

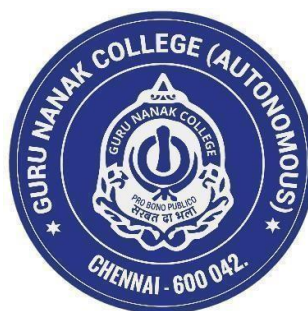
GURU NANAK COLLEGE (AUTONOMOUS)

A Sikh Minority Institution | Unit of Guru Nanak Educational Society (Regd.)

Affiliated to University of Madras | Approved by AICTE

Accredited at A++ Grade by NAAC (CGPA 3.68/4)

Guru Nanak Salai, Velachery, Chennai - 600042



SCHOOL OF MANAGEMENT

Bachelor of Business Administration

(Semester pattern with Choice Based Credit System)

(For the UG Batch of 2026-29 thereafter)

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LOCF - LEARNING OUTCOME BASED CURRICULUM FRAMEWORK

PREAMBLE

1. ABOUT THE PROGRAMME

Bachelor of Business Administration (BBA) is an under graduate programme which equips the students with professional management qualification leading to acquire business leadership roles. With the growing challenges in businesses, BBA education is growing too. This programme provides a good head start for students who wish to develop their managerial and entrepreneurial skills. This programme takes students through the core areas of management including marketing, financial management and human resource management.

BBA Programmes focusses on business related courses. The programme offers knowledge through training in management and interpersonal skills. This programme helps the students learn various aspects of business administration through classroom lectures, internships and projects.

2. VISION

To achieve excellence in management education with a commitment towards economy and society.

3. MISSION

1. To keep pace with the dynamic industry requirements and management practices.
2. To enhance knowledge through workshops, seminars and guest lectures.
3. To meet corporate expectations.

4. PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEO1: Professional Excellence and Competence: Graduates will acquire comprehensive knowledge of management principles, commerce practices, accounting, finance, and business administration, enabling them to excel in corporate, entrepreneurial, and public sector careers.

PEO2: Analytical and Decision-Making Skills: Graduates will develop strong analytical, quantitative, and problem-solving abilities to make informed decisions and address complex business and economic challenges in a dynamic global environment.

PEO3: Ethics, Sustainability, and Social Responsibility: Graduates will uphold ethical values, integrity, and social responsibility, contributing to sustainable development and fostering inclusive growth in society.

PEO4: Leadership, Communication, and Collaboration: Graduates will demonstrate effective communication, teamwork, and leadership skills, preparing them to manage diverse organizational settings and collaborate across disciplines and cultures.

PEO5: Innovation, Adaptability, and Lifelong Learning: Graduates will embrace innovation,

adaptability, and continuous learning to remain relevant in evolving business landscapes, emerging technologies, and global economic trends.

5. PROGRAMME OUTCOMES (POs)

PO1: KNOWLEDGE MANAGEMENT

Apply management theories and practices to understand behaviour and handle business operations.

PO2: PROBLEM SOLVING

Identify business problems and formulate effective solutions for real-world business challenges.

PO3: CRITICAL THINKING

Strengthen critical thinking abilities for data based decision-making and leadership effectiveness.

PO4: INDIVIDUAL AND TEAM WORK

Exhibit the ability to work independently and collaboratively in teams with leadership, accountability, and interpersonal skills.

PO5: COMMUNICATION AND LIFELONG LEARNING

Develop effective communication skills and engage in continuous learning to adapt to changing business environments and professional growth.

6. PROGRAMME SPECIFIC OUTCOMES (PSOs)

PSO1: SPECIALIZATION SUBJECTS AND UNIQUENESS

Develop innovative and industry-relevant business solutions using domain knowledge in marketing, finance, HR, and allied specializations.

PSO2: EXPERIENTIAL AND TOOL USAGE

Apply experiential learning and modern business tools such as digital platforms, analytics software, and simulations to solve real-world business problems.

PSO3: INVESTIGATION, RESEARCH AND SUSTAINABILITY

Evaluate business problems using research methods, data interpretation, and critical thinking and take effective business decisions by integrating ethical practices and sustainability principles for long-term organizational and societal impact.

PSO4: EMPLOYABILITY

Develop managerial, communication, and leadership skills to enhance employability and perform effectively in professional environments.

PSO5: INTERDISCIPLINARY AND MULTIDISCIPLINARY

Integrate knowledge from multiple disciplines to analyze complex business situations and support strategic decision-making.

7. PEO-PO Mapping

	PEO 1	PEO 2	PEO 3	PEO 4	PEO 5
PO 1	3	2	3	3	3
PO 2	2	2	3	3	3
PO 3	3	2	3	3	3
PO 4	3	2	3	3	3
PO 5	2	3	3	3	3

8. PEO-PSO Mapping

	PEO 1	PEO 2	PEO 3	PEO 4	PEO 5
PSO 1	3	3	3	3	3
PSO 2	3	3	3	3	3
PSO 3	3	3	3	3	3
PSO 4	3	3	3	3	3
PSO 5	3	3	3	3	3

9. CHOICE BASED CREDIT SYSTEM (CBCS)

The College follows the CBCS with Grades under the Semester pattern. Each course is provided with a credit point based on the quantum of subject matter, complexity of the content and the hours of teaching allotted. This is done after a thorough analysis of the content of each subject paper by the members of the Board of Studies and with the approval of the Academic Council. Students are also offered a variety of Job oriented Elective, Multidisciplinary skill-based courses as part of the curriculum. Students can earn extra credits by opting for Massive Open Online Courses (MOOCs) and Certificate Courses.

The evaluation method under CBCS involves a more acceptable grading system that reflects

the personality of the student. This is represented as Cumulative Grade Point Average (CGPA) and Grade Point Average (GPA) which are indicators of the Academic Performance of the student. It provides students with a scope for horizontal mobility and empowers them with the flexibility of learning at their convenience.

Eligibility for Admission

The BBA Programme is of three years duration with six semesters. The period from June to November is termed as the odd semester and the period from December to April is referred to as the even semester. Each semester must compulsorily have 90 working days before the students appear for the final End Semester Exam.

Duration of the Course

The UG programme is of three years duration with six semesters and the PG programme is of two years duration with four semesters. The period from June to November is termed as the odd semester and the period from December to April is referred to as the even semester. Each semester must compulsorily have 90 working days before the students appear for the final End Semester Exam.

COURSE OF STUDY

The main course of study for the Bachelor's Degree shall consist of the following:

FOUNDATION COURSES

PART - I: Tamil/ Hindi /Sanskrit/French

PART - II: English

CORE COURSES

PART - III: Consisting of (a) Core Courses (Including Project) (b) Allied Courses (c) Elective Courses related to the main subject of study.

PART – IV: Those who have not studied Tamil up to XII standard and have taken a Non-Tamil language under Part – I, shall opt for Basic Tamil in the first two semesters.

Those who have studied Tamil up to XII standard (State Board) or Tamil up to X Standard (CBSE and other boards) and opted for a Non-Tamil language under Part – I, shall opt for Advanced Tamil in the first two semesters.

Others, who do not come under either of the clauses mentioned above, can choose a Non-Major Elective (NME) in the first two semesters.

Ability Enhancement Skills (I, II, III & IV Semesters)

Value Education (I Semester)

Self-Study (Compulsory) Course (III Semester)

Indian Knowledge System (Domain Specific) – (IV Semester)

Summer Internship (After IV Semester)

Environmental Studies (V Semester)

PART - V: Compulsory Extension Services

A Student shall be awarded one credit for compulsory extension service. A student must enroll in NSS / NCC /Sports & Games/ Citizen Consumer Club / Enviro Club or any other service organization in the College and should put in compulsory minimum attendance of 40 hours, which shall be duly certified by the Principal of the College. If a student lacks 40 hours compulsory minimum attendance in the extension services in any Semester, s/he shall have to compensate the same, during the subsequent Semesters.

10. COURSE STRUCTURE

The B.B.A programme consists of 19 Core courses with 4 credits each, 4 Allied courses with 5 credits each, 3 elective courses with 4 credits each, 4 Ability Enhancement Skill courses with two credits each, 2 Non-Major Elective courses with two credits each, 2 Life Skill courses (Value Education and EVS) with two credits each, 1 Self-study course with 2 credits and a domain specific IKS course with one credit. Internship is a compulsory component with 2 credits and Project is a compulsory core course with 4 credits for all the UG & PG programmes. Extension activity is a compulsory component with 1 credit.

CONSOLIDATED CREDIT STRUCTURE FOR ALL THE 3 YEARS

Course component		No. of Papers	Credits
Part 1	Language	2	6
Part II	English	2	6
Part III	Core	19	76
	Allied	4	20
	Elective	3	12
Part IV	NME	2	4
	Ability Enhancement Skills	4	8
	EVS	1	2
	Value Education	1	2
	Internship	1	2
	Self-study course	1	2
	IKS	1	1
Part V	Extension activity	1	1
Total		42	142

CREDIT DISTRIBUTION FOR EACH SEMESTER:

Semester I		Subject	Credit	Hrs/ Week	Marks		Total
Course Component					Internal	External	
Part I	Language	Language – I	3	6	50	50	100
Part II	English	English – I	3	4	50	50	100
Part III	Core – I	Financial Accounting (Common to B.Com (GEN), B.Com (MM), B.Com (AF), B.Com (ISM), B.Com (CA) and BBA)	4	5	50	50	100
	Core-II	Principles of Management (Common to B.Com (GEN), B.Com (BM), B.Com (MM), B.Com (AF), BBA and BBA (RM))	4	4	50	50	100
	Allied-I	Managerial Economics	5	5	50	50	100
Part IV	Non-Major Elective-I	Basic Tamil-I/ Advanced Tamil-I/ Essentials of Branding	2	2	50	50	100
	Life Skills - I	Value Education	2	2	50	50	100
	Ability Enhancement Skills - I	Communication skills and Personality Development Skills	2	2	50	50	100
	Total		25	30			
Semester II		Subject	Credit	Hrs/ Week	Marks		Total
Course Component					Internal	External	
Part I	Language	Language – II	3	6	50	50	100
Part II	English	English – II	3	4	50	50	100
Part III	Core –III	Accounting for Managers (Common to B.Com (MM) and BBA)	4	5	50	50	100
	Core-IV	Marketing Management and AI (Common to B.Com (MM) BBA & BBA (RM))	4	5	50	50	100
	Allied-II	International Trade (Common to BBA & BBA (RM))	5	6	50	50	100
Part IV	Non-Major Elective-II	Basic Tamil-II/ Advanced Tamil- II/ Business Etiquette and Corporate Culture	2	2	50	50	100
	Ability Enhancement Skills - II	Foundations of Quantitative Aptitude	2	2	50	50	100
Total			23	30			

Semester III		Subject	Credit	Hrs/ Week	Marks		Total
Course Component					Internal	External	
Part III	Core – V	Overview of Business Environment	4	6	50	50	100
	Core-VI	Digital business Management	4	6	50	50	100
	Core – VII	Business Communication for Managers (Common to B.Com (BM), B.Com (MM),BBA & BBA (RM))	4	5	50	50	100
	Core-VIII	Legal Aspects of Business (Common to B.Com (GEN), B.Com (BM), B.Com (MM), B.Com (AF), BBA & BBA (RM))	4	5	50	50	100
	Allied-III	Statistics and Operations Research – I (Common to B.Com (GEN), B.Com (BM), B.Com (MM), B.Com(AF), B.Com (ISM) & BBA	5	6	50	50	100
Part IV	Ability Enhancement Skills -III	Digital Productivity and AI	2	2	50	50	100
	Self- Study Course(Compulsory)	Indian Heritage and Knowledge Systems/ Contemporary World and Sustainable Development	2	-	-	100	100
Total			25	30			
Semester IV		Subject	Credit	Hrs/ Week	Marks		Total
Course Component					Internal	External	
Part III	Core -IX	Organizational Behaviour (Common to BBA & BBA (RM))	4	5	50	50	100
	Core - X	Financial Management (Common to B.Com (GEN), B.Com (A&F), B.Com (BM), B.Com (MM) & BBA)	4	5	50	50	100
	Core –XI	Goods and Service Tax and Customs Law (Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (ISM) and BBA)	4	5	50	50	100
	Core-XII	Financial Services	4	6	50	50	100
	Allied-IV	Statistics and Operations Research – II (Common to B.Com (GEN), B.Com (BM), B.Com (MM), B.Com(AF), B.Com (ISM) & BBA)	5	6	50	50	100
Part IV	Indian Knowledge Systems	Guru Nanak Dev Ji ’s Principles in Business Management (Common to B.Com (BM), B.Com (MM), BBA & BBA (RM))	1	1	100	-	100
	Ability Enhancement Skills – IV	Resume Writing and Interview Skills	2	2	50	50	100
Total			24	30			

Semester V		Subject	Credit	Hrs/ Week	Marks		Total
Course Component					Internal	External	
Part III	Core –XIII	Entrepreneurship Development & Startups (Common to B.Com (AF),B.Com (BM), B.Com (MM) ,BBA & BBA(RM))	4	6	50	50	100
	Core-XIV	Information Systems in Business	4	5	50	50	100
	Core -XV	Research Methods in Business (Common to B.Com (BM), B.Com (MM), BBA & BBA(RM))	4	6	50	50	100
	Core XVI	Operations Management	4	6	50	50	100
	Elective-I IDE (Inter Disciplinary Elective)	(1) Managerial Skill Development (2) Event Management	4	5	50	50	100
Part IV	Life Skills - II	Environmental Studies	2	2	50	50	100
	Internship	Internship	2	-	-	-	-
Total			24	30			
Semester VI		Subject	Credit	Hrs/ Week	Marks		Total
Course Component					Internal	External	
Part III	Core XVII	Fundamentals of Business Analytics	4	6	50	50	100
	Core XVIII	Advertising Management	4	6	50	50	100
	Core XIX	Project	4	6	50	50	100
	Elective- II	Human Resource Management (Common to B.Com (GEN), B.Com(MM), B.Com(ISM) BBA, BBA (RM))	4	6	50	50	100
	Elective-III	Service Marketing (Common to BBA, B.Com MM and BBA (RM))	4	6	50	50	100
Part V	Extension Activity	Participation in NSS/NCC etc.	1	-	-	-	-
Total			21	30			
Total Credits			142				
*** Programmes can choose one extra core course (optional) if they give four credit to allied courses							

11. EXAMINATION

Continuous Internal Assessment (CIA) will be for 50 percent and End Semester Examination (ESE) will be for 50 percent. The CIA marks for the two credit courses (NME, EVS, Value Education and Ability Enhancement skill courses) coming under Part IV, shall be awarded based on the nature of the course or at the course instructor's discretion. The mode of examination for IKS will be conducted through CIA with 5 out of 10 questions carrying 20 marks each.

CONTINUOUS INTERNAL ASSESSMENT (CIA)

Every semester will have a mid-semester examination which will be conducted on completion of 45 working days in each semester. A Model exam for three hours duration will be conducted on completion of 85 working days in each semester. For the courses coming under Part IV, ESE will be conducted in MCQ pattern. Internship credits will be given in semester V after verification of documents by the respective Heads.

The schedule for these tests is as follows:

CIA	Schedule	Syllabus Coverage
Mid Semester Examination	After 45 working days of the Semester	50%
Model Examination	After 85 working days of the Semester	100%

The components for the CIA (Theory & Practical) are as follows:

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment			5
Workbook/record book / notebook			5
Class activity 1			5
Class activity 2			5
Class activity 3			5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

The Mode of Evaluation for class activity can be based on the following parameters (these are suggestions, the faculty can add more if needed)

- 1) Quiz with MCQ
- 2) Case-Study analysis
- 3) Debate
- 4) Seminar/ Presentation
- 5) Peer/Self-Assessment
- 6) Role play
- 7) Scrap book
- 8) Monograph
- 9) Puzzle
- 10) Group Discussion
- 11) Group activity
- 12) Surprise class tests

A record of all such assessment procedures will be maintained by the department and is open for clarification. Students will have the right to appeal to the Principal in case of glaring disparities in marking. CIA marks for practical subjects will be awarded by the respective faculty based on the performance of the student in the model practical examination, observation notebook, submission of record books, regularity and attendance for the practical classes. The attendance particulars for practical classes will be maintained by the concerned faculty. The marks for attendance will be awarded as per the following:

% of General Attendance	Marks Awarded
90-100	5
75-90	4
65-75	3
<65	0

END SEMESTER EXAMINATIONS (ESE)

After the completion of a minimum of 90 working days each semester, the End Semester Examinations will be conducted. Examinations for all UG and PG programmes will be held for all courses in November/December and April/May. Practical examinations will be conducted only during the end of the odd / even semester before, during or after the commencement of the theory exam. The schedule for ESE Practicals will be notified by the Controller of Examinations in consultation with the Dean Academics

Mode of Evaluation

METHODS OF EVALUATION		
Internal Evaluation	Mid Sem Exam (10)	50 Marks
	Model Exam (10)	
	Assignment (10)	
	Class activity (15)	
	Attendance (5)	
External Evaluation	End Semester Examination	50 Marks
Total		100 Marks

Method of assessment

Remembering (K1)	- The lowest level of questions requires students to recall information from the course content - Knowledge questions usually require students to identify information in the textbook. - Suggested Keywords: Choose, Define, Find, How, Label, List, Match, Name, Omit, Recall, Relate, Select, Show, Spell, Tell, What, When, Where, Which, Who, Why
Understanding (K2)	- Understanding off acts and ideas by comprehending organizing, comparing, translating, interpolating and interpreting in their own words. - The questions go beyond simple recall and require students to combined at altogether - Suggested Keywords: Classify, Compare, Contrast, Demonstrate, Explain, Extend, Illustrate, Infer, Interpret, Outline, Relate, Rephrase, Show, Summarize, Translate
Application (K3)	- Students have to solve problems by using / applying a concept learned in the classroom. - Students must use their knowledge to determine a exact response. - Suggested Keywords: Apply, Build, Choose, Construct, Develop, Experiment with, Identify, Interview, Make use of, Model, Organize, Plan, Select, Solve, Utilize
Analyze (K4)	- Analyzing the question is one that asks the students to breakdown something into its component parts. - Analyzing requires students to identify reasons causes or motives and reach conclusions or generalizations. - Suggested Keywords: Analyze, Assume, Categorize, Classify, Compare, Conclusion, Contrast, Discover, Dissect, Distinguish, Divide, Examine, Function, Inference, Inspect, List, Motive, Relationships, Simplify, Survey, Take part in, Test for, Theme

Evaluate (K5)	• Evaluation requires an individual to make judgment on something. • Questions to be asked to judge the value of an idea, a character, a work of art, or a solution to a problem. • Students are engaged in decision-making and problem-solving. • Evaluation questions do not have single right answers. • Suggested Keywords: Agree, Appraise, Assess, Award, Choose, compare, Conclude, Criteria, Criticize, Decide, Deduct, Defend, Determine, Disprove, Estimate, Evaluate, Explain, Importance, Influence, Interpret, Judge, Justify, Mark, Measure, Opinion, Perceive, Prioritize, Prove, Rate, Recommend, Rule on, Select, Support, Value
Create (K6)	• The questions of this category challenge students to get engaged in creative and original thinking. • Developing original ideas and problem-solving skills • Suggested Keywords: Adapt, Build, Change, Choose, Combine, Compile, Compose, Construct, Create, Delete, Design, Develop, Discuss, Elaborate, Estimate, Formulate, Happen, Imagine, Improve, Invent, Make up, Maximize, Minimize, Modify, Original, Originate, Plan, Predict, Propose, Solution, Solve, Suppose, Test, Theory

SEMESTER I

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH:2026-2029
PART: III	COURSE COMPONENT: CORE - I
COURSE NAME: FINANCIAL ACCOUNTING	COURSE CODE: 26UCOM301
SEMESTER: I	MARKS:100
CREDITS:4	TOTAL HOURS: 75
THEORY AND PROBLEMS	

(Common to B.Com (GEN), B.Com (A&F), B.Com (ISM), B.Com (CA), B.Com (MM) & BBA)

COURSE OBJECTIVE:

Introduction to basic concepts of Single-entry system, Depreciation, Insurance and Departmental accounts

COURSE OUTCOMES:

After successful learning of this course the student will be able to:

1. Evaluate the basic accounting concepts in the preparation of final accounts.
2. Appraise the procedures followed under the single-entry system.
3. Compare the various methods of charging depreciation and their effects on financial statements.
4. Investigate the process involved in preparing insurance claims, average due date and account current.
5. Break down the concept of departmental accounts into its components.

UNIT I

(15 Hours)

Meaning and Scope of Accounting - Branches of Accounting – Objectives of Accounting - Brief outline on Indian Accounting Standards (AS) -1,2,4,5,10,11,12 and 26 - Preparation of Final Accounts – Trading Account-Profit & Loss Account - Balance Sheet – Adjusting Entries – Closing Stock, Outstanding Expenses, Prepaid Expenses, Depreciation, Accrued Income, Income received in Advance, Bad Debts, Provision for Bad and doubtful debts, Interest on Capital and Interest on Drawings.

UNIT II

(15 Hours)

Accounts from incomplete records (Single Entry System) – Meaning, Features, Defects, Differences between Single entry and Double entry system - Net worth method – Conversion method.

UNIT III

(15 Hours)

Depreciation-Meaning–Causes–Difference among Depreciation, Amortization and Depletion - Concept of Depreciation – Different Methods of Depreciation-providing Depreciation as per Indian Accounting Standard– Straight Line Method and Written Down Value Method (Change in method excluded)

UNIT IV

(15 Hours)

Insurance claims, claim for loss of stock destroyed including Average Clause- Average due date and Account current.

UNIT V**(15 Hours)**

Departmental Accounting need, features, Basis of Apportionment of Expenses, treatment of Inter-Departmental Transfers at cost or Selling Price - Treatment of Expenses that cannot be apportioned– Preparation of Departmental profit and loss account.

THEORY- 20% PROBLEMS - 80%**RECOMMENDED TEXT BOOKS**

1. Gupta. R.L & Gupta V.K, 2005, Financial Accounting, Sultan Chand & Sons, New Delhi, 6th edition.
2. Reddy T.S & Murthy. A, 2007, Financial Accounting, Margham Publications, Chennai, 5th edition.
3. Dr. S. Manikandan, Financial Accounting, Scitech Publications, Chennai.

REFERENCE BOOKS

1. Goel. D. K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.
2. Jain. S.P & Narang. K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition.
3. Rakesh Shankar. R & Manikandan. S, Financial Accounting, SCITECH, 3rd edition.
4. Shukla & Grewal, 2002, Advanced Accounting, Sultan Chand & Sons, New Delhi, 15th edition.
5. Tulsian P.C., 2006, Financial Accounting, Pearson Education.

E-LEARNING RESOURCES

1. <https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles>
2. https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system
3. <https://www.profitbooks.net/what-is-depreciation/>
4. <https://books.google.co.in/books?isbn=8126909935>
5. <https://books.google.co.in/books?isbn=9966254455>
6. <https://books.google.co.in/books?isbn=0470635290>

GUIDELINES TO THE QUESTION PAPER SETTERS**Question Paper Pattern**

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions	1 -12	3	30
B	Answer any 5 out of 7 questions	13-19	6	30
C	Answer any 2 out of 4 questions	20-23	20	40
	TOTAL MARKS			100

Break up of questions for theory and problems

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	1	1	1	-	1
II	1	1	-	1	-	1
III	1	1	-	1	-	1
IV	2	1	1	1	-	-
V	1	1	-	1	-	1
TOTAL	7	5	2	5	-	4
SECTION A – 12			SECTION B - 7		SECTION C – 4	

PO – CO Mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	3	2	3
CO 2	3	3	3	3	3
CO 3	3	3	3	2	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	2.60	3

PSO – CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	2	3	3	3
CO 2	3	0	3	3	3
CO 3	3	2	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	2	3	3	3

PSO-CO-Question Paper Mapping

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Evaluate the basic accounting concepts in the preparation of final accounts.	PO 1,2&3	PSO 1,4 & 5	K1, K2, K3, K4, K5
CO2	Appraise the procedures followed under the single-entry system.	PO 1,2&3	PSO 1 & 4	K1, K2, K3, K4, K5
CO3	Compare the various methods of charging depreciation and their effects on financial statements.	PO 1,2&3	PSO 1,3 & 4	K1, K2, K3, K4
CO4	Investigate the process involved in preparing insurance claims, average due date and account current.	PO 1,2,3&5	PSO 2,3 & 4	K1, K2, K3, K4
CO5	Break down the concept of departmental accounts into its components.	PO 1,2&3	PSO 1,3, 4 & 5	K1, K2, K3, K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

FINANCIAL ACCOUNTING

Continuous Internal Assessment – Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Completeness - 3, Accuracy - 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Formula Drill Game (Correct Formula Recall - 3, Application - 2) / Others	5	5
Class activity 2	Problem Solving (Correct Answer - 3, Proper Steps - 2) / Error Detection Activity (Identification of Errors - 3, Reasoning - 2) / Scrap Book (Relevance of Content - 3, Creativity and Presentation - 2) / Others	5	5
Class activity 3	Real-Life Application Task (Understanding of Concept - 3, Application of Real Situation - 2) / Real-Life Billing Activity (Preparation - 3, Presentation - 2) / Peer Quiz Creation (Quality of Questions - 3, Relevance to Topic - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH: 2026-2029
PART: III	COURSE COMPONENT: CORE-II
COURSE NAME: PRINCIPLES OF MANAGEMENT	COURSE CODE: 26UCOM302
SEMESTER: I	MARKS:100
CREDITS:4	TOTAL HOURS: 60
THEORY	

(Common to B. Com (GEN), B.Com (A&F), B.Com (BM), B.Com (MM) & BBA)

COURSE OBJECTIVE:

To enable the students to acquire knowledge on principles, concepts and functions of management and inherit the importance of decision making.

COURSE OUTCOMES:

After successful learning of this course the student will be able to:

1. Explain management functions, managerial roles, and management theories to support effective business decision-making.
2. Apply planning concepts and analyze the decision-making process in managerial situations.
3. Illustrate organizing principles and organizational structures for efficient business operations.
4. Examine staffing procedures and evaluate leadership styles to improve workforce effectiveness.
5. Analyze coordination requirements and controlling techniques to enhance organizational performance.

UNIT-I:

(15 Hours)

Management: Importance–Definition–Functions of Management: POLC framework- Role and Functions of Managers– Managerial skills–Levels of Management–Application of management in various functional areas - Production, Accounting, Finance, Marketing and Personnel Management. Evolution of management, Administrative Management by Henri Fayol - Scientific Management by F.W. Taylor - Human Relations Management by Elton Mayo -Modern Management by Peter Drucker.

UNIT-II:

(10 Hours)

Planning- Definition, Objectives of planning - Importance of Planning- Types of Plans–Decision making: Nature and Significance-Process of Decision Making-Types of Decisions making.

UNIT-III:

(15 Hours)

Organizing– Meaning and definition of Organizing, Importance of Organizing, and Principles of Organizing. Types of organizational structure- Line organizational structure- Staff organizational structure- line and staff– Divisional Organization structure, Product/ Project organizational structure, Matrix Organizational Structure and Hybrid Organizational Structure–Bases of Departmentation -Departmentation

by functions, Departmentation by products, Departmentation by territories, Departmentation by customers, Departmentation by process.

UNIT-IV:

(10 Hours)

Staffing– Meaning, Importance-Staffing Process, Benefits. Directing-Meaning-Importance of Directing-Leadership - Styles of leadership- Authoritative leadership (Autocratic),(Democratic)- (Laissez-faire) Leadership, Transformational leader and Transactional leadership

UNIT-V:

(10 Hours)

Co-ordination: Meaning-Need for Co - ordination, Types of co-ordination, Essential requisites for excellent co-ordination. Controlling: Meaning and Importance, Functions of Controlling, Process of controlling and types of Control -Introduction to MIS.

PRESCRIBED TEXT BOOKS:

1. C.B. Gupta, Management Theory & Practice-Sultan Chand & Sons-New Delhi, 16th edition.
2. L.M. Prasad, Principles & Practice of Management -Sultan Chand & Sons- New Delhi, 8th Edition

REFERENCE BOOKS:

1. P.C. Tripathi & P.N. Reddy, Principles of Management-Tata Mc. Graw Hill- New Delhi, 5th Edition
2. Wehrichand Koontz, Management–A Global Perspective, 8th Edition.
3. N. Premavathy, Principles of Management- Sri Vishnu Publication – Chennai 8th Edition
4. J.Jayashankar, Business Management– Margham Publications–Chennai

WEB REFERENCES:

1. <http://www.12manage.com>
2. <http://www.businessballs.com>
3. https://www.tutorialspoint.com/management_principles/management_principles_tutorial.Pdf

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of Questions for Theory

UNITS	SECTION A	SECTION B	SECTION C
I	2	2	1
II	2	1	1
III	3	1	2
IV	2	2	1
V	3	1	1
TOTAL	12	7	6
SECTION A 12		SECTION B 7	SECTION C 6

PO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	3	2	3
CO 2	3	3	3	2	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	2.60	3

PSO – CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	2	3	0	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	2.80	3	2.40	3	3

PSO-CO-Question Paper Mapping

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Explain management functions, managerial roles, and management theories to support effective business decision-making.	PO 1,2,3&5	PSO 1,4 & 5	K1, K2, K3, K4, K5
CO2	Apply planning concepts and analyze the decision-making process in managerial situations.	PO 1,2&3	PSO 2, 3 & 4	K1, K2, K3, K4, K5
CO3	Illustrate organizing principles and organizational structures for efficient business operations.	PO 1,2,3&4	PSO 1,4 & 5	K1, K2, K3, K4, K5
CO4	Examine staffing procedures and evaluate leadership styles to improve workforce effectiveness.	PO 1,2,3&5	PSO 2,3 & 4	K1, K2, K3, K4, K5
CO5	Analyze coordination requirements and controlling techniques to enhance organizational performance.	PO 1,2,3&4	PSO 3,4 & 5	K1, K2, K3, K4, K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH: 2026-2029
PART: III	COURSE COMPONENT: ALLIED- I
COURSE NAME: MANAGERIAL ECONOMICS	COURSE CODE: 26UBBA3A1
SEMESTER: I	MARKS: 100
CREDITS: 5	TOTAL HOURS: 90
THEORY	

COURSE OBJECTIVE:

This includes the study of the global economy and its influence over Indian managerial economy.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Compile knowledge about micro and macroeconomic bases of business decisions in a business organization
2. Examine the importance of demand forecasting in business
3. Compare the strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.
4. Evaluate the production and cost structure under different stages of production.
5. Distinguish between the pricing and output decisions under various market structure.

UNIT-I

(18 Hours)

Nature and Scope of Managerial Economics – Definition of Economics – Important Concepts of Economics – Relationship Between Micro, Macro and Managerial Economics – Nature and Scope - Objectives of Firm.

UNIT-II

(18Hours)

Demand Analysis – Theory of Consumer Behavior – Marginal Utility Analysis – Indifference Curve Analysis Meaning of Demand – Law of Demand – Types of Demand – Determinants of Demand - Elasticity of Demand - Demand Forecasting.

UNIT-III

(18 Hours)

Production and Cost Analysis – Production – Factors of Production – Production Function – Concept – Law of Variable Proportion – Law of Return to Scale and Economics of Scale – Cost Analysis – Different Cost Concepts - Cost Output Relationship – Short Run and Long Run – Revenue Curves of Firms – Supply Analysis.

UNIT-IV

(18 Hours)

Pricing Methods and Strategies – Objectives – Factors – General Consideration of Pricing - Methods of Pricing – Dual Pricing – Price Discrimination

UNIT-V

(18 Hours)

Market Classification – Perfect Competition – Monopoly – Monopolistic Competition – Duopoly Oligopoly.

RECOMMENDED TEXT BOOKS:

1. Dr.S.Shankaran, Managerial Economics –5th Edition,2013, Margham Publication – Chennai
2. P.L Metha, Managerial Economics,2014 - Sultan Chand Publications - New Delhi
3. RL Varsheny and K L Maheshwari, Managerial Economics –22ndEdition, 2014 Sultan Chand Publications - New Delhi.

REFERENCE BOOKS:

1. Joel Dean, Managerial Economics –December 1951, Prentice Hall of India Pvt. Ltd., New Delhi.
2. Spencer M H, Contemporary Economics –8 th Edition, 1993, Worth publishers - New York.
3. VI Mote Samuel Paul G.S Gupta, Managerial Economics – concepts and cases –1 st Edition- 2004, Tata McGraw Hill - New Delhi.

E-LEARNING RESOURCES:

1. https://www.tutorialspoint.com/managerial_economics/managerial_economics_tutorial.pdf
2. <https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597>
3. <https://www.vedantu.com/commerce/pricing-strategies>

GUIDELINES TO THE QUESTION PAPER SETTERS**Question Paper Pattern**

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

BREAKUP OF QUESTION FOR THEORY

Units	Section A		Section B		Section C	
	Theory	Problem	Theory	Problem	Theory	Problem
I	2	-	1	-	1	-
II	3	-	2	-	2	-
III	2	-	2	-	1	-
IV	3	-	1	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
	SECTION A – 12		SECTION B-7		SECTION C-6	

PO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	2
CO 3	2	3	2	3	2
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	2.8	3	2.8	3	2.6

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	2	3	2	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	2.8	3	2.8	3

PSO-CO - Question Paper Mapping

CO NO	COURSE OUTCOMES	POs ADDRESSED	PSO ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Compile knowledge about micro and macroeconomic bases of business decisions in a business organization	PO 1,2&3	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
CO2	Examine the importance of Demand Forecasting in Business	PO 1,2&3	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
CO3	Compare the strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.	PO 1,2,3&4	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
CO4	Evaluate the production and cost structure under different stages of production.	PO 1,2&3	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
CO5	Distinguish between the pricing and output decisions under various market structure.	PO 1,2&3	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH: 2026-2029
PART: IV	COURSE COMPONENT: NON-MAJOR ELECTIVE- I
COURSE NAME: ESSENTIALS OF BRANDING	COURSE CODE: 26UNME4A096
SEMESTER: I	MARKS: 100
CREDITS: 2	TOTAL HOURS: 30
THEORY	

COURSE OBJECTIVE:

To develop the abilities and expertise required to successfully build and manage a brand.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Understand the basic concepts of branding.
2. Understand the concepts of brand personality and role of social media in Brand building
3. Acquire knowledge on the logo design
4. Know the significance of taglines and slogans
5. Provide insights on branding in global market.

UNIT 1

(6 HOURS)

Branding-Definition-Features -Qualities- Types - 3 Cs of Branding- Benefits- Importance of Branding- Building Successful Brands- Challenges and Opportunities- Building brand in Indian Market.

UNIT II

(6 HOURS)

Brand Personality- Elements- Importance- Brand Extension - Types- Advantages and Disadvantages- Brand Equity- Importance- Unique Selling Proposition (USP)- Designing Marketing Programmes to Build Brands

UNIT III

(6 HOURS)

Logos- Types of Logos- Importance- Characteristics of a Good Logo Design- Benefits- Colour - shapes- fonts psychology - Brand Storytelling - Elements of Brand Storytelling.

UNIT IV

(6 HOURS)

Brand Tagline- Significance of Catchy Taglines- Types of Taglines- Slogans- Types of Slogans Difference Between Taglines and Slogans.

UNIT V

(6 HOURS)

Branding for Global Markets - Competing with Foreign Brands- Digital Branding- Global Branding- Corporate Branding- Service Branding- B2B Branding- Recent Trends in Branding

RECOMMENDED TEXT BOOKS:

1. Dutta, K., Brand Management: Principles and Practices, Oxford University Press, 2012.
2. Y.L.R. Moorthi, Brand Management- The Indian Context, Vikas Publishing House, 2009

REFERENCE BOOKS:

1. Kirti Dutta, Brand Management Principles and Practices, Oxford University Press, 2012
2. Aaker, D., Building Strong Brands, Simon & Schuster, 2010.
3. S. Ramesh Kumar, Managing Indian Brand, Marketing Concepts & Strategies, Vikas Publishing House, 2010
4. Kapferer, J.N., The New Strategic Brand Management: Advanced Insights and Strategic Thinking, 5 th Edition, Kogan Page, 2012.
5. Chevalier, M. and Mazzalovo, G., Luxury Brand Management: A World of Privilege, 2nd Edition, John Wiley and Sons, 2012.

E-LEARNING RESOURCES:

1. <https://study.sagepub.com/beverland>
2. <https://merlinone.com/brand-management-tips/>
3. <https://business.adobe.com/blog/basics/how-to-build-a-brand>
4. <https://www.simplilearn.com/brand-management-article>
5. <https://www.canva.com/learn/brand-management/>

QUESTION PAPER PATTERN- MCQs

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH: 2026-2029
PART: IV	COURSE COMPONENT: LIFE SKILL- I
COURSE NAME: VALUE EDUCATION	COURSE CODE: 26UVED401
SEMESTER: I	MARKS:100
CREDITS: 2	TOTAL HOURS:30
THEORY	

COURSE OBJECTIVE:

To inculcate human values, ethical principles, social responsibility, and awareness of responsible technology use for holistic personal and societal development

COURSE OUTCOMES:

After successful learning of this course the student will be able to:

CO1: Recall core value systems and their relevance to real-life situations and ethical decision-making in personal and social contexts.

CO2: Describe the role of culture and civilization in shaping individual and collective identities.

CO3: List salient values for life such as forgiveness, sacrifice, self-esteem, teamwork, and creative thinking.

CO4: Describe the relationship between human rights, social values, and contemporary social issues.

CO5: Recall the teachings of Guru Nanak Dev Ji and describe their connection to values and sustainable living.

UNIT I: EDUCATION AND VALUES

(6 Hours)

Definition, Concept, Classification, Theory, Criteria and Sources of values Aims and objectives of value education. Role and Need for value education in the contemporary society, Role of education in transformation of values in society. Role of parents, teachers, society, peer group and mass media in fostering values.

UNIT II VALUE EDUCATION AND PERSONAL DEVELOPMENT

(6 Hours)

Human Values: Truthfulness, Sacrifice, Sincerity, Self-Control, Altruism, Scientific Vision, relevancy of human values to good life. Character Formation towards Positive Personality Modern challenges of adolescents: emotions and behavior Self-analysis and introspection: sensitization towards gender equality, differently abled, Respect for- age, experience, maturity, family members, neighbors, strangers, etc.

UNIT III HUMAN RIGHTS AND MARGINALIZED PEOPLE

(6 Hours)

Concept of Human Rights–Principles of human rights–human rights and Indian constitution Rights of Women and children–violence against women–Rights of marginalized People Like

women, children, minorities, trans gender, differently abled etc., Social Issues and Communal Harmony Social issues – causes and magnitude - alcoholism, drug addiction, poverty, unemployment – communal harmony –concept –religion and its place in public domain–secular civil society.

UNIT IV: VALUE EDUCATION TOWARDS NATIONAL AND GLOBAL DEVELOPMENT

(6 Hours)

Constitutional Values:(Sovereign, Democracy, Socialism, Secularism, Equality, Justice,Liberty, Freedom, Fraternity) - Social Values: (Pity and Probity, Self-Control, Universal Brotherhood) - Professional Values:(Knowledge Thirst, Sincerity in Profession, Regularity,Punctuality,Faith). Religious and Moral Values: (Tolerance, Wisdom, character) - Aesthetic Values: (Love and Appreciation of literature, fine arts) - Environmental Ethical Values National Integration and international understanding. Need of Humanistic value for espousing peace in society. Conflict of cross-cultural influences, cross- border education - Emerging Technologies and Human Values: (Ethical and responsible use of Artificial Intelligence, digital citizenship, privacy, academic integrity and technology for social good).

UNIT V

(6 Hours)

Guru Nanak Devji's Teachings - Relevance of Guru Nanak Devji's teachings' relevance to Modern Society - The Guru Granth sahib - The five Ks - Values and beliefs - Rights and freedom (Right of equality, Right to Education, Right to Justice, Rights of women, Freedom of religion, Freedom of culture, Freedom of assembly, Freedom of speech) - Empowerment of women - Concept of Langar - Eminent Sikh personalities.

REFERENCES

1. Dr. Abdul Kalam. My Journey-Transforming Dreams in to Actions. Rupa Publications, 2013.
2. Steven R Covey, 8th Habit of Effective People (From Effectiveness to Greatness), Free Press, New York, 2005.
3. Prem Singh, G.J. (2004). 'Towards Value Based Education', University News. Vol. 42 (45): P.11-12.
4. V.R. Krishna Iyer. Dialectics & Dynamics of Human Rights in India (Tagore Law Lectures) The Yesterday, Today and Tomorrow, Eastern Law House (1999, Reprint 2018)

Question paper pattern-MCQs

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH: 2026-2029
PART: IV	COURSE COMPONENT: ABILITY ENHANCEMENT SKILLS-I
COURSE NAME: COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT SKILLS	COURSE CODE: 26USKL401
SEMESTER: I	MARKS: 100
CREDITS: 2	TOTAL HOURS: 30

COURSE OBJECTIVE:

To build communication skills for personal and professional development.

COURSE OUTCOMES:

After successful learning of this course the student will be able to:

1. Demonstrate the ability to actively listen to others, understand diverse perspectives, and paraphrase key points accurately, enhancing their comprehension skills in various personal and professional contexts.
2. Articulate thoughts, ideas, and information clearly and concisely, using appropriate language and structure to convey messages effectively in both written and verbal communication.
3. Develop confidence in expressing opinions, asserting boundaries, and advocating for themselves and others, leading to enhanced self-assurance and effectiveness in interpersonal and group communication.
4. Demonstrate their communication style and approach based on the audience, context, and purpose of communication, fostering flexibility and versatility in interacting with diverse individuals and groups.
5. Acquire techniques for resolving conflicts, managing disagreements, and negotiating mutually beneficial outcomes through effective communication strategies, promoting constructive problem-solving and collaboration in personal and professional settings.

UNIT I Types of Communication

(6 Hours)

Verbal Communication - Nonverbal Communication - Visual Communication - Written Communication - Interpersonal Communication - Group Communication - Mass Communication - Digital Communication- Barriers – Language- Cultural- Psychological- Semantic- Technological Barriers

UNIT II Etiquette & Ethical Practices in Communication

(6 Hours)

Active Listening - Respectful Language - Clarity and Conciseness – Truthfulness-Professionalism- Tone -Timeliness - Constructive Feedback - Confidentiality - Cultural Sensitivity - - Emotional Intelligence-Social Intelligence- Social Etiquettes-Accountability

UNIT III Self Actualization

(6 Hours)

SWOC Analysis- Self Regulation-Self Evaluation, Self-Monitoring, Self- Criticism, Self-Motivation, Self-awareness and Reflection:

UNIT IV III Leadership and Teamwork

(6 Hours)

Leadership Skills: Leadership styles- Goal-setting and decision-making- Motivation and influence- Team Dynamics: Team building activities- Conflict resolution- Collaborative problem-solving

UNIT V Stress and Time Management

(6 Hours)

Definition of Stress, Types of Stress, Symptoms of Stress, Stress coping ability, Stress Inoculation training, Time Management and Work-Life Balance: Self-discipline Goal-setting

RECOMMENDED TEXTBOOKS

1. Goleman, Daniel (2006) *Emotional Intelligence*, Bantam Books
2. Linden, Wolfgang (2004) *Stress Management- From Basic Science to Better Practice-* University of British Columbia, Vancouver, Canada.
3. Hasson, Gill (2012) *Brilliant Communication Skills*. Great Britain: Pearson Education.
4. Monippally, Matthukutty, M. *Business Communication Strategies*. New Delhi: Tata McGraw-Hill Publishing Company Ltd., 2001.
5. Raman, Meenakshi & Sangeetha Sharma (2011) *Communication Skills*, Oxford University Press.

REFERENCE BOOKS

1. N.Krishnaswamy *Current English for College* (1st Edition) - Trinity Press
2. Wood, Julia T (2015) *Interpersonal Communication: Everyday Encounters* 8th Edition, Cengage Learning.

E-LEARNING RESOURCES

1. <http://www.albion.com/netiquette/corerules.html>
2. <http://www.englishdaily626.com/c-errors.php>
3. <https://www.helpguide.org/articles/relationships-communication/nonverbal-communication.htm>
4. <https://www.communicationtheory.org/verbal-vs-non-verbal-communication-with-examples/>
5. <https://letstalkscience.ca/educational-resources/backgrounders/digital-citizenship-ethics>
6. <https://www.switchboard.app/learn/article/teamwork-leadership-skills>

GUIDELINES TO THE QUESTION PAPER SETTERS QUESTION PAPER PATTERN

Section	Question Component	Numbers	Marks	Total
A	Answer any 5 out of 7 questions (Answer in 50 words)	1-7	2	10
B	Answer any 4 out of 6 questions (Answer in 300 words)	8-13	5	20
C	Answer any two (Internal Choice)	14-15	10	20
	Internal & Viva Voce		50	50

BREAK UP OF QUESTIONS

UNITS	SECTION A	SECTION B	SECTION C
I	2	2	----
II	2	1	1
III	1	1	1
IV	1	1	1
V	1	1	1
TOTAL			
SECTION A - 7		SECTION B – 6	SECTION C - 4

SEMESTER II

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH: 2026-2029
PART: III	COURSE COMPONENT: CORE - III
COURSE NAME: ACCOUNTING FOR MANAGERS	COURSE CODE: 26UBBA303
SEMESTER: II	MARKS:100
CREDITS: 4	TOTAL HOURS: 75
THEORY: 20% PROBLEMS: 80%	

COURSE OBJECTIVES:

Fundamentals of management Accounting, Financial statement, Ratio analysis funds flow analysis.

COURSE OUTCOME:

After successful learning of this course the student will be able to:

1. Acquaint with the basic concepts and tools of Cost and Management Accounting
2. Prepare statement like cash flow, fund flow and budgets etc. so as to enable the management to make meaningful decision and correct decision
3. Understand the concepts and importance of Ratio analysis
4. Understand the concepts of Funds flow
5. Synthesize related information and evaluate options for most logical and optimal solution such that they would be able to predict and control cost incurrence and improve results

UNIT I (15 Hours)

Management Accounting: Meaning - nature, scope and functions of management accounting - role of management accounting in decision making; management accounting vs. financial accounting-tools and techniques of management accounting. Financial statements- meaning and types of financial statements – Tools of financial analysis comparative, common size statements and Trend analysis.

UNIT II (20 Hours)

Ratio Analysis – Interpretation, benefits and limitations - Classification of ratios – Liquidity, Profitability and turnover ratios.

UNIT III (20 Hours)

Funds flow statement - objectives - uses and limitations - preparation of funds flow statement - Schedule of changes in working capital – non fund items - adjusted profit and loss account.

UNIT IV (20 Hours)

Cash flow statement – significance preparation of cash flow statement as per IND AS3- Cash from Operating, Investing and Financing activities.

UNIT V (15 Hours)

Budgets and Budgetary Control- Meaning-objectives-advantages-Limitations-Classifications of Budgets

based on Time, Functions and Flexibility. Preparation of Budgets (Sales, Production, Master, Cash, Flexible Budget) - P/V Ratio - Break Even Point - Margin of Safety

THEORY: 20% PROBLEMS: 80%

RECOMMENDED TEXT BOOKS:

1. Maheswari, D. S, "Principles of Management Accounting" Sultan Chand & Sons. Delhi-53, 17th Edition
2. Reddy, T. S., & Dr.Y.HariPrasad Reddy, Management accounting. Margham Publication, 15th Edition.

REFERENCE BOOKS:

1. Gupta, S. K., & Sharma, R. K., Management Accounting: Principles and Practice.
2. Hingorani, R. (2005). Grewal. Management Accounting.
3. Khan, M. Y., & Jain, P. K. (2017). Management Accounting and Financial Analysis.
4. Murthy, A. & Gurusamy, S. Management Accounting Theory and Practice, Vijay Nicole
5. Srinivasan, N. P., & Murugan, M. S., Accounting for management. S. Chand.

E-LEARNING RESOURCES:

1. <https://www.wallstreetmojo.com/ratio-analysis/>
2. <https://books.google.co.in/books?isbn=0070620237>
3. <https://books.google.co.in/books?isbn=1853963836>
4. <https://books.google.co.in/books?isbn=8131731782>

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for Theory and Problem

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	1	1	1	-	-
II	1	2	-	1	-	1
III	1	1	-	1	-	1
IV	1	1	-	1	-	1
V	1	1	1	1	-	1
TOTAL	6	6	2	5	-	4
SECTION A - 12			SECTION B - 7		SECTION C - 4	

PO – CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	2	3	3
CO 2	3	3	3	3	3
CO 3	3	0	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	2.40	2.8	3	3

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	2	3	0	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	2.8	3	2.40	3	3

PSO-CO-Question Paper Mapping

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Acquaint with the basic concepts and tools of Cost and Management Accounting	PO 1&3	PSO 1,4 & 5	K1, K2, K3, K4
CO2	Prepare statement like cash flow, fund flow and budgets etc. so as to enable the management to make meaningful decision and correct decision	PO 1,2,3&5	PSO 1,3,4 &5	K1, K2, K3, K4, K5
CO3	Understand the concepts and importance of Ratio analysis	PO 1,2&3	PSO 1,3 & 4	K1, K2, K3, K4
CO4	Understand the concepts of Funds flow	PO 1,2&3	PSO 1,2 & 4	K1, K2, K3, K4
CO5	Synthesize related information and evaluate options for most logical and optimal solution such that they would be able to predict and control cost incurrence and improve results	PO 1,2,3&5	PSO 1,3, 4 & 5	K1, K2, K3, K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Completeness - 3, Accuracy – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Formula Drill Game (Correct Formula Recall - 3, Application - 2) / Others	5	5
Class activity 2	Problem Solving (Correct Answer - 3, Proper Steps - 2) / Error Detection Activity (Identification of Errors - 3, Reasoning - 2) / Scrap Book (Relevance of Content - 3, Creativity and Presentation - 2) / Others	5	5
Class activity 3	Real-Life Application Task (Understanding of Concept - 3, Application of Real Situation - 2) / Real-Life Billing Activity (Preparation - 3, Presentation - 2) / Peer Quiz Creation (Quality of Questions - 3, Relevance to Topic - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH: 2026-2029
PART: III	COURSE COMPONENT: CORE -IV
COURSE NAME: MARKETING MANAGEMENT AND AI	COURSE CODE: 26UBBA304
SEMESTER: II	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

(Common to B.Com (MM) and BBA)

Course Objectives:

To acquaint students with the fundamental concepts, principles and functions of marketing in a dynamic, technology-driven business environment, with special emphasis on the role of Artificial Intelligence and digital innovations transforming modern marketing practices.

COURSE OUTCOME

After successful learning of this course the student will be able to:

1. Comprehend the basics, importance, and approaches of marketing in business.
2. Explain buyer behaviour, customer relations, STP approach, and AI tools used in marketing.
3. Describe product management, new product development, and AI applications in customer engagement.
4. Comprehend marketing research, distribution channels, demand forecasting, and AI-based market analysis.
5. Explain advertising methods, digital marketing trends, and ethical issues in AI-driven marketing.

UNIT I

(15 Hours)

Definition, Role and Significance in Modern Business-Definition and Core Concepts of Marketing – Role and Importance of Marketing in Business – Relationship of Marketing with other functional areas – Marketing Mix – Marketing Approaches.

UNIT II

(15 Hours)

Nature & scope of customer Relations- Buyer Behavior- differences between Consumers and Industrial Buyer -Types of Buyers – STP Approach-The Buying Process –Factors Influencing Buyer Behaviour – Chat bots, Virtual Assistants - Predictive Analytics.

UNIT III

(15 Hours)

Meaning, Need and Basis – Importance-Product – Product Characteristics and Benefits – Product Classification – New Product Development Process (NPD)- Email campaigns- Lead Scoring- Customer Journey Mapping using AI.

UNIT IV**(15 Hours)**

Meaning and Importance of Marketing Research –Nature & scope of Channels of Distribution Consumer - Goods – Factors influencing of choice of distribution– Consumer Behaviour Prediction- Demand Forecasting- need for quick commerce -AI tools monitoring brand perception in real time.

UNIT V**(15 Hours)**

Meaning, Objectives and Types of Advertising- Importance – Programmatic Advertising- Hyper-Personalization, Dynamic Ad Creation — Direct Selling Social Marketing - AI-generated influencers- Fake follower detection- Data Privacy, Algorithmic Bias, Deep fake Advertising concerns.

RECOMMENDED TEXTBOOKS:

1. Kotler, P. (2007). Marketing Management–The Millennium Edition Prentice Hall of India Private Limited. New Delhi, 35-8.
2. Pillai & Bagavathi, R. S. N. (1999). Marketing Management. S. chand& Co. Ltd.
3. Artificial Intelligence in Marketing Management- Dr.Jitendra Pandey, Dr.Surendara Mohan

REFERENCE BOOKS:

1. Joshi, G. (2009). Information Technology for retail. Oxford University Press, Inc..
2. Mullins, J., Walker, O. C., & Boyd Jr, H. W. (2012). Marketing management: A strategic decision-making approach. McGraw-Hill Higher Education.
3. Pradhan, S. (2011). Retailing management: Text and cases. Tata McGraw-Hill Education.
4. Ramaswamy, V. S., & Namakumari, S. (2009). Marketing management: Global perspective, Indian context. Macmillan.
5. Withey, F. (2006). Marketing Fundamentals. The Official CIM Coursebook 06/07.Taylor & Francis.

E-LEARNING RESOURCES:

1. <https://iedunote.com/marketing-definition-functions-importance-process>
2. <http://www.yourarticlelibrary.com/marketing/top-10-advantages-of-marketing/53152>
3. <http://www.notesdesk.com/notes/marketing/the-marketing-mix-4-ps-of-marketing/>
4. <https://www.enotesmba.com/2013/03/marketing-notes-marketing-mix.html>
5. <https://www.marketingtutor.net/consumer-decision-making-process-stages/>
6. <https://courses.lumenlearning.com/boundless-marketing/chapter/ethics-in-marketing/>
7. <https://www.youtube.com/watch?v=Mco8vBAwOmA>

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Number s	Mark s	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS FOR THEORY

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	2	-	1	-
II	2	-	1	-	1	-
III	2	-	2	-	2	-
IV	2	-	1	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

PO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	2	3	3
CO 2	3	3	3	3	3
CO 3	0	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	2.4	3	2.8	3	3

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	2	3	0	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	2.8	3	2.4	3	3

PO- PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Comprehend the basics, importance, and approaches of marketing in business.	PO 1,3&5	PO 1,3 &5 PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO2	Explain buyer behaviour, customer relations, STP approach, and AI tools used in marketing.	PO 1,2,3&5	PO 1,3,4 &5 PSO1,PSO2,PSO3,PSO4,PSO5	K3,K4
CO3	Describe product management, new product development, and AI applications in customer engagement.	PO 1,2,3&5	PO 1,3,4 &5 PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4
CO4	Comprehend marketing research, distribution channels, demand forecasting, and AI-based market analysis.	PO 1,2,3&5	PO 1,3,4 &5 PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4, K5
CO5	Explain advertising methods, digital marketing trends, and ethical issues in AI-driven marketing.	PO 1,2,3&5	PO 1,3, &4 PSO1,PSO2,PSO3,PSO4,PSO5	K1,K2,K3,K4

K1= REMEMBER, K2= UNDERSTAND, K3= APPLY, K4=ANALYSE, K5= EVALUATE, K6= CREATE

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity – 2	5	5
Class activity 1	Quiz (MCQ on Marketing Basics – Correct Answers - 3, Speed - 2) / Product Identification Activity (Understanding - 3, Accuracy - 2) / Others	5	5
Class activity 2	Group Discussion (Market Trends – 3, Communication Skills – 2) / Case Study (Application of Marketing Concepts – 3, Analysis – 2) / Others	5	5
Class activity 3	Think-Pair-Share (Marketing Ideas – 3, Sharing – 2) / Role Play (Sales Pitch – 3, Creativity – 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH: 2026-2029
PART: III	COURSE COMPONENT: ALLIED II
COURSE NAME: INTERNATIONAL TRADE	COURSE CODE: 26UBBA3A2
SEMESTER: III	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

(Common to BBA & BBA RM)

COURSE OBJECTIVE:

To provide an understanding of the concepts, theories, and practices of international trade, including foreign exchange, investment, global trade environment, and the role of international institutions and contemporary issues.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Describe the basic concepts and scope of international trade.
2. Explain the major theories of international trade.
3. Apply knowledge of foreign exchange and FDI in real-world contexts.
4. Analyze the global trade environment, including policies and trade barriers.
5. Evaluate the role of international institutions and contemporary issues in international trade.

UNIT-I (15 hours)

Introduction to International Trade & Business: Meaning – Scope- Importance- Internal vs International trade- Stages of Internationalization- Multinational Companies- Advantages & Disadvantages

UNIT-II (15 Hours)

Theories of International Trade: Adam Smith's Cost Absolute- Ricardo's Comparative Advantage- Haberler's Opportunity Cost Theory- Heckscher-Ohlin Theory- New Trade Theory- Porter's Diamond.

UNIT-III (15 Hours)

Balance of Trade, Balance of Payment, Causes of BOP Disequilibrium- Methods to correct BOP Disequilibrium - Exchange rates, Fixed vs Floating, Euro-Dollar market..

UNIT-IV (15 Hours)

Export Management; FEMA - FERA – cryptocurrency - Digital Export-Import Services Export procedures, Export finance, Export Pricing, Export Promotion, Foreign Direct Investment- Types- World trade and protectionism - Tariff and non-tariff barriers.

UNIT-V (15 Hours)

Globalization & International Institutions: Globalization- Trade barriers-Protectionism vs Liberalization- WTO- IMF-World Bank- TRIPS-TRIMS-regional integration- India trade policy.

RECOMMENDED TEXTBOOKS:

1. Gupta CB, International Business, S Chand & Co. Ltd, 2014
2. Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi.
3. Carbaugh, Robert J. (2014). International Economics (15th ed.). Cengage Learning.
4. Mannur, H.G. (2009). International Economics. Vikas Publishing House.
5. Cherunilam, Francis (2006). International Trade and Export Management (5th ed.). Himalaya Publishing House.

REFERENCE BOOKS:

1. Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.
2. Krugman, Paul R., & Obstfeld, Maurice (1997). International Economics: Theory and Policy. Pearson Education.
3. Hill, Charles W.L. (2018). International Business: Competing in the Global Marketplace (11th ed.). McGraw-Hill.
4. Gupta, C.B. (2014). International Business. S. Chand Publishing.
5. Subba Rao, P. (2016). International Business (Text and Cases). Himalaya Publishing House.

GUIDELINES TO THE QUESTION PAPER SETTERS**Question Paper Pattern**

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

BREAKUP OF QUESTION FOR THEORY

Units	Section A		Section B		Section C	
	Theory	Problem	Theory	Problem	Theory	Problem
I	2	-	1	-	1	-
II	3	-	2	-	2	-
III	2	-	2	-	1	-
IV	3	-	1	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
	SECTION A – 12		SECTION B-7		SECTION C-6	

PO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	3	2	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	2	2	3	2	3
CO 5	3	3	3	3	3
AVE.	2.8	2.8	3	2.6	3

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	0	2	2	2	3
CO 2	2	2	2	2	3
CO 3	3	3	3	3	3
CO 4	2	2	3	2	3
CO 5	3	3	3	3	3
AVE.	2	2.4	2.6	2.4	3

PSO-CO - Question Paper Mapping

CO NO	COURSE OUTCOMES	POs ADDRESSED	PSO ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Compile knowledge about micro and macroeconomic bases of business decisions in a business organization	PO 1,2&3	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
CO2	Examine the importance of Demand Forecasting in Business	PO 1,2&3	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
CO3	Compare the strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.	PO 1,2,3&5	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
CO4	Evaluate the production and cost structure under different stages of production.	PO 1,2&3	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
CO5	Distinguish between the pricing and output decisions under various market structure.	PO 1,2,3&5	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH: 2026-29
PART: IV	COURSE COMPONENT: NME II
COURSE NAME: BUSINESS ETIQUETTE AND CORPORATE CULTURE	COURSE CODE: 26UNME4B096
SEMESTER: II	MARKS: 100
CREDITS: 2	TOTAL HOURS: 30
THEORY	

COURSE OBJECTIVE:

To sharpen your office skills including telephonic, letter and email communications and to learn about multi-cultures and managing people.

COURSE OUTCOMES:

After successful completion of this course, the students will be able to

1. Define professional behaviour and suggest standards for appearance, action and attitude in business environment
2. Understand different communication styles and how to adjust to each
3. Familiarize with the concept of Netiquette
4. Acquire knowledge on the different facets of corporate culture
5. Enhance students to deal with ethical dilemmas

UNIT- I

(6 Hours)

Definition - Need and Importance of Etiquette in Business - Components of Etiquette- ABCs Of Etiquette - Corporate Culture - Conversations at Work- Dealing with Colleagues- Dealing with Confidential Issues in the Office- Dealing with Ethical Dilemmas -Office Party Etiquette.

UNIT-II

(6 Hours)

Significance of Netiquette- Enforcement of Email Etiquettes in the Organization - Basic Email Etiquettes: Proper Grammar, Spelling, Punctuation, Styling and Formatting, Body of Email, Response, Privacy- Professional Email Address - Salutation, Subject Line, Concise Body, Closing the Email, CC & BCC.

UNIT-III

(6 Hours)

Patterns of Presentation - Colour Scheme, Font Size, Content, Spellings, Animation - Rules of Making Effective PowerPoint Presentations – Body Language, Confidence, Eye Contact- Common Mistakes during Presentations.

UNIT-IV

(6 Hours)

Introduction-Concept of Culture-Business Context -Facets of Culture-National Cultural

Dimensions- Global Business Etiquette-Cross Cultural Etiquettes-Cultural Awareness-Culture and Communications- Business Communication across Culture - Barriers to Intercultural Communication.

UNIT-V

(6 Hours)

Corporate Culture - Nature of Organizational Culture - Designing the Strategy - Culture Change Building- Implementation-Measurement Of Ongoing Improvement - Culture Implications.

RECOMMENDED TEXT BOOKS:

1. Lillian H. Chaney, Jeanette S. Martin. (2007) The Essential Guide to Business Etiquette
2. Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd.
3. Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication (2011)- Sultan Chand & Sons –New Delhi.
4. Parissa Haghirian-(2012) Multinational and Cross cultural Management, Routledge 2012.
5. David C.Thomas, (2016) Cross cultural Management, Sage Publications,.

REFERENCE BOOKS:

1. R. Subramanian, (2020) Professional Ethics: Need for the 21st Century, N.B. Publications.
2. Aarti Kelshikar, How India Works: Making Sense of a Complex Corporate Culture, Harper Business (Publication)

E-LEARNING RESOURCES

1. <https://www.economicdiscussion.net/business/business-ethics/31798>
2. <https://www.personio.com/hr-lexicon/corporate-culture/>

QUESTION PAPER PATTERN- MCQs

PROGRAMME: ALL UG	BATCH: 2026 – 29
PART: IV	COURSE COMPONENT: ABILITY ENHANCEMENT SKILLS-II
COURSE NAME: FOUNDATIONS OF QUANTITATIVE APTITUDE	COURSE CODE: 26USKL402
SEMESTER: II	MARKS:100
CREDITS: 2	TOTAL HOURS: 60
THEORY AND PROBLEMS	

COURSE OBJECTIVE:

Develop learners' problem-solving skills and critical thinking abilities in the context of recruitment aptitude tests.

COURSE OUTCOME:

After successful learning of this course the student will be able to:

1. Apply the concepts of number systems, divisibility rules, and number series to solve numerical problems.
2. Compute HCF and LCM of numbers using prime factorization method.
3. Apply percentage concepts to solve problems involving profit, loss, cost price, and selling price.
4. Compare simple interest and compound interest to solve financial problems.
5. Interpret data from tables and graphs to draw meaningful conclusions.

UNIT I: Number system and Number series

(6 Hours)

Numbers: Numbers and their classification, test for divisibility of numbers, General properties of divisibility, division and remainder, remainder rules. Number Series: Number series, three steps to solve a problem on series, two-line number series, sum rules on natural numbers.

UNIT II: HCF and LCM of Numbers

(6 Hours)

Factors, Multiples, Principal of Prime factorization, Highest Common Factor (HCF) and Least Common Multiple (LCM), Product of two numbers, Difference between HCF and LCM.

UNIT III: Percentage, Profit and Loss

(6 hours)

Percentage: Introduction, fraction to rate percent, rate percent to fraction, rate percent of a number, express a given quantity as a percentage of another given quantity, convert a percentage into decimals and convert a decimal into percentage.

Profit and Loss: Gain/Loss and % gain and % loss, relation among Cost price, Sale price, Gain/Loss and % gain and % loss.

UNIT IV: Simple Interest and Compound Interest

(6 Hours)

Simple Interest: Definition, effect of change of P, R and T on Simple Interest, amount. Compound Interest: Introduction, conversion period, basic formula, to find the Principal/Rate/Time, Difference between Simple Interest and Compound Interest.

UNIT V: Data interpretation

(6 hours)

Tabulation, Bar Graphs, Pie Charts, Line Graphs, average.

RECOMMENDED BOOKS:

1. Quantitative Aptitude by Abhijit Guha, Fourth Edition.
2. Quantitative Aptitude by Ramandeep Singh.
3. Quantitative Aptitude by R.S. Agarwal

E - LEARNING RESOURCES:

1. <https://byjus.com/maths/numeral-system/#:~:text=crore%20is%207.-International%20Numeral%20System,8%20%E2%80%93%20Ones>
2. <https://byjus.com/maths/hcf-and-lcm/>
3. <https://byjus.com/maths/profit-loss-percentage/>
4. <https://www.vedantu.com/jee-main/maths-difference-between-simple-interest-and-compound-interest>

QUESTION PAPER PATTERN

SECTION	QUESTION COMPONENT	NUMBERS	MARKS	TOTAL
Multiple Choice Questions:				
A	Answer 20 out of 20 questions (each question carries one mark)	1-20	20	20
B	Answer any 5 out of 7 questions (each question carries 6 marks)	21 - 27	6	30
TOTAL MARKS				50

BREAK UP OF QUESTIONS FOR PROBLEMS

UNITS	SECTION A	SECTION B
I	4	1
II	4	1
III	4	1
IV	4	1
V	4	1
Any Unit	-	2
TOTAL	20	7

SEMESTER III

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH: 2026-29
PART: III	COURSE COMPONENT: Core - V
COURSE NAME: OVERVIEW OF BUSINESS ENVIRONMENT	COURSE CODE: 26UBBA305
SEMESTER: III	MARKS:100
CREDITS: 4	TOTAL HOURS: 90
THEORY	

COURSE OBJECTIVE:

The students will be able to understand the concept of business environment its meaning, scope and importance.

COURSE OUTCOMES:

After successful completion of this course, the students will be able to

1. Assess several categories that make up the business environment and use different management techniques to manage the internal and external business environment.
2. Apply the various types of policies in the economic environment
3. Understand various constitution provisions & how government play different roles for the smooth functioning of an organization
4. Develop the understanding of social, cultural and demographic factors that play an important part in an organization's functioning
5. Acquire in depth understanding about the financial system and markets functioning of NBFCs

UNIT-I (20 Hours)

Concept – Types of Business Environment – Internal and External Environment – Micro and Macro Environment – Nature and Significance of Business Environment – Changing Dimensions of Business Environment – Impact of Business Environment on Business.

UNIT-II (15 Hours)

Economic Environment – Economic Systems and its impact on Business – Fiscal and Monetary Policy – Economic Planning of India – LPG (Liberalization, Privatization and Globalization) and Business

UNIT-III (15 Hours)

Political Environment - Government and Business relationship in India – Constitution Environment - Corporate Governance.

UNIT-IV (20 Hours)

Social and Cultural Environment – Social and Cultural Components - Impact of Society and Culture on Business – Social Responsibility of Business - Demographic environment and Business

UNIT-V (20 Hours)

Financial Environment - Financial system – Capital Market – Money Market – Stock

Exchange – Non Banking Financial Company

RECOMMENDED TEXT BOOKS:

1. Cherunilam Francis, 2000, Business environment, Himalaya Publishing House, 11th Revised Edition, India.
2. Sankaran Dr.S., Business Environment,(2013), Margham Publications.
3. Aswathappa, K.; Essentials of Business Environment (2011), Himalaya Publishing House, New Delhi.

REFERENCE BOOKS:

1. Rangarajan, C.A.; Perspective in Economics,(2011) S.Chand & Sons, New Delhi
2. Sangam Joshi Rosy Kapoor, Business Environment,(2015), Kalyani Publishers, Ludhiana.

E-LEARNING RESOURCES:

1. <https://pestleanalysis.com/what-is-pestle-analysis/>
2. <https://www.vedantu.com/commerce/economic-environment>

GUIDELINES TO THE QUESTION PAPER SETTERS

QUESTION PAPER PATTERN

Section	Question Component	Numbers	Marks	Total
Section A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
				100

BREAKUP OF QUESTION FOR THEORY

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	2	-	2	-
II	2	-	2	-	1	-
III	2	-	1	-	1	-
IV	2	-	2	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
	SECTION A – 12		SECTION B - 7		SECTION C - 6	

PO-CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	3	2	3
CO 2	3	3	3	3	3
CO 3	3	3	3	2	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	2	3

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	2	3	3	3
CO 2	3	2	3	3	3
CO 3	3	2	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	2	3	3	3

PSO-CO - Question Paper Mapping

CO NO	COURSE OUTCOMES	POs ADDRESSED	PSO ADDRESSED	COGNITIVE LEVEL (K1 To K6)
CO 1	Assess several categories that make up the business environment and use different management techniques to manage the internal and external business environment.	PO 1,2,3&5	PSO 2, PSO 3, PSO 4	K1, K2, K3, K4, K5
CO 2	Apply the various types of policies in the economic environment	PO 1,2&3	PSO 2, PSO 3, PSO 4	K1, K2, K3, K4, K5
CO 3	Understand various constitution provisions & how government play different roles for the smooth functioning of an organization	PO 1,2,3&5	PSO 2, PSO 3, PSO 4	K1, K2, K3, K4, K5
CO 4	Develop the understanding of social, cultural and demographic factors that play an important part in an organization's functioning	PO 1,2,3&5	PSO 2, PSO 3, PSO 4	K1, K2, K3, K4, K5
CO 5	Acquire in depth understanding about the financial system and markets functioning of NBFCs.	PO 1,2&3	PSO 2, PSO 3, PSO 4	K1, K2, K3, K4, K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH: 2026-29
PART: III	COURSE COMPONENT: CORE – VI
COURSE NAME: DIGITAL BUSINESS MANAGEMENT	COURSE CODE: 26UBBA306
SEMESTER: III	MARKS: 100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

(Common to BBA & BBA RM)

COURSE OBJECTIVE:

To provide students with a comprehensive understanding of digital business concepts, models, and strategies, enabling them to analyze online markets, manage e-business operations, and apply appropriate technologies and frameworks for effective digital business planning and decision-making.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Define the concepts, scope, and models of E-Business in the digital economy.
2. Analyze digital marketing strategies and online customer behavior.
3. Apply E-Business operational processes including procurement, inventory, and online retailing.
4. Evaluate E-payment systems, cyber risks, and legal aspects of online transactions.
5. Develop a basic E-Business plan using appropriate strategies and revenue models.

UNIT-I INTRODUCTION TO E-BUSINESS & DIGITAL ECONOMY (15 hours)

Meaning and Definition of E-Business, Difference between E-Business and E-Commerce, Evolution and Growth of E-Business, Scope and Nature of E-Business, Traditional Business vs E-Business, Types of E-Business Models (B2B, B2C, C2C, C2B), Advantages and Limitations of E-Business, Impact of E-Business on Small Businesses.

UNIT-II DIGITAL MARKETING, ONLINE CUSTOMERS AND AI APPLICATIONS (15 Hours)

Meaning and Importance of Digital Marketing, Digital Market Segmentation, Online Branding, Social Media Marketing, Search Engine Marketing (Intro), Email Marketing, Content Marketing – Concept, Customer Attraction and Retention, Introduction to E-CRM, Introduction to Artificial Intelligence (AI) in Digital Business, AI Tools for Digital Marketing and Customer Engagement, Basics of Prompt Writing for Business Applications, Ethics in Online Marketing and Responsible Use of AI

UNIT-III E-BUSINESS OPERATIONS & ONLINE RETAILING (15 Hours)

Meaning of E-Business Operations, Online Buying and Selling Process, Difference between Purchase and Procurement, Basics of E-Procurement, Vendor Management – Introduction, Inventory Management – Concept, Order Processing System, Packing, Shipping and Delivery, Returns and Refunds, Role of Logistics in E-Commerce, Traditional Retailing vs E-Retailing, Types of Online Stores.

UNIT-IV E-PAYMENTS, CYBER SAFETY & LEGAL AWARENESS**(15 Hours)**

Meaning and Need for E-Payment Systems, Types of E-Payments (UPI, Debit & Credit Cards, Mobile Wallets, Net Banking), Payment Gateway – Basic Meaning, Advantages of Online Payments, Online Payment Risks, Digital Frauds & Scams, Cyber Safety Tips, Basics of IT Act 2000, Digital Signatures – Concept, Consumer Protection in Online Shopping, Data Privacy Awareness.

UNIT-V E-BUSINESS ENTREPRENEURSHIP & BUSINESS PLAN**(15 Hours)**

Introduction to E-Business Entrepreneurship, Basics of E-Business Strategy, Pricing in Online Business, Revenue Models, Government Support for Digital Businesses – Overview, Meaning of Business Plan, Steps in Preparing a Basic E-Business Plan.

RECOMMENDED TEXTBOOKS:

1. Dave Chaffey, (2026) Digital Business and E-Commerce Management, Pearson Education.
2. Kenneth C. Laudon & Carol Guercio Traver, (2023) E-Commerce: Business, Technology, Society, Pearson Education.
3. P.T. Joseph, E-Commerce: (2023) An Indian Perspective, PHI Learning.
4. Seema Gupta, (2022) Digital Marketing, McGraw Hill Education.
5. Annmarie Hanlon, (2024) Digital Business, Sage Publications.

REFERENCE BOOKS:

1. Judy Strauss & Raymond Frost, (2016) E-Marketing, Pearson Education.
2. Bharat Bhaskar, (2017) Electronic Commerce: Framework, Technologies and Applications, McGraw Hill.
3. Turban, King, Lee & Liang, (2018) Electronic Commerce: A Managerial Perspective.

E LEARNING RESOURCES:

1. <https://www.investopedia.com/terms/e/ebusiness.asp>
2. <https://www.techtarget.com/searchcio/definition/e-business>
3. <https://www.geeksforgeeks.org/e-commerce/>
4. <https://www.javatpoint.com/digital-marketing>
5. https://www.tutorialspoint.com/e_commerce/index.htm

GUIDELINES TO THE QUESTION PAPER SETTERS**QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Short Answers Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40

BREAKUP OF QUESTION FOR THEORY

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	2	-	2	-
II	2	-	2	-	1	-
III	2	-	1	-	1	-
IV	2	-	2	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A – 12			SECTION B - 7		SECTION C – 6	

PO-CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	3	2	3
CO 2	3	3	3	3	3
CO 3	3	3	3	2	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	2.60	3

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	2	3	3	3
CO 2	3	2	3	3	3
CO 3	3	2	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	2.40	3	3	3

PSO-CO - Question Paper Mapping

CO NO	COURSE OUTCOMES	POs ADDRESSED	PSO ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO 1	Define the concepts, scope, and models of E-Business in the digital economy.	PO 1,3&5	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5
CO 2	Analyze digital marketing strategies and online customer behavior.	PO 1,2,3&5	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5
CO 3	Apply E-Business operational processes including procurement, inventory, and online retailing	PO 1,2,3&4	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5
CO 4	Evaluate E-payment systems, cyber risks, and legal aspects of online transactions.	PO 1,2,3&5	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5
CO 5	Develop a basic E-Business plan using appropriate strategies and revenue models.	PO 1,2,3,4&5	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH: 2026-29
PART: III	COURSE COMPONENT: Core- VII
COURSE NAME: BUSINESS COMMUNICATION FOR MANAGERS	COURSE CODE: 26UBBA307
SEMESTER: III	MARKS: 100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

(COMMON TO B.COM (MM), BBA AND BBA (RM))

COURSE OBJECTIVE:

To equip students with effective business communication, professional correspondence, writing, interview, and digital communication skills for modern organizational environments.

COURSE OUTCOMES

After successful completion of this course, the student will be able to:

1. Discuss the concepts, process, methods, channels, principles, and barriers of business communication.
2. Explain the purpose, characteristics, stages, layout, and types of business letters.
3. Describe various trade-related business correspondences and their execution procedures.
4. Discuss bank and insurance correspondence along with the principles of effective presentation.
5. Examine the importance of report writing, business meetings, and modern forms of communication.

UNIT I

(15 HOURS)

Meaning and Definition of Business Communication – Process – need – Methods: oral or verbal, non-verbal – written Communication – Audio – Video Communication - channels of communication: formal, in - formal – dimensions of communication: upward, downward, horizontal, diagonal – Principles of Effective Communication – Barriers to Communication.

UNIT II

(15 HOURS)

Understanding the purpose of writing a Business Letter - Characteristics of a Good Business Letter – Stages of writing Business Letters – Layout - Kinds of Business Letters.

UNIT III

(15 HOURS)

Trade Enquiries – Orders and their Execution – Credit and Status Enquiries – Complaints and Adjustments – Collection Letters – Sales Letters – Circulars.

UNIT IV

(15 HOURS)

Bank Correspondence - Insurance Correspondence - Elements of Presentation - Rules of Making Effective Presentation

UNIT V**(15 HOURS)**

Importance of Report Writing - Kinds of reports – Business Meetings - Agenda – Minutes of the Meeting
Modern forms of Communication – Social Media – Email Etiquettes – Video Conferencing

TEXTBOOKS

1. Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication-Sultan Chand & Sons-New Delhi.
2. Gupta and Jain, Business Communication, Sahityabahvan Publication, New Delhi.
3. K.P. Singha, Business Communication, Taxmann, New Delhi.
4. R. S. N. Pillai and Bhagavathi. S, Commercial Correspondence, Chand Publications, New Delhi.
5. M. S. Ramesh and R. Pattenshetty, Effective Business English and Correspondence, S. Chand & Co, Publishers, New Delhi.

REFERENCE BOOKS

1. V.K. Jain and Om Prakash, Business Communication, S.Chand, New Delhi.
2. Rithika Motwani, Business Communication, Taxmann, New Delhi.
3. Shirley Taylor, Communication for Business-Pearson Publications - New Delhi.
4. Bovee, Thill, Schatzman, Business Communication Today - Pearson Education, Private Ltd-NewDelhi.
5. Penrose, Rasbery, Myers, Advanced Business Communication, Bangalore.

WEB RESOURCES

1. www.businesscommunication.org
2. <https://www.testpreptraining.com/business-communications-practice-exam-questions>
3. <https://bachelors.online.nmims.edu/degree-programs>

GUIDELINES TO THE QUESTION PAPER SETTERS

QUESTION PAPER PATTERN Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
Total Marks		100		

BREAKUP OF QUESTION FOR THEORY

Units	Section A		Section B		Section C	
	Theory	Letter writing Theory	Theory	Letter writing	Theory	Letter writing
I	2	-	1	-	2	-
II	2	-	1	1	-	1
III	3	-	1	2	-	1
IV	3	-	-	-	-	1
V	2	-	1	-	1	-
TOTAL	12	-	4	3	3	3
SECTION A - 12		SECTION B - 7		SECTION C - 6		

PO-CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	3	2	3
CO 2	3	3	3	3	3
CO 3	3	3	3	2	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	2.60	3

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	2	3	3	3
CO 2	3	2	3	3	3
CO 3	3	2	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	2.40	3	3	3

PSO-CO QUESTION PAPER MAPPING

CO No.	COURSE OUTCOME	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Discuss the concepts, process, methods, channels, principles, and barriers of business communication.	PO1,3,4&5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO2	Explain the purpose, characteristics, stages, layout, and types of business letters.	PO 1,3&5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5
CO3	Describe various trade-related business correspondences and their execution procedures.	PO 1,2,3&5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5
CO4	Discuss bank and insurance correspondence along with the principles of effective presentation.	PO 1,2,3,4&5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2, K5
CO5	Examine the importance of report writing, business meetings, and modern forms of communication.	PO 1,2,3,4&5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH: 2026-2029
PART: III	COURSE COMPONENT: CORE -VIII
COURSE NAME: LEGAL ASPECTS OF BUSINESS	COURSE CODE: 26UCOM308
SEMESTER: III	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

(Common to B.Com (GEN), B.Com (A&F), B.Com (MM), B.Com (BM), BBA)

COURSE OBJECTIVE :

To understand fundamental legal aspects in business.

COURSE OUTCOMES

After successful learning of this course the student will be able to:

1. Explain fundamental legal principles governing business contracts and agreements.
2. Apply provisions of the Indian Contract Act to solve business-related cases.
3. Analyze legal aspects of sale of goods and consumer protection laws.
4. Evaluate legal provisions relating to partnership and LLP operations.
5. Interpret company law provisions and assess corporate legal compliance.

UNIT I

(14 Hours)

Law of Contract –Essential elements of a valid contract- Classification of Contracts - Offer and Acceptance – Capacity of parties to Contract – Free Consent – Consideration – Agreements Declared Void.

UNIT II

(14 Hours)

Contingent Contracts, Performance of Contract – Discharge of Contract – Remedies for breach of contract – Quasi Contracts.

UNIT III

(18 Hours)

Company – Definition – Characteristics – Kind of Companies – Formation – Incorporation of Company- Memorandum of Association – Contents – Articles of Association – Contents – Prospectus – Contents- Types – Liability in Misstatements of Prospectus. (As per Companies Act, 2013).

UNIT IV

(14 Hours)

Company Directors – Appointment – Independent Director – Women Director, Powers – Duties of Director – Meetings – Annual General Meeting – Extra – ordinary General Meeting – Procedure the conduct of the meetings (Meaning of Notice, Agenda, Quorum, Voting, Proxy, Minutes).

UNIT V

(15 Hours)

Resolution- Meaning and Types of Resolution – Winding up of companies – Compulsory winding up - Voluntary winding up.

RECOMMENDED TEXTBOOKS

1. Kapoor N. D, Business Laws, 15th Edition Sultan Chand Publications, 2019.
2. Kapoor N. D, Elements of Company Law, Sultan Chand Publications, 2019.

REFERENCE BOOKS

1. Murugasen S Dr., Dr. T. K. AvvaiKothai, Dr. G. Ravi and Dr. E. Viswanathan ,Business Laws, Himalaya Publishing House.
2. P.C.Tulsian, Business Laws, Tata Mc Graw Hill, 2nd Edition.
3. M.R. Sreenivasan, Business Laws, MarghamPublications , Chennai
4. S.S. Gulshan and G.K. Kapoor, Business Law including Company Law, 12th Edition,New Age International (P) Ltd. Publishers.
5. Saravanel P. and S. Sumathi, Legal Systems in Business, Himalaya Publishing House, 2011.

E-LEARNING RESOURCES

1. https://Onlinecourses.Swayam2.Ac.In/Cec20_Hs23/Preview
2. https://onlinecourses.nptel.ac.in/noc22_mg52/preview
3. https://iica.nic.in/Forthcoming_Programmes.aspx

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS FOR THEORY

UNITS	SECTION A	SECTION B	SECTION C
I	2	2	1
II	2	2	1
III	3	1	2
IV	2	1	1
V	3	1	1
TOTAL	12	7	6
SECTION A 12		SECTION B 7	SECTION C 6

PO-CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	3	2	3
CO 2	3	3	3	3	3
CO 3	3	3	3	2	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	2.60	3

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	2	3	3	3
CO 2	3	2	3	3	3
CO 3	3	2	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	2.40	3	3	3

PSO-CO-Question Paper Mapping

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Explain fundamental legal principles governing business contracts and agreements.	PO 1,3&5	PSO 1,4 & 5	K1, K2, K3, K4, K5
CO2	Apply provisions of the Indian Contract Act to solve business-related cases.	PO 1,2,3&5	PSO 2,3 & 4	K1, K2, K3, K4, K5
CO3	Analyze legal aspects of sale of goods and consumer protection laws.	PO 1,2,3&5	PSO 1,3 & 5	K1, K2, K3, K4
CO4	Evaluate legal provisions relating to partnership and LLP operations.	PO 1,2,3&5	PSO 1,4 & 5	K1, K2, K3, K4
CO5	Interpret company law provisions and assess corporate legal compliance.	PO 1,2,3&5	PSO 1,3,4 & 5	K1, K2, K3, K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity - 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH: 2026-2029
PART: III	COURSE COMPONENT: ALLIED-III
COURSE NAME: STATISTICS AND OPERATIONS RESEARCH - I	COURSE CODE: 26UCOM3A3
SEMESTER: III	MARKS:100
CREDITS: 5	TOTAL HOURS: 90
THEORY AND PROBLEMS	

**(Common to B. Com (GEN), B. Com (A&F), B. Com (ISM),
B. Com (MM), B. Com (BM), BBA)**

COURSE OBJECTIVE:

To strengthen the knowledge on statistics and operations research

COURSE OUTCOMES:

After successful learning of this course the student will be able to:

1. Appraise diagrammatic and graphical representations of data and measures of central tendency.
2. Assess measures of dispersion such as range, quartile deviation, mean deviation, and standard deviation.
3. Compute correlation using Karl Pearson's coefficient and Spearman's rank correlation, and determine regression lines and coefficients for given data.
4. Formulate linear programming problems in operations research and solve them using graphical and algebraic methods.
5. Analyze network analysis techniques using PERT and CPM.

UNIT I

(18 Hours)

Introduction to Statistics and Measures of Central Tendency: Introduction, Definition and limitations of statistics, Graphical representation: Bar diagram, Pie chart, Histogram, Frequency polygon. Mean, Median, Mode and their applications.

UNIT II

(18 Hours)

Measures of Dispersion: Measures of dispersion: Range, Quartile deviation, coefficient of quartile deviation, Mean deviation, coefficient of mean deviation, Standard deviation, coefficient of variation.

UNIT III

(18 Hours)

Correlation and Regression: Correlation: Meaning, Applications, types of degree of correlation, Scatter diagram, Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation. Regression: Meaning, uses, Difference between correlation and regression, linear regression equations.

UNIT IV**(18 Hours)**

Linear Programming Problem: Introduction, formulation, Graphical method.

UNIT V**(18 Hours)**

Network Analysis: Introduction, planning, scheduling, control, basic technologies, rules for constructing a project network, network construction, Program Evaluation Review Techniques. (PERT) – Critical Path Method (CPM).

RECOMMENDED TEXT BOOKS

1. Statistical methods by S.P. Gupta.
2. Resource Management Techniques by V. Sundaresan, K.S. Ganapathy Subramanian, Ganesan. – ARS Publications.

REFERENCE BOOKS:

1. Statistical and numerical methods – P.R. Vittal – Margham Publications
2. Operations Research - P.R. Vittal – Margham Publications

E - LEARNING RESOURCES:

1. <https://www-statisticshowto-com.webpkgcache.com/doc/-/s/www.statisticshowto.com/probability-and-statistics/statistics-definitions/mean-median-mode/>
2. <http://www.uop.edu.pk/ocontents/Chapter%202.pdf>
3. https://udrc.lkouniv.ac.in/Content/DepartmentContent/SM_d89ccf05-7de1-4a30-a134-3143e9b3bf3f_38.pdf
4. https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/mathematics/14._operations_research/01._linear_programming_problem__mathematical_formulation_of_lpp_and_graphical_method_for_solving_lpp/et/9218_et_et.pdf
5. <https://www.slideshare.net/KamelAttar/operation-researchnetwork-analysis-critical-path-metho>

GUIDELINES TO THE QUESTION PAPER SETTERS**Question Paper Pattern**

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions	1 - 12	3	30
B	Answer any 5 out of 7 questions	13 - 19	6	30
C	Answer any 2 out of 4 questions	20 - 23	20	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS FOR THEORY AND PROBLEMS

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	1	1	1	1	-	1
II	2	1	-	1	-	1
III	1	1	1	1	-	1
IV	1	1	-	1	-	-
V	2	1	-	1	-	1
TOTAL	7	5	2	5	-	4
SECTION A – 12			SECTION B - 7		SECTION C - 4	

PO-CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	3	2	3
CO 2	3	3	3	3	3
CO 3	3	3	3	2	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	2.60	3

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	2	3	3	3
CO 2	3	2	3	3	3
CO 3	3	2	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	2.40	3	3	3

PSO – CO question paper mapping

CO No:	COURSE OUTCOME	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO 1	Appraise diagrammatic and graphical representations of data and measures of central tendency.	PO 1,2&3	PSO 1,3 & 5	K1, K2, K3, K4, K5
CO 2	Assess measures of dispersion such as range, quartile deviation, mean deviation, and standard deviation.	PO 1,2&3	PSO 1,3 & 5	K1, K2, K3, K4, K5
CO 3	Compute correlation using Karl Pearson's coefficient and Spearman's rank correlation, and determine regression lines and coefficients for given data.	PO 1,2,3&5	PSO 1,3, 4 & 5	K1, K2, K3, K4
CO 4	Formulate linear programming problems in operations research and solve them using graphical and algebraic methods.	PO 1,2&3	PSO 2,3, 4 & 5	K1, K2, K3, K4
CO 5	Analyze network analysis techniques using PERT and CPM.	PO 1,2,3&4	PSO 2,3,4 & 5	K1, K2, K3, K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Completeness - 3, Accuracy – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Formula Drill Game (Correct Formula Recall - 3, Application - 2) / Others	5	5
Class activity 2	Problem Solving (Correct Answer - 3, Proper Steps - 2) / Error Detection Activity (Identification of Errors - 3, Reasoning - 2) / Scrap Book (Relevance of Content - 3, Creativity and Presentation - 2) / Others	5	5
Class activity 3	Real-Life Application Task (Understanding of Concept - 3, Application of Real Situation - 2) / Real-Life Billing Activity (Preparation - 3, Presentation - 2) / Peer Quiz Creation (Quality of Questions - 3, Relevance to Topic - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: For All Non IT students	BATCH: 2026-2029
PART: IV	COURSE COMPONENT: ABILITY ENHANCEMENT SKILLS-III
COURSE NAME: DIGITAL PRODUCTIVITY AND AI	COURSE CODE: 26USKL403
SEMESTER: III	MARKS:100
CREDITS: 2	TOTAL HOURS: 30
PRACTICAL	

(Common to non IT Students)

COURSE OBJECTIVES:

To build job-ready digital skills by training students in MS Office, Google Workspace, and AI productivity tools

COURSE OUTCOMES:

After successful learning of this course the student will be able to:

1. Create and format professional business documents, including reports, letters, and proposals, using MS Word / Google Docs.
2. Build and manage spreadsheets with formulas, charts, and data tools using MS Excel / Google Sheets.
3. Design and deliver impactful business presentations using MS PowerPoint / Google Slides.
4. Communicate and collaborate effectively using professional email, Google Meet, and cloud-based tools.
5. Apply AI-powered productivity tools to automate, enhance, and accelerate routine office tasks.

UNIT 1: PROFESSIONAL DOCUMENT CREATION

(6 Hours)

Business Documents with MS Word / Google Docs: Setting up a professional document – Page layout, margins, and orientation – Styles and headings for structured documents – Formatting paragraphs, line spacing, and indentation – Inserting tables, images, and shapes – Headers, footers, and page numbers – Mail Merge: creating personalised letters and labels – Track Changes and Comments for document review – Exporting documents as PDF.

AI Integration: Using Microsoft Copilot in Word to draft, summarise, and rewrite content – Grammar and style checking with Grammarly.

UNIT 2: DATA MANAGEMENT WITH SPREADSHEETS

(6 Hours)

MS Excel / Google Sheets — Core Skills: Creating and formatting worksheets – Entering and editing data – Cell referencing: relative and absolute – Essential formulas: SUM, AVERAGE, MIN, MAX, COUNT, IF, VLOOKUP – Sorting and filtering data – Conditional formatting to highlight key data – Freezing rows and columns – Data validation and drop-down lists – Protecting sheets and cells. AI Integration: Using Copilot in Excel / Google Duet AI to generate formulas from plain English Auto-generating insights from data.

UNIT 3: DATA VISUALISATION AND REPORTING**(6 Hours)**

Charts and Dashboards in Excel / Google Sheets: Types of charts: bar, column, line, pie, and combo charts – Inserting and formatting charts – Choosing the right chart for the right data – Creating a basic dashboard with multiple charts – Pivot Tables: summarising and analysing large datasets – Pivot Charts: visualising pivot data – Slicers for interactive filtering – Printing and sharing reports professionally.

AI Integration: Using AI to suggest the best chart type for a dataset – Auto-generating summaries of spreadsheet data using Copilot.

UNIT 4: BUSINESS PRESENTATIONS**(6 Hours)**

MS PowerPoint / Google Slides — Professional Presentations: Designing a presentation structure: title, agenda, content, and closing slides – Applying themes, colour schemes, and fonts consistently – Working with slide layouts and master slides – Inserting charts, tables, SmartArt, and icons – Slide transitions and entrance/exit animations – Presenter View: notes, timer, and laser pointer – Exporting as PDF and video – Introduction to Canva for Presentations as an alternative tool. AI Integration: Using Microsoft Copilot in PowerPoint to generate a full presentation from a prompt – Gamma AI for instant AI-generated presentations – Designing visuals using Canva AI.

UNIT 5: DIGITAL COMMUNICATION AND WORKPLACE COLLABORATION (6 Hours)

Professional Email and Communication: Writing effective professional emails: structure, tone, and etiquette – CC, BCC, Reply All best practices – Email signatures and templates in Gmail / Outlook – Managing inbox: labels, filters, and folders – Scheduling meetings using Google Calendar / Outlook Calendar – Introduction to Microsoft Teams and Google Meet for virtual collaboration.

Cloud-Based Collaboration Tools: Google Drive / OneDrive: organising and sharing files and folders – Real-time collaboration on Docs, Sheets, and Slides – Version history and restoring previous versions

AI Integration: Using AI email assistants: Gmail Smart Compose, Outlook Copilot – Summarising long email threads with AI

E-LEARNING RESOURCES

<https://support.microsoft.com/en-us/word>

<https://support.microsoft.com/en-us/excel>

<https://support.microsoft.com/en-us/powerpoint>

<https://workspace.google.com/learning-center/>

<https://www.w3schools.com/excel/>

<https://learn.microsoft.com/en-us/copilot/microsoft365/>

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Practical Examination for 90 minutes	50	10
Model Examination	Practical examination for 180 minutes	100	10
Assignment	Application-Oriented Assignment	10	5
Workbook/record book/notebook	Note Book	10	5
Class activity 1	Hands-on Tool Usage	10	5
Class activity 2	Collaborative Digital Task	10	5
Class activity 3	Data Analysis Exercise		5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

SELF-STUDY COURSE (COMPULSORY)

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH:2026-29
PART: IV	COURSE COMPONENT: SELF STUDY COURSE
COURSE NAME: Indian Heritage and Knowledge System Or Contemporary World and Sustainable Development	COURSE CODE: 26USSP401 26USSP402
SEMESTER: III	MARKS:100
CREDITS: 2	TOTAL HOURS: 30 Hrs
THEORY	

1. Indian Heritage and Knowledge System

COURSE OBJECTIVE:

Delving into Indian Heritage, this course focuses on South Indian cultures and ancient knowledge like Yoga, Ayurveda, and Siddha, shaping the Nation's identity.

COURSE OUTCOMES:

- CO1: Recall the key features of Indian heritage and its role in shaping cultural identity.
- CO2: Identify the artistic, architectural, and literary achievements of South India and other regions.
- CO3: List traditional practices preserved through folklore across India.
- CO4: Recall the principles of ancient Indian sciences related to physical, mental, and spiritual well-being.
- CO5: Describe the connections between spiritual, medicinal, and artistic elements in Indian heritage.

Unit I: Introduction to Indian Heritage

(6 Hours)

- **Concept of Heritage:** Definition, the importance of studying heritage, and its diverse forms.
- **Cultural Landscape of India:** Overview of major cultural zones in India, with a focus on South India.

Key Concepts: Cultural heritage, diversity, tangible heritage (e.g., monuments), intangible heritage (e.g., traditions, practices).

Unit II: Cultural Tapestry of South India

(6 Hours)

- **Literature:** The classical Tamil literature of *Sangam poetry*, the epic Kannada works like the "Kuvempu Ramayana," the Telugu compositions of Annamacharya, and the poetic Malayalam works of Kerala's rich literary tradition.
- **Painting:** The intricate gold leaf work of Tanjore painting, the intricate patterns of Mysore painting, hand-painting or block-printing of Kalamkari.

● **Theatre:** The ancient art form of Koothu and the elaborate dance-dramas of Bhagavata Mela in Tamil Nadu, and the colourful folk theatre of Yakshagana in Karnataka.

● **UNESCO Indian Heritage Sites:** Great Living Chola Temples artistry, Hampi-Virupaksha Temple and the Vijaya Vittala Temple, Mahabalipuram- a treasure trove of Pallava art, Mysore Palace-Indo-Saracenic architecture, Periyar National Park- Western Ghats, Kanchipuram-City of Thousand Temples

Unit III: Tamil Nadu Folklores

(6 Hours)

● **Origins and Significance:** Historical background of Tamil Nadu folklore and its cultural significance.

● **Folk Dances:** Exploration of traditional Tamil folk dances like Karakattam, Kolattam, and Kummi.

● **Folk Music:** Overview of folk music traditions in Tamil Nadu, including Parai Attam and Villu Paatu.

● **Rituals and Festivals:** Understanding the role of folklore in Tamil Nadu's rituals and festivals- Pongal and Jallikattu.

Key Concepts: Karakattam, Kolattam, Parai Attam, Villu Paatu, Tamil folk tales, cultural rituals.

Unit IV: Unveiling the Knowledge Systems

(6 Hours)

● **Cultural Landscape of India:** Overview of major cultural zones in India, with a focus on South India.

● **Yoga:** Exploring the various aspects of Yoga - its philosophy, Eight Limbs, practices(e.g., Asanas, Pranayama), and benefits for physical and mental well-being.

● **Ayurveda:** Understanding the core principles of Ayurveda - its focus on holistic health, diagnosis, and treatment methods.

Key Concepts: Yoga philosophy, Asanas, Pranayama, Tridosha theory (Ayurveda), Doshas (Vata, Pitta, Kapha), Panchakarma, herbal medicine, Ayurvedic lifestyle.

Unit V: Siddha Tradition and Other Knowledge Systems

(6 Hours)

● **Siddha Tradition:** Origins, philosophy, medicinal practices, and spiritual aspects.

● **Other Important Knowledge Systems:** Jyotish Shastra (Indian astrology), Natya Shastra (Treatise on performing arts).

Key Concepts: Siddha literature, alchemy, and spirituality in Siddha tradition. Pancha Boothas (Siddha), herbal remedies, Planetary influences, elements of classical Indian dance and music, and aesthetics in Natya Shastra.

Question paper pattern-MCQs

2. Contemporary World and Sustainable Development

COURSE OBJECTIVE:

Delving into global dynamics, this course highlights Asia and India's pivotal role in achieving global sustainability objectives.

COURSE OUTCOMES:

CO1: Identify the key actors and institutions that shape the contemporary world order.

CO2: Describe the political, economic, and security challenges in major Asian regions.

CO3: Recall the causes and human impact of recent wars and conflicts.

CO4: Describe the principles of sustainable development and their relevance at local, national, and global levels.

CO5: Identify India's contributions to the SDGs through Tamil Nadu's programs.

Unit 1: Global Governance and Institutions

(6 Hours)

- **State & Non-State Actors:** Definition, types (nation-states, failed states), functions. Key Actors: International states, Intergovernmental organizations (IGOs), nongovernmental organizations (NGOs), multinational corporations (MNCs).
- **United Nations (UN):** Structure, key organs (General Assembly, Security Council), functions, WB, & others.
: United Nations General Assembly, United Nations Security Council.
- **Regional Organizations:** European Union (EU), African Union (AU), North Atlantic Treaty Organization (NATO)
Key Concepts: European Union Commission, African Union Commission, North Atlantic Treaty Organization.
- **International Law and Treaties:** Significance, role in addressing global challenges.
Key Concepts: International Court of Justice, International Criminal Court, Geneva Conventions.

Unit 2: Contemporary Asia (Major Geographical Regions)

(6 Hours)

- **Middle East:** Characterized by rich oil reserves, Complex political dynamics, and ongoing conflicts.
Key countries: Iran, Iraq, Israel, Saudi Arabia, Syria, Turkey
- **Southeast Asia:** Rapid economic growth, Challenges- maritime security and environmental degradation. Philippines, Singapore, Thailand, Vietnam
- **Far East:** Major economic powerhouses and Potential flashpoints. North Korea, South Korea
- **Rise of China:** Political-South China Sea, Territorial disputes and Competition for Resources.

Economic- China's Belt and Road Initiative (BRI)

- **Major Economic Centers:** Singapore- Global financial hub, **Hong Kong**- Special Administrative Region of China, **United Arab Emirates (UAE)**- Diversified economy driven by oil and gas, tourism, and trade

Regional Organizations:

- Association of Southeast Asian Nations (ASEAN)
- South Asian Association for Regional Cooperation (SAARC)
- Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation (BIMSTEC)
- Asia-Pacific Economic Cooperation (APEC)
- Shanghai Cooperation Organization (SCO)

Unit 3: Recent Wars of the World

(6 Hours)

- **Syrian Civil War (2011-present):** Bashar al-Assad regime, Syrian opposition groups, ISIS. conflict, humanitarian crisis, foreign intervention, refugee crisis.
- **Yemeni Civil War (2015-present):** Houthi rebels, Yemeni government, Saudi-led coalition. humanitarian crisis, role of Iran and Saudi Arabia, UN peace efforts.
- **Ukraine Conflict (2014-present):** Ukrainian government, Russian-backed separatists, Russia. of Crimea, Donbas region conflict, Minsk agreements, NATO-Russia tensions.
- **Ethiopia Civil War (2020-present):** Ethiopian government, Tigray People's Liberation Front (TPLF), Eritrean forces.

Key Concepts: Tigray conflict, humanitarian crisis, regional implications, efforts for ceasefire and peace talks.

- **Nagorno-Karabakh War (2020):** Armenia, Azerbaijan, Russia.

Key Concepts: Conflict over Nagorno-Karabakh region, ceasefire agreement, role of Turkey, peace negotiations.

- **Myanmar Civil War (2021-present):** Myanmar military (Tatmadaw), ethnic armed groups, and Civilian resistance. Rohingya crisis, ethnic conflicts, ASEAN mediation efforts.

Unit 4: Sustainable Development Goals

(6 Hours)

- **Definition of Sustainable Development:** Balancing economic, social, and environmental needs.

Key Concepts: United Nations Development Programme (UNDP), World Wildlife Fund (WWF), Sustainable Development Solutions Network (SDSN).

- **UN Sustainable Development Goals (SDGs):** Overview, targets.

Nations, national governments, NGOs, private sector.

- **Challenges and Opportunities:** Achieving sustainability, global cooperation.

Key Concepts: United Nations, national governments, civil society organizations, multinational corporations.

Unit 5: India's Role in Achieving Sustainable Development Goals (SDGs) with Tamil Nadu Initiatives (6 Hours)

Addressing Basic Needs:

- **Goal 1: No Poverty**
 - National Rural Employment Guarantee Act (NREGA)
 - Kalaigiar Kanchi Thalaiyalar Scheme
 - Ungal Thozhil Udhayanam (UTOY)
- **Goal 2: Zero Hunger**
 - National Food Security Act (NFSA)
 - Nutritious Noon Meal Programme
 - Annadhanam Scheme
 - Amma Unavagam
- **Goal 3: Good Health and Well-being**
 - National Health Mission (NHM)
 - Health Insurance of Tamil Nadu
 - Chief Minister's Comprehensive Health Insurance Scheme
 - Maruthuva Mitri
 - Amma Mini Clinics

Ensuring Essential Services:

- **Goal 4: Quality Education**
 - Sarva Shiksha Abhiyan (SSA)
 - Rashtriya Madhyamik Shiksha Abhiyan (RMSA)
 - Namakkal District Library Scheme
 - Pudhumai Penn Scheme under Higher Education Assurance Scheme (HEAS)
 - Free Coaching for Competitive Exams
- **Goal 6: Clean Water and Sanitation**
 - Swachh Bharat Mission (Clean India Mission)
 - National Rural Drinking Water Programme (NRDWP)
 - Jal Jeevan Mission Tamil Nadu
 - Namakku Naathey Scheme
 - Kudimaramathu Scheme
- **Goal 7: Affordable and Clean Energy**
 - National Solar Mission

- Tamil Nadu Solar Energy Policy
- Green House Scheme

Building Sustainable Communities:

- **Goal 11: Sustainable Cities and Communities**
 - Smart Cities Mission
 - Atal Mission for Rejuvenation and Urban Transformation (AMRUT)
 - Adi Dravidar Housing Scheme
- **Goal 13: Climate Action**
 - National Action Plan on Climate Change (NAPCC)
 - International Solar Alliance
 - Tamil Nadu Wind Energy Policy 2019
- **Goal 17: Partnerships for the Goals**
 - Development Assistance Programmes (DAPs)
 - International Development Cooperation (IDC)

Question paper pattern-MCQs

SEMESTER IV

PROGRAMME: BACHELOR OF BUSINES ADMINISTRATION	BATCH: 2026-29
PART: III	COURSE COMPONENT: CORE –IX
COURSE NAME: ORGANISATIONAL BEHAVIOUR	COURSE CODE: 26UBBA309
SEMESTER: IV	MARKS: 100
CREDITS:4	TOTAL HOURS: 75
THEORY	

COURSE OBJECTIVE:

It is an interdisciplinary subject that has the influence of various subjects Psychology, management, sociology, economics and engineering have their influence on this field.

COURSE OUTCOMES:

After successful completion of the course, the student will be able to

1. Aware of the different theories of motivation.
2. Comprehend and apply motivational theories in the workplace
3. Identify changes within organizations and power and politics in organizations
4. Evaluate the appropriateness of various leadership styles and conflict management strategies used in organizations
5. Analyze individual and group behaviour, and understand the implications of Marketing Management on the process of management

UNIT-I

(12 Hours)

Meaning, Definition of Organizational Behaviour, Evolution of OB as a Discipline, Contribution from other Disciplines, OB Framework, OB Model (Autocratic, Custodial) Emerging Issues in Organization Behaviour. Personality: Meaning - Determinants of Personality - Biological Factors - Cultural Factors - Family and Social Factors - Situational Factors -Personality Attributes Influencing OB, Interactive Behaviour and Interpersonal Conflict.

UNIT– II

(17 Hours)

Perception: Meaning - Need - Perceptual Process – Perceptual Mechanism - Factors Influencing Perception. - Attitude: Meaning of Attitude - Characteristics of Attitude – Components of Attitude - Attitude and Behaviour – Attitude Formation, Change in Attitude and Barriers to Attitude Learning: Meaning & Importance – Barriers- Principles Of Learning & Reinforcement – Observational Learning - Cognitive Learning - Theories of Learning.

UNIT– III

(17 Hours)

Definition of Motivation - Importance of Motivation - Relevance of Motivation to OB - Theories of Motivation: Maslow's Needs Theory, Alderfer's ERG Theory. Overview of Leadership- Traits and Types, Theories of Leadership- Trait and Behavioural Theories. Contingency Perspective of Leadership -

Situational Leadership and Path & Goal of Leadership, Transformational, Transactional, Charismatic Leaders, Leaders as Mentors and Ethical Leadership.

UNIT-IV

(17 Hours)

Group Dynamics: Meaning - Types of Groups - Functions of Small Groups - Group Size Status - Managerial Implications –Group Behaviour - Group Norms – Group Cohesiveness - Types- Threats to Group Cohesiveness- Evolution of Groups into Teams. Leadership: Introduction - Managers V/S Leaders.

UNIT– V

(12 Hours)

Organizational Culture: Meaning and Nature of Organization Culture - Origin of organization Culture, Functions of Organization Culture, Types of Culture, Creating and Maintaining Organization Culture, Managing Cultural Diversity - Organizational Climate: Factors Influencing Organizational Climate- Organizational Development: Nature of Organizational Development, Steps involved in Organizational Development Process.

RECOMMENDED TEXT BOOKS:

1. K. Aswathappa, Organizational Behaviour, HPH.
2. Sekaran Uma, Organisational Behaviour Text & cases, 2nd edition, Tata McGraw Hill Publishing Co. Ltd.
3. RaoGangadhar, Narayana ,V.S.P Rao, Organisational Behaviour 1987, Reprint 2000, Konark Publishers Pvt.Ltd , 1 st edition

REFERENCE BOOKS:

1. Khanka S.S., Organisational Behaviour,S.Chand & Co , New Delhi.
2. Jayasankar J., Organisational Behaviour, Margham Publications, Chennai

E-LEARNING RESOURCES:

1. <https://www.geektonight.com/organisational-behaviour-notes-pdf/>
2. <https://weatherhead.case.edu/centers/fowler/research/case-studies/department?idDept=339>

GUIDELINES TO THE QUESTION PAPER SETTERS

QUESTION PAPER PATTERN

Section	Question Component	Numbers	Marks	Total
Section A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	30

BREAKUP OF QUESTION FOR THEORY

Units	Section A		Section B		Section C	
	Theory	Problem	Theory	Problem	Theory	Problem
I	3	-	1	-	1	-
II	3	-	2	-	1	-
III	2	-	1	-	1	-
IV	2	-	2	-	2	-
V	2	-	1	-	1	-
Total	12	-	7	-	6	-
	SECTION A - 12		SECTION B - 7		SECTION C – 6	

PO-CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	3	2	3
CO 2	3	3	3	3	3
CO 3	3	3	3	2	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	2.60	3

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	2	3	3	3
CO 2	3	2	3	3	3
CO 3	3	2	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	2.40	3	3	3

PSO-CO - QUESTION PAPER MAPPING

CO NO	COURSE OUTCOME	POs ADDRESSED	PSO ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO 1	Aware of the different theories of Motivation.	PO 1,2,3&5	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
CO 2	Comprehend and apply motivational theories in the workplace	PO 1,2,3,4&5	PSO 1, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
CO 3	Identify changes within organizations and power and politics in organizations	PO 1,2,3,4&5	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
CO 4	Evaluate the appropriateness of various leadership styles and conflict management strategies used in organizations	PO 1,2,3,4&5	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
CO 5	Analyze individual and group behaviour, and understand the implications of Marketing Management on the process of management	PO 1,2,3,4&5	PSO 1, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: BACHELOR OF BUSINEES ADMINISTRATION	BATCH: 2026-2029
PART: III	COURSE COMPONENT: CORE -X
COURSE NAME: FINANCIAL MANAGEMENT	COURSE CODE: 26UCOM310
SEMESTER: IV	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY AND PROBLEMS	

(Common to B.Com (GEN), B.Com (A&F), B.Com (CS), B.Com (BM), B.Com (MM) & BBA)

COURSE OBJECTIVE:

To know the corporate financial structure.

COURSE OUTCOMES

After successful learning of this course the student will be able to:

1. Explain financial management concepts and evaluate profit vs. wealth maximization decisions.
2. Analyze cost of capital and assess the impact of leverage and capitalization.
3. Evaluate different capital structure theories and their practical implications.
4. Examine dividend policies and factors influencing dividend decisions.
5. Apply working capital and its components, operating cycle and to determine working capital requirements.

UNIT I

(12 Hours)

Financial Management – Introduction – Scope – Finance and other related disciplines –Function of Finance – Functions of Finance Manager in 21st Century. Financial Goals: Profit Maximization Vs Wealth Maximization –Time value of money - perpetuity – CMI Amortization.

UNIT II

(17 Hours)

Cost of Capital – Significance of the cost of Capital – Determining Component costs of Capital – Cost of Equity - Cost of Preference share capital – Cost of Debt - Cost of Retained Earnings – Weighted Average cost of capital.

UNIT III

(17 Hours)

Capital structure – Importance – Factors affecting Capital structure - Determining Debt – Equity proportion – Theories of capital structure –Net Income Approach – Net Operating Income Approach – M.M Approach & Traditional Approach - Leverage concept –Operating Leverage – Financial Leverage and Combined Leverage.

UNIT IV

(15 Hours)

Dividend policy – Objective of Dividend Policies - Types of Dividend Policies - Factors Affecting Dividend Policy – Dividend Theories: Walter's - Gordons's – M.M Hypothesis – Forms of Dividend

UNIT V

(14 Hours)

Working Capital – Components of working Capital – Operating Cycle – Factors influencing

working capital – Determining working capital requirements.

THEORY:20%PROBLEMS:80%

RECOMMENDED TEXT BOOKS

1. M.Y. Khan and P.K. Jain Basic Financial Management, Tata McGraw-Hill Education
2. Dr.A. Murthy, Financial Management, Margham Publications

REFERENCE BOOKS

1. Pandey I.M.: Financial Management, Vikas Publishing House Pvt Ltd
2. Maheswari.S.M.: Financial Management, Sultan Chand& Sons
3. Prasanna Chandhra : Financial management theory and practice, McGraw-Hill Education
4. Dr.Rustagi P R, Fundamentals of Financial management,Taxman'spublication,14thedition
5. ParamasivanC & SubramanianT, Financial Management, New Age International Publishers

E-LEARNING RESOURCES

1. <https://www.managementstudyguide.com/financial-management.htm>
2. <https://corporatefinanceinstitute.com/resources/knowledge/finance/cost-of-capital/>
3. <https://www.investopedia.com/terms/c/capitalbudgeting.asp>
4. <https://efinancemanagement.com/dividend-decisions>
5. <https://cleartax.in/s/working-capital-management-formula-ratio>
6. <https://books.google.co.in/books?isbn=812591658X>
7. <https://books.google.co.in/books?isbn=8174465863>

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any10 out of 12 questions	1-12	3	30
B	Answer any 5 out of 7 questions	13-19	6	30
C	Answer any 2 out of 4 questions	20-23	20	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS FOR THEORY AND PROBLEM

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	1	1	-	-	-
II	2	1	-	1	-	1
III	1	1	1	1	-	1
IV	1	1	-	1	-	1
V	1	1	-	2	-	1
TOTAL	7	5	2	5	-	4
	SECTION A 12		SECTION B 7		SECTION C 4	

PO – CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	2	3	3	2	3
CO 2	3	3	3	2	3
CO 3	2	3	3	2	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	2.6	3	3	2.4	3

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	2	2	2	3
CO 2	3	3	2	3	3
CO 3	3	2	2	3	3
CO 4	3	3	3	2	3
CO 5	3	3	3	3	3
Ave.	3	2.6	2.4	2.6	3

PSO-CO-Question Paper Mapping

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Explain financial management concepts and evaluate profit vs. wealth maximization decisions.	PO 1,2,3&5	PSO 1,3,4 & 5	K1, K2, K3, K4
CO2	Analyze cost of capital and assess the impact of leverage and capitalization.	PO 1,2,3&5	PSO 1,3,4 & 5	K1, K2, K3, K4, K5
CO3	Evaluate different capital structure theories and their practical implications.	PO 1,2,3&5	PSO 1,3,4 & 5	K1, K2, K3, K4
CO4	Examine dividend policies and factors influencing dividend decisions.	PO 1,2,3&5	PSO 1,3 & 4	K1, K2, K3, K4
CO5	Apply working capital and its components, operating cycle and to determine working capital requirements.	PO 1,2,3&5	PSO 1,2, 4 & 5	K1, K2, K3, K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Completeness - 3, Accuracy – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Formula Drill Game (Correct Formula Recall - 3, Application - 2) / Others	5	5
Class activity 2	Problem Solving (Correct Answer - 3, Proper Steps - 2) / Error Detection Activity (Identification of Errors - 3, Reasoning - 2) / Scrap Book (Relevance of Content - 3, Creativity and Presentation - 2) / Others	5	5
Class activity 3	Real-Life Application Task (Understanding of Concept - 3, Application of Real Situation - 2) / Real-Life Billing Activity (Preparation - 3, Presentation - 2) / Peer Quiz Creation (Quality of Questions - 3, Relevance to Topic - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH: 2026-2029
PART: III	COURSE COMPONENT: CORE -XI
COURSE NAME: GOODS AND SERVICES TAX AND CUSTOMS LAW	COURSE CODE: 26UCOM311
SEMESTER: IV	MARKS:100
CREDITS:4	TOTAL HOURS:75
THEORY	

(Common to B.Com (GEN), B.Com (CS), B.Com (A&F), B.Com (ISM) & BBA)

COURSE OBJECTIVE:

To understand about the GST procedure and implementation.

COURSE OUTCOMES

After successful learning of this course the student will be able to:

1. Justify the canons of taxation and tax structure.
2. Defend the powers and duties of customs authorities.
3. Formulate GST provisions and exemptions.
4. Determine the scope of supply, place of supply, time of supply, and value of supply.
5. Apply GST registration, return filing, tax payment, and related procedures under GST and differentiate persons liable and not liable for registration.

UNIT I

(10 Hours)

History of Taxation – Elements of Tax – Objectives of Taxation – Cannons of Taxation – Tax System in India – Classification of Taxes.

UNIT II

(20 Hours)

Customs Act 1962– Definition, Concepts and Scope– Levy and Collection of Customs Duty - Classification of Goods–Assessment of Duty–Valuation of Goods under Customs Act– Prohibition on Importation & Exportation of Goods– Demand and Recovery of Customs Duty Clearance of Goods– Baggage.

UNIT III

(20 Hours)

Introduction to GST - Meaning – Need – Benefit – Types – GST Council – Applicability – Exclusions. Good exempted from GST – Services exempted from GST – Powers to grant Exemption from tax

UNIT IV

(10 Hours)

Introduction to taxable events under GST– Concepts of Supply– Types of Supply–Composite Supply– Mixed Supply– Composite Levy - Introduction to value and time of supply – Time of Supply of Goods – Time of Supply of Service– Value of Supply and its Provisions

UNIT V

(15 Hours)

Introduction to registration under GST– Time limit– Persons liable for Registration–Persons not liable for Registration– Compulsory Registration– Procedure – Returns under GST- Filing of Returns - Cancellation and Revocation GST Returns – Assessment and Tax Payment under GST - GST Audit- E-Way Bill under GST.

RECOMMENDED BOOKS

1. T.S. Reddy & Y. Hariprasad Reddy, Business Taxation, Margham Publications, 2018.
ICAI – Indirect Tax Study Material, 2018.

REFERENCE BOOKS

1. Dr. Vinod K Singhania, Monica Singhania, Students Guide to Income Tax, Taxmann Publications Pvt Ltd., New Delhi.
2. Girish Ahiya, Dr. Ravi Gupta, Systematic Approach to Income Tax and CST, Bharat Law House Pvt. Ltd. New Delhi.
3. Dr. Sanjeev Kumar, Systematic Approach to Indirect Taxes with Practical problems and solutions, BharatLaw House Pvt. Ltd., New Delhi.

E-LEARNING RESOURCES

1. <http://www.idtc.icai.org/gst.html>
2. <http://idtc.icai.org/gst-topic-wise-study-material-list.html>

GUIDELINES TO THE QUESTION PAPER SETTERS Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions(each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for Theory

UNITS	SECTION A	SECTION B	SECTION C
I	3	1	1
II	3	1	2
III	2	2	1
IV	2	1	1
V	2	2	1
TOTAL	12	7	6
SECTION A 12		SECTION B 7	SECTION C 6

PO – CO Mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	3	3	3
CO 2	3	3	3	2	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	2	3
Ave.	3	3	3	2.6	3

PSO – CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	3	3

PSO-CO-Question Paper Mapping

CO No:	COURSE OUTCOMES	POS ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Justify the canons of taxation and tax structure.	PO 1,2,3&5	PSO 1,3 & 5	K1, K2, K3, K4, K5
CO2	Defend the powers and duties of customs authorities.	PO 1,2,3&5	PSO 1,4 & 5	K1, K2, K3, K4, K5
CO3	Formulate GST provisions and exemptions.	PO 1,2,3&5	PSO 1,2 4 & 5	K1, K2, K3, K4
CO4	Determine the scope of supply, place of supply, time of supply, and value of supply.	PO 1,2,3&5	PSO 1,3,4 & 5	K1, K2, K3, K4
CO5	Apply GST registration, return filing, tax payment, and related procedures under GST and differentiate persons liable and not liable for registration.	PO 1,2,3&5	PSO 1,2,4 & 5	K1,K2,K3,K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH: 2026-29
PART: III	COURSE COMPONENT: CORE PAPER – XII
COURSE NAME: FINANCIAL SERVICES	COURSE CODE: 26UBBA312
SEMESTER: IV	MARKS:100
CREDITS: 4	TOTAL HOURS:75
THEORY	

COURSE OBJECTIVE:

The curriculum is career-oriented in nature which creates several prospects in different disciplines, such as banking.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to

1. Identify financial services in India as Indian Financial System, Financial Markets, Banking and Insurance Sector in India and Recent Trends in Accounting and Finance
2. Acquaint with current financial practices
3. Distinct between Mutual Funds and Venture Capital.
4. Summarize the features of lease agreements and the concepts of Hire purchase
5. Discuss mutual funds and the Institutions involved in it.

UNIT– I

(15 Hours)

Meaning and Importance of Financial Services – Types of Financial Services – Financial Services and Economic Environment – Players In Financial Services Sector.

UNIT-II

(20 Hours)

Merchant Banking: Meaning, Functions – Issue Management: Pre-Issue Management and Post Issue Activities – Managing of New Issues – Underwriting: Meaning, Types of Underwriting – Capital Market: Meaning, Definition, Capital Market Instruments: Equity Shares, Preference Shares and Debentures. Types of Capital Market: Primary Market and Secondary Market Stock Exchange: Meaning and Definition, Characteristics of Stock Exchange, Operators at Stock Exchange, BSE, NSE and OTCEI – Listing: Meaning, Objectives and Advantages – Types of Speculators - Role of SEBI.

UNIT-III

(10 Hours)

Leasing: Meaning, Types of Leases, Features of Lease Agreement - Hire Purchase: Concepts and Features – Distinguishing Between Hire Purchase and Leasing. Factoring: Definition and Meaning, Functions of Factor, Types of Factoring

UNIT-IV

(15 Hours)

Venture Capital: Meaning, Features, Functions, Modes or Forms of Venture Capital –Credit Rating: Meaning, Advantages and Disadvantages, CRISIL, ICRA, CARE. Consumer Finance: Meaning and Types of Consumer Finance.

UNIT– V

(15 Hours)

Mutual Funds: Meaning – Types: Based on Ownership, Operation, Objectives and Location– Advantages and Disadvantages of Mutual Fund – Institutions Involved – UTI.

RECOMMENDED TEXT BOOKS:

1. Khan M.Y., Financial Services, 8th Edition, 2016, Tata McGraw Hill Publications.
2. Santhanam B., Financial Services, Margham Publications.
3. Kumar Dinesh K.S., Financial services, 2014, Shri Sai Publishers' Distributor

REFERENCE BOOKS:

1. Mishra Dr.M.N., Law of Insurance, 2014, Sultan Chand Publications.
2. Machiraju H.r., Indian Financial System, 4th Edition, 2010, Vikas Publications.
3. Basu S.K., A Review of current Banking Theory and Practice, 2nd Edition, MacMillan Publications, London.

E-LEARNING RESOURCES:

1. <https://www.studocu.com/in/document/apj-abdul-kalamtechnological-university/nbfc-micro-finance/financial-services-lecture-notes/23239176>
2. <https://BACHELOR OF BUSINEES ADMINISTRATIONmantra.com/financial-services/>
3. <https://www.mutualfundindia.com/MF/return/TopFunds?id=5>

GUIDELINES TO THE QUESTION PAPER**SETTERS QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
Section A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40

BREAKUP OF QUESTION FOR THEORY

Units	Section A		Section B		Section C	
	Theory	Problem	Theory	Problem	Theory	Problem
I	3	-	2	-	1	-
II	3	-	1	-	2	-
III	2	-	2	-	1	-
IV	2	-	1	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
	SECTION A - 12		SECTION B - 7		SECTION C - 6	

PO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	2	3	3
CO 5	3	3	3	3	3
AVE.	3	3	2.8	3	3

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	2	3	0	3	3
CO 2	3	3	2	3	3
CO 3	3	3	3	3	3
CO 4	3	3	2	2	3
CO 5	3	3	3	2	3
Ave.	2.8	3	2	2.6	3

PSO-CO - Question Paper Mapping

CO NO	COURSE OUTCOMES	POS ADDRESSED	PSO ADDRESSED	COGNITIVE LEVEL (K1 TO K6)
CO 1	Identify financial services in India as Indian Financial System, Financial Markets, Banking and Insurance Sector in India and Recent Trends in Accounting and Finance	PO 1,2,3&5	PSO 1, PSO 2,PSO 3, PSO 4,PSO 5	K1, K2, K3, K4, K5
CO 2	Acquainted with current financial practices	PO 1,2,3&5	PSO 1, PSO 3,PSO 4. PSO 5	K1, K2, K3, K4, K5
CO 3	Distinct between Mutual Funds and Venture Capital.	PO 1,2,3&5	PSO 1, PSO 2,PSO 3, PSO 4,PSO 5	K1, K2, K3, K4, K5
CO4	Summarize the features of lease agreements and the concepts of Hire purchase	PO 1,2,3&5	PSO 1, PSO 2,PSO 3, PSO 4,PSO 5	K1, K2, K3, K4, K5
CO5	Discuss mutual funds and the Institutions involved in it.	PO 1,2,3&5	PSO 1, PSO 3,PSO 4, PSO 5	K1, K2, K3, K4, K5
K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create				

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: BACHELOR OF BUSINEES ADMINISTRATION	BATCH: 2026-2029
PART: III	COURSE COMPONENT: ALLIED-IV
COURSE NAME: STATISTICS AND OPERATIONS RESEARCH - II	COURSE CODE: 26UCOM3A4
SEMESTER: IV	MARKS:100
CREDITS: 5	TOTAL HOURS: 90
THEORY AND PROBLEMS	

**(Common to B. Com (GEN), B. Com (A&F), B. Com (ISM),
B. Com (MM), B. Com (BM), BBA)**

COURSE OBJECTIVE:

To strengthen the knowledge on statistics and operations research

COURSE OUTCOMES:

After successful completion of this course, the student will be able to

1. **Assess** time series analysis using secular trend and least squares method, including seasonal variation.
2. **Critique** sampling techniques, types of samples, and sampling procedures.
3. Outline index numbers such as weighted and unweighted price relative methods and the cost of living index.
4. Formulate linear programming problems for transportation and obtain initial basic feasible solutions using Northwest corner, least cost, and Vogel's approximation methods, and test optimality using the MODI method.
5. Solve linear programming problems related to assignment using minimization and maximization cases with the Hungarian method.

UNIT I

(18 Hours)

Time Series: Meaning, need and components of time series, Measurement of trend: Free hand, Semi average, moving average and least square methods. Measurement of seasonal indices: Simple average, Ratio to trend and Ratio to moving average method.

UNIT II

(18 Hours)

Index Number: Meaning, Needs - Types, Unweighted and Weighted index number Simple, Aggregative, Price relative methods, Laspeyres's, Paasche's, Bowley's and Fisher's index numbers, Time and Factor reversal tests, Cost of living index.

UNIT III

(18 Hours)

Sampling Methods: Meaning of sampling, probability sampling methods and non-probability sampling methods, sampling error and standard error.

Hypothesis: Meaning, types, standard hypothesis, null and alternative hypothesis, simple and composite hypothesis, type I and type II error, testing of hypothesis: t -test, F-test, Chi square.

UNIT IV

(18 Hours)

Transportation Problem: Introduction, initial basic feasible solution, North West Corner Methods (NWCN), Least Cost Methods (LCM), Vogels Approximation Method (VAM), Modified Distribution Method (MODI) solution procedure without degeneracy.

UNIT V

(18 Hours)

Assignment Problem: Introduction, Mathematical formulation of an assignment problem, Hungarian method for solving assignment problem, unbalanced assignment problem, minimization and maximization case in assignment problem.

RECOMMENDED TEXT BOOKS

1. Statistical methods by S.P. Gupta
2. Resource Management Techniques by V. Sundaresan, K.S. Ganapathy Subramanian, Ganesan. – ARS Publications.

REFERENCE BOOKS:

1. Statistical and numerical methods – P.R. Vittal – Margham Publications.
2. Operations Research - P.R. Vittal – Margham Publications.

E - LEARNING RESOURCES:

1. https://www.lkouniv.ac.in/site/writereaddata/siteContent/202003291612342405mukeshsrivastava_businessstastics3.pdf
2. <https://www.qualtrics.com/au/experience-management/research/sampling-methods/>
3. https://www.lkouniv.ac.in/site/writereaddata/siteContent/202004160626023624RajivSaksena_INDEX_NUMBERS.pdf
4. https://www.acsce.edu.in/acsce/wp-content/uploads/2020/03/1585041316993_Module-4.pdf

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions	1 - 12	3	30
B	Answer any 5 out of 7 questions	13 - 19	6	30
C	Answer any 2 out of 4 questions	20 - 23	20	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS FOR THEORY AND PROBLEM

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	1	1	1	-	1
II	1	1	-	1	-	1
III	2	1	1	1	-	-
IV	1	1	-	1	-	1
V	1	1	-	1	-	1
TOTAL	7	5	2	5	-	4
SECTION A – 12			SECTION B - 7		SECTION C - 4	

PO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	0	0	2	0	3
CO 2	3	3	3	3	3
CO 3	3	3	3	0	3
CO 4	2	2	3	0	3
CO 5	3	3	3	3	3
AVE.	2.2	2.2	2.8	1.2	3

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	2	3	0	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
AVE.	2.8	3	2.4	3	3

PSO – CO question paper mapping

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO 1	Assess time series analysis using secular trend and least squares method, including seasonal variation.	PO 1,2&3	PSO-1,3 & 5	K1, K2, K3, K4, K5
CO 2	Critique sampling techniques, types of samples, and sampling procedures.	PO 1,2&3	PSO-1,3 & 5	K1, K2, K3, K4, K5
CO 3	Outline index numbers such as weighted and unweighted price relative methods and the cost of living index.	PO 1,2&3	PSO-1,3 & 5	K1, K2, K3, K4,
CO 4	Formulate linear programming problems for transportation and obtain initial basic feasible solutions using Northwest corner, least cost, and Vogel's approximation methods, and test optimality using the MODI method.	PO 1,2&3	PSO-2,3,4 & 5	K1, K2, K3, K4
CO 5	Solve linear programming problems related to assignment using minimization and maximization cases with the Hungarian method.	PO 1,2&3	PSO-2,3,4 & 5	K1, K2, K3, K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6 = Create

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Completeness - 3, Accuracy – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Formula Drill Game (Correct Formula Recall - 3, Application - 2) / Others	5	5
Class activity 2	Problem Solving (Correct Answer - 3, Proper Steps - 2) / Error Detection Activity (Identification of Errors - 3, Reasoning - 2) / Scrap Book (Relevance of Content - 3, Creativity and Presentation - 2) / Others	5	5
Class activity 3	Real-Life Application Task (Understanding of Concept - 3, Application of Real Situation - 2) / Real-Life Billing Activity (Preparation - 3, Presentation - 2) / Peer Quiz Creation (Quality of Questions - 3, Relevance to Topic - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH: 2026-2029
PART: IV	COURSE COMPONENT: IKS
COURSE NAME: INDIAN KNOWLEDGE SYSTEM (IKS) GURU NANAK DEV JI'S PRINCIPLES IN BUSINESS MANAGEMENT	COURSE CODE: 26UIKS408
SEMESTER: IV	MARKS:100
CREDITS: 1	TOTAL HOURS: 15
THEORY	

(Common to B.Com (MM), BM, BBA & BBA (RM))

COURSE OBJECTIVE:

To provide students with knowledge of Guru Nanak Dev Ji's teachings and their application in ethical leadership, business management, and sustainable organizational practices.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to

1. Explain the teachings and philosophy of Guru Nanak Dev Ji in relation to business and management.
2. Apply Guru Nanak Dev Ji's ethical and leadership principles in workplace and organizational practices.
3. Analyze the relevance of Guru Nanak Dev Ji's teachings in sustainability and corporate social responsibility.

UNIT I

(5 HOURS)

Life and philosophy of Guru Nanak Dev Ji- Relevance of Guru Nanak's teachings in business and management- Guru Nanak Dev Ji's- Three Golden Rules - Leadership Principles: Kirat Karo (Honest Work & Integrity), Vand Chhako (Sharing and Empowering), Naam Japna (Mindfulness and Self-Reflection).

UNIT II

(5 HOURS)

Guru Nanak Dev Ji's Ethical Principles in Business- - Ethical Decision-Making in Organizations- Guru Nanak Dev Ji's Teachings on Work Culture- Equality, Respect, and Harmony in the Workplace Leadership qualities inspired by Guru Nanak Dev Ji.

UNIT III

(5 HOURS)

Contemporary Applications in Business Management- Guru Nanak's principles in global business environment- Application of Oneness in Modern Business Practices- Environmental Stewardship in Business- Pavan Guru, Pani Pita, Maata Dharat (Ecological awareness and sustainable business models)- Corporate Social Responsibility.

REFERENCE BOOKS:

1. Singh, Pashaura (2004) , The Life and Teachings of Guru Nanak, Oxford University Press
2. Roopinder Singh (2007), Guru Nanak His Life and Teachings, Rupa.co
3. Jasleen Kaur (2011), Management Perspectives in Sikhism, Lap Lambert Academic Publishing

E-LEARNING RESOURCES:

1. <https://vajiramandravi.com/upsc-exam/what-were-the-major-teachings-of-guru-nanak-explain-their-relevance-in-the-contemporary-world/>
2. <https://www.wticabs.com/blog/india/festival/teachings-of-guru-nanak-dev-ji-peaceful-life>

Examination

Continuous Internal Assessment(CIA) will be for 50 percent and End Semester Examination(ESE) will be for 50 percent. The CIA marks for the two credit courses (NME, EVS, Value Education and Ability Enhancement skill courses) and one credit course on Indian Knowledge System coming under Part IV, shall be awarded based on the nature of the course or at the course instructor's discretion (Assignment/project/presentation).

The mode of examination for IKS will be conducted through CIA with 5 out of 10 questions carrying 20 marks each.

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH: 2026-2029
PART: IV	COURSE COMPONENT: ABILITY ENHANCEMENT SKILLS -IV
COURSE NAME: RESUME WRITING AND INTERVIEW SKILLS	COURSE CODE: 26USKL405
SEMESTER: IV	MARKS:100
CREDITS:2	TOTAL HOURS:30

COURSE OBJECTIVE:

To equip the students to acquire the relevant skills for better employability

COURSE OUTCOMES:

After successful completion of this course, the student will be able to

- 1: Prepare professional resumes, CVs, biodata and covering letters suitable for job applications.
- 2: Apprise the fundamental concepts, purpose and characteristics of job interviews.
- 3: Identify various types of interviews and their expectations in recruitment processes.
- 4: Apply interview techniques and strategies to effectively handle different stages of the interview process.
- 5: Demonstrate employability skills such as communication, personality development, time management, and presentation skills for career readiness.

UNIT I: Preparing Biodata / CV / Resume

(6 Hours)

Essential characteristics of a job application – Difference between Biodata, CV, Resume – Covering letter – Tips to draft an application

UNIT II: Introduction to Interview Skills

(6 Hours)

Definition – Meaning – Concept of interview – Purpose – Objectives of interview – Characteristic features of job interviews

UNIT III: Types of Interview

(6 Hours)

Traditional one-to-one job interview – Panel interview – Behavioural interview – Group interview – Phone interview – Preliminary interview – Patterned interview – Depth interview – Stress interview – Exit interview – Interview through tele and video conferencing

UNIT IV: Interviews – Techniques and Strategies

(6 Hours)

Preparing for the interview process – Before the interview – During the interview – After the interview – Tips to ace an interview – Commonly asked interview questions – Do's and Don'ts – Reasons for rejection.

UNIT V: Leveraging Employability Skills

(6 Hours)

Personality Development – Organizational skills – Time Management – Stress Management – Effective Communication Skills – Reasoning Ability – Verbal Ability – Group Discussion – Technical skills – Presentation skills

RECOMMENDED TEXTBOOKS

1. Monipally, Matthukutty M. (2017) *Business Communication: From Principles to Practice*
2. Peter, Francis. (2012) *Soft Skills and Professional Communication*. New Delhi: Tata McGraw Hill.

REFERENCE BOOKS

1. Higgins, Jessica JD (2018) *10 Skills for Effective Business Communication: Practical Strategies from the World's Greatest Leaders*
2. Nicholas, Sonji (2023) *Interviewing: Preparation, Types, Techniques, and Questions*, Pressbooks
3. Storey, James (2016) *The Art of The Interview: The Perfect Answers to Every Interview Question*

E-LEARNING RESOURCES

1. <https://careermobilityoffice.cs.ny.gov/cmo/documents/Resume%20&%20Interviewing%20Handout.pdf>
2. <https://edu.gcfcglobal.org/en/interviewingskills/interview-etiquette/1/>
3. <https://findjobhub.com/en/types-of-interviews>
4. <https://egyankosh.ac.in/bitstream/123456789/23411/1/Unit-2.pdf>
5. https://bharatskills.gov.in/pdf/E_Books/CTS/ES/English/ES_Part_1_62%20hour_English.pdf
6. https://bharatskills.gov.in/pdf/E_Books/CTS/ES/English/ES_Part2_58hour_English.pdf

GUIDELINES TO THE QUESTION PAPER SETTERS QUESTION PAPER PATTERN

Section	Question Component	Numbers	Marks	Total
A	Answer any 5 out of 7 questions (answer in 50 words)	1-7	2	10
B	Answer any 4 out of 6 questions (answer in 300 words)	8-13	5	20
C	Answer any two(Internal (Choice)	14-15	10	20
	Internal & Viva Voce		50	50

BREAK UP OF QUESTIONS

UNITS	SECTION A	SECTION B	SECTION C
I	2	2	----
II	2	1	1
III	1	1	1
IV	1	1	1
V	1	1	1
TOTAL			
SECTION A - 7		SECTION B - 6	SECTION C - 4

SEMESTER V

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH: 2026-2029
PART: III	COURSE COMPONENT: CORE -XIII
COURSE NAME: ENTREPRENEURIAL DEVELOPMENT AND STARTUPS	COURSE CODE: 26UBBA313
SEMESTER: V	MARKS:100
CREDITS:4	TOTAL HOURS: 75
THEORY	

COURSE OBJECTIVE:

The objective of the course is to understand the concept of a start-up, identify the required strategic resources and entrepreneurial strategies in developing entrepreneurship competencies.

COURSE OUTCOMES

After successful learning of this course the student will be able to:

1. Describe the concept and role of entrepreneurship in economic development.
2. Explain the concept of startups and various business models and develop entrepreneurial competencies.
3. Categorise the institutions supporting the business enterprises at central and state-level and other agencies.
4. Describe the economic, technological, and social environment affecting entrepreneurship.
5. Examine the growth and challenges of women and rural entrepreneurship.

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UNIT-I:

(15 Hours)

Concept of Entrepreneurship: Entrepreneur - Meaning - Evolution - Functions of an entrepreneur - Traits of an Entrepreneur - Classification of Entrepreneurs –Concept of Intrapreneur – Entrepreneur Vs Intrapreneur –Factors affecting entrepreneurial growth – Role of entrepreneurship in economic growth- Barriers to entrepreneurship.

UNIT-II:

(15 Hours)

Start Up - An Overview: Business Model - Generation of Ideas - Sources of New Ideas - Methods of Generating Ideas, Opportunity Recognition – Feasibility Study: Market, Technical/Operational, Financial, Legal & Social - Opportunity Assessment–Developing an effective Business Plan-Execution of Business Plan - Student Start-up Policy – Government Schemes to support start-ups.

UNIT-III:

(15 Hours)

Resource Mobilization & Institutional Support: Angel Resource Mobilization & Institutional Support: Angel investors – Crowd-funding - Venture Capital Funds- Franchising – Stock Market – Supply Chain Finance - Institutional support to entrepreneurs – Need - DIC, TANSIM, NSIC, MSMEDI, SSIC, SIDCO,

SIPCOT, IIC, KVIC - Entrepreneurial Development Programs (EDP) – Objective, Need and Relevance of EDPs – Problems of EDPs- Entrepreneurship Development Institute of India (EDII) and its functions.

UNIT-IV:

(15 Hours)

Managing Environments: Economic, Technological and Social Environment – Business Cycles – Industry Cycles - Role of Government in promoting entrepreneurship – Policies and Schemes for promotion of MSME in India – Incentives, subsidies & tax concessions – Supporting institutions -Failure, Causes and Preventive Measures – Turnaround Strategies.

UNIT-V:

(15 Hours)

Development of Women Entrepreneurship & Rural Entrepreneurship: Women Entrepreneurs – Concept –Growth – Challenges in the path of women entrepreneurship – Development of women entrepreneurship – Opportunities to Women Entrepreneurs – Initiatives, policies & schemes for women entrepreneurs – successful women entrepreneurs- Grassroot entrepreneurship through Self- Help Groups (SHGs)- Rural entrepreneurship – Need, Importance, Types –Opportunities for rural entrepreneurs – Risks and problems faced by rural entrepreneurs.

Educational Tour: 2 to 5 days

RECOMMENDED TEXT BOOKS

1. Gupta, D. C., & Srinivasan, D. N. Entrepreneurship Development in India Sultan Chand & Sons, (2001).
2. Khanka, S.S. Entrepreneurial development, S. Chand publishing, (2006).

REFERENCE BOOKS

1. Desingu Setty, E., & Krishna Moorthy, P. Strategies for developing women entrepreneurship. Akansha Pub. House, (2010).
2. Drucker, P. F. Innovation and Entrepreneurship: Practice and Principles. Harper & Row, (1986).
3. Gupta, M. Entrepreneurial Development Raj Publishing House, (2006).
4. Shankar, R. Entrepreneurship Theory & Practice Vijay Nicole Imprints Private Ltd
5. Suresh, J. Entrepreneurial Development, Margham Publications, (2002).

E-LEARNING RESOURCES

1. <https://landor.com/thinking/eight-principles-of-innovation>
2. <http://www.simply-strategic-planning.com/innovation-and-entrepreneurship.html>
3. <https://www.slideshare.net/sahilkamdar1/institutional-support-in-entrepreneurship>
4. <https://www.entrepreneur.com/article/314723>

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

UNIT S	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	2	-	1	-
II	3	-	2	-	1	-
III	2	-	1	-	1	-
IV	2	-	1	-	1	-
V	2	-	1	-	2	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

PO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	2	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
AVE.	3.00	2.80	3.00	3.00	3

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	2	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3.00	3.00	2.80	3.00	3.00

PO-PSO-CO-Question Paper Mapping

CO No	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO 1	Describe the concept and role of entrepreneurship in economic development.	PO1, PO2, PO3	PSO5	K1,K2,K3,K4,K5
CO 2	Explain the concept of startups and various business models and develop entrepreneurial competencies.	PO1, PO2, PO3, PO5	PSO4, PSO5	K1,K2,K3,K4,K5
CO 3	Categorise the institutions supporting the business enterprises at central and state-level and other agencies.	PO1, PO2, PO3	PSO5	K1,K2,K3,K4,K5
CO 4	Describe the economic, technological, and social environment affecting entrepreneurship.	PO1, PO2, PO3	PSO3, PSO5	K1,K2,K3,K4,K5
CO 5	Examine the growth and challenges of women and rural entrepreneurship.	PO1, PO2, PO3, PO5	PSO3, PSO5	K1,K2,K3,K4,K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

ENTREPRENEURIAL DEVELOPMENT AND START UPS

Continuous Internal Assessment – Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment 1	Written assignment from the syllabus	5	5
Assignment 2	Written assignment from the syllabus	5	5
Class activity 1	Quiz with MCQ	5	5
Class activity 2	Case-Study Presentation	5	5
Class activity 3	Business proposal	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH: 2026-29
PART: III	COURSE COMPONENT: CORE XIII
COURSE NAME: INFORMATION SYSTEMS IN BUSINESS	COURSE CODE: 26UBBA314
SEMESTER: IV	MARKS: 100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

COURSE OBJECTIVE:

To provide students with a comprehensive understanding of Management Information Systems, including their role in decision-making, system development, business processes, and emerging technologies, enabling effective application of information systems in modern business environments.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Explain the concepts and role of MIS in organizations.
2. Identify types of information systems and their business applications.
3. Describe computer systems, data processing, and database basics.
4. Apply system development concepts and models in MIS.
5. Outline DSS, knowledge management, and cybersecurity basics.

UNIT-I (15 hours)

Evolution, Concept and Definition of Management Information System – Nature and Characteristics of MIS – Functions and Importance of MIS in Business – MIS Support for Planning, Organizing and Controlling – Structure and Components of MIS – Information for Decision Making – Ethical and Social Issues in MIS – Information Systems and Strategic Advantage.

UNIT-II (15 Hours)

Concept of System – Characteristics of System – Classification and Categories of Information Systems – Functional Information Systems: Production, Marketing, Finance, Materials, Personnel – E-Business and ERP Systems

UNIT-III (15 Hours)

Computers and Information Processing – Classification of Computers – Input, Output, and Storage Devices – Batch and Online Processing – Overview of Hardware and Software – Database and Database Management System – Data Storage and Retrieval.

UNIT-IV

(15 Hours)

System Analysis and Design – System Development Life Cycle (SDLC) – Role and Skills of System Analyst – System Development Models: Waterfall, V-Model, Prototype, Iterative and Agile – MIS Implementation and Evaluation – System Maintenance: Corrective, Adaptive and Perfective – Business Process Reengineering (BPR) and Organizational Change.

UNIT-V

(15 Hours)

Decision Support Systems – Definition, Components, Characteristics and Structure – Group Decision Support Systems (GDSS) – DSS Tools and Software – Comparison between MIS and DSS – Knowledge Management Systems – Business Process Outsourcing (BPO) – Basics of Cybersecurity and Information System Security Measures.

RECOMMENDED TEXTBOOKS:

1. **Mudrick & Ross**, *Management Information Systems*, 3rd Edition, Prentice Hall of India.
2. **S. Sadagopan**, *Management Information Systems*, Prentice Hall of India.
3. **C.S.V. Murthy**, *Management Information Systems*, 2nd Edition, Himalaya Publishing House.
4. **Kenneth C. Laudon & Jane P. Laudon**, *Management Information Systems: Managing the Digital Firm*.

REFERENCE BOOKS:

1. **Dr. S.P. Rajagopalan**, *Management Information Systems and EDP*, 3rd Edition, Margham Publications, Chennai.
2. **Paige Baltzan**, *Business Driven Information Systems*.
3. **James A. O'Brien & George M. Marakas**, *Management Information Systems*.

E LEARNING RESOURCES:

- <https://alison.com/course/introduction-to-management-information-systems>
- https://www.getyoureducation.net/course/introduction-to-management-information-systems-mis-a-survival-guide?utm_source=chatgpt.com
- https://onlinecourses.nptel.ac.in/noc25_mg133/preview
- <https://learn.saylor.org/course/view.php?id=41>

GUIDELINES TO THE QUESTION PAPER SETTERS

QUESTION PAPER PATTERN

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Short Answers Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40

BREAKUP OF QUESTION FOR THEORY

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	2	-	2	-
II	2	-	2	-	1	-
III	2	-	1	-	1	-
IV	2	-	2	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A – 12			SECTION B - 7		SECTION C – 6	

PO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	2	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	2.8	3	3

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	2	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	2.8	3	3	3	3

PSO-CO - Question Paper Mapping

CO NO	COURSE OUTCOMES	POs ADDRESSED	PSO ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO 1	Explain the concepts and role of MIS in organizations.	PO 1,2,3&5	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5
CO 2	Identify types of information systems and their business applications.	PO 1,2,3&5	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5
CO 3	Describe computer systems, data processing, and database basics.	PO 1,2,3&5	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5
CO 4	Apply system development concepts and models in MIS.	PO 1,2,3,4&5	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5
CO 5	Outline DSS, knowledge management, and cybersecurity basics.	PO 1,2,3&5	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5

Continuous Internal Assessment – Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Completeness - 3, Accuracy – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) / Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH: 2026-29
PART: III	COURSE COMPONENT: CORE XV
COURSE NAME: RESEARCH METHODS IN BUSINESS	COURSE CODE: 26UBBA315
SEMESTER: V	MARKS: 100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

(Common to B.Com (BM), BBA)

COURSE OBJECTIVES:

Fundamentals of research concepts. Sampling methods, hypothesis, report writing

COURSE OUTCOME:

After successful learning of this course the student will be able to:

1. Explain the fundamentals, types, and process of research, including identification of research problems and review of literature.
2. Describe the concepts and classification of research design and sampling techniques used in research studies.
3. Analyse the sources, methods, and process of data collection, processing, analysis, and interpretation.
4. Explain the concept, types, formulation, and testing methods of hypothesis in research.
5. Describe the process of report writing and the application of research in management and social sciences.

Unit I (15 Hours)

Fundamentals of Research: Meaning, Objectives and Significance. Types of Research: - Descriptive vs. Analytical, applied vs. Fundamental, Quantitative vs. Qualitative, Conceptual vs. Empirical
Defining the research problem - identification of research problem -rReview of literature , selecting the problem; technique involved in selecting a problem.

Unit II (15 Hours)

Research design – Meaning, need, features of good research design. Sample design – Meaning- Steps in sampling design – Characteristics of Good Sample Design –Classification of Sampling design: Brief about Probability sampling, Non- probability sampling, restricted, un- restricted sampling. Types: Quota sampling, Cluster sampling, Area sampling, Multi stage sampling, convenience sampling and purposive sampling.

Unit III (15 Hours)

Sources and Methods of data collection - Primary and Secondary data. Meaning and Definition of Primary sources - Observation, Interview and Questionnaire. Meaning and definition of Secondary sources - Data processing – Tabulation – Data analysis and Interpretation.

Unit IV (15 Hours)

Meaning, definition and importance of Hypothesis –Types: Simple hypothesis, Null hypothesis, alternate hypothesis and complex hypothesis. Formulation of hypothesis and

various methods of testing of hypothesis - (Theoretical explanation only) Chi-square test, Correlation Co-efficient and Regression analysis.

Unit V

(15 Hours)

Report writing – layout of research report – Steps in report writing- Importance of research in management decisions- Application of research in various areas - Marketing Research, Government policies and economic systems, Social relationship.

RECOMMENDED TEXTBOOKS:

1. Dr.P.Ravilochanan, 2012 Research Methodology, Margham Publications
2. Research Methodology: Methods and Techniques Paperback by C R Kothari – New Age International Publishers
3. P.C. TRIPATHI, Research Methodology in social sciences – Sultan Chand & Sons.

REFERENCE BOOKS:

1. Ranjit Kumar – Pearson. 2005, Research Methodology: A Step by Step Guide for Beginners,

E-LEARNING RESOURCES

<http://study.com/academy/lesson/research-methodology-approaches-techniques-quiz.html>

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS FOR THEORY

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	1	-	1	-
II	2	-	2	-	2	-
III	3	-	1	-	1	-
IV	2	-	2	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

PO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	2	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	2.8	3	3

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	2	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	2.8	3	3	3	3

PSO-CO - Question Paper Mapping

CO NO	COURSE OUTCOMES	POs ADDRESSED	PSO ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO 1	Familiar with the basic concepts of research process in business.	PO 1,2,3,&5	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
CO 2	Create research design and sampling techniques	PO 1,2,3,&5	PSO 1, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
CO 3	Develop questionnaire and graphical representation	PO 1,2,3,&5	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
CO4	Conduct hypothesis testing and test of significance	PO 1,2,3,&5	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
CO5	Write a research report	PO 1,2,3,&5	PSO 1, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Completeness - 3, Accuracy – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH: 2026-29
PART: III	COURSE COMPONENT: CORE XVI
COURSE NAME: OPERATIONS MANAGEMENT	COURSE CODE: 26UBBA316
SEMESTER: V	MARKS: 100
CREDITS: 4	TOTAL HOURS: 90
THEORY	

COURSE OBJECTIVE:

Familiarize students with the major operational problems and issues that confront managers and to analyze and improve business processes in services.

COURSE OUTCOMES:

After the successful completion of this course, the student will be able to

1. Evaluate the basic concepts of Production management.
2. Compare different types of Production models.
3. Differentiate between plant location & layout
4. Distinguish between work and method study
5. Examine quality control & types of inspection

UNIT-I

(20 Hours)

Introduction: Nature and Scope of Operations Management. Production design & Process planning: Plant location: Factors to be considered in Plant Location-Plant Location Trends

UNIT-II

(15 Hours)

Layout of Manufacturing Facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layout – Service Facilities

UNIT-III

(20 Hours)

Production and Inventory Control: Basic Types of Production – Basic Inventory Models– Economic Order Quantity, Economic Batch Quantity – Reorder Point – Safety Stock– Classification and Codification of Stock – ABC Classification – Procedure for Stock Control, Materials Requirement Planning (MRP), JIT

UNIT- IV

(20 Hours)

Methods Analysis and Work Measurement: Methods Study Procedures – the Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts.

UNIT-V**(15 Hours)**

Service Operations Management: Introduction – Types of Service – Service Encounter – Service Facility Location – Service Processes and Service Delivery

RECOMMENDED TEXT BOOKS:

1. Buffa, E.S. and Sarin, R.(2007), *Modern Productions / Operations Management*, 8th Edition, Wiley
2. Chary, S.N., *Production and Operations Management*, 5th Edition, Tata McGraw - Hill
3. B. Mahadevan (2010), *Operations Management*, 2nd Edition, Pearson
4. Lee Krajewski, Larry P Ritzman., Manoj K Malhotra & Samir K Srivastava (2011), *Operations Management*, 9th Edition, Pearson

REFERENCE BOOKS:

1. Heizer, J., Render, B. and Rajashekhar, J.(2009), *Operations Management*, 9th Edition, Pearson
2. Panneerselvam, R., *Production and Operations Management*, 3rd Edition, PHI Learning
3. Srinivasan, G., *Quantitative Models in Operations and Supply Chain Management*, PHI Learning Pvt.Ltd.

E-LEARNING RESOURCES

1. <https://commercemates.com/what-is-operations-management/>
2. <https://businessjargons.com/operations-management.html>
3. <https://www.experttrons.com/scope-in-operations-management/>

GUIDELINES TO THE QUESTION PAPER SETTERS**QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40

BREAKUP OF QUESTION FOR THEORY

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	1	-	1	-
II	2	-	1	-	1	-
III	3	-	2	-	2	-
IV	3	-	2	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A – 12			SECTION B – 7		SECTION C - 6	

PO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
AVE.	3	3	3	3	3

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
AVE.	3	3	3	3	3

PSO-CO - Question Paper Mapping

CO NO	COURSE OUTCOME	PSO ADDRESS E D	COGNITIVE LEVEL (K1 to K6)
CO 1	Evaluate the basic concepts of Production management.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
CO 2	Compare different types of Production models.	PSO 1, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
CO 3	Compare different types of Production models	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
CO 4	Distinguish between work and method	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
CO 5	Examine quality control & types of inspection	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Completeness - 3, Accuracy – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH: 2026-29
PART: III	COURSE COMPONENT: Elective I (IDE)
COURSE NAME: MANAGERIAL SKILL DEVELOPMENT	COURSE CODE: 26UBBA3E1
SEMESTER: V	MARKS: 100
CREDITS: 5	TOTAL HOURS: 75
THEORY	

COURSE OBJECTIVE:

Creates understanding of ideas, facts and courses of action. Developing written communication and presentation skills.

COURSE OUTCOMES:

After the successful completion of this course, the student will be able to

1. Facilitate and understand the managerial skills
2. Develop the ability to apply the theoretical and practical aspects of management
3. Evaluate emerging business model and its complexities, manage change, and optimize business performance in a dynamic environment.
4. Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace
5. Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.

UNIT-I

(15 Hours)

Verbal & Non-Verbal Communication – Body Language – Purpose of Interviews And Group Discussions – Types of Interviews – Facing the Interview

UNIT-II

(15 Hours)

Effective Public Speaking – Organizing Effective Meeting – Seminars – Conferences - Audience Analysis – Types of Speeches – Organizing & Delivering the Speeches – Informing & Persuading – Problem Solving – Decision Making

UNIT-III

(15 Hours)

Skill Development – Aptitude Tests – Communication Skill Exercises – Body Language Exercises – Personality Development Exercises (Self Awareness) – Attitude Tests

UNIT- IV

(15 Hours)

Practical Sessions on: Event Management- Trade Fairs- Group Consultancy- Product and Concept Awareness Campaigns- Situation Analysis

Unit-V**(15 Hours)**

Communication Related to Course: How To Make Oral Presentations, Conducting Meetings, Reporting of Projects, Reporting of Case Analysis, Answering In Viva Voce, Assignment Writing.

RECOMMENDED TEXT BOOKS:

1. Adler, Ronald B and Jeanne M. Elm Horst.(1995). , *Communicating at Work: Principles and Practices for Business and the Professions*, New York: Mc Graw Hill.
2. Poe, Roy W. Fruehling, Rosemary T, (2000), *Business Communication*, New Delhi :AITBS

REFERENCE BOOKS:

1. Krishnamohan & Meera Banerjee (1998), *Developing Communication Skills*, New Delhi: McMillan India Ltd.
2. Ragendra Pal &Korlahali J.S.(1996)., *Essentials of Business Communication*, New Delhi: Sultan Chand &Sons.

E-LEARNING RESOURCES:

1. <https://www.learn2.com/top-10-leadership-development-activities-for-managers/>
2. <https://corporatefinanceinstitute.com/resources/careers/soft-skills/management-skills/>
3. https://www.qurtuba.edu.pk/jms/default_files/JMS/8_2/JMS_July_December2014_192-207.pdf

GUIDELINES TO THE QUESTION PAPER SETTERS**QUESTION PAPER PATTERN**

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C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40

BREAKUP OF QUESTION FOR THEORY

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	1	-	1	-
II	2	-	2	-	1	-
III	3	-	1	-	2	-
IV	3	-	2	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A – 12			SECTION B – 7		SECTION C - 6	

PO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
AVE.	3	3	3	3	3

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
AVE.	3	3	3	3	3

PSO-CO - Question Paper Mapping

CO NO	COURSE OUTCOMES	SO ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO 1	Facilitate and understand the managerial skills.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
CO 2	Develop the ability to apply the theoretical and practical aspects of management	PSO 1, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
CO 3	Evaluate emerging business model and its complexities, manage change, and optimize business performance in a dynamic environment	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
CO 4	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
CO 5	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH: 2026-29
PART: III	COURSE COMPONENT: Elective I (IDE)
COURSE NAME: EVENT MANAGEMENT	COURSE CODE: 26UBBA3E4
SEMESTER: V	MARKS: 100
CREDITS: 5	TOTAL HOURS: 75
THEORY	

COURSE OBJECTIVE:

Creates opportunities for people to acquire an in-depth knowledge about the specialized field

COURSE OUTCOMES:

After the successful completion of this course, the student will be able to

1. To develop best practice in the development and delivery of successful conferences and corporate gatherings
2. To understand the key elements of a conference and the processes involved in venue selection, registration, catering, accommodation, transport, theming, security and entertainment
3. To administer management essentials such as developing budgets, critical paths, work breakdown structures, risk mitigation and contingency planning.
4. To develop skills to successfully plan, market and implement a large event as part of a team
5. To apply variety of sound decision-making, conflict resolution, and problem-solving techniques

UNIT-I (15 Hours)

Event Management – Requirement of Event Manager – Types of Events – Roles & Responsibilities of Event Managers – Scope of the Event Management – Event Management Process

UNIT-II (15 Hours)

Analyzing the Events – Preparing a Planning Schedule – Overall Planning Tips – Checklists, Organizing Tasks – Assigning Responsibility – Clarifying Roles and Communicating – Decision Makers – Technical Staff.

UNIT-III (15 Hours)

Developing Record – Keeping Systems – Establishing Policies & Procedures – Event Budgeting, Income & Cost Analysis – Budget Review & Feasibility

UNIT- IV (15 Hours)

Event Administration – Locating Clients – Developing Content Guidelines – Writing for PR – Promotion, Marketing Mix & Strategy – Communication & Customer Service.

UNIT-V (15 Hours)

Planning & Execution of Event Management – Fees & Honorariums, Expense Reimbursement, Health & Safety, Incidents & Crisis Management – Waste & Noise Control – Crowd Management

RECOMMENDED TEXT BOOKS:

1. Kishore Devesh, Ganga Sagar Singh, *Event Management: A Blooming Industry and an Eventful Career*, 1st Edition, Haranand Publications Pvt.Ltd,
2. Goyal Swarup K.(2009), *Event Management*, 1stEdition, Adhyayan Publisher
- 3.

REFERENCE BOOKS:

1. Savita Mohan, *Event Management & Public Relations*– 3rd Edition, Enkay Publishing House.

E-LEARNING RESOURCES

1. <https://www.thebalancesmb.com/what-is-event-management-4067066>
2. https://www.omtexclasses.com/2010/02/needimportanceobjectiverolefunctionof_4708.html
3. <https://www.eventmanagerblog.com/decision-making-process/>

GUIDELINES TO THE QUESTION PAPER SETTERS**QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
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C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	1	-	2	-
II	2	-	2	-	1	-
III	2	-	2	-	1	-
IV	3	-	1	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
	SECTION A – 12		SECTION B – 7		SECTION C - 6	

PO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
AVE.	3	3	3	3	3

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
AVE.	3	3	3	3	3

PSO-CO - Question Paper Mapping

CO NO	COURSE OUTCOMES	POs ADDRESSED	PSO ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO 1	Develop best practice in the development and delivery of successful conferences and corporate gatherings	PO 1,2,3,4&5	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
CO 2	Understand the key elements of a conference and the processes involved in venue selection, registration, catering, accommodation, transport, theming, security and entertainment	PO 1,2,3,4&5	PSO 1, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
CO 3	Administer management essentials such as developing budgets, critical paths, work breakdown structures, risk mitigation and contingency planning.	PO 1,2,3,4&5	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
CO 4	Develop skills to successfully plan, market and implement a large event as part of a team	PO 1,2,3,4&5	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
CO 5	Apply variety of sound decision-making, conflict resolution, and problem-solving techniques	PO 1,2,3,4&5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
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Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH: 2026-2029
PART: IV	COURSE COMPONENT: Life Skill -II
COURSE NAME: ENVIRONMENTAL STUDIES	COURSE CODE: 26UEVS401
SEMESTER: V	MARKS:100
CREDITS:2	TOTAL HOURS:30
THEORY	

COURSE OBJECTIVE:

The study of ecology and living creatures.

COURSE OUTCOMES

After successful learning of this course the student will be able to:

CO1: Define the scope and importance of environmental studies and its relevance to sustainable development.

CO2: Identify different types of natural resources and classify them as renewable, non-renewable, and potentially renewable.

CO3: Describe the concept of biodiversity and list major conservation strategies.

CO4: Identify the causes and types of environmental pollution and recall common prevention measures.

CO5: List basic disaster management plans for common environmental hazards and recall preparedness measures at community level.

UNIT I

(6 Hours)

MULTI DISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES

Definition, scope and importance – Need for public awareness.

UNIT II

(6 Hours)

NATURAL RESOURCES

Renewable and non-renewable resources: Natural resources and associated problems.

a) **Forest resources:** Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.

b) **Water resources:** Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.

c) **Mineral resources:** Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

d) **Food resources:** World food problems, changes caused by agriculture and over grazing, effects of modern agriculture, fertilizer - pesticide problems, water logging, salinity, case studies.

e) **Energy resources:** Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Case studies.

f) **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 life styles.

UNIT III

(6 Hours)

ECO SYSTEMS:

Concept of an eco-system.

- Structure and function of an eco-system.
- Producers, consumers and decomposers.
- Energy flow in the eco system.
- Ecological succession.
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the following eco-system: -
 - a. Forest eco system
 - b. Grassland eco system
 - c. Desert eco system
 - d. Aquatic eco systems (ponds, streams, lakes, rivers, oceans, estuaries)

UNIT IV

(6 Hours)

BIO DIVERSITY AND ITS CONSERVATION:

- Introduction – Definition: genetic, species and eco system diversity.
- Biogeographical classification of India
- Value of bio diversity: consumptive use, productive use, social, ethical, aesthetic and option values
- Bio diversity at global, National and local levels.
- India as a mega – diversity nation, Hot-spots of bio diversity.
- Threats to bio diversity: habitat loss, poaching of wild life, man-wild life conflicts.
- Endangered and endemic species of India
- Conservation of bio diversity: In-situ and Ex-situ conservation of bio diversity.

UNIT V

(6 Hours)

ENVIRONMENTAL POLLUTION:

Definition: Cause, effects and control measures of: -

- 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.

PRESCRIBED BOOKS:

1. Environmental studies – St Joseph College Edition
2. Environmental studies - Dr.D.D.Mishra S.Chand

REFERENCE BOOKS:

1. Environmental studies – Dr. J.P. Sharma – University Science Press.
2. Introduction to Environmental Studies – Dr. Mahainta K. Kalita – Asiau Books.

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH:2026-29
PART: IV	COURSE COMPONENT: INTERNSHIP
COURSE NAME: INTERNSHIP	COURSE CODE: 26UINT401
SEMESTER: V	MARKS:
CREDITS: 2	TOTAL HOURS: NIL
PRACTICAL	

COURSE OBJECTIVE

To obtain hands on experience and practical knowledge/skill facilitating better employment opportunities.

COURSE OUTCOMES

On the completion of internship, the students will be able to:

1. Apply theoretical concepts learnt in the Business world
2. Experience real time work environment and challenges
3. Build network useful for future career
4. Compare the job/skill requirement required in Accounting related fields
5. Develop report writing and Presentation Skills

An internship is a unique learning experience that integrates studies with practical work. Students will be sent for Summer Internship (Audit firm/Accounting firm/any other institution) of their choice for a period of 30 days after the completion of 4th Semester. Students will be informed to submit Log book on the work carried out by them during the period of internship. Students need to submit internship report carried out by them for evaluation. Students need to obtain Letter of Acceptance initially and letter of completion. It shall serve to clarify the internship educational purpose and ensure an understanding of the total learning experience. Students shall submit a Internship Report at the end of 5th Semester before the commencement of the End Semester Examination. The Internship credit will be awarded.

Students shall submit a Internship Report at the end of 5th Semester before the commencement of the End Semester Examination. The Internship marks shall consist of the following:

Viva Voce	50 Marks
Evaluation	50 Marks
Total	100 Marks

Break up details for Evaluation:

Methodology	15 Marks
Analysis	25 Marks
Summary	10 Marks
Total	50 Marks

The Internship evaluation and Viva-voce examination shall be done internally by the Guide.

SEMESTER VI

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH: 2026-29
PART: III	COURSE COMPONENT: CORE XVII
COURSE NAME: FUNDAMENTALS OF BUSINESS ANALYTICS	COURSE CODE: 26UBBA317
SEMESTER: VI	MARKS: 100
CREDITS: 4	TOTAL HOURS: 90
THEORY	

COURSE OBJECTIVE:

To study the research-led and offers a mix of theoretical insights and case study material that will be delivered both online and offline where appropriate.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to

1. Understand and apply the theories of the fields of Business Analytics.
2. Foster the ability to critically analyze and solve complex business problems.
3. Acquire knowledge regarding artificial intelligence and the methods involved in it.
4. Analyze the applicability of Block chain Technology.
5. Aware of the ethical issues in machine learning.

UNIT I

(15 Hours)

Business Analytics – Types of Business Analytics – Evaluation and Importance - Domains of Analytics – Behavioral Analytics – Cohort Analytics – Difference Between Business Analytics and Business Intelligence.

UNIT II

(20 Hours)

Artificial Intelligence - History of Artificial Intelligence – Methods and Goals of Artificial Intelligence- Applicability of Artificial Intelligence- Tools of Artificial Intelligence - Issues In Artificial Intelligence.

Unit III

(20 Hours)

Definition of Machine Learning - Machine Learning Methods - Few Approaches to Machine Learning – Artificial Neural Networks - Deep Learning – Representation Learning – Practical Uses of Machine Learning – Ethics In Machine Learning

UNIT IV

(20 Hours)

Internet of Things – Meaning – Characteristics of Internet of Things (IOT) – Technologies for Internet of Things (IOT) - Applications of Internet Of Things (IOT) – Cloud Computing and Internet of Things (IOT).

UNIT V

(15 Hours)

Block Chain Technology – Meaning of Block Chain – Types of Block Chain – Block Chain Technology and Finance Industry – Applicability of Block Chain Technology.

RECOMMENDED TEXT BOOKS:

1. Steven Orla Kimbrough, Hoong Chuin Lau (2016). *Business Analytics for Decision Making*, CRC Press A Chapman & Hall Book.
2. Stevan Finalay (2018). *Artificial Intelligence and Machine Learning for Business*, Relativistic Publisher.

REFERENCE BOOKS:

1. Bikramaditya Singhal, Gautam Dhameja, Priyansu Sekhar Pand (2018). *Beginning Blockchain: A Beginner & 39, Guide to Building Blockchain Solutions*, Apress Publisher.
2. Rajkumar Buyya, Amir Vahid Dastjerdi (2016). *Internet of Things: Principles and Paradigms*, Morgam Kaufmann.

E-LEARNING RESOURCES

1. <http://www.mindtools.com/pages/article/henri-fayol.htm>
2. http://faculty.mercer.edu/jackson_r/Ownership/chap02.pdf
3. <http://global.kyocera.com/inamori/management/twelve.htm>

GUIDELINES TO THE QUESTION PAPER SETTERS**QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
Section A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
Total Marks				100

BREAKUP OF QUESTION FOR THEORY

Units	Section A		Section B		Section C	
	Theory	Problem	Theory	Problem	Theory	Problem
I	3	-	1	-	1	-
II	2	-	2	-	1	-
III	2	-	1	-	1	-
IV	2	-	2	-	2	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
	SECTION A – 12		SECTION B- 7		SECTION C- 6	

PO-CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	3	3	2
CO 2	3	3	3	3	2
CO 3	2	3	3	3	3
CO 4	2	2	2	2	3
CO 5	3	3	3	3	3
Ave.	2.60	2.80	2.80	2.80	2.60

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	2	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	2	3	3
Ave.	3	2.80	2.80	3	3

PSO-CO - Question Paper Mapping

CO NO	COURSE OUTCOMES	POs ADDRESSED	PSO ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO 1	To understand and apply the theories of the fields of Business Analytics.	PO 1,2,3&5	PSO 1, PSO 3, PSO 4, PSO5.	K1, K2, K3, K4, K5
CO 2	To foster the ability to critically analyze and solve complex business problems.	PO 1,2,3&5	PSO 1, PSO 2, PSO 3, PSO4.	K1, K2, K3, K4, K5
CO 3	To acquire knowledge regarding artificial intelligence and the methods involved in it.	PO 1,2,3&5	PSO 1, PSO 2, PSO 3, PSO4, PSO 5.	K1, K2, K3, K4, K5
CO 4	To analyze the applicability of Block chain Technology	PO 1,2,3&5	PSO 1, PSO 2, PSO 3, PSO4.	K1, K2, K3, K4, K5
CO 5	To be aware of the ethical issues in machine learning.	PO 1,2,3&5	PSO 1, PSO 2, PSO 3.	K1, K2, K3, K4, K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Completeness - 3, Accuracy – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH: 2026-29
PART: III	COURSE COMPONENT: CORE XVIII
COURSE NAME: ADVERTISING MANAGEMENT	COURSE CODE: 26UBBA318
SEMESTER: VI	MARKS: 100
CREDITS: 4	TOTAL HOURS: 90
THEORY	

COURSE OBJECTIVE:

To understand the importance of advertising process as key decision area for effective management decision

COURSE OUTCOMES:

After successful completion of this course, the student will be able to

1. Identify the concepts of Advertising & copy development.
2. Demonstrate Mass Media & budget planning
3. Understand the concept of advertising agencies
4. Examine the role of advertising for an effective sales promotion
5. Recognize advertisement effectiveness

UNIT I

(15 Hours)

Advertising: Definition, Objectives, Need & Importance, Growth of Modern Advertising – Types & Classification Of Advertisement, Advertising Spiral – Market Segmentation, Promotional Mix and Target Audience.

UNIT II

(20 Hours)

Media: Mass Media-Selection, Planning and Scheduling — Integrated Programme and Budget Planning –Percentage of Sales Method, Objective to Task Method, Competitive Parity, Market Share Method, Unit Sales Method, Affordable Method.

UNIT III

(20 Hours)

Message and Copy Development – Different Types of Copy; Art & Layout of An Advertisement: Principles of Design, Layout Stages, Difference In Designing of Television, Audio & Print Advertisement – Advertising Agencies –Social Media Advertising.

UNIT IV

(20 Hours)

Internet Advertising-Meaning, Components, Advantages, Limitations, Types Of Internet Advertising.

UNIT V

(15 Hours)

Control: Measurement Of Effectiveness- DAGMAR Approach, Pre Testing, Post Testing Techniques of Measuring Ad Effectiveness – Ethics, Economics And Social Relevance.

RECOMMENDED TEXT BOOKS:

1. Bhatia, T.K., (2007). *Advertising and Marketing in Rural India*, 2nd Edition, Macmillan India Ltd.,
2. Hackley, C., (2010). *Advertising and Promotion: An integrated communication*

approach, 2nd Edition, sage Publications.

3. Aaker, Myers & Batra: *Advertising Management*, Prentice Hall.

REFERENCE BOOKS:

1. Wells, Moriarity & Burnett: *Advertising Principles & Practices*, Prentice Hall.

2. Jefkins, F., (2002). *Advertising*, 4th Edition, Pearson.

3. Wells, W.D., Burnett, J. and Moriarty, S., (2007). *Advertising: Principles and Practices*, 7th Edition, Pearson.

E-LEARNING RESOURCES

1. <https://commercemates.com/importance-of-advertising-management/>

2. <https://www.managementstudyguide.com/objectives-importance-of-advertising.htm>

3. <https://www.easymangementnotes.com/what-are-the-different-types-of-advertising-management/>

GUIDELINES TO THE QUESTION PAPER SETTERS

QUESTION PAPER PATTERN

Section	Question Component	Numbers	Marks	Total
Section A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
Total Marks				100

BREAKUP OF QUESTION FOR THEORY

Units	Section A		Section B		Section C	
	Theory	Problem	Theory	Problem	Theory	Problem
I	2	-	2	-	1	-
II	3	-	1	-	1	-
III	3	-	1	-	2	-
IV	2	-	2	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
	SECTION A – 12		SECTION B- 7		SECTION C- 6	

PO-CO Mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	2	3
CO 5	3	3	3	3	3
Ave.	3	3	3	2.80	3

PSO – CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	2	3	2	3
CO 5	3	3	3	3	3
Ave.	3	2.80	3	2.80	3

PSO-CO - Question Paper Mapping

CO NO	COURSE OUTCOMES	POS ADDRESSED	PSO ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO 1	Identify the concepts of Advertising & copy development	PO 1,3&5	PSO 1, PSO 3, PSO 4, PSO5.	K1, K2, K3, K4, K5
CO 2	Demonstrate Mass Media & budge planning	PO 1,2,3&5	PSO 1, PSO 2, PSO 3, PSO4.	K1, K2, K3, K4, K5
CO 3	Understand the concept of advertising agencies	PO 12,3&4	PSO 1, PSO 2, PSO 3, PSO4, PSO 5.	K1, K2, K3, K4, K5
CO 4	Examine the role of advertising for an effective sales promotion	PO 1,2,3&5	PSO 1, PSO 2, PSO 3, PSO4.	K1, K2, K3, K4, K5
CO 5	Recognize advertisement effectiveness	PO 1,2,3&5	PSO 1, PSO 2, PSO 3.	K1, K2, K3, K4, K5

K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Completeness - 3, Accuracy – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH: 2026-2029
PART: III	COURSE COMPONENT- CORE XIX
COURSE NAME: PROJECT	COURSE CODE: 26UBBA319
SEMESTER: VI	MARKS:100
CREDITS:4	TOTAL HOURS:90
THEORY	

GUIDELINES FOR INTERNAL ASSESSMENT–PROJECT WORK

Work load for project work is 6 hours per week. Internal assessment for project work is to be carried out by the Department Committee with HOD as the Chair Person and all project Guides as members. They should assess each candidate based on two presentations. Each candidate should present two seminars. The first seminar after onemonth of commencement of the Project work/VI semester, where in the proposal for the project work, review of literature should be presented. The second seminar should be presented before submission of the project work. The second presentation should cover results of the project work. For each presentation 25 marks should be allotted. The students shall be asked to undergo Internship for 4 weeks during summer vacationat the end of second year/IV Semester. If such arrangement is made, the candidate should be asked to make a presentation in the first week of V semester. 2 credits shall be allotted for Internship.

The Report shall be around 50-60 typed pages, excluding tables, figures, bibliographies and appendices. The External Examiner appointed by the College, in consultation with the Internal Examiner, shall conduct the Viva-Voce Examination and Evaluate the Project Report while awarding the Marks. The marks shall be awarded for Project Report (Max.75) and Viva Voce Exam (Max25) jointly by both the examiners.

(A candidate failing to secure the minimum for a pass (40%) shall be required to resubmit the report to the Department and reappear for Viva Voce Exam for evaluation)

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH: 2026-2029
PART: III	COURSE COMPONENT: Elective -II
COURSE NAME: HUMAN RESOURCE MANAGEMENT	COURSE CODE: 26UCOM3E2
SEMESTER: VI	MARKS:100
CREDITS: 4	TOTAL HOURS: 90
THEORY	

(Common to B. Com (GEN), B. Com (ISM), B. Com (MM), BBA)

COURSE OBJECTIVE:

To make aware of students regarding Human Resource Management practices.

COURSE OUTCOMES:

After successful learning of this course the student will be able to:

1. **Evaluate** the role and importance of human resource management and its challenges.
2. **Assess** different methods of recruitment and their processes, including the use of AI in recruitment.
3. Evaluate various methods and techniques of training and the concept of career development.
4. Interpret the concept and techniques of performance appraisal.
5. Summarize grievance handling, settlement machinery, human resource management, and human resource information systems.

UNIT-I

(20 Hours)

Human Resource Management-Concept and Functions, Role, Status and Competencies of HR manager, Emerging Challenges of Human Resource Management-Work force Diversity-Empowerment, Downsizing, Work Life Balance.

UNIT-II

(20 Hours)

Human Resource Planning – Job Analysis- Job description & Job Specification-Recruitment – Concepts & Sources –Selection – Methods of Selection – Process of Selection - Uses of various tests –Interview techniques in selection and placement- Application and Challenges of AI based Recruitment.

UNIT-III

(15 Hours)

Training and Development–Concept and importance- Methods – On the Job Training –Off the Job Training– Identification of the training needs – Effectiveness of Training- Career Planning and Development.

UNIT-IV

(20 Hours)

Performance Appraisal – Nature and objectives, Methods-Traditional and Modern Methods of Appraisal-Transfer–Promotion and termination of services-Compensation-Concept and Policies-Individual, Group Incentive plans, Fringe Benefits, Performance linked compensation-Monetary and Non- monetary Benefit

UNIT-V

(15 Hours)

Recent trends in HRM- Green HRM - Human Resource Audit–Nature–Benefits–Scope –

Approaches- Human Resource Information System (HRIS)- Need- Benefits- Designing of HRIS- Computerized HRIS.

RECOMMENDED TEXT BOOKS

1. Human Resource Management – Dr.T.K.AvvaiKothai, Charulatha Publications.
2. Aswathappa ,K. (2013).Human resource management: Text and cases. Tata McGraw-Hill Education.
3. Gupta, C. B. (2011). Human Resource Management: New Delhi.Sultan Chand &sons Educational publishers

REFERENCE BOOKS

1. HumanResourceManagement –GarryDeseler-11th Edition–Pearson International
2. HumanResourceManagement-By DrCharmine E.J. Härtel,DrYukaFujimoto– 2ndEdition

E-LEARNING RESOURCES

1. <https://www.wiziq.com/tutorials/human-resource-management>
2. <https://www.sophia.org/tutorials/introductory-human-resource-concepts>
3. <https://corehr.wordpress.com/2013/12/04/transfer-and-promotion/>
4. <https://hrmpractice.com/employee-welfare/>
5. <https://www.mbaskool.com/business-concepts/human-resources-hr-terms/2390-quality-ofwork-life-qwl.html>

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of Questions for Theory

UNITS	SECTION A	SECTION B	SECTION C
I	3	1	1
II	3	2	2
III	2	2	1
IV	2	1	1
V	2	1	1
TOTAL	12	7	6
	SECTION A – 12	SECTION B- 7	SECTION C- 6

PO-CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	2	3
CO 4	3	3	3	3	2
CO 5	3	3	3	3	3
Ave.	3	3	3	2.80	2.80

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	2	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	2.80	3	3	3

PSO-CO-Question Paper Mapping

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Evaluate the role and importance of human resource management and its challenges.	PO 1,2,3,4&5	PSO 1,3 & 5	K1, K2, K3, K4 & K5
CO2	Assess different methods of recruitment and their processes, including the use of AI in recruitment.	PO 1,2,3,4&5	PSO 1,2, 4 & 5	K1, K2, K3, K4 & K5
CO3	Evaluate various methods and techniques of training and the concept of career development.	PO 1,2,3,4&5	PSO 1,2 & 4	K1, K2, K3, K4
CO4	Interpret the concept and techniques of performance appraisal.	PO 1,2,3,4&5	PSO 1,3 & 4	K1, K2, K3, K4
CO5	Summarize grievance handling, settlement machinery, human resource management, and human resource information systems.	PO 1,2,3,4&5	PSO 1,2,4 & 5	K1, K2, K3, K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity - 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION	BATCH: 2026-29
PART: III	COURSE COMPONENT: Elective -III
COURSE NAME: SERVICE MARKETING	COURSE CODE: 26UBBA3E3
SEMESTER: VI	MARKS: 100
CREDITS: 4	TOTAL HOURS: 90
THEORY	

COURSE OBJECTIVE:

Learn the core concepts of marketing services and their applications across industries and businesses from a customer as well as a managerial perspective.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to

1. Recognize the theoretical and practical basis for service.
2. Compile the basic concept of service quality
3. Develop the extended marketing mix for service marketing
4. Discover marketing issues associated with service productivity, perceived quality, customer satisfaction, communication gap, delivery gap and loyalty.
5. Examine marketing of services like finance, health, education, hospitality, professional serviced and public utility services.

UNIT-I

(20 Hours)

Marketing Services: Introduction Growth of the Service Sector, the Concept of Service. Characteristics of Service - Classification of Service and Designing of the Service, Blueprinting Using Technology, Developing Human Resources, Building Service Aspirations.

UNIT-II

(20 Hours)

Marketing Mix In Service Marketing: The Seven Ps: Product Decision, Pricing Strategies and Tactics, Promotion Of Service and Distribution Methods for Services, Additional Dimension In Service Marketing - People, Physical Evidence and Process.

UNIT-III

(15 Hours)

Effective Management of Service Marketing: Marketing Demand and Supply through Capacity Planning and Segmentation - Internal Marketing Of Services - External Versus Internal Orientation of Service Strategy.

UNIT-IV

(20 Hours)

Delivering Quality Service: Causes of Service - Quality Gaps, The Customer Expectations Versus Perceived Service Gap. Factors and Techniques To Resolve This Gap. Customer Relationship Management. Gaps In Services - Quality Standards, Factors and Solutions - The Service Performance Gap - Key Factors and Strategies for Closing The Gap. External Communication to The Customers- The Promise Versus Delivery Gap - Developing Appropriate and Effective Communication about Service Quality.

UNIT-V**(15 Hours)**

Marketing of Service with Special Reference To: 1.Financial Services, 2.Health Services, 3.Hospitality Services Including Travel, Hotels and Tourism, 4.Professional Service, 5.Public Utility Service, 6.Educational Services.

RECOMMENDED TEXT BOOKS:

1. S.M. Jha, *SERVICE MARKETING*, Himalaya Publishers, India
2. Sinha.P.K and Sahoo.S.C., (1994), *SERVICE MARKETING Text and Reading*, Himalaya Publishers House, India.

REFERENCE BOOKS:

1. Natarajan Dr. L, *SERVICE MARKETING*, Margham Publications, Chennai.
2. Thakur .G.S. Sandhusupreet & DograBabzan , *SERVICE MARKETING* , kalyani Publishers, Ludhianna.
3. Balaji Dr. B., *SERVICE MARKETING and Management*, S. Chand & Co , New Delhi.

E-LEARNING RESOURCES

1. <https://www.managementstudyguide.com/services-marketing.html>
2. <https://www.preservearticles.com/service-marketing/service-marketing/31252>
3. <https://blog.hubspot.com/marketing/marketing-objectives>

GUIDELINES TO THE QUESTION PAPER SETTERS**QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
Section A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
Total Marks				100

BREAKUP OF QUESTION FOR THEORY

Units	Section A		Section B		Section C	
	Theory	Problem	Theory	Problem	Theory	Problem
I	2	-	1	-	1	-
II	2	-	2	-	1	-
III	3	-	1	-	2	-
IV	2	-	2	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
	SECTION A - 12		SECTION B- 7		SECTION C- 6	

PO-CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	3	2	3
CO 2	3	3	3	3	3
CO 3	3	3	3	2	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	2.60	3

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	2	3	3	3
CO 2	3	2	3	3	3
CO 3	3	2	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	2.40	3	3	3

PSO-CO - Question Paper Mapping

CO NO	COURSE OUTCOMES	POs ADDRESSED	PSO ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO 1	Recognize the theoretical and practical basis for service.	PO 1,3&5	PSO 1, PSO 3, PSO 4, PSO5.	K1, K2, K3, K4, K5
CO 2	Compile the basic concept of service quality.	PO 1,2,3&5	PSO 1, PSO 2, PSO 3, PSO4, PSO 5.	K1, K2, K3, K4, K5
CO 3	Develop the extended marketing mix for service marketing.	PO 1,2,3&5	PSO 1, PSO 2, PSO 3, PSO4.	K1, K2, K3, K4, K5
CO 4	Discover marketing issues associated with service productivity, perceived quality, customer satisfaction, communication gap, delivery gap and loyalty.	PO 1,2,3,4&5	PSO 1, PSO 2, PSO 3, PSO4.	K1, K2, K3, K4, K5
CO 5	Examine marketing of services like finance, health, education, hospitality, professional serviced and public utility services.	PO 1,2,3&5	PSO 1, PSO 2, PSO 3, PSO4.	K1, K2, K3, K4, K5

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity - 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50