

UNIVERSITY OF MYSORE
Estd. 1916



Vishwavidyanilaya Karyasoudha
Crawford Hall, Mysuru- 570 005
Dated: 23-07-2024

No.AC6/57/2024-25

Notification

Sub:- Syllabus and Scheme of Examinations of B.B.A. (UG) programme (I & II Semester) from the Academic year 2024-25.

Ref:- 1. Decision of Board of Studies in Business Administration (UG) meeting held on 10.06.2024.
2. Decision of the Faculty of Commerce meeting held on 15.06.2024.
3. Decision of the Academic Council meeting held on 28.06.2024.

The Board of Studies in Business Administration (UG) which met on 10.06.2024 has resolved to recommend and approved the Syllabus and scheme of Examinations of B.B.A. (UG) programme (I & II semester) with effect from the academic year 2024-25.

The Faculty of Commerce and Academic Council at their meetings held on 15.06.2024 and 28.06.2024 respectively has also approved the above said Syllabus and scheme of Examinations hence it is hereby notified.

The syllabus and scheme of Examinations pattern contents may be downloaded from the University website i.e., www.uni-mysore.ac.in


Registrar
REGISTRAR
University of Mysore
MYSORE

To;

1. All the Principal of affiliated Colleges of University of Mysore, Mysore. Those who are running B.B.A. Courses.
2. The Registrar (Evaluation), University of Mysore, Mysuru.
3. The Chairman, BOS/DOS in Commerce, Manasagangothri, Mysore.
4. The Dean, Faculty of Commerce, P G Center, Hemagangothri, Hassan.
5. The Director, Distance Education Programme, Moulya Bhavan, Manasagangothri, Mysuru.
6. The Director, PMEB, Manasagangothri, Mysore.
7. Director, College Development Council, Manasagangothri, Mysore.
8. The Deputy Registrar/Assistant Registrar/Superintendent, Administrative Branch and Examination Branch, University of Mysore, Mysuru.
9. The PA to Vice-Chancellor/ Registrar/ Registrar (Evaluation), University of Mysore, Mysuru.
10. Office Copy.

**Curriculum Framework for Undergraduate Program of
University of Mysore**

Bachelor of Business Administration (BBA)

**SEP Syllabus for I & II Semester from the
Academic Year 2024 - 2025**

BBA PROGRAM

I SEMESTER								
Sl. No.	Course Code	Title of the Course	Category of Courses	Credits	C1	C2	C3	Total Marks
01	Lang 1.1	Language-I	AECC	3	10	10	80	100
02	Lang 1.2	Language-II	AECC	3	10	10	80	100
03	Major 1.1	Principles & Practices of Management	DCC	4	10	10	80	100
04	Major 1.2	Fundamentals of Business Accounting	DCC	4	10	10	80	100
05	Major 1.3	Business Economics	DCC	4	10	10	80	100
06	Major 1.4	Business Communication	DCC	3	10	10	80	100
07	Compulsory 1.1	Constitutional Values	AECC	2	5	5	40	50
Sub-Total(A)				23				650

II SEMESTER								
Sl. No.	Course Code	Title of the Course	Category of Courses	Credits	C1	C2	C3	Total Marks
08	Lang 2.1	Language-I	AECC	3	10	10	80	100
09	Lang 2.2	Language-II	AECC	3	10	10	80	100
10	Major 2.1	Organizational Behaviour	DCC	3	10	10	80	100
11	Major 2.2	Financial Accounting and Reporting	DCC	4	10	10	80	100
12	Major 2.3	Business Statistics	DCC	4	10	10	80	100
13	Major 2.4	Marketing Management	DCC	4	10	10	80	100
14	Compulsory 2.1	Constitutional Values	AECC	2	5	5	40	50
Sub-Total(B)				23				650

Acronyms Expanded

- **AECC** : Ability Enhancement Compulsory Course
- **DCC** : Discipline Core Credit
- **SEC-SB/VB** : Skill Enhancement Course-Skill Based/Value Based
- **CIE** : Continuous Internal Evaluation (C1 and C2)
- **SEE** : Semester End Examination (C3)

Syllabus for I and II Semester BBA Degree as Per SEP Regulations to be implemented From the Academic Year 2024-2025

I. OBJECTIVES OF THE COURSE:

1. To develop the skills required for the application of business concepts and techniques learned in the classroom at the workplace.
2. To provide competent and technically skilled personnel to the industry in the area of Marketing, Finance, Human Resource, Data Analytics, Retailing & Logistics and Supply Chain Management.
3. To enhance the employability skills of the management students.
4. To enhance the capability of the students improve their decision-making skills.
5. To encourage entrepreneurship among students pursuing education in the field of Business Administration.
6. To empower students for pursuing professional courses like MBA, CA, CS, ICWAI etc.,
7. To ensure holistic development of Business administration students.

II. ELIGIBILITY FOR ADMISSION:

Candidates who have passed Two Year Pre University Course of Karnataka State in any discipline or its equivalent (viz., 10+2 of other states, ITI, Diploma etc.) are eligible for admission into this program.

III. DURATION OF THE PROGRAM:

The program of study is Three years of Six Semesters. A candidate shall complete his/her degree within eight academic years from the date of his/her admission to the first semester.

IV. MEDIUM OF INSTRUCTION

The medium of instruction shall be English.

V. 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.

VI. TEACHING AND EVALUATION

MBA Graduates with BBM/BBA, B.Com and BBS as basic degree from a recognized University are only eligible to teach and to evaluate all the Business Administration courses except Languages and Constitutional Moral Values.

VII. SKILL DEVELOPMENT / RECORD MAINTENANCE

- Every college is required to establish a dedicated business lab for the purpose of conducting practical/ assignments to be written in the record.
- 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.
- In every academic year the students shall be exposed to functioning of any Business unit through Industrial Visits.

VIII. SCHEME OF EXAMINATION

- There shall be University examination at the end of each semester.
- The maximum marks for the university examination in the courses with 3 credits and above paper shall be evaluated in pattern 10 + 10 (C1 and C2 internals assessments) + 80 (Semester exam C3) marks.
- Courses with less than 3 credits shall be evaluated in the pattern 5 + 5 (C1 and C2 internals assessments) + 40 (Semester exam C3) marks.
- All courses of this program except courses that are common to all other graduate program of the University of Mysore shall be set/valued/reviewed by BOE of Management for a maximum of 80 marks. The pattern of question paper will be as follows:

Part- A: Answer any two out of four questions.	$2 \times 15 = 30$
Part- B : Answer any three out of five questions.	$3 \times 10 = 30$
Part- C : Answer any four out of six questions.	$4 \times 05 = 20$

TOTAL 80

IX. GUIDELINES FOR CONTINUOUS INTERNAL EVALUATION AND SEMESTER END EXAMINATION

The CIE and SEE will carry 20% and 80% 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(courses with 3 credits and above)	Marks
	Continuous Internal Evaluation (CIE)	
1	Continuous and Comprehensive Evaluation (CCE) – (A)	10 Marks
2	Internal Assessment test (IAT) – (B)	10 Marks
	Total of CIE (A+B)	20 Marks
3	Semester End Examination (SEE) – (C)	80 Marks
	Total of CIE and SEE (A+B+C)	100 Marks

Continuous Internal Evaluation (CIE)

a. Continuous & Comprehensive Evaluation (CCE):

The CCE will carry a maximum of 10% weightage (10 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 the following assessment methods with 5 marks each (2x5=10 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
- viii. Mini project / Capstone projects

b. Internal Assessment Test (IAT):

The IAT will carry a maximum of 10% weightage (10 marks) of total marks of a course. Under this component, two tests (one can be open book test) will have to be conducted in a semester for 30 marks each and the same is to be scaled down to 10 marks each.

c. Semester End Examination (SEE):

The semester end examination for all the students for which students who get registered during the semester shall be conducted for 80 marks. SEE of the course shall be conducted subject to their fulfillment of minimum attendance requirement as per the university norms. The BOS of the university shall prepare the SEE framework and the question paper pattern.

d. Minimum marks for a Pass:

Minimum for a pass in each course shall be 30%, and for all the courses in the semester average shall be 40%. However, a candidate has to score minimum of 30% of theory component of semester end examination i.e. 24(rounded off) marks out of 80 marks.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: Major 1.1

Name of the Course: Principles and Practices of Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

Pedagogy: Classrooms lecture, tutorials, Role plays, Group discussion, Seminar, Case studies & field work, Mind Maps, Industrial Visits etc.,

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

- a) The ability to understand concepts of business management, principles and function of management.
- b) The ability to explain the process of planning and decision making.
- c) The ability to create organization structures based on authority, task and responsibilities.
- d) The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.
- e) The ability to understand the requirement of good control system and control techniques.
- f) A basic knowledge about globalization of management thoughts emerged in India and basic terms used in management module 1 to module 5.

Syllabus:

Hours

Module No. 1: INTRODUCTION TO MANAGEMENT

14

Introduction – Meaning, Definitions, Nature and Scope of Management; Management as a Science, Art or Profession; Management Vs Administration.

Evolution of Management Thought – FW Taylor’s Scientific Management, Max Weber’s Bureaucratic Management, Henry Fayol’s Administrative Management, Hawthorne Studies, Management Science approach, Systems Theory, Contingency Views, Total Quality Management, Learning Organizations, Technology Driven Organizations. Indian origin Management thinkers.

Module No. 2: PLANNING AND DECISION MAKING

12

Planning - Nature, Objectives, Importance and Process; Hierarchy of Plans, Types of Plans; Smart Goals, Meaning- MBO and MBE.

Decision making- Nature, Objectives, Importance, Process and Techniques of Decision making, Creativity in Decision Making, Edward De Bono’s 6 Thinking Hats Concept and Application.

Module No. 3: ORGANIZING AND STAFFING

10

Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization –Types of Organization Structure. Virtual Organization. Conceptual Terms - Departmentation, Centralization vs Decentralization of Authority and Responsibility, Span of Control. Staffing - Introduction, Objectives, Importance, General Principles and Techniques.

Module No. 4:DIRECTING

12

Directing-Meaning, Purpose and Scope of Direction, elements of Direction, Principles of Direction. Motivation – Meaning - Motivation Theories – Maslow’s Need Hierarchy Theory, Herzberg’s Two Factor Theory, Mc.Gregor’s Theory X and Theory Y.

Leadership – Meaning, Differences Between Leadership and Management Characteristics of a Good Leader; Leadership Styles – Autocratic Style, Democratic Style, Laissez Faire Styles – Transactional Leader, Charismatic Leader and Transformational Leader.

Module No. 5: COORDINATING AND CONTROLLING

08

Coordination–Meaning, Importance, Principles and Process.

Controlling- Nature, Function, process, Types and Techniques of Control.

Skill Development Activities (SDAs).

1. Draw different types of organization structure **or** organization structure of your company, if you want to build one.
2. Screening of Management concept movies and preparing the report for the same.
3. Group discussion/presentation on contribution of Indian Management thinkers.
4. Select your favorite entrepreneur and narrate his or her leadership style.
5. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.

Text Books:

1. Stoner, Freeman and Gilbert : Management
2. Koontz and O’Donnell, Management, McGraw Hill.
3. L M Prasad, Principles of management, Sultan Chand and Sons
4. V.S.P Rao/Bajaj, Management process and organization, Excel Books.GH25
5. Appanniah and Reddy, Management, HPH.
6. T. Ramaswamy, Principles of Management, HPH.
7. Richard L Daft, Management
8. Peter F Drucker, Management tasks and responsibilities.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: Major 1.2

Name of the Course: Fundamentals of Business Accounting

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

Pedagogy: Classrooms lecture, tutorials, and problem solving.

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

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

a)

Syllabus:	Hours
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Module No. 1: INTRODUCTION TO FINANCIAL ACCOUNTING	10
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Introduction – Meaning and Definition – Objectives of Accounting – Functions of Accounting – Users of Accounting Information – Limitations of Accounting – Accounting Cycle - Accounting Principles – Accounting Concepts and Accounting Conventions. Accounting Standards–Objectives–Significance of Accounting Standards. List of Indian Accounting Standards.

Module No. 2: ACCOUNTING PROCESS	10
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System of Book Keeping- Meaning of Double Entry System – Process of Accounting – Kinds of Accounts – Rules - Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trial Balance – Problems on Journal, Ledger Posting and Preparation of Trial Balance.

Module No. 3: SUBSIDIARY BOOKS	14
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Meaning – Significance – Types of Subsidiary Books –Preparation of Purchases Book, Sales Book, Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book , Double Column Cash Book, Three Column Cash Book and Petty Cash Book(Problems only on Three Column Cash Book and Petty Cash Book).

Module No. 4: FINAL ACCOUNTS OF PROPRIETARY CONCERN	14
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Preparation of Statement of Profit and Loss and Balance Sheet of a Proprietary Concern With Special Adjustments Like Depreciation, Outstanding and Prepaid Expenses, Outstanding and Received in Advance of Incomes, Provision for Doubtful Debts, Drawings and Interest on Capital.

Module No. 5: ACCOUNTING SOFTWARE

08

Introduction-Meaning of Accounting Software, Types Accounting Software-Accounting Software Tally-Meaning of Tally Software – Features – Advantages, Creating a New Company, Basic Currency Information, Other Information, Company Features and Inventory Features. Working in Tally: Groups, Ledgers, Writing Voucher, Different Types of Voucher, Voucher Entry Problem on Voucher Entry – Generating Basic Reports in Tally - Trial Balance, Accounts Books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts, and Balance Sheet.

Skill Developments Activities:

1. List out the accounting concepts and conventions.
2. Collect the financial statement of a proprietary concern and record it.
3. Prepare a financial statement of an imaginary company using tally software.

Text Books:

1. Hanif and Mukherjee, Financial Accounting, McGraw Hill Publishers
2. Arulanandam & Raman, Advanced Accountancy, Himalaya Publishing House
3. S.AnilKumar,V.Rajesh Kumar and B.Mariyappa, Fundamentals of Accounting, Himalaya Publishing House.
4. Dr. S.N. Maheswari, Financial Accounting, Vikas Publication
5. S P Jain and K. L. Narang, Financial Accounting, Kalyani Publication
6. Radhaswamy and R.L. Gupta, Advanced Accounting , Sultan Chand
7. M.C. Shukla and Goyel, Advaced Accounting, S Chand.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration**Course Code: Major 1.3****Name of the Course: Business Economics**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.

Course Outcomes: On successful completion Student will demonstrate ;

- a) To make student understand the demand and supply analysis in business applications
- b) To understand the pricing and output decisions under various market structure.
- c) To understand the concepts of national income
- d) To understand the system of cost analysis.

Syllabus:	Hours
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Module No. 1: Demand and Supply	14
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Business Economics – Introduction – Meaning – Scope and its importance. Application of Economics in Business Decision Making.

Demand - Meaning of Demand - Law of Demand - Elasticity of Demand - Classification of Demand - Demand Function.

Supply - Meaning - Law of supply - Determinants of Supply - Supply Function - Elasticity of Supply - Equilibrium.

Module No. 2: Consumer Utility	12
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Consumer Behaviour - Meaning - Factors Influencing Consumer Preference and Concept of Utility – Indifference Curve Analysis – Features, Assumptions and Properties - Consumer Equilibrium.

Module No 3: Market Structure	09
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Perfect Competition - Monopoly, Duopoly, Oligopoly - Features, Price and output Determination for Each Market Structure.

Module No. 4: Cost Analysis	09
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Concept of cost – Cost Functions – Short Run Cost and Long Run Cost. Cost Analysis - Fixed cost - Average Fixed Cost - Variable Cost - Average Variable Cost –Total Cost -Average Total Cost and Marginal Cost.

Module No. 5: National Income	12
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National Income – Definitions - Concepts of National Income – GDP - Methods of Measurement of GDP – NDP – NNP – GNP - Considerations for Measuring GNP - Income Method - Expenditure Method and Value Added Method. Methods of Measuring National Income - Limitations of Each

Method.

Skill Developments Activities:

- 1) Analyze the demand and supply curve of selected products.
- 2) Visiting local fare to observe the consumer preferences.
- 3) Estimation of National Income using different methods.
- 4) Compare and Analyze National Income, Per Capital income and GDP of India with selected countries.
- 5) Visit a local business Enterprise and prepare its cost and revenue analysis.
- 6) Analyze the market structure of selected Indian companies in various sectors.

Books Recommended:

1. Varshney R.L. & Maheswari, Managerial Economics
2. Joel Dean, Managerial Economics
3. Mithani and VSR.Murthy, Fundamentals of Business Economics
4. Reddy P.N and Appanniah H.R., Principles of Business Economics
5. Sundharam K.P.M and Sundharam E.N., Business Economics

Name of the Program: Bachelor of Business Administration

Course Code: Major 1.4

Name of the Course: Business Communication

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	42 Hrs

Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.

Course Outcomes: On successful completion Student will demonstrate:

- a) The ability to understand the concept of Business Communication.
- b) The basic techniques of Modern forms of Business communication.
- c) To enable the student's to acquire soft skills.
- d) The use of basic and advanced business writing skills.

Syllabus:	Hours
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Module No. 1: BASICS OF COMMUNICATION	12
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Communication: Definition, Process of Communication, Communication Models, Objectives of Communication, Verbal and Non-verbal Communication, Principles of Effective Communication.

Module No. 2: WRITTEN BUSINESS COMMUNICATION	12
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Written Business Communication: Fundamentals of Business Writing, Types of Business Letters- Enquiry Letter-Complaint Letter – Persuasive Letter – Proposal, Report Writing – Writing Resume.

Module No. 3: SPOKEN SKILLS	10
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Spoken Skills: Conducting Presentation, Oral Presentation, Debates, Speeches, Interview. Group Discussion, Barriers to Effective Communication and Ways to Overcome them – Importance of Listening, Developing Effective Listening Skills.

Module No 4: NON-VERBAL COMMUNICATION	08
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Non-Verbal Communication: Body Language / Kinesthetic, Para Language, Sign Language / Virtual and Audio Elements, Channels of Communication, Formal and Informal Communication.

Skill Developments Activities:

- 1) Collection of various model business letters
- 2) Reading of various business report, minutes, and its analysis
- 3) Presentation of reports and charts
- 4) Mock interview Sessions
- 5) Virtual Resume Preparation

Text Books:

- 1) Denish Murphy, Better Business Communication
- 2) Shuter, Written Executive Communication
- 3) Gartside, Model Business Letters
- 4) Kaul and Asha, Business Communication
- 5) K K Ramachandran, Business Communication

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: Major 2.1

Name of the Course: Organizational Behaviour

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	42 Hrs

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.

Course Outcomes: On successful completion of the course, the students shall be able to

- Demonstrate an understanding of the role of OB in business organization.
- Demonstrate an ability to understand individual and group behavior in an organization.
- Explain the effectiveness of organizational change and development of organization.
- Demonstrate an understanding of the process of organizational development.

Syllabus:	Hours
Module No. 1: FUNDAMENTALS OF ORGANIZATIONAL BEHAVIOUR	08
Organization Behaviour – Meaning, Definition, Nature, Scope and Importance of OB. Inter Disciplinary Nature of OB - Contributing Disciplines to OB. Basic Principles of OB, Recent Trends in OB.	
Module No. 2: INDIVIDUAL BEHAVIOUR	12
Individual Behaviour – Factors Influencing Individual Behaviour, Organization Systems and Resources. Perception - Meaning, Factors Influencing Perception, Perceptual Process, Perceptual Errors. Personality -Meaning, Determinants and Traits of Personality. Attitude – Meaning, Factors and Components of Attitude.	
Module No. 3: GROUP AND TEAM DYNAMICS	12
Group Dynamics - Meaning, Types of Group, Development of Groups - Stages of Group Development, Determinants of Group Behaviour. Team Dynamics - Meaning, Types of Teams: Conflict - sources of Conflict and Ways of Resolving Conflict.	
Module No. 4: ORGANIZATIONAL DEVELOPMENT	10
Organizational Development - Meaning and Nature of Organizational Development (OD), Process of Organizational Development. Diagnosing: Meaning of Diagnosing, Comprehensive Model for Diagnosing Organizational Systems (Organizational Level, Group Level and Individual Level). Change Management – Meaning, Importance of Planned Change Management, factors influencing Change Management.	

Skill Developments Activities:

- 1) Two cases on the above syllabus should be analyzed and record in the skill development
- 2) Draw Blake and Mouton managerial grid
- 3) List the Personality Traits of Successful Business Leaders.

SAMPLE CASES FOR REFERENCE:

Module 1 & 2

- For business continuity, during Covid-19, XYZ organization has encouraged the employees to Work From Home (WFH). But Post lock down, when the employees are called back to office, they resisted. Majority of the employees are preferring WFH. Few employees have resigned the job too.
- If you are the manager of XYZ, can you justify the employee behaviour? Draw up a list of all the strategies you incorporate in bringing employees back to office

Module 3

- You are heading a global team, which consist of employees from various culture and background. The diversity and lack of inclusion is negatively impacting the functioning of this heterogeneous team. Dysfunctional conflict is common among the members.
- Chart a plan of action to resolve the conflict within the global team. Suggest remedies for a long-term solution

Module 4

- The ABC Bank is planning to introduce Finacle digital banking platform for competitive advantage. Majority of the employees have more than 15 years work experience in the bank. They do not want to change from their comfort zone.
- As a manager, design the methods of overcoming employee resistance to change in order to achieve the objectives of ABC Bank in the best possible manner.

Module 4

- Owing to the rapid expansion, the XYZ start-up's transition from a "one-man show' to a 'professionally run" set-up was initiated. The aim was to develop the strengths of each member of the team and to channel them towards autonomous decision making. Chart the steps in the OD process that can be followed by XYZ firm. Identify the four target of change - Human Resources, Functional Resources, Technological Capabilities and Organizational Capabilities.

Text Books:

- 1) Fred Luthans, Organizational Behaviour. McGraw Hill
- 2) Robbins, Organizational Behaviour, International Book House.
- 3) John W. Newstrom and Kieth Davis, Organizational Behaviour, McGraw Hill.
- 4) K. Aswathappa, Organizational Behaviour, HPH.
- 5) Appanaiah and Management and Behavioural Process, HPH
- 6) Sharma R.K and Gupta S.K, Management and Behaviour Process, Kalyani Publishers.
- 7) Rekha and Vibha – Organizational Behavioural, VBH.
- 8) P.G. Aquinas Organizational Behaviour, Excel Books.
- 9) M. Gangadhar. V.S.P.Rao and P.S.Narayan, Organizational Behaviour

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)**Course Code: Major 2.2****Name of the Course: Financial Accounting and Reporting**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

Pedagogy: Classrooms lecture, tutorials, and Problem Solving.

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

- a) The ability to prepare final accounts of partnership firms
- b) The ability to understand the process of public issue of shares and accounting for the same
- c) The ability to prepare final accounts of joint stock companies
- d) The ability to prepare liquidators final accounts.
- e) The ability to understand company's annual report.

Syllabus:**Hours****Module No. 1: FINAL ACCOUNTS OF PARTNERSHIP FIRM****12**

Meaning of Partnership Firm, Partnership Deed, Clauses in Partnership Deed, Preparation of Final Accounts of Partnership Firm-Trading and Profit and Loss Account, Profit and Loss Appropriation Account, Partners Capital Account and Balance Sheet.

Module No. 2: ISSUE OF SHARES**12**

Companies – Definitions, Features and Types. Salient Features of Companies Act 2013.

Shares – Meaning - Types of Shares – Issue of Shares at Par, at Premium, at Discount; Journal Entries Relating to Issue of Shares; Preparation of Respective Ledger Accounts; Preparation of Balance Sheet (Vertical form Schedule III).

Module No. 3: FINAL ACCOUNTS OF JOINT STOCK COMPANIES**12**

Statutory Provisions Regarding Preparation of Company Final Accounts – Preparation of Profit and Loss Account, Profit and Loss Appropriation Account and Balance Sheet (Vertical Form Schedule -III).

Module No. 4: LIQUIDATION OF COMPANIES**10**

Meaning - Need for Liquidation, Legal Provisions for Liquidation and Preparation of Liquidators Final Statement of account.

Module No. 5: CORPORATE FINANCIAL REPORTING PRACTICES**10**

Corporate Financial Reporting - Meaning, Types, Characteristics, Users of Corporate Financial Report, Financial Statements- Balance Sheet, Income Statement, Cash Flow Statement, and Notes to the Financial Statements. Auditor's report. **Corporate Governance Report, Corporate Social Responsibility Report.**

(Discuss only Role and Significance of above components of reports).

Skill Developments Activities:

1. Collect financial statement of any two manufacturing and service companies for five years and analyse the same in terms of Financial Highlights, Corporate Governance and CSR.
2. Refer annual reports of two companies and list out the components.
3. Draft a partnership deed as per Partnership Act.
4. List out the accounting policies in annual report of the company

Text Books:

1. B S Raman, Financial Accounting
2. R L Gupta & Radha Swamy, Advanced Accounting
3. M C Shukla and T S Grewal, Advanced accounting
4. S P Jain and Narang K L, Financial Accounting
5. P C Tulsian, Advanced Accounting

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)**Course Code: Major 2.3****Name of the Course: Business Statistics**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

Pedagogy: Classrooms lecture, tutorials, and Problem Solving.

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

- a) To understand the basic concepts in statistics.
- b) To summaries data sets using descriptive statistics.
- c) Analyze the relationship between two variable of various business or managerial situations.
- d) To understand and construct various measures of central tendency, dispersion and skewness.
- e) To apply correlation and regression for data analysis.

Syllabus:**Hours****Module No. 1: INTRODUCTION TO STATISTICS****12**

Statistics – Meaning - Definition, Characteristics, Advantages and Limitations - Collection of Data -Methods of Collecting Primary Data and Sources of Secondary Data - Classification and Tabulation of Data. Simple Problems on Tabulation. Diagrammatic and Graphical Representation of Data.

Module No. 2: MEASURES OF CENTRAL TENDENCY**12**

Measures of Central Tendency - Arithmetic Mean, Median, Quartiles and Mode and Calculation of Median and Mode

Module No. 3: MEASURES OF DISPERSION**12**

Measures of Dispersion - Quartile Deviation-Standard Deviation-Co-efficient of Variation, Skewness-Karl Pearson and Bowley's Co-efficient of Skewness.

Module No. 4: CORRELATION**10**

Correlation – Meaning – Types - Karl Pearson's Co-efficient of Correlation - Spearman's Rank correlation Co-efficient. Probable Error.

Module No. 5: REGRESSION ANALYSIS**10**

Regression Analysis - Construction of Regression Equations - Estimation

Skill Developments Activities:

1. Data visualization practical session using Tableau/Power BI.

2. Execute average, Variance, Standard deviation, CV, Covariance using Excel.
3. Execute and analyze regression model using excel.
4. Collect past year's Indian consumer price index data (as of the current base year) and analyze its impact on any macro economic indicator.

Text Books:

- a) S P Gupta: Statistical Methods
- b) D N Elhance: Fundamentals of Statistics
- c) Sanchethi and Kapoor: Statistics
- d) R S N Pillai and Bhagavathi: Statistics
- e) S. Jayashankar: Quantitative Techniques for Management
- f) N.V.R Naidu: Operation Research I.K. International Publishers
- g) S.C Gupta: Business Statistics, HPH

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: Major 2.4

Name of the Course: Marketing Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Mind Maps, Case studies & fieldwork etc.,

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

- a) Understand the concepts and functions of marketing.
- b) Analyse marketing environment impacting the business.
- c) Segment the market and understand the consumer behaviour
- d) Describe the 7 p's of marketing and also strategize marketing mix

Syllabus:

Module No. 1: INTRODUCTION TO MARKETING	Hours
12	

Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. Meaning and Features - Societal Marketing, Relationship Marketing, Brand Marketing, Sustainable Marketing. Types of Markets and Types of Market Demand. **Recent trends in Marketing** – Meaning and Features - E-business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, Social Media Marketing and E-tailing.

Module No. 2: MARKETING ENVIRONMENT	Hours
08	

Micro Environment – The Company, Suppliers, Marketing Intermediaries Competitors, Public and Customers; **Macro Environment**- Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment.

Module No. 3: MARKET SEGMENTATION AND CONSUMER BEHAVIOUR	Hours
10	

Meaning and Definition, Bases of Market Segmentation, Requisites of Sound Market Segmentation, Targeting and Positioning; Consumer Behavior - Factors influencing Consumer Behavior; Buying Decision Process. Market research: Meaning and Process.

Module No. 4: PRODUCT AND PRICING	Hours
14	

Meaning, Elements of Marketing Mix (Four P's) – Product, Price, Place, Promotion.

Product-Product Mix, Product Line, Product Lifecycle, New Product Development, Reasons for Failure of New Product, Branding, Packing and Packaging, Labeling,

Pricing – Objectives, Factors Influencing Pricing Policy, Pricing Methods, New Product Pricing and Pricing Strategies.

Module No. 5: PROMOTION AND DISTRIBUTION	12
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Place - Physical Distribution – Meaning, Factors affecting Channel Selection, Types of Marketing Channels, Levels of Channels, B2B, B2C, C2C Channels. Promotion – Meaning and Significance, Promotion Mix Elements – Advertising, Publicity, Personal Selling, Public relations.

Extended Marketing Mix – Meaning and Elements - People, Process and Physical Evidence.

Skill Development Activity:

- 1) Construct a matrix of Marketing Mix of any three companies.
- 2) Two cases on the above syllabus should be analyzed and recorded in the skill development.
- 3) Design a logo and tagline for a product of your choice.
- 4) Develop an advertisement copy for a product.
- 5) Prepare a chart for distribution network for different products.

Text Books:

1. Philip Kotler, Marketing Management, Prentice Hall.
2. Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI
3. William J. Stanton, Michael J. Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill Education.
4. Bose Biplab, Marketing Management, Himalaya Publishers.
5. J.C. Gandhi, Marketing Management, Tata McGraw Hill.
6. Ramesh and Jayanti Prasad: Marketing Management, I.K. International
7. Sontakki, Marketing Management, Kalyani Publishers.
8. P N Reddy and Appanniah, Marketing Management

Note: Latest edition of text books may be used.