


BBA PROGRAM – COURSE STRUCTURE

SEMESTER I

Sl. No	Course Code	Title of the Course	Category of Course	Credits	C1	C2	C3	Total Marks
1.1	BBA1.1	Language 1	Language	3	10	10	80	100
1.2	BBA1.2	Language 2	Language	3	10	10	80	100
1.3	BBA1.3	Management Principles and Practices	Discipline	4	10	10	80	100
1.4	BBA1.4	Financial Accounting I	Discipline	4	10	10	80	100
1.5	BBA1.5	Corporate Administration	Discipline	4	10	10	80	100
1.6	BBA1.6	Business Communication	Discipline	4	10	10	80	100
1.7	BBA1.7	Constitutional Value(1)	Compulsory	2	5	5	40	50
1.8	BBA1.8	Environmental Studies	Compulsory	2	5	5	40	50
TOTAL				26	70	70	560	700

SEMESTER II

Sl. No	Course Code	Title of the Course	Category of Course	Credits	C1	C2	C3	Total Marks
2.1	BBA2.1	Language 1	Language	3	10	10	80	100
2.2	BBA2.2	Language 2	Language	3	10	10	80	100
2.3	BBA2.3	Human Resource Management	Discipline	4	10	10	80	100
2.4	BBA2.4	Financial Accounting II	Discipline	4	10	10	80	100
2.5	BBA2.5	Business Environment	Discipline	4	10	10	80	100
2.6	BBA2.6	Marketing Management	Discipline	4	10	10	80	100
2.7	BBA2.7	Constitutional Values(2)-2	Compulsory	2	5	5	40	50
TOTAL				26	65	65	520	650




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SEMESTER-III

Sl. No	Course Code	Title of the Course	Category of Course	Credits	C1	C2	C3	Total Marks
3.1	BBA3.1	Language 1	Language	3	10	10	80	100
3.2	BBA3.2	Language 2	Language	3	10	10	80	100
3.3	BBA3.3	Financial Markets and Services	Discipline	4	10	10	80	100
3.4	BBA3.4	Business Statistics-I	Discipline	4	10	10	80	100
3.5	BBA3.5	Theory and Practices of Banking	Discipline	4	10	10	80	100
3.6	BBA3.6	Fundamentals of Cost and Management Accounting	Discipline	4	10	10	80	100
3.7	BBA3.7	Elective I - Small Business Management	Elective	2	5	5	40	50
TOTAL				24	65	65	520	650

SEMESTER-IV

Sl. No	Course Code	Title of the Course	Category of Course	Credits	C1	C2	C3	Total Marks
4.1	BBA4.1	Language 1	Language	3	10	10	80	100
4.2	BBA4.2	Language 2	Language	3	10	10	80	100
4.3	BBA4.3	Business Regulations	Discipline	4	10	10	80	100
4.4	BBA4.4	Business Statistics-II	Discipline	4	10	10	80	100
4.5	BBA4.5	Fundamentals of Insurance	Discipline	4	10	10	80	100
4.6	BBA4.6	Production and Operations Management	Discipline	4	10	10	80	100
4.7	BBA4.7	Computer Applications in Business	Compulsory	2	5	5	40	50
4.8	BBA4.8	Elective 2- Business Skills	Elective	2	5	5	40	50
Total				26	70	70	560	700

2019

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SEMESTER V

Sl. No	Course Code	Title of the Course	Category of Course	Credits	C1	C2	C3	Total Marks
5.1	BBA5.1	Entrepreneurship Development	Discipline	4	10	10	80	100
5.2	BBA5.2	Financial Management	Discipline	4	10	10	80	100
5.3	BBA5.3	Services Management	Discipline	4	10	10	80	100
5.4	BBA5.4	Income Tax-I	Discipline	4	10	10	80	100
5.5	BBA5.5	Goods and Service Tax	Compulsory	2	5	5	40	50
TOTAL				18	45	45	360	450

SEMESTER-VI

Sl. No.	Course Code	Title of the Course	Category of Course	Credits	C1	C2	C3	Total Marks
6.1	BBA6.1	Industrial Markets and Retail Management	Discipline	4	10	10	80	100
6.2	BBA6.2	Fundamentals of Risk Management	Discipline	4	10	10	80	100
6.3	BBA6.3	Principles of Auditing	Discipline	4	10	10	80	100
6.4	BBA6.4	Income Tax-II	Discipline	4	10	10	80	100
6.5	BBA6.5	Research Methodology & Survey Project	Compulsory	2	5	5	40	50
TOTAL				18	45	45	360	450

The entire BBA Program would have

4 X 6 = 24 Discipline Specific Courses

Two Elective Papers

Five Languages: English, Kannada, Hindi, Sanskrit, and Urdu; which would be offered in the, I, II, III and IV semester and the students are required to select any two among the languages offered and study them during their first four semesters.

Six Compulsory Papers

In total 40 Papers would be studied by the student

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Internal Assessment and Semester End Examination

The Marks would be split into Internal and Semester End Exam in the ratio of **20: 80 ratio**

For 100 Marks Paper of 4 Credits

IA would have 20 Marks, and the Semester end Examination would be for 80 Marks

For 50 Marks Paper of 2 Credits

IA would have 10 Marks, and the Semester end Examination would be for 40 Marks

IA Marks would be further divided into two component

	C1	C2
For 20 Marks	10	10
For 10 Marks	5	5

C1 would be consolidated Marks of 2 Internal test of 5 Marks each

C2 would be consolidated Marks of 5 Marks for Attendance, 5 Marks for Assignment and Seminars

Marks Allocation for Attendance

Range of Attendance (%)	Marks
75 to 79	1
80 to 84	2
85 to 89	3
90 to 94	4
>95	5

Electives offered during the third and fourth semester would be to the students of other degree programmes, and the students of BBA Program would be required to select and study electives offered by any other degree programmes and secure credits from such programmes

Compulsory Papers offered **BBA4.7 and BBA 5.5**, during the fourth and fifth semester should be linked with practical assignment to the students by the concerned departments, and the students would be required to work as an intern in such domain (for a minimum of 60 hours) and submit a report to the Department. The Faculty would be then required to evaluate the reports and conduct seminar on the same. Basis of awarding the internal marks - C1 = 5 marks for the report, and C2 = 5 marks for the presentation made, there would be semester end exam for this subject for 40 Marks

BBA6.5 for this course, the student would be required to take up a project, conduct the study and submit the report to the Department. The Chairman of the BOE would be required to assign the examiners to the colleges, who would evaluate the Projects for 40 Marks, and conduct Viva for 10 Marks. Basis of awarding the internal marks: C1 = 5 Marks would be for the presentation, and

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C2= 5 Marks would be for the viva performance (the queries handled by the student during the viva)

Question Paper Pattern

All Practical Paper question papers would be prepared in English only, and all other theory papers (other than languages) would be bilingual in nature (Both in English and Kannada)

Model Question Paper

QP CODE

Title of the Paper

Time: 3 Hours]

[Max. Marks: 80

SECTION- A

(5x2=10)

I. Answer any Five sub questions each carries TWO marks

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

SECTION- B

II. Answer any Four questions. Each carries FIVE marks

(4X5=20)

- 1.
- 2.
- 3.
- 4.
- 5.

SECTION – C

III. Answer any Two questions. Each carries TEN marks

(2X10=20)

- 1.
- 2.
- 3.

SECTION – C

IV. Answer any Two questions. Each carries FIFTEEN marks

(2X15=30)

- 1.
- 2.
- 3.

Model Question Paper

QP CODE

Title of the Paper

Time: 1 ½ Hours]

[Max. Marks: 40

SECTION- A

(5x2=10)

I. Answer any Five sub questions each carries TWO marks

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

SECTION- B

II. Answer any Four questions. Each carries FIVE marks

(4X5=20)

- 1.
- 2.
- 3.
- 4.
- 5.

SECTION – C

III. Answer any One question, which carries TEN marks*

(1X10=10)

- 1.
- 2.

Conditions to be complied with while preparing the question papers

- 1) The question papers are to be set strictly in compliance to norms established and well within the scope of the syllabi designed
- 2) Each unit will have to be provided with equal weightage
- 3) The Practical subjects should have a well balanced approach, equal weightage should be given to both theoretical concepts as well as problems, Each section should at least have one problem question in it


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Syllabus

I Semester BBA

Sl. No	Course Code	Title of the Course	Category of Course	Credits	C1	C2	C3	Total Marks
1.1	BBA1.1	Language I	Language	3	10	10	80	100
1.2	BBA1.2	Language 2	Language	3	10	10	80	100
1.3	BBA1.3	Management Principles and Practices	Discipline	4	10	10	80	100
1.4	BBA1.4	Financial Accounting I	Discipline	4	10	10	80	100
1.5	BBA1.5	Corporate Administration	Discipline	4	10	10	80	100
1.6	BBA1.6	Business Communication	Discipline	4	10	10	80	100
1.7	BBA1.7	Constitutional Value(1)	Compulsory	2	5	5	40	50
1.8	BBA1.8	Environmental Studies	Compulsory	2	5	5	40	50
TOTAL				26	70	70	560	700

1.1 MANAGEMENT PRINCIPLES AND PRACTICES

04 Credits

MODULE NO. 1: INTRODUCTION TO MANAGEMENT

[Hours-16]

Introduction -Meaning, Evolution of management thought, Pre-Scientific Management Era, Classical Management Era, Neo-Classical Management Era, Modern Management Era; Nature and Characteristics of Management Scope and Functional areas of Management; Management as a Science, Art or Profession; Management and Administration; Principles of Management.

MODULE NO. 2: PLANNING AND DECISION MAKING

[Hours-14]

Nature, Importance and Purpose of Planning - Planning Process; Objectives; Types of plans (Meaning only); Decision making- Importance and steps; MBO and MBE (Meaning only).

MODULE NO. 3: ORGANIZING AND STAFFING

[Hours-14]

Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization - Departmentation, Committees; Centralization vs Decentralization of Authority and Responsibility, Span of Control; Nature and importance of Staffing.

MODULE NO. 4: DIRECTING, CO-ORDINATING AND CONTROLLING [Hours-12]

Meaning and Nature of Direction, Principles of Direction; Coordination-Meaning, Importance and Principles (in brief); Controlling-Meaning and steps in controlling, Essentials of Effective Control system, Techniques of Control, Modern Management of Techniques MBO, MBE, PERT, CPM, TQM, MIS.

MODULE NO. 5: RECENT TRENDS IN MANAGEMENT

[Hours-08]

Meaning and Objectives of Strategic Management, Stress Management, Knowledge Management.

SKILL DEVELOPMENTS ACTIVITIES:

1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.
2. Draft different types of Organization structure.
3. Draft Control charts.

TEXT BOOKS:

1. Stephen P. Robbins, Management, Pearson
2. Koontz and O'Donnell, Management, McGraw Hill.
3. L M Prasad, Principles of management, Sultan Chand and Sons
4. V.S.P Rao/Bajaj, Management process and organization, Excel Books.GH25
5. Appanniah and Reddy, Management, HPH.
6. T. Ramaswamy: Principles of Management, HPH. Note: Latest edition of text books may be used.


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1.2 FINANCIAL ACCOUNTING - I

04 Credits

MODULE NO. 1: INTRODUCTION TO FINANCIAL ACCOUNTING [Hours-12]

Introduction - Meaning and Definition - Objectives of Accounting -Users of Accounting Information- Limitations of Accounting - Accounting Principles - Accounting Concepts and Accounting Conventions. Accounting Standards – meaning, objectives and application of accounting standard (Theory Only).

MODULE NO. 2: ACCOUNTING PROCESS [Hours-12]

Meaning of Double entry system Process of Accounting - Kinds of Accounts - Rules Transaction Analysis - Journal - Ledger - Balancing of Accounts - Trial Balance - Problems on Journal, Ledger Posting and Preparation of Trial Balance.

MODULE NO. 3: SUBSIDIARY BOOKS [Hours-14]

Meaning Significance Types of Subsidiary Books -Preparation of Purchases Book, Sales Book, Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book(Problems only on Three Column Cash Book and Petty Cash Book), Bank Reconciliation Statement Preparation of Bank Reconciliation Statement (Problems on BRS)

MODULE NO. 4: FINAL ACCOUNTS OF SOLE PROPRIETARY CONCERN [Hours-16]

Introduction- Meaning of Sole Proprietor, Preparations of Trading A/c, Profit & Loss A/c and Balance Sheet of a Proprietary Concern in Vertical form special adjustments like depreciation, outstanding and prepaid expenses, outstanding and received in advance of incomes, provision for doubtful debts, drawings and interest on capital.

MODULE NO. 5: ACCOUNTING SOFTWARE [Hours-10]

Computerized Accounting System: Computerized Accounts by using any popular Accounting software for creating a company; configure and features settings; creating accounting ledgers and Groups; creating stock items and goods; Vouchers entry including GST; Generating Reports- Cash Book, Ledger Accounts, Trail Balance, Profit and Loss Account, Balance Sheet, Cash Flow statement. Selecting and setting a company; backup and restore data of a company (Theory Only).

SKILL DEVELOPMENT ACTIVITIES:

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

TEXT BOOKS:

1. Hanif and Mukherjee, Financial Accounting, Mc Graw Hill Publishers
2. Arulanandam & Raman; Advanced Accountancy, Himalaya Publishing House
3. S.Anil Kumar, V.Rajesh Kumar and B.Mariyappa-Fundamentals of Accounting, Himalaya Publishing House.
5. Dr. S.N. Maheswari, Financial Accounting, Vikas Publication
6. SP Jain and K. L. Narang, Financial Accounting, Kalyani Publication
7. M.C. Shukla and Goyal, Advaced Accounting, S Chand.

1.3 CORPORATE ADMINISTRATION

04 Credits

MODULE 1: INTRODUCTION TO COMPANY

[Hours-16]

Introduction - Meaning and Definition – Features - Highlights of Companies Act 2013 - -Kinds of Companies - One Person Company-Private Company-Public Company-Company limited by Guarantee-Company limited by Shares- Holding Company-Subsidiary Company-Government Company-Associate Company- Small Company-Foreign Company-Global Company-Body Corporate-Listed Company.

MODULE 2: FORMATION OF COMPANIES

[Hours-16]

Meaning- Promotion Stage: Meaning of Promoter, Position of Promoter & Functions of Promoter, Shares, Types of Shares, Incorporation Stage: Meaning & contents of Memorandum of Association & Articles of Association, Distinction between Memorandum of Association and Articles of Association, Certificate of Incorporation, Subscription Stage - Meaning & contents of Prospectus, Statement in lieu of Prospects and Book Building, Commencement Stage - Document to be filed, e-filing, Register of Companies, Certificate of Commencement of Business.

MODULE 3: COMPANY ADMINISTRATION

[Hours-12]

Meaning- Key Managerial Personnel Managing Director, Whole time - Directors, the Companies Secretary, Auditors - Appointment - Powers Duties & Responsibilities. Managing Director - Appointment – Powers - Duties & Responsibilities. Company Secretary - Meaning, Types, Qualification, Appointment, Position, Rights, Duties, Liabilities& Removal or dismissal.

MODULE 4: CORPORATE MEETINGS

Corporate meetings: Meaning- types - Importance - Distinction; Resolutions: Types - Distinction; Requisites of a valid meeting - Notice - Quorum -Proxies Voting - Registration of resolutions; Role of a company secretary in convening the meetings.

[Hours-12]

MODULE 5: WINDING UP

Meaning- Modes of Winding up -Consequence of Winding up- Official Liquidator - Role & Responsibilities of Liquidator.

[Hours-08]

SKILL DEVELOPMENT ACTIVITIES:

1. Collect the Companies Act 2013 from the Ministry of Corporate Affairs website and Prepare the highlights of the same.
2. Visit any Registrar of the Companies, find out the procedure involved in the formation of the companies.
3. Visit any Company and discuss with Directors of the same on role and responsibilities and prepare report on the same.
4. Collect the copy of notice of the Meeting and Resolutions, Prepare the dummy copy of Notice and resolutions.
5. Contact any official liquidator of an organisation and discuss the procedure involved on the same and prepare report.

Books For Reference:

1. S.N Maheshwari, Elements of Corporate Law, HPH.
2. Balachandran, Business Law for Management, HPH
3. Dr. P.N. Reddy and H.R. Appannaiah, Essentials of Company Law and Secretarial Practice, HPH.
4. K. Venkataramana, Corporate Administration, SHBP.
5. N.D. Kapoor: Company Law and Secretarial Practice, Sultan Chand.
6. M.C. Bhandari, Guide to Company Law Procedures, Wadhwa Publication.
7. S.C. Kuchal, Company Law and Secretarial Practice.

1.4 BUSINESS COMMUNICATION

04 Credits

MODULE-1 INTRODUCTION

[Hours-16]

Nature, Process and Importance of Communication, Types of Communication (Verbal & Non Verbal), Different forms of Communication. Model of crafting an effective communication.

MODULE – 2 VERBAL AND NON-VERBAL COMMUNICATION

[Hours-10]

Verbal and Non-Verbal Communication, Principles of successful oral communication, Effective Listening, non-verbal communication.

MODULE-3 WRITTEN COMMUNICATION

[Hours-12]

Planning and execution of messages, writing reports, proposals and business plans, Drafting in notice, Agenda, Proposals, 7 C's in crafting reports, routine letters.

MODULE-4 Business Etiquettes and Cross-Cultural Communication

[Hours-14]

Introduction, Constituents of Etiquettes, Business Etiquettes and modern technology, Workplace culture, communicating across different cultures, Culture and writing skills.

MODULE-5 Career Management and Technology

[Hours-12]

Introduction, searching for talent, looking for Job, Planning for Job, Social Networking and E-mail, routine letters, preparing for Resume, Cover Letter, Group Discussion and Interview, Technology in Business Communication.

REFERENCES

1. Lesikar, R.V. & Flatley, M.E. (2005). Basic Business Communication Skills for Empowering the Internet Generation. Tata McGrawHill Publishing Company Ltd. New Delhi.
2. Ludlow, R. & Panton, F. (1998). The Essence of Effective Communications. Prentice Hall of India Pvt. Ltd.
3. Thill, J. V. & Bovee, G. L. (1993). Excellence in Business Communication. McGraw Hill, New York.
4. Monipally MM, Business communication strategies, McGraw Hill
5. Bovee, Till and Schatzman, Business Communication today, Pearson
6. Scot Ober, Contemporary Business Communication, Biztantra
7. ParagDiwan, Business Communication, Excel Book
8. Lesikar, R.V. & Flatley, M.E, Basic Business Communication Skills for Empowering the Internet Generation. Tata McGraw Hill Publishing Company Ltd.

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II Semester BBA

Sl. No	Course Code	Title of the Course	Category of Course	Credits	C1	C2	C3	Total Marks
2.1	BBA2.1	Language 1	Language	3	10	10	80	100
2.2	BBA2.2	Language 2	Language	3	10	10	80	100
2.3	BBA2.3	Human Resource Management	Discipline	4	10	10	80	100
2.4	BBA2.4	Financial Accounting II	Discipline	4	10	10	80	100
2.5	BBA2.5	Business Environment	Discipline	4	10	10	80	100
2.6	BBA2.6	Marketing Management	Discipline	4	10	10	80	100
2.7	BBA2.7	Constitutional Values(2)-2	Compulsory	2	5	5	40	50
TOTAL				26	65	65	520	650

2.1 Human Resource Management

04 Credits

MODULE NO. 1: Introduction to Human Resource Management

[Hours-12]

Meaning and Definition of HRM - Features Objectives, Differences between Human Resource Management and Personnel Management, Importance, Functions and Process of HRM, Role of HR Manager, Trends influencing HR practices.

MODULE NO. 2: Human Resource Planning, Recruitment & Selection

[Hours-16]

Human Resource Planning: Meaning and Importance of Human Resource Planning, Process of HRP

HR Demand Forecasting- Meaning and Techniques (Meanings Only) and HR supply forecasting.

Succession Planning - Meaning and Features

Job Analysis- Meaning and Uses of Job Analysis, Process of Job Analysis - Job Description, Job Specification, Job Enlargement, Job Rotation, Job Enrichment (Meanings Only)

Recruitment- Meaning, Methods of Recruitment, Factors affecting Recruitment, Sources of Recruitment

Selection- Meaning, Steps in Selection Process, Psychometric tests for Selection, Barriers to effective Selection, Making Selection effective; Placement, Gamification - Meaning and Features.

MODULE NO. 3: Induction and Training

[Hours-10]

Induction: Meaning, Objectives and Purpose of Induction, Problems faced during Induction, Induction Program Planning.

Training: Need for training, Benefits of training, Assessment of Training Needs and Methods of Training and Development.

MODULE NO. 4: Performance Appraisal, Promotion & Transfers

[Hours-14]

Performance Appraisal: Meaning and Definition, Objectives and Methods of Performance Appraisal - Uses and Limitations of Performance Appraisal, Process of Performance Appraisal

Promotion: Meaning and Definition of Promotion, Purpose of Promotion, Basis of promotion

Transfer: Meaning of Transfer, Reasons for Transfer, Types of Transfer, Right Sizing of Work Force, Need for Right Sizing.

Reference Books

1. K.Aswhathappa, Human Resource Management, Tata Mc-Graw Hill New York.
2. C.S.Venkata Ratnam, Personnel Management, Tata Mc-Graw Hill New York.
3. C.B.Gupta, Human Resource Management, Sultan chand & Sons, New Delhi.
4. Tripathi, Personnel Management & Industrial Relations, Sultan Chand & Sons, New Delhi.
5. P.Subba Rao, Human Resource Management & Industrial relations, Himalaya Publishing House, Mumbai.
6. V.P.Michael, Human Resource Management & Industrial relations, Himalaya Publishing House, Mumbai.
7. A.M.Sharma, Personnel Management and Human Resource Management, Himalaya Publishing House, Mumbai.

2.2. FINANCIAL ACCOUNTING II

04 Credits

MODULE NO-1: Consignment Accounting

[Hours-16]

Meaning- common terms used - Account sale, Proforma Invoice- Commission- Delcredere & over riding commission- Difference between consignment and sale - Simple Problems on consignment in the Books of consignor and consignee (Excluding Abnormal Loss)- Cost and Invoice price method- Valuation of unsold stock.

MODULE NO-2: Hire Purchase Accounting

[Hours-14]

Meaning - Hire purchase v/s sale - Calculation of cash price and Interest - Journal entries and Ledger accounts in the books of Hire purchaser and Hire Vendor [excluding default and repossession].

MODULE NO-3: Insurance Claims

[Hours-09]

Meaning- steps for ascertaining fire insurance claim - computation of fire insurance claim including average clause (excluding abnormal loss).

MODULE NO-4: Final Accounts of Joint Stock Companies

[Hours-18]

Statutory Provisions regarding Preparation of Financial Statements of the Companies as per schedule III of Companies Act, 2013. Treatment of special items- TDS- Advance payment of Tax, Provision for Tax. Preparation of statement of P&L A/c and Balance sheet in vertical format.

MODULE NO-5: Human Resource Accounting

[Hours-05]

Meaning- Objectives- Methods- Advantages and Limitations -(theory only)

SKILL DEVELOPMENT ACTIVITIES:

1. Prepare an account sale with imaginary figures.
2. Draft a Hire purchase agreement with imaginary terms & conditions.
3. Collect the final accounts of any one joint stock co and affix them.
4. Compute the amount of insurance claim by using imaginary figures

BOOKS FOR REFERENCES:

1. S.P Iyengar - Advanced Accounting
2. S.N Maheshwari & S.K Maheshwari - Introduction to Accounting
3. B.S Raman - Advanced Accountancy
4. T.S Grewal - Elements of Accountancy.
5. S.P Jain & K.L Narms - Financial Accountancy
6. Corporate Accounts - S.N Maheshwari
7. Corporate Accounts - R.L Gupta
8. Corporate Accounts - Jain & Narang
9. Advance Accounts - Shukla & Agewal
10. Corporate Accounts - B.S Raman
11. Advanced Accounts - S.P Iyengar.

2.3 BUSINESS ENVIRONMENT

04 Credits

MODULE NO. 1: Introduction to Business Environment

[Hours-14]

Meaning of business, scope and objectives Business, business environment, Micro and Macro-environment of business (social, cultural, economic, political, legal technological and natural) Impact of these factors on decision making in business, Environmental analysis, and Competitive structure analysis of Business.

MODULE NO. 2: Government and Legal Environment

[Hours-13]

Government Functions of the State, Economic role of government, State intervention in business- reasons for and types of state intervention in business. Impact of Monetary policy, Fiscal policy, Exim policy and industrial policy on business. Legal environment - Various laws affecting Indian businesses.

MODULE NO. 3: Economic Environment and Global Environment

[Hours16]

An overview of economic environment, nature of the economy, structure of economy, factors affecting economic environment. Globalization of business; meaning and dimensions, stages, essential conditions of globalization, foreign market entry strategies, merits and demerits of globalization of business, Impact of Globalization on Indian businesses, Forms of globalization of businesses - MNCs, TNCs etc..

MODULE NO. 4: Technological Environment

[Hours-13]

Meaning and features; types of innovation, Impact of Technological changes on business, Technology and Society, Technological Acquisition modes, IT revolution and business, Management of Technology.

MODULE NO. 5: Natural Environment

[Hours-08]

Meaning and nature of physical environment. Impact of Natural environment on business.

SKILL DEVELOPMENTS ACTIVITIES:

1. List out key features of recent Monetary policy published by RBI impacting businesses.
2. Give your observation as to how technology has helped society.
3. Draft Five Forces Model for Imaginary business.
4. Identify the benefits of Digital transformation in India.

TEXT BOOKS:

1. Dr. K Ashwatappa: Essentials Of Business Environment
2. Sundaram & Black: The International Business Environment; Prentice Hall
3. Chidambaram: Business Environment; Vikas Publishing
4. Upadhyay, S: Business Environment, Asia Books
5. Chopra, BK: Business Environment in India, Everest Publishing
6. Suresh Bedi: Business Environment, Excel Books
7. Economic Environment of Business by M. Ashikary. 8. Business Environment by Francis Cherrinulam

2.4 MARKETING MANAGEMENT

04 Credits

MODULE NO. 1: Introduction to Marketing

[Hours-14]

Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. Recent trends in Marketing-E- business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, social media marketing and E-tailing (Meaning only).

MODULE NO. 2: Marketing Environment

[Hours-12]

Micro Environment - The company, suppliers, marketing intermediaries competitors, public and customers; Macro Environment- Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment.

MODULE NO. 3: Market Segmentation and Consumer Behaviour

[Hours-12]

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

MODULE NO. 4: MARKETING MIX

[Hours-16]

Meaning, Elements of Marketing Mix (Four P's) -- Product, Price, Place, Promotion. Product-Product Mix, Product Line, Product Lifecycle, New Product Development, Reasons for Failure of New Product, Branding, Packing and Packaging, Labeling, Pricing - Objectives, Factors influencing Pricing Policy, Methods of Pricing; Physical Distribution-Meaning, Factors affecting Channel Selection, Types of Marketing Channels. Promotion - Meaning and Significance of Promotion, Personal Selling and Advertising (Meaning Only).

MODULE NO. 5: SERVICES MARKETING

[Hours-10]

Meaning and definition of services, difference between goods and services, features of services, seven P's of services marketing (concepts only).

SKILL DEVELOPMENTS ACTIVITIES:

1. Two cases on the above syllabus should be analyzed and recorded in the skill development
2. Design a logo and tagline for a product of your choice
3. Develop an advertisement copy for a product. 4. Prepare a chart for distribution network for different products.

TEXT BOOKS:

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