



VELS



INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
(Deemed to be University Estd. u/s 3 of the UGC Act, 1956)

PALLAVARAM - CHENNAI

ACCREDITED BY NAAC WITH 'A' GRADE

Marching Beyond 30 Years Successfully

INSTITUTION WITH UGC 12B STATUS

PROGRAMME PROJECT REPORT (PPR)



Bachelor of Business Administration



CENTRE FOR DISTANCE AND ONLINE EDUCATION

Vels Institute of Science, Technology & Advanced Studies (VISTAS)

Centre for Distance and Online Education (CDOE)

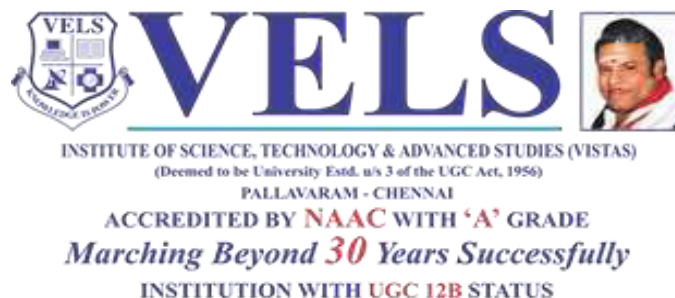
**School of Management Studies and
Commerce**

Department of BBA

Bachelor of Business Administration (B.B.A)

Under Semester Pattern

(From Academic Year 2023-2024 onwards)



**Programme Project Report (PPR)&
Regulations with Detailed Syllabus
(ODL Mode)**

Bachelor of Business Administration (B.B.A)

Under Semester Pattern

Programme Project Report (PPR)

(From Academic Year 2023-2024 onwards)

I. Programme's Mission & Objectives

Bachelor of Business Administration B.B.A Programme is one of the core and popular Bachelor's Degree. It is a course that covers the Principles of Management, as well as its theories and applications. Human Resource Management, Marketing Management, Financial Services, E-Business, Financial Management and Management Accounting are covered under this course. Students pursuing this Programme will have a great career in Banking, Finance, and other major industries.

Bachelor of Business Administration or B.B.A is one of the most popular bachelor degrees. This degree course is about the management of a business, company, or organization. The students are taught skills and in-depth knowledge of the business world, and all the intricate aspects of running a business. This is one of the best professional degrees that's popular with 12th pass students.

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

Bachelor of Business Administration B.B.A Programme of the VISTAS is familiarizing the candidate about the various management concepts and applications of the concepts in business operations. The programme makes the candidates to recognize the dynamics and complexities of business organizations. The career related degree Programme in Business Administration is designed with the objective of equipping students to cope with the emerging trends and challenges in the industrial and business world.

In congruence with goals of the VISTAS the Programme also envisages to provide skilled manpower to the professional, industrial, and service sectors in the country so as to meet global demands. The Programme is designed with three major subjects, so that a successful candidate can go for higher studies in any one of the major subjects of his/ her choice. The Programme also aims at making the students fit for taking up various jobs and to initiate and run self-employment ventures.

III. Nature of prospective target group of learners

In the digital era, Skill enhancement and knowledge acquisition are the gears that help working professional to sustain in the job and propel to greater heights in the careers. Working Professionals and the person who are not able to continue his/her education through regular mode and would like to update themselves being at home can grab this opportunity and benefit immensely from the distance and online mode. In this Programme the candidates will learn about various managerial and operative functions of various functional areas of business management discipline.

Acquiring BBA Degree in Business Administration will ensure that the student successfully find a proper job or advance and improve in their current job. BBA programme is offered for those who aspire to acquire the knowledge and skills of various Managerial aspects and those who wish to get entry level jobs in the sectors of finance industry, banking, and stock market etc.

Hence the learners for this programme are those who are employed and who struggle to spend time on regular classes and would like to enhance competency and skill sets by learning the domain expertise in management concepts, marketing, finance, and operations.

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

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

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

V. Instructional Design

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

The Faculty Members will be used for delivering the lectures and Personal Contact Programmes (PCP) for Bachelor of Business Administration (B.B.A) Programme.

The credits systems suggested as per UGC-DEB-ODL & OL Regulations-2020 have been assigned to B.B.A. The total number of credits assigned for the Programme is 140. The Self Learning Materials are in the form of print, e-content and audio/ video materials wherever required has also been developed for the Programme.

VI. Procedure for Admissions, Curriculum Transaction and Evaluation

The admission for Bachelor of Arts (B.B.A.) Business Administration Programme will be carried out through on-line by VISTAS-CDOE and the Counselling classes will be conducted at VISTAS-CDOE. The evaluation will be carried by VISTAS consists of Continuous Internal Assessment (CIA) through Assignment and External Assessment through End Semester Examination (ESE).

(a). Eligibility: Candidates who have passed in the 12th Standard Examinations or its equivalent.

(b). Fee Structure: Rs.2,500/- per semester (six semester) plus Registration Charges.

(c). Age: Minimum 17 Years and above

(d). Duration of Programme: Minimum 3 Year and Maximum of 6 Years

(e). Examination System: Examination to the Bachelor of Business Administration (B.B.A.) Programme is designed to maintain quality of standard. The Examination for the Bachelor of Business Administration (B.B.A.) Programme shall consist of only Theory Courses. Theory Examinations will be conducted by the Institute.

(1). Theory Examinations: The Theory Examinations shall be of three hours duration to each Course and conducted at the end of the semester. The candidates who fail in any Course(s) will be permitted to reappear for each failed Course(s) in the subsequent examinations and it has 70% weightage.

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

(3). Question Pattern for Theory Examinations

Max. Marks: 70 Time: 3 hours

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

Answer any FIVE questions out of EIGHT questions

[All questions carry equal marks]

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

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

Answer any FOUR questions out of SEVEN questions in 150 words

[All questions carry equal marks]

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

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

Answer any FOUR questions out of SEVEN questions in 400 words

[All questions carry equal marks]

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

(4). Passing Minimum for Theory Examination

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

Continuous Internal Assessment (CIA)		End Semester Examination (ESE)		Overall Aggregated Marks	
Minimum Pass Mark	Maximum Mark	Minimum Pass Mark	Maximum Mark	Minimum Pass Mark	Maximum Mark
10	30	25	70	40	100

Note: *In case, if a learner failed to secure 40 per cent of aggregate marks, he/she may reappear in term end examination or re-do the assignments for securing passing minimum.*

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

(f). Delivery of Programme

Bachelor of Business Administration (B.B.A.) Programme will be offered through VISTAS-CDOE. The Assistant Professors/Associate Professors/ Professors of relevant faculty employed in VISTAS and other HEIs are eligible to handle Academic Counselling/PCP in VISTAS-CDOE for Bachelor of Business Administration Programme.

(g). Financial Assistance

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

(h). Policy of Programme Delivery

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

(i). Ranking

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

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

(j). Cancellation of Admission

Admission is liable to be cancelled at any stage on the following grounds.

- A candidate admitted to a programme provisionally without verifying and ascertaining his / her eligibility for admission and found ineligible later through scrutiny of the filled in admission form.
- Suppression of facts, furnishing incomplete, wrong, or false information in filled-in Admission Form.
- Misconduct, Indiscipline and Violation of Institute Norms, Rules & Regulations.

(k). Refund

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

VII. Requirement of the laboratory support and Library Resources

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

VIII. Cost Estimate of the Programme and the Provisions

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

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

IX. Quality Assurance Mechanism and Expected Programme Outcomes

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

Programme Outcomes (POs)

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

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

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

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

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

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

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

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

Programme Specific Outcomes (PSOs)

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

PSO2: To develop entrepreneurial skill in the students.

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

Bachelor of Business Administration (B.B.A)-ODL Mode Semester Pattern

B.B.A-Programme Structure (Total Credits: 140)

First Year-First Semester

S.No	Course Code	Course Title	Category	No. of Credits	Exam Hrs	Marks Distribution		Max. Marks
						*CIA	*ESE	
1	DLTAM-11	Tamil - I	Language- I	4	3	30	70	100
2	DLENG-11	English - I	Language- II	4	3	30	70	100
3	DCBGL-11	Financial Accounting - I	CORE	4	3	30	70	100
4	DCBBA-12	Business Management	CORE	4	3	30	70	100
5	DCBEC-13	Managerial Economics	CORE	4	3	30	70	100
Total First Semester Credits				20				

First Year-Second Semester

6	DLTAM-21	Tamil - II	Language-III	4	3	30	70	100
7	DLENG-21	English - II	Language-IV	4	3	30	70	100
8	DCBBA-21	Business Environment	CORE	4	3	30	70	100
9	DCBBA-22	Human Resource Management	CORE	4	3	30	70	100
10	DCBBA-23	Organizational Behaviour	CORE	4	3	30	70	100
Total Second Semester Credits				20				

Second Year- Third Semester

11	DLTAM-31	Tamil – III	Language- V	4	3	30	70	100
12	DCBMS-31	Business Statistics	CORE	4	3	30	70	100
13	DCBGL-32	Business Law	CORE	4	3	30	70	100
14	DCBBA-33	Digital Marketing	CORE	4	3	30	70	100
15	DCBBA-34	Consumer Behaviour	CORE	4	3	30	70	100
16	DEVS-031	Environmental Studies	AECC	2	3	30	70	100
17		Optional-1		4	3	30	70	100
Total Third Semester Credits				26				

Second Year- Fourth Semester

18	DCBMS-41	Operations Research	CORE	4	3	30	70	100
19	DCBBA-42	Research Methodology	CORE	4	3	30	70	100
20	DCBGL-43	Financial Services	CORE	4	3	30	70	100
21	DDBBA-44	Advertisement and Sales Promotion	AECC	2	3	30	70	100
22	DSBBA-41	Personality Development	SEC	2	3	30	70	100
23		Optional-2		4	3	30	70	100
24		Optional-2		4	3	30	70	100
Total Fourth Semester Credits				24				

Third Year- Fifth Semester

25	DCBBA-51	Financial Management	CORE	4	3	30	70	100
26	DCBBA-52	Marketing Management	CORE	4	3	30	70	100
27	DCBBA-53	Total Quality Management	CORE	4	3	30	70	100
28	DCBBA-54	Industrial Relations	CORE	2	3	30	70	100
29	DGBBA-51	Consumer Affairs	GE	2	3	30	70	100
30		Optional-3		4	3	30	70	100
31		Optional-3		4	3	30	70	100
Total Fifth Semester Credits				24				

Third Year- Sixth Semester

32	DCBBA-61	Business Taxation	CORE	4	3	30	70	100
33	DCBBA-62	Management Accounting	CORE	4	3	30	70	100
34	DCBBA-63	Production and Operations Management	CORE	4	3	30	70	100
35	DGBBA-61	Disasters Management	GEC	2	3	30	70	100
36	DSBBA-61	Entrepreneurship Development	SEC	4	3	30	70	100
37		Optional-4		4	3	30	70	100
38		Optional-4		4	3	30	70	100
Total Sixth Semester Credits				26				
Total Credits = 140								

*CIA- Continuous Internal Assessment /*ESE- End Semester Examination

Optional Courses Available

The following Discipline Specific Elective (DSE) Courses and Ability Enhancement Courses (AEC) are also available for the learners to choose from 3rd Semester onwards from the following Courses:

S. No	Course Code	Course Title	Category	No.of. Credits
Semester-III: Optional-1				
1	DAENG-31	English for Competitive Exam	AEC	4
2	DDBBA-32	Security Analysis and Portfolio Management	DSE	4
3	DABGL-33	Universal Human Values	AEC	4
Semester-IV: Optional-2				
4	DDBBA-41	Capital Market	DSE	4
5	DDBBA-42	Business Communication	DSE	4
6	DDBBA-43	Computer Application and Business	DSE	4
Semester-V: Optional-3				
7	DAENG-51	Counselling and Negotiation Skills	AEC	4
8	DDBBA-52	E-Business	DSE	4
9	DDBBA-53	Transportation and Distribution Management	DSE	4
Semester-VI: Optional-4				
10	DAENG-61	Soft Skills	AEC	4
11	DDBBA-62	International Finance	DSE	4
12	DDBBA-63	Brand Management	DSE	4
Total Credit of Optional Courses				48

Language Optional Papers Available

The following Language Optional Courses are also available to the learners who could not study Tamil as Language from 1st Semester to 3rd Semester. Learners has to choose any one from the following Courses semester wise.

S. No	Course Code	Course Title	Category	No.of. Credits
Semester- I:Optional				
1	DLENG-10	English-V	Language	4
2	DLHND-10	Hindi-I	Language	4
Semester - II: Optional				
3	DLENG-20	English-VI	Language	4
4	DLHND-20	Hindi-II	Language	4
Semester- III: Optional				
5	DLENG-30	English-VII	Language	4
6	DLHND-30	Hindi-III	Language	4

Name of the BBA Programme Coordinator and Faculties

S.No	Name
1	Dr.P.Murugan , Professor, Programme Coordinator for BBA Programme
2	Dr.V.Jayanthi , Associate Professor- Regular Faculty for BBA Programme
3	Dr.M.Ruby Evangelin , Assistant Professor- Regular Faculty for BBA Programme

Bachelor of Business Administration (B.B.A)

Detailed Syllabus

Programme	: B.B.A
Year/Semester	: First Year / First Semester
Course Title	: Tamil - I
Course Code	: DLTAM-11
No.of Credits	: 4

Course Objectives

- CO1 : தமிழ் மொழித் திறத்தினை மாணவர்களிடையே எல்லா நிலைகளிலும் மேம்படுத்தி வளர்த்தல். செம்மொழித் தமிழின் இலக்கிய இலக்கண வளமைகளை அறிமுகம் செய்தல்
- CO2 : நல்ல தமிழ் எழுதும் பயன்பாட்டு மொழியாற்றலை வளர்த்தல்
- CO3 : எழுத்தாற்றலையும் பேச்சாற்றலையும் வளர்த்தெடுப்பதின்வழி தகவல் தொடர்பியல் மற்றும் ஊடகத்தமிழுக்கு தகுதிப்படுத்துதல்
- CO4 : மொழிபெயர்ப்பு மற்றும் கலைச்சொல்லாக்கப் பயிற்சியளித்தல்
- CO5 : தமிழில் படைபிலக்கியத் திறத்தினை வளர்த்தெடுத்தல்

பாடக் குறியீட்டு எண்: DLTAM11

பருவம்-1, தமிழ்மொழிப்பாடம்-1, பகுதி-1, தகுதிப்புள்ளி: 4,

தாள்-1- இக்காலக் கவிதைகள் – உரைநடை - பண்பாடு – மொழித்திறன்

தொகுதி 1 - சங்க இலக்கியம்

குறுந்தொகை (மூன்று பாடல்கள் - 3, 40, 135) - புறநானூறு (மூன்று பாடல்கள் - 183, 184, 192) - பட்டினப்பாலை (காவிரியின் சிறப்பு 01-07, சோழ நாட்டு 20-28, பல்பொருள் வளம் 183-193) - மதுரைக் காஞ்சி (பாண்டியர் பரம்பரை 01-23, மன்னர்க்கு மன்னன் 64-74, பாண்டியன் புகழ் 197-209).

தொகுதி 2 - இக்கால இலக்கியம்

பாரதியார் - பாரத தேசம் என்னும் தலைப்பில் ஆறு பாடல்கள். (பாடல்எண்கள் 1, 6, 7, 9, 12, 13) - பாரதிதாசன் - தமிழுக்கும் அமுதென்று பேர் என்னும் தலைப்பிலான கவிதை - தேசிக விநாயகம் பிள்ளை - உடல் நலம் பேணல் என்னும் தலைப்பிலான கவிதை - அப்துல் ரகுமான் - ஆலாபனை தொகுப்பில் போட்டி என்னும் தலைப்பிலான கவிதை.

தொகுதி 3- உரைநடை

மாணாக்கரும் தாய்மொழியும் - திரு.வி.க., - மன வலிமை வேண்டும் - மு.வரதராசனார் - செம்மொழித் தமிழின் சிறப்புகள் - பண்டைத் தமிழரின் சாதனைச் சுவடுகள்.

தொகுதி 4-தமிழர் வாழ்வும் பண்பாடும்

பண்பாடு - வாழ்வியல் முறை - அகம், புறம் - உணவு முறை - விருந்தோம்பல் - நம்பிக்கைகள் - விழாவும் வழிபாடும் - கலைகள் - கட்டடம் - சிற்பம் - ஓவியம் - இசை - கூத்து - தொழிலும் வணிகமும் - அறிவியல் நோக்கு.

தொகுதி 5- மொழித்திறன், இலக்கிய வரலாறு, இலக்கணம்

மொழித்திறன், இலக்கிய வரலாறு, இலக்கணம் - எழுத்துப் பிழை, தொடர்பு பிழைகள் - வேற்றுமை இலக்கணம் - செய்யுள் நலம் பாராட்டல் - பாடம் தழுவிய இலக்கிய வரலாறு மரபுக் கவிதை - புதுக்கவிதை - உரைநடை.

பார்வை நூல்கள்

1. தமிழர் நாகரிகமும் பண்பாடும், டாக்டர் அ. தட்சிணா மூர்த்தி, ஐந்திணைப் பதிப்பகம், 1973
2. தவறின்றித் தமிழ் எழுதுவோம், மா. நன்னன், ஏகம் பதிப்பகம், 2006
3. தவறின்றித் தமிழ் எழுத - மருதூர் அரங்கராசன், ஐந்திணைப் பதிப்பகம், 2005
4. தமிழ் இலக்கிய வரலாறு, வரதராசன், மு., புது தில்லி : சாகித்திய அக்காடெமி, 1972
5. புதிய தமிழ் இலக்கிய வரலாறு, நீல. பத்மநாபன், சிற்பி பாலசுப்ரமணியம், சாகித்திய அக்காடெமி, 2013
6. செம்மொழி தமிழின் சிறப்பியல்புகள் - முனைவர் மறைமலை இலக்குவனார்; <https://www.youtube.com/watch?v=HHZnmJb4jSY>
7. பாடநூல் தேடலுக்கான இணையம் - <https://archive.org/>

Programme	:	B.B.A
Year/Semester	:	First Year / First Semester
Course Title	:	Hindi - I
Course Code	:	DLHND-10
No.of Credits	:	4

Hindi-I: Prose, Official Letter Writing and Technical words

Course Objectives

- **CO1:**To enable the students to develop communication skills
- **CO2:**To train students in official language
- **CO3:**To enrich their knowledge in Hindi literature
- **CO4:**To teach them human values & create awareness towards exploitation

Block-1: ‘ Ek atuut kadi’ by shri Rajkishore - letter writing (application), Technical words (prashasanik vakyansh:1-50).

Block-2: ‘Devi singh’ by agyeya , letter writing (bank A/C opening & closing), Technical words (prashasanik vakyansh:51-100).

Block-3:‘ Kabiraa ki kaashi ’by Kumar Ravindra.

Block-4:‘ Bharathiya vigyan ki kahaani - ‘hamne diyaa ,hamne liyaa’ by Gunakar mule, letter writing (shikayath pathra, gyapan), Technical words: takniki shabd-25.

Block-5: Letter writing (sarkari pathra, ardha sarkari pathra, kaaryalaya aadesh), Technical words: takniki shabd-25.

Text /Reference Books

1. Agyeya ki sampoorna kahaniyaa - Rajpal &sons, year 2017,
2. Yatraye our bhi ,Kumar Ravindra Rashmi prakashan ,Lucknow
3. Bharathiya vigyan ki kahani, Hindi book centre , NewDelhi
4. Gadya Khosh

Web links

1. <http://www.hindisamay.com/content/1321/1/%E0%A4%B0%E0%A4%BE%E0%A4>
2. <http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0>
3. <http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0>
4. <http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0>

Course Outcomes

At the end of this course Students

- **COC1:** will be familiar with official letter writing
- **COC2:** will understand their responsibility in the society
- **COC3:** will be moulded with good character understand human values
- **COC4:** will gain knowledge about ancient &,rich culture of India
- **COC5:** will know the equivalent Hindi words for scientific terms

Programme	:	B.B.A
Year/Semester	:	First Year / First Semester
Course Title	:	English - V
Course Code	:	DLENG-10
No.of Credits	:	4

Course Objectives

- **CO1:** To provide opportunities for students to read and respond to representations of current issues.
- **CO2:** To prepare the students to effectively communicate by applying reflective thinking practices.
- **CO3:** To provide an opportunity to the students to improve their vocabulary.
- **CO4:** To build on vocabulary and improve writing skills.

Block-1: Listening for specific information

Self-Introduction- Self-Introduction in Interview- Dialogue Writing- Rules for Writing Dialogue- Creative Writing: Dialogue and Grammar and Style in Dialogue-Situational English- Reading Comprehension Strategies, Kinds of Sentences and Personal and Impersonal Passive- Sentences and Tenses - Kinds of Sentences and Tenses and also the Personal and Impersonal Passive -Four English Sentences Types- Simple Compound Complex Sentences, Homographs, Homonyms, Homophones and Paragraph Writing.

Block-2: Sentence structure

English for Workplace- Discourse Markers, Transcoding and Employer Support by Age Group- General Essay Writing - General Essay Writing Introduction, the Five Paragraph Essay and More tips to make your essay shine Planning Pays- Note making-How to Start Note Making and also various aspect of Note Making.

Block-3: Listening to telephonic talk to fill blanks

Reading Text Skimming- introductory aspects Reading Text Skimming, Simple Sentences, Compound Sentences and Complex Sentences and also WH-Questions (Open Questions)- Collocations - Introductory details of Collocations - details about Idioms and Phrases- Letter writing- Various aspects of Letter Writing.

Block-4: Reported speech

Phrasal Verbs and Punctuation - important aspects of Phrasal Verbs - main concepts of Punctuation Reported Speech- Various aspects of Reported Speech.

Block-5: Listening to Reviews

Accepting and Declining Offers - Introduction , various aspects of Accepting a Job Offer and Declining a Job Offer -writing a Formal E-mail important aspects of writing a Formal Email.

Reference Books

1. Creative Writing. Second edition, John Wiley & Sons 2023.
2. Open Textbook Library, Elements of Creative Writing. University of Northern Iowa 2023.
3. Cooper Helen, *Interview Skills*. Trotman 2011.
4. Corfield Rebecca, *Successful Interview Skills: How to Prepare Answer Tough Questions and Get Your Ideal Job*. Fifth Edition. Kogan Page 2009.
5. *Take My Word for It : A Dictionary of English Idioms*. University of Minnesota Press 2022.
6. *The Oxford Dictionary of Idioms*. Fourth edition Fourth edition. Oxford University Press 2020.
7. Lemaster A. James, *Note making Super write : Alphabetic Writing System*. Second Edition. South-Western Educational Pub 1996.
8. Somervell D. C., *Hints on Note making in English Subjects*. G. Bell & Sons 1925.
9. *Essay Do's & Don'ts : A Practical Guide to Essay Writing*. Third edition. Oxford University Press 2023.
10. Fuggle Sophie, *Essay Writing*. Trotman 2011.
11. Ehrlich Eugene. *English Grammar*, Third edition, McGraw-Hill 2011.
12. *English Grammar: A Complete Introduction*. Teach Yourself 2019.
13. *Painless Reading Comprehension*, Fourth edition. Kaplan Inc. d/b/a Barron's Educational Series 2021.
14. Rollins Brenda Vance, *Reading Comprehension*. Classroom Complete Press 2010.

Course Outcomes

After the completion of the course English -I, the student will be able to:

- **COC1:** Read and respond to representations of current issues.
- **COC2:** Effectively communicate by applying reflective thinking practices.
- **COC3:** Improve their vocabulary.
- **COC4:** Build on vocabulary and improve writing skills.

Programme	:	B.B.A
Year/Semester	:	First Year / First Semester
Course Title	:	English - I
Course Code	:	DLENG-11
No.of Credits	:	4

Course Objectives

- **CO1:** To enable students to develop their communication skills effectively.
- **CO2:** To make students familiar with usage skills in English Language.
- **CO3:** To enrich their vocabulary in English.
- **CO4:** To develop communicative competency.

Block-1: Prose

Introduction to Prose -Descriptive and Expository - Dangers of Drug Abuse - Hardin B Jones - Profession for Women -Virginia Wolf, Tight Corners – E.V.Lucas.

Block-2: Poetry

Introduction to Poetry - Stopping by woods on a snowy evening – Robert Frost - Ecology – A K Ramanujan - The Unknown Citizen – W.H.Auden.

Block-3: Short Stories

Introduction - Fortune Teller – Karel Capek- The Model Millionaire – Oscar Wilde -The Lion and the Lamb– Leonard Clarke.

Block-4: Plays

Introduction to Play - George Bernard Shaw: Life and Work – Arms and the Man: Summary and Explanation - Character Analysis and Critical Perspective.

Block-5: Grammar

Introduction– Subject verb agreement and Noun Pronoun agreement. – Article and Preposition – Tense.

Reference Books:

1. History of English Language by F.T.Wood, Trinity Press, Revised Edition, 2010.
2. Balasubramanian, Text Book of English Phonetics for Indian Students, Macmillan Publishers, New Delhi, 2nd Edition, 2013.
3. Wren and Martin, English Grammar and Composition, S. Chand& Co, New Delhi, 4th Edition, 2012.
4. W.H. Hudson, an Introduction to the Study of Literature, Atlantic Publishers, Chennai.2012
5. Peter Childs, Roger Fowler, The Routledge Dictionary of Literary Terms, Routledge Taylor and Francis group, London.2015.

6. Declerck, Renaat, Sequence of tenses in English. Fac. van de Letteren en de Wijsbegeerte, Univ. Campus, 1988.
7. Aitken, Rosemary, Teaching tenses. Intrinsic Books Ltd, 2021.
8. Lindstromberg. Seth, English prepositions explained. Amsterdam and Philadelphia: John
9. Zwicky, Arnold M. "French prepositions: no pe eking." Phonology 4 (1987): 211- 7.
10. Van Riemsdijk, Henk, "Functional prepositions." Unity in Diversity, edited by H. Pinkster and I. Gene (1990): 229- 241.
11. Reichenbach, Hans, "The tenses of verbs." Meinster, J.; Schernus, W. Time from concept to narrative construct: a reader. Berlin (1947): 1-12.
12. Rumelhart, David E., and James L. McClelland. "On learning the past tenses of English verbs." (1986): 216-271.

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- <https://www.gradesaver.com/>
- <https://www.enotes.com/>
- <https://www.jstor.org/>
- <https://www.sparknotes.com/>
- <https://www.cliffsnotes.com/>

Course Outcomes

After the completion of the course English -I, the student will be able to:

- **COC1:** Analyze and appreciate the literariness found in them given texts
- **COC2:** Develop the overall comprehending and writing skills.
- **COC3:** Analyze and interpret the given short story and drama with close reading.
- **COC4:** Use language for speaking and writing with confidence in an intelligible and acceptable manner.
- **COC5:** Write simple sentences without committing error of spelling or grammar.

Programme	:	B.B.A
Year/Semester	:	First Year / First Semester
Course Title	:	Financial Accounting-I
Course Code	:	DCBGL-11
No.of Credits	:	4

Course Objectives

- **CO1:** To make the students to understand the basic concepts of accounting applied in the competitive corporate world
- **CO2:** To provide basic knowledge in financial Accounting concepts.
- **CO3:** To gain working knowledge of the participants and procedure of accounting and their application.
- **CO4:** To gain the ability to solve the problems and enhance practical applications of Accounting

Block-1: Introduction to Financial Accounting

Meaning and definition of accounting- functions of accounting – limitations of accounting – accounting process – Accounting concepts and conventions – Accounting Standards – Accounting equations – Double Entry System – Journal and Ledger.

Block-2: Subsidiary Books

Purchase Book – Sales Book – Purchase Returns Book – Sales Return Book – Cash Book – Single Column, Double Column, Three Column cash Book – Petty Cash Book – Imprest System – Journal Paper

Block-3: Rectification of Errors, Trial Balance and Final Accounts

Final accounts with adjustments – closing stock, outstanding expenses, unexpired or prepaid expense, accrued income, and income received in advance, depreciation, additional bad debts, provision for doubtful debts, provision for discount on debtors, interest on capital, interest on drawing, discount on creditors and creation of various reserves - Trial Balance – Rectification of Errors – Final Accounts with Adjustments

Block-4: Bank Reconciliation Statement and Computerised Accounting

Bank reconciliation statement – Importance of Bank Reconciliation Statement – Scope of BRS - Insurance Claim Account – loss of property and stock – average clause – Computerised Accounting

Block-5: Depreciation, Single Entry System and Self Balancing Ledgers

Single entry system – salient features – limitations of single entry system – distinction between single entry system and double entry system – ascertainment of profit – net worth method – conversion method (simple problems only) – Self Balancing Ledgers.

Reference Books

1. Briston, R.J., 2017, Introduction to Accountancy and Finance, London: The Macmillan Press Ltd.
2. Goel D. K., 2020, Accountancy Arya Publications, 1569/30 Newalla, Karol Bagh, New Delhi.
3. Grewal T.S.2018, Double Entry Book-Keeping, Sultan Chand & Sons.
4. Maheshwari, S.N., 2018, Principles and Practice of Book Keeping (New Delhi: Arya Book Publications.
5. Matulich, S. & Heater, L.E., 2010- Financial Accounting (New York: McGraw Hill Book Company.
6. Barry Elliott, Jamie Elliott, 2017- Financial Accounting and Reporting-, Pearson Publications.
7. Paul V.A. & Korlahalli, J.S., 2018- Principle and Practice of Accountancy. New Delhi: S. Chand & Co., 2018.
8. S.P.Jain, K.L.Narang, 2019; Advanced Accountancy Volume: 1, Twenty Second Edition, Kalyani Publishers, Ludhiana.
9. Thomas Edmonds, Christopher, Edmonds, 2018-Introductory Financial Accounting for Business, McGraw Hill Publications.
10. Thomas, Wendy M. Tietz & Themin Suwardy Walter T.Harrison,2018- Financial Accounting, Global Publications, 12th Edition.

Journals

1. Chandra Kanodia, Haresh Sapra, A Real Effects Perspective to Accounting Measurement and Disclosure: Implications and Insights for Future Research, Published by Wiley Online Library, Volume-54, Issue-2, May- 2016, Pages 623-676. <https://doi.org/1111/1475679X.12109>.
2. Christian Leuz, Peter D. Wysocki, The Economics of Disclosure and Financial Reporting Regulation: Evidence and Suggestions for Future Research, Published by Wiley Online Library, Volume-54, Issue-2, May 2016. <https://doi.org/1111/1475-679X.12115>.
3. Hans B. Christensen, Valeri V. Nikolaev, Regina Wittenberg Moerman, Accounting Information in Financial Contracting: The Incomplete Contract Theory Perspective, Published by Wiley Online Library, Volume-54, Issue-2, may 2016, Pages 397-435. <https://doi.org/1111/1475-679X.12108>

Web Links

- <https://drive.google.com/file/d/1-ERPZCOaRlywRnts->
- <https://www.youtube.com/watch?v=Hs-U3jAvqo4>
- https://www.youtube.com/watch?v=tIDFXs6_Tjc
- <https://www.youtube.com/watch?v=tfGxb2YmIJQ>

Course Outcomes

After the completion of the course Financial Accounting - I, the student will be able to:

- **COC1:** Interpret knowledge of Financial Accounting to practical situations.
- **COC2:** Apply accounting principles for determining Profit/ Loss.
- **COC3:** Apply accounting practices for Reconciliation.
- **COC4:** Solve problems relating to depreciation of assets.
- **COC5:** Make use of Single entry system for calculating profit.

Programme	:	B.B.A
Year/Semester	:	First Year / First Semester
Course Title	:	Business Management
Course Code	:	DCBBA-12
No.of Credits	:	4

Course Objectives

- **CO1:** To help the students gain understanding of the functions and responsibilities of managers.
- **CO2:** To provide them tools and techniques to be used in the performance of the managerial job.
- **CO3:** To enable them to analyze and understand the environment of the organization.
- **CO4:** To help the students to develop cognizance of the importance of management principles.

Block-1: Management Thought and Evolution

Management – Meaning – Definition – Importance – Nature and Scope – Process – Functions of Management – Role of Manager – Levels of Management – Development of Scientific Management – Authors Contribution to Management.

Block-2: Planning and Decision Making

Planning – Nature - Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedure – Management by Objectives (MBO) - Methods of Decision Making – Process of decision making – Types of Decision.

Block-3: Organisation Structure

Organisation – Types of Organisation – Concepts of Organisation – Formal and Informal Organisation – Organisation Structure – Span of Control – Departmentation – Delegation of Authority.

Block-4: Recruitment, Selection, Training and Development

Recruitment – Sources - Selection – Stages in Selection – Training – Benefits of – Methods of Training - Training and Development.

Block-5: Controlling

Motivation – Need and Importance – Communication – Importance – Elements -Channels – Types – Barriers to Communication – Guide lines for ensuring Effective Communication -Co-ordination – Need - Principles of Co-ordination – Types of Co-ordination –Controlling Importance – Steps in Controlling.

Reference Books

1. A. R.Appannaiah, G Dinakar, Sandeep, 2020, Organizational Management, ISBN: 9789350977262.
2. Hardcover, Eichhorn Peter, 2012, Principles of Management, Springer International Publishing AG, ISBN: 9783319709017, 9783319709017.
3. Hardcover, S.K. Kapur, 2012, Principles and Practice of Management, ISBN 9788185701042.
4. Heinz Wehrich, Harold Koontz, Mark V Cannice, 2019, Management: A Global, Innovative Perspective, McGraw Hill India, ISBN: 9788194244608, 8194244609.
5. Koontz, Harold and Wehrich, Heinz (2008), Essentials of management- An International Perspective. New Delhi: McGraw Publishing, Eighth Edition.
6. Koontz, Harold and O' Donell, (2016), Principles of management- An Analysis of Managerial Functions. London: Cambridge University Press.
7. Mitch Mc.Crimmon, (2010). Leadership and Management Reinvented, Ivey Business Journal Online.
8. Stephen. P. Robbins, Mary Coulter and Agna Fernandez, (2015), Management. New Delhi: Pearson, 14th Edition.
9. Skorepa Michal, 2007, Decision making the behavioral business and economic approach, Bloomsbury Publishing PLC, ISBN: 9780230248250, 9780230248250.
10. Thomas A Bateman and Scott A. Snell, (2008), Management-Leading and Collaborating in the Competitive World. New Delhi: McGraw Publishing, Eighth Edition.

Journals

1. Abbas Toloie Eshlaghy, (2009), investigating the Impact of Leaders' Responsibilities in Reaching Organizational Excellence in the EFQM through the Systems Dynamic Approach, International Journal of Business and Management, volume 4, No 9, June 2009.
2. Manisha Yadav, (2010), the Internationalization Process -The Study of Strategic Change, International Journal of Advances in Engineering and Management (IJAEM) Volume 2, Issue 1, PP: 12- 16 .www.ijaem.net ISSN: 2395-5252. <https://www.studyadda.com/notes/teaching/business-studies/emerging-trends-in-management/notes-emerging-trends-in-management>.
3. Fred C. Lunenburg, (2010), The Decision Making Process, National forum of 154 Educational Administration and Supervision Journal. Volume 27, No: 4.
4. Rahman, S, (2018) Evaluation of definitions: ten dimensions of corporate social Responsibility. World Review of Business Research, 1(1), 166-176, 2011 International journal of management, Canadian center of science and education, Vol:13,No:8.

5. Sabitu Adeniran, Lucky, Solomon, (2020) Introduction to Business Management, International Journal of Management Science and Engineering Management, ISBN: 978-978-57673-1-5, Volume 17, Issue 1.

Web Links

- <https://books.google.com/books?hl=en&lr=&id=dZ90AgAAQBAJ&oi=fnd&pg=PT6&dq=business+management+&ots=43lzWagI7a&sig=bFMnI7vH0AvIL2oaLBT6hcSzeta>
- <http://www.sietmanagement.fr/wp-content/uploads/2016/04/nonaka-1996.pdf>
- <https://youtu.be/mtvTqpfvc2Y>
- <https://nptel.ac.in/courses/110107150> and <https://www.tandfonline.com/>

Course Outcomes

After the completion of the course Business Management, the student will be able to:

- **COC1:** Make use of Management techniques, theories, and Policies
- **COC2:** Construct a Plan successfully in every walk of life
- **COC3:** Organize structure and its types
- **COC4:** Authority and Responsibility and stages in selection and training benefits
- **COC5:** Summarise Motivation, Communication, co-ordination and control

Programme	:	B.B.A
Year/Semester	:	First Year / First Semester
Course Title	:	Managerial Economics
Course Code	:	DCBEC-13
No.of Credits	:	4

Course Objectives

- **CO1:** To understand the fundamental of Managerial Economics.
- **CO2:** To understand the concepts of Demand, Cost, Production and Markets.
- **CO3:** To analyses the Cost function and Production function.
- **CO4:** To examine the profit position of the firm through Break Even Analysis.
- **CO5:** Critically evaluate the business practices existing in the market.

Block-1: Introduction to Managerial Economics

Managerial Economics- Meaning – Characteristics and Subject Matter - Nature and Scope of Managerial Economics - Fundamental Principles of Managerial Economics - Risk and Uncertainty.

Block-2: Demand and Supply Analysis

Law of Demand – Exceptions to Law of Demand – Elasticity of Demand -Factors Influencing Elasticity of Demand - Law of Supply – Elasticity of Supply – Factors Influencing Elasticity of Supply - Demand Forecasting – Objectives – Methods –Criteria of Good Forecasting Methods - Pricing Policy and Cost.

Block-3: Production and Cost Analysis

Production – Meaning – Factors of Production –Production Function – Cobb Douglas – CES – Leontief - Economies and Diseconomies Of Scale - Theory of Production – Law of Variable Proportion –Law of Return to Scale - Cost of Production – Money Cost- Real Cost – Explicit Cost – Implicit Cost –TC, TFC,TVC, AC, AFC, AVC-Cost Output Relationship – Short Run and Long Run.

Block-4: Price and Output Determination in Market

Perfect Competition – Features – Price and Output Determination in Short Run and Long Run - Monopoly – Price Discrimination – Simple Monopoly and Discrimination Monopoly - Monopolistic Competition – Features – Price and Output Determination in Short Run and Long Run - Oligopoly Competition – Features f Oligopoly – Types and Sweezy’ Model of Kinked Demand Curve.

Block-5: Factor Pricing

Marginal Productivity Theory of Distribution - Recardian Theory of Rent – Quasi Rent –Wage Theory - Classical Theory of Interest - Liquidity Preference Theory - Profit Concepts & Analysis.

Reference Books

1. Milton H Spencer and Louis Siegelman, Managerial Economics, Irwin, Illinois, 1969.
2. E.F. Brigham and J.L. Pappas, Managerial Economics, The Dryden press, Illinois, 1972.
3. Christopher T Thomas, Managerial Economics 12th edition, Publisher Richard. Irwin 2017
4. Paul G. Farnham, 'Economics for Manager' Pearson publisher, 2014
5. Dean Joel, Managerial Economics, PHI, New Delhi, 1976, First Edition
6. Douglas Evan J, Managerial Economics, Theory, Practice & Problems; PHF, New
7. Delhi;1983, First Edition
8. Leontief, Wassily. [1966] Input-Output Economics. New York, NY: Oxford University Press, 1986.
9. S.Chandrachud, Chud's Series of Managerial Economics, 9444441107 ISBN No. 978164713930-8, Primedia eLauch LLC, Wise lab publications, Chennai 2021.
10. R.L.Varshney, K.L. Maheshwari, Managerial Economics, Sultan & Chand, 2018.
11. Dominick Salvatore, Managerial Economics in a Global Economy', 8th edition, Oxford University Press, 2015
12. William F Samuelson and Stephen G Marks, 'Managerial Economics' 7th edition, John Wiley and Sons, 2012
13. Christopher Thomas and S Charles Maurice 'Managerial Economics' 9th edition, McGraw-Hill Education, 2007
14. E.Case Karl and C Fair Ray and E Oster Sharon, 'Principles of Economics' Pearson 2017
15. Keat Paul, K Young Philip and C Dickinson 'Managerial Economics' Pearson, 2017
16. Deepakshi Gupta, Managerial Economics' Wiley, 2019
17. Ivan Png, Managerial Economics' Routledge, London, 2015
18. Luke M. Froeb, Brian T McCann, Mikhael Shor and Michael Robert Ward, Managerial Economics, Cengage Learning Asia Pvt. Limited, 2019.
19. Suma Damodaran, Managerial Economics' Oxford University Press, 2010.
20. Amit Ahuja, Managerial Economics' S.Chand Limited 2017.
21. Marshirschey, Fundamentals of Managerial Economics' South Western Publications 2008.

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1. Arpana F.Gawade, A Study on Breakeven Analysis with reference to Sadashivrao Mandlik kagal Taluka sahakari sakhar kardhana Ltd' International Journal of Science and Technology and Management, Vol.No.5, Issue No.3, 2016.
2. Mico Apostolov, Cobb- Douglas production function on FDI in Southeast Europe, 'Journal of Economic Structures, Volume 5 article no. 10, 2016.

3. John C. Panzar and Robe D. Willig, Economies of Scale in Multi-Output Production, 'The Quarterly Journal of Economics, oxford university press, Vol.91, No.3 1977

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- https://books.google.co.in/books/about/Managerial_Economics.html?id=CxK7A AAAIAAJ&redir_esc=y

Course Outcomes

After the completion of the course Managerial Economics, the student will be able to:

- **COC1:** Understand the basic elements of managerial economics aspects nature and decision making.
- **COC2:** Explain the law of demand, supply forecasting, consumer durable.
- **COC3:** Understand theories of profit, profit maximization and analysis of Break Even Point.
- **COC4:** Know law of diminishing proportion, product function, Economies of scale.
- **COC5:** Understand Pricing policy under Perfect Competition Monopoly, Monopolistic Competition and Oligopoly.

Programme	: B.B.A
Year/Semester	: First Year / Second Semester
Course Title	: Tamil-II
Course Code	: DLTAM-21
No.of Credits	: 4

Course Objectives

CO1:தமிழ் மொழித் திறத்தினை மாணவர்களிடையே எல்லா நிலைகளிலும் மேம்படுத்தி வளர்த்தல். செம்மொழித் தமிழின் இலக்கிய இலக்கண வளமைகளை அறிமுகம் செய்தல்

CO2: நல்ல தமிழ் எழுதும் பயன்பாட்டு மொழியாற்றலை வளர்த்தல்

CO3:எழுத்தாற்றலையும் பேச்சாற்றலையும் வளர்த்தெடுப்பதின்வழி தகவல் தொடர்பியல் மற்றும் ஊடகத்தமிழுக்கு தகுதிப்படுத்துதல்

CO4: மொழிபெயர்ப்பு மற்றும் கலைச்சொல்லாக்கப் பயிற்சியளித்தல்

CO5 :தமிழில் படைபிலக்கியத் திறத்தினை வளர்த்தெடுத்தல்

பாடக் குறியீட்டு எண்: DLTAM13

பருவம்-2, தமிழ்மொழிப்பாடம்-2, பகுதி-1, தகுதிப்புள்ளி: 4

தாள்-2:அற இலக்கியம் – சிற்றிலக்கியம் – சிறுகதை – பயன்பாட்டுத் தமிழ்

தொகுதி 1 -அற இலக்கியங்கள்

திருக்குறள் - வான் சிறப்பு (அறம்) - ஊக்கமுடைமை (பொருள்) -குறிப்பறிதல் (இன்பம்) - மூன்று அதிகாரங்கள் முழுமையும் - நாலடியார் - மூன்று பாடல்கள். (2, 3, 5) - பழமொழி நானூறு - மூன்று பாடல்கள் (74, 75, 78) - திரிகடுகம் - மூன்று பாடல்கள் (10, 12, 22) - இனியவை நாற்பது - மூன்று பாடல்கள் (1, 12, 16)

தொகுதி 2-சிற்றிலக்கியம்

முத்தொள்ளாயிரம் - சேரன் - வீரம் 14, 15 பாடல்கள் - சோழன் - காதல் 23, 24 பாடல்கள் - பாண்டியன் - 87, 88 பாடல்கள் - தமிழ்விடு தூது - முதல் 20 கண்ணிகள் - திருக்குற்றாலக் குறவஞ்சி -மலைவளம் கூறுதல் - முதல் 5 பாடல்கள்- முக்கூடற்பள்ளு - மூத்த பள்ளி நாட்டு வளம் 2 பாடல்கள், இளைய பள்ளி நாட்டு வளம் 2 பாடல்கள் - கலிங்கத்துப் பரணி - பாலை நிலம் பற்றிய 5 பாடல்கள்

தொகுதி 3- சிறுகதை

பேரறிஞர் அண்ணா - செவ்வாழை - புதுமைப்பித்தன் - கடவுளும் கந்தசாமிப் பிள்ளையும் - ஜெயகாந்தன் - யுகசந்தி - கி.ராஜநாராயணன் - கதவு - அம்பை - காட்டில் ஒரு மான்

தொகுதி 4- பேச்சுத் தமிழ்

பேச்சுத் திறன் - விளக்கம் - பேச்சுத்திறனின் அடிப்படைகள் - வகைகள் - மேடைப்பேச்சு - உடையாடல் - பயிற்சிகள்

தொகுதி 5 - எழுத்துத் தமிழ், இலக்கிய வரலாறு, இலக்கணம்

கலைச் சொல்லாக்கம் - தேவைகள் - கலைச்சொற்களின் பண்புகள் - அறிவியல் கலைச் சொற்கள் - கடிதம் - வகைகள் - அலுவலகக் கடிதங்கள் - உறவுமுறைக் கடிதங்கள் - விண்ணப்பக் கடிதம் எழுதுதல்

பார்வை நூல்கள்

1. சங்க இலக்கியங்கள் மூலமும் உரையும் /அ மாணிக்கம், வர்த்தமானன் பதிப்பகம், 2000
2. தவறின்றித் தமிழ் எழுதுவோம், மா. நன்னன், ஏகம் பதிப்பகம், 2006
3. முத்தொள்ளாயிரம் மூலமும் உரையும், பத்மதேவன், ஸ்ரீ செண்பகா பதிப்பகம், 2007
4. தமிழ் இலக்கிய வரலாறு, வரதராசன், மு., புது தில்லி : சாகித்திய அக்காதெமி, 1972
5. குற்றாலக் குறவஞ்சி, மணிமேகலைப் பிரசுரம். ஆசிரியர் குழு, லேனா தமிழ்வாணன், 1986
6. பாடநூல் தேடலுக்கான இணையம்

<https://archive.org/>

https://www.youtube.com/watch?v=qzKnca_wse8

<http://www.tamilvu.org/>

Programme	: B.B.A
Year/Semester	: First Year / Second Semester
Course Title	: Hindi-II
Course Code	: DLHND-20
No.of Credits	: 4

DLHND-20-Hindi-II:Kahani , Natak and Translation

Course Objectives

- **CO1:**To train students in translation
- **CO2:**To develop reading & writing skills
- **CO3:**To create interest towards reading different types of literature

Block-1: ‘ Idgah’ by Premchand’ (kahani), Translation- Definition, Types.

Block-2: ‘pitha ‘ by gyanranjan (kahani), Translation - Anuvadak ke gun.

Block-3: jamun ka ped by Krishna chander ‘ (kahani) , Translation Practice.

Block-4: adhi rath ke baad by Shankar shesh (naatak), Translation Practice.

Block-5: adhi rath ke baad by Shankar shesh (naatak), Translation Practice.

Text/Reference book

1. Adhi rath ke baad ,by Shankar shah ,kitabghar prakashan ,2000.
2. Idgah by Premchand,Bharathiya gyan peeth ,NewDelhi.
3. Jamun ka ped by Krishna Chandra, Deepak publishers, November, 2019.
4. Pitha by gyan ranjan,Rajkamal publication, January, 2018.
5. Glossary of Administrative terms ,Commission for scientific terms & Technical
6. Terminology, 2007.
7. Patralekhan kala by Dr.Shivshankar Pandey, 2018.
8. Gadya khosh

Web links

1. <https://premchandstories.in/eidgaah-story-munshi-premchand-pdf/>
2. <https://www.google.com/search?q=pitha+by+gyan+ranjan&oq=pitha+by+gya&aqs=chrome.1.69i57j0i13j0i22i30.10387j0j4&sourceid=chrome&ie=UTF-8>
3. <http://db.44books.com/2020/04/%e0%a4%86%e0%a4%a7%e0%a5%80%e0%a4%b0%e0%a4%be%e0%a4%a4-%e0%a4%95%e0%a5%87>
4. http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0%A4%B8%E0%A4%BF%E0%A4%82%E0%A4%B9_/_%E0%A4%85%E0%A4%9C

Course Outcomes

At the end of this course Students:

- **COC1:** will know the importance & process of translation.
- **COC2:** understand the values of elders in a family & extend their support.
- **COC3:** will know the different writing skills of authors.
- **COC4:** gain knowledge in Hindi literature.
- **COC5:** will acquire knowledge in Hindi Sahithya.

Programme	:	B.B.A
Year/Semester	:	First Year / Second Semester
Course Title	:	English-VI
Course Code	:	DLENG-20
No.of Credits	:	4

Course Objectives

- **CO1:**To improve the ability in Poetry and Short Stories
- **CO2:**To develop the Writing Comprehension
- **CO3:**To create interest towards Vocabulary and reading Grammar

Block-1: Poetry

La Belle Dame sans Merci: A Ballad by John Keats- “Television” by Roald Dahl- “If” by Rudyard Kipling- “The Stolen Boat Ride” by Wordsworth.

Block-2: Short Story

“The Mysterious Stranger” by Mark Twain-“A Lesson in Friendship” by Katherine Mansfield-“The Gift of the Magi by” by O. Henry

Block-3: Writing Comprehension

Precis Writing-E-mail Writing- Report Writing

Block-4: Vocabulary

Synonyms and Antonyms-Idioms and Phrases-Homophones and Homographs.

Block-5: Grammar

Modal Verbs-Subject-Verb Agreement-Clauses and Phrases

References:

1. English Grammar And Composition: An Aid For School, College And Competitive Examinations by Dr Vedmani Balraj
2. "The Gift of the Magi" Short Story by O. Henry." IvyPanda, 4 Oct. 2022, ivypanda.com/essays/the-gift-of-the-magi-short-story-by-o-henry/.
3. High School English Grammar and Composition Book by Wren & Martin
4. Martinet and Thomson – A Practical English Grammar
5. David Green: Contemporary English Grammar Structure and Usage
6. M L Tickoo and Subramanian: Intermediate Grammar, Usage and Composition

Course Outcomes

At the end of this course Students:

- **COC1:** Improve the ability in Poetry and Short Stories.
- **COC2:** Can develop the Writing Comprehension
- **COC3:** Can create interest towards Vocabulary and reading Grammar.

Programme	:	B.B.A
Year/Semester	:	First Year / Second Semester
Course Title	:	English-II
Course Code	:	DLENG-21
No.of Credits	:	4

Course Objectives

- **CO1:**To improve the speaking ability in English both in terms of fluency and comprehensibility
- **CO2:**To enhance students Reading, Writing, Listening and Speaking skills
- **CO3:**To enrich their vocabulary in English

Block-1: Prose

Introduction to prose The Unexpected – Robert Lynd My Greatest Olympic Prize-Jesse Owens- If You Are Wrong, Admit It- Dale Carnegie.

Block-2: Poetry

Introduction to forms of Poetry Pulley or The Gift of God – George Herbert The Daffodils – William Wordsworth Night of the Scorpion- Nissim Ezekiel.

Block-3: Short Story

Introduction -The Gift of Magi- O Henry Three Questions- Leo Tolstoy-The Selfish Giant-Oscar Wilde.

Block-4: Comprehension

Introductions -Reading Comprehension -Hints Developing- Note Making.

Block-5: Grammar

Introduction-Degrees of Comparison -Active and Passive Voice-Direct and Indirect Speech.

Reference Books

1. A.J. Thomson, Practical English Grammar, Oxford Publications, 1997.
2. Bas Aarts, Oxford Modern English Grammar, Oxford University Press, 2011.
3. Confluence - Anu Chitra Publications, 2018.
4. English Conversation Practice by D. H. Spencer, Oxford University Press, 2012.
5. Martin Hewings, Advanced English Grammar with Answers, Cambridge University Press, 1999.
6. Murphy Ramond, Essential English Grammar with Answers. Generic Publications, 2015.
7. Quirk, A University grammar of English, Pearson Education, 2005.
8. Wordsworth, William, and Randy Miller. Daffodils. SC Company, 1910.
9. Wren and Martin, English Grammar and Composition, S. Chand & Co, New Delhi, 4th Edition, 2012.

10. Payne, Thomas E., and Thomas Edward Payne. *Understanding English grammar: A linguistic introduction*. Cambridge University Press, 2011.

Journals

1. Afzal, Muhammad, Asim Mahmood, and Umar Hayat. "An Analysis of Grammatical Cohesion Used in the English Essays of English Grammar and Composition for Intermediate Level." *International Bulletin of Linguistics and Literature (IBLL)* 4.4 (December (2021): 68-99.
2. Kolczynski, Richard G. "The Role of Grammar in Composition." *Reading Improvement*, 12.3 (1975): 141.
3. Longacre, Robert E. "Sentences as combinations of clauses." *Language typology and syntactic description 2* (1985): 235-286.
4. Lyman, R. L. "Language, Grammar, and Composition." *Review of Educational Research* 2.1 (1932): 35-42.
5. Meyer, Charles. "Functional Grammar and Its Application in the composition Classroom." *Journal of Teaching Writing* 8.2 (1989): 147-168.
6. Munro, Pamela. "From parts of speech to the grammar." *Studies in Language, International Journal sponsored by the Foundation "Foundations of Language"* 30.2 (2006): 307-349.

Web Links

- <https://www.cambridgeenglish.org/learning-english/parents-and-children/activities-for%20children/pre-a1-level/>
- <https://learnenglish.britishcouncil.org/vocabulary>
- <https://learnenglish.britishcouncil.org/grammar/english-grammar-reference>
- <https://learnenglish.britishcouncil.org/grammar/english-grammar-reference>
- <http://www.bchmsg.yolasite.com/skills.php>

Course Outcomes

After the completion of the course English II, the student will be able to

- **COC1:** Analyze and appreciate the literariness found in the given text
- **COC2:** Develop the overall comprehending and writing skills
- **COC3:** Analyze and interpret the given short story and drama with close reading
- **COC4:** Use language for speaking and writing with confidence in an intelligible and acceptable manner
- **COC5:** Write simple sentences without committing error of spelling or grammar

Programme	:	B.B.A
Year/Semester	:	First Year / Second Semester
Course Title	:	Business Environment
Course Code	:	DCBBA-21
No.of Credits	:	4

Course Objectives

- **CO1:** To develop understanding and provide knowledge about business environment to the management students.
- **CO2:** To promote basic understanding on the concepts of Business Environment and to enable them to realize the impact of environment on Business.

Block-1: Introduction to Business Environment

An Overview of Business Environment -Introduction to Business Environment – essentials Scope of business, characteristics of business.-Significance and nature of business environment -Micro and macro environment. Environmental analysis and strategic management- Stages of environmental analysis -Methods and Techniques Environmental Forecasting.

Block-2: Economic Environment

History of economic system -Different types of Economy -Planned and mixed economy - Economic planning- Economic policies- Consumer Protection Act-Competition Law Liberalization-Privatization and Globalization of Indian Economy Recent Trends and Issues in Economic System.

Block-3: Socio-Cultural Environment

Age structure and its impact on business-Business and culture-society-Social audit, business ethics, corporate governance- Introduction to Demographic environment -Demographic data Demographic data segmentation- Demographic importance in marketing.

Block-4: Political and Legal Environment

Business and Government-Promotional and entrepreneurial roles of Government- The constitutional provisions affecting business-Major laws affecting business-Corporate social Responsibility-Innovation, technological leadership, and followership-Sources of technological dynamics-Impact of technological environment-Transfer of technology.

Block -5: Social and Technological Environment

Social and Technological Environment – meaning & Importance-Technological factors Impact and benefits of Technological Environment-PESTLE Analysis- Foreign Direct Investment-WTO and India-Regulation of Foreign Trade-Disinvestment in public sector units.

Reference Books

1. Francis Cherunilam, "Business Environment", Himalaya Publishing House, Second Edition, 2018.
2. V.P. Michael, "Business Environment", S. Chand & Company (PVT) Ltd, First Edition, 1987.

Web Links

- https://ebooks.lpude.in/commerce/mcom/term_1/DCOM105_DCOM402_DMGT105_DMGT401_BUSINESS_ENVIRONMENT.pdf
- <https://www.sscasc.in/wp-content/uploads/downloads/BCOM/Business-Envrionement.pdf>

Course Outcomes

At the end of this course students will be able to:

- **COC1:** Define Business environment and classify it.
- **COC2:** Make use of Economic parameters to understand economic environment and its impact on business decisions and Five year plans.
- **COC3:** Compare and classify International trade institutions in the Financial Environment.
- **COC4:** Explain different economic systems in the political environment and defining the Indian Government and Business relationship.
- **COC5:** Analyse socio cultural environment.

Programme	:	B.B.A
Year/Semester	:	First Year / Second Semester
Course Title	:	Human Resource Management
Course Code	:	DCBBA-22
No.of Credits	:	4

Course Objectives

- **CO1:** To Understand the success in today's competitive business environment is increasingly the function of effective management of its resources, particularly, employee.
- **CO2:** To aware the basic aspects of human resource management to understand the functioning of human resource management in an organizational setting
- **CO3:** To know the basic concepts, functions and processes of human resource management to students and to create an awareness of the role, functions and functioning of human resource department of the organizations.

Block-1: Human Resource Management Background and Concepts

The Changing Social Context and Emerging Issues - The Concept and Functions of Human Resource Management - Structuring Human Resource Management.

Block-2: Getting Human Resources

Job Analysis and Job Design - Human Resource Planning - Attracting the Talent: Recruitment, Selection, Outsourcing - Socialization, Mobility and Separation.

Block-3: Performance Management and Potential Assessments

Competency Mapping - Performance Planning and Review - Potential Appraisal, Assessment Centres and Career and Succession Planning - HR Measurement and Audit.

Block-4: Human Resource Development

Human Resource Development System – Training - Mentoring and Performance Coaching.

Block-5: Employee Welfare and Reward Management

Laws Covering Wages- Welfare and Benefits - Reward Management.

References Books:

1. "Fundamentals of Human Resource Management" by David A. DeCenzo, Stephen P. Robbins, and Susan L. Verhulst
2. "Managing Human Resources" by Luis R. Gomez-Mejia, David B. Balkin, and Robert L. Cardy
3. "Strategic Human Resource Management: Theory and Practice" by John Bratton and Jeffrey Gold
4. "The Handbook of Human Resource Management" edited by Brian Towers and Duncan Watson
5. "Human Resource Management: Theory and Practice" by John M. Ivancevich and Robert Konopaske

6. "Human Resource Management: Gaining a Competitive Advantage" by Raymond A. Noe, John R. Hollenbeck, Barry Gerhart, and Patrick M. Wright

Journals:

1. Omidi, A., & Dal Zotto, C. (2022). Socially Responsible Human Resource Management: A Systematic Literature Review and Research Agenda. *Sustainability*, 14(4), 2116.
2. Wood, S. (1999). Human resource management and performance. *International journal of management reviews*, 1(4), 367-413.
3. Omidi, A., & Dal Zotto, C. (2022). Socially Responsible Human Resource Management: A Systematic Literature Review and Research Agenda. *Sustainability*, 14(4), 2116.
4. Popescu, C. R. G., & Kyriakopoulos, G. L. (2022). Strategic Human Resource Management in the 21st-Century Organizational Landscape: Human and Intellectual Capital as Drivers for Performance Management. *COVID-19 Pandemic Impact on New Economy Development and Societal Change*, 296-323.
5. Cross, D., & Swart, J. (2022). The (ir) relevance of human resource management in independent work: Challenging assumptions. *Human Resource Management Journal*, 32(1), 232-246.
6. Hamid, Z., Muzamil, M., & Shah, S. A. (2022). Strategic human resource management. In *Research Anthology on Human Resource Practices for the Modern Workforce* (pp. 1- 16). IGI Global.
7. James, A. T., Kumar, G., Tayal, P., Chauhan, A., Wadhawa, C., & Panchal, J. (2022). Analysis of human resource management challenges in implementation of industry 4.0 in Indian automobile industry. *Technological Forecasting and Social Change*, 176, 121483.
8. Kusumawardani, R. P., & Agintiara, M. (2015). Application of fuzzy AHPTOPSIS method for decision making in human resource manager selection process. *Procedia computer science*, 72, 638-646.
9. Krishnan, S. K., & Singh, M. (2011). Strategic human resource management: A three-stage process model and its influencing factors. *South Asian Journal of Management*, 18(1), 60- 82.
10. Mayrhofer, W., Brewster, C., & Morley, M. (2000). The concept of strategic European human resource management. In *New challenges for European human resource management* (pp. 3-33). Palgrave Macmillan, London.
11. Brewster, C. (2017). The integration of human resource management and corporate strategy. *Policy and practice in European human resource management*, 22-35.

Web Links

1. <https://nptel.ac.in/courses/122105020>
2. https://onlinecourses.nptel.ac.in/noc20_mg15/preview
3. https://onlinecourses.swayam2.ac.in/cec21_mg06/preview
4. <http://www.articlesbase.com/training-articles/evolution-of-humanresourcemanagement->
5. <http://www.articlesbase.com/training-articles/evolution-of-humanresourcemanagement->
6. <http://www.managementparadise.com/forums/human-resourcesmanagement-hr/1133->
7. <http://www.shrmindia.org/strategic-hrm>

Course Outcomes

After the completion of the course Human Resource Management, the student will be able to:

- **COC1:** Synthesize information regarding the effectiveness of recruiting methods and the validity of selection procedures, and make appropriate staffing decisions.
- **COC2:** Design a training program using a useful framework for evaluating training needs, designing a training program, and evaluating training results.
- **COC3:** Properly interpret salary survey data and design a pay structure with appropriate pay grades and pay ranges.
- **COC4:** Evaluate a company's implementation of a performance-based pay system.
- **COC5:** Demonstrate knowledge of employee benefit concepts, plan design, administrative considerations and regulations governing employee benefit practices.

Programme	:	B.B.A
Year/Semester	:	First Year / Second Semester
Course Title	:	Organizational Behaviour
Course Code	:	DCBBA-23
No.of Credits	:	4

Course Objectives

- **CO1:** To gain a solid understanding of human behaviour in the workplace from an individual, group, and organizational perspective.
- **CO2:** To obtain frameworks and tools to effectively analyse and approach various organizational situations.
- **CO3:** To understand individual behavior in organizations, including diversity, attitudes, job satisfaction, emotions, moods, personality, values, perception, decision making, and motivational theories.

Block-1: Introduction to Organisational Behaviour

Definition- Need for and Importance of Organizational Behaviour – Nature and Scope – Frame Work – Organizational Behaviour Models.

Block-2: Organisational Behaviour and Individual Perspective-I

Introduction to Individual Behaviour - Introduction to Learning-Theories of Learning- Personality and Its Theories- Theories of Personality- Personality Characteristics in Organisations- Perception- Perceptual Process- Frequently Used Shortcuts in Judging Others- Individual Decision-Making and Perceptual Errors.

Block-3: Organisational Behaviour and Individual Perspective-II

Attitudes and Values- Introduction to Attitudes- Characteristics of Attitudes- Functions of Attitude- Sources and Types of Attitudes- Attitude Formation- Motivation- Introduction to Motivation- Motivation Theories- Leadership - Importance of Leadership.

Block-4: Group Dynamics

Group Behaviour-Group Behaviour -Group Properties- Communication - Team Building Conflict Management.

Block-5: Organisational Culture and Change

Introduction- Organisational Culture-Organisational Change.

Reference Books:

1. K. Ashwathappa, Organisational Behaviour, Himalaya Publishing House, 2005.
2. Anjali Ghanekar, Organisational Behaviour, Everest Publications, 2001.
3. J. Jayashankar – Organisational Behaviour, Margham Publications, 2011.

Journals:

1. Schermerhorn, Hunt and Osborn, Organisational behavior, John Wiley, 9th Edition, 2008.
2. UdaiPareek, Understanding Organisational Behaviour, 2nd Edition, Oxford Higher Education, 2004.
3. Mc Shane & Von Glinov, Organisational Behaviour, 4th Edition, Tata McGraw Hill, 2007.
4. Hellrigal, Slocum and Woodman, Organisational Behavior, Cengage Learning, 11th Edition 2007
5. Ivancevich, Konopaske & Maheson, Organisational Behaviour & Management, 7th edition, Tata McGraw, 2013

Web Links:

- <https://onlinelibrary.wiley.com/journal/10991379>
- https://www.iare.ac.in/sites/default/files/IARE_MOB_Lecture%20_Notes_0.pdf

Course Outcomes:

At the end of the course, the students would be able to:

- **COC1:** Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization
- **COC2:** Identify the various leadership styles and the role of leaders in a decision-making process.
- **COC3:** Demonstrate how the organizational behavior can integrate in understanding the motivation behind behavior of people in the organization.
- **COC4:** Analyse the complexities associated with management of individual and group behavior in the organization.
- **COC5:** Explain organizational culture and describe its dimensions and discuss the implementation of organizational change

Programme	: B.B.A
Year/Semester	: Second Year / Third Semester
Course Title	: Tamil-III
Course Code	: DLTAM-31
No.of Credits	: 4

Course Objectives

CO1: தமிழ் மொழித் திறத்தினை மாணவர்களிடையே எல்லா நிலைகளிலும் மேம்படுத்தி வளர்த்தல். செம்மொழித் தமிழின் இலக்கிய இலக்கண வளமைகளை அறிமுகம் செய்தல்

CO2: நல்ல தமிழ் எழுதும் பயன்பாட்டு மொழியாற்றலை வளர்த்தல்

CO3: எழுத்தாற்றலையும் பேச்சாற்றலையும் வளர்த்தெடுப்பதின்வழி தகவல் தொடர்பியல் மற்றும் ஊடகத்தமிழுக்கு தகுதிப்படுத்துதல்

CO4: மொழிபெயர்ப்பு மற்றும் கலைச்சொல்லாக்கப் பயிற்சியளித்தல்

CO5: தமிழில் படைபிலக்கியத் திறத்தினை வளர்த்தெடுத்தல்

பாடக் குறியீட்டு எண்: DLTAM31

பருவம்-3, தமிழ்மொழிப்பாடம்-3, பகுதி-1, தகுதிப்புள்ளி: 4

தாள்-3-பக்தி இலக்கியம் – காப்பியம் – புதினம் - மொழிபெயர்ப்பு

தொகுதி 1-பக்தி இலக்கியம்

மாணிக்கவாசகர் - திருவாசகம் - மூன்று பாடல்கள் - புல்லாகி பூடாகி (சிவபுராணம்) - எல்லாப் பிறப்பும் (சிவபுராணம்) - உற்றாரை யான் வேண்டேன் (திருப்புலம்பல்) - ஆண்டாள் - திருப்பாவை - மூன்று பாடல்கள் (1, 3, 4) - மார்கழித் திங்கள் ... (பாசரம் 1) - ஓங்கி உலகளந்த... (பாசரம் 3) - ஆழிமழைக் கண்ணா... (பாசரம் 4) - வீரமாமுனிவர் - தேம்பாவணி - மூன்று பாடல்கள் - நீ ஒரு தாய்; ஒரு தாதையும் நீ (698 - சூசை இறைவனின்தாயைப்போற்றுதல்) - அணிக் கலத்து அழகு அழுந்திய (1089 - வானவர் இயேசு நாமத்தைப் போற்றி வணங்கிய செய்தி) - வான் புறத்து இலகும் செஞ் சுடர் காண (3510 - இறைவன் சூசை முனிவர்க்கு ஏழு மணிகள் புறத்தில் ஒளிவிடும் முடியைச் சூட்டுதல்) - குணங்குடி மஸ்தான் சாகிபு - பராபரக் கண்ணி 1-10 கண்ணிகள் - திருமூலர் - திருமந்திரம் - மூன்று பாடல்கள் - உடம்பார் அழியின் உயிரார் அழிவர் (திருமந்திரம்: 724) - படமாடக் கோயில் பகவற்கு ஒன்று ஈயில் (திருமந்திரம்: 1857) - மரத்தை மறைத்தது மாமத யானை (திருமந்திரம்: 2290) - இராமலிங்க அடிகள் - திருவருட்பா - மூன்று பாடல்கள் - எத்துணையும் பேதமுறா... (5297) - ஒருமையுடன் நினது திருமலரடி நினைக்கின்ற (2938) - கோடையிலே... (4091)

தொகுதி 2-காப்பியம்-1

சிலப்பதிகாரம் - அடைக்கலக் காதை - (தெரிவுசெய்யப்பட்ட பாடல் அடிகள் 120-199) - சீவக சிந்தாமணி - விமலையார் இலம்பகம்

தொகுதி 3-காப்பியம்-2

கம்பராமாயணம் – மந்தரை சூழ்ச்சிப் படலம் - பெரியபுராணம் பூசலார் நாயனார் புராணம்

தொகுதி 4- புதினம்

கல்மரம் - கோ. திலகவதி

தொகுதி 5- மொழிபெயர்ப்பு, இலக்கணம், இலக்கிய வரலாறு

அலுவல்சார் மொழிபெயர்ப்பு - இலக்கணக் குறிப்பு - பாடம் தழுவிய இலக்கிய வரலாறு - பக்தி இலக்கியம் – காப்பியம் – புதினம்

பார்வை நூல்கள்

1. தமிழ் இலக்கிய வரலாறு, வரதராசன், மு., சாகித்திய அக்காதெமி , புது தில்லி
2. தமிழ் நடைக் கையேடு, மொழி அறக்கட்டளை
3. பயன்பாட்டுத் தமிழ், முனைவர் அரங்க இராமலிங்கம் முனைவர் ஒப்பிலா மதிவாணன், சென்னை பல்கலைக்கழகம், 2007
4. மொழிபெயர்ப்பியல் அடிப்படைகள், கா. பட்டாபிராமன், யமுனைப் பதிப்பகம், திருவண்ணாமலை
- 5 பாடநூல் தேடலுக்கான இணையம்
 - <http://www.tamilvu.org/library>
 - <https://www.tamildigitallibrary.in/book>

Programme	: B.B.A
Year/Semester	: Second Year / Third Semester
Course Title	: Hindi-III
Course Code	: DLHND-30
No.of Credits	: 4

DLHND-31-Hindi-III: Ancient and Medieval Poetry, Hindi Sahitya ka Ithihas

Course Objectives

- **CO1:**To enrich the knowledge of students through Tamil literature.
- **CO2:**To enable them to learn ancient poems.
- **CO3:**To develop interest in learning history of hindi literature.

Block-1: ‘Thirukkural’, Hindi Sahitya ka ithihas (aadikal).

Block-2: ‘Kabir ke pad’, Hindi Sahitya ka ithihas (aadikal).

Block-3: ‘Sur ke pad’, Hindi Sahitya ka ithihas (bhakthi kal).

Block-4: Thulsi ke pad, Hindi Sahitya ka ithihas (bhakthi kal).

Block-5: Rahim ke dohe , Hindi Sahitya ka ithihas (Rithikal).

Text / Reference books

1. Thirukkural translation by Venkata Krishnan.
2. Ramcharitha manas, Githa press , Gorakhpur by Sri Hanuman Prasad.
3. Sur Sanchayitha by Rajkamal prakashan , New Delhi.
4. Padya khosh.
5. Hindi Sahitya ka Ithihas by Dr.Nagendra, Dr.Hardayal , Noida.

Web links

1. http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0%A4%B8%E0%A4%BF%E0%A4%82%E0%A4%B9_/_%E0%A4%85%E0%A4%9C%E0%A5%8D%E0%A4%9E%E0%A5%87%E0%A4%AF
2. http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0%A4%B8%E0%A4%BF%E0%A4%82%E0%A4%B9_/_%E0%A4%85%E0%A4%9C%E0%A5%8D%E0%A4%9E%E0%A5%87%E0%A4%AF

Course Outcome

At the end of this course Students:

- **COC1:** will know the valuable messages in Thirukkural.
- **COC2:** will be interested in knowing ancient poems.
- **COC3:** gain knowledge in Hindi literature.
- **COC4:** will know the difference between Hindi and the languages used by ancient poets.
- **COC5:** will be familiar with different styles of poetry writing.

Programme	:	B.B.A
Year/Semester	:	First Year / Second Semester
Course Title	:	English-VII
Course Code	:	DLENG-30
No.of Credits	:	4

Course Objectives

- **CO1:**To improve the ability in Poetry and Short Stories
- **CO2:**To develop the Writing Comprehension
- **CO3:**To create interest towards reading Vocabulary and Grammar

Block-1: Poetry

“Ecology” by A K Ramanujan-“Television” by Roald Dahl-“If” by Rudyard Kipling-“The Stolen Boat Ride” by Wordsworth.

Block-2: Short Story

“The Mysterious Stranger” by Mark Twain-“A Lesson in Friendship” by Katherine Mansfield-“The Gift of the Magi by” by O. Henry.

Block-3: Writing Comprehension

Precis Writing -E-mail Writing- Report Writing.

Block-4: Vocabulary

Synonyms and Antonyms- Idioms and Phrases- Homophones and Homographs.

Block-5: Grammar

Modal Verbs- Subject-Verb Agreement- Clauses and Phrases.

References:

1. English Grammar and Composition: An Aid for School, College and Competitive Examinations by Dr Vedmani Balraj .
2. "The Gift of the Magi" Short Story by O. Henry." Ivy Panda, 4 Oct. 2022, ivypanda.com/essays/the-gift-of-the-magi-short-story-by-o-henry/.
3. High School English Grammar and Composition Book by Wren & Martin.
4. Martinet and Thomson – A Practical English Grammar.
5. David Green: Contemporary English Grammar Structure and Usage.
6. M L Tickoo and Subramanian: Intermediate Grammar, Usage and Composition.

Course Outcomes

At the end of this course Students:

- **COC1:** Improve the ability in Poetry and Short Stories.
- **COC2:** Develop the Writing Comprehension.
- **COC3:** Create interest towards reading Vocabulary and Grammar.

Programme	:	B.B.A
Year/Semester	:	Second Year / Third Semester
Course Title	:	Business Statistics
Course Code	:	DCBMS-31
No.of Credits	:	4

Course Objectives

- **CO1:** To develop the student's ability to deal with numerical and quantitative issues in business
- **CO2:** To Enable the use of statistical, graphical and algebraic techniques wherever relevant.
- **CO3:** To understand the Statistical applications in Business and Management.

Block-1: Diagrammatic and Graphical Representation of Data

Introduction – Scope and Limitations of Statistical methods- Collection of data-Classification of data-Tabulation- Diagrammatic representation of data- Simple bar diagram, Multiple bar diagram, Percentage bar diagram and Pie diagram- Graphical representation of data- Histogram, Frequency polygon and curves- Ogives.

Block-2: Measure of Central Tendency

Introduction-Types of Averages- Mean, Median, Mode– Measures of Dispersion- Range, Quartile Deviation, Standard Deviation and Coefficient of variation.

Block-3: Measure of Dispersion

Introduction-Types of Averages- Mean, Median, Mode– Measures of Dispersion- Range, Quartile Deviation, Standard Deviation and Coefficient of variation.

Block-4: Index Numbers and Time Series Analysis

Time Series analysis: Component of Time Series-Measurement of trend-Method of Semi-Averages, Moving averages method, Index numbers: Types of index number, Laspeyre's method, Paasche's method, Fisher's method-Test of adequacy of index number formulae: Time reversal test and Factor reversal test– Simple problems.

Block-5: Correlations and Regression Analysis

Correlation: Types of Correlation-Methods of studying correlation- Scatter diagram method, Karl Pearson's Coefficient of correlation, Spearman's Rank Correlation Coefficient. Regression: Regression Lines and Regression equations - simple problems.

Reference Books

1. Berenson M., Levine D., Szabat K.A. and Krehbiel T.C. Basic Business Statistics: Concepts and Applications, Pearson Higher Education AU (2012).
2. Bernsen M.L.And Levine D.M. Basic Business Statistics, Prentice-Hall Englewood Cliffs New jersey (1996).
3. Elhance, D.N. Fundamentals of Statistics. Allahabad: KitabMahal, (2007).

4. Groebner D.F., Shannon P.W., Fry P.C. and Smith K.D. Business Statistics, Pearson Education (2008).
5. Gupta, S.P. and M.P. Gupta, Business Statistics, Sultan Chand & Sons: New Delhi (2000).
6. McEvoy, David M. A Guide to Business Statistics, John Wiley and Sons (2018).
7. Richard I. Levin and David S. Rubin, Statistics for Management. Prentice Hall of India Pvt. Ltd., New Delhi (1996).
8. Sharpe N.R., De Veaux R.D., Velleman P.F., Wright D. and Bock D.E. Business Statistics, Boston, MA: Addison Wesley (2010).
9. Vittal.P.R ‘Mathematical Statistics’, Margham Publications, Chennai (2002).
10. Webster, An Applied Statistics for Business and Economics, Homewood, IL: Irwin (1992).

Journals

1. Bell, James A. "Statistics anxiety and business statistics: The international student." Education 129.2 (2008): 282- 287.
2. Dancer, Diane, Kellie Morrison, and Garth Tarr, "Measuring the effects of peer learning on students' academic achievement in first-year business statistics." Studies in Higher Education 40.10 (2015): 1808-1828.
3. Dutton, John, and Marilyn Dutton. "Characteristics and performance of students in an online section of business statistics." Journal of Statistics Education 13.3 (2005).
4. Hillmer, Steven C. "A problem-solving approach to teaching business statistics." The American Statistician 50.3 (1996): 249-256.
5. Shanker, Melissa Carey, and Joseph H. Astrachan, "Myths and realities: Family businesses' contribution to the US Economy-A framework for assessing family business statistics." Family business review 9.2 (1996): 107-123.

Web Links:

- <http://kamarajcollege.ac.in/Department/Commerce/II%20Year/002%20Core%206%20-%20Business%20Statistics%20-%20III%20Sem.pdf>
- <https://www.khanacademy.org/math/statistics-probability/describing-relationshipsquantitative-data/more-on-regression/v/regression-line-example>
- <https://www.khanacademy.org/math/probability/xa88397b6:scatterplots/estimatingtrend-lines/v/correlation-and-causality>

Course Outcomes

After the completion of the course Business Statistics, the student will be able to:

- **COC1:** Understand the key terminology, concepts tools and techniques used in Statistical analysis.
- **COC2:** Evaluate the underlying assumptions of analysis tools of measures of central tendency and dispersion.
- **COC3:** Understand and critically discuss the issues surrounding of correlation and Regression.
- **COC4:** Evaluate range of problems using the techniques by time series and index numbers of data.
- **COC5:** Analyze the uses and limitations of Testing of hypothesis.

Programme	:	B.B.A
Year/Semester	:	Second Year / Third Semester
Course Title	:	Business Law
Course Code	:	DCBGL-32
No.of Credits	:	4

Course Objectives

- **CO1:** To create the knowledge of Legal perspective and its practices to improvise the business.
- **CO2:** To describe the nature and classes of contracts.
- **CO3:** To identify the elements needed to create a contract.
- **CO4:** To read, interpret the various act related to business, property and business.
- **CO5:** To identify the rights related to copyrights and patents.

Block-1: Indian Contract 1872

Introduction to Legal Business Environment and Indian Contract Act- Formation of Contracts- Definition -Meaning of Contract and Agreement - Essential elements of a valid Contract- Principles of Contract Laws- Rules Related to offer and acceptance- Rules Related to Free Consent- Consideration- Lawful Object and Capacity of the parties- Classification of Contracts- Quasi Contracts and its types- Remedies for breach of Contract- Suit for Damages-Discharge of contract.

Block-2: Special Contract Act

Introduction to Contract Management- Performance of Contract- Sale of Goods Act- Doctrine of caveat emptor -Distinction between Sale agreement to sell and hire purchase- Condition & Warranty- Types of Goods- Rights of Unpaid seller- Laws of Agency- types of agent- Duties and Rights of Principal, Duties and Rights of Agent - Creation of Agency Termination of agency- Bailment- Pledge- Guarantee- Indemnity.

Block-3: Transfer of Property Act

Introduction - Rules of Transfer of Property in goods- Consumer Protection Act-Rights of Consumer- Remedies available in consumer protection Act- Performance of Contract- Business Organizations- Hindu Undivided Family- Partnership Kinds of partnership- Sole Proprietorship.

Block-4: IPR & Negotiable Instrument Act

Intellectual Property- Concept- Copy Rights- Trade Mark- Trade Secret- Guidelines to protect IPR- Procedure to file IPR- Negotiable Instruments Act- Definition- Essential Lecture- Characteristics of a Negotiable Instrument- Promissory Note-Bill of Exchange- Cheque- Types of crossing- Discharge of Negotiable Instruments.

Block-5: Companies Act 2013

Introduction - Company Meaning-Definition- Concept Characteristics of Company- Memorandum of Association Articles of association- Prospectus- Powers and legal position of Directors-

Classification of Company- Other Kinds of companies- Private Company and, Public Company- Appointment -Board -M.D and Chairman - Their powers- Winding up of company.

Reference Books

1. Balachandran V., Legal Aspects of Business, Tata McGraw Hill, 2011
2. Daniel Albuquerque, Legal Aspect of Business, Oxford, 2020
3. Ravinder Kumar– Legal Aspect of Business. – Cengage Learning, 2nd Edition-2011.

Web Links

- <https://www.indiastudychannel.com/resources/.6169-What-Legal-Environment.aspx>
- <https://www.lawteacher.net/free-law-essays/international-law/the-law-that-regulatesbusinesses-in-united-state-of-america-international-law-essay.php>

Course Outcomes

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

- **COC1:** Draft a simple employment contract
- **COC2:** Arrange the basics elements of contracts and classifications of contract
- **COC3:** Improve their awareness and knowledge about functioning of local business.
- **COC4:** Improve their awareness and knowledge about functioning of global business.
- **COC5:** Gather knowledge on movement of business enterprises.

Programme	:	B.B.A
Year/Semester	:	Second Year / Third Semester
Course Title	:	Digital Marketing
Course Code	:	DCBBA-33
No.of Credits	:	4

Course Objectives

CO1: To understand the emerging powers of internet and related technologies have changed the Market place in the world, by making transactions quick, economical and convenient.

CO2: To know the techniques that can be used for marketing in the digital/internet World.

Block-1: Marketing in the Digital Era

Introduction to E-Marketing Challenges Faced by Organizations- the Online Marketing Mix- Segmentation and Targeting in Virtual World- Issues of Online Marketing.

Block-2: Consumer in the Digital Era

The Online Consumer- the Digital Ecosystem, Marketing in a Virtual World- the Potential of Digital Marketing- Types Of Online Behaviour- Database Marketing- CRM in a Web 2.0 World- CRM Processes and Technology- Types of CRM (Operational, Collaborative and analytical)- Sales Force Automation- Customer Service & Support- Customer Value Management.

Block-3: Business Drivers in the Virtual World

Concept and Tools of Web 2.0- Introduction to Social Media, Models of Social Media- Social Media Analytics- Social Media Tools- Viral Marketing- Social Curation- E-Enterprises- Online Branding- the Digital Brand ecosystem- Establishing Online Brand Identity

Block-4: Web Business Models

Introduction to Web Business Models- Web Chain of Events and Analysis- Customer Life Time Value- Pricing in Virtual World-Introduction to E-commerce- Online Distribution and Procurement- New Intermediaries- Payment Service Providers.

Block-5: Online Tools for Marketing

Consumer engagement and its Importance, Driving Consumer engagement, Engagement Marketing through Content Management, Measurement of Consumer Engagement, Concept of Online Campaign Management, Campaign Management using Corporate Blogs, Measuring Campaign effectiveness.

Reference Books

1. Vandana Ahuja, Digital Marketing, Oxford University Press Essential Reading / Recommended Reading, 3rd edition, 2015.
2. Dave Chaffey and Ellis Chadwick, Digital Marketing: Strategy, Implementation and Practice, Pearson Publications, 5th edition, 2019.

3. Zimmerman Jan, Sahlin Doug. . Social media marketing, All-in-one for dummies, Wiley India, 4th edition, 2008.
4. Teixeira, J. “Your Google Game Plan for Success: Increasing Your Web Presence with Google AdWords”, Analytics and Website Optimizer, Wiley India, 2nd edition, 2010.
5. Damian Ryan. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page. 3rd edition, 2014.

Journals

1. Tuten, T. L., & Solomon, M. R. (2017). Social media marketing. Sage.
2. Kalyanaraman, Y., & Sundar, S. S. (2006). The psychological appeal of personalized content in web portals: Does customization affect attitudes and behavior? Journal of Communication, 56(1), 110-132. <https://doi.org/10.1111/j.1460-2466.2006.tb02011.x>

Web Link:

- <https://www.slideshare.net/ChandraShekharJoshi21/ppt-on-digitalmarketing72559714>
- <https://www.slideshare.net/SellamiMaria/digital-marketing-75506678>

Course Outcomes

At the end of the course, the students would be able to:

- **COC1:** To enumerate an overall view of the Digital marketing space.
- **COC2:** To develop competency in students to develop Marketing Strategy using various tools available to manage consumers and content on the internet.
- **COC3:** To demonstrate the significance of innovation in business.
- **COC4:** To interpret digital space of any business as a mechanism to communicate with customers.
- **COC5:** To learn about the digital marketing platforms.

Programme	:	B.B.A
Year/Semester	:	Second Year / Third Semester
Course Title	:	Consumer Behaviour
Course Code	:	DCBBA-34
No.of Credits	:	4

Course Objectives

- **CO1:** To equip the students to understand the principles and modern trends in the field of consumer behaviour.
- **CO2:** To provides a broad overview of very interesting phenomena, the behaviour of consumers.

Block-1: Introduction

Definition of Consumer Behaviour- scope- marketing concepts- customer value- customer satisfaction and retention; Market segmentation: meaning of market segmentation- bases for segmentation; Product positioning- meaning and types.

Block-2: Factors Influencing Consumer Behaviour

Consumer motivation: needs, goals, arousal, applications and evaluation-Consumer perception; Consumer learning- elements and measures of consumer learning theories.

Block-3: Consumer Attitudes and Communication Process

Attitudes: meaning, attitude formation, strategies of attitude change- Marketing communication: components of communication- communication process- designing and persuasive communication.

Block-4: Consumer in Their Social and Cultural Settings

Reference Groups: meaning and power of reference group- types of reference groups- family, life-cycle, consumption rules- Social class: nature, social class categories: affluent consumer- middle class, techno class and applications of social class- Culture: influence of consumer behaviour, geographic and regional cultures.

Block-5: Consumer Decision-Making

Consumer Decision: meaning- levels of consumer decision- views and models of consumer decision making; Consumer Influence and diffusion of innovation: opinion leadership, dynamics of opinion leadership- diffusion of innovation- diffusion process- adoption process and profile of consumer innovator.

Reference Books

1. Foxall, G, & Ronald, G, E., Consumer Psychology for Marketing, International Thomson Business Press, London 12th edition, 1997.
2. Schiffman. L., G. & Kanuk L., Consumer Behaviour, 8th edition, Prentice Hall of India Pvt Ltd, New Delhi, India, 2nd edition. 2004.

Journals

1. Turel, O., & Qahri-Saremi, H. (2016). Understanding users' smartphone security behavior: An empirical study. *Internet Research*, 26(4), 887-906. <https://doi.org/10.1108/IntR-03-2015-0083>.
2. Garcia, S., & Rodriguez-Molina, M. A. (2016). The role of emotions in consumer behavior: A review of the literature and implications for marketers. *The Marketing Review*, 16(3), 289-307. <https://doi.org/10.1362/146934716X14611993300077>.

Web Links:

- <https://www.omniconvert.com/blog/consumer-behavior-in-marketing-patterns-types-segmentation/>
- <https://www.business2community.com/consumer-marketing/consumer-behavior-understanding-the-psychology-behind-consumption-02361716>
- <https://www.slideshare.net/SwatiSood4/consumer-behaviour-16366816>
- <https://www.slideshare.net/kawtherAli4/consumer-behaviour-62295814>

Course Outcomes

At the end of the course, students would be able to:

- **COC1:** Identify the major influences in consumer behaviour.
- **COC2:** Distinguish between different consumer behaviour influences and their relationships.
- **COC3:** Establish the relevance of consumer behaviour theories and concepts to marketing decisions.
- **COC4:** Implement appropriate combinations of theories and concepts.
- **COC5:** Express most appropriate techniques to apply market solutions.

Programme	:	B.B.A
Year/Semester	:	Second Year / Third Semester
Course Title	:	Environmental Studies
Course Code	:	DEVS-031
No.of Credits	:	2

Course Objectives

- **CO1:** To inculcate the importance of environmental pollution preservation of nature and environmental management for human welfare.
- **CO2:** To make the students to learn about environment and the pollutants.

Block-1: Introduction of Environmental Studies

Renewable and non-renewable resources - Natural resources and associated problems- Forest resources: Use and over-exploitation, deforestation- Case studies, Timber extraction, mining, dams and their effects on forest and tribal people- Water resources: Use and overutilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems- Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources- Case studies- Food resources: World Food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer- pesticide problems, water logging, salinity, case studies-Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources- Case studies- Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification - Role of an individual in conservation of natural resources- Equitable use of resources for sustainable lifestyles.

Block-2: Eco System & Biodiversity

Concept of an ecosystem. - Structure and function of an ecosystem Producers, consumers and decomposers. -Energy flow in the ecosystem. Ecological succession. - Food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and function of the ecosystem- Forest ecosystem - Grassland ecosystem - Desert ecosystem - Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)- Introduction–Definition, genetic, species and ecosystem diversity- Biogeographical classification of India-Value of biodiversity: consumptive use- productive use, social, ethical, aesthetic and option values - Biodiversity at global, National and local levels- India as a mega diversity nation- Hot-spots of biodiversity- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Block-3:Environmental Pollution, Human Population and the Environment

Definition- Cause- effects and control measures- Air pollution -Water pollution - Soil pollution - Marine pollution -Noise pollution - Thermal pollution - Nuclear hazards- Solid waste Management- Causes, effects and control measures of urban and industrial wastes- Role of an individual in prevention of pollution- Pollution case studies- Disaster management- floods, earthquake, cyclone and landslides-Population growth, variation among nations- Population explosion – Family Welfare Programme- Environment and human health. Human Rights- Value Education- HIV/AIDS- Women

and Child Welfare-Role of Information Technology in Environment and human health-Case Studies.

Block-4: Social issues and the Environment

From Unsustainable to Sustainable development, urban problems related to energy - Water conservation, rain water harvesting, watershed management- Resettlement and rehabilitation of people; its problems and concerns- Case Studies - Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust- Case Studies- Wasteland reclamation. Consumerism and waste products. Environment Protection Act, Air (Prevention and Control of Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act - Issues involved in enforcement of environmental legislation- Public awareness.

Block V Green Business Concept and Evolution of Green Business, Field Work Visit

Green Business Concept and evaluation of Green Business - Field work - Visit to a local area to document environmental assets river/forest/grassland/hill/mountain- Visit to a local Polluted site-Urban/Rural/Industrial/Agricultural- Study of common plants, insects, birds, Study of simple ecosystems-pond, river, hill slopes, etc.

Reference Books

1. Brusseau, M.L., Pepper, I.L., and Gerba, C.P. (2019). Environmental and Pollution Science, 3rd Edition. Academic Press, USA. (pp. 1-520).
2. Gadgil, M., and Guha, R. (1993). This Fissured Land: An Ecological History of India. University of California Press, Berkeley, USA. (pp. 1-245).
3. Raven, P.H, Hassenzahl, D.M., Hager, M.C, Gift, N.Y., and Berg, L.R. (2015). Environment, 8th Edition. Wiley Publishing, USA. (pp. 1-472).
4. Carson, Rachel. 1962. Silent Spring (Boston: Houghton Mifflin, 1962), Mariner Books, 2002.
5. Economy, Elizabeth. 2010. The River Runs Black: The Environmental Challenge to China's Future.
6. Gadgil, M. & Ramachandra, G. 1993. This fissured land: an ecological history of India. Unity of California Press.
7. Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.
8. Rao MN and Datta AK, 1987. Waste Water Treatment. Oxford and IBH Publishing Co. Pvt. Ltd. 13. Raven, P.H., Hassenzahl, D.M. & Berg, and L.R. 2012. Environment. 8 the edition.
9. John Wiley & Sons Ricklefs, R. E., & Miller, G.L. 2000. Ecology. W. H. Freeman, New York.
10. Gleick, H., 1993, Water in crisis, Pacific Institute for studies in Dev., Environment & Security, Stockholm Environment Institute. Oxford Univ. Press 473p —published by Springer and the flagship journal of the Association of Environmental Studies and Sciences.

Journals

1. Virender Singh Phogat, Anupam Singhal, Ravi Kant Mittal & Ajit Pratap Singh, The impact of construction of hill roads on the environment, assessed using the multi-criteria approach, International Journal of Environmental Studies, Volume 79, Issue 1, P.no.1- 18, DOI: 10.1080/00207233.2021.1905298, 30th march 2021.<https://doi.org/10.1080/00207233.2021.1905298>.
2. Nicolas Schneider (2022) Population growth, electricity demand and environmental sustainability in Nigeria: insights from a vector auto-regressive approach, International Journal of Environmental Studies, Volume79, Issue 1, P.no. 149-176, DOI: 10.1080/00207233.2021.1905317, 13th April 2021.<https://doi.org/10.1080/00207233.2021.1905317>
3. Sutee Chowrong, Lertsak Suenram, Bundit Tengjaroenkul, Manop Sriuttha, Isara Patawang & Lamyai Neeratanaphan Chromosomal aberration and genetic differentiation of *Oreochromis niloticus* affected by heavy metals from an iron ore mine area, International Journal of Environmental Studies, DOI: 10.1080/00207233.2022.2050573, 14th March 2022 <https://doi.org/10.1080/00207233.2022.2050573>.

Web Links:

- <https://easyengineering.net/ge6351-environmental-science-and>
- <https://learnengineering.in/ge8291-environmental-science-and-engineering>

Course Outcomes

After the completion of the course environmental studies, the student will be able to:

- **COC1:** Understand the nature and facts about environment and the key concepts from environment studies.
- **COC2:** Implement scientific, technological, economic solutions to environmental problems and appreciate concepts and methods from renewable and non-renewable sources.
- **COC3:** Know about the interrelationship between living organisms and environment and Food Chains, and historical context to environmental issues and the links between human and natural systems.
- **COC4:** Understand the integrated sand biodiversity, natural resources, pollution control and waste management and Consumers and environmental actors in a complex, inter connected world.
- **COC5:** Understand how various financial services like banking services and Insurance Services operate in the Indian context.

Programme	:	B.B.A
Year/Semester	:	Second Year / Third Semester
Course Title	:	English for Competitive Examinations
Course Code	:	DAENF-31
No.of Credits	:	4

Course Objectives

- **CO1:** To infuse confidence in students to face competitive examinations pertaining to English Skills.
- **CO2:** To recall what has been learnt so far under English and Communication Skills.
- **CO3:** To posit learners in comparatively advantageous position in the job market.

Block-1: Detecting Usage Errors

Nouns Pronouns - Articles and Preposition Adverbs - Homonyms Punctuation linking words.

Block-2: Detecting Usage Errors

Phrases and Clauses- Subject- Verb agreement - Tag Questions - Tense - Reported Speech Active and Passive - Sentence Completion.

Block-3: Business Letter - Dialogue Writing (Situational)

Block-4: Expansion of Proverbs -Idiomatic Expressions- Essay Writing

Block-5: General Knowledge : UNO, Countries and Capitals-Currencies and Current Affairs .

Books Prescribed

1. J.K.Gangal : Competitive English for Professional Courses, S.Chand Publications.

Course Outcome

At the end of this course the students will be able to:

- **COC1:** Distinguish the intricacies of English in order to develop language skills.
- **COC2:** Explain the ways how to face competitive examination
- **COC3:** Construct correct structure of sentence
- **COC4:** Develop synonyms and antonyms and idiomatic expressions.
- **COC5:** Prove their skills of reconstructing passages, report writing and essay writing.

Programme	:	B.B.A
Year/Semester	:	Second Year / Third Semester
Course Title	:	Security Analysis and Portfolio Management
Course Code	:	DDBBA-32
No.of Credits	:	4

Course Objectives

- **CO-1:**To make the students aware of security analysis and portfolio management.
- **CO-2:**To make the students aware of investment decisions and portfolio performance.

Block-1: Introduction

Security Analysis – Valuation and Return- Evaluation of Fixed Income Securities- Evaluation of Ordinary Shares.

Block-2: Risk and Return

Fundamental Analysis – Risk and Return Sources of Risk - Dividend Policy and Valuation- Leverage and Valuation. Technical Analysis – Security Price Movements – Market Hypotheses- Behaviour of Stock Prices.

Block-3: Evaluation of Securities

Evaluation of Securities - Objectives and Principles.

Block-4: Derivatives

Derivatives- Futures and Options – Trading in Derivatives – Mutual Funds.

Block-5: Port Folio Analysis

Portfolio Analysis – Selection and Management – Investment Decisions under Uncertainty- Investment Preference under Policies- Individual Investors- Utility Analysis – Assessment of Portfolio Performance and Portfolio Revision.

Text book

1. Dr.A.V.Avadhani, “Security Analysis and Portfolio Management”, 2001.

Web Links

1. <https://old.amu.ac.in/emp/studym/99993840.pdf>
2. <https://drive.google.com/file/d/1i05PSoiwNhg7wwrdV8uRuSmo2t3mfbYN/view>
3. <https://drive.google.com/file/d/1uVe-Aix4osEpLMtLJBA9LThcLQPFj9O4/view>

Course Outcomes

At the end of this course the students will be able to:

- **COC1:** Understand security analysis
- **COC2:** Know about awareness about risk and return of different investments
- **COC3:** Enlighten the evolution of securities and derivatives
- **COC4:** Understand the investment decisions and portfolio performance

Programme	:	B.B.A
Year/Semester	:	Second Year / Third Semester
Course Title	:	Universal Human Values
Course Code	:	DABGL-33
No.of Credits	:	4

Course Objectives

- **CO1:** To create an awareness on Engineering Ethics and Human Values.
- **CO2:** To understand social responsibility of an engineer.
- **CO3:** To appreciate ethical dilemma while discharging duties in professional life.

Block-1: Concept of Human values, Value Education Towards personal Development

Aim of education and value education- Evolution of value oriented education-Concept of Human value- type of values- Components of value education- Personal Development: Self-analysis and introspection- sensitization towards gender equality-physically challenged- intellectually challenged- Respect to – age, experience, maturity, family members, neighbors, co-workers- Character Formation Towards-Positive Personality-Truthfulness, constructivity, Sacrifice, sincerity, self-Control, Altruism, Tolerance, Scientific Vision.

Block-2: Value Education towards National and Global Development National and International values

Constitutional or national values – Democracy- Socialism-secularism- equality- justice, liberty-freedom and fraternity- Social Values – Pity and probity- self-control- universal brotherhood. Professional Values- Knowledge thirst, sincerity in professional, regularity, punctuality and faith-Religious Values – Tolerance, wisdom, character- Aesthetic Value – Love and appreciation of literature and fine arts and respect for the same- National Integration and international understanding.

Block-3 : Impact of Global Development on Ethics and Value

Conflict of cross-cultural influence, mass media, cross-border education, materialistic values, professional challenges and compromise- Modern Challenge of Adolescent Emotions and behavior- Sex and spirituality-Comparison and competition- positive and negative thoughts- Adolescent Emotions- arrogance- anger- sexual instability, selfishness- defiance.

Block-4: Therapeutic Measures

Control of the mind through -Simplified physical exercise-Meditation – Objective, types, effect on body, mind and soul-Yoga – Objectives, Types, Asanas-Activities: Moralization of Desires, Neutralization of Anger, Eradication of Worries-Benefits of Blessings.

Block-5 : Human Rights

Concept of Human Rights – Indian and International Perspectives -Evolution of Human Rights - Definitions under Indian and International documents -Broad classification of Human Rights and Relevant Constitutional Provisions-Right to life, Liberty and Dignity -Right to Equality -Right against Exploitation -Cultural and Educational Rights-Economic Rights -Political Rights -Social Rights.

Human Rights of Women and Children-Social Practice and Constitutional Safeguards-Female Foeticide and Infanticide-Physical assault and harassment -Domestic violence -Conditions of Working Women-Institutions for implementation-Human Rights commission -Judiciary -Violations and Redressal -Violation by state -Violation by Individuals -Nuclear Weapons and terrorism -Safeguards.

Text Books:

1. R. R. Gaur, R Sangal, G P Bagaria, 2009, "A Foundation Course in Human Values and Professional Ethics".
2. Dr. Saroj Kumar., Universal Human Values And Professional Ethics ,Thakur- Publication
3. R.S. Naagarazan , Professional Ethics and Human Values, 2006, New Age International (P) Ltd., Publishers

Reference Book

1. N. Tripathy, 2003, Human Values, New Age International Publishers.

Course Outcomes

On completion of this course, the students will be able to

- **COC1:** Understand the significance of value inputs in a classroom and start applying them in their life and profession
- **COC2:** Distinguish between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc.
- **COC3:** Understand the role of a human being in ensuring harmony in society and nature.
- **COC4:** Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment wherever they work.
- **COC5:** Understand the responsibility of human being in ensuring the human rights and human rights commission.

Programme	:	B.B.A
Year/Semester	:	Second Year / Fourth Semester
Course Title	:	Operations Research
Course Code	:	DCBMS-41
No.of Credits	:	4

Course Objectives

- **CO1:** To impart knowledge in concepts and tools of Operations Research.
- **CO2:** To understand mathematical models used in Operations Research.
- **CO3:** To apply these techniques constructively to make effective business decisions
- **CO4:** To understand the concepts of time estimation techniques.
- **CO5:** To apply these techniques in many real life situations to make a correct decision

Block-1: Introduction to Operation Research

Introduction: Definition- Scope of OR in Business - Linear Programming Problems – Formulation – Graphical method of solution- Standard form of LPP- Canonical form of LPP- Simplex method.

Block-2: Transportation and Assignment Problems

Transportation Problems: Introduction-Balanced and Unbalanced Transportation Problems- IBFS for finding North West Corner Rule-Least Cost Method- Vogel’s Approximation Method-MODI Method. Assignment Problems: Introduction-Balanced and Unbalanced Assignment Problems- Maximization case in Assignment Problems

Block-3: Sequencing Problems

Sequencing: Introduction- Processing ‘n’ jobs on 2 machines-Processing ‘n’ jobs on 3 machines- Processing ‘n’ jobs on ‘m’ machines- 2 jobs with ‘m’ machines.

Block-4: Game Theory

Game Theory: Introduction – Two Person Zero Sum Games –Game with Saddle Point Game without Saddle Point-Solution of 2x2 games without Saddle Point- Dominance Property-Matrix Oddment Method- Graphical Method for 2xn or mx2 games.

Block-5: Network Analysis

Network Analysis: Introduction – Basic Terminologies – Construction of Network- Critical Path method (CPM) - PERT- Float Analysis-Total Float-Free Float-Independent Float Difference between CPM and PERT.

Reference Books

1. Gupta. P. K, Man Mohan, Kanti Swarup: “Operations Research”, Sultan Chand, 2008.
2. Goddard L.S., “Mathematical techniques of Operational Research”, Elsevier, 2014.
3. Hamdy Taha, “Operations Research”, Pearson Education, 8th Edition, 2009.
4. Kalavathy S, “Operations Research”, 2nd Edition, Vikas Publications, 2009.
5. Kanti swaroop, Gupta P. K, Man Mohan, “Operations Research”, 14th Edition, Sultan Chand & Sons, 2008.

6. Kapoor V. K, “Operations Research”, Sultan Chand & Sons, 2006.
7. Sharma J. K., “Operations Research Theory & Applications”, Macmillan India Limited, 5th Edition.2013.
8. Sundaresan V, Ganapathy K.S, Ganesan K, “Resource Management Techniques”, Lakshmi Publications, 2003.

Journals

1. Frederick Hillier, Gerald J. Lieberman, Bodhibroto Nag, Preetam Basu, “Introduction to Operation Research”, McGraw Hill, 11th edition, ISSN: 9354601200, 2021.
2. Gupta P.K., “Operations Research: Problems and Solutions”, Laxmi Publications, ISSN: 0230636594, 2009.
3. Raju NVS, “Operations Research: Theory and Practice”, BS Publications, ISSN: 9789352301904, 2020.
4. Sharma J.K., “Operations Research: Theory and Applications”, Macmillan Publisher, ISSN: 1403-93151, 2019.
5. Shraddha Mishra, “Solving Transportation Problem by Various Methods and Their Comparison”, International Journal of Mathematics Trends and Technology (IJMTT), V-44(4), ISSN: 2231-5373, 2017.
6. Tahereem Bardi, “A Study on Operations Research and Application of Game Theory”, International Journal of Innovative Science and Research Technology, V- 2(10), ISSN No:-2456 – 2165, 2017.

Web Links

- <https://www.bbau.ac.in/dept/UIET/EME01%20Operation%20Research.pdf>
- <https://thalis.math.upatras.gr/~tsantas/DownloadFiles/Taha%20%20Operation%20Research%208Ed.pdf>
- <https://epradnya.com/course/operations-research/lessons/simplex-method-forminimization/>
- <http://ecoursesonline.iasri.res.in/mod/resource/view.php?id=90009>
- <https://ocw.ehu.eus/mod/resource/view.php?id=31111>

Course Outcomes

After the completion of the course Operations Research, the student will be able to:

- **COC1:** Identify and develop operational research models from the verbal description of the real system.
- **COC2:** Apply mathematical technique to solve the transportation and assignment problems.
- **COC3:** Analyze report that describes the network model and the solving technique, analyze the results.
- **COC4:** Apply the decision-making processes in sequencing problems.
- **COC5:** Apply the decision-making processes in game theory.

Programme	:	B.B.A
Year/Semester	:	Second Year / Fourth Semester
Course Title	:	Research Methodology
Course Code	:	DCBBA-42
No.of Credits	:	4

Course Objectives

- **CO1:** To introduce the students to the methods for conducting meaningful inquiry and research.
- **CO2:** To give an overview of research design, methodology, techniques, format and presentation.
- **CO3:** To provide basic knowledge of data management and analysis informed by commonly used statistical methods.

Block-1: Introduction to Research

Fundamentals of Research-Meaning of Research-Scientific Method of Research Significance of Approach-Research Method Vs. Research Methodology-Criteria for Good Research-Research Problem-Selection of the Problem-Technique involved in defining a Problem-Selection Criteria-Process and Steps in Research Problem-Hypothesis Testing- Steps involved in Hypothesis Testing-Scientific Method of Formulation of Hypothesis- Errors in Hypothesis Testing-Limitations of the Tests of Hypotheses.

Block-2: Research Design and Scaling

Research Design-Research Method Vs. Research Design-Essentials of Good Research Design-Scale Classification Bases-Important Scaling Techniques-Scale Construction Techniques-Measurement Techniques-Sources of Error in Measurement-Technique of Developing Measurement Tools.

Block-3: Sampling and Data Collection

Sampling-Sample Survey-Some Fundamental Definitions-Criteria for Selecting Sampling Procedure-Sampling Design-Types of Sampling Design-Random Sample from Infinite Universe-Random Sample from Infinite Universe-Sampling with Probability Proportional to Size-Collection of Primary Data-Difference between Questionnaires and Schedules Secondary Data-Selection of Appropriate Method for Data Collection-Characteristics.

Block-4: Data Analysis and Interpretation

Data Collection and Analysis and Interpretation of Data- Main Forms of Data Collection Responses – Methods of Data Collection – Analysis of Data – Types of Analysis – Statistical Tools and Analysis – Interpretation of Data – Need and Importance – Technique of Interpretation.

Block-5: Report Writing

Research Report: Meaning of Research Report – Steps in Organization of Research Report – Types of Report – Significance of Report Writing – Drafting of Reports – Contents of a Report.

Reference Books

1. T.N. Srivastava and Mrs. Shailaja Rego, Business Research methods, Tata Mcgraw Hill. Co Chennai, 2nd edition, 2002.
2. Alan Bryman and Emmabell, Business Research methods, – Oxford University press. Chennai, 1st edition, 2005.
3. R. Panneer Selvam, Research methodology, phi learning India PVT Ltd., New Delhi, 5th edition, 2008.
4. Mathukutty M. Monippally and Badrinarayanan Shankar Pawar, Academic writing, A guide for management students and Researchers, 5th edition, 2008.
5. Donald H. Mcburney and Theresa, Research methods Indian Edition, Cengage learning, 2nd edition 2008.
6. Zikmund, Babin& Carr: Business Research Method, South-Western, 4th edition, 2007.

Journals

1. "Design Thinking in Business Research: An Approach for Constructing Theory-Driven Conceptual Frameworks" by Carina Lomberg and Margit Malmlose.
2. "Statistical Modeling Techniques for Data with High Dimensionality and Limited Sample Sizes" by Karthik Bharath, Arun Kumar Kuchibhotla, and Subramanian Ramanathan.
3. "Online Surveys in Marketing Research: A Comprehensive Guide to Design, Execution, and Reporting" by Ravi V. Shanbhag and Utpal M. Dholakia.

Web Links

- <https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf>
- https://www.academia.edu/35494444/Business_Statistics_Notes_Chapter_1_What_is_statistics

Course Outcomes

At the end of the course, the student would be able to:

- **COC1:** Become knowledgeable of the research process and approaches.
- **COC2:** Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues.
- **COC3:** Understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making.
- **COC4:** Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process.
- **COC5:** Conceptualize the research process.
- **COC6:** Develop necessary critical thinking skills in order to evaluate different research approaches utilized in the Business.

Programme	:	B.B.A
Year/Semester	:	Second Year / Fourth Semester
Course Title	:	Financial Services
Course Code	:	DCBGL-43
No.of Credits	:	4

Course Objectives

- **CO1:** To provide a basic knowledge of the financial services market.
- **CO2:** To understand financial services offered by financial intermediaries such as nonbanking finance companies, banks and financial institutions.

Block-1: Indian Financial System and Financial Services

Indian financial system components- meaning of financial markets- financial institutions- financial intermediaries and Financial Services- Types of financial services, its contribution towards economic development

Block-2: Merchant Banking

Merchant banking – functions of merchant banks – special reference to the role of merchant banks in New Issue management – managing of new issues – Underwriting of shares. Regulations of merchant Bankers

Block-3: Capital Market

Capital Market, meaning and functions, SEBI – Objectives, functions, powers and role of SEBI in marketing of services and protection of Investors’ interest – Stock exchanges – listing arrangements.

Block-4: Fund Based Services

Leasing, concepts & features, types of leasing, leasing & Hire purchase. Factoring, functions of Factor. Personalized banking, ATM, Tele –banking-Banking, Credit & Debit cards.

Block-5: Insurance

Insurance, principles of Insurance, types of insurance, life, marine, fire, motor, health, pension plan – Laws & Regulations regulating Insurance (IRDA)

Reference Books

1. Santhanam. B, “Financial Services”, Margham Publications, Chennai, 5th edition, 2003.
2. Khan. M.Y, “Financial Services”, Tata McGraw Hill Publications, 10th edition, 2013.
3. S.Gurusamy, “Financial Services”, Tata McGraw Hill Publications 1st edition, 2009.
4. Machiraju, “Indian financial system”, Vikas publishing house 2nd edition 2002.
5. Pathak, Bharati V, “Indian Financial System”, Pearson education. 4th edition, 2011.

Journals

1. Graham, J., K. Gibson, R. Horvath, and D. Shakow. 1988, Restructuring in US manufacturing: The decline of monopoly capitalism. *Annals of the Association of American Geographers*.
2. Green, G. 1988. *Finance Capital and Uneven Development*, Boulder, CO: Westview Press.
3. Gurwitz, A., and J. Rappaport, 1985, Structural change and slower employment growth in the financial services sector. *Federal Reserve Bank of New York Quarterly Reviews* 9(4):39- 45.
4. Hanneman, G. 1987, Teleports: The global outlook. *Satellite Communications*, May, 29-33.
5. Hepworth, M. 1986, the geography of technological change in the information economy. *Regional Studies* 20:407-24.
6. Holly, B. 1987, Regulation, competition, and technology: The restructuring of the US commercial banking system. *Environment and Planning, A-* 19:633-52.

Web Links:

- <https://www.studocu.com/in/document/apj-abdul-kalam-technologicaluniversity/nbfc-micro-finance/financial-services-lecture-notes/23239176>
- https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_FSS_Lecture_Notes_Finance_E3.pdf

Course Outcomes:

At the end of this course, students would be able to:

- **COC1:** Understand the structure of the Indian financial system.
- **COC2:** Understand the key concepts such as financial intermediation and financial markets and instruments.
- **COC3:** Acquire the skills of identifying different market segments.
- **COC4:** Demonstrate a good understanding of fund-based services of financial services.
- **COC5:** Understand how various financial services like banking services and Insurance Services operate in the Indian context.

Programme	:	B.B.A
Year/Semester	:	Second Year / Fourth Semester
Course Title	:	Advertising and Sales Promotion
Course Code	:	DCBBA-44
No.of Credits	:	2

Course Objectives

- **CO1:** To understand the elements of advertising and sales promotion in the business environment.
- **CO2:** To know about advertising and sales promotion appeals, selection of media, use of advertising and sales promotion as a marketing tool, and means of testing effectiveness.
- **CO3:** To demonstrate an understanding of the concepts covered through application.

Block-1: Introduction to Advertising

Concept and definition of advertisement – Social, Economic and Legal Implications of advertisements – setting advertisement objectives – Ad Agencies – Selection and remuneration – Advertisement campaigns.

Block-2: Advertising Types and Budget

Media plan – Type and choice criteria – Reach and frequency of advertisements – Cost of advertisements - Related to sales – Media strategy and scheduling

Block-3: Advertisement Layout, Copy, Design and Appeal

Message development – Different types of advertisements – Layout – Design appeal – Copy structure – Advertisement production – Print – Radio. T.V. and Web advertisements – Media Research – Testing validity and Reliability of ads – Measuring impact of advertisements – case studies.

Block-4: Introduction to Sales Promotion and Techniques

Scope and role of sale promotion – Definition – Objectives of sales promotion -sales promotion techniques – Trade oriented and consumer oriented. Sales promotion – Requirement identification – Designing of sales promotion campaign – Involvement of salesmen and dealers – Outsourcing sales promotion national and international promotion strategies – Integrated promotion – Coordination within the various promotion techniques – Online sales promotions.

Reference Books

1. Wells, Moriarty & Burnett, Advertising, Principles & Practice, Pearson Education 7th Edition and 6th edition, 2007.
2. Kenneth Clow& Donald Baack, Integrated Advertisements, Promotion and Marketing communication, Prentice Hall of India, New Delhi, 3rd edition, 2003.

Journals

1. S. H. H. Kazmi and Satish K Batra, Advertising & Sales Promotion, Excel Books, New Delhi, 2nd edition,2001.

2. George E Belch and Michel A Belch, Advertising & Promotion, McGraw Hill, Singapore, 10th edition, 1998.
3. Julian Cummings, Sales Promotion, Kogan Page, London, 4th edition, 1998.
4. E. Betch and Michael, Advertising and Promotion, McGraw Hill, 2nd edition, 2003.
5. Jaishri Jefhwaney, Advertising Management, Oxford, 1st edition, 2008.

Web Link

- <https://www.slideshare.net/mailforyuva/advertising-sales-promotion-20952726>
- <https://www.slideshare.net/rahulmandal338/advertising-and-sales-promotion18797984>

Course Outcomes

At the end of the course, students would be able to:

- **COC1:** Understand the concept of advertising and sales promotion in current marketing environment.
- **COC2:** Describe advertising and sales promotional appeals and layout.
- **COC3:** Apply the appropriate advertisement media for promotions.
- **COC4:** Test the effectiveness of advertising and sales promotion.
- **COC5:** To discuss the advertising and sales promotion strategies for building brand equity.

Programme	:	B.B.A
Year/Semester	:	Second Year / Fourth Semester
Course Title	:	Personality Development
Course Code	:	DSBBA-41
No.of Credits	:	4

Course Objectives

- **CO1:** To Make Aware about the Importance of Personality and Development in the Business World.
- **CO2:** To Make the Students follow the Good Personality and Create a Good Relationship with Others.

Block-1: Personality Development-Introduction

The Concept Personality - Dimensions of Personality - Term Personality Development – Significance-The Concept of Success and Failure what is Success? - Hurdles In Achieving Success - Overcoming Hurdles - Factors Responsible For Success – What Is Failure - Causes of Failure - Do's And Don'ts Regarding Success and Failure.

Block-2: Attitudes and Values

Attitude - Concept - Significance - Factors Affecting Attitudes - Positive Attitude - Advantages - Negative Attitude - Disadvantages - Ways to Develop Positive Attitude – Difference between Personalities Having Positive and Negative Attitude.

Block-3: Body language and Self- esteem

Body Language - Assertiveness - Problem-Solving - Conflict and Stress Management - Decision-Making - Self-Esteem – Advantage - Positive and Negative Self-Esteem.

Block-4: Goals Setting

Concept of Goal-Setting - Importance of Goals - Dream Vs Goal - Why Goal-Setting Fails? – Smart (Specific, Measurable, Achievable, Realistic, Time-Bound) Goals - Art of Prioritization - Do's and Don'ts about Goals.

Block-5: Leadership and work Ethics

Positive and Creative Thinking - Leadership and Qualities of a Successful Leader – Team Work - Time Management - Work Ethics - Good Manners And Etiquettes (Concept, Significance and Skills to achieve should be Studied.) Topics Prescribed for Workshop/Skill Lab- Group Discussion- Presentation Skill- Problem-Solving - Decision-Making -Creativity –Leadership-Time Management -Body Language.

Text Books

1. Organisational Behaviour - S. P. Robbins - Prentice-Hall Of India Pvt. Ltd., New Delhi-15th edition,2013
2. Communicate To Win - Richard Denny - Kogan Page India Private Limited, New Delhi-2009
3. Essentials Of Business Communication - Rajendra Pal And J. S. Korlhalli - Sultan Chand & Sons, New Delhi,1st edition,2012

Reference Books

1. Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.-4th edition,2012
2. Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay,2011.
3. Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune,2009.
4. You Can Win - Shiv Khera - Macmillan India Limited.2012.
5. Group Discussion and Public Speaking - K. Sankaran and Mahendra Kumar - M.I. Publications, Agra , 2000.

Web Sources

- <https://articles.bplans.com/10-great-websites-for-personalityskills/>
- <https://www.softskills.com/article/272185>

Course Outcomes

At the end of the course, students:

- **COC1:** Will know the origin of personality and its performance
- **COC2:** Will know how the personality is helping in enhancing one behaviour when they face success and failure
- **COC3:** Will understand the attitude and evaluate it
- **COC4:** Will appraise their attitudes and develop the positive attitudes
- **COC5:** Will be motivated by understanding different internal and external motives

Programme	:	B.B.A
Year/Semester	:	Second Year / Fourth Semester
Course Title	:	Capital Market
Course Code	:	DSBBA-41
No.of Credits	:	4

Course Objectives

- **CO1:** To expand candidate's awareness and understanding of the process of investment management, financial markets, products offered.
- **CO2:** To know the interplay of macroeconomics on asset market movements and valuation.

Block-1: Indian Securities Market

An overview of Indian Securities Market, Meaning, Functions, Intermediaries, Role of Primary Market – Methods of floatation of Capital – problems of New Issues Market –IPO's –Investor protection in primary market – recent trends in primary market – SEBI measures for primary market.

Block-2: Secondary market

Meaning, Nature, Functions of Secondary Market – Organisation and Regulatory Framework for stock exchanges in India – Defects in working of Indian stock exchanges – SEBI measures for secondary market – Overview of major stock exchanges in India

Block-3: Listing of Securities

Meaning – Merits and Demerits – Listing requirements, procedure, fee - Listing of rights issue, bonus issue, further issue – Listing conditions of BSE and NSE – Delisting

Block-4: Indian Stock Exchanges

BSE – Different trading systems – Share groups on BSE –BOLT System – Different types of settlements – Pay –in and Pay out – Bad Delivery – Short delivery – Auction - OTCEI –Need – Features –Participants – Listing procedure – Trading and Settlement – Market making – Factors inhibiting growth of OTCEI.

Block-5: Risk Management

Risk Management system in BSE &NSE – Margins – Exposure limits – Surveillance system in BSE & NSE – Circuit breakers. Meaning, Purpose and Consideration in developing index –Stock market indices in India – BSE Sensex – Scrip selection criteria.

Text Books

1. Peter S. Rose, "*Money and Capital Markets*", Tata McGraw –Hill, 6th edition, 2000.
2. Bodie, Kane, and Marcus, "*Investment*", Tata McGraw –Hill, 2nd edition, 2009.

Reference Books

1. V. A. Avadhani, "*Investment and Securities Market in India*", Himalaya Publishing House, 12th edition,1999.
2. Prasanna Chandra, "*Security Analysis and Portfolio Management*", Tata McGraw –Hill, 4th edition, 2001.

Websites

- <https://www.sebi.gov.in/acts/act02c.pdf>
- <https://www.investopedia.com/articles/basics/06/invest1000.asp>

Web links

- <https://www.slideshare.net/Gstheproud007/stock-market-for-begineers>
- <https://www.slideshare.net/SiddharthBhatnagar3/the-indian-stock-market-114679753>

Course Outcomes

- **COC1:** To understand of the three basic ideas underpinning finance: the time value of money; diversification; and, arbitrage and their application to corporate financial decision-making; investment decisions and portfolio management; derivatives and risk management; portfolio construction; corporate valuation; and debt markets.
- **COC2:** To understand the role of lending and risk management decisions of banks and financial intermediaries in financial markets
- **COC3:** To understand the pricing and hedging of options, futures and other contingent claims and their role in risk management.
- **COC4:** To understand of investments theory, as well as knowledge of the issues associated with the application of this theory in a practical setting, in particular, how it applies to portfolio construction.
- **COC5:** To describe the skills to apply discounted cash flow analysis to corporate investment, financing, dividend and merger and acquisition decisions.

Programme	:	B.B.A
Year/Semester	:	Second Year / Fourth Semester
Course Title	:	Business Communication
Course Code	:	DDBBA-42
No.of Credits	:	4

Course Objectives

- **CO1:** To enable the student to develop their business communication skills effectively.
- **CO2:** To make students familiar with the business correspondence.
- **CO3:** To aware the interview procedures and guidelines to get job successfully
- **CO4:** To give knowledge about the modern forms of communication to the current trends.

Block -1: Introduction of Business Communication

Communication - Methods and Modes of Communication.

Block -2: Business Letters

Official Correspondence - Special Correspondence.

Block-3: Channels of Communication

Internal and External Communication - Means / Channels of Communication.

Block-4: Forms of Communication

Modern Communication - Social Media.

Block -5: Report Writing and Presentation

Report Writing - Presentation and Listening.

References-Books

1. William McCormick, "10 reasons why is Business Communication Important & ways to improve" February 15, 2022.
2. Bovee.C, Thill J, Schatzman B, "Business Communication Today, Pearson Edu., 14th Edition, 2021.
3. Brent Yax, "Technology in Business Communication – Trends for 2021 beyond", June 11, 2021.
4. C.Chitra, "Business Communication", First Edition, Charulatha Publication, 2019.
5. Shirley Taylor, "Model Business Letter, Emails and Other Business", FT Publishing, 7th Edition, 2018.
6. Mary Ellen Guffey "Essentials of Business Communication", South- Western - Education, 9th Edition, 2017.
7. Mary Ellen Guffey, "Essentials of Business Communication", Cengage Learning, 16th Edition, 2016.

8. Lesikar,R.V & Flatley, M.E.,”Basic Business Communication Skills for Empowering the Internet Generation”, Tata McGraw Hill Publishing Company Ltd., New Delhi, 2005.
9. J.Priyadharshini, Dr.B.Joy Suganya, “Business Communication”,Charulatha Publication, 2018.
10. David A Victor, “International Business Communication”, Prantice Hall of India Pvt. Ltd, 1997.

Journals

1. Divya Munjal Effective Business Communication: Key to success.Int J Appl Res 2018;3(7):698-702. Jason Parks, “Importance of Communication in Business”, “The Ohio State University”, February 23, 2021.

Web links

- <https://accountlearning.com/types-of-business-reports-in-businesscommunication/>
- <https://www.geektonight.com/business-communication/>

Course Outcomes

After the completion of the course Business Communication, the students:

- **COC1:** are able to demonstrate a good understanding of effective business writing and effective business communication
- **COC2:** can able developing and delivering effective presentation
- **COC3:** understand effective interpersonal communication skills that maximize team effectiveness.
- **COC4:** acquire the skills of report writing and Modern forms of communication Fax, email, video conference, websites and their uses in business.
- **COC5:** develop and delivering effective presentation among business meeting, conferences.

Programme	:	B.B.A
Year/Semester	:	Second Year / Fourth Semester
Course Title	:	Computer Applications in Business
Course Code	:	DDBBA-43
No.of Credits	:	4

Course Objectives

- **CO1:** To make the student to identify, describe and discuss the basic hardware and software components of a computer system and
- **CO2:** To explain the impact of computers on society and demonstrate proficiency in basic operating system functions.
- **CO2:** To access useful information on the internet.

Block-1: Introduction to Computers

Types of Computers- Characteristics – Classification of Digital Computer Systems- Microcomputers- Minicomputers- Super Computers – Functions and Components of Computers- Central Processing Unit.

Block-2: Word Processing

Meaning and Role of Word Processing in Creating Documents, Editing -Formatting and Printing Documents Using Tools such as Spell Check- Thesaurus etc., in Word Processors- Mail Merge, Macro.(Ms Word)- Electronic Spreadsheet- Structure Of Spread Sheet - Built-In Functions.

Block-3: Programming Under A DBMS Environment

The Concept of Database Management System: Data Field- Records- Sorting and Indexing Data; Searching Records-Designing Queries and Reports- Linking of Data Files- Understanding Programming Environment in DBMS.

Block-4: Electronic Data Interchange (EDI)

Introduction to EDI- Basics of EDI: EDI Standards- Financial EDI (FEDI) - FEDI for International Trade Transaction- Applications of EDI- Advantages of EDI; Future of EDI.

Block-5: The Internet and Its Basic Concepts

Internet concept- History of internet- Technological foundation of internet- Distributed computing- Client – server computing; Internet protocol suite- Applications of distributed computing and client-server computing- Domain Name System (DNS) - Generic Top Level Domain (GTLD) - Country Code Top Level Domain (CCTLD); IP Addresses; Internet protocol; TCP\IP; FTP; HTTP; Telnet; Gopher; Wais; WWW; e-mail; browsers; Application of internet in business, education and governance.

Text Books

1. Introduction to Information Technology, ITL ESL, Pearson Education, 2005.
2. Microsoft office for Windows 95 Bible Author Ed. Jones and Derek Sulton Publications Comdex Computer Publication, 2014.

Reference Books

1. TIAL Smart Accountant Book SMW Deva Publication, AVC Deva Publication,2011.
2. Computerized Accounting under Tally Publication, Deva Publication,2014.
3. Implementing Tally 5-4 Author A.K. Nadhani Publication BPB Publication,2008.

Web Sites

- www.w3schools.com
- www.tutorialpoint.com
- www.geeksforgeeks.com

Web Sources

- <https://www.slideshare.net/sukhsandhu/an-introduction-to-microsoft-office-2007-lecture>.
- <https://www.gr8ambitionz.com/2013/08/shortnotes-on-ms-office-for-competitive.html>

Course Outcomes

- **COC1:** Develop familiarity with the concepts and terminology used in the development, implementation and operation of business computer applications.
- **COC2:** Design various methods where Information Technology can be used to support existing businesses and strategies.
- **COC3:** Experiment emerging technology in shaping new processes, strategies and business models.
- **COC4:** Implement hands-on experience with productivity/application software to enhance business activities.
- **COC5:** Describe projects utilizing business theories, teamwork, Internet resources and computer technology.

Programme	:	B.B.A
Year/Semester	:	Third Year / Fifth Semester
Course Title	:	Financial Management
Course Code	:	DCBBA-51
No.of Credits	:	4

Course Objectives

- **CO1:** To offer the students relevant, systematic, efficient and actual knowledge of financial management that can be applied in practice with making financial decisions and resolving financial problems.
- **CO2:** To get acquainted with to measure risk and return and explain the trade-off between risk and return.

Block-1: Introduction to Financial Management

Meaning - Definition – Objectives of financial management - Scope of financial management- Importance of financial management and types of Corporate Finance- Finance- meaning, definition - Sources of long term and short term finance- Advantages and Disadvantages of Different Sources of Finance- Functions of financial management – Role of financial manager in Financial Management

Block-2: Capital Budgeting

Capital budgeting – Meaning – Definition – Scope- Appraisal criteria for capital budgeting decisions - NPV Vs IRR. - Multiple IRRs- Capital Rationing – Risk Analysis in Capital Budgeting- Measurement of Risk– Project variance – Expected NPV- Capital budgeting

Block III Cost of Capital

Introduction – Meaning- Definition- Components of Cost of Capital - Importance of Cost of Capital- Factors Determining Cost of Capital -Types of Cost of Capital -Methods of Cost of Capital - Cost of Debts- Cost of Irredeemable Preference Share Capital- Cost of Redeemable Preference Share Capital- Cost of Equity Capital- Dividend Yield or Dividend Price Method- Dividend Price Plus Growth Method- Earnings/Price Method- Realized Yield Method- Cost of Equity under CAPM- Cost of Retained Earnings- Weighted Average Cost of Capital.

Block IV Capital Structure

Capital structures planning – Factors affecting capital structures – Determining Debt and equity proportion.- Capital structure theories-NI, NOI, traditional and M-M theories- Concept of Leverage- Meaning- Definition- its types- Operating leverage- Financial Leverage - Combined Leverage

Block V Dividend Decisions

Dividend – Meaning- Definition- its types- Dividend policies- Factors affecting dividend payment – Company Law provision on dividend payment- Various Dividend Models (Walter’s & Gordon ‘s)- Dividend Models -M.M. Hypothesis.

Reference Books

1. Advanced Financial Management: Kohok, M. A., Everest Publishing House
2. Cases & Problems on Financial Management: Rao, A. P., Everest Publishing House

3. Cases in Financial Management: Pandey, I/ Bhat, R. TMH
4. Financial Management: Inamdar, S. M. Everest
5. Financial Management: Kishore, R. M. Taxman Allied Service
6. Financial Management: Theory & Practice (with Thomson ONE – Business School Edition 1-Year Printed Access Card) (Finance Titles in the Brigham Family) 14th edition by Eugene F. Brigham and Michael C. Ehrhardt.
7. The Basics of Public Budgeting and Financial Management: A Handbook for Academics and Practitioners by Charles E. Menifield (Author)

Journals

1. Aliyu, S., Hassan, M. K., Mohd Yusof, R., & Naiimi, N. (2017). Islamic banking sustainability: A review of literature and directions for future research. *Emerging Markets Finance and Trade*, 53(2), 440-470.
2. Alshehhi, A., Nobanee, H., Khare, N. (2018). The Impact of Sustainability Practices on Corporate Financial Performance: Literature Trends and Future Research Potential. *Sustainability*, 10 (2) pp 494-519.
3. Gnanaweera, K. A. K., & Kunori, N. (2018). Corporate sustainability reporting: Linkage of corporate disclosure information and performance indicators. *Cogent Business & Management*, 5(1), 1423872.
4. Ellili, N., & Nobanee, H. (2017). Corporate risk disclosure of Islamic and conventional banks. *Banks and Bank Systems*, 12(3), 1-10
5. Nobanee, H., Ellili, N. O. (2016). Corporate Sustainability Disclosure in Annual Reports: Evidence from UAE Banks: Islamic versus Conventional. *Renewable & Sustainable Energy Reviews*, 55, March, pp 1336-1341.
6. Cheng, B., Ioannou, I., & Serafeim, G. (2014). Corporate social responsibility and access to finance. *Strategic management journal*, 35(1), 1-23

Web Links:

- <http://emaj.pitt.edu/ojs/index.php/emaj/article/view/67>
- <https://www.sciencedirect.com/science/article/pii/S0167487011001930>
- <https://onlinelibrary.wiley.com/doi/abs/10.1111/j.1468-5957.1983.tb00456.x>
- <https://www.taylorfrancis.com/books/mono/10.4324/9780203031162/financialmanagement-jimmcmenamain>

Course Outcomes

At the end of the course, students would be able to

- **COC1:** Get acquainted with to measure risk and return and explain the trade-off between risk and return and label various capital structures and its effect on profitability.
- **COC2:** estimate the project cash flows to distinguish between value-creating and value destroying investments.
- **COC3:** determine cash flows and dividend return from an investment.
- **COC4:** discover the working capital requirements at various stages of business.

Programme	:	B.B.A
Year/Semester	:	Third Year / Fifth Semester
Course Title	:	Marketing Management
Course Code	:	DCBBA-52
No.of Credits	:	4

Course Objectives

- **CO1:** To aims to familiarize students with the Marketing Function in Organizations.
- **CO2:** To equip the students with understanding of the Marketing Elements and Sensitize them to certain emerging issues in Marketing.
- **CO3:** To use and Focus on Indian Experiences, Approaches and Cases.

Block -1: Core Concept of Marketing

Introduction to Marketing Management- Meaning and Definition of Marketing- Importance of Advantages of Marketing- Marketing Environment- Introduction to Marketing Environment- Feature of Marketing Management- Types of Marketing Environment- Marketing Information Research- Introduction to the Marketing Research- Steps for Conducting Market Research.

Block-2: Understanding Consumer and Selecting Target Market

Buying Behaviour- Meaning and Definition of Consumer Buying Behavior- Model of Consumer Buying Behaviour- Buyer Behaviour Analysis- Market and Market Segmentation- Meaning and Definition of Market Segmentation- Market Segmentation Objectives- Advantage of Market Segmentation- Market Targeting and Positioning- Introduction to Target Marketing- Approaches for Selecting Target Market- International Segmenting and Target Market- Online Target Marketing.

Block-3: Product Decision

Product Concept and Classification- Concept of Product- Product Definition- Product Classification- Product Development and Product Life Cycle- Classification of Product and Goods- New Product Development- Product Life Cycle- Packaging, Labeling & Branding- Role of Function Of Packaging- Types of Brand- Brand Equity- Brand Loyalty.

Block-4: Pricing & Distribution Decision

Pricing Methods- Meaning for Pricing- Steps in Setting Price- Pricing Policies- Pricing Strategies- Pricing Adjustment Strategies Structure- Introduction to Pricing Adjustment Strategies- Types of Pricing Adjustment Strategies- Distribution Channel- Introduction to Distribution Channel- Meaning of Physical Distribution- Meaning of Channel Integration- Direct Marketing- Online Marketing

Block-5: Promotional Decision and Emerging Issue

Integrated Marketing Communication- Factors Affecting Marketing Communication Mix Decision- Managing Advertising- Sales Promotion- Consumer Promotion- Definition of E-Marketing-Personal Selling- Public Relation- E-Marketing - Importance of E- Marketing- Benefits of E-Commerce- E-Commerce and Business Models- Emerging Trends in Global Marketing- Introduction to Global

Marketing- Reason that Attract the Organizational to be Global- Levels of Global Marketing Involvement.

Reference Books

1. Armstrong, G. M., Kotler, P. (2017). Marketing: An Introduction. United Kingdom: Pearson.
2. Armstrong, G., Kotler, P. (2013). Principles of Marketing. United Kingdom: Pearson.
3. Booms, B.H. and Bitner, M.J. (2018), Marketing strategies and organization structures for service firms, in Marketing of Services, J. Donnelly and W.R. George (eds), American Marketing Association
4. Boshoff, C., Lamb, C. W., Elliott, R., McDaniel, C. D., Hair, J. F., Klopper, H. B., Terblanche, N. S. (2015). Marketing. United Kingdom: Oxford University Press.
5. Keller, K (2018) Strategic Brand Management, Building, measuring and managing brand equity, Kogan Page, London
6. Keller, K. L., Goodman, M., Hansen, T., Armstrong, G., Kotler, P., Brady, M. (2019). Marketing Management. United Kingdom: Pearson.
7. Kotler, P, Armstrong, G, Saunders, J and Wong, V, (2011), Principles of Marketing: Third European Edition, Prentice Hall, Harlow
8. Kotler, P. (2010). Principles of Marketing: A South Asian Perspective, 13/E. India: Pearson Education.
9. Kotler, P., Keller, K. L. (2016). Marketing Management. India: Pearson.
10. Lalaounis, S. T. (2020). Strategic Brand Management and Development: Creating and Marketing Successful Brands. United Kingdom: Taylor & Francis.
11. Lamb, C. W., Hair, J. F., McDaniel, C. (2017). MKTG. United States: Cengage Learning.

Journals

1. Czinkota, M. R., Kotabe, M., Vrontis, D., & Shams, S. R. (2021). Marketing Management: Past, Present and Future. Springer Nature.
2. Gyenge, B., MætØ, Z., Vida, I., Bilan, Y., & Vasa, L. (2021). A new strategic marketing management model for the specificities of E-commerce in the supply chain. Journal of Theoretical and Applied Electronic Commerce Research, 16(4), 1136-1149.
3. Trejo-Pech, C. O., & Thach, S. (2021). A review of articles in the Journal of Global Scholars of Marketing Science (JGSMS) special issue on Marketing Management in International Contexts. Journal of Global Scholars of Marketing Science, 31(1), 1-9.
4. Kelly, K., Berry, C., Comello, M. L. G., & Ray, H. B. (2021). The regulatory and marketing environment surrounding the legalization of retail marijuana and the impact on youth. Journal of Public Policy & Marketing, 40(1), 62-82.

Web Links

- <https://www.enotesmba.com/2013/01/marketing-management-notes.html>.
- <https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf>.

Course Outcomes

At the end of the course, students would be able to:

- **COC1:** To develop the concepts of marketing in a critical way and focus on the application of the marketing conceptual frameworks.
- **COC2:** To describe key marketing theories and techniques for analyzing a variety of marketing situations.
- **COC3:** To identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation.
- **COC4:** To demonstrate the ability to carry out a research project that explores marketing planning and strategies for a specific marketing situation.
- **COC5:** To acquire broad-based knowledge and skills necessary to fulfill their professional goals.

Programme	:	B.B.A
Year/Semester	:	Third Year / Fifth Semester
Course Title	:	Total Quality Management
Course Code	:	DCBBA-53
No.of Credits	:	4

Course Objectives

- **CO 1:** To acquaint the students with the basic concept of total quality management is a system that serves to control quality in the critical activities of an organization by bringing together resources, equipment, people and procedures.
- **CO2:** To know the students to use techniques and principles such as quality function deployment, Taguchi method, service quality management, quality audits and Six Sigma to control quality in every sphere of activity in an organization.

Block-1: Basic Concepts and Origin of TQM

Basic Concept of Total Quality – Evolution of Total Quality Management – Cost of Quality – Quality Productivity – Components of Total Quality Loop.

Block-2: Principles and Philosophies of Quality Management

Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques – introduction, loss function-Concepts of Quality circle, Japanese 5S Principles and 8D Methodology- Conceptual Approach to SQC – Acceptance Sampling and Inspection Plans – Statistical Process Control – Prevention through Process Improvement.

Block2: Statistical Process Control and process Capability

Meaning and significance of Statistical Process Control (SPC) – Construction of control charts for variables and attributed. Process capability – Meaning, significance and measurement -Concepts of process capability.

Block-4: Tools and Techniques For quality Management

Quality Functions Development (QFD) – Benefits, Voice of customer, information organization, House of Quality (HOQ), building a HOQ, QFD process. Failure Mode Effect Analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven old (statistical) tools- Seven new management tools. Bench marking and POKA YOKE. 135

Block-5: Quality System Organising and Implementation

Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements. Quality Audits.

Reference Books

1. Dale H.Besterfield et al, Total Quality Management, Third edition, Pearson Education, First Indian Reprints 2004.
2. Subburaj, Total Quality Management, Tata McGraw hill, 3rd edition, 2006.
3. ShridharaBhat, Total Quality Management, Himalaya Publishing house, 2nd edition, 2006.

4. James R. Evans and William M. Lindsay, “The Management and Control of Quality”, First Indian Edition, Cengage Learning, 8th edition, 2012.
5. Suganthi.L and Anand Samuel, “Total Quality Management”, Prentice Hall (India) Pvt. Ltd., 2006.

Journals

1. Ahire, S. L., Golhar, D. Y. And Waller, M. A., 1996, Development and Validation of TQM Implementation Constructs, Decision Sciences- 27.
2. Ahire, S. L., Waller, M. A. And Golhar, D. Y., 1996b, Quality Management in TQM versus Non-TQM firms: An Empirical Investigation, International Journal of Quality and Reliability Management-13.
3. Anderson,J. C.,Rungtusanatham, M. And Schroeder, R. G., 1994, A Theory of Quality Management Underlying the Deming Management Method, Academy of Management Review-19.
4. Anderson, J.C., Rungtusanatham,M.,Schroeder,R.G. And Devaraj,S., 1995, A Path Analytic Model Of A Theory Of Quality Management Underlying The Deming Management Method: Preliminary Empirical findings. Decision Sciences- 26.

Web Links

- https://www.researchgate.net/publication/318654507_Total_Quality_Management_Notes
- <http://www.ddegjust.ac.in/2017/Uploads/11/POM-324.pdf>

Course Outcomes

At the end of the course, students would be able to:

- **COC1:** Understand and explain the main theoretical approaches to the study of employee relations.
- **COC2:** Identify and analyse the institutions, actors, and characteristics of employee relations in India with respect to political, economic, social and legal contexts.
- **COC3:** Evaluate various skills, processes and outcomes of employee relations including handling disciplines, grievances, labour disputes, negotiation, and employee communication and involvement.
- **COC4:** Integrate the learned principles so as to make recommendations to organisations to develop effective and ethical employee relations policies and practices.
- **COC5:** Learn the legal issues relating to labour laws, Industrial disputes

Programme	:	B.B.A
Year/Semester	:	Third Year / Fifth Semester
Course Title	:	Industrial Relations
Course Code	:	DCBBA-54
No.of Credits	:	2

Course Objectives

- **CO1:** To understand the legal framework which is important for the efficient decision-making relating to man management and industrial relations.
- **CO2:** To provide an understanding, application and interpretation of the various labour laws and their implications for industrial relations and labour issues with Latest Case Laws.

Block-1: Introduction to Industrial Relations

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

Block2: Trade Union and Industrial Conflicts

Trade Unionism : Trade Union : origin and growth, unions after independence, unions in the era of liberalization; concept, objectives, functions and role of Trade Unions in collective bargaining; problems of Trade Unions. Labour problems: Discipline and misconduct; Grievance Handling Procedure; Labour turnover; Absenteeism; Workers' participation in management.

Block-3: Labour Welfare

Concept – Objectives – Scope – Need – Voluntary Welfare Measures – Statutory Welfare Measures – Labour – Welfare Funds – Education and Training Schemes.

Block-4: Industrial Safety

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

Block-5: Welfare of Special Categories of Labour

Child Labour – Female Labour – Contract Labour – Construction Labour – Agricultural Labour – Differently abled Labour - Social Assistance – Social Security – Implications.

Reference Books

1. C.B. Mamoria, Personnel Management, Himalaya Publishing House.2nd edition, 1995
2. L. Natarajan –Human Resource Management Margam Publications,2nd edition,1994
3. S.M. Shaw -Human Resource Management Himalaya Publishing House.4th edition 2013.
4. K.K. Ahuja Personnel Management and Industrial Relations –, Kalyani Publishers,4th edition, 2004

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6. S.S. Khanka -Human Resource Management Himalaya publishing House, 2nd edition, 1995.

Journals

1. "The Role of Management Accounting in the Implementation of Sustainability Strategies" by Luciana A. Hazin Alencar and Alexandre C. O. Lima.
2. "Management Accounting and Control in a Digital World" by Mary A. Malina and Julie M. Higgs.
3. "The Use of Management Accounting Practices in Public Sector Organizations: A Review of the Literature" by Katarzyna Kuzior.
4. "The Role of Management Accounting in Developing Sustainable Business Models: An Exploratory Study" by John Dumay and Pauline Bosson.

Web Links

1. <https://www.slideshare.net/rajworship/trade-union-8870861>
2. <https://www.slideshare.net/kiran2512/employee-welfare-27876586>
3. <https://blog.ipleaders.in/industrial-disputes/>
4. <https://www.osti.gov/servlets/purl/72484>

Course Outcomes

At the end of the course, students would be able to

- **COC1:** Understand and explain the main theoretical approaches to the study of employee relations.
- **COC2:** Identify and analyse the institutions, actors, and characteristics of employee relations in India with respect to political, economic, social and legal contexts.
- **COC3:** Evaluate various skills, processes and outcomes of employee relations including handling disciplines, grievances, labour disputes, negotiation, and employee communication and involvement.
- **COC4:** Integrate the learned principles so as to make recommendations to organisations to develop effective and ethical employee relations policies and practices.
- **COC5:** Learn the legal issues relating to labour laws, Industrial disputes

Programme	:	B.B.A
Year/Semester	:	Third Year / Fifth Semester
Course Title	:	Consumer Affairs
Course Code	:	DGBBA-51
No.of Credits	:	2

Course Objectives

- **CO1:** To familiarize the students with their rights and responsibilities as a consumer, the social framework of consumer rights and legal framework of protecting consumer rights.
- **CO2:** To provides an understanding of the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards.

Block-1: Conceptual Framework

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

Block-2: The Consumer Protection Law in India

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

Block-3: Grievance Redressal Mechanism under the Indian Consumer Protection Law

Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy available; Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints; Offences and penalties. Leading Cases decided under Consumer Protection law by Supreme Court/National Commission: Medical Negligence; Banking; Insurance; Housing & Real Estate; Electricity and Telecom Services; Education; Defective Products; Unfair Trade Practices.

Block-4: Contemporary Issues in Consumer Affairs

Evolution of Consumer Movement in India, Formation of consumer organizations and their role in consumer protection, Misleading Advertisements and sustainable consumption, National Consumer Helpline, Comparative Product testing, Sustainable consumption and energy ratings. Voluntary and Mandatory standards; Role of BIS, Indian Standards Mark (ISI), Ag-mark, Hallmarking, Licensing and Surveillance; Role of International Standards: ISO an Overview.

Reference Books

1. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. Consumer Affairs, Universities Press, 3rd edition, 2007.
2. Choudhary, Ram Naresh Prasad, Consumer Protection Law Provisions and Procedure, Deep and Deep Publications Pvt Ltd, 2nd edition, 2005.
3. G. Ganesan and M. Sumathy, Globalisation and Consumerism: Issues and Challenges, Regal Publications, 5th edition, 2012.
4. Suresh Misra and Sapna Chadah, Consumer Protection in India: Issues and Concerns, IIPA, New Delhi, 3rd edition, 2012.

Journals

Moraes, C., Carrigan, M., & Szmigin, I. (2012). Exploring the ethical consumer gap between green intentions and purchase behavior. *Journal of Business Ethics*, 116(1), 1-16. <https://doi.org/10.1007/s10551-012-1429-7>

Alexander, N., & Lichtenstein, D. R. (2008). Consumer affairs: The link between consumer culture and the environment. *Journal of Public Policy & Marketing*, 27(2), 147-157. <https://doi.org/10.1509/jppm.27.2.147> .

Web Links

- <https://egazette.nic.in/WriteReadData/2019/210422.pdf>
- <https://www.indialegalive.com/special-story/rights-of-consumer-and-theredressalsystem/>

Course outcomes

At the end of the course, students would be able to:

- **COC1:** To understand the concepts of consumer affairs.
- **COC2:** To analyses the consumer protection act and its procedures.
- **COC3:** To analyses the consumer protection act and its procedures.
- **COC4:** Students can analyses the role of consumer protection act in India.
- **COC5:** Students can understand the contemporary issues in consumer affairs including the role of BIS, ISO and other issues.

Programme	:	B.B.A
Year/Semester	:	Third Year / Fifth Semester
Course Title	:	Counselling and Negotiation Skills
Course Code	:	DAENG-51
No.of Credits	:	4

Course Objectives

- **CO1:** To understand human behaviour at different stages and recognize behavioural problems.
- **CO2:** To examine strategies for positive behavior Management identify different types of exceptionalities and relate counselling theory to issues in counselling and develop an ethical approach to counseling.
- **CO3:** To know the complex areas as analyzing and assessing negotiation scenarios, preparing for a negotiation, power and influence strategies, coalitions, and resolving buyer-seller disputes/conflicts.

Block-1: Basic of Counselling

Basis of Counseling -Definition of counseling- Difference between guidance and counseling- Goals of counseling- Professional and ethical issues

Block-2: Counselling Relationship

Steps in the counseling process-Portrait of an effective counsellor- Counseling Interview - Essential aspects of interviewing- Nonverbal communication in interview- Counselee- counselor relationship- Interviewing techniques in counseling - Characteristics of an Effective Counselor- Personal challenges as a Counselor.

Block-3: Counseling and Personal Skills

Fundamental counseling skills: the client –counselor relationship – the counselor as a role model- the counselor’s needs- counselor objectivity and subjectivity- emotional involvement – counselor limits in practice -The opening – Need & problem identification – The presentation & demonstration – Dealing with objections – Negotiations –closing the sale – Follow up (To be supplemented by live exercises on personal selling)

Block-4: Negotiation Skills

Goal , Collaborative / Win –Win not compromise, Pyramid of success: Power, Time, and Information. Opponent : Visceral or Idea. (To be supplemented by live exercises on personal selling)

Block-5: Different Phases of Negotiation

Pre-negotiation – opening – information sharing – problem solving – agreement. Breakdown in negotiation – barriers that create impasse – overcoming barriers – people problem – mediation – arbitration – ethics.

Text Books

1. Lewicki, Saunders & Barry - Negotiation ,Tata McGraw Hill, 5th Ed.,2000
2. Cohen S - Negotiation Skills for Managers Tata McGraw Hill, 1st Ed.,2001

3. Rao S.L. - Negotiation Made Simple Excel Books, 1st Ed. ,2011
4. Rao S N - Counseling and Guidance, Tata McGraw Hill, 2nd Ed.,2001

References Books

1. Gelso, C. J. Fertz, B. R.: Counselling Psychology, 1995, Prism Books Pvt. Ltd, Bangalore, 2nd edition,1995.
2. Dryden, W. Handbook of Individual Therapy, ND: Sage Publications, 1st edition.1998.
3. Kottler, J.A. and Brown, R.W. Introduction to Therapeutic Counseling. NY, 2nd edition, 2000.
4. U.S. Brooks/ Cole. Wills, F. Skills in Cognitive Behavior Counseling and Psychotherapy. ND: Sage Publications, 2nd edition, 2008.
5. Lapworth, P. and Sills .C. Integration in counselling and psychotherapy.ND: Sage publications, 1st edition, 2008.

Websites

1. [https://www.tripurauniv.ac.in/Content/pdf/StudyMaterialsDetail/MA%20Education%202nd%20Semester/EDCN-805E Guidance%20_%20 Counselling% 20in%20Education.pdf](https://www.tripurauniv.ac.in/Content/pdf/StudyMaterialsDetail/MA%20Education%202nd%20Semester/EDCN-805E%20Guidance%20_%20Counselling%20in%20Education.pdf)
2. https://www.researchgate.net/publication/324209919_The_role_of_Guidance_and_Counselling_in_effective_teaching_and_learning_in_schools

Web links

- <https://www.slideshare.net/sunitaiacr/negotiation-skill-44060154>
- <https://slideplayer.com/slide/13748170>

Course Outcomes

At the end of the course, students would be able to:

- **COC1:** describe the importance of selling and its types
- **COC2:** acquire knowledge about consumer based selling
- **COC3:** demonstrate the attributes of salesperson
- **COC4:** explain the skills of presentation and dealing
- **COC5:** describe about the negotiation and closing of

Programme	:	B.B.A
Year/Semester	:	Third Year / Fifth Semester
Course Title	:	E-Business
Course Code	:	DDBBA-52
No.of Credits	:	4

Course Objectives

- **CO1:** To enable the students encompasses the study of current management issues associated with electronic commerce strategies.
- **CO2:** To enable the Students to learn the marketing methods used in E-Business/ commerce.

Block-1: E-Business-Introduction

Framework for understanding e- business: Introduction to e- commerce- Environmental forces affecting planning and practice- Ethical- legal and social concerns.

Block-2: E-Business Models

Developing e- Business Framework: Developing e - Business Models- Introduction to Internet- www.Concepts, Building of e- commerce websites-software hardware and tools.

Block-3: Planning, Controlling and financial planning of E-Business

Planning, implementing and controlling of e-Business: Creating the Marketing Mix- Organizational and Managerial issues- Financial Planning and Working with Investors- Implementation and Control of the e-Business Plan.

Block-4: Key terms of E-Com

Understanding of Key terms of E- Commerce: Electronic Commerce & Banking- Electronic Payment Systems- Electronic Payment Technology- On-line Credit Card.

Block-5: Security in E-Com

Introduction to E- Commerce Security: Digital Signatures- Network Security- Data Encryption- Decryption and Secret Keys- Technology behind web – Security Threats: Network Security – Data and Message Security and the Web.

Text Books

1. Murty, C.V.S., “E-Commerce”, Himalaya Publications, New Delhi, 2002.
2. Kienan, “Managing Your E-Commerce Business”, Prentice Hall of India, New Delhi, 2001.

Reference Books

1. Kosiur, “Understanding E-Commerce”, Prentice Hall of India, N.Delhi, 1997.
2. Kalakota, Whinston, “Frontiers of Electronic Commerce”, Addison Wesley, 1996.

Web Sites

1. www.w3schools.com
2. www.tutorialpoint.com
3. www.geeksforgeeks.com

Web Sources

- <https://www.geektonight.com/e-commerce-notes/>
- <https://www.learnpick.in/prime/documents/notes/details/3120/e-commerce>

Course Outcomes

At the end of the course, students would be able to:

- **COC1:** Design basic business models on web to develop Entrepreneurship skills.
- **COC2:** Create basic marketing techniques and strategies on the internet, including analysis of their effectiveness.
- **COC3:** Explain basic personalization mechanisms for websites and their roles in gathering marketing information.
- **COC4:** Apply data on the activity of users in order to make informed decisions as to marketing and business management in the organization and development of the product / service.
- **COC5:** Understand the basic techniques of positioning on the Internet in creating the marketing image of the organization as well as the product brand.

Programme	:	B.B.A
Year/Semester	:	Third Year / Fifth Semester
Course Title	:	Transportation and Distribution Management
Course Code	:	DDBBA-53
No.of Credits	:	4

Course Objectives

- **CO1:** To understand role of distributors, designing various distribution channels and networking the role of transportation.
- **CO2:** To manage transportations, inventory warehousing, various distribution channels, costs and value measures.

Block-1: Introduction

Role of Distribution in Supply Chain – Designing Distribution Channels.

Block-2: Distribution Networks

Distribution Networks – Factors Influencing Distribution Network Decisions – Network Design & Optimization Approach and Techniques.

Block-3: Supply Chain

Role of Transportation in Supply Chain – Factors influencing Transportation Decisions – Modes of Transportation – Transportation mode Selection Process. Transportation Principles and Participants – Transportation Participants Transportation Modes, Performance Characteristics and Selection.

Block-4: Transportation

Transportation Performance, Costs and Value Measures – Factors driving Transportation Costs – Categories of Transportation Costs – Transportation Routing Decisions.

Block-5: Recent Technology

Transit Operation Software – Benefits of Transportation Software – Advanced Fleet Management System – Inter modal Freight Technology – Transportation Security Initiatives and Role of Technology.

Text Books

1. Management of Modern City Transportation System, M Mustafa K .K.Dewan, Deep & Deep Publications Pvt. Ltd., First Edition, 2004.

Reference Books

1. Transportation Management – Imperatives and Best Practices, S. Jaya Krishna, ICFAI University Press, 2007.
2. Marine Transportation Management, Henry S. Marcus, Auburn House Pub. Co.,1986. Management of Transportation, Bardi Edward J., Cengage Learning (Thompson), 6th Edition 2006 [International Edition]

Website

- <https://www.logmore.com/post/what-is-transportation-and-logistics-management>
- <https://www.referenceforbusiness.com/encyclopedia/Per-Pro/Physical-Distribution-Management-Transportation.html>

Web links

- <https://www.slideshare.net/RakshaSharma26/transportation-in-supply-chain-137741760>
- <https://www.slideshare.net/hz826/role-of-transportation-in-supply-chain-mgmt>

Course Outcomes

At the end of the course, students would be able to:

- **COC1:** get knowledge in transportation and distribution management.
- **COC2:** have an in depth knowledge about the various transportation cost and technologies used in transportation and distribution management.
- **COC3:** identify the Factors influencing the transportations decisions
- **COC4:** formulate the transportations costs and benefits
- **COC5:** analyses the recent technologies used in transportation models.

Programme	:	B.B.A
Year/Semester	:	Third Year / Sixth Semester
Course Title	:	Business Taxation
Course Code	:	DGBBA-61
No.of Credits	:	4

Course Objectives

- **CO1:** To impart the concept of both direct and indirect taxes that is related to business activities.
- **CO2:** To make them understand the canons and objectives of tax and make them aware of Goods and Services tax act in a concise manner and to give them peep into tax audit.

Block-1: Introduction to Business Taxation

Definition-Objectives of taxation – canons of taxation – tax system in India – Direct and Indirect taxes – Meaning and types.

Block-2: Income Tax Act 1961

Income tax Act of 1961- Basic concepts and definitions – Income, assessee, person, previous year, assessment year, Gross total income. Meaning of Permanent Account Number, Return of Income, TDS, Advance tax, rates of taxation, assessment procedure

Block-3: Central/ State Goods and Service Tax (CGST/ SGST)

Important terms and definitions under Central Goods and Service tax Act, 2017 and State Goods and Service Tax Act, 2017- Meaning and scope of levy, supply and Collection of tax. Registration under CGST/SGST Act – Input tax credit. Filing of returns – Payment of tax including payment of tax on reverse charge basis.

Block-4: Integrated Goods and Service Tax (IGST)

IGST- Scope of IGST, Important terms and definitions under IGST – Levy and collection of IGST Act, 2017- Principles determining the place supply of goods and services – Zero rated Supply.

Block-5: Tax Audit

An overview of Tax audit – Tax incentives and Export promotions, deductions and exemptions.

Reference Books

1. Business Taxation – T.S Reddy & Y. Hariprasad Reddy-merghem publishing-8th edition 2012.
2. Business Taxation – Senthil & Senthil-himalayan books,1st edition, 2010.

Journals

1. Sikka, P., & Hampton, M. P. (2005). The role of accountancy firms in tax avoidance: Some evidence and issues. *Accounting, Organizations and Society*, 30(7-8), 685703. <https://doi.org/10.1016/j.aos.2004.09.005>

2. Whitten, D., & Greenberg, E. (2017). The impact of tax reform on small business: Evidence from the 1986 Tax Reform Act. *Journal of Accounting and Public Policy*, 36(1), 1-19. <https://doi.org/10.1016/j.jaccpubpol.2016.09.003> .

Web Links

- https://www.iilsindia.com/study-material/130743_1585893404.pdf
- <https://cleartax.in/s/income-tax-basics-for-beginners>
- <https://www.slideshare.net/parasmehra1991/gst-registration-in-india>.
- <https://www.slideshare.net/DrSoheliGhoseBanerje/goods-and-service-taxconcept-of-cgst-sgst-and-igst-by-dr-soheli-ghose>

Course Outcomes

At the end of the course, the students would be able to:

- **COC1:** Explain an overview of the Indian taxation system.
- **COC2:** Describe an overview of the basic principles of income tax act.
- **COC3:** Demonstrate the knowledge of Central and State Goods and Service Tax Act.
- **COC4:** Summarise with a general idea about Integrated Goods and Service Tax Act.
- **COC5:** Identify the Tax Audit concepts.

Programme	:	B.B.A
Year/Semester	:	Third Year / Sixth Semester
Course Title	:	Management Accounting
Course Code	:	DCBBA-62
No.of Credits	:	4

Course Objectives

- **CO1:** To accustom students with the objectives and role of Management Accounting in planning, controlling and decision-making.
- **CO2:** To demonstrate its application in practical life.

Block-1: Introduction

Management Accounting: Nature and Scope, Financial Accounting Vs. Cost Accounting vs. Management Accounting, Advantages and Limitations of Management Accounting- Role of Management Accounting in decision making.

Block-2: Ratio Analysis

Meaning and significance – Classification of ratios –Profitability ratios – Turnover of ratios – Solvency ratios – Advantages and limitations of ratio analysis.

Block-3: Funds Flow Statement and Cash Flow Analysis

Meaning, advantages & limitations- Computation of fund from operations -Preparation of Funds flow – Computation of Cash from operations and preparation of Cash flow statements – Distinction between funds flow & cash flow statements.

Block-4: Marginal Costing

Concept of Budgets and Budgetary Control - Advantages and Limitations of Budgetary Control - Preparation of Production -Cash and Flexile Budgets.

Block-5: Budgets and Budgetary Control

Meaning - Marginal cost - Objectives – Advantages –Contribution computation – Profit Volume ratio – Break even chart –Computation of BEP (excluding decision making).

Reference Books

1. Maheshwari, S.N.; Principles of Management Accounting, Sultan Chand & Sons,2012.
2. T.S.Reddy&Y.Hari Prasad Reddy; Management Accounting; Margham publishing House,2000.
3. M.N. Arora: A Textbook of Cost and Management Accounting, Vikas Publishing House Pvt. Ltd, 2010.

Web Links

- <https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/>
- <https://www.investopedia.com/terms/m/managerial-accounting.asp>
- <https://www.slideshare.net/YaminiKahaliya/management-accounting-80325866>

Course Outcomes

At the end of the course, students would be able to:

- **COC1:** Understand the objectives of management accounting to demonstrate its application in practical life.
- **COC2:** Compute various ratios and interpret the situation of the business on the basis of ratio.
- **COC3:** Solve problem using fund flow and cash flow statements.
- **COC4:** Demonstrate extremely well in decision making, control and performance evaluation
- **COC5:** Develop a plan for future on the basis of past and present data and assist the management in more effective planning and control decisions.

Programme	:	B.B.A
Year/Semester	:	Third Year / Sixth Semester
Course Title	:	Production and Operations Management
Course Code	:	DCBBA-63
No.of Credits	:	4

Course Objectives

- **CO1:** To understand the production and operation function and familiarize students with the technique for planning and control.
- **CO2:** To impart knowledge about purchasing, storing and distributing and enable to connect their experience with corporate business. Students can gain the skills needed to make production systems more efficient

Block-1: Introduction to Production Management

Meaning, Nature and Scope of Production Management, Production Planning and control, Selection of sites for locating plants, Types of layout-Layout Planning.

Block-2: Production Planning and Control

Routing, Scheduling, Dispatch and Follow up Operations for Jobbing, batch and mass production, New product design and product planning – Control charts.

Block-3: Introduction to Operations Management

Definition of Operations Management: An Outline of Operations Strategy- Factors Affecting Operations Management-Objectives of Operations Management- Functions and Scope of Operations Management-Planning- Organizing- Controlling- Manufacturing and NonManufacturing Operations and their Classifications- Operations Planning and Control

Block-4: Supply Chain Management

Definitions of Supply Chain Management (SCM)- Evolution-Nature- Concept and Relevance of SCM- Functions and Contributions of Supply Chain Management- Objectives of SCM Value Chain: Supply Alliances-Purchasing-Logistics-Warehousing-Information Technology in Supply Chain-E-Commerce-Electronic Data Interchange (EDI), Data Warehousing (DW) Radio Frequency Identification (RFID)

Block-5: Inventory Management

Meaning and functions, Inventory Planning and Control, E.O.Q. Minimum and maximum Level, Re-order level, ABC analysis.

Reference Books

1. P Saravanel and S Sumathi “Production and materials Management”, Margham Publications, 4th edition, 2013.
2. Mahadevan B, “Operations Management Theory & Practice”, Pearson Education, New Delhi, 2nd edition, 2010.

3. Heizer Jay and Render Barry, Production & Operations Management, Pearson Education, 2nd edition, 2013.
4. Paneerselvam.R “Production and operations Management. R. B. Khanna. Prentice Hall India Pvt., Limited, 2nd edition, 2004
5. Mahadevan, “Operations Management-Theory and Practice, Pearson India, 3rd edition, 2015,

Journals

1. Chen, Y., & Xie, J. (2011). Coordination mechanisms of supply chain systems, European Journal of Operational Research,213(2), 321-332. <https://doi.org/10.1016/j.ejor.2011.03.016>.
2. Zhang, Y., & Wang, Y. (2018). Improving production and operations management through Internet of Things: A conceptual framework. Journal of Cleaner Production, 172, 2472-2483. <https://doi.org/10.1016/j.jclepro.2017.11.090>.

Web Links

- <https://mymbaguide.com/notes-on-production-planning-and-control>.
- <https://ocw.mit.edu/courses/sloan-school-of-management/15-760aoperationsmanagement-spring-2002/lecture-notes/>
- <https://www.slideshare.net/gadekar1986/supply-chain-management-12816039>
- <https://www.slideshare.net/KuldeepUttam/inventory-management-27668547>

Course Outcomes

At the end of the course, the students would be able to:

- **COC1:** To apply analytical models, frameworks, tools and techniques relevant to production management.
- **COC2:** To evaluate the production management strategy.
- **COC3:** To describe the importance of operations management function in an organization, and how it can help in integrating various plans and reduce the material related costs.
- **COC4:** To investigate management issues in sales forecasting, qualitative techniques and distribution.
- **COC5:** To develop a master production schedule and, by using Materials Requirements Planning (MRP), determine material needs and order release dates.

Programme	: B.B.A
Year/Semester	: Third Year / Sixth Semester
Course Title	: Disaster Management
Course Code	: DGBBA-61
No.of Credits	: 2

Course Objectives

- **CO1:** To provide basic conceptual understanding of disasters and its relationships with development.
- **CO2:** To gain understand approaches of Disaster Risk Reduction (DRR) and the relationship between vulnerability, disasters, disaster prevention and risk reduction.
- **CO3:** To understand Medical and Psycho-Social Response to Disasters.
- **CO4:** To prevent and control Public Health consequences of Disasters.
- **CO5:** To enhance awareness of Disaster Risk Management institutional processes in India.

Block-1: Introduction to Disasters

Concepts and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks).

Block-2: Disasters: Classification Causes, Impacts

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

Block-3: Approaches to Disasters Risk Reduction

Disaster cycle – its analysis, Phases, Culture of safety, prevention, mitigation and preparedness, community based DRR, Structural – Non-structural measures, roles and responsibilities of community, Panchayat Raj Institutions/Urban Local Bodies (PRIs/ULBs), states, Centre and other stake-holders.

Block-4:Inter-Relationship between Disasters and Development

Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc. Climate Change Adaptation. Relevance of indigenous knowledge, appropriate technology and local resources. Hazard and Vulnerability profile of India - Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management Institutional arrangements (Mitigation, Response and Preparedness, DM Act and Policy, Other related policies, plans, programmes and legislation).

Reference Books

1. Alexander David, Introduction in 'Confronting Catastrophe', Oxford University Press, 5th edition,2000.
2. Andharia J. Vulnerability in Disaster Discourse, JTCDM, Tata Institute of Social Sciences Working Paper no. 8, 2008.

3. Blaikie, P, Cannon T, Davis I, Wisner B. At Risk Natural Hazards, Peoples' Vulnerability and Disasters, Routledge, 1997.
4. Coppola P Damon, Introduction to International Disaster Management, Bullock &Hadow LLC, Third edition,2007.
5. Carter, Nick, Disaster Management: A Disaster Manager's Handbook. Asian Development Bank, Manila Philippines, 1st edition, 1991.

Journals

1. Alexander, D. E. (2013). Resilience and disaster risk reduction: An etymological journey. *Natural Hazards and Earth System Sciences*, 13(11), 2707-2716. <https://doi.org/10.5194/nhess-13-2707-2013>.
2. Sharifi, A., & Yamagata, Y. (2016). On the suitability of assessment tools for guiding communities towards disaster resilience. *International Journal of Disaster Risk Reduction*, 19, 255-265. <https://doi.org/10.1016/j.ijdrr.2016.09.004>.

Web Links

- <https://www.emdat.be/classification>
- <http://www.odpm.gov.tt/node162>

Course Outcomes

At the end of the course, the students would be able to:

- **COC1:** Understand the concepts of Disaster management and its impact.
- **COC2:** Analyse the Disaster management causes, types and its changes.
- **COC3:** Approach and learn the concepts of approaches to disaster management risk reductions.
- **COC4:** Describe the inter-relationship between disaster and developments concepts.
- **COC5:** Improve the knowledge relevant to disaster risk management in India and to understand the components of disaster reliefs.

Programme	:	B.B.A
Year/Semester	:	Third Year / Sixth Semester
Course Title	:	Entrepreneurship Development
Course Code	:	DSBBA-61
No.of Credits	:	4

Course Objectives

- **CO1:** To develop and strengthen entrepreneurial quality and motivation in students.
- **CO2:** To impart basic entrepreneurial skills and understanding to run a business efficiently and effectively.
- **CO3:** To understand the concept and process of entrepreneurship and its contribution in and role in the growth and development of individual and the nation.

Block-1: Entrepreneurship

Entrepreneur – Personality characteristics of successful entrepreneur– Types of Entrepreneurs – Knowledge and skills required for an entrepreneur –Difference between Entrepreneur and Intrapreneur

Block-2:Business

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

Block-3: Business Plan Preparations

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

Block-4: Support to Entrepreneurs

Sickness in small Business – Concept, Magnitude, Causes and Consequences, Corrective Measures – Business Incubators – Government Policy for Small Scale Enterprises – Growth Strategies in small industry.

Block-5: Entrepreneurship Development Programme

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

Reference Books

1. Sharma, “Entrepreneurship Development”, PHI Learning PVT LTD, (2017).
2. Abhinav Ganpule&Aditya Dhobale, “Entrepreneurship Development”, Kindle Edition, Jatayu Publication; 1st edition ,2018.

3. Sangeeta Sharma, "Entrepreneurship Development", 10th Edition, Kindle Edition PHI Learning PVT LTD, 2018.

Journals

1. Baik, Y. J., & Lee, H. Y. (2020). Entrepreneurship education and entrepreneurial intention: The moderating effect of perceived behavioral control. *Journal of Business Research*, 112, 89-97. <https://doi.org/10.1016/j.jbusres.2019.11.008>.
2. Grichnik, D., Brinckmann, J., & Singh, L. (2014). Beyond the inventor stereotype: The role of expertise in the entrepreneurial process. *Journal of Business Venturing*, 29(2), 297-312. <https://doi.org/10.1016/j.jbusvent.2013.02.004>.

Web Link

- <http://www.simplynotes.in/e-notes/mbabba/entrepreneurship-development/>
- <https://openpress.usask.ca/entrepreneurshipandinnovationtoolkit/chapter/chapter-1introduction-to-entrepreneurship/>

Course Outcomes

At the end of the course, a student will be able to:

- **COC1:** Understand the concept of Entrepreneurship.
- **COC2:** Identify, create and analyze entrepreneurial opportunities.
- **COC3:** Assess techno economic feasibility of a Business Plan.
- **COC4:** Create Business Plans.
- **COC5:** State various statutory institutions involved in the process of Entrepreneurship development.

Programme	:	B.B.A
Year/Semester	:	Third Year / Sixth Semester
Course Title	:	Soft Skills
Course Code	:	DAENG-61
No.of Credits	:	4

Course Objectives

- **CO1:** To enable participants Business Communication Skills and enhance participants E-mail writing skills.
- **CO2:** To impart Leadership and Team Bonding skills and enable students to develop their communication skills effectively.
- **CO3:** To enhance students Reading, Writing, Listening and Speaking skills.
- **CO4:** To develop their self-confidence through communication.

Block-1: Reading Comprehension and Vocabulary and Listening and Answering Questions

Filling the blanks – Cloze Exercise – Vocabulary building – Reading and answering Questions- Listening and writing – Listening and sequencing sentences – Filling in the blanks -Listening and answering questions.

Block-2: Group Discussions and Conversation

Why GD part of a selection process – Structure of a GD – strategies in GD -Team Work – Body Language- Face to face Conversation and Telephone conversation.

Block-3: Presentation Skills

Elements of an effective presentation – structure of presentation – voice modulation – Audience analysis – Body language

Block-4: Soft Skills and Resume / Report Preparation / Letter Writing

Time Management – Articulateness – Assertiveness – Stress management -Structuring the resume / Report – Business letters – E-Mail Communication

Block-5: Interview Skills and Frequently Asked Questions

Kinds of Interviews – Required by Skills – Corporate Culture – Mock Interviews

Books Recommended

1. Barun .K.Mitra. Personality Development and soft skills. Oxford University Press. New Delhi. 2011.
2. S P Sharma. Personality Development. Pustaq Mahal. New Delhi, 2010.
3. Meenakshi Raman and Sangeetha Sharma. Technical Communication. Oxford University Press. New Delhi, 2009.
4. Barun K. Mitra. Personality Development and Soft Skills. Oxford University Press. New Delhi,2011.

5. S.P. Sharma. Personality Development. Pustaq Mahal. New Delhi. 2010. Meenakshi Raman and Sangeetha Sharma. Technical Communication. Oxford University Press. New Delhi, 2009.
6. Tiko, Champa & Jaya Sasikumar. Writing with a Purpose, OUP, New Delhi, 1997.

Web Sources

- <https://www.skillsyouneed.com/ips/communication-skills.html>
- <https://blog.smarp.com/top-5-communication-skills-and-how-to-improve-them>
- <https://blog.hubspot.com/service/phone-etiquette>
- <https://www.skillsyouneed.com/ips/communication-skills.html>
- <https://www.businessnewsdaily.com/5836-top-interviewing-skills.html>
- <https://gdpi.hitbullseye.com/Group-Discussion.php>

Course Outcomes

At the end of this course the students will be able to:

- **COC1:** Prioritize power of understanding and aids assimilation of vocables. Vocabulary to charge communication with educated words and develop comprehensive knowledge through listening leading to answering questions.
- **COC2:** Build observation power and infuse self-confidence through group discussions and Identify methodology for befitting constructional ability.
- **COC3:** Experiments with inward looking and visualization of the „otherness“ of situations and Illustrate the essential of presentation skills, thoughts, structure, voice modulation, audience analysis and body language.
- **COC4:** Utilize the psychological skills pertaining to time management, articulation, assertion and stress management and Construct methodology for preparation of resume, reports, business letters and email communication.
- **COC5:** Appraise learners with varied skills needed for expose to interviews and Categorize the nature of questions asked usually in interviews.

Programme	:	B.B.A
Year/Semester	:	Third Year / Sixth Semester
Course Title	:	International Finance
Course Code	:	DDBBA-62
No.of Credits	:	4

Course Objectives

- **CO1:** To equip the students with the techniques that can help them in managing the financial issues in international environment.
- **CO2:** To help the students to manage MNCs in more effective manner.

Block-1: Introduction

Concept of International trade- International Business-International Finance and differences among them- Balance of payments (of India) International Monetary System: Different types of Exchange rate mechanisms- the gold standard- the gold exchange standard-The Bretton Woods System- Current monetary system- European Monetary Union.

Block-2: Foreign Exchange Management

Forex market – Wholesale and Domestic market, Quotations- direct, indirect and cross currency- various kinds of transactions and their settlement dates- forward rates- Swaps- Quotes for various kinds of Merchant transactions- Early delivery- extension or cancellation of Forward contracts Exchange Rate determination and Forecasting- Purchasing power parity and Interest rate parity- relationship between PPP and IRP

Block-3: Foreign Exchange Exposures

Financial Accounting and Foreign Exchange- Measuring and managing Economic Exposure- Foreign Exchange Risk and Economic Exposure- Identifying Economic Exposure- Calculating Economic Exposure- Operational Measure of Exchange Risk-Multinational Financial System- Value of the Multinational Financial System, Intercompany Fund- Flow Mechanisms-Cost and Benefits, Designing a Global Remittance Policy- Transfer Pricing and Tax Evasion- Issue of GDR, ADR Euro bonds and foreign bonds.

Block-4: International Investment Management

International project appraisal- IRR and APV methods- Managing Political Risk- Measuring Political Risk- Country Risk Analysis- Managing Political Risk- Post expropriation Policies-Multinational Working Capital Management- Current Asset Management for the Multinational- International Cash Management- Accounts Receivables Management- Inventory Management.

Block-5: International Foreign Exchange Markets

Euro Currency Market - Origin and reasons for the growth of Euro currency (off shore) markets- their characteristics and components- Euro-currency deposit, loans- bonds and notes market- Concept of off shore banking as a form of globalization of the Euro currency concept- its introduction in India- tax havens -International Equity Markets - Concept of Depository Receipt- Global Depository Receipt- characteristics- mechanism of issue, participants involved American Depository Receipt –

types and characteristics- Foreign Currency Convertible Bonds and Foreign Currency -Exchangeable Bonds Foreign Direct Investment and Foreign Portfolio Investment- Participatory notes.

Text Books

1. P.G.Apte, “International Finance”, Tata Mcgraw Hill, 6th edition, 2008.
2. Alan C. Shapiro, “Multinational Financial Management”, Prentice Hall 2nd edition, 2002
Maurice D. Levi “International Finance - The Markets and Financial Management of Multinational Business”, Mcgraw Hill 8th edition, 1996.

Reference Books

1. Adrian Buckley, “International Finance”, Pearson Education.3rd edition, 2012.
2. Alan Shapiro, “Foundations of Multinational Finance”, Wiley India Ltd 2nd edition, 1999.

Websites

1. <https://www.clearias.com/foreign-trade-of-india/>
2. <https://www.bauer.uh.edu/rsusmel/7386/ln11.pdf>

Web links

1. <https://www.slideshare.net/anirban0/international-investment-9959028>
2. <https://www.slideshare.net/taher666/foreign-exchange-exposure-41882267>

Course Outcomes

At the end of this course the students will be able to:

- **COC1:** apply theories of currency market movements.
- **COC2:** To assess historical and contemporary international financial systems, and compare their relevance to markets.
- **COC3:** To identify key factors that influence foreign direct investment and its drivers.
- **COC4:** To determine how capital flows to international markets and how internationalization of markets drive the portfolio construction.
- **COC5:** To enumerate the concepts of depository receipts.

Programme	:	B.B.A
Year/Semester	:	Third Year / Sixth Semester
Course Title	:	Brand Management
Course Code	:	DDBBA-63
No.of Credits	:	4

Course Objectives

- **CO1:** To understand key principles of branding and focus the students to understand the concepts in brand management and analytical techniques commonly used by brand managers.
- **CO2:** To expose students to the situations and challenges frequently encountered by brand managers in ethical issues.
- **CO3:** To understand brand performance through brand positioning and communication.

Block-1: Introduction

Basic Understanding of Brands- Definitions – Branding Concepts- Functions of Brand- Significance of Brands- Different Types of Brands- Co-Branding- Store Brands

Block-2: Brand Strategies

Strategic Brand Management process- Building a strong brand- Brand positioning- establishing Brand values- Brand vision- Brand elements

Block-3: Brand Communications

Brand image building- Brand loyalty programmes – brand promotion methods- Role of brand Ambassadors, celebrities- online brand promotions

Block-4: Brand Extension

Brand adoption practices- different type of brand extension –factors influencing decision for extension- rebranding and re-launching

Block-5: Brand Performance

Measuring brand performance- brand equity management – role of brand managers – branding challenges & opportunities – case studies

Text books

1. Mathew, Brand Management –Text & cases, MacMillan, 2008.
2. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall, 3rd Edition, 2007.

Reference books

1. Tyboust and Kotter, Kellogg on Branding, Wiley, 200
2. Lan Batey, Asian Branding – A Great way to fly, PHI, Singapore, 2002.
3. Paul Tmepoal, Branding in Asia, John Willy, 2000.

4. Ramesh Kumar, Managing Indian Brands, Vikas Publication, India, 2002.
5. Jagdeep Kapoor, Brandex, Biztranza, India, 2005

Website

- <https://www.managementstudyguide.com/brand-management.htm>
- <https://www.bynder.com/en/glossary/brand-management-definition/>

Web links

- <https://www.slideshare.net/versatileBschool/brand-management-full-notes>
- <https://www.slideshare.net/RAVINDRAPUJARI2/brand-management-138924081>

Course outcomes

At the end of this course the students will be able to:

- **COC1:** demonstrate Knowledge of the nature and processes of branding and brand management
- **COC2:** appraise the key issues in managing a brand portfolio and making strategic brand decision
- **COC3:** formulate and justify brand development decisions and develop appropriate strategies and initiatives
- **COC4:** enumerate a professional and coherent report in the form of a brand audit CO 5: To acquire the knowledge of brand management.

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