

Tel. No.: 2419700/2419567
Fax: 0821-2419363/2419301



UNIVERSITY OF MYSORE

Estd. 1916

Email: registrar@uni-mysore.ac.in

www.uni-mysore.ac.in

Vishwavidyanilaya Karyasoudha
Crawford Hall, Mysuru- 570 005

Hulra

(Re-accredited by NAAC at 'A' Grade)

(NIRF-2022 Ranked 33 in University Category & 54 in Overall Category)

No.: PMEB-1/Spl./29(1)/2021-22

Date: 04-11-2022

NOTIFICATION

Sub.: Syllabus and Examination pattern of **BBA-Hons. (Business Analytics)**, **BBA-Hons. (Sustainable Development & Environment Management)** and **BBA-Hons. (International Business)** courses under Specialized Programmes from the academic year 2022-23-reg.

- Ref.: 1. Decision of the BOS Meeting held on 03-06-2022.
2. Decision of the Faculty of Commerce meeting held on 07-09-2022.
3. Decision of the Academic Council meeting held on 23-09-2022.
4. This office Notification of even no. dated 17-10-2022.

The Board of Studies in **BBA-Hons. (Business Analytics)**, **BBA-Hons. (Sustainable Development & Environment Management)** and **BBA-Hons. (International Business)** (UG) at its meeting held on 03-06-2022 has recommended approve the 1st year Syllabus of **BBA-Hons. (Business Analytics)**, **BBA-Hons. (Sustainable Development & Environment Management)** and **BBA-Hons. (International Business)** courses in University of Mysore under specialized/specified programs from the academic year 2022-23 as per NEP-2020.

The Faculty of Commerce and the Academic Council at their meetings held on 07-09-2022 and 23-09-2022 respectively, have also approved the above said proposal and the same is hereby notified.

The syllabus of **BBA-Hons. (Business Analytics)**, **BBA-Hons. (Sustainable Development & Environment Management)** and **BBA-Hons. (International Business)** courses may be downloaded from the University website <https://uni-mysore.ac.in/PMEB/>.

The earlier notification under ref. (4) issued in this regard is withdrawn.

To;

1. The Registrar (Evaluation), University of Mysore, Mysuru.
2. The Dean, Faculty of Commerce, DoS in Commerce, Manasagangothri, Mysuru.
3. Prof. D. Anand, DoS in Business Administration (BIMS), Manasagangothri, Mysuru.
4. The Principal, GETS Academy, # CA-40, Hootagalli Industrial Ares, Near Belavadi Petrol Bunk, Belavadi, Mysuru.
5. The Deputy Registrar/ Asst. Registrar/ Superintendent, Examination Branch, UOM, Mysuru.
6. The PA to Vice-Chancellor/Registrar/Registrar (Evaluation), University of Mysore, Mysuru.
7. Office Copy.

MDF
REGISTRAR
REGISTRAR

University of Mysore
MYSURU - 570 005

21/11



ಸಂಖ್ಯೆ : ಯುಎ2/379/2016-2017

ದಿನಾಂಕ : 17-05-2022

ಎಲ್ಲಾ ಅಧ್ಯಯನ ಮಂಡಳಿ ಅಧ್ಯಕ್ಷರುಗಳಿಗೆ
ಸ್ನಾತಕ/ಸಂಯುಕ್ತ ಅಧ್ಯಯನ ಮಂಡಳಿಗಳು
ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ,
ಮೈಸೂರು.

ಮಾನ್ಯರೇ,

ವಿಷಯ : 2020ರ ಹೊಸ "ರಾಷ್ಟ್ರೀಯ ಶಿಕ್ಷಣ ನೀತಿ" ಅನ್ವಯ ಸ್ನಾತಕ/ಸಂಯುಕ್ತ ವಿಶೇಷ ಅಧ್ಯಯನ ಮಂಡಳಿಗಳ ಸಭೆಗಳನ್ನು ನಡೆಸುವ ಬಗ್ಗೆ.

ಉಲ್ಲೇಖ : 1. ನಿರ್ದೇಶಕರು, ಯೋಜನೆ ಉಸ್ತುವಾರಿ ಮತ್ತು ಮೌಲ್ಯಮಾಪನ ಮಂಡಳಿ ಇವರ ಪತ್ರ

ಸಂಖ್ಯೆ: /PMEB/35/Spl.Gen/2020-21 Dated :09-05-2022.

2. ಉಪ ಕುಲಸಚಿವರು (ಶೈಕ್ಷಣಿಕ) ಇವರ ಟಿಪ್ಪಣಿ ಸಂಖ್ಯೆ : ಎಸಿ2(ಎಸ್)/525/2009-10,

ದಿನಾಂಕ : 16-05-2022.

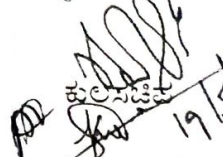
* * * * *

ಮೇಲ್ಕಂಡ ವಿಷಯ ಮತ್ತು ಉಲ್ಲೇಖಿತ ಪತ್ರಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ, ಹೊಸ "ರಾಷ್ಟ್ರೀಯ ಶಿಕ್ಷಣ ನೀತಿ" (NEP)-2020ರ ಅನುಷ್ಠಾನದನ್ವಯ 2022-23ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನ ಸ್ನಾತಕ ಪದವಿಯ ಎರಡನೇ ವರ್ಷದ/ Specialized Programmeಗಳ ಮೊದಲನೇ ವರ್ಷದ ಪಠ್ಯಕ್ರಮವನ್ನು ಸರ್ಕಾರ ನಿಗದಿಪಡಿಸಿರುವ Model Structure ನಂತೆ ಸಿದ್ಧಪಡಿಸುವ ಸಂಬಂಧ ಎಲ್ಲಾ ಅಧ್ಯಯನ ಮಂಡಳಿಯ ಅಧ್ಯಕ್ಷರುಗಳು ಸ್ನಾತಕ/ಸಂಯುಕ್ತ/Specialized Programme ಒಳಗೊಂಡಂತೆ ತುರ್ತಾಗಿ ಅಧ್ಯಯನ ಮಂಡಳಿಯ ಸಭೆಗಳನ್ನು ನಡೆಸಿ ದಿನಾಂಕ : 31-05-2022ರೊಳಗೆ ಸದರಿ ಅಧ್ಯಯನ ಮಂಡಳಿಯ ಶಿಫಾರಸ್ಸುಗಳ Soft Copy ಮತ್ತು Hard Copy ಗಳನ್ನು ಈ ಕೆಳಕಂಡ ವಿಭಾಗಗಳಿಗೆ ನೇರವಾಗಿ ಸಲ್ಲಿಸಲು ಕೋರಿದೆ.

ಕ್ರಮ ಸಂಖ್ಯೆ	ವಿವರ	ಇ-ಮೇಲ್
1.	Soft Copy/Hard Copy ಸಿಂಡಿಕೇಟ್ ವಿಭಾಗಕ್ಕೆ ಸಲ್ಲಿಸುವುದು	syndicate109999@gmail.com
2.	Soft Copy/ Hard Copy ಶೈಕ್ಷಣಿಕ ವಿಭಾಗಕ್ಕೆ	academicsection123@gmail.com
3.	Specialized Programme ಗಳಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ Soft Copy/ Hard Copy ಯನ್ನು ನಿರ್ದೇಶಕರು (PMEB) ಯೋಜನೆ ಉಸ್ತುವಾರಿ ಮತ್ತು ಮೌಲ್ಯಮಾಪನ ಮಂಡಳಿ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ ಮೈಸೂರು-05 ಇಲ್ಲಿಗೆ ಸಲ್ಲಿಸುವುದು	pmeb@uni-mysore.ac.in

ಸೂಚನೆ: ಅಧ್ಯಯನ ಮಂಡಳಿ ಶಿಫಾರಸ್ಸುಗಳನ್ನು ಸಂಬಂಧಪಟ್ಟ ನಿಕಾಯಗಳು, ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಗಳಿಗೆ ಮಂಡಿಸಬೇಕಾಗಿರುವುದರಿಂದ ಇದನ್ನು ಅತ್ಯಂತ ಜರೂರು ಎಂದು ಪರಿಗಣಿಸಿ ಕ್ರಮಪಹಿಸಲು ತಿಳಿಸಲಾಗಿದೆ.

ನಿಮ್ಮ ನಂಬುಗೆಯು.


ಕುಲಸಚಿವರು
19/5/2022

ಪ್ರತಿ :

1. ಕುಲಸಚಿವರು (ಮೈಸೂರು) ಮತ್ತು ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ ಕಾರ್ಯಸೌಧ, ಕ್ರಾಫರ್ಡ್ ಭವನ, ಮೈಸೂರು.

To,

Date: 06-06-2022

The Deputy Registrar (Authorities)
Syndicate Section
University of Mysore
Mysore-570006

From,

Prof. D. Anand
Chairman, BoS
BBA (Business Analytics), BBA (Sustainable Development & Environmental Management)
and BBA (International Business),
Department of Studies in Management (BIMS),
Manasagangothri, Mysore.

Respected Sir,

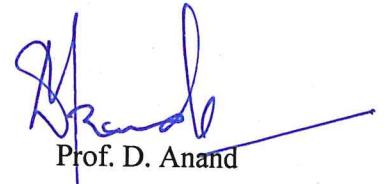
Subject: Proceedings of the meeting of the BoS

Ref: Model Structure of BBA (Business Analytics), BBA (Sustainable Development & Environmental Management) and BBA (International Business) according to NEP-2020 vide Notification No: UA2/20(2)/379/2016-2017, dated 17-05- 2022.

* * * * *

With reference to the above subject, I am herewith enclosing the proceedings of the meeting of BBA (Business Analytics), BBA (Sustainable Development & Environmental Management) and BBA (International Business) held on Friday, 3rd June-2022 at 2:30pm, along with the soft copy.

Kindly acknowledge the same


Prof. D. Anand
Chairman, BoS

BBA (Business Analytics), BBA (Sustainable
Development & Environmental Management)
and BBA (International Business)

Proceedings of the Meeting of Special Board of Studies (UG) in BBA (Business Analytics), BBA (Sustainable Development & Environmental Management) and BBA (International Business)

(Held on Friday, 3rd June, 2022)

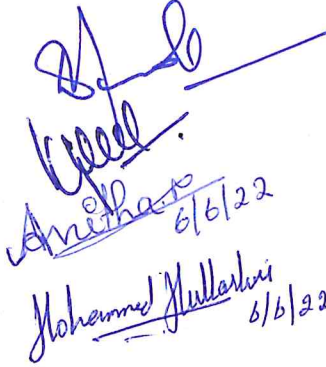
Place: GETS ACADEMY, #CA-40,
Hootagalli Industrial Area,
Near Belavadi Petrol Bunk,
Belavadi, MYSURU

Date: 03-06-2022

Time: 02:30PM

Members Present:

1. Prof. D. Anand- Chairperson BoS
2. Mr. Kenchana Gowda S J – Member
3. Ms. Anitha N – Member
4. Mr. Mohammad Mubbashir - Member



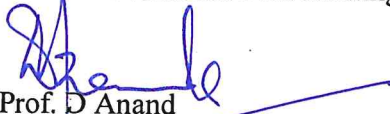
Members absent:

1. Ms. Mamatha - Member
2. Mr. Lakshmisha K – Member

The Chairman welcomed the members & initiated the Board of Studies by explaining the need to restructure the syllabus according to NEP-2020. The following points were discussed and resolved:

1. Regulations, Syllabus and Methodology of Assessment and Evaluation for BBA (Business Analytics), BBA (Sustainable Development & Environmental Management) and BBA (International Business) was restructured in-line with NEP-2020 regulations.
2. The Chairperson explained specialisation programmes are different from regular programs and it should be executed with taking practical examples of the real world.

Chairman concluded the meeting by thanking all the members


Prof. D Anand
Chairperson, BoS

UNIVERSITY OF MYSURU



Proposed regulation for eight semester program of B.B.A Honors with Business Analytics Specialization

Regulation 2022

1.0 Programmes offered:

BBA (Honors) to those aspiring to become leaders in the field of Management and Commerce. The focus is on creating a talent pool of accounting-centric professionals whose credentials as Professionals in its true sense of term is sacrosanct. The Program is so conceived that it equips the students with a wide range of managerial skills, while building competence in a particular area of business. The Programme ensures that in addition to their regular core courses the students are exposed to all major general commerce and business principles.

The BBA [Honors] are advanced and progressive 4-year programs, focused on more dominant specializations. Honors programs equip the students with greater dexterity in terms of their value to the Industry into which they will ultimately move to.

1.1 Vision:

Commitment to pursue excellence in education, while equipping students with knowledge and skills, inculcate values, identify hidden talents, provide opportunities for students to realize their full potential and thus shape them into global assets, with the core values of professionalism, integrity, respect for diversity and continuous learning.

1.2 Mission:

GETS ACADEMY is dedicated to excellence in performance and committed to provide quality education, opportunities and services that meet the needs of business and also contribute for the society's wellbeing, national development and to meet global competencies.

The institution strives to fulfill its mission to provide educational opportunities to all aspiring youth to excel in life by developing academic excellence, fostering values, creating civic responsibility and building global competencies in a dynamic environment. Environment Protection and Sustainable Development forms the core of its Mission.

1.3 Course objectives:

1. Our Graduates after successful completion of the program will develop skills and competencies in the area of commerce, management, communication, finance, effective business practices, environment protection and sustainable development.
2. They will be able to lead teams, develop problem solving abilities and decision making capacities.
3. Our students after successful completion of the program will be able to gain insights into the emerging domains and develop interest in lifelong learning
4. The course design ensures that the youth get adequate opportunities to identify, develop their skills and meet the requirements of industry, corporates and the society, nationally and internationally.
5. Driven by one aim – imparting ethical and profound education – GETS ACADEMY has begun its journey with an objective of molding corporate-ready professionals with its specialized programs.
6. Aim to bridge the gap between the corporate expectations and the prevalent strengths of our human resources; we endeavor to help individuals to succeed by transforming knowledge into action.

1.4 Program outcomes:

The commitment of imparting profound education reflects in the enlivening infrastructure of our institution, and most importantly, GETS ACADEMY does not market itself as a manufacturer of degree and certificate holders alone, but also acts as a responsible creator of able professionals:

- With Entrepreneurial Competency and Leadership Ability.
- With the ability to communicate effectively.
- Encourage Analytical and critical thinking abilities for data –driven decision making and forecasting.
- Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.
- Gain exposure through inter- disciplinary and specialized courses.
- Engage in Research and apply statistical tools and techniques for Problem solving and decision making.
- Integrate knowledge, skill and attitude that can enhance the creativity and personality of students.
- Apply knowledge of theory and practices in problem solving and decision making of business.
- The overarching outcome is to develop knowledgeable, skilled, ethical and well-rounded individuals, who are job ready from day one of passing out from GETS ACADEMY and have the potential to lead their organizations to success.

1.5 Career opportunities:

The specialized programs that GETS Academy seeks to provide, will give an overall eclectic dimension to the students to stand out from the rest. The programs have been designed keeping in mind the growing trends and requirements in Commerce and Management domains of life activity.

BBA (HONORS) students with specializations are being increasingly and eminently sought for by the corporate world, national and international organizations. The attributes of being industry-ready and readily deployable, would be the outcome of the rigorous coaching, training, practice and exposure to live activities, nationally and internationally, would be the hallmark of GETS ACADEMY.

2.0 Eligibility for Admission:

- i. Pre-University / Higher Secondary / 10 +2 Examination Pass from recognized Board with a minimum of 45% in aggregate [40% in case of candidates belonging to Reserved Category].
- ii. Lateral Entry: one year certificate or diploma / in computer science / commerce / Management / sustainable development.
- iii. All compulsory subjects (languages, constitution of India, Environment studies and physical education) as required by UGC should be successfully completed as a bridge course if the student has not undergone the prescribed subjects in the diploma.

3.0 Structure of the Undergraduate Degree Programme in BBA Honors:

The Syndicate of the University of Mysore, on being satisfied from the Inspection report submitted by the Inspection team has granted recognition to GETS Academy, Mysuru, under Section 66 of the K.S.U. Act 2000 to offer the following Specified/specialized course, subject to the terms and conditions as declared here under.

B.B.A (Honors)-Business Analytics

3.1 DURATION OF THE PROGRAM:

The program of study is Four years of Eight Semesters. A candidate shall complete his/her degree within eight academic years from the date of his/her admission to the first semester. The NEP 2020 provides multiple exit options for students as specified below:

EXIT OPTION:

- a. The students who successfully complete ONE year/ 2 Semesters and leave the program, will be awarded Certificate in Commerce.
- b. The students who successfully complete TWO years/ 4 Semesters and leave the program, will be awarded Diploma in Commerce.

- c. The students who successfully complete THREE years/ 6 Semesters and leave the program, will be awarded Bachelor's Degree in Management (BBA)
- d. An option is given to the students to continue their education to the Fourth year and those who successfully complete FOUR years/ 8 Semesters will be awarded Bachelor's Degree in Commerce (Honors). [BBA (Honors)]

3.2 Medium of instructions:

The medium of instruction is English for all courses, examinations, seminar presentations and project reports.

3.3 Attendance:

- a. For the purpose of calculating attendance, each semester shall be taken as a Unit.
- b. A student shall be considered to have satisfied the requirement of attendance for the semester, if he/she has attended not less than 75% in aggregate of the number of working periods in each of the subjects compulsorily.
- c. A student who fails to complete the course in the manner stated above shall not be permitted to take the University Examination.

3.4 Teaching and Evaluation

MBA graduates with B.Com, BBM/BBA and BBS as basic degree from a recognized university are only eligible to teach and to evaluate all the Commerce courses including e-commerce (except Languages, Constitution of India, Environmental Studies, Health Wellness/Social and Emotional learning, Sports/NCC/NSS/Other)

3.5 Skill Development / Record Maintenance

- a. Every college is required to establish a dedicated business lab for the purpose of conducting practical/ assignments to be written in the record.
- b. In every semester, the student should maintain a record book in which a minimum of 5 exercise or activities per course are to be recorded.

3.6 Scheme of Examination

- a. There shall be a University examination at the end of each semester. The maximum marks for the university examination in each paper shall be 60 marks for DSC, DSE, Vocational, SEC and OEC.
- b. Internal Assessment 40 marks for DSC, DSE, Vocational, SEC and OEC.

Guidelines for Continuous Internal Evaluation and Semester End Examination:

The CIE and SEE will carry 40% and 60% weightage each, to enable the course to be evaluated for a total of 100 marks, irrespective of its credits. The evaluation system of the

course is comprehensive & continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

Sl. No.	Parameters for the Evaluation	Marks
	Continuous Internal Evaluation(CIE)	
1	Continuous & Comprehensive Evaluation(CCE)-(A)	20 Marks
2	Internal Assessment Tests (IAT)- (B)	20 Marks
	Total of CIE (A+B)	40 Marks
3	Semester End examination (SEE) –(C)	60 Marks
	Total of CIE and SEE (A+B+C)	100 Marks

3.7 Continuous Internal Evaluation:

- a. Continuous & Comprehensive Evaluation (CCE): The CCE will carry a maximum of 20% weightage (20 marks) of total marks of a course. Before the start of the academic session in each semester, a faculty member should choose for his/her course, minimum of four of the following assessment methods with 5 marks each (4x5=20 marks).
 - i. Individual Assignments
 - ii. Seminars/Class Room Presentations/ Quizzes
 - iii. Group Discussions /Class Discussion/ Group Assignments
 - iv. Case studies/Case lets
 - v. Participatory & Industry-Integrated Learning/ Industrial visits
 - vi. Practical activities / Problem Solving Exercises
 - vii. Participation in Seminars/ Academic Events/Symposia, etc.
 - viii. Mini Projects/Capstone Projects

- b. Internal Assessment Tests (IAT): The IAT will carry a maximum of 20% weightage (20 marks) of total marks of a course. Under this component, two tests will have to be conducted in a semester for 30 marks each and the same is to be scaled down to 10 marks each.

Internal Assessment Test

Course Code:

Name of the Course:

Duration: 1 Hour

Total Marks: 30

PART-A

Answer any one of the following questions. 5 marks

(1x 5 = 5)

1.-----

2.-----

PART- B

Answer any one of the following questions. 10 marks

(1x 10 = 10)

3.-----

4.-----

PART- C

Answer any one of the following questions. 15 marks

(1x 15 = 15)

5,-----

6.-----

3.8 SEMESTER END EXAMINATION (SEE):

The Semester End Examination for all the courses for which students who get registered during the semester shall be conducted. SEE of the course shall be conducted after fulfilling the minimum attendance requirement as per the University norms. The BOS of the University has prepared the SEE framework and the question paper pattern for SEE is presented below for 60 marks.

PATTERN OF QUESTION PAPER

TIME : 3 HOURS

MARKS: 60

PART – A

Answer any FIVE of the following questions. Each question carries 2 marks. (5x2= 10)

- 1. -----
- 2. -----
- 3. -----
- 4. -----
- 5. -----
- 6. -----
- 7. -----

PART – B

Answer any TWO of the following questions. Each question carries 10 Marks. (2x10 =20)

- 8. -----
- 9. -----
- 10. -----
- 11. -----

PART – C

Answer any TWO of the following questions. Each question carries 15 Marks (2x15=30)

- 12. -----
- 13. -----
- 14. -----
- 15. -----

3.9 Board of Examiners and Evaluation :

- i. There shall be a Board of Examiners for scrutinizing and approving the question papers and scheme of evaluation constituted by the University.
- ii. There will be single valuation for all papers.

3.10 Minimum Marks for a Pass:

Candidates who have obtained a minimum of 35% marks in semester end examination i.e. 21 marks out of 60 marks of theory examination and 40% in aggregate i.e. total 40 marks out of 100 marks of Semester End Examination marks and Continuous Internal Evaluation marks.

Any other issue not envisaged shall be resolved by the Vice-Chancellor in consultation with the appropriate bodies of the University.

Where ever the regulation is silent, the provisions of University shall be Applicable

PROGRAM STRUCTURE
Proposed Scheme of Teaching and Evaluation for BBA (Basic/Honors) - Business Analytics.

Semester I								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
1	Lang.1.1	Language - I	AECC	3+1+0	60	40	100	3
2	Lang.1.2	Language – II	AECC	3+1+0	60	40	100	3
3	BBA.1.1	Financial Accounting-1	DSC	4+0+0	60	40	100	4
4	BBA.1.2	Principles of Management	DSC	3+0+2	60	40	100	4
5	BBA.1.3	Business Analysis	DSC	4+0+0	60	40	100	4
6	BBA.1.4	Digital Fluency	SEC-SB	1+0+2	25	25	50	2
7	BBA.1.5	Business Organization / Office Organization and Management	OEC	3+0+0	60	40	100	3
Sub –Total (A)					385	265	650	23

Semester II								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
8	Lang.2.1	Language - I	AECC	3+1+0	60	40	100	3
9	Lang.2.2	Language – II	AECC	3+1+0	60	40	100	3
10	BBA.2.1	Financial Accounting II	DSC	4+0+0	60	40	100	4
11	BBA.2.2	Data Mining	DSC	3+0+2	60	40	100	4
12	BBA.2.3	Computer for Management	DSC	4+0+0	60	40	100	4
13	BBA.2.4	Health & Wellness/Social & Emotional Learning	SEC-VB	1+0+2	25	25	50	2
14	BBA.2.5	Environmental Studies	AECC	2+0+0	30	20	50	3
15	BBA. 2.6	People Management/ Retail Management	OEC	3+0+0	60	40	100	3
Sub –Total (A)					415	285	700	25

FIRST SEMESTER
BBA 1.1 FINANCIAL ACCOUNTING-I

Unit 1

Meaning of Accounting – Accounting Principles – Concepts and Conventions Accounting Standards - Meaning – objectives – Indian Accounting Standards – IFRS. Systems of Book-Keeping – Rules of double - entry -preparation of Journal and Ledger.

Unit 2

Subsidiary Books – Purchase, Purchase Returns, Sales, Sales Returns, Cash Book, Petty Cash Book, Journal proper, Bills Receivable and Bills Payable Book (Format and Theory only). Problems on Three Column Cash Book.

Unit 3

Preparation of Trial Balance- Preparation of Final Accounts of Sole - Trading Concern, Trading Account, Profit and Loss Account and Balance Sheet.

Unit 4

Depreciation – Meaning, Causes, Methods of Depreciation. Problems on Straight - line method, Written down value method and Sinking fund method.

Unit 5

Consignment- Meaning- Differences between Sales and Consignment – Proforma Invoice – Account Sales- Problems on consignment (at cost and Invoice price)- Normal loss and Abnormal loss.

Unit 6

Bills of Exchange- meaning, Features- parties to Bill of Exchange- Noting and Protest – Discounting – Endorsement – Renewals of Bills - Dishonor of Bills, Simple problems on Trade Bills.

References:

1. Financial Accounting B S Raman
2. Financial Accounting -I &II G.H. Mahadevaswamy & B H Suresh
3. Advanced accounting M C Shukla and T S Grewal
4. Financial Accounting S P jain and Narang K L
5. Advanced accounting p c tulsian

BBA 1.2 PRINCIPLES OF MANAGEMENT

Unit 1:

Introduction to Management: Meaning and Definition – Nature - Management Process – Management Functions – Levels of Management and Skills – Importance - Management Thinkers: F W Taylor - Henry Fayol – Elton Mayo - Peter F.Druker and Prahalad.

Unit 2:

Planning & Decision Making : Meaning & Definition of Planning – Planning Process Purposes of Planning – Features and Importance Benefits of Planning - Types of Plans - Short Range & Long Range Plans - Strategic and Operational Plans, Policies & Procedures, Budgets and Projects - Decision Making : Meaning - Decision Making Process – Individual Vs Group Decision Making - Advantages & Disadvantages of Group Decision Making

Unit 3:

Organising & Staffing: Meaning & Definition of organization - Nature - Principles of Organisation - Formal & Informal Organisations – Functional Organisation- Unity of Command, Span of Control – Delegation of Authority & Responsibility – Advantages of Delegation, Barriers to Delegation - Centralisation and Decentralisation. Staffing: Meaning, Process, Importance, Functions, Factors affecting Staffing and Advantages of Staffing.

Unit 4:

Directing & Communication- Meaning and Definition of Direction - Nature of Direction - Importance of Direction - Orders and Instructions – Supervision: Essentials of Effective Supervision. Meaning and Definition of Communication - Nature, Objectives and Importance of Communication - Forms of Communication: Oral, Written and Body Language. Types of Communication: Upward, Downward, Horizontal, Vertical, Diagonal- Formal & Informal Communication- Barriers to Communication- Measures to Overcome Barriers to Communication

Unit 5:

Motivation & Leadership: Meaning & Definition of Motivation – Nature and Importance of Motivation - Theories of Motivation : Maslow’s Hierarchy of Needs Theory , - Herzberg’s Theory – Theory X, Y and Z - Meaning & Definition of Leadership – Functions of Leadership - Leadership Traits - Leadership Styles Unit 6: Controlling: Meaning &

Definition of Controlling- Control Process – Types of Control : Feed forward, Concurrent and Feedback Controls –MBO – MBE – Control Techniques: PERT – CPM – JIT, Budgetary Control – Auditing : Internal and external Auditing

Books for Reference:

1. Richard Pettiger. Introduction to Management, Palgrave Macmillan, New York. 52
2. Meenakshy Gupta . Principles of Management, PHI, New Delhi.
3. Prasad L.M. Principles of Management, Sultan Chand & Sons, New Delhi.
4. Koontz andn O'Donnel. Principles of Management, Tata McGraw-Hill Publishing, Co.Ltd. New Delhi.
5. Koonts and Heinz Weihrich,, Essentials of Management, Tata McGraw-Hill Publishing Co.Ltd. New Delhi.
6. Bhooshan Y.K. Business Organisation and Management, Sultan Chand & Sons New Delhi.
7. Peter F. Druckar, Practice of Management, Allied Management Tasks , Harper Collins Publishers
8. T.N. Chabbra Principles of Management

BBA 1.3 BUSINESS ANALYSIS

OBJECTIVES

- 1) To acquaint the students with process of business analysis
- 2) To give hands on experience in preparing business and financial case

UNIT–I: Introduction to Business Analysis

Introduction to Business Analysis: Concept, Business Analysis maturity model, Role and responsibilities of Business Analyst, Competencies of a business analyst, Project Definition and Scoping: Aspects of project, Defining objectives and scope, Identifying stakeholders, Project phases and deliverables, Project approaches - Waterfall, Agile, Iterative, Incremental

UNIT–II: Elicitation:

Elicitation: Investigation techniques - Interviewing and Fact Finding, Gathering Requirements – Requirements engineering, Requirements elicitation, Requirement analysis, Types of requirements – Functional and non-Functional, Documenting requirements

UNIT–III: Process Modeling:

Process Modeling: Examining business process model, Business Process Model and Notation (BPMN), Process Modeling as requirements definition tool. Data Modeling: Concept, Entity relationship diagrams, Identify and define attributes

UNIT–IV: Ensuring Requirements Quality:

Ensuring Requirements Quality: Development of Use Cases and scenarios, Requirements Quality Criteria, Managing Delivery: Delivering the solution, Delivery lifecycles, Deliverables, Techniques,

UNIT–V: Making Business and Financial Case

Making Business and Financial Case: Business case in project lifecycle, Identifying options, Feasibility study, Structure of business case, Investment appraisal, Presentation of business case, Benefits management and realization.

TEXT BOOK

Cadle James, Eva Malcom, Hindle Keith, Paul Debra, et al. (2014), Business Analysis, United Kingdom: BCS, The Chartered Institute for IT.

REFERENCE BOOKS :

1. Pendse Pradeep Hari (2015), Business Analysis : Solving Business Problems By Visualizing Effective Processes and It Solutions, New Delhi : Prentice Hall of India.
2. Paul Mulvey, Kate Mcgoey, Kupe Kupersmith (2013), Business Analysis for Dummies, New Delhi : Wiley India

BBA 1.4 Digital Fluency

- Syllabus as per University of Mysore.

BBA 1.5 (OEC) Business Organization (Syllabus as per University of Mysore)

Course Outcomes: On successful completion of the course, the Students will demonstrate:

- a) An understanding of the nature, objectives and social responsibilities of business
- b) An ability to describe the different forms of organizations

- c) An understanding of the basic concepts of management
- d) An understanding of functions of management.
- e) An understanding of different types of business combinations

Unit 1: INTRODUCTION TO BUSINESS

Business: Meaning, Nature, Scope and Social responsibility of Business, Objectives, Essentials of successful business; Functional areas of business. Concept of Business organization.

Unit 2: FORMS OF BUSINESS ORGANIZATION:

Sole proprietorship: Definitions, Features, Merits and Demerits. Partnership: Definitions, partnership deed, Features, Merits and Demerits. Joint Stock Company: Definitions, Features, Merits and Demerits. Co-operatives: Definitions, Features, Merits and Demerits.

Unit 3: PUBLIC ENTERPRISES

Departmental Undertaking: Definitions, Features, Merits and Demerits. Public Corporations: Definitions, Features, Merits and Demerits. Government Companies: Definitions, Features, Merits and Demerits

Unit 4: BUSINESS COMBINATIONS

Meaning Definitions, Causes, Types, Forms, merits and demerits of Business Combinations, Recent Trends in Business Combinations.

Unit 5: MANAGEMENT OF ORGANIZATIONS

Management-Meaning, Definitions, Difference between Management and Administration, Levels of Management, Objectives of Management, Functions of management- planning, organizing, staffing, directing, coordinating, controlling, Principles of Management.

Skill Developments Activities:

1. Preparation of partnership deed
2. Draw a business tree
3. Make a list of 10 PSUs
4. Prepare a list of different types of business combinations

Text Books:

1. C B. Guptha - Business Organisation and Management, Sultan Chand & Sons.
2. Dr. S. C. Saxena - Business Administration & Management, Sahitya Bhawan.
3. M. C. Shukla - Business Organisation and Management. S Chand & Company Pvt. Ltd.
4. S.A Sherlekar - Business Organization, Himalaya Publishing House.
5. Y.K. Bhushan. Fundamentals of Business Organisation and Management, Sultan Chand & Sons.
6. R.K. Sharma, Business Organisation & Management Kalyani Publishers
7. Dr. I.M. Sahai, Dr. Padmakar Asthana, ' Business Organisation & Administration', Sahitya Bhawan Publications Agra.

BBA 1.5: Office Organization and Management (OEC)

Course Outcomes: On successful completion of the course, the Students will demonstrate.

- a) An understanding of basic knowledge of office organization and management
- b) Demonstrate skills in effective office organization
- c) Ability to maintain office records
- d) Ability to maintain digital record.
- e) Understanding of different types of organization structures and responsibilities as future office managers.

Unit 1: Fundamentals of Office Management

Introduction: Meaning, importance and functions of modern office
Modern Office Organization: Meaning; Steps in office organization; Principles of Office organization, Organization structure types, Nature of office services: Types of services in a modern office, decentralization and centralization of office services, Departmentation of Office
Office management: Meaning, Elements and major processes of Office management
Office Manager: Functions and qualifications of Office manager.

Unit 2: Administrative Arrangement and Facilities

Office Accommodation and its Importance: Location of Office, Choice of Location: Urban vs Suburban, Factors to be Considered in Selecting the Site, Securing Office Space, Office Lay-

out: Objectives of Office Lay-out, Principles of Office Lay-out, Steps in Layout Planning, Advantages of a Good Lay-out. Types of offices: Open Office and Private Office- advantages and disadvantages.

Unit 3: Office Environment:

Meaning and Components of Office Environment Interior Decoration: Color Conditioning, Floor Coverings, Furnishings, Furniture and Fixtures: Types of Furniture, Choice between Wooden and Steel Furniture, Principles Governing Selection of Furniture Lighting and Ventilation, Noise: Internal Noise, External Noise Cleanliness, Sanitation and Health Safety and Security.

Unit 4: Records Management

Introduction to records: Importance of Records, types of office records, Records Management: Meaning, Principles of Record Keeping, Functions of 'Records Management Filing: Elements of Filing and Filing Functions, Objectives and Importance of Filing, Advantages of Filing, Essentials of a Good Filing System, Classification of Files, Filing Procedure or Routine. Filing Methods: Horizontal Filing -meaning, types and advantages, Vertical Filing meaning, equipment used, advantage and disadvantages. Centralization and Decentralization of Filing- Centralized filing and Decentralized Filing Office manual: contents, Importance, types of office manuals. Indexing: Meaning, importance, advantages and essentials of good indexing, type of index Retention and disposal of files: Meaning and benefits of record retention, need for disposal of files, life-cycle stages of files.

Unit 5: Office Mechanization and Data Processing

Meaning, Importance and Objectives of Office Mechanization, Advantages and disadvantages of Office Mechanization, Factors Determining Office Mechanization Kinds of Office Machines: Duplicating Machines and Photocopying Machines, Accounting, tabulating and computing machines, communication machines Introduction to Data and Information: Distinction between Data and Information, Importance of Data and Information, Classification of Data, Classification of Information, Data Lifecycle (chart), Data Collection Methods- Primary and secondary data collection methods Data presentation Methods of Presentation of Data, Data processing using computers: Components of Computers, Input and Output Devices, Software used in Computers (names and uses only), Computer Applications in Office' Management, Advantages and Limitations of Computerization

Skill Developments Activities:

1. Visit an office and enlist the different types of machines used in the office
2. Identify the different types of stationery used in offices today
3. Draw a data life cycle chart
4. Draw charts indicating different types of office layouts.

Text Books:

1. S.P Arora, Office Organisation and Management, Vikas Publishing House Pvt Ltd
 2. M.E Thakuram Rao, Office organisation and Management, Atlantic
 3. Judith Read, Mary Lea Ginn, Record Management, 10th Edition, Cengage Learning.
-

SECOND SEMESTER
BBA 2.1 FINANCIAL ACCOUNTING – II

Unit 1

Joint-Venture: Meaning, objectives, Methods of preparing Accounts with separate books and without separate books. Differences between Consignment and Joint Venture.

Unit 2

Branch Accounts: Meaning, objectives and Types-Dependent Branches – Problems on Debtors system only at Cost and Invoice price.

Unit 3

Hire purchase: Meaning, Features, Sale v/s Hire purchase - problems on Hire purchase (Excluding Repossession).

Unit 4

Installment system: Meaning, Differences between and Installment purchase – problems on Installment system.

Unit 5

Partnership Accounts- Fixed Capital system v/s Fluctuating Capital system. Accounting treatment on Admission, Retirement and Death of a partner. Treatment of goodwill, Sacrificing Ratio and Gain Ratio. Problems on Admission, Retirement and Death of a partner.

Unit 6

Dissolution of partnership firm, preparation of Account (Excluding Garner v/s Murry case).

References:

1. Financial Accounting B S Raman
2. Advanced accounting rl guptha & Radha swamy M
3. Advanced accounting M C Shukla and T S Grewal
4. Financial Accounting S P jain and Narang K L
5. Advanced accounting p c tulsian

BBA 2.2 DATA MINING**Objectives**

- 1) To acquaint the students with the concept of data mining
- 2) To give a hands on experience in working with a data mining tool.

UNIT-I:

Introduction to Data Mining: Definition and concept of Data mining, Data mining tasks, KDD process, Benefits of data mining

UNIT-II:

Classification Techniques: Basic concept of classification problem, Decision tree method, Rule based classifier, nearest neighbor classification, Bayesian classifier, evaluating classifiers

UNIT-III:

Association Analysis: Concept of association, frequent item set generation, Rule generation, Sequence Mining, Evaluating association patterns – Confidence and Support metrics

UNIT-IV:

Cluster Analysis: Concept of clustering, Types of clustering techniques, K-means, Agglomerative Hierarchical Clustering, Prototype based clustering, Density based clustering, Outlier detection in clusters, Cluster Evaluation

UNIT-V:

Data mining Applications: Data mining applications in the area of Marketing and Finance, Web Mining, Text Mining

REFERENCE BOOKS

1. Soman, K.P., Diwakar, S., & Ajay, V. (2013), Insight into Data Mining Theory and Practice, New Delhi: Prentice Hall of India.
2. Witten, I.H., Frank, E., & Hall, M. A. (2011), Data Mining Practical Machine Learning Tools and Techniques, New Delhi: Elsevier / Morgan Kaufmann.
3. Jiawei, H., Kamber, M., & Pei, J. (2014), Data Mining: Concepts and Techniques, New Delhi: Elsevier / Morgan Kaufmann.

BBA 2.3 COMPUTER FOR MANAGEMENT

Unit-I

Fundamentals: Concepts of computers, Application areas, Classification of Computer System. Data representation and Binary Numbers, computer hardware and software.

Unit-II

ALS, Internal organization of ALU, Types of memories, selection of memory systems, role of control unit, data communication, LAN and WAN, Switches, hubs, routers, idea of distributed systems, the internet, world wide web, search engine, email, home page.

Unit-III

programming, concept, flowchart, algorithms, programming languages and packages, batch processing, multi programming, parallel process, stored programme concept, programme execution, fetch decode, execute cycle, arithmetic, Logic and shift operations.

Unit-IV

Operating Systems, DOS, WINDOWS, Conventional machines, digital logic machine, operating system, basic idea of an OS, OS as a resource manager, memory management, input output management.

Unit-V

Web fundamentals, internet and WWW internet, internet based E Commerce, issues, problems, prospects.

References:

1. Balguruswami - Computer Fundamentals.
2. V.Rajaraman - Computer Fundamentals.

BBA 2.4 Health & Wellness/Social & Emotional Learning

- Syllabus as per University of Mysore.

BBA 2.5 Environment Studies

- Syllabus as per University of Mysore.

BBA.2.6 (OEC): People Management

Course outcome: On successful completion of the course, student will demonstrate:

1. Ability to examine the difference between People Management with Human resource Management
2. Ability to explain the need for and importance of People Management.
3. Ability to explain role of manager in different stages of performance management process
4. Ability to list modern methods of performance and task assessment.
5. Ability to analyses the factors influencing the work life balance of a working individual.

Unit 1: Introduction to People Management

Diversity in organization: age, gender, ethnicity, race, and ability. People Management: Meaning, Features, Significance of people management, Difference between People management and Human Resource Management, impact of individual and organizational factors on people management.

Unit 2: Getting Work Done and Assessment and Evaluation

Getting work done: Challenges of getting work done, significance of prioritization and assigning work to team members. Performance Management: meaning, role of a manager in the different stages of the performance management process, Types of Performance assessment, Assessment and Evaluation Process of evaluation of tasks in the organization. Modern tools of assessment and evaluation of tasks and performance.

Unit 3: Building Peer Networks and Essentials of Communication

Building Peer Networks: Understanding the importance of peer networks in an organization; being able to influence those on whom you have no authority; challenges Peer networking and different types of people networking in the workplace. Essentials of Communication: Concept of the communication process with reflection on various barriers to effective

communication and ways to overcome, Types of Communication and Channels of Communication.

Unit 4: Motivation

Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation.

Unit 5: Managing Self

Reflection on what does it mean to be a people manager; building a personal development plan for oneself, Self-Stress Management: Causes for stress, work life Balance, Importance of Work life balance, Factors influencing Work life Balance.

Skill Developments Activities:

1. Analyze two cases on any of the above content indicated above.
2. List out the modern tools to performance assessment and evaluation.
3. Conduct a survey of work life balance of working individuals
4. Draft a Career development of working individual in the middle level management.

Text Books:

1. McShane, Steven L. and Mary Ann Von Glinow, *Organizational Behavior: Emerging Knowledge and Practice for the Real World*. McGraw-Hill, latest edition, ISBN: 0-07-15113-3.
2. Bernardin, H. John and Joyce E. A. Russell. *Human Resource Management: An Experiential Approach*. McGraw-Hill, 6/e. ISBN: 0078029163
3. Argyris, C. (1974). *Personality vs. Organization*. *Organizational Dynamics*. Vol. 3. No. 2, Autumn.
4. Blume, B. Baldwin, T. and Ryan, K. (2013). *Communication Apprehension. A barrier to students leadership, adaptability and multicultural appreciation*. *Academy of Management Learning & Education*, Jun, Vol. 12 Issue 2, p158-172.
5. Colquitt, J.A., LePine, J.A., & Wesson, M.J. (2009) *Organizational Behavior: Improving Performance and Commitment in the Workplace (International edition)*. New York:McGraw-Hill.
6. Goleman, D. (1998). *Working with Emotional Intelligence*. Bantam Books,

BBA 2.6 (OEC) RETAIL MANAGEMENT

Course Outcomes: On successful completion Student will demonstrate;

- a) An understanding of the types and forms of Retail business.
- b) Ability to examine Consumer Behavior in various environments.
- c) Ability to analyze various Retail operations and evaluate them.
- d) Ability to analyze various marketing mix elements in retail operations.
- e) An understanding of Information Technology in retail business.

Unit 1: Introduction to Retail Business

Definition – functions of retailing - types of retailing – forms of retail business ownership. Retail theories – Wheel of Retailing – Retail life cycle. Retail business in India: Influencing factors – present Indian retail scenario.

Unit 2: Consumer Behaviour in Retail Business

Buying decision process and its implication on retailing – Influence of group and individual factors, Customer shopping behaviour, Customer service and customer satisfaction.

Unit 3: Retail Operations

Factors influencing location of Store - Market area analysis – Trade area analysis – Rating Plan method - Site evaluation. Retail Operations: Stores Layout and visual merchandising, Stores designing, Space planning, Inventory management, Merchandise Management, Category Management.

Unit 4: Retail Marketing Mix

Introduction -Product: Decisions related to selection of goods (Merchandise Management revisited) – Decisions related to delivery of service. Pricing: Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Place: Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies. Promotion: Setting objectives – communication effects - promotional mix.

Unit 5: Information Technology in Retailing

Non store retailing (e-retailing) - The impact of Information Technology in retailing – Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system.

Skill Developments Activities:

1. Draw a retail life cycle chart and list the stages
2. Draw a chart showing store operations
3. List out the major functions of a store manager diagrammatically
4. List out the current trends in e-retailing
5. List out the Factors Influencing in the location of a New Retail outlet

Text Books:

1. Suja Nair; Retail Management, HPH
 2. Karthic – Retail Management, HPH
 3. S.K. Poddar& others – Retail Management, VBH.
 - 4 . R.S Tiwari ; Retail Management, HPH
-

UNIVERSITY OF MYSURU



Proposed regulation for eight semester program of B.B.A Honors with International Business Specialization

Regulation 2022

1.0 Programmes offered:

BBA (Honors) to those aspiring to become leaders in the field of Management and Commerce. The focus is on creating a talent pool of accounting-centric professionals whose credentials as Professionals in its true sense of term is sacrosanct. The Program is so conceived that it equips the students with a wide range of managerial skills, while building competence in a particular area of business. The Programme ensures that in addition to their regular core courses the students are exposed to all major general commerce and business principles.

The BBA [Honors] are advanced and progressive 4-year programs, focused on more dominant specializations. Honors programs equip the students with greater dexterity in terms of their value to the Industry into which they will ultimately move to.

1.1 Vision:

Commitment to pursue excellence in education, while equipping students with knowledge and skills, inculcate values, identify hidden talents, provide opportunities for students to realize their full potential and thus shape them into global assets, with the core values of professionalism, integrity, respect for diversity and continuous learning.

1.2 Mission:

GETS ACADEMY is dedicated to excellence in performance and committed to provide quality education, opportunities and services that meet the needs of business and also contribute for the society's wellbeing, national development and to meet global competencies.

The institution strives to fulfill its mission to provide educational opportunities to all aspiring youth to excel in life by developing academic excellence, fostering values, creating civic responsibility and building global competencies in a dynamic environment. Environment Protection and Sustainable Development forms the core of its Mission.

1.3 Course objectives:

1. Our Graduates after successful completion of the program will develop skills and competencies in the area of commerce, management, communication, finance, effective business practices, environment protection and sustainable development.
2. They will be able to lead teams, develop problem solving abilities and decision making capacities.
3. Our students after successful completion of the program will be able to gain insights into the emerging domains and develop interest in lifelong learning
4. The course design ensures that the youth get adequate opportunities to identify, develop their skills and meet the requirements of industry, corporates and the society, nationally and internationally.
5. Driven by one aim – imparting ethical and profound education – GETS ACADEMY has begun its journey with an objective of molding corporate-ready professionals with its specialized programs.
6. Aim to bridge the gap between the corporate expectations and the prevalent strengths of our human resources; we endeavor to help individuals to succeed by transforming knowledge into action.

1.4 Program outcomes:

The commitment of imparting profound education reflects in the enlivening infrastructure of our institution, and most importantly, GETS ACADEMY does not market itself as a manufacturer of degree and certificate holders alone, but also acts as a responsible creator of able professionals:

- With Entrepreneurial Competency and Leadership Ability.
- With the ability to communicate effectively.
- Encourage Analytical and critical thinking abilities for data –driven decision making and forecasting.
- Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.
- Gain exposure through inter- disciplinary and specialized courses.
- Engage in Research and apply statistical tools and techniques for Problem solving and decision making.
- Integrate knowledge, skill and attitude that can enhance the creativity and personality of students.
- Apply knowledge of theory and practices in problem solving and decision making of business.
- The overarching outcome is to develop knowledgeable, skilled, ethical and well-rounded individuals, who are job ready from day one of passing out from GETS ACADEMY and have the potential to lead their organizations to success.

1.5 Career opportunities:

The specialized programs that GETS Academy seeks to provide, will give an overall eclectic dimension to the students to stand out from the rest. The programs have been designed keeping in mind the growing trends and requirements in Commerce and Management domains of life activity.

BBA (HONORS) students with specializations are being increasingly and eminently sought for by the corporate world, national and international organizations. The attributes of being industry-ready and readily deployable, would be the outcome of the rigorous coaching, training, practice and exposure to live activities, nationally and internationally, would be the hallmark of GETS ACADEMY.

2.0 Eligibility for Admission:

- i. Pre-University / Higher Secondary / 10 +2 Examination Pass from recognized Board with a minimum of 45% in aggregate [40% in case of candidates belonging to Reserved Category].
- ii. Lateral Entry: one year certificate or diploma / in computer science / commerce / Management / sustainable development.
- iii. All compulsory subjects (languages, constitution of India, Environment studies and physical education) as required by UGC should be successfully completed as a bridge course if the student has not undergone the prescribed subjects in the diploma.

3.0 Structure of the Undergraduate Degree Programme in BBA Honors:

The Syndicate of the University of Mysore, on being satisfied from the Inspection report submitted by the Inspection team has granted recognition to GETS Academy, Mysuru, under Section 66 of the K.S.U. Act 2000 to offer the following Specified/specialized course, subject to the terms and conditions as declared here under.

B.B.A (Honors)- International Business

3.1 DURATION OF THE PROGRAM:

The program of study is Four years of Eight Semesters. A candidate shall complete his/her degree within eight academic years from the date of his/her admission to the first semester. The NEP 2020 provides multiple exit options for students as specified below:

EXIT OPTION:

- a. The students who successfully complete ONE year/ 2 Semesters and leave the program, will be awarded Certificate in Commerce.
- b. The students who successfully complete TWO years/ 4 Semesters and leave the program, will be awarded Diploma in Commerce.

- c. The students who successfully complete THREE years/ 6 Semesters and leave the program, will be awarded Bachelor's Degree in Management (BBA)
- d. An option is given to the students to continue their education to the Fourth year and those who successfully complete FOUR years/ 8 Semesters will be awarded Bachelor's Degree in Commerce (Honors). [BBA (Honors)]

3.2 Medium of instructions:

The medium of instruction is English for all courses, examinations, seminar presentations and project reports.

3.3 Attendance:

- a. For the purpose of calculating attendance, each semester shall be taken as a Unit.
- b. A student shall be considered to have satisfied the requirement of attendance for the semester, if he/she has attended not less than 75% in aggregate of the number of working periods in each of the subjects compulsorily.
- c. A student who fails to complete the course in the manner stated above shall not be permitted to take the University Examination.

3.4 Teaching and Evaluation

MBA graduates with B.Com, BBM/BBA and BBS as basic degree from a recognized university are only eligible to teach and to evaluate all the Commerce courses including e-commerce (except Languages, Constitution of India, Environmental Studies, Health Wellness/Social and Emotional learning, Sports/NCC/NSS/Other)

3.5 Skill Development / Record Maintenance

- a. Every college is required to establish a dedicated business lab for the purpose of conducting practical/ assignments to be written in the record.
- b. In every semester, the student should maintain a record book in which a minimum of 5 exercise or activities per course are to be recorded.

3.6 Scheme of Examination

- a. There shall be a University examination at the end of each semester. The maximum marks for the university examination in each paper shall be 60 marks for DSC, DSE, Vocational, SEC and OEC.
- b. Internal Assessment 40 marks for DSC, DSE, Vocational, SEC and OEC.

Guidelines for Continuous Internal Evaluation and Semester End Examination:

The CIE and SEE will carry 40% and 60% weightage each, to enable the course to be evaluated for a total of 100 marks, irrespective of its credits. The evaluation system of the

course is comprehensive & continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

Sl. No.	Parameters for the Evaluation	Marks
	Continuous Internal Evaluation(CIE)	
1	Continuous & Comprehensive Evaluation(CCE)-(A)	20 Marks
2	Internal Assessment Tests (IAT)- (B)	20 Marks
	Total of CIE (A+B)	40 Marks
3	Semester End examination (SEE) –(C)	60 Marks
	Total of CIE and SEE (A+B+C)	100 Marks

3.7 Continuous Internal Evaluation:

- a. Continuous & Comprehensive Evaluation (CCE): The CCE will carry a maximum of 20% weightage (20 marks) of total marks of a course. Before the start of the academic session in each semester, a faculty member should choose for his/her course, minimum of four of the following assessment methods with 5 marks each (4x5=20 marks).
 - i. Individual Assignments
 - ii. Seminars/Class Room Presentations/ Quizzes
 - iii. Group Discussions /Class Discussion/ Group Assignments
 - iv. Case studies/Case lets
 - v. Participatory & Industry-Integrated Learning/ Industrial visits
 - vi. Practical activities / Problem Solving Exercises
 - vii. Participation in Seminars/ Academic Events/Symposia, etc.
 - viii. Mini Projects/Capstone Projects

- b. Internal Assessment Tests (IAT): The IAT will carry a maximum of 20% weightage (20 marks) of total marks of a course. Under this component, two tests will have to be conducted in a semester for 30 marks each and the same is to be scaled down to 10 marks each.

Internal Assessment Test

Course Code:

Name of the Course:

Duration: 1 Hour

Total Marks: 30

PART-A

Answer any one of the following questions. 5 marks

(1x 5 = 5)

1.-----

2.-----

PART- B

Answer any one of the following questions. 10 marks

(1x 10 = 10)

3.-----

4.-----

PART- C

Answer any one of the following questions. 15 marks

(1x 15 = 15)

5,-----

6.-----

3.8 SEMESTER END EXAMINATION (SEE):

The Semester End Examination for all the courses for which students who get registered during the semester shall be conducted. SEE of the course shall be conducted after fulfilling the minimum attendance requirement as per the University norms. The BOS of the University has prepared the SEE framework and the question paper pattern for SEE is presented below for 60 marks.

PATTERN OF QUESTION PAPER

TIME : 3 HOURS

MARKS: 60

PART – A

Answer any FIVE of the following questions. Each question carries 2 marks. (5x2= 10)

- 1. -----
- 2. -----
- 3. -----
- 4. -----
- 5. -----
- 6. -----
- 7. -----

PART – B

Answer any TWO of the following questions. Each question carries 10 Marks. (2x10 =20)

- 8. -----
- 9. -----
- 10. -----
- 11. -----

PART – C

Answer any TWO of the following questions. Each question carries 15 Marks (2x15=30)

- 12. -----
- 13. -----
- 14. -----
- 15. -----

3.9 Board of Examiners and Evaluation :

- i. There shall be a Board of Examiners for scrutinizing and approving the question papers and scheme of evaluation constituted by the University.
- ii. There will be single valuation for all papers.

3.10 Minimum Marks for a Pass:

Candidates who have obtained a minimum of 35% marks in semester end examination i.e. 21 marks out of 60 marks of theory examination and 40% in aggregate i.e. total 40 marks out of 100 marks of Semester End Examination marks and Continuous Internal Evaluation marks.

Any other issue not envisaged shall be resolved by the Vice-Chancellor in consultation with the appropriate bodies of the University.

Where ever the regulation is silent, the provisions of University shall be Applicable

PROGRAM STRUCTURE

Proposed Scheme of Teaching and Evaluation for BBA (Basic/Honors) - International Business

Semester I								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
1	Lang.1.1	Language - I	AECC	3+1+0	60	40	100	3
2	Lang.1.2	Language – II	AECC	3+1+0	60	40	100	3
3	BBA.1.1	Financial Accounting-1	DSC	4+0+0	60	40	100	4
4	BBA.1.2	Principles of Management	DSC	3+0+2	60	40	100	4
5	BBA.1.3	Foreign Trade Policy & Management	DSC	4+0+0	60	40	100	4
6	BBA.1.4	Digital Fluency	SEC-SB	1+0+2	25	25	50	2
7	BBA.1.5	Business Organization / Office Organization and Management	OEC	3+0+0	60	40	100	3
Sub –Total (A)					385	265	650	23

Semester II								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
8	Lang.2.1	Language - I	AECC	3+1+0	60	40	100	3
9	Lang.2.2	Language – II	AECC	3+1+0	60	40	100	3
10	BBA.2.1	Financial Accounting II	DSC	4+0+0	60	40	100	4
11	BBA.2.2	Foreign Trade financing and Documentation	DSC	3+0+2	60	40	100	4
12	BBA.2.3	Computer for Management	DSC	4+0+0	60	40	100	4
13	BBA.2.4	Health & Wellness/Social & Emotional Learning	SEC-VB	1+0+2	25	25	50	2
14	BBA.2.5	Environmental Studies	AECC	2+0+0	30	20	50	3
15	BBA. 2.6	People Management/ Retail Management	OEC	3+0+0	60	40	100	3
Sub –Total (A)					415	285	700	25

FIRST SEMESTER
BBA 1.1 FINANCIAL ACCOUNTING-I

Unit 1

Meaning of Accounting – Accounting Principles – Concepts and Conventions Accounting Standards - Meaning – objectives – Indian Accounting Standards – IFRS. Systems of Book-Keeping – Rules of double - entry -preparation of Journal and Ledger.

Unit 2

Subsidiary Books – Purchase, Purchase Returns, Sales, Sales Returns, Cash Book, Petty Cash Book, Journal proper, Bills Receivable and Bills Payable Book (Format and Theory only). Problems on Three Column Cash Book.

Unit 3

Preparation of Trial Balance- Preparation of Final Accounts of Sole - Trading Concern, Trading Account, Profit and Loss Account and Balance Sheet.

Unit 4

Depreciation – Meaning, Causes, Methods of Depreciation. Problems on Straight - line method, Written down value method and Sinking fund method.

Unit 5

Consignment- Meaning- Differences between Sales and Consignment – Proforma Invoice – Account Sales- Problems on consignment (at cost and Invoice price)- Normal loss and Abnormal loss.

Unit 6

Bills of Exchange- meaning, Features- parties to Bill of Exchange- Noting and Protest – Discounting – Endorsement – Renewals of Bills - Dishonor of Bills, Simple problems on Trade Bills.

References:

1. Financial Accounting B S Raman
2. Financial Accounting -I &II G.H. Mahadevaswamy & B H Suresh
3. Advanced accounting M C Shukla and T S Grewal
4. Financial Accounting S P jain and Narang K L
5. Advanced accounting p c tulsian

BBA 1.2 PRINCIPLES OF MANAGEMENT

Unit 1:

Introduction to Management: Meaning and Definition – Nature - Management Process – Management Functions – Levels of Management and Skills – Importance - Management Thinkers: F W Taylor - Henry Fayol – Elton Mayo - Peter F.Druker and Prahalad.

Unit 2:

Planning & Decision Making : Meaning & Definition of Planning – Planning Process Purposes of Planning – Features and Importance Benefits of Planning - Types of Plans - Short Range & Long Range Plans - Strategic and Operational Plans, Policies & Procedures, Budgets and Projects - Decision Making : Meaning - Decision Making Process – Individual Vs Group Decision Making - Advantages & Disadvantages of Group Decision Making

Unit 3:

Organising & Staffing: Meaning & Definition of organization - Nature - Principles of Organisation - Formal & Informal Organisations – Functional Organisation- Unity of Command, Span of Control – Delegation of Authority & Responsibility – Advantages of Delegation, Barriers to Delegation - Centralisation and Decentralisation. Staffing: Meaning, Process, Importance, Functions, Factors affecting Staffing and Advantages of Staffing.

Unit 4:

Directing & Communication- Meaning and Definition of Direction - Nature of Direction - Importance of Direction - Orders and Instructions – Supervision: Essentials of Effective Supervision. Meaning and Definition of Communication - Nature, Objectives and Importance of Communication - Forms of Communication: Oral, Written and Body Language. Types of Communication: Upward, Downward, Horizontal, Vertical, Diagonal- Formal & Informal Communication- Barriers to Communication- Measures to Overcome Barriers to Communication

Unit 5:

Motivation & Leadership: Meaning & Definition of Motivation – Nature and Importance of Motivation - Theories of Motivation : Maslow’s Hierarchy of Needs Theory , - Herzberg’s Theory – Theory X, Y and Z - Meaning & Definition of Leadership – Functions of Leadership - Leadership Traits - Leadership Styles Unit 6: Controlling: Meaning &

Definition of Controlling- Control Process – Types of Control : Feed forward, Concurrent and Feedback Controls –MBO – MBE – Control Techniques: PERT – CPM – JIT, Budgetary Control – Auditing : Internal and external Auditing

Books for Reference:

1. Richard Pettiger. Introduction to Management, Palgrave Macmillan, New York. 52
2. Meenakshy Gupta . Principles of Management, PHI, New Delhi.
3. Prasad L.M. Principles of Management, Sultan Chand & Sons, New Delhi.
4. Koontz andn O'Donnel. Principles of Management, Tata McGraw-Hill Publishing, Co.Ltd. New Delhi.
5. Koonts and Heinz Weihrich,, Essentials of Management, Tata McGraw-Hill Publishing Co.Ltd. New Delhi.
6. Bhooshan Y.K. Business Organisation and Management, Sultan Chand & Sons New Delhi.
7. Peter F. Druckar, Practice of Management, Allied Management Tasks , Harper Collins Publishers
8. T.N. Chabbra Principles of Management

BBA 1.3 FOREIGN TRADE POLICY AND MANAGEMENT

Course Objectives:

This course helps build a solid foundation and under-standing of the global trade. It also helps students to understand latest policy of the Indian government regarding international trade

Unit – I

The trends in the world trade direction and composition, India's foreign trade direction and composition. Foreign trade policies since independence. India's performance in Balance of Payment and Balance of Trade. India's trade with ASEAN goods and services. Instruments of export promotion, export assistance and measures, Import facilities, Duty draw back, Tax concession, Marketing assistance, Role of state trading house,

Unit – II

Latest Foreign Trade Policy of the Government of India – General provisions regarding export and import, promotional measures, Duty exemption/remission schemes, EPCG etc.

Unit – III

SEZ Act 2005, 100% export oriented units, Export house and trading house, EPZ's, STP, EHTP, BTP, Deemed export convertibility, Foreign collaborations and investments, Counter trade arrangements, Indian joint ventures abroad.

Unit – IV

Policy framework for FDI in India, Policy on counter trade arrangements, Indian joint venture, abroad project and consultancy exports, India's Double Tax Avoidance Agreements, Comprehensive Economic Co-operation Agreements. Relevant Case studies should be discussed

Suggested Readings:

1. Varshney and Bhattacharya, 'International Marketing Management', Sultan Chand & Sons Publication
2. K S Chatwal, 'Manual of Export Promotion' Export Marketing and
3. Management Service
4. Deepak Nayyar, 'India's Export and Import Policies in 1960's' Cambridge University Press
5. World Development Report, World Bank, Washington DC
6. Economic Survey
7. Export and Import Policy of Ministry Of Commerce
8. Report of working group on Export Houses, Ministry of commerce

BBA 1.4 Digital Fluency

- Syllabus as per University of Mysore.

BBA 1.5 (OEC) Business Organization (Syllabus as per University of Mysore)

Course Outcomes: On successful completion of the course, the Students will demonstrate:

- a) An understanding of the nature, objectives and social responsibilities of business
- b) An ability to describe the different forms of organizations
- c) An understanding of the basic concepts of management
- d) An understanding of functions of management.
- e) An understanding of different types of business combinations

Unit 1: INTRODUCTION TO BUSINESS

Business: Meaning, Nature, Scope and Social responsibility of Business, Objectives, Essentials of successful business; Functional areas of business. Concept of Business organization.

Unit 2: FORMS OF BUSINESS ORGANIZATION:

Sole proprietorship: Definitions, Features, Merits and Demerits. Partnership: Definitions, partnership deed, Features, Merits and Demerits. Joint Stock Company: Definitions, Features, Merits and Demerits. Co-operatives: Definitions, Features, Merits and Demerits.

Unit 3: PUBLIC ENTERPRISES

Departmental Undertaking: Definitions, Features, Merits and Demerits. Public Corporations: Definitions, Features, Merits and Demerits. Government Companies: Definitions, Features, Merits and Demerits

Unit 4: BUSINESS COMBINATIONS

Meaning Definitions, Causes, Types, Forms, merits and demerits of Business Combinations, Recent Trends in Business Combinations.

Unit 5: MANAGEMENT OF ORGANIZATIONS

Management-Meaning, Definitions, Difference between Management and Administration, Levels of Management, Objectives of Management, Functions of management- planning, organizing, staffing, directing, coordinating, controlling, Principles of Management.

Skill Developments Activities:

1. Preparation of partnership deed
2. Draw a business tree
3. Make a list of 10 PSUs
4. Prepare a list of different types of business combinations

Text Books:

1. C B. Guptha - Business Organisation and Management, Sultan Chand & Sons.
2. Dr. S. C. Saxena - Business Administration & Management, Sahitya Bhawan.
3. M. C. Shukla - Business Organisation and Management. S Chand & Company Pvt. Ltd.

4. S.A Sherlekar - Business Organization, Himalaya Publishing House.
5. Y.K. Bhushan. Fundamentals of Business Organisation and Management, Sultan Chand & Sons.
6. R.K. Sharma, Business Organisation & Management Kalyani Publishers
7. Dr. I.M. Sahai, Dr. Padmakar Asthana, ' Business Organisation & Administration', Sahitya Bhawan Publications Agra.

BBA 1.5: Office Organization and Management (OEC)

Course Outcomes: On successful completion of the course, the Students will demonstrate.

- a) An understanding of basic knowledge of office organization and management
- b) Demonstrate skills in effective office organization
- c) Ability to maintain office records
- d) Ability to maintain digital record.
- e) Understanding of different types of organization structures and responsibilities as future office managers.

Unit 1: Fundamentals of Office Management

Introduction: Meaning, importance and functions of modern office
 Modern Office Organization: Meaning; Steps in office organization; Principles of Office organization, Organization structure types, Nature of office services: Types of services in a modern office, decentralization and centralization of office services, Departmentation of Office
 Office management: Meaning, Elements and major processes of Office management
 Office Manager: Functions and qualifications of Office manager.

Unit 2: Administrative Arrangement and Facilities

Office Accommodation and its Importance: Location of Office, Choice of Location: Urban vs Suburban, Factors to be Considered in Selecting the Site, Securing Office Space, Office Lay-out: Objectives of Office Lay-out, Principles of Office Lay-out, Steps in Layout Planning, Advantages of a Good Lay-out. Types of offices: Open Office and Private Office- advantages and disadvantages.

Unit 3: Office Environment:

Meaning and Components of Office Environment Interior Decoration: Color Conditioning, Floor Coverings, Furnishings, Furniture and Fixtures: Types of Furniture, Choice between Wooden and Steel Furniture, Principles Governing Selection of Furniture Lighting and Ventilation, Noise: Internal Noise, External Noise Cleanliness, Sanitation and Health Safety and Security.

Unit 4: Records Management

Introduction to records: Importance of Records, types of office records, Records Management: Meaning, Principles of Record Keeping, Functions of 'Records Management Filing: Elements of Filing and Filing Functions, Objectives and Importance of Filing, Advantages of Filing, Essentials of a Good Filing System, Classification of Files, Filing Procedure or Routine. Filing Methods: Horizontal Filing -meaning, types and advantages, Vertical Filing meaning, equipment used, advantage and disadvantages. Centralization and Decentralization of Filing- Centralized filing and Decentralized Filing Office manual: contents, Importance, types of office manuals. Indexing: Meaning, importance, advantages and essentials of good indexing, type of index Retention and disposal of files: Meaning and benefits of record retention, need for disposal of files, life-cycle stages of files.

Unit 5: Office Mechanization and Data Processing

Meaning, Importance and Objectives of Office Mechanization, Advantages and disadvantages of Office Mechanization, Factors Determining Office Mechanization Kinds of Office Machines: Duplicating Machines and Photocopying Machines, Accounting, tabulating and computing machines, communication machines Introduction to Data and Information: Distinction between Data and Information, Importance of Data and Information, Classification of Data, Classification of Information, Data Lifecycle (chart), Data Collection Methods- Primary and secondary data collection methods Data presentation Methods of Presentation of Data, Data processing using computers: Components of Computers, Input and Output Devices, Software used in Computers (names and uses only), Computer Applications in Office' Management, Advantages and Limitations of Computerization

Skill Developments Activities:

1. Visit an office and enlist the different types of machines used in the office
2. Identify the different types of stationery used in offices today

3. Draw a data life cycle chart
4. Draw charts indicating different types of office layouts.

Text Books:

1. S.P Arora, Office Organisation and Management, Vikas Publishing House Pvt Ltd
 2. M.E Thakuram Rao, Office organisation and Management, Atlantic
 3. Judith Read, Mary Lea Ginn, Record Management, 10th Edition, Cengage Learning.
-

SECOND SEMESTER
BBA 2.1 FINANCIAL ACCOUNTING – II

Unit 1

Joint-Venture: Meaning, objectives, Methods of preparing Accounts with separate books and without separate books. Differences between Consignment and Joint Venture.

Unit 2

Branch Accounts: Meaning, objectives and Types-Dependent Branches – Problems on Debtors system only at Cost and Invoice price.

Unit 3

Hire purchase: Meaning, Features, Sale v/s Hire purchase - problems on Hire purchase (Excluding Repossession).

Unit 4

Installment system: Meaning, Differences between and Installment purchase – problems on Installment system.

Unit 5

Partnership Accounts- Fixed Capital system v/s Fluctuating Capital system. Accounting treatment on Admission, Retirement and Death of a partner. Treatment of goodwill, Sacrificing Ratio and Gain Ratio. Problems on Admission, Retirement and Death of a partner.

Unit 6

Dissolution of partnership firm, preparation of Account (Excluding Garner v/s Murry case).

References:

1. Financial Accounting B S Raman
2. Advanced accounting rl guptha & Radha swamy M
3. Advanced accounting M C Shukla and T S Grewal
4. Financial Accounting S P jain and Narang K L
5. Advanced accounting p c tulsian

BBA 2.2 FOREIGN TRADE FINANCING AND DOCUMENTATION**Course Objectives:**

To familiarize the students with the basic documents required and financing techniques of foreign trade.

Unit – I Methods of payment

Cash, Open account, Cash against Documents, Documents on acceptance, Advance payment, Bills of exchange and Letter of Credit (LoC), International commercial terms- Contract terms for carriage by sea transport – FAS–FOB–CFR–CIF–DES–DEQ–contract terms for carriage by any mode of transport – EXW-FCA-CPT-CIP-DAF-DDP-DDU. Procedure for drawing various LoC and their operations - Types of Letter of Credit – Discrepancies, Letter of credit - UCP- 600

Unit – II Pre-shipment Credit

Meaning, Procedure, rates and documents needed, Post Shipment Credit: Definition and features– Various applications of post shipment finance and their procedure, Negotiation of export bills, Bills purchased discounted under limits granted to customers. Advances against claims for export incentives, deferred payment export credits.

Unit – III Export credit insurance

Role of ECGC – Standard policies – Risks covered: Commercial Banks, Political Risks – Risks not covered, how to obtain a policy and file claim - Maximum liability and credit, Guarantees for covering export finance. Insurance policies and bank Guarantees and Special Schemes. FEMA: Exchange control, regulations and procedure in India

Unit – IV Export, import trade control procedure, Processing of an export order

Customs and Port clearance. Procedure and documents relating to quality control, Export contracts, Basic Principles of Insurance: Marine insurance – types of policies, perils covered,

EXIM Banks – Objectives, Organizations Functions of EXIM Bank – Export financing programmes. **Relevant Case studies should be discussed**

Suggested Readings

- 1) Nabhis, 'Export's manual and documentation' Nabhi Publications
- 2) G.S. Lal, 'Finance of foreign trade and foreign exchange' H.P.J Kapoor Publications
- 3) S.C. Jain, ' Export Procedure and documents' Nabhi Publications
- 4) Current Export and import policies
- 5) Paras Ram, 'Export What, Where, and How' Anupama Publishers
- 6) Indian Marine insurance act

BBA 2.3 COMPUTER FOR MANAGEMENT

Unit-I

Fundamentals: Concepts of computers, Application areas, Classification of Computer System. Data representation and Binary Numbers, computer hardware and software.

Unit-II

ALS, Internal organization of ALU, Types of memories, selection of memory systems, role of control unit, data communication, LAN and WAN, Switches, hubs, routers, idea of distributed systems, the internet, world wide web, search engine, email, home page.

Unit-III

programming, concept, flowchart, algorithms, programming languages and packages, batch processing, multi programming, parallel process, stored programme concept, programme execution, fetch decode, execute cycle, arithmetic, Logic and shift operations.

Unit-IV

Operating Systems, DOS, WINDOWS, Conventional machines, digital logic machine, operating system, basic idea of an OS, OS as a resource manager, memory management, input output management.

Unit-V

Web fundamentals, internet and WWW internet, internet based E Commerce, issues, problems, prospects.

References:

1. Balguruswami - Computer Fundamentals.
2. V.Rajaraman - Computer Fundamentals.

BBA 2.4 Health & Wellness/Social & Emotional Learning

- Syllabus as per University of Mysore.

BBA 2.5 Environment Studies

- Syllabus as per University of Mysore.

BBA.2.6 (OEC): People Management

Course outcome: On successful completion of the course, student will demonstrate:

1. Ability to examine the difference between People Management with Human resource Management
2. Ability to explain the need for and importance of People Management.
3. Ability to explain role of manager in different stages of performance management process
4. Ability to list modern methods of performance and task assessment.
5. Ability to analyses the factors influencing the work life balance of a working individual.

Unit 1: Introduction to People Management

Diversity in organization: age, gender, ethnicity, race, and ability. People Management: Meaning, Features, Significance of people management, Difference between People management and Human Resource Management, impact of individual and organizational factors on people management.

Unit 2: Getting Work Done and Assessment and Evaluation

Getting work done: Challenges of getting work done, significance of prioritization and assigning work to team members. Performance Management: meaning, role of a manager in the different stages of the performance management process, Types of Performance assessment, Assessment and Evaluation Process of evaluation of tasks in the organization. Modern tools of assessment and evaluation of tasks and performance.

Unit 3: Building Peer Networks and Essentials of Communication

Building Peer Networks: Understanding the importance of peer networks in an organization; being able to influence those on whom you have no authority; challenges Peer networking and different types of people networking in the workplace. Essentials of Communication: Concept of the communication process with reflection on various barriers to effective communication and ways to overcome, Types of Communication and Channels of Communication.

Unit 4: Motivation

Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation.

Unit 5: Managing Self

Reflection on what does it mean to be a people manager; building a personal development plan for oneself, Self-Stress Management: Causes for stress, work life Balance, Importance of Work life balance, Factors influencing Work life Balance.

Skill Developments Activities:

1. Analyze two cases on any of the above content indicated above.
2. List out the modern tools to performance assessment and evaluation.
3. Conduct a survey of work life balance of working individuals
4. Draft a Career development of working individual in the middle level management.

Text Books:

1. McShane, Steven L. and Mary Ann Von Glinow, *Organizational Behavior: Emerging Knowledge and Practice for the Real World*. McGraw-Hill, latest edition, ISBN: 0-07-15113-3.
2. Bernardin, H. John and Joyce E. A. Russell. *Human Resource Management: An Experiential Approach*. McGraw-Hill, 6/e. ISBN: 0078029163
3. Argyris, C. (1974). *Personality vs. Organization*. *Organizational Dynamics*. Vol. 3. No. 2, Autumn.
4. Blume, B. Baldwin, T. and Ryan, K. (2013). *Communication Apprehension. A barrier to students leadership, adaptability and multicultural appreciation*. *Academy of Management Learning & Education*, Jun, Vol. 12 Issue 2, p158-172.

5. Colquitt, J.A., LePine, J.A., & Wesson, M.J. (2009) Organizational Behavior: Improving Performance and Commitment in the Workplace (International edition). New York:McGraw-Hill.
6. Goleman, D. (1998). Working with Emotional Intelligence. Bantam Books,

BBA 2.6 (OEC) RETAIL MANAGEMENT

Course Outcomes: On successful completion Student will demonstrate;

- a) An understanding of the types and forms of Retail business.
- b) Ability to examine Consumer Behavior in various environments.
- c) Ability to analyze various Retail operations and evaluate them.
- d) Ability to analyze various marketing mix elements in retail operations.
- e) An understanding of Information Technology in retail business.

Unit 1: Introduction to Retail Business

Definition – functions of retailing - types of retailing – forms of retail business ownership. Retail theories – Wheel of Retailing – Retail life cycle. Retail business in India: Influencing factors – present Indian retail scenario.

Unit 2: Consumer Behaviour in Retail Business

Buying decision process and its implication on retailing – Influence of group and individual factors, Customer shopping behaviour, Customer service and customer satisfaction.

Unit 3: Retail Operations

Factors influencing location of Store - Market area analysis – Trade area analysis – Rating Plan method - Site evaluation. Retail Operations: Stores Layout and visual merchandising, Stores designing, Space planning, Inventory management, Merchandise Management, Category Management.

Unit 4: Retail Marketing Mix

Introduction -Product: Decisions related to selection of goods (Merchandise Management revisited) – Decisions related to delivery of service. Pricing: Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Place: Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate

replenishment policies. Promotion: Setting objectives – communication effects - promotional mix.

Unit 5: Information Technology in Retailing

Non store retailing (e-retailing) - The impact of Information Technology in retailing – Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system.

Skill Developments Activities:

1. Draw a retail life cycle chart and list the stages
2. Draw a chart showing store operations
3. List out the major functions of a store manager diagrammatically
4. List out the current trends in e-retailing
5. List out the Factors Influencing in the location of a New Retail outlet

Text Books:

1. Suja Nair; Retail Management, HPH
 2. Karthic – Retail Management, HPH
 3. S.K. Poddar& others – Retail Management, VBH.
 - 4 . R.S Tiwari ; Retail Management, HPH
-

UNIVERSITY OF MYSURU



Proposed regulation for eight semester program of B.B.A Honors with Sustainable Development and Environmental Management Specialization

Regulation 2022

1.0 Programmes offered:

BBA (Honors) to those aspiring to become leaders in the field of Management and Commerce. The focus is on creating a talent pool of accounting-centric professionals whose credentials as Professionals in its true sense of term is sacrosanct. The Program is so conceived that it equips the students with a wide range of managerial skills, while building competence in a particular area of business. The Programme ensures that in addition to their regular core courses the students are exposed to all major general commerce and business principles.

The BBA [Honors] are advanced and progressive 4-year programs, focused on more dominant specializations. Honors programs equip the students with greater dexterity in terms of their value to the Industry into which they will ultimately move to.

1.1 Vision:

Commitment to pursue excellence in education, while equipping students with knowledge and skills, inculcate values, identify hidden talents, provide opportunities for students to realize their full potential and thus shape them into global assets, with the core values of professionalism, integrity, respect for diversity and continuous learning.

1.2 Mission:

GETS ACADEMY is dedicated to excellence in performance and committed to provide quality education, opportunities and services that meet the needs of business and also contribute for the society's wellbeing, national development and to meet global competencies.

The institution strives to fulfill its mission to provide educational opportunities to all aspiring youth to excel in life by developing academic excellence, fostering values, creating civic responsibility and building global competencies in a dynamic environment. Environment Protection and Sustainable Development forms the core of its Mission.

1.3 Course objectives:

1. Our Graduates after successful completion of the program will develop skills and competencies in the area of commerce, management, communication, finance, effective business practices, environment protection and sustainable development.
2. They will be able to lead teams, develop problem solving abilities and decision making capacities.
3. Our students after successful completion of the program will be able to gain insights into the emerging domains and develop interest in lifelong learning
4. The course design ensures that the youth get adequate opportunities to identify, develop their skills and meet the requirements of industry, corporates and the society, nationally and internationally.
5. Driven by one aim – imparting ethical and profound education – GETS ACADEMY has begun its journey with an objective of molding corporate-ready professionals with its specialized programs.
6. Aim to bridge the gap between the corporate expectations and the prevalent strengths of our human resources; we endeavor to help individuals to succeed by transforming knowledge into action.

1.4 Program outcomes:

The commitment of imparting profound education reflects in the enlivening infrastructure of our institution, and most importantly, GETS ACADEMY does not market itself as a manufacturer of degree and certificate holders alone, but also acts as a responsible creator of able professionals:

- With Entrepreneurial Competency and Leadership Ability.
- With the ability to communicate effectively.
- Encourage Analytical and critical thinking abilities for data –driven decision making and forecasting.
- Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.
- Gain exposure through inter- disciplinary and specialized courses.
- Engage in Research and apply statistical tools and techniques for Problem solving and decision making.
- Integrate knowledge, skill and attitude that can enhance the creativity and personality of students.
- Apply knowledge of theory and practices in problem solving and decision making of business.
- The overarching outcome is to develop knowledgeable, skilled, ethical and well-rounded individuals, who are job ready from day one of passing out from GETS ACADEMY and have the potential to lead their organizations to success.

1.5 Career opportunities:

The specialized programs that GETS Academy seeks to provide, will give an overall eclectic dimension to the students to stand out from the rest. The programs have been designed keeping in mind the growing trends and requirements in Commerce and Management domains of life activity.

BBA (HONORS) students with specializations are being increasingly and eminently sought for by the corporate world, national and international organizations. The attributes of being industry-ready and readily deployable, would be the outcome of the rigorous coaching, training, practice and exposure to live activities, nationally and internationally, would be the hallmark of GETS ACADEMY.

2.0 Eligibility for Admission:

- i. Pre-University / Higher Secondary / 10 +2 Examination Pass from recognized Board with a minimum of 45% in aggregate [40% in case of candidates belonging to Reserved Category].
- ii. Lateral Entry: one year certificate or diploma / in computer science / commerce / Management / sustainable development.
- iii. All compulsory subjects (languages, constitution of India, Environment studies and physical education) as required by UGC should be successfully completed as a bridge course if the student has not undergone the prescribed subjects in the diploma.

3.0 Structure of the Undergraduate Degree Programme in BBA Honors:

The Syndicate of the University of Mysore, on being satisfied from the Inspection report submitted by the Inspection team has granted recognition to GETS Academy, Mysuru, under Section 66 of the K.S.U. Act 2000 to offer the following Specified/specialized course, subject to the terms and conditions as declared here under.

B.B.A (Honors)- Sustainable Development and Environmental Management

3.1 DURATION OF THE PROGRAM:

The program of study is Four years of Eight Semesters. A candidate shall complete his/her degree within eight academic years from the date of his/her admission to the first semester. The NEP 2020 provides multiple exit options for students as specified below:

EXIT OPTION:

- a. The students who successfully complete ONE year/ 2 Semesters and leave the program, will be awarded Certificate in Commerce.
- b. The students who successfully complete TWO years/ 4 Semesters and leave the program, will be awarded Diploma in Commerce.

- c. The students who successfully complete THREE years/ 6 Semesters and leave the program, will be awarded Bachelor's Degree in Management (BBA)
- d. An option is given to the students to continue their education to the Fourth year and those who successfully complete FOUR years/ 8 Semesters will be awarded Bachelor's Degree in Commerce (Honors). [BBA (Honors)]

3.2 Medium of instructions:

The medium of instruction is English for all courses, examinations, seminar presentations and project reports.

3.3 Attendance:

- a. For the purpose of calculating attendance, each semester shall be taken as a Unit.
- b. A student shall be considered to have satisfied the requirement of attendance for the semester, if he/she has attended not less than 75% in aggregate of the number of working periods in each of the subjects compulsorily.
- c. A student who fails to complete the course in the manner stated above shall not be permitted to take the University Examination.

3.4 Teaching and Evaluation

MBA graduates with B.Com, BBM/BBA and BBS as basic degree from a recognized university are only eligible to teach and to evaluate all the Commerce courses including e-commerce (except Languages, Constitution of India, Environmental Studies, Health Wellness/Social and Emotional learning, Sports/NCC/NSS/Other)

3.5 Skill Development / Record Maintenance

- a. Every college is required to establish a dedicated business lab for the purpose of conducting practical/ assignments to be written in the record.
- b. In every semester, the student should maintain a record book in which a minimum of 5 exercise or activities per course are to be recorded.

3.6 Scheme of Examination

- a. There shall be a University examination at the end of each semester. The maximum marks for the university examination in each paper shall be 60 marks for DSC, DSE, Vocational, SEC and OEC.
- b. Internal Assessment 40 marks for DSC, DSE, Vocational, SEC and OEC.

Guidelines for Continuous Internal Evaluation and Semester End Examination:

The CIE and SEE will carry 40% and 60% weightage each, to enable the course to be evaluated for a total of 100 marks, irrespective of its credits. The evaluation system of the

course is comprehensive & continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

Sl. No.	Parameters for the Evaluation	Marks
	Continuous Internal Evaluation(CIE)	
1	Continuous & Comprehensive Evaluation(CCE)-(A)	20 Marks
2	Internal Assessment Tests (IAT)- (B)	20 Marks
	Total of CIE (A+B)	40 Marks
3	Semester End examination (SEE) –(C)	60 Marks
	Total of CIE and SEE (A+B+C)	100 Marks

3.7 Continuous Internal Evaluation:

- a. Continuous & Comprehensive Evaluation (CCE): The CCE will carry a maximum of 20% weightage (20 marks) of total marks of a course. Before the start of the academic session in each semester, a faculty member should choose for his/her course, minimum of four of the following assessment methods with 5 marks each (4x5=20 marks).
 - i. Individual Assignments
 - ii. Seminars/Class Room Presentations/ Quizzes
 - iii. Group Discussions /Class Discussion/ Group Assignments
 - iv. Case studies/Case lets
 - v. Participatory & Industry-Integrated Learning/ Industrial visits
 - vi. Practical activities / Problem Solving Exercises
 - vii. Participation in Seminars/ Academic Events/Symposia, etc.
 - viii. Mini Projects/Capstone Projects

- b. Internal Assessment Tests (IAT): The IAT will carry a maximum of 20% weightage (20 marks) of total marks of a course. Under this component, two tests will have to be conducted in a semester for 30 marks each and the same is to be scaled down to 10 marks each.

Internal Assessment Test

Course Code:

Name of the Course:

Duration: 1 Hour

Total Marks: 30

PART-A

Answer any one of the following questions. 5 marks

(1x 5 = 5)

1.-----

2.-----

PART- B

Answer any one of the following questions. 10 marks

(1x 10 = 10)

3.-----

4.-----

PART- C

Answer any one of the following questions. 15 marks

(1x 15 = 15)

5,-----

6.-----

3.8 SEMESTER END EXAMINATION (SEE):

The Semester End Examination for all the courses for which students who get registered during the semester shall be conducted. SEE of the course shall be conducted after fulfilling the minimum attendance requirement as per the University norms. The BOS of the University has prepared the SEE framework and the question paper pattern for SEE is presented below for 60 marks.

PATTERN OF QUESTION PAPER

TIME : 3 HOURS

MARKS: 60

PART – A

Answer any FIVE of the following questions. Each question carries 2 marks. (5x2= 10)

- 1. -----
- 2. -----
- 3. -----
- 4. -----
- 5. -----
- 6. -----
- 7. -----

PART – B

Answer any TWO of the following questions. Each question carries 10 Marks. (2x10 =20)

- 8. -----
- 9. -----
- 10. -----
- 11. -----

PART – C

Answer any TWO of the following questions. Each question carries 15 Marks (2x15=30)

- 12. -----
- 13. -----
- 14. -----
- 15. -----

3.9 Board of Examiners and Evaluation :

- i. There shall be a Board of Examiners for scrutinizing and approving the question papers and scheme of evaluation constituted by the University.
- ii. There will be single valuation for all papers.

3.10 Minimum Marks for a Pass:

Candidates who have obtained a minimum of 35% marks in semester end examination i.e. 21 marks out of 60 marks of theory examination and 40% in aggregate i.e. total 40 marks out of 100 marks of Semester End Examination marks and Continuous Internal Evaluation marks.

Any other issue not envisaged shall be resolved by the Vice-Chancellor in consultation with the appropriate bodies of the University.

Where ever the regulation is silent, the provisions of University shall be Applicable

PROGRAM STRUCTURE

Proposed Scheme of Teaching and Evaluation for BBA (Basic/Honors) - Sustainable Development and Environmental Management

Semester I								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
1	Lang.1.1	Language - I	AECC	3+1+0	60	40	100	3
2	Lang.1.2	Language – II	AECC	3+1+0	60	40	100	3
3	BBA.1.1	Financial Accounting-1	DSC	4+0+0	60	40	100	4
4	BBA.1.2	Principles of Management	DSC	3+0+2	60	40	100	4
5	BBA.1.3	Introduction to Environmental Management	DSC	4+0+0	60	40	100	4
6	BBA.1.4	Digital Fluency	SEC-SB	1+0+2	25	25	50	2
7	BBA.1.5	Business Organization / Office Organization and Management	OEC	3+0+0	60	40	100	3
Sub –Total (A)					385	265	650	23

Semester II								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
8	Lang.2.1	Language - I	AECC	3+1+0	60	40	100	3
9	Lang.2.2	Language – II	AECC	3+1+0	60	40	100	3
10	BBA.2.1	Financial Accounting II	DSC	4+0+0	60	40	100	4
11	BBA.2.2	Environmental Economics & Indian Environmental Scenario	DSC	3+0+2	60	40	100	4
12	BBA.2.3	Computer for Management	DSC	4+0+0	60	40	100	4
13	BBA.2.4	Health & Wellness/Social & Emotional Learning	SEC-VB	1+0+2	25	25	50	2
14	BBA.2.5	Environmental Studies	AECC	2+0+0	30	20	50	3
15	BBA. 2.6	People Management/ Retail Management	OEC	3+0+0	60	40	100	3
Sub –Total (A)					415	285	700	25

FIRST SEMESTER
BBA 1.1 FINANCIAL ACCOUNTING-I

Unit 1

Meaning of Accounting – Accounting Principles – Concepts and Conventions Accounting Standards - Meaning – objectives – Indian Accounting Standards – IFRS. Systems of Book-Keeping – Rules of double - entry -preparation of Journal and Ledger.

Unit 2

Subsidiary Books – Purchase, Purchase Returns, Sales, Sales Returns, Cash Book, Petty Cash Book, Journal proper, Bills Receivable and Bills Payable Book (Format and Theory only). Problems on Three Column Cash Book.

Unit 3

Preparation of Trial Balance- Preparation of Final Accounts of Sole - Trading Concern, Trading Account, Profit and Loss Account and Balance Sheet.

Unit 4

Depreciation – Meaning, Causes, Methods of Depreciation. Problems on Straight - line method, Written down value method and Sinking fund method.

Unit 5

Consignment- Meaning- Differences between Sales and Consignment – Proforma Invoice – Account Sales- Problems on consignment (at cost and Invoice price)- Normal loss and Abnormal loss.

Unit 6

Bills of Exchange- meaning, Features- parties to Bill of Exchange- Noting and Protest – Discounting – Endorsement – Renewals of Bills - Dishonor of Bills, Simple problems on Trade Bills.

References:

1. Financial Accounting B S Raman
2. Financial Accounting -I &II G.H. Mahadevaswamy & B H Suresh
3. Advanced accounting M C Shukla and T S Grewal
4. Financial Accounting S P jain and Narang K L
5. Advanced accounting p c tulsian

BBA 1.2 PRINCIPLES OF MANAGEMENT

Unit 1:

Introduction to Management: Meaning and Definition – Nature - Management Process – Management Functions – Levels of Management and Skills – Importance - Management Thinkers: F W Taylor - Henry Fayol – Elton Mayo - Peter F.Druker and Prahalad.

Unit 2:

Planning & Decision Making : Meaning & Definition of Planning – Planning Process Purposes of Planning – Features and Importance Benefits of Planning - Types of Plans - Short Range & Long Range Plans - Strategic and Operational Plans, Policies & Procedures, Budgets and Projects - Decision Making : Meaning - Decision Making Process – Individual Vs Group Decision Making - Advantages & Disadvantages of Group Decision Making

Unit 3:

Organising & Staffing: Meaning & Definition of organization - Nature - Principles of Organisation - Formal & Informal Organisations – Functional Organisation- Unity of Command, Span of Control – Delegation of Authority & Responsibility – Advantages of Delegation, Barriers to Delegation - Centralisation and Decentralisation. Staffing: Meaning, Process, Importance, Functions, Factors affecting Staffing and Advantages of Staffing.

Unit 4:

Directing & Communication- Meaning and Definition of Direction - Nature of Direction - Importance of Direction - Orders and Instructions – Supervision: Essentials of Effective Supervision. Meaning and Definition of Communication - Nature, Objectives and Importance of Communication - Forms of Communication: Oral, Written and Body Language. Types of Communication: Upward, Downward, Horizontal, Vertical, Diagonal- Formal & Informal Communication- Barriers to Communication- Measures to Overcome Barriers to Communication

Unit 5:

Motivation & Leadership: Meaning & Definition of Motivation – Nature and Importance of Motivation - Theories of Motivation : Maslow’s Hierarchy of Needs Theory , - Herzberg’s Theory – Theory X, Y and Z - Meaning & Definition of Leadership – Functions of Leadership - Leadership Traits - Leadership Styles Unit 6: Controlling: Meaning &

Definition of Controlling- Control Process – Types of Control : Feed forward, Concurrent and Feedback Controls –MBO – MBE – Control Techniques: PERT – CPM – JIT, Budgetary Control – Auditing : Internal and external Auditing

Books for Reference:

1. Richard Pettiger. Introduction to Management, Palgrave Macmillan, New York. 52
2. Meenakshy Gupta . Principles of Management, PHI, New Delhi.
3. Prasad L.M. Principles of Management, Sultan Chand & Sons, New Delhi.
4. Koontz andn O'Donnel. Principles of Management, Tata McGraw-Hill Publishing, Co.Ltd. New Delhi.
5. Koonts and Heinz Weihrich,, Essentials of Management, Tata McGraw-Hill Publishing Co.Ltd. New Delhi.
6. Bhooshan Y.K. Business Organisation and Management, Sultan Chand & Sons New Delhi.
7. Peter F. Druckar, Practice of Management, Allied Management Tasks , Harper Collins Publishers
8. T.N. Chabbra Principles of Management

BBA 1.3 INTRODUCTION TO ENVIRONMENTAL MANAGEMENT

Unit 01:

Environment Impact on Business: Social, Economic, Political, Cultural, Legal and constitutional sub-systems of environment and their impact on Business.

Unit 02:

Constitution of India: Fundamental rights and duties, Directive Principles of State Policy, 74th Amendment of the Constitution pertaining to local Governments.

Unit 03:

Introduction to Environmental Legislation:How the Parliament functions- Bill to Act to Rules. How a Bill is issued in parliament and how it becomes an Act, How a rule is notified/Gazetted. Difference between Regulation, Law and Notification Bills. Introduction to Environmental Acts, Factory Act, Safety Related rules. Environmental Policy of the Government of India for Industrial Location with respect to Ecology. The Command & Control Regime and The Economics Instruments Regime.

Unit 04:

Public Policy for Industry and Business: Environmental Policy of the Government of India and the working of the Ministry of Environment and Forests, Central Pollution Control Board, State Pollution Control Boards. Annual Report of the Ministry of Environment and Forests (current year)

Unit 05:

Internet and Environmental Management: Use of internet as a tool, Specific websites related to environmental management, Extracting latest updated information from related sites.

Unit 06:

Introduction to software packages for GIS and MIS

Reference Books

1. Government & Business – by Amarchand, Tata McGraw Hill.
2. Government & Business Management – by Kumar & Ghosh
3. Business Law – Bulechandani. K. R.
4. Mercantile Law – Barra and Kelra.
5. The Economics of Development and Planning – by M. L. Jhingan.
6. Microeconomic Theory & Welfare Economics – by P. N. Chopra
7. Economic Development – Problems, Principles & Policies – by Benjamin Higgins.
8. Economic Development – Past & Present – by Gill
9. Economic Development of Business – by Dr. M. Adhikari

BBA 1.4 Digital Fluency

- Syllabus as per University of Mysore.

BBA 1.5 (OEC) Business Organization (Syllabus as per University of Mysore)

Course Outcomes: On successful completion of the course, the Students will demonstrate:

- a) An understanding of the nature, objectives and social responsibilities of business
- b) An ability to describe the different forms of organizations
- c) An understanding of the basic concepts of management
- d) An understanding of functions of management.
- e) An understanding of different types of business combinations

Unit 1: INTRODUCTION TO BUSINESS

Business: Meaning, Nature, Scope and Social responsibility of Business, Objectives, Essentials of successful business; Functional areas of business. Concept of Business organization.

Unit 2: FORMS OF BUSINESS ORGANIZATION:

Sole proprietorship: Definitions, Features, Merits and Demerits. Partnership: Definitions, partnership deed, Features, Merits and Demerits. Joint Stock Company: Definitions, Features, Merits and Demerits. Co-operatives: Definitions, Features, Merits and Demerits.

Unit 3: PUBLIC ENTERPRISES

Departmental Undertaking: Definitions, Features, Merits and Demerits. Public Corporations: Definitions, Features, Merits and Demerits. Government Companies: Definitions, Features, Merits and Demerits

Unit 4: BUSINESS COMBINATIONS

Meaning Definitions, Causes, Types, Forms, merits and demerits of Business Combinations, Recent Trends in Business Combinations.

Unit 5: MANAGEMENT OF ORGANIZATIONS

Management-Meaning, Definitions, Difference between Management and Administration, Levels of Management, Objectives of Management, Functions of management- planning, organizing, staffing, directing, coordinating, controlling, Principles of Management.

Skill Developments Activities:

1. Preparation of partnership deed
2. Draw a business tree
3. Make a list of 10 PSUs
4. Prepare a list of different types of business combinations

Text Books:

1. C B. Guptha - Business Organisation and Management, Sultan Chand & Sons.
2. Dr. S. C. Saxena - Business Administration & Management, Sahitya Bhawan.

3. M. C. Shukla - Business Organisation and Management. S Chand & Company Pvt. Ltd.
4. S.A Sherlekar - Business Organization, Himalaya Publishing House.
5. Y.K. Bhushan. Fundamentals of Business Organisation and Management, Sultan Chand & Sons.
6. R.K. Sharma, Business Organisation & Management Kalyani Publishers
7. Dr. I.M. Sahai, Dr. Padmakar Asthana, ' Business Organisation & Administration', Sahitya Bhawan Publications Agra.

BBA 1.5: Office Organization and Management (OEC)

Course Outcomes: On successful completion of the course, the Students will demonstrate.

- a) An understanding of basic knowledge of office organization and management
- b) Demonstrate skills in effective office organization
- c) Ability to maintain office records
- d) Ability to maintain digital record.
- e) Understanding of different types of organization structures and responsibilities as future office managers.

Unit 1: Fundamentals of Office Management

Introduction: Meaning, importance and functions of modern office
 Modern Office Organization: Meaning; Steps in office organization; Principles of Office organization, Organization structure types, Nature of office services: Types of services in a modern office, decentralization and centralization of office services, Departmentation of Office
 Office management: Meaning, Elements and major processes of Office management
 Office Manager: Functions and qualifications of Office manager.

Unit 2: Administrative Arrangement and Facilities

Office Accommodation and its Importance: Location of Office, Choice of Location: Urban vs Suburban, Factors to be Considered in Selecting the Site, Securing Office Space, Office Lay-out: Objectives of Office Lay-out, Principles of Office Lay-out, Steps in Layout Planning, Advantages of a Good Lay-out. Types of offices: Open Office and Private Office- advantages and disadvantages.

Unit 3: Office Environment:

Meaning and Components of Office Environment Interior Decoration: Color Conditioning, Floor Coverings, Furnishings, Furniture and Fixtures: Types of Furniture, Choice between Wooden and Steel Furniture, Principles Governing Selection of Furniture Lighting and Ventilation, Noise: Internal Noise, External Noise Cleanliness, Sanitation and Health Safety and Security.

Unit 4: Records Management

Introduction to records: Importance of Records, types of office records, Records Management: Meaning, Principles of Record Keeping, Functions of 'Records Management Filing: Elements of Filing and Filing Functions, Objectives and Importance of Filing, Advantages of Filing, Essentials of a Good Filing System, Classification of Files, Filing Procedure or Routine. Filing Methods: Horizontal Filing -meaning, types and advantages, Vertical Filing meaning, equipment used, advantage and disadvantages. Centralization and Decentralization of Filing- Centralized filing and Decentralized Filing Office manual: contents, Importance, types of office manuals. Indexing: Meaning, importance, advantages and essentials of good indexing, type of index Retention and disposal of files: Meaning and benefits of record retention, need for disposal of files, life-cycle stages of files.

Unit 5: Office Mechanization and Data Processing

Meaning, Importance and Objectives of Office Mechanization, Advantages and disadvantages of Office Mechanization, Factors Determining Office Mechanization Kinds of Office Machines: Duplicating Machines and Photocopying Machines, Accounting, tabulating and computing machines, communication machines Introduction to Data and Information: Distinction between Data and Information, Importance of Data and Information, Classification of Data, Classification of Information, Data Lifecycle (chart), Data Collection Methods- Primary and secondary data collection methods Data presentation Methods of Presentation of Data, Data processing using computers: Components of Computers, Input and Output Devices, Software used in Computers (names and uses only), Computer Applications in Office' Management, Advantages and Limitations of Computerization

Skill Developments Activities:

1. Visit an office and enlist the different types of machines used in the office
2. Identify the different types of stationery used in offices today

3. Draw a data life cycle chart
4. Draw charts indicating different types of office layouts.

Text Books:

1. S.P Arora, Office Organisation and Management, Vikas Publishing House Pvt Ltd
 2. M.E Thakuram Rao, Office organisation and Management, Atlantic
 3. Judith Read, Mary Lea Ginn, Record Management, 10th Edition, Cengage Learning.
-

SECOND SEMESTER
BBA 2.1 FINANCIAL ACCOUNTING – II

Unit 1

Joint-Venture: Meaning, objectives, Methods of preparing Accounts with separate books and without separate books. Differences between Consignment and Joint Venture.

Unit 2

Branch Accounts: Meaning, objectives and Types-Dependent Branches – Problems on Debtors system only at Cost and Invoice price.

Unit 3

Hire purchase: Meaning, Features, Sale v/s Hire purchase - problems on Hire purchase (Excluding Repossession).

Unit 4

Installment system: Meaning, Differences between and Installment purchase – problems on Installment system.

Unit 5

Partnership Accounts- Fixed Capital system v/s Fluctuating Capital system. Accounting treatment on Admission, Retirement and Death of a partner. Treatment of goodwill, Sacrificing Ratio and Gain Ratio. Problems on Admission, Retirement and Death of a partner.

Unit 6

Dissolution of partnership firm, preparation of Account (Excluding Garner v/s Murry case).

References:

1. Financial Accounting B S Raman

2. Advanced accounting rl guptha & Radha swamy M
3. Advanced accounting M C Shukla and T S Grewal
4. Financial Accounting S P jain and Narang K L
5. Advanced accounting p c tulsian

BBA 2.2 ENVIRONMENTAL ECONOMICS & INDIAN ENVIRONMENTAL SCENARIO

Unit 01:

Environmental Economics: Introduction to WTO and International Trade, Environmental Trade Barriers, Green GDP, Natural Resource Accounting, Green Accounting, Environmental Communication, GRI reports

Unit 02:

State of Environment in India: State of India's Environment Report by CSE and MOEF. Survey of the Environment by Hindu, State Government Environmental Status Reports. Environmental Compliance Status of Industries, State of the Environment in major cities of India, Air and Water Quality Standards of CPCB, State Governments and WHO.

Unit 03:

Major Environmental Organizations and events: Green Peace Movement, WWF, UNEP, UNCED – 1992 (Stockholm Conference, Earth Summit, Rio Declaration, Action Plan and Agenda, WBCSD, WRI, GRI, World Bank.

Unit 04:

Environmental Movements in India: Case Studies- Silent Valley, Tehri Dam, Chipko Movement, Sardar Sarovar Dam Controversy, Enron Power Project controversy, Thapar Dupont Nylon Project, ENVIS

Unit 05:

Green Marketing: Emergence of new Environmental market, Green marketing, Environmental strategy and Competitive advantage, Green supply Chain Management, Eco Designing, Eco- Labeling.

Reference Books

1. The Economics of Development and Planning – by M. L. Jhingan.
2. Microeconomic Theory & Welfare Economics – by P. N. Chopra
3. Economic Development – Problems, Principles & Policies – by Benjamin Higgins.
4. Economic Development – Past & Present – by Gill
5. Economic Development of Business – by Dr. M. Adhikari
6. Survey of the Environment – Annual Reports published – by The Hindu.
7. State of India's Environment Reports published by Center for Science and Environment.
8. Factor Four by L Hunter Lovins, Ernst von Weizsäcker and Amory B Lovins
9. Changing Course by Stephan Schmidheiny

BBA 2.3 COMPUTER FOR MANAGEMENT

Unit-I

Fundamentals: Concepts of computers, Application areas, Classification of Computer System. Data representation and Binary Numbers, computer hardware and software.

Unit-II

ALS, Internal organization of ALU, Types of memories, selection of memory systems, role of control unit, data communication, LAN and WAN, Switches, hubs, routers, idea of distributed systems, the internet, world wide web, search engine, email, home page.

Unit-III

programming, concept, flowchart, algorithms, programming languages and packages, batch processing, multi programming, parallel process, stored programme concept, programme execution, fetch decode, execute cycle, arithmetic, Logic and shift operations.

Unit-IV

Operating Systems, DOS, WINDOWS, Conventional machines, digital logic machine, operating system, basic idea of an OS, OS as a resource manager, memory management, input output management.

Unit-V

Web fundamentals, internet and WWW internet, internet based E Commerce, issues, problems, prospects.

References:

1. Balguruswami - Computer Fundamentals.
2. V.Rajaraman - Computer Fundamentals.

BBA 2.4 Health & Wellness/Social & Emotional Learning

- Syllabus as per University of Mysore.

BBA 2.5 Environment Studies

- Syllabus as per University of Mysore.

BBA.2.6 (OEC): People Management

Course outcome: On successful completion of the course, student will demonstrate:

1. Ability to examine the difference between People Management with Human resource Management
2. Ability to explain the need for and importance of People Management.
3. Ability to explain role of manager in different stages of performance management process
4. Ability to list modern methods of performance and task assessment.
5. Ability to analyses the factors influencing the work life balance of a working individual.

Unit 1: Introduction to People Management

Diversity in organization: age, gender, ethnicity, race, and ability. People Management: Meaning, Features, Significance of people management, Difference between People management and Human Resource Management, impact of individual and organizational factors on people management.

Unit 2: Getting Work Done and Assessment and Evaluation

Getting work done: Challenges of getting work done, significance of prioritization and assigning work to team members. Performance Management: meaning, role of a manager in the different stages of the performance management process, Types of Performance assessment, Assessment and Evaluation Process of evaluation of tasks in the organization. Modern tools of assessment and evaluation of tasks and performance.

Unit 3: Building Peer Networks and Essentials of Communication

Building Peer Networks: Understanding the importance of peer networks in an organization; being able to influence those on whom you have no authority; challenges Peer networking and different types of people networking in the workplace. Essentials of Communication: Concept of the communication process with reflection on various barriers to effective communication and ways to overcome, Types of Communication and Channels of Communication.

Unit 4: Motivation

Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation.

Unit 5: Managing Self

Reflection on what does it mean to be a people manager; building a personal development plan for oneself, Self-Stress Management: Causes for stress, work life Balance, Importance of Work life balance, Factors influencing Work life Balance.

Skill Developments Activities:

1. Analyze two cases on any of the above content indicated above.
2. List out the modern tools to performance assessment and evaluation.
3. Conduct a survey of work life balance of working individuals
4. Draft a Career development of working individual in the middle level management.

Text Books:

1. McShane, Steven L. and Mary Ann Von Glinow, *Organizational Behavior: Emerging Knowledge and Practice for the Real World*. McGraw-Hill, latest edition, ISBN: 0-07-15113-3.
2. Bernardin, H. John and Joyce E. A. Russell. *Human Resource Management: An Experiential Approach*. McGraw-Hill, 6/e. ISBN: 0078029163
3. Argyris, C. (1974). *Personality vs. Organization*. *Organizational Dynamics*. Vol. 3. No. 2, Autumn.
4. Blume, B. Baldwin, T. and Ryan, K. (2013). *Communication Apprehension. A barrier to students leadership, adaptability and multicultural appreciation*. *Academy of Management Learning & Education*, Jun, Vol. 12 Issue 2, p158-172.

5. Colquitt, J.A., LePine, J.A., & Wesson, M.J. (2009) Organizational Behavior: Improving Performance and Commitment in the Workplace (International edition). New York:McGraw-Hill.
6. Goleman, D. (1998). Working with Emotional Intelligence. Bantam Books,

BBA 2.6 (OEC) RETAIL MANAGEMENT

Course Outcomes: On successful completion Student will demonstrate;

- a) An understanding of the types and forms of Retail business.
- b) Ability to examine Consumer Behavior in various environments.
- c) Ability to analyze various Retail operations and evaluate them.
- d) Ability to analyze various marketing mix elements in retail operations.
- e) An understanding of Information Technology in retail business.

Unit 1: Introduction to Retail Business

Definition – functions of retailing - types of retailing – forms of retail business ownership. Retail theories – Wheel of Retailing – Retail life cycle. Retail business in India: Influencing factors – present Indian retail scenario.

Unit 2: Consumer Behaviour in Retail Business

Buying decision process and its implication on retailing – Influence of group and individual factors, Customer shopping behaviour, Customer service and customer satisfaction.

Unit 3: Retail Operations

Factors influencing location of Store - Market area analysis – Trade area analysis – Rating Plan method - Site evaluation. Retail Operations: Stores Layout and visual merchandising, Stores designing, Space planning, Inventory management, Merchandise Management, Category Management.

Unit 4: Retail Marketing Mix

Introduction -Product: Decisions related to selection of goods (Merchandise Management revisited) – Decisions related to delivery of service. Pricing: Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Place: Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate

replenishment policies. Promotion: Setting objectives – communication effects - promotional mix.

Unit 5: Information Technology in Retailing

Non store retailing (e-retailing) - The impact of Information Technology in retailing – Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system.

Skill Developments Activities:

1. Draw a retail life cycle chart and list the stages
2. Draw a chart showing store operations
3. List out the major functions of a store manager diagrammatically
4. List out the current trends in e-retailing
5. List out the Factors Influencing in the location of a New Retail outlet

Text Books:

1. Suja Nair; Retail Management, HPH
 2. Karthic – Retail Management, HPH
 3. S.K. Poddar& others – Retail Management, VBH.
 - 4 . R.S Tiwari ; Retail Management, HPH
-