

DEPARTMENT OF BUSINESS ADMINISTRATION

PREAMBLE

UG : Programme profile and syllabus of courses offered in semester V and VI along with its Evaluation components (With effect from 2018 – 2021 batches onwards).

PROGRAMME PROFILE BBA

PROGRAMME SPECIFIC OUTCOME (PSO)

Upon completion of the Programme, the students will be able to

- Understand and operative with ethical and professional responsibility
- Ability to communicate effectively and function efficiently on multidisciplinary teams.
- Ability to use modern management principles and tools needed in contemporary business within the bounds of practical constraints such as economic, environmental, social, political, ethical, health and safety and sustainability.
- Innovated and developed skills to be a life-long learner for a globalized business for future.

Semester	Part	Category	Course Code	Course Title	Previous Course Code	Contact Hrs/Week	Credit Min/Max
I	I	LANGUAGE-I	UTAL105/ UTAL106	Basic Tamil - I/Advanced Tamil – I/ French I /Hindi I	-	4	2/3
	II	ENGLISH-I	UENL107/ UENL108	General English I/Advanced English-I	-	5	¾
	III	Core I	UBAM105	Management Thoughts and Thinkers	-	2	1
		Core II	UBAM106	Business Organization	-	5	4
		Core III	UBAM108\ COM104\ UCCM102	Financial Accounting	-	6	5
		Allied – I	UCEA103	Business Economics	UCEA101	6	5
	IV	Value Education			-	2	1
TOTAL						30	21/23
II	I	LANGUAGE-II	UTAL205/ UTAL206	Basic Tamil II/Advanced Tamil II/ French II /Hindi II	-	4	2/3
	II	ENGLISH-II	UENL207/ UENL208	General English II/Advanced English	-	5	¾
		Core IV	UBAM206	Business Environment	UBAM303	4	4
		Core V	UBAM207	Principles of Management	UBAM107 / UBAM102	5	5
		Core VI	UBAR201	Workshop on Decision Making	-	1	1
		Allied - II	UCOA203	Accounting Package Theory	-	2	2
		Allied Practical I	UCOR 203	Accounting Package Practical	-	3	2
	IV	Non Major Elective			-	4	2
		Soft skill			-	2	1
	V	Extension			-	-	1/2

		activity / Physical Education/NCC					
TOTAL						30	23/26
III	III	Core VII	UBAM308	Marketing Management	UBAM402	5	4
		Core VIII	UBAM310/ UCOM305/ UCCM305	Cost Accounting	-	5	4
		Core IX	UBAM311	Business Communication	UBAM201 /UBAM20 4	4	3
		Core X	UBAM312	Creativity For Innovative Management	-	4	2
		Core XI	UBAM313	Organizational Behaviour	UBAM401, UBAM406	5	4
		Allied II	UMAA301	Business Statistics	UMAA303	5	4
	IV	Value Education				2	1
TOTAL						30	22
IV	III	Core XII	UBAM405	Production & Materials Management	-	5	4
		Core XIII	UBAM408	Micro, Small And Medium Enterprises	UBAM406	6	5
		Core XIV	UBAM407	Human Resource Management	UBAM302	5	4
		Allied III	UMAA410	Quantitative Techniques In Business	UMAA505	5	4
		Allied IV	UCSA407	Cyber Security in Finance	-	3	3
		Allied Practical II	UCSR413	Cyber Security Lab	-	3	2
		CORE XV	UBAR401	Workshop On Creative Thinking Skill	-	1	1
	IV	Soft Skill			-	2	1
V	Extension activity / Physical Education/N CC				-	0/2	
TOTAL						30	24/26
V	III	Core XVI	UBAM507	Research Methodology in Business	UBAM403	2	2
		Core XVII	UBAM508	Services Marketing	UBAM603	6	5
		Core XVIII	UBAM509	Mercantile Law	-	6	5
		Core XIX	UBAM504/ UCOM507/ UCCM507	Management Accounting	UBAM502	6	5
	Core XX	UBAM510	Business Informatics	-	5	5	
	IV	Online Courses		NPTEL/Spoken Tutorial	-	3	1/2
	IV	Value Education				2	1
TOTAL						30	24/25
III	Core XXI	UBAM608	Strategic Management	-	5	5	
	Core XXII	UBAM610/ UBAM611	Financial Management	-	6	5	

VI			UCOM613/ UCCM613				
		Core XXIII	UBAM612	Business Analytics for Managers	-	5	5
		Core XXVI	UBAR601	Workshop On Leadership Skills	-	1	1
		Core XXV	UBAP601	Project	-	6	5
		Viva-Voce	UBAM611	Comprehensive Viva	-	-	1
		Major Elective	UBAO609	Consumer Affairs	-	5	4
			UBAM309/ UBAO610	Financial Markets and Services			
			UBAO604	Customer Relationship Management			
			UBAO605	Retail Management			
			UBAO606	Emerging Business Practices In India			
			UBAO607	Industrial Relations			
			UBAO608	Rural Marketing			
		IV	Soft Skill		-	2	1
	V	Extension activity / Physical Education/N CC			-	0/2	
TOTAL						30	26/28
GRAND TOTAL						180	140/150

NON MAJOR ELECTIVES

Semester	Part	Category	Course Code	Course Title	Contact Hrs/Week	Credit Min/Max
II	IV	Non Major Elective –I	UBAE202	Leadership Skills	4	2
III	IV	Non Major Elective-II	UBAE304	Rural Management	4	2

EXTRA CREDIT EARNING PROVISION

Semester	Category	Course code	Course Title	Contact Hrs/ Week	Credit Min/ Max
II	Internship	UBAI201	Summer Internship	-	1
IV	Internship	UBAI401	Summer Internship	-	1

EXPERIENTIAL LEARNING (MANDATORY)

Semester	Category	Course code	Course Title	Contact/ Week	Credit Min/ Max
III	CORE-XXVI	UBAS201	Office Management	2	1
IV	CORE-XXVII	UBAS401	Travel and Tourism Management	2	1
V	CORE-XXVIII	UBAS501	Business Ethics	2	1
VI	CORE- XXIX	UBAS502	Corporate Social Responsibility	2	1

SKILL ORIENTATION PROGRAMME (MANDATORY/ONLY FOR INTERESTED STUDENTS) – EXTRA CREDIT EARNING

Course Mapping				Collaborating Agency - MSME		
Semester	Course Code	Course Title	Assessment	Course Title	Hours/ Days/Month	Mode of Evaluation
III	UBAM308	Marketing Management	Component IV	Social Media Marketing Training	2 Days	Reflection
V	UBAM510	Business Informatics	Component III	Data Analytics Certification	4 Days	Reflection
VI	UBAM612	Business Analytics for Managers	Component IV	Business Analytics Certification	4 Days	Reflection

Semester	Category	Course Code	Course Title	Collaborating Agency	Hours/Days /Month	Mode of Evaluation	Credits
							Max/ Min
II	Core	UBAT201	Certificate in Financial Accounting with Tally	TCIL	4 Days	Reflection	1
IV	Core	UBAT401	Start-up Training	TCIL	4 Days	Reflection	1
VII	Core	UBAT601	Aptitude & Soft Skills	TCIL	4 Days	Reflection	1

RESEARCH METHODOLOGY IN BUSINESS

UBAM507

Semester : V
Category : Core XIV
Class & Major: III BBA

Credits : 02
Hours/Week : 02
Total Hours : 26

Objectives:

To enable the students

- Understand the role of research in business.
- Formulate research problem and use different methods of sampling and tools
- To write research report.

Learning Outcome:

On Completion of the course, the students will be able to

- Develop understanding on various kinds of research, objectives, process, designs and sampling Research.
- Have basic knowledge on qualitative research techniques
- Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis

UNIT-I INTRODUCTION

5 Hrs

Definition - Types- Role of research in business studies - Research problem identification-selection -Formulation of research problem - Research design.

UNIT-II FORMULATION OF RESEARCH PROBLEM AND DESIGN

4 Hrs

Research methods - Case study, Survey, Experimental study - Relative advantages. Sampling Methods- Methods of Data Collection - Observation - Questionnaire-Interview Schedule.

UNIT -III RESEARCH METHODS

5 Hrs

Measurement techniques - Scaling - Meaning – Classification - Techniques. Data collection; Meaning- Methods- Primary and secondary methods.

UNIT - IV ANALYSIS AND INTERPRETATION

6 Hrs

Hypothesis – Meaning – Types – characteristics – Formulation – Sources – Testing of hypothesis - Tools

UNIT -V WRITING RESEARCH REPORT

6 Hrs

Preliminary steps of writing research report- Essentials of a good report- Style of writing reports tables, figures - Format of the report

Note: Only Theory No Problems.

Text Books

- Ravilochanan, P. (2018), *Research Methodology*. Margham Himalaya Publications New Delhi.
- Wiliam G. Zikmund (2017).*Business Research Methods*. South-Western Cengage Learning.

Reference Books

- Donal Copper, R. (2017).*Business Research Methods*. Tata McGraw Hill. New Delhi.

- Kothari, C.R. (2018). *Research Methodology*. Wishva Prakashan. New Age International Publisher. Bangalore.
- Gopal, M H. (2018). *An Introduction to Research Procedure in Social Sciences*.

E- Resources

- <https://www.library.cornell.edu/research/introduction>
- www.tru.ca > Open Learning
- www.skillsyouneed.com/learn/research-methods.html

SERVICES MARKETING

UBAM508

Semester : V

Category : Core XV

Class & Major: III BBA

Credit : 05

Hours/Week : 06

Total Hours : 78

Objectives:

To enable the students

- Understand the various concepts of services marketing.
- Use elements of marketing mix in services marketing.
- Implement the strategies for better services.

Learning Outcome:

On Completion of the course, the students will be able to

- Examine the nature of services, and distinguish between products and services.
- Develop an understanding of the roles of Relationship Marketing and customer service in adding value to the customer's perception of a service.

UNIT-I INTRODUCTION

16Hrs

Definition – Service Economy – Evolution and growth of service sector – Nature and Scope of Services – Unique characteristics of services - Challenges and issues in Services Marketing.

UNIT- II SERVICES MARKETING OPPORTUNITIES

16 Hrs

Assessing service market potential - Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Service market segmentation, targeting and positioning.

UNIT- III SERVICES DESIGN AND DEVELOPMENT

15 Hrs

Service Life Cycle – New service development – Service Blue Printing – GAP's model of service quality – Measuring service quality – SERV-QUAL – Service Quality function development.

UNIT-IV SERVICES DELIVERY AND PROMOTION

16Hrs

Positioning of services – Designing service delivery System, Service Channel – Pricing of Services, methods – Service marketing triangle - Integrated Service marketing communication.

UNIT-V SERVICES STRATEGIES

15 Hrs

Service Marketing Strategies for health – Hospitality – Tourism – Financial – Logistics - Educational – Entertainment & public utility Information technique Services – Case studies

Text Books

- Balaji, B. (2011). *Services Marketing & Management*, S.Chand Publication. New Delhi.
- Alan Wilson, Valarie A. Zeithaml and Mary Jo Bitner. (2014). *Service Marketing*. McGraw-Hill Education. New Delhi.

Reference Books

- Hoffman. (2018). *Marketing of Services*. Cengage Learning.
- Zeithaml Parusuraman. (2015). *Delivering Quality services*. The free press Macmillian.
- Philip Kotler. (2017). *Marketing of Non Profit Organization*. Prentice Hall of India (P) Ltd, India. New Delhi.
- Christropher H.Lovelock and JochenWirtz, *Services Marketing*, Pearson Education. New Delhi.2018.

E- Resources

- www.managementstudyguide.com/definition-and-characteristics-of-servi
- www.businessdictionary.com/definition/service-marketing.html
- www.slideshare.net/ch_paki/services-marketing

MERCANTILE LAW

UBAM509

Semester : V

Category : Core XVI

Class &Major : III BBA

Credit : 05

Hours/Week : 06

Total Hours : 78

Objectives:

To enable the students

- Understand the basic concepts of Indian Contract Act, 1872.
- Analyse the various methods of discharge of contract and their remedies.
- Appraise the recent amendments in laws related to business.

Learning Outcome:

On Completion of the course, the students will be able to

- Demonstrate an understanding of the Legal Environment of Business.
- Apply basic legal knowledge to business transactions.
- Communicate effectively using standard business and legal terminology.

UNIT-I INTRODUCTION

15 Hrs

Indian contract Act, 1872 - Scope - Characteristics - Kinds - Essential of contract - Classification of contract – Offers & Acceptance– Lapse & Revocation of offer.

UNIT-II ESSENTIALS OF CONTRACT

15 Hrs

Consideration & Capacity – Coercion – Undue Influence – Fraud – Fraudulent - Silence – Mistake – Misrepresentation.

UNIT-III DISCHARGE OF CONTRACT

16 Hrs

Discharge of contract by performance – Tender – Time and place for performance – Breach of contract – Actual Breach – Anticipatory Breach – Remedies for Breach – Damage and its Kinds – Rules for Damages.

UNIT-IV SALE OF GOODS ACT, 1930 & VAT**16 Hrs**

Sale of goods - Difference between sale and agreement to sell - Conditions and warranties - Transfer of property - Performance of contract of sale - Rights of unpaid seller, Meaning – objectives – advantages – disadvantages of VAT – tax credit system – set off of tax credit – levy of VAT.

UNIT-V THE PARTNERSHIP ACT 1932**16 Hrs**

Registration of Partnership firms- Partners- Types- Rights, Duties and Liabilities – Implied Authority - Expulsion – Insolvency- Death-Transfer of Interest- Position of Minor as Partner- Dissolution of partnership.

Text Book

- Kapoor, N.D. (2015).*Mercantile Law*. Sultan Chand & Sons Publications. New Delhi.

Reference Books

- Moshal, B.S. (2014).*Mercantile Law*. Ane Books Private Ltd.Mumbai.
- Gulson, S.S. (2015). *Mercantile Law*. 5th Edition.Bangalore.
- Padma, T &K.P.C.Rao. (2014).*Mercantile laws, Sultan Chand & Sons. New Delhi*.

E-Resources

- Cacmacsclub.com/cpt-mercantile-law-notes-study-material/html.
- <https://superprofs.com/ca/how-to-prepare-ca-cpt-mercantile-law/>
- www.sheir.org/mercantile_law_notes.html

MANAGEMENT ACCOUNTING

UBAM504/UCOM507/UCCM507

Semester : VI**Credit : 05****Category : Core XIV / XIII****Hours/Week : 06****Class/Major : III BBA/IIIB.Com/III B.Com (CA)****Total hours : 78****Objectives:****To enable the students**

- Gain knowledge of basic concepts of Management Accounting
- Analyze and interpret the financial statements
- Develop accounting skills to take managerial decisions

Learning Outcome:**On Completion of the course, the students will be able to**

- Make calculations with whole numbers of varying magnitude
- Identify different types of fractions and convert between them
- Use multiplication and division when evaluating expressions with decimals.

UNIT-I INTRODUCTION TO MANAGEMENT ACCOUNTING**15 Hrs**

Management Accounting – Meaning, scope, importance and limitations – Management Accounting vs. Cost Accounting – Management Accounting vs Financial Accounting.

UNIT- II ANALYSIS AND INTREPRETATION OF FINANCIALSTATEMENT 16 Hrs

Financial statement – Nature, objectives and tools– Methods– Comparative Statements , Common Size statement – Trend Analysis.

UNIT- III RATIO ANALYSIS**16 Hrs**

Ratio analysis – Benefits and Limitations, Classification of Ratios – Liquidity, Solvency, Profitability and Turnover Ratios.

UNIT- IV FUND FLOW& CASH FLOW ANALYSIS**15 Hrs**

Fund Flow and Cash Flow Statement – Differences – Advantages – Limitations- Conversion method only.

UNIT-V BUDGETARY CONTROL AND MARGINAL COSTING**16 Hrs**

Budgets and Budgetary Control – Meaning, objectives, Merits and Demerits – Types of Budgets – Production, Cash and Flexible Budget, Marginal Costing (excluding decision making) – Absorption Costing and Marginal Costing – CVP analysis – Break Even analysis and Break even Chart.

Note-Theory – 30%, Problems – 70%

Text Books

- Srinivasan, N.P.(2017). *Management Accounting*. Sterling Publishers Ltd. New Delhi.
- Reddy & Murthy. (2018). *Management Accounting*. Margham Publications. New Delhi.
- Maheswari,S.N. (2017). *Cost and Management Accounts*. Sultan Chand & Sons.Mumbai.

Reference Books

- Jain and Narang, (2016). *Cost and Management Accounts*. Kalyani Publications.
- Pillai.R.S.N & Bhagirathi.,(2016). *Management Accounting*. S.Chand & Co. Ltd.
- Khan.P.K (2016). *Jain Management Accounting Publisher*. Tata McGraw-Hill Education.

E- Resources

- www.pondiuni.edu.in/storage/dde/downloads/finiii_ma.pdf
- www.ddegjust.ac.in/studymaterial/mcom/mc-105.pdf

BUSINESS INFORMATICS**UBAM510**

Semester : V
Category : Core XX
Class &Major: III BBA

Credit : 5
Hours/Week: 5
Total Hours: 65

Objectives:**To enable the Students**

- Understand the basics of Computer
- Design the basics of networking
- Use the simple SQL Commands in different fields

Learning Outcome:**On Completion of the course, the students will be able to**

- Demonstrate knowledge and skills in the logical foundations of informatics, data representation, models, structures and informatics-centric management.

UNIT-I INTRODUCTION TO COMPUTERS**13 Hrs**

Introduction - Characteristics of Computers - Block diagram of computer - Booting Process - Types of Programming Languages - Data Organization- Storage Devices- I/O Devices- Number Systems.2

UNIT – II OPERATING SYSTEM AND SERVICES IN O.S**13 Hrs**

Definition of operating system- Services provided by OS- Types of O.S - Features of Windows and Linux- Files and Directories-Internal and External Commands of DOS- Batch Files, SPSS tools, ERP, MIS.

UNIT-III DATA AND INFORMATION**12 Hrs**

Introduction- Data and Information - Measuring data - Information as a resource, Information in organizational functions - Types of information technology - Types of information systems - Transaction processing systems - Management Information Systems.

UNIT-IV INTRODUCTION TO NETWORKING**14 Hrs**

Basics of Computer Networks – Definition – Goals – Applications – Components – Topology - Types of Networks - Modes of Communication - Transmission media - Protocols and purpose - Network Connectivity Devices - Internet Basics - Concept of Internet, Intranet and Extranet - Search Engine - Internet Service Providers(ISP).

UNIT-V INTRODUCTION TO R.D.B.M.S**13Hrs**

Advantages and Limitations – Normalization - Entity Relationships - Use of simple SQL Commands involving both single table and joins.

Text Books

- Singh, P. (2018). *Computer Fundamentals*. Vikas Global Publications.
- Ram, B. (2015) *Computer Fundamentals Revised Third Edition* New Age International Publications.

Reference Books

- Computer Applications in Management- By Niranjan Shrivastava (Dreamtech Press)
- Data Communications & Networking- Behrouz Ferouzan (3rd Edition)

E-Resource

- <https://www.informaticsglobal.com › information-products>

STRATEGIC MANAGEMENT

UBAM608

Semester : VI
Category : Core XVII
Class & Major : III BBA

Credits : 05
Hours/week : 05
Total Hours : 65

Objectives:

To enable the students

- Understand the concept of corporate strategy
- Study various business models
- Analyze the practical corporate strategies.

Learning Outcome:

On Completion of the course, the students will be able to

- Demonstrate knowledge and skills in the logical foundations of informatics, data representation, models, structures and informatics-centric management.

UNIT- I INTRODUCTION

13 Hrs

Strategy; Definition- Process– Level- Strategic decision making- Issues- Schools of thoughts-Strategic management- definition- Elements- process- Models- the Indian scenario.

UNIT - II ENVIRONMENTAL ANALYSIS

14 Hrs

Environment- concept- characteristics- Classification of environmental sectors- Environmental scanning- Factors- Approaches- Sources of information- Methods & Techniques- Pitfalls- Appraisals.

UNIT-III SWOT ANALYSIS, STRATEGY FORMULATION AND ANALYSIS 13 Hrs

SWOT analysis - Strategy Formulation, Strategic Factors Analysis Summary (SFAS) Matrix, Business Strategy, Corporate Strategy, Functional Strategy, Strategic Choice.

UNIT- IV STRATEGY IMPLEMENTATION

12Hrs

Strategy Implementation, Organization Structure, Corporate Culture, Diversification, Mergers and Acquisitions -Evaluation and Control, Strategic Information Systems.

UNIT - V STRATEGIC EVALUATION & CONTROL

13 Hrs

Evaluation- Nature -Importance-Participants- Barriers- Requirements of effective evaluation; Strategic control- Operational control- Techniques – Role of organizational system control.

Text Book

- AzharKazmi. (2017). *Strategic Management & Business Policy*. Tata McGraw hill Publication.

Reference Books

- Mamoria, C.B and Satish Mamoria. (2018).*Business Planning and Policy*. Himalaya Publishing House.
- Sankaran, S. (2015).*Business Environment: Policy & Strategic Management*. Margham Publications.
- Francis Sirunilam. (2015).*Business policy and strategy and publications Private Ltd.*

E- Resources

- www.mbaskool.com/business.../7247-strategic-management-process.html

FINANCIAL MANAGEMENT

UBAM610/UCOM613/UCCM613

Semester : VI

Category : Core XIX

Class & Major: III BBA/IIIB.Com/III B.Com (CA)

Credits : 5

Hours/Week : 6

Total Hours : 78

Objectives:

To enable the students

- Understand the nature and scope of Financial Management.
- Prepare budgets and take dividend policy.
- Develop the necessary skills and techniques to take decisions in corporate sectors.

Learning Outcome:

On Completion of the course, the students will be able to

- Demonstrate understanding of the goals of the finance manager.
- Identify the basic financial environment and institutions. Perform analytical reviews of financial results, proposals, and plans.
- Identify funding sources, instruments, and markets.

UNIT- I INTRODUCTION

13 Hrs

Finance; Meaning- Scope- Goals. Financial Management: Meaning -Scope- Goals- Profit Maximization and Wealth Maximization in Organization.

UNIT-II CAPITAL STRUCTURE THEORY

16 Hrs

Meaning - scope – Appraisals: Net Income Approach- Net Operating Income approach - MM approach and Traditional approach – Dividend Policy.

UNIT-III COST OF CAPITAL & LEVERAGES

16 Hrs

Meaning – Significance - Types. Cost of Capital - Concepts- Importance-Classification: Cost of debt- Cost of Preference shares- Cost of equity and cost of retained earnings and weighted average cost of capital- Operating Leverage, Financial Leverage and Combined Leverage.

UNIT-IV CAPITAL BUDGETING

17 Hrs

Concept - Importance – Methods Payback period method- Discounted cash flow methods – NPV- present value index and IRR method; Return on Investment method.

UNIT-V WORKING CAPITAL MANAGEMENT & DIVIDEND POLICY

16 Hrs

Working Capital Management –Cash management – Inventory Management – Receivable Management- Dividend theories and policy, types – factors influencing dividend.

Note: (Theory 40% and Problem 60%)

Text book

- Sharma, R.K, Shashi, K.Gupta. K. (2015). Financial Management. Kalyani Publications.

Reference books

- Maheswari, S.N. (2016). *Elements of Financial Management*. Sultan Chand and Sons.
- Khan, M.Y. & P.K.Jain. (2015). *Theory and Problems in Financial Management*.

E-Resources

- www.managementstudyguide.com/capital-structure.html
- www.managementstudyguide.com/financial-management.html
- www.sap.com/india/product/financial-mgmt.html.

BUSINESS ANALYTICS FOR MANAGERS

UBAM612

Semester : VI

Category : Core-XXIII

Class & Major: III BBA

Credits : 5

Hours/Week : 5

Total Hours : 65

Objectives:

To enable the students

- Understand and critically apply the concepts and methods of Business Analytics.
- Identify, model and solve decision problems in different settings. Interpret results/solutions.
- Identify appropriate courses of action for a given managerial situation whether a problem or an opportunity.

Learning Outcome:

On Completion of the course, the students will be able to

- Enable all participants to recognise, understand and apply the language, theory and models of the field of business analytics.
- Foster an ability to critically analyse, synthesise and solve complex unstructured business problems.
- Encourage an aptitude for business improvement, innovation and entrepreneurial action.

UNIT – I THE BUSINESS ANALYTICS MODEL

12 Hrs

Introductions – Overview of Business Analytics Model – Strategy Creation – Types of reporting and Analytical Processes – Data Warehouse and Sources – Evaluation of Business Analytics Processes – Case Studies.

UNIT –II ANALYTICS STRATEGY

12 Hrs

Strategy and Business Analytics: Four Scenarios - Link between Strategy and Business Analytics - Link between - Strategy and the Deployment of BA- Strategy and BA: Four Scenarios- Requirements for Targets- Organization and sources of data-Importance of data quality-Dealing with missing or incomplete data-Data Classification

UNIT –III DEVELOPMENT AND DEPLOYMENT OF INFORMATION AT THE FUNCTIONAL LEVEL

12 Hrs

Specification Requirements- Concept of Performance Management - Human Resource Development- Finance- Inventory Management- Supply Chain Management- CPM - Establishing New Business Processes-- Pricing - Human Resource Development - Corporate Performance Management – Finance - Inventory Management - Case Study.

UNIT –IV BUSINESS ANALYTICS AT THE ANALYTICAL LEVEL 14 Hrs

Data, Information, and Knowledge - Analyst's Role in the Business Analytics Model - Business Competencies - Analytical Methods – Hypothesis - Data Mining - Explorative Methods - Analyst's Role in the BA Model- Analyst Requirements- Selection of Analytical Method- Data, Information and Knowledge- Required Competency for Analyst.

UNIT – V THE COMPANY'S COLLECTION OF SOURCE DATA 13Hrs

Source Systems - Business Analytics Competency Center - Tasks and Competencies - New Business Analytics Initiatives Definition- Setup a Business Intelligence Competency Center- Centralized or Decentralized Organization - Uncovering the Value Creation of the Project- Business Analytics in Future - Case Study.

Text Books

- Gert,vH.N.Laursen,vJesper, Thorlund, (2016). *Business Analytics for Managers*. Margham Publications. New Delhi.
- Richard Vidgen, Sam Kirshnerand Felix Tan (2019).*Business Analytics*. Macmillan Education. UK

Reference Books

- Evans James, R. (2017).*Business Analytics*. Second Edition-Pearson Education.
- Prasad, R N. and Acharya, S. (2018). *Fundamentals of Business Analytics*. Wiley.

E-Resource

- www.wiley.com/go/eula to access Wiley's EBook EULA

WORKSHOP ON LEADERSHIP SKILLS

UBAR601

Semester : VI
Category : Core XXI
Class &Major : III BBA

Credits : 1
Hours/week : 1
Total Hours : 13

Activities related to following topics

Topics	Activities
Problem solving, Communication skills to build a team.	Stand by your quote, Reality check
Influencing people	Leadership Dance card Centre stage
Decision making and problem solving	Leadership Swap Walking the talk
Team building	Leadership skills plan, Leadership challenged
Motivation and rewards	Leadership values, Leaders to admire

Online References

- <http://www.workshopexercises.com/Leadership.htm#Activity%20Listing>:
- <http://www.studentleadershipchallenge.com/Resources-Activities.aspx>
- <http://lead.gmu.edu/training-resources/activities-and-exercises/>
- <https://www.envisionexperience.com/blog/leadership-building-activities-for-the-classroom-a-series>.

PROJECT
UBAP601

Semester : VI
Category : Core XXI
Class &Major: III BBA

Credits : 4
Hours/week : 6
Total Hours : 65

GUIDELINES

- This course is offered as group project
- No of students is limited to 5 to 6

RESEARCH AREA

- Human resource Management
- Finance
- Marketing
- Production

EVALUATION PATTERN FOR THE PROJECT
(INTERNAL -60, EXTERNAL -40)

S.NO	Components	Marks	
		CIA	ESE
1.	Review of Literature	10	
2.	Title of the Topic	10	
3.	Statement of the problem	10	
4.	Research Design and statistical tool	10	
5.	Result	10	
6.	Project report	10	
7.	Writing report		20
8.	Oral presentation		10
9.	Viva-voce		10
Total		60	40

CONSUMER AFFAIRS

UBAO609

Semester : VI
Category : Major Elective
Class & Major: III BBA

Credits : 4
Hours/Week : 5
Total Hours : 65

Objectives:

To enable the Students

- Rights and responsibilities as a consumer, the social framework of consumer rights and legal framework of protecting consumer rights.
- It also provides an understanding of the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards.

Learning Outcome:

On Completion of the course, the students will be able to

- Students will have an understanding about the existing law on consumer protection in India.
- Students will be conversant with major international instruments on consumer protection.
- Students will be aware of the basic procedures for handling consumer dispute.

UNIT- I CONCEPTUAL FRAMEWORK:

13 Hrs

Consumer and Markets: Concept of Consumer, Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets, e-Commerce with reference to Indian Market, Concept of Price in Retail and Wholesale, Maximum Retail Price (MRP), Fair Price, GST, labeling and packaging along with relevant laws, Legal Metrology. Experiencing and Voicing Dissatisfaction: Consumer buying process, Consumer Satisfaction/dissatisfaction-Grievances-complaint, Consumer Complaining Behaviour: Alternatives available to Dissatisfied Consumers; Complaint Handling Process: ISO 10000 suite

UNIT –II THE CONSUMER PROTECTION LAW IN INDIA

13 Hrs

Objectives and Basic Concepts: Consumer rights and UN Guidelines on consumer protection, Consumer goods, defect in goods, spurious goods and services, service, deficiency in service, unfair trade practice, and restrictive trade practice. Organizational set-up under the Consumer Protection Act: Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels; Adjudicatory Bodies: District Forums, State Commissions, and National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA with important case law.

UNIT -III GRIEVANCE REDRESSAL MECHANISM UNDER THE INDIAN CONSUMER PROTECTION LAW

13 Hrs

Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy available; Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints; Offences and penalties.

UNIT – IV ROLE OF INDUSTRY REGULATORS IN CONSUMER PROTECTION 13 Hrs

- I. Banking: RBI and Banking Ombudsman
- II. Insurance: IRDA and Insurance Ombudsman
- III. Telecommunication: TRAI
- IV. Food Products: FSSAI

- V. Electricity Supply: Electricity Regulatory Commission
- VI. Real Estate Regulatory Authority

UNIT - V CONTEMPORARY ISSUES IN CONSUMER AFFAIRS

13 Hrs

Consumer Movement in India: Evolution of Consumer Movement in India, Formation of consumer organizations and their role in consumer protection, Misleading Advertisements and sustainable consumption, National Consumer Helpline, Comparative Product testing, Sustainable consumption and energy ratings.

Text Books

- 1. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. (2007) Consumer Affairs. Universities Press.

Reference Book

- Choudhary, Ram Naresh Prasad, (2005). Consumer Protection Law Provisions and Procedure. Deep and Deep Publications Pvt Ltd.

E-Resources

- www.ncdrc.nic.in
- www.consumeraffair

FINANCIAL MARKETS & SERVICES

UBAO610

Semester : VI

Credits : 4

Category : Major Elective

Hours/Week : 05

Class & Major : III BBA

Total Hours : 65

Objectives:

To enable the students

- Understand the Indian Financial System, its constituents, the principles on which it operates, inter linkages and regulatory concerns.
- Familiarize with various types of financial services and their role in social change.
- Differentiate Innovative financial Services from Traditional financial services.

Learning Outcome:

On Completion of the course, the students will be able to

- Make an informed judgment about whether or to what extent a financial market satisfies the conditions of an efficient market
- Identify the main factors that could detract from that efficiency.

UNIT - I INTRODUCTION

15 Hrs

Financial services - meaning - Financial services and Economic Environment - Legal and Regulatory framework - Financial Institutions and other participants in the Financial Service Sector - Introduction to Leasing - Merits and Demerits - Types of Lease - Hire purchase vs. Lease.

UNIT - II CAPITAL AND MONEY MARKETS

16 Hrs

Capital and Money Markets - Instruments - Government - Securities Market - Credit rating agencies - CRISIL, CARE, ICRA - Services - Criteria for rating - Symbols. Objectives, powers and role of SEBI in investor protection.

UNIT - III FACTORING

16 Hrs

Factoring - Types and feature of factoring agreement - Factoring vs. Bills discounting - Services of factor - Consumer finance and Credit Card Services - Forfeiting.

UNIT - IV VENTURE CAPITAL

15 Hrs

Venture Capital - Meaning and characteristics - Criteria for assistance - Venture capital products/schemes and guidelines - Infrastructure financing - Assessment of risk - Legal aspects.

UNIT - V MUTUAL FUNDS

16 Hrs

Mutual Funds - Types and Features - Management structure and performance evaluation - Growth and recent trends - Investor Services - SEBI Guidelines.

Text Books

- Gurusamy, S. (2015). *Financial Markets and Institutions*. Vijay Nicole Imprints Private Ltd.
- Khan, M.Y. (2015). *Indian Financial Services*. Tata McGraw Hill Publishing Company Limited.

Reference Books

- Balu, V. (2018). *Merchant Banking & Financial Services*. Sri Venkateswara Publication.
- Bhatia, B. S. & Bhatre. G. S.(2017). *Management of Capital Markets*. Financial services and Institutions, Deep and Deep Publishers.
- Bhole, L. M. (2018). *Finance Institutions and Markets*. Tata McGraw Hill.

CUSTOMER RELATIONSHIP MANAGEMENT

UBAO604

Semester : VI
Category : Major Elective
Class & Major : III BBA

Credits : 4
Hours/Week : 05
Total Hours : 65

Objectives:

To enable the students

- Understand the importance of customer Satisfaction in today's competitive world.
- Identify CRM process and apply for framework of successful CRM.
- Use the modern technologies to build customer relationship.

Learning Outcome:

On Completion of the course, the students will be able to

- Develop understanding about customer relationship management concepts and frameworks.
- Develop skills to analyse and synthesise information and issues, related to customer relationship management, from several perspectives.
- Enhance business communication skills required to work effectively within a marketing team.

UNIT-I INTRODUCTION

15 Hrs

Introduction and significance of customer relationship marketing - Empowerment to service providers-Augment intangible benefits - Visit to the point of usage of the product - Develop partnership with customers - organizing customer clubs - Relationship based pricing schemes - Identifying with social events and concern for societal problem – effective customer

communication system - customer complaint monitoring cell - developing customer satisfaction index - concentration on customer satisfaction research - drawing the attention of competitors customers.

UNIT-II CRM PROCESS

15 Hrs

Benefits of CRM Process- A closed –loop CRM Process – Major Technological Changes - Process flow choice - Repeat or iterative process - Four ‘C’s of CRM process – CRN process for Marketing Organizations - A Comparison with CMM Levels – Level one : Adhoc or initial ,Level two: Replicable or Repeatable, Level three: Focused or Defined, Level four: Managed, Level five : Optimized.

UNIT- III CRM IMPLEMENTATION

12 Hrs

How to choose the Right CRM solution – A framework for Successful CRM – Implement Customer Performance Measures – Assess Package Solutions Against a mix of criteria - Consider Skill & Organizational Implications – Implementing CRM: A Step-by-step process- CRM implementation steps – Requirements or information gathering – Prototyping & detailed proposal generation - Five phases of CRM Projects - Train & retrain- support, system optimization, & follow up - CRM for client server model - CRM at work - Service files.

UNIT- IV BUILDING CRM

10 Hrs

CRM Process framework – Governance Process – Performance Evaluation Process.

UNIT-V AN INSIGHT INTO CRM AND ECRM.

13 Hrs

Overview of ECRM – Use of Technology in CRM – CRM Technology Tools – Implementation – Reasons and Failure of CRM.

Text Book

- Peeru Mohamed, H and Sagadevan,A. (2017). *Customer Relationship Management*. Vikas publishing house Pvt Ltd.

Reference Books

- Amrit Tiwana. (2016). *The Essentials Gained to Knowledge Management*. e - Business and CRM application. Pearson Education.
- Dr. Ravi Kalakota. (2017). *e -business Road Map for Success*. Pearson Education.

RETAIL MANAGEMENT

UBAO 605

Semester : VI
Category : Major Elective
Class & Major: III BBA

Credits : 4
Hours/Week : 05
Total hour : 65

Objectives:

- To acquaint with different types of retail outlets.
- To understand Customer Management and Show Room Management.
- To evaluate different retailing methods for different kinds of products.

Learning Outcome:

On Completion of the course, the students will be able to

- Identify key roles within retail businesses
- Classify the general steps of strategic planning in retail
- Identify a situation in which a customer has conflicting needs

UNIT-I INTRODUCTION

15 Hrs

Meaning-Role in Marketing-Difference Between Retailing And Selling, Retail Sales-Outlets Department Stores, Multiple Shops-Chain Stores-Super Markets-Consumer Cooperative Store Employees-Cooperative Stores-Direct Sales-Petty Shops-Street Vendors.

UNIT-II ORGANIZATION OF RETAIL SALES

15 Hrs

Retail Sales – Organization - Sales Manager - Role Duties And Responsibilities Qualities - Salesman - Training Of Salesman - Travelling Salesman – Motivating Salesman- Sales Incentives.

UNIT – III CUSTOMER MANAGEMENT

15 Hrs

Customer Management – Difference Types Of Customers – Store Layout And Store Preferences – Why People Buy – Buying Decision Theory – Building Goodwill-Measuring Customer Purchases. Seasonal Variation in Sales-Methods of Increasing Sales.

UNIT – IV SHOW ROOM MANAGEMENT

15 Hrs

Show Room Management- Building Layout – Lighting – Window –Display – Interior Display – Checking Shortage – Slow Moving And Unsold Stock Discount Sales – Round The Clock Sales, Returns And Maintenance Of Records – Shops And Establishment Act.

UNIT – V MERCHANDISING

10 Hrs

Retailing of services-Single brand outlet – Multi Brand outlet-Entry of Walmart

Text Book

- Baral, S.K, Bihari, S.C. (2015). *Retail Management*. AITBS publication.

Reference Books

- Morgenstern, M & Strong. (2016). *Modern Retailing Principles &Practice*. Tata McGrawHill.
- Davar, SR. (2017). *Salesmanship &Publicity*. Margham Publication.
- Schwartz. (2016). *Marketing Today A Basic Approach*. Kalyani Publications.

EMERGING BUSINESS PRACTICES IN MANAGEMENT

UBAO 606

Semester : VI
Category : Major Elective
Class & Major: III BBA

Credit : 4
Hours/Week : 5
Total Hours : 65

Objectives:

To enable the students

- Understand the emerging business practices in India
- Realize the significance of IT enabled services
- Apply the above in Organizational context

Learning Outcome:

On Completion of the course, the students will be able to

- Identify core concepts of marketing and the role of marketing in business and society.
- Able to develop Six sigma's and Business launching
- Students should able to elaborate Emerging Trends in Business.

UNIT-I KNOWLEDGE MANAGEMENT

12 Hrs

Concept-Importance of KM in organizations, learning organizations-KM process in organizations-Challenges in creating organizational knowledge-KM Strategies-Architecture and tools-KM Practices-Case studies.

UNIT-II SIX SIGMA

14 Hrs

Concept-Steps involved in launching Six Sigma-combining six sigma with quality-six sigma strategies-process improvement-Benefits derived-Case studies.

UNIT- III ENABLED SERVICE IN HRM

15 Hrs

Introduction-Data and information needs for HR manager-HR Management process and HRIS-HRIS and Employee Legislation-An Integrated View of HRIS.

UNIT-IV IT ENABLED SERVICES IN OTHER BUSIENSS DOMAIN

13 Hrs

Business/Knowledge process out sourcing-Enterprise resource planning-Threats in IT enabled services-Emergence and need of ERP-Strategies for ERP-Case studies.

UNIT- V CORPORATE GOVERNANCE

10 Hrs

Concept, Significance in Indian context, corporate social responsibility - Role of board of Directors - Recommendations of Birla committee and Narayanan murthy committee-Sarbanes-Oxley Act of 2002.

Text Books

- Dr. Kunal Gaurav. (2010). *Emerging trends in business*. ICBM. School of Business Excellence. Hyderabad. India
- Prof. Jitender Govindani. ICBM. School of Business Excellence. *Emerging trends in business*. Hyderabad. India.

Reference Books

- Ahuja, K.K. (2071). *Industrial Relations Theory &Practices*. Kalyani Publishers.
- Lal Das, D.K. (2018). *Industrial Relations in India*. Sultan Chand.

- Arun Monappa. (2016). *Industrial Relations in India*. Sultan Chand.

E-Resources

- <https://www.wegate.eu/list-e-learning-materials-tools>
- www.adam-europe.eu/prj/6726/project_6726_en.pdf
- www.uwcc.wisc.edu/info/women/escap2468.pd

INDUSTRIAL RELATIONS

UBAO 607

Semester : VI
Category : Major Elective
Class & Major : III BBA

Credits : 4
Hours/Week : 5
Total Hours : 65

Objectives:

To enable the students

- Understand the basic concepts of Industrial relations.
- Interpret the growth of trade unions and examine workers participation in management.
- Assess the practical industrial relations.

Learning Outcome:

On Completion of the course, the students will be able to

- The course helps the student understand and apply the concept of industrial relations and the system in which it operates.
- Students should be able to outline the important causes & impact of industrial disputes
- Students should be able to elaborate Industrial Dispute settlement procedures.

UNIT-I INTRODUCTION

12 Hrs

Industrial Relation; Meaning-Objectives – Scope – Models- Industrial Relations in India – History & growth of IR- Approaches to IR- State and Industrial Relations - Labour Policy – Emerging trends in India-Flexi hours-Tele community.

UNIT-II TRADE UNIONS

13 Hrs

Trade Unionism – Theories of Trade Unionism – Principles, Philosophy and Policies of Indian Labour – Growth of trade unionism in India – Management of Trade unions–Central organizations of Indian trade unions: INTUC, AITUC, HMS, UTUC- Problems of trade unions Main provisions of Trade unions Act, 1926.

UNIT- III INDUSTRIAL DISPUTES

13 Hrs

Industrial disputes & prevention and settlement –Industrial disputes- Meaning, clauses, causes, consequences, Prevention and settlement- Main provisions of IR act, 1947-Standing orders- Main provisions of Industrial Employment(Standing Orders) Act, 1946- Disciplinary Action/ Domestic Enquiry.

UNIT-IV COLLECTIVE BARGAINING

13 Hrs

Collective Bargaining - Objectives – Methods - Managements for negotiations - Union organization for bargaining - Pre requisites for the success of collective Bargaining-collective bargaining in India.

UNIT- V WORKERS PARTICIPATION IN MANAGEMENT

14 Hrs

Workers participation- Meaning, scope, objectives, levels of participation-conditions – forms –Works committee-Joint management council-Scheme of workers participation-shop council and plant council-workers participation share capital.

Text book

- Memoria, C.B. (2016). *Dynamics of Industrial Relations in India*. Himalaya Publishing House.

Reference Books

- Ahuja,K.K. (2071). *Industrial Relations Theory &Practices*. Kalyani Publishers.
- Lal Das, D.K. (2018). *Industrial Relations in India*, Sultan Chand.
- Arun Monappa. (2016). *Industrial Relations in India*. Sultan Chand.

E-Resources

- <https://www.wegate.eu/list-e-learning-materials-tools>
- www.adam-europe.eu/prj/6726/project_6726_en.pdf
- www.uwcc.wisc.edu/info/women/escap2468.pdf

RURAL MARKETING

UBAO608

Semester : VI
Category : Major Elective
Class &Major : III BBA

Credits : 4
Hours/Week : 5
Total Hours : 65

Objectives:

To enable the students

- Understand rural marketing scenario in India.
- Examine the consumer behaviour in rural market.
- Analyse the impact of government schemes in rural development.

Learning Outcome:

On Completion of the course, the students will be able to

- An ability to apply knowledge, skills and right attitude necessary to provide effective leadership in a global environment.
- An ability to develop competent management professionals with strong ethical values, capable of assuming a pivotal role in various sectors of the Indian Economy & Society, aligned with the national priorities.
- An ability to develop proactive thinking so as to perform effectively in the dynamic socio-economic and business ecosystem.

UNIT-I INTRODUCTION

13 Hrs

Rural Marketing- Definition- Scope - Concepts- Components- Classification - Rural versus Urban Markets Problems- Rural Marketing Environment: Population- Occupation Pattern- Income Generation-Location of Rural Population- Expenditure Pattern- Land Distribution-Land Use Pattern- Development Programs- Infrastructure Facilities- Rural Credit Institutions.

UNIT- II RURAL CONSUMER BEHAVIOUR**14Hrs**

Consumer Behaviour – Factors; Social - Technological - Economic – Political. Characteristics of Rural Consumer: Age and Stages of the Life Cycle- Occupation and Income- Economic Circumstances- Lifestyle- Personality and Brand Belief- Information Search and Pre Purchase Evaluation.

UNIT- III RURAL MARKET RESEARCH**12 Hrs**

Sanitizing Rural Market- Research Design - Reference Frame- Research Approach- Diffusion of Innovation- Development Studies- PRA Approach- The Need for PRA-Sampling- Operational Aspects of Data Collection.

UNIT- IV RURAL MARKETING STRATEGIES**12 Hrs**

Segmenting- Targeting and Positioning Segmentation-Basis of Segmentation and Approaches to Rural Segmentation .Product strategy for rural markets. Concept and significance. Product mix and product item decisions- Competitive product strategies- Pricing strategy in rural marketing: Concept- Significance- Objectives- Policy and strategy.

UNIT- V FUTURE OF RURAL MARKETING**14 Hrs**

Introduction- Focused Marketing Strategies- Market Research- Consumer Finance- Rural Vertical- Retail and IT Models- Rural Managers-Glamorize Rural Marketing- Public-Private Partnership- E-Rural Marketing-Case Studies in Indian Context.

Text Book

- Krishnamacharyulu, C.S.G. & Lalitha Ramakrishnan.(2015). Rural Marketing. Text and Cases- Pearson education.

Reference Books

- Habeeb Ur Rahma. (2016). Rural Marketing. HPH.
- Robert Chambers. (2017). *Rural Development: Putting the last first*. Pearson education.

V & VI SEMESTER EVALUATION COMPONENTS OF CIA

Sem	Category	Course Code	Course Title	Component III	Component IV
V	Core XX	UBAM510	Business Informatics	Poster presentation	Album making
VI	Core-XXIII	UBAM612	Business Analytics for Managers	Assignment	Case studies