

**DEPARTMENT OF RURAL INDUSTRIES AND MANAGEMENT**  
**SCHOOL OF MANAGEMENT STUDIES**  
**THE GANDHIGRAM RURAL INSTITUTE (DEEMED TO BE UNIVERSITY)**  
(Ministry of Education (Shiksha Mantralaya), Govt. of India) Accredited by NAAC with “A” GRADE (3<sup>rd</sup> Cycle)  
**GANDHIGRAM – 624 302- TAMIL NADU- INDIA**

**SYLLABUS FOR BBA**  
**DEGREE AS PER NEP – 2020**  
**REGULATIONS**

(with effect from the academic year 2024-2025)

### **BBA PROGRAMME OUTCOME**

<b>PO1:</b>	Demonstrate effective communication, interpersonal, and managerial skills essential for business environments, ensuring clarity in thought and execution.
<b>PO2:</b>	Exhibit leadership qualities and the ability to function effectively in diverse teams, respecting opinions, managing conflicts, and making strategic decisions.
<b>PO3:</b>	Identify, analyze, and solve real-world business problems with an entrepreneurial mindset, applying creativity, innovation, and critical thinking.
<b>PO4:</b>	Adhere to ethical principles in personal and professional conduct, while promoting social responsibility and environmental consciousness in business practices.
<b>PO5:</b>	Adapt to dynamic business environments with relevant skills, practical exposure, and a commitment to continuous learning and personal growth

### **BBA PROGRAMME SPECIFIC OUTCOME**

<b>PSO1:</b>	Apply foundational and functional knowledge of management principles to effectively handle diverse business tasks and solve organizational problems.
<b>PSO2:</b>	Demonstrate the ability to take on executive and supervisory roles by planning, coordinating, and leading teams across business functions.
<b>PSO3:</b>	Make responsible and ethical decisions by applying moral values and understanding the social implications of business actions.
<b>PSO4:</b>	Communicate clearly and work effectively in teams to achieve organizational objectives in a dynamic and collaborative business environment.

**CURRICULUM DESIGN**  
**THREE YEARS BBA PROGRAMME**  
**FOUR YEARS BBA HONORS**  
**FOUR YEARS BBA HONORS WITH RESEARCH**  
**(Offered from the academic year 2024-2025)**  
**GENERAL COURSE STRUCTURE**

**A. Definition of Credit:**

1 Hr. Lecture (L) per week	1 Credit
1 Hr. Tutorial (T) per week	1 Credit
1 Hr. Practical (P) per week	0.5 Credit
2 Hours Practical (P) per week	1 Credit

**B. Course code and definition:**

Course code	Definitions
L	Lecture
T	Tutorial
P	Practical
CC	Core Courses
AEC	Ability Enhancement Courses
MDE	Multi-Disciplinary Elective course
VAC	Value added Courses
SEC	Skill Enhancement courses
DSE	Discipline Specific Elective
OE	Open Elective

**Course Name:** Bachelor in Business Administration, Bachelor in Business Administration (Honours) and Bachelor in Business Administration (Honours with Research)

**Course Level/Duration/System:** Undergraduate / Three or Four years/6 or 8 Semesters with multiple entry and exit. The following option will be made available to the students joining the BBA Research Program:

- a. **One year:** Under Graduate Certificate in Business Administration
- b. **Two years:** Under Graduate Diploma in Business Administration
- c. **Three years:** Bachelor in Business Administration (BBA)
- d. **Four years:** Bachelor in Business Administration with Honours: BBA (Honours) and Bachelor in Business Administration Honours with Research: BBA (Honours with Research)

**The minimum eligibility criteria for opting for the course in the fourth year will be as follows:**

- **For BBA (Honours):** BBA Degree
- **BBA (Honours with Research):** Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.

Note: The students who are eligible for BBA (Honours with Research) shall have the choice to pursue either BBA (Honours) or BBA (Honours with Research).

**SEMESTER-WISE CREDIT DISTRIBUTION OF BBA PROGRAMME [BBA (HONOURS) AND BBA (HONOURS WITH RESEARCH)] PROGRAMME**

Semester	Core Courses	Ability Enhancement Courses	Multi-Disciplinary Elective course	Value added Courses	Skill Enhancement courses	Discipline Specific Elective	Total
I	12 (12)	2 (4)	2 (2)	4 (2)	2 (0)	-	22 (20)
II	12 (12)	2 (2)	2 (2)	2 (2)	4 (2)	-	22 (20)
III	12 (12)	2 (0)	2 (2)	2 (2)	5 (4)	-	23+2 VPP (20)
IV	14 (14)	2 (0)	-	2 (2)	2 (4)	-	20+2 CE (20)
V	8 (8)	-	-	-	4 (4)	8 (8)	20 (20)
VI	10 (6)	-	-	-	2 (6)	8 (8)	20 (20)
<b>BBA (Honours)</b>							
VII	4 (4)		4 (4)		4 (4)	8 (8)	20 (20)
VIII					8 (8)	12 (12)	20 (20)
<b>BBA (Honours with Research)</b>							
VII	12 (12)				-	8 (8)	20 (20)
VIII	20 (20)						20 (20)

Note: Figures in the parenthesis indicate the AICTE requirement.

**Category-wise distribution\***

Description	Core Courses	Ability Enhancement Courses	Multi-disciplinary elective course	Value added Courses	Skill Enhancement courses	Discipline Specific Elective	Total Min Reqd/ Actual
<b>BBA</b>	<b>68 (64)</b>	<b>8 (6)</b>	<b>6 (6)</b>	<b>10 (8)</b>	<b>19 (20)</b>	<b>16 (16)</b>	<b>127 (120)</b>
<b>BBA (Honours)</b>	<b>72 (68)</b>	<b>8 (6)</b>	<b>10 (10)</b>	<b>10 (8)</b>	<b>31 (32)</b>	<b>36 (36)</b>	<b>167 (160)</b>
<b>BBA (Honours with Research)</b>	<b>100 (96)</b>	<b>8 (6)</b>	<b>6 (6)</b>	<b>10 (8)</b>	<b>19 (20)</b>	<b>24 (24)</b>	<b>167 (160)</b>

Note: Figures in the parenthesis indicate the AICTE requirement.

<b>3 Years BBA Program</b>	<b>Total Credits = 127 (120)</b>
<b>4 Years BBA (Honours)</b>	<b>Total Credits = 167 (160)</b>
<b>BBA (Honours with Research)</b>	<b>Total Credits = 167 (160)</b>

Note: 1 Figures in the parenthesis indicate the AICTE requirement.

2: Students can take extra credit courses from their department or another department as per the Admitting Body / University norms.

## INDUCTION PROGRAM

<b>Induction program (mandatory)</b>	<b>Three-week duration</b>
A student induction program will be offered right at the start of the first year.	Physical activity Creative Arts Universal Human Values Literary Proficiency Modules Lectures by Eminent People Visits to Local Areas Familiarisation to Dept./Branch & Innovations

### **Mandatory Visits/ Workshop/Expert Lectures**

- It is mandatory to arrange one industrial visit every semester for the students of each branch.
- It is mandatory to conduct a One-week workshop during the winter break after the fifth semester on professional/ industry/ entrepreneurial orientation.
- It is mandatory to organise at least one expert lecture per semester for each branch by inviting resource persons from domain-specific industries.

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**SEMESTER-WISE STRUCTURE AND CURRICULUM FOR UG COURSE IN BBA  
SEMESTER I AND II**

Semester	Course Code	Category of courses	Title of the Course	No. of Credits	Lecture Hours /Week	Duration of ESE Hours	Evaluation		
							CFA	ESE	Total
<b>I</b>	24RMUC1101	CC - Major	Principles and Practices of Management	4	4	3	40	60	100
	24RMUC1102	CC - Major	Financial Accounting	4	4	3	40	60	100
	24RMUC1103	CC - Major	Business Statistics and Logic	4	4	3	40	60	100
	24ENUA1101	AEC - 1	English I	2	2	2	20	30	50
	24RMUI1101	MDC-1	Indian Knowledge System	2	2	2	20	30	50
	24XXUS1101	SEC-1	Tamil/ Malayalam/ Hindi/French - I	2	2	2	20	30	50
	24FSUV1101	VA -1	Environmental Studies	2	2	-	50	-	50
	24GTUV1102	VA - 2	Let Us Know Gandhi	2	2	-	50	-	50
	<b>SUB TOTAL (A)</b>				<b>22</b>	<b>22</b>	<b>-</b>	<b>280</b>	<b>270</b>
<b>II</b>	24RMUC1204	CC - Major	Human Behaviour and Organization	4	4	3	40	60	100
	24RMUC1205	CC - Major	Marketing Management	4	4	3	40	60	100
	24RMUC1206	CC - Major	Business Economics	4	4	3	40	60	100
	24RMUS1202	SEC- 2	Emerging Technologies and Applications	1 + 1	3	2	20	30	50
	24RMUI12XX	MDC- 2	Media Literacy and Critical Thinking/ Basics of Management	2	2	2	20	30	50
	24RMUA1202	AEC - 2	English II – Business Communication	2	2	2	20	30	50
	24XXUS1203	SEC- 3	Tamil/ Malayalam/ Hindi/French - II	2	2	2	20	30	50
	24XXUV12XX	VA - 3	Indian Constitution/ Heritage and Cultural History of India	2	2	-	50	-	50
<b>SUB TOTAL (B)</b>				<b>22</b>	<b>23</b>		<b>250</b>	<b>300</b>	<b>550</b>

Multi-Disciplinary Elective course (2 credit)

Multi-Disciplinary Elective course	Course Code	Title	Credits
<b>II SEMESTER (any one course)</b>	24RMUI1203	Media Literacy and Critical Thinking	2
	24RMUI1204	Basics of Management	2

**After Year 1, Students are advised to take Social Responsibility & Community Engagement – encompassing Community Engagement with an NGO in vacation time.**

An UNDERGRADUATE CERTIFICATE IN BUSINESS ADMINISTRATION will be awarded if a student wishes to exit at the end of the First year.

### **EXIT CRITERIA AFTER FIRST YEAR OF THE BBA PROGRAMME**

The students shall have the option to exit after 1st year of the Business Administration Program and will be awarded a **UG Certificate in Business Administration**. Students on exit must compulsorily complete an additional 04 Credits either in a Skill based subject or work-based Vocational Course offered during the summer term or Internship/Apprenticeship/ Social Responsibility & Community Engagement – encompassing community engagement with an NGO after the second semester of a minimum 08 weeks of duration as decided by the respective University / Admitting Body.

The exiting students will clear the subject / submit the Internship Report as per the University schedule.

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### **RE-ENTRY CRITERIA IN TO SECOND YEAR (THIRD SEMESTER)**

The student who takes an exit after one year with an award of certificate may be allowed to re-enter in to Third Semester for completion of the BBA Program as per the respective University /Admitting Body schedule after earning requisite credits in the First year.

**SEMESTER III AND IV**

Semester	Course Code	Category of courses	Title of the Course	No. of Credits	Lecture Hours/week	Duration of ESE Hours	Evaluation		
							CFA	ESE	Total
III	24RMUC2107	CC - Major	Management Accounting	4	4	3	40	60	100
	24RMUC2108	CC - Major	Human Resource Management	4	4	3	40	60	100
	24RMUC2109	CC - Major	Legal and Ethical Issues in Business	4	4	3	40	60	100
	24RMUI21XX	MDC- 3	Indian Systems of Health and Wellness/ Emotional Intelligence	2	2	2	20	30	50
	24ENUA2103	AEC - 3	English - III	2	2	2	20	30	50
	24XXUS2104	SEC- 4	Tamil/ Malayalam/ Hindi/French - III	2	2	2	20	30	50
	24RMUS2105	SEC- 5	Management Information System	2 + 1	4	3	40	60	100
	24XXUV2104	VA - 4	Yoga/Sports/NSS/ Shanti Sena	2	2	-	50	-	50
	24VPPU2101	-	Village Placement Programme	2	0	-	50	-	50
<b>SUB TOTAL (C)</b>				<b>25</b>	<b>24</b>	<b>-</b>	<b>320</b>	<b>330</b>	<b>650</b>
IV	24RMUC2210	CC - Major	Entrepreneurship and Startup Ecosystem	2	2	2	20	30	50
	24RMUC2211	CC - Major	Operations Management	4	4	3	40	60	100
	24RMUC2212	CC - Major	Financial Management	4	4	3	40	60	100
	24RMUC2213	CC - Major	Business Research Methodology	4	4	3	40	60	100
	24XXUV2205	VA - 5	Business Environment and Public Policy/International Business/Geo Politics and Impact on Business/ Public Health and Management/ Digital India / Wellness India	2	2	-	50	-	50
	24RMUS2206	SEC- 6	Enterprise Systems and Platforms	2	2	2	20	30	50
	24RMUA2204	AEC - 4	Design Thinking and Innovation	2	2	2	20	30	50
		-	Community Engagement	2	2	-	50	-	50
<b>SUB TOTAL (D)</b>				<b>22</b>	<b>22</b>	<b>-</b>	<b>280</b>	<b>270</b>	<b>550</b>

**Note:**

1. At the end of the Fourth Semester every student shall undergo Summer Training / Internship / Capstone for Eight Weeks in the industry/Research or Academic Institute. This component will be evaluated during the fifth semester.
2. An **UNDER GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION** will be awarded, if a student wishes to exit at the end of Second year.

**Multi-Disciplinary Elective course (2 credit)**

<b>III SEMESTER (any one course)</b>	24RMUI2105	Indian Systems of Health and Wellness	2
	24RMUI2106	Emotional Intelligence	2

**EXIT CRITERIA AFTER SECOND YEAR OF BBA PROGRAMME**

The students shall have the option to exit after 2nd year of the Business Administration Program and will be awarded a **UG Diploma in Business Administration**. Students on exit have to compulsorily complete an additional 04 Credits either in a Skill based subject or work-based Vocational Course offered during the summer term or Internship/Apprenticeship / Social Responsibility & Community Engagement – encompassing community engagement with an NGO / Capstone Project after the fourth semester of minimum 8 weeks of duration as decided by the respective University / Admitting Body.

The exiting students will clear the subject / submit the Internship Report as per the University / Admitting Body schedule.

**RE-ENTRY CRITERIA INTO THIRD YEAR (FIFTH SEMESTER)**

The student who takes an exit after the second year with an award of Diploma may be allowed to re-enter into the fifth Semester for completion of the BBA Program as per the respective University / Admitting Body schedule after earning requisite credits in the Second year.

## SEMESTER V

	Course Code	Category of courses	Title of the Course	No. of Credits	Lecture Hours/week	Duration of ESE Hours	Evaluation		
							CFA	ESE	Total
<b>Semester</b>	24RMUC3114	CC - Major	Strategic Management	4	4	3	40	60	100
	24RMUC3115	CC - Major	Logistics and Supply Chain Management	4	4	3	40	60	100
	24RMUC31XX	DSE Core - 1	Discipline Specific Electives – I **Fin/ Mar/ HR/BssA/InterB/SCM	4	4	3	40	60	100
	24RMUC31XX	DSE Core - 2	Discipline Specific Electives – II Rural Industries – I (List enclosed)	4	4	3	40	60	100
	24RMUS3107	CC - SEC	Internship - I	4	4	-	100	-	100
		CC - SEC	Major Project [ evaluation in the sixth semester]	-	-	-	-	-	-
		DSE *	Discipline Specific Elective (Audit Course)	0	4	-	100	-	100
	<b>SUBTOTAL (E)</b>				<b>20</b>	<b>24</b>		<b>360</b>	<b>240</b>

\* Additional DSE as an Audit Course (Non-Credit but compulsory) can be opted by the student.

\*\* Finance/Marketing/Human Resources/Business Analytics/International Business/Supply Chain Management.

## V. Semester

### Discipline-Specific Electives – I

**Finance/ Marketing/ Human Resource/Business Analytics/International Business/Supply Chain Management**

<b>Finance</b>	<b>Marketing</b>	<b>HRM</b>	<b>Business Analytics</b>	<b>International Business</b>	<b>Supply Chain Management</b>
Management Costing	Consumer Behaviour	Training and Development	Business Analytics	EXIM Policy and Documentation	Project Management

<b>Discipline Specific Elective – II Rural Industries - I</b>	<b>Discipline Specific Elective (Audit Course)</b>
Bakery and Confectionery (Theory & Practical)	<b>Finance</b> – Financial Institutions
Vegetable Oil – Industry (Theory & Practical)	<b>Marketing</b> – Industrial Marketing
Preservation of Fruit and Vegetables (Theory & Practical)	<b>HR</b> – Understanding Self
Soap Industry (Theory & Practical)	<b>Business Analytics</b> – Cloud Computing
Honey Processing (Theory & practical)	<b>International Business</b> – International Marketing
Fundamentals of Yarn and Fabric Manufacturing	<b>Supply Chain Management</b> – TQM
Textile Wet Processing Management	

### SEMESTER VI

Semester	Course Code	Category of courses	Title of the Course	No. of Credits	Lecture Hours/week	Duration of ESE Hours	Evaluation		
							CFA	ESE	Total
<b>VI</b>	24RMUB3216	CC - Major	Project Management	4	4	3	40	60	100
	24RMUC3217	CC - Major	Retail Management	2	2	2	20	30	50
	24RMUC32XX	DSE Core - 3	Discipline Specific Electives – III **Fin/ Mar/ HR/BssA/InterB/SCM	4	4	3	40	60	100
	24RMUC32XX	DSE Core - 4	Discipline Specific Electives – IV (Rural Industries – II)	4	4	3	40	60	100
	24RMUS3208	CC - SEC	Corporate Governance	2	2	2	20	30	50
	24RMUS3209	CC - SEC	Major Project [Initiated in V Semester] -1	4	4	-	100	-	100
			DSE *	Discipline Specific Elective (Audit Course)	0	4	-	100	-
<b>SUB TOTAL (F)</b>				<b>20</b>	<b>24</b>		<b>360</b>	<b>240</b>	<b>600</b>

Note: \*\* Finance/Marketing/Human Resources/Business Analytics/International Business/Supply Chain Management.

**VI. Semester  
Discipline Specific Electives – III**

**Finance/ Marketing/ Human Resource/Business Analytics/International Business/Supply Chain Management**

<b>Finance</b>	<b>Marketing</b>	<b>HRM</b>	<b>Business Analytics</b>	<b>International Business</b>	<b>Supply Chain Management</b>
Goods & Service Tax	Retail Marketing	Cross culture HRM	Social media and Web Analytics	Global Business Environment	Logistics and Distribution Management

<b>Discipline Specific Elective – IV Rural Industries - II</b>	<b>Discipline Specific Elective (Audit Course)</b>
Composting Technologies (Theory & Practical)	<b>Finance</b> – Micro Finance
Soap and Detergents Industry (Theory & Practical)	<b>Marketing</b> – Digital Marketing
Food Science and Quality Control (Theory & Practical)	<b>HR</b> – Change Management and Organisational Development
Processing of Cereals and Pulses (Theory & Practical)	<b>Business Analytics</b> – HR Analytics
Dairy Industry (Theory & Practical)	<b>International Business</b> – International Trade Policy and Strategy
Poultry Farm (Theory & Practical)	<b>Supply Chain Management</b> – Inventory Management
Principles of Textile Testing/ Textile and Fashion Merchandising	

**Note:** 1) Discipline Elective in Finance/ Marketing/ HR/Business Analytics/Family Business/Entrepreneurship/ Sports Management /Tourism and Travel Management

2) L-T-P for Discipline Electives depends on the subject that the University offers

\*Additional DSE as an Audit Course (Non-Credit but compulsory) can be opted by the student.

**Note:**

1. BACHELOR IN BUSINESS ADMINISTRATION Degree will be awarded if a student wishes to exit at the end of the Third year.

**EXIT CRITERIA AFTER THE THIRD YEAR OF THE BBA PROGRAMME**

The students shall have the option to exit after 3rd year of the Business Administration Program and be awarded a Bachelor's in Business Administration.

**RE-ENTRY CRITERIA IN THE FOURTH YEAR (SEVENTH SEMESTER)**

The student who takes an exit after the third year with an award of BBA may be allowed to re-enter into Seventh Semester for completion of the BBA (Honours) or BBA (Honours with Research) Program as per the respective University / Admitting Body schedule after earning requisite credits in the Third year.

**The minimum eligibility criteria for opting for the course in the fourth year will be as follows:**

- For BBA (Honours): BBA Degree
- BBA (Honours with Research): Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.

## SEMESTER VII - BBA (Honours)

Semester	Course Code	Category of courses	Title of the Course	No. of Credits	Lecture Hours/ week	Duration of ESE Hours	Evaluation		
							CFA	ESE	Total
<b>VII</b>	24RMUI4104	Open Elective – MDC - 4	AI for Business or Online Course	4	4	3	40	60	100
	24RMUC4118	CC - Major	Entrepreneurial Leadership and Innovation	4	4	3	40	60	100
	24RMUC41XX	DSE Core - 5	Discipline Specific Electives – V **Finance/ Marketing/ HR/BA/IB /SCM	4	4	3	40	60	100
	24RMUC41XX	DSE Core - 6	Discipline Specific Electives – VI **Finance/ Marketing/ HR/BA /IB/SCM	4	4	3	40	60	100
	24RMUS4110	CC - SEC	Summer Internship - II	4	4	-	100	-	100
			Dissertation work [evaluation in Eight semesters]	-	-	-	-	-	-
			<b>SUBTOTAL (G)</b>	<b>20</b>	<b>20</b>		<b>260</b>	<b>240</b>	<b>500</b>

### Semester VII (BBA Honors)

#### Discipline-Specific Electives – V and VI

	Finance	Marketing	HRM	Business Analytics	International Business	Supply Chain Management
<b>Discipline-Specific Electives - V</b>	International Financial Management	Sales and Distribution Management	HRD – Systems and Strategies	Business Analytics using R/Python	International Trade Policy & Strategy	Inventory Management
<b>Discipline-Specific Electives - VI</b>	Investment Analysis and Portfolio Management	Marketing of Services	Negotiation Skills	HR Analytics	Transactional and Cross- Cultural Marketing	Supply Chain Analytics

## SEMESTER VIII - BBA (Honours)

Semester	Course Code	Category of courses	Title of the Course	No. of Credits	Lecture Hours/ week	Duration of ESE Hours	Evaluation		
							CFA	ESE	Total
<b>VIII</b>	24RMUC42XX	DSE Core - 7	Discipline Specific Electives – VII **Finance/ Marketing/ HR/BA/IB/SCM	4	4	3	40	60	100
	24RMUC42XX	DSE Core - 8	Discipline Specific Electives – VIII **Finance/ Marketing/ HR/BA/IB/SCM	4	4	3	40	60	100
	24RMUC42XX	DSE Core - 9	Discipline Specific Electives – IX **Finance/ Marketing/ HR/BA/IB/SCM	4	4	3	40	60	100
	24RMUS4211	CC - SEC	Dissertation work [Started in the Seventh semester]	8	8	-	100	-	100
<b>SUBTOTAL (H)</b>				<b>20</b>	<b>20</b>		<b>220</b>	<b>180</b>	<b>400</b>
<b>GRAND TOTAL (A+B+C+D+E+F+G+H)</b>				<b>189</b>	<b>198</b>		<b>2600</b>	<b>2400</b>	<b>5000</b>

Note: \*\* Finance/Marketing/Human Resources/Business Analytics/International Business/Supply Chain Management.

### VIII Semester (BBA Honors)

#### Discipline-Specific Electives – VII, VIII and IX

	Finance	Marketing	HRM	Business Analytics	International Business	Supply Chain Management
<b>Discipline Specific Electives VII</b>	Business Analytics and Valuation	Supply Chain Management	HR Analytics	Data Visualization using Tableau/Power bi	International Supply Chain Management	International Supply Chain
<b>Discipline Specific Electives VIII</b>	Financial Modeling and Derivatives	International Marketing	Behavioural Testing & Training for Employee Retention	Data Mining	International Accounting and Reporting System	Quality Tool Kit for Manager
<b>Discipline Specific Electives IX</b>	Neuro- Finance	Neuro – Marketing	Employee Life Cycle Management	Business Applications of Blockchain Technology	International Ventures, Mergers and Acquisitions	Operation Strategy

**Discipline-Specific Electives – X and XI**

<b>Finance</b>	<b>Marketing</b>	<b>HRM</b>	<b>Business Analytics</b>	<b>International Business</b>	<b>Supply Chain Management</b>
International Financial Management	Sales and Distribution Management	HRD – Systems and Strategies	Business Analytics using R/Python	International Trade Policy & Strategy	Inventory Management
Investment Analysis and Port Folio Management	Marketing of Services	Negotiation Skills	HR Analytics	Transactional and Cross-Cultural Marketing	Supply Chain Analytics

# BBA (Honours with Research)

## SEMESTER VII AND VIII

Semester	Course Code	Category of courses	Title of the Course	No. of Credits	Lecture Hours/week	Duration of ESE Hours	Evaluation		
							CFA	ESE	Total
<b>VII</b>		CC - Major	Advanced-Data Analysis Tools	4	4	3	40	60	100
		CC - Major	Advanced Research Methodology	4	4	3	40	60	100
		CC - SEC	Research Internship Report and Viva –Voce	4	4	-	100	-	100
		DSE	**Discipline Specific Electives - X Finance/ Marketing/ HR/BA/ IB/SCM	4	4	3	40	60	100
		DSE	**Discipline-Specific Electives - XI Finance/ Marketing/ HR/BA/IB/ SCM	4	4	3	40	60	100
	<b>SUB TOTAL (I)</b>			<b>20</b>	<b>20</b>		<b>260</b>	<b>240</b>	<b>500</b>
Semester	Course Code	Category of courses	Title of the Course	No. of Credits	Lecture Hours/week	Duration of ESE Hours	Evaluation		
							CFA	ESE	Total
<b>VIII</b>		CC - SEC	Dissertation (For Research Track)*	<b>20</b>		-	<b>400</b>	-	<b>400</b>
	<b>SUB TOTAL (J)</b>			<b>20</b>	-	-	<b>400</b>	-	<b>400</b>
<b>GRAND TOTAL (A+B+C+D+E+F+I+J)</b>				<b>189</b>	<b>141</b>		<b>2780</b>	<b>2220</b>	<b>5000</b>

Note: \*\* Finance/Marketing/Human Resources/Business Analytics/International Business/Supply Chain Management.

**SEMESTER – I**

<b>Course Code &amp; Title</b>	<b>24RIMUC1101: Principles and Practices of Management</b>		
<b>Programme</b>	<b>B.B.A.</b>	<b>Semester- I</b>	
	<b>Credit: 4</b>	<b>Hours : 4/per week</b>	
<b>Cognitive Level</b>	<b>K-1</b>	Recall the concepts and principles of management.	
	<b>K-2</b>	Illustrates basic functions of management.	
	<b>K-3</b>	Apply the knowledge of management functional areas.	
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>• To gain knowledge of the history of management and administration.</li> <li>• To recognise the various functions of management.</li> <li>• To aid the student in understanding how an organisation functions.</li> <li>• To understand the importance of organising in current business firms.</li> <li>• To understand the basic principles of controlling in management.</li> </ul>		
	<b>Units</b>	<b>Contents</b>	<b>No. of Hours</b>
	<b>I</b>	<b>Management and Administration</b> Meaning and importance of management; - Administration - Managerial functions; Managerial roles; Managerial competencies. Indian Ethos for Management: Evolution of Management thought: Early contributions: Taylor and Scientific Management, Fayol's Administrative Management, Bureaucracy, Human Relations, and Modern Approach.	<b>10</b>
	<b>II</b>	<b>Planning and Strategic Management</b> Concept of planning, Significance of planning, Classification of planning: Process of planning, Barriers to effective planning. MBO, Management by Exception Strategic Management - Meaning, Definition, Elements, Scope and Dimensions, Process, Importance, Strategic Decisions and SWOT Analysis - planning vs. Strategy.	<b>12</b>
	<b>III</b>	<b>Organizing and Decision Making</b> Organizing: Definition - organizing, Principles of organizing, Process of organizing, Types of organizational structure, Span of control, Centralization vs. Decentralization of authority. Formal and Informal organization, Coordination mechanisms in organizations. Decision Making: Strategies of decision making, Steps in rational decision making process, Factors influencing decision making process.	<b>14</b>
<b>IV</b>	<b>Staffing and Leadership</b> Staffing – Meaning, Nature, Importance, Staffing Process – Manpower Planning, Recruitment, Selection, Orientation and Placement, Training, Remuneration, Performance Appraisal, Promotion and Transfer. Leadership vs. Management, Process of Leadership, Importance of leadership, Characteristics of an effective leader. Controlling: Concept, Importance of controlling, Types of control, Steps in control process.	<b>12</b>	
<b>V</b>	<b>Salient Developments and Contemporary Issues in Management</b> Management challenges of the 21st Century; Factors reshaping and redesigning management purpose, performance and reward perceptions- Internationalization, Digitalization, Entrepreneurship & Innovation - Case studies on Indian corporates like Tata, Bhilwara Group, IOC and Godrej, etc., Gandhian Principles for Management	<b>12</b>	

<b>References</b>	<b>Text Books:</b>
	<ol style="list-style-type: none"> <li>1. Andrew J. Dubrin, Essentials of Management, Thomson Southwestern, 10th edition, 2016.</li> <li>2. Samuel C. Certo and S. Trevis Certo, Modern Management: Concepts and Skills, Pearson education, 15<sup>th</sup> edition, 2018.</li> <li>3. Harold Koontz and Heinz Weihrich, Essentials of Management: An International, Innovation, And Leadership Perspective, 10th edition, Tata McGraw-Hill Education, 2015.</li> <li>4. Charles W.L Hill and Steven L McShane, Principles of Management, McGraw Hill Education, Special Indian Edition, 2017.</li> <li>5. Stephen P. Robbins, Timothy A. Judge, Organisational Behavior, PHI Learning / Pearson Education, 16th edition, 2014.</li> </ol> <p style="text-align: center;"><b>Reference Books:</b></p> <ol style="list-style-type: none"> <li>1. Fred Luthans, Organisational Behavior, McGraw Hill, 12th Edition, 2013.</li> <li>2. Don Hellriegel, Susan E. Jackson and John W, Jr Slocum, Management: A competency-Based Approach, Thompson South Western, 11th edition, 2008.</li> <li>3. Heinz Weihrich, Mark V Cannice and Harold Koontz, Management – A competency – Based Approach, Thompson South Western, 11<sup>th</sup> Edition, 2008.</li> <li>4. Stephen P. Robbins, David De Cenzo and Mary Coulter, Fundamentals Of Management, Prentice Hall of India, 9th edition 2016.</li> <li>5. McShane, Mary V. Glinow, Organizational Behavior, 8th Edition, Tata Mc Graw Hill, 2017.</li> </ol>
<b>Course Outcomes</b>	
<b>CO1</b>	Understand the basic principles, functions and various approaches to management and contemporary management practice for managing in global environment.
<b>CO2</b>	Describes the basic functions of management like planning and decision making.
<b>CO3</b>	Describes staffing and organizational functions of management.
<b>CO4</b>	Makes to understand the importance of coordination in the organization.
<b>CO5</b>	Effectively utilize the modern tools and techniques of control in organization.

Mapping of COs with PSOs and Pos												
CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>CO1</b>	2	3	3	3	2	3	2	3	3	2	3	2
<b>CO2</b>	3	3	3	3	3	3	3	3	3	3	3	3
<b>CO3</b>	2	2	3	2	3	2	3	2	3	3	2	3
<b>CO4</b>	3	3	3	3	2	3	3	3	2	3	3	3
<b>CO5</b>	1	2	3	3	3	2	3	2	3	3	2	3

Course Code & Title	24RMUC1102: FINANCIAL ACCOUNTING	
Programme	B.B.A.	Semester- I
	Credit: 4	Hours:4 / per week
Cognitive Level	K-1	Remembrance of the accounting concepts
	K-2	Analyse the different types of cash books to understand their specific uses.
	K-3	Learn the steps involved in preparing a balance sheet effectively.
Course Objectives	<ul style="list-style-type: none"> <li>• To familiarise oneself with the preparation of accounts and to accurately depict the financial situation.</li> </ul>	
	<ul style="list-style-type: none"> <li>• To understand the basic accounting concepts and their application in business.</li> </ul>	
	<ul style="list-style-type: none"> <li>• To apply the dual-entry recording framework to a series of transactions.</li> </ul>	
	<ul style="list-style-type: none"> <li>• To gain knowledge on the preparation of financial statements.</li> </ul>	
	<ul style="list-style-type: none"> <li>• To develop the skills needed to analyse financial statements effectively.</li> </ul>	
Units	Contents	No. of Hours
I	<b>Accounting: Meaning and Definition of Accounting – Scope of Accounting – Uses of Accounting - Limitations of Accounting – Accounting Concepts – Accounting Conventions - Difference between Accounting and Management Accounting.</b>	10
II	<b>Single Entry System: Meaning – Features of Single-Entry System – - Double Entry System - Difference between Single Entry System and Double Entry System. Differences between Bookkeeping and Accounting.</b>	10
III	<b>Types of Accounts:</b> Rules for preparing Accounts - Journal – Ledger - Subsidiary Books - Cash Book – Meaning Types of Cash Book – Single Column, Double and Three Columns Cash Book – Trial Balance – Meaning – Preparation of Trial Balance.	10
IV	<b>Final Accounts Format:</b> Components in Trading Account - Preparation of Trading Account, Components in profit and loss account – Preparation of Profit and Loss Account and Balance Sheet (Simple Adjustment Only).	20
V	<b>Depreciation and Tally: Meaning, Definition – Importance of providing Depreciation – Defects of Depreciation – Method of calculating Depreciation – Straight line method – Written down value method - Tally software and its applications in financial accounting, including ledger management and the generation of financial reports.</b>	10
References	<p><b>Text Books:</b></p> <ol style="list-style-type: none"> <li>1. Dr. S. M. Shukla, (2022), "Advanced Accounts, Volume I", S. Chand Publishing, 19th Edition.</li> <li>2. Paul C. Kimmel, Jerry J. Weygandt, and Donald E. Kieso, (2022), "Financial Accounting: Tools for Business Decision Making", Wiley, 9th Edition.</li> </ol> <p><b>Reference Books:</b></p> <ol style="list-style-type: none"> <li>1. Kieso, D.E., Weygandt, J.J., and Warfield, T.D., (2023), "Intermediate Accounting", Wiley, 17th Edition.</li> <li>2. Theodore Christensen, David Cottrell, and Cassy Budd, (2023) "Advanced Financial Accounting, 13th Edition", McGraw Hill.</li> <li>3. Thomas R. Ittelson, (2022), "Financial Statements: A Step-by-Step Guide to Understanding and Creating Financial Reports", Career Press, New Edition.</li> <li>4. Jerry J. Weygandt, Paul D. Kimmel, and Jill E. Mitchell, (2023) "Financial Accounting, 12th Edition", Wiley.</li> </ol>	

<b>Course Outcomes</b>	
<b>CO1</b>	Students develop proficiency in grasping the fundamental concepts of accounting.
<b>CO2</b>	Acquire a detailed understanding of preparing single, double, and triple-column cash books.
<b>CO3</b>	Learn how to prepare a business's trading account, profit and loss account, and balance sheet.
<b>CO4</b>	Understand the significance of employing the double entry system in accounting.
<b>CO5</b>	Gain comprehensive insights into the necessity of asset depreciation and its various methods.

<b>Mapping of COs with PSOs and Pos</b>												
<b>CO/ PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>	<b>PSO 6</b>
<b>CO1</b>	2	3	3	3	2	3	2	3	3	2	3	2
<b>CO2</b>	3	3	3	3	3	3	3	3	3	3	3	3
<b>CO3</b>	2	2	3	2	3	2	3	2	3	3	2	3
<b>CO4</b>	3	3	3	3	2	3	3	3	2	3	3	3
<b>CO5</b>	1	2	3	3	3	2	3	2	3	3	2	3

<b>Course Code &amp; Title</b>	<b>24RMUC1103: BUSINESS STATISTICS AND LOGIC</b>	
<b>Programme</b>	<b>B.B.A.</b>	<b>Semester- II</b>
	<b>Credit: 4</b>	<b>Hours: 4 per week</b>
<b>Cognitive Level</b>	<b>K1</b>	Remembrance of the Statistics and logic concepts
	<b>K2</b>	Analyse the different types of statistics tools to understand their specific uses.
	<b>K3</b>	Learn the steps involved in preparing a balance sheet effectively.
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>To learn the applications of statistics in business statistics and logical decision making</li> </ul>	
	<ul style="list-style-type: none"> <li>Knowledge of business statistics and its scope and importance in various fields.</li> </ul>	
	<ul style="list-style-type: none"> <li>Ability to understand the collection of data survey, sampling design and different data types.</li> </ul>	
	<ul style="list-style-type: none"> <li>Knowledge of methods for summarising data, including common graphical tools</li> </ul>	
	<ul style="list-style-type: none"> <li>Ability to describe data with measures of central tendency and measures of dispersion.</li> </ul>	
	<ul style="list-style-type: none"> <li>Ability to understand measures of skewness and kurtosis and their utility and significance.</li> </ul>	
<b>Units</b>	<b>Contents</b>	<b>No. of Hours</b>
<b>I</b>	<b>Introduction to Statistics</b> Meaning and definition of Business Statistics, scope and importance, uses in Business and statistics and limitations, collection of data survey and, sampling design.	<b>10</b>
<b>II</b>	<b>Measures of central tendency and Diagrammatic and Graphical Representation</b> Classification and Tabulation, diagrammatic representation, Graphic representation, and measures of central tendency.	<b>12</b>
<b>III</b>	<b>Measures of Dispersion</b> Measures of Dispersion, range, quartile deviation, mean deviation, standard deviation and coefficient of variation, skewness, coefficient and measures of skewness.	<b>14</b>
<b>IV</b>	<b>Correlation and regression</b> Meaning and Definition of correlation, regression, significance, types and properties of correlation-Merits and demerits of using correlation and regression-Difference between regression and correlation.	<b>12</b>
<b>V</b>	<b>Solving the Roots and Quadratic equation</b> Introduction to Solving the Roots and Quadratic equation, notation, Indices, laws of indices, further notation.	<b>12</b>
<b>References</b>	<b>Text Books:</b> <ol style="list-style-type: none"> <li>Pillai R.S.N and Bagavathi (2009), Statistics Theory and practices, S.Chand and company ltd; N.D.875</li> <li>John Vince (Second Edition), Foundation Mathematics for Computer Science, A visual Approach Springer</li> <li>Gupta.S.P.- Statistical Methods, Sultan Chand &amp; Co. New Delhi.</li> <li>Arura- Statistics for Management, Sultan Chand &amp; Co. New Delhi.</li> <li>G. V. Shenoy, Uma K. Srivastava, S. C. Sharma - Business Statistics - New Age Publications.</li> </ol> <b>Reference Books</b>	

	<ol style="list-style-type: none"> <li>1. Fundamentals of Mathematical Statistics: S. C. Gupta and V. K.Kapoor.</li> <li>2. Fundamentals of Statistics Vol- I: A. M. Goon, M. K. Gupta and B.Dasgupta.</li> <li>3. New Mathematical Statistics: Bansi Lal and S.Arora.</li> <li>4. An Introduction to Theory of Statistics: G. Udny, M. G,Kendal.</li> <li>5. Guide to current Indian Official Statistics, Central Statistical Office, GOI, New Delhi.</li> </ol>	
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<b>Course Outcomes</b>	
<b>CO2</b>	To understand and solve business problems
<b>CO3</b>	apply statistical techniques to data sets, and correctly interpret the results.
<b>CO4</b>	To develop skill-set that is in demand in both the research and business environments.
<b>CO5</b>	enable the students to apply the statistical techniques in a work setting.

<b>Mapping of COs with PSOs and Pos</b>												
<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>	<b>PSO 6</b>
<b>CO1</b>	1	2	1	2	1	2	1	2	1	2	1	2
<b>CO2</b>	2	2	1	2	3	1	2	3	1	2	1	3
<b>CO3</b>	3	3	2	3	2	3	1	1	3	2	3	3
<b>CO4</b>	1	1	2	3	2	3	1	2	2	1	3	3
<b>CO5</b>	3	2	3	2	3	3	3	3	2	3	2	3

**24ENUAII01 ENGLISH I**

**(syllabus to be provided by the English Department)**

Course Code & Title	24RMUI1101 INDIAN KNOWLEDGE SYSTEM		
Programme	B.B.A.	Semester- I	
	Credit: 4	Hours:4 / per week	
Cognitive Level	K-1	Recall different types of theory in Indian Knowledge System	
	K-2	Learn how the knowledge of Indian system helped to improve their daily life.	
	K-3	Know the Indian polity system	
Course Objectives	<ul style="list-style-type: none"> <li>To learn basic concepts in IKS.</li> <li>To impart knowledge on the need for Indian Scholars and Indian Literature.</li> <li>To understand the basis of Indian Traditional/Tribal/Ethnic.</li> <li>To acquire basic knowledge on Health Wellness.</li> <li>To apply the same in managing men in industries.</li> </ul>		
	Units	Contents	No. of Hours
	I	Introduction to Indian Knowledge System (IKS) (4 hours) Definition, concept and scope of IKS, IKS-based approaches to knowledge paradigms, IKS in ancient India and in modern India	10
	II	IKS and Indian Scholars, Indian Literature (6 hours) Philosophy and Literature, Introduction to Purana, Itihasas, Niti sastra and Subhasita, Sahitya, Thirukural.	15
	III	Indian traditional /tribal/ethnic communities (8 hours) India on the map of the world and its neighbouring countries - Resource availability, utilization pattern and limitation- Geographical diversities- socio-cultural linkage with traditional knowledge system. Tangible and intangible cultural heritage.	10
IV	Health Wellness (6 hours) Introduction to health, Ayurveda, Seven-tissues, Role of Agni in Health-Tri Dosas- Importance of Sleep - Approach to lead a healthy life- The Tri-Guna system & holistic picture of the Individual –The nature of consciousness.	15	
V	Understanding Indian Polity (6 hours) Introduction to Raja dharma - Arthasastra: a historical perspective- The King and the Amatya - The Evolution of the State in India-Nature and Origin-Janapada &durga-danda – mitra-The administrative setup-Relevance of Arthasastra.	10	
References	<ol style="list-style-type: none"> <li>Textbook on IKS by Prof. B Mahadevan, IIM Bengaluru.</li> <li>Venkataraman Subha Srinivasan. The Origin Story of India's States. Penguin Random House India Private Limited, 25 Oct. 2021</li> </ol> <p><b>Reference Book</b></p> <ol style="list-style-type: none"> <li>Ramesh Dutta Dikshit, Political Geography: Politics of Place and Spatiality of Politics,</li> <li>Deshpande C. D., 1992: India: A Regional Interpretation, ICSSR, New Delhi Macmillan Education,2020.</li> <li></li> </ol>		

<b>Course Outcomes</b>	
<b>CO1</b>	Students will understand the need for the Indian Knowledge System.
<b>CO2</b>	the students will gain insight from Indian puranas, and Niti sastra for their betterment.
<b>CO3</b>	able to understand India in geographical, historical, social, cultural and political settings
<b>CO4</b>	To Identify and practice required health wellness for the 21st century
<b>CO5</b>	To develop the systematic organizations with IKS

<b>Mapping of COs with PSOs and Pos</b>												
<b>CO/ PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>	<b>PSO 6</b>
<b>CO1</b>	2	3	3	3	2	3	2	3	3	2	3	2
<b>CO2</b>	3	3	3	3	3	3	3	3	3	3	3	3
<b>CO3</b>	2	2	3	2	3	2	3	2	3	3	2	3
<b>CO4</b>	3	3	3	3	2	3	3	3	2	3	3	3
<b>CO5</b>	1	2	3	3	3	2	3	2	3	3	2	3

**24XXUS1101 TAMIL/MALAYALAM/HINDI/FRENCH-I**

**(syllabus to be provided by the respective Departments)**

**24FSUV1101 ENVIRONMENTAL STUDIES**

**(syllabus to be provided by the Future Studies Department)**

**24GTUV1102 LET US KNOW GANDHI**

**(syllabus to be provided by the Gandhian Thought Department)**

**SEMESTER – II**

<b>Course Code &amp; Title</b>	<b>24RMUC1204: HUMAN BEHAVIOUR AND ORGANIZATION</b>		
<b>Programme</b>	<b>B.B.A.</b>	<b>Semester- II</b>	
	<b>Credit: 4</b>	<b>Hours:4 / per week</b>	
<b>Cognitive Level</b>	<b>K-1</b>	Recall different types of theory in organisational behaviour.	
	<b>K-2</b>	Learn how the employees are motivating in an organization.	
	<b>K-3</b>	Know the change and its types make an impact in employee also organization.	
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>• To understand the behaviour of people in the work environment.</li> <li>• To develop a basic understanding of individual behaviour and explore issues of motivation, communication, and leadership.</li> <li>• To analyse the implications of individual and group behaviour in organisational context.</li> <li>• To understand the stages of group formation.</li> <li>• To know the impact of change and resistance of change in organisation.</li> </ul>		
	<b>Units</b>	<b>Contents</b>	<b>No. of Hours</b>
	<b>I</b>	<b>Introduction To Human Behaviour in Organisation: Introduction of Human Behaviour in Organisation - Definition- nature and scope-need for studying Human Behaviour in Organisation - Contributing disciplines - Modes - Challenges and opportunities of Human Behaviour in Organisation.</b>	10
	<b>II</b>	<b>Individual - Perception and Learning- Perception: meaning- process-improving perception- personality development- determinants of personality- personality traits- Learning- Theories and principles of Learning.</b>	15
	<b>III</b>	<b>Groups - Definition- types- development- Group norms- Group cohesiveness- Group decision making- Conflict- Individual conflict- Interpersonal conflict- Group conflict- Transactional Analysis.</b>	10
<b>IV</b>	<b>Motivation - Meaning- nature- Theories of motivation- Maslow's need hierarchy theory- Herzberg's two-factor theory- Vroom's Expectancy theory- Theory X- Theory Y- Financial and non-financial incentives.</b>	15	
<b>V</b>	<b>AI and Human Behaviour in Organisation: OD interventions- Organisational climate - Organisational culture - Organisational change. Impact of AI in Human Behaviour in Organisation.</b>	10	
<b>References</b>	<p><b>Text Books:</b></p> <ol style="list-style-type: none"> <li>1. L. M. Prasad, (2023), "Organisational Behaviour", Sultan Chand &amp; Sons, Latest Edition.</li> <li>2. Fred Luthans and Brett C. Luthans, (2022), "Organizational Behavior: An Evidence-Based Approach", McGraw Hill Education, 14th Edition.</li> </ol> <p><b>Reference Books:</b></p> <ol style="list-style-type: none"> <li>1. Stephen P. Robbins and Timothy A. Judge, (2023), "Organizational Behavior", Pearson Education, 19th Edition.</li> <li>2. Dipak Kumar Bhattacharyya, (2023), "Organizational Behaviour", Oxford University Press, 4th Edition.</li> <li>3. Steven L. McShane, Mary Ann Von Glinow, and Radha R. Sharma, (2022), "Organizational Behavior: Emerging Knowledge. Global Reality", McGraw Hill Education, 10th Edition.</li> </ol>		

<b>Course Outcomes</b>	
<b>CO1</b>	<ul style="list-style-type: none"> <li>To gain knowledge in organisational psychology and the dynamics of inter group relationships.</li> </ul>
<b>CO2</b>	<ul style="list-style-type: none"> <li>To Grasp how an individual's personality traits affect their behaviour in the workplace.</li> </ul>
<b>CO3</b>	<ul style="list-style-type: none"> <li>To Acquire insights into different motivational theories and their role in inspiring employees to perform their jobs.</li> </ul>
<b>CO4</b>	<ul style="list-style-type: none"> <li>To Able to design a work environment and implement conducive practices that help workers achieve their goals.</li> </ul>
<b>CO5</b>	<ul style="list-style-type: none"> <li>To Examine organisational behavioral issues through the lens of organisational behaviour theories, models, and concepts.</li> </ul>

<b>Mapping of COs with PSOs and POs</b>												
<b>CO/ PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>	<b>PSO 6</b>
<b>CO1</b>	1	2	3	3	2	3	2	3	3	2	3	2
<b>CO2</b>	2	3	2	3	3	4	3	3	3	3	3	3
<b>CO3</b>	3	2	3	3	2	3	3	2	3	3	2	3
<b>CO4</b>	1	3	3	3	3	4	3	3	3	3	3	3
<b>CO5</b>	3	2	3	3	3	3	3	2	3	3	2	3

Course Code & Title	24RMUC1205: MARKETING MANAGEMENT	
Programme	B.B.A.	Semester- II
	Credit: 4	Hours: 4/per week
Cognitive Level	K-1	Recall about market and its types.
	K-2	Understand about the marketing and its optimization in field.
	K-3	Examine and get students understand the distribution of products.
		<ul style="list-style-type: none"> <li>To learn the concept of marketing management.</li> </ul>
		<ul style="list-style-type: none"> <li>To learn about Buyer Behaviour and Motivation and Sales Forecasting.</li> </ul>
		<ul style="list-style-type: none"> <li>To absorb the Product and its importance.</li> </ul>
		<ul style="list-style-type: none"> <li>To gain understanding about the price and pricing.</li> <li>To gain knowledge about Emerging Marketing Environment in India.</li> </ul>
Units	Contents	No. of Hours
I	<b>Introduction: Meaning and definitions of Marketing Management-Importance –Functions – Nature and Scope of Marketing – Marketing Environment – Market Segmentation – Criteria for Market Segmentation– factors influencing market segmentation.</b>	10
II	<b>Buyer Behaviour and Motivation and Sales Forecasting: Meaning of buyer – Buyer Behaviour – Buying motives – list of basic needs – Maslow’s Hierarchy of needs- Festinger’s Theory of cognitive dissonance-Buying decision process –sales forecasting–objectives-importance - methods –Role – process and limitations.</b>	10
III	<b>Product and its Importance: Product – Meaning – Programmification of goods – FMCG - product planning and development – product mix – product line- product positioning- product – life cycle- promotion mix- product differentiation and market segmentation – product diversification – product elimination –product modification – product failure.</b>	10
IV	<b>Pricing: Pricing–Meaning and Definitions - objectives and advantages of pricing decision–Factors affecting the pricing decisions – kinds of pricing – methods of pricing – process of price determination – price leader.</b>	20
V	<b>Emerging Marketing Environment in India: Small Scale and Large-Scale retailing – Super market – Departmental Stores – services marketing- Rural Marketing– online marketing- Marketing of MSME products.</b>	10
References	<p><b>Text Books</b></p> <ol style="list-style-type: none"> <li>Alok Satsangi (2009), A-Z Marketing, Printed in India, New Delhi.</li> <li>Mcc Carthy, Marketing Management,(2014), Mc Graw Hill Publication, New Delhi.</li> <li>Memori and Joshi, (2015), Principles and Practice of Marketing, Kitnab Mahal Publication, New Delhi.</li> <li>Patrick orsyth(2005),Conducting Sales and Marketing, Infinity books, New Delhi.</li> <li>Philip Kotler. (1997), Principles of Marketing Management, Prentice Hall of India, New Delhi.</li> </ol> <p><b>Reference Books</b></p> <ol style="list-style-type: none"> <li>Whrren J, Keegan(1995),Global Marketing Management, Prentice-Hall of India, Private Limited, New Delhi.</li> <li>William J. Stanton, (2012), Fundamentals of Marketing, Mc Graw Hill– Publication, New Delhi.</li> <li>N. Srinivasan, (2015), Managerial Economics Meenakshi Pathippagam, Madurai</li> <li>Pillai; RSN and Bagaathi (2013), Modern Marketing – Principles and practicals. S. Chand and Company, New Delhi.</li> </ol>	

<b>Course Outcomes</b>	
<b>CO1</b>	<ul style="list-style-type: none"> <li>• Graduates will be capable of making a positive contribution to business, trade and industry in the national and global context.</li> </ul>
<b>CO2</b>	<ul style="list-style-type: none"> <li>• The programme enables the graduates to understand and apply leadership skills Managerial skill at the individual and group levels to co-ordinate the team work.</li> </ul>
<b>CO3</b>	<ul style="list-style-type: none"> <li>• Able to initiate and build upon entrepreneurial ventures or demonstrate intrapreneurship for their employer organizations.</li> </ul>
<b>CO4</b>	<ul style="list-style-type: none"> <li>• Able to acquire in-depth knowledge in the field of Marketing from traditional rural to modern marketing.</li> </ul>
<b>CO5</b>	<ul style="list-style-type: none"> <li>• Familiarize to extend their knowledge in all the industrial &amp; production areas.</li> </ul>

<b>Mapping of COs with POs and PSOs</b>												
<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>	<b>PSO 6</b>
<b>CO1</b>	3	3	3	3	3	3	2	2	2	1	1	2
<b>CO2</b>	2	2	3	2	3	2	3	2	2	3	3	3
<b>CO3</b>	1	2	2	3	3	1	2	2	3	2	2	2
<b>CO4</b>	3	3	3	3	3	3	3	1	3	1	1	3
<b>CO5</b>	2	2	3	3	3	2	3	2	2	2	2	3

Course Code & Title	24RMUC1206: BUSINESS ECONOMICS		
Programme	B.B.A.	Semester- II	
	Credit : 4	Hours : 4/per week	
Cognitive Level	K-1	Define the concepts of economics to management.	
	K-2	Illustration of skills in respect of demand, production and cost functions.	
	K-3	Apply the knowledge of economics to business decisions.	
Course Objectives	<ul style="list-style-type: none"> <li>Familiarize the students with the fundamental principles of economics.</li> <li>Describe the determinants of the demand and supply function and equilibrium of a firm.</li> <li>Comprehend the characteristics of different market structures and their implications.</li> <li>Acquaint the applications of economic theories in business decisions.</li> <li>Enable them to address business problems.</li> </ul>		
	Units	Contents	No. of Hours
	I	<b>Introduction: Basic concepts, Economic rationale of optimization, Nature and scope of business economics, Macro and Micro economics, Basic problems of an economy, Marginalism, Equimarginalism, Opportunity cost principle, Discounting principle, Risk and uncertainty. Externality and trade-off, Constrained and unconstrained optimization, Economics of Information.</b>	10
	II	<b>Demand Analysis:</b> Meaning, Definitions and Determinants of Demand – Types of Demand – Law of Demand – An individual's Demand Schedule and Curve – Elasticity of Demand. Demand forecasting and Forecasting methods.	12
	III	<b>Production:</b> Meaning, Definitions and Determinants of Supply – Production Function – Laws of Production Function - Law of Variable Proportions - Laws of Return to Scale – Equilibrium of the Firm (or) Producer's Equilibrium. Expansion Path.	14
IV	<b>Cost Analysis and Pricing:</b> Cost Concepts – Cost-output Relationship – Economies and Diseconomies of Scale – Cost Functions – Methods of Pricing and Factors Affecting. Pricing under Different Market Structure.	12	
V	<b>Market Structure and Cost Volume Profit Analysis: Meaning and Definitions of Market – Market Structure – Forms of Market Structure – Cost Volume Profit Analysis or Break-Even Analysis. Profit maximization.</b>	12	
References	<p><b>Text Books:</b></p> <ol style="list-style-type: none"> <li>R.Cauvery&amp; Others (2015), Managerial Economics. S. Chand and Company, New Delhi.</li> <li>Ahuja H.L.(2007), Managerial Economics: Analysis of Managerial Decision Making, S.Chand&amp; Co-Ltd., New Delhi.</li> <li>Jhingan.M.L, J.K. Stephen (2004), Managerial Economics, Vrinda Publications (P) Ltd, New Delhi.</li> </ol> <p><b>Reference Books:</b></p> <ol style="list-style-type: none"> <li>S.Mukherjee, (2009), "Business And Managerial Economics in global Context", New Central Bank Agency (P) Ltd, Kolkatta.</li> <li>William F. Samuelson and Stephen G. Marks,( 2015) "Managerial Economics", Johny Wiley &amp; Sons, Reprint.</li> </ol>		

**Web Resources:**

1. <https://www.Programme-central.com/tag/microeconomics>
2. <https://www.coursera.org/learn/microeconomics>
3. <https://ocw.mit.edu/courses/economics>
4. <http://www.eighbooks.com/read-now.php?q=principles-of-microeconomics-7th-edition>
5. [https://www.doviak.net/microbook\\_3e.pdf](https://www.doviak.net/microbook_3e.pdf)
6. <https://www.mooc-list.com/course/microeconomics-principles-coursera>

**Course Outcomes**

<b>CO1</b>	<ul style="list-style-type: none"> <li>• Pronounce the concepts of economics in management.</li> </ul>
<b>CO2</b>	<ul style="list-style-type: none"> <li>• Explain the determinants and types of demand in the market.</li> </ul>
<b>CO3</b>	<ul style="list-style-type: none"> <li>• Describe the influence of the various factors of production.</li> </ul>
<b>CO4</b>	<ul style="list-style-type: none"> <li>• Assess the significance of various components of costs and the methods of pricing.</li> </ul>
<b>CO5</b>	<ul style="list-style-type: none"> <li>• Apply Cost Volume Profit concept in business decisions.</li> </ul>

**Mapping of COs with PSOs and POs**

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
<b>CO1</b>	1	2	1	2	1	2	1	2	1	2	1	2
<b>CO2</b>	2	2	1	2	3	1	2	3	1	2	1	3
<b>CO3</b>	3	3	2	3	2	3	1	1	3	2	3	3
<b>CO4</b>	1	1	2	3	2	3	1	2	2	1	3	3
<b>CO5</b>	3	2	3	2	3	3	3	3	2	3	2	3

<b>Course Code &amp; Title</b>	<b>24RMUS1202: EMERGING TECHNOLOGY AND APPLICATIONS</b>		
<b>Programme</b>	<b>B.B.A.</b>	<b>Semester- II</b>	
	<b>Credit : 4</b>	<b>Hours : 4/per week</b>	
<b>Cognitive Level</b>	<b>K1</b>	Recall the types of Emerging Technology	
	<b>K2</b>	: Understand the needs for a structured approach.	
	<b>K3</b>	Acquaint in system analysis and design.	
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>To gain knowledge on The Emerging Technologies.</li> <li>To recognize the various functions of Artificial Intelligence.</li> <li>To aid the student in understanding how Block chain &amp; Fintech functions.</li> <li>To understand the importance of Internet of Things.</li> <li>To understand the ethical, legal and strategic implications of Emerging Technologies.</li> </ul>		
	<b>Units</b>	<b>Contents</b>	<b>No. of Hours</b>
	<b>I</b>	<b>Introduction to Emerging Technologies: Overview of Emerging Technologies - Definition and characteristics - Importance in the business context. Technology Trends and Business Forecasting - Identifying and forecasting technology trends - Case studies of technology impacts on business</b>	<b>10</b>
	<b>II</b>	<b>Artificial Intelligence and Data Analytics: Fundamentals of AI and Data Analytics - Key concepts and terminologies - AI in business decision-making. Applications of AI and Data Analytics in Business - Customer relationship management (CRM) - Marketing and sales optimization - Supply chain management.</b>	<b>12</b>
	<b>III</b>	<b>Blockchain and Financial Technologies: (FinTech) Introduction to Blockchain and FinTech - Basic principles and components of blockchain - Overview of FinTech- Business Applications of Blockchain and FinTech - Cryptocurrency and digital payments - Smart contracts and decentralized finance (DeFi) - Enhancing transparency and security in transactions.</b>	<b>14</b>
<b>IV</b>	<b>Internet of Things (IoT) and Smart Business Solutions: Fundamentals of IoT - Key components and architecture - Business models enabled by IoT. Applications of IoT in Business - Smart offices and buildings - Inventory and asset management - Enhanced customer experiences through connected devices</b>	<b>12</b>	
<b>V</b>	<b>Ethical, Legal, and Strategic Implications of Emerging Technologies: Ethical and Legal Considerations - Data privacy and security - Compliance and regulatory issues. Strategic Implications and Future Trends - Technology adoption strategies - Competitive advantage through technology - Anticipating future trends and their business impact.</b>	<b>12</b>	
<b>References</b>	<p><b>Text Books:</b></p> <ol style="list-style-type: none"> <li>Malay A. Upadhyay, Artificial Intelligence for Managers: Leverage the Power of AI to Transform Organizations &amp; Reshape Your Career BPB Publications (16 September 2020), ISBN-13-978-9389898385</li> <li>Sudip Misra et al , Introduction to IoT, Cambridge University Press, ISBN-13-978-1108959742, first edition 2022.</li> </ol> <p><b>Reference Books</b></p> <ol style="list-style-type: none"> <li>HBR's 10 Must Reads on Leading Digital Transformation, HARVARD BUSINESS REVIEW PRESS, 1 January 2021, ISBN-13-978-1647822163</li> <li>Sapna Singh, Financial Technology (fintech) : The Future Ahead, Notion Press (5 January 2023), 979-8889350422</li> <li>Practical Guide to Digital Personal Data Protection Act, 2023 Law and Compliance   Puneet Bhasin   OakBridge Paperback – 7 April 2024.</li> </ol>		

<b>Course Outcomes</b>	
<b>CO1</b>	Understand key emerging technologies and their business applications.
<b>CO2</b>	Analyze the impact of these technologies on different business sectors.
<b>CO3</b>	. Evaluate the strategic implications of technology adoption in business.
<b>CO4</b>	Apply technological solutions to business problems.
<b>CO5</b>	Anticipate future trends and developments in business technology.

<b>Mapping of COs with PSOs and POs</b>												
<b>CO/PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>	<b>PSO 6</b>
<b>CO1</b>	2	2	2	3	2	3	2	3	3	2	2	2
<b>CO2</b>	3	3	3	3	3	3	3	3	3	3	3	3
<b>CO3</b>	2	2	2	3	2	3	2	3	3	2	2	2
<b>CO4</b>	3	3	3	3	3	3	3	3	3	3	3	3
<b>CO5</b>	2	2	2	3	2	3	2	3	3	2	2	2

<b>Course Code &amp; Title</b>	<b>24RMUI1203: MEDIA LITERACY AND CRITICAL THINKING</b>	
<b>Programme</b>	<b>B.B.A.</b>	<b>Semester- II</b>
	<b>Credit : 4</b>	<b>Hours : 4/per week</b>
<b>Cognitive Level</b>	<b>K1</b>	Define the concepts of media literacy and thinking
	<b>K2</b>	Illustration of skills in respect of media and critical thinking
	<b>K3</b>	Apply the knowledge of media and critical thinking to business decisions.
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>To help students understand key concepts in media literacy and critical thinking.</li> </ul>	
	<ul style="list-style-type: none"> <li>To improve students' meta cognitive understanding of creativity.</li> </ul>	
	<ul style="list-style-type: none"> <li>To enhance the creative skills &amp; abilities in media for students by introducing various critical techniques.</li> </ul>	
	<ul style="list-style-type: none"> <li>To develop an ability to look at a problem critically and use creative thinking to determine the methods for solving the problem in media.</li> </ul>	
	<ul style="list-style-type: none"> <li>To learn the application of various thinking techniques for developing media strategy.</li> </ul>	
<b>Units</b>	<b>Contents</b>	<b>No. of Hours</b>
<b>I</b>	<b>Fundamentals of Critical Thinking</b> Critical Thinking Definition - The value of paying attention – Perception & the brain – Building strong arguments- Constructing Knowledge – Deciphering Truth- Issues & Evidence – Media & its Influence.	<b>10</b>
<b>II</b>	<b>Critical Thinking Approaches</b> The Six Types of Socratic Questions - Phases of Critical Thinking - Critical Thinking Skills- Six hats - critical thinking and cognitive development, logic, and emotionally, role of cognitive dissonance in fostering critical thought – Solving problems with applied critical thought processes - Critical Thinking in Globalized World	<b>12</b>
<b>III</b>	<b>Introduction to Cyber Law in India</b> Nature and scope of cyber law, nature of cyber-crimes in India, digital signature, Digital Rights Management, Information Technology Act.	<b>14</b>
<b>IV</b>	<b>Code of Ethics</b> Press council's code of ethics for journalists, AINEC code of ethics, Ethics of broadcasting, ethics of telecasting, codes for radio and Television, ethics of advertising- Media bias – Broadcast Code of Conduct – Media ombudsman's role – Obscenity	<b>12</b>
<b>V</b>	<b>Critical Thinking &amp; Human Rights and Media</b> Critical Thinking Applying critical and creative principles in effective communication design for various media -Freedom of Press and responsibilities–Declaration of rights and obligations of journalists–Duties of journalists – Professional rules and practices – Violation of privacy – Report of the Press Commissions I& II – Press Council Act – Self-regulation — Human rights-based approach in media coverage.	<b>12</b>

<b>References</b>	<p><b>Text Books:</b></p> <ol style="list-style-type: none"> <li>1. De Bono Edward “How to Have Creative Ideas: 62 exercises to develop the mind”, Penguin India, 2007</li> <li>2. Hughes W, Lavery J. “Critical Thinking: An Introduction to the Basic Skills-Broadview Press”; Canada 2015</li> </ol> <p><b>Reference Books:</b></p> <ol style="list-style-type: none"> <li>1. Kaufman C. James “The Cambridge Handbook of Creativity“ (Cambridge Handbooks in Psychology), University of Cambridge, U.K, 2016</li> <li>2. Lau J. Y. F. “An Introduction to Critical Thinking and Creativity: Think More, Think Better”, Wiley London, 2011.</li> <li>3. Morrow R David, Weston Anthony” A Workbook for Arguments: A Complete course on Critical thinking”, Hackett Publishing, 2011</li> </ol>
<b>Course Outcomes</b>	
<b>CO1</b>	Students will gain knowledge on the usage of critical thinking methods, tools and techniques to generate ideas and solve problems.
<b>CO2</b>	Students will be able to design multiple divergent solutions to a problem, develop and explore risky or controversial ideas
<b>CO3</b>	Students will understand the roles of skills, experience, motivation and culture in a creative way.
<b>CO4</b>	Students will be exposed to barriers to creativity and various approaches for overcoming these and able to understand the importance of creativity and innovations at work.
<b>CO5</b>	Students will gain knowledge on the theories of critical thinking and able to understand laws in Human rights and media message strategy for solving problems and issues in society

<b>Mapping of COs with PSOs and Pos</b>												
<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>	<b>PSO 6</b>
<b>CO1</b>	1	2	1	2	1	2	1	2	1	2	1	2
<b>CO2</b>	2	2	1	2	3	1	2	3	1	2	1	3
<b>CO3</b>	3	3	2	3	2	3	1	1	3	2	3	3
<b>CO4</b>	1	1	2	3	2	3	1	2	2	1	3	3
<b>CO5</b>	3	2	3	2	3	3	3	3	2	3	2	3

## BASICS OF MANAGEMENT

Course Code: 24RMUI1204

Credit: 4

Hours:4/Week

<b>Programme</b>	<b>MBA</b>	<b>Semester-II</b>
<b>Cognitive Level</b>	K1: Recall new concepts of functional areas of Management K2: Understand the concept of Management K3: Ability to create applications of Management in all sectors	
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>• The main objective of this course is to make the students understand functional areas of business management, which will assist for smooth function of business for long period.</li> <li>• To impart the core understanding of functional areas of business management, for effective decision making in the competitive changing business environment.</li> </ul>	

Units	Contents	Lecture Hours	Tutorial Hours	Practical Hours	Total	Units for CFA
<b>I</b>	<b>Management – Concept, Process, Theories and Approaches, Management Roles and Skills Functions – Planning, Organizing, Staffing, Coordinating and Controlling. Communication, Centralisation, Decentralisation and Span of Control Corporate Governance Value Based Organisation.</b>	6	-	6		1
<b>II</b>	<b>Human Resource Management-Importance and Functions of HRM -Sources of Recruitment - Selection Process, Interviews. - Methods/Types of Training and Development - Methods/Techniques of Performance Appraisal -Human Resource Information System (HRIS).</b>	6	-	6		1
<b>III</b>	<b>Financial Management-Importance and Functions of Financial Management -Scope of Financial Management -Sources of Finance - Profit Planning and Profit Model -Cost of Capital and Capital Budgeting -Working Capital Management.</b>	6	-	6		II
<b>IV</b>	<b>Production Management and functions of Production Management Strategic Role of Production Operation-Factors Considered while Designing New Product -Factors Affecting Plant Location -Types of Plant Layout.</b>	6	-	6		II
<b>V</b>	<b>Marketing Management and Functions of Marketing Management -Difference between Selling and Marketing-Marketing Environment -Market Segmentation -Factors Affecting Consumer Behaviour - Marketing Mix (7 Ps of Marketing) - Market Information System(MIS).</b>	6	-	6		II
	<b>Invited Talks/Field Visit</b>		-	-	-	-
	<b>Total Hours</b>	<b>30</b>		<b>30</b>	<b>60</b>	-

**Course Outcomes:**

- CO1:** The students, ongoing through the course, will execute different functional areas of business management in effective manner
- CO2:** Able to take the right decisions of the enterprise for success and to achieve its predetermined goals and objectives in best possible manner.
- CO3:** The students will understand the concepts of Management
- CO4:** They can impart the core understanding of functional areas of business management, for effective decision making in the competitive changing business environment.
- CO5:** The students will learn the ability to create applications of Management in all sectors

**References:****Text Books:**

1. I. M. Pandey, Financial Management, Vikas Publications House, New Delhi.
2. Chandra Prasanna, Financial Management, Tata McGraw Hill, Delhi.
3. K. Aswathappa, Production and Operations Management, Himalaya Pub. House, Mumbai.
4. Philip Kotler, Marketing Management, Prentice Hall, India, New Delhi.
5. Kazmi, Business Policy, Tata McGraw Hill, Mumbai.

**Reference Books:**

1. Principles of Business Management – T. Ramasamy, Himalaya Publication House Mumbai,
2. Principles and Practices of Management- L. M. Prasad, Sultan Chand & Sons-New Delhi (2019).
3. P. Subba Rao, Human Resource Management, Himalaya Publishing Company, Mumbai.
4. Beach Dale S., Personnel Management. Himalaya Publishing Company, Mumbai.
5. Vanhorne, Fundamentals of Financial Management, Prentice Hall, India Delhi

Mapping of COs with PSOs and POs												
CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	3	3	3	3	3	3	2	3	3
CO2	3	3	3	2	3	3	3	3	2	3	3	3
CO3	3	2	3	3	3	2	2	3	3	3	3	3
CO4	3	2	3	3	3	2	3	3	3	3	2	3
CO5	3	3	2	3	3	2	3	3	3	2	3	3

<b>Course Code &amp; Title</b>	<b>24RMUA1202: BUSINESS COMMUNICATION</b>		
<b>Programme</b>	<b>B.B.A.</b>	<b>Semester- VI</b>	
	<b>Credit: 2</b>	<b>Hours:2 / per week</b>	
<b>Cognitive Level</b>	<b>K-1</b>	Recall the barriers of communication.	
	<b>K-2</b>	Explain the classification of enquires.	
	<b>K-3</b>	Apply e-communication in business.	
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>• The purposes to enable the students to learn effective business correspondence.</li> <li>• To draft letters for various business transactions.</li> <li>• To adopting the modern technological communication.</li> <li>• To develop written business communication skills.</li> <li>• To build confidence to face audience and overcome stage fear with necessary training in public speaking and presentations skills based on activities.</li> </ul>		
	<b>Units</b>	<b>Contents</b>	<b>No.of Hours</b>
	<b>I</b>	<b>Communication: Meaning – objectives; Types and forms: verbal &amp; non-verbal – Principles of Communication –Benefits-Elements of Communication- Communication Process - Qualities of the effective communication - Barriers to Communication - Overcoming Barriers to Communication-Structure of Business Letters - Layout of Business Letters.</b>	<b>7</b>
	<b>II</b>	<b>Business Enquiries and Replies: Classification of Enquiry Letters - importance of Reply to Enquiries - kinds of Replies - Offer – Quotations – Orders.</b>	<b>5</b>
	<b>III</b>	<b>Bank Correspondence: Elements of Good banking Correspondence-Types-Correspondence – Basic principles - Types - Kinds of Life Policies.</b>	<b>5</b>
<b>IV</b>	<b>Company Correspondence: Secretary and their duties – classifications - Correspondence with Directors, Shareholders - Types of meeting-Agenda for meeting - Minutes of the meeting.</b>	<b>6</b>	
<b>V</b>	<b>E-Communication: Definition-Types of E-Communications in Business - Advantages&amp; Disadvantages of E- Communication- Difference between Electronic and non-Electronic Communication.</b> <b>Self-Preparation:</b> <ol style="list-style-type: none"> <li>1. Collect notification of a company for issuing the shares.</li> <li>2. To conduct annual general meeting</li> <li>3. Collect Minutes and Agenda of the companies.</li> </ol>	<b>7</b>	
<b>References</b>	<b>Text Book</b> 1.Rajendrapal and Koralahalli J.S, (2008)- Essentials of Business Correspondence, Sultan&Chants, Re-Print,3rdEdition. <b>Reference Books</b> <ol style="list-style-type: none"> <li>1. Ramesh M.S and Patten Shetty - Effective business English and Correspondence, R.C.Publications, 2009, 2nd Edition.</li> <li>2. Balasubramanian - Business Communication, Vikas Publishing House Pvt.,Ltd-2008, 2nd Edition.</li> </ol>		

3. RSN.Pillai&Bagavathi-Commercial Correspondance & Office Management, S.Chand Publication-2009, 3rd Edition.

**Course Outcomes**

<b>CO1</b>	Learn to frame the layout of business letters and the principle to be followed in framing the letters.
<b>CO2</b>	Gain a clear knowledge e of drafting a letter about about enquiry and getting replies from the dealers and the manufactures.
<b>CO3</b>	Get in sight on dealing with various banking and Life Insurance correspondence.
<b>CO4</b>	Learn about the types of companies meeting, role of secretary and writing up of agenda and minutes of the meeting.
<b>CO5</b>	Acquire knowledge on application of E-Communication in Business.

**Mapping of COs with PSOs and POs**

<b>CO/PO</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>	<b>PO 6</b>
<b>CO1</b>	3	2	1	1	2	1	1	2	2	3	2	1
<b>CO2</b>	2	1	2	3	2	3	1	2	3	3	1	2
<b>CO3</b>	3	2	2	3	1	2	2	2	3	2	1	2
<b>CO4</b>	3	2	2	3	3	3	1	3	2	3	1	3
<b>CO5</b>	3	2	1	3	3	2	1	2	3	3	2	3

**24XXUS1203: TAMIL/MALAYALAM/HINDI/FRENCH-II**

**(syllabus to be provided by the respective Departments)**

**24TAUV1203: HERITAGE AND CULTURAL HISTORY OF INDIA**

(To be given by the fine arts wing of Tamil Department)

**24PSUV1204: INDIAN CONSTITUTION**

(To be given by Political Science Department)