

(Abstract)

First and second semester Scheme and Syllabus of the BBA Programme in tune with KU-FYUGP Regulations 2024 with effect from 2024 Admission onwards- Approved- Implemented- Orders Issued

FYUGP Spl.cell

ACAD C/SO - ACAD C/21160/2024

Dated: 15.11.2024

Read:-1. U.O. No. FYUGPSC/FYSC-II/5074/2024, dated: 18/04/2024

2. E-mail of the Chairperson, Board of Studies in Management Studies(UG), dated: 11.06.2024
3. The Minutes of the Meeting of the Scrutiny Committee held on 19.06.2024
4. The Orders of the Vice Chancellor on 24.06.2024
5. The Minutes of the Meeting of the Academic Council, held on 25.06.2024
6. E-mail of the Chairperson, Board of Studies in Management Studies(UG), dated: 29.06.2024
7. The orders of the Vice Chancellor, dtd 13.11.2024

ORDER

1. The Regulations of the Kannur University Four Year UG Programmes (KU-FYUGP Regulations 2024) for affiliated Colleges was implemented with effect from 2024 admission onwards, vide paper read as(1) above.
2. Subsequently, the Chairperson, Board of Studies in Management Studies(UG) vide paper read as (2) above, submitted the first and second semester Syllabuses of the B.B.A. programme, in tune with KUFYUGP Regulations 2024, applicable with effect from 2024 Admission onwards.
3. Thereafter, the Scrutiny Committee, which included the Dean, Faculty of Commerce & Management Studies vide paper read as (3) above, scrutinized the above Syllabus and recommended certain suggestions.
4. Subsequently, the Vice Chancellor ordered to place the same before the Academic Council for consideration, as per the paper read (4) above.
5. Accordingly, the Syllabus of the B.B.A. programme for first and second semesters in tune with KU-FYUGP Regulations 2024 was approved by the meeting of the Academic Council held on 25-06-2024 and granted permission to publish the same, as and when it is ready, after making the necessary modifications, as per paper read as (5) above.
6. The Vice Chancellor approved the Minutes of the aforesaid meeting of the Academic Council and the above mentioned Syllabus of the B.B.A. programme, prepared in tune with KU-FYUGP Regulations, 2024.
7. Thereafter, the Chairperson, Board of Studies in Management Studies(UG) forwarded the modified first and second semester Syllabus of the B.B.A. programme.
8. The Vice Chancellor, exercising the powers of the Academic Council vested on him as per the Section 11(2) of the KU Act, 1996, approved the First and Second semester Syllabus of the FYUGP-B.B.A. programme, applicable to the affiliated Colleges w.e.f. 2024 admission.
9. The approved Syllabus concerned is appended with this U.O. and uploaded in the University website.

Orders are issued accordingly.

Sd/-

ANIL CHANDRAN R
DEPUTY REGISTRAR (ACADEMIC)
For REGISTRAR

To: The Principals of Arts and Science Colleges affiliated to Kannur University

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 R
4. DR/AR (Academic)
5. The IT Cell (For uploading in the website)
6. SF/DF/FC



Forwarded / By Order

[Signature]
SECTION OFFICER

[Signature]

(Abstract)

FYUGP- B.B.A Programme - Scheme and Syllabus of Second Semester - Modified with effect from 2024 Admission - Approved- Orders issued

ACADEMIC C SECTION

ACAD C/SO - ACAD C/21160/2024

Dated: 05.02.2025

Read:-1. U.O. No.ACAD C/SO-ACAD C/21160/2024 dtd. 15.11.2024.

2. The Minutes of the Meeting of Board of Studies in Management Studies(UG), held on 30.11.2024.

3. E-mail dated: 17.12.2024 from the Chairperson, Board of Studies in Management Studies(UG).

4. E-mail dated: 09.01.2025 from the Dean, Faculty of Commerce and Management studies.

5. The Minutes of the Meeting of Standing committee of Academic council held on 21.01.2025

6. The orders of the Vice Chancellor,dtd 05.02.2025

ORDER

1.The Scheme and Syllabus (First & Second Semesters only) of the B.B.A Programme in tune with KU-FYUGP Regulations 2024 was approved vide paper read (1) above.

2. Subsequently, the Board of Studies in Management Studies(UG), vide paper read as (2) above, recommended to add more Courses in the Course basket of the Major, Minor, MDC in the II Semester BBA and accordingly, the Chairperson submitted the Modified II Semester Syllabus of the B.B.A. programme for approval.

3.As per the modified Syllabus **two Discipline Specific Core Courses (KU2DSCBBA100: STATISTICS FOR BUSINESS DECISIONS, KU2DSCBBA102: BUSINESS ECONOMICS) and an MDC Course (KU2MDCBBA101:Event Management)** were newly introduced in the already approved Syllabus and the Course Code of remaining Courses were modified accordingly.

3. The Dean, Faculty of Commerce & Management Studies, after vetting the modified Syllabus of the II Semester B.B.A. (FYUGP), recommended that the Syllabus appears to be in order and intimated his approval vide paper read as (4) above.

4. Considering the matter the Vice Chancellor ordered to place the modified II Semester Syllabus of the B.B.A. (FYUGP), before the Standing Committee of Academic Council for consideration and the meeting of Standing Committee of the Academic Council held on 21.01.2025 vide paper read (5), recommended to approve the same.

5. The Vice Chancellor, after considering the recommendation of the Standing Committee of Academic Council and exercising the powers of the Academic Council conferred under the Section 11 (1) chapter III of Kannur University Act 1996, **approved the Modified II Semester Syllabus of the B.B.A.(FYUGP) programme, prepared in tune with KU-FYUGP Regulations, 2024 and accorded sanction to implement the same in the Affiliated Colleges w.e.f 2024 admission.**

6. The modified Syllabus of B.B.A -FYUGP Programme is appended with this U.O. and uploaded in the University website.

Orders are issued accordingly.

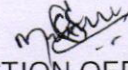
Sd/-

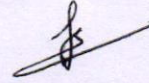
ANIL CHANDRAN R
DEPUTY REGISTRAR (ACADEMIC)
For REGISTRAR

To: The Principals of Arts and Science Colleges affiliated to Kannur University

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SECTION OFFICER



KANNUR UNIVERSITY



FOUR-YEAR UNDER GRADUATE PROGRAMME (KU-FYUGP)

BBA PROGRAMME CURRICULUM AND SYLLABI (2024 ADMISSIONS ONWARDS)

PREFACE

The implementation of the Four-Year Undergraduate Programme (FYUGP) has been driven by the pressing need to address contemporary challenges ensuring responsive changes to the evolving needs of students, industry, and society at large. Recognizing the curriculum as the cornerstone of any education system, it requires regular refinement to align with evolving socio-economic factors. Higher education must provide students with practical and technical skills relevant to their fields of interest, necessitating the development of a job-oriented curriculum. Despite significant increases in access and expansion of higher education over the years, concerns persist regarding the quality and relevance of educational outcomes, particularly in terms of employability skills. As the world becomes increasingly interconnected, our education system must evolve to in still 21st-century skills, enabling students not only to survive but to thrive in this dynamic environment. Moreover, there is a growing need for higher education institutions to embrace social responsibility and contribute to the development of a knowledge society capable of driving sustainable development through innovation. With the central objective of fostering a robust knowledge society to support a knowledge economy, the Government of Kerala has initiated steps to reform higher education. Accordingly, three commissions were established to suggest reforms in higher education policy, legal and regulatory mechanisms, and evaluation and examination systems. It is within this context that a comprehensive reform of the undergraduate curriculum has been proposed, leading to the restructuring of the Four-Year Undergraduate Programme.

The syllabus presented herewith is the output of academic debates among business men, faculty members in Commerce , Management and Business Administration, Research Scholars and Students at formal and informal levels of gatherings. The workshop on syllabus revision, with its democratic approach of considering valuable suggestions from all stake holders of higher education, and the FYUGP curriculum of Kannur University were crucial to restructuring the existing syllabi. FYUGP in Management Studies (BBA) offers **Discipline Specific Courses (DSC-Major and Minor), Discipline Specific Elective Core Courses (DSE), Multi Disciplinary Courses (MDC), Value Addition Courses (VAC) and Skill Enhancement Courses (SEC)**. The syllabus of each course at the outset itself clearly states its learning outcomes, which are in agreement with Programme and Outcomes and Programme Specific Outcomes.

Sumesh P.C.

Kannur

Chairperson

June 2024

Board of Studies in Management Studies (UG)

The Board of Studies in Management Studies (UG)

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Assistant Professor, department of Management Studies, Taliparamba Arts and Science College, Kanhirangad, Kannur
11. Dr.U.Faisal (Chairperson , P.G.Board)
Professor , Department of Management Studies, Dr. Janaki Ammal Campus, Palayad, Thalassery, Kannur.

Adhoc /Expert Committee Members

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2. Sri. Aneesh Kumar K.P., Assistant Professor, Dept. of Management Stuidies, Dr.Janaki Ammal Campus, Palayad, Thalassery Kannur
3. Dr.Susmin James, Assistant Professor, Dept.of Commerce,Government College Chokli, Thalassery
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5. Dr. Sajith M. , Assistant Professor, Dept. of Commerce , Govt. College , Manathavadi
6. Smt. Archana kemanabally, Assistant Professor, Dept. of Management Studies, Payyannur College , payyannur
7. Smt.Samina Sathyanath, Assistant Professor, Dept. of Management Studies , S.N.College , Kannur

KANNUR UNIVERSITY

PROGRAM OUTCOMES (POs)

Program Outcomes (POs) serve as a foundational framework defining the skills, knowledge, and attributes that students at Kannur University are expected to acquire up on completion of a specific academic program. Tailored to the unique goals of each program, POs articulate the overarching learning objectives that guide curriculum design and assessment. These outcomes encompass a diverse range of competencies, including critical thinking, problem-solving, effective communication, and discipline-specific expertise. POs play a crucial role in shaping educational experiences, ensuring alignment with academic standards and industry expectations. By articulating clear and measurable expectations, POs contribute to the continuous improvement of academic programs and provide a roadmap for students to develop into well-rounded, competent professionals within their chosen fields.

PO1: Critical Thinking and Problem-Solving: Apply critical thinking skills to analyse information and develop effective problem-solving strategies for tackling complex challenges.

PO2: Effective Communication and Social Interaction: Proficiently express ideas and engage in collaborative practices, fostering effective interpersonal connections.

PO3: Holistic Understanding: Demonstrate a multidisciplinary approach by integrating knowledge across various domains for a comprehensive understanding of complex issues.

PO4: Citizenship and Leadership: Exhibit a sense of responsibility, actively contribute to the community, and showcase leadership qualities to shape a just and inclusive society.

PO5: Global Perspective: Develop a broad awareness of global issues and an understanding of diverse perspectives, preparing for active participation in a globalised world.

PO6: Ethics, Integrity and Environmental Sustainability: Uphold high ethical standards in academic and professional endeavours, demonstrating integrity and ethical decision-making. Also acquire an understanding of environmental issues and sustainable practices, promoting responsibility towards ecological well-being.

PO7: Lifelong Learning and Adaptability: Cultivate a commitment to continuous self-directed learning, adapting to evolving challenges, and acquiring knowledge throughout life.

BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME SPECIFIC OUTCOMES (PSOs)

No.	Programme Specific Outcomes (PSOs)
PSO1	Provide students with a sound theoretical base in business management concepts and have an exposure of the emerging technologies to support, sustain and innovate business.
PSO2	Application of theoretical and technical knowledge and skills to provide holistic education by producing intellectually competent individuals.
PSO3	Attain problem-solving, decision making and critical thinking skills to connect with real time corporate situations.
PSO4	Inculcates and develops appropriate skills such as Finance, Marketing, Entrepreneurship, HR, Accounting and Operations among students.
PSO5	Demonstrate how creativity and innovations are initiated, included and managed in an organisation.
PSO6	Understand the impact of management practices in societal and environmental context and display the knowledge and need for sustainable development
PSO7	Impart continuous learning and develop the ability to engage in independent and life long learning in the context of changes in trade and commerce

Course and Credit Structure for Different Pathways

Semester	DSC (Credit 4)	AEC (Credit 3)	SEC (Credit3)	MDC (Credit 3)	VAC (Credit3)	Total Courses	Total Credits	Total Hrs / Week
I	A1,B1,C1	AEC1(E) AEC2(AL)		MDC1		6	21	22
II	A2,D1,E1	AEC3(E) AEC4(AL)		MDC2		6	21	22
III	A3,A4, F1,G1			MDC3 (KS)	VAC1	6	22	22
IV	A5,A6,A7		SEC1		VAC2 VAC3	6	21	21
V	A8,A9,A10 A11*,A12*		SEC2			6	23	23
VI	A13,A14, A15, A16*,A17*		SEC3 PROJECT			6	23	23
	INTERSHIP						2	
Total	Major A:17 Other Discipline:6	4	3+2=5	3	3	36	133	133

EXIT WITH BBA DEGREE WITH 133 CREDITS / PROCEED TO FOURTH YEAR

**COURSE AND CREDIT DISTRIBUTION FOR FOURTH YEAR: SEMESTER VII and VIII of
UG HONOURS PROGRAMME**

Semester	DSC (Credit 4)	Nature of the Course	Total Courses	Total Credits	Hrs / Week
VII	A18,A19, A20*,A21* , A22* (* Elective)	Two PG Level Core Courses and Three PG Level Elective Courses(Level 400 and above) in the Major Discipline One Open Elective Course in Major Discipline	5	20	20
	Internship (SEC)	Internship in the Major Discipline	1	4	-
VIII	Major A*,A*,A*	Three PG Level Elective Courses (Level 400 and Above) in the Major Discipline Students can choose another institution for doing the project can choose Three Major Elective Courses in this Semester in Online Mode or in the in-person mode from the institution where the project is being done	3	12	12
	Project (SEC)	Project in Major Discipline	1	8	8
Total	Major :8 Internship Project		10	44	40

EXIT WITH BBA HONOURS DEGREE WITH 177 CREDITS

**COURSE AND CREDIT DISTRIBUTION FOR FOURTH YEAR: SEMESTER VII and VIII of
UG HONOURS WITH RESEARCH PROGRAMME**

Semester	DSC (Credit 4)	Nature of the Course	Total Courses	Total Credits	Hrs / Week
VII	A18,A19, A20*,A21* , A22* (* Elective)	Two PG Level Core Courses and Three PG Level Elective Courses(Level 400 and above) in the Major Discipline	5	20	20
	Internship (SEC)	Internship in the Major Discipline	1	4	-
VIII	Project (SEC)	Project in Major Discipline	1	20	20
Total	Major :5 Internship Project		7	44	40

EXIT WITH BBA HONOURS WITH RESEARCH DEGREE WITH 177 CREDITS

SEMESTER WISE COURSE STRUCTURE

SEMESTER I

<i>Course Category</i>	<i>Code</i>	<i>Credit</i>	<i>Course</i>	<i>Major/Minor</i>	<i>Code</i>	<i>Hours</i>
Discipline Specific Core Courses (DSC)	KU1DSCBBA100	4	Management Concepts and Principles*	Major	A1	4
	KU1DSCBBA101	4	Managerial Economics	Minor	B1	4
	KU1DSCBBA102	4	Business Statistics	Minor	B1	4
	KU1DSCBBA103	4	Business Communication	Minor	C1	4
	KU1DSCBBA104	4	Basic Concepts of Professionalism	Minor	C1	4
Multi-Disciplinary Courses (MDC)	KU1MDCBBA100	3	Fundamentals of Management	MDC1		3

SEMESTER II

<i>Course Category</i>	<i>Code</i>	<i>Credit</i>	<i>Course</i>	<i>Major/Minor</i>	<i>Code</i>	<i>Hours</i>
Discipline Specific Core Courses (DSC)	KU2DSCBBA100	4	Statistics for Business Decisions*	Major	A2	4
	KU2DSCBBA101	4	Fundamentals of Accounting *	Major	A2	4
	KU2DSCBBA102	4	Business Economics*	Major	A2	4
	KU2DSCBBA103	4	Business Environment	Minor	D1	4
	KU2DSCBBA104	4	Business Mathematics	Minor	D1	4
	KU2DSCBBA105	4	Recent Trends in Marketing	Minor	E1	4
	KU2DSCBBA106	4	Emerging Applications in Management	Minor	E1	4
Multi-Disciplinary Courses (MDC)	KU2MDCBBA100	3	E-Commerce	MDC2		3
	KU2MDCBBA101	3	Event Management	MDC2		3

SEMESTER –I

KU1DSCBBA100:Management Concepts and Principles

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
I	DSC	100-199	KU1DSCBBA100	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	4	30	70	100	2

Course Description: Management concepts and principles is a foundational course which helps to develop managerial skills among students.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	1. Understand the fundamentals concept of management.	U
2	2. Learn the concepts and competence of planning	U
3	3. Acquire the knowledge of Organization and & staffing.	U
4	4. Understand the importance of effectiveness of directing & coordination	U
5	5. Analyse the importance, process & types of controlling.	An
6	6. To learn about the managerial idea, in the field of Management	A

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1	MODULE TITLE		
	1	Introduction to Management	15
		a) Definition- nature- scope	
		b) levels of management-	
	2	School of Management thought	
		a) classical, Neo-classical and Modern Approaches of Management,	
	3	functions of management	
		a) planning, organising, staffing, directing, controlling	
		b) Roles of a manager	
	4	Scientific and modern Management in detail	

	a) Scientific management- meaning- principles, techniques	
	b) Modern management- concept, principles	
	c) Contemporary approaches in school of management thought	

	MODULE TITLE	
2	1 Planning and Decision Making	15
	2 Planning: meaning- nature and purpose	
	3 types of planning- planning process	
	4 Decision making: meaning- importance techniques of decision making	
	5 Management by Objectives- features- steps	

	MODULE TITLE	
3	1 Organising- meaning- nature and purpose	15
	2 Organization	
	a) Organization-meaning	
	b) Dimension of structure- horizontal and vertical dimensions- formal and informal organization	
	c) Delegation of authority- Decentralisation- Departmentation- Span of management.	
	3 Staffing-meaning-definition-importance-elements.	

	MODULE TITLE	
4	1 Directing	10
	a) Directing: meaning- nature and scope - elements of directing	
	2 Elements of Directing	

		a) Supervision, Motivation	
		b) Leadership, Communication	
	3	controlling:	
		a) Controlling: meaning- need- process of control- types- Techniques of control.	

	Teacher Specific Module	5
	<i>For effective learning teachers can use group activities like role- play and demonstrations and employ case studies of experts in the field.</i>	

Essential Readings:

1. KS Chandrasekaretal, History of Management Thoughts, Vijaynicole
2. C.B.Gupta, Management Theory and Practice -Sultan chand& sons
3. L.M.Prasad, Principles and practice of Management- Sultan chand& sons
4. T N Chhabra, Principles, and practice of Management- DhanpatRai& Co.
5. Manmohan Prasad, Management concepts and practice –Himalaya Publishing House

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	6
b)	Test Paper-2	6
c)	Assignment	9
d)	Seminar/ Book/ Article Review/ Viva-Voce/ Field Report	9
Total		100

KU1DSCBBA101MANAGERIAL ECONOMICS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
I	DSC	100-199	KU1DSCBBA101	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

Course Description: Managerial economics is concerned with concepts of economics demand and supply functions, production function and cost analysis from a managers' perspective. These topics enable students to analyse changing demand and supply conditions and also to manage production function effectively.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Help the students understand the basic concepts of managerial economics	U
2	Introduce the students to the concepts of demand and supply	U
3	Provide a basic understanding about market structures	U
4	Help the students develop a basic understanding about production function and cost analysis	U

****Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)***

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1	MODULE TITLE: INTRODUCTION TO MANAGERIAL ECONOMICS		15
	1	Meaning, nature & scope of managerial economics	2
	2	Opportunity cost - time value of money - marginalism	4
	3	Risk, Return, profits, business cycle	4
	4	Micro vs. Macro Economics	5

2	MODULE TITLE: DEMAND AND SUPPLY ANALYSIS		20
	1	Meaning of demand – Types of demand	2
	2	Determinants of demand - Elasticity of Demand	5
	3	Law of Demand - Demand Forecasting	5
	4	Marginal utility analysis –equi-marginal utility - indifference curve	5
	5	Concept of supply – equilibrium point	3

3	MODULE TITLE: MARKET CLASSIFICATION & PRICING STRATEGIES		10
	1	Perfect competition - price and output determination under perfect competition	3
	2	Monopoly - Monopolistic Competition – Oligopoly – Duopoly	2
	3	Pricing – objectives, factors & general considerations	2.5
	4	Methods of pricing - price discrimination	2.5
4	MODULE TITLE: PRODUCTION & COST ANALYSIS		15
	1	Concept of production – factors of production – production function	3
	2	Law of returns to scale - economics of scale- law of variable proportion	6
	3	Break even analysis - producer's equilibrium	2.5
	4	Cost classification - different cost concepts – cost output relationship	3.5
5	Teacher Specific Module		5
	<i>Help students to review market conditions and economic situations prevailing in their pertinent market. They may also be asked to understand the structure of the market.</i>		

Essential Readings:

1. P.L. Mehta, Managerial Economics – Analysis, Problems & Cases - Sultan Chand & Sons.
2. RL Varsheny and K L Maheshwari, Managerial Economics - Sultan Chand Publications
3. S.Shankaran, Managerial Economics - Margram Publications
4. Joel Dean, Managerial Economics - Prentice Hall of India Pvt. Ltd.,-NewDelhi.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	6
b)	Test Paper-2	6
c)	Assignment	9
d)	Seminar/ Book/ Article Review/ Viva-Voce/ Field Report	9
Total		100

KU1DSCBBA102:BUSINESS STATISTICS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
I	DSC	100-199	KU1DSCBBA102	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

Course Description: Business statistics introduces students to various statistical tools and helps students to analyse business data so as to understand business trends and patterns.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand the basics of statistics, its importance and applications in various areas of study.	U
2	Explain the techniques of data, collection, tabulation and presentation of data.	U
3	Apply the measures of central tendency to the statistical data and evaluate the measures of dispersion to solve practical problems.	A
4	Solve a range of problems using the techniques covered	E

****Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)***

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1	MODULE TITLE		
	1	Introduction to Statistics	15
		a) Meaning, Definition, Features, Importance, Application and limitations of statistics.,	
	2	Data Collection and Analysis: Methods of Data Collection, Primary and Secondary Data	
	3	Classification and Tabulation, Presentation of data - Diagrams, Charts and Graphs.	
2	MODULE TITLE		
	1	Measures of Central Tendencies, Dispersion, Skewness & Kurtosis	15
	2	Meaning, measures of Central Tendency-	
	3	Arithmetic Mean, Weighted Arithmetic Mean, median, mode, geometric mean and harmonic mean (Theory & Problems)	

	4	Properties of dispersion - Range, Quartile Deviation, Mean Deviation from Mean and Median, Standard Deviation and coefficient of variation.	
	5	Skewness-meaning, difference between dispersion and skewness, Concept of Kurtosis	

	MODULE TITLE		
3	1	Time Series	15
	2	Meaning, Components of time series,	
		a) Calculation of Secular Trend-Moving Average method	
		b) odd and even period moving average and method of Least Squares,	
		c) Practical application of time series	

	MODULE TITLE		
4	1	Correlation & Regression	10
		a) Meaning, Definition and Use of Correlation, Covariance, Scatter diagram,	
	2	Types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation, Probable Error.	
		a) Regression- Meaning and utility of Regression analysis, Comparison between Correlation and Regression,	
		b)	
	3	Regression lines –X on Y, Yon X, Regression Equations and Regression Coefficients.	

5	Teacher Specific Module	5
	<i>Helps students to analyse data pertaining to key sectors of the economy with the use of time series, correlation, regression etc.</i>	

Essential Readings:

1. Levin R. I.& Rubin D. S. (2014). *Statistics for Management*. Delhi: Pearson.
2. Pillai & Bagavathi (2016) *Statistics, Theory and Practice*, S Chand Publishing
3. SP Gupta (2017). *Statistical Methods*, Sultan Chand and Sons
4. SC Gupta (2018). *Fundamentals of Statistics*, Himalaya Publishing House
5. Sharma J K, “Business Statistics”, Pearson Education
6. S.C. Gupta & V.K. Kapoor. Fundamental of Mathematical statistics

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	6
b)	Test Paper-2	6
c)	Assignment	9
d)	Seminar/ Book/ Article Review/ Viva-Voce/ Field Report	9
Total		100

KU1DSCBBA103:BUSINESS COMMUNICATION

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
I	DSC	100-199	KU1DSCBBA103	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	4	30	70	100	2

Course Description: The course aims at making concrete efforts to prioritise the importance of communications skills in Business. It also provides framework on how communication shapes organisational culture and aids decision making.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	To provide an overview of the basic concepts, process, types and importance of communication	U
2	To develop effective listening skills in students so as to enable them to comprehend instructions and become a critical listener	A
3	To develop proficiency in oral and written communication	A
4	To help students to acquaint with application of communication skills in the Business World	A

****Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)***

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	CONTENTS	HOURS
1		MODULE TITLE - Introduction to business communication	15
		a) Business Communication -Meaning - Definition – Objectives	
	1	b) Features, importance and need for Business Communication	
	2	Process of communication- Elements of communication- Principles of communication - 7C's	
	3	Barriers of communication- Physical barriers, Linguistic barriers, Socio cultural barriers, Workplace barriers, Semantic barriers	

2	MODULE TITLE : Types and Channels of communication		15
	1	Types of Communication-Verbal communication, Nonverbal communication (Kinesics, Proxemics and Chronemics), Written communication, Visual communication, Audio visual communication.	
	2	Channels of Communication- Phone call - Text message- Email Video & radio- Social media,	

3	MODULE TITLE: Business Letter and Business Reports		15
	1	a)Business Letter- Meaning - need - characteristics	
		b) Importance and functions of Business Letter	
		c) Layout and Types of Business letters	
	2	a) Business Report- Characteristics and objectives	
		b) Elements of Business report	
		c) Layout and types of Business Report	

4	MODULE TITLE: Communication for Employment		10
	1	Employment and communication- Meaning - need & importance	
	2	Resume & curriculum vitae -Layout of a resume- Tips for the preparation of resume- Resume Vs curriculum vitae	
	3	Interview- Types of interview- Before ,during and after the interview- Do's and don'ts of interview	

5	Teacher Specific Module		5
	<i>Directions:For effective understanding and application of the concepts and to equip students with practical knowledge, teachers can use case study, role pla, seminar presentations and other appropriate method.</i>		

Essential Readings:

1. Principles and practice of Commercial Correspondence - Stephonson& James
2. Organisational communication : The effective management - Philip Louis V
3. Technical communication : Principles and practice - Raman, Meenakshi & Sharma and Sangeeta

Suggested Readings:

1. Ghanekar A- Communication Skills for Effective Management, Everest Publishing House Pune
2. Parson, C J and Hughes Written Communication for Business Students
3. Frailley L E Handbook of Business Letters

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	6
b)	Test Paper-2	6
c)	Assignment	9
d)	Seminar/ Book/ Article Review/ Viva-Voce/ Field Report	9
Total		100

KU1DSCBBA104: BASIC CONCEPTS OF BUSINESS PROFESSIONALISM

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
1	DSC	100-199	KU1DSCBBA104	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	4	30	70	100	2 hrs

Course Description: This course aims to provide students with to develop a clear understanding about the basics of business professionalism in the workplace. This course also introduces students to the concepts of Socio-cyber Informatics and Digital Marketing.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	To demonstrate an understanding of professionalism in terms of workplace behaviours and workplace relationship	U
2	To impart knowledge about Data Analytics techniques to extract meaningful insights from data and using these insights to improve business performance.	A
3	To have an understanding of socio-cyber informatics and related topics like the cyber ethics, cybercrimes and cyber addiction	U
4	To familiarize students with the concept of digital marketing and its current and future evolutions	A

***Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1	MODULE TITLE: Professionalism		15
	1	Meaning of Professionalism- Traits and qualities of a good professional-professional skills-important soft skills for business success	
	2	Professionalism in Communication- Professionalism in verbal and written communication	
	3	Professional Presentation- Email Etiquette-Rules Do's and Don'ts	

2	MODULE TITLE: E-Learning		15
	1	Introduction-Benefits and Drawbacks of E-Learning	
	2	Online Education- Digital age learners – Knowledge resources on Internet	
	3	E-Books- Audio, Video and other means of E-Learning.	
	4	E-Learning in India	

3	MODULE TITLE: Business Data Analytics		15
	1	Meaning of Business Data Analytics	
	2	Sources of Data-Importance of Data quality- Dealing with missing or incomplete data	
	3	Role of Data Scientist in Business and Society-Role of Artificial intelligence in E-Business	
	4	Ethical and legal consideration in Business Data Analytics	

4	MODULE TITLE: Socio Cyber Informatics and Digital Marketing		10
	1	a) IT and Society- New opportunities and threats	
		b) Cyber Ethics-Cyber Crimes-Types of Cyber crimes-Cyber Addiction-Information Overload-	
		c) Health Issues of Computer Usage –E-Waste	
	2	a) Digital Marketing-Meaning –Need for digital marketing- Advantages and Disadvantages of Digital Marketing	
		b) Types of Digital Marketing	

5	Teacher Specific Module		5
	<i>Directions: Teachers can use real world examples and case studies to illustrate key concepts. Teachers can add more practical components to make the students familiarise with the recent technological advancements and application software.</i>		

Essential Readings:

1. Professional Business Skills- Lee Pelitz
2. V Rajaraman – Introduction to Information Technology
3. Damian Rayan- Understanding Digital Marketing

Suggested Readings:

1. Peter Norton- Introduction to computers
2. Godfrey Parkin-Digital Marketing Strategies.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	6
b)	Test Paper-2	6
c)	Assignment	9
d)	Seminar/ Book/ Article Review/ Viva-Voce/ Field Report	9
Total		100

KU1MDCBBA100:FUNDAMENTALS OF MANAGEMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
I	MDC	100-199	KU1MDCBBA100	3	3

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	0	0	25	50	75	1.5

Course Description: This course aims at familiarising the students with the fundamental managerial concepts

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	● Understand the basics of management and evolution.	U
2	● Familiarise with functions and practices of management	U
3	● Understand the role and required managerial skills	U
4	Describe the emerging trends in management	A

***Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1	MODULE TITLE		
	1	Introduction to Management	10
		a) Management : Meaning, Definition, Features, Scope, Objectives,	
		b) Levels of management and Evolution	

2	MODULE TITLE		
	1	Functions of Management	10
	2	Functions of management:	
	3	Planning, Organising,	
	4	Staffing, Directing and Controlling	
	5	Staffing, Directing and Controlling- Meaning, Definition, Importance and process	

3	MODULE TITLE		
	1	Role of Manager in an Organisation	10
	2	Role of manager in an organisation:	
		a) Managerial skills and Personal skills, Team building	
		b) Developing team and Team work,	
		c) Empowerment and Delegation.	

4	MODULE TITLE		
	1	Emerging Concepts in Management	10
		a) Emerging Concepts :	
	2	Total Quality Management, Total Productive Maintenance,	
		a) Change Management, Stress Management,	
		b) Green Management	
	3	Logistics management.	

5	Teacher Specific Module		5
	<i>Directions: Teachers can make use of group activities that involves managerial functions like planning, allocation of work, decision making, leadership skills etc.</i>		5

Essential Readings:

- Richard I. Levin and David S. Rubin, Statistics for Management, Prentice Hall of India, latest edition.
- S.P.Gupta, Statistical Methods, Sultan Chand.
- Sanchetti and Kapoor, Statistics, Sultan Chand.
- G.C.Beri, Statistics For Managemet, Tata McGraw Hill.
- J.K. Sharma, Business Statistics: Pearson.
- Levine Krebiel & Bevenson, Business Statistics, Pearson edition, Delhi.
- S.D. Sharma, Operations Research, Kedarnath Ramnath and Company.
- R. Pannerselvam, Operations Research, Prentice Hall International, 3e, 2012.
- J.K. Sharma, Operations Research: Theory and applications, 5e, Macmillan, 2013.
- Anderson, Sweeney, Williams, Camm, Martin, Quantitative Methods for Business, 12e, Cengage Learning, 2013.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Continuous Evaluation		25
a)	Test Paper- 1	5
b)	Test Paper-2	5
c)	Assignment	7.5
d)	Seminar/ Book/ Article Review Viva-Voce/ Field Report	7.5
Total		75

SEMESTER –II

KU2DSCBBA100: STATISTICS FOR BUSINESS DECISIONS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	DSC	200-299	KU2DSCBBA100	4	4

Learning Approach (Hours/Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical / Internship	Tutorial	CE	ESE	Total	
4	0	4	30	70	100	2

Course Description: Statistics for Business Decisions equips students with essential tools to analyse and interpret data, enabling them to uncover business trends, make informed decisions, and solve real-world problems effectively.

Course Pre-requisite: Nil

Course Outcomes:

CO No.	Expected Outcomes	Learning Domains
1	Comprehend the foundational principles of statistics and explore its relevance and applications in various disciplines.	U
2	Explain the techniques of data, collection, tabulation and presentation of data.	U
3	Apply statistical methods such as central tendency and dispersion to analyse and solve practical problems.	A
4	Develop a clear understanding of time series concepts and demonstrate their practical applications.	A

- Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C).

Mapping of Course Outcomes to PSOs.

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	√			√			
CO 2		√			√		
CO 3			√				√
CO 4			√			√	

COURSE CONTENTS**Contents for Classroom Transaction:**

MODULE	UNIT	DESCRIPTION	HOURS
1	MODULE TITLE		
	1	Introduction to Statistics	10
	2	Meaning, Definition, Features, Importance, Application and limitations of Statistics.	
	3	Data Collection and Analysis: Methods of Data Collection, Primary and Secondary Data, Census Method, Sampling Method	
	4	Editing, Classification and Tabulation	
	5	Presentation of data - Diagrams, Charts and Graphs.	

2	MODULE TITLE		
	1	Measures of Central Tendencies	15
	2	Meaning, measures of Central Tendency	
	3	Arithmetic Mean, Weighted Arithmetic Mean, median, mode, geometric mean and harmonic mean (Theory & Problems)	
	4	Properties of Averages, Positional Averages-Quartiles, Deciles and Percentiles.	

3	MODULE TITLE		
	1	Measures of Dispersion, Skewness & Kurtosis	15
	2	Meaning, Properties of dispersion	
	3	Range, Quartile Deviation, Mean Deviation from Mean and Median, Standard Deviation and coefficient of variation.	
	4	Skewness-meaning, difference between dispersion and skewness, Concept of Kurtosis (Only theory for Skewness & Kurtosis)	

4	MODULE TITLE		
	1	Time Series Analysis	15
	2	Meaning, Components of time series	
	3	Calculation of Secular Trend-Freehand curve method, Semi Average method, Moving Average method – odd and even period Moving Average and Method of Least Squares	
	4	Practical application of time series.	

5	MODULE TITLE		
		Teacher Specific Module	5
		Directions: To equip students with the skills to analyse data from major economic sectors using techniques such as time series analysis to uncover trends and insights.	

Essential Readings:

1. Levin R. I.& Rubin D. S. (2014). *Statistics for Management*. Delhi: Pearson.
2. Pillai & Bagavathi (2016) *Statistics, Theory and Practice*, S Chand Publishing
3. SP Gupta (2017). *Statistical Methods*, Sultan Chand and Sons
4. SC Gupta (2018). *Fundamentals of Statistics*, Himalaya Publishing House
5. Sharma J K, “Business Statistics”, Pearson Education
6. S.C. Gupta & V.K. Kapoor. Fundamental of Mathematical statistics

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	6
b)	Test Paper-2	6
c)	Assignment	9
d)	Seminar/ Book/ Article Review/ Viva-Voce/ Field Report	9
Total		100

KU2DSCBBA101: FUNDAMENTALS OF ACCOUNTING

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	DSC	100-199	KU2DSCBBA101	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

Course Description: Fundamentals of accounting course is a foundation course that enables students to learn basics of accounting and help them to learn how to identify and record transactions in the books of accounts. It also helps to prepare final accounts of sole trading concerns. This course equips students to improve proficiency in accounting of issue of shares of companies.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understands accounting basic concepts and rules	U
2	Develops skills in recording transactions in the basic books of accounting	A
3	Prepares final accounts of sole trading concerns	A
4	Understand basics of companies and develops skills in accounting of shares	R &U

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1	MODULE TITLE		
	1	Introduction to Accounting:	10
		a) Meaning and Definition of Accounting,	
		b) basic accounting concepts	
	2	Objectives of Accounting	
	3	Accounting Cycle or Process	
		a) Rules of debit and credit	
		b) accounting equation	

2	Recording of transactions		15
	1	Journal- meaning and preparation of journal	2
	2	Ledger- meaning, types and posting	3
	3	subsidiary books: cash books-types, purchase book, sales book, purchase returns book, sales returns book	4
	3	journal proper-meaning and drafting	3
	4	trial balance- meaning, features, objectives methods of preparation	3

3	Final accounts of sole trading concern		15
	1	Meaning of final accounts, Manufacturing account- meaning and preparation	
	2	Trading account	
		a) meaning and objectives	
		b) proforma of trading account and preparation	
		c) profit and loss account- meaning, proforma and preparation	
	3	Balance sheet	
		a) Meaning, grouping and marshalling	
		b) Proforma	
	4	Final accounts with adjustments for Outstanding and Prepaid Expenses, Accrued and Unearned incomes and Closing Stock.	5

4	Company accounts		15
	1	Meaning, Definition and features of companies	
	2	Types of Companies	
	3	Meaning of Shares and Share Capital	
	4	Types of shares	
	5	Accounting Entries for Issue of Shares, Forfeiture of Shares, and Re-issue of Shares.	

5	Teacher Specific Module		5
	<i>Collect actual financial data of sole proprietor by observation and interview and prepare journal, ledger and balance sheet and submit report, like tasks to familiarize the accounting process</i>		5

Essential Readings:

1. Grewal TS: Double entry book keeping, Sulthan Chand Publishers
2. Shukla and Grewal: Advanced accounting, S Chand
3. SP Jain and KL Narang: Advanced Accounting Principles of accounting, kalyani
4. Guptha and Radhaswamy: Advanced Accounting
5. RL Guptha and M Radhaswamy: Advanced Accountancy, Sulthanchand and sons

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	6
b)	Test Paper-2	6
c)	Assignment	9
d)	Seminar/ Book/ Article Review/ Viva-Voce/ Field Report	9
Total		100

KU2DSCBBA102: BUSINESS ECONOMICS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	DSC	100-199	KU2DSCBBA102	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

Course Description: Business economics is concerned with concepts of economics demand and supply functions, production function and cost analysis from a managers' perspective. These topics enable students to analyze changing demand and supply conditions and also to manage production function effectively.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Help the students understand the basic concepts of managerial economics	U
2	Introduce the students to the concepts of demand and supply	U
3	Provide a basic understanding about market structures	U
4	Help the students develop a basic understanding about production function and cost analysis	U

***Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1		MODULE TITLE: FUNDAMENTALS AND BASIC ELEMENTS OF MICROECONOMICS	15
	1	The Economic Problem: Scarcity and Choice, Nature and Scope-Positive and Normative Economics.	10
	2	Scope of Study and Central Problems of Micro and Macroeconomics	5

2		MODULE TITLE: DEMAND AND SUPPLY ANALYSIS	20
	1	Meaning of demand – Types of demand	2
	2	Determinants of demand - Elasticity of Demand	5
	3	Law of Demand - Demand Forecasting	5
	4	Marginal utility analysis –equi-marginal utility - indifference curve	5
	5	Concept of supply – equilibrium point	3

3	MODULE TITLE: MARKET CLASSIFICATION & PRICING STRATEGIES		10
	1	Perfect competition - price and output determination under perfect competition	3
	2	Monopoly - Monopolistic Competition – Oligopoly – Duopoly	2
	3	Pricing – objectives, factors & general considerations	2.5
	4	Methods of pricing - price discrimination	2.5
4	MODULE TITLE: PRODUCTION & COST ANALYSIS		15
	1	Concept of production – factors of production – production function	3
	2	Law of returns to scale - economics of scale- law of variable proportion	6
	3	Break even analysis - producer's equilibrium	2.5
	4	Cost classification - different cost concepts – cost output relationship	3.5
5	Teacher Specific Module		5
	<i>Help students to review market conditions and economic situations prevailing in their pertinent market. They may also be asked to understand the structure of the market.</i>		

Essential Readings:

1. P.L. Mehta, Managerial Economics – Analysis, Problems & Cases - Sultan Chand & Sons.
2. RL Varsheny and K L Maheshwari, Managerial Economics - Sultan Chand Publications
3. S.Shankaran, Managerial Economics - Margram Publications
4. Joel Dean, Managerial Economics - Prentice Hall of India Pvt. Ltd.,-NewDelhi.
5. Micro Economics – N.Gregory
6. Microeconomics Principles and Applications and Tools – Arthur O’Sullivan

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	6
b)	Test Paper-2	6
c)	Assignment	9
d)	Seminar/ Book/ Article Review/ Viva-Voce/ Field Report	9
Total		100

KU2DSCBBA103:BUSINESS ENVIRONMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	DSC	100-199	KU2DSCBBA103	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

Course Description: This course gives the basic knowledge and understanding regarding various components of business environment..

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	To impart knowledge on the concept of business environment and its significance.	U
2	To know the economic environment factors and significance of global environment.	U
3	To know the significance of social environment in business and impact of culture on business.	U
4	To understand the role of legal, political and technological environment on business	U

****Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)***

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1	Business and its Environment		15
	1	Meaning, Nature, Significance, Objectives of business environment	
	2	Types of business environment, Elements of internal and external business environment	
	3	Environmental analysis-Meaning, Process, Importance and Limitations	
	4	Techniques of environmental analysis-SWOT Analysis, ETOP,QUEST, BCG Matrix	
2	Economic and Global Environment		15
	1	Meaning, Factors of economic environment-Micro economic and Macro economic factors	

	2	Economic Planning-Concept, objectives, Significance of economic planning, The planning machinery in India-NITI Ayog, National Development Council (Functions only)	
	3	Recent Industrial Policy-Make in India Policy, Start-up Policy (Brief concepts only)	
	4	Global Environment-Meaning, Significance, Globalization-Meaning, Stages of globalization, Impact of globalization on Indian business	
	5	Foreign Direct Investment-Meaning, Determinants of FDI, Advantages and disadvantages of FDI	

	Social and Cultural Environment		15
3	1	Social environment-Meaning, Elements of social environment, Significance of social environment in business	
	2	Social Responsibilities of Business-Concept, Nature, Arguments for and against social responsibilities	
	3	Cultural Environment-Meaning, Concept and Nature of culture, Elements of culture, Impact of culture on business	

	Political, Legal and Technological Environment		
4	1	Political Environment- Meaning, Importance, Factors affecting political environment, Role of Government in business	10
	2	Legal Environment-Meaning, Legal factors affecting business, Environment Protection Act, 1986, Competition Act 2002, Consumer Protection Act 2019	
	3	Technological Environment-Meaning, Factors governing technological environment, Impact of technological environment on business	

5	Teacher Specific Module		5
	<i>Directions: Students may be asked to identify a prospective business opportunity in their locality and may be asked to perform a SWOT analysis</i>		

	<i>of the same.</i>	
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Essential Readings:

1. Dr. C.B. Gupta (Reprint 2022) ,Business Environment, Sultan Chand & Sons 12th Revised Edition
2. Dr. Francis Cherunilam(2019), Business Environment Text & Cases, Himalaya Publishing House, 27th Revised Edition
3. K. Chidambaram and V Alagappan, Business Environment, Vikas Publishing House Pvt Ltd.

Suggested Readings:

1. Aswathapa, K. (2014), Essentials of Business Environment: Text, Cases and Exercise, Himalaya Publishing House Pvt. Ltd, 12th Revised Edition.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	6
b)	Test Paper-2	6
c)	Assignment	9
d)	Seminar/ Book/ Article Review/ Viva-Voce/ Field Report	9
Total		100

KU2DSCBBA104:BUSINESS MATHEMATICS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	DSC	100-199	KU2DSCBBA104	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

Course Description: This course aims at making the students realise the possibilities of integrating mathematical equations in business decision making.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand Commercial Arithmetic and its applications	U
2	<ul style="list-style-type: none"> Application of AP and GP in solving commercial application problems. 	A
3	<ul style="list-style-type: none"> Understand the difference between mathematical equations and inequalities and their solutions 	An
4	<ul style="list-style-type: none"> Demonstrate the application of matrices in solving business problems. 	E
5		

****Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)***

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1	MODULE TITLE		
	1	Commercial Arithmetic	15
		a) Simple Interest, Compound Interest including yearly and half yearly calculations,	
		b) Concept and problems of present value and amount of sum types of annuities, Continuous Compounding.	
	2	Meaning and applications of appreciation, depreciation and sinking fund.	
		a) Ratios and Proportions Duplicate-triplicate and sub-duplicate of a ratio.	
	3	Proportions- third, fourth and inverse proportion – problems.	

2	MODULE TITLE		
	1	Theory of Equations	15
	2	Introduction – Meaning - Types of Equations – Simple or Linear Equations and Simultaneous Equations (only two variables), Elimination and Substitution Methods only.	
	3	Quadratic Equation - Factorization and Formula Method ($ax^2 + bx + c = 0$ form only). Simple problems	
	4	Application of equation in business.	

3	MODULE TITLE		
	1	Progression	15
	2	Meaning-Types of Progression-Arithmetic Progression –	
		a) Finding the 'nth' term of AP and Sum to 'nth' term of AP. Insertion of Arithmetic Mean.	
	3	Geometric Progression – Finding the 'nth' term of GP and sum to 'nth' term of GP and insertion of Geometric Mean-problems	

4	MODULE TITLE		
	1	Matrices & Determinants	10
		a) Definition, Types of Matrices, Equality of Matrices, Matrix operations: Addition, Subtraction,	
	2	Scalar Multiplication and Multiplication of Matrix; Transpose of Matrix, Determinant of matrix, Inverse of Matrix,	
	3	Solving of Equations by Cramer's Rule, Matrix Inverse method, Rank of a Matrix.	

5	Teacher Specific Module		5
		<i>Directions Help the students practically apply mathematical concepts to analyse the performance of business organisations.</i>	5

Essential Readings:

1. Sancheti&Kapoor: Business Mathematics and Statistics, Sultan Chand
2. Padmalochan, H. (2015). *A Text Book of Business Mathematics*, New Delhi: Sultan Chand and Sons.
3. G K Ranganath& T V Narasimha Rao. *Business Mathematics*. New Delhi: Himalaya Publishing House.
4. Madappa, Mahadi Hassan, M.IqbalTaiyab –Business Mathematics, Subhash Publications
5. Saha: Mathematics for Cost Accountants, Central Publishers.
6. Azharuddin: Business Mathematics, Vikas Publishers.
7. R.S Bhardwaj: MathematicsforEconomics&Business

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	6
b)	Test Paper-2	6
c)	Assignment	9
d)	Seminar/ Book/ Article Review/ Viva-Voce/ Field Report	9
Total		100

KU2DSCBBA105:RECENT TRENDS IN MARKETING

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	DSC	100-199	KU2DSCBBA105	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	4	30	70	100	2 hrs

Course Description: The course aims to provide a sound understanding of the basic principles of marketing management and the recent trends in marketing and its application in modern day business and industry.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	To provide basic knowledge of Marketing and its concepts	U
2	To assist students in understanding the role, relevance, elements, and principles of digital marketing and communications in the overall marketing context	A
3	To familiarise students with social media marketing , the various channels through which it operates, and its role in marketing strategy	U
4	To develop an understanding of other recent trends in marketing and applicable knowledge in various business field.	A

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1	MODULE TITLE: Introduction to Marketing		15
		Marketing-Meaning, Definition-Features-Importance	
		Marketing Environment-Meaning-Types	
	1	Marketing Mix- Elements of Marketing Mix	

2	MODULE TITLE: Introduction to Digital Marketing		15
	1	Digital Marketing- Meaning and concept-Need for digital marketing	
	2	Advantages and Disadvantages of Digital Marketing- Difference between Traditional marketing and Digital Marketing	
	3	Process of Digital Marketing-Steps in Digital Marketing process	

3	MODULE TITLE: Social Media Marketing		15
	1	Social Media Marketing –Meaning- Features-Advantages-Disadvantages	
		Social Media Platforms- Social networking sites(Facebook,Instagram,Twitter,LinkedIn,Content Marketing, Marketing) Blogging platform-Messaging platform-Video sharing platform-Social voting and commenting platform(Meaning only)	
		Process of Social Media Marketing-How to start Social Media Marketing	

4	MODULE TITLE: Recent Trends in Marketing		10
	1	Recent trends in Marketing- Email marketing(Meaning-Features and steps)	
		Kiosk Marketing(Meaning-Features)	
		Influencer Marketing(3 R's of Influencer marketing- Relevance, Reach Resonance-Benefits of Influencer Marketing)	
		Green Marketing (Meaning and benefits)–Chat bot marketing (Meaning Only)	

5	Teacher Specific Module		5
	<i>Directions:</i> For effective understanding of the concepts and to equip students with practical knowledge teachers can use case study, role play and other methods		

Essential Readings:

1. Philip Kotler- Marketing Management
2. P K Agarwal- Marketing Management
3. S A Sherlekar – Modern Marketing
4. Ian Chaston- New Marketing Strategies
5. Stanton, Etzel and Walker- Marketing Management

Suggested Readings:

1. S P Bansal – Marketing Management
2. Chhabra, T.N., Principles of Marketing
3. Rajan Nair and Varma M M – Marketing Management

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	6
b)	Test Paper-2	6
c)	Assignment	9
d)	Seminar/ Book/ Article Review/ Viva-Voce/ Field Report	9
Total		100

KU2DSCBBA106: EMERGING APPLICATIONS IN MANAGEMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	DSC	100-199	KU2DSCBBA106	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	4	30	70	100	2 hrs

Course Description: This course introduces the students to the emerging trends of management and wide variety of their applications for business and making them aware of issues involved in their management.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	To acknowledge the role of attitude, belief, behaviour and ethics on quality	U
2	To identify the obstacles to change along with the techniques that reduce change resistance	A
3	To learn analytical and practical foundations and anticipate potential crisis and develop methods of minimising damage	E
4	To improve content management process including automated content creation, personalisation and analysis	C

****Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)***

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1	MODULE TITLE: Quality Management and Control		15
	1	TQM	
		a) Meaning - principles	
		b) Components of TQM	
		c) TQM tools : Benchmarking - control charts -Pareto Chart - Fishbone Diagram - Six Sigma – Kaizen	
	2	Quality control and management- Meaning of quality control- Consequences of poor quality management	
	3	Quality leadership- Meaning- Importance of leadership in quality management	

2	MODULE TITLE: Change Management		15
	1	a) Concept of change and change management - Resistance to change – Benefits of change management	
		b) Factors contributing to change.	
		c) Types of change management	
		d) Strategies for change management	

3	MODULE TITLE: Crisis management and Stress Management		15
	1	a) Meaning and Types of Crisis	
		b) Crisis management –Meaning, Features, importance and Stages	
		c)Crisis management strategy	
	2	Stress –Meaning and Causes	
		Stress Management-Meaning- Techniques of managing Organisational stress	

4	MODULE TITLE: Artificial Intelligence in Management		10
	1	a) AI applications in Business management	
		b) Role and benefits of AI in business	
		c) Impact and challenges of AI in business	

5	Teacher Specific Module		5
	Directions: For achieving better results among students, the teachers can make use of case studies, role play and management games for improving the knowledge level and thereby acquire practical skills for realistic applications.		

Essential Readings:

1. Prof. S K Sarangi; Total Quality Management, Asian Books Pvt. Ltd.
2. Dr. Anupama Vinayak; Management of Crisis in Business, Sumit Enterprises.
3. Dr. T Sobha Rani, Mrs. L Prathiba; Stress Management, Himalaya Publishing House.

Suggested Readings:

1. V Nilakant, S Ramnarayan; Managing Organisational Change, Sage Publishing
2. Malay A Upadhyay; Artificial Intelligence for Managers, BPB publications.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	6
b)	Test Paper-2	6
c)	Assignment	9
d)	Seminar/ Book/ Article Review/ Viva-Voce/ Field Report	9
Total		100

KU2MDCBBA100:E-COMMERCE

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	MDC	100-199	KU2MDCBBA100	3	3

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	0	0	25	50	75	1.5

Course Description: This course introduces the students to the concept of E-Commerce and helps them to understand its significance in the present day digital society.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Familiarize the basic concepts and methods of e-commerce to students	U
2	Understand how e-commerce affects today's business world	An
3	Identify the precautionary measures to be followed while entering in online transactions	A
4	Analyse factors influencing the success of e-commerce.	An

***Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1	MODULE TITLE: INTRODUCTION TO E-COMMERCE		10
	1	Definition and scope of e-commerce	
	2	Historical evolution of e-commerce	
	3	Importance of e-commerce in business landscape	
	4	Types of e-commerce	
	5	E-commerce business models	
2	MODULE TITLE: E-COMMERCE MARKETING AND CUSTOMER		15

	RELATIONSHIP MANAGEMENT		
	1	Digital marketing strategies for e-commerce - search engine optimization (SEO) - social media marketing	
	2	Email marketing and customer engagement	
	3	E-commerce and customer relationship management - building customer loyalty	
	4	Sales strategies in e-commerce	
	5	Handling returns and customer support	

3	MODULE TITLE: E-COMMERCE ANALYTICS AND PERFORMANCE MEASUREMENT		10
	1	Importance of analytics in e-commerce	
	2	Key Performance i=Indicators for e-commerce decision	
	3	E-commerce logistics and supply chain management - order fulfilment in e-commerce	
	4	Integration of e-commerce with traditional supply chain	
4	MODULE TITLE: EMERGING TRENDS IN E-COMMERCE		10
	1	Artificial intelligence and machine learning in e-commerce	
	2	Augmented reality and virtual reality applications	
	3	Block chain technology in e-commerce	
	4	Voice commerce	
	5	Internet of Things (IoT)	

	Teacher Specific Module	5
5	<i>Directions: Teachers may ask students to develop a thorough understanding about the innovative e-commerce practices adopted by leading companies in the market</i>	5

Essential Readings:

1. Laudon, K.C. and Traver, C.G. (2020). E-commerce 2019: Business, technology, society. Pearson.
2. Efraim, T., David, K., Jae, K. L., Ting-Peng, L., & Deborrah, C. T. (2015). Electronic Commerce: A Managerial and Social Networks Perspective Eighth Edition. Springer.
3. Laudon, K. C., & Traver, C. G. (2014). E-commerce Essentials (Vol. 327). London, UK:: Pearson.
4. Qin, Z. (2010). Introduction to E-commerce. Springer science & business media.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Continuous Evaluation		25
a)	Test Paper- 1	5
b)	Test Paper-2	5
c)	Assignment	7.5
d)	Seminar/ Book/ Article Review/ Viva-Voce/ Field Report	7.5

Total	75
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KU2MDCBBA101:EVENT MANAGEMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	MDC	100-199	KU2MDCBBA101	3	3

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	0	0	25	50	75	1.5

Course Description: This Course aims at familiarizing the students with the concepts of Event Management.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand the concept and significance of Event management.	U
2	Familiarise the techniques to improve event finance, sponsorship and cost control.	U
3	Practice preparing time limits for event.	U
4	Develop skills for conducting an event.	A

****Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)***

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	√			√			
CO 2		√			√		
CO 3			√				√
CO 4			√			√	
CO 5	√			√			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1		MODULE TITLE: Introduction to Event Management.	10
	1	Introduction to Event Management.	10
	2	Concept, Nature & Scope of Event	
	3	Evolution of Event management	
	4	Significance & Components of Events	
	5	Event Coordination.	

2		MODULE TITLE: Conceptualising and Designing Event.	10
	1	Conceptualising and Designing Event.	
	2	Key elements of Event	
	3	Activities in Event management – planning, organising, staffing, leading, coordination, controlling.	
	4	Event Management Information System.	

3		MODULE TITLE: Event Production.	10
	1	Event Production.	
	2	Staging an Event, Choosing the event site, Developing the theme, Conducting rehearsals, Providing services, Arranging catering, Inter personal skills.	
	3	Event Marketing, Finance management in events, Safety and security in event.	

4	MODULE TITLE: Evaluation of Event Performance.		10
	1	Evaluation of Event Performance.	
	2	Basic Evaluation Process, Measuring Performance, Formative evaluation, Objective evaluation, Summative evaluation, Correcting deviations.	

5	Teacher Specific Module		5
	<i>Directions: Teachers can plan group activities that involves planning, organising, staffing, leading, coordination and controlling for an event production.</i>		5

Essential Readings:

- ` Event Management : A K Bhatia
- Event Marketing and Management : Sanjaya Singh Gaur & Sanjay V Saggere
- Successful Event Management : Anton Shorie, Bryn Parry
- Best Practices in Modern event management : Gold Blatt
- Event Planning : Judy Allen

Assessment Rubrics:

Evaluation Type	Marks
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End Semester Evaluation		50
Continuous Evaluation		25
a)	Test Paper- 1	5
b)	Test Paper-2	5
c)	Assignment	7.5
d)	Seminar/ Book/ Article Review Viva-Voce/ Field Report	7.5
Total		75