்திரம் (பாடல் 251 முதல் 255 வரை) - வள்ளலார் - பிள்ளைசிறு விண்ணப்பம் (முதல் 5 பாடல்கள்) - குணங்குடி மஸ்தான் - நிராமயக் கண்ணி (கண்ணி 21 முதல் 30 வரை), எச்.ஏ.கிருட்டிணப்பிள்ளை - இரட்சணிய யாத்திரை - குருதரிசனப் படலம் (15 பாடல்கள்)

அலகு V - மொழித்திறன்: மொழித் திறன், பிழையின்றி எழுதுதல் - எழுத்துப்பிழை, சொற்பிழை - தொடர்பிழை, மரபுப்பிழை - அகர வரிசைப் படுத்துதல் - வல்லினம் மிகும், மிகா இடங்கள்

அடிப்படைப் பாட நூல்கள்

1. பாலசுப்ரமணியம். சிற்பி., பத்மநாபன். நீல, புதிய தமிழ் இலக்கிய வரலாறு, சாகித்திய அகாதெமி, 2013.
2. தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், 2022.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1					
CO2					
CO3					
CO4					
CO5					

B.B.A. - II SEMESTER

PAPER – 11H

HINDI – I (ADHUNIK BHARATIYA BHASHA)

Course Code: BCP24AEH

Course Objective: To develop functional proficiency in Hindi language, vocabulary and Devanagari script while enhancing students' communication skills, cultural awareness and ethical understanding relevant to business and society.

UNIT - I: नाटक : अंधेर नगरी – भारतेन्दु हरीशचन्द्र

UNIT - II: अनेक शब्दों के लिए एक शब्द,

UNIT - III: शब्द ज्ञान : पर्यायवाची, विलोम, अनेकार्थ,

UNIT - IV: देवनागरी लिपि : देवनागरी लिपि का विकास, नामकरण, विशेषताएँ,

UNIT - V: आदर्श वैज्ञानिक लिपि के गुण और देवनागरी लिपि,
देवनागरी लिपि का मानकीकरण, मानकीकरण का उद्देश्य,

Reference Books:

1. Bihari, H. (2016). *सामान्य हिंदी*. New Delhi, India: Arihant Publications.
2. Gupta, T. R. (2014). *व्यावहारिक हिंदी व्याकरण*. Delhi, India: Hindi Pustak Bhavan.
3. Chatak, G. (1975). *आधुनिक नाटक का मसीहा: मोहन राकेश*, Delhi, India: Indraprastha Prakashan.
4. Singh, V. P. (2018). *सामान्य हिंदी*. Varanasi, India: Hindi Pracharak Sansthan.
5. Verma, D. (2015). *हिंदी भाषा और देवनागरी लिपि*. New Delhi, India: Rajkamal Prakashan.
6. Verma, O. N. (2017). *सामान्य हिंदी*. New Delhi, India: Arihant Publications.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Understand Hindi drama and prose content.

CO2: Use correct Hindi vocabulary and word forms.

CO3: Apply synonym, antonym and polysemy knowledge.

CO4: Explain Devanagari script features and standardization.

CO5: Communicate ethically and socially in Hindi.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2		✓			
CO3		✓			
CO4				✓	
CO5					✓

B.B.A. - II SEMESTER

PAPER – 11S

SANSKRIT - I

Course Code: BCP24AES

Course Objective: To provide foundational knowledge of Sanskrit grammar and language structure, enabling students to understand declensions, conjugations, cases, and basic sentence formation, and to develop skills in translating simple Sanskrit texts and subhashitas.

UNIT –I: Alphabets, Consonants, Noun Declensions, Nominative, Accusative (Singular, Dual and Plural)

UNIT – II: Instrumental Case, Dative, Ablative and Indeclinables, verbal conjugation; first person, second person, third person, Present tense.

UNIT- III: Genitive, locative and Vocative Absolute, Masculine Gender, Feminine Gender and Neuter Gender.

UNIT – IV: Verbal Conjugation: Past Tense and Future Tense Declensions ending in ram>, kiv>, -anu>, mat&, mala.

UNIT – V: Translation of simple sentences, Stories & select Subhashitas

Reference Books:

1. Sanskrit for Beginners Dr. M. Narasimhachary and Dr.S.Ramaratnam, N&R Publications, Chennai

Course Outcome: After completion of the course, learners will be able to:

CO1: Identify and apply Sanskrit alphabets, consonants, noun declensions, and nominative and accusative cases in singular, dual, and plural forms.

CO2: Demonstrate understanding of instrumental, dative, ablative cases and indeclinables, and perform present tense verbal conjugations across persons.

CO3: Analyze and use genitive, locative, and vocative cases and differentiate masculine, feminine, and neuter gender forms correctly.

CO4: Apply past and future tense verbal conjugations and recognize specific declensional endings in Sanskrit grammar.

CO5: Translate simple Sanskrit sentences, short stories, and selected subhashitas with grammatical accuracy and contextual understanding.

B.B.A. - II SEMESTER

PAPER – 12

EMPLOYABILITY AND PROFESSIONAL SKILLS

Course Code: BCP25SEC

Course Objectives: To develop students' ability to apply, analyze and evaluate quantitative aptitude, logical reasoning and analytical skills for competitive examinations and campus recruitment.

UNIT - I: Fundamentals of Quantitative Aptitude: Number System - LCM and HCF - Decimal Fractions - Square Roots and Cube Roots - Surds and Indices.

UNIT – II: Applied Quantitative Aptitude: Averages - Percentage - Ratio and Proportion - Problems on Ages - Profit and Loss.

UNIT - III: Advanced Quantitative Aptitude: Simple Interest and Compound Interest - Time and Work - Time, Speed and Distance - Probability - Permutation and Combination.

UNIT - IV: Logical Reasoning (Deductive Reasoning): Analogy - Coding and Decoding - Blood Relations - Directional Series - Number and Letter Series - Calendars and Clocks - Mathematical Operations.

UNIT - V: Analytical and Critical Reasoning: Venn Diagram - Seating Arrangements - Statement and Arguments - Statements and Assumptions - Statements and Conclusions - Passage and Conclusion - Assertion and Reason - Causes and Effects - Simple and Coded Inequality - Conditions and Grouping - Critical Reasoning – Syllogism.

Reference Books:

1. Aggarwal, R. S. (2018). Quantitative aptitude for competitive examinations. New Delhi, India: S. Chand Publishing.
2. Aggarwal, R. S. (2018). A modern approach to logical reasoning. New Delhi, India: S. Chand Publishing.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Apply quantitative aptitude techniques to solve business-related problems.

CO2: Use logical reasoning skills to analyze and solve structured problems.

CO3: Evaluate situations using analytical and critical reasoning methods.

CO4: Demonstrate effective problem-solving and decision-making skills.

CO5: Exhibit employability skills with ethical and social awareness.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1					
CO2					
CO3					
CO4					
CO5					

B.B.A. - III SEMESTER

PAPER – 13

HEALTH, WELLNESS & YOGA EDUCATION

COURSECODE: BCP26VAC

Course Objective: To create awareness about health, nutrition, and fitness, and to promote physical, mental, and emotional well-being through yoga and healthy lifestyle practices.

UNIT - I: Health & Wellness: Define and differentiate health and wellness – Components of health wellness and their relationship between physical activity – Local, demographic, societal issues and factors affecting health and wellness. Diet and nutrition for health & wellness – Essential components of balanced diet for health living with specific reference to the role of carbohydrates, proteins, fats, vitamins & minerals – malnutrition, under nutrition and over nutrition.

UNIT - II: Management of Health and Wellness: Meaning & importance of various dimensions of wellness. Relationship of physical fitness in achieving wellness. Drugs, doping and wellness. Role of diet and exercise in health management.

UNIT - III: Yoga Education: Meaning and definition of yoga and its aims and objectives – Based principles of yoga and its importance in our daily life – Yoga for mental attitude – Mind, body, breath and emotional level for higher plan of living.

UNIT - IV: Yoga Practices: Types and limbs of yoga – Yoga postures – Asana – Breathing practice – Pranayama – Relaxation – Meditation – Mudra.

UNIT - V: Fitness Activities: Types of fitness activities – Outdoor activities – Basic movement patterns. Indoor activities – Aerobics/Dance Fitness, Resistance Training for fitness.

Reference Books:

1. Bouchard, C., Blair, S. N., & Haskell, W. L. (2012). *Physical activity and health*. Human kinetics.
2. National Council of Educational Research and Training. (2015). *Yoga: A healthy way of living*. New Delhi, India: NCERT.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Understand and explain the concepts of health, wellness, nutrition and fitness.

CO2: Apply principles of balanced diet and physical activity for health management.

CO3: Demonstrate basic Yoga practices including asanas, pranayama, meditation and relaxation techniques.

CO4: Develop positive mental attitude and stress management skills through Yoga.

CO5: Participate effectively in fitness activities to improve overall physical fitness and wellness.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2		✓			
CO3				✓	
CO4					✓
CO5				✓	

B.B.A. - III SEMESTER

PAPER – 14

DIGITAL TECHNOLOGY EDUCATION

COURSECODE: BCP27VAC

Course Objective: To equip students with essential digital knowledge, practical application skills and cyber awareness for safe and effective use of technology.

UNIT - I: Introduction & Evolution of Digital system. Role & significance of Digital Technology. Information Technology & Tools. Computer System & its working, Software and its types. Operating System: Types and functions. Problem solving: Algorithms and Flowcharts.

UNIT - II: Communication System: Principles, Model & Transmission Media. Computer Networks & Internet: Concepts & Application, WWW, Web Browsers, Search Engines, Messaging, Email, Social Networking. Computer Based information System: Significance & Types. E-commerce & Digital Marketing: Basic concepts, Benefits & Challenges.

UNIT - III: Digital India & e-governance: Initiatives, Infrastructure, Service and Empowerment. Digital Financial Tools: Unified Payment Interface, Aadhar Enabled Payments System, USSD, Credit/Debit Cards, E-Wallets, Internet Banking, NEFT/RTGS and IMPS, Online Bill Payments and PoS. Cyber Security: Threats, Significance, Challenges, Precautions, Safety Measures, & Tools, Legal and ethical perspective.

UNIT - IV: Emerging Technologies & their application: Overview of cloud computing, Big Data, Internet of Things, Virtual Reality.

UNIT - V: Emerging Technologies & their applications: Blockchain & Cryptocurrency, Robotics, Machine Learning & Artificial Intelligence, 3-D printing. Digital Signatures.

Reference Books:

1. Rajaraman, V. (2018). Introduction to information technology (3rd ed.). New Delhi, India: PHI Learning.
2. Balagurusamy, E. (2011). Fundamentals of computers (2nd ed.). New Delhi, India: Tata McGraw-Hill.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Understand the fundamentals of digital systems, computer hardware, software and operating systems.

CO2: Explain communication systems, internet services and e-commerce concepts and their practical applications.

CO3: Use digital financial tools and e-governance services effectively and responsibly.

CO4: Identify cyber threats and apply safety measures following legal and ethical guidelines.

CO5: Describe emerging technologies and analyze their role in shaping the future digital world.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2		✓			
CO3				✓	
CO4					✓
CO5				✓	

B.B.A. - III SEMESTER

PAPER – 15

HUMAN RESOURCE MANAGEMENT

Course Code: BBA31MJD

Course Objective: To familiarize the students with the concepts of human resource practices of organization and techniques of Human Resource Management.

UNIT – I: Introduction - Human Resource Management (HRM) - Meaning, Objectives, Nature,

Scope, Role and Importance of HRM - Functions of HRM - Roles and Responsibilities of HR Manager.

UNIT – II: Job Analysis- Concept of Job Analysis- Job Design, Job Rotation, Job Enlargement, Job Enrichment- Job Description and Job Specification – Process of Job Analysis. Human Resource Planning (HRP): Meaning and Objectives – Process of HRP – Recruitment – Sources of Recruitment – Selection Procedure – Placement – Induction.

UNIT – III: Human Resource Development- Performance Appraisal: Meaning, Need and Purposes of Performance Appraisal – Methods and Problems of Performance Appraisal – Training: Meaning, Importance, Objective, Need, Advantages and Methods of Training – Training Procedure – Concept of Management Development – Principles of Management Development – Career Planning: Meaning, Need, Process and Advantages of Career Planning and Development – Steps in Career Development System – Promotion – Transfer – Demotion.

UNIT – IV: Compensation - Job Evaluation: Meaning, Objectives, Procedure, Advantages and Problems of Job Evaluation – Wage and Salary Administration – Incentives – Bonus – Fringe Benefits – Social Security Measures.

UNIT – V: Human and Industrial Relations -Concept of Motivation – Theories of Motivation – Work Environment: Fatigue, Monotony and Boredom – Stress Management – Quality of Work Life – Grievance Procedure: Meaning, Need and Model – Disciplinary Procedure – Types of Punishment – Collective Bargaining – Labour Participation in Management and Workers Empowerment.

Reference Books:

1. Aswathappa, K. (2017). *Human resource management: Text and cases* (8th ed.). New Delhi, India: McGraw Hill Education.
2. Dessler, G., & Varkkey, B. (2015). *Human resource management* (14th ed.). New Delhi, India: Pearson Education India.
3. Rao, P. (2022). *Personnel and human resource management: Text & cases* (5th ed.). Mumbai, India: Himalaya Publishing House.
4. Armstrong, M. (2014). *Armstrong's handbook of human resource management practice* (13th ed.). London, UK: Kogan Page.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Understand the concepts, functions and strategic role of Human Resource Management.

CO2: Apply job analysis, HR planning, recruitment and selection techniques.

CO3: Analyze performance appraisal, training and career development systems.

CO4: Evaluate compensation, wage administration and incentive practices.

CO5: Manage employee relations, motivation, grievances and quality of work life.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2		✓			
CO3			✓		
CO4				✓	
CO5					✓

B.B.A. - III SEMESTER

PAPER – 16

BUSINESS STATISTICS

Course Code: BBA32MJD

Course Objective: To provide fundamental knowledge of statistical concepts and methods for analysing business data and supporting managerial decision making.

UNIT – I: Introduction to Business Statistics: Statistics – meaning and definition – scope of business statistics – functions of statistics – role of statistics in business decisions – importance of statistics – limitations of statistics – statistical thinking in business.

UNIT – II: Data Collection and Presentation: Statistical enquiry – objectives of enquiry – collection of data – primary data – secondary data – methods of enumeration – sampling meaning and need – methods of sampling – merits and demerits – classification of data – tabulation of data.

UNIT – III: Measures of Central Tendency: Meaning of average – objectives of averages – characteristics of a good average – arithmetic mean – median – mode – geometric mean – harmonic mean – merits and demerits of averages – applications in business.

UNIT – IV: Measures of Dispersion and Correlation: Meaning of dispersion – objectives – range – quartile deviation – mean deviation – standard deviation – relative measures – meaning of correlation – uses of correlation – types of correlation – Karl Pearson’s coefficient of correlation – interpretation.

UNIT – V: Regression and Time Series Analysis: Meaning of regression – difference between correlation and regression – regression coefficients – uses of regression in business – time series meaning – components of time series – methods of trend measurement – business forecasting – basic applications.

Problem - 70% and Theory - 30%

Reference Books:

1. Gupta, S. C., & Kapoor, V. K. (2023). Fundamentals of applied statistics. Sultan Chand & Sons.
2. Levin, R. I., & Rubin, D. S. (2021). Statistics for management (8th ed.). Pearson Education.

Course Outcomes: After completion of the course, learners will be able to:

CO1: To understand the meaning, scope and limitations of business statistics

CO2: To collect, classify and present business data effectively

CO3: To compute and interpret measures of central tendency

CO4: To analyse variability and relationship between variables using dispersion and correlation

CO5: To apply regression and time series concepts for basic business forecasting

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2				✓	
CO3		✓			
CO4			✓		
CO5					✓

BUSINESS ETHICS AND CORPORATE GOVERNANCE**Course Code: BBA33MID**

Course Objective: The objective of the course is to equip the students with the ability to analyse, interpret and apply the basic concepts of ethical practices that affect business & future decision making.

UNIT - I: Ethics –Development of ethics- Nature of Ethics, Fundamental principles of Ethics, ethical decision making and decision making process

UNIT - II : Business Ethics - Definition of Business Ethics, Need for Business Ethics, Benefits of Business Ethics, Role and importance of Business Ethics and Values in Business, Business Ethics and Management, Business Ethics and Moral Obligations;

UNIT - III: Corporate Social Responsibility - Need for CSR-Key Developments - CSR Mechanisms - Benefits of CSR, Corporate Governance, Code of Corporate Governance.

UNIT - IV: Workplace Ethics - Factors influencing ethical Behaviour at Work - Importance of Ethical Behaviour at the workplace - Stress at workplace - Guidelines for managing Ethics in the workplace.

UNIT - V: Indian Ethos: Values and Ethics - Requisites for Ethics Globally- A Holistic Management System - Management in Indian Perspective.

Reference Books:

1. Fernando, A. C., & Muralidheeran, K. P. (2019). *Business Ethics: An Indian Perspective*, 3e. Pearson Education India.
2. Khanka, S.S. (2014). *Business Ethics and Corporate Governance (Principles and Practices)*. S. Chand Publishing.
3. Velasquez, M. G. (2018). *Business ethics: Concepts and cases* (8th ed.). New York, NY: Pearson Education.
4. Balachandran, V., & Chandrasekaran, V. (2018). *Corporate governance, ethics and social responsibility*. New Delhi, India: PHI Learning.
5. Chakraborty, S. K. (2016). *Ethics in management: Vedantic perspectives* (2nd ed.). New Delhi, India: Oxford University Press.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Understand ethical principles and frameworks for personal and business decisions.

CO2: Explain the concept, importance and benefits of business ethics and values.

CO3: Analyze corporate social responsibility (CSR) mechanisms and corporate governance practices.

CO4: Apply ethical guidelines to workplace behavior and manage workplace stress ethically.

CO5: Integrate Indian ethos and values into holistic and ethical management practices.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1					✓
CO2	✓				
CO3					✓
CO4			✓		
CO5					✓

SUSTAINABLE DEVELOPMENT**Course Code: BCP34MLD**

Course Objective: To introduce students to fundamental concepts of sustainable development and responsible business practices.

UNIT - I: Basics of Sustainable Development Meaning and evolution of sustainability – Core principles – Environmental problems – Resource depletion and climate change – Social issues – Sustainable Development Goals (SDGs).

UNIT - II: Sustainability and Global Efforts Economic, social and environmental dimensions – Growth and equity – Major international summits and agreements – Global environmental issues – Basic strategies for sustainable development.

UNIT - III: Socio-economic Systems and Sustainability Role of policies in sustainable development – Eco-friendly development programs – Trade and economic growth – Carrying capacity – Public participation – Introduction to environmental audit.

UNIT - IV: Global and Business Sustainability Role of developed nations – Population and sustainability – Resource conservation and management – Triple bottom line approach in business.

UNIT - V: Corporate Social Responsibility and Green Practices Concept and evolution of CSR – Corporate citizenship – Stakeholder management – CSR and governance – Environmental responsibility – Circular economy and net-zero concept.

Reference Books:

1. Edwards, A. R. (2005). *The sustainability revolution: Portrait of a paradigm shift*. new society publishers.
2. Von Weizsacker, E. U., Hargroves, C., Smith, M. H., Desha, C., & Stasinopoulos, P. (2009). *Factor five: Transforming the global economy through 80% improvements in resource productivity*. Routledge.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Understand basic concepts and goals of sustainable development.

CO2: Explain global initiatives and agreements on sustainability.

CO3: Identify socio-economic approaches to sustainable development.

CO4: Describe sustainability challenges and business responsibilities.

CO5: Apply basic CSR, circular economy and environmental concepts.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1					✓
CO2				✓	
CO3					✓
CO4	✓				
CO5					✓

FUNCTIONAL WRITING

Course Code: BCP35AEC

Course Objective: To equip learners with effective writing skills by familiarizing them with the sub-skills of writing, training them in the use of specific written discourse formats, and enabling the accurate and appropriate use of grammar and vocabulary.

UNIT – I: Types of Writing: Introduction to Writing – Expository Writing – Descriptive Writing – Narrative Writing – Persuasive Writing – Short descriptions of people, places, objects, and events.

UNIT – II: Detailed Writing: Paragraph Writing – Précis Writing – Blog Writing – Basic Pictorial/Visual Writing.

UNIT – III: Professional Writing: Letter Writing – Email Writing – Resume Writing – Cover Letter Writing – Job Applications.

UNIT – IV: Media and Report Writing: Newspaper Article Writing – Letters to the Editor – Basic Report Writing.

UNIT – V: Grammar and Vocabulary: Punctuation – Synonyms and Antonyms – Direct and Indirect Speech – Common Grammatical Errors.

Reference Books:

1. Guffey, M., & Loewy, D. (2016). *Essentials of business communication* 11e. Cengage Learning.
2. Raman, M., & Sharma, S. (2004). *Technical communication: Principles and practice*. Oxford University Press, USA.

Course Outcomes: Upon successful completion of the course, learners will be able to:

CO1: Write English with proficiency.

CO2: Demonstrate comprehensive knowledge of the use of different styles of writing.

CO3: Develop an appreciation of varied types of writing.

CO4: Use the studies undertaken in the field of functional writing in a range of writing contexts.

CO5: Apply knowledge and skills in the field of functional writing to relevant contexts thus aiding in everyday situations.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1					
CO2					
CO3					
CO4					
CO5					

ENTREPRENEURIAL SKILLS AND PRACTICES

Course Code: BCP36SEC

Course Objectives: To expose students to the concepts of Entrepreneurship and to enable them to start a small business enterprise.

UNIT-I: Entrepreneurship: Concept, Significance, Theories and Models of Entrepreneurship Development - Traits and Characteristics, Functions, Types - Entrepreneurial Processes - Problems - Capacity building - Risk Analysis - Scope of Entrepreneurship in India.

UNIT- II: Entrepreneurial Development Programmes: Significance - Internal and External Environment forces - Entrepreneurial Culture and Society - EDP: Objectives, Features, Steps and Issues in EDP Process - Role of Institutions and Government in EDP.

UNIT- III: Institutional Finance & Support to Entrepreneur: Developing Start-up Enterprises: Developing a Business Idea: Opportunity, Methods, and Creativity - Deciding to setup a Start-up Enterprise: Effectual Reasoning, Forms, Size and Location - Entrepreneurial skills and Competences - Feasibility Study: Market Survey, Techno-Economic feasibility and Preparing Project Report - Financial Requirements.

UNIT- IV: Micro & Small Enterprises: Entrepreneurial Success in Rural Areas - Establishing Entrepreneurial System - Assistance and Sickness - Institutions Supporting and providing Financial Assistance: SSI, KVIC, MSME-DO, NSIC, NIESBUD, IIE, SIDC, SDIs, DICs NGOs, Industry Association, SIDBI and SFCs - Self-help Groups - Technological Up-gradation - Challenges.

UNIT- V: Managing a New or Start-up Enterprise: Management - HRM, Marketing, Financial Management, Production and Operations Management in a New or Start-up Enterprise.

Reference Books:

1. Saravanavel, P. (2020): Entrepreneurial Development, Margham Publication, Chennai.
2. Prasanna Chandra, (2019): Protect Preparation, Appraisal, Implementation, Tata McGraw Hill. New Delhi.
3. Srinivasan, N.P. & Gupta, C.B. (2017): Entrepreneurial Development, Sultan Chand & Sons.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Discern distinct entrepreneurial traits;

CO2: Identify the parameters to assess opportunities and constraints for new business ideas;

CO3: Develop a business idea by adopting systematic process; Design strategies for successful implementation of ideas;

CO4: Analyze the institutional finance & Support to entrepreneurs. The steps involved in setting up of micro and small enterprises.

CO5: Create a Business Plan.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1					
CO2					
CO3					
CO4					
CO5					

BASIC ACCOUNTING

Course Code: BBA41MJD

Course Objective: To enable the students to understand basic accounting principles and apply them to record transactions and prepare financial statements.

UNIT – I: Fundamentals of Accounting: Meaning and Scope of Accounting – Need for Accounting – Development of Accounting – Nature and Objectives – Book-keeping and Accounting – Double Entry System – Accounting Principles – Accounting Concepts and Conventions – Accounting Standards – International Accounting Standards.

UNIT – II: Subsidiary books and Principal books: Preparation of Purchases book, Sales book, Purchases returns book, Sales returns book, Bills Receivable book, Bills Payable book and Journal book - Ledger book – Cash book – Single column, Double column and Three column cash book – Petty cash book – Imprest system - Trial Balance.

UNIT – III: Final Accounts: Trading Account – Profit and Loss Account – Balance Sheet – Adjustments: Closing Stock, Depreciation, Bad Debts and Provision for Bad Debts, Outstanding and Prepaid Expenses, Accrued and Advance Income.

UNIT – IV: Single Entry System: Meaning and Defects – Ascertainment of Profit – Statement of Affairs Method – Conversion Method – Preparation of Final Accounts.

UNIT – V: Depreciation Accounting: Meaning, Causes, Objectives and Factors – Methods of Depreciation: Straight Line Method, Written Down Value Method, Sinking Fund Method, Annuity Method and Insurance Policy Method.

Problems - 60%: Theory - 40%

Reference Books:

1. S. N. Maheshwari, Suneel K Maheshwari & CA Sharad K Maheshwari: Financial Accounting, Eighth Edition, VIKAS Publishing House Pvt. Ltd, Noida, UP, India.
2. S.P. Jain, K. L. Narang, 2019: Advanced Accountancy- Volume: I, Twenty Second Edition

Course Outcomes: After completion of the course, learners will be able to:

CO1: Get knowledge of basic accounting concepts and principles.

CO2: Understand the techniques of recording the business transactions in the books of accounts.

CO3: Analyse and prepare the final accounts with necessary adjustments.

CO4: Acquire knowledge about single entry system

CO5: Familiarize with the various methods of depreciation as per AS 6.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1					
CO2					
CO3					
CO4					
CO5					

MARKETING MANAGEMENT

COURSECODE: BBA42MJD

Course Objective: To understand the fundamentals of Marketing Management and the application of Marketing Concepts in making strategic decisions.

UNIT - I: Introduction to Marketing Management - Introduction – Market and Marketing – Core Concept of Marketing – Functions of Marketing – Importance of Marketing – Marketing Vs. Selling – Modern Marketing Concept – Marketing Mix – The Traditional 4 P's : The Modern Components of The Mix

UNIT - II: Consumer Buying Behaviour - Introduction – Consumer Buying Decision Process – Role of a Buyer. Segmentation, Targeting and Positioning: – Concept of Market Segmentation – Bases for Segmenting Consumer Market, Targeting, Market Positioning.

UNIT - III: Product - Meaning of Product – Product Mix – Product Life Cycle – New Product Development – Brand – Types of Brand – Packaging and Labelling.

UNIT - IV: Pricing –Meaning of Pricing –Pricing Objectives –Factors Affecting Price Decisions – Types of Pricing – Pricing Adjustments. Distribution: Channels of Distribution – Meaning – Factors Governing Choice of Channel – Marketing Intermediaries.

UNIT - V: Promotion - Promotional Mix – Advertisement – Meaning – Objectives – Advertisement Copy – Types of Media – Sales Promotion – Sales Promotion Techniques – Personal Selling – Publicity- Direct Marketing – Online Marketing.

Reference Books:

1. Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). Pearson.
2. Majumdar, R. (2018). Marketing management: Principles and practices. New Delhi: McGraw-Hill Education.
3. Ramaswamy, V. S., & Namakumari, S. (2019). Marketing management: Indian perspective (5th ed.). New Delhi: McGraw-Hill Education.
4. Pride, W. M., & Ferrell, O. C. (2020). Marketing (19th ed.). Cengage Learning.
5. Solomon, M. R., Marshall, G. W., & Stuart, E. W. (2019). Marketing: Real people, real choices (9th ed.). Pearson.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Understand the fundamental concepts, scope and functions of marketing, including the modern marketing mix.

CO2: Analyze consumer behavior and apply the concepts of segmentation, targeting and positioning in real-world marketing scenarios.

CO3: Develop knowledge of product management, including product mix, product life cycle, branding, packaging and labeling strategies.

CO4: Examine pricing strategies, distribution channels and factors affecting marketing decisions to effectively design marketing plans.

CO5: Evaluate and apply promotional tools, including advertising, sales promotion, personal selling, publicity and online marketing techniques.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2		✓			
CO3	✓	✓			
CO4		✓			
CO5			✓	✓	

B.B.A. - IV SEMESTER

PAPER – 23

OPERATIONS MANAGEMENT

Course Code: BBA43MJD

Course Objective: To understand the production and operation function and familiarize students with the technique for planning and control.

UNIT I: Introduction to Operations Management- Definition, Objectives and Functions – Relationship between operations, Production and other Functions: Production Vs Productivity – Product Design . Capacity Planning: Importance Of Capacity Planning – Capacity Measurement – Capacity Requirement Planning (CRP) Process: Forecasting: Nature- Use- Factors Affecting forecasting-Models.

UNITII: Facility Location –Factors influencing –location analysis –Plant Layout –Objectives, Principles, Factors for good Layout- Types of Layout – Merits and Demerits –Materials handling.: Aggregate Planning: Definition, Nature, Strategies- Methods -MPS.

UNIT III: Materials Management-Meaning-Needs – Functions-Materials planning – Material Requirement Planning (MRP) and Control : MRP Concept and Process – Inventory Control Systems: Importance, Objectives – Tools – ABC, VED, FSN Analysis –purchase management – stores management- JIT (Elementary level).

UNIT IV: Production Planning and Control- Needs, Functions – Planning – Routing – Scheduling – Dispatching – Inspection and it Models: Modern Production Management Tools. WORK STUDY- Definition – Meaning - Advantages of work Study – method Study, Objectives of method Study -work Measurement – Meaning and Objectives – Time Study and Motion Study.

UNIT V:-Quality Control- Need, Objectives, Techniques– Statistical Quality Control: Control Chart -Acceptance Sampling Procedures – Total Quality Management – Six Sigma Approach and Zero Defect Manufacturing: Maintenance Management– Meaning-Objectives-Types-TPM.

Reference Books:

1. Buffa, E. S., & Sarin, R. K. (2009). Modern production/operations management (8th ed.). New Delhi, India: Wiley India.
2. Heizer, J., Render, B., & Munson, C. (2020). Operations management (13th ed.). New Delhi, India: Pearson Education.
3. Kachru, U. (2010). Production and operations management: Text and cases. New Delhi, India: Excel Books.
4. Mahadevan, B. (2015). Operations management: Theory and practice (3rd ed.). New Delhi, India: Pearson Education.
5. Panneerselvam, R. (2012). *Production and operations management*. PHI Learning Pvt. Ltd..
6. Stevenson, W. J. (2018). *Operations management* (13th ed.). New York, NY: McGraw-Hill Education.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Understand fundamentals of operations and capacity planning.

CO2: Apply facility location, layout and aggregate planning techniques.

CO3: Analyze materials, inventory and production planning systems.

CO4: Apply work study and modern production management tools.

CO5: Evaluate quality control and maintenance management practices.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2		✓			
CO3		✓			
CO4			✓		
CO5					✓

BUSINESS COMMUNICATION AND OFFICE MANAGEMENT

Course Code: BBA44MID

Course Objective: To equip students with fundamental knowledge and practical skills in business communication and office management required for effective organizational and professional communication.

UNIT - I: Fundamentals of Communication: Meaning and definition of communication -need, objectives and principles of communication - communication process and element - types of communication: interpersonal and business communication - verbal and non-verbal communication - barriers to communication and remedies - communication media.

UNIT – II: - Business Correspondence: Meaning and importance of business letters - functions and kinds of business letters - essentials of an effective business letter - layout, style, form and punctuation - routine business letters: enquiry letters - quotations and offers - orders and acknowledgements - complaints and adjustment letters - claims, collection and refusal letters.

UNIT - III: Intra- Organisational Communication & Report Writing: Internal communication: memos, office orders, office notes and circulars - meeting communication: notice, agenda, resolutions and minutes - reports: meaning and importance - types of reports - characteristics of a good report - preparation and organisation of a business report.

UNIT - IV: Digital, Banking & Official Communication: Modern forms of communication: email and netiquette - fax, video conferencing and internet-based communication - banking correspondence: opening account, stop payment, overdraft, letter of credit - official correspondence: official letters, memorandum, demi-official letters - endorsement and notification.

UNIT - V: Office Management & Employability Communication: Office management: meaning, nature and objectives - functions of an office - office organisation and layout - office records management and filing systems - office correspondence procedures - role and functions of office manager - business language and vocabulary - oral communication and presentation skills - powerpoint presentation: style and visual aids - job application letters, resume writing and letters to institutions.

Reference Books

1. Kaul, A. (2026). *Business Communication* (3rd ed.). PHI Learning.
2. Mishra, V., & Shukla, N. (2021). *Vyavsayik Sampreshan (Business Communication)*. SBPD Publishing House.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Explain the basic concepts and process of communication used in business and organizations.

CO2: Prepare standard business correspondence including enquiries, orders, and complaints official letters.

CO3: Prepare internal communications and simple business reports.

CO4: Use digital, banking, and official communication methods effectively

CO5: Apply office management and employability communication skills.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1					
CO2					
CO3					
CO4					
CO5					

TAMIL – 2 (பாடத்தலைப்பு:பொதுத்துதமிழ்-2)

Course Code: BCP45AET

கற்றல் விளைவுகள்:

நோக்கம்: நீதிநூல்கள் வாயிலாக அறச்சிந்தனைகளைப் எடுத்துரைத்தல் மற்றும் சங்க இலக்கியங்களின் வழி தமிழன் சிறப்பையும் தமிழர் பெருமையையும் விளக்குதல்.

பயன்:

- தமிழ் இலக்கியங்களை அறிந்து கொள்ளல்
- தமிழ் மொழியைப் பிழையின்றி எழுதக்கற்றல்
- நீதிநூல்கள் வாயிலாக அறச்சிந்தனைகளைப் பெறுதல்
- சங்க இலக்கியங்களின் வழி தமிழன் சிறப்பையும் தமிழர் பெருமையையும் அறிதல்
- மொழி அமைப்பினை உணர்ந்து கட்டுரைகள் எழுதப் பழகுதல்

அலகு I – காப்பியங்கள்

- சிலப்பதிகாரம் - வேட்டுவவரி
- மணிமேகலை - பாத்திரம் பெற்ற காதை
- கம்பராமாயணம் - குகப்படலம்
- பெரியபுராணம் - கரைக்காலம்மையார் புராணம்
- சீறாப்புராணம் - மானுக்குப் பிணைநின்றா படலம், ஏசுகாவியம் - மலைப் பொழிவு

அலகு II – அறஇலக்கியம்

- திருக்குறள் - சிற்றினம் சேராமை, காலம் அறிதல்.
- நாலடியார் - பெரியாரைப் பழையாமை (5 பாடல்கள்)
- பழமொழி நன்னூல் - பிறரியல்பைக் குறியாலறிதல் முதல் ஐந்து பாடல்கள்
- திரிகடுகம் - பாடல் 31 முதல் 35 வரை
- நீதிவெண்பா - 21 முதல் 25 வரை

அலகு III - சங்கஇலக்கியம்அகம்

- குறஞ்சித்தினை - கபிலர் - ஐங்குறுநூறு - அன்னாய் வாழிப்பத்து முதல் பாடல்கள்
- முல்லைத்தினை - ஓக்கூர் மாசாத்தியார் - குறுதொகை - நான்கு பாடல்கள் (பாடல் எண்கள் 126, 186, 220, 275)
- மருதத்தினை - பரணர் - நற்றினை - மூன்று பாடல்கள் (பாடல் எண்கள் 100, 260)
- நெய்தல்தினை - அம்முவனார் - அகநானூறு - மூன்று பாடல்கள் (பாடல் எண்கள் 10,140)
- பாலைத்தினை - பாலை பாடிய பெருங்கடுக்கோ - கலித்தொகை - பாலைக்கலி - (பாடல் எண்கள் 2, 3)

அலகு IV - புறம்**அகம்**

- பத்துப்பாட்டு - முல்லைப்பாட்டு

புறம்

- புறநானூறு - ஐந்து பாடல்கள் (பாடல் எண்கள் - 18, 184, 190, 195, 256)
- பதிற்றுப்பத்து - ஐந்தாம்பத்து, மூன்று பாடல்கள் (பாடல் எண்கள் - 41, 42, 43)

அலகு V - எழுதுதல்

- கட்டுரை
- கடிதம்
- திரை மதிப்புரை எழுதுதல்
- மொழி பெயர்ப்பு (செய்தி , அலுவல் கடித மொழிபெயர்ப்புகள்)
- தன்விவரக் குறிப்பு எழுதுதல்

அடிப்படைப் பாட நூல்கள்

1. வரதராசன். மு., தமிழ் இலக்கிய வரலாறு, சாகித்திய அகாதெமி, 2015.
2. அருணாச்சலம். மு., தமிழ் இலக்கிய வரலாறு, தி பார்க்கர் பதிப்பகம் , சென்னை.

Course Objective: To enhance students' comprehension of modern Hindi literature and linguistic concepts while strengthening analytical thinking, communication skills and social–ethical awareness relevant to business and contemporary society.

UNIT - I: 1) कफन – प्रेमचंद, 2) आकाशदीप – जयशंकर, 3) पर्दा - यशपाल

UNIT - II: 1. वापसी – ऊषा, 2. चीफ़ की दावत – भीष्म साहिनी

UNIT - III: भाषा का स्वरूप और परिभाषा

UNIT - IV: भाषा के भेद - मौखिक, लिखित, सांकेतिक

UNIT - V: भाषा के विविध रूप – बोली, मानक भाषा, राजभाषा, राष्ट्र भाषा, संपर्क भाषा

Reference Books:

1. Bhatia, K. C. (2016). *कामकाजी हिंदी*. Delhi, India: Takshila Prakashan.
2. Gupta, R. K. (2015). *सरल सामान्य हिंदी*. New Delhi, India: Ramesh Publishing House.
3. Singh, D. (2017). *व्यावसायिक हिंदी*. New Delhi, India: National Publishing House.
4. Verma, O. N. (2018). *सामान्य हिंदी*. New Delhi, India: Arihant Publications.
5. Vivedi, R. A. (2014). *साहित्य रूप*. Allahabad, India: Bharati Bhandar.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Interpret modern Hindi literary texts.

CO2: Analyze social themes critically.

CO3: Explain nature and definition of language.

CO4: Differentiate forms of language usage.

CO5: Apply Hindi effectively in society.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2		✓			
CO3		✓			
CO4				✓	
CO5					✓

Course Objective: To strengthen foundational French communication skills by expanding vocabulary, grammar, and sentence formation needed for simple everyday interactions.

UNIT- I: Introduction to Mahakavya and Kalidasa; Introduction to Sanskrit prose Literature & Bana.

UNIT – II: Raghuvamsa, canto I, slokas 1-10, Chandrapeda charitam Text p. 1-3

UNIT - III: Raghuvamsa, canto I, slokas 11-20, Chandrapeda charitam Text p. 3-5

UNIT - IV: Raghuvamsa, canto I, slokas 21-30, Chandrapeda charitam Text p. 6-8

UNIT - V: Raghuvamsa, canto I, slokas 31-40, Chandrapeda charitam Text p. 8-10

Reference Books:

1. Pandit V. Anantacharya, English Translation by Sri T.K. Ramachandra Aiyar R.S. Vadhyar & Sons, Palghat - 678003
2. Raghuvamsa, Ed. T.K. Ramachandra Iyer, R.S. Vadhyar & Sons, Palghat

Course Outcome: After completion of the course, learners will be able to:

CO1: Identify the characteristics of Mahakavya and classical Sanskrit prose literature.

CO2: Explain the literary contributions of Kalidasa and Bana in the prescribed texts.

CO3: Translate selected passages from prescribed prose and poetry with contextual understanding.

CO4: Analyze themes, style, and poetic devices used in classical Sanskrit works.

CO5: Demonstrate critical appreciation of aesthetic and cultural values reflected in Sanskrit prose and poetry.

CO: Understand and construct simple French sentences to describe routine activities, express preferences, and interact confidently in basic real-life situations.

ENTREPRENEURSHIP DEVELOPMENT**Course Code: BBA51MJD**

Course Objective: To develop understanding of entrepreneurship concepts and skills, and to equip students with knowledge on ideation, feasibility, business planning, patents, startups, and funding opportunities.

UNIT – I: Entrepreneurship- Meaning of entrepreneurship – Types of Entrepreneurships – Traits of entrepreneurship – Factors promoting entrepreneurship- Barriers to entrepreneurship- the entrepreneurial culture- Stages in entrepreneurial process – Women entrepreneurship and economic development- SHG.

UNIT – II: Developing Successful Business Ideas Recognizing opportunities – trend analysis – generating ideas – Brainstorming, Focus Groups, Surveys, Customer advisory boards, Day in the life research – Encouraging focal point for ideas and creativity at a firm level-Protecting ideas from being lost or stolen – Patents and IPR

UNIT – III: Opportunity Identification and Evaluation Opportunity identification and product/service selection – Generation and screening the project ideas – Market analysis, technical analysis, Cost benefit analysis and network analysis-Project formulation–Assessment of project feasibility- Dealing with basic and initial problems of setting up of Enterprises.

UNIT–IV: Business Planning Process Meaning of business plan-Business plan process-Advantages of business planning- preparing a model project report for starting a new venture (Team-based work)

UNIT–V: Sources of Finance-Venture capital-Venture capital process-Business angles-Commercial banks- Government Grants and Schemes.

Reference Books:

1. Khanka, S. S. (2017). *Entrepreneurial development*. S. Chand & Company Ltd.
2. Mohanty, S. K. (2017). *Fundamentals of entrepreneurship*. PHI Learning.
3. Sharma, S. (2016). *Entrepreneurship development*. PHI Learning.
4. Charantimath, P. M. (2012). *Entrepreneurship development & small business enterprises*. Tata McGraw-Hill.

Course Outcomes: After completion of the course, learners will be able to:

CO1: To understand the role of entrepreneur in economic development.

CO2: To sketch ideas and learn to research and patent.

CO3: To analyze and draft a business plan.

CO4: To assess the process involved in starting a new business

CO5: To elaborate the agencies for funding.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2		✓			
CO3				✓	
CO4		✓			
CO5					✓

CONSUMER BEHAVIOUR

Course Code: BBA52MJD

Course Objective: To understand the conceptual foundations of consumer buying behaviour and to equip the learner to apply the principles and prepare for a career in product and Brand management in the FMCG and consumer durables industry.

UNIT-I: Consumer behaviour - Introduction–Consumer and Customers–Consumer decision process - Consumer involvement decision – Applications of consumer behaviour knowledge in marketing.

UNIT-II: Environmental influences on consumer behaviour - Consumer's Cultural influences – Social class influence- Reference group influence- Family influence and their marketing implications.

UNIT-III: Consumer as an Individual–Consumer perception–Learning–Attitude–Motivation and personality – Psychographics - Value and Lifestyles.

UNIT-IV: Diffusion of Innovation and opinion leadership–Introduction–Types of Innovation – Diffusion Process –The adoption process – Opinion leadership and firm's promotional strategy.

UNIT – V: Consumer Decision Models -Types of Consumer Decision – Nicosia Model – Howard - Sheth Model – Engel–Blackwell–Miniard Model - Consumer responses to online marketing approaches.

Reference Books:

1. Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer behavior* (10th ed.). New Delhi, India: Pearson Education.
2. Solomon, M. R. (2011). *Consumer behavior: Buying, having and being* (9th ed.). New Delhi, India: Pearson Education.
3. Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2012). *Consumer behavior* (10th ed.). New Delhi, India: Cengage Learning.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Explain core concepts and processes of consumer behaviour.

CO2: Analyze environmental and cultural influences on consumers.

CO3: Evaluate psychological factors affecting consumer decisions.

CO4: Interpret innovation diffusion and opinion leadership in markets.

CO5: Apply consumer decision models to traditional and online marketing.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2	✓				
CO3		✓		✓	
CO4		✓			
CO5		✓			

INDUSTRIAL RELATIONS MANAGEMENT**Course Code: BBA53MJD**

Course Objective: This course intends to develop necessary understanding among students of various labour management relation issues and policies in the Indian Context in particular.

UNIT-I: Introduction To Industrial Relations - Industrial Relations Perspectives –Concept – Importance- Scope & Aspects of Industrial Relations –Determinants - Causes & effects of Poor Industrial Relation in India.

UNIT-II: Trade Unions - Historical Evolution of Trade Unions in India - Approaches – Types - Role& Functions of Trade union – Growth – problems -recent trends and future of Trade Union in India - ILO – History - Objectives and Functions.

UNIT-III: Discipline -Employee discipline - Causes of indiscipline, essentials of a good disciplinary system - Procedure for Disciplinary Actions – Hot - Stove Rule and kinds of punishment - Employee Counselling.

UNIT-IV: Grievance Management - Settlement of grievance in Indian industry - Model grievance procedure - Meaning & structure of collective bargaining - Bargaining stages and processes - Collective bargaining in India.

UNIT-V: Industrial Disputes & Employee Participation - Industrial Disputes in India - Forms-causes of disputes - Methods for the settlement of industrial disputes – Definitions - aims and Forms of Workers participation - Worker participation in Management in India.

Reference Books:

1. Arun Monappa, & Mirza, S. A. (2012). *Industrial relations* (2nd ed.). New Delhi, India: Tata McGraw-Hill.
2. Mamoria, C. B., Mamoria, S., & Gankar, S. V. (2010). *Dynamics of industrial relations*. New Delhi, India: Himalaya Publishing House.
3. Venkataratnam, C. S. (2006). *Industrial relations*. New Delhi, India: Oxford University Press.

Course Outcomes: After completion of the course, learners will be able to:

- CO1: Explain concepts, scope and significance of industrial relations.
 CO2: Analyze trade unions and their role in Indian industrial relations.
 CO3: Apply disciplinary and counselling practices in organizations.
 CO4: Evaluate grievance handling and collective bargaining processes.
 CO5: Examine industrial disputes and worker participation mechanisms.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2	✓				
CO3		✓			
CO4		✓			
CO5		✓			✓

BUSINESS ECONOMICS

Course Code: BBA54MID

Course Objective: To equip students with core concepts of business economics for informed managerial decision-making in production, pricing and related areas.

UNIT – I: Business Economics -Introduction: Basic concepts - Nature and scope of business economics - Micro and Macroeconomics - Basic problems of an economy.

UNIT – II: Theory of Consumer Behaviour -Theory of utility -Cardinal and ordinal utility theory Law of diminishing marginal utility - Law of Equi-marginal utility – Indifference curve approach -Consumer surplus.

UNIT – III: Demand and Supply Analysis - Types of demand - Law of demand -Determinants of demand - Elasticity of demand - Demand forecasting methods - Concept of supply - Supply curve - Conditions of supply -Elasticity of supply.

UNIT – IV: Production and Cost Analysis -The production function - Law of diminishing returns to scale -Law of returns to scale - Economies and Diseconomies of scale - Concept of cost - Relationship between average cost and marginal cost.

UNIT– V: Pricing in different Market Structures-Concept of market-Classification of Market -Price determination in Perfect Competition –Monopoly-Monopolistic and oligopoly markets - Pricing strategies.

Reference Books:

1. Ahuja, H. L. (2019). *Business economics: Micro and macroeconomic approach* (7th ed.). New Delhi, India: S. Chand Publishing.
2. Varshney, R. L., & Maheshwari, K. L. (2018). *Managerial economics* (20th ed.). New Delhi, India: Sultan Chand & Sons.
3. Koutsoyiannis, A. (2003). *Modern microeconomics* (2nd ed.). London, UK: Macmillan Press.
4. Mankiw, N. G. (2018). *Principles of economics* (8th ed.). Boston, MA: Cengage Learning.
5. Mehta, P. L. (2017). *Managerial economics: Analysis, problems and cases* (17th ed.). New Delhi, India: Sultan Chand & Sons.
6. Samuelson, P. A., & Nordhaus, W. D. (2010). *Economics* (19th ed.). New Delhi, India: Tata McGraw-Hill Education.
7. Salvatore, D. (2019). *Managerial economics in a global economy* (9th ed.). New York, NY: Oxford University Press.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Understand basic concepts, nature and scope of business economics.

CO2: Apply consumer behavior theories and analyze utility concepts.

CO3: Analyze demand, supply and elasticity for business decision-making.

CO4: Evaluate production, cost functions and economies of scale.

CO5: Examine pricing mechanisms and strategies under various market structures.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2		✓			
CO3		✓			
CO4			✓		
CO5				✓	

TRAINING AND DEVELOPMENT**Course Code: BBA61MJD**

Course Objective: To understand the concepts, tools and techniques of management training and development.

UNIT - I : Training - Concepts – Definition – Types – Purpose of Training – Principles of Training – Organization Climate for Training and Development – Training and Development Model – Management Development – Concept–Definition –Principles and Importance.

UNIT - II: Training Methods - Concept – Approaches – Choosing Appropriate Training and Development Method – Designing Training Methods –Transactional Analysis – Selecting a Training Method.

UNIT - III: Learning - Concept – Definition – Learning Principles –Process of Training and Development Needs – Development of Competency Based Training.

UNIT - IV: Design in And Conducting Training And Development - Concept– Process of Designing and Conducting Training and Development – Designing Training Unit (Cross Cultural, Leadership, Training the Trainer, Change) Budgeting of Training.

UNIT - V : Evaluation Of Training And Development Programme - Concept – Definition of Training Evaluation – Types of Evaluation – Evaluation Design Issues – Induction Versus Orientation Evaluating Training and Development – Objectives –Process – Purpose – Effectiveness of Training and Development.

Reference Books:

1. Bhatia, S. K. (2007). Training and development: Concepts and practices. New Delhi, India: Deep & Deep Publications.
2. Blanchard, P. N., & Thacker, J. W. (2013). Effective training: Systems, strategies and practices (4th ed.). Upper Saddle River, NJ: Pearson Education.
3. Goldstein, I. L., & Ford, J. K. (2002). Training in organizations: Needs assessment, development and evaluation (4th ed.). Belmont, CA: Wadsworth.
4. Lynton, R. P., & Pareek, U. (2000). Training for development (2nd ed.). New Delhi, India: Vistaar Publications.
5. Noe, R. A. (2017). Employee training and development (7th ed.). New York, NY: McGraw-Hill Education.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Explain the concepts, types, principles and importance of training and management development in organizations.

CO2: Identify and select appropriate training methods and approaches based on organizational and employee requirements.

CO3: Apply learning principles and competency-based approaches to assess training and development needs.

CO4: Design and conduct effective training and development programmes, including budgeting and specialized training interventions.

CO5: Evaluate the effectiveness of training and development programmes using appropriate evaluation models and ethical considerations.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2		✓			
CO3		✓			
CO4			✓	✓	
CO5					✓

SERVICES MARKETING

Course Code: BBA62MJD

Course Objective: To familiarize students with the meaning of services, significance of marketing services and how to tackle issues in the management of services.

UNIT - I: Services-Introduction, Growth of Service Sector-Classification of Services-Services Marketing-Strategic aspects of Services Marketing-Services Marketing Mix-Goods versus Services Marketing-Services marketing mix.

UNIT - II: The seven P's of Services Marketing – Place – Promotion – Price – People - Physical evidence and Process.

UNIT - III: Consumer behaviour in Services - Customer Satisfaction - Customer Satisfaction Survey - The Customer expectations versus perceived - Services Gap - Techniques to resolve the Gap - Quality perceptions in Services - SERVQUAL.

UNIT - IV: Segmentation Targeting and Positioning applicable to Service Marketing - Demand and Supply Management of Services - Advertising and Branding of Services - Employees Role in Services Delivery.

UNIT - V: Marketing of various Services -Educational Institutions - Banking Services – Tourism – Finance - Hospital Care, Transport Services - Marketing E-Services.

Reference Books:

1. Lovelock, C., & Wirtz, J. (2016). *Services marketing: People, technology, strategy* (8th ed.). Pearson Education.
2. Srinivasan, R. (2012). *Services marketing* (2nd ed.). PHI Learning.
3. Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services marketing: Integrating customer focus across the firm* (7th ed.). McGraw-Hill Education.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Understand fundamentals and scope of services marketing.

CO2: Apply services marketing mix and seven P's in service organizations.

CO3: Analyze consumer behavior, service quality and customer satisfaction.

CO4: Evaluate STP strategies, demand–supply management and branding of services.

CO5: Assess marketing practices of major service sectors and e-services.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2	✓				
CO3		✓			
CO4		✓		✓	
CO5				✓	

STRATEGIC MANAGEMENT

Course Code: BBA63MJD

COURSE OBJECTIVE: To Analysis business situation identify craft and execute strategies at different levels and to make the students to understand the concepts of strategic Management.

UNIT - I: Strategic Management – Definition – Scope – Benefits – Risks – Approaches – Strategic Decision making process – Participants in strategic Management

UNIT - II: Environmental Scanning – and Industry analysis – forecasting – Internal scanning – SWOT Analysis – vision of the company – Mission – Objectives – Stakeholder theory – Cyert and March's behaviour theory – social responsibility and business ethics

UNIT - III: Strategic formulation – Business Strategy – Corporate Strategy – Generic Strategy – Portfolio Analysis – BCG Growth/share matrix

UNIT - IV: Strategic Implementation – Organization for action – Staffing – Leading – Total quality management – Functional Strategies – Growth Strategies – Diversification acquisition and Joint Venture – Turn Around Strategies.

UNIT - V: Strategic control and evaluation – Establishing strategic control – Implementation control – special alert control – evaluation techniques – Participant in Strategic evaluation and control – strategy for diversified company – strategy for MNC Company.

Reference Books:

1. David, F. R., & David, F. R. (2017). *Strategic management: A competitive advantage approach, concepts and cases* (16th ed.). Pearson Education.
2. Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. (2017). *Strategic management: Competitiveness and globalization* (12th ed.). Cengage Learning.
3. Kazmi, A. (2014). *Strategic management and business policy* (4th ed.). McGraw-Hill Education (India).
4. Wheelen, T. L., Hunger, J. D., Hoffman, A. N., & Bamford, C. E. (2018). *Strategic management and business policy: Globalization, innovation and sustainability* (15th ed.). Pearson Education.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Explain the concepts, scope and process of strategic management.

CO2: Analyze the business environment using internal and external scanning tools.

CO3: Formulate corporate, business and functional level strategies.

CO4: Apply strategic implementation and control techniques in organizations.

CO5: Evaluate strategic decisions with reference to ethics, social responsibility and global context.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2		✓			
CO3	✓	✓			
CO4			✓	✓	
CO5				✓	✓

INDIAN FINANCIAL SYSTEM

Course Code: BBA64MJD

Course Objective: To provide a basic understanding of Indian banking institutions, financial systems, and financial markets, and to develop the ability to analyze their role in the growth of Indian corporate and rural sectors.

Unit - I: Financial System Structure: Components – Markets – Institutions – Instruments – Services – Functions – Significance – Development of Financial Sector – Parameters of Development of Financial Sector – Regulatory framework.

Unit - II: Financial Markets: Capital Markets – Money Markets – Foreign Exchange Markets – Equity and Derivative Markets – Commodity Markets – Characteristics Features – Participants – Instruments – Challenges. – Role of SEBI in regulating Financial Markets.

Unit - III: Financial Institutions in India: Banking – Commercial Banks – Spreads and NPAs – Capital Adequacy Norms – Capital Market Support – Development Financial Institutions: IFCI, IDBI, ICICI, SFCS, SIDBI etc. - Development vs Commercial Banking – Universal Banking. - Regulations of RBI over Financial Institutions.

Unit - IV: Financial Instruments: Primary and secondary market instruments – features, distinctions, Debt – Equity – Hybrid, Innovative Instruments – Mutual Funds – Financial Instruments for Foreign Capital – ADRs – GDRs – FCCB – PNotes – IDRs.

Unit - V: Financial Services: Meaning, Characteristics and types of Financial Services - Significance; Scope of Financial Services - fund based and fee based financial services - Leasing and Hire-purchase, Merchant banking services.

References Books:

1. Khan, M. Y. (2023). Indian financial system (12th ed.). Tata McGraw Hill, Delhi.
2. Madura, J. (2022). Financial markets and institutions (13th ed.). Cengage Learning, Delhi.
3. Machiraju, H. R. (2021). Indian financial system (5th ed.). Vikas Publishing House, Delhi.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Understand the structure and development of the financial system and its regulation.

CO2: Explain the functioning of different financial markets and the role of SEBI.

CO3: Know the role of financial institutions and banking system in India.

CO4: Use knowledge of financial instruments in primary and secondary markets.

CO5: Apply concepts of financial services and merchant banking in practice.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1					
CO2					
CO3					
CO4					
CO5					

LOGISTICS AND SUPPLY CHAIN MANAGEMENT**Course Code: BBA65MID**

Course Objective: To provide students with a basic understanding of logistics and supply chain management, including value chain, inventory management, logistics packaging, and information systems in e-commerce.

UNIT – I: Concept of Logistics: Introduction, Objectives, Concept of Logistics, Objectives of logistics, Types of logistics, Concept of Logistics Management, Evolution of Logistics, Role of Logistics in an Economy, Difference between Logistics and Supply Chain Management, Logistics and Competitive Advantage, Logistics Mix, Logistics in Organized Retail in India.

UNIT–II: Supply Chain Management: Introduction, Objectives, Defining Value Chain, Organization level, Activities, Industry level, Value reference model, Concept of Supply Chain Management (SCM), Functions and Contribution of Supply Chain Management, Creating value, Enlisting suppliers to innovate, Leveraging value chain partners, Supply Chain Effectiveness and Indian Infrastructure, Framework for Supply Chain Solution, Supply Chain Relationships, Building a long-term relationship with vendors, Supplier relationship management (SRM).

UNIT–III: Inventory Management: Introduction, Objectives, Concept of Inventory, Types of Inventory, Concept of Inventory Management, Importance of inventory management, Objectives of inventory management, Different Types of Inventory Costs, Inventory Performance Measures, Inventory turnover ratio (ITR), Framework of performance indicators, Inventory Planning Measures, Economic order quantity (EOQ), Reorder point, Safety stock, Supplier- managed inventory.

UNIT – IV: Logistical Packaging: Introduction, Objectives, Concept of Logistical Packaging, Design Consideration in Packaging, Types of Packaging Material, Packaging Costs, Introduction to Logistics Outsourcing.

UNIT – V: Logistics Information System: Introduction, Objectives, Concept of Logistics Information System (LIS), Importance of LIS, Principles of designing LIS, Logistics Information Architecture, Application of Information Technology in Logistics and Supply Chain Management, Introduction to E – Commerce Logistics.

Reference Books:

1. Christopher, M. (2023). *Logistics and supply chain management* (6th ed.). Pearson Education.
2. Agarwal, D. K. (2009). *Text book of logistics and supply chain management*. Macmillan.
3. Saikumari, V., & Purushothaman, S. (2023). *Logistics and supply chain management* (2nd rev. ed.). Sultan Chand & Sons.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Discuss about the Logistics and Supply Chain Management and its Retail usage.

CO2: Identify the Framework and relationship of Supply Chain Management.

CO3: Identify the various techniques of Inventory Management.

CO4: Understand the Packaging techniques and outsourcing of Logistics Services.

CO5: Understand the use of Information System and E-Commerce in Logistics and SCM.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2	✓				
CO3		✓			
CO4				✓	✓
CO5	✓				

INTERNATIONAL BUSINESS

Course Code: BBA71MJD

Course Objective: To develop students' understanding of the global business environment and equip them with the skills to plan and implement strategies for successful international business operations.

UNIT- I: International: Need for Exports - Internal and External-International Marketing - Special Considerations or Factors Relevant for International Marketing - Protectionism, Tariff Barriers-Trade Agreements Etc.

UNIT- II: Export Assistance - Government Assistance - Qualitative and Quantitative - Export Finance - Procedure for Imports and Exports.

UNIT-III: International Business - Theories of International Business - Terms of Trade -Gains from International Business.

UNIT- IV: Barriers Of International Business - Foreign Exchange - Exchange Rate Determinations – GSDR – Euro – Dollar.

UNIT-V: International Monetary Funds - Banks for Reconstruction and Other Institutions - Role of IMF and IBRD for Economic Development Strategies -Sourcing and Production - Human Resource Management.

Reference Books:

1. Balaam, D. N., & Dillman, B. (2015). *Introduction to international political economy* (6th ed.). Pearson Education.
2. Carbaugh, R. J. (2017). *International economics* (16th ed.). Cengage Learning.
3. Cherunilam, F. (2010). *International business: Text and cases* (5th ed.). Prentice Hall of India.
4. Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2016). *International business: Environments and operations* (15th ed.). Pearson Education.
5. Hill, C. W. L. (2018). *International business: Competing in the global marketplace* (12th ed.). McGraw-Hill Education.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Understand various concepts and terminologies involved in International Business and importance of international trade

CO2: Explain export–import assistance, procedures and international trade finance.

CO3: Evaluate various modes of entry in to International business and should be able to select the best mode of entry given a situation.

CO4: Relate and discuss the presence of macro factors (PESTEL) on international business environment

CO5: Examine and elaborate the role of various Government institutions in India which support International trade.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2		✓			
CO3		✓			
CO4				✓	
CO5				✓	

PROJECT MANAGEMENT**Course Code: BBA72MJD**

Course Objective: To enable students to understand the fundamental concepts, processes, and techniques of project management and apply them in planning, executing, and controlling projects effectively.

UNIT – I: Fundamentals of Project Management: Meaning, nature, and types of projects - Project life cycle - Project management – nature, scope, and profession - Role of the project manager

UNIT – II: Project Identification and Formulation: Project environment and identification of investment opportunities - Project screening and prefeasibility study - Project formulation stages - Preparation of simplified project report

UNIT – III: Project Appraisal: Objectives of project appraisal - Market, technical, financial, and managerial appraisal (basic understanding) - Social cost-benefit analysis – L&M & UNIDO approaches (conceptual)

UNIT – IV: Project Planning and Scheduling: Objectives and components of project planning - Project designing and scheduling - Estimation of project cost and financing options - Basic introduction to project scheduling tools

UNIT – V: Project Execution and Control: Project contracting – Types and basic pricing concepts - Project organization and communication - Project direction and coordination - Causes and effects of project overruns (simplified) - Control techniques – Introduction to PERT/CPM, project review, and audit

References Books:

1. Chandra, P. (2022). Project preparation, appraisal, and implementation (10th ed.). Tata McGraw Hill, Delhi.
2. Chaudhary, S. (2021). Project management. Tata McGraw Hill, New Delhi.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Understand the basic concepts, types, and life cycle of projects.

CO2: Identify and select investment opportunities using project screening and prefeasibility studies.

CO3: Apply basic project appraisal techniques including market, technical, financial, and social cost-benefit analysis.

CO4: Prepare simplified project plans, schedules, and cost estimates.

CO5: Understand project execution, administration, and control using PERT/CPM and project review techniques.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1					
CO2					
CO3					
CO4					
CO5					

RESEARCH METHODOLOGY

Course Code: BBA73MJD

Course Objective: To introduce the concept of Scientific Research and the methods of conducting Scientific Enquiry and the Statistical Tools of Data Analysis.

Unit-I: Fundamentals of Research and Research Design: Research – Qualities of Researcher – Components of Research Problem – Various Steps in Scientific Research – Types of Research – Hypotheses Research Purposes - Research Design – Survey Research – Case Study Research.

Unit -II: Data Collection and Sampling Techniques: Data Collection – Sources of Data – Primary Data – Secondary Data - Procedure Questionnaire – Sampling methods – Merits and Demerits – Experiments – Observation method – Sampling Errors - Type-I Error & Type-II Error.

Unit -III: Statistical Foundations and Hypothesis Testing: Statistical Analysis – Introduction to Statistics – Probability Theories – Conditional Probability, Poisson Distribution, Binomial Distribution and Properties of Normal Distributions – Hypothesis Tests – One Sample Test – Two Sample Tests / Chi-Square Test, Association of Attributes - Standard deviation – Co-efficient of variations .

Unit -IV : Statistical Tools for Research Applications: Statistical Applications – Correlation and Regression Analysis – Analysis of Variance – Partial and Multiple Correlation – Factor Analysis and Conjoint Analysis – Multifactor Evaluation – Two-Factor Evaluation Approaches.

Unit -V: Research Report Writing and SPSS Basics: Research Reports – Structure and Components of Research Report – Types of Report, characteristics of Good Research Report, Pictures and Graphs, Introduction to SPSS.

Problem – 40% & Theory – 60%

Reference Books:

1. Panneerselvam, R., Research Methodology, *Prentice Hall of India, New Delhi, 2004.*
2. Kothari CR, Research Methodology-Methods and Techniques, *New Wiley Eastern Ltd., Delhi, 2009.*

Course Outcomes: After completion of the course, learners will be able to:

CO1: Formulate research problems and select appropriate research designs.

CO2: Collect data using suitable tools and sampling techniques.

CO3: Apply probability concepts and hypothesis testing methods.

CO4: Use statistical techniques for analysis and interpretation of data.

CO5: Prepare research reports and perform basic analysis using SPSS.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1					
CO2					
CO3					
CO4					
CO5					

DIGITAL MARKETING

Course Code: BBA74MJD

Course Objective: To provide basic knowledge about digital marketing and to equip students with various data analytics and measurement tools in digital marketing.

UNIT – I: Introduction to Digital Marketing – Origin & Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges - Online Marketing Mix – Digital Advertising Market in India. 6M Framework – ASCOR & POEM Digital Marketing framework.

UNIT – II: Content Marketing – Content creation process – Content pillar - Types – A/B Testing – Display Advertising – Search Engine Marketing – Search Engine Optimization (On page & Off page optimization) - Email Marketing, – Mobile Marketing.

UNIT – III: Social Media Marketing: Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Crowd sourcing – Lead generation & sales in social media.

UNIT – IV: Online Reputation Management: Social commerce: Ratings & Reviews -Word of Mouth- User generated content–Co-Marketing–Affiliate Marketing- Influencer Marketing.

UNIT – V: Digital Analytics & Measurement: Importance of Analytics in digital space – Data capturing in online space – Types – Tracking Mechanism – Google Analytics structure – Conversion tracking – Digital Engagement funnel; Define – Key performance indicator(s)(KPIs)– Ad words & Display Networks. Overview – Applications of Sentiment analysis & Text Mining; Measuring campaign effectiveness – ROI (Return on Investment) & CLV (Customer life term value).

Reference Books:

1. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation and practice* (7th ed.). Pearson Education.
2. Charlesworth, A. (2020). *Digital marketing: A practical approach* (3rd ed.). Routledge.
3. Kingsnorth, S. (2022). *Digital marketing strategy: An integrated approach to online marketing* (3rd ed.). Kogan Page.
4. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for humanity*. Wiley.
5. Tiwari, S. (2019). *Digital marketing: Concepts and practices*. McGraw-Hill Education India.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Understand the concepts, evolution, frameworks and scope of digital marketing.

CO2: Apply content, search, email and mobile marketing strategies effectively.

CO3: Develop social media marketing strategies for branding, lead generation and sales.

CO4: Evaluate online reputation management, social commerce and influencer strategies.

CO5: Analyze digital marketing performance using analytics, KPIs, ROI and CLV.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2		✓			
CO3			✓		
CO4				✓	
CO5		✓			

INTEGRATED MARKETING COMMUNICATION**Course Code: BBA75MID**

Course Objective: To equip students with the key concepts, tools and techniques of sales management and personal selling for effective organizational and individual performance.

UNIT - I : Integrated Marketing: Introduction about Integrated Marketing - Integrated Marketing Communication Planning Process - Marketing Environment - Value Creation by the Firm - Preparing and Integrated Marketing Plan and Programme - 4Ps of Marketing – Customer Driven Marketing Mix - Marketing Planning.

UNIT - II : Sales: Introduction - Need for a Sales Organization - Importance - Functions - Structures - Sales Management Functions - Qualities of a Sales Manager - Duties and Responsibilities Sales Forecasting - Sales Territory - Sales Quota - Methods of Sales Control - Advantages and Disadvantages.

UNIT – III: Advertisement: Evolution of Advertisement - Definition - Objectives - Types of Advertisement - Advertisement Process - Types of Media used for Advertisement - Pre-testing Advertisement Methods- Post-testing Advertisement Methods - Advertisement Approaches - DAGMAR - AIDA MODEL - Advertisement Budget - Benefits of Advertisements to Manufacturers – Wholesaler - Retailer of Consumer and Overview of Advertisement Agency.

UNIT – IV: Sales Promotion: Introduction - Evolution about Sales Promotion - Types of Sales Promotion - Steps in Sales Promotion Activities - Objectives of Sales Promotion – Significance of Sales Promotion - Strategies used in Different Sales Promotion - Types - Advantages of Trade Promotion and Consumer Promotion - Limitations of Sales Promotion - Sales Promotion of the brand change in Lifecycle.

UNIT – V: Personal Selling: Introduction - Objectives - Definition - Importance Theories of Personal Selling - Personal Selling Process Personal Selling Behaviour - Roles of Sales Personal Functions of Personal Selling - Types of Sales Man and Its Types - Skills and Characteristics of Salesman.

Reference Books:

1. Belch, G. E., & Belch, M. A. (2018). *Advertising and promotion: An integrated marketing communications perspective* (11th ed.). McGraw-Hill Education.
2. Chunnawala, S. A., & Sethia, K. C. (2018). *Advertising theory and practice* (21st ed.). Himalaya Publishing House.
3. Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2019). *Marketing management: A South Asian perspective* (16th ed.). Pearson India.
4. Moriarty, S., Mitchell, N., & Wells, W. (2015). *Advertising & IMC: Principles and practice* (10th ed.). Pearson.
5. Ramaswamy, V. S., & Namakumari, S. (2017). *Marketing management: Global perspective Indian context* (5th ed.). McGraw-Hill Education.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Understand the fundamentals of integrated marketing and the marketing environment.

CO2: Explain the functions, structures and processes of sales management.

CO3: Analyze advertising concepts, media, models and budgeting for effective promotion.

CO4: Evaluate sales promotion strategies, techniques and their role in the product lifecycle.

CO5: Apply personal selling principles, processes and skills to achieve business objectives.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2		✓			
CO3		✓			
CO4		✓			
CO5			✓		

OPERATIONS RESEARCH

Course Code: BBA81MJD

Course Objective: To build capabilities in the students for analysing different situations in the industrial/ business scenario involving limited resources and finding the optimal solution within constraints.

UNIT –I: Operations research –meaning –scope–uses–operations research in India –models in Operations, research – limitations of model – general methods for solving operations research models.

UNIT – II: Linear programming problems – requirements – formulation of L.P.P. by graphical method – simplex method (simple problem only).

UNIT – III: Transportation problems – obtaining initial basic feasible solution – various methods of solving transportation problems.

UNIT-IV: Assignment problems –formulation and solution assignment problems.

UNIT-V: Decision theory – types of decision making criteria statement of Baye's theorem – application of Baye's theorem – use of probability – decision tree.

Reference Books:

1. Kapoor, V. K. (2014). *Operations research*. Sultan Chand & Sons.
2. Vohra, N. D. (2010). *Quantitative techniques in management* (4th ed.). Tata McGraw Hill.
3. Gupta, P. K., & Hira, D. S. (2022). *Introduction to Operations Research*. S. Chand Publishing.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Solve linear programming problems using appropriate techniques and optimization

CO2: Determine optimal strategy for Minimization of Cost of shipping of products

CO3: Finding initial basic feasible and optimal solution of the Transportation problems

CO4: Optimize the allocation of resources to Demand points in the best possible way

CO5: Apply operations research techniques and algorithms to solve these Network problems

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2		✓			
CO3				✓	
CO4		✓			
CO5				✓	

QUALITY MANAGEMENT

Course Code: BBA82MJD

Course Objective: To provide students with a fundamental understanding of quality management concepts and systems, and to develop their ability to apply quality improvement techniques, TPM, reliability, and FMEA in organizations.”

UNIT – I: Introduction: History of Quality – Importance of Quality Management – Contributions of Quality Gurus - Quality Information System – Strategy Development and Deployment – Need for Quality approach to strategy – Definition of Quality and its types – Distinction between product quality and service quality.

UNIT – II: Essentials Of Quality Management: Customer focus–Steps of developing customer focus– Customer and management–Factors affecting customer satisfaction – Importance of customer retention – Leadership – Desirable Qualities of a leader – Roles of leaders in Quality Improvement – Quality circles – Rewards and Recognition.

UNIT – III: Quality Improvement Techniques: Quality System–Process Capability–SIX SIGMA– Bench Marking–Cost of Quality– Quality function Deployment.

UNIT – IV: Total Productive Maintenance (TPM): Objectives of TPM–Elimination of Wastes by TPM–Equipment Maintenance Techniques– Benefits of TPM – Performance Measures of Maintenance System – Pillars of TPM – Stages of Implementation of TPM – Reliability – Failure Modes and Effects analysis (FMEA).

UNIT – V: Quality Management Systems and Award ISO 9000 Series–ISO: 9000:2015–ISO9000 Vs Baldrige award–Malcolm Baldrige National Quality award– Business Process Re-engineering.

Reference Books:

1. Krishnaiah, K. (2014). *Applied Statistical Quality Control and Improvement*. PHI Learning.
2. Panneerselvam, r., & Sivasankaran, P. (2014). *Quality management*. PHI Learning.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Give students a general idea about how to improve quality of goods and services.

CO2: To ensure that students know tools of Quality Management.

CO3: To give students an understanding of SPC techniques.

CO4: To make students familiar with differences between Common and Special causes of variations and their influence to technological processes outcomes.

CO5: To explain and show in practice the benefits of teamwork forgetting better results.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2	✓				
CO3		✓			
CO4				✓	
CO5			✓		

BUSINESS ANALYTICS**Course Code: BBA83MJD**

Course Objective: To familiarize the use and applications of Business Analytics and to understand and improve the value of the Business.

UNIT - I: Introduction to Data Analysis and interpretation-information-data-big data interpretation techniques.

UNIT - II: Data Collection-methods-merits and demerits-sample size-sampling-qualitative data analysis coding-encryption-decryption.

UNIT - III: Quantitative Techniques- Statistical Tools -Operation research technique- Econometric techniques and introduction.

UNIT - IV: Correlation Analysis – Meaning – Definition – Uses – Types – Methods – Graphics – Scattered Diagrams – Algebraic Methods – Karl Pearson's Co-efficient of Correlation – Demerits.

UNIT - V: Meaning of T-Distribution, F-distribution, Introduction to Microsoft Excel, Simple Problem solving in Excel: T Test, F-Test. Simple Graphical Representation of business data like pie chart, histogram. ANOVA - Chi-Square - Regression and Factor Analysis.

Reference Books:

1. Anderson, D. R., Sweeney, D. J., Williams, T. A., Camm, J. D., & Cochran, J. J. (2018). *Statistics for business and economics* (13th ed.). Cengage Learning.
2. Black, K. (2019). *Business statistics: For contemporary decision making* (9th ed.). Wiley.
3. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis* (8th ed.). Cengage Learning.
4. Keller, G. (2018). *Statistics for management and economics* (11th ed.). Cengage Learning.
5. Levin, R. I., & Rubin, D. S. (2017). *Statistics for management* (8th ed.). Pearson Education.
6. Panneerselvam, R. (2018). *Business statistics* (3rd ed.). PHI Learning.
7. Sharma, J. K. (2019). *Business statistics* (4th ed.). Pearson Education India.

Course Outcomes: After completion of the course, learners will be able to:

- CO1: Identify and describe complex business problems in terms of analytical models.
- CO2: Apply appropriate analytical methods to find solutions to business problems that achieve stated objectives.
- CO3: Translate results of business analytic projects into effective courses of action.
- CO4: Demonstrate ethical decision-making in structured or unstructured and ambiguous situations.
- CO5: Communicate technical information to both technical and non-technical audiences in speech, in writing and graphically.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2	✓				
CO3		✓			
CO4				✓	
CO5				✓	

CUSTOMER RELATIONSHIP MANAGEMENT**Course Code: BBA84MJD**

Course Objective: To develop students' understanding of customer relationship management and its role in managing market-oriented organizations, with emphasis on industry practices and the use of technology in CRM.

UNIT-I: Introduction to CRM: Definition and concepts of CRM, Components of CRM, Understanding the goal of CRM and Customer Touch Points

UNIT –II: CRM PROCESS: Introduction and Objectives of a CRM Process; an Insight into CRM and e- CRTA/online CRM, The CRM cycle i.e. Assessment Phase; Planning Phase; The Executive Phase; Modules in CRM, 4C's (Elements) of CRM Process, CRM Process for Marketing Organization, CRM Affiliation in Retailing Sector

UNIT –III: Developing CRM Strategy: Role of CRM in business strategy, Understanding Service Quality: Technical, Functional and dimensions of service quality, Managing Customer communications.

UNIT –IV: CRM IMPLEMENTATION: Choosing the right CRM Solution; Framework for Implementing CRM: a Step-by-Step Process: Five Phases of CRM Projects: Development Customizations; Beta Test and Data Import; Train and Retain; Roll out and System Hand-off; Support.

UNIT-V: SALES FORCE AUTOMATION-Sales Process, Activity, Contact, Lead and Knowledge Management. Field Force Automation.

Reference Books:

1. Mohamed, H. P. (2003). *Customer Relationship Management: A step-by-step approach*. Vikas Publishing House.
2. Chaturvedi, M., & Chaturvedi, A. (2008). *Customer relationship management: An Indian perspective*. Excel Books.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Cultivate the effective and efficient customer relationship ability.

CO2: Able to manage CRM marketing in order to leverage CRM technology.

CO3: Able to analyse how to develop customer relationship based on the customer expectations.

CO4: Students are trained in of communication in the successful handling of customers.

CO5: Get to know about the various types of customers and their preferences.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2		✓			
CO3				✓	
CO4		✓			
CO5	✓				

AI FOR BUSINESS APPLICATIONS

Course Code: BBA85MJD

Course Objective: To equip students with practical understanding of AI-driven technologies and analytics for strategic decision-making, digital transformation and competitive advantage across business functions and industries.

UNIT – I: Concept, benefits and scope - Differences between AI, Machine, Learning (ML) and Deep Learning (DL) - AI applications, capabilities and competitive, advantage and disadvantages - Industry drivers, AI strategy for the enterprise - Considerations for an AI strategy - AI & Startups - Internet of Things (IoT) - Introduction to mobile computing and Cloud computing.

UNIT – II: Algorithm - New member in the boardroom - Accelerated decision making with real-time analytics - AI in operational models in an organization - Future of AI in HR, Talent Acquisitions (TA) - AI & transformation in Finance & Accounting, CFO of tomorrow, Changing role of Chief Information Officer (CIO) - Industry 4.0.

UNIT – III: AI in Banking and Insurance - Redefined banking industry - Banking Industry-the adoption of Analytics - AI-powered financial services - Fraud mitigation in banks with AI - Reorienting customer retention, Risk management with AI - AI-driven transformation in Insurance.

UNIT – IV: AI interventions in Retail Outlets - The emergence of smart customers, ad content predictions, Evolution of smart retailers, Omnichannel experience - AI in consumer-packaged goods - Fluid supply chain transformation with AI - AI-Led marketing transformations - Data to Clusters Ad content prediction - AI-based Ad buy and CPC optimization, AI-driven campaign management.

UNIT – V: Exponential Technologies - Beating cyber-attacks with Analytics - AI in the automotive industry, driverless cars and drones - IoT Analytics: extracting value and transforming business, Real-time streaming analytics, Crypto-currency Analytics - AI for customer service-data to scores.

Reference Books:

1. Akerkar, R. (2019). *Artificial intelligence for business*. Springer.
2. Russell, S. J., & Norvig, P. (2019). *Artificial Intelligence: A Modern Approach*. 3rd Edition. New Jersey: Prentice Hall.
3. Dhanrajani, S. (2018), *AI & Analytics: Accelerating Business Decisions*. 1st Edition . New Jersey: Wiley.

Course Outcomes: After completion of the course, learners will be able to:

CO1: To identify how AI is being leveraged by start-ups as a success tool.

CO2: To analyze and interpret the applicability of AI in HR functions.

CO3: To describe customer services provided by various banks using AI.

CO4: To describe the customer services provided in retail sector using AI.

CO5: To develop a case study on the success AI-driven business processes.

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2		✓			
CO3	✓				
CO4	✓				
CO5		✓			