



AN AUTONOMOUS INSTITUTION
Re-Accredited by NAAC
with 'A' Grade

SILICON CITY COLLEGE, AUTONOMOUS

Re-Accredited By NAAC with 'A' Grade

Affiliated to Bengaluru North University

CHOICE BASED CREDIT SYSTEM

*(Semester Scheme with Multiple Entry and Exit Options for Under
Graduate Course)*

SYLLABUS AS PER NEP GUIDELINES

SUBJECT: BACHELOR OF BUSINESS ADMINISTRATION

With Effects from 2023-24 Onwards

2023-2024

THE NATIONAL EDUCATIONAL POLICY 2020

The approval of the National Education Policy (NEP) by the Ministry of Human Resource Development, Government of India has been well deliberated as discussed from the last 4 years and more. The advent of industry 4.0 scenario has led our current system of education outdated. Hence, the NEP is designed to contemplate the current skill requirements. The Indian education system with its earlier policies on education has greatly led to creation of fragmented system of education. However, bringing the whole system into one large umbrella remains a key issue. The current NEP has attempted to cure the same by getting rid of standalone institutions and institutions of affiliated nature and proposed formation and up gradation of institutions to offer multidisciplinary education. Multidisciplinary education system with inbuilt flexibility for both undergraduate as well as post graduate and research level is a key highlight of the NEP. It focuses on promoting and building vocational skills/skill enhancement courses, right from the school level, which can ease the burden on the employment opportunities and supply of proficient/talented workforce. As the experts rightly put it as the syllabi which academia develops should be student centric rather than teacher centric, which used to be so far. As already the Union Cabinet has approved the NEP 2020, it aims to pave way for transformational reforms in school and higher education systems in the country. This policy will replace the 34- year-old National Policy on Education (NPE), 1986.

VISION OF THE NATIONAL EDUCATION POLICY 2020

An education system that contributes to an equitable and vibrant knowledge society, by providing high-quality education to all.

Develops a deep sense of respect towards the fundamental rights, duties and Constitutional values, bonding with one's country, and a conscious awareness of one's role and responsibilities in a changing world.

Instills skills, values, and dispositions that support responsible commitment to human rights, sustainable development and living, and global well-being, thereby reflecting a truly global citizen.

This National Education Policy 2020 is the first education policy of the 21st century and aims to address the many growing developmental aspirations of our country. This Policy proposes the

revision and revamping of all aspects of the education structure, including its regulation and governance, to create a new system that is aligned with the aspirations & goals of 21st century education, including SDG4, while building upon India's traditions and value systems. NEP aims for India to have an education system by 2040 that is second to none, with equitable access to the highest-quality education for all learners regardless of social or economic background and seeks to "ensure inclusive and equitable quality education and promote lifelong learning opportunities for all" by 2040." The whole of the NEP policy is a medication to cure the shortcomings in the education system for the last 35 to 36 years. The failure or success of the NEP will rely completely on the implementation and its acceptance by the stakeholders. For which we need to join hands in strengthening the system.

CURRICULUM OVERVIEW

The BBA Programme provides a best career opportunist for students to develop managerial and entrepreneurial skills in order to pursue employment opportunities in the corporate sector or venture in to their own business. The course takes a student over the functional areas of management including manufacturing, marketing, finance, HRM, sales, strategy management etc Plus, soft skill development such as communication, attitude, leadership and other skills.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO'S)

- POE – 01:** To input the knowledge and skill for the innovative movement in the industries of both Public and Private sectors, Government, NGO's etc.
- POE – 02:** To inculcate the skills on managerial and entrepreneurial aspects
- POE – 03:** To adopts the culture of professional integrity in social responsibility
- POE – 04:** To adhere the Industrial discipline towards job commitment
- POE – 05:** To adopts for recent trends and technology
- POE – 06:** To promote the better leadership quality
- POE – 07:** To inclusive the Practical knowledge on the management stream
- POE – 08:** To enhance the better Managerial Communication
- POE – 09:** To create an opportunity for tackling managerial disputes
- POE – 10:** To make the competition on global context

PROGRAMME OUTCOME

The graduates can enhance their better and creative talents among the global competition when completed their B.B.A. graduation successfully.

PO1 – The interpersonal development of the students can be boost up the multi-level progression on organizational climate and culture.

PO2 - The development of business plan on entrepreneurship and Innovations will be the structure for new business startups.

PO3 – The progression of office and industrial administration can be made the students to become expertise through a better knowledge and skills.

PO4 – The concepts of business administration is framed for the requirement of global enrichment of the students

PO5 – The degree is giving an exposure on network of Marketing, Human Resources, Finance, Production, Logistics, International business etc. which have been determining the life style of BBA graduates.

PROGRAMME SPECIFIC OUTCOMES

The students once after the completion of the degree of Bachelor of Business Administration, they can execute the following capacities namely,

PSO1: Contribute the knowledge for solving the industrial disputes on the global level by taking the better decisions

PSO2: To execute the knowledge on managerial functions of the business plans

PSO3: To examine the value based outcome on Entrepreneurial development

PSO4: To examine the market simulations for attracting stakeholders of an industry

PSO5: To express the efficiency on the maintenance of human resources

PSO6: to acquire the different flow of money in the business organisations

PSO7: To enlarge the knowledge and skills on manufacturing and service industries

PSO8: To adopts the growth in Industrialization, privatization and globalization

PSO9: To administer for all dimensional movement of the business concern

PSO10: To ensure the industrial relations and public relations

I. OBJECTIVES OF THE BBA DEGREE

- To develop entrepreneurship by equipping those with all the skills and knowledge required to start a business.
- To develop ethical managers with inter disciplinary knowledge
- To enable students to apply knowledge of management theories and practices to solve business problems.
- To promote ethical and value-based leadership ability.
- To equip students for the world of work, particularly the work of the future.
- To enable students to demonstrate use of appropriate techniques to effectively manage business challenges.
- To encourage analytical and critical thinking abilities for business decisionmaking.
- To empower students to take up competitive examinations like UPSC, KPSC, and other examinations.

TEMPLATE FOR THE IAT QUESTION PAPER

INTERNAL ASSESSMENT TEST					
Name of the course					
Name of the Subject					
Subject Code:	BBA	Duration	1 HOURS	TOTAL MARKS	20
SECTION-A	Answer any two of the following three questions. (Questions related to Concepts)				2 X 2 = 4
SECTION-B	Answer any two of the following three questions. (Questions related to Understanding and Application)				2 X 4 = 8
SECTION-C	Answer any one of the following questions. (Questions related to analysis and evaluation)				1 X 8 = 8

PATTERN OF QUESTION PAPER

END SEMESTER QUESTION PAPER TEMPLATE				
Name of the course				
Name of the subject				
Subject code	Duration	2 and ½ hours	Total marks	60
SECTION - A	Answer any FIVE out of SEVEN sub questions (CONCEPTUAL QUESTIONS)			05 X 02 = 10 Marks
SECTION - B	Answer any THREE out of FIVE questions (APPLICATION QUESTIONS)			03 X 05 = 15 Marks
SECTION - C	Answer any THREE out of FIVE questions (ANALYSIS AND UNDERSTANDING QUESTIONS)			03 X 08 = 24 Marks
SECTION - D	Answer any ONE out of TWO questions Question completely based on the SKILL BASED (LAB ACTIVITIES) OR A CASE STUDY.			01 X 11 = 11 Marks

COURSE MATRIX**I SEMESTER**

Sl. No.	Course Code	Title of the course	Category of Courses	L+T+P	ESE	CIA	TOTAL	Credits
1	BB23KN101	Kannada	AECC	3+1+0	60	40	100	3
2	BB23HN101	HINDI	AECC	3+1+0	60	40	100	
3	BB23GE101	ENGLISH	AECC	3+1+0	60	40	100	3
4	BB23DC101	MANAGEMENT PRINCIPLE AND PRACTICE	DSC	4+0+0	60	40	100	4
5	BB23DC102	FUNDAMENTALS OF BUSINESS ACCOUNTING	DSC	3+0+2	60	40	100	4
6	BB23DC103	MARKETING MANAGEMENT	DSC	4+0+0	60	40	100	4
7	CA23SB101	DIGITAL FLUENCY	SEC-SB	1+0+2	30	20	50	2
8	CA23OECS101	WEB DESIGNING	SEC-OE	3+0+0	60	40	100	3
9	UG23PE101	YOGA	SEC-VB	0+0+2		25	25	1
10	UG23SE101	HEALTH AND WELNESS	SEC - VB	0+0+2		25	25	1
TOTAL CREDITS								25

II SEMESTER

Sl. No	Course Code	Title of the course	Category of Courses	L+T+P	ESE	CIA	TOTAL	Credits
1	BB23KN201	Kannada	AECC	3+1+0	60	40	100	3
2	BB23HN201	HINDI	AECC	3+1+0	60	40	100	
3	BB23GE201	ENGLISH	AECC	3+1+0	60	40	100	3
4	BB23DC201	FINANCIAL ACCOUNTING AND REPORTING	DSC	4+0+0	60	40	100	4
5	BB23DC202	HUMAN RESOURCE MANAGEMENT	DSC	4+0+0	60	40	100	4
6	BB23DC203	BUSINESS MATHEMATICS / BUSINESS ENVIRONMENT	DSC	3+0+2	60	40	100	4
7	BB23SB201	ENVIRONMENTAL STUDIES	AECC	2+0+0	50	50	100	2
8	BB23OE201	E-COMMERCE	SEC-OE	3+0+0	60	40	100	3
9	UG23PE201	SPORTS	SEC-VB	0+0+2		25	25	1
10	UG23EA201	EXTENTION ACTIVITIES				25	25	1
TOTAL CREDITS								25

III SEMESTER

Sl. No.	Course Code	Title of the course	Category of Courses	L+T+P	ESE	CIA	TOTAL	Credits
1	BB23KN301	Kannada	AECC	3+1+0	60	40	100	3
2	BB23HN301	HINDI	AECC	3+1+0	60	40	100	
3	BB23GE301	ENGLISH	AECC	3+1+0	60	40	100	3
4	BB23DC301	COST ACCOUNTING	DSC	4+0+0	60	40	100	4
5	BB23DC302	ORGANISATIONAL BEHAVIOUR	DSC	4+0+0	60	40	100	4
6	BB23DC303	STATISTICS FOR BUSINESS DECISIONS	DSC	3+0+2	60	40	100	4
7	BB23SE301	ARTIFICIAL INTELLIGENCE	SEC	1+0+2	50	50	100	2
8	BB23OE301	PYTHON	OEC	3+0+0	50	50	100	3
9	UG23PE301	PHYSICAL EDUCATION - YOGA	SEC-VB	0+0+2		25	25	1
10	UG23SO301	SOCIAL INTERNSHIP				25	25	1
TOTAL CREDITS								25

IV SEMESTER

Sl. No	Course Code	Title of the course	Category of Courses	L+T+P	ESE	CIA	TOTAL	Credits
1	BB23KN40 1	Kannada	AECC	3+1+0	60	40	100	3
2	BB23HN40 1	HINDI	AECC	3+1+0	60	40	100	
3	BB23GE40 1	ENGLISH	AECC	3+1+0	60	40	100	3
4	BB23DC40 1	MANAGEMENT ACCOUNTING	DSC	3+0+2	60	40	100	4
5	BB23DC40 2	BUSINESS ANALYTICS/ FINANCIAL MARKETS AND SERVICES	DSC	3+0+2	60	40	100	4
6	BB23DC40 3	FINANCIAL MANAGEMENT	DSC	3+0+2	60	40	100	4
7	BB23AE40 1	CONSTITUTION OF INDIA	AECC	2+0+0	50	50	100	2
8	BB23OE40 1	PRINCIPLES OF INTERNET	OEC	3+0+0	50	50	100	3
9	UG23PE401	PHYSICAL EDUCATION - YOGA	SEC-VB	0+0+2		25	25	1
TOTAL CREDITS								24

V SEMESTER

Sl. No.	Course Code	Title of the course	Category of Courses	L+T+P	ESE	CIA	TOTAL	Credits
1	BB23DC501	MANUFACTURING AND OPERATIONS MANAGEMENT	DSC	4+0+0	60	40	100	4
2	BB23DC502	INCOME TAX	DSC	3+0+2	60	40	100	4
3	BB23DCE503	ADVANCED CORPORATE FINANCIAL MANAGEMENT	DSE	4+0+0	60	40	100	4
4	BB23DCE504	COMPENSATION AND PERFORMANCE MANAGEMENT	DSE	4+0+0	60	40	100	4
5	BB23VO505	INFORMATION TECHNOLOGY FOR MANAGERS	VOC-1	1+0+2	60	40	100	3
6	BB23VB506	CYBER SECURITY	SEC-VB	1+0+2	50	50	100	2
7	UG23CO501	CORPORATE INTERNSHIP				25	25	1
8	UG23PE501	YOGA				25	25	1
TOTAL CREDITS								23

VI SEMESTER

Sl. No	Course Code	Title of the course	Category of Courses	L+T+P	ESE	CIA	TOTAL	Credits
1	BB23DC60 1	BUSINESS REGULATION	DSC	4+0+0	60	40	100	4
2	BB23DC60 2	ENTREPRENEURS HIP AND STARTUP MANAGEMENT	DSC	3+0+2	60	40	100	4
3	BB23DCE6 03	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	DSE	4+0+0	60	40	100	4
4	BB23DCE6 04	EMPLOYEE WELFARE AND SOCIAL SECURITY	DSE	4+0+0	60	40	100	4
5	BB23VO60 5	GOODS AND SERVICES TAX	VOC-2	1+0+2	60	40	100	3
6	BB23SB606	CONTENT AND TECHNICAL WRITING	SEC-SB	1+0+2	50	50	100	2
7	UG23PE601	SPORTS				25	25	1
TOTAL CREDITS								22

TOTAL COURSE CREDIT: 144

COURSE MAPPING

Sl. No	Name of the Subjects	PO1	PO2	PO3	PO4	PO5
1	Management Principle and Practice	CO1, CO 2, CO 3, CO4, CO5	CO1, CO 2, CO 3, CO4, CO5	CO1, CO 2, CO 3, CO4, CO5	CO1, CO 2, CO 3, CO4, CO5	CO1, CO 2, CO 3, CO4, CO5
2	Fundamentals of Business Accounting	CO1, CO 2, CO 3, CO4, CO5	CO1, CO 2, CO 3, CO4, CO5	CO1, CO 2, CO 3, CO4, CO5	CO1, CO 2, CO 3, CO4, CO5	CO1, CO 2, CO 3, CO4, CO5
3	Marketing Management	CO1, CO 2, CO 3, CO4, CO5	CO1, CO 2, CO 3, CO4, CO5	CO1, CO 2, CO 3, CO4, CO5	CO1, CO 2, CO 3, CO4, CO5	CO1, CO 2, CO 3, CO4, CO5
4	Digital Fluency	CO1, CO 2, CO 3, CO4, CO5, CO6	CO1, CO 2, CO 3, CO4, CO5, CO6	CO1, CO 2, CO 3, CO4, CO5, CO6	CO1, CO 2, CO 3, CO4, CO5, CO6	CO1, CO 2, CO 3, CO4, CO5, CO6
5	Web Designing	CO1, CO 2, CO 3, CO4, CO5, CO6	CO1, CO 2, CO 3, CO4, CO5, CO6	CO1, CO 2, CO 3, CO4, CO5, CO6	CO1, CO 2, CO 3, CO4, CO5, CO6	CO1, CO 2, CO 3, CO4, CO5, CO6
6	Financial Accounting and Reporting	CO1, CO 2, CO 3, CO4, CO5	CO1, CO 2, CO 3, CO4, CO5	CO1, CO 2, CO 3, CO4, CO5	CO1, CO 2, CO 3, CO4, CO5	CO1, CO 2, CO 3, CO4, CO5
7	Human Resource Management	CO1, CO 2, CO 3, CO4, CO5	CO1, CO 2, CO 3, CO4, CO5	CO1, CO 2, CO 3, CO4, CO5	CO1, CO 2, CO 3, CO4, CO5	CO1, CO 2, CO 3, CO4, CO5
8	Business Mathematics/ Business Environment	CO1, CO 2, CO 3, CO4, CO5	CO1, CO 2, CO 3, CO4, CO5	CO1, CO 2, CO 3, CO4, CO5	CO1, CO 2, CO 3, CO4, CO5	CO1, CO 2, CO 3, CO4, CO5
9	E- Commerce	CO1, CO 2, CO 3, CO4, CO5	CO1, CO 2, CO 3, CO4, CO5	CO1, CO 2, CO 3, CO4, CO5	CO1, CO 2, CO 3, CO4, CO5	CO1, CO 2, CO 3, CO4, CO5

SELECTION OF ELECTIVE

Students have to select dual electives out of the list of electives given in Fifth and Sixth Semester. Electives selected in the fifth semester should be continued in the sixth semester. However they can change the electives in the seventh semester. The electives selected in the seventh semester will continue in the eighth semester.

Notes	
One Hour of Lecture	1 Credit.
One Hour of Tutorial	1 Credit. (Except Languages).
Two Hours of Practical	1 Credit.

ACRONYMS EXPANDED	
AECC	Ability Enhancement Compulsory Course
DSC ©	Discipline Specific Core (Course)
SEC-SB/VB	Skill Enhancement Course-Skill Based/Value Based
OEC	Open Elective Course
DSE	Discipline Specific Elective
SEE	Semester End Examination
CIE	Continuous Internal Evaluation
L+T+P	Lecture + Tutorial + Practical(s)

ELECTIVE GROUPPS AND COURSES

V - SEMESTER	FINANCE	Advanced Corporate Financial Management
	MARKETING	Consumer Behavior
	HUMAN RESOURCE MANAGEMENT	Compensation and Performance Management
	DATA ANALYTICS	Financial Analytics
	RETAILING	Retail Operations Management
	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	Freight Transport Management

VI - SEMESTER	FINANCE	Security Analysis and Portfolio Management
	MARKETING	Advertising Management & Sales promotion
	HUMAN RESOURCE MANAGEMENT	Employee Welfare & Social Security
	DATA ANALYTICS	Marketing Analytics
	RETAILING	Strategic Brand Management
	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	Sourcing for Logistics and SCM

VII - SEMESTER	FINANCE	Strategic Financial Management
	MARKETING	Brand Management / Rural Marketing
	HUMAN RESOURCE MANAGEMENT	Labor Laws & IR
	DATA ANALYTICS	HR Analytics
	RETAILING	Merchandising Planning and Buying
	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	Managing Procurement contract and relationship

VII - SEMESTER	FINANCE	Derivatives and Risk Management
		International Financial Management
	MARKETING	B to B Marketing (Industrial Marketing)
		Sales & Distribution Management
	HUMAN RESOURCE MANAGEMENT	HRD
		International HRM
	DATA ANALYTICS	Web and Social Intelligence
		Machine Learning in Business
	RETAILING	IT applications in Retail Business
		Visual Merchandising
	LOGISTICS AND SUPPLYCHAIN MANAGEMENT	Global Environment for Supply chain Management
		International Supply Chain

NOTE: Student shall continue with the same elective group in V and VI semesters, however, he/she may change the elective group in VII semester, but shall continue in the same group in VIII semester.

COURSE SYLLABUS

Semester I

Subject name	MANAGEMENT PRINCIPLES AND PRACTICES		Subject code	BB23DC101	
Course Credits	4	Number of Hours per Week	4	Total number of teaching hours	60

PEDAGOGY

Class room lecture, tutorials, group discussion, seminar, case studies & field work etc.

COURSE OUTCOMES

On successful completion of the course, the Students will demonstrate

- ✓ The ability to understand concepts of business management, principles and function of management.
- ✓ The ability to explain the process of planning and decision making.
- ✓ The ability to create organization structures based on authority, task and responsibilities and understand organizational Behavior, avoid conflicts, accept change and work in groups.
- ✓ The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.
- ✓ The ability to understand the requirement of good control system and control techniques.

Course Contents

MODULE NO 1	INTRODUCTION TO BUSINESS & MANAGEMENT	10 HRS
Introduction to Business, Forms of Business Organization, their merits, limitations and formation- Meaning Nature and Characteristics of Management Scope and Functional areas of Management, levels of management; Management as a Science, Art or Profession; Management and Administration; Principles of Management. Role and functions of a manager		

MODULE NO. 2	PLANNING AND DECISION MAKING	08 HRS
Nature, Importance and Purpose of Planning - Planning Process; Objectives; Types of plans (Meaning only); Decision making- Importance, steps and Methods; MBO and MBE (Meaning only)		
MODULE NO. 3	ORGANIZING AND STAFFING	19 HRS
Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization - Departmentation, Committees; Centralization vs Decentralization of Authority and Responsibility, Span of Control; Nature and importance of Staffing Organizational Behavior: Individual Behavior and Differences - Personality – Attitudes and Beliefs – Values - Perception – Perceptual Selectivity – Management of Stress Group Dynamics: Group Behavior – Formation - Understanding Work Groups – Conflict, Negotiation, and Intergroup Behavior - Management of Change – Resistance to Change – Organizational Development		
MODULE NO. 4	DIRECTING AND COMMUNICATING	15 HRS
Meaning, Nature of Direction, Principles of Direction; Communication - Meaning and Importance, Communication Process, Barriers to Communication, Steps to overcome Communication Barriers, Types of Communication; Motivation theories – Maslow’s Need Hierarchy Theory, Herzberg’s Two Factor Theory, Mc.Gregor’s X and Y theory. Leadership – Meaning, Formal and Informal Leadership, Characteristics of Leadership; Leadership Styles – Autocratic Style, Democratic Style, Participative Style, Laissez Faire Leadership Styles, Transition Leadership, Charismatic Leadership Style.		
MODULE NO. 5	COORDINATING AND CONTROLLING	08 HRS
Coordination–Meaning, Importance, Principles. Controlling-Meaning and steps in controlling, Essentials of Effective Control system, Techniques of Control (in brief).		

SKILL DEVELOPMENTS ACTIVITIES

- ✓ Two cases on the above syllabus should be analyzed by the teacher in the class room and the same needs to be recorded by the student in the Skill Development Book.
- ✓ Draft different types of Organization structure.

- ✓ Draft Control charts.

TEXT & REFERENCE BOOKS

- ✓ Stephen P. Robbins, Management, Pearson
- ✓ Koontz and O'Donnell, Management, McGraw Hill.
- ✓ Prasad LM, Principles of management, Sultan Chand and Sons
- ✓ Rao V.S.P, Bajaj, Management process and organization, Excel Books.GH25
- ✓ Appanniah and Reddy, Management, HPH.
- ✓ Ramaswamy T : Principles of Management, HPH.
- ✓ Aswathappa :Organisation Behaviour

Levels of Programme outcome and Course outcome for Management Principles and practices

PO/CO	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3

Correlation level:

0 – Not Correlated; 1 – Slightly Correlated; 2 - Moderately Correlated; 3 – Highly Correlated

Subject name	FUNDAMENTALS OF BUSINESSACCOUNTING		Subject code	BB23DC102	
Course Credits	4	Number of Hours per Week	4	Total number of teaching hours	60

PEDAGOGY

Classrooms lecture, tutorials, and problem solving.

COURSE OUTCOMES:

On successful completion of the course, the Students will demonstrate

- ✓ Understand the framework of accounting as well accounting standards.
- ✓ The Ability to pass journal entries and prepare ledger accounts
- ✓ The Ability to prepare subsidiaries books
- ✓ The Ability to prepare trial balance and final accounts of proprietary concern.
- ✓ Construct final accounts through application of tally.

Course Contents

MODULE NO. 1	INTRODUCTION TO FINANCIAL ACCOUNTING	08 HRS
Introduction – Meaning and Definition – Objectives of Accounting – Functions of Accounting – Users of Accounting Information – Limitations of Accounting – Accounting Cycle - Accounting Principles – Accounting Concepts and Accounting Conventions. Accounting Standards – objectives- significance of accounting standards. List of Indian Accounting Standards.		
Module No. 2	ACCOUNTING PROCESS	15 HRS

<p>Meaning of Double entry system – Process of Accounting – Kinds of Accounts – Rules - Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trial Balance – Problems on Journal, Ledger Posting, Preparation of Trial Balance.</p>		
Module No. 3	SUBSIDIARY BOOKS	15 HRS
<p>Meaning – Significance – Types of Subsidiary Books –Preparation of Purchases Book, Sales Book, Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book , Double Column Cash Book , Three Column Cash Book and Petty Cash Book(Problems only on Three Column Cash Book and Petty Cash Book), Bank Reconciliation Statement – Preparation of Bank Reconciliation Statement (Problems on BRS)</p>		
Module No. 4	FINAL ACCOUNTS OF PROPRIETARY CONCERN	10 HRS
<p>Preparation of Statement of Profit and Loss and Balance Sheet of a proprietary concern with special adjustments like depreciation, outstanding and prepaid expenses, outstanding and received in advance of incomes, provision for doubtful debts, drawings and interest on capital.</p>		
Module No. 5	ACCOUNTING SOFTWARE	12 HRS
<p>Introduction-meaning of accounting software, types accounting software-accounting software Tally-Meaning of Tally software – Features – Advantages, Creating a New Company, Basic Currency information, other information, Company features and Inventory features. Configuring Tally - General Configuration, Numerical symbols, accounts/inventory info – master configuration - voucher entry configuration. Working in Tally: Groups, Ledgers, writing voucher, different types of voucher, voucher entry Problem on Voucher entry - Generating Basic Reports in Tally-Trail Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts, and Balance Sheet.</p>		

SKILL DEVELOPMENTS ACTIVITIES

- ✓ List out the accounting concepts and conventions.
- ✓ Prepare a Bank Reconciliation Statement with imaginary figures
- ✓ Collect the financial statement of a proprietary concern and record it.
- ✓ Prepare a financial statement of an imaginary company using tally software.

TEXT BOOKS

- ✓ Hanif and Mukherjee, Financial Accounting, Mc Graw Hill Publishers
- ✓ Arulanandam & Raman; Advanced Accountancy, Himalaya Publishing House
- ✓ Anil Kumar S, V.Rajesh Kumar and B.Mariyappa–Fundamentals of Accounting, Himalaya Publishing House.
- ✓ Dr. Maheswari S.N., Financial Accounting, Vikas Publication
- ✓ Jain S P and K. L. Narang, Financial Accounting, Kalyani Publication
- ✓ Radhaswamy and R.L. Gupta, Advanced Accounting , Sultan Chand
- ✓ Shukla M.C. and Goyel, Advanced Accounting, S Chand.

Levels of Programme outcome and Course outcome for Fundamentals of Business Account

PO/CO	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3

Correlation level:

0 – Not Correlated; 1 – Slightly Correlated; 2 - Moderately Correlated; 3 – Highly Correlated

Subject name	MARKETING MANAGEMENT		Subject code	BB23DC103	
Course Credits	4	Number of Hours per Week	4	Total number of teaching hours	60

PEDAGOGY:

Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & fieldwork etc.,

COURSE OUTCOMES:

On successful completion of the course, the Students will demonstrate

- ✓ Understand the concepts and functions of marketing.
- ✓ Analyse marketing environment impacting the business.
- ✓ Segment the market and understand the consumer behaviour
- ✓ Describe the 4p's of marketing and also strategize marketing mix
- ✓ Describe p's of service marketing mix.

Course Contents

MODULE NO. 1	INTRODUCTION TO MARKETING	12 HRS
Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. Recent trends in Marketing-E- business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, social media marketing, and E-tailing (Meaning only).		
MODULE NO. 2	MARKETING ENVIRONMENT	10 HRS
Micro Environment – The company, suppliers, marketing intermediaries competitors, public and customers; Macro Environment- Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment.		
MODULE NO. 3	MARKET SEGMENTATION	05 HRS

Meaning and Definition, Bases of Market Segmentation, Requisites of Sound Market Segmentation.		
MODULE NO. 4	CONSUMER BEHAVIOUR	05 Hrs
Consumer Behavior-Factors influencing Consumer Behavior; Buying Decision Process.		
MODULE NO. 5	MARKETING MIX	21 HRS
Meaning, Elements of Marketing Mix (Four P's) – Product, Price, Place, Promotion. Product-Product Mix, Product Line, Product Life cycle, New Product Development, Reasons for Failure of New Product, Branding, Packing and Packaging, Labeling, Pricing – Objectives, Factors influencing Pricing Policy, Methods of Pricing; Physical Distribution– Meaning, Factors affecting Channel Selection, Types of Marketing Channels. Promotion – Meaning and Significance of Promotion, Personal Selling and Advertising(Meaning Only)		
MODULE NO. 6	SERVICES MARKETING MIX	07 HRS
Meaning and definition of services, difference between goods and services, features of services, seven P's of services marketing (concepts only), Service marketing mix.		

SKILL DEVELOPMENTS ACTIVITIES

- ✓ Two cases on the above syllabus should be analyzed and recorded in the skilldevelopment
- ✓ Design a logo and tagline for a product of your choice
- ✓ Develop an advertisement copy for a product.
- ✓ Prepare a chart for distribution network for different products.

TEXT & REFERENCE BOOKS

- ✓ Philip Kotler, Marketing Management, Prentice Hall.
- ✓ Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI
- ✓ William J. Stanton, Michael J. Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill Education.
- ✓ Bose Biplab, Marketing Management, Himalaya Publishers.
- ✓ Gandhi J.C., Marketing Management, Tata McGraw Hill.

- ✓ Ramesh and Jayanti Prasad: Marketing Management, I.K. International
- ✓ Sontakki, Marketing Management, Kalyani Publishers.
- ✓ Reddy PN and Appanniah, Marketing Management

Levels of Programme outcome and Course outcome for Marketing Management

PO/CO	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3

Correlation level:

0 – Not Correlated; 1 – Slightly Correlated; 2 - Moderately Correlated; 3 – Highly Correlated

Subject name	DIGITAL FLUENCY		Subject code	CA23SB101	
Course Credits	2	Number of Hours per Week	2	Total number of teaching hours	30

PEDAGOGY

Classroom's lecture, tutorials, Group discussion, Seminar and Casestudies.

COURSE OUTCOMES

On successful completion of the course, the Students will be able to

- ✓ Understand the basic Work in Word effectively.
- ✓ Effectively communicate through Email
- ✓ Concepts of Spreadsheet
- ✓ Summarize data using Functions
- ✓ Apply Conditions using formulas and Functions
- ✓ Implement Basic financial Concepts in Spreadsheet

Course Contents

MODULE NO. 1	WORD DOCUMENT	08 HRS
Introduction – Objective -Word Document Basic - Opening Word Document Package - TitleBar, Menu Bar, - Toolbars & Sidebar - Creating a New Document - Opening and Closing Documents Opening Documents- Saveand SaveAs- Closing Document- Using The Help- Page Setup - Print Preview - Printing of Documents - PDF file and Saving a Document as PDF file - Document manipulation & Formatting - Text Selection - Cut, Copy and Paste- Font, Color, StyleandSize selection - Alignment of Text - Undo & Redo - Spelling & Grammar - Shortcut Keys		
MODULE NO. 2	INTERNET & EMAIL	05 HRS
Introduction – Objectives – Internet - protocols: HTTP, HTTPS, FTP - Concept of Internet & WWW - Website Address and URL - Applications of Internet - Modes of Connecting Internet (Hotspot, Wi-Fi, LAN Cable, Broadband, USB Tethering) - Popular Web Browsers (Internet Explorer/Edge, Chrome,		

Mozilla Firefox,) - Exploring the Internet - Surfing the web -Popular Search Engines - Searching on Internet - Introduction -Objectives - Structure - protocols: SMTP, IMAP, POP3 - Opening Email account - Mailbox: Inbox and Outbox - Creating and Sending a new E-mail - CC –BCC- Replying -Mail Merge Forwarding -attachments – Scheduling – Password Protect – Delete.		
MODULE NO. 3	INTRODUCTION TO SPREADSHEETS	04 HRS
Introduction to spreadsheets - Office Suite overview - Basic text and cell formatting- Basic arithmetic calculation - Special paste - Freeze pane - Auto completion of series -Sort and filter - Charts.		
MODULE NO. 4	SUMMARIZING DATA USING FUNCTIONS	08 HRS
Perform calculations by using the SUM function- Perform calculations by using MIN and MAX functions - Perform calculations by using the COUNT function - Perform calculations by using the AVERAGE function - Perform logical operations by using the IF function - Perform logical operations by using the SUMIF function - Perform logical operations by using the AVERAGEIF function - Perform statistical operations by using the COUNTIF function.		
MODULE NO. 5	DATA VALIDATION	05 HRS
Text Functions: LEN, TRIM, PROPER, UPPER, LOWER, CONCATENATE. Skill Developments Activities, Enter class data into rows and columns, Create Draft Marks Card inSpreadsheet, Create Draft profit and Loss and Balance Sheet in Spreadsheet, Create GST Invoice in Spreadsheet with Tax Rate Any other activities, which are relevant to thecourse.		

SKILL DEVELOPMENTS ACTIVITIES

- ✓ Use word processor to prepare Resume
- ✓ Draft a covering letter using Word Processor
- ✓ Systematically draft different emails
- ✓ Prepare a Letter of Internship requisition and send email.
- ✓ Enter class data into rows and columns
- ✓ Create Draft Marks Card in Spreadsheet
- ✓ Create Draft profit and Loss and Balance Sheet in Spreadsheet
- ✓ Create GST Invoice in Spreadsheet with Tax Rate
- ✓ Any other activities, which are relevant to the course.

TEXT & REFERENCE BOOKS

- ✓ Rohit Khurana , Learning MS-Word and MS-Excel
- ✓ Adam Ramirez , Excel Formulas and Functions 2020: The Stepby Step Excel Guide with Examples onHow to Create Powerful Formulas: 1
- ✓ Kogent Learning Solutions Inc , Excel 2013 in Simple Steps by
- ✓ Harjit Suman, Excel Formulas and Functions: The Step by Step Excel Guide on how to Create Powerful Formulas.

Levels of Programme outcome and Course outcome for Digital Fluency

PO/CO	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
CO 6	3	3	3	3	3

Correlation level:

0 – Not Correlated; 1 – Slightly Correlated; 2 - Moderately Correlated; 3 – Highly Correlated

Subject name	WEB DESIGNING		Subject code	BB23OE101	
Course Credits	3	Number of Hours per Week	3	Total number of teaching hours	45

PEDAGOGY

Classroom's lecture, tutorials, Group discussion, Seminar and Casestudies.

COURSE OUTCOMES

On successful completion of the course, the Students will be able to

- ✓ Describe the introduction to HTML and what basic web design
- ✓ Identify how to create a simple web page
- ✓ Identify how to format your text
- ✓ Identify adding web links and images
- ✓ Demonstrate creating tables
- ✓ Identify how to create html forms.

Course Contents

MODULE NO. 1	FUNDAMENTALS OF WEB	13 HRS
Internet, World Wide Web (www), web pages, Browser, Web Servers, Proxy Servers, Search Engines, Uniform Resource Locator (URL), Domain Name System(DNS), Types of Websites (Static and Dynamic Websites), IP Addresses.		
MODULE NO. 2	HYPertext MARKUP LANGUAGE	11 HRS
Introduction, Features of HTML, Basic Structure of HTML, Comments, Head Tags, Title Tags, Body Tags, Text Formatting, HTML Colors, Paragraphs, Headings, Marquee tag, Creating, Saving and executing an HTML Pages.		

MODULE NO. 3	HTML LIST	10 HRS
Ordered lists, Unordered lists, Definition lists. HTML Images: Adding Images to Webpage, Resizing an Image, Alternative (ALT) Text, HTML Links: Text and Image Links. Design a simple web page about your college.		
MODULE NO. 4	HTML TABLES	11 HRS
Table Cells, Rows and Columns, Table headers, Table Borders, Colspan and Rowspan. Create your class time table using HTML tags. HTML Forms: TextBoxes, TextAreas, CheckBoxes, Radio Buttons, Drop-down lists, Submit Button, Reset Button. Create a simple college admission application form.		

SKILL DEVELOPMENTS ACTIVITIES

- ✓ Develop a simple college website
- ✓ Create a basic website by using the div tag
- ✓ Create a responsive web page by using the advanced HTML tags
- ✓ Create a simple registration form and accept the input from the user and store it in the database.

TEXT & REFERENCE BOOKS

- ✓ HTML&CSS: The Complete Reference, 5th edition by Thomas Powell
- ✓ Internet and World Wide Web How to program, P.J. Deitel& H.M. Deitel, Pearson
- ✓ Robert W. Sebestra, “Programming the World Wide Web”, 7th Edition /4th edition Addison Wesley Publication,2013.
- ✓ Web Designing with HTML&CSS Digital classroom by Jeremy Osborn.

Levels of Programme outcome and Course outcome for Web Designing

PO/CO	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
CO 6	3	3	3	3	3

Correlation level:

0 – Not Correlated; 1 – Slightly Correlated; 2 - Moderately Correlated; 3 – Highly Correlated

II Semester

Subject name	FINANCIAL ACCOUNTING AND REPORTING		Subject code	BB23DC201	
Course Credits	4	Number of Hours per Week	4	Total number of teaching hours	60

PEDAGOGY

Class room lecture, tutorials, group discussion, seminar, case studies

Course Outcomes:

On successful completion of the course, the Students will be able to

- ✓ The ability to prepare final accounts of partnership firms
- ✓ The ability to understand the process of public issue of shares and accounting for the same
- ✓ The ability to prepare final accounts of joint stock companies.
- ✓ The ability to prepare and evaluate vertical and horizontal analysis of financial statements
- ✓ The ability to understand company's annual reports.

Course Contents

MODULE NO. 1	FINAL ACCOUNTS OF PARTNERSHIP FIRM	12 HRS
Meaning of Partnership Firm, Partnership deed-clauses in partnership deed, Preparation of Final accounts of partnership firm-Trading and Profit and Loss Account, Profit and Loss Appropriation Account, Partners capital account and Balance sheet. Goodwill- Nature, Factors influencing goodwill and methods of valuation of goodwill (Average and super profit methods).		
MODULE NO. 2	ISSUE OF SHARES	10 HRS
Meaning of Share, Types of Shares – Preference shares and Equity shares – Issue of Shares at par, at Premium, at Discount: Pro-Rata Allotment; Journal Entries relating to issue of shares; Preparation of respective ledger accounts; Preparation of Balance Sheet in the Vertical form (Practical Problems).		

MODULE NO. 3	FINANCIAL ACCOUNTS OF JOINT STOCK COMPANIES	12 HRS
Statutory Provisions regarding preparation of Company Final Accounts – Treatment of Special Items, Managerial Remuneration, Tax deducted at source, Advance payment of Tax, Provision for Tax, Depreciation, Interest on debentures, Dividends, Rules regarding payment of dividends, Transfer to Reserves, Preparation of Profit and Loss Account and Balance Sheet (Vertical Form Schedule -III) (Practical Problems).		
MODULE NO. 4	FINANCIAL STATEMENTS ANALYSIS	12 HRS
Comparative Statements - Comparative Income Statement, Comparative Balance Sheet; Common size Statements – Common Size Income Statement, Common Size Balance Sheet – Trend Percentages. (Analysis and Interpretation)		
MODULE NO. 5	CORPORATE FINANCIAL REPORTING	14 HRS
Corporate Financial Reporting - meaning, types, characteristics of Corporate financial report, users of corporate financial report; Components corporate financial report– general corporate information, financial highlights, letter to the shareholders from the CEO, management's discussion and analysis; Financial Statements-balance sheet, income statement, cash flow statement, and notes to the financial statements; Auditor's report; Significant Accounting Policies; Corporate Governance Report; Corporate Social Responsibility Report (Discuss only), Role and Significance of above components of corporate financial report).		

SKILL DEVELOPMENTS ACTIVITIES

- ✓ Collect financial statement of a company for five years and analyse the same using trend analysis.
- ✓ Refer annual reports of two companies and list out the components.
- ✓ Draft a partnership deed as per Partnership Act.
- ✓ List out the accounting policies in annual report of the company

TEXT & REFERENCE BOOKS

- ✓ Stephen P. Robbins, Management, Pearson
- ✓ Koontz and O'Donnell, Management, McGraw Hill.
- ✓ Prasad L M, Principles of management, Sultan Chand and Sons
- ✓ Rao V.S.P, Bajaj, Management process and organization, Excel Books. GH25
- ✓ Appanniah and Reddy, Management, HPH.
- ✓ Ramaswamy T. : Principles of Management, HPH.

Levels of Programme outcome and Course outcome for Financial Accounting and Reporting

PO/CO	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3

Correlation level:

0 – Not Correlated; 1 – Slightly Correlated; 2 - Moderately Correlated; 3 – Highly Correlated

Subject name	HUMAN RESOURCE MANAGEMENT		Subject code	BB23DC202	
Course Credits	4	Number of Hours per Week	4	Total number of teaching hours	60

PEDAGOGY

Class room lecture, tutorials, group discussion, seminar, case studies

Course Outcomes:

On successful completion of the course, the Students will be able to

- ✓ Ability to describe the role and responsibility of Human resources management functions on business
- ✓ Ability to describe HRP, Recruitment and Selection process
- ✓ Ability to describe to induction, training, and compensation aspects.
- ✓ Ability to explain performance appraisal and its process.
- ✓ Ability to demonstrate Employee Engagement and Psychological Contract.

Course Contents

MODULE NO. 1	INTRODUCTION TO HUMAN RESOURCE MANAGEMENT	10 HRS
Meaning and Definition of HRM – Features Objectives, Nature and Scope of HRM, Importance, Functions and Process of HRM, Role of HR Manager, Trends influencing HR practices		
MODULE NO. 2	MANPOWER PLANNING, RECRUITMENT & SELECTION	16 HRS
Human Resource Planning: Meaning and Importance of Human Resource Planning, Process of HRP, HR Demand Forecasting- Meaning and Techniques (Meanings Only) and HR supply forecasting, Succession Planning – Meaning and Features, Job Analysis:		

<p>Meaning and Uses of Job Analysis, Process of Job Analysis – Job Description, Job Specification, Job Enlargement, Job Rotation, Job Enrichment (Meanings Only) Recruitment – Meaning, Methods of Recruitment, Factors affecting Recruitment, Sources of Recruitment, Selection – Meaning, Steps in Selection Process, Psychometric tests for Selection, Barriers to effective Selection, Making Selection effective; Placement, Gamification – Meaning and Features</p>		
MODULE NO. 3	INDUCTION, TRAINING AND COMPENSATION	12 HRS
<p>Induction: Meaning, Objectives and Purpose of Induction, Problems faced during Induction, Induction Program Planning. Training: Need for training, Benefits of training, Assessment of Training Needs and Methods of Training and Development; Kirkpatrick Model; Career Development. Compensation: Direct and Indirect forms of Compensation (Meaning Only), Compensation Structure.</p>		
MODULE NO. 4	PERFORMANCE APPRAISAL & EMPLOYEE RETENTION	14 HRS
<p>Performance appraisal: Meaning and Definition, Objectives and Methods of Performance Appraisal – Uses and Limitations of Performance Appraisal, Process of Performance Appraisal Promotion: Meaning and Definition of Promotion, Purpose of Promotion, Basis of promotion Transfer: Meaning of Transfer, Reasons for Transfer, Types of Transfer, Right Sizing of Work Force, Need for Right Sizing</p>		
MODULE NO. 5	EMPLOYEE ENGAGEMENT AND PSYCHOLOGICAL CONTRACT	08 HRS
<p>Employee Engagement (EE): Meaning and Types of EE, Drivers of Engagement - Measurement of EE, Benefits of EE. Psychological contract: Meaning and features</p>		

SKILL DEVELOPMENTS ACTIVITIES

- ✓ Preparation of Job Descriptions and Job specifications for a Job profile
- ✓ Choose any MNC and present your observations on training program
- ✓ Develop a format for performance appraisal of an employee.
- ✓ Discussion of any two Employee Engagement models.
- ✓ Analysis of components of pay structure based on the CTC sent by the Corporate to the institute for the various jobs of different sectors.

TEXT & REFERENCE BOOKS

- ✓ Aswathappa, Human Resource Management, McGraw Hill Edwin Flippo, Personnel Management, McGraw Hill C.B.Mamoria, Personnel Management, HPH
- ✓ Subba Rao, Personnel and Human Resources Management, HPH Reddy & Appanniah, Human Resource Management, HPH Madhurimalal, Human Resource Management, HPH
- ✓ Sadri S. & Others: Geometry of HR, HPH Rajkumar: Human Resource Management I.K. Intl
- ✓ Michael Porter, HRM and Human Relations, Juta & Co.Ltd.
- ✓ Venkataramana K, Human Resource Management, SHBP Chartered Accountants of India, New Delhi.

Levels of Programme outcome and Course outcome for Human Resource Management

PO/CO	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3

Correlation level:

0 – Not Correlated; 1 – Slightly Correlated; 2 - Moderately Correlated; 3 – Highly Correlated.

Subject name	BUSINESS MATHEMATICS		Subject code	BB23DC203	
Course Credits	4	Number of Hours per Week	4	Total number of teaching hours	60

PEDAGOGY

Class room lecture, tutorials, group discussion, and seminar

Course Outcomes:

On successful completion of the course, the Students will be able to

- ✓ The Understanding of the basic concepts of business maths and apply them to create solve and interpret application problems in business.
- ✓ Ability to solve problems on various types of equation.
- ✓ Ability to solve problems on Matrices and execute the laws of indices, law of logarithm and evaluate them.
- ✓ Ability to apply the concept of LCM and HCF and concept of sets
- ✓ Develop an example on application of progression in real life situation.

Course Contents

MODULE NO. 1	THEORY OF EQUATIONS	12 HRS
Introduction business mathematics and its importance – Equations - Meaning - Types of Equations – Simple/ Linear Equations and Simultaneous Equations (only two variables), Elimination and Substitution Methods only. Quadratic Equation - Factorization and Formula Method ($ax^2 + bx + c = 0$ form only). Simple problems		
MODULE NO. 2	INDICIES, MATRICES AND LOGARITHMS	12 HRS
Meaning – types – operation on matrices – additions – subtractions and multiplication of two matrices – transpose – determinants – minor of an element – co-factor of an element – inverse – crammers rule in two variables – problems.		

Indices and Logarithms: Meaning- Basic Laws of Indices and their application for simplification. Laws of Logarithms – Common Logarithm, Application of Log Table for Simplification.		
MODULE NO. 3	COMMERCIAL ARITHMETIC	12 HRS
Simple Interest, Compound Interest including yearly and half yearly calculations, Annuities, Percentages, Bills Discounting, Ratios and proportions, duplicate-triplicate and sub- duplicate of a ratio. Proportions: third, fourth and inverse proportion - problems		
MODULE NO. 4	NUMBER SYSTEM AND SET THEORY	12 HRS
Number System: Introduction, Natural Numbers, Integers, Prime Numbers, Rational and Irrational numbers, Real Numbers, HCF and LCM (Simple problems) Set Theory: Theory of Sets – Set Theory- Venn diagram		
MODULE NO. 5	PROGRESSIONS	12 HRS
Arithmetic Progression, Finding the ' n^{th} ' term of AP & Sum to n^{th} term of AP; Geometric Progression – Finding the ' n^{th} ' term of GP and sum to ' n^{th} ' term of GP		

SKILL DEVELOPMENTS ACTIVITIES

- ✓ Develop an Amortization Table for Loan Amount – EMI Calculation.
- ✓ Secondary overhead distributions summary using Simultaneous Equations Method
- ✓ Application of Matrix In Business Problems
- ✓ Develop an example on application of progression in real life situation
- ✓ Draft the procedure of discounting of bills by commercial banks
- ✓ Take the previous UPSC, KPSC, Banks, Insurance company, Railway board question papers and solve numerical aptitude and reasoning segments
- ✓ Learning Mathematical applications and decision-making using MS-Excel Functions

TEXT & REFERENCE BOOKS

- ✓ Saha: Mathematics for Cost Accountants, Central Publishers
- ✓ Saha R.G. and Others – Methods and Techniques for Business Decisions, VBH
- ✓ Dr. Sancheti and Kapoor: Business Mathematics and Statistics, Sultan Chand
- ✓ Zamarudeen: Business Mathematics, Vikas
- ✓ Bhardwaj R.S :Mathematics for Economics and Business
- ✓ Madappa, mahadi Hassan, M. Iqbal Taiyab – Business Mathematics, Subhash
- ✓ Veena G.R. and Seema : Business Mathematics and Statistics I.K. Intl Publishers
- ✓ Guptha Statistical methods

Levels of Programme outcome and Course outcome for Business Mathematics

PO/CO	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3

Correlation level:

0 – Not Correlated; 1 – Slightly Correlated; 2 - Moderately Correlated; 3 – Highly Correlated

Subject name	BUSINESS ENVIRONMENT		Subject code	BB23DC203	
Course Credits	4	Number of Hours per Week	4	Total number of teaching hours	60

PEDAGOGY

Class room lecture, tutorials, group discussion and seminar

Course Outcomes:

On successful completion of the course, the Students will be able to

- ✓ An Understanding of components of business environment.
- ✓ Ability to analyse the environmental factors influencing business organisation.
- ✓ Ability to demonstrate Competitive structure analysis for select industry.
- ✓ Ability to explain the impact of fiscal policy and monetary policy on business.
- ✓ Ability to analyse the impact of economic environmental factors on business.

Course Contents

MODULE NO. 1	INTRODUCTION TO BUSINESS ENVIRONMENT	12 HRS
Meaning of business, scope and objectives Business, business environment, Micro and Macro-environment of business (social, cultural, economic, political, legal technological and natural) Impact of these factors on decision making in business, Environmental analysis, and Competitive structure analysis of Business.		
MODULE NO. 2	GOVERNMENT AND LEGAL ENVIRONMENT	16 HRS
Government Functions of the State, Economic role of government, State intervention in business- reasons for and types of state intervention in business. Impact of Monetary policy, Fiscal policy, Exim policy and industrial policy on business. Legal environment - Various laws affecting Indian businesses		

MODULE NO. 3	ECONOMIC ENVIRONMENT AND GLOBAL ENVIRONMENT	15 HRS
An overview of economic environment, nature of the economy, structure of economy, factors affecting economic environment. Globalisation of business; meaning and dimensions, stages, essential conditions of globalisation, foreign market entry strategies, merits and demerits of globalisation of business, Impact of Globalisation on Indian businesses, Forms of globalisation of businesses - MNCs, TNCs etc.		
MODULE NO. 4	TECHNOLOGICAL ENVIRONMENT	10 HRS
Meaning and features; types of innovation, Impact of Technological changes on business, Technology and Society, Technological Acquisition modes, IT revolution and business, Management of Technology.		
MODULE NO. 5	NATURAL ENVIRONMENT	7 HRS
Meaning and nature of physical environment. Impact of Natural environment on business.		

SKILL DEVELOPMENTS ACTIVITIES

- ✓ List out key features of recent monetary policy published by RBI impacting businesses.
- ✓ Give your observation as to how technology has helped society.
- ✓ Draft Five Forces Model for Imaginary business.
- ✓ Identify the benefits of Digital transformation in India.

TEXT & REFERENCE BOOKS

- ✓ Dr. K Ashwatappa: Essentials Of Business Environment
- ✓ Sundaram & Black: The International Business Environment; Prentice Hall
- ✓ Chidambaram: Business Environment; Vikas Publishing
- ✓ Upadhyay, S: Business Environment, Asia Books
- ✓ Chopra, BK: Business Environment in India, Everest Publishing
- ✓ Suresh Bedi: Business Environment,Excel Books
- ✓ Economic Environment of Business by M. Ashikary.
- ✓ Business Environment by Francis Cherrinulam
- ✓ Note: Latest edition of text books may be used.

Levels of Programme outcome and Course outcome for Business Environment

PO/CO	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3

Correlation level:

0 – Not Correlated; 1 – Slightly Correlated; 2 - Moderately Correlated; 3 – Highly

Correlated

Subject name	ENVIRONMENTAL STUDIES		Subject code	UG23EV201	
Course Credits	2	Number of Hours per Week	2	Total number of teaching hours	30

PEDAGOGY

Class room lecture, tutorials, group discussion, seminar, case studies and field visit

Course Outcomes:

On successful completion of the course, the Students will be able to

- ✓ The ability to aware about the importance of environment to the human and non-human life
- ✓ The ability to understand the eco system to sustain the human and non-human life
- ✓ The ability to aware of protecting the natural resources in the earth.
- ✓ The ability to eradicate the environmental pollution
- ✓ The ability to understand the environmental policies and practices and social issues.

Course Contents

MODULE NO. 1	INTRODUCTION TO ENVIRONMENTAL STUDIES	3 HRS
Multidisciplinary nature of Environmental studies, Scope and importance of environment, Sustainable development and their concepts.		
MODULE NO. 2	ECOSYSTEM	4 HRS
What is Ecosystem? Structure and functions of the ecosystem. A) Forest ecosystem B) Grassland ecosystem C) Desert ecosystem D) Aquatic ecosystem [Pond/lake; Rivers/Streams; Marine/Ocean] Energy flow in an ecosystem Food chain; Types of food chain; Food web and Ecological succession.		

MODULE NO. 3	NATURAL RESOURCES	6 HRS
<p>What is Resource? Types of resources Land Resource: land use pattern or change in India, Land degradation, Soil erosion and Deforestation. Causes and impacts due to mining, Dams and their effects to tribal people. Water Resource: Use and over exploitation of surface and ground water, Floods, Droughts. Conflicts over water [Inter-state and Inter-national]. Energy Resource: Sources of energy, Renewable and Non-renewable source of energy. Alternative source of energy</p>		
MODULE NO. 4	CONSERVATION OF BIODIVERSITY	5 HRS
<p>Types or levels of Biodiversity: Genetic, Species and Ecosystem diversity. Bio geographical classifications of Biodiversity in India. Hot spots of Biodiversity. Endangered and Endemic flora and fauna in India. Man wildlife conflicts. Biodiversity conservation methods: In-situ and Ex-situ conservation. Values or service of Biodiversity.</p>		
MODULE NO. 5	ENVIRONMENTAL POLLUTION	4 HRS
<p>Types of pollution. Causes, effects and controlling measures of Air, Noise/Sound, Water, Land/Soil, Radioactive pollution. Nuclear hazards and health risks: Bhopal gas tragedy, Chernobyl disaster, Fukushima daiichi. Solid waste management: Classifications, effects of solid waste. Solid waste management process, Disposal method.</p>		
MODULE NO. 6	ENVIRONMENTAL POLICIES AND PRACTICES	3 HRS
<p>Climate change, Global warming, Ozone layer depletion, Acid rain. Environmental Laws: Environment protection Act Air (prevention and control of pollution) Act Water (prevention and control of pollution) Act Wildlife protection Act Forest conservation Act International agreements: Montreal and Kyoto protocol Tribal population and their rights.</p>		
MODULE NO. 7	SOCIAL ISSUES AND THE ENVIRONMENT	3 HRS
<p>World population statistics, India Demographics, Human population growth and impact on environment , human health and welfare, Resettlement and rehabilitation of Project affected persons, case studies, Disaster management, Floods, earthquakes, Cyclones and landslides,</p>		

Emergency management, Environmental movements, Environmental ethics.		
MODULE NO. 8	FIELD WORK	2 HRS

SKILL DEVELOPMENTS ACTIVITIES

- ✓ Visit the nearest place to learn about the environmental protection.
- ✓ Suggest the own way to control the industrial pollution.
- ✓ Measure what are the ways to handle the disaster management.

TEXT & REFERENCE BOOKS

- ✓ Dr. N. Nandhini, Dr. N. Sunitha and Mrs. Sucharita Tandon; Environmental Studies; Sapna Book House; Bangalore
- ✓ Dr. Pratul Biswas, Dr. Kalyan Biswas and Muthuraja S; Environmental Studies; Vision Book House
- ✓ Madhusudhan T. K, Dr. Anitha and Dr. P. Shlini; Environmental Studies; Skyward Publishers; Bengaluru
- ✓ Desai R.G; Environmental Studies; Himalaya Publishing House.

Subject name	E- COMMERCE		Subject code	BB23OE201	
Course Credits	3	Number of Hours per Week	3	Total number of teaching hours	45

PEDAGOGY

Class room lecture, tutorials, group discussion, seminar, case studies and field visit

Course Outcomes:

On successful completion of the course, the Students will be able to

- ✓ The ability to enhance the different mode of Electronic Commerce
- ✓ The ability to understand the electronic payment technology
- ✓ The ability to aware of internet marketing of goods and services
- ✓ The ability to adhere the transaction security
- ✓ The ability to influence the competition through e- commerce.

Course Contents

MODULE NO. 1	Introduction to E-Commerce	11 HRS
Introduction, Features of E-Commerce, E-Commerce v/s Traditional Commerce, Types of E-Commerce. EDI, Advantage of EDI, Architectural framework of E-Commerce, E-Commerce Website Architecture.		
MODULE NO. 2	Electronic Payment Technology	11 HRS
Digital Cash, Electronic Checks, Benefits of Electronic Checks, Debit Cards, Credit Card Payment, Types of Credit Card Payment, Smart Cards, Electronic Funds Transfer, NEFT, IMPS, RTGS.		
MODULE NO. 3	Internet Marketing	12 HRS
Introduction to Internet, WWW, Web browser, Scope of Internet Marketing, Different stages of Internet marketing, How Internet Marketing Works, Internet Marketing Examples, Advantages and Disadvantages of Internet Marketing.		

MODULE NO. 4	Transaction Security	11 HRS
Firewalls, Type of firewalls, Internet Security Requirements, Types of Online Transactions, Requirements for transaction security, Secret-Key Encryption, Public-Key Encryption, Digital Signatures.		

SKILL DEVELOPMENTS ACTIVITIES

- ✓ Collect the different E- Commerce business and its movements in India
- ✓ Enhance the different mode of online transactions
- ✓ Connect the vendors in E – Commerce business.

TEXT & REFERENCE BOOKS

- ✓ Joseoh P.T., S.J; E-Commerce – An Indian Perspective; PHI Learning Private Limited, Delhi
- ✓ Appannaiah H.R. and Ramanath H.R; E- Business and Accounting; Himalaya Publishing House
- ✓ Srikanth S and Jashwini J; E – Business & Accounting; Skyward Publishers; Bangalore
- ✓ Dr. Harisha Naik T, Dr. Basawaraj Biradar and Sreelakshmi A. R; E- Commerce; Himalaya Publishing House
- ✓ Suman M, Divakara Reddy N, Suma CV, and Shylaja N; E – Business; Vision Book House
- ✓ Suman M, Divakara Reddy N; Advanced E- Commerce and Mobile Commerce; Himalaya Publishing House.

Levels of Programme outcome and Course outcome for E- Commerce

PO/CO	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3

Correlation level:0 – Not Correlated; 1 – Slightly Correlated; 2 - Moderately Correlated; 3 – Highly Correlated.