



VELS



INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
(Deemed to be University Estd. u/s 3 of the UGC Act, 1956)
PALLAVARAM, THALAMBUR, PERIYAPALAYAM - CHENNAI
ACCREDITED BY NAAC WITH 'A++' GRADE

Programme Project Report (PPR)



**Bachelor of Business
Administration (BBA)**
Online Learning (OL) - Mode



Centre for Distance and Online Education

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Institute of Science, Technology & Advanced Studies (VISTAS)

Centre for Distance and Online Education (CDOE)

School of Management Studies

Department of BBA

Bachelor of Business Administration (B.B.A)

Under Semester Pattern

(From Academic Year 2025-2026 onwards)



INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)

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**BBA-Programme Project Report (PPR) &
Regulations with Detailed Syllabus**

Online (OL) Mode

Curriculum and Credit Framework for Undergraduate BBA Programme (Online Mode)

Introduction

The National Education Policy (NEP) 2020, the UGC has formulated a new student-centric “**Curriculum and Credit Framework for Undergraduate Programmes (CCFUP)**” incorporating a flexible choice-based credit system, multidisciplinary approach, and multiple entry and exit options.

(1).This undergraduate programme has the following course categories in line with the UGC CCFUGP:

- Disciplinary Major Courses/ Disciplinary Specific Core Courses(DSC)
- Disciplinary Specific Elective /Interdisciplinary Minor Courses / Minor Course(DSE / IDC / Minor)
- Multidisciplinary Courses (MDC)
- Ability Enhancement Compulsory Courses (AECC)
- Skill Enhancement Courses (SEC)
- Value Added Courses (VAC)
- Summer Internship (SI)
- Research Project/Dissertation (RP)
- Language Paper (LANG)
- English Paper (ENG)
- Vocational Course (VC)

(2).The minimum Credit requirements for undergraduate programmes of the VISTAS may be as follows:

- Three-Year Undergraduate Degree with single major: **132 Credits**
- Four-year Undergraduate Degree with Honours/Research: **176 Credits**

The award of degrees will be on fulfillment of the programme requirements and outcomes specified by each programme including the minimum credits specified. Degrees shall not be awarded merely for meeting the minimum credits but based on the successful completion of programme requirements. For example, if a programme requires minimum prescribed 132 credits and students have earned only 120 credits, they will not be eligible for the award of their undergraduate degree. Similarly, if the student has earned the minimum 132 credits prescribed by a programme, but has not fulfilled any other non-credit requirements, the students will not be eligible for award of the degree.

(3).Students can exit the Undergraduate degree Programme early with Certificate or Diploma on fulfilling the following requirements.

- Students can exit a programme after the first year with an Undergraduate Certificate, provided the programme requirements of the first year are completed including a 4 credit vocational course. The requirements of a 4 credit vocational course may be fulfilled through an internship of two months.
 - Students can exit a programme after the second year with an Undergraduate Diploma, provided the programme requirements of first year are completed including a 4 credit vocational course. The requirements of a 4 credit vocational course may be fulfilled through an internship of two months.
- a. The maximum duration to complete any of the UG Certificate, UG Diploma, UG Degree programmes would be seven years from the date of first enrolment to the programme.

- b. Students who have exited a programme are eligible to re-enrol to a programme provided they fulfil the requirements of the entry level at the time of re-entry. Re-enrolment will be through a fresh admission process.
- c. In case of Minor Courses, a programme may specify a particular minor course stream or offer elective minor course streams.
- d. Students who have secured 75% marks and above in the first six semesters of a programme having Honours with Research option, are eligible to pursue the Honours with Research stream in the fourth year in regular mode. *As Ph.D. is prohibited in ODL mode, 4-year bachelor's degree (honours with research) shall not be permitted to be offered in ODL mode.*

(4).Duration of the Programme

- (i) The duration of the UG programme is 4 years or 8 semesters.
- (ii) Students who desire to undergo a 3-year UG Programme will be allowed to exit after completion of the 3rd year.

(5).Structure of the Undergraduate Programme

The UG programme will consist of the following categories of courses and the minimum credit requirements for 3-year UG and 4-year UG (Honours) or UG (Honours with Research) programmes are given below:

S.No	Broad Category of Programme	Minimum Credit Requirement	
		3Year UG	4 Year UG
1	Major(Core)	60	80
2	Minor Stream	24	32
3	Multi-disciplinary	09	09
4	Ability Enhancement Courses(AEC)	08	08
5	Skill Enhancement Courses(AEC)	09	09
6	Value Added Courses common for all UG	06-08	06-08
7	Sommer Internship	02-04	02-04
8	Research Project/Dissertation	-	12
Total		120	160

*4 Credit Vocational course is mandatory for Undergraduate Certificate / Undergraduate Diploma

Bachelor of Business Administration (BBA)-OL Mode

Under Semester Pattern

Programme Project Report (PPR)

(From Academic Year 2025-2026 onwards)

I. Programme's Mission & Objectives

Bachelor of Business Administration B.B.A Programme is one of the core and popular Bachelor's Degree. It is a course that covers the Principles of Management, as well as its theories and applications. Human Resource Management, Marketing Management, Financial Services, E- Business, Financial Management and Management Accounting are covered under this course. Students pursuing this Programme will have a great career in Banking, Finance, and other major industries. Bachelor of Business Administration or B.B.A is one of the most popular bachelor degrees. This degree course is about the management of a business, company, or organization. The students are taught skills and in-depth knowledge of the business world, and all the intricate aspects of running a business. This is one of the best professional degrees that's popular with 12th pass students.

II. Relevance of the Programme with HEI's Mission and Goals

Bachelor of Business Administration B.B.A Programme of the VISTAS is familiarizing the candidate about the various management concepts and applications of the concepts in business operations. The programme makes the candidates to recognize the dynamics and complexities of business organizations. The career related degree Programme in Business Administration is designed with the objective of equipping students to cope with the emerging trends and challenges in the industrial and business world. In congruence with goals of the VISTAS the Programme also envisages to provide skilled manpower to the professional, industrial, and service sectors in the country so as to meet global demands. The Programme is designed with three major subjects, so that a successful candidate can go for higher studies in any one of the major subjects of his/ her choice. The Programme also aims at making the students fit for taking up various jobs and to initiate and run self-employment ventures.

III. Nature of prospective target group of learners

In the digital era, Skill enhancement and knowledge acquisition are the gears that help working professional to sustain in the job and propel to greater heights in the careers. Working Professionals and the person who are not able to continue his/her education through regular mode and would like to update themselves being at home can grab this opportunity and benefit immensely from the distance and online mode. In this Programme the candidates will learn about various managerial and operative functions of various functional areas of business management discipline. Acquiring BBA Degree in Business Administration will ensure that the student successfully find a proper job or advance and improve in their current job. BBA programme is offered for those who aspire to acquire the knowledge and skills of various Managerial aspects and those who wish to get entry level jobs in the sectors of finance industry, banking, and stock market etc. Hence the learners for this programme are those who are employed and who struggle to spend time on regular classes and would like to enhance competency and skill sets by learning the domain expertise in management concepts, marketing, finance, and operations.

IV. Appropriateness of programme to be conducted in Open and Distance Learning and/or Online mode to acquire specific skills and competence:

The Learning Outcomes with respect to the Bachelor of Business Administration Programme is as follows:

- Students will acquire and demonstrate analytical and problem-solving skills within various disciplines of management, business, accounting, economics, finance, and marketing. The students will be acquiring conceptual clarity of various functional areas and ability to demonstrate a critical awareness of contemporary issues in business and management which is educated by leading edged research and management practice in the field.

- Students will be able to identify leadership features and roles, managers, group roles, which will assist students to have effective communication skills and respond properly when faced with moral and ethical dilemmas and demonstrate rational behavior. Demonstrating ability to evolve strategies for organizational benefits.
- Identify the key contributors to the development of management thinking and their contributions. The students will be able to identify the gap between current level of communication skills and the expected industry standards. The students will also be able to understand the dynamic and complex working environment of Business.
- Students will acquire the necessary communication, research, and technological skills to analyze a business situation (problem and opportunity), prepare and present a management report and take strategic decisions. The students are able to conceptualize a complex issue into a coherent written statement and oral presentation.
- Students will engage in at least one internship or service-learning experience to demonstrate relevancy of foundational and theoretical knowledge of their academic major and to gain career related experiences. The students will also demonstrate knowledge and understanding of the management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- Students will develop critical thinking abilities and a foundation of ethical principles that allows them to work respectively, ethically and professionally with people of diverse cultural, gender backgrounds. Students are able to define, analyze, and devise solutions for structured and unstructured business problems and issues using cohesive and logical reasoning patterns for evaluating information, materials, and data.

V. Instructional Design

The Curriculum and the Syllabus for Bachelor of Business Administration (B.B.A) Programme has designed covering all the aspects of Management Concepts, Marketing, Human Resource and Financial. The duration of the Programme is Three/Four Years, and the medium of instruction is English. The Bachelor of Business Administration (B.B.A) Programme is offered through the Institution, where the same Programme is offered through Conventional Mode. The Faculty Members will be used for delivering the lectures for Bachelor of Business Administration (B.B.A) Programme.

The credits systems suggested as per UGC-DEB-ODL & OL Regulations-2020 have been assigned to B.B.A. The total number of credits assigned for the Programme is 136/180. The Electronic Learning Materials in the form of e-tutorials and e-content wherever required has also been developed for the Programme.

VI. Procedure for Admissions, Curriculum Transaction and Evaluation

The admission for Master of Business Administration (MBA) Programme will be carried out through On-line by VISTAS and the Online Counselling sessions will be of both Synchronize and Asynchronize mode. The evaluation will be carried by VISTAS consisting of Continuous Internal Assessment (CIA) through Assignment and External Assessment through End Semester Examination (ESE).

- (a). **Eligibility:** Candidates who have passed in the 12th Standard Examinations or its equivalent.
- (b). **Fee Structure:** Rs.15,000/- per semester (six semester) plus Registration Charges.
- (c). **Age:** Minimum 17 Years and above
- (d). **Duration of Programme:** Minimum 3/4 Year and Maximum of 6/8 Years
- (e). **Examination System:** Examination to the Bachelor of Business Administration (B.B.A.) Programme is designed to maintain quality of standard. The Examination for the Bachelor of Business Administration (B.B.A.) Programme shall consist of only Theory Courses. Theory Examinations will be conducted by the Institute.
- (1). **Theory Examinations:** The Theory Examinations shall be of three hours duration to each Course and conducted at the end of the semester. The candidates who fail in any Course(s) will be permitted to reappear for each failed Course(s) in the subsequent examinations and it has 70% weightage.

(2). Assignments: The Scheme of Evaluation includes the Continuous Internal Assessment through Assignments, and it carries 30 % weightage.

(3). Question Pattern for Theory Examinations

Max. Marks: 70 Time: 3 hours

PART - A (2 Marks) 5X2=10 Marks

Answer any FIVE questions out of EIGHT questions

[All questions carry equal marks]

1. From Block - I
2. From Block – II
3. From Block - III
4. From Block - IV
5. From Block-V

PART - B (5 Marks) 4X5= 20 Marks

Answer any FOUR questions out of SEVEN questions in 150 words

[All questions carry equal marks]

1. From Block - I
2. From Block – II
3. From Block - III
4. From Block - IV
5. From Block-V

PART - C (10 Marks) 4X10= 40 Marks

Answer any FOUR questions out of SEVEN questions in 400 words

[All questions carry equal marks]

1. From Block - I
2. From Block – II
3. From Block - III
4. From Block - IV
5. From Block-V

(4). Passing Minimum for Theory Examination

The Candidate shall be declared to have passed the examination if the candidate secures not less than 25 marks in the End Semester Examination (ESE) in each theory paper and secures not less than 10 marks in the Continuous Internal Assessment (CIA) and overall aggregated marks is 40 marks in both external and internal taken together.

Continuous Internal Assessment (CIA)		End Semester Examination(ESE)		Overall Aggregated Marks	
Minimum Pass Mark	Maximum Mark	Minimum Pass Mark	Maximum Mark	Minimum Pass Mark	Maximum Mark
12	30	28	70	40	100

Note: In case, if a learner failed to secure 50 per cent of aggregate marks, he/she may reappear in end semester examination or re-do the assignments for securing passing minimum as the case may be.

(5). Classification of Successful Candidate: Candidates who pass all the Courses and who secure 60 per cent and above in the aggregate of marks will be placed in the First Class. Those securing 50 per cent and above but below 60 per cent in the aggregate will be placed in the Second Class. Those securing 40 per cent and above but below 50 per cent in the aggregate will be placed in the Third Class.

(VII). Requirement of the laboratory support and Library Resources

The theoretical concept papers and discussions will be carried out about cases and explanation will be given through video mode, hence there is no Physical Lab requirement for Master of Business Administration (MBA) Programme.

For the Practical concept papers, the virtual lab will be made available in the VISTAS Learning Management System (LMS) created for Online Programme.

Library Books, Journals are available at VISTAS main Library and Department Library in print version and E-version .

(f). Delivery of Programme

Master of Business Administration (MBA) Programme will be offered through VISTAS. The Assistant Professors/Associate Professors/ Professors of relevant faculty employed in VISTAS and other HEIs are eligible to handle Online Counselling sessions in VISTAS-CDOE for Master of Business Administration (MBA) Programme.

(g). Financial Assistance

Scholarships for SC/ST category are available as per the norms of the State Government of Tamil Nadu. Complete Admission fee waiver for the Physically Challenged/ Differently abled persons.

(h). Policy of Programme Delivery

The Academic Calendar for the Programme will be available for the learners to track down the chronological events/ happenings. The Week wise Online Counselling schedule will be uploaded in the VISTAS website and the same will be intimated to the students through SMS.

(i). Ranking

The Institute Rank shall be offered for the toppers (First Rankers) in the Institute Examination having passed their examinations in the first appearance within the prescribed duration of the respective Programme. Absence from an examination shall not be taken as an attempt. The top scorers in the Institute Rank Examination would be declared as Institute Rank Holders, irrespective of their grades/marks in their respective Institute Term End Examinations. Rank Certificate will be issued for a Programme as follows:

- There is no Rank if the learner strength of concerned Programme is below fifty.
- The learner's strength of the Programme concerned will be indicated in the Rank Certificate.
- The first Rank holder (gold medalist) will be eligible to get the rank certificate in the Institute convocation ceremony.

(j). Cancellation of Admission

Admission is liable to be cancelled at any stage on the following grounds. A candidate admitted to a Programme provisionally without verifying and ascertaining his / her eligibility for admission and found ineligible later through scrutiny of the filled-in admission form. Suppression of facts, furnishing incomplete, wrong or false information in filled-in Admission Form. Misconduct, Indiscipline and Violation of Institutions Norms, Rules & Regulations.

(k). Refund

If found ineligible later on, admission will be cancelled and claim for refund of such fees will be considered by the Institute after deduction of service charges, as applicable from time to time as per prevailing norms of the Institute.

VIII. Requirement of the laboratory support and Library Resources

There is no Lab facilities required for Bachelor of Business Administration (B.B.A.) Programme. Library Books are available at VISTAS main Library and Department Library.

IX. Cost Estimate of the Programme and the Provisions

The cost estimate for development, delivery and maintenance of the Bachelor of Business Administration Programme is provided in the following Table.

S.No	Details	Amount in (Rs.)
1	Programme Development, Delivery and Maintenance (Expenditure)	Rs.24,47,480/-
2	Programme Fee Charged for 1 Semester (Income)	Rs.2500/-
3	Examination Fee Charged for 1 Semester (Income)	Rs.1250/-
4	Examination Expenses Per Student for 1 Semester (Expenditure)	Rs.1150/-

X. Quality Assurance Mechanism and Expected Programme Outcomes

VISTAS-CDOE, Centre for Internal Quality Assurance (CIQA) will monitor the delivering aspect of Bachelor of Business Administration (B.B.A.) Programme for maintaining quality. Feedback will be collected from the Learners and success story if any will also be shared with learners.

Programme Outcomes (POs)

The BBA curriculum has been mapped to these outcomes, which are regularly assessed to identify levels of student achievement and areas of improvement. Students who are Graduates of the Business Administration degree program will be able to:

PO1: Students are able to define, analyze, and devise solutions for structured and unstructured business problems and issues using cohesive and logical reasoning patterns for evaluating information, materials, and data.

PO2: Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.

PO3: Students are competent in the uses of technology in modern organizational operations.

PO4: Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.

PO5: Students can demonstrate technical competence in domestic and global business through the study of major disciplines within the fields of business.

PO6: Apply ethical principles and commit to professional ethics and responsibilities and norms of the Management practice.

PO7: Students can understand the impact of the professional solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

Programme Specific Outcomes (PSOs)

PSO1: To demonstrate the knowledge of various management principles and apply in practical life.

PSO2: To develop entrepreneurial skill in the students.

PSO3: To determine the practical skill to work as a management trainee in both manufacturing as well as in financial supporting services.

B.B.A Programme Structure(OL)-Mode

Courses of Study and Scheme of Assessment

B.B.A. Credits to be earned for three year Degree: 136 / B.B.A. Credits to be earned for four year Degree: 180

*

Component	1 st Sem	2 nd Sem	3 rd Sem	4 th Sem	5 th Sem	6 th Sem	3-Years Total Credits	7 th Sem	8 th Sem	4-Years Total Credits
Disciplinary Major Courses(DSC) & Languages	8	8	8	8	12	16	60	12	12	84
Ability Enhancement Compulsory Courses (AECC)& English Paper	2+2	2+2	2+2	2+2+3	-	-	19	-	-	19
Disciplinary Specific Elective (DSE)/Interdisciplinary Minor (IDC)/Minor	4	4	4	4	4	4	24	4	4	32
Multidisciplinary Courses (MDC)	3	3	3	-	-	-	9	-	-	9
Value Added Courses (VAC)	1	2	-	1	2	2	8	-	-	8
Skill Enhancement Courses (SEC)	2	2	2	2	4	2	14	-	-	14
Summer Internship (SI)	-	-	1	-	1	-	2	-	-	2
Research Project (RP)	-	-	-	-	-	-	-	6	6	12
Total Credits	22	23	22	22	23	24	136	22	22	180

*

B.B.A Programme Structure (OL-Mode)

First Semester

Course Code	Course Title	Course Type	No.of Credits	Marks Distributions		
				CIA	ESE	Total
OTAML-111/ OHNDL-111	Tamil-I/Hindi-I	Language	2	30	70	100
OENGL-111	English-I	Language	2	30	70	100
OBBAC-111	Principles and Practices of Management	Core-1	4	30	70	100
OBBAC-121	Financial Accounting	Core-2	4	30	70	100
OBBAC-131	Business Statistics and Logic	Core-3	4	30	70	100
OBBAM-141	Media Literacy and Critical Thinking	MDC-1	2	30	70	100
OCNSV-111	Communication Skills	VAC-1	2	30	70	100
OSFTS-111	Soft Skills-1	SEC-1	2	30	70	100
First Semester Total Credits			22			

Second Semester

Course Code	Course Title	Course Type	No.of Credits	Marks Distributions		
				CIA	ESE	Total
OTAML-211/ OHNDL-211	Tamil-II/ Hindi-II	Language	2	30	70	100
OENGL-211	English-II	Language	2	30	70	100
OBBAC-211	Human Behaviour and Organization	Core-4	4	30	70	100
OBBAC-221	Marketing Management	Core-5	4	30	70	100
OBBAC-231	Business Economics	Core-6	4	30	70	100
OBBAM-241	Indian System of Health and Wellness	MDC-2	2	30	70	100
OAHNV-211	Universal Human Values	VAC-II	2	30	70	100
OSFTS-211	Soft Skills-2	SEC-II	2	30	70	100
Second Semester Total Credits			22			

Third Semester

Course Code	Course Title	Course Type	No.of Credits	Marks Distributions		
				CIA	ESE	Total
OTAML-311/ OHNDL-311	Tamil-III/ Hindi -III	Language	2	30	70	100
OENGL-311	English-III	Language	2	30	70	100
OBBAC-311	Cost and Management Accounting	Core-7	4	30	70	100
OBBAC-321	Legal and Ethical Issues in Business	Core-8	4	30	70	100
OBBAC-331	Human Resource Management	Core-9	4	30	70	100
OBBAM-341	Indian Knowledge System	MDE-1	4	30	70	100
OBBAD-351	Investment Analysis and Portfolio Management	DSE-1	3	30	70	100
OSFTS-311	Soft Skills-3	SEC-III	2	30	70	100
OITNS-311	Internship-1	SI-I	1	30	70	100
Third Semester Total Credits			26			

Fourth Semester

Course Code	Course Title	Course Type	No. of Credits	Marks Distributions		
				CIA	ESE	Total
OTAML-411/ OHNDL-411	Tamil-III/ Hindi -IV	Language	2	30	70	100
OENGL-411	English-IV	ENG	2	30	70	100
OEVSA-411	Environmental Studies and Sustainability	AEC-I	3	30	70	100
OBBAC-411	Financial Management	Core-10	4	30	70	100
OBBAC-421	Business Environment and Public Policy	Core-11	4	30	70	100
OBBAD-431	Social Media Marketing	DSE-2	4	30	70	100
OYENV-411	Yoga Education	VAC-3	1	30	70	100
Fourth Semester Total Credits			20			

Fifth Semester

Course Code	Course Title	Course Type	No. of Credits	Marks Distributions		
				CIA	ESE	Total
OBBAC-511	Business Research Methodology	Core-12	4	30	70	100
OBBAC-521	Strategic Management	Core-13	4	30	70	100
OBBAC-531	Business Taxation	Core-14	4	30	70	100
OBBAD-541	Industrial Relations	DSE-3	4	30	70	100
OBBAS-551	Entrepreneurial Development	SEC-6	2	30	70	100
OBBAV-561	Disaster Management	VAC-4	2	30	70	100
OITNS-511	Internship- II	SI-2	2	30	70	100
Fifth Semester Total Credits			22			

Sixth Semester

Course Code	Course Title	Course Type	No. of Credits	Marks Distributions		
				CIA	SEE	Total
OBBAC-611	Digital Marketing	Core-15	4	30	70	100
OBBAC-621	Project Management	Core-16	4	30	70	100
OBBAD-631	Banking and Insurance	DSE-4	4	30	70	100
OBBAD-641	Total Quality Management	DSE-5	4	30	70	100
OBBAD-651	Financial Auditing	DSE-6	3	30	70	100
OBBAS-661	Mini Project	SEC-7	2	30	70	100
Sixth Semester Total Credits			21			

Seventh Semester

Course Code	Course Title	Course Type	No.of Credits	Marks Distributions		
				CIA	ESE	Total
OBBAC-711	Entrepreneurial Leadership	Core-17	4	30	70	100
OBBAD-721	International Business	DSE-7	4	30	70	100
OBBAD-731	International Standard Organizational Auditing	DSE-8	4	30	70	100
OBBAD-741	Research Methodology	DSE-9	4	30	70	100
OBBAR-711	Research Project-I	RP-1	6	30	70	100
Seventh Semester Total Credits			22			

Eighth Semester

Course Code	Course Title	Course Type	No.of Credits	Marks Distributions		
				CIA	ESE	Total
OBBAD-811	Marketing of Services	DSE-10	4	30	70	100
OBBAD-821	Business Communication	DSE-11	4	30	70	100
DLBEC-831	Corporate Governance	DSE-12	4	30	70	100
OBBAD-841	Production Management	DSE-5	4	30	70	100
OBBAR-811	Research Project- II	RP-2	6	30	70	100
Eighth Semester Total Credits			22			
Total for 3 Year Degree			136			
Total for 4 Year Degree			180			

Name of the BBA Programme Coordinator and Faculties for OL Mode

S.No	Name
1	Dr.P.Murugan , Professor, Programme Coordinator for BBA Programme
2	Dr.T.Sujatha , Associate Professor- Regular Faculty for BBA Programme
3	Dr.S.Priya , Assistant Professor- Regular Faculty for BBA Programme
4	Dr.N.Prathiba Lakshmi , Assistant Professor- Regular Faculty for BBA Programme

BBA (Online Mode)-Regulations-2024 and Detailed Syllabus

படிப்பு	:	பி.பி.ஏ
ஆண்டு/ பருவம்	:	(முதலாம் ஆண்டு / முதல் பருவம்)
பாட குறியீடு	:	OTAML-111
பாட தலைப்பு	:	தமிழ் - I
தகுதி அளவண்கள்	:	2

பாடத்திட்ட நோக்கம்: இந்தப் பாடத்திட்டத்தின் முக்கிய நோக்கம்

- மாணவர்களின் இலக்கிய நாட்டத்தை மேம்படுத்துதல், தற்கால தமிழ் இலக்கிய வகைமைகளான மரபுக்கவிதை, புதுக்கவிதை, உரைநடை ஆகியவற்றை அறிமுகப்படுத்துதல்.
- தமிழர்தம் வாழ்வியல் நெறிகளையும் பண்பாட்டுச் செழுமைகளையும் இன்றைய தலைமுறையினர் அறியச் செய்தல், மாணவர்களுக்குத் தமிழைத் தவறின்றி எழுதுவதற்குத் தேவையான பயிற்சி அளித்து அவர்களின் மொழித்திறனை மேம்படுத்துதல்.
- செய்யுளின் நலத்தைப் பாராட்டும் முறைமையை அறியச் செய்து அதன்வழி சிந்தனை வளத்தைப் பெருகச் செய்தல் என்பனவும் மேற்கண்டவழி மாணவர்களை ஆளுமை மிக்கவர்களாக உருவாக்கி, போட்டித்தேர்வுகளுக்குத் தயார் செய்து அவர்களுக்கு வேலைவாய்ப்பை உருவாக்குவதல்.

தொகுதி-1: தமிழ் மொழி வரலாறு: மொழிக்குடும்பம் - இந்திய மொழிக்குடும்பங்கள் - இந்திய ஆட்சி மொழிகள் - திராவிட மொழிக்குடும்பங்கள் - திராவிட மொழிகளின் வகைகள் - திராவிட மொழிகளின் சிறப்புகள் - திராவிட மொழிகளின் வழங்கிடங்கள் - திராவிட மொழிகளுள் தமிழின் இடம் - தமிழ்மொழியின் சிறப்புகள் - தமிழ் பிறமொழித் தொடர்புகள்.

தொகுதி-2: புறநானூறு: புறநானூறு- பாடல் எண்: , 182, 183, - இரண்டு பாடல்கள். / குறுந்தொகை- பாடல் எண்: 2, 167, - இரண்டு பாடல்கள் / பரிபாடல் - முருகன். வையை - இரண்டு பாடல்கள்

தொகுதி-3: அற இலக்கியங்கள்: திருக்குறள்- வாள்சிறப்பு (அறம்), பெருமை (பொருள்), பிரிவாற்றாமை (இன்பம்), மூன்று அதிகாரங்கள் முழுமையும்- நாலடியார் - இரண்டு பாடல்கள். (2, 3) / மூதுரை - இரண்டு பாடல்கள். (2, 8)

தொகுதி-4: மொழி- பிழை நீக்கி எழுதுதல் - ஒற்றுப்பிழை நீக்கி எழுதுதல் - தொடர்பிழை நீக்கி எழுதுதல் - ஒற்று மிகும் இடங்கள் - ஒற்று மிகா இடங்கள் - பிற மொழிச் சொற்களை நீக்கி எழுதுதல் - பயிற்சிகள்.

பார்வை நூல்கள்

- (1).தமிழர் நாகரிகமும் பண்பாடும், டாக்டர் அ. தட்சிணாமூர்த்தி, ஐந்திணைப் பதிப்பகம், 21.
- (2).தவறின்றித் தமிழ் எழுதுவோம், மா. நன்னன், ஏகம் பதிப்பகம், 1999.
- (3).தவறின்றித் தமிழ் எழுது - மருதூர் அரங்கராசன், ஐந்திணைப் பதிப்பகம், 23.
- (4).தமிழ் இலக்கிய வரலாறு, வரதராசன், மு, புது தில்லி: சாகித்திய அக்காதெமி, 22.
- (5).புதிய தமிழ் இலக்கிய வரலாறு, நீல. பத்மநாபன், சிற்பி பாலசுப்ரமணியம், சாகித்திய அகாடெமி, 27.
- (6).செம்மொழி தமிழின் சிறப்பியல்புகள்- முனைவர் மறைமலை இலக்குவனார்; <https://www.youtube.com/watch?v=HHZnmJb4jSY>
 - பாடநூல் தேடலுக்கான இணையம் - <https://archive.org/>

பாடநெறி முடிவுகள்:

இந்தப் பாடத்திட்டத்தின் முடிவல் மாணவர்களால் முடியும்

CO1: அவர்களின் நடைமுறை வாழ்க்கையில் அடிப்படையான தமிழ் இலக்கணத்தைப் பயன்படுத்துதல்.

CO2: சொற்பொழிவு பற்றிய கருத்தைப் படித்த பிறகு அவர்களின் பேச்சுத் திறனை மேம்படுத்தவும்.

CO3: பெயரிடலைப் படிக்கும் தங்கள் சொந்த பாணியிலான கலைச்சொற்களை உருவாக்குங்கள்.

CO4: ஆங்கில பத்தியை தமிழுக்கு மொழிபெயர்.

CO5: அவர்களின் அறிவை பத்திரிகைகள், கட்டுரைகள் எழுத்துக்களில் பயன்படுத்துங்கள்.

Programme	:	B.B.A
Year/Semester	:	First Year / First Semester
Course Code	:	OHNDL-111
Course Title	:	Hindi - I
No.of Credits	:	2

Course Objectives: The objective of this Course is-

- To understand the rural life style, Social responsibilities and social values
- To create awareness about the importance of varied culture
- To enable the students to develop communication skill in Hindi and to use Azhagi, Azhagi + fonts

Block-1:

पं. श्रीराम शर्मा कृत 'स्मृति' (कहानी)

'Smruti' (Kahani) by Pandit Sriram Sharma.

Block-2:

शरद जोशी कृत 'अतिथि तुम कब जावोगे' (व्यंग्य)

'Athiti tum kab jaaoge' (Vyangy) by Sharad Joshi.

Block-3:

राहुल सांस्कृतयायन कृत 'अथातो घुमक्कड़ जिज्ञासा' (यात्रा वृत्तान्त)

'Atatho Ghumakkad Jigyasa' (Yatra Vruthanth) by Rahul Sanskritayayan.

Block-4:

व्यावहारिक हिन्दी- पत्र लेखन में प्रयुक्त वाक्यांश. कौशल विकास - भाव एक भाषा अनेक

Functional Hindi-Phrases used in Letter Writing, Skill development – Bhav Ek Bhasha Anek

Block-5:

पत्र लेखन - परिचय व प्रकार. 3 अनौपचारिक पत्र अलगी. अलगी + फॉन्ट का परिचय

Letter Writing – Intro. & Types & 3 Personal Letters Introduction to Azhagi, Azhagi + fonts

Text Books

- (1).Pandit Shriram Sharma, Shikaar, Sahitya Sadan, 1932.
- (2).Sharad Joshi, Yatha Sambhav, Bharatiya Gyanpeet, 2014.
- (3).Rahul Sanskritayayan, Ghumakkad Shastra, Rajkamal Prakashan, 1949.

Reference Books

- (1).Kendriya Hindi Sansthan, Banking Hindi Patyakram, 2012.
- (2).NCERT, Sparsh, Class 9.
- (3).Main Aur Mera Vyakaran, New Saraswati House, New Delhi.
- (4).Govind Ballabh Sharma, Hindi Vyavaharik Tankan Kala Evam Tankan Abhyas, Neelkanth Publishers Pvt. Ltd., 2022.

Web Links

- Pandit Sriram Sharma ka kahani: <https://www.evidyarthi.in>
- Harishankar parasayi ka Vyangy: <http://gadyakosh.org>
- Rahul Sanskritayayan ka yatravrutnant: <https://www.hindwi.org>
- Prayojanmoolak Hindi:<https://hi.m.wikipedia.org>
- <https://www.azhagi.com/hnd/helphtml/Introduction.html>

Course Outcome

At the end of the Course, the students will be able to:

COC1: Gain knowledge about the rural life style

COC2: Understand social values

COC3: Understand importance of varied culture

COC4: Journalise in Functional Hindi

COC5: Use Azhagi. Azhagi+ fonts

Programme	:	B.B.A
Year/Semester	:	First Year / First Semester
Course Code	:	OENGL-111
Course Title	:	English- I
No. of Credits	:	2

Course Objectives: The objective of this Course is-

- To enable students to develop their communication skills effectively.
- To make students familiar with usage skills in the English Language.
- To enrich their vocabulary in English.
- To develop communicative competence.

Block-1: Prose

Dangers of drug abuse - Hardin B.Jones

Tight corners - E.V.Lucas

Block-2: Poetry

Ecology - A.K.Ramanujan

The owl and the chimpanzee - Jo Camacho

Block-3 : Short Story

The Dear Departed - Stanley Houghton

The Fool's Paradise- Isaac Bashevis Singer

Block-4: Grammar

Parts of speech, Articles

Block-5: Grammar

One-word substitution, prefix, suffix, synonym, antonym

References Books

(1).Dr. M. Narayana Rao and Dr. B. G.Barki–Anu’s Current English for Communication (AnuChitra). June 2012.

(2).Dr. Ananthan, R. Effective Communication. Ed. Chennai: Anu Chithra Pub.2010.

Course Outcomes

At the end of the Course, the students will be able to:

CO1: Understand the characteristic features of the language used in the text.

CO2: Strengthen their knowledge of basic grammar

CO3: Improve narrative skills after studying diverse prose and play.

CO4: Understand to classify parts of speech and articles.

CO5: Develop critical writing skills in the textual content of the syllabus.

Programme	:	B.B.A
Year/Semester	:	First Year / First Semester
Course Code	:	OBBAC-111
Course Title	:	Principles and Practices of Management
No. of Credits	:	4

Course Objectives: The objective of this Course is-

- To understand the basic concepts, principles, and theories of management.
- To examine the essential functions of managers.
- To analyze the impact of globalization, diversity, and ethics on management.
- To develop skills in strategic planning, decision-making, and leadership.

Block-1: Introduction to Management- Definition, nature, and significance of management, principles of management, management and administration, levels of management, role of managers and managerial skills; Evolution of management thought: Classical, Behavioral, Quantitative, Systems, Contingency and Modern approaches; Management as a science and an art; Functions of management: Planning, organizing, leading, and controlling.

Block-2: Planning, Organizing and Staffing- Nature, Importance and Purpose of planning in management; Types of plans: Strategic, tactical, operational; Planning process and techniques ; Decision- making- Importance and steps, decision making models and tools; Organizational structure and design; types of organizational structures: Functional, divisional, matrix; Authority, responsibility, and delegation, Centralization Vs Decentralization of authority and responsibility – Span of Control; Coordination and integration, MBO and MBE; Nature and Importance of staffing – Process of selection and recruitment.

Block-3: Leading, Directing- Meaning and nature of directing, Leadership theories (trait, behavioral, contingency, participative, charismatic, transformational, level-5 leader), Motivation theories and practices (Maslow, Herzberg two factor, McGregor’s theory x & theory y), Hawthorne effect, Communication (meaning and importance) in management, Team building and group dynamics.

Block-4: Controlling- Controlling-meaning and steps in controlling, control process and systems, essentials of sound control system, methods of establishing control, types of control; Performance measurement and management.

Block-5: Strategic Management, Ethics and Social Responsibility- Overview of strategic management, SWOT analysis and strategic formulation, Implementing and evaluating strategies. Ethical issues in management, Corporate Social Responsibility (CSR), Sustainable management practices.

Text Books (Latest Edition)

- (1).Bright, D. et al. Principles of Management. OpenStax Textbooks, Houston
- (2).Kapoor, Premvir, Principles of Management, Khanna Book Publishing.
- (3).Jones, G. R., and George, J. M. Essentials of contemporary management. New York, NY: McGraw-Hill Education.
- (4).Robbins, S. P. & Coulter, M. A. Management. Pearson.

Reference Books

1. Indian Business Rising: The Contemporary Indian Way of Conducting Business-And How It Can Help You Improve Your Business | Harvard Business Review Press | 5813BC-PDF-ENG | <https://hbsp.harvard.edu/product/5813BC-PDF-ENG>.

Reflective Exercises and Cases

- (1).Entrepreneurial Leadership in Forming High Tech Enclaves: Lessons from the Government of Andhra | F. Warren McFarlan, Espen Andersen, Ramiro Montealegre | Harvard Business School | 308079-PDF-ENG |<https://hbsp.harvard.edu/product/308079-PDF-ENG?>
- (2).Entrepreneurial Leadership in Forming High Tech Enclaves: Lessons from the Government of Andhra | F. Warren McFarlan, Espen Andersen, Ramiro Montealegre | Harvard Business School | 308079-PDF-ENG |<https://hbsp.harvard.edu/product/308079-PDF-ENG?>
- (3).ATH Technologies by Robert Simons and Jennifer Packard <https://www.hbs.edu/faculty/Pages/item.aspx?num=52711>
- (4).Article review and discussion: Application of Ancient Indian Philosophy in Modern Management (http://www.irdindia.in/journal_ijrdmr/pdf/vol5_iss4/8.pdf)
- (5).Review of Lincoln Electric Co. by Norman Berg.
- (6).Review of Hawthorne case.
- (7).Leadership Lessons from India | Peter Cappelli, Harbir Singh, Jitendra V. Singh, Michael Useem | Harvard Business Review | R1003G-PDF-ENG | <https://hbsp.harvard.edu/product/R1003G-PDF-ENG?>
- (8).Traditional Way of Learning Ayurveda and Practising It: A Dialogue with Vaidya Bhaskarbhai Hardikar | Mukund Dixit, Sanjay Verma | IIM Ahmedabad | A00135-PDF-ENG | <https://hbsp.harvard.edu/product/A00135-PDF-ENG?>
- (9).Forest Essentials: Demystifying India's Luxury Ayurveda Brand | Veena Vohra, Seema Khanvilkar | Ivey Publishing | W28410-PDF-ENG |<https://hbsp.harvard.edu/product/W28410-PDF-ENG?>
- (10).Atijeevan Foundation: Transforming Scars into Strength | Shubham Sharma, Satyendra C Pandey | Ivey Publishing | W36939-PDF-ENG | <https://hbsp.harvard.edu/product/W36939-PDF-ENG?> Leadership principles from Hindu scriptures (<https://blog.hua.edu/blog/leadership-principles-from-hindu-scriptures>)
- (11).Principles of Purposeful Leadership | Hubert Joly | Harvard Business Review | H06YSB-PDF-ENG | <https://hbsp.harvard.edu/product/H06YSB-PDF-ENG?>
- (12).Bharti Airtel (A) | C.K. Prahalad, M.S. Krishnan, Sheel Mohnot | WDI Publishing|W88C34-PDF-ENG|<https://hbsp.harvard.edu/product/W88C34-PDF-ENG?> [http://www.ibscdc.org/Case_Studies/Leadership/Leadership%2C Organizational Change and CEOs/LDS0028.htm](http://www.ibscdc.org/Case_Studies/Leadership/Leadership%2C_Organizational_Change_and_CEOs/LDS0028.htm)

Course Outcomes

At the end of the Course, the students will be able to:

- CO1: Demonstrate how management principles are used to solve practical business problems
- CO2: Compare and contrast different management theories and their effectiveness in various organizational contexts
Design a management strategy for a hypothetical or real organization using a mix of management theories and practice.
- CO3: Propose innovative management solutions to enhance efficiency and effectiveness in given business scenarios.
- CO4: Demonstrate controlling techniques
- CO5: Learn the SWOT analysis

Programme	:	B.B.A
Year/Semester	:	First Year / First Semester
Course Code	:	OBBAC-121
Course Title	:	Financial Accounting
No. of Credits	:	4

Course Objectives: The objective of this Course is-

- To provide an understanding of application of various principles and practice of accounting.
- To demonstrate the knowledge on the process of accounting cycle and basic steps involved in accounting.
- To apply the knowledge of systematic maintenance of books of accounts to real life business.
- To estimate Annual Financial statements of Sole proprietorship and Company form of business.

Block-1: Introduction to Accounting, Accounting System and Process- Meaning, Need for accounting and accounting information system, Stakeholder using accounting information, Qualitative aspects of financial accounting, Accounting standards in India and International (outline), Branches of Accounting, Types of Business Organisations, Accounting taxonomy, Accounting concepts and conventions, Accounting concept of income and expenditure, Classification of capital and revenue- expenditure and income, accounting equation of assets equals capital and liabilities, accounting process, contingent assets and liabilities, Fictitious assets.

Block-2: Recording Transactions and Trial Balance- Transactions -nature, Entry in Journal, Purchases, sales, Returns, Receivables, and payables, Inventory, Depreciation and amortizations, reserves, Intangible assets accounting, GST transactions, Entry in Ledger, Accounting accuracy through Trial balance, correction of errors.

Block-3: Final Accounts- Preparation of Trading and Profit and Loss account, cash books, and Balance Sheet of sole trading concerns, importance of disclosures in final accounts

Block-4: Single Entry- Definition and objectives of single entry accounting- Comparison with double-entry accounting- Calculating profit and loss from single entry records- Assessing financial position using single entry data- Preparation of income statement.

Block-5: Sustainable Reporting- Green Accounting and Sustainable Reporting- Need and objectives, Sustainability reporting need and methods, data collection, analysis for sustainable reporting to improve value of business, IFRS Financial sustainability disclosure standards.

Text Books (Latest Edition)

- (1).Jain S.P., & Narang K L, Basic Financial Accounting I, New Dehli, Kalyani publishers.
- (2).Kimmel, Financial accounting, Wiley Publications
- (3).Gupta, A, Financial Accounting for Management: An Analytical Perspective, Noida, Pearson Education.
- (4).S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.
- (5).Ashish k Battacharya, Essentials of Financial Accounting for Business Managers, Six, PHL learning.
- (6).Accounting for sustainability: www.ifac.org
- (7).Peter Bartelmus, E K Seifert, Green Accounting, London, Routledge Publications
- (8).IFRS sustainability standards: www.ifrs.org

Suggested Cases

- (1).Smokey Valley Café
- (2).Irrigation Equipment's Limited
- (3).Monarch Trading Company

Course Outcomes:

At the end of the Course, the students will be able to:

CO1: Identify the application of various principles and practice of accounting in preparation of accounting statements.

CO2: Demonstrate the knowledge on the process of accounting cycle.

CO3: Apply the knowledge of systematic maintenance of books of accounts to real life business.

CO4: Estimate Annual Financial statements of Sole proprietorship and Company form of business.

CO5: Demonstrate sustainable reporting.

Programme	:	B.B.A
Year/Semester	:	First Year / First Semester
Course Code	:	OBBAC-131
Course Title	:	Business Statistics and Logic
No. of Credits	:	4

Course Objectives: The objective of this Course is-

- To learn various concept in matrix.
- To apply the concept of sets to promote critical thinking, problem-solving techniques and interdisciplinary connections.
- To analyze the relationships, decisions making and modeling the various kinds of problems.
- To solve various logical problems.

Block-1: Sets Theory- Definitions – Operations on Sets – Laws of Sets –Properties of Sets–Simple application using Venn diagram.

Block-2: Matrices- Definitions – Operations on Matrices – Determinants–Minors– Cofactors– Properties of Determinants– Inverse of matrix – Solution of Linear Equations–Matrix method– Cramer’s rule.

Block-3: Statistical Methods- Definition– Importance, uses and limitations of Statistical methods–Diagrammatic and Graphical Representation of Data–Measures of Central tendency: Mean, Median, Mode.

Block-4: Correlation and Regression Analysis- Definition - Types of Correlation-Methods of Correlation–Karl Pearson’s Coefficient of Correlation– Spearman’s Rank Correlation Coefficient– Regression Lines and Regression equations.

Block-5: Logics T- Definitions -Algebra- Ratio–Proportions– Variations– Permutations– Fundamental Principle of Counting – Combinations– Applications of Permutations and Combinations.

Text Books (Latest Edition)

- (1).P.R.Vittal , Business Mathematics and Statistics- Margham Publications,2021
- (2).R.S.Agarwal, Quantitative Aptitude for Competitive Examinations –S.Chand Publications, 2022.

Suggested Cases

- (1).Beri G, Business Statistics, Tata McGraw Hill Publishing Company Limited, 2009.
- (2).P.R.Vittal , Business Statistics -Margham Publications,2021
- (3).Pillai R.S.N, Mrs.Bhagavathi, Statistics ,S. Chand and Company Ltd., New Delhi,1997.
- (4).S.C. Gupta and V. K. Kapoor, Fundamentals of Mathematical Statistics.
- (5).Sultan Chand & Sons, New Delhi,2020.

Web Links

- <http://mathworld.wolfram.com>
- https://web.gccaz.edu/~johwd63181/MAT142/chapter_1/problems/section%201.7.pdf
- <https://wpforms.com/the-ultimate-list-of-online-business-statistics/>
- <https://www.coursera.org/courses?query=business%20statistics>
- <https://www.geeksforgeeks.org/quantitative-aptitude/>

Course Outcomes

At the end of the Course, the students will be able to:

CO1: Examine the laws of sets and its applications.

CO2: Analyze the operations in Matrices and evaluate the solution of the system of equations.

CO3: Evaluate the Measures of central tendency under various conditions.

CO4: Analyze the relation between the variables under different concepts.

CO5: Evaluate the basic computational logics in business.

Programme	:	B.B.A
Year/Semester	:	First Year / First Semester
Course Code	:	OBBAC-141
Course Title	:	Media Literacy and Critical Thinking
No. of Credits	:	2

Course Objectives: The objective of this Course is-

- To develop critical thinking skills to analyse various media forms effectively and identify underlying biases.
- To foster media literacy principles for navigating digital media landscapes and evaluating credibility.
- To explore media production dynamics and ownership structures in the Indian context.
- To address ethical and regulatory considerations in media practices.
- To enhance digital media literacy for responsible online engagement and combating misinformation.

Block-1: Foundations of Media Literacy and Critical Thinking- Core principles of media literacy and critical thinking; Definition and significance of media literacy, its historical evolution within the Indian context; Understanding media as a powerful communication tool and its role in shaping societal perceptions and behaviors.

Block-2: Deconstructing Media Texts- Forms of media texts, including print, broadcast, digital, and social media; Textual analysis and the deconstruction of visual media using semiotics; the impact of media representations on individual perceptions and societal attitudes, from relevant case studies in the Indian context.

Block-3: Media Consumption and Production Dynamics- Dynamics of media production, distribution, and consumption in India: Influence of ownership and control structures on media content; Techniques for critically evaluating media content and analysing audience consumption patterns

Block-4: Ethics, Regulation- Ethical and regulatory considerations inherent in media practices and the evolving landscape of digital media literacy. Ethical principles in media, the regulatory framework governing media content, and the role of self-regulatory bodies in upholding ethical standards

Block-5: Digital Media Literacy- Digital media's impact on contemporary media literacy practices, strategies for navigating online information, and promoting digital citizenship.

Text Books (Latest Edition):

- (1).Potter, W. J. Media literacy (8th ed.). SAGE Publications.
- (2).Hobbs, R. Media literacy in the digital age. Routledge.
- (3).Halpern, D. F. Thought & knowledge: An introduction to critical thinking (5th ed.).Psychology Press.
- (4).Kahneman, D. Thinking, fast and slow. Farrar, Straus and Giroux.
- (5).Baran, S. J., & Davis, D. K. Mass communication theory: Foundations, ferment, and future(8th ed.). Cengage Learning.
- (6).Kahne, J., & Bowyer, B. Media literacy education in action: Theoretical and pedagogical perspectives. Routledge.
- (7).Barbour, K., & Marshall, J. The media literacy handbook. ASCD.
- (8).Bhaskar, N. K. Media laws and ethics in India. Lexis Nexis.
- (9).West, R., & Turner, L. H. Understanding intercultural communication: Negotiating a grammar of culture (2nd ed.). Routledge.
- (10).Aufderheide, P., & Jaszi, P. Reclaiming fair use: How to put balance back in copyright (2nd ed.). University of Chicago Press.

Suggested Cases:

- Fildes, R., & Goodwin, P. (2007). Against your better judgment? How organizations can improve their use of management judgment in forecasting. *Interfaces*, 37(6), 570-576.
- Stanovich, K. E., & West, R. F. (2000). Individual differences in reasoning: Implications for the rationality debate? *Behavioral and Brain Sciences*, 23(5), 645-665

Course Outcomes

At the end of the Course, the students will be able to:

CO1: Demonstrate proficiency in analyzing media texts and identifying implicit messages and ideologies.

CO2: Apply media literacy principles to make informed decisions about media consumption and production.

CO3: Understand the complexities of media production, distribution, and audience behavior.

CO4: Adhere to ethical standards in media content creation and consumption.

CO5: Promote responsible digital citizenship by navigating online information critically and combating misinformation

CO6: To promote digital citizenship.

Programme	:	B.B.A
Year/Semester	:	First Year / First Semester
Course Code	:	OCNSV-111
Course Title	:	Communication Skills
No. of Credits	:	2

Course Objectives: The objective of this Course is-

- To develop effective verbal and non-verbal communication techniques for various contexts.
- To enhance listening skills for better comprehension and engagement in conversations.
- To improve written communication abilities, focusing on clarity, coherence, and style.
- To build confidence in public speaking through practice and constructive feedback.
- To cultivate interpersonal skills for successful collaboration and professional interactions.

Block-1: Introduction to Communication Skills- Fundamentals of Communications- Elements of Communication, Types of Communication.

Block-2: Practical English- Importance of the language - Word Usage and Jargon- Tenses and the effectiveness - Basics of grammar (Noun/Verb/Adverb/Conjunction).

Block-3: Effective Communication- LSRW (Listening, Speaking, Reading & Writing)- Pronunciation - Vocabulary Building- Intonations & its importance

Block-4: Workplace Communication- Basics of telephone etiquette- E-Mail writing- Presentation Skills- Interpersonal Skills- Business English

Block-5: Quantitative Ability- Verbal Ability - Verbal Analogy- Debating Skills - Public Speaking

References

- (1).Basic communication skills for Technology, Andreja. J. Ruther Ford, 2nd Edition, Pearson Education, 2011
- (2).Personality development and soft skills, Barun K Mitra, 1st Edition, Oxford Press,2011
- (3).Elizabeth Harren, 7 April 2022, last updated: 16 November, 2023
- (4).Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler (McGraw-Hill)
- (5).Ethan Beute and Stephen Pacinelli (Greenleaf)
- (6).Soft skills and professional communication, Francis Peters SJ, 1stEdition, McGraw Hill Education, 2011

Course Outcomes

At the end of the Course, the students will be able to:

CO1: Enhance participants' business communication skills

CO2: Enhance LSRW Skills (LSRW – Listening, Speaking, Reading & Writing)

CO3: Express opinions at free will in social/ personal gathering

CO4: Impact leadership qualities among participants

CO5: Engage in conversation with others to exchange ideas

Programme	:	B.B.A
Year/Semester	:	First Year / First Semester
Course Code	:	OSFTS-111
Course Title	:	Soft Skill-I
No. of Credits	:	2

Course Objectives: The objective of this Course is-

- To learn and apply basic etiquette for personal and professional interactions.
- To develop effective stress management techniques for maintaining mental and emotional well-being.
- To enhance self-awareness for personal growth and informed decision-making.
- To gain an overview of essential 21st-century skills necessary for success in a rapidly changing world.
- To foster creativity and critical thinking skills for innovative problem-solving and adaptability.

Block-1: Introduction to Soft skills- Soft Skills vs Hard Skills- 15 important Soft Skills- Communication Skills, Time Management, Leadership Skills

Block-2: Overview of 21st Century skills- Lateral Thinking – Left Brain/Right Brain Functionality- Problem solving skills

Block-3: Self Awareness- Human Values- Mindfulness- SWOT Analysis- PDCA Approach

Course Outcomes

At the end of the Course, the students will be able to:

CO1: Know about basic etiquette for personal and professional interactions

CO2: Develop effective stress management techniques for maintaining mental and emotional well-being

CO3: Enhance self-awareness for personal growth and informed decision-making

CO4: Gain an overview of essential 21st Century skills necessary for success in a rapidly changing world

CO5: Foster creativity and critical thinking skills for innovative problem-solving and adaptability

படிப்பு	:	பி.பி.ஏ
ஆண்டு/ பருவம்	:	முதலாம் ஆண்டு / இரண்டாம் பருவம்
பாட குறியீடு	:	OTAML-211
பாட தலைப்பு	:	தமிழ் – II
தகுதி அளவண்கள்	:	2

பாடத்திட்ட நோக்கம்: இந்தப் பாடத்திட்டத்தின் முக்கிய நோக்கம்:

- மாணவர்களின் இலக்கிய நாட்டத்தை மேம்படுத்துதல், அற இலக்கியங்கள், சிற்றிலக்கியம், சிறுகதை ஆகியவற்றை அறிமுகப்படுத்துதல், தற்காலப் பேச்சுத் தமிழ் எழுத்துத்தமிழ் ஆகியவற்றின் வளர்நிலைகளை மாணவர்களை அறியச் செய்தல், அதன்வழி சிந்தனை வளத்தைப் பெருகச் செய்தல் .
- மாணவர்களை ஆளுமை மிக்கவர்களாக உருவாக்கி, போட்டித்தேர்வுகளுக்குத் தயார் செய்து அவர்களின் மொழித் திறனை மேம்படுத்த அவர்களுக்குக் கடிதம் எழுதும் கலையைக் கற்றுக்கொடுத்தல், அணி இலக்கணத்தை அறியச் செய்தல் .

பிரிவு-1: காப்பியங்கள்- சிலப்பதிகாரம்- களத்திறம் உரைத்தக் காதை முழுவதும்- மணிமேகலை- மலர்வனம் புக்க காதை முழுவதும்- கம்பராமாயணம் - சூகப் படலம் (தேர்ந்தெடுக்கப்பட்ட ஒன்பது பாடல்கள்).

பிரிவு-2: பக்தி இலக்கியம்- மாணிக்கவாசகர் - திருவாசகம் - மூன்று பாடல்கள்- புல்லாகி பூடாகி (சிவபுராணம்), எல்லாப் பிறப்பும் (சிவபுராணம்), உற்றாரை யான் வேண்டேன் (திருப்புவல்பல்)-ஆண்டாள் - திருப்பாவை - மூன்று பாடல்கள் (1, 3, 4)- மார்கழித் திங்கள் ... (பாசுரம் 1), ஓங்கி உலகளந்த... (பாசுரம் 3), ஆழிமழைக் கண்ணா... (பாசுரம் 4)-வீரமாமுனிவர் - தேம்பாவணி - வளன் செனித்தப் படலம்- சீராப்புராணம்- மானுக்கு பிணை நின்ற படலம்

பிரிவு-3: கலைகள்- சிற்பம் - ஓவியம் - இசை - கூத்து - ஒப்பனை - ஆடை அணிகலன்கள்.

பிரிவு-4: நாகரிகம், பண்பாடு- சொற்பொருள் விளக்கம் - பண்டைத் தமிழர் வாழ்வியல் - அகம் - களவு - கற்பு - குடும்பம் - விருந்தோம்பல் - உறவு முறைகள் - சடங்குகள் - நம்பிக்கைகள் - பொழுதுபோக்கு - புறம் - போர் முறைகள் - நடுகல் வழிபாடு - கொடைப்பண்பு.

பார்வை நூல்கள்

- (1).தமிழர் நாகரிகமும் பண்பாடும், டாக்டர் அ. தட்சிணாமூர்த்தி, ஐந்திணைப் பதிப்பகம், 2001.
 - (2).தவறின்றித் தமிழ் எழுதுவோம், மா. நன்னன், ஏகம் பதிப்பகம், 1999.
 - (3).தவறின்றித் தமிழ் எழுத - மருதூர் அரங்கராசன், ஐந்திணைப் பதிப்பகம், 2003.
 - (4).தமிழ் இலக்கிய வரலாறு, வரதராசன், மு., புது தில்லி : சாகித்திய அக்காதெமி, 2002.
 - (5).புதிய தமிழ் இலக்கிய வரலாறு, நீல. பத்மநாபன், சிற்பி பாலசுப்ரமணியம், சாகித்திய அகாடெமி, 2007.
 - (6)செம்மொழி தமிழின் சிறப்பியல்புகள் -முனைவர் மறைமலை இலக்குவனார்; <https://www.youtube.com/watch?v=HHZnmJb4jSY>
- பாடநூல் தேடலுக்கான இணையம் - <https://archive.org/>

பாடநெறி முடிவுகள்:

இந்தப் பாடத்திட்டத்தின் முடிவல் மாணவர்களால் முடியும்

CO1: அவர்களின் நடைமுறை வாழ்க்கையில் அடிப்படையான தமிழ் இலக்கணத்தைப் பயன்படுத்துதல்.

CO2: சொற்பொழிவு பற்றிய கருத்தைப் படித்த பிறகு அவர்களின் பேச்சுத் திறனை மேம்படுத்தவும்.

CO3: பெயரிடலைப் படிக்கும் தங்கள் சொந்த பாணியிலான கலைச்சொற்களை உருவாக்குங்கள்.

CO4: ஆங்கில பத்தியை தமிழுக்கு மொழிபெயர்.

CO5: அவர்களின் அறிவை பத்திரிகைகள், கட்டுரைகள் எழுத்துக்களில் பயன்படுத்துங்கள்.

Programme	:	B.B.A
Year/Semester	:	First Year / Second Semester
Course Code	:	OHNDL-211
Course Title	:	Hindi-21
No. of Credits	:	2

Course Objectives: The objective of this Course is-

- To inculcate the human values, importance of patriotism and hard work
- To train students in functional Hindi
- To introduce the usage of in script keyboard

Block- 1:

मुंशी प्रेमचंद कृत 'बूढ़ी काकी' (कहानी)

'Boodee kaki" (Kahani) by Munshi Premchand

Block- 2:

जयशंकर प्रसाद कृत 'पुरस्कार' (कहानी)

'Puraskar' (Kahani) by Jaishankar Prasad

Block- 3:

हरिशंकर परसाई कृत 'मैं नरक से बोल रहा हूँ' (व्यंग्य)

'Main Narak Se Bhol Raha Hun' (Vyangy) by Harishankar Parsayi,

Block- 4:

व्यावहारिक हिन्दी 1 50 तकनीकी शब्द, 50 - पदनाम व विभागीय नाम, भाव एक भाषा अनेक

Functional Hindi 1 -50- Technical Words, 50-Designation & Department Names, Bhav Ek Bhasha Anek

Block- 5:

व्यावहारिक हिन्दी 2 पत्र लेखन 3 औपचारिक पत्र, - इन्स्क्रिप्ट कीबोर्ड का परिचय

Functional Hindi 2 -Letter Writing- 3 Official Letters. Introduction to in script Keyboard

Reference Text Book:

1. Ed. Subhash chandar, Boodi Kaki by Premchand, National Book Trust, 2012.
2. Jaishankar Prasad, Pratinidhi Kahaniyan, Raj Kamal Prakashan, 2015.
3. Harishankar Parsai, Pratinidhi vyangy, Rajkamal, 2007.
4. Kendriya Hindi Prashikshan Sansthan, Parangat, Bharat Sarkar, 2015.
5. Kendriya Hindi Sansthan, Banking Hindi Patyakram, 2012.

Weblink:

1. Munshi Premchand, Manasarovar, 2007, <http://gadyakosh.org>
2. Jaishankar Prasad/ <http://gadyakosh.org>
3. Harishankar Parsai/ <https://hindikahani.hindi-kavita.com>
4. Prayojanmoolak Hindi: <https://hi.m.wikipedia.org>
5. <https://rajbhasha.gov.in/en/introduction>

Course Outcomes

At the end of this Course Students will be able to:

CO1: Know to the human values

CO2: Know the importance of patriotism

CO3: Know the value of hard work in human life

CO4: Journalese in Functional Hindi

CO5: Use in script keyboard

Programme	:	B.B.A
Year/Semester	:	First Year / Second Semester
Course Code	:	OENGL-211
Course Title	:	English-II
No. of Credits	:	2

Course Objectives: The objective of this Course is-

- To read and understand different types of prose, poetry, and fiction.
- To think critically about texts and express ideas clearly.
- To recognize and discuss key themes and styles in literary works.
- To learn and use grammar rules correctly in writing and speaking.
- To write more effectively by applying grammar and literary techniques

Block-1 Prose- If you are wrong, admit it- Dale Carnegie- Words of Wisdom- Chetan Bhaghat

Block-2: Poetry- La Belle Dame Sans Merci - John Keats- Ozymandias- P.B.Shelley

Block-3: Fiction- The School for Empathy - E.V. Lucas- The Lamb to the Slaughter-Roald Dahl

Block-4: Grammar- Types of sentences, Concord

Block-5: Grammar- Tenses, Voices

References:

1. Dr. M. Narayana Rao and Dr. B. G. Barki–Anu’s Current English for Communication (AnuChitra). June 2012.
2. General English for competitive examinations by V.Rajagopalan (Mcgraw Hill Education) -2010

Course Outcomes

At the end of this Course Students will be able to:

CO1: Identify poetic expressions in the course of daily speech

CO2: Students will develop skills that enable them to communicate effectively in writing.

CO3: Students will develop skills that enable them to communicate effectively in writing.

CO4: Discriminate against different sensibilities in approaching life.

CO5: Strengthen the ability to solve life’s problems, as highlighted in the selections.

Programme	:	B.B.A
Year/Semester	:	First Year / Second Semester
Course Code	:	OBBAC-211
Course Title	:	Human Behaviour and Organisation
No. of Credits	:	4

Course Objectives: The Objective of this Course is-

- To develop basic understanding of the concept of human behavior and organization.
- To highlight the importance of OB in modern organizations.
- To understand individual and group behavior in the workplace to improve the effectiveness of an organization.
- To critically evaluate leadership styles and strategies.

Block-1: Introduction to Human Behavior and Organization- Meaning, importance, and historical development of organizational behavior; Factors influencing organizational behavior; Contributing disciplines of OB; OB models.

Block-2: Individual Behaviour- Foundations of Individual Behavior; Personality- Determinants of personality, Type A and B, Big Five personality types, stages of personality development; Attitude - components, job-related attitudes; Learning- concept, theories, and reinforcement; Perception - concept, perceptual process, factors influencing perception; Values - concept and types: terminal values and instrumental values. Motivation – Concept, importance, and theories of motivation- Early Theories of motivation (Need Hierarchy, Theory X and Theory Y, Two Factors Theory); Contemporary Theories of motivation (Self Determination Theory, Goal-setting Theory, Reinforcement Theory, Self-efficacy Theory).

Block-3: Group & Team Behaviour- Groups and Work Teams: Concept: Five Stage model of group development; Groupthink and shift; Indian perspective on group norms, Group, and teams; Types of teams; Creating team players from individual building. Individual & Group Conflict; E-Teams.

Block-4: Leadership & Power- Leadership: Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories, Authentic leadership; Mentoring, self-leadership; Inspirational Approaches (transformational, charismatic): Comparison of Indian leadership styles with other countries. Bases of Power.

Block-5: Organizational Culture- Organizational Culture : Concept of culture; Impact (functions and liability); Creating and sustaining culture: Employees and culture; Creating positive and ethical cultures; Need and importance of Cross Cultural management, Stress, and its Management.

Readings:

Text Books (Latest Editions):

- (1).Robbins, Stephen - Organizational Behavior Prentice Hall of India Ltd., New Delhi.
- (2). Luthans Fred - Organizational Behavior: An Evidence-Based Approach - McGraw Hill Publishers Co. Ltd., New Delhi.
- (3).Prasad, L.M-Organizational Theory Behavior-Sultan Chand & Sons, New Delhi.
- (4).Rao, VS P-Organization Behavior –Himalaya Publishing House.
- (5).Aswathappa.K.-Organizational Behavior–Himalaya Publishing House, Mumbai, 18th Edition.

Reflective Exercises and Supplementary Readings:

Block-1

- (1).Personality assessment through a questionnaire (MBTI/16PF etc.)
- (2).Personality assessment through Indian scriptures.
- (3).Review Literature of the book “Personality Development” by Swami Vivekananda by Exotic India Art.
- (4).Translating Swami Vivekananda into Management Practice
- (5).https://link.springer.com/chapter/10.1007/978-981-19-1158-3_17

Block-2

(1).Assess the ways of self-directed Learning.

Block-3

(1).Watch the movie “Ruka Hua Faisla”/12 Angry Men on group decision- making.

(2).Reflective essay on group behavior on “Draupadi Cheer Haran”

(3).Identify a firm and analyze how business decisions are made in a particular situation as Individuals versus a team. Also, state which form is better and why.

(4).Understanding Belbin Individual Team Roles [https://belbin.scot/wp-content/uploads/2022/08/Belbin-8-SPI-Report- Sample.pdf](https://belbin.scot/wp-content/uploads/2022/08/Belbin-8-SPI-Report-Sample.pdf).

Block-4

(1).Reflective exercise on the concept of leadership in Mahabharata versus Ramayana.

(2).HBR, 2022: How Great Leaders Communicate.

(3).(<https://hbr.org/2022/11/how-great-leaders-communicate>)https://www.researchgate.net/publication/340607402_LEADERSHIP_AND_INNOVATION_AT_APPLE_INC

Block-5:

1. Practice stress management techniques

2. Leading strategic and organizational change at Tata Steel: the role of culture <https://www.cambridge.org/core/books/abs/leading-strategic-change/leading-strategic-and-organizational-change-at-tata-steel-the-role-of-culture/AEBA5AF709A6E343>

Learning Outcomes

After completing this Course Students will be able to:

CO1: Describe individual and group behavior in organizational settings.

CO2: Demonstrate theoretical knowledge of human behavior in human life setting in management.

CO3: Judge the lacunae in the system to be able to improve the organization health and other OB outcomes.

CO4: Formulate a more productive system and high-performance work culture operating on the principles of OB.

CO5: Describe the cross-cultural management.

Programme	:	B.B.A
Year/Semester	:	First Year / Second Semester
Course Code	:	OBBAC-221
Course Title	:	Marketing Management
No. of Credits	:	4

Course Objectives: The Objective of this Course is-

- To develop understanding about marketing management concepts and frameworks, and apply these to a new or existing business.
- To develop skills to analyze and synthesize information and derive insights related to marketing management, from several perspectives
- To explore best practices in managing marketing activities within an organization and how to measure the impact on demand and attempt to forecast and influence its future levels, magnitude and timing.

Block-1: Introduction to Marketing Management- Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, selling concept, Marketing concept, Holistic marketing concept; Marketing Environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context); Market and competition analysis, Market Analysis and Creating and Delivering Customer Value. types of marketing (B2C, B2G, B2B, C2C).

Block-2: Market Segmentation- Segmentation, Targeting and Positioning: Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets; Consumer Behavior, The Rise of Consumer Democracy, Stimulus Response Model of Consumer Behavior, Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context, Consumer Buying Decision Process, Business Customer's Buying Decision Process, and Traditional vs. Experiential Marketing's View of Customer.

Block-3: Product Life Cycle- Product decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling. Portfolio approach – Boston Consulting Group (BCG) matrix. Introduction to Brand Management and Innovation and New Product Development- Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), and Adapting Price.

Block- 4: Promotion- Promotion Decisions: Factors determining promotion mix, Promotional Tools – Fundamentals of advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling. Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers, Introduction to Retail Management.

Block-5: E-Marketing- Marketing of Services: unique characteristics of services, marketing strategies for service firms – 7Ps. Contemporary issues in Marketing, E-commerce, Digital Marketing, Ethics and social responsibility in Marketing, Integrated Marketing, Online Payments, Rural Marketing, Social Marketing, Green Marketing (Introductory aspects only).

Readings

Text Books (Latest Editions)

- (1). Kotler P., Keller K., et al. Marketing Management (16th edition). Pearson Education Pvt. Ltd.
- (2). Aaker, D. A. and Moorman Christine., Strategic Market Management: Global Perspectives. John Wiley & Sons.
- (3). Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth | Marketing Management. Pearson Higher Education
- (4). Kotler, P., Armstrong, G., and Agnihotri, P. Y. Principles of Marketing (17th edition). Pearson Education.
- (5). Ramaswamy, V.S. & Namakumari, S. Marketing Management: Indian Context Global Perspective (6th edition). Sage Publications India Pvt. Ltd.
- (6). Sheth, J. N., & Sisodia, R. S. (Eds). Does Marketing Need Reform?: Fresh Perspectives on the Future. Routledge.

- (7). Percy, L. Strategic Integrated Marketing Communications. Routledge.
- (8). Chaffey, D., & Ellis-Chadwick, F. Digital Marketing (7th edition). Pearson Higher Education.
- (9). Biswas A. K. Strategic Market Management: Managing Markets for profit and growth Notion Press.
- (10). Schmitt, B. Experiential marketing. Bilbao: Deusto.
- (11). Kumar, N. Marketing as Strategy: Understanding the CEO's Agenda for driving Growth and Innovation. Harvard Business Review Press.
- (12). Treacy, M., and Wiersema, F. The discipline of market leaders: Choose your customers, narrow your focus, and dominate your market. Basic Books.
- (13). Treacy, M. Double-digit Growth: How Great Companies Achieve It--No Matter what? Penguin. 14. Capon, N. The marketing mavens. Crown Business.
- (15). Levitt T. Marketing Myopia.
- (16). Hamel & Prahalad Competing for the Future
- (17). Peter Doyle: Value-Based Marketing
- (18). Forsyth, Gupta, Holder: A Segmentation You Can Act on.
- (19). Daniel Yankelovich and David Meer (HBS): Rediscovering Market Segmentation 20. C. K. Prahalad : The Fortune at the Bottom of the Pyramid
- (20). Al Ries & Jack Trout: Positioning: The battle for your mind

Learning Outcomes

After completing this Course Students will be able to:

- CO1: Understand fundamental marketing concepts, theories and principles; the role of marketing in the organization context.
- CO2: Recognize various elements marketing mix for effective functioning of an organization.
- CO3: Critically analyze an organization's marketing strategies.
- CO4: Learn appropriate tools and techniques of marketing with focus on Indian experiences, approaches and cases.
- CO5: Evaluate marketing implementation strategies and formulate and assess strategic, operational and tactical marketing decisions.

Programme	:	B.B.A
Year/Semester	:	First Year / Second Semester
Course Code	:	OBBAC-231
Course Title	:	Business Economics
No. of Credits	:	4

Course Objectives: The Objective of this Course is-

Business economics uses economic concepts and principles by emphasizing on demand and supply analysis, production & cost analysis and different market structures which are fundamental for further study. This course also introduces important macroeconomic concepts which are indispensable for understanding the functioning of an economy that might affect business performance.

- To equip students with fundamental concepts of microeconomics.
- To know the Business economics delves into the complexities of market structures, helping students navigate challenges such as competition, regulatory environments, and technological disruptions.
- To foster critical thinking by analyzing real-world case studies, enabling students to propose innovative solutions to business problems.
- To grasp of business economics is essential for aspiring entrepreneurs, managers, and analysts seeking to thrive in today's dynamic and interconnected business landscape.

Block-1: Fundamentals and Basic Elements of Microeconomics- The Economic Problem: Scarcity and Choice, Nature and Scope-Positive and Normative Economics- Scope of Study and Central Problems of Micro and Macroeconomics- Demand Schedule: Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Movement and Shift among Demand Curve, Elasticity of Demand- Supply Schedule: individual and market supply, determinants of supply, law of supply, Elasticity of supply. Determination of demand and supply, effect of a shift in demand and supply.

Block-2: Producer and Consumer Behavior- Theory of Production-Factors of Production, Production Function, Law of Variable Proportions, Returns to Scale, Producers' Equilibrium- Theory of Cost- Short Run and Long Run Average, Marginal and Total Cost Curves- Cardinal Utility Approach-Law of Diminishing Marginal Utility, Law of Equi- Marginal Utility, Indifference Curves, Budget Lines and Consumer Equilibrium. Segmentation, Targeting and Positioning: Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets; Consumer Behavior, The Rise of Consumer Democracy, Stimulus Response Model of Consumer Behavior, Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context, Consumer Buying Decision Process, Business Customer's Buying Decision Process, and Traditional vs. Experiential Marketing's View of Customer.

Block-3: Analysis of Market -Concept of Market and Main Forms of Market- Price and Output Determination Under Perfect Competition, Monopoly, Monopolistic Competition, and oligopoly.

Block-4: National Income- Circular Flow of Income- Concept of GDP, GNP, NDP, NNP (At Market Price and Factor Cost), Methods of Calculating National Income.

Block-5: Various Indian Economy Challenges- A Brief Introduction of Indian Economy - Pre-and Post-Independence- Current Challenges Facing by Indian Economy- Human Capital Formation, Poverty, Dynamic - Business Environment, Trade with Various Nations, Sustainable Economic Development.

Readings

Text Books (Latest Editions)

- (1).Varian. H.R: Micro Economics a modern Approach
- (2).Mc Connell & Brue: Micro Economics Principal, problems & policies. McGraw Hills Professional Publication.
- (3).Ahuja, H.L. Advanced Economic theory
- (4).Jain K.P. Advanced Economic theory
- (5).Jhingan M.L. Modern Micro Economics
- (6).J. Shapiro: Macro Economic Theory and Policy
- (7).W.H. Bransin: Macro-Economic Analysis

- (8).M.L. Jhingan: Macro-Economic Theory and Policy
- (9).M.C. Vaishya: Macro-Economic Theory
- (10).Sunil Bhaduri: Macro Economic Analysis
- (11).H.L. Ahuja: Micro Economic Theory; Modern Publisher, Gulab Bhawan, 6, Bahadur shah Zafar Marg, New Delhi.
- (12).Samuelson & William D. Nordhaus: Economics; McGraw Hills.
- (13). A.N. Agarwal: Indian Economy.
- (14). M. Maria John Kennedy: Advanced Micro Economic Theory; Himalaya Publishing House, Delhi. 15. I.C. Dhingra & V.K. Garg: Economic Development & Planning in India.
- (16). D.M. Mithani: Macro Economics; Himalaya Publishing House.
- (17). Macroeconomics” by N. Gregory Mankiw
- (18). Macroeconomics: Principles, Applications, and Tools” by Arthur O’Sullivan, Steven Shiffrin, and Stephen Perez
- (19). Macroeconomics” by Olivier Blanchard

References

Pedagogy and Teachings Method (Teacher should use the following strategies to achieve various outcomes of the course):

- (1).Different methods of teaching and media to be used to attain classroom attention.
- (2).Massive open online courses (MOOCs) may be used to teach various topics/sub topics.
- (3).15-20% of the topics which are relatively simpler of descriptive in nature should be given to the students for self-learning and assess the development of competency through classroom presentations.
- (4).Micro-projects may be given to group of students for hand-on experiences.
- (5).Encouraging students to visit to sites such as local or seasonal markets and research establishment around the institution.

Learning Outcomes

After completing this Course Students will be able to:

CO1: Understand basic concepts of microeconomics and solve the problem of reallocation and

CO2: Distribution of the scarce resources.

CO3: Analyze the form and nature of the market and their pricing strategies.

CO4: Understand the calculation of national income and true measure for increasing economic welfare.

CO5: Understand various challenges associated with the Indian economy and help to balance the economy

Programme	:	B.B.A
Year/Semester	:	First Year / Second Semester
Course Code	:	Indian System of Health and Wellness
Course Title	:	OBBAM-241
No. of Credits	:	2

Course Objectives: The Objective of this Course is-

- To apply the emerging concepts in health and wellness, and its relevance in daily life.
- To understand the relation between the mind body and its relevance.
- To design the hygiene promotion and education programmes for development.
- To understand about the stress management in day to day life.

Block-1: Introduction to Health & Wellness- Definition of health and wellness - Importance of health and wellness in everyday life, - Components of health- physical, social, mental, spiritual and its relevance - Determinants of health behaviors.

Block-2: Indian Health Care System- Traditional Health care System: Indigenous healthcare traditions include Ayurveda, Siddha, Unani, Homeopathy, Naturopathy, and Yoga - Modern (Allopathic) Healthcare Systems in India

Block-3: Nutrition for Health and Wellness- Essential components of balanced diet for healthy life style - Malnutrition, under nutrition and over nutrition - Processed foods and unhealthy eating habits.

Block-4: Management of Health and Wellness- Modern lifestyle and hypo-kinetic diseases; prevention and management through exercise - Postural deformities and corrective measures - Spirituality and mental health - Role of Yoga, asana and meditation in maintaining health and wellness - Role of sleep in maintenance of physical and mental health - Body systems and common diseases - Sedentary lifestyle and its risk of disease.- Stress, anxiety, and depression. Factors affecting mental health - Substance abuse (Drugs, Cigarette, Alcohol), de-addiction, counselling and rehabilitation.

Block-5: Health Hygiene Promotion & Education- Hygiene Behavior promotion & education- concept and its importance - Hygiene promotion & education in children & adolescence - Government initiatives & policies in rural & urban area

Text Books

- (1).Physical Activity and Health by Claude Bouchard, Steven N. Blair, William L. Haskell.
- (2).Mental Health Workbook by Emily Attached & Marzia Fernandez, 2021.
- (3).Mental Health Workbook for Women: Exercises to Transform Negative Thoughts and Improve Well Being by Nashay Lorick, 2022

References

- (1).Health Care System in India. Brijesh C. Purohit, 2009, Gayathri Publications.
- (2).Lifestyle Diseases: Lifestyle Disease Management, by C. Nyambichu & Jeff Lumiri, 2018.
- (3).Physical Activity and Mental Health by Angela Clow & Sarah Edmunds, 2013.
- (4).Snyder, C.R., &Lopez, S.J.(2007). Positive psychology: The scientific and practical explorations of human strengths. Thousand Oaks, CA: Sage.

Web Site Links

- <https://testbook.com/ias-preparation/health-care-delivery-system-in-india>
- <https://egyankosh.ac.in/bitstream/123456789/17268/1/Unit-4.pdf>
- <https://ncert.nic.in/textbook/pdf/kehe103.pdf>
- <https://egyankosh.ac.in/bitstream/123456789/17262/1/Unit-1.pdf>
- https://wedc-knowledge.lboro.ac.uk/resources/pubs/Hygiene_promotion_evidence_and_practice.pdf

Course Outcomes

After completing this Course Students will be able to:

CO1: Learn the Components of health- physical, social, mental, spiritual and its relevance

CO2: Explain the Traditional Health care System

CO3: Evaluate the components of balanced diet for healthy life style

CO4: Analyse the Modern lifestyle and hypo. Role of sleep in maintenance of physical and mental health

CO5: Develop a plan Hygiene Behavior promotion & education

Programme	:	B.B.A
Year/Semester	:	First Year / Second Semester
Course Code	:	OUHNV-211
Course Title	:	Universal Human Values
No. of Credits	:	2

Course Objectives: The Objective of this Course is-

- To appreciate the complementarity between the values and skills for sustained happiness and prosperity.
- To influence the students to approach the life and profession with a holistic perspective towards a value-based living in a natural way.
- To highlight plausible implications of holistic understanding of ethical human conduct.

Block-1: Introduction to Value Education- Living a fulfilling life. Value education. Skill education. Complementarity of Values and Skills. Development of a holistic perspective. Right understanding, relationship and physical facility. Understanding the happiness and prosperity.

Block-2: Harmony in The Human Being- Human being as co-existence of the self and the human body. Understanding harmony in the self. Harmony in the family and understanding values in human-human relationships. Harmony in the society and understanding universal human order. Harmony in nature and understanding the interconnectedness, self-regulation and mutual fulfillment. Harmony in existence and understanding co-existence at various levels.

Block-3: Implications of the Right Understanding - Ethical human conduct. Implications of value-based living. Right understanding of professional ethics. Humanistic education. Holistic technologies, production systems and management models. Strategies for transition towards value-based life and profession.

Text Book:

(1).R.R. Gaur, R. Asthana, G.P. Bagaria. (2023). A Foundation Course in Human Values and Professional Ethics. 3rd Revised Edition. Excel Books, New Delhi.

References:

- (1).A. Nagaraj, Jeevan Vidya Prakashan, Amar Katak. Jeevan Vidya (1999), Ek Parichaya
- (2).Rakesh Gupta. Jeevan Vidya (2008), An Introduction (Introductory Book to Madhyasth Darshan-Coexistentialism). English Version.
- (3).A. N. Tripathi (2004), Human Values. First Edition. New Age International Publishers, New Delhi.

Course Outcomes

After completing this Course Students will be able to:

CO1: Develop qualities like responsibility and the ability to handle problems with sustainable solutions.

CO2: Appraise human values and the harmony at various levels.

CO3: Perceive a better critical ability.

CO4: Develop qualities pertaining to value-based living.

CO5: Apply what they have learnt to their own self in real life settings.

Programme	:	B.B.A
Year/Semester	:	First Year / Second Semester
Course Code	:	OSRTS-211
Course Title	:	Soft Skill-II
No. of Credits	:	2

Course Objectives: The Objective of this Course is-

- To enable participants' social skills
- To enable participants' Etiquettes
- To impact leadership, Decision-making, Behaviour and team bonding skills.

Block-1: Professional Behaviour- Team Building – Team Bonding-Inter-Personal Relationship– Intra-Personal Relationship

Block-2: Personality Development- Types of Personality- Self-Confidence - Confidence Building- Attitude (Positive/Negative)

Block-3: Telephone Etiquette- Basics of telephone etiquette- Giving clear and concise information- Tone & rate of speech- Intonations & its Importance- Whatsapp Communications

Block-4: Decision Making- Types of Decisions – planned-unplanned, individual-group, major-minor- Types of Leadership styles – Autocratic, democratic, lesse-faire, participative, bureaucratic.

Block-5: Professional Etiquette- Respect – Salutations- Official Behavior

References:

- (1).Language Service, University at Oberta de Catalunya
- (2).Taylor. Grant English Conversation Practice. Tata McGraw Hill Education Pvt. Ltd 2005
- (3).Tiko, Champa& Jaya Sasikumar. Writing with a purpose. OUP New Delhi 1979

Course Outcomes

After completing this Course Students will be able to:

- CO1: Enhance participants business communication skills
- CO2: Enhance LSRW Skills (LSRW – Listening, Speaking, Reading & Writing)
- CO3: Express opinions at free will in social/ personal gathering
- CO4: Impact leadership qualities among participants
- CO5: Engage in conversation with others to exchange ideas

படிப்பு	:	பி.பி.ஏ
ஆண்டு/ பருவம்	:	இரண்டாம் ஆண்டு / மூன்றாம் பருவம்
பாட குறியீடு	:	OTAML-311
பாட தலைப்பு	:	தமிழ் - III
தகுதி அளவண்கள்	:	2

பாடத்திட்ட நோக்கம்: இந்தப் பாடத்திட்டத்தின் முக்கிய நோக்கம்

- மாணவர்களின் இலக்கிய நாட்டத்தை மேம்படுத்துதல், பக்தி இலக்கியத்தை மாணவர்களுக்கு அறிமுகப்படுத்தி, அதன்வழி தமிழர்தம் பக்தி உணர்வையும் அதன் மேன்மையையும், கலைத்திறனையும் வெளிப்படுத்துதல், காப்பியம், புதினம் என்ற இலக்கிய வகைகளை அறிமுகப்படுத்துதல்,
- மாணவர்களின் மொழித்திறனை மேம்படுத்தும் வகையில் மொழிபெயர்ப்பு, இலக்கணக் குறிப்பு என்பனவற்றை அறியச் செய்தல், மேற்கண்டவழி மாணவர்களைப் போட்டித்தேர்வுகளுக்குத் தயார் செய்தல்.

தொகுதி-1: சிற்றிலக்கியம்- நந்திக்கலம்பகம் - உரைவரம் பிகந்த உயர்புகழ்ப் வானுறுமதியை அடைந்தது உன்வதனம் தமிழ்விடு தூது - 10 கண்ணிகள்- திருக்குற்றாலக் குறவஞ்சி - மலைவளம் கூறுதல் - முதல் 5 பாடல்கள்- கலிங்கத்துப் பரணி - பாலை பாடியது - முதல் 5 பாடல்கள்

தொகுதி-2: சிறுகதை- அறிஞர் அண்ணா - செவ்வாழை- புதுமைப்பித்தன் - கடவுளும் கந்தசாமிப் பிள்ளையும்- கி.ராஜநாராயணன் - கதவு

தொகுதி-3: எழுதுதிறன்- கலைச்சொல்லாக்கம் - தேவைகள் - கலைச்சொற்களின் பண்புகள் - கலைச்சொல்லாக்கத்தில் தவிர்க்க வேண்டியவை - அறிவியல் கலைச்சொற்கள். கடிதம் - வகைகள் - அலுவலகக் கடிதங்கள் - பயிற்சி - அறிஞர்களின் கடிதங்கள் - கடிதங்களின் வழி கற்பித்தல் - சில அறிஞர்களின் கடிதங்கள் - நேரு...,

தொகுதி-4: பேச்சுக் கலை- பேச்சுத் திறன் - விளக்கம் - பேச்சுத்திறனின் அடிப்படைகள் - வகைகள் - மேடைப்பேச்சு - உடையாடல் - பயிற்சிகள்

பார்வை நூல்கள்

- (1).தமிழர் நாகரிகமும் பண்பாடும், டாக்டர் அ. தட்சிணாமூர்த்தி, ஐந்திணைப் பதிப்பகம், 2001.
 - (2).தவறின்றித் தமிழ் எழுதுவோம், மா. நன்னன், ஏகம் பதிப்பகம், 1999.
 - (3).தவறின்றித் தமிழ் எழுத - மருதூர் அரங்கராசன், ஐந்திணைப் பதிப்பகம், 2003.
 - (4).தமிழ் இலக்கிய வரலாறு, வரதராசன், மு., புது தில்லி : சாகித்திய அக்காடெமி, 2002.
 - (5).புதிய தமிழ் இலக்கிய வரலாறு, நீல. பத்மநாபன், சிற்பி பாலசுப்ரமணியம், சாகித்திய அகாடெமி, 2007.
 - (6).செம்மொழி தமிழின் சிறப்பியல்புகள் - முனைவர் மறைமலை இலக்குவனார்; <https://www.youtube.com/watch?v=HHZnmJb4jSY>
- பாடநூல் தேடலுக்கான இணையம் - <https://archive.org/>

பாடநெறி முடிவுகள்

இந்தப் பாடத்திட்டத்தின் முடிவல் மாணவர்களால் முடியும்

- CO1: அவர்களின் நடைமுறை வாழ்க்கையில் அடிப்படையான தமிழ் இலக்கணத்தைப் பயன்படுத்துதல்.
- CO2: சொற்பொழிவு பற்றிய கருத்தைப் படித்த பிறகு அவர்களின் பேச்சுத் திறனை மேம்படுத்தவும்.
- CO3: பெயரிடலைப் படிக்கும் தங்கள் சொந்த பாணியிலான கலைச்சொற்களை உருவாக்குங்கள்.
- CO4: ஆங்கில பத்தியை தமிழுக்கு மொழிபெயர்.
- CO5: அவர்களின் அறிவை பத்திரிகைகள், கட்டுரைகள் எழுத்துக்களில் பயன்படுத்துங்கள்.

Programme	:	B.B.A
Year/Semester	:	Second Year / Third Semester
Course Code	:	OHNDL-311
Course Title	:	Hindi - III
No. of Credits	:	2

Course Objectives: The Objective of this Course is-

- To enrich the knowledge of students about through Thirukkural
- To enable them to learn life values through ancient and medieval poems of Hindi Literature
- To develop translation and advertisements skills in Hindi

Block-1: ततरुवल्कुव कु त ततरुक्कु दिल 5 अमी० खसी कुत पहेवलया 5- 'Thirukkural'- 5 Kural-by Thiruvalluvar & Amir Khusro-5 Paheliyan

Block-2: कुबी के दोहे – 5- Kabir Ke Dohe -5

Block-3: तुलसीदास के पुद्र 28 सुद्दास के पद – 2- Tulsidas Ke Pad-2 & SurdasKe Pad-2

Block-4: व्यावहारिक हुहून्दी 1 - अनुवाद का परिचय (अि परिभारा व प्रका&ि 5 अभ्यास अनुछेद

Functional Hindi 1 - Introduction to Translation (Meaning, Definition &Types) & Exercise passages - 5

Block-5: व्यावहारिक हहन्दी 2- ववज्ञापन का परिचय (जि. परिभार व प्रका&ि 4 – नमूना बन

Advertisement-Introduction (Meaning, Definition & Types) & Model Advertisement - 4

Text Books

- (1).Thirukkural, Bharatiya Gyanpeet, 2014.
- (2).Amir Khusro Ki Paheliyan, Prakrit Bharati Acadamy, 2006.
- (3).Amar Prakash, Kahir Dobavali, Mahamaya Publication, 2020.
- (4).Tulsidas, Dobavali, Geeta Press, Gorakhpur.
- (5).Vagdey, Surdas Ke Padavali. Prabhat Prakashan, 2011.

Reference Books

- (1).Rachana Vyas, Amir Khusro Ki Paheliyan, Lokoday Prakashan Pvt. Ltd., 2022.
- (2).Kendriya Hindi Sansthan, Banking Hindi Patvakram, 2012.
- (3).Kendriya Hindi Prashikshan Sansthan, Parangat, Bharat Sarkar, 2015.
- (4).Thirukkural hindi translation by Venkata Krishnan

Web links

- (1).Ameer Khusro ki paheliyan - <https://www.hktbharat.com>
- (2).Kabir ke Dohe - Kabir granthavali Surhranthavali-<http://kavitakosh.org>
- (3).Tulsidas ke pad - <http://kavitakosh.org>

Course Outcomes

After completing this Course Students will be able to:

- CO1: Know the valuable messages in social responsibilities
CO2: Know the life values
CO3: Gain knowledge of translation in functional Hindi
CO4: Gain knowledge about advertisement skills in Hindi

Programme	:	B.B.A
Year/Semester	:	Second Year / Third Semester
Course Code	:	OENGL-311
Course Title	:	English-III
No. of Credits	:	2

Course Objectives: The Objective of this Course is-

- To enhance reading comprehension skills for understanding complex texts in competitive exams.
- To develop vocabulary and language proficiency to tackle verbal reasoning sections effectively.
- To improve grammar and writing skills for precise and coherent expression in written exams.
- To practice critical thinking and analytical reasoning abilities required for exam questions.
- To familiarise students with exam formats, strategies, and time management techniques for success in competitive exams.

Block-1: Vocabulary- Homophones, Homonyms, Note-taking, Paraphrasing

Block-2: Comprehension- Reading comprehension, Critical reading, Cloze test

Block-3: Grammar- Idioms and Phrases, Question tag, Verbal phrases, Prepositions

Block-4: Grammar- Voices, Direct & Indirect speech, Simple, Compound, Complex

Block-5: Academic Writing- Precis writing, Report writing

Text Books (Latest Edition):

(1).General English for Competitive Examinations by V. Rajagopalan (McGraw Hill Education) -2010.

References:

(1).Technical Communication – Principles and Practices by Meenakshi Raman & Sangeeta K. Sharma, Oxford Univ. Press, 2016, New Delhi.

Course Outcomes

After completing this Course Students will be able to:

CO1: Imbibe the rules of language unconsciously and tune in to deduce language structure and usage.

CO2: Develop their abilities as critical readers and writers.

CO3: Decipher the mechanism of language and use it for success in competitive examinations and job-related speaking and writing tasks.

Programme	:	B.B.A
Year/Semester	:	Second Year / Third Semester
Course Code	:	OBBAC-311
Course Title	:	Cost and Management Accounting
No. of Credits	:	4

Course Objectives: The Objective of this Course is-

- To familiarize the learners with the basic concepts and processes used to determine product costs and ascertain Material, Labour and Overhead cost.
- To enrich the knowledge of the learners in knowing and applying various tools like ratio analysis, cash flow statement, marginal costing for analysing the financial statements for managerial information
- To provide with the basic understanding of budgetary control
- To develop the knowledge of the learners to understand and prepare a management report.

Block-1: Introduction to Cost and Management Accounting- Definitions, features, objectives, functions, scope, advantages and limitations. Relationship and differences between Cost accounting, Management accounting and Financial Accounting. Cost Concepts-Cost classification – Elements of cost - Preparation of cost sheet and quotation. Material cost- direct and indirect material cost, Inventory control techniques-stock levels, EOQ, ABC analysis. Issue of materials to production- pricing methods-FIFO, LIFO and Average methods- Labour cost: direct and indirect labour cost-methods of payment of wages including incentive plans -Halsey and Rowan plans, Tailors Piece Rate method. Overheads: features, classification, methods of allocation and apportionment of overheads, primary and secondary distributions.

Block-2: Marginal Costing and Budgetary Control- Marginal Costing-Meaning - Importance - Marginal Cost Equation - Difference between Marginal costing and Absorption costing - Break Even Analysis-Meaning and Importance - Break even chart- P/V ratio - Cost Volume Profit Analysis- Margin of Safety-Angle of Incidence-Problems in Marginal costing. Budgets - Meaning and importance - Budgetary Control-Meaning and Importance-Types of Budgets, practical problems - Flexible Budget and cash Budget.

Block-3: Financial Statement Analysis- Comparative Income Statements and Balance Sheets- Common Size Income Statements and Balance Sheet analysis- Trend Analysis. Ratio Analysis – Introduction, Classification & Interpretation of Ratios-Liquidity ratios, Solvency ratios, Proprietary ratios, Profitability ratios, Leverage ratios and Turnover ratios.

Block-4: Cash Flow Statement- Introduction- Concept of Cash- Sources of cash flow Cash from operation- cash from Financing and cash from investment- Inflow and outflow of cash- Preparation of cash flow statements with adjustments.

Block-5: Management Reporting- Management Reporting – Meaning and Definitions of reports- Objectives and Purpose- Reports to top level management – Reports to lower level management- Sample Reports

Text Books (Latest Edition)

- (1).Arora, M. N. Cost and Management Accounting, New Delhi: Himalaya Publishing House.
- (2).Jain, S.P., & Narang, K.L. Cost Accounting. Principles and Practice, New Delhi: Kalyani Publishers.

References

- (1).Kishor, R.M. Cost and Management Accounting. New Delhi: Taxman Allied Services.
- (2).Pillai, R.S.N, Bagavathi, V., Cost Accounting. New Delhi: Sultan Chand.
- (3).Arora, M.N. Management Accounting, New Delhi: Himalaya Publishing House
- (4).Lal, J. Srivastav, Seema., Singh, Manisha. Cost Accounting: Test, Problems and Cases, New Delhi: Tata McGraw Hill Education

Course Outcomes

After completing this Course Students will be able to:

- CO1: Interpret the relevant theories of cost and management accounting and prepare Cost sheet and quotations.
CO2: Ascertain Material and Labour cost, allocation and apportionment of overheads.
CO3: Interpret the financial statements for managerial decision making
CO4: Prepare and interpret cash flow statement
CO5: Understand the preparation of management reports

Programme	:	B.B.A
Year/Semester	:	Second Year / Third Semester
Course Code	:	OBBAC-321
Course Title	:	Legal and Ethical Issues in Business
No. of Credits	:	4

Course Objectives: The Objective of this Course is-

- To provide students with the understanding of key legal and ethical issues in the business context of India
- To help students analyze ethical dilemmas in business decisions
- To help the students understand the legal and regulatory aspects of business ethics that concern the financial, competitive and charitable responsibilities of organisations.
- To help the students gain knowledge about the ways in which organizational and individual factors impact business ethics

Block-1: Introduction to Business Law- Business law – definition, scope, importance of understanding the role of law in business; Elements of a contract – offer and acceptance, consideration, contractual capacity; Essentials of a valid contract; Types of contracts; Performance obligations; Types of contract breaches and remedies; Product liability and consumer protection laws; Business torts; Employment law.

Block-2: Sales and Leases- Formation of Sales Contract: Contracts for Leasing Goods, Title and Risk of loss, Performance and remedies, Warranties and Product liability;

Block-3: Negotiable Instruments Act- Introduction to Negotiable Instruments, Negotiability, Negotiation and Holders in due course; Liability and discharge, Bank customer Relations/Electronic Fund Transfers

Block-4: Introduction to Business Ethics- The definition and importance of business ethics, business ethics in the Indian context; Institutionalization of Business Ethics in the organization, benefits of Ethical Conduct in Business, Ethical Issues and Stakeholder Concerns; Social Responsibility and Regulatory Framework: Corporate social responsibility; Environment & business; Issues related to Business Ethics in marketing, finance & human resource functions. Ethical responsibilities of multinational corporations; Ethical dilemmas facing businesses globally including issues related to discrimination, human rights, environmental impact, and intellectual property.

Block-5: The Ethical Decision-Making Process- Philosophical approaches to ethical decision making; Ethics & Religious approaches; Moral & Legal aspects of ethical decision making: Ethical aspects in Bhagvat Gita; Kautiliya's Arthshastra; Swami Vivekanand on Ethics; Swami Vivekanand's message to the youth of India; Ethical Decision Making in Organizations: Individual and Organizational Factors Influencing Ethical Decisions; Karma, Indian philosophy of work ethics; Kautilya's Arthshastra; Introduction to Integral Humanism; Ethical Decision-Making Frameworks to Improve Decision-Making Outcomes; Corporate Governance and its Impact on Ethical Decision-Making; Whistleblowing; Conflict Resolution.

Text Books (Latest Edition)

- (1).Tulsian, P. C. Business and Corporate Laws. S. Chand Publishing.
- (2).Fernando, A.C. Business Ethics and Corporate Governance. Pearson
- (3).Bayern, S. Business Law Beyond Business. J. Corp. L., 46, 521.
- (4).Vivekanand, S. To the Youth of India. Advaita Ashrama.

References

- (1).Ratan Tata: Ethical Leadership| By: Ashok K. Dua, Sumita Rai| Ivey Publishing| <https://hbsp.harvard.edu/product/W17258-PDF-ENG>
- (2).[www.https://scroll.in/tag/competition-commission-of-India](https://scroll.in/tag/competition-commission-of-India)
- (3).Mascarenhas, A. J. O. et al. (2019). J.R.D. Tata: Orations on Business Ethics. Rupa Publications India
- (4).Holloway, J. E. (2023). The Foundation of the Theory of Law and Business. Am. U. Bus. L. Rev., 12, 51.
- (5).Vivekanand, S. (2022) Karam Yoga: The Yoga of action. Sanage Publishing House LLP
- (6).Vivekanand, S. (2015): Lectures on Bhagavad Gita. CreateSpace Independent Publishing Platform
- (7).Laasch, O. (2022). Principles of Management. Sage Textbook

Reflective Exercises and Cases-Suggested Exercises and Cases

Block-1 Cases

- (1). Salomon Vs. Salomon & Co. Ltd
- (2). Balfour Vs. Balfour
- (3). Durga Prasad Vs. Baldeo

Block-2 Cases

- (1). Mool Chand Ram Bhagat v. Harish Chandra
- (2). Coop. Cane Unions Federations v. West U.P. Sugar Mills Assn. (2004).

Block- 3 Cases

- (1).State of Maharashtra v. Champalal (1971).
- (2).Union of India v. Martin Lottery Agencies Ltd. (2009)
- (3).Camera House, Bombay v. State of Maharashtra (1969)

Block- 4 Cases

- (1).Reflective exercise on ethics and morality in the context of Mahabharata.
- (2).Reflective exercise on integral humanism as given by Indian thought leaders.

Cases

- (1). Corporate America and Sarbanes-Oxley Act: Costs Vs. Benefits
- (2). Apple: Privacy vs. Safety (A)| By: Henry W. McGee, Nien-he Hsieh, Sarah McAra, Christian Godwin| Harvard Business School| 321004-PDF-ENG <https://hbsp.harvard.edu/product/321004-PDF-ENG>
- (3). Quick Case: Is Legal Compliance Good Enough? By: Bonnie Peter| Harvard Business Publishing| <https://hbsp.harvard.edu/product/8268-HTML-ENG>

Block-5

Reflective and review Exercise: Karam Yog (Bhagvad Gita): lessons in ethics and self- leadership

Cases

- (1). CEO Compensation and Corporate Governance at NYSE
- (2). ICICI Bank: Restoring Faith in Corporate Governance <https://hbsp.harvard.edu/product/W19323-PDF-ENG>
- (3). The Dance of Dharma: On the Difficulty of Being Good <https://hbsp.harvard.edu/product/821058-PDF-ENG>
- (4). Blind Spots: The Roots of Unethical Behaviour in Life and Work | Max H. Bazerman, Ann E. Tenbrunsel | Rotman Management | ROT140-PDF-ENG <https://hbsp.harvard.edu/product/ROT140-PDF-ENG>
- (5). Leadership Simulation: Patient Zero <https://hbsp.harvard.edu/product/7215-HTML-ENG>
- (6). Eliot Spitzer: A Crusader of Corporate Reform
- (7). Sterlite copper plant shutdown
- (8). Facebook–Cambridge Analytica data scandal

Course Outcomes

After completing this Course Students will be able to:

CO1: Recall major laws and regulations and ethical principles that guide business conduct.

CO2: Analyze case studies to identify legal and ethical challenges within business operations.

CO3: Understand the usage of negotiable instruments

CO4: Evaluate the effectiveness of existing legal frameworks in governing business practices

CO5: Propose solutions to ethical dilemmas based on ethical theories and principles that align with corporate social responsibility.

Programme	:	B.B.A
Year/Semester	:	Second Year / Third Semester
Course Code	:	OBBAC-331
Course Title	:	Human Resource Management
No. of Credits	:	4

Course Objectives: The Objective of this Course is-

- To understand how HR plays a functional role, needed for organizational effectiveness and management.
- To understand the difference between functional and strategic role of HR
- To analyse the need for HR planning, Innovation, use of technology, and sector specific HR needs
- To understand the innovation in HRM and best practices

Block-1: The Nature of HRM- Human Resource Management-An Introduction; Human Resource Business Partnership HRM; HRM policies, HRM in globally competitive environment; Functional HRM; strategic human resource management.

Block-2: Plan, Acquire, Develop, Career Management-Employee life cycle approach, Human Resource Planning; Recruitment and Selection; Training and Development; Competency Management; Career Management Talent Management, Managing the GIG employees and Virtual employees and team.

Block-3: Engagement, Performance, Compensation Management, Industrial Relations, Compliance, Employment Relations-Changing nature of Employee Engagement; Performance Management; Compensation and Benefits; Compensation for Special Groups, Industrial Relations; Workplace Laws and Regulations; Employment Relations.

Block-4: Technology and Hr Analytics-Human Resource Information and Analytics; Human Resource Management Innovations; Human Resource Management in Small and Medium Enterprises; Human Resource Management in the Service Sector.

Block-5: Innovation in HR-Organization Transformation and the Human Resource Leadership; Diversity, Equity and Inclusion; Workplace Wellness, sustainability goals and HRM, Green HRM and challenges.

Text Books (Latest Edition)

- (1).DeNisi, A.S. ,Griffin,R.W and Sarkar,Anita Human Resource Management, Cengage Learning
- (2).Sengupta Amitabha, Human Resource Management: Concepts, Practices, and New Paradigms
- (3).Cascio, Wayne F., Managing Human Resources, Tata McGraw Hill, New Delhi
- (4).DeCenzo, David A,Stephan P. Robbins, Fundamentals of Human Resource Management, Wiley India, New Delhi
- (5).Bhattacharyya, Dipak Kumar, Human Resource Management, Excel Books, New Delhi

References

- (1).Innovations in People Management, Bhatnagar, J, Bajaj, Ghosh Somanth, Lakshmi Publications, New Delhi (book of cases) relevant cases.
- (2).Prabhjot, Kaur and Bhatnagar, Jyotsna (2022) The Happy Turtle: Woman Entrepreneur and Talent in a Circular Economy, published, Richard Ivey School Case collection, Product Number Product# W25373
- (3).Bohra, Rakesh and Bhatnagar, Jyotsna, (2022) One Employee Went Freelance. Now Everyone Wants the Same Deal, Harvard Business Review, March, 2022, (ABDC/A / FT 50)
- (4).Mukherjee A, and Bhatnagar J(2022) - Conceptualizing and theorizing green human resource management: a narrative review-International Journal of Manpower, Jul 2022;(ABDC/A)

Reflective Exercises and Cases:

- (1).Innovations In People Management, Bhatnagar, J, Bajaj, Ghosh Somanth, Lakshmi Publications, New Delhi (book of cases)
- (2).Mukherjee A, and Bhatnagar J(2022) - Conceptualizing and theorizing green human resource management: a narrative review-International Journal of Manpower, Jul 2022;(ABDC/A)

Course Outcomes

After completing this Course Students will be able to:

CO1: Explain how Functional HRM contributes in organizational management.

CO2: Analyse all HR Functions like recruitment selection, performance management, compensation benefit, Training and

CO-3: Development and Career Management/Talent Management, Apply HR analytics,

CO-4: Create sustainable goals with diversity, Inclusion and wellness

CO-5: Apply HR with innovation.

Programme	:	B.B.A
Year/Semester	:	Second Year / Third Semester
Course Code	:	OBBAM-341
Course Title	:	Indian Knowledge System
No. of Credits	:	4

Course Objectives: The Objective of this Course is-

- To gain an understanding of Indian Knowledge System.
- To develop an ability to apply the Indian Knowledge System to societal challenges faced today in areas such as holistic health, governance, public administration and sustainable living.
- To promote the youths to do research in the various fields of Indian knowledge system.

Block-1: An Overview of Indian Knowledge System- Introduction- Organization of Indian Knowledge System- The IKS corpus- A Classification framework- Historicity of Indian Knowledge System -Some salient aspects of Indian Knowledge System

Block-2: Philosophical System- Introduction to Philosophy- Development of Indian Philosophical system - Unique features of Indian Philosophical system- Introduction to Yoga.

Block-3: Governance and Public Administration- Introduction - Understanding Governance from ancient to modern times- Relevance of Arthashastra- Glimpses of Nitishastra- Vidura Niti

Block-4: Wisdom Through the Ages- Gateways of ancestral wisdoms-Introduction to Purana- the Purāṇic repository- Issues of interest in Purāṇas- Introduction to Itihāsas- Key messages in Itihāsa-Wisdom through Nīti-śāstra.

Block-5: Mathematics- Introduction to Indian Mathematics- Unique aspects of Indian Mathematics- Indian Mathematicians and their Contributions.

Text Books (Latest Edition):

- (1).Mahadevan B., Bhat V R, Nagendra Pavana R.N., Indian Knowledge System Concepts and Application, PHI Learning Pvt. Ltd., 2022.
- (2).Kapoor Kapil, and Singh Avadesh Kumar, Indian Knowledge System Vol.1, DK Print World., 2005.

References:

- (1).Textbook on The Knowledge System of Bhārata by Bhag Chand Chauhan.
- (2).History of Science in India Volume-1, Part-I, Part-II, Volume VIII, by Sibaji Raha, et al. National Academy of Sciences, India and The Ramkrishna Mission Institute of Culture, Kolkata
- (3).https://onlinecourses.swayam2.ac.in/imb23_mg54/preview
- (4).<https://digest.iimb.ac.in/2022/04/book-indian-knowledge-systems-co-authored-dr-b- mahadevan/>
- (5).<https://www.summarize.tech/www.youtube.com/watch?v=jcV0LIp570A>

Course Outcomes

After completing this Course Students will be able to:

- CO1: Classify the key concepts of Indian Knowledge System and discuss the multi-faceted nature of knowledge contained in the Traditional Systems of India.
- CO2: Identify the rich heritage of governance in Indian Knowledge System.
- CO3: Recognize the relevance of Artha shastra in public administration.
- CO4: Identify the Wisdom through Ages through Ithihasas.
- CO5: Knowledge of Indian Mathematicians and their contributions.

Programme	:	B.B.A
Year/Semester	:	Second Year / Third Semester
Course Code	:	OBBAD-351
Course Title	:	Investment Analysis and Portfolio Management
No. of Credits	:	3

Course Objectives: The Objective of this Course is-

- To educate students about the various options available for investment decisions and portfolio management in organizations.

Block-1: Introduction to Investment Environment- Introduction to Investment Environment: Introduction, Investment Process, Criteria for Investment, Types of Investors, Investment V/s Speculation V/s Gambling, Investment Avenues, Factors Influencing Selection of Investment Alternatives

Block-2: Risk and Portfolio- Risk & Return: Meaning of Risk & Return, Types of Risk, Risk & Return of a Single Asset, Risk & Return of Portfolio – Portfolio Selection.

Block-3: Security Analysis - Fundamental Analysis, Economic Analysis, Industry Analysis, Company Analysis, Technical Analysis – Basic Principles of Technical Analysis, Uses of Charts: Line Chart, Bar Chart.

Block-4: Portfolio Analysis and Theories- Dow Jones Theory, Elliott Wave Theory, Efficient Market Theory. Portfolio Analysis: The Returns & Risk from Investing, Markowitz Portfolio Theory.

Block-5: Bond Analysis and Mutual Fund-Types of Bonds, Interest Rate, Terms Structure of Interest Rates, Measuring Bond Yields – Bond Theorems. Mutual Funds: Types of Mutual Fund Schemes, Structure, NAV.

Text Books (Latest Edition):

- V.K. Bhalla, Investment management, S. Chand, New Delhi, 2018
- Dr.S. Kevin, Portfolio Management, Prentice Hall of India Pvt Ltd.
- Rustagi RP, Investment Analysis and Portfolio Management, Sultan Chand & sons, New Delhi

References

- Gupta Shashi K., Joshi Rosy Fundamentals of Investment Management, 1st 2015 Rept. 2017, Kalyani Publishers
- Rajwinder Kaur, Jaspreet Kaur Investment Management 1st 2013 Kalyani Publishers
- Avadhani V A Security Analysis and Portfolio Management, Himalaya Publishing House
- Donald E Fisher and Ronald J Jordan, Security Analysis and Portfolio Management.
- Prasana Chandra, Investment analysis and portfolio management, Tata Mc. Graw hill, New Delhi 2021.

Reflective Exercises and Cases:

- <https://www.nseindia.com/>
- <https://www.sebi.gov.in/>
- <https://www.investopedia.com/>
- <https://seekingalpha.com/>
- <https://www.valuewalk.com/>
- [https://kanchiuniv.ac.in/coursematerials/IM%20UNIT-%20I%20\(2\).pdf](https://kanchiuniv.ac.in/coursematerials/IM%20UNIT-%20I%20(2).pdf)
- <https://mu.ac.in/wp-content/uploads/2022/01/Investment-Management.pdf>
- <https://josephscollege.ac.in/lms/Uploads/pdf/material/IAPM.pdf>

Course Outcomes

After completing this Course Students will be able to:

- CO1: Recognize Investment and elements of investment decisions like factors influencing, risks involved etc.
CO2: Examine different Types of investors and types of speculators
CO3: Develop the Knowledge and Skills about Stock exchanges in India
CO4: Analyze investment options like derivatives, Futures, forward and swaps
CO5: Illustrate Regulatory frame work of capital markets in India

Programme	:	B.B.A
Year/Semester	:	Second Year / Third Semester
Course Code	:	OSFTS-311
Course Title	:	Soft Skills - 3
No. of Credits	:	2

Course Objectives: The Objective of this Course is-

CO1: To hone the creative and critical faculties of learners.

CO2: To enhance descriptive and narrative skills through short story creation.

CO3: To acquire professional reports and review writing skills for various mediums.

CO4: To gain practical writing skills for television, radio, magazines, and the web, emphasizing freelance opportunities

Block-1: Creative Writing

Meaning and Significance of Creative Writing, Refining Vocabulary, Word order, Developing Hints

Block-2: Writing Skills

Genres of Writing- Descriptive Passages, Short Stories, Narration of incidents

Block-3: Academic Writing

Report Writing, Writing of book reviews and film reviews.

Block-4: Writing for Media

Writing for TV, Radio and Magazine, Freelance Writing, Preparation of Web Content

Text Books (Latest Edition):

(1).Creative Writing Log by Swan, published by Emerald in 2009.

(2).Creative Writing by Isabelle Krishnan, published by Fairfield in 2013.

References

(1).The Practice of Writing by David Lodge, published by Vintage in 2011.

Course Outcomes

After completing this Course Students will be able to:

CO1: Craft rhymes, free verse, jokes, and articles proficiently

CO2: Create descriptive passages and short stories to exhibit their creative writing prowess.

CO3: Write informative reviews and structured reports for diverse media.

CO4: Create compelling content for various platforms,

CO5: Adhering to ethical standards in advertising and marketing principles.

Programme	:	B.B.A
Year/Semester	:	Second Year / Third Semester
Course Code	:	OITNS-311
Course Title	:	Internship - 1
No. of Credits	:	1

Course Objectives: The Objective of this Course is-

- This internship capstone aims to provide students with an integrative learning experience that combines professional work in a real-world organisation with rigorous academic research.
- To develop and apply theoretical knowledge to practical challenges through an action research project, enhancing their problem-solving, critical thinking, and communication skills.
- To bridge the gap between academic study and professional practice, preparing students for successful careers in their chosen fields.

Block-1: Orientation Session- The orientation session for the internship/capstone project is designed to provide students with a comprehensive overview of what to expect and how to succeed in their upcoming professional experience. The session aims to bridge the gap between academic learning and practical application in a real-world setting.

Block-2 : Identify An Internship- Students research opportunities that align with their career goals and academic background. They explore various platforms, such as online job boards, networking events, and professional associations, to find positions that offer relevant hands-on experience and skills in their chosen field.

Block-3: Internship Agreement Form- The Student, Mentor, and internship Coordinator in the Industry will complete the internship agreement form.

Block-4 Start of Internship- The internship lasts eight weeks. Interns are expected to commit to 20 hours per week, allowing for a balanced integration of work and learning. The internship mentor will arrange specific schedules. This structure ensures that interns gain substantial experience while accommodating any academic commitments. Regular check-ins and progress reviews will be conducted to support intern development and address any challenges, providing a productive and enriching internship experience.

Block-5 : Submission of Report

1. Front Page: Student Name, Course, Internship Company, Duration, Mentor
2. Internship Agreement Form
3. Internship Certificate
4. Introduction & background of the Company Roles & responsibilities as an Intern Weekly work allotment & completion report Challenges & Solutions
5. Learning from the internship Conclusion

Course Outcomes

After completing this Course Students will be able to know about:

CO1: Application of theoretical knowledge to real-world scenarios.

CO2: Development of professional skills and networking opportunities.

CO3: Workplace culture and dynamics.

CO4: Hands-on experience in a chosen field

CO5: Preparation of report.

படிப்பு	:	பி.பி.ஏ
ஆண்டு/ பருவம்	:	இரண்டாம் ஆண்டு / நான்காம் பருவம்
பாடநெறி தலைப்பு	:	தமிழ் – IV
பாடநெறி குறியீடு	:	OTAML-411
தகுதி அளவண்கள்	:	2

பாடத்திட்ட நோக்கம்: இந்தப் பாடத்திட்டத்தின் முக்கிய நோக்கம்

- தமிழர்தம் தொன்மைச் சிறப்பையும், பண்பாட்டுச் செழுமையையும் உலகிற்குப் பறைசாற்றும் சங்க இலக்கியங்களான எட்டுத்தொகை, பத்துப்பாட்டு நூல்களை அறியச் செய்தல், அதன்வழி பண்டைத் தமிழரின் விழுமியங்களை எடுத்துரைத்தல்.
- இலக்கால இலக்கிய வகைமையான நாடக இலக்கியத்தை அறியச் செய்தல், ஊடகங்களில் தமிழின் பயன்பாடு, கணினியில் தமிழ்ப்பயன்பாடு என்பனவற்றை மாணவர்களுக்கு கற்றுக்கொடுத்தல், மாணவர்களை ஆளுமை மிக்கவர்களாக உருவாக்கி, போட்டித்தேர்வுகளுக்குத் தயார் செய்தல் .

தொகுதி-1: மரபுக்கவிதை- பாரதியார் - பாரத தேசம் என்னும் தலைப்பில் ஆறு பாடல்கள். (பாடல் எண்கள் 1, 6, 7, 9, 12, 13), பாரதிதாசன் - தமிழுக்கும் அமுதென்று பேர் என்னும் தலைப்பிலான கவிதை-தேசிக விநாயகம் பிள்ளை - உடல் நலம் பேணல் என்னும் தலைப்பிலான கவிதை.

தொகுதி-2: புதுக்கவிதை- நா. காமராசன் - கறுப்பு மலர்கள் தொகுப்பில் காகிதப்பூக்கள் என்னும் தலைப்பிலான கவிதை- அப்துல் ரகுமான் - ஆலாபனை தொகுப்பில் போட்டி என்னும் தலைப்பிலான கவிதை- ஆண்டாள் பிரியதர்ஷினி - முத்தங்கள் தீர்ந்துவிட்டன தொகுப்பில் 'இங்கே வரும் போது' என்னும் தலைப்பிலான கவிதை.

தொகுதி-3: ஊடகத் தமிழ்- இதழியல் - ஊடக வகைகள் - தலையங்கம்- நிகழ்ச்சியை செய்தியாக மாற்றுதல்- கருத்துப் பரிமாற்றம் நாடகம், திரைப்படம்,- வானொலி- தொலைக்காட்சி- மொழி நடையின் தன்மை.

தொகுதி-4: கணினித் தமிழ்- கணினித் தமிழ்: கணினித் தமிழின் அடிப்படையும் பயன்பாடும் -கணிப்பொறியின் வரலாறும் வளர்ச்சியும், கணினியும் தமிழும், விசைப்பலகை (Keyboard) - எழுத்துருக்கள் (Fonts) - தமிழைத் தட்டச்சு செய்ய உதவும் மென்பொருள்கள், தமிழைத் தட்டச்சு செய்யும் முறைகள் - தமிழ்த் தட்டச்சுப் பயிற்சி - இணையமும் தமிழ்ப் பயன்பாடும் - தேடுபொறி (Search) - வலைப்பூ (Blog), மின்னூலகம் (Online e-Library), - மின்னகராதி(e-Dictionary), - மின் செய்தித்தாள் - e-Paper, - இணையவழித் தமிழ்க் கற்றலும்-கற்பித்தலும் - மின்வழிக் கற்றல் - e Learning.

பார்வை நூல்கள்

- (1).தமிழர் நாகரிகமும் பண்பாடும், டாக்டர் அ. தட்சிணாமூர்த்தி, ஐந்திணைப் பதிப்பகம், 2001.
- (2).தவறின்றித் தமிழ் எழுதுவோம், மா. நன்னன், ஏகம் பதிப்பகம், 1999.
- (3).தவறின்றித் தமிழ் எழுது - மருதூர் அரங்கராசன், ஐந்திணைப் பதிப்பகம், 2003.
- (4).தமிழ் இலக்கிய வரலாறு, வரதராசன், மு., புது தில்லி : சாகித்திய அக்காதெமி, 2002.
- (5).புதிய தமிழ் இலக்கிய வரலாறு, நீல. பத்மநாபன், சிற்பி பாலசுப்ரமணியம், சாகித்திய அகாடெமி, 2007.
- (6).செம்மொழி தமிழின் சிறப்பியல்புகள் - முனைவர் மறைமலை இலக்குவனார்; <https://www.youtube.com/watch?v=HHZnmJb4jSY>

- பாடநூல் தேடலுக்கான இணையம் - <https://archive.org>

பாடநெறி முடிவுகள்

இந்தப் பாடத்திட்டத்தின் முடிவல் மாணவர்களால் முடியும்

- CO1: பழங்கால தமிழர்களின் வாழ்க்கை முறையின் அம்சத்தில் தமிழ் கலாச்சாரம் மற்றும் நாகரீகத்தைமீண்டும் கட்டமைக்க வேண்டும்.
- CO2: தமிழர்களின் பழங்காலக் கலையின் ஊடாக நுண்கலைகளின் புதிய முறைகளை வகுத்தார்கள்.
- CO3: தமிழ் மதங்களின் தத்துவ சித்தாந்தத்தின் மூலம் வாழ்க்கைப் பிரச்சனைகளுக்கான தீர்வுகளைக் கண்டறியவும்.
- CO4: அரசியல் அமைப்பின் அறிவு மற்றும் புரிதல் கோட்பாடுகளைப் பெறுங்கள்.
- CO5: தமிழ் பாரம்பரிய அறிவியல் அணுகுமுறை மூலம் வாழ்க்கைக் கலையை உருவாக்குங்கள்.

Programme	:	B.B.A
Year/Semester	:	Second Year / Fourth Semester
Course Code	:	OHNDL-411
Course Title	:	Hindi - IV
No. of Credits	:	2

Course Objectives: The Objective of this Course is-

- To develop interest in various style of Modern and Contemporary Hindi Poetry
- To enable them to know about the Official Language Hindi
- To enable them to converse in Hindi

Block-1:

भनिद हरसि की मखरयित: - 4

Bharatendu Harishchandra ki Mukhariyan-4.

Block-2:

सुतमत्रानंदन पंत कू त आतिमाता ग्रामवासी' (कववता)

Bharatmata Gramavasi' (Kavita) by Sumitranand Pant

Block-3:

ज्ञानेन्द्रपतत कुत 'बीज दिया' (कवक्ता)

'Beej Vyatha (Kavita) by Gyanendrapati

Block-4:

विज्ञभारा इव्हनही का परचिय अनुछेद स० जनमाष

Introduction to Official Language Hindi, framing questions from passages

Block-5:

मंच संचालन (साक्षात्का) का परिचय

Introduction to Stage Management (Interview)

Textbooks

- (1).Bhartendu Harishchandra, Ed Ramji Yadav, Bharatendu Sanchayan, Bharativa Pustak Parishad, 2011.
- (2).Sumitranandan Pant, Gramya, Lokbharti Prakashan, 2017.
- (3).Gyanendrapati. Gyanendrapati, Prabhakar Publication, 2022.
- (4).Bhatia Kailashchandra, Rajbhasha Hindi, Vani Prakashan, 2018.

Reference Books

Mahesh Sharma, Bhashan Kala, Prabhat Prakashan, 2019. Raghavan T.E.S. Rajbhasha Hindi Amarkosh

Web Link

- Bharatendu Harishchandra-<http://kavitakosh.org>
- <https://www.amarujala.com/kavya/kavya-charcha/bhartendu-harishchandra-poems-nave-jamane-ki-mukariyan?page-5>
- Sumitranandan Pant- <http://kavitakosh.org> <https://www.hindiadda.com/beej-vyatha-gyanendrapati/> Hindi
- Rajbhasha: <https://navodaya.gov.in>

Course Outcomes

After completing this Course Students will be able to:

CO1: Familiar with the different poetic expressions of Modern & Contemporary Hindi Poetry

CO2: Know the importance of official language Hindi

CO3: Become conversant in Hindi

Programme	:	B.B.A
Year/Semester	:	Second Year / Fourth Semester
Course Code	:	OENGL-411
Course Title	:	English-IV
No. of Credits	:	2

Course Objectives: The Objective of this Course is-

- To develop effective oral communication skills for professional contexts such as presentations and meetings.
- To enhance written communication abilities, including business correspondence and reports.
- To improve professional vocabulary and language usage appropriate for various fields and industries.
- To practice critical thinking and problem-solving skills through case studies and discussions.
- To prepare students for job interviews, networking, and career advancement through professional English proficiency

Block-1: Technical Writing- Spelling, Punctuation, Spot the error- Hints development, Cliches, Redundancies-Modifiers.

Block-2: Creative Writing- Instructions and recommendations- Interpretation of graphs, charts and pictures

Block-3: Professional Writing- Agenda- Minutes of the meeting- Review- Circular

Block-4: Organization of Writing-Paragraph Writing-Essay writing-Proposal Writing

Block-5: Speech Writing-Welcome address-Vote of thanks-Oral presentation- E-mail and SMS text.

Text Books (Latest Edition):

(1).Professional English by Meenakshi Raman and Sangeetha Sharma -2018.

References

(2).General English for all competitive examinations by S.C. Gupta -2016.

Course Outcomes

After completing this Course Students will be able to:

CO1: Demonstrate proficiency in language use.

CO2: Master the nuances of Spoken and Written Communication skills in professional contexts.

CO3: Develop confidence and clarity in Professional English usage.

CO4: Write proposal

CO5: Exhibit Email Writing

Programme	:	B.B.A
Year/Semester	:	Second Year / Fourth Semester
Course Code	:	OEVSA-411
Course Title	:	Environmental Studies and Sustainability
No. of Credits	:	3

Course Objectives: The Objective of this Course is-

- To familiarize with basic environmental concepts, their relevance to business operations, and forthcoming sustainability challenges.
- To equip the students to make decisions that consider environmental consequences.
- To enable future business graduates to become environmentally sensitive and responsible managers.

Block-1: Understanding Environment, Natural Resources, and Sustainability- Fundamental environmental concepts and their relevance to business operations; Components and segments of the environment, the man-environment relationship, and historical environmental movements. Concept of sustainability; Classification of natural resources, issues related to their overutilization, and strategies for their conservation. Sustainable practices in managing resources, including deforestation, water conservation, energy security, and food security issues. The conservation and equitable use of resources, considering both intergenerational & intergenerational equity, and the importance of public awareness and education.

Block-2 : Ecosystems, Biodiversity, and Sustainable Practices- Various natural ecosystems, learning about their structure, functions, and ecological characteristics. The importance of biodiversity, the threats it faces, and the methods used for its conservation. Ecosystem resilience, homeostasis, and carrying capacity, emphasizing the need for sustainable ecosystem management. Strategies for in situ and ex situ conservation, nature reserves, and the significance of India as a mega diverse nation.

Block-3: Environmental Pollution, Waste Management, and Sustainable Development- Various types of environmental pollution, including air, water, noise, soil, and marine pollution, and their impacts on businesses and communities. Causes of pollution, such as global climate change, ozone layer depletion, the greenhouse effect, and acid rain, with a particular focus on pollution episodes in India. Importance of adopting cleaner technologies; Solid waste management; Natural and man-made disasters, their management, and the role of businesses in mitigating disaster impacts.

Block-4: Social Issues- Dynamic interactions between society and the environment, with a focus on sustainable development and environmental ethics. Role of businesses in achieving sustainable development goals and promoting responsible consumption.

Block-5: Legislation and Practical Applications- Overview of key environmental legislation and the judiciary's role in environmental protection, including the Water (Prevention and Control of Pollution) Act of 1974, the Environment (Protection) Act of 1986, and the Air (Prevention and Control of Pollution) Act of 1981. Environmental justice, environmental refugees, and the resettlement and rehabilitation of affected populations; Ecological economics, human population growth, and demographic changes in India.

Text Books (Latest Edition):

- (1).Poonia, M.P. Environmental Studies, Khanna Book Publishing Co.
- (2).Bharucha, E. Textbook of Environmental Studies, Orient Black swan Private Ltd.
- (3).Dave, D., & Katewa, S. S. Text Book of Environmental Studies. Cengage Learning India Pvt Ltd.
- (4).Rajagopalan, R. Environmental studies: from crisis to cure , Oxford University Press.
- (5).Miller, G.T. & Spoolman S. Living in the Environment. Cengage.
- (6).Basu, M., & Xavier Savarimuthu, S. J. Fundamentals of environmental studies. Cambridge University Press.
- (7).Roy, M. G. Sustainable Development: Environment, Energy and Water Resources. Ane Books.
- (8).Pritwani, KS. Ustainability of business in the context of environmental management. CRC Press.
- (9).Wright, R.T. & Boorse, D.F. Environmental Science: Toward A Sustainable Future (13th ed,). Pearson.

References

- <https://www.ourplanet.com>
- <https://www.undp.org/content/undp/en/home/sustainable-development- goals.html>
- www.myfootprint.org
- <https://www.globalchange.umich.edu/globalchange1/current/lectures/kling/ecosystem/ecosystem.html>

Course Outcomes

After completing this Course Students will be able to:

CO1: Explore the basic environmental concepts and issues relevant to the business and management field.

CO2: Recognize the interdependence between environmental processes and socio- economic dynamics.

CO3: Determine the role of business decisions, policies, and actions in minimizing environmental degradation.

CO4: Identify possible solutions to curb environmental problems caused by managerial actions.

CO5: Develop skills to address immediate environmental concerns through changes in business operations, policies, and decisions.

Programme	:	B.B.A
Year/Semester	:	Second Year / Fourth Semester
Course Code	:	OBBAC-411
Course Title	:	Financial Management
No. of Credits	:	4

Course Objectives: The Objective of this Course is-

- To apply the knowledge in taking finance decisions
- To develop analytical skills to identify financial management problems and solve them.
- To analyse the relationship among capital structure, cost of capital, dividend decisions, and value of the business.
- To assess a firm's requirement for long-term assets by applying capital budgeting techniques.

Block-1: Introduction to Financial Management- Meaning of finance and financial management, Types of finance, Objective and Scope of financial management– profit maximization and wealth maximization - merits and criticisms- Financial decisions, Internal relation of financial decisions, Factors influencing financial decisions, Functional areas of financial management, Functions of a finance manager, Agency Cost, Definition of ethics and the importance of ethics in Finance, Sources of Finance: Ownership securities – Equity shares, Preference shares, Deferred shares, No par stock/shares, Shares with differential rights, Sweat Equity Creditorship securities – Debentures – Zero coupon bonds, Zero interest bonds, Callable bonds, Deep discount bonds Internal financing or ploughing back of profit – short term and long term sources. Startup finance-Bootstrapping, Series Funding.

Block-2: Capital Structure & Capitalization- Meaning of capitalization – Theories of capitalization – cost theory and earnings theory. Over capitalization and under capitalization (Theory) – causes – effects and remedies, Watered stock, Over trading and under trading. Meaning of capital structure and financial structure, principles of capital structure, Optimum Capital Structure, Determinants of capital structure, capital gearing-Theories of Capital structure, Effect of capital structure on EPS, EBIT-EPS Analysis, Point of indifference-Practical Problems

Block-3: Cost Of Capital, Leverages and Managing Working Capital- Meaning of cost of capital, significance of cost of capital, components of cost of capital – Computation of Cost of capital and Weighted Average Cost of Capital, CAPM-Practical Problems. Meaning of Leverage, Types of Leverages – operating, financial and combined leverage, risk and leverage – practical problems.

Block-4 : Capital Budgeting- Meaning of Capital Budgeting, Importance, Need, Time value of money-Present and Future Value (Simple Problems), Capital budgeting process, project appraisal by using traditional methods and modern methods, Practical problems on Payback Period, Net Present Value, Profitability Index, IRR and MIRR methods.

Block-5: Dividend Policy- Dividend policy-Meaning, Kinds, Theories of dividend decisions, determinants of dividend policy decisions, Companies Act, 2013 and SEBI Guidelines on Dividend Distribution.

Text Books (Latest Edition):

- (1).Khan, M, Y, & Jain, P, K . Financial Management. Tata Mc Graw Hill.
- (2).Chandra, P. Financial Management. New Delhi, India. Tata McGraw Hill Book Co.
- (3).Pandey,I.M. Financial Management. New Delhi, India. Vikas Publishing House.

References:

- (1).Kumar, A. Financial Management, Khanna Publishing House.
- (2).Gupta, S, K., Sharma, R.K. & Gupta, N . Financial Management. Kalyani Publishers.
- (3).Khan, M, Y, & Jain, P, K . Financial Management. Tata Mc Graw Hill.
- (4).Brigham and Houston. Fundamentals of Financial Management, Cengage Learning.

Course Outcomes

After completing this Course Students will be able to:

CO1: Summarize the motives behind financial decision making.

CO2: Interpret the relevant theories and concepts of various practices of financial management and ethics in Finance.

CO3: Analyze the relationship among capital structure, cost of capital, dividend decisions, and value of the business.

CO4: Evaluate projects for profitability.

CO5: Know the dividend distribution.

Programme	:	B.B.A
Year/Semester	:	Second Year / Fourth Semester
Course Code	:	OBBAC-421
Course Title	:	Business Environment and Public Policy
No. of Credits	:	4

Course Objectives: The Objective of this Course is-

- To give an orientation with various aspects of economic, social, political and cultural environment of India.
- To help in gaining a deeper understanding of the environmental factors influencing Indian business organizations.
- To delving into public policies a grasp of the regulatory framework and government initiatives shaping the business landscape in India.

Block-1: Framework of Business Environment- Theoretical Framework of Business Environment: Concept, Significance and Nature of Business Environment. Micro and Macro Dimensions of Business Environment, Changing Dimensions of Business Environment. Problems and Challenges of Indian Business Environment.

Block-2: Global Scenario- Global Framework: EPRG Framework, Liberalization, Privatization & Globalization concept & its impact on Indian Economy. Significance of FDI & FII, IMF & WTO, Regional Economic Integrations in the development of the Nations.

Block-3: Public Policy- Public Policies: Background, Meaning and Importance of Public Policy. Significance of Industrial Policy, Fiscal Policy, Monetary Policy, Foreign Trade Policy, FERA & FEMA. Structural Adjustment Programs and Banking Sector Reforms in India.

Block-4: Economical Problems- Problems and Challenges of Growth of Economy: Unemployment, Poverty, Regional Imbalance. Social Injustice, Inflation, Parallel economy, Lack of technical knowledge and information. Remedies to solve these problems, Challenges & Opportunities of Indian Business Environment.

Block-5: Recent Trends- Emerging Trends in Business: Concepts, Advantages and Limitations-Franchising, Aggregators, Business Process Outsourcing (BPO) & Knowledge Process Outsourcing (KPO); E-Commerce, Digital Economy. Technological Growth and MNC's.

Text Books (Latest Edition)

- (1).K. Aswathappa: Essentials of Business Environment, Himalaya Publishing House.
- (2).Francis Cherunilam: Business Environment, Himalaya Publishing House.
- (3).A. C. Fernando: Business Environment, Pearson.

References:

- (1).Dr. S Sankaran: Business Environment, Margham Publications.
- (2).Dr V Murali Krishna: Business Environment, Spectrum Publications.
- (3).Namitha Gopal: Business Environment, McGraw Hill.

Course Outcomes

After completing this Course Students will be able to:

- CO1: Understand relationship between environment and business, different concepts & its implementation.
- CO2: Integration of business environment principles and strategies into domestic and international business.
- CO3: In-depth knowledge of public policies and reforms since independence.
- CO4: Understand the problems of economy.
- CO5: Apply the knowledge to analyse the current situations and take prudent decisions.

Programme	:	B.B.A
Year/Semester	:	Second Year / Fourth Semester
Course Code	:	OBBAD-431
Course Title	:	Social Media Marketing
No. of Credits	:	4

Course Objectives: The Objective of this Course is-

- To study the basics like understanding your audience, creating engaging content, choosing the right platforms, and measuring success.
- To use social media to boost brand presence, engage customers, and achieve marketing goals in today's digital world.

Block-1: Introduction to Social Media- Introduction, What is Social Media? - How social media developed, Managing Information – Aggregators, Google Alerts, Blogs. Getting your company ready for Social Media Content Management - Touchpoint analysis, Scheduling, creating content, Managing content programs, Planning Worksheets

Block-2: Social Media Marketing- A words, ORM, Search Engine Marketing, PPC and Online Advertising, Social Media Marketing, Social Media Strategy & Customer Engagement

Block-3: Affiliate Marketing- Affiliate Marketing & Strategic Partnerships, Affiliate Marketing Networks, Promoting the Affiliate Products, Social Affiliate, Email Marketing, Content Strategies

Block-4: Analytics- CRM & CX in Digital Marketing-Digital Marketing, Data and Analytics-Social Listening-Web Analytics.

Block-5: Integrating Digital & Social Media- Media Analytics – Mobile Marketing – Integrating Digital and Social Media Strategies

Text Books (Latest Edition)

- (1).Michael Solomon and Tracy Tuten, Social Media Marketing, Pearson,2013
- (2).Social Media Marketing for Beginners: Create Successful Campaigns, Gain more Fans and boost sales from any social network by F.R. Midea, 2/e, June 2014

References

- (1).Jan Zimmerman and Deborah Ng. Social Media Marketing All in one for Dummies, 2012
- (2).Douglas A. Norman, The Design of Everyday Things, Apr, 2011
- (3).Jack Z. Scissors and Roger B. Baron Advertising Media Planning, 2010
- (4).Bhatia Punit, Fundamentals of Digital Marketing, Pearson, 2017
- (5).Ian Doodson, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaign, Wiley, 2016

Reflective Exercises and Cases

- https://www.lpude.in/SLMs/Master%20of%20Computer%20Applications/Sem_4/DEMKT505_DIGITAL_AND_SOCIAL_MEDIA_MARKETING.pdf
- <https://nibmehub.com/opac-service/pdf/read/Social%20Media%20Marketing.pdf>
- http://www.ccsfmarketing.com/uploads/7/0/1/5/7015552/chapter_1_introduction_to_smm.pdf
- https://ebooks.lpude.in/new-scheme/computer_application/mca/sem_4/DEMKT505_DIGITAL_AND_SOCIAL_MEDIA_MARKETING.pdf
- https://library.uniteddiversity.coop/Media_and_Free_Culture/The_Social_Media_Marketing_Book.pdf

Course Outcomes

After completing this Course Students will be able to:

- CO1: Explain the Evolution and Landscape of Social Media.
CO2: Analyze the Social Media development & Worksheets
CO3: Interpret the Affiliate Strategies.
CO4: Evaluate the CRM & Analytics
CO5: Use social media analytics and integrative media strategies.

Programme	:	B.B.A
Year/Semester	:	Second Year / Fourth Semester
Course Code	:	OYENV-411
Course Title	:	Yoga Education
No. of Credits	:	1

Course Objectives: The Objective of this Course is-

- To understand yoga's significance and its practical applications for holistic well-being.
- To explore subtle energy systems and their role in enhancing health through yogic practices.
- To examine various paths of yoga to foster self-realization and spiritual growth.
- To master the Eight Limbs of Yoga for physical, mental, and spiritual harmony.
- To apply yogic principles to manage psycho-somatic ailments and promote resilience.

Block-1: Introduction to Yoga- Yoga: Meaning and definition- Importance of yoga in 21st century- Introduction to Yogic Anatomy and Physiology- Yoga & sports, Yoga for healthy lifestyle- Types of Yoga: - Hatha yaga, laya yoga, mantra yoga, bhakti yoga, karma yoga, jnana yoga, raj yoga- Study of Chakras, Koshas, Pranas, Nadis, Gunas, Vayus and its application in Yogic practices- Ashtanga Yoga: - Yama, niyama, asana, pranayama, Pratyahara, dharna, Dhyan, Samadhi : Benefits, Utilities & their psychological impact on body and mind. According to yoga concept of normality in modern psychology, concept of personality & its development, yogic management of psycho-somatic ailments: frustration, anxiety, depression.

Block-2 : Physical Fitness- Sports for Physical Fitness: Meaning and definition- Physical Activity – Concept, Benefits of Participation in Physical Activities- Components and Significance of Physical Fitness -Health, Skill and Cosmetic Fitness- Types of Physical Activities – Walking, Jogging, Running, Calisthenics, Rope Skipping, Cycling, Swimming, Circuit Training, Weight training, Adventure Sports Principles of Physical Fitness, Warming Up, Conditioning, Cooling Down, Methods to Develop and Measure Health and Skill related components of Physical Fitness Measurement of Health Related Physical Fitness (HRPF)

Block-3 : Physical Wellness- Physical Wellness: Concept, Components- Types of wellness: psychological, social, emotional, and spiritual- Significance with reference to Positive Lifestyle - Concepts of Quality of Life and Body Image- Factors affecting Wellness- Wellness Programmes.

Block-4 : Nutrition and Weight Management- Concept of Nutrients, Nutrition, Balanced Diet, Dietary Aids and Gimmicks- Energy and Activity- Calorie Intake, Energy Balance Equation

Block-5 : Weight Management- Obesity - Concept, Causes, Obesity Related Health Problems- Weight Management through Behavioral Modifications

Text Books

- (1).Anand O P. Yog Dawra Kaya Kalp. Sewasth Sahitya Perkashan. Kanpur.
- (2).Brown, J.E. Nutrition Now Thomson-Wadsworth.
- (3).Corbin et.al.Fitness & Wellness-Concepts. McGraw Hill. Publishers. New York.U.S.A
- (4).Corbin, C. B., G. J. Welk, W. R Corbin, K. A. Welk, Concepts of Physical Fitness: Active Lifestyle for Wellness. McGraw Hill, New York, USA.
- (5).Hoeger, W W K and S.A. Hoeger. Principles and Labs for Fitness and Wellness, Thomson Wadsworth, California, USA.
- (6).Hoeger, W.W. & S. Hoeger Fitness and Wellness. 7th Ed. Thomson Wadsworth, Boston, USA.
- (7).Kamlesh, M. L. & Singh, M. K., Physical Education (Naveen Publications).
- (8).Kansal, D.K. Text book of Applied Measurement, Evaluation & Sports Selection. Sports & Spiritual Science Publications, New Delhi.
- (9).Kumari, Sheela, S., Rana, Amita, and Kaushik, Seema, Fitness, Aerobics and Gym Operations, Khel Sahitya, New Delhi

- (10).Lumpkin, A. Introduction to Physical Education, Exercise Science and Sports Studies, McGraw Hill, New York, U.S.A.
- (11).Sarin N) Yoga Dawara Rogon Ka Upchhar.Khel Sahitya Kendra
- (12).Savard, M. and C. Svec The Body Shape Solution to Weight Loss and Wellness: The Apples & Pears Approach to Losing Weight, Living Longer, and Feeling Healthier. Atria Books, Sydney, Australia.
- (13).Siedentop, D. Introduction to Physical Education, Fitness and Sport, McGraw Hill Companies Inc., New York, USA.
- (14).Sri Swami Ramas. Breathing. Sadhana Mandir Trust.Rishikesh.
- (15).Swami Ram Yoga & Married Life Sadhana Mandir Trust. Rishikesh

Course Outcomes

After completing this Course Students will be able to:

- CO1: Gain a comprehensive understanding of yoga and its modern applications for holistic well-being.
- CO2: Demonstrate proficiency in yogic anatomy and physiology, enhancing yoga practice and promoting physical and energetic balance.
- CO3: Master the Eight Limbs of Yoga and comprehend their psychological impact, fostering personal growth and self-realization.
- CO4: Integrate yoga principles into sports and physical fitness activities to enhance performance and prevent injuries.
- CO5: Develop skills in wellness management and nutrition

Programme	:	B.B.A
Year/Semester	:	Third Year / Fifth Semester
Course Code	:	OBBAC-511
Course Title	:	Business Research Methodology
No. of Credits	:	4

Course Objectives: The Objective of this Course is-

- To grasp the fundamentals of research methodology and apply them in various research or project works.
- To identify and utilize appropriate research methods aligned with research objectives.
- To master the techniques of data collection, editing, and analysis to prepare for advanced studies and professional requirements.
- To learn the intricacies of interpreting data and writing comprehensive research reports.

Block-1: Introduction to Research- This block explores the definition, history, evolution, and types of scientific inquiry and research. It addresses the ethical considerations in research, the process of research, and the characteristics and components of good research work.

Block-2: Formulating the Research Problem- Students will learn how to identify and formulate research problems, conduct literature reviews, and develop research questions and objectives. This block also covers the process of creating effective research designs

Block -3: Measurement- This block focuses on measurement and scaling, discussing different types of data, sources of measurement error, and scale construction techniques.

Block-4: Data Collection- It covers various data collection methods, including questionnaires, interviews, and observations.

Block-5: Data Analysis and Interpretation- Topics include sampling methods, data preparation (editing and coding), and hypothesis testing using parametric and non-parametric tests. This block also discusses the tools and techniques for data visualization like charts, tables, and box plots.

Text Books (Latest Edition)

- (1).Malhotra, N. K., Nunan, D., & Birks, D. F., Marketing research. Pearson UK.
- (2).Research Methodology by Ranjit Kumar.

References

- (1).Research Methods for Business by Uma Sekaran.
- (2).Methodology of Research by C.R. Kothari.

Course Outcomes

After completing this Course Students will be able to:

- CO1: Prepare a detailed research plan covering all essential aspects of a research project.
- CO2: Construct and administer effective research instruments like questionnaires.
- CO3: Execute data collection strategically to gather relevant information.
- CO4: Apply advanced statistical techniques for data interpretation.
- CO5: Draft comprehensive research reports tailored to specific audience needs.

Programme	:	B.B.A
Year/Semester	:	Third Year / Fifth Semester
Course Code	:	OBBAC-521
Course Title	:	Strategic Management
No. of Credits	:	4

Course Objectives: The Objective of this Course is-

- To enhance the ability to do the job of a general manager responsible for strategic performance.
- To integrate the different functional areas of business (e.g. accounting, finance, human resources, information systems, marketing, operations management, etc.) into a cohesive whole.
- To Analyse the competitive situation and evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences.

Block-1: Introduction to Strategy- Understand concept of "strategy", and discuss the most common elements of strategy; the topic also undertakes the evolution of strategic management thinking over the decades; the topic covers the importance of strategic thinking and gives insight into how the firms build and sustain competitive advantage. Strategy – concept, relevance, role and benefits; Importance of Strategic Management; Strategic Management Process, Levels of Strategy; Approaches to Strategic Decision Making; Strategic Intent – Vision, Mission, Goals and Objectives; Strategy and Corporate Governance, Social Responsibility and Ethics in Strategic Management

Block-2: Strategic Analysis- Evaluate the value-capturing ability of incumbents in an industry using the industry analysis tools, to forecast industry profitability from shifts in underlying conditions and forces; to understand the industry for strategy formulation. Environmental appraisal- Scanning the Environment ,Technological, Social, Cultural, Demographic, Political, Legal; Evaluating Company’s External Environment: Components of External Environment; Analysis of the general environment; Nature, Characteristics, Types and Approaches of External environment, Key External Forces, Industry Analysis – Analysis of the competitive environment ; Analysis of the Internal environment: Strategic capability, Nature, Characteristics, Types and Approaches to internal environment; Value chain analysis , Experience Curve, SWOT analysis, BCG Matrix, GE- Cell Matrix.

Block-3: Strategy Formulation- Review corporate strategy for a diversified firm and identify the sources of corporate advantage; to understand the mechanism of diversification leading to value creation. It also helps to develop understanding about the different corporate strategies which are crucial for the survival, growth and expansion of the business. Business Strategy Formulation: Generic strategies; Functional areas and link between business strategy and functional strategy; Corporate Strategy Formulation: Creating value and diversification; Strategic alliances; International expansion strategies; Introduction to strategies of growth, stability and renewal, types of growth strategies concentrated growth, product development, integration, diversification, international expansion (multi domestic approach, franchising, licensing and joint ventures); Types of renewal strategies retrenchment and turnaround. Strategic fundamentals of merger & acquisitions

Block-4: Strategy Implementation-Understand the importance of internal alignment and learn to leverage temporary opportunities into sustainable advantages; the topic also dwells in Value Innovation, Business Delivery System Innovation and Eco System Innovation for sustainable business performances.

Block-5: Evaluation and Control- Structural Implementation; Functional and Operational Implementation; Behavioral Implementation; Strategy Evaluation and Control; Strategic leadership; Strategic control and corporate governance; Issues in Strategy Implementation; Creating effective organizational designs; Strategy and society; Managing innovation and fostering corporate entrepreneurship; Integration of Functional Plans and Policies- Strategy Evaluation and Control - Operational Control - Overview of Management Control.

Text Books (Latest Edition)

- (1).Thomas L Wheelen, J David Hunger, Alan N Hoffman, Charles E Bamford and Purva Kansal . Concepts in Strategic Management and Business Policy: Globalization, Innovation and Sustainability, 15th Edition, Pearson.
- (2).Frank T Rothaermel, Strategic Management – 5th Edition (Indian), McGraw Hill.

References

- (1).Arthur A Thompson, Margaret A Peteraf, John E Gamble, AJ Strickland III, Thomas Joseph (2021). *Crafting and Executing Strategy: The Quest for Competitive Advantage: Concepts & Cases*, 22nd Edition, McGraw Hill.
- (2).Krishna G. Palepu, Tarun Khanna. (2010). *Winning in Emerging Markets: A Roadmap for Strategy and Execution*, Harvard Business Press.
- (3).Porter, M.E., *Competitive Advantage: Creating and Sustaining Superior Performance*, Free Press, New York.
- (4).Pankaj Ghemawat, “*Strategy and the Business Landscape*” Pearson Education
- (5).Porter, M. E. (1989). *From competitive advantage to corporate strategy* (pp. 234- 255). Macmillan Education UK

Course Outcomes

After completing this Course Students will be able to:

CO1: Understand the basic concepts of strategy.

CO2: Analyses various strategies.

CO3: Know the formulation of strategy

CO4: Identify the strategy implementation

CO5: Evaluate the strategy

Programme	:	B.B.A
Year/Semester	:	Third Year / Fifth Semester
Course Code	:	OBBAC-531
Course Title	:	Business Taxation
No. of Credits	:	4

Course Objectives: The Objective of this Course is-

- To analyze the legal provisions governing GST and Customs Duty to comprehend their scope and application in business transactions.
- To examine the tax implications of GST and Customs Duty on different business activities.
- To explain procedures and methods to calculate GST liabilities and Customs Duty obligations accurately, ensuring compliance with relevant laws and regulations.
- To orient with the practical application of GST and Customs Duty in business decision-making processes.
- To provide knowledge of latest amendments and changes in GST and Customs Duty laws to adapt business strategies and practices accordingly.

Block-1: Goods and Services Tax – An Overview- Fundamentals of GST, Constitution {101st Amendment} Act 2016, Tax Structure in India, Types of Taxes – Direct and Indirect Taxes. Introduction to GST – need for GST, origin, Constitutional amendment for bringing GST, one nation one tax, objectives, structure, GST council, tax rates, GST vis-à-vis earlier tax laws, advantages, disadvantages- Introduction to Central Goods and services Tax 2017 (CGST), State Goods and Service Tax Act 2017 (SGST), Union Territory Goods and Services Tax Act 2017 (UTGST), Integrated Goods and Services Tax Act 2017, Goods and Service Tax Network (GSTN), GST Council. Dual Model of GST – GSTN. Process of registration, compulsory registration, exemption from registration, liability for registration, deemed registration, cancellation of registration and revocation of registration. GST Unique Identification Number (GSTIN).

Block-2: Levy, Collection and Input Tax Credit- Meaning of Supply, scope of supply, types of Supplies – Composite and Mixed Supplies. Levy and Composition, Composition of Levy. Persons liable to pay GST, Time of Supply and Value of Supply. Input Tax Credit – eligible and ineligible tax credit. Availability of Tax Credit under special circumstances- Transfer of Input Tax Credit – Input Service Distributor- Tax Invoice - Bill of Supply- Credit Note -Debit Note - Receipt Voucher - Payment Voucher - Revised Invoice - Transportation of goods without issue of Invoice - Delivery Challan. Payment of Tax -Modes of Payment - Electronic Liability Register - Electronic Credit Ledger - Electronic Cash Ledger- Time line for Payment of Tax - Challan Reconciliation - Interest on Late Payment - Set off of Input Tax Credit - Refunds- Application for Refund of Tax, Interest, Penalty, Fees or any Other Amount.

Block-3: Filing of GST Return- Overview of GSTR 1- GSTR 3B - GSTR 4 GSTR 5- GSTR6- GSTR7-GSTR8-GSTR – 9 - GSTR10- GSTR11. Practicals on online GST Registration Process and Payment of Tax; Enabling GST and Defining Tax Details - Tally ERP; Defining Tax Rates at Master and Transaction Levels; Defining GST Rates at Stock Group Level; Defining GST Rate at Transaction Level; Accounting of GST Transactions; Creation of GST Duty ledgers; GST Reports; Generating GSTR; Exporting GSTR; Uploading of GSTR on GST portal.

Block-4: GST Audit- Audit by tax authority's U/s 65 – Special Audit U/s 66- Audit by department- Power of Departmental Audit – Returns- Authorization to Audit – Audit Procedure – Duration of Audit- Audit Findings-Reply to Audit Findings - Period of Limitation to issue Show Cause Notice - Assessment under Chapter XII- Assessment & Audit Rules (no 98 to 102) - Demands and Recovery.

Block-5: Customs Duty-Introduction- Basic Concepts - Territorial Waters - High Seas – Types of Customs Duties-Basic customs duty - Protective duties - Safeguard duty – Countervailing Duty on subsidized articles - Anti-dumping duty – Baggage - Valuation - Baggage Rules and Exemptions. Procedure (including warehousing) - Export Procedure - Deemed Exports -Duty drawback - Customs (Import of Goods at Concessional Rate of Duty) Rules, 2017 - Valuation of Imported Goods -Valuation of Export Goods.

Text Books (Latest Edition)

- (1).Datey, V. S.; Indirect Taxes. Taxman Publications Pvt. Ltd.
- (2).Balachandran, V.; Indirect Tax Laws. Sultan Chand & Sons.
- (3).Datey, V. S.; GST and Customs Law. Taxman Publications Pvt. Ltd.

References

- (1).Singhania, V. K., & Singhania, K.; Indirect Taxation. Taxman Publications Pvt. Ltd.
- (2).Sahay, B. S., & Ranjan, R. ; Goods and Services Tax (GST). Cengage Learning India.
- (3).Sury, M. M.; Indirect Taxes. New Century Publications.

Course Outcomes

After completing this Course Students will be able to:

- CO1:Describe the legal framework of GST and Customs Duty, including key provisions, regulations thereby explaining the tax implications on various business transactions.
- CO2:Interpret tax laws and regulations to assess the impact of GST and Customs Duty on business operations and compliance requirements.
- CO3:Calculate GST liabilities and Customs Duty obligations for different business scenarios and solve practical taxation problems related to the two.
- CO4:Analyse the implications of GST and Customs Duty on business decisions, considering factors such as cost, risk, and compliance for effective planning thereby minimizing tax liabilities.
- CO5:Create compliance frameworks for businesses to ensure adherence to GST and Customs Duty regulations.

Programme	:	B.B.A
Year/Semester	:	Third Year / Fifth Semester
Course Code	:	OBBAD-541
Course Title	:	Industrial Relations
No. of Credits	:	4

Course Objectives: The Objective of this Course is-

- To understand of the legal framework is important for the efficient decision- making relating to management and industrial relations.
- To provide an understanding, application and interpretation of the various labor laws and their implications for industrial relations and labor issues with Latest Case Laws

Block-1: Introduction- Overview of Industrial Relations: Concept of Industrial Relations; Nature of Industrial Relations; Objectives of IR; Evolution of IR in India – ILO in.

Block-2: Trade Union & Amp; Industrial Conflicts- Trade Unionism: Trade Union: origin and growth, unions after independence, unions in the era of liberalization; concept, objectives, functions and role of Trade Unions in collective bargaining; problems of Trade Unions. Labor problems: Discipline and misconduct; Grievance Handling Procedure; Labor turnover; Absenteeism; Workers’ participation in management.

Block-3: Labour Welfare- Concept–Objectives–Scope–Need–Voluntary Welfare Measures Statutory Welfare Measures–Labour Welfare Funds –Education and Training Schemes

Block-4: Industrial Safety- Causes of Accidents – Prevention – Safety Provisions – Industrial Health and Hygiene – Importance –Problems– Occupational Hazards– Diseases –Psychological problems–Counseling– Statutory Provisions.

Block-5: Welfare of Special Categories of Labour- ChildLabour–FemaleLabour–ContractLabour–ConstructionLabour–AgriculturalLabour –Differently abled Labor-Social Assistance–Social Security–Implications

Text Books (Latest Edition)

- (1). Malhotra, O.P. The Law of Industrial Disputes Vol I and II. Bombay, N.M. Tripathi, 5th edition 1999.
- (2). Malik. P. L. Handbook of Industrial Law, Lucknow, EasternBook.2ndedition1995.
- (3). Saini, Debris Labor Judiciary, Adjudication and Industrial Justice, New Delhi Oxford,4th edition 1995.
- (4). Saini, Debi S. Redressal of Labor Grievances, Claims and Disputes. New Delhi Oxford & IBH, 2nd edition 1994.
- (5). Seth, DD Industrial Dispute Act, 1947. Vol; II Bombay, NM Tripathi, 3rd edition, 1995
- (6). Sri Vasavas Industrial Relations and Labour Law. NewDelhi, Vikas, 1st edition, 1999
- (7). C.B. Gupta, Human Resource Management–Sultan Chand & amp; Sons, 2nd edition, 1994.

References

- (1). C.B. Manoria , Personnel Management, Himalaya Publishing House.2ndedition,1995
- (2). L. Natrajan – Human Resource Management Margam Publications, 2ndedition, 1994
- (3). S.M. Shaw-HumanResourceManagementHimalayaPublishingHouse.4thEdition 2013.
- (4). K.K. Ahuja Personnel Management and Industrial Relations–, Kalyani Publishers,4th edition, 2004
- (5). P.C. Tripathi, Personnel Management and Industrial Relations Sultan Chand & Sons,2nd edition,1994
- (6). S.S. Khanka-HumanResourceManagementHimalayapublishingHouse,2nd edition, 1995

Reflective Exercises and Cases

- <https://blog.ipleaders.in/industrial-disputes/>
- <https://www.osti.gov/servlets/purl/7278484Weblinks>
- <https://www.slideshare.net/rajworship/trade-union-8870861>
- <https://www.slideshare.net/kiran2512/employee-welfare-27876586>

Course Outcomes

After completing this Course Students will be able to:

- CO1: Understand and explain the main theoretical approaches to the study of employee relations.
- CO2: Identify and analyze the institutions, actors, and characteristics of employee relation in India with respect to political, economic, social and legal contexts.
- CO3: Evaluate various skills, processes and outcomes of employee relations including handling disciplines, grievances, labor disputes, negotiation, and employee communication and involvement.
- CO4: Integrate the learned principles so as to make recommendations to organizations to develop effective and ethical employee relations policies and practices.
- CO5: Learn the legal issues relating to labor laws, Industrial disputes.

Programme	:	B.B.A
Year/Semester	:	Third Year / Fifth Semester
Course Code	:	OBBAS-551
Course Title	:	Entrepreneurial Development
No. of Credits	:	2

Course Objectives: The Objective of this Course is-

- To develop and strengthen entrepreneurial quality and motivation in students
- To impart basic entrepreneurial skills and understanding to run a business efficiently and effectively.
- To understand the concept and process of entrepreneurship and its contribution in and role in the growth and development of individual and the nation.

Block-1: Entrepreneurship- Entrepreneur – Personality characteristics of successful entrepreneur– Types of Entrepreneurs Knowledge and skills required for an entrepreneur –Difference between Entrepreneur and Intrapreneur

Block-2: Business- Definition, Classification – Characteristics, Ownership Structures – Project Formulation – Steps involved in setting up a Business –Market Survey and Research–Techno Economic Feasibility Assessment

Block-3: Business Plan Preparation- Sources of product for business – Pre-feasibility study – Criteria for selection of product– Ownership– Capital – Budgeting project profile preparation – Matching entrepreneur with the project – Feasibility report preparation and evaluation criteria.

Block-4: Support to Entrepreneurs- Sickness in small Business – Concept, Magnitude, Causes and Consequences, Corrective Measures – Business Incubators – Government Policy for Small Scale Enterprises – Growth Strategies in small industry.

Block-5: Entrepreneurship Development Programme- Meaning, Objectives–Phases of EDP– steps in EDP– Strategies for Entrepreneurship development– Institutions in aid of Entrepreneurship Development Programme–Use of IT enabled services in entrepreneurship - E Licensing, E filing.

Text Books

(1).Entrepreneurship Development, R.k.Singhal and Sruthi Singhal, Katson Books, India.

Course Outcomes

After completing this Course Students will be able to:

CO1: Know the meaning entrepreneurship.

CO2: Understand the types of business

CO3: Prepare business plan

CO4: Know the governmental support for the business

CO5: Know the licensing and filing procedure.

Programme	:	B.B.A
Year/Semester	:	Third Year / Fifth Semester
Course Code	:	OBBAV-561
Course Title	:	Disaster Management
No. of Credits	:	2

Course Objectives: The Objective of this Course is-

- To Provide and Understanding of the Concepts and Practices of effective disaster management.

Block-1: Introduction to Disasters- Concepts and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks) – Introduction to National Disaster Management Authority (NDMA) - State Disaster Management Authority (SDMA), Function, roles and responsibility – Role of Red-cross

Block-2: Disasters: Classification Causes, Impacts- (Including social, economic, political, environmental, health, psychosocial etc.). Differential impacts - in terms of caste, class, gender, age, location, disability Global trends in disasters: urban disasters, pandemics, complex emergencies, Climate change

Block-3: Approaches to Disasters Risk Reduction- Disaster cycle – its analysis, Phases, Culture of safety, prevention, mitigation and preparedness, community based DRR, Structural – non-structural measures, roles and responsibilities of community, Panchayat Raj Institutions/Urban Local Bodies (PRIs/ULBs), states, Centre and other stake-holders

Block-4: Inter-Relationship between Disasters and Development- Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc. Climate Change Adaptation. Relevance of indigenous knowledge, appropriate technology and local resources.

Block-5: Disaster Risk Management in India- Hazard and Vulnerability profile of India - Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management Institutional arrangements (Mitigation, Response and Preparedness, DM Act and Policy, Other related policies, plans, programmes and legislation).

Text Books

- (1).Alexander David, “Introduction in 'Confronting Catastrophe””, Oxford University Press, 5th edition,2000.
- (2).Andharia J. “Vulnerability in Disaster Discourse”, JTCDM, Tata Institute of Social Sciences Working Paper no. 8, 2008.
- (3).Blaikie, P, Cannon T, Davis I, Wisner B. “At Risk Natural Hazards, Peoples' Vulnerability and Disasters”, Routledge, 1997.

Reference Books

- (1).Coppola P Damon, “Introduction to International Disaster Management”, Bullock &Haddow LLC, Third edition,2007.
- (2).Carter, Nick, “Disaster Management: A Disaster Manager's Handbook. Asian Development Bank”, Manila Philippines, First edition, 1991.
- (3).Carter, Nick, “Disaster Management: A Disaster Manager's Handbook. Asian Development Bank”, Manila Philippines, First edition, 1991.

Web Links:

- <https://www.slideshare.net/brissomathewarackal/disaster-preparedness-brisso>
- <https://www.slideshare.net/pramodgpramod/disaster-management-system-in-india>.
- <https://www.slideshare.net/pramodgpramod/disaster-management-system-in-india>.

Course Outcomes

After completing this Course Students will be able to:

CO1: Understand the concepts of Disaster management and its impact.

CO2: Analyse the Disaster management causes, types and its changes.

CO3: Approach and learn the concepts of approaches to disaster management risk reductions.

CO4: Describe the inter-relationship between disaster and developments concepts

CO5: Improve the knowledge relevant to disaster risk management in India and to understand the components of disaster reliefs.

Programme	:	B.B.A
Year/Semester	:	Third Year / Fifth Semester
Course Code	:	OITNS-511
Course Title	:	Internship- II
No. of Credits	:	2

Course Objectives: The Objective of this Course is-

- To provide students with an integrative learning experience that combines professional work in a real-world organization with rigorous academic research.
- To develop and apply theoretical knowledge to practical challenges through an action research project, enhancing their problem-solving, critical thinking, and communication skills.
- To bridge the gap between academic study and professional practice, preparing students for successful careers in their chosen fields.

Block-1: Orientation Session

The orientation session for the internship/capstone project is designed to provide students with a comprehensive overview of what to expect and how to succeed in their upcoming professional experience. The session aims to bridge the gap between academic learning and practical application in a real-world setting.

Block-2: Identify an Internship

Students research opportunities that align with their career goals and academic background. They explore various platforms, such as online job boards, networking events, and professional associations, to find positions that offer relevant hands-on experience and skills in their chosen field.

Block-3: Internship Agreement Form

The Student, Mentor, and internship Coordinator in the Industry will complete the internship agreement form.

Block-4: Start of Internship

The internship lasts eight weeks. Interns are expected to commit to 20 hours per week, allowing for a balanced integration of work and learning. The internship mentor will arrange specific schedules. This structure ensures that interns gain substantial experience while accommodating any academic commitments. Regular check-ins and progress reviews will be conducted to support intern development and address any challenges, providing a productive and enriching internship experience.

Block-5: Submission of Report

- Front Page: Student Name, Course, Internship Company, Duration, Mentor
- Internship Agreement Form
- Internship Certificate
- Introduction & background of the Company Roles & responsibilities as an Intern Weekly work allotment & completion report Challenges & Solutions
- Learning from the internship Conclusion

Course Outcomes

After completing this Course Students will be able to:

CO1: Know the Application of theoretical knowledge to real-world scenarios.

CO2: Know about the Development of professional skills and networking opportunities.

CO3: Understand workplace culture and dynamics.

CO4: Know the Hands-on experience in a chosen field

CO5: Understand Preparation of report.

Programme	:	B.B.A
Year/Semester	:	Third Year / Sixth Semester
Course Code	:	OBBAC-611
Course Title	:	Digital Marketing
No. of Credits	:	4

Course Objectives: The Objective of this Course is-

- To develop a foundational understanding of how Digital Marketing (DM).
- To be able to develop or critique the business models of firms that are engaged in digital marketing.
- To apply skills and capabilities to address DM problems in the real world.

Block-1: Introduction to Digital Marketing- Evolution of Digital Marketing, Traditional Marketing vs. Digital Marketing; Digital Marketing Framework, Digital Marketing Business Models.

Block-2: Digital Marketing Strategy Development- Digital Marketing Assessment Phase; Elements, Digital Marketing Internal Assessment, Objective Planning, Digital Marketing Strategy; Groundwork, Digital Marketing Mix, Skills in Digital Marketing

Block-3: Digital Marketing Planning- Digital Marketing Communication and Channel Mix; Display, Search Engine, Social Media, Facebook, LinkedIn Advertising, etc.; Designing the Communication. Mix, Digital Marketing Campaign Management; Content Management; Web Design, Optimization of Websites, Web Analytics, Search Engine Optimization, Data Interpretation in Marketing Decision.

Block-4: Digital Marketing Execution Elements- Digital Marketing Execution Elements; Managing Digital Marketing Revenue, Managing Service Delivery and Payment, Role of Artificial Intelligence, Virtual Reality & Augmented Reality in Digital Marketing, Managing Digital Implementation Challenges, Digital Ethics – Data Privacy and Ethical Marketing

Block-5: Digital Consumer Behaviour- Digital Consumers; Consumer Behavior on Digital Channels, Managing Consumer Demand, Digital Decision Journey, POEM Framework

Text Books (Latest Edition)

- (1).Bhatia, Puneet Singh. Fundamentals of Digital Marketing.2nd edition., 2023, Pearson.
- (2).Ahuja, Vandana. Digital Marketing. 2015, Oxford University Press
- (3).Kingsnorth, Simon (2022), Digital Marketing Strategy: An Integrated Approach to Online Marketing. New Delhi: Kogan Page.

References

- (1).Gupta, Seema (2022), Digital Marketing. Noida, UP: McGraw Hill Education (India) Pvt. Ltd.
- (2).Hafiz, Adnan (2024), Fundamentals of Digital Marketing: Text and Cases, New Delhi: Book Rivers.

Course Outcomes

After completing this Course Students will be able to:

- CO1: Know the evolution of digital marketing.
- CO2: Understand digital marketing strategy
- CO3: Elaborate the digital marketing channels
- CO4: Describe the digital marketing execution
- CO5: Identify the digital marketing customers.

Programme	:	B.B.A
Year/Semester	:	Third Year / Sixth Semester
Course Code	:	OBBAC-621
Course Title	:	Project Management
No. of Credits	:	4

Course Objectives: The Objective of this Course is-

- To provide a comprehensive understanding of the project management lifecycle from inception to closure.
- To enhance skills in using project management tools such as Microsoft Project for managing complex projects.
- To explore effective stakeholder management and communication strategies critical for project success.
- To analyze risk management strategies and their application to ensure project success under varying circumstances.

Block-1: Fundamentals of Project Management- Core concepts of project management, including the project life cycle, the role of the project manager, and the organizational context of projects- stages of a project from initiation to closure and the key responsibilities of a project manager in driving project success.

Block-2: Project Planning and Tools- Focusing on the planning phase of project management-explores setting project scope and objectives- developing a Work Breakdown Structure (WBS), and managing time through scheduling techniques such as Gantt charts and PERT/CPM. Practical application includes using Microsoft Project to create and manage schedules, emphasizing the integration of project management tools to streamline project planning.

Block-3: Executing and Monitoring Projects- Resource allocation, budgeting, and quality control within project execution-risk management processes including identification, analysis, and response strategies. Practical exercises will include resource management and performance tracking using Microsoft Project, highlighting effective control measures to ensure project alignment with planned objectives.

Block-4: Concluding Projects-Closing phase of projects, including performance measurement, stakeholder communication, and post-project evaluation.

Block-5: Agile Methodologies- Agile project management principles and the Scrum framework, comparing Agile with traditional project management methods to provide students with a broader understanding of managing projects in dynamic environments.

Text Books (Latest Edition)

- (1).Information Technology Project Management, by Kathy Schwalbe, Cengage Learning.
- (2).Project Management: A Managerial Approach, by Jack R. Meredith and Samuel J. Mantel Jr., Wiley.

References

- (1).Orieno, O. H., Ndubuisi, N. L., Eyo-Udo, N. L., Ilojianya, V. I., & Biu, P. W. (2024). Sustainability in project management: A comprehensive review. World Journal of Advanced Research and Reviews, 21(1), 656-677.

Course Outcomes

After completing this Course Students will be able to:

- CO1: Understand and apply the key principles of project management to various project environments.
- CO2: Gain proficiency in using Microsoft Project for project planning, execution, monitoring, and closing.
- CO3: Develop skills in stakeholder management and communication strategies essential for project success.
- CO4: Explore and apply risk management techniques to mitigate potential project issues.
- CO5: Explore the agile project management techniques.

Programme	:	B.B.A
Year/Semester	:	Third Year / Sixth Semester
Course Code	:	OBBAD-631
Course Title	:	Banking and Insurance
No. of Credits	:	4

Course Objectives: The Objective of this Course is-

- To develop understanding of fundamental principles and functioning of banking in India.
- To explain concepts and general principles of insurance in relation with risk and its management.
- To expand knowledge of various products & services and latest technologies used in banking and insurance sector.
- To equip students with techniques to analyses the financial performance of banks for the purpose of risk management.

Block-1: Introduction to Banking - Evolution, structure, development of banking in India - Commercial (Public, Private and Foreign), Rural, Co-Operative bank. Significance and role of banks in economic development and growth. RBI - objectives, functions and role in development. Banking Products – Fee based and Fund based products. Types of Accounts, Deposits, Advances and Collaterals. Nature of Banks Investments -- Management of assets and liabilities of banks, Understanding commercial banks' balance sheet and income statement, CAMEL Rating and different banking ratios. Banking Regulations, Introduction to BASEL Norms. Capital Adequacy requirement, SLR, CRR, CAR requirements. Overview of Risk Management in Banks—Asset Liability Management. Non-Performing Assets – Problems and efforts to manage them.

Block-2: Evolution of Insurance- Evolution, structure, development of insurance in India. Definition of Insurance and Assurance. General Principles of Insurance, Insurance Terminology. Purpose and Need of Insurance--- Risk Meaning and definition, Risk and uncertainty, Chances of loss – Peril and Hazard - Classification of risks. Techniques of managing risk – Risk pooling- insurable risks vs. hedging – Risk Transfer Methods. Insurance Regulatory and Development Authority (IRDA) Duties, Powers and Functions of IRDA, The Banking Regulation (Amendment) Act, 2020.

Block-3: Retail Banking- Account opening process and documentation of different types of accounts – KYC and AML. Retail Products Overview (Customer requirements and Products development). Description of Liability products, Description of Asset Products. Credit scoring and CIBIL. Retail Product Marketing Strategies-- Tie-up with Institutions for Personal loans/ Credit cards/ Educational loans/ Authorized Dealers for Auto/ Vehicle loans, and with Builders/ Developers for Home loans. Delivery Channels - Branch, Extension counters, Universal Banking, ATMs, POS, Internet Banking, M-Banking. Customer Relationship Management, stages in CRM process. Technology for Retail Banking - Static information, Account opening, basic loan origination data etc. Updated information like income details at different frequencies. Transaction information, disbursement and final settlement of the loan amount.

Block-4: Life Insurance- Fundamental principles of life insurance. Basic features of life insurance contracts. Life insurance products – Traditional and linked policies, Individual and group policies. With and without profit policies. Types of life insurance policies – Term insurance, Whole life insurance and its variants, Endowment insurance and its variants, Annuities and Pension Plans. Special Policies for children, females and handicapped. Mortality table, Different types of premiums, Premium payment options Premium calculations – Factors affecting premium. Assignment Nomination and Surrender of policy. Policy lapse and revival, Paid up value of policy. Insurance Application and Acceptance Procedure. Policy claims: Survival benefits, Death claims – Maturity claims, Early claims & non- early claims. Documents required for processing early claims. Death due to un-natural causes or accidents. Claims concession clause and extended claims concession clause – Presumption of death. Different channels for marketing of insurance, Bancassurance.

Block-5: General Insurance- Meaning, Evolution and Growth of General Insurance. Fundamentals of General Insurance. Fire Insurance: Fire Insurance coverage, Consequential loss (fire), Declaration policies. Marine Insurance: Marine Cargo policies, Hull policies, Institute cargo clauses, Institute hull clauses, Open policies. Motor Insurance: Types of policies, Third party Insurance, Comprehensive coverage, Conditions and Exclusions – premium. Health Insurance and Mediclaim policies, Personal Accident Insurance, Liability Insurance, Burglary Insurance, Rural

Insurance covers, Agricultural Insurance Engineering Insurance and its Consequential loss covers, Aviation hull and Aviation liability other Miscellaneous Insurances. Underwriting and Premium Rating: Proposal forms, Cover notes, Certificates of Insurance, Endorsements, Premium Rating, Premium Loading. Settlement of Claims: Claim procedure, TPAs, Claim forms, Investigation / Assessment. Essential Claim Documents. Settlement Limitation, Arbitration, Loss Minimization and Salvage.

Text Books (Latest Edition)

- (1). Indian Institute of Banking and Finance; Risk Management. Macmillan India Ltd.
- (2). Koch, T. W., & MacDonald, S. S. ;Bank Management. Cengage Learning.
- (3). Rose, P. S., & Hudgins, S. C. Bank ;Management and Financial Services. McGraw Hill.
- (4). Indian Institute of Banking and Finance; Principles & Practices of Banking. Macmillan Indian Ltd.
- (5). Indian Institute of Banking and Finance; Banking Products & Services. Taxman Publications Pvt. Ltd.
- (6). Trieschmann, J. S., Hoyt, R. E., & Sommer, D. W; Risk Management & Insurance. Cengage Learning.
- (7). Insurance Institute of India; Principles of Insurance. Mumbai.
- (8). Insurance Institute of India; Practice of Life Insurance. Mumbai.
- (9). Insurance Institute of India; Practice of General Insurance. Mumbai.

References

- (1). Reddy, Y. V. (2006). "Economic Policies and India's Reform Agenda: New Thinking". New Delhi: Orient BlackSwan.
- (2). Das, S. (2023). "Retail Credit Growth in India: Post-Pandemic Trends and Analysis." RBI Bulletin.
- (3). Patra, M. D. (2024). "Monetary Policy in India: Navigating Inflation and Growth." RBI Bulletin.
- (4). Gupta, S. (2023). "Evolution and Sustainability of Retail Credit in India." RBI Bulletin.
- (5). Ravi, S., & Bose, S. (2023). "Insurance and Economic Growth in India: A Critical Review." Journal of Risk and Insurance, 90(1), 123-145.
- (6). Sen, S., & Gupta, P. (2023). "Impact of Technology on the Insurance Sector in India." Insurance: Mathematics and Economics, 98, 45-59.
- (7). Roy, A., & Chakraborty, T. (2023). "Risk Management in Indian Insurance Companies." Journal of Financial Services Research, 57(2), 211-229.

Course Outcomes

After completing this Course Students will be able to:

- CO1: Explain the functioning of the Banking and Insurance sectors and relate their growth with the economy as a whole.
- CO2: Compare various products and services offered by Banking and Insurance sectors.
- CO3: Evaluate product pricing, marketing, and distribution channels of Banking and Insurance sectors.
- CO4: Equip with tools and techniques for financial performance analysis and risk management in Banking and Insurance.
- CO5: Understand marine insurance terms.

Programme	:	B.B.A
Year/Semester	:	Third Year / Sixth Semester
Course Code	:	OBBAD-641
Course Title	:	Total Quality Management
No. of Credits	:	4

Course Objectives: The Objective of this Course is-

- To understand the different meanings of the quality concept and its influence.
- To describe, distinguish and use the several techniques and quality management tools.
- To explain the regulation and the phases of a quality system certification process.
- To identify the elements that are part of the quality measuring process in the industry and predict the errors in the measuring process, distinguishing its nature and the root causes.

Block-1: Introduction - Definition of Quality, Dimensions of Quality, Quality Planning, Quality costs – Analysis Techniques for Quality Costs, Basic concepts of Total Quality Management, Historical Review, Principles of TQM, Leadership - Concepts, Role of Senior Management, Quality Council, Quality Statements, Strategic Planning, Deming Philosophy, Barriers to TQM Implementation.

Block-2: TQM Principles - Customer satisfaction - Customer Perception of Quality, Customer Complaints, Service Quality, Customer Retention, Employee Involvement - Motivation, Empowerment, Teams, Recognition and Reward, Performance Appraisal, Benefits, Continuous Process Improvement - Juran Trilogy, PDCA Cycle, 5S, Kaizen, Supplier Partnership - Partnering, sourcing, Supplier Selection, Supplier Rating, Relationship Development, Performance Measures - Basic Concepts, Strategy, Performance Measure.

Block-3: Statistical Process Control (SPC)- The seven tools of quality, Statistical Fundamentals - Measures of Central Tendency and Dispersion, Population and Sample, Normal Curve, Control Charts for variables and attributes, Process capability, Concept of Six Sigma, and New seven Management tools.

Block-4: TQM Tools- Benchmarking - Reasons to Benchmark, Benchmarking Process, Quality Function Deployment (QFD) - House of Quality, QFD Process, Benefits, Taguchi Quality Loss Function, Total Productive Maintenance (TPM) - Concept, Improvement Needs, FMEA - Stages of FMEA.

Block-5: Quality Systems- Need for ISO 9000 and Other Quality Systems, ISO 9000:2000 Quality System - Elements, Implementation of Quality System, Documentation, Quality Auditing, TS 16949, ISO 14000 - Concept, Requirements and Benefits

Text Books (Latest Edition)

(1).Dale H. Basterfield , et al., Total Quality Management, Pearson Education, Inc. 2003. (Indian reprint 2004). ISBN 81-297-0260-6.

References

(1).James R. Evans & William M. Lid say, The Management and Control of Quality, (5th Edition), South Western (Thomson Learning), 2002 (ISBN 0-324-06680-5).

(2).Feigenbaum. A.V. & quote; Total Quality Management, McGraw Hill, 1991.

Reflective Exercises and Cases

- <https://archive.nptel.ac.in/courses/110/104/110104080/>
- <https://archive.nptel.ac.in/courses/110/101/110101010/>
- <https://archive.nptel.ac.in/courses/110/104/110104085/>
- https://kanchiuniv.ac.in/coursematerials/ECE_COURSE_MATERIAL_ODD%20SEMESTER/EC_E_COURSE%20MATERIAL_ODD%20SEMESTER/Mrs.V.UMA_TOTAL%20QUALITY%20MANAGEMENT.pdf

Course Outcomes

After completing this Course Students will be able to:

CO1: Explain the different meanings of the quality concept and its influence.

CO2: Describe, distinguish and use the several techniques and quality management tools.

CO3: Explain the regulation and the phases of a quality system certification process.

CO4: Identify the elements that are part of the quality measuring process in the industry.

CO5: Predict the errors in the measuring process, distinguishing its nature and the root causes.

Programme	:	B.B.A
Year/Semester	:	Third Year / Sixth Semester
Course Code	:	OBBAD-651
Course Title	:	Financial Auditing
No. of Credits	:	3

Course Objectives: The Objective of this Course is-

- To Introduce students to the fundamental concepts of auditing, including the role of auditors, audit objectives, and professional responsibilities

Block-1: Introduction to Auditing- Introduction to Auditing- Overview of auditing principles and practices - Role of auditors in financial reporting - Importance of ethical behavior in auditing.

Block-2: Audit Planning and Risk Assessment- Audit Planning and Risk Assessment- Understanding audit risk - Developing an audit plan - Assessing internal controls.

Block-3: Audit Evidence and Procedures- Audit Evidence and Procedures - Types of audit evidence - Audit sampling techniques - Performing substantive procedures.

Block-4: Audit Testing and Documentation- Audit Testing and Documentation - Audit testing methods (e.g., substantive testing, tests of controls)- Proper documentation of audit work.

Block-5: Audit Reporting and Communication- Audit Reporting and Communication- Forming audit opinions - Writing audit reports- Communicating findings to stakeholders.

Text Books (Latest Edition)

- (1).Auditing: Principles and Practice & quote; by Ravinder Kumar and Virender SharmaTaxman Publications Pvt. Ltd
- (2).Practical Approach to Auditing & quote; by CA Pankaj Garg, Taxman Publications Pvt. Ltd

References

- (1).Handbook on Auditing Practices & quote; by Dr. A.K. Gupta, Bharat Law House Pvt. Ltd.

Reflective Exercises and Cases

- <https://www.pcaobus.org/>
- <https://www.pcaobus.org/>

Course Outcomes

After completing this Course Students will be able to:

CO1: Know the role of auditors

CO2: Develop an audit plan

CO3: Create audit Evidence

CO4: Create proper document

CO5: Report the outcome of auditing

Programme	:	B.B.A
Year/Semester	:	Third Year / Sixth Semester
Course Code	:	OBBAS-661
Course Title	:	Mini Project
No. of Credits	:	2

Course Objectives: The Objective of this Course is-

- To help students to develop practical ability and knowledge with the practical tools/techniques for solving real life problems related to the industry, academic institutions and computer science research.

The course Mini Project is one that involves practical work for understanding and solving problems in the field of Commerce.

Instructions for Preparation of Mini-Project Reports

- The Mini-Project should be written in standard scientific paper format.
- Title page: Authors name, Supervisor Name and Designation
- Abstract: 250 words = 1 page.
- Introduction: ~500-750 words = 2-3 pages Materials and Methods: ~1500 words = 6 pages
- Results: ~1500 words = 6 pages
- This should provide a concise account of the results obtained, in a logical order that hopefully tells a story. This will not necessarily be the order in which you carried out the experiments! Make maximum use of figures / tables - remember a picture often replaces a thousand words. A standard scientific paper in most journals will contain ~6 (maximum 8) figures or tables.
- Discussion :1500 words = 6 pages
- This is valuable inclusion in a project report where the student may not have sufficient time to complete the work and it contains constant ideas of further work.
- Reference :1250words = 5 pages

Programme	:	B.B.A
Year/Semester	:	Fourth Year / Seventh Semester
Course Code	:	OBBAC-711
Course Title	:	Entrepreneurship Leadership
No. of Credits	:	4

Course Objectives: The Objective of this Course is-

- To equip students with the knowledge and skills required to become effective entrepreneurial leaders.
- To emphasize the unique characteristics and challenges of entrepreneurial leadership and provides practical insights into how to lead and manage startups and innovative ventures.
- To cover key areas such as leadership theory, entrepreneurial mindset, strategic decision-making, and the development of a sustainable business model.

Block-1: Foundations of Entrepreneurial Leadership- Introduction to Leadership and Entrepreneurship- Definitions and Concepts of Leadership-Social, Managerial and Entrepreneurial Leadership-Theories and Models of Leadership-Trait Theory, Behavioral Theories, Contingency Theories, Transformational and Transactional Leadership.

Block-2: Leading with the Entrepreneurial Mindset- Creativity and Innovation in Entrepreneurship- Techniques for Fostering Creativity- Overview of Innovation Management and role of Founders- Building Culture of innovation and entrepreneurial mindset- Leading through Innovation: Venture strategies and role of the leader. Process and Resources- The virtual work and organization; Leadership and the future of work in the venture leadership context.

Block-3: Leadership Challenges and Strategies in Entrepreneurial Context- Leadership Challenges in Entrepreneurial Venture Development- Case Studies of Prominent Entrepreneurial Leaders- Analysis of elements of leadership desirable in different stages of venture creation and development- Designing organizational structure and managing people performance- Building teams; Managing Growth, Change, Conflicts and Transition.

Block-4: Ethical Entrepreneurship- Ethics and Social Responsibility in Entrepreneurship- Ethical Decision-Making Frameworks- Building the Right Culture and Values: Role of leader- Corporate Social Responsibility (CSR)

Block-5: Sustainable Entrepreneurship- Sustainable Business Practices and managing change- Leadership and shaping Sustainability in Business Models.

Text Books (Latest Edition)

- (1). Robbins, S. P., & Judge, T. A. Essentials of organizational behavior. Pearson.
- (2). Northouse, P. G. Leadership: Theory and practice. Sage publications.
- (3). Christensen, C. M., Raynor, M. E., Dyer, J., & Gregersen, H. Disruptive Innovation: The Christensen Collection (The Innovator's Dilemma, the Innovator's Solution, the Innovator's DNA)

References

- (1). Christensen, C. M., " How Will You Measure Your Life?", Harvard Business Review
- (2). Ries, E. The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses. Crown Currency.
- (3). Vugt, M. van, & Ronay, R. The evolutionary psychology of leadership: Theory, review, and roadmap. Organizational Psychology Review, 4(1), 74-95.
- (4). Alexander Fries, Nadine Kammerlander, Max Leitterstorf, "Leadership Styles and Leadership Behaviors in Family Firms: A Systematic Literature Review," Journal of Family Business Strategy, Volume 12, Issue 1, 100374.

Course Outcomes

After completing this Course Students will be able to:

CO1: Understand and apply leadership theories and principles in an entrepreneurial context.

CO2: Develop further the entrepreneurial mindset and to recognize opportunities for innovation and value creation.

CO3: Formulate entrepreneurial vision and engage, motivate and lead stakeholders for implementing effective strategies for leading and managing entrepreneurial ventures.

CO4: Analyze and inculcate the ethical and social responsibilities of entrepreneurial leaders.

CO5: Analyze the sustainable business practices.

Programme	:	B.B.A
Year/Semester	:	Fourth Year / Seventh Semester
Course Code	:	OBBAD-721
Course Title	:	International Business
No. of Credits	:	4

Course Objectives: The Objective of this Course is-

- To discuss current conceptual and theoretical models, issues, and concerns in international business administration.
- To describe current practices, issues, and concerns in international business administration.
- To apply current business practices to the management of international businesses.
- To summarize significant differences in business practices in different parts of the world and understand how these differences affect managing companies in various countries.

Block-1: International Business Environment- International Business Environment - Globalization - Forces, Meaning, dimensions and stages in Globalization – Kenchi Ohmae Model - Introduction to theories of International Trade by Adam Smith, Ricardo and Ohlin & Heckler - Trading Environment of International Trade - Tariff and Non-tariff Barriers - Trade Blocks - Rise of new economies like Japan, South East Asia and China

Block-2: Risk Analysis- Country Risk Analysis - Political, Social and Economic - Cultural and Ethical practices - Responsibilities of International Business - Economic crisis of Brazil, Mexico, India, South East Asia and Argentina. Managing Multinational Enterprises - Problems and Potential - Multinational Service Organizations - Indian companies becoming multinationals - Potential, Need and Problems.

Block-3: Introduction to International Financial Management - Introduction to International Financial Management - Balance of Trade and Balance of Payment - International Monetary Fund, Asian Development Bank and World Bank - Financial Markets and Instruments - Introduction to Export and Import Finance - Methods of payment in International Trade.

Block-4: Trade Laws - Bilateral and Multilateral Trade Laws - General Agreement on Trade and Tariffs, (GATT), World Trade Organization - Seattle and Doha round of talks - Dispute settlement mechanism under WTO - Problems of Patent Laws - International convention on competitiveness.

Block-5: International Marketing- International Marketing - Entry strategies - Market selection – Barriers. Global sourcing and its impact on Indian Industry - Globalization and internal reform process - India's competitive advantage in industries like IT, Textiles, Gems & Jewelry etc. - Potential and threats

Text Books (Latest Edition):

- (1). Charles W.I. Hill and Arun Kumar Jain, International Business, 6th edition, Tata Mc Graw Hill, 2009.
- (2). John D. Daniels and Lee H. Radebaugh, International Business, Pearson Education Asia, New Delhi, 13th edition, 2010.

References:

- (1). K. Aswathappa, International Business, Tata Mc Graw Hill, 2008.
- (2). Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet, International Business, Thomson, Bangalore, 8th edition, 2009.
- (3). Aravind V. Phatak, Rabi S. Bhagat and Roger J. Kashlak, International Management, Tata Mc Graw Hill, 2nd edition, 2008.
- (4). Oded Shenkar and Yaong Luo, International Business, John Wiley Inc, Noida, 2nd edition, 2007.

Reflective Exercises and Cases

- <https://www.sscasc.in/wp-content/uploads/downloads/MCOM/International-Business.pdf>
- <https://www.iitmanagement.com/images/Gallery/INTERNATIONAL%20BUSINESS.pdf>
- <https://www.shobhituniversity.ac.in/pdf/econtent/International-Business-Unit-1-Dr-Neha-Yajurvedi.pdf>
- <https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA4Semester/General/4InternationalBusiness.pdf>
- <https://ncert.nic.in/textbook/pdf/kebs111.pdf>
- https://ebooks.lpude.in/management/mba/term_3/DMGT545_INTERNATIONAL_BUSINESS.pdf

Course Outcomes

After completing this Course Students will be able to:

CO1: Define the concept of International Business environment and the models & theories of international trade.

CO2: Describe the concept of country risk analysis and responsibilities of International business and analyze the economic crisis of developing countries.

CO3: Explain the international finance management and identify the various import and export procedures.

CO4: Outline the trade laws of international business and evaluate the functions of WTO, GATT and World banks.

CO5: Describe the International marketing strategies and explain global sourcing and its impact on Indian industries.

Programme	:	B.B.A
Year/Semester	:	Fourth Year / Seventh Semester
Course Code	:	OBBAD-731
Course Title	:	International Standard Organizational Auditing
No. of Credits	:	4

Course Objectives: The Objective of this Course is-

- To understand the fundamental principles and concepts of ISO auditing.

Block-1: Introduction to ISO Auditing- Introduction to ISO standards and their benefits - Principles and concepts of ISO auditing ISO 19011: Guidelines for Quality and/or Environmental Management Systems Auditing

Block-2: Planning for an Audit - Developing an audit plan based on risk assessment - Defining the scope and objectives of the audit - Preparing audit checklists and documentation.

Block-3: ISO Standard Mapping- Specific requirements and clauses of the ISO 9001 - Mapping the standard's requirements to the audit process - Identifying key control points and audit trails

Block-4: Conducting the ISO Audit- Conducting opening and closing meetings - Leading effective audit interviews and gathering evidence - Utilizing observation and record review techniques.

Block-5: Reporting- Preparing a clear and concise audit report - Reporting nonconformities and corrective action plans - Communicating audit findings to management.

Text Books (Latest Edition)

- (1). Ryan Leonard, ISO 9001:2015 Internal Auditing: Guidance for Nonconformity Identification and Corrective Action by.

References

- (1). The ASQ ISO 9001:2015 Auditor Handbook by Patricia Wheeler.

Reflective Exercises and Cases:

- <https://www.iso.org/certification.ht>

Course Outcomes

After completing this Course Students will be able to:

- CO1: Understand the concepts of ISO auditing
- CO2: Plan for the audit
- CO3: Know the mapping
- CO4: Discern the review techniques
- CO5: Know the Preparing the report

Programme	:	B.B.A
Year/Semester	:	Fourth Year / Seventh Semester
Course Code	:	OBBAD-741
Course Title	:	Research Methodology
No. of Credits	:	4

Course Objectives: The Objective of this Course is-

1. To enhance understanding of advanced research designs and methodologies beyond the foundational level.
2. To develop proficiency in qualitative and quantitative data analysis techniques using advanced software tools.
3. To explore contemporary issues and innovations in research methodology relevant to business studies.

Block-1: Advanced Research Frameworks- Advanced research frameworks, examining research philosophy, inquiry, ontology, epistemology, and paradigms. It includes discussions on refining quantitative, qualitative, and mixed methods approaches and explores specialized research designs both experimental and non-experimental designs such as longitudinal, cross-sectional, and factorial design, latin square design, randomize group design providing a foundation for advanced research questions/inquiry.

Block-2: Advanced Data Analysis Techniques- Advanced data analysis techniques-qualitative methods like ethnography and phenomenology, alongside advanced quantitative approaches including multivariate analysis and structural equation modelling- use of sophisticated data analysis software such as computer enabled qualitative and context analysis (example NVivo and ATLAS.ti, PLSEM), enhancing students' analytical skills.

Block-3: Contemporary Issues in Research- Contemporary issues in research, addressing the impact of big data and analytics, and the incorporation of artificial intelligence into research methodologies-ethical considerations crucial to modern research practices and the transformative role of technologies like virtual reality and augmented reality in business research.

Block-4: Application-Preparing scholarly articles, grant proposals, and comprehensive research reports, emphasizing the practical application of research skills and ethical considerations in documentation and reporting.

Block-5: Ethics- Apply research methods to real-world scenarios, exploring the ethical challenges in conducting research

Text Books (Latest Edition)

(1).Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, by Creswell, J.W.& Creswell, J. D.

References

(1).Multivariate Data Analysis, by Hair, J. F., Black, W. C., Babin, B. J., & Anderson,R.E.

Course Outcomes

After completing this Course Students will be able to:

CO1: Mastery of advanced research methodologies applicable in diverse business contexts.

CO2: Understand the Skilled in ethical application.

CO3: Understand the Proficient in publishing research findings

CO4: Know the Critical analysis of research data

CO5: Know the Drafting comprehensive grant proposals.

Programme	:	B.B.A
Year/Semester	:	Fourth Year / Seventh Semester
Course Code	:	OBBAR-711
Course Title	:	Research Project - I
No. of Credits	:	6

Course Objectives: The Objective of this Course is-

- To identify and discuss the role and importance of research in the social sciences.
- To identify and discuss the issues and concepts salient to the research process.
- To identify and discuss the complex issues inherent in selecting a research problem, choosing an appropriate research design, and implementing a research project.
- To identify and discuss the concepts and procedures of sampling, data collection, analysis and reporting.

General Regulations

- The Project report should be submitted before the student sits for the final university examinations in seme. The student shall work under the guidance of a project supervisor (s) appointed by the Institute's director. Once the students have completed the proposal and the supervisor has approved it, the proposal shall be defended in panels formed by the project coordinator on a day set aside by the Institute.
- The students should submit at least two copies of the proposal to the Project Coordinator at least two weeks before the final examination in semester V.
- The students shall present a proposal at the panels and be awarded marks. They will also be given corrections, which they will work on and present to their supervisors for approval to continue with the project work.
- The student will then complete chapters 4 and 5 of the project.
- Once the student has completed the project and the supervisor has approved it, the project shall be submitted to the project coordinator, who will arrange for the final defence and VIVA VOCE. The marks obtained will be added to the proposal defence marks and compiled.
- The students should then submit two copies of the project report to the Institute 2 weeks before the final examination in semester VI.
- If the student is unsuccessful, the resubmission regulations will apply as stipulated in the academic policy.

Choosing A Project Title

- The project's title should be clear and specific to a real problem.
- Similar topics between students should be avoided.
- The project should be new and original, not replicating another person's work.
- At the proposal level, the appointed supervisor MUST approve the project title.
- The research committee must ratify all the topics.

Formatting Guidelines

- Font Size-12 in the body text, except for the topics and titles, which should be font size 14 Font Type- Times New Roman
- Spacing- The project should be 1.5 lines spacing
- Highlighting- Topics and subtopics should be bolded and NOT be underlined
- Print Quality- The final document should be of good print quality
- Margins- Margins of the report should be 1 inch on the top, bottom and right-hand side. The left-hand-side margin should be 1.25 inches to allow for binding.
- Tables- Larger tables may be typed in smaller font sizes (10-11) to maintain standard margins
- Numbers and Percentages-must do not begin with a sentence.
- Tables and Figures - When presenting the table or figure, there must be a finding and analysis section. Avoid using 'table above, or table below.' Instead, indicate as 'Table 4.1 shows that'
- Final Binding - Presented as Hard Copy (Blue Color), preferably Xerox hardcover book binding.
- Pagination: Bottom of page and centered.

Evaluation

Evaluation will be done based on the project completed, presentation of the proposal and Viva Voce.

Course Outcomes

After completing this Course Students will be able to:

- CO1: Know the Application of theoretical knowledge to real-world scenarios.
CO2: Know the Development of professional skills and networking opportunities.
CO3: Understand workplace culture and dynamics.
CO4: Know about Hands-on experience in a chosen field.
CO5: Understand the Preparation of report.

Programme	:	B.B.A
Year/Semester	:	Fourth Year / Eight Semester
Course Code	:	OBBAD-811
Course Title	:	Marketing of Services
No. of Credits	:	4

Course Objectives: The Objective of this Course is-

- To explain why there is a need for special services marketing discipline, the challenges for services marketing, and how to deal with them.
- To bring out the emerging service environment in India and the world and emphasizes the distinctive aspects of Services Marketing.
- To aim at equipping with concepts and techniques that help in taking decisions relating to various services marketing situations.

Block-1: Understanding Services, Service Consumers and Managing Services Quality- Difference between goods and services marketing; Challenges of Services Marketing; Role of internal and interactive marketing in services; Services Marketing Myopia, Expanded Services Marketing mix; Levels of service expectations; Factors influencing Consumers' perception of service; Different types of Service Quality; Determinants of Service Quality; Gap Model of Service Quality; Service Quality instrument to measure service quality; Service quality research.

Block-2: Service as Product, Service Delivery Process and Service Pricing- Distinction between core, facilitating, and support services; Different levels of customer participations in the creation of service and the strategies to enhance the customer participation in service production and delivery; Service blueprinting and its benefits; Customer Service standards; Strategies to manage fluctuations of demand in the creation and delivery of services; Service delivery intermediaries; Setting up Service prices- costs, perceived value and competition; Revenue Management in specific service industries; Pricing concepts- price bundling, captive pricing, two-part pricing, loss-leadership pricing and result-based pricing; Price competition challenges.

Block-3: Service Communication, Branding, Physical Evidence in Service- Challenges in designing communication programme for services; Service communication problems; Strategies for matching service promises with delivery; Services advertising; Role of promotion in marketing of services; Servicescape, the roles played by the servicescape, and its effects; Environmental dimensions of servicescape; High-contact and Low-contact ; Approaches for understanding servicescape effects.

Block-4: Service Failures, Recovery Strategies-Service failures; strategies and tactics of service recovery in the event of a service failure; service guarantee and its role in promoting and achieving service quality; Servicescape, the roles played by the servicescape, and its effects; Environmental dimensions of servicescape; High-contact and Low-contact ; Approaches for understanding servicescape effects..

Block-5: Managing People and Customer Relationships- Customer feedback system; human resource strategies for customer oriented service delivery; internal marketing in delivering the promise made to customers (through external marketing); interactive marketing (managing the moments of truth); guideline for people in service organizations ; service oriented organizational structure; customer loyalty; customer lifetime value ; customer equity; framework for building customer loyalty.

Text Books (Latest Edition):

- (1).Services Marketing: V Zeithaml, Gremler, Bitner and Ajay Pandit, 7 th Edition TMH, 2018
- (2).Services Marketing: Jochen Wirtz, Christopher H. Lovelock & Jayanta Chatterjee 9th Edition; Published by World Scientific, 2023

References

- (1).Service Management: Operations, Strategy, Information Technology, Sanjeev Bordoloi, James Fitzsimmons and Mona Fitzsimmons 10th Edition ISBN10: 1264098359 | ISBN13: 9781264098354 © 2023
- (2).Services Marketing: Concepts, Strategies & Cases K. Douglas Hoffman | John E.G. Bateson ISBN: 9789386858771 ,Edition: 5th ,Year: 2017

Course Outcomes

After completing this Course Students will be able to:

- CO1: Understand the Concept of Services and intangible products
- CO2: Discuss the relevance of the services Industry to Industry.
- CO3: Examine the characteristics of the services industry.
- CO4: Analyze the role and relevance of Quality in Services
- CO5: Visualize future changes in the Services Industry

Programme	:	B.B.A
Year/Semester	:	Fourth Year / Eight Semester
Course Code	:	OBBAD-821
Course Title	:	Business Communication
No. of Credits	:	4

Course Objectives: The Objective of this Course is-

- To develop skills of effective written and oral communication.
- To help students acquaint themselves with applying communication skills in the business world.
- To create awareness of the soft skills required to plan and pursue a career in any form of business and
- To empower students with employability skills.

Block-1: Fundamentals of Communication- Communication forms and process- communication model, principles of effective communication, seven C's of communication, the importance of listening, and effective listening.

Block-2: Corporate Communication- Interviews: meaning and importance, the art of conducting and giving interviews. Meetings: meaning and importance, meetings opening and closing, participating and conducting group discussions, brainstorming, e-meetings, agendas, minutes of meetings.

Block-3: Communication in a Multicultural World- Corporate Social Responsibility – definition – nature – levels – phases and approaches, principles, Indian models – dimensions. Corporate social reporting - Objectives of Corporate Social Reporting and case studies.

Block-4: Communication and Personality- Communication with clarity and confidence, Attitudes and communication, importance and principles of effective speech, elements of a presentation, presentation aids, making and delivering a powerful presentation.

Block-5 : Application of Communication Skills- Group Decision-Making - Conflict and Negotiations - Presentation and Interviews - Speeches -Customer Care/Customer Relations - press releases, corporate brand building & image management, Public Relations (Concepts, Principles, Do's and Don'ts,).

References:

- (1). R.C. Sharma & Krishna Mohan: Business Communications & report writing, TMH, New Delhi.
- (2). Ramesh & Pattanshetty : Effective Business English & Correspondence, R. Chand & Co.
- (3). Urmila Rai: Business Communication, Himalaya Publishing House.
- (4). A. Ashley: Oxford Handbook of Commercial Correspondence, (Indian Edition) Oxford University Press.
- (5). Sangeetha Magan: Business Communication, International Book House Pvt Ltd, 2nd edition.

Course Outcomes

After completing this Course Students will be able to:

CO1: Develop skills of effective written and oral communication.

CO2: Acquaint with applying communication skills in the business world.

CO3: Create awareness of the soft skills required to plan and pursue a career in any form of business.

CO4: Empower with employability skills.

Programme	:	B.B.A
Year/Semester	:	Fourth Year / Eight Semester
Course Code	:	DLBEC-831
Course Title	:	Corporate Governance
No. of Credits	:	4

Course Objectives: The Objective of this Course is-

- To impart knowledge on governance which ensure ethics in corporate management.
- To explain the various concept and various theories of Business ethics and
- To learn the various approaches to ethical decision making.

Block-1: Corporate Governance- Definition of corporate governance – purpose- corporate structure and its evolution – Characteristics of corporations- Corporate governance committees – India and International- Codes of Corporate Governance in global context.

Block-2: Corporate Governance Forums- CII code on corporate governance – features - Various Corporate Governance forums – CACG, OECD,ICGN AND NFCG.

Block-3: Corporate Social Responsibility- Corporate Social Responsibility – definition – nature – levels – phases and approaches, principles, Indian models – dimensions. Corporate social reporting - Objectives of Corporate Social Reporting and case studies.

Block-4: Business Ethics -Business ethics – meaning, significance, scope – factors responsible for ethical and unethical business decision. Unethical practices in Business – Business ethics in India – Ethics training programme.

Block-5: Ethical Decision Making- Ethical characteristics of professionalism - Social and environmental issues in the conduct of business Ethical decision Making-Corporate Value and Ethical Decision Making- Business Ethics and Social Responsibility.

Text Books (Latest Edition)

- (1). Prof. K. Viyana Rao, Dr. G. Nagaraju I.K.- Business Ethics and Corporate Governance, (2017)-International Publishing House Pvt. Ltd,
- (2). Bholanath Dutta and S.K. Podder-Corporate Governance,(2014), - Vision Book house,
- (3). R.V.Badi N.V. Badi -Business Ethics,(2005)2ND Edition-Vrinda Publication pvt Ltd

References

- (1). H.R. Machiraju -, Corporate Governance,(2004), -Himalaya Publication House
- (2).Business Ethics An Indian Perspective: Biztantra Publication-Prof. (Col.) P.S. Bajaj & Dr. Raj Agrawal(2004)

Reflective Exercises and Cases

- https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1506.pdf
- <https://rajdhnicollege.ac.in/admin/ckeditor/ckfinder/userfiles/files/Corporate%20Governance.pdf>
- https://sde.uoc.ac.in/sites/default/files/sde_videos/I%20Sem.%20Corporate%20Governance%202019%20ADmn..pdf
- <https://ddceutkal.ac.in/Syllabus/MBA-BOOK/Corporate-Governance.pdf>

Course Outcomes

After completing this Course Students will be able to:

CO1: Acquire conceptual understanding of Corporate Governance

CO2: Understand various Corporate Governance Committees and Forums

CO3: Acquire understanding of the concept of Corporate Social Responsibility

CO4: Acquire conceptual understanding of Business Ethics

CO5: Evaluate a business decision based on the code of best practices with respect to corporate governance and business ethics.

Programme	:	B.B.A
Year/Semester	:	Fourth Year / Eight Semester
Course Code	:	OBBAD-841
Course Title	:	Production Management
No. of Credits	:	4

Course Objectives: The Objective of this Course is-

- To considers the operations from a managerial perspective.
- To consider key performance measures of operations (productivity, quality and response time) as well as important concepts for improving the performance of operations along these dimensions.
- To have a fair understanding of the role Production/Operations Management plays in business processes.
- To Emphasis both to familiarization of various production processes and service systems, and to quantitative analysis of problems arising in the management of operations.

Block-1: Production Management- Introduction, evaluation, major long term and short term decisions; objectives, importance and activities; difference between products and services (from POM view point) Meaning and types of Production System; Production to order and production to stock; plant location; factors affecting locations; plant layout; meaning, objectives, characteristics and types; plant layout and materials handling.

Block-2: Production Planning and Control- Meaning, Objectives, Scope, Importance & Procedure of Production Planning, Routing scheduling Master Production Schedule, Production Schedule, Dispatch, Follow up, Production Control-Meaning, objectives, Factors affecting Production Control

Block-3: Productivity & Ergonomics- Meaning, Importance, Measurement, Techniques, Factors affecting Productivity, Measures to boost Productivity, Quality Control, Quality Circles. Ergonomics Definition, Importance, Work and Rest cycles, Bio – mechanical factors, Effects of factors – light, ventilation, heat, noise on performance.

Block-4: Supply-Chain-Management - Meaning and definition- components/participants of SC- concept of SCM- Objectives of SCM- SCM process: Customer relationship management, customer service management, demand management, customer order fulfillment, manufacturing flow management, Procurement management/supplier relationship management, product development & Commercialization, returns management – Factors driving the evolution of SCM – objectives of SCM – supply chain planning.

Block-5: Logistics Management- Meaning and definition – significant of logistics – business logistics- concepts of logistics management – objectives of logistics management – elements of logistics management – logistics management v/s supply chain management – integrated logistics- operating of objectives of integrated logistics:

Text Books (Latest Edition)

- (1). Aswathappa K and Shridhara Bhat K, Production and Operations Management, Himalaya Publishing House, 6th Edition, 2010.
- (2). Panner Selvam. R, Production and Operations Management, Prentice Hall India, 3rd Edition, 2013.
- (3). Norman Gaither and Gregory Frazier, Operations Management, South Western Cengage Learning, 2006.

References

- (1). Kanishka Bedi, Production and Operations Management, Oxford University Press, 2007.
- (2). Russel and Taylor, Operations Management, Wiley, 7th Edition, 2010.
- (3). Chary S. N, Production and Operations Management, Tata McGraw Hill, 5th Edition, 2008.
- (4). Chase Jacobs, Aquilano & Agarwal., Operations Management, Tata McGraw Hill, 11th edition, 2006.
- (5). Mahadevan B, Operations Management Theory and practice, Pearson Education, 2nd edition, 2010.

Reflective Exercises and Cases

- <https://gascnagercoil.in/wp-content/uploads/2021/01/Production-Management.pdf>
- https://oms.bdu.ac.in/ec/admin/contents/316_P16MBA8_2020052412124421.pdf
- <https://www.drnishikantjha.com/booksCollection/Ch%202%20POM%20TYBAF%20SEM%20V.pdf>
- [https://idealschool.edu.in/Lecture%20Notes/ETC%20DEPARTMENT6th/Entrepreneurship%20&%20Ma nagement-Module%206_watermark.pdf](https://idealschool.edu.in/Lecture%20Notes/ETC%20DEPARTMENT6th/Entrepreneurship%20&%20Ma%20nagement-Module%206_watermark.pdf)

Course Outcomes

After completing this Course Students will be able to:

CO1: Analyze and appreciate the principles and applications relevant to the planning, design, and operations of manufacturing/service firms and elaborate on various types of production system.

CO2: Evaluate various factors affecting plant location and productivity.

CO3: Evaluate various bio-mechanical factors on production performance and the principles of supply chain management.

CO4: Develop basic of supply chain. Demonstrate the ability to apply basic supply chain concepts

CO5: Develop basic logistics system. Explain the supply chain in logistics.

Programme	:	B.B.A
Year/Semester	:	Fourth Year / Eight Semester
Course Code	:	OBBAR-811
Course Title	:	Research Project- II
No. of Credits	:	6

Course Objectives: The Objective of this Course is-

- To identify and discuss the role and importance of research in the social sciences.
- To identify and discuss the issues and concepts salient to the research process.
- To identify and discuss the complex issues inherent in selecting a research problem, choosing an appropriate research design, and implementing a research project.
- To identify and discuss the concepts and procedures of sampling, data collection, analysis and reporting.

General Regulations

- The Project report should be submitted before the student sits for the final university examinations in semester
- The student shall work under the guidance of a project supervisor (s) appointed by the Institute's director.
- Once the students have completed the proposal and the supervisor has approved it, the proposal shall be defended in panels formed by the project coordinator on a day set aside by the Institute.
- The students should submit at least two copies of the proposal to the Project Coordinator at least two weeks before the final examination in semester V.
- The students shall present a proposal at the panels and be awarded marks. They will also be given corrections, which they will work on and present to their supervisors for approval to continue with the project work.
- The student will then complete chapters 4 and 5 of the project.
- Once the student has completed the project and the supervisor has approved it, the project shall be submitted to the project coordinator, who will arrange for the final defense and VIVA VOCE. The marks obtained will be added to the proposal defense marks and compiled.
- The students should then submit two copies of the project report to the Institute 2 weeks before the final examination in semester VI.
- If the student is unsuccessful, the resubmission regulations will apply as stipulated in the academic policy.

Choosing a Project Title

- The project's title should be clear and specific to a real problem.
- Similar topics between students should be avoided.
- The project should be new and original, not replicating another person's work.
- At the proposal level, the appointed supervisor MUST approve the project title.
- The research committee must ratify all the topics.

Formatting Guidelines

- Font Size-12 in the body text, except for the topics and titles, which should be font size 14 Font Type- Times New Roman
- Spacing- The project should be 1.5 lines spacing
- Highlighting- Topics and subtopics should be bolded and NOT be underlined
- Print Quality- The final document should be of good print quality
- Margins- Margins of the report should be 1 inch on the top, bottom and right-hand side. The left-hand-side margin should be 1.25 inches to allow for binding.
- Tables- Larger tables may be typed in smaller font sizes (10-11) to maintain standard margins Numbers and Percentages-must do not begin with a sentence.
- Tables and Figures - When presenting the table or figure, there must be a finding and analysis section.
- Avoid using table above, or table below. Instead, indicate as "Table 4.1 shows that Final Binding - Presented as Hard Copy (Blue Color), preferably Xerox hardcover book binding.
- Pagation: Bottom of page and centered.

Evaluation: Evaluation will be done based on the project completed, presentation of the proposal and Viva Voce.

Course Outcomes

After completing this Course Students will be able to:

- CO1: Understand Application of theoretical knowledge to real-world scenarios.
CO2: Know the Development of professional skills and networking opportunities.
CO3: Understand workplace culture and dynamics.
CO4: Know Hands-on experience in a chosen field
CO5: Understand the Preparation of report.