

**School of Management Studies and Research
Bachelor of Business Administration**

**CURRICULUM
2024 - 27
BBA PROGRAMME**

INDEX

Sr.No	Content	Page No
1	Vision and Mission of KLE Technological University	3
2	<u>Vision and Mission Statement of School</u>	4
3	<u>Program Educational Objectives (PEOs) /Program Outcomes (POs) and Program-Specific Objectives (PSOs)</u>	5
4	<u>Curriculum Structure-Overall</u>	7
5	<u>Curriculum Structure – Semester-wise</u>	9
6	<u>Curriculum Content- Course-wise</u>	18

Title: Vision and Mission Statements of the KLE Technological University

Vision

KLE Technological University will be a national leader in Higher Education – recognised globally for innovative culture, outstanding student experience, research excellence and social impact.

Mission

KLE Technological University is dedicated to teaching that meets highest standards of excellence, generation and application of new knowledge through research and creative endeavors.

The three-fold mission of the University is:

- To offer undergraduate and post-graduate programs with engaged and experiential learning environment enriched by high quality instruction that prepares students to succeed in their lives and professional careers.
- To enable and grow disciplinary and inter-disciplinary areas of research that build on present strengths and future opportunities aligning with areas of national strategic importance and priority.
- To actively engage in the Socio-economic development of the region by contributing our expertise, experience and leadership, to enhance competitiveness and quality of life.

As a unified community of faculty, staff and students, we work together with the spirit of collaboration and partnership to accomplish our mission.

Title: Vision and Mission Statements of the Department/School

Vision

A business school of national repute by achieving excellence through teaching–learning, research and impacting society

Mission

To impart quality management education that caters to socio-economic development of the region

To provide scholarly learning environment that enables students and staff to achieve personal and professional growth

To contribute to the body of knowledge in management science

To positively impact the society by upholding the values of KLE Society

**Title: Consolidated View of Program Educational Objectives (PEOs) /Program Outcomes (POs)
and Program-Specific Objectives (PSOs)**

Program Educational Objectives (PEO)	Program Outcomes (PO)
Apply management concepts and frame works to make effective decisions in complex situations.	Apply knowledge of management theories and practices to solve business problems
Apply appropriate quantitative and qualitative techniques in solving business problems	Foster analytical and critical thinking abilities for data-based decision making
Acquire the ability to engage in independent and life -long learning in the context of professional and community	Ability to develop value-based leadership ability
Practice social, ethical and moral principles in professional and personal life.	Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of business
	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
	Ability to analyse, synthesize and solve organizational and societal issues

Title: Curriculum Structure –Overall

Semester		Total Program Credits: 135 credits				
Course with course code	I	II	III	IV	V	VI
	Introduction to Indian Business Environment 21MBAC101	Business Statistics 21MBAC106	Financial Management 21MBAC201	Operations Management 21MBAC205	Quality Management 21MBAC301	Small and Family Business Management 24MBAC304
	Principles of Management 24MBAC103	Business Mathematics 21MBAC107	People Management 24MBAC202	Gen AI for Business 25MBAP202	Legal Environment and IPR 21MBAC302	International Business Environment 24MBAC302
	Management Accounting 21MBAC103	Business Economics 21MBAC108	Marketing Management 25MBAC203	Business Taxation 21MBAC207	Rural Management 25MBAP303	Strategic Management 25MBAC302
	Human Behavior in Organizations 24MBAC101	Professional Communication 23MBAC102	Entrepreneurship and Innovation 24MBAC206	Project Management 21MBAC208	Vocational – I Supply chain management 24MBAC301	Elective - III (Marketing, HR & Finance)
	Basics of English 24MBAC104	Web Design and Development 24MBAC102	Advanced Excel and Tally 25MBAP201	Indian Constitution & Governance 25MBAC205	Elective – I (Marketing, HR & Finance)	Elective - IV (Marketing, HR & Finance)
	Introduction to Ms Office 21MBAP101	Introduction to Environmental Studies 24MBAP103	Research Design 25MBAC201	Digital Marketing 24MBAC205	Elective – II (Marketing, HR & Finance)	Corporate Events and Brand Promotion 25MBAP302
	Social Awareness 24MBAP101	Advanced Communicative Ability 24MBAP104	Business Analytics for Decision Making 25MBAC202	Entrepreneurial Development Project /Industry Internship 25MBAP202/24MBAI201	Corporate Ethics & Self Awareness 25MBAP301	Dissertation 25MBAI301
	Essential Communicative Ability 24MBAP102	Industry Experience 24MBAI101	Analytical Ability Enhancement 25MBAC204	Industry Readiness & Leadership Skills 25MBAC206		
Credits	24	24	24	23	20	20

Title: Curriculum Structure- Semester wise

Semester I

Sl. No.	Code	Course	L-T-P	Credits	Contact Sessions	ISA Marks	ESA Marks	Total Marks	Exam Duration
1	21MBAC101	Introduction to Indian Business Environment	4-0-0	4	4	50	50	100	3 hours
2	21MBAC102	Principles of Management	3-0-1	4	5	50	50	100	3 hours
3	21MBAC103	Management Accounting	3-1-0	4	5	50	50	100	3 hours
4	24MBAC101	Human Behavior in Organizations	3-0-1	4	5	50	50	100	3 hours
5	23MBAC101	Basics of English	3-0-0	3	3	50	50	100	3 hours
6	21MBAP101	Introduction to Ms Office	1-0-1	2	3	100	--	100	--
7	24MBAP101	Social Awareness	0-0-2	2	4	100	--	100	--
8	24MBAP102	Essential Communicative Ability	0-0-1	1	2	100	--	100	--
		Total	17-0-7	24					

Introduction to Ms Office (21MBAP101), Social Awareness (24MBAP101) , Essential Communicative Ability(24MBAP102) courses will have In Semester Assessment (ISA) only

Semester II

Sl. No.	Code	Course	L-T-P	Credits	Contact Sessions	ISA Marks	ESA Marks	Total Marks	Exam Duration
1	21MBAC106	Business Statistics	3-0-1	4	5	50	50	100	3 hours
2	21MBAC107	Business Mathematics	3-1-0	4	5	50	50	100	3 hours
3	21MBAC108	Business Economics	4-0-0	4	4	50	50	100	3 hours
4	23MBAC102	Professional Communication	2-0-1	3	4	50	50	100	3 hours
5	24MBAP103	Web Design and Development	2-0-1	3	4	67	33	100	2 hours
6	24MBAP104	Introduction to Environmental Studies	0-0-2	2	3	80	--	20	3 hours
7	24MBAP105	Advanced Communicative Ability	0-0-1	1	2	100	--	100	--
8	24MBAP101	Industry Experience	0-0-3	3	6	50	--	50	3 hours
		Total	15-1-8	24					

Semester: III

Sr.No	Course code	Course Title	L	T	P	Evaluation scheme			Credit (L+T+P)	Exam Hours
						ISA	ESA	Total		
1	21MBAC201	Financial Management	4	0	0	50	50	100	4	3 hours
2	24MBAC202	People Management	3	0	0	50	50	100	3	3 hours
3	25MBAC203	Marketing Management	3	0	1	63	37	100	4	3 hours
4	24MBAC206	Entrepreneurship and Innovation	2	0	1	67	33	100	3	2 hours
5	25MBAP201	Advanced Excel and Tally	0	0	3	80	20	100	3	3 hours
6	25MBAC202	Business Analytics for Decision Making	2	0	1	67	33	100	3	2 hours
7.	25MBAC201	Research design	2	0	1	67	33	100	3	2 hours
8	25MBAC204	Analytical Ability Enhancement	1	0	0	100		100	1	--
TOTAL			17	0	7				24	

Semester: IV

Sr.No	Course code	Course Title	L	T	P	Evaluation scheme			Credit (L+T+P)	Exam Hours
						ISA	ESA	Total		
1	21MBAC205	Operations Management	4	0	0	50	50	100	4	3 hours
2	25MBAP202	Gen AI for Business	0	0	2	80	20	100	2	3 hours
3	21MBAC207	Business Taxation	4	0	0	50	50	100	4	3 hours
4	21MBAC208	Project Management	3	0	0	50	50	100	3	3 hours
5	25MBAC205	Indian Constitution and Governance	3	0	0	50	50	100	3	3 hours
6	24MBAC205	Digital Marketing	2	0	1	67	33	100	3	2 hours
7	25MBAC206	Industry Readiness & Leadership Skills	1	0	0	100	--	100	1	--
8	25MBAP202 /24MBAI201	Entrepreneurial Development Project /Industry Internship	0	0	3	50	50	100	3	3hours
TOTAL			17	0	6				23	

	FORM ISO 21001:2018	Document #: FMCD2005	Rev: 1.0
Curriculum Content- Course wise			Page of
			Year: 2025

Bachelor of Business Administration

Curriculum content 2024-27

Semester I

Course Code: 21MBAC101	Course Title: Introduction to Indian Business Environment		
L-T-P: 4-0-0	Credits: 4	Contact Hrs: 04	Sessions/week
ISA Marks: 50	ESA Marks: 50	Total Marks: 100	
Teaching Hrs: 50hrs		Exam Duration: 3 hrs	
Course Content			Hours
Module 1: Environment: Meaning, concept & scope of environment Business & its environment for effective performance, micro environmental and macro environmental factors, Indian economy-its main features, macro environment- Economic consideration, political & government setup, socio cultural factors, social responsibility of business towards employee, community share holders consumers, business & economy;- meaning of business economy, Types of Economies-free, capitalization, socialistic, socialistic & mixed economy.			07 hrs
Module 2: Political Environment: Environmental analysis- stages, approaches & Techniques to environmental analysis, Benefits of environmental analysis, Functions of State , classification of functions of state, Economic roles of the government, government and legal environment, economic roles of government of India, the constitutional environment. Economic Environment: Nature of economy, structure of the economy, economic policies, economic conditions, per capita income.			07 hrs
Module 3: Social Environment: Business and society, business and culture, language, culture and organizational behavior, other social/cultural factors, social responsibility of business ,Social orientations of business, factors affecting social orientation, Social Audit, the Indian Situations- social involvement. Technological Environment: Concept and significance of technological environment, regulation of foreign investment and collaboration .technological leadership and technological followership, technology and competitive advantage, Sources of technological dynamics, time lags in technology.			06 hrs
Module 4: Economic Growth & Development – Meaning of economic growth, factors affecting economic growth, impact of circular flow of money on business, large scale & small scale business. Role of foreign Investments, private foreign investment limitations & degree of foreign investments, Govt. policy, event changes, Business & Law _ Business cycle, Inflation - Meaning, causes & Measures			10 hrs

	FORM ISO 21001:2018	Document #: FMCD2005	Rev: 1.0
Curriculum Content- Course wise			Page of Year: 2025

to check inflation and price spiral, Role of FDI & FII, Concept of GDP, GNP, NNP.	
Module 5: Multinational – Definition, Investment motives, Benefits, Demerits, Recent trends, Multinational in India- Introduction, public, private joint & co-operative sectors, village, small & ancillary industry, MRTP, FERA, Monetary, & fiscal policy, Money & Capital market. Financial Institutions - an overview. International Trade Theories.	10 hrs
Module 6: Global environment: Meaning and nature of globalization, Manifestation of globalization, Benefits from multinational companies, factors influencing globalization, Steps towards globalization, globalization in India, effects of globalization, Impact of technology on globalization. modes of going global, Functions of world trading organization, Difference, between GATT and WTO, WTO, Structure implication for India.	10 hrs
References Books: Economic Environment of Business by M. Ashikary, Sultan Chand and Sons Business Environment by Francis Cherrinulam, Himalaya Publishing House	

	FORM ISO 21001:2018	Document #: FMCD2005	Rev: 1.0
Curriculum Content- Course wise			Page of
			Year: 2025

Course Code: 21MBAC102	Course Title: Principles of Management	
L-T-P: 3-0-1	Credits: 4	Contact Hrs: 05 Sessions/week
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40hrs		Exam Duration: 3 hrs
Course Content		Hours
Module 1: Nature and Functions of Management Importance of Management, Definitions of Management, Management Functions or the Process of Management, Roles of a Manager, Levels of Management, Managerial Skills, Management and Administrations, Management- A Science or an Art? Management-A Profession? Professional Management vs. Family Management.		08 hrs
Module 2:Management Theory Approaches to management – Classical, Neo-classical and modern; Contributors to management thought – Taylor and Scientific theory, Fayol and Administrative theory, Mayo and Hawthorne Experiments.		09 hrs
Module 3: Function of management: Planning, Directing, Staffing and Leading Planning: Meaning, Process, Types, Principles, Significance, Limitations, Strategic Planning – meaning and process, MBO – meaning, process and requirements for implementation. Organizing – Meaning & Process of Organizing, Staffing – Concept, types & Importance Leading-meaning, concept, different type and approaches of leadership.		08 hrs
Module 4:Organization Design and Structure Organization – Meaning, Process, Principles; Organization structure – Determinants and forms line, functional, line and staff, project, matrix and committees; Formal and Informal Organization, Departmentation – Meaning and Bases; Span of Control – Meaning and Factors influencing; Authority, Responsibility and Accountability; Delegation – Meaning, Process; Centralization and Decentralization – Meaning; Degree of decentralization; Difference between delegation and decentralization.		09 hrs
Module 5:Coordination, Controlling and Decision making Co-ordination: Concept of co-ordination, need for co-ordination, principles of co-ordination, techniques of co-ordination. Decision Making: Meaning, Types of decisions, Process, Significance, Limitations, Models – Rational economic model and Administrative model. Controlling – Meaning; Steps; Types; Techniques; Significance; Limitations.		06 hrs
Reference: P C Tripathi and P N Reddy, Principles of Management, The McGraw-Hill Companies Massie JI, Essentials of Management, Prentice Hall of India. Drucker PF, The Practice of Management, Allied Publishers. Robbins SP and Mary Coulter M, 2007, Management, 9th Edition, Prentice Hall of India. Weihrich H and Koontz H, 2004, Management: A Global Perspective, 11th Edition McGraw-Hill Education. Certo SC and Certo ST, Modern Management, 9th edition, Prentice Hall.		

	FORM ISO 21001:2018	Document #: FMCD2005	Rev: 1.0
Curriculum Content- Course wise			Page of
			Year: 2025

Course Code: 21MBAC103	Course Title: Management Accounting	
L-T-P: 3-0-1	Credits: 4	Contact Sessions: 5 Sessions/week
ITA Marks: 50	ETA Marks: 50	Total Marks: 100
Teaching Sessions: 40 Hrs		Exam Duration: 3 hrs
Course Content		Hours
Module No 1. Introduction to accounting Meaning of Accounting, Accounting as a Source of Information, Objectives of Accounting, Role of Accounting, Basic Terms in Accounting, Generally Accepted Accounting Principles (GAAP), Basic Accounting Concepts, Accounting Standards		06 hrs
Module No 2 . Recording of Transactions: Business Transactions and Source Document, Accounting Equation, Using Debit and Credit, Books of Original Entry, The Ledger, Posting from Journal, Stakeholders and Their Information Requirements, Distinction between Capital and Revenue, Depreciation, Need for Depreciation, Straight Line Method and Written Down Method of depreciation		09 hrs
Module No 3. Financial statement: Stakeholders and Their Information Requirements, Distinction between Capital and Revenue, Trading and Profit and Loss Account, Operating Profit (EBIT), Balance Sheet		09 hrs
Module No 4:Analysis of Financial Statements: Objectives of Analysis of Financial Statements, Accounting Ratios-Meaning, advantages, limitations, Types of ratios-Liquidity, Solvency, Activity , Profitability		10hrs
Module No 5:Not-for-Profit Organization and Partnership Accounts: Meaning and Characteristics of Not-for-Profit Organization, Accounting Records of Not-for-Profit Organizations, Nature of Partnership, Partnership Deed, Special Aspects of Partnership Accounts, Modes of Reconstitution of a Partnership Firm, Admission of a New Partner, New Profit Sharing Ratio, Dissolution of Partnership		06hrs
Reference Books : R. Narayanaswamy, , Financial Accounting, 3, PHI M Y Khan & P K Jain , Management Accounting , 8 th edn, MC Graw Hill CA C Rama Gopal , Accounting for Managers , 1 st edn , new age S. Anil kumar, V. Raheshkumar and B Mariappa (2014) corporate accounting, new delhi, Himalaya Publishing House.		

	FORM ISO 21001:2018	Document #: FMCD2005	Rev: 1.0
Curriculum Content- Course wise			Page of
			Year: 2025

Course Code: 24MBAC101	Course Title: Human Behavior in Organizations	
L-T-P: 3-0-1	Credits: 4	Contact Hrs: 05 Sessions/week
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40hrs		Exam Duration: 3hrs
Particulars		Hours
Module 1: Organization behavior Definitions and meaning of OB, foundation of OB, Scope of OB, Implication of the study of OB, Models of OB, Contributing disciplines to OB, Challenges and opportunities for OB.		07hrs
Module 2: Foundation of individual behavior Foundation of individual behaviour, factors exerting influence on human behaviour, Personal factors, Psychological Factors, Organizational factors, Environmental Factors, Personality, Meaning and definition of personality, Determinants and types of Personality, Theories of Personality- Psycho-analytical and self-theory, Eriksons stages of personality development, major personality attributes influencing OB.		08 hrs
Module 3: Perception, Attitude, Job Satisfaction, and Motivation Perception, Meaning and Definition, Perception Vs Sensation, Perpetual Process, Factors affecting Perception, Its application in Organization. Attitudes, Values and Job satisfaction, Meaning and definition of Attitudes, Formation of attitudes, Job-related attitudes, Meaning and definition of Values, Types of values, Job satisfaction, Determinants of Job satisfaction, Motivation-concept, theory and applications.		09 hrs
Module 4: Foundation of Group Behaviour Foundation of Group Behaviour, Meaning and Definition, Types of Groups, Stages of Group Formation, Group Cohesiveness and Productivity, Group Decision Making, Techniques of improving Group Decision Making. Team Management, development, process.		07 hrs
Module 5: Organization Culture and employee morale Organizational Culture, Meaning and definition, Types of culture, Functions of culture, Creating, Sub-staining and changing organizational culture, How employees learn culture Job stress, Meaning and Definition, Reasons behind job stress, Consequences of job stress, How to manage job stress. Employee Morale: - Meaning, Morale & Productivity, Measures to strengthen employee morale.		09 hrs
Suggested Books: - Organizational Behaviour-12th edition, by Stephen Robbins and Timothy. A. Judge, - Prentice Hall of India Pvt Ltd, New Delhi - Organizational Behaviour: By: Fred Luthans, Mc Graw Hill Irwin, New-Delhi - Organizational Behaviour: By: K. Ashwatappa Himalaya Publishing House, Bangalore		

	FORM ISO 21001:2018	Document #: FMCD2005	Rev: 1.0
Curriculum Content- Course wise			Page of Year: 2025

Course Code: 23MBAC101	Course Title: Basics of English	
L-T-P: 3-0-0	Credits: 3	Contact Hrs: 03 Sessions/week
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40hrs		Exam Duration: 3 hrs
Course Content		Hours
Module 1 :Grammar Overview of English Grammar Parts of speech Tenses & Verb Structures Articles Prepositions Voices (Passive & Active) Direct and Indirect speech Punctuations & Capitalization Typical mistakes by Non-English Speaking Individuals		08 hrs
Module 2 : Vocabulary & Orthography Confusable Words One Word Substitutes Acronyms Synonyms & Antonyms Homophones Eponyms Idioms & Phrases Plurals Prefix & Suffix Etymology		08 hrs
Module 3: Composition Paragraph Writing Essay Writing		08 hrs
Module 4: Correspondence Format of Letter Writing Types of letters –General Formal Letters - Invitations; Apologies; Permissions; Condolences & Official Letters – Covering Letters; Applications E-mails		08 hrs
Module 5: Reading Skill Gathering ideas and information from a given text, Evaluating these ideas and information Interpreting the text - understanding the text, to understand what a text does, to understand what a text means		08 hrs
Reference Books: Business Letters: The Effective Commercial Correspondence by R Gupta-RPH Publication Business Communication – Monopoly and Monipally Commercial Correspondence – Ghosh and Bhushan		

	FORM ISO 21001:2018	Document #: FMCD2005	Rev: 1.0
Curriculum Content- Course wise			Page of Year: 2025

Course Code: 21MBAP101	Course Title: Introduction to MS Office	
L-T-P: 1-0-1	Credits: 2	Contact Hrs: 03 Sessions/week
ISA Marks: 100	ESA Marks: --NA	Total Marks: 100
Teaching Hrs: 14hrs		Exam Duration: --
Course Content		
Particulars	Hours	
Information Technology: Introduction, New Developments, Information Systems, Software and data, Application of IT in Business MS - Word: Creating and editing files, basic formatting and text enhancement, block operations, printing, file management global searches & substitutions, special print features merging files with mail merge, checking spelling with spell star, index & table of contents. MS - Excel: Concepts of spreadsheet, building a spreadsheet application using formulae, conditional calculations and inbuilt functions; printing worksheets; using graph plotting Capabilities of spreadsheet package to display and print graphs; database management & interfacing spreadsheets with database systems; writing macros and creating customized menus with macros MS - PowerPoint: Creation of new slides; Slides from templates; Animation effects; Inserting objects in the slides; Creating hyperlinks; embedding audio/video files , MS-Access		14 hrs
References Books: Joseph A. Brady and Ellen F Monk, (2007) Problem Solving Cases in Microsoft and Excel, Fourth Annual Edition, Thomson Learning. Rajaraman, V., (2009) Introduction to Information Technology, Prentice Hall of India. ITL, ESL, (2005) Introduction to Infotech, 1st edition, Pearson Education. Goyal, Anita, (2010) Computer Fundamentals, 1st Edition, Pearson Education.		

	FORM ISO 21001:2018	Document #: FMCD2005	Rev: 1.0
Curriculum Content- Course wise			Page of
			Year: 2025

Course Code: 24MBAP101	Course Title: Social Awareness		
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 04 Sessions/week	
ISA Marks: 100	ESA Marks: ---	Total Marks: 100	
Teaching Hrs: 64 hours		Exam Duration: ---	
Course Content			Hours
The student has to execute the social projects such as: Civic Awareness-Road Safety and awareness, Health and Hygiene, Environmental and Social Awareness for villages. Education and Empowerment-Marketing and awareness program, financial inclusion and skill enhancement for village women. Women Education-Help 15-20 illiterate women's to partially read and write basics of Kannada and English. Viksit Bharat Abhiyan-Awareness program to villagers including taluk and grama panchayat. Health and Hygiene-Go Green campaigns-Awareness and plantation program, Awareness of Govt schemes to villagers. Non-Governmental Organizations/ Non-Profit Organizations-Visit to Anganwadi's, Orphanage's and Old age homes. Visit to Government schools and conduct activities to children's.			64 hrs

Course Code: 24MBAP102	Course Title: Essential Communicative Ability		
L-T-P: 0-0-1	Credits: 1	Contact Hrs: 02 Sessions/week	
ISA Marks: 100	ESA Marks: ---	Total Marks: 100	
Teaching Hrs: 50 hours		Exam Duration: ---	
Course Content			Hours
Communication Skills Presentation Skills Written English Spoken English			50 hrs

	FORM ISO 21001:2018	Document #: FMCD2005	Rev: 1.0
Curriculum Content- Course wise			Page of
			Year: 2025

Semester II

Course Code: 21MBAC106	Course Title: Business Statistics	
L-T-P: 3-0-1	Credits: 4	Contact Hrs: 05 Sessions/week
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40 hours		Exam Duration: 3 Hours
Course Content		Hours
Module 1: Introduction to Statistics – Origin, meaning and purpose of statistics, Scope and limitations of statistics, Science or Art and sit rust of statistics, Collection and presentation of data, Sources and methods of data collection.		8 Hours
Module 2:Principles of data classification , Tabulation of data, Frequency Distributions and measures of central tendency – Frequency Distribution and graphic representation of frequency distributions.		6 Hours
Module 3: Measures of Central Tendency – Mean Mode, Merits and demerits of Mean, Mode and Median Measures of Variations – Skewness and Dispersion.		8 Hours
Module 4:Correlation and Regression Analysis: Introduction to Correlation and Regression. Simple linear regression model and coefficients of regression. Correlation Analysis – Significance and types of correlation, Methods of Correlation analysis – Scatter diagram, Karl Pearson coefficient of correlation, Rank correlation and method of least squares.		12 Hours
Module 5:Time-series Analysis – Introduction, Utility of time series analysis, Components and analysis of time series. Measuring Trends of time series, moving averages and method of least squares.		6 Hours

References

1. Lewin and David S Rubin, *Statistics for Management*, 7th edition, Pearson.
2. ND Vohra, "Business Statistics", TMH Publication, 2017
3. JK Sharma, "Business Statistics", Pearson Publication,2017,
4. SC Gupta , Fundamentals of statistics, Himalaya Publishing house, 7th edition

	FORM ISO 21001:2018	Document #: FMCD2005	Rev: 1.0
Curriculum Content- Course wise			Page of
			Year: 2025

Course Code: 21MBAC107	Course Title: Business Mathematics		
L-T-P: 3-1-0	Credits: 4	Contact Hrs: 05	Sessions/week
ISA Marks: 50	ESA Marks: 50	Total Marks: 100	
Teaching Hrs: 40hrs		Exam Duration: 3 hrs	
Course Content			Hours
Module 1:Ratio, Proportion and Percentage: Ratio- Definition, Continued Ratio, Inverse Ratio, Proportion, Continued Proportion, Direct Proportion, Inverse Proportion, Variation, Inverse Variation, Joint Variation, Percentage Meaning and Computations of Percentages			08 hrs
Module 2:Profit and Loss: Terms and Formulae, Trade discount, Cash discount, Problems involving cost price, Selling Price, Trade discount and Cash Discount. Introduction to Commission and brokerage, Problems on Commission and brokerage.			08 hrs
Module 3: Interest Calculation: Simple Interest, Compound interest (reducing balance & Flat Interest rate of interest), Equated Monthly Installments (EMI), Problems, Shares & Dividends: Concept of Shares, Stock exchange, Face Value, Market Value, Dividend, Equity Shares, Preferential Shares, Bonus Shares, Examples			08 hrs
Module – 4 :Costing Introduction, nature and scope of cost accounting, distinction between cost and financial accounting. Elements of cost, classification of cost, cost sheet (problems on output costing, tenders and estimate)			08 hrs
Module-5 Variance analysis, Cost – volume profit analysis Variance analysis – material, labour, overhead and sales variances ,Cost-Volume-Profit Analysis Break-even analysis - algebraic method,Contribution / sales ratio (P/V Ratio), Margin of safety.			08hrs
References: Raghavachar – A First Course in Mathematics for Management, TMH, New Delhi. Suranjan Shaha – Practical Business Mathematics & Statistics, Himalaya, Mumbai. Business Mathematics by Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain. Business Mathematics by V. K. Kapoor - Sultan chand& sons, Delhi Business Mathematics by Bari - New Literature publishing company, Mumbai			

	FORM ISO 21001:2018	Document #: FMCD2005	Rev: 1.0
Curriculum Content- Course wise			Page of Year: 2025

Course Code: 21MBAC108	Course Title: Business Economics	
L-T-P: 4-0-0	Credits: 4	Contact Hrs: 04 Sessions/week
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 50hrs		Exam Duration: 3 hrs
Course Content		Hours
Module1 :The Fundamentals of Economics Nature and Scope, application of economics, Objectives of Business firms, theories of profit, , alternative objectives of business firm, opportunity cost, decision rule, marginal principle and decision rule, incremental principle and decision rule, equi marginal principle, contribution analysis.		08 hrs
Module 2:Basic Elements of Demand and Supply Demand Meaning, Demand Schedule, Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Changes in Demand; Supply- Meaning, Supply Schedule, Individual and Market Supply Curve, Determinants of Supply, Law of Supply, Changes in Supply; Equilibrium of Demand and Supply, Determination of Equilibrium Price and Quantity, Effect of a shift in Demand or Supply; Elasticity of Demand and Supply.		10 hrs
Module 3:Theory of Consumer Demand Analysis of Individual Demand, Demand Forecasting, Utility, Law of diminishing marginal utility , Graphical Presentation ,Law of equi-marginal utility , Consumer equilibrium , Application of the Cardinal Utility Approach ,Ordinal utility approach or indifference curve analysis , Meaning of indifference curve.		08 hrs
Module 4:Theory of Production and Costs Theory of Production- Factors of Production, Basic Concepts, Production Function, Law of Variable Proportions, Returns to Scale; Producer's Equilibrium- Least-Cost Factor Combination and Output Maximization for a given Level of Outlay; Theory of Costs-Basic Concepts, Short-run Total Cost Curves, Fixed and Variable, Short-run Average and Marginal Cost Curves, Relationship between Average and Marginal Cost Curve, Average and Marginal Cost Curves in the Long-run.		10 hrs
Module 5 :Analysis of Markets Basic Concepts of Revenue, Revenue Curves, Relationship between Average and Marginal Revenue Curve; Concept of Market and Main Forms of Market; Equilibrium of the Firm- Meaning, Objectives of the Firm, Total Revenue-Total Cost Approach, Marginal Revenue-Marginal Cost Approach; Price and Output under Determination Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly.		07 hrs
Module 6 :Basic of Money and Banking Concept of Money-Its Functions, Quantity Theory of Money, Credit Creation; Central Bank (Reserve Bank of India)-Role and Functions; Commercial Banks-Role and Functions; Basic Elements of E-Banking; Monetary Policy in India, Overview of Indian Economy.		07hrs
Reference Books: D N Dwivedi Essentials of Business Economics, Samuelson & Economics; McGraw Hills. William D. Nordhans, P. N. Chopra Advanced Economics Theory; Kalyani Publishers, New Delhi.		

	FORM ISO 21001:2018	Document #: FMCD2005	Rev: 1.0
Curriculum Content- Course wise			Page of
			Year: 2025

Course Code: 23MBAC102	Course Title: Professional Communication	
L-T-P: 2-0-1	Credits: 3	Contact Hrs: 04 Sessions/week
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 28hrs		Exam Duration: 3 hrs
Course Content		Hours
Module 1: Report Writing Format of Report Writing Types of Reports – Information Reports; Analytical Reports; Press Reports Creative Writing Tag Lines Short Stories		10 hrs
Module 2: Job Application & Interview Skills Curriculum Vitae Group Discussion Interview		08hrs
Module 3: Basics of Business Presentations Making Effective Business Presentations Effective Use of Illustrations		10 hrs

	FORM ISO 21001:2018	Document #: FMCD2005	Rev: 1.0
Curriculum Content- Course wise			Page of
			Year: 2025

Course Code: 24MBAP103	Course Title: Web Design and Development	
L-T-P: 2-0-1	Credits: 3	Contact Hrs: 04 Sessions/week
ISA Marks: 67	ESA Marks: 33	Total Marks: 100
Teaching Hrs: 28hrs		Exam Duration: 3hrs
Course Content		Hours
Module-1: Introduction, Clients- Servers and Communication, Internet-Basic, Internet Protocols (HTTP, FTP, IP), World Wide Web (WWW), HTTP request message, HTTP response message, Web Design: Concepts of effective web design, Web design issues including Browser Bandwidth and Cache, User centric design, Planning and publishing website, Designing effective navigation		6hrs
Module-2: Introduction to HTML, Basic HTML Structure, Common HTML Tags, Types of Images, client side and server-side Image mapping, List, Table, Frames, Embedding Audio, Video, Style Sheets: Introduction to CSS, Basic syntax and structure, Using CSS, background images, colors and properties, manipulating texts, using fonts, borders and boxes, margins, padding lists, positioning using CSS, Introduction to Java Script, Identifier & operator, control structure, functions, Bootstrap.		16hrs
Module-3: Open-Source Web Design Software: WordPress, CoffeeCup HTML Editor, Mobirise, openElement, Marvel		06hrs
Reference Books: • Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics, Fifth Edition Paperback – 1 January 2018'by Jennifer Robbins • Designing with Web Standards Paperback –2009,by Jeffrey Zeldman		

	FORM ISO 21001:2018	Document #: FMCD2005	Rev: 1.0
Curriculum Content- Course wise			Page of
			Year: 2025

Course Code: 24MBAP104	Course Title: Introduction to Environmental Studies	
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 03 Sessions/week
ISA Marks: 80	ESA:20	Total Marks: 100
Teaching Hrs:		Exam Duration: 3 hours
Course Content		Hours
Module 1: Environmental Education - Objectives, Principles, Scope and functions of environmental education. Role of NGOs. Managing Natural Resources – Importance – Water, Land.		05 hrs
Module 2: Global Warming – Problem, Implications, Concept of Carbon Credit, Role of Government and Non-Government Agencies & Businesses. Disaster management – Concept, causes and consequences, disaster mitigation. Environmental challenges faced society. Necessary implications and adoption strategies for environment		09 hrs
Reference Books: • Environmental Policy – By. James Lester, Duke University Press • Environmental Management System ISO 14001 – By Dr. Ashok Joshi, L. Ramkrishnan, Nivedita Sarnaik		

	FORM ISO 21001:2018	Document #: FMCD2005	Rev: 1.0
Curriculum Content- Course wise			Page of
			Year: 2025

Course Code: 24MBAP105	Course Title: Advanced Communicative Ability	
L-T-P: 0-0-1	Credits: 1	Contact Hrs: 2 Sessions/week
ISA Marks: 100	ESA Marks: ---	Total Marks: 100
Teaching Hrs: 90hrs		Exam Duration: ---
Course Content		Hours
Verbal Ability Fundamentals of Logic Discussions & Debates Written Communication		90 hrs

Course Code: 24MBAI101	Course Title: Industry Experience	
L-T-P: 0-0-3	Credits: 3	Contact Hrs: 06 Sessions/week
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 90hrs		Exam Duration: 3 hours
Course Content		Hours
Student has to visit an organization on daily basis and perform the below mentioned tasks: • Organization Profile (Mission ,vision, objective) • Types and organizational Structure • Ethical Practices and Organizational policy (code of conduct and Practices) • Department study (Staffing) • Audits/Certification • Environment, Health and Safety • SWOT Analysis of the organization(strength, Weakness, opportunity and threats)		90Hrs

	FORM ISO 21001:2018	Document #: FMCD2005	Rev: 1.0
Curriculum Content- Course wise			Page of
			Year: 2025

Semester III

Program: BBA		
Course Title: : Financial Management		Course Code: 21MBAC201
L-T-P 4-0-0	Credits: 4	Contact Hours: 04 Sessions/week
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hours: 50 hours	Examination Duration: 3hours	
Module 1:Introduction, Planning and Financial System Introduction – Financial management and Indian Financial System, Business finance, Profit Vs Wealth maximization, Agency problem, Financial planning.		
Module 2:Budgets and budgetary control: Meaning, types of budgets, production-sales-cash and master budgets		
Module 3:Time Value and Capital Budgeting Time value of money, Capital budgeting, Different phases of capital budgeting, Criteria for selection of projects, NPV, IRR, BCR, ARR, Simple and Discounted payback period criteria. Capital rationing and replacement projects.		
Module 4:Financing Decision Leverages: Operating, Financial, and Combined leverages, Capital structure decisions, Planning the capital structure, Cost of capital: specific and composite cost.		
Module 5: Capital Market Primary market, meaning and functions, secondary market- functions, money market-meaning, features, money market instruments Long Term and short term Sources of Capital Introduction to long term and short term sources of capital, Hybrid Financing and modern methods of financing and valuation, Lease finance and hire purchase finance.(theory)		
Module No 6:Introduction to Mergers and acquisitions Introduction to Mergers and acquisitions of companies-meaning of amalgamation, acquisition and external reconstruction, Difference between amalgamation and absorption, Types of amalgamation- amalgamation in the nature of merger, amalgamation in the nature of purchase. Internal reconstruction- meaning of internal reconstruction and capital restructuring, Difference between internal and external reconstruction.		
References Books: • Prasanna Chandra, Fundamentals of Financial Management, 7th Edn, Tata McGraw Hill. • I M Pandey, Essentials of Financial Management, 9th Edn, Vikas Publishing House. • M. Y. Khan and P. K. Jain, Financial Management, 5th Edn, Tata McGraw Hill.		

	FORM ISO 21001:2018	Document #: FMCD2005	Rev: 1.0
Curriculum Content- Course wise			Page of
			Year: 2025

Program: BBA		
Course Title: : People Management		Course Code: 24MBAC202
L-T-P 3-0-0	Credits: 3	Contact Hours: 03 Sessions/week
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hours: 40 hours	Examination Duration: 3hours	
Module 1: Introduction to Human Resource Management , Definition and Evolution of Human Resource / Personnel Management. Importance & Functions of Human Resource Management. Organization of HRM Role of Personnel Manager. Personnel Management .Difference between personnel management and human resource management.		
Module 2: Human Resources Planning HRP- Definition, Objectives, Factors influencing estimation of Human Resources & Process of Human Resource Planning. Job analysis-meaning, importance, job description, job specification, job evaluation. Recruitment- Meaning, Factors affecting Recruitment, Sources & Process. Selection- Concept of Selection & Process Distinguish between Recruitment and Selection. Recent challenges face by recruitment and selection.		
Module 3: Training and Development Training- Meaning and Definition, Objectives & Importance of Training, Methods, Process & Evaluation of Training Programme. Management Development- Meaning, Methods, Process & Evaluation of Management Development Programme. Distinguish between training and Development Performance Appraisal. Concept, Objectives, Process of Performance Appraisal & Methods. Factors affecting Performance Appraisal Errors & Challenges in Performance Management.		
Module 4: Compensation Management , meaning, components, different types of compensation, Wage and Salary Administration-Meaning-Wage & Salary Administration, Methods of Wage Payment, Factors. Determining the level of remuneration, Profit sharing, Fringe Benefits, Employee services.		
Module 5: Industrial Relations . meaning, importance, employee relations, trade union, Industrial Dispute, Collective bargaining, workers participation management, collective bargaining, recent challenges ,HR Audit and Human resource information system.		
References Books: • Human Resource Management – Text and Cases by K. Aswathappa • Human Resource Management – Gary Dessler • Human Resource Management – P.C. Pardeshi • Personnel Management- C. B. Mamoria • Human Resource Management. Texts and Cases - V.S. P. Rao		

	FORM ISO 21001:2018	Document #: FMCD2005	Rev: 1.0
Curriculum Content- Course wise			Page of
			Year: 2025

Program: BBA		
Course Title:: Marketing Management		Course Code: 25MBAC203
L-T-P 3-0-1	Credits: 3	Contact Hours: 05 Sessions/week
ISA Marks: 63	ESA Marks: 37	Total Marks: 100
Teaching Hours: 40 hours	Examination Duration: 3 hours	
Module 1: Overview of Marketing , Origin of Marketing, Definition, nature & scope of Marketing. Need for marketing. Types of markets. Demand & supply, Need & its types. Marketing Management – Marketing Concept – Production concept, Selling concept, Societal, Marketing concept. Selling Vs marketing– Mix, Porter's five force model, marketing mix, Promotion – Mix.		
Module 2 : Buyer behavior – Factors influencing buyer behavior – Buying Motives – Stages of buying decision process - Market segmentation – Need and basis of Segmentation – Concept of Marketing Mix – Marketing Strategy. Targeting & positioning. Product. Product concept. Types of products. PLC – Product life cycle.		
Module 3 Pricing – Objectives – Pricing Policies and Procedures – Factors influencing pricing decisions – New product pricing – Psychological aspects in pricing. Physical distribution – Channels of distribution – Types of Channels – Channel Policy – Wholesalers, Retailers and Middle men and their functions.		
Module 4: Promotion – Advertising – Personal Selling – Sales Promotion – Publicity- Recent Trends in Marketing: E-marketing, Relationship marketing, Mobile marketing.		
Module 5: Emerging Trends in Marketing: Societal marketing, Green Marketing. International Marketing: Concept & factors for becoming Global Player. Rural Marketing.		
References Books: 1. Gupta C.B. Nair N. Rajan, (2020), Marketing Management - Text & Cases,19th edition, Sultan Chand & Sons, New Delhi . 2. Philip Kotler & Kevin Lane Keller, (2016), Marketing Management, 15th Edition, Pearson Education India, Noida 3. V S Ramaswamy& S Namakumari, (2010), Marketing Management, 4th Edition, Om Books International, New Delhi. 4. S.A. Sherlekar& R. Krishnamoorthy (2015), Principles of Marketing, Himalaya Publishing House Pvt. Ltd.,- Mumbai		

	FORM ISO 21001:2018	Document #: FMCD2005	Rev: 1.0
Curriculum Content- Course wise			Page of
			Year: 2025

Program: BBA		
Course Title: : Entrepreneurship and Innovation		Course Code: 24MBAC206
L-T-P 2-0-1	Credits: 3	Contact Hours: 04 Sessions/week
ISA Marks: 67	ESA Marks: 33	Total Marks: 100
Teaching Hours: 28 hours	Examination Duration: 2hours	
Module No. 1. Entrepreneurship and the Entrepreneurial Mind-Set: Definition of Entrepreneur, Entrepreneurship, Innovation, Invention, Creativity, Business Idea, Opportunities through change. Concept and Need of entrepreneurship Development in the Indian context, entrepreneurial traits, types and significance in today's context, functions of successful entrepreneurs, the importance of entrepreneurs in economic growth, and Entrepreneurship as a career.		
Module No. 2. Evolution and Theories of Entrepreneurship: Innovation Theory by Schumpeter & Imitating, Theory of High Achievement by McClelland, X-Efficiency Theory by Leibenstein, Theory of Profit by Knight, Theory of Social Change by Everett Hagen, Effectuation theory of entrepreneurship, A positive theory of social entrepreneurship by Santos.		
Module No. 3. Venture Process: Opportunity sensing and idea generation, Environmental assessment, marketing plan, organizational plan and financial plan, Sources of finance and financial planning, business plan, entrepreneurial growth strategies, franchising, stalling, sickness and revival, and exiting the venture		
Module No. 4. Emerging trends in entrepreneurship and contemporary issues and practices: Rural entrepreneurship, Social entrepreneurship, family business and entrepreneurship, and technology-driven entrepreneurship. Ethical and Environmental challenges.		
References Books: Hisrich, Robert D; Peters, Michael P and Shepherd, Dean A, <i>Entrepreneurship</i> , Tata McGraw Hill Publishing Company Limited Bagchi, Subroto, <i>The-High Performance Entrepreneurs</i> Penguin Books International Private Limited, New Delhi Kuratko F Donald & Hodgetts M Richard, <i>Entrepreneurship a Contemporary Approach</i> , The Dryden Press. Robert A Baron and Scott A Shane, <i>Entrepreneurship A Process Perspective</i> , Thomson South Western. David H. Holt, <i>Entrepreneurship: New Venture Creation</i> , Prentice Hall of India 2002 Raj Shankar, <i>Entrepreneurship Theory & Practice</i> , Vijay Nicole Imprints Pvt Ltd		

	FORM ISO 21001:2018	Document #: FMCD2005	Rev: 1.0
Curriculum Content- Course wise			Page of
			Year: 2025

Program: BBA		
Course Title: : Advanced Excel and Tally		Course Code: 25MBAP201
L-T-P 0-0-3	Credits: 3	Contact Hours: 06 Sessions/week
ISA Marks: 80	ESA Marks: 20	Total Marks: 100
Teaching Hours: NA	Examination Duration: 3hours	
Tally ERP 9.0 Fundamentals of Tally 9.0, Creating Accounting Masters in Tally, Creating Inventory Masters in Tally, Voucher Entry in Tally, data tools, excel tables, pivot tables and solver MS-Excel (Spreadsheet software) Basic features of spreadsheet package, formatting the spreadsheets, renaming, rows & columns, graphic representations, using formulas in areas like marketing, finance, production, etc. Most frequently used built-in functions in Excel changing workbook appearance performing calculations on data focusing on specific data by using specific filters recording and summarizing data. Data tools, excel tables, pivot tables and solver		

	FORM ISO 21001:2018	Document #: FMCD2005	Rev: 1.0
Curriculum Content- Course wise			Page of
			Year: 2025

Program: BBA		
Course Title: : Business Analytics for Decision-Making		Course Code: 25MBAC202
L-T-P 2-0-1	Credits: 3	Contact Hours: 04 Sessions/week
ISA Marks: 67	ESA Marks: 33	Total Marks: 100
Teaching Hours: 30 hours	Examination Duration: 2hours	
Module 1: Foundations of Business Analytics What is Business Analytics? Importance of business analytics Key roles in analytics: Data scientist, data engineer, business analyst Introduction to Data: What is data? Types of Data, Data and Information, Types of Analytics: Descriptive, Predictive, and Prescriptive, Exploratory Data Analysis (EDA), Parametric and Non Parametric Test, Hypothesis Formation and testing on business problems		
Module 2 : Data Handling and Preparation Sources of Data, Ethical and Social issues related to data, Data Coding, Data Cleaning, Missing Data, Outliers, Data Transformation & Reliability of Data		
Module 3: Technology and Tools in Business Analytics Data Visualization Tools, Introduction to Big Data and its impact on Business, Artificial Intelligence, Machine Learning, Real-time AI/ML Applications, Internet of Things (IoT)		
Module 4: Business Analytics Applications Retail Analytics, Marketing Analytics, Financial Analytics, Healthcare Analytics, Supply Chain Analytics. Data Sources for Real-time Analysis - Selection and Evaluation		
References Books: ● Regi Mathew, Business Analytics: For Decision Making, Pearson Publications, 2020 ● U. Dinesh Kumar, Business Analytics: The Science of Data driven decision making, Wiley, 2021 ● Ramez Elmasri, Shamkant B. Navathe, Fundamentals of Database systems:, Pearson Publications 2019		

	FORM ISO 21001:2018	Document #: FMCD2005	Rev: 1.0
Curriculum Content- Course wise			Page of
			Year: 2025

Program: BBA		
Course Title : Research Design		Course Code: 25MBAC201
L-T-P 2-0-1	Credits: 3	Contact Hours: 04 Sessions/week
ISA Marks: 67	ESA Marks: 33	Total Marks: 100
Teaching Hours: 28 hours	Examination Duration: 2hours	
Module 1: Research Process & Research Designs: Introduction to research, Objectives of Research, Applications of Research, Role of Research, Problem formulation, Various Steps in the Research Process, Types of Qualitative Research, Types of Quantitative research, Types of research design, Exploratory, Descriptive, and Experimental.		
Module2 : Sampling Design Census and Sample Survey, Implication of a Sample Design, steps in sample design, criteria of selecting of a sampling procedure, characteristics of good sampling design , Different Types of Sample Designs, How to Select a Random Sample, Random Sample from an Infinite Universe, Complex Random Sampling Designs		
Module 3: Data Collection Methods & Measurement Types of Data Collection: Primary and Secondary Data, Collection Methods, Data Sources, Measurement, & Scaling Techniques Questionnaire Designing. Measurement Scales Sources of Error in Measurement Tests of Sound Measurement, Technique of Developing Measurement Tools, scaling, Meaning, Classification, Important Scaling Techniques 78 Scale Construction Techniques.		
Module 4: Research Report Point and Interval Estimates of Means, Structure and Components of Research Report, Types of Research Report, Criterion for Good Research Report, Methodology of writing technical reports, Formulation of the research report, Presentation of research reports.		
References Books: Kothari, C. R. (2016), Research Methodology, New age international publishers, ISBN: 978-93- 86649-22-5 Eswaran, S & Singh, S J (2010), Marketing Research, OXFORD University Press, ISBN: 978-0-19- 567696-9. Ghauri, Pervez & Gronhaug, Kjell (2010), Research Methods in Business Studies, Pearson, ISBN: 978-0273712046		

	FORM ISO 21001:2018	Document #: FMCD2005	Rev: 1.0
Curriculum Content- Course wise			Page of
			Year: 2025

Program: BBA		
Course Title: : Analytical Ability Enhancement		Course Code: 25MBAC204
L-T-P 1-0-0	Credits: 1	Contact Hours: 01 Session/week
ISA Marks: 100	ESA Marks: --	Total Marks: 100
Teaching Hours:	Examination Duration:	
- Analytical Puzzles - Numerical Aptitude		

	FORM ISO 21001:2018	Document #: FMCD2005	Rev: 1.0
Curriculum Content- Course wise			Page of
			Year: 2025

Semester IV

Program: BBA		
Course Title: : Operations Management		Course Code: 21MBAC205
L-T-P 4-0-0	Credits: 4	Contact Hours: 04 Sessions/week
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hours: 50 hours	Examination Duration: 3hours	
Module 1:Operations management & operations decision making Introduction, the importance of operations management in manufacturing and service industries, Information and Non-manufacturing systems. Factors affecting productivity. The environment of operation. Characteristics of decisions, framework for decision-making, decision methodology, decision support systems, economic models and statistical models.		
Module 2: Facility location Introduction and Meaning, Need for Selecting a Suitable Location ,Factors Influencing Plant Location/Facility Location , Specific Locational Factors for Manufacturing Organisation, Specific Locational Factors for Service Organisation, location models Factor Rating Method, Weighted Factor Rating Method, Load-distance Method.		
Module 3: Facility Layouts Meaning, objectives and factors influencing facility layout, Classifying of layout: Process layout, Product layout, fixed layout and combination layout, service facility layout. Layout planning and design: Layout tools and techniques, templates, models, travel chart, load distance analysis.		
Module 4:Production and Inventory Control Basic types of production – Basic Inventory Models – Economic Order Quantity, Economic Batch Quantity – Reorder point – Safety stock – Classification and Codification of stock – ABC classification – Procedure for Stock Control, Materials Requirement Planning (MRP). JIT.		
Module 5: Methods Analysis and Work Measurement Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control — Control Charts. Total Quality Management, Principles of TQM.		
Module 6: Supply Chain Management– Strategic importance, supply chain strategies, vendor selection, logistics management, measuring supply chain performance, outsourcing, risks in outsourcing, ethical issues in outsourcing.		
References Books: Buffa, E.S. and Sarin, R., Modern Productions / Operations Management, 8th Edition, Wiley, 2007. Chary, S.N., Production and Operations Management, 5th Edition, Tata McGraw-Hill, 2012. Lee Krajewski,Larry P Ritzman.,Manoj K Malhotra & Samir K Srivastava, Operations Management,9th Edition,Pearson,2011.		

	FORM ISO 21001:2018	Document #: FMCD2005	Rev: 1.0
Curriculum Content- Course wise			Page of
			Year: 2025

Program: BBA		
Course Title: : Gen AI for Business		Course Code: 25MBAP202
L-T-P 0-0-2	Credits: 2	Contact Hours: 04 Sessions/week
ISA Marks: 80	ESA Marks: 20	Total Marks: 100
Teaching Hours: NA	Examination Duration: 3hours	
<u>Module 1: Basics of Generative AI</u> History of Gen AI, Introduction to Gen Ai and image generation tools, Difference between traditional AI and GenAI, Prompt: Elements of a Prompt, Tips for Designing Prompt, Example prompts for various use cases, prompt effectiveness.		
<u>Module 2: Applications of GenAI in Business Functions</u> GenAI in Marketing: content creation, campaigns, customer segmentation, GenAI in Operations: automation, chatbot support, GenAI in Human Resources: JD creation, onboarding plans, policy drafts, recruitment& Selection, GenAI in Business Innovation: idea generation, product design, GenAI in finance: book keeping.		
References Books: • Doug Rose, Artificial Intelligence for Business (2nd Ed., 2020), Pearson FT Press • Rajendra Akerkar, Artificial Intelligence for Business, Springer, 2022 • E. W. T. Ngai et al., "Artificial Intelligence Applications in Business: A Review," Decision Support Systems, Elsevier, 2021 • "The Age of AI: And Our Human Future" – Henry Kissinger, Eric Schmidt, Daniel Huttenlocher, Little, Brown and Company, 1st Edition, 2021. "Demystifying Artificial Intelligence"* – Prashant Puranik, BPB Publications, 1st Edition, 2021		

	FORM ISO 21001:2018	Document #: FMCD2005	Rev: 1.0
Curriculum Content- Course wise			Page of
			Year: 2025

Program: BBA		
Course Title: : Business Taxation		Course Code: 21MBAC207
L-T-P 4-0-0	Credits: 4	Contact Hours: 04 Sessions/week
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hours: 50 hours	Examination Duration: 3hours	
Module – I Direct Tax: Basic concept: Meaning of income, Agricultural income, Previous year, Assessment year, Assessment, Assesses person, Gross Total Income and Total income, Capital and Revenue Items.		
Module – II Residential status and tax liability: Residential status and tax liability status of different assesses – Incidence of Tax Individual and Company.		
Module – III Tax-Free (Exempted) incomes, Section 10: Sub section 1, 2, 2A, 10,10A, 10AA, 11, 12,1 3, 13A and 15. Computation of income under various heads. Capital Gains (no problems) , Income from other sources (no problems)		
Module – IV Heads of Income: Income from Salary (simple problems) , Income from House Property , Profits and Gains of Business and Profession		
Module – V Deduction from gross total income Under section 80: 80C, 80D, 80DD, 80G, 80GGA and 80U. Assessment of individuals and assessment of partnership firms.		
Module – VI Indirect Taxes- Only theory, 1. Nature of indirect taxes. 2. Features of central exercise act. 3. Concept of manufacture. 4. Excisable goods. 5. Features of customs act. 6. Salient features of CST and GST. (No problems.)		
References Books: • Taxation (Direct and Indirect): by Monica Singhanian and Vinod K Singhanian • II Year- B.com – Taxation-English Medium-Osmania University by Vikram editorial • Taxation B. by Gaur V.P., Yadagiri M., Padmalatha N., Krishna Rao • Business Taxation B.Com, BBM, BCA & M.Com by Radhakrishnan P		

	FORM ISO 21001:2018	Document #: FMCD2005	Rev: 1.0
Curriculum Content- Course wise			Page of
			Year: 2025

Program: BBA		
Course Title: : Project Management		Course Code: 21MBAC208
L-T-P 3-0-0	Credits: 3	Contact Hours: 03 Sessions/week
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hours: 40 hours	Examination Duration: 3hours	
Module No. 1. Idea Generation and Feasibility Study Capital resource scarcity, Organizational Context, Idea generation and screening, Project feasibility study - Market, Technical, Financial and environmental.		
Module No2.Project Life Cycle Management Leadership and Project Manager's role, Scope Management, Work Breakdown Structure Project charter, Project Team Building, Process Groups, Conflict and Negotiation.		
Module 3. Project Scheduling Project Scheduling : Introduction Network construction, Activity on Arrow, Activity on node, Dummy activity, Computation of activity times, Critical Path,Program Review and Evaluation Technique, Project scheduling with CPM, Crashing of events, resource leveling.		
Module 4. Social cost-benefit analysis Rationale for SCBA, UNIDO approach, Multiple project constraints , forms of project organisation. Contemporary practices in Project Management: Remote and Hybrid Team Management, Sustainability and Green Project Management, Ethics in Project Governance and Compliance:		
Module 5. Project Closure Project Appraisal, Project Closure and Termination, Post-closure analysis of project impact on society and environment.		
References Books: • Prasanna Chandra , Projects , CFM-TMH Professional Series in Finance • Jeffrey K.Pinto, Project Management Pearson Publication 2009. • Gido I Clements, Project Management Cengage Learning. • The Managerial Process ,Project Management- by Clifford Gray and Erik Larson Tata McGraw Hill, 3rd Edition.		

	FORM ISO 21001:2018	Document #: FMCD2005	Rev: 1.0
Curriculum Content- Course wise			Page of
			Year: 2025

Program: BBA		
Course Title: : Indian Constitution and Governance		Course Code: 25MBAC205
L-T-P 3-0-0	Credits: 3	Contact Hours: 03 Sessions/week
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hours: 40 hours	Examination Duration: 3hours	
Module1: Introduction Constitution' meaning of the term, Indian Constitution: Sources and constitutional history, Salient Features, Citizenship, Preamble. Fundamental Rights, Fundamental Duties, Directive Principles of State Policy		
Module2: Union Government and its Administration Structure of the Indian Union: Federalism, Centre State relationship, President: Role, power and position, Prime Minister and Council of ministers, Cabinet and Central Secretariat, Lok Sabha, Rajya Sabha and the Supreme Court of India – Appointment of judges, Jurisdictions and powers of Supreme Court. State Government and its Administration Governor: Role and Position, Chief Minister and Council of ministers, State Secretariat: Organization, Structure and Functions. State Judiciary -Appointment of judges, Jurisdictions and powers of High Court.		
Module3: Local Administration District's Administration head: Role and Importance, Municipalities: Introduction, Mayor and role of Elected Representative, CEO of Municipal Corporation, Pachayati raj: Introduction, PRI: ZilaPachayat, Elected officials and their roles, CEO Zila Panchayat: Position and role, Block level: Organizational Hierarchy (Different departments),Village level: Role of Elected and Appointed officials, Importance of grass root democracy.The 73rd Constitutional Amendment Act of 1992 and The 74th Constitutional Amendment Act of 1992.		
Module4: Election Commission: Role and Functioning: Chief ElectionCommissionerandElectionCommissioners,StateElectionCommission:Roleand Functioning, Special provisions for certain classes : National Commission for SC, National Commission for ST, Institute and Bodies for the welfare of children, women and other backward classes		
Module 5: Public Service Commissions in India, both at the Union (UPSC) and State levels, Amendment Procedure : Important Amendments to the Constitution of India, 42nd,44th and 86th Constitutional amendments.Emergency provisions: Types of emergency and effects of emergency.		
References Books: - Prasanna Chandra , Projects , CFM-TMH Professional Series in Finance - Jeffrey K.Pinto, Project Management Pearson Publication 2009. - Gido I Clements, Project Management Cengage Learning. - The Managerial Process ,Project Management- by Clifford Gray and Erik Larson Tata McGraw Hill, 3rd Edition.		

	FORM ISO 21001:2018	Document #: FMCD2005	Rev: 1.0
Curriculum Content- Course wise			Page of
			Year: 2025

Program: BBA		
Course Title: : Digital Marketing		Course Code: 24MBAC205
L-T-P 2-0-1	Credits: 3	Contact Hours: 04 Sessions/week
ISA Marks: 67	ESA Marks: 33	Total Marks: 100
Teaching Hours: 28 hours	Examination Duration: 2hours	
Module 1: Introduction to digital marketing Journey from Traditional Marketing to Digital Marketing, the modern digital consumer, new consumer's digital journey, Marketing strategies for the digital world - latest practices. Online marketing mix, Consumer buying behavior in the digital age.		
Module2: Search marketing mobile marketing, video marketing, and social media marketing. Online campaign management; using marketing analytic tools to segment, target, and position; overview of search engine optimization (SEO).Paid search engine marketing, pay-per-click advertising (PPC); option in email and Email Marketing.		
Module 3: ROI of digital strategies How digital marketing is adding value to the business, evaluating the cost effectiveness of digital strategies. Security and privatization issues with digital marketing, Create a website, Keyword research, Blogging, Facebook for business, Email Marketing, and tools of the game. Contemporary practices -Globalization vs Localization- Balancing global brand presence with hyper-local content.Adapting campaigns for local cultures, languages, and preferences. Influencer and Affiliate Marketing Trend, Micro-influencers and authenticity in content, Transparent affiliate collaboration,Social Commerce and Shoppable Content, E-commerce integration into social platforms (Instagram, Facebook), Real-time customer engagement through livestreams and product demos.		
References Books: - Digital Marketing by Seema Gupta (IIM-B) - Digital Marketing: Strategy, Implementation & Practice by Dave Chaffey & Fiona EllisChadwick - Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation – Damian Ryan and Calvin Jones		

	FORM ISO 21001:2018	Document #: FMCD2005	Rev: 1.0
Curriculum Content- Course wise			Page of
			Year: 2025

Program: BBA		
Course Title: : Industry Readiness & Leadership Skills		Course Code: 25MBAC206
L-T-P 1-0-0	Credits: 1	Contact Hours: 01 Session/week
ISA Marks: 100	ESA Marks:	Total Marks: 100
Teaching Hours: --	Examination Duration:--	
• Interview Handling Skills • Lateral & Creative Thinking • Written Communication • Team Building & Leadership		

Program: BBA		
Course Title: : Entrepreneurial Development project		Course Code: 25MBAP202
L-T-P 0-0-3	Credits: 3	Contact Hours: 06 Sessions/week
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hours: --	Examination Duration: 3hours	
1. Opportunity analysis and Ideation 2. Idea to opportunity mapping 3. Business Plan Development • Industry Analysis • Business environment analysis • Marketing Plan development • Organizational plan and Operational plan development • Financial plan Development • Enterprise growth strategy • Exit plan		

	FORM ISO 21001:2018	Document #: FMCD2005	Rev: 1.0
Curriculum Content- Course wise			Page of
			Year: 2025

Program: BBA		
Course Title: : Industry Internship		Course Code: 24MBAI201
L-T-P 0-0-3	Credits: 3	Contact Hours: 06 Sessions/week
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hours: --	Examination Duration: 3 hours	
Student has to visit an organization on daily basis and perform the below mentioned tasks: • Industry Analysis • Business environment analysis • Company overview • Functional Departments • Sector-wise Classification (Finance, Marketing , HR etc.) • Identify problems and suggest solutions. • Demonstrate professional behavior and communication.		