



KANNUR UNIVERSITY
(Abstract)

Bachelor of Business Administration(Retail Management) [BBA(RTM)] Programme- Scheme, Syllabus and Pattern of Question Papers of Core, Complementary Elective and Generic Elective Course under Choice Based Credit and Semester System (Outcome Based Education System-OBE) in Affiliated colleges with effect from 2019 Admission-Implemented-Orders issued.

ACADEMIC BRANCH

No.Acad.C1/12392/2019/i

Dated, Civil Station P.O.,22 .06. 2019

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- Read:-
1. U.O.No.Acad.C2/429/2017 dated,10-10-2017
 2. The Minutes of the Meeting of the Curriculum Restructuring Committee held on 28-12-2018.
 3. U.O. No.Acad.C2/429/2017 Vol.II dated,03-06-2019.
 4. The Minutes of the Meeting of the Board of Studies in Management Studies (UG) held on 07.06.2019
 5. Syllabus of BBA(RTM) Programme , Submitted by the Chairperson, Board of Studies in Management Studies (UG), dated , 13.06.2019

ORDER

1. A Curriculum Restructuring Committee was constituted in the University vide the paper read (1) above to co-ordinate the activities of the Syllabus Revision of UG programmes in Affiliated colleges of the University.

2. The meeting of the Members of the Curriculum Restructuring Committee and the Chairpersons of different Boards of Studies held, vide the paper read (2) above, proposed the different phases of Syllabus Revision processes such as conducting the meeting of various Boards of Studies ,Workshops, discussions etc.

3. The Revised Regulation for UG programmes in Affiliated colleges under Choice Based Credit and Semester System(in OBE-Outcome Based Education System) was implemented with effect from 2019 Admission as per paper read (3) above.

4. Subsequently, as per paper read (4) above, the Board of Studies in Management Studies (UG) finalized the Scheme, Syllabus & Pattern of Question Papers for Core,

Complementary Elective & Generic Elective Course of BBA(RTM) Programme to be implemented with effect from 2019 Admission.

5. Further, as per paper read (5) above, the Chairperson, Board of Studies in Management Studies (UG) has submitted the finalized copy of the Scheme, Syllabus & Pattern of Question Papers of BBA(RTM) Programme for implementation with effect from 2019 Admission.

6. The Vice Chancellor after considering the matter in detail and in exercise of the powers of the Academic Council conferred under Section 11(1) of Kannur University Act 1996 and all other enabling provisions read together with accorded sanction to implement the Scheme, Syllabus & Pattern of Question Papers (Core/Complementary Elective/Generic Elective Course) of BBA(RTM) Programme under Choice Based Credit and Semester System (in OBE-Outcome Based Education System) in the Affiliated colleges under the University with effect from 2019 Admission, subject to reporting to the Academic Council.

7. The Scheme, Syllabus & Pattern of Question Papers of BBA(RTM) Programme are uploaded in the University website (www.kannuruniversity.ac.in)

Orders are issued accordingly.

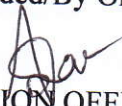
Sd/-
DEPUTY REGISTRAR(ACADEMIC)
for REGISTRAR

To
The Principals of Colleges offering BBA(RTM) Programme

- Copy to:-
1. The Examination Branch (through PA to CE)
 2. The Chairperson, Board of Studies in Management Studies (UG)
 3. PS to VC/PA to PVC/PA to Registrar
 4. DR/AR-I, Academic
 5. The Computer Programmer(for uploading in the website)
 6. SF/DF/FC



Forwarded/By Order


SECTION OFFICER



KANNUR UNIVERSITY

BOARD OF STUDIES, Management Studies (UG)

BACHELOR OF BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

BBA (RTM)

CHOICE BASED CREDIT AND SEMESTER SYSTEM

(CBCSS)

Under

Outcome Based Education

(OBE)

(2019 ADMISSION ONWARDS)

Kannur University

Vision and Mission Statement*

Proposed Vision: To establish a teaching, residential and affiliating University and to provide equitable and just access to quality higher education involving the generation, dissemination and application of knowledge with special focus on the development of higher education in Kasargode and Kannur Revenue Districts and the Manandavady Taluk of Wayanad Revenue District.

Proposed Mission:

- To produce and disseminate new knowledge and to find novel avenues for application of such knowledge.
- To adopt critical pedagogic practices which uphold scientific temper, the uncompromised spirit of enquiry and the right to dissent.
- To uphold democratic, multicultural, secular, environmental and gender sensitive values as the foundational principles of higher education and to cater to the modern notions of equity, social justice and merit in all educational endeavors.
- To affiliate colleges and other institutions of higher learning and to monitor academic, ethical, administrative and infrastructural standards in such institutions.
- To build stronger community networks based on the values and principles of higher education and to ensure the region's intellectual integration with national vision and international standards.
- To associate with the local self-governing bodies and other statutory as well as non-governmental organizations for continuing education and also for building public awareness on important social, cultural and other policy issues.

Kannur University
Programme Outcomes

PO 1.Critical Thinking:

1. Acquire the ability to apply the basic tenets of logic and science to thoughts, actions and interventions.
2. Develop the ability to chart out a progressive direction for actions and interventions by learning to recognize the presence of hegemonic ideology within certain dominant notions.
3. Develop self-critical abilities and also the ability to view positions, problems and social issues from plural perspectives.

PO 2.Effective Citizenship:

1. Learn to participate in nation building by adhering to the principles of sovereignty of the nation, socialism, secularism, democracy and the values that guide a republic.
2. Develop and practice gender sensitive attitudes, environmental awareness, the ability to understand and resist various kinds of discriminations and empathetic social awareness about various kinds of marginalisation.
3. Internalise certain highlights of the nation's and region's history. Especially of the freedom movement, the renaissance within native societies and the project of modernisation of the post-colonial society.

PO 3.Effective Communication:

1. Acquire the ability to speak, write, read and listen clearly in person and through electronic media in both English and in one Modern Indian Language
2. Learn to articulate analysis, synthesis, and evaluation of situations and themes in a well-informed manner.
3. Generate hypothesis and articulate assent or dissent by employing both reason and creative thinking.

PO 4.Inter disciplinarity:

1. Perceive knowledge as an organic comprehensive, interrelated and integrated faculty of the human mind
2. Understand the issues of environmental contexts and sustainable development as a basic interdisciplinary concern of all disciplines.
3. Develop aesthetic, social, humanistic and artistic sensibilities for problem solving and evolving a comprehensive perspective.

Preface

The BBA -RTM Programme aims at equipping the students with new ideas and changes in the sphere of business and management. It is imperative to update the syllabus to impart the latest developments in business world and changing the view of our students about the global changes.

In the light of UGC guidelines and Higher Education Council's directives, the programme curriculum has been revised to meet the requirements of the modern time. Retail sector is expanding very rapidly world over. Emergence of multi-national companies and large scale corporate retail organisations, necessitates a totally different approach towards the management and organisation of retail business. The revision of the syllabus intends to equip the students with new management tools to make the challenges of the management of the modern retail sectors.

Dr. BINDU K
Chairperson
Board of Management Studies UG

BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME (BBA- RTM)

Programme Specific Outcome
of
Bachelor of Business Administration Programme (BBA-RTM)

PSO 1:
Gain knowledge and skills in retail management.

PSO 2:
Acquire knowledge in accounting principles and practices and its application in real business settings.

PSO 3:
Apply concepts, theories, tools and techniques of statistics, information techniques, economics and numerical skills for decision making in retail management

PSO 4:
Build entrepreneurial spirit, develop research attitude and entrepreneurial competencies and managerial abilities

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KANNUR UNIVERSITY
BBA -RTM PROGRAMME

Credit and courses			
Sl no	Category of course	Number of courses	Credits
1	English Common course(ECC)	2×4 =8 2×3=6	14
2	Additional Common course(ACC)	2×4=8	8
3	General Awareness Course Ability Enhancement Course (AEC) Skill Enhancement Course (SEC)	2×4=8 2×4=8	16
4	Core course(CC) Discipline Specific Elective course (DSEC)		64
5	Complementary elective Course(CEC)	4×4=16	16
6	Generic Elective Course(GEC)	1×2=2	2
Total			120

Semester	Course Title*	Type of Course	Credits	Hours per week	Total Credits	Total Hours
I	English Common Course I	ECC	4	5	22	25
	English Common Course II	ECC	3	4		
	Additional Common Course I	ACC	4	5		
	Core Course I. Principles and Practices of Management	CC	3	3		
	Complementary Elective Course 1 Statistics for business decisions	CEC	4	4		
	Complementary Elective Course 2 Managerial Economics	CEC	4	4		
II	English Common Course III	ECC	4	5	21	25
	English Common Course IV	ECC	3	4		
	Additional Common Course II	ACC	4	5		
	Core Course 2 Business Environment	CC	2	3		
	Core Course 3 Entrepreneurship Development	CC	4	4		
	Complementary Elective Course 3 Quantitative Technique for Business Decisions	CEC	4	4		

III	Skill Enhancement Course I Numerical skills	SEC	4	5	20	25
	Ability Enhancement Course I Personality development and communication skills	AEC	4	4		
	Core Course 4 Financial Accounting	CC	4	6		
	Core Course 5 Marketing Management	CC	4	5		
	Complementary Elective Course 4 Legal Aspects Business	CEC	4	5		
IV	Skill Enhancement Course II IT Tools for business	SEC	4	5	21	25
	Ability Enhancement Course II Environmental studies	AEC	4	4		
	Core Course 6 Human Resource Management	CC	4	6		
	Core Course 7 Financial Management	CC	4	5		
	Core Course 8 Fundamentals of Retailing	CC	4	5		
	Core Course 9 Industrial Visit and Report	CC	1	0		
V	Core Course 10 Business Research Methods	CC	4	5	18	25
	Core Course 11 Accounting for management	CC	4	6		
	Core Course 12 Retail Technology	DSEC	4	6		
	Core Course 13 Retail Management	DSEC	4	6		
	Generic Elective Course	GEC	2	2		
VI	Core Course 14 Organisation Behaviour	CC	4	6	18	25
	Core Course 15 Banking Theory and Practice	CC	4	5		
	Core Course 16 Project Report and viva voce examination	CC	2	2		
	Core Course 17 Mall Management	DSEC	4	6		
	Core Course 18 Retail Supply Chain Management	DSEC	4	6		
Total					120	150

PART A
BBA-RTM CORE COURSES
WORK AND CREDIT DISTRIBUTION
(2019 ADMISSION ONWARDS)

COURSE CODE	COURSE TITLE	SEMESTER	HOURS PER WEEK	CREDIT	EXAM HRS
1B01BBA (RTM)	Core Course I. Principles And Practice Of Management	I	3	3	3
2B02BBA (RTM)	Core Course 2 Business Environment	II	3	2	3
2B03BBA (RTM)	Core Course 3 Entrepreneurship Development	II	4	4	3
3B04BBA (RTM)	Core Course 4 Financial Accounting	III	6	4	3
3B05BBA (RTM)	Core Course 5 Marketing Management	III	5	4	3
4B06BBA (RTM)	Core Course 6 Human Resource Management	IV	6	4	3
4B07BBA (RTM)	Core Course 7 Financial Management	IV	5	4	3
4B08BBA (RTM)	Core Course 8 Fundamentals of Retailing	IV	5	4	3
4B09BBA (RTM)	Core Course 9 Industrial Visit And Report	IV	0	1	-
5B10BBA (RTM)	Core Course 10 Business Research Methods	V	5	4	3
5B11BBA (RTM)	Core Course 11 Accounting For Management	V	6	4	3
5B12BBA (RTM)	Core Course 12 Retail Technology	V	6	4	3
5B13BBA (RTM)	Core Course 13 Retail Management	V	6	4	3
6B14 BBA (RTM)	Core Course 14 Organisation Behaviour	VI	6	4	3
6B15BBA (RTM)	Core Course 15 Banking Theory and Practice	VI	5	4	3
6B16BBA (RTM)	Core Course 16 Project Report and Viva Voce	VI	2	2	-
6B17BBA (RTM)	Core Course 17 Mall Management	VI	6	4	3
6B18BBA (RTM)	Core Course 18 Retail Supply Chain Management	VI	6	4	3

DISCIPLINE SPECIFIC ELECTIVE CORE COURSES

COURSE CODE	COURSE TITLE	SEMESTER	HOURS PER WEEK	CREDIT	EXAM HRS
5B12BBA (RTM)	Retail Technology	V	6	4	3
56B13BBA (RTM)	Retail management	V	6	4	3
6B17BBA (RTM)	Mall management	VI	6	4	3
6B18BBA (RTM)	Retail Supply Chain Management	VI	6	4	3

**PART B
GENERAL AWARENESS COURSE**

COURSE CODE	COURSE TITLE	SEMESTER	HOURS PER WEEK	CREDIT	EXAM HRS
3A11BBA (RTM)	Skill Enhancement Course I Numerical Skills	III	5	4	3
3A12BBA (RTM)	Ability Enhancement Course I Personality Development and Communication Skills	III	4	4	3
4A13BBA (RTM)	Skill Enhancement Course II IT Tools For Business	IV	Theory 3 Practical 2	4	2
4A14BBA (RTM)	Ability Enhancement Course II Environmental Studies	IV	4	4	3

PART C
COMPLEMENTARY ELECTIVE COURSE

COURSE CODE	COURSE TITLE	SEMESTER	HOURS PER WEEK	CREDIT	EXAM HRS
1C01BBA (RTM)	Statistics for business decisions	I	4	4	3
1C02BBA (RTM)	Managerial Economics	I	4	4	3
2C03BBA (RTM)	Quantitative Techniques For Business Decisions	II	4	4	3
3C04BBA (RTM)	Legal Aspects Of Business	III	5	4	3

GENERIC ELECTIVE COURSE

COURSE CODE	COURSE TITLE	SEMESTER	HOURS PER WEEK	CREDIT	EXAM HRS
5D01BBA (RTM)	Customer Relationship Management	V	2	2	2
5D02BBA (RTM)	Service Marketing	V	2	2	2
5D03BBA (RTM)	E- Commerce	V	2	2	2
5D04BBA (RTM)	Event Management	V	2	2	2
5D05BBA (RTM)	Disaster Management	V	2	2	2

EVALUATION

ASSESSMENT	WEIGHTAGE
EXTERNAL	4 (40 MARKS)
INTERNAL	1(10 MARKS)

*20 marks for theory and 20 marks for practical for courses having practical (IT in business)

CONTINUOUS INTERNAL ASSESSMENT

COMPONENT	WEIGHTAGE	REMARKS
COMPONENT1 INTERNAL TEST	2	TWO TESTS (6 MARKS)
COMPONENT 2 ASSINGMENT/SEMINAR/VIVA	1	INDIVIDUAL OR GROUP (4 MARKS)

EVALUATION FOR GENERIC ELECTIVE COURSE

ASSESSMENT	WEIGHTAGE
EXTERNAL	4 (20 MARKS)
INTERNAL	1(5 MARKS)

CONTINUOUS INTERNAL ASSESSMENT FOR GENERIC ELECTIVE COURSE

COMPONENT	WEIGHTAGE	REMARKS
COMPONENT1 INTERNAL TEST	2	TWO TESTS (4 MARKS)
COMPONENT 2 ASSINGMENT/SEMINAR/VIVA	1	INDIVIDUAL OR GROUP (1 MARKS)

SEMESTER I
CORE COURSE I : PRINCIPLES AND PRACTICES OF MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
I	1B01BBA(RTM)	3	3	3

COURSE OUTCOME

CO 1: Acquaint with the basics of management.

CO2: Understand the process and functions of management.

CO3: Familiarize the students with the current management practices.

Co4: Develops administrative skills

Module I: Management: Definition, Nature, Purpose, Scope, Features, levels and functions- Evolution of Management Thoughts- classical, neo classical and modern, Contributions made by Taylor, Fayol , and Maslow.

(20 Hrs)

Module II: Planning and organising: Planning-Meaning, Nature, characteristics, types, steps in Planning - Decision making Process – types of Decisions. Organising - Meaning, Principles, Delegation of Authority- centralisation and decentralisation-meaning and differences

(20 Hrs)

Module III: Staffing and directing: Staffing- meaning, process. Directing – Meaning, Nature, Principles, Importance, Elements .Controlling- meaning, process-,control techniques- Need for co-ordination.

(20 Hrs)

Module IV: Trends in Management -

Work life balance-meaning, components (self management, time management, stress management).BPO – KPO – meaning, importance and differences

(12Hrs)

Books for Reference:

1. Principles of Management LM Prasad, Himalaya
2. Harold Koontz & Heinz Weihrich, Essentials of Management, Tata McGraw Hill, New Delhi
3. P.C.Tripathy And P.N.Reddy, Principles of Management, Tata McGraw Hill, New Delhi
4. Richerd L Daft, Principles of Management, Cengage Learning, India Edition, New Delhi.
5. T.Ramasami, Principles of Management, Himalaya Publications, Mumbai.
6. S.P.Robbins, David A Decenzo and Mary Coulter, Fundamentals of Management, Pearson Education, New Delhi.

Marks including choice:

Module	Marks
I	17
II	17
III	16
IV	10
Total	60

SEMESTER I
COMPLEMENTARY ELECTIVE COURSE I: STATISTICS FOR BUSINESS DECISIONS

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
I	1C01BBA(RTM)	4	4	3

CORE OUTCOMES

CO1: Understand the importance and relevance of statistics, primary data, secondary data and the statistical technique as applicable to business

CO2: Classify, tabulate and represent the statistical data in appropriate manner using statistical methods

CO3: Analysis trend and seasonality in a time series data

CO4: Construct index numbers and enable to compare the price movements of commodities over different time periods.

CO5: Identify the correlation between variables

CO6: Problem solving and fit the regression line which enable to draw conclusion about data distribution.

Module I

Introduction -Meaning and Definition of Statistics-Functions-scope-uses-advantages and limitations-Collection of data-types of data - Primary data, Secondary data, Classification and tabulation of statistical Data- Diagrammatic and graphical representation of data

(20 Hrs)

Module II

Time series- Components- Methods of studying secular trend- Free hand curves-Semi Average Method- Moving Average Method-Method Least Squares

(15 Hrs)

Module III

Index Numbers- meaning and definition-uses-Problems in the construction of Index numbers- Types of Index numbers- Methods of construction of Index numbers- Tests- Fixed base and chain base methods-Consumer price index: uses and methods of construction

(17Hrs)**Module IV**

Correlation and Regression Analysis-meaning- definition-Methods of correlation- Karlpearson's coefficient of correlation –Spearman's Rank correlation- concurrent Deviation method-probable error-Simple Regression Analysis-regression line-regression equations- algebraic methods and their applications in business.

(20Hrs)**References**

Statistical Methods- S.P.Gupta

Business Statistics- J.K Sharma

Business Statistics- P.R.Vital

Fundamentals of Mathematics and Statistics by V.K.Kapoor and S.C Gupta

Marks including choice:

Module	Marks
I	17
II	17
III	16
IV	10
Total	60

SEMESTER I
COMPLEMENTARY ELECTIVE COURSE II: MANAGERIAL ECONOMICS

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
I	1C02BBA(RTM)	4	4	3

CO1. understand basic **economic concepts**

CO2. understands economics and related disciplines and relationships

CO3. Apply economic analysis in the formulation of business policies

CO4. use economic reasoning to problems of business

Module I

Introduction to Managerial Economics: Concept, meaning, scope. Managerial economics and other disciplines. Basic economic concepts in decision making.

(20 hours)

Module II

Demand Analysis:- Law of demand, Determinants of demand, Price elasticity of demand, Income elasticity of demand, cross elasticity of demand, uses of elasticity for analyzing demand.

(20 hours)

Module III

Cost Analysis: Cost concepts and determinants of cost, cost output relationship in short and long period. **Supply:** Introduction to supply and supply curves.

(20 hours)

Module IV

Pricing Analysis: Price determination under perfect, imperfect competition and monopoly. Types of pricing methods

(12 hours)

References:

1. Managerial Economics: Analysis, Problems and Cases, P.L. Mehta.
2. Managerial Economics: Varshney and Maheshwari.
3. Managerial Economics: D. Salvatore.
4. Managerial Economics: Pearson and Lewis
5. Managerial Economics: G.S. Gupta

Marks including choice:

Module	Marks
I	17
II	17
III	16
IV	10
Total	60

II SEMESTER**CORE COURSE II : BUSINESS ENVIRONMENT**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
II	2B02BBA(RTM)	3	2	3

COURSE OUTCOME

CO 1: Acquire in-depth knowledge about different environment in business climate.

CO2: Understand the minor and major factors affecting the business in various streams

CO3: Familiarize the role of socio-cultural factors on development of economy and business.

CO4: Develop good business policies.

Module I : Business Environment – Concept of BE, Components of BE , Importance of BE , Environmental Analysis , Benefits and Limitations of Environmental Analysis.

(8 Hrs)

Module II: Social and Cultural Environment – Interface between Business and Culture – Social Responsibilities of business – Political Environment – Economic Role of Government – Legal Environment – Constitutional Environment.

(14 Hrs)

Module III: Economic environment – Nature of Economic Environment – New Economic Policy 1991 –Privatization – Nature of Privatization – Objectives of Privatization. Disinvestment – Limitations of disinvestment – Public sector – Objectives of Public Sector.

(18 Hrs)

Module IV: Ecological Environment – Ecology and Business – Industrial Pollution – Global Environment –Globalization - MNC s – Problem with MNCs – Global Entry Strategies – Measures to promote Globalization – Challenges of Globalization to Indian Industry.

(14 Hrs)

Books for Reference:

1. Business Environment: C.B.Gupta
2. Business Environment: Francis Cherunilam
3. Business Environment: Dr. P.K.Ghosh
4. Essentials of Business Environment

Marks including choice:

Module	Marks
I	8
II	16
III	20
IV	16
Total	60

SEMESTER II**COMPLEMENTARY ELECTIVE COURSE III :QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
II	2C03BBA(RTM)	4	4	3

COURSE OUTCOME**CO1.Understands concepts of quantitative techniques****CO2.develops analytical thinking and logical reasoning for effective decision making****CO3. Apply probability theories in real life situations****CO4. Understands theoretical distributions and hypothesis testing and its applications in live situations****Module I:**

Quantitative Techniques-Introduction-Meaning and definition-Application of Quantitative Techniques in business-Limitations **(12 hours)**

Module II:

Probability -Concept of Probability-Meaning and definition-Approaches to probability-Theorems of probability-Addition theorem-Multiplication theorem-Conditional probability-Inverse probability-Bayes' theorem. **(15 hours)**

Module III:

Theoretical Distribution - Binomial distribution - Basic assumptions and characteristics - Fitting of binomial distribution - Poisson distribution - characteristics - Fitting of Poisson distribution - Normal distribution - features and properties - Standard normal curve.

(20 hours)**Module IV:**

Statistical Inference - Testing of hypothesis – Procedure –Null & Alternate hypothesis - Level of significance – Critical region- Degrees of freedom- Errors in testing- Two tail test and One tail test Parametric tests & Non parametric tests (only theory) **(25 hours)**

REFERENCE

1. S.P. Gupta, Statistical Methods, Sultan Chand & Co.
2. S.C. Gupta & V.K. Kapoor, Fundamentals of Mathematical Statistics, S. Chand & Co.
3. B.L. Agarwal, Basic Statistics, New Age International
4. Quantitative Techniques in Management : Vohra
5. R. K. Ghosh, S. Saha, Business Mathematics & Statistics, New Central Book Agency

Marks including choice:

Module	Marks
I	10
II	17
III	20
IV	13
Total	60

SEMESTER II
CORE COURSE III : ENTREPRENEURSHIP DEVELOPMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
II	2B03BBA(RTM)	4	4	3

COURSE OUTCOME

CO 1: Understand different stages of business and create innovative thinkers to take forward new initiatives.

CO2: Acquaint them with the challenges faced by the entrepreneur

CO3: Familiarize the students the entrepreneurship opportunities available in the society.

CO4: Develop the motivation to enhance entrepreneurial competency.

Module I: Introduction: The Entrepreneur: Definition, Emergence of Entrepreneurial Class; Theories of Entrepreneurship; Role of Social Economic Environment; Characteristics of Entrepreneur; Leadership; Risk Taking; Decision Making and Business Planning. **(18 Hrs)**

Module II: Concept of women entrepreneur -problems of women entrepreneur -Promotion of a Venture: Opportunities Analysis; External Environmental Analysis- Economic, Social and Technological; Competitive Factors; Legal Requirements of establishment of a new unit and Rising of Funds; Venture Capital. **(16 Hrs)**

Module III: Entrepreneurial Behaviour: Innovation and entrepreneur; Entrepreneurial Behaviour and psycho-theories, social responsibility. Entrepreneurial Development Programmes (EDP): EDP, its role, relevance and achievements; role of government in organizing EDP's critical evaluation **(20 Hrs)**

Module IV:

Role of entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complimenting and supplementing economic growth, bringing about social stability and balanced regional development of industries:

(18 Hrs)

Books for Reference:

1. Entrepreneurship. : Vasant Desai.
2. Entrepreneurship Development: Taneja& S.L. Gupta.
3. Venture Capital –The Indian Experience: Pandey, I.M.
4. Environment and Entrepreneur Tandon B.C
5. A practical guide to industrial entrepreneurs: Srivastava S.B.
6. Project Preparation, Appraisal, Implementation: Chandra, Prasana
7. Entrepreneurship New Venture Creation; Holt

Marks including choice:

Module	Marks
I	15
II	13
III	17
IV	15

III SEMESTER**CORE COURSE IV : FINANCIAL ACCOUNTING**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
III	3B04BBA(RTM)	6	4	3

COURSE OUTCOMES

CO1: Understands accounting concepts and principles

CO2: Apply knowledge regarding concepts in the preparation of final accounts of sole traders

CO3: Understands the basic concepts of company, shares and share capital

CO4: Demonstrates skills in preparation of final accounts of companies

Module I: Introduction To Accounting: Meaning and Definition of Accounting, Objectives of Accounting, Accounting Cycle or Process, Branches of Accounting, Functions of Accounting, Users of Accounting, Limitations of Accounting and Generally Accepted Accounting Principles- Accounting Concepts, Principles and Conventions only. **(30 hours)**

Module II: Final accounts of sole trading concern: Preparation of Manufacturing, Trading and Profit and Loss Accounts and Balance Sheets with Adjustments for Outstanding and Prepaid Expenses, Accrued and Unearned incomes, Depreciation, Bad and Doubtful Debts and Closing Stock. **(30 hours)**

Module III: Company accounts: Meaning and Definition of Companies, Characteristics of Companies, Types of Companies, Meaning of Shares and Share Capital, Types of Shares, Accounting Entries for Issue of Shares for Cash, Forfeiture of Shares, and Re-issue of Shares. **(25 Hours)**

Module IV: Final accounts of companies: Preparation of Balance Sheet and Statement of Profit and Loss Accounts, Corporate Dividend Tax (CDT), Internal and External Reconstruction- Amalgamation, Merger and Acquisition (Theory Only).

(33 Hours)

Reference

Advanced accounting : SP Jain and KL Narang

Advanced Accounting :Shukla, Grewal

Advanced Accounting: SN Maheswary

Advanced Accounting: BS Raman

Marks Including Choice

Module	Marks
I	15
II	15
III	15
IV	15
Total	60

III SEMESTER**CORE COURSE V: MARKETING MANAGEMENT**

SEMESTER	COURSE CODE	HOURS	CREDIT	EXAM HOURS
III	3B05BBA(RTM)	5	4	3

COURSE OUTCOME

CO 1.Develop knowledge on the concept modern marketing, marketing environment, marketing mix, market segmentation and target marketing.

CO 2. Enhance knowledge on product decision, product mix, product life cycle, pricing strategies and price discrimination

CO 3. Apply the concept of market promotion, market promotion mix and sales promotion techniques in real business situations.

CO 4. Understand the new market realities, direct marketing, online marketing and customer relationship marketing.

CO 5. Identify the key characteristics of customer relationship marketing and common draw back.

CO 6. Develop idea on branding and strategies of branding

CO 7. Acquire skill in preparing advertisement copy very effectively.

Module I: Introduction to Modern Marketing: Definition-Nature and Importance of marketing, evolution of marketing, Marketing environment; Macro and Micro environment, important marketing concepts-selling and marketing-Marketing mix, consumer behaviour, market segmentation; bases for market segmentation; Target Market ;Branding –definition, importance , branding strategies and packaging.

(20 Hours)

Module II: Product Decision: Concept of product; Product Dimension; Concept of product mix, Product line and Product Items; Product mix Dimensions; New product concept and reasons of failure of the new product; Product Life cycle- Concept of pricing; significance of price in marketing; Pricing objectives; Factors affecting price; discounts and rebates; pricing strategies; price discrimination.

(20 Hours)

Module III: Market Promotion : Concept of market promotion; Objectives of Market Promotion; Elements of Market Promotion mix: advertising, personal selling , sales promotion, publicity and public relations; Advertising : functions of advertising; advertisement copy, advertising media; types of advertising media; characteristics of effective media ; ethical aspects of advertising; Personal selling : Concept, Features and Significance; Difference between advertising and personal selling ; functions of a salesman; characteristics of a good salesman; Distribution decision: Physical distribution; channel of distribution; Types of channel distribution; Sales promotion: sales promotion schemes; sample; coupon; price off; premium plan; trade fairs and exhibitions. **(30 Hours)**

Module IV: New Marketing Realities: Direct marketing and online marketing: Concept of Direct and online Marketing ; Activities; Benefits and limitations; Green Marketing: Concepts; Need and Importance; Green Marketing efforts and managerial Implications; Customer Relationship Marketing(CRM): Concept and importance; Components of CRM Programme; Concept of e-CRM; Common draw backs of CRM Programme. **(20 Hours)**

References:

1. Philip Kotler, Marketing Management- Prentice Hall
2. Stanton, Etzel and Walker, Marketing Management-McGraw Hill
3. R. Saxena, Marketing Management- Tata McGraw Hill
4. Majumdar, Marketing Research
5. Marketing Management : RSN Pillai and Bagavathy
6. Marketing Management : SP Bansal

Marks Including Choice

Module	Marks
I	13
II	13
III	20
IV	14
Total	60

III SEMESTER

SKILL ENHANCEMENT COURSE I: NUMERICAL SKILLS

SEMESTER	COURSE CODE	HOURS	CREDIT	EXAM HOURS
III	3A11BBA(RTM)	5	4	3

COURSE OUTCOMES

CO 1. Understand common numerical methods

CO 2. Apply numerical methods to obtain approximate solutions to mathematical problems

CO 3. Analyse and evaluate the accuracy of common numerical methods

CO 4. Derive numerical methods for various mathematical operations and tasks

Module I: Arithmetic : Average, Mixtures – Ratios and proportions – Computations of interest – Simple interest – Compound interest – effective yield – Future value, present value – Amortization – depreciation – continuous compounding.

(20 Hours)

Module II: Algebra : Real and imaginary numbers – Rational and irrational numbers – Set theory- Union of sets- intersection of sets – Venn diagram – Elements of co – ordinate system, matrices –operational rules – Inverse of a matrix.

(20 Hours)

Module III: Theory of equations: Meaning, types of equations – simple linear and simultaneous equations (Only two variables) Eliminations and substitution method only. Quadratic equations factorization and formula method ($ax^2+bx+c = 0$ form only) Problems on business application.

(25 Hours)

Module IV: Progression: Arithmetic Progressions, Finding the 'n' th term of an AP and also sum to n terms of AP. Insertion of arithmetic means in given terms of AP and representation of AP. Geometric Progression. Finding the 'n' th term of GP. Insertion of GMs in given GP and also representation of GP. Mathematics of finance simple and compound interest(Simple problems only)

(25 Hours)

References :

1. Applied Numerical analysis – P K Kandasamy, K Thilakavathi, Gunavathi
2. Numerical methods : Gerald
3. Essentials of college mathematics for Business, Economics, life science and social science : Raymond Barnett, Michael Ziegler.
4. Business Mathematics : Padmalochan Hazarika

Marks Including Choice

Module	Marks
I	15
II	15
III	15
IV	15
Total	60

ABILITY ENHANCEMENT COURSE I: PERSONALITY DEVELOPMENT AND COMMUNICATION SKILLS

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
III	3A12BBA(RTM)	4	4	3

COURSE OUTCOMES

CO 1: Understand the ‘self’ through analysis of one’s own strengths, weaknesses, opportunities and threats to face the challenging and competitive world.

CO2: Set new goals specific, measurable, achievable, realisable and time-bounded to reshape the personality and identify the shortcomings to be corrected.

CO3: Develop inter personal skills and problem solving skills.

CO4: Understand the role of body language in effective communication.

CO5: Critically evaluate the need for stress management and experience the essence of different techniques in reducing stress.

CO6: Perform effectively the assigned work to the fullest satisfaction; with utmost concentration and self motivation to achieve success in near future.

Module I: Introduction to Personality Development: Definition of Personality- Human Growth and Behaviour- Importance of Personality Development- Techniques in Personality development a) Self-confidence through SWOC b) Mnemonics c) SMART Goal setting d) Time Management and effective planning. **(15 Hrs)**

Module II: Communication Skills:a) Intra personal communication and types of Body Language b) Inter personal Communication and Relationships c) Leadership Skills d) Team Building and public speaking, Written communication- Basics of Letter writing, memorandum, notice, email, and report writing- Resume writing. **(20 Hrs)**

Module III: Etiquettes and Manners: Social etiquettes, phone etiquettes, Customer interaction etiquette, Dining- Business etiquettes- Professional etiquette tips- Boss Management.

(12 Hrs)

Module IV: Presentation skills:How to face an Interview? - Preparations before, during and after interview, DOs and DONTs for interviewee- Group Discussions- problem solving, Creativity and Leadership skills.

(10 Hrs)

Module V: Stress Management:

Concentration and Relaxation exercises: Yoga, Meditation- Need for Work Life Balance- Role of Emotional Intelligence and Spiritual Intelligence in Self Acceptance and Self Growth.

(15 Hrs)

References

1. Personality Development and Communication Skills by S.S. Narula; reprinted 2013.
2. Communicating at Work – Principles and Practices for Business and the Professions by Adler, The McGraw Hill Company, 9th Edition
3. Business Communication and Personality Development by Biswajit Das & Ipseeta Satpathy, The Excel Publications, 1st Edition
4. Developing Soft Skills by Robert M. Sherfield, Rhonda J., Patricia J. Moodi; Cornerstone Publications.
5. “The Art of Stress-Free Living” by Sri Sri Ravi Shankar.
5. Winning at Interviews by Edger Thorpe, Showik Thorpe; Pearson Publications, 1st Edition.
6. “How to stop worrying and start living” by Dale Carnegie.
7. Complete Guide to Relieving Stress and Living A Peaceful Life - 2015 Edition by Jen Steifer.

Marks Including Choice

Module	Marks
I	13
II	16
III	10
IV	8
V	13
Total	60

III SEMESTER**COMPLEMENTARY ELECTIVE COURSE 4: LEGAL ASPECTS OF BUSINESS**

SEMESTER	COURSE CODE	HOURS	CREDIT	EXAM HOURS
III	3C04BBA(RTM)	5	4	3

COURSE OUTCOME

CO 1. Understand the conditions and rules that are applicable to a contract and the importance of law in business.

CO 2. Identify the important and relevant documents needed for registering Indian companies.

CO 3. Awareness about the latest amendments in the Indian Companies Act

CO 4. Develop knowledge on the Sale of Goods Act, GST, the application of CGST, SGCT and its challenges and opportunities.

CO 5. Apply the knowledge on consumer protection Act, rights of consumer and dispute redressal agencies in real life situations.

Module I :Indian Contract Act ,1872: Law of contract, Definition of contract, Basic concepts of contract- Valid contract, Void ,voidable and illegal contract, offer, acceptance, consideration, capacity of parties to contract, free consent- coercion, undue influence, misrepresentation, fraud,- breach of contract – remedies of breach of contract. **(20 Hours)**

Module II: Companies Act: Definition of Company, essential features of company, Types of companies - Private Limited Company and Public limited company- Companies Act 2013 (Amendments), Important documents: Memorandum and Articles of Association, Prospectus- Promotion and Incorporation of company- Steps in the formation of company-Share capital of company- Shares, Debentures and its classification.

(25Hours)

Module III: The Sale of Goods Act: Sale of goods Act- Formation of sale of contract- sale and agreement to sell-Implied conditions and warranties-Sale by non owners-transfer of property title of goods- Rights of unpaid seller-Remedies for breach of Contract of Sale of goods- Goods and service Tax- Basic concepts- Challenges and opportunities-Applicability of CGST and SGST.

(25 Hours)

Module IV: Consumer Protection Act: Objectives of the Act-Rights of a Consumer- Consumer Protection Council- Central council and State council-Dispute Redressal Agencies – District forum, State Commission and National Commission-Filing of complaints- Procedure of Filing Complaint.

(20 Hours)

References:

1. Kapoor. N.D, Business Law, Sulthan Chand Publication
2. Tulsian. P.C, Business Laws, Tata McGraw-Hill Publishing Co. Ltd
3. Kuchal. M.C, Business Law
4. Sharma.S.C, Business Laws, International Publishers, Bengaluru

Marks Including Choice

Module	Marks
I	16
II	16
III	15
IV	13
Total	60

IV SEMESTER

CORE COURSE VI : HUMAN RESOURCE MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
IV	4B06BBA(RTM)	6	4	3

COURSE OUTCOME

CO1: understand basic concept and principles of Human Resource Management.

CO2: sensitize to the training process and methods.

CO3: equip with the importance of the performance management system in enhancing employee performance.

CO4: equip with the importance of the performance management system in enhancing employee performance.

Module I: Human resource management-introduction-meaning- evolution of Human Resource management-objectives of HRM-importance of HRM-functions and process of HRM-HR Manager-Duties and responsibilities. **(15 Hours)**

Module II : Acquiring Human Resources – HR planning –meaning-importance of HR planning-benefits of HR planning-HR planning process-job analysis-meaning-process of job analysis-methods-Job description-contents of job description-job specification- contents of job specification-methods of job analysis-job evaluation –meaning-methods-benefits- job enlargement-job enrichment- **Recruitment**-meaning and definition-sources of recruitment-**selection**-meaning-steps in selection process-difference between recruitment and selection-placement-induction and orientation. **(25 Hours)**

Module III: Developing Human Resources- Training and Development- training- meaning-need for training- training process-benefits of training-methods of training-types of training-importance of training in HRD-Executive development. **(16 Hours)**

Module IV: Rewarding Human Resources- performance Appraisal-meaning-definition-objectives-methods of performance appraisal-uses and limitations-compensation management-objectives-wage system-time rate –piece rate-incentives-factors influencing wage system-promotion- types-bases of promotion-benefits-transfer-types-demotion-reasons.

(18 Hours)

Module V: Human Resource Problems- Employee Discipline-meaning –importance- Absenteeism-causes-measures to control absenteeism- labour turnover-lay off- grievance redressal-grievance –meaning-causes of grievance-importance of grievance redressal-procedure of grievance handling. **(16 Hours)**

Skill Development Programmes

- Prepare chart showing the function of HRM and a brief explanation on the need for each function
- Prepare an advertisement for recruitment and selection of candidate for any organisation of your choice
- Develop a format for performance appraisal of an employee.
- Choose any MNC and present your observation on training programme.

(18 Hrs)

References:

Human Resource Management-text and cases-VSP Rao
 Human Resource Management-Aswathappa
 Human Resource Management-L.M.Prasad
 Human Resource Management-T.N.Chabbra
 Personnel Management-Edwin.B.Flippo.McGraw Hill
 Personnel Management-C.B.Mamoria

Marks including choice:

Module	Marks
1	10
2	17
3	11
4	12
5	10

IV SEMESTER

CORE COURSE VII : FINANCIAL MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
IV	4BO7BBA(RTM)	5	4	3

COURSE OUTCOMES

CO 1. Understand the concept and objective of financial management

CO 2. Develop the ability to select the feasible and viable investment proposal

CO 3. Apply decision making tools in organisational context

CO 4. Ability to assess the risk and return of investment projects

Module I: Financial Management: Meaning, scope and objectives, Goals of financial management – Profit maximization – wealth maximization **(10 Hours)**

Module II: Cost of capital Meaning and significance – Computation of cost of Debt – cost of preference capital – Cost of equity – Weighted average cost of capital. Capital structure – Meaning and definition – Factors affecting capital structure – Optimal capital structure – over capitalization – under capitalization – EBIT – EPS analysis. **(25 Hours)**

Module III: Working capital Management Meaning and definition – concepts of working capital – Factors affecting working capital – types of working capital- Financing of working capital – operating cycle concept of estimating working capital (Practical problems and theory) **(25Hours)**

Module IV: Capital budgeting: Meaning, definition – importance – techniques of capital budgeting – payback period – average rate of return – Net present value method – profitability methods – IRR – Merits and demerits of Non discounting and discounting techniques. **(30 Hours)**

References:

1. Financial management : M Y Khan and P.K Jain
2. Financial management: I MPandey
3. Financial management :R K Sharma &Shashi K Gupta
4. Financial management : Prasanna Chandra
5. Financial management :Geoffrey Knott

Marks including choice:

Module	Marks
I	5
II	15
III	20
IV	20
Total	60

IV SEMESTER

CORE COURSE VIII : FUNDAMENTALS OF RETAILING

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
IV	4B08BBA(RTM)	5	4	3

COURSE OUTCOME

CO 1: Understand the concept, evolution and forms of retailing.

CO2: Identify the components involved in designing retail shops.

CO3: Understand Merchandise decision-merchandise mix-variety, assortment, branding, quality, Pricing, display.

CO4: Understand the retail pricing strategies.

CO5: Acquire knowledge of retail information system

Module I: Definition, concept and scope and characteristics of Retailing, Evolution of Retailing, growth of Retailing in India and the global scenario, Store Format-super market, Departmental Store, Malls, Hyper Market, Discount Store, Convenience Store, Specialty Store, Kiosks, neighborhood Store, Non Format Store-Direct Selling, Tele Shopping, E-Marketing, Vending Machine Retailing.: **(20 Hours)**

Module II: Retail Store Location-Planning, Location selection decision process, Analysis of Location decision, Factors affecting site selection and location decision, Retail Store, Shopping Centre, Mall Location, Store design and layout., Interior and exterior design components, Space planning, Visual Merchandising. **(20Hrs)**

Module III: Merchandise decision-merchandise mix-variety, assortment, branding, quality, Pricing, display. Factors affecting merchandise mix-budget Constraints, space limitations, product turnover rates, stock replenishment, Vendor identification, selection of vendors, Finalization of Vendors. **(20 Hrs)**

Module IV: Retail Pricing-Factors affecting Pricing, Retail Pricing Strategy, Pricing Adjustments, Retail Marketing Communication and Advertising, Choice of Media and Media selection Decision, Retail Sales Promotion, Retail Publicity.

(15 Hrs)

Module V: Retail Information System-Nature, Scope and Characteristics of Retail information System, Role of MIS in Retail Marketing, Data warehousing and Mining, Electronic Data Inter change, Universal Product Code, Point of Sales Terminals, Radio Frequency Identification, Self Regulatory Check out System, familiarity with software Packages like MS Office, MS Windows, LAN, UNIX etc,

(15 Hrs)

Books for Reference:

- 1.Retail Management -Bajaj, Tuli & Srivastava
- 2.Retail Management-A Strategic Approach -Berman & Evans

Marks including choice:

Module	Marks
I	14
II	13
III	13
IV	10
V	10

SEMESTER IV**CORE COURSE IX : INDUSTRIAL VISIT AND PROJECT REPORT**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
IV	4B09BBA(RTM)	NIL	1	-

Every student shall prepare and submit a report based on industrial visit during the IVth semester under the guidance of a faculty member 1 month before the end of the semester. Evaluation shall be done internally. The maximum marks for the course shall be 25.

COURSE OUTCOME

CO 1: industrial visit helps the students to gain hand on experience of how industry operations are executed

CO2: bridge the gap between theoretical training and practical learning in a real life environment

CO3: helps the students to enhance interpersonal skills and communication techniques.

CO4: industrial visit broaden the outlook of students with exposure to different workforces from different industries

Internal Evaluation	
25 marks	
Components	Marks
Punctuality	2
Organisation of report	18
Viva voce	5
Total	25

IV SEMESTER

SKILL ENHANCEMENT COURSE II: IT TOOLS FOR BUSINESS-

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDITS	EXAM HOURS
IV	4A13BBA(RTM)	5(3+2)	4	2

COURSE OUTCOMES

CO 1: Understand the working on word, PowerPoint, Excel etc.

CO2: Develop basic computer awareness for letter drafting, Slide making, Payroll preparation

CO3: Understand the various shortcuts for faster functioning on the computer system

Module I: Computer: History, classifications. Hardware – Input, Output, Storage Devices, Software – System software, Application software. Memory- Types of memory

(10Hrs)

Module II: Network of Computers- LAN, WAN, MAN, PAN. Network topologies, Internet, M-Commerce, WiFi

(10Hrs)

Module III: Application of IT: Application in education, Health care, Business,

(6Hrs)

Module IV: Cyber ethics: Meaning, **Cyber crimes:-** Computer virus, WORMS, Malware, Trojan Horse, Cyber forgery, Hacking, Fishing, Salami attack ,Email bombing (Concept only)

(14Hrs)

Module V:MS WORD: MS word window components, New file, open file, Save. Save as, Editing text, adding word art, Alignment, setting paragraph, header and footer, Insert page number, Arranging text in Columns, Creating a table, modifying a table, Formatting a table.

(20 Hours)

MS Excel: Creating worksheet with excel, spreadsheet, uses of spreadsheet, Editing cell contents, creating a simple formula, Creating a chart, Editing chart, Payroll preparation

(20 Hours)

MS Power point: Creating a New presentation, Choosing a Templates, Creating slides, and slide

(10 Hours)

References:

Computer Application in business: Dr R parameswaran

IT in action: Pearson

E Commerce: Gary P Schneider

Management Information System-managing the digital firm, Pearson Education: Kenneth C
laudon and Jane P laudon

Marks including choice:

Module	Marks
I	5
II	5
III	5
IV	7
V	8
Total	30

IV SEMESTER

ABILITY ENHANCEMENT II: ENVIRONMENTAL STUDIES

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
IV	4A14BBA(RTM)	4	4	3

Course Outcomes

CO1. Acquire knowledge about environment and enable to contribute towards maintaining and improving the quality of the environment.

CO2. Understand the importance of protecting the environment and effect of environmental hazards

CO3. Analysis the ecosystem and the bio diversity nature of our country

CO4. Apply the awareness to point our Hot -spot of bio diversity in India and its conservation

CO5. Identify the effect of environmental Degradation and the role of Government in protecting the environment

CO6. Formulate some action plan to engage in activities for preventing environmental degradation.

Module I: Environmental studies- Meaning- definition-scope-Importance-Need-Components of environment: Lithosphere, Hydrosphere, Atmosphere and biosphere-need for public awareness-Natural resources: Forest resources. Water resources, Mineral resources, Energy Resources-Land resources-Role of individual in the conservation of natural resources-Equitable use of natural resources for sustainable life styles.

(18 Hours)

Module II: Eco-system- concept-Structure-Producers- Consumers- Decomposers-Energy flow in the eco-system-Bio-Diversity and its conservation: Introduction-Definition of genetic species and eco-system diversity- Value of Bio- diversity-Consumptive use- productive use- social , ethical and aesthetic value- Hot –spot of Bio-diversity- Threats to bio diversity- endangered and endemic species of India-Conservation of bio diversity: In -situ and Ex-situ conservation.

(18 Hours)

Module III: Environmental Degradation-Meaning-Types of pollutions- Causes, effects and control measures of Air pollution, Water pollution, Soil pollution- control of Urban and

Industrial waste-Environmental Ethics-Issues and possible solutions-Climate change- Global warming-acid rain- Ozone layer Depletion- solid waste management

(18 Hours)

Module IV: Environmental Protection -National environment Policy- Environmental legislations-International conventions and agreements –GATT / WTO and environment-Role of central government -Pollution control Board and its role in environment protection- Environmental Impact Assessment (EIA)- Eco-friendly products- Environment Audit- Role of NGO in environment protection.- Environmental movements-Chipko Movement-Apico Movement-Silent Valley-Environmental communication and Public awareness.

(18 Hours)

References

1. Environment Management- G.N.Pandey, Vikas Publishing House
2. Text Book of Environment- K.M.Agrawal, MacMillan
3. Ecology and Economics-Ram Prasad Sengupta- Oxford
4. The Biodiversity of India-BharuchaErach, Mapin Publishing Ltd, Ahmadabad
5. UGC

Marks Including Choice

Module	Marks
I	15
II	15
III	15
IV	15
Total	60

V SEMESTER**CORE COURSE X: BUSINESS RESEARCH METHODS**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5B10BBA(RTM)	5	4	3

COURSE OUTCOMES

- CO 1.** Acquire basic concepts of research and its types
- CO 2.** Gain insight and acquire the ability to apply different research designs
- CO 3.** Acquire skill of data processing in terms of tabulation and classification.
- CO4.** Generate the ability to write research reports based on approved formats.

Module I: Introduction to research- Definition – Features –Scope of Research – Types of Research: Basic, Applied, Exploratory, Descriptive ,Experimental Research , Quantitative and Qualitative-Research Process - Steps in Research **(15Hrs)**

Module II: Research problem - Sources of research problem- Data collection- Primary and Secondary Data, Tools and techniques for collection of Data: Observational and Survey Methods – Questionnaire – Schedule, Difference between Questionnaire and schedule. **(25 Hrs)**

Module III: Research design–Meaning, Importance-Sampling Design: Selection of Appropriate Statistical Techniques : Probability: Cluster, Stratified, Systematic, Quota, Non probability: Judgemental, Convenience, snowball -Attitude measurement techniques . **(30 Hrs)**

Module IV

Report writing- Types of Reports, Contents, stages of Report writing- Footnote-Bibliography **(20 Hrs)**

References

1. O.R.Krishnaswamy; Research methodology in Social Sciences, HPH, 2008.
2. R. Divivedi: Research Methods in Behavior Science, Macmillan India Ltd., 2001.
3. J.K. Sachdeva: Business Research Methodology HPH

4. S.N. Murthy, V. Bhojanna: Business Research Methods Excel Books
5. Levin & Rubin: Statistics for Management, Prentice Hall of India, 2002
6. Gupta S; Research Methodology and Statistical Techniques, Deep & Deep Publication (P) Ltd., 2002
7. Thakur D: Research Methodology in Social Sciences, Deep & Deep Publications (P) Ltd., 1998.
8. Tripathi P.C: A Textbook of Research Methodology, Sultan Chand & Sons, 2002.
9. Cooper: Business Research Methods 6th edition, MC Graw Hill,
10. C.R. Kothari, Research Methodology, Vikas Publications
11. Usha Devi N, Santhosh Kumar - Business Research Methodology

Marks Including Choice

Module	Marks
I	15
II	20
III	15
IV	10
Total	60

V SEMESTER**CORE COURSE XI: ACCOUNTING FOR MANAGEMENT**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5B11BBA(RTM)	6	4	3

COURSE OUTCOMES

CO 1. Understand the concepts of cost and management accounting

CO 2. Prepare cost sheet and budgets of an organisation

CO 3. Analyse financial statements of corporate organisations using accounting ratios

CO4. Apply the concepts of marginal costing and standard costing in decision making

Module I: Management Accounting –Meaning, Definition, Nature, Scope, Difference between financial accounting, cost accounting and management accounting-Limitations of financial accounting- Recent trends in management reporting

(15 hours)

Module II: Cost Accounting- Concepts, objectives, scope, Uses- Elements of cost- cost classification-cost centre, cost unit- preparation of cost sheet.

(15 hours)

Module III: Analysis and Interpretation of financial statements- Meaning, types, Methods (Brief discussion only)- Ratio Analysis: Meaning and nature, Uses, Limitations- Types of ratios: Liquidity-solvency- Turnover- Profitability-Market test ratios- Judgement of financial stability through ratios (stress should be given to problem solving and interpretation skills) **(30 hours)**

Module IV: Marginal costing: concept-definition-features- CVP Analysis: Meaning, importance, Limitations, Uses of P/V ratio- Margin of safety—Breakeven chart- Application of CVP analysis (Theory only)

(24 hours)

Module V: Cost control Techniques: Budgetary control: concepts, objectives,- steps in budgetary control- Preparation of Budgets- (Cash budget and flexible budget only)- Standard costing: concept, uses, steps- Difference between budgetary control and standard costing- Variance analysis: (Material and labour)

(24 hours)

References

Management Accounting: Sharma RK and Sasi K guptha

Management Accounting: RSN Pillai and Bagvathi

Cost Accounting : SP Jain and KL Narang

Cost Accounting :Dr D Agarwal

Marks Including Choice

Module	Marks
I	10
II	10
III	15
IV	15
V	10
Total	60

VI SEMESTER

CORE COURSE XIV: ORGANISATION BEHAVIOUR

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
VI	6B14 BBA(RTM)	6	4	3

COURSE OUTCOMES

CO1. Understand concepts, theories and techniques in the field of human behavior at individual, group and organization level.

CO 2. Understand personality determinants within personal and organizational context.

CO3. Understand concepts of learning and motivation and its context in organizational setting.

CO4. Identify the role and relevance of group dynamics in organizational management.

Module I: Organisational Behaviour - Definition, meaning and nature, scope and application in management, Contribution of other disciplines to OB, Emerging issues in OB - Attitude, Meaning, Characteristics, and Components of Attitude, Attitude formation, change in attitude and barriers to attitude.,- Leadership, leadership styles. **(18 hours)**

Module II: Personality- Determinants of personality, Factors- Personality theories- Trait theories, Type theories, psycho analytic theories and humanistic theories. **(25 hours)**

Module III: Perception- factors affecting perception,-Learning, theories of learning- classical, operant, and social theories- Motivation, role and importance, Theories of motivation- Herzberg, McGregor, Maslow, Bandura **(25 hours)**

Module IV : Group behavior- Group dynamics, features and types of group, stages of group development, group norms, group cohesion- Group conflict, types of conflict, conflict resolution **(20 hours)**

Module V : Organisational change and development- Nature of work change, Types of change, Factors influencing change, overcoming resistance to change - Organisational development- meaning, benefits and steps in OD **(20hours)**

References:

1. K. Aswathappa, Organizational Behaviour, HPH.
2. Appanniah&, Management and Behavioural Process, HPH.
3. Rekha&Vibha – Organizational Behavioural, VBH. 20
4. Robbins, Organizational Behaviour, International Book House.
5. John W. Newstrom & Kieth Davis, Organizational Behaviour, McGraw Hill.
6. P.G. Aquinas Organizational Behavior, Excel Books.
7. Fred Luthans, Organizational Behaviour. McGraw Hill.
8. M. Gangadhar. V.S.P.Rao and P.S.Narayan, Organizational Behaviour
9. M.N.Mishra: Organisational Behaviour and Corporate Development, HPH.
10. Karamapl : Business Management & Organizational Behavioral I.K. International
11. N.S. Gupta, Organizational Behaviour, HPH.
12. Jit. S. Chandan, Organisational Behaviour, Vikas Publishing House.
13. Sharma R.K & Gupta S.K, Management and Behaviour Process, Kalyani Publishers.
14. K. Venkataramana, Organisational Behaviour, SHBP.

Marks Including Choice

Module	Marks
I	10
II	10
III	15
IV	15
V	10
Total	60

VI SEMESTER

CORE COURSE XV: BANKING THEORY AND PRACTICE

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
VI	6B15 BBA(RTM)	5	4	3

COURSE OUTCOMES

- CO1.** Acquire knowledge about basics of banking
- CO2.** Understands the law and practices of banking
- CO3.** Understands the various banking terminologies
- CO4.** Acquire knowledge of modern banking practices

Module I: Introduction to banking: origin and development of banking- structure of banking in India- Commercial banks- Functions-central bank-RBI: functions, fiscal and monetary policy- Banking Regulation Act 1949, Loans and advances: fixed advance, cash credit, overdraft, letter of credit, bill discounted- principles of sound lending.

(20 Hours)

Module II: Banker and customer relationship: Banker and customer-meaning- General and special relationship- Types of customers and account holders- minors, joint account holders, partnership firms, joint stock company with limited liability, executors, trustees, clubs and associations, joint hindu family- Procedure for opening and closing of accounts.

(25 Hours)

Module III: Negotiable instruments: Introduction-meaning and definition, features, kinds of negotiable instruments(meaning only)- cheques: meaning, definition, features- parties – crossing of cheques- types of crossing- Endorsement: meaning, essentials, kinds of endorsement, Dishonour of cheque, reason for dishonour.

(25 Hours)

Module IV: Technology in banking : need and importance- virtual banking- ATM- credit card- Debit card- Telebanking, m-banking, internet banking- RTGS(Real time Gross settlement), NEFT, Electronic Fund Transfer(EFT), SWIFT (society for worldwide interbank financial telecommunication)- concept of core banking- Universal banking and Green banking(concept only)

(20 Hours)

Skill Development Activities

- collect and fill account opening form of SB and current A/c
- collect and fill pay-in-slip of SB and current A/c
- Draw different types of endorsement of cheques
- List customer services offered by at least two banks of your choice

References

1. Banking Theory law and practice: Gorden and Natarajan, Himalaya Pub.
2. Banking law and practice : Maheswari.S.N., Kalyanipublishers
3. Banking Theory law and practice: Shekhar.K.C, Vikas publishing House
4. Modern banking: K.P.M. Sundharam and E.N.Sundharam, Sulthanchandans sons

Marks Including Choice

Module	Marks
I	15
II	15
III	15
IV	15
Total	60

VI SEMESTER**CORE COURSE XVI :PROJECT REPORT AND VIVAVOCE**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
VI	6B16 BBA (RTM)	2	2	-

COURSE OUTCOMES

CO1: Analyses real life situations

CO2: Acquires group dynamic skills by group involvement

CO3: Develops solutions or inferences on the problem of study

CO4: Sythesis facts in the form of report

During the sixth semester the candidate shall do a research project on a relevant business/ management/banking/commerce topic. This research project is envisaged as a practical application of the research methodology course studied in the BBA Programme. Therefore, it is essential that primary data is collected as part of the research at least to some extent. Maximum four students as a group can take up a topic and the students in consultation and with the consent of the assigned guide may identify a topic and do research on that topic. To have more academic freedom and flexibility, the project shall be done without being attached to any business organization. The candidates together shall prepare and submit a project report to the Department. The project report should be submitted to the Head of the Department on the last working day of the sixth semester. The candidates together as a group shall prepare a copy of the report and submit them in the department, which shall be handed over to the external examiner at the time of viva-voce examination. Each student in the group should also keep a personal copy with them . The report shall be prepared as per American Psychological Association (APA) or Modern Language Association (MLA) format. Use of Statistical software Students shall be encouraged to use statistical software for data analysis.

Sample size

Since the project is a group exercise, at least 100 samples should be selected for the study

Structure of the Project report

1. Title page
2. Declaration by the student
3. Bonafide Certificate from guide countersigned by HOD
4. Acknowledgement
5. Table of Contents
6. List of Tables
7. List of figures
8. List of Symbols, Abbreviations
9. Chapter I: Introduction (Background information, Statement of the Research problem, objectives of the study, Research methodology etc.)
10. Chapter II: Review of literature
11. Chapter III: Theoretical framework
12. Chapter IV: Data Analysis and Interpretation
13. Chapter V: Summary of findings and implications and Recommendations
14. Bibliography (books, journal articles etc. used for the project work).
15. Appendix (Questionnaire, specimen copies of forms, other exhibits etc.)

Page size and typing instructions

The project report shall be prepared in A4 sized bond paper. The report shall be printed and spiral bound/hard bound with not less than 60 pages. The general text of the report shall be typed with 1.5 line spacing. The general text shall be typed in the font 'Times New Roman' with font size 12. Paragraphs shall be arranged in justified alignment with margins 1.25" each on top, bottom, left and right of the page with portrait orientation. No boarder line should be given to the pages.

Evaluation of project report

The project report shall be subject to internal and external evaluation: Maximum 10 marks shall be awarded by the supervising teacher as the internal mark. Maximum 40 marks shall

be awarded by external examiners. Out of the external 40 marks, 20 marks shall be given for the report and 20 marks shall be given for the performance in viva voce examination as specified below. All the group members shall be given equal marks for their report and the viva-voce marks may vary based on the performance of each student in viva voce examination. Internal Evaluation (10 marks or 20% of total marks) and External Evaluation (40 marks or 80% of total marks).

Internal Evaluation	
10 marks	
Components	Marks
Punctuality	2
Organisation of report	4
Viva voce	4
Total	10

External Evaluation		
40 marks		
Components	Sub components	Marks
1. Project report	Relevance of the topic, statement of objectives	5
	Methodology, Research design	5
	Use of statistical tools, Analysis and interpretation, major findings	5
	Recommendations, references/bibliography	5
	Total	20
2.Viva voce	Viva voce	20
	Total	40

PART B**DISCIPLINE SPECIFIC ELECTIVE COURSES****CORE COURSE XII: RETAIL TECHNOLOGY**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5B12 BBA(RTM)	6	4	3

COURSE OUTCOMES

CO1: Understand basic information system in retail technology

CO2: Acquire knowledge in use of technology, vendor identification and channels of sourcing and techniques of procurement.

CO3: Apply technology for store operation and management.

CO4: Apply ideas of e-retailing and customer care services in retail business.

Module I: Retail Business- its Diversity and Complexity, Need for application of Retail Marketing Technology, Information sharing and Information exchanges, Data Warehousing and Data Mining in Retail Business, Use and application of Internet in retail Business, Top listed companies. **(25 Hours)**

Module II: Use of Technology in Procurement and supply, vendor identification, Vendor selection, Different channels of sourcing, Techniques of Procurement. **(15Hours)**

Module III: Technology and store operations and management, Warehousing Management, Display techniques, LPOS terminals, Retail Business Promotion, Customer relationship Management with specific reference to retail business, Security of Retail stores, Accidents and crimes with reference to retail Business. **(25 Hours)**

Module IV: Nature, concept and significance of E-Retailing, Tele shopping, Operation and management of E-store, Strategies for Retailing, and Branding on the web, cross selling, referral services, Permission marketing, online payment processing, internet payment gateways, Internet security issues. **(20 Hours)**

Module V: Customer care services, Managing service quality, Tools for achieving service quality, Customer perception of service quality, Strategic Advantage and service quality, improving retail service quality pre shopping and after shopping. **(23 Hours)**

Reference:

Service Marketing-Operations, Management and Strategy -Clow & Kurtz

1. Retail Management -Levy and Weitz
2. Retail Management-Strategic Approach -Burman & Evans

Marks including choice:

Module	Marks
I	12
II	10
III	15
IV	13
V	10
Total	60

CORE COURSE XIII: RETAIL MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5B13BBA(RTM)	6	4	3

COURSE OUTCOMES

CO 1: Understand the concepts of retail management

CO2: Prepare budgets and resource allocation in retail business

CO3: Understand the process of merchandise management

CO4: Acquires knowledge about retail promotion techniques and importance of control system in retail business.

Module I: Retailing: Meaning –nature-scope-objectives and functions-Retailer-definitions and functions of retailer-retailing scenario in India-Global retail Market-issues and challenges-Wheel of retailing -retailing life cycle –types of retailing –ownership based, store based and non store based retailing retail environment and customers **(30 Hours)**

Module II: Retail Operation Management: Budgeting and resource allocation-store format and size decision –store layout and space allocation –store security aspect –credit management – working capital for retailing –cash collection and recover y. **(25 Hours)**

Module III: Merchandise Management: Meaning factors affecting buying function-merchandise planning merchandise sourcing –retail pricing –evaluating merchandise performance. **(25 Hours)**

Module IV: Retail promotion: Building retail store image-role of atmosphere-layout planning – retail promotion mix-sales promotion scheme-public relation in retailing –CRM in retailing-retail control system financial control, Merchandise control, human resource control, operation control. **(28Hours)**

References:

1. Retail management : Cox Roger
2. Retail management : Levy,Michael
3. Marketing Management : Philip Kotler
4. Berman &Evarv: Retail Management, Perntice Hall.,2017

5. Bajaj, Tuli & Srivastava: Retail Management- Oxford University Publications,2016
- 6 Gibson G Vedamani: Retail Management: Functional principles & practices, Jaico Publishing House.2014
7. Harjit Singh: Retail Management, S. Chand Publication,2011
8. Newman A.J. and Cullen P - Retailing : Environment and Operations (Vikas, 1st Ed.),2012
9. Berman B and Evans J.R - Retail Management (Pearson Education, 9th Ed.),2011

Marks including choice:

Module	Marks
I	12
II	19
III	7
IV	8
V	14
Total	60

CORE COURSE XVII: MALL MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
VI	6B17BBA(RTM)	6	4	3

COURSE OUTCOMES

CO1: Understand components of mall management

CO2: Understand the historical evolution of mall management and its importance in and outside India

CO3: Understand the concepts and components of malls, architecture and amenities and utilities

CO4: Acquire management skill for management of Malls

CO5: Prepare reports on the basis of field visits

Module I: Nature and Concept of Mall, Genesis and growth of Malls globally, concept and growth of malls in India, Advantages and Disadvantages of Malls, Future trends and Projections of Malls, Malls and other Retail formats, Indian Mall and Western countries Malls. **(30 Hrs)**

Module II: Concept and component of Malls, Mall Architecture and its components, Facade, Atrium, Entrance, Circulation, Amenities and Utilities, Path and Parking. **(20 Hrs)**

Module III : Mall Location, Situation and location decisions, Catchments are identification, Process of Tenant decision, Tenant mix, Process of Retail zoning and decisions, Suitability of Retail Formats, Hyper Markets, Department Store, Multiplexes, Eating Joints. **(30 Hrs)**

Module IV : Components of Mall Management, Tenant mix planning, Space selling, facilities and utilities management, security and information planning and management, Mall promotion and event management. **(25 Hrs)**

Module V : Field visits of students for on the spot assessment and study of Mall Management **(3 Hrs)**

Reference

1. Retailing Management -Levy and Weitz
2. Call of the Mall -Paco Underhill, Simon and Schuster
3. Malls in India -Image Multimedia

Marks including choice:

Module	Marks
I	12
II	10
III	15
IV	13
V	10
Total	60

CORE COURSE XVIII: RETAIL SUPPLY CHAIN MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
VI	6B18BBA(RTM)	6	4	3

COURSE OUTCOMES

CO1: Understand concept and significant of supply chain management, inventory management and distribution network

CO2: Acquire knowledge of value chain management, the concept of logistic and reverse logistic.

CO3: Understand the nature and significance of information technology in supply chain management.

CO4: Formulate distribution channel strategies and acquire inventory management skill.

Module I: Retail Supply Chain Management- Nature, Concept and significance of supply chain management, Supply chain management in case of Retail Business, Features and components of retail supply chain, Customer focus. **(25 Hrs)**

Module II: Nature and concept of value chain and value delivery system, concept and significance of Transportation, Process of Transportation decision, Direct Logistics, Third Party logistic Providers, Multi model transportation, Reverse Logistics, Warehousing and transportation, warehousing operation and cross docking. **(25 Hrs)**

Module III: Nature and Significance of Information Technology enabled supply chain management, ERP application, Just in time concept, Quick response delivery system, optimization of supply chain, Outsourcing-nature, significance and benefits of outsourcing, Retailing and Outsourcing, Key considerations in outsourcing, Global volatility of outsourcing. **(30 Hrs)**

Module IV: Distribution Net work-Different distribution channels, channel design decision, Channel Management, Distribution Channel strategy. **(8 Hrs)**

Module V: Inventory management-Meaning, nature anti significance of Inventory management, Inventory management and retail business, optimization and minimization of inventory, inventory cost, and Economic order quantity. **(20 Hrs)**

Reference

Logistics management -Bowersox and Closs

Managing the supply- A Strategic perspective -Gattomo arid waiters

Supply Chain Management for global competitiveness -B. S. Sahay 3

Marks including choice:

Module	Marks
I	12
II	10
III	15
IV	13
V	10
Total	60

PART - C**GENERIC ELECTIVE COURSES****Generic Elective Course I: CUSTOMER RELATIONSHIP MANAGEMENT**

SEMESTER	COURSE CODE	HOURS	CREDIT	EXAM
		PER WEEK		HRS
V	5DO1BBA(RTM)	2	2	2

COURSE OUTCOMES:

Co1: Understand the concept of CRM in digital era with modern changes in the recent world.

Co2: Identify the dimensions to evaluate customers' satisfaction .

Co3: Apply various strategies to improve the customer loyalty and maintaining the long-term-customer relationships.

Co4: Analyse the recent initiatives taken by MNCs to improve customers' satisfaction coping-upto their expectations.

Module I: Introduction to CRM- CRM Definitions, Emergence of CRM practice, CRM cycle, Stakeholders in CRM, Significance of CRM, Types of CRM, Success Factors in CRM, CRM Comprehension, CRM Implementation. **(12 Hrs)**

Module II: Customer Satisfaction-Meaning, Definition, Significance of Customer Satisfaction, Components of Customer Satisfaction, Customer Satisfaction Models, Rationale of Customer Satisfaction, Measuring Customer Satisfaction, Customer satisfaction and marketing program evaluation, Customer Satisfaction Practices **(14 Hrs)**

Module III: Emerging Perspectives: Rural CRM, customer relationship management practices in retail industry, hospitality industry, banking industry, telecom industry, aviation industry.

(10Hrs)

References

1. Alok Kumar Rai, “Customer Relationship Management-Concepts and Cases”, PHI Learning Pvt. Ltd, 2012.
2. Bhasin, “Customer Relationship Management”, Wiley Dream tech publishers, 2012
Alok Kumar Rai, “Customer Relationship Management-Concepts and Cases”, PHI Learning Pvt. Ltd, 2012.
3. Chaturvedi, “Customer Relationship Management”, Excel Books, 2009.
4. Sheth J N, Parvatiyar A. and ShaineshG, ”Customer relationship management-

Emerging Concepts, Tools, &Applications”,Tata McGraw-Hill Education , 2009.

Marks including choice:

Module	Marks
I	10
II	12
III	8
Total	30

GENERIC ELECTIVE COURSE II: SERVICE MARKETING

SEMESTER	COURSE CODE	HOURS	CREDIT	EXAM
		PER WEEK		HRS
V	5D02BBA (RTM)	2	2	2

COURSE OUTCOMES:

CO1: Appreciate the challenges facing the services marketing in traditional commercial marketing, e-marketing and non - commercial environments.

CO2: Identify the differences between marketing physical products and intangible services, including dealing with the extended services marketing mix, and the four unique traits of services marketing.

CO3:Recognise the challenges faced in services delivery as outlined in the services gap model.

CO4: Forecast the new innovations in the services industry and become the recipients of better services quality ensured by best corporates.

Module I: Introduction- Growth of service sector – Definition, features and types of services – designing of service – Service Marketing versus Goods Marketing- 7 P’s Services Marketing Mix-- Service marketing triangle– Service mapping . **(10Hrs)**

Module II: Consumer Behaviour in Services Marketing-Customer expectation of services - Factors influencing customer expectation of services - Customer perception of services - Customer satisfaction . **(6Hrs)**

Module III : Management of Services Marketing- Service strategy for an effective demand – Service strategy for supply – market segmentation, Targeting and Positioning. **(8 Hrs)**

Module IV: Delivering Quality Services-Quality gap – the customer expectation vs. actual services – Technique to augment the gap – Performance gap – Promise vs. Delivery - Strategy for augmenting the gap – Communication gap—Measuring Service Quality: SERVQUAL Scale. **(12Hrs)**

Reference Books

1. S.M. Jha, “Services Marketing” Himalaya Publishing House. 2017
2. Christopher Lovelock “Services Marketing” Pearson Education, 11th edition 2017
3. Adrian Payne, “The Essence Of Services Marketing” Prentice Hall of India Pvt Ltd., 2014.
4. B Santhanam, “Services Marketing” Margham Publications, 2014
5. K. Douglas, Hoffman, John E.G. Bate Son “Essentials of Service Marketing” Dryden Press Series, 2013.
6. Helen Woodroffe – “Services Marketing” Macmillan publications, 2012.

Marks including choice:

Module	Marks
I	8
II	5
III	7
IV	10
Total	30

GENERIC ELECTIVE COURSE III: E-COMMERCE

SEMESTER	COURSE CODE	HOURS	CREDIT	EXAM
		PER WEEK		HRS
V	5D03BBA(RTM)	2	2	2

COURSE OUTCOMES:

CO1: Familiarize the basic concepts and methods of e-commerce

CO2 :Understand how e-commerce affect today's business world

CO3:Identify the precautionary measures to be followed while entering in online transactions.

CO4: Analyze factors influencing the success of e-commerce.

Module I; Introduction to e-commerce:- Meaning, Concept, Origin. Importance, features, benefits of e-commerce. Challenges and limitations of e-commerce. **(10Hrs)**

Module II: Business models of e-commerce:- B2B, B2C, C2C. Factors influencing the success of e-commerce. **(6 Hrs)**

Module III: Electronic payment systems:- Introduction, Online payment methods, Debit card, credit card, e-cash, e-smart card, e-cheque, e-wallet, stored value card (gift card), Electronic fund transfer(EFT), Digital currency, M-commerce. **(12Hrs)**

Module IV: Recent trends in e-commerce:- Digital signature, digital certificate, Biometrics Information & Technology Act 2000, Security issues in e-commerce.

(8Hrs)

References

1. Ashoke Ghose, Basics of E-commerce. Legal & Security Issues: NIIT Publisher
2. Bejajnath E-commerce, The cutting Edge of Business
3. R Kalakota E-commerce
4. Douglas, The internet book
5. Aleon, Internet in a nutshell
6. Internet and web design. R&D Wing, Mac Million
7. Rayport, Jeffrey F and Jaworksi, Bernard J, Introduction to E-Commerce, Tata Mc Graw Hill, New Delhi

Marks including choice:

Module	Marks
I	8
II	5
III	10
IV	7
Total	30

GENERIC ELECTIVE COURSE IV: EVENT MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5D04BBA	2	2	2

Course Outcomes:

CO1: Understand the concept and significance of event management.

CO2: Familiarize the techniques to improve event finance, sponsorship and cost control.

CO3 : Practice preparing time limits for event.

CO4: Develops skill for conducting an event

Module I: Introduction to Event Management: concepts – nature – scope – Evolution of professional event management- significance and components of events – event co ordination.

(8Hrs)

Module. II: Conceptualizing and designing Event: key elements of events – activities in event management – planning – organizing – staffing – leading – co ordination – controlling – event management information system.

(10Hrs)

Module. III

Event Production – Staging an event – choosing the event site – developing the theme – conducting rehearsals – providing services – arranging catering – inter personal skills. Event Marketing, Finance Management in events, Safety and security in event.

(10Hrs)

Module IV: Evaluation of Event Performance: basic evaluation process – measuring performance – formative evaluation – objective evaluation – summative evaluation – correcting deviations.

(8Hrs)

References

1. Event Marketing and Management :Sanjaya Singh Gaur &Sanjay.V.Saggere
2. Successful event management : Anton Shorie, Bryn Parry
3. Event Management : A.K.Bhatia
4. Best Practices in Modern event Management : Gold Blatt
5. Professional Event co ordination : Julia Rutherford Silvers
6. Event Planning : Judy Allen
7. Hand book of conferences and meetings b y David seekin

Marks including choice:

Module	Marks
I	7
II	8
III	8
IV	7
Total	30

GENERIC ELECTIVE COURSE V: DISASTER MANAGEMENT

SEMESTER	COURSE CODE	HOURS	CREDIT	EXAM
		PER WEEK		HRS
V	5D05BBA(RTM)	2	2	2

COURSE OUTCOMES:

CO1: Understand the factors contributing to disaster

CO2: Acquire knowledge about the various precautionary measures to reduce the disasters

CO3: Understand the IT techniques in disaster management

CO4 : Identify the role of NGO and Govt. in disaster management

Module I: Disaster:- Meaning, Definition, Phases of disaster. Classification of disaster:- Natural- Flood, Cyclone, Earthquake, Landslide; Man-made- Fire, Pollution, Nuclear disaster, Biological disaster (Causes & effects) **(12 Hrs)**

Module II: Vulnerability Analysis:- Vulnerability:- meaning, concept. Strategic development for vulnerability analysis. Disaster Risk Reduction (DRR) **(6Hrs)**

Module III: Disaster Management: Pre disaster prevention, Prediction. Disaster preparedness- disaster preparedness plan; long term and short term. Warnings, safety measures. Post disaster management:- Damage assessment, remedial measures, rehabilitation. **(12Hrs)**

Module IV: Role of IT in disaster management: Role of Govt. NGO, Volunteers and social workers in disaster management. **(6Hrs)**

References

1. R.B Singh(Ed) :Disaster Management, Rawat Publications, New Delhi
2. H.K Gupta(Ed) :Disaster Management, Universiters Press, India:
3. R.B Singh : Space Technology for Disaster Mitigation in India (INCED), University of Tokyo
4. Dr. Satender :Disaster Management in Hills, Concept Publishing Co., New Delhi
5. M.C Gupta : Manuals on Natural Disaster Management in India, National Centre for Disaster Management, IIPA, New Delhi.
6. R.K Bhandani : An Overview on Natural and Manmade Disaster & their 44 Reduction, CSIR, New Delhi.
7. R.B Singh(Ed) :Environmental Geography, Heritage Publishers, New Delhi.

Marks including choice:

Module	Marks
I	10
II	5
III	10
IV	5
Total	30

MODEL QUESTION PAPERS
I SEMESTER BBA DEGREE PROGRAMME
CORE COURSE I - 1B01BBA(RTM)
PRINCIPLES AND PRACTICE OF MANAGEMENT

Time : 3 Hours

Maximum : 40 Marks

PART – A

Answer all questions. Each question carries 1 mark.

1. What is planning premises?
2. What is departmentation?
3. Define management?
4. What is strategy?
5. What is MBO?
6. What is motivation?

(6×1=6)

PART - B

Answer any 6 questions. Each question carries 2 marks.

7. What is diagonal communication?
8. What is span of supervision?
9. What is gangplank?
10. What do you mean by synergy?
11. What is centralization?
12. Explain the concept of stability of tenure?
13. What is standing plan?
14. What do you mean by science not rule of thumb method?

(6×2=12)

PART - C

Answer any 4 questions. Each question carries 3 marks.

15. Explain the different types of decision making?
16. Difference between centralization and decentralization?
17. Explain the principles of organizing?
18. “Planning and controlling are the two sides of the same coin”. Do you agree?
19. “Coordination is the essence of management” Explain?
20. What is staffing? Explain the steps in staffing?

(4×3=12)

PART – D

Answer any 2 questions. Each question carries 5 marks.

21. What is directing? What are the elements of directing?
22. What do you mean by controlling? What are the techniques of controlling?
23. Explain the elements of scientific management?
24. What are the different types of organizing?

(2×5=10)

**I SEMESTER BBA DEGREE PROGRAMME
COMPLEMENTARY ELECTIVE COURSE I-1C01BBA (RTM)
STATISTICS FOR BUSINESS DECISIONS**

Time : 3 Hours

Maximum : 40 Marks

PART – A

Answer all questions. Each question carries 1 mark.

1. What is primary data?
2. Define correlation
3. What is regression?
4. What is Questionnaire?
5. What is secular trend?
6. What is price index?

(6×1=6)

PART - B

Answer any 6 questions. Each question carries 2 marks.

7. What do you mean by tabulation?
8. Define statistics
9. List out different methods of collection of primary data?
10. Explain the types of index numbers.
11. What is perfect correlation?
12. What do you mean by regression coefficients?
13. What are the components of time series?
14. What is scatter diagram?

(6×2=12)

PART - C

Answer any 4 questions. Each question carries 3 marks.

15. What are the main uses of index numbers?
16. Difference between classification and tabulation?
17. State the merits and demerits of Spearman's rank correlation method?
18. Explain moving average

19. What are the functions of statistics?

20. Explain cost of living index

(4×3=12)

PART – D

Answer any 2 questions. Each question carries 5 marks.

21. What is meant by statistical investigation? What are the stages of statistical investigation?

22. Calculate Karl Pearson's coefficient of correlation for the following series

Price(In Rs) : 110 111 112 113 114 115 116 117 118 119

Supply(In Kg):200 210 210 240 260 280 310 400 410 420

23. Define trend. What are the various methods used to measure trend?

24. Compute Fishers ideal index and show whether it satisfies Time reversal test.

Commodity	Base Year		Current Year	
	P	Q	P	Q
A	6	50	10	56
B	2	100	2	120
C	4	60	6	60
D	10	30	12	24

(2×5=10)

**I SEMESTER BBA DEGREE PROGRAMME
COMPLEMENTARY ELECTIVE COURSE II – 1C02BBA (RTM)
MANAGERIAL ECONOMICS**

Time : 3 Hours

Maximum : 40 Marks

PART A

Answer all questions. Each question carries 1 mark

1. Define managerial economics.
2. What is kinked demand curve?
3. What is price differentiation?
4. Define opportunity cost.
5. Define production function.
6. What is supply?

(6×1=6)

PART B

Answer any 6 questions. Each question carries 2 marks

7. What is price skimming?
8. What is selling cost?
9. What is cost plus pricing? State its advantages.
10. What is law of demand?
11. What are the properties of an isoquant curve?
12. Give the meaning of equilibrium?
13. What is substitution effect?
14. What is diminishing marginal utility?

(6×2=12)

PART C

Answer any 4 question. Each Question carries 3 marks

15. Distinguish between fixed cost and variable costs.
16. Explain the features of long run average cost.
17. Explain any three pricing methods.
18. Explain the features of perfect competition.
19. Explain supply curve.
20. Explain price elasticity of demand.

(4×3=12)

PART D

Answer any 2 questions. Each question carries 5 marks

21. Explain with suitable examples, the various determinants of demand.
22. Define monopoly. Explain how price output decisions are taken under conditions of monopoly.
23. Explain the nature and scope of managerial economics.
24. Explain cost output relationship in short run.

(2×5=10)

**II SEMESTER BBA DEGREE PROGRAMME
CORE COURSE II - 2B02BBA(RTM)
BUSINESS ENVIRONMENT**

Time : 3 Hours

Maximum : 40 Marks

PART A

Answer all questions. Each question carries 1 mark

1. Define business environment
2. What is legal environment
3. What is disinvestment
4. What is an MNC
5. What is public sector Enterprise
6. Expand CSR

(6x1=6)

PART B

Answer any 6 questions. Each question carries 2 marks

7. What is franchising
8. What are political institutions in India
9. What is SWOT analysis
10. What is environmental scanning
11. What is Globalization
12. What is industrial pollution
13. What is New Economic policy
14. What is sub culture

(6x2=12)

PART C

Answer any 4 question. Each Question carries 3 marks

15. Explain the features of business environment
16. Explain micro environment factors
17. Explain the role of MNC in India
18. What are the elements in Socio cultural environment
19. Explain the Criticisms of disinvestment policy
20. What are the responsibilities of business towards Government

(4x3=12)

PART D

Answer any 2 questions. Each question carries 5 marks

21. What is business environment. What are the components of external environment?
22. Explain the social responsibility of business towards different stakeholders
23. What are the main global entry strategies in globalization?
24. What is environmental scanning. What techniques used in environmental scanning

(2x5=10)

**II SEMESTER BBA DEGREE PROGRAMME
CORE COURSE III - 2B03BBA(RTM)
ENTREPRENEURSHIP DEVELOPMENT**

Time : 3 Hours

Maximum : 40 Marks

PART A

Answer all questions. Each question carries 1 mark

1. Define Entrepreneurship?
2. What do you mean by project management?
3. What is flexibility study?
4. What do you mean by intrapreneurs?
5. What do you mean by small scale industry?
6. What do you mean by viability study? (6×1=6)

PART B

Answer any 6 questions. Each question carries 2 marks

7. Describe features of entrepreneurship.
8. Explain EDP
9. Explain venture capital
10. What are the problems faced by women entrepreneur?
11. State relationship between Entrepreneurial behavior and psycho theories.
12. Explain the role of Govt. in organizing EDP
13. Describe theories of entrepreneurship.
14. How employment opportunities are generated by entrepreneurship? (6×2=12)

PART C

Answer any 4 question. Each Question carries 3 marks

15. Write a note on Women Entrepreneurs.
16. Explain the functions of Entrepreneurs
17. Distinguish between Entrepreneurs and managers
18. Describe any two state level financing institutions.
19. What is the difference between Intrapreneurs and entrepreneurs?
20. Describe any four types of Entrepreneurs. (4×3=12)

PART D

Answer any 2 questions. Each question carries 5 marks

21. Write a note on rural entrepreneurship
22. Explain status of entrepreneurship in Indian industry with examples
23. Describe various stages of project management.
24. Explain women entrepreneurship in India (2×5=10)

II SEMESTER BBA DEGREE PROGRAMME
COMPLEMENTARY ELECTIVE COURSE III - 2C03BBA(RTM)
QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS

Time: 3 hrs

Max Marks: 40

Section A

Answer all questions. Each question carries 1 mark

1. Define Mutually Exclusive Events
2. What is Type I error?
3. What is standard normal variate?
4. What is a random experiment?
5. Define exhaustive events
6. What are equally likely events? (6×1=6)

SECTION B

Answer any SIX questions. Each question carries 2 marks

7. Explain Two-Tailed Test
8. Write the characteristics of normal curve
9. What do you mean by parametric test and non parametric test?
10. What is the probability of getting a king or spade when you are drawing a card from a pack of 52 cards?
11. Describe the utilities of poisson probability distribution.
12. Explain Level of Significance
13. Give the characteristics of the Normal Distribution
14. Explain Poisson Distribution as a limiting case of Binomial Distribution. (6×2=12)

SECTION C

Answer any FOUR questions. Each question carries 3 marks

15. Explain the uses of quantitative techniques in business and industry
16. What is conditional probability. If $P(A) = 0.4$, $P(B) = 0.8$, $P(A \text{ intersection } B) = 0.06$, Find $P(A/B)$ & $P(B/A)$
17. A basket contains 20 bad & 60 good apples. Four apples are drawn from this basket. Find the probability that of four a) at least 2 are good apples, b) utmost 2 are good apples
18. A car hire firm has two cars which it hires out day by day. The number of demands for a car on each day is distributed as a poison distribution with mean 1.5. Calculate the proportion of day on which a) neither car is used, b) some demand is refused
19. The variable X follows a normal distribution with mean 45 and SD 10. Find the probability for an item to fall a) beyond 60 b) between 40 and 56.
20. In a competitive examination, 5000 students have appeared for a paper in Maths. Their

average mark was 62 and SD was 12. If there are only 100 vacancies, find the minimum marks that one should secure to get selected against a vacancy.

(4×3=12)

SECTION D

Answer any TWO questions. Each question carries 5 marks

21. In a competitive examination, 5000 students have appeared for a paper in statistics. Their average mark was 62 and standard deviation was 12. If there are only 100 vacancies, find the minimum marks that one should secure to get selected against a vacancy.
22. What is Hypothesis Testing and explain the procedure for testing of hypothesis
23. Eight coins are tossed together 256 times. Fit a binomial distribution and find the expected frequencies of heads. Also find Mean and Standard Deviation.
24. An Urn A contains 2 white and 4 black balls. Another Urn B contains 5 white and 7 black balls. A ball is transferred from the Urn A to Urn B. Then a ball is drawn from Urn B. Find the probability that it will be white.

(2×5=10)