

## I YEAR (II semester)

### Part-III B.B.A / Semester – II / Core-3: MARKETING MANAGEMENT (U23BB203)

<b>Lecture Hours</b>	<b>: 75</b>	<b>Tutorial Hours</b>	<b>: 0</b>
<b>Practical Hours</b>	<b>: 0</b>	<b>No. of Credit</b>	<b>: 5</b>
<b>Contact Hours per Semester</b>	<b>: 75</b>		
<b>Contact hours per Week</b>	<b>: 5</b>		
<b>Internal Marks</b>	<b>: 25</b>		
<b>External Marks</b>	<b>: 75</b>		
<b>Total Marks</b>	<b>: 100</b>		

#### Objectives of the course

The course aims at giving an overall view of the:

- To understand the marketplace.
- To identify the market segmentation and the Product mix
- To select the different pricing methods and channels of distribution.
- To know the communication mix and sales promotion tools
- To prepare according to the latest trends in market.

#### Course Learning Outcomes (for Mapping with Pos and PSOs)

On completion of the course, the students will:

- CO 1** To list and identify the core concepts of Marketing and its mix.  
**CO 2** To sketch the market segmentation, nature of product, PLC  
**CO 3** To analyze the appropriate pricing methods  
**CO 4** To determine the importance of various media  
**CO 5** To assess the sales force and applications of digital marketing

#### CO-PO-PSO Mapping (Course Articulation Matrix)

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	2	3	2	2	3	2	3	3	3	3
<b>CO2</b>	2	2	3	2	2	2	3	3	2	3
<b>CO3</b>	2	3	2	3	3	2	2	3	3	3
<b>CO4</b>	2	2	3	2	2	2	3	2	2	3
<b>CO5</b>	3	3	3	2	2	2	2	3	2	2
<b>Total</b>										
<b>contribution</b>	11	13	13	11	12	10	13	14	12	14
<b>to CO to PO</b>										
<b>Weighted</b>										
<b>Percentage of</b>										
<b>COs</b>	73.3	86.6	86.6	73.3	80	66	86.6	93.3	80	93.3

**Contribution to**

## POs

**0-No Correlation;**

**1-Weak;**

**2-Moderate;**

**3-Strong**

## Course Content

### **Unit I: Fundamentals of Marketing (L -15 Hours)**

Fundamentals of Marketing – Role of Marketing – Relationship of Marketing With Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.

### **Unit II: Segmentation (L -15 Hours)**

Segmentation – Need and Basis of Segmentation -Targeting – Positioning

Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods.

Product Mix-New Product Development Process - Product Life Cycle. Branding – Packaging.

### **Unit III: Pricing (L -15 Hours)**

Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market.

Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.

### **Unit IV: Communication Mix (L -15 Hours)**

A Brief Overview of Communication Mix- Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance.

### **Unit V: Sales Force Management (L -15 Hours)**

Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force – Digital Marketing: Introduction- Applications & Benefits -

## **Recommended Text:**

1. Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.
2. Rajan Saxena, Marketing Management, Tata McGraw Hill, 2017.
3. L.Natarajan, Marketing, Margham Publications, 2017.
4. J P Mahajan & Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2017.
5. K Karunakaran, Marketing Management, Himalaya Publishing House, 2017.

## **Reference Books:**

1. C.B.Gupta & Rajan Nair Marketing Management, Sultan Chand &Son 2020
2. V.S. Ramaswamy & S. Namakumari, 2002, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd,
3. Cranfield, Marketing Management, Palgrave Macmillan.
4. Harsh V Verma & Ekta Duggal, Marketing, Oxford University Press, 2017.
5. Sontakki C.N, Marketing Management, Kalyani Publishers, Ludhiana.2016

## **Website Resources:**

1. [http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip\\_Kotler%5D\\_Marketing\\_Management\\_14th\\_Edition%28BookFi%29.pdf](http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf)
2. <https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf>
3. <https://www.enotesmba.com/2013/01/marketing-management-notes.html>
4. Industrial Marketing Management | Journal | ScienceDirect.com by Elsevier
5. Journal of Marketing Management | Taylor & Francis Online (tandfonline.com)

**Part-III B.B.A / Semester – II / Core-4: Accounting for Managers – II (U23BB204)**

<b>Lecture Hours</b>	<b>: 75</b>	<b>Tutorial Hours</b>	<b>: 0</b>
<b>Practical Hours</b>	<b>: 0</b>	<b>No. of Credit</b>	<b>: 5</b>
<b>Contact Hours per Semester</b>	<b>: 75</b>		
<b>Contact hours per Week</b>	<b>: 5</b>		
<b>Internal Marks</b>	<b>: 25</b>		
<b>External Marks</b>	<b>: 75</b>		
<b>Total Marks</b>	<b>: 100</b>		

**Objectives of the course**

The course aims at giving an overall view of the

- To provide basic understanding of cost concepts and classification.
- To develop skills in tools & techniques and critically evaluate decision making in business.
- To understand various ratios and cash flow related to finance
- To recognize the role of budgets and variance as a tool of planning and control.
- To gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios

**Course Learning Outcomes (for Mapping with Pos and PSOs)**

On completion of the course, the students will:

- CO 1** Interpret cost sheet & write comments.  
**CO 2** Compare cost, management & financial accounting  
**CO 3** Analyze the various ratio and compare it with standards to assess deviations  
**CO 4** Estimate budget and use budgetary control  
**CO 5** Evaluate marginal costing and its components

**CO-PO-PSO Mapping (Course Articulation Matrix)**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	2	3	2	3	3	2	3	3	3	3
<b>CO2</b>	2	2	3	2	2	2	3	3	2	3
<b>CO3</b>	2	3	2	3	3	2	2	3	3	3
<b>CO4</b>	3	2	3	2	2	2	3	2	2	2
<b>CO5</b>	3	2	3	3	2	2	2	3	2	3
<b>Total</b>										
<b>contribution</b>	12	12	13	13	12	10	13	14	12	14
<b>to CO to PO</b>										
<b>Weighted</b>										
<b>Percentage of</b>										
<b>COs</b>	80	80	86.6	86.6	80	66	86.6	93.3	80	93.3

**Contribution to  
POs**

**0-No Correlation;**

**1-Weak;**

**2-Moderate;**

**3-Strong**

## **Course Content**

### **Unit I: Cost accounting (L -15 Hours)**

Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – cost sheets – Tenders & Quotation.

### **Unit II: Management Accounting (L -15 Hours)**

Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.

### **Unit III: Ratio Analysis (L -15 Hours)**

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

### **Unit IV: Budgets and budgetary control (L -15 Hours)**

Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget

### **Unit V: Marginal Costing (L -15 Hours)**

Marginal Costing – CVP analysis – Break even analysis

### **Recommended Text:**

1. Gupta, R.L and M. Radhaswamy, Advanced Accountancy, Sultan Chand & Sons, 2016.
2. T. S. and A .Murthy, Management Accounting, Chennai: Margham, 2007.
3. Jain S.P and K.L Narang, Advanced Accountancy (Part II). Kalyani, 2007.
4. Maheshwari S.N, Advanced Accountancy (PartII), Vikas, 2007.
5. Man Mohan and S.N. Goyal. Principles of Management Accounting, Agra: Sahitya Shawan, 2017.

### **Reference Books:**

1. T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016
2. Antony Atkinson, Rebert S Kalpan, Advance Management Accounting, Pearson Publications, 2015.
3. Horngren Sunderu Stratton, Introduction to Management Accounting, Pearson Education, 2013.
4. Rajiv Kumar Goel & Ishaan Goel, Concept Building Approach to Management Accounting, 2019.
5. Colin Drury, Management and Cost Accounting (with Course Mate and eBook Access), Cengage, 2015.

### **Website and e-learning sources:**

1. <https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/>
2. <https://efinancemanagement.com/financial-accounting/management-accounting>
3. <http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859>
4. <https://www.wallstreetmojo.com/ratio-analysis/>
5. <http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656>

**Part-III B.B.A / Semester – II / Elective Generic 02 (Allied):  
International Business (U23BB2A2)**

<b>Lecture Hours</b>	<b>: 60</b>	<b>Tutorial Hours</b>	<b>: 0</b>
<b>Practical Hours</b>	<b>: 0</b>	<b>No. of Credit</b>	<b>: 3</b>
<b>Contact Hours per Semester</b>	<b>: 60</b>		
<b>Contact hours per Week</b>	<b>: 4</b>		
<b>Internal Marks</b>	<b>: 25</b>		
<b>External Marks</b>	<b>: 75</b>		
<b>Total Marks</b>	<b>: 100</b>		

**Objectives of the course**

The course aims:

- To familiarize students with basic concepts of International Business
- To impart knowledge about theories of international trade
- To know the concepts of foreign exchange market and foreign direct investment
- To understand the global environment
- To gain knowledge on the Contemporary Issues of International Business

**Course Learning Outcomes (for Mapping with Pos and PSOs)**

**On completion of the course, the students will:**

- CO 1** Discuss the modes of entry to International Business  
**CO 2** Explain international trade theories  
**CO 3** Understand Foreign exchange market and FDI  
**CO 4** Outline the Global Business Environment  
**CO 5** Identify the relevance of international institutions and trading blocks.

**CO-PO-PSO Mapping (Course Articulation Matrix)**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	2	2	2	3	3	2	3	3	3	3
<b>CO2</b>	3	2	3	2	2	2	3	2	3	3
<b>CO3</b>	2	2	2	2	3	2	2	3	2	2
<b>CO4</b>	2	2	3	2	2	2	3	3	2	2
<b>CO5</b>	2	2	3	2	2	2	2	3	2	2
<b>Total</b>										
<b>contribution to CO to PO</b>	11	10	13	11	12	10	13	14	12	12
<b>Weighted Percentage of COs</b>										
<b>Contribution to POs</b>	73.3	66.6	86.6	73.3	80	66	86.6	93.3	80	80
	<b>0-No Correlation;</b>		<b>1-Weak;</b>		<b>2-Moderate;</b>		<b>3-Strong</b>			

**Course Content**

## **Unit I: Introduction to International Business (L -12 Hours)**

Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.

## **Unit II: Introduction of Trade theories (L -12 Hours)**

Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.

## **Unit III: Foreign Investments-Pattern (L -12 Hours)**

Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows- Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries.

## **Unit IV: Drivers in Globalisation (L -12 Hours)**

Drivers in Globalisation - Globalisation of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers.

## **Unit V: Regional Economic Groupings in Practice (L -12 Hours)**

Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings in the World. Contemporary Issues in International Business- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO.

### **Recommended Text:**

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. Hill, C.W.L. and Jain, A.K., International Business: Competing in the Global Marketplace, 11th Edition, Tata McGraw-Hill Education, 2018.
4. Cherunilam, F., International Business: Text and Cases, 5th Edition, PHI Learning, 2010
5. Paul, J., International Business, 5th Edition, PHI Learning, 2010

### **Reference Books:**

1. Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.
2. Griffin, R., International Business, 7th Edition, Pearson Education, 2012.
3. Tamer Cavusgil S, Gary Knight, John Riesenberger, International Business The New Realities, 4<sup>th</sup> edition, Pearson ,2017
4. Aswathappa K, International Business, 7th Edition, McGraw-Hill, 2020.
5. Subba Rao P, International Business, (Text and Cases), Himalaya Publishing House, 2016

### **Website and e-learning sources:**

1. <https://online.hbs.edu/blog/post/international-business-examples>
2. [https://saylordotorg.github.io/text\\_international-business](https://saylordotorg.github.io/text_international-business)
3. <https://www.imf.org/en/home>
4. <https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/>
5. <http://www.simplynotes.in/e-notes/mbabba/international-business-management/>

**Part-IV B.B.A / Semester – II / Skill Enhancement Course (Non-Major Elective) - 02: Managerial Skill Development (U23BB2S2)**

<b>Lecture Hours</b>	<b>: 30</b>	<b>Tutorial Hours</b>	<b>: 0</b>
<b>Practical Hours</b>	<b>: 0</b>	<b>No. of Credit</b>	<b>: 2</b>
<b>Contact Hours per Semester</b>	<b>: 30</b>		
<b>Contact hours per Week</b>	<b>: 2</b>		
<b>Internal Marks</b>	<b>: 50</b>		
<b>External Marks</b>	<b>: --</b>		
<b>Total Marks</b>	<b>: 50</b>		

**Objectives of the course**

The course aims at giving an overall view of the

- To improve the self-confidence, groom the personality and build emotional competence
- To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.
- To assess the Emotional intelligence
- To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions
- To improve professional etiquettes

**Course Learning Outcomes (for Mapping with Pos and PSOs)**

**On completion of the course, the students will:**

- CO 1** Identify the personal qualities that are needed to sustain in the world of work.
- CO 2** Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.
- CO 3** Acquire practical management skills that are of immediate use in management or leadership positions.
- CO 4** Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.
- CO 5** Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.

**CO-PO-PSO Mapping (Course Articulation Matrix)**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	2	2	2	3	3	2	3	3	3	3
<b>CO2</b>	3	3	3	3	2	2	3	3	3	3
<b>CO3</b>	2	3	2	2	3	2	2	3	3	3
<b>CO4</b>	2	2	3	2	2	2	3	3	2	2
<b>CO5</b>	2	3	3	2	2	2	2	2	3	3
<b>Total</b>										
<b>contribution to CO to PO</b>	11	13	13	12	12	10	13	14	14	14
<b>Weighted Percentage of COs</b>	73.3	86.6	86.6	80	80	66	86.6	93.3	93.3	93.3

**Contribution to**

**POs****0-No Correlation;****1-Weak;****2-Moderate;****3-Strong****Course Content****Unit I: Introduction (L -6 Hours)**

Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills

**UNIT II: Self Esteem (L -6 Hours)**

Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.

**Unit III: Building Emotional Competence (L -6 Hours)**

Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.

**Unit IV: Thinking skills (L -6 Hours)**

Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking.

Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation.

**UNIT V: Communication related to course (L -6 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.

Debates, presentations, role plays and group discussions on current topics.

Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.

**Recommended Text:**

1. Managerial Skill Articles
2. The Management Skills of SALL Managers - SiSAL Journal
3. Managerial Skills by Dr.K.Alex S.CHAND
4. Managerial Skills 2 by Cynthia Menezes Prabhu, Pen to Print Publishing LLP
5. Gallagher (2010), Skills Development for Business & Management Students, Oxford University Press. PROF. SANJIV.

**Reference Books:**

1. Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication
2. McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.
3. Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.
4. P. Varshney, A. Dutta, Managerial Skill Development, Alfa Publications, 2012
5. EQ- soft skills for Corporate Carrier by Dr. Sumeet Suseelan

**Website and e-learning sources:**

1. <https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63>
2. [https://www.academia.edu/4358901/managerial\\_skill\\_development\\_pdf](https://www.academia.edu/4358901/managerial_skill_development_pdf)
3. [https://www.academia.edu/4358901/managerial\\_skill\\_development\\_pdf](https://www.academia.edu/4358901/managerial_skill_development_pdf)
4. <https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf>
5. [https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD\(Managerial%20skill%20development\).pdf](https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf)



**Part-IV B.B.A / Semester – II / Skill Enhancement Course - 03: Business Etiquette and Corporate Grooming (U23BB2S3)**

<b>Lecture Hours</b>	<b>: 30</b>	<b>Tutorial Hours</b>	<b>: 0</b>
<b>Practical Hours</b>	<b>: 0</b>	<b>No. of Credit</b>	<b>: 2</b>
<b>Contact Hours per Semester</b>	<b>: 30</b>		
<b>Contact hours per Week</b>	<b>: 2</b>		
<b>Internal Marks</b>	<b>: --</b>		
<b>External Marks</b>	<b>: 50</b>		
<b>Total Marks</b>	<b>: 50</b>		

**Objectives of the course**

The course aims at giving an overall view of the

- To impart knowledge about basic etiquettes in professional conduct.
- To provide understanding about the workplace courtesy and ethical issues involved.
- To suggest on guidelines in managing rude and impatient clients.
- To familiarize students about significance of cultural sensitivity and the relative business attire.
- To stress on the importance of attire.

**Course Learning Outcomes (for Mapping with Pos and PSOs)**

**On completion of the course, the students will:**

- CO 1** Describe basic concepts of business etiquette and corporate grooming.
- CO 2** Outline the etiquette and grooming standards followed in business environment and the significance of communication
- CO 3** Create cultural awareness and moral practices in real life workplace scenarios
- CO 4** Analyze work place courtesy and resolve ethical issues with respect to etiquette and grooming for success
- CO 5** Apply the professionalism in the workplace considering diversity and courtesy

**CO-PO-PSO Mapping (Course Articulation Matrix)**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	2	2	2	2	3	2	3	3	3	3
<b>CO2</b>	3	3	3	2	2	2	3	3	3	3
<b>CO3</b>	3	3	2	2	3	2	2	3	3	3
<b>CO4</b>	2	2	3	2	2	2	3	3	2	2
<b>CO5</b>	2	3	3	2	2	2	2	2	2	3
<b>Total</b>										
<b>contribution to CO to PO</b>	12	13	13	10	12	10	13	14	13	14
<b>Weighted Percentage of COs</b>	80	86.6	86.6	66.6	80	66	86.6	93.3	86.6	93.3

**Contribution to**

**POs****0-No Correlation;****1-Weak;****2-Moderate;****3-Strong****Course Content****Unit I: Introduction to Business Etiquette (L -6 Hours)**

Introduction to Business Etiquette: Introduction- ABCs of etiquette, meeting and greeting scenarios, principles of exceptional work behavior, role of good manners in business, professional conduct and personal spacing.

**Unit II: Workplace Courtesy and Business Ethics (L -6 Hours)**

Workplace Courtesy and Business Ethics: Workplace Courtesy, Practicing common courtesy and manners in a workplace, Etiquette at formal gatherings, Professional qualities expected from an employer's perspective, Hierarchy and Protocol. Ethical issues, preventing sexual harassment, conflict resolution strategies, choosing appropriate gift in the business environment, real life work place scenarios, company policy for business etiquette.

**Unit III: Types Etiquette (L -6 Hours)**

Telephone Etiquette, email etiquette and Disability Etiquette, Mastering the telephone courtesy, handling rude or impatient clients, internet usage in the workplace, email etiquette, online chat etiquette guidelines, Basic disability Etiquette practices.

**Unit IV: Diversity and Cultural Awareness (L -6 Hours)**

Diversity and Cultural Awareness at Workplace Impact of diversity, Cultural Sensitivity, Taboos and Practices, Inter-Cultural Communication.

**UNIT V: Business Attire and Professionalism (L -6 Hours)**

Business Attire and Professionalism, Business style and professional image, dress code, guidelines for appropriate business attire, grooming for success.

**Recommended Text:**

1. Journal of Computer Mediated Communication by ICA.
2. Business and Professional Communication by Sage Journals.
3. Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse.
4. Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow.
5. Shital Kakkar Mehra, "Business Etiquette: A guide for the Indian Professional", Harper Collins Publisher (2012).

**Reference Books:**

1. Indian Business Etiquette, Raghu Palat, JAICO Publishers.
2. Nina Kochhar, "At Ease with Etiquette", B.Jain Publisher, 2011.
3. Nimeran Sahukar, Prem P. Bhalla, "The Book of Etiquette and manners", Pustak Mahi publishers, 2004.
4. Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt., Ltd.
5. The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter, Mc Graw Hill Education.

**Website and e-learning sources:**

1. <http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf>.
2. [https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20%20Business%20Etiquette%20\(1\).pdf](https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20%20Business%20Etiquette%20(1).pdf).
3. <https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf>.
4. [https://www.tutorialspoint.com/business\\_etiquette/grooming\\_etiquettes.htm](https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm).
5. [https://wikieducator.org/Business\\_etiquette\\_and\\_grooming](https://wikieducator.org/Business_etiquette_and_grooming).

## II YEAR (IV Semester)

### Part-III B.B.A / Semester – IV / Core-07 BUSINESS ENVIRONMENT (U23BB407)

Lecture Hours	: 75	Tutorial Hours	: 0
Practical Hours	: 0	No. of Credit	: 5
Contact Hours per Semester	: 75		
Contact hours per Week	: 5		
Internal Marks	: 25		
External Marks	: 75		
Total Marks	: 100		

#### Objectives of the Course

- To impart knowledge on the concept of business environment & its significance
- To know the political environmental factors and its impact on business.
- To know the Economic environmental factors and its impact on business
- To throw light on importance of the types of Social Organization.
- To create awareness of industrial-technological advancements.

#### Course Learning Outcomes (for Mapping with POs and PSOs)

On completion of the Course, the Students will be able to

- CO 1** to understand the concepts of Business Environment.  
**CO 2** to apply knowledge in the business and strategic decisions.  
**CO 3** to analyze the importance of business in various social groups.  
**CO 4** to evaluate the types of economic environment and its impact on business.  
**CO 5** to construct and assess the environment for real-time business

#### CO-PO and PSO Mapping (Course Articulation Matrix)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
<b>CO1</b>	2	2	2	2	3	2	3	3	3	3
<b>CO2</b>	3	3	3	2	2	2	3	3	3	3
<b>CO3</b>	3	3	2	2	3	2	2	3	3	3
<b>CO4</b>	2	2	3	2	2	2	3	3	2	2
<b>CO5</b>	2	3	3	2	2	2	2	2	2	3
<b>Total contribution to COs to POs</b>	12	13	13	10	12	10	13	14	13	14
<b>Weighted Percentage of Course</b>	80	86.6	86.6	66.6	80	66.6	86.6	93.3	86.6	93.3

<b>Contribution to POs</b>										
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**0- No Correlation**

**1 - Weak**

**2- Moderate**

**3- Strong**

## **Course Content**

### **Unit I: Introduction (L -12 Hours)**

The concept of Business Environment: its nature and significance, A brief overview of political, cultural, legal, economic, and social environments and their impact on business and strategic decisions

### **Unit II: Political Environment (L -12 Hours)**

Political Environment: Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention

### **Unit III: Economic Environment (L -12 Hours)**

Economic Environment: Business Cycles (Inflation, Deflation), Macroeconomic Parameters Like GDP, Growth Rate, Population, Urbanization, National Income, and Per Capita Income, and Their Impact on Business Decisions Five-year planning; establishment of NITI Aayog (National Institution for Transforming India); 1991 New Economic Policy; business liberalization, privatization, and globalization

### **Unit IV: Social Environment (L -12 Hours)**

Social environment; cultural heritage; social attitudes; castes and communities Joint family systems; linguistic and religious groups; types of social organization

### **Unit V: Technology Environment (L -12 Hours)**

Technology environment – Industry 4.0-Meaning-Features- basic Applications and Uses- Block chain, AI, AR, Cloud, IOT, IIOT, Big Data and Analytics

### **Recommended Text:**

1. Sankaran.S (Reprint 2016), *Business Environment*, Revised Edition, Margham Publishing House
2. Gupta C B (Reprint 2018), *Business Environment*, Eleventh Revised Edition, Sultan Chand & Sons.
3. K.Ashwathappa, (Reprint 2016) *Essentials of Business Environment*, 6<sup>th</sup> Edition ,Himalaya Publishing House, India
4. Joshi Rosy Kapoor Sangam, *Business Environment*, Kalyani Publishers, Ludhiana

### **Reference Books:**

1. Prakash , N R Mohan ,*Business Environment : A Test/Reference Book With Case Studies* Ebook .
2. *Business Environment*, Ruchi Goyal Publisher: Neelkanth Publishers Pvt. Ltd.2019
3. *Business Environment*, Fourth Edition, By Pearson
4. AHMED, FAISAL ALAM, M. ABSAR, *Business Environment Indian And Global Perspective* ,3Rd Edition by PHI Learning

### **Website and E- Learning Sources:**

1. <https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/>
2. <https://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5b-understanding-ofs/assessing-impact-external-influences>
3. Francis Cherunilam, 2002, Business environment, Himalaya Publishing House, 11<sup>th</sup> Revised

- Edition, India.
4. <https://pestleanalysis.com/political-factors-affecting-business/>
  5. <https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgechapter2.pdf>

**Part-III B.B.A / Semester – IV / Core-08**  
**BUSINESS REGULATORY FRAME WORK (U23BB408)**

Lecture Hours	: 75	Tutorial Hours	: 0
Practical Hours	: 0	No. of Credit	: 5
Contact Hours per Semester	: 75		
Contact hours per Week	: 5		
Internal Marks	: 25		
External Marks	: 75		
Total Marks	: 100		

**Objectives of the Course**

- To explain Indian Contracts Act
- To understand Sales of goods act& contract of agency
- To understand Indian Companies Act 1956
- To understand Consumer Protection Act – RTI
- To understand Cyber law

**Course Learning Outcomes (for Mapping with POs and PSOs)**

On completion of the Course, the students will be able to

- CO 1** recall Indian Contracts Act  
**CO 2** understand Sales of goods act and Contract of Agency  
**CO 3** explain Indian Companies Act 1956  
**CO 4** understand Consumer Protection Act – RTI  
**CO 5** understand Cyber law

**CO-PO and PSO Mapping (Course Articulation Matrix)**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	2	3	2	3	2	3	3	2	2
<b>CO2</b>	3	2	2	2	2	2	3	3	3	2
<b>CO3</b>	3	2	2	2	3	3	2	2	3	3
<b>CO4</b>	2	3	2	2	2	2	3	3	3	3
<b>CO5</b>	3	3	2	3	3	2	3	3	2	3
<b>Total contribution to COs to POs and PSOs</b>	14	12	11	11	13	11	14	14	13	13
<b>Weighted</b>	93.3	80	73.3	73.3	86.6	73.3	93.3	93.3	86.6	86.6

Percentage of Course Contribution to POs and PSOs										
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0- No Correlation

1 - Weak

2- Moderate

3- Strong

### Course Content

#### **Unit I: Contract**

**(L -15 Hours)**

Brief outline of Indian Contracts Act - Special contracts Act

#### **Unit II: Sales of goods Act**

**(L -15 Hours)**

Sale of goods Act - Contract of Agency

#### **Unit III: Indian companies act**

**(L -15 Hours)**

Brief outline of Indian Companies Act 1956 - kinds-formation-MOA-AOA- Prospectus- Appointment of Directors- Duties-Meeting- Resolutions-Winding up

#### **Unit IV: Protection Act**

**(L -15 Hours)**

Consumer Protection Act – RTI

#### **Unit V: Cyber laws**

**(L -15 Hours)**

Brief outline of Cyber laws – IT Act 2000 & 2008

#### **Recommended Text:**

1. Tulsian.P.C *Business Law* ,Third Edition, McGraw Hill Publications,2018
2. Pillai R S N, Bhagavati, *Business Law*, Third Edition, Sultan Chand
3. N D Kapoor (2019), *Elements of Mercantile Law*, Sultan Chand & Sons
4. Dr. M.R. Sreenivasan & Ananda Krishna Deshkulkarni ,*Constitutional Law*
5. Dr. M.R. Sreenivasan ,*Business Law (Commercial Law)*

#### **Reference Books:**

1. *Business Regulatory Framework*, Sahitya Bhawan Publications, Revised, 2022.
2. Garg K.C., Sareen V.K., Sharma Mukesh, *Business Regulatory Framework*, 2013
3. *Business Regulatory Framework*, Pearson Education India, 2011
4. Bare Acts- RTI, Consumer Protection Act
5. Dr. Pawan Kumar Oberoi ,*Business Regulatory Framework* , Global Academic Publishers & Distributors, 2015

#### **Website and E- Learning Sources:**

1. <https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---1.html>
2. <http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/>
3. <https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661>
4. International Journal of Law (lawjournals.org)
5. [https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book\\_TitleM=%20Business%20Regulatory%20Framework](https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book_TitleM=%20Business%20Regulatory%20Framework)

**Part-III B.B.A / Semester – IV / Elective Generic - 4 (Allied)**  
**OPERATIONS RESEARCH (U23BB4A4)**

Lecture Hours	: 60	Tutorial Hours	: 0
Practical Hours	: 0	No. of Credit	: 3
Contact Hours per Semester	: 60		
Contact hours per Week	: 4		
Internal Marks	: 25		
External Marks	: 75		
Total Marks	: 100		

**Objectives of the Course**

- To introduce to Operations Research definition and concept Essential features of LPP.
- To formulate of Transportation problem and finding an initial basic feasible solution.
- To expressing Assignment problem, Hungarian method- Minimization and Maximization case and Sequencing Problem.
- To analyse Network models and constructing network- critical path, various floats.
- To analyse Game Theory and Decision Theory

**Course Learning Outcomes (for Mapping with Pos and PSOs)**

On completion of the Course, the students will be able to

- CO 1** understand Linear Programming  
**CO 2** understand Transportation problem  
**CO 3** explain Assignment problem  
**CO 4** analyze Network models  
**CO 5** analyze Game Theory and Decision Theory

**CO-PO and PSO Mapping (Course Articulation Matrix)**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	2	3	2	3	2	3	3	2	2
<b>CO2</b>	3	2	2	2	2	2	3	3	3	2
<b>CO3</b>	3	2	2	2	3	3	2	2	3	3
<b>CO4</b>	2	3	2	2	2	2	3	3	3	3
<b>CO5</b>	3	3	2	3	3	2	3	3	2	3
<b>Total contribution to COs to POs and PSOs</b>	14	12	11	11	13	11	14	14	13	13
<b>Weighted Percentage of Course Contribution to POs and PSOs</b>	93.3	80	73.3	73.3	86.6	73.3	93.3	93.3	86.6	86.6

0- No Correlation

1 - Weak

2- Moderate

3- Strong

## Course Content

### **Unit I: Linear Programming problem (L -12 Hours)**

Linear Programming problem -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP- simple problems.

### **Unit II: Transportation Problem (L -12 Hours)**

Transportation problem- Basic definitions, formulation of transportation problem as LPP, finding an initial basic feasible solution- North -west corner rule, row minima method, column minima method, least cost entry method-Vogel's approximation method to find the optimal solution.

### **Unit III: Assignment Problem (L -12 Hours)**

Assignment problem-Hungarian method- Minimization and Maximization case, unbalanced assignment problem. Sequencing Problem-Processing n jobs on 2 machines, processing n jobs on 3 machines, processing n jobs on m machines.

### **Unit IV: Network Models (L -12 Hours)**

Network models-PERT and CPM — difference between PERT and CPM- constructing network-critical path, various floats, three-time estimates for PERT.

### **Unit V: Game theory (L -12 Hours)**

Game Theory- Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving  $2 \times n$  and  $m \times 2$  game. Decision Theory –statement of Baye's theorem application - decision trees.

### **Recommended Text:**

1. Operational Research | Research.com
2. Operations Research | PubsOnLine (informs.org)
3. Prabandhan : Journal of Management
4. International Journal of Operations research
5. DR H. Premraj, *Elements of Operation Research*, Margham publications, Chennai, 2019

### **Reference Books:**

1. P.R. Vittal & V. Malini, *Operative Research* – Margham Publications – Chennai – 17.
2. P.K. Gupta & Man Mohan, *Problems in Operations Research* – Sultan Chand & sons – New Delhi
3. V.K. Kapoor, *Introduction to operational Research* – Sultan Chand & sons – New Delhi
4. Hamdy A Taha, *Operation Research – An Introduction* prentice Hall of India- New Delhi
5. P. Gupta, N. Aruna Rani, M. Haritha (2018), *Operations Research and Quantitative Techniques*, First edition, Himalaya Publishing House.

### **Website and E- Learning Sources:**

1. Chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf
2. Chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.bbau.ac.in/dept/UIET/EMER601%20Operation%20Research%20Queuing%20theory.pdf
3. https://www.onlinemathlearning.com › linear-programming-example
4. https://www.kellogg.northwestern.edu › weber › Notes\_6\_Decision\_trees



**Part-IV B.B.A / Semester – IV / Skill Enhancement Course - 5(DSC)**  
**TALLY ERP 9.0 LAB (U23BB4S5)**

Lecture Hours	: 0	Tutorial Hours	: 0
Practical Hours	: 30	No. of Credit	: 2
Contact Hours per Semester	: 30		
Contact hours per Week	: 02		
Internal Marks	: 0		
External Marks	: 50		
Total Marks	: 50		

**Objectives of the Course**

- To impart knowledge about basic use of Tally and its functions
- To understand the creation of groups and Ledgers
- To provide understanding about Data Management in Tally
- To understand the process of GST, EPF etc.
- To familiarize students about significance of Tally in implications in the Organizations

**Course Learning Outcomes (for Mapping with POs and PSOs)**

On completion of the Course, the students will be able to

- CO 1** understand about the basic accounting and Tally. ERP 9  
**CO 2** identify the maintained of Ledger and inventory system  
**CO 3** create of various vouchers and bills  
**CO 4** understand various taxes returns and filing  
**CO 5** relate and infer various reports generated in Tally. ERP 9

**CO-PO and PSO Mapping (Course Articulation Matrix)**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	2	2	2	2	3	2	3	3	3	3
<b>CO2</b>	3	3	3	2	2	2	3	3	3	3
<b>CO3</b>	3	3	2	2	3	2	2	3	3	3
<b>CO4</b>	2	2	3	2	2	2	3	3	2	2
<b>CO5</b>	2	3	3	2	2	2	2	2	2	3
<b>Total contribution to COs to POs and PSOs</b>	12	13	13	10	12	10	13	14	13	14
<b>Weighted Percentage of Course Contribution to POs and PSOs</b>	80	86.6	86.6	66.6	80	66	86.6	93.3	86.6	93.3

**0- No Correlation**

**1 - Weak**

**2- Moderate**

**3- Strong**

## **List of Practicals**

1. Fundamentals of Tally. ERP 9 and Configuration
2. Creation/ Setting up of Company in Tally ERP 9.
3. Accounting Master in Tally. ERP 9: Groups & Ledgers Creation
4. Inventory Master in Tally. ERP 9: Creation of Stock Groups and Categories and Units of Measure.
5. Vouchers Entries in Tally. ERP 9: Types of Vouchers, Invoicing, Bill Wise Details,
6. Report and Financial Statements Generation in Tally. ERP 9

**(All the practicals are compulsory)**

### **Recommended Text:**

1. Journal of Emerging Technologies and Innovative Research
2. Global Journal for Research Analysis
3. Tally.ERP 9 with GST in Simple Steps by DT Editorial Services, Dreamtech Press
4. Vikas Gupta, Comdex Tally, ERP 9 Course Kit with GST and MS Excel, Wiley India, 2017
5. Official Guide to Financial Accounting Using Tally.ERP 9 with GST by Tally Education, BPB Publications

### **Reference Books:**

1. Shraddha Singh & Navneet Mehra, *Tally. ERP 9*, V & S Publishers, 2015
2. Official Guide to Financial Accounting using Tally. ERP 9, Fourth Revised & Updated Edition, BPB Publications
3. Vinod Kumar, *Tally. ERP 9 Made Easy*, Accounting Education
4. Bimlendu Shekhar, *Tally Practical Work Book -1*, 2<sup>nd</sup> Edition
5. Asian's Quintessential Course Tally.ERP 9 with GST by Vishnu Priya Singh edition 2020

### **Website and E-Learning Sources:**

1. <https://tallysolutions.com/learning-hub/>
2. <https://www.tutorialkart.com/tally/tally-tutorial/>
3. <https://sscstudy.com/tally-erp-9-book-pdf-free-download/>
4. <https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/>
5. <https://www.javatpoint.com/tally>

### III YEAR (6<sup>th</sup> semester)

Category	Course Type	Course Code	Course Title	Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
Part - III	Core – 14	U21BB 614	Production Management	75	-	-	4

**Contact hours per semester: 75**

**Contact hours per week: 5**

Year	Semester	Internal Marks	External Marks	Total Marks
Third	Sixth	25	75	100

#### Preamble

Through this course the students will be able to know the concepts, principles, problems, and practices of Production management. Emphasis is on managerial processes for effective operations in both goods-producing and service-rendering organization. Topics include operations strategy, process design, capacity planning, facilities location and design, forecasting, production scheduling, inventory control, quality assurance, and project management. The topics are integrated using a systems model of the operations of an organization.

#### Course Outcomes (COs)

On successful completion of the course, the learners should be able to

S. No.	Course Outcome	Knowledge Level (RBT)
CO1	remember concepts, principles, problems, and practices of operations management	K1
CO2	understand the importance of an effective production and operations strategy to an organization.	K2
CO3	apply the various types of production processes, the essentialities of a product such as its selection, various procedures, and its stocking.	K3
CO4	analyze the basics of production management and the responsible factors.	K4
CO5	evaluate the various activities relating to scheduling and measuring of production take place and how control can be obtained on both	K5

	product and quality.	
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**K1 – Remember;**

**K2 – Understand;**

**K3 – Apply;**

**K4 – Analyze;**

**K5 – Evaluate;**

**K6 – Create.**

### CO-PO Mapping (Course Articulation Matrix)

<b>POs COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	3	3	2	3	2	3	3
<b>CO2</b>	2	2	2	3	3	2	-
<b>CO3</b>	3	3	3	2	2	-	3
<b>CO4</b>	2	2	3	3	2	3	3
<b>CO5</b>	2	3	3	3	3	3	-
<b>Total Contribution of COs to POs</b>	<b>12</b>	<b>13</b>	<b>13</b>	<b>14</b>	<b>12</b>	<b>11</b>	<b>9</b>
<b>Weighted Percentage of COs Contribution to POs</b>	<b>80</b>	<b>86.66</b>	<b>86.66</b>	<b>93.33</b>	<b>80</b>	<b>73.33</b>	<b>60</b>

**3-Strongly Correlated,**

**2-Moderately Correlated,**

**1-Slightly Correlated**

**- - Not correlated**

### COURSE CONTENT

#### Unit -I Introduction to Production management

**(L-15 Hours)**

Production: Meaning, definition, scope, importance, Production as functional area of management, Production types: job production, batch production, flow production, types of production system: intermittent production system, Continuous production system and its pros and cons. Productivity: importance, measurement of productivity, factors affecting industrial productivity.

#### Unit-II: Production planning and control (PPC)

**(L-15 Hours)**

**Production planning and control:** meaning and definition of production planning, objectives of planning, steps involved in production planning, importance of production Planning. Production control: meaning, objectives, techniques in production Control.

**Unit-III: Plant Location and Layout****(L-15 Hours)**

**Plant location and layout:** Meaning, need, importance, types of Plant layout, material handling, inventory management: meaning, need, costs associated with inventory management, Techniques of inventory management: JIT, EOQ, Determination of stock level, ABC Analysis, FSN Analysis, Difference between traditional inventory Techniques and JIT.

**Unit-IV: Production forecasting and Method study****(L-15 Hours)**

Production forecasting: concepts, importance, methods, production planning, production control, master production scheduling, material requirement planning (MRP), Method Study: concept, application, procedure, relevance of forms, charts and reports, work measurement time study, concept, applications, procedure, determination of actual, standard and normal Time, performance rating and work sampling.

**Unit-V: Routing and Scheduling****(L-15 Hours)**

Production Routing and scheduling: routing, meaning, objectives, scheduling, meaning, relationship between routing and scheduling, dispatching, sequences analysis, network analysis, CPM, PERT, Difference between CPM and PERT.

❖ **To acquire practical knowledge and exposure, industrial visits may be arranged.**

**Text Books**

1. Production and Operations Management, by S.P. Singh (2018), Vikas Publishing House
2. Production and Operations Management” by Pannerselvam R (2020)
3. “Modern Production/Operations Management” , Buffa (2021)

**Reference Books**

1. “Production and Operations Management” by Adam and Ebert(2015)
2. “Operations Management” by William Stevenson(2017)
3. Operations Management (McGraw-Hill Series in Operations and Decision Sciences)  
12th Edition by William J Stevenson(20219)
4. Production and Operations Management: Pack: Manufacturing and Services (The Irwin/McGraw Hill series), 1 December 1997 by Richard B. Chase

5. Operations and Supply Management(With Dvd) June 2010 by Richard Chase (Author),  
Ravi Shankar (Author), F. Robert Jacobs

#### Web References:

1. <https://www.mygreatlearning.com/blog/production-management-functions/>
2. <https://www.planettogether.com/blog/five-types-of-production-planning>
3. <https://benchpartner.com/define-production-management-definition-importance-function-and-scope>
4. <https://kalyan-city.blogspot.com/2011/12/functions-of-production-management.html>
5. <https://www.computerbusinessresearch.com/Home/enterprise-resource-planning-and-collaborative-systems/production-and-materials-management>

Category	Course Type	Course Code	Course Title	Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
Part - III	Core – 15	U21BB 615	Training & Development	75	-	-	4

**Contact hours per semester: 75**

**Contact hours per week: 5**

Year	Semester	Internal Marks	External Marks	Total Marks
Third	Sixth	25	75	100

#### Preamble

Training provides employees with the knowledge and skills to perform more effectively. This allows them to meet current job requirements or prepares them to meet the inevitable changes that occur in their jobs. Training is used extensively to help employees understand how they can assist in meeting corporate objectives.

#### Course Outcomes (COs)

On successful completion of the course, the learners should be able to

S. No.	Course Outcome	Knowledge Level (RBT)
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<b>CO1</b>	describe the components of training in organization.	<b>K1</b>
<b>CO2</b>	understand the concepts involved in training design.	<b>K2</b>
<b>CO3</b>	apply the learning and motivational theories	<b>K3</b>
<b>CO4</b>	analyze the various training methods, and implementation techniques.	<b>K4</b>
<b>CO5</b>	evaluate the management development implications.	<b>K5</b>

**K1 – Remember;**

**K2 – Understand;**

**K3 – Apply;**

**K4 – Analyze;**

**K5 – Evaluate;**

**K6 – Create.**

#### **CO-PO Mapping (Course Articulation Matrix)**

<b>POs</b> <b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	3	3	2	3	2	3	3
<b>CO2</b>	2	2	2	3	3	2	-
<b>CO3</b>	3	3	3	2	2	-	3
<b>CO4</b>	2	2	3	3	2	3	3
<b>CO5</b>	2	3	3	3	3	3	-
<b>Total Contribution of COs to POs</b>	<b>12</b>	<b>13</b>	<b>13</b>	<b>14</b>	<b>12</b>	<b>11</b>	<b>9</b>
<b>Weighted Percentage of COs Contribution to POs</b>	<b>80</b>	<b>86.66</b>	<b>86.66</b>	<b>93.33</b>	<b>80</b>	<b>73.33</b>	<b>60</b>

**3-Strongly Correlated,**

**2-Moderately Correlated,**  
**- - Not correlated**

**1-Slightly Correlated**

## **COURSE CONTENT**

### **Unit-I Introduction to Training**

**(L-15 Hours)**

**Training:** Definition, Scope of Training, Objectives of Training, Problems of Training, Future Trends in Training, Training Versus Development. **Training Need Analysis (TNA)** Types: Organization Analysis, Task Analysis, Person Analysis; Methods and Techniques of Training Need Analysis, Approaches of TNA: Proactive, and Reactive.

### **Unit-II Training Design**

**(L-15 Hours)**

**Training Design:** Meaning, Important Considerations while Designing a Training Program, Factors Affecting Training Design, Constraints in the Training Design, Types of Cost involved in Training Program.

### **Unit-III Learning & Motivation**

**(L-15 Hours)**

**Learning:** Definition, Nature of Learning, Principles of Learning, Theories of Learning: Classical Conditioning, Operant Conditioning, Social Learning, Cognitive Learning; Learning Styles. **Motivation:** Nature of Motivation, Importance of Motivation, Challenges in Motivation, Theories of Motivation: Maslow's Need Hierarchy Theory, Herzberg Two-factor Theory, Vroom's Expectancy Theory.

### **Unit-IV Training Methods, Techniques and Implementation**

**(L-15 Hours)**

**Training Methods:** Training Types: On-the-Job Training, Off-the-Job Training; Training Approaches: Methods of Training: Lecture method, Group Discussion method, Case Study method, Harvard method, Role-Play method. **Training Implementation:** Logistical & Physical arrangements.

### **Unit-V Management Development**

**(L-15 Hours)**

**Management Development:** Meaning, Definition, Importance of Management Development, Implications of Management Development, Sources of Knowledge and Skills,



Management Development Implications: Understanding of Context, Self-awareness, Managerial Person Analysis.

### **Text Books**

1. Janakiram. B (2019), Training & Development, Biztantra, 2<sup>nd</sup> edition, 2019.
2. Nick Blanchard. P, James W. Thacker, Effective Training, Prentice Hall of India Private Limited, 5<sup>th</sup> edition, 2015.

### **Reference Books**

1. Raymond A. Noe, Amitabh Deo Kodwani, Employee Training and Development, Mc Graw Hill Education, 7<sup>th</sup> edition, 2018.
2. Dipak Kumar Bhattaharyya, Training & Development: Theory and Applications, Sage Publications, 1<sup>st</sup> edition, 2015.

### **Web References:**

1. <https://www.hrhelpboard.com/training-development.htm>
2. <https://www.ibm.com/topics/training-development>

<b>Category</b>	<b>Course Type</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Lecture (L)</b>	<b>Tutorial (T)</b>	<b>Practical (P)</b>	<b>Credit (C)</b>
Part - III	Core-16	<b>U21BB 616</b>	<b>Research Methodology</b>	45	-	-	3

**Contact hours per semester: 45**

**Contact hours per week: 3**

<b>Year</b>	<b>Semester</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
Third	Sixth	25	75	100

### **Preamble**

This course is designed to enable students to describe the basics, types and the stages of the research process and enables to apply and adapt them with relevance to specific research context. It

helps to identify and discuss the role and importance of research in the social sciences.

### Course Outcomes (COs)

After completing the module, the student should be able to:

S.No.	Course Outcome	Knowledge Level (RBT)
<b>CO1</b>	remember the basic concepts and procedures of Research, Sampling, Data analysis and reporting.	<b>K1</b>
<b>CO2</b>	understand various kinds of research, objectives of doing research, research process, research designs and sampling.	<b>K2</b>
<b>CO3</b>	apply various statistical tools in a research, prepare and present research findings in the report.	<b>K3</b>
<b>CO4</b>	analyze the collected data using appropriate statistical tools for interpretation of the data.	<b>K4</b>
<b>CO5</b>	interpret the data by using different techniques and to able to present the report effectively	<b>K5</b>

**K1 – Remember;**                      **K2 – Understand;**                      **K3 – Apply;**                      **K4 – Analyze;**  
**K5 – Evaluate;**                      **K6 – Create.**

### CO-PO MAPPING (COURSE ARTICULATION MATRIX)

<b>POs Cos</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>
<b>CO 1</b>	3	3	1	-	2	1	3
<b>CO 2</b>	2	2	1	2	2	2	1
<b>CO 3</b>	2	1	3	1	1	2	1
<b>CO 4</b>	2	2	2	2	2	-	2
<b>CO 5</b>	3	2	1	2	2	1	2
<b>Total Contribution of COs to POs</b>	<b>12</b>	<b>10</b>	<b>8</b>	<b>7</b>	<b>9</b>	<b>6</b>	<b>9</b>
<b>Weighted</b>	<b>80.00</b>	<b>66.67</b>	<b>53.33</b>	<b>46.67</b>	<b>60.00</b>	<b>40.00</b>	<b>60.00</b>

<b>Percentage of COs Contribution to POs</b>							
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**3-Strongly Correlated,**

**2-Moderately Correlated,**

**1-Slightly Correlated**

**- - Not correlated**

### **COURSE CONTENT**

#### **UNIT -I INTRODUCTION TO RESEARCH METHODOLOGY**

**(L -9 Hours)**

**Research:** Meaning, Scope and Significance, Qualities of Good Researcher, Types of research: Descriptive, Analytical, Applied, Fundamental, Quantitative, Qualitative, Conceptual, Empirical, Applied and Basic research.

#### **UNIT -II RESEARCH DESIGN**

**(L -9 Hours)**

**Research Process:** Identification, Selection and Formulation of Research Problems. Literature Review, Research design, Need of research design, Features of good design. **Sampling:** Population, Sample, Types of sampling - Steps in Sampling Design, Characteristics of a Good Sample Design.

#### **UNIT -III DATA COLLECTION**

**(L -9 Hours)**

**Data Collection:** Tools of data collection - Difference between Questionnaire and Interview schedule, Observation, Interview, Measurement and Scaling Techniques.

#### **UNIT -IV DATA ANALYSIS**

**(L -9 Hours)**

**Hypothesis testing:** Data Processing, Coding, Checking, Editing, Tabulation, Statistical tools for Data Analysis, Interpretation of Data, Techniques of Interpretation.

#### **UNIT -V REPORT WRITING**

**(L -9 Hours)**

**Report writing:** Significance, Report Writing, Steps in Report Writing, Layout of report, Types of Reports, Norms for using Tables, Charts and Diagrams. **Appendix:** Norms for using Index and Bibliography. **Plagiarism:** Reasons why plagiarism is taken seriously, Ways to avoid Plagiarism.

**TEXT BOOKS:**

1. Kothari, C.R., (2020) Research Methodology, Wishwa Prakashan Publications New Delhi.
2. Krishnaswami O.R., (2019) Methodology of Research in Social Sciences, Himalaya Publishing House, New Delhi.

**REFERENCE BOOKS:**

1. Panneer selvam (2018). Research Methodology, PHI Learning; Delhi.
2. Dr. Ravilochahan, P (2019). Margham Publications; Chennai.

**Web References:**

1. [https://www.subhartidde.com/slms/Research%20Methodology\\_Final%20MBA-202.pdf](https://www.subhartidde.com/slms/Research%20Methodology_Final%20MBA-202.pdf)
2. <https://www.drnishikantjha.com/papersCollection/Research%20Methodology%20.pdf>
3. <https://ccsuniversity.ac.in/bridgelibrary/pdf/MPhil%20Stats%20Research%20Methodology-Part1.pdf>

Category	Course Type	Course Code	Course Title	Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
Part - III	Core Lab -1	U21BB 6P1	Research Methodology - Lab		-	45	2

**Contact hours per semester: 45**

**Contact hours per week: 3**

Year	Semester	Internal Marks	External Marks	Total Marks
Third	Sixth	25	75	100

**Preamble**

This course is designed to enable students to analyse survey questionnaire using SPSS software and to solve their research question using SPSS software. Also students should make aware to choose appropriate statistical tools and interpret results.

### Course Outcomes (COs)

After completing the module, the student should be able to:

S.No	Course Outcome	Knowledge Level (RBT)
CO1	remember the Importance of SPSS and the features for entering the data according to the variable type.	K1
CO2	understand the selection of appropriate tools to analyse the quantitative and qualitative data	K2
CO3	apply the descriptive analytical tools in Social science research	K3
CO4	compute descriptive statistics using the package and graphically represent the data	K4
CO5	demonstrate capabilities of problem-solving, critical thinking, and communication skills to infer the output.	K5

**K1 – Remember;**

**K2 – Understand;**

**K3 – Apply;**

**K4 – Analyze;**

**K5 – Evaluate;**

**K6 – Create.**

### CO-PO MAPPING (COURSE ARTICULATION MATRIX)

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
COs							
CO1	2	3	2	-	2	2	1
CO2	3	-	3	2	2	2	1
CO3	3	2	3	2	2	-	-
CO4	3	2	3	2	2	2	2
CO5	3	2	3	-	3	3	2
Total Contribution of COs to POs	14	09	14	06	11	09	06
Weighted Percentage of COs Contribution to POs	93.3	60	93.3	40	73.3	60	40

**3-Strongly Correlated,**

**2-Moderately Correlated,**

**1-Slightly Correlated**

**- - Not correlated**

## **COURSE CONTENT**

### **UNIT -I Overview and Data Entry**

**(P -9 Hours)**

Computer and its role in research, Use of statistical software: SPSS, Scope, Limitations, Data view, Variable view, Data entry procedures, Data editing, Data coding.

### **UNIT -II Descriptive Statistics**

**(P -9 Hours)**

Descriptive statistics, Frequencies, Distribution, Diagram, Graphs, Mean, Median, Mode, Skewness, Kurtosis, Standard Deviation.

### **UNIT -III Non parametric and parametric test**

**(P -9 Hours)**

Cross tabulation, t-test, independent sample t test, paired t test.

### **UNIT -IV Analysis of Variance, Bivariate Analysis**

**(P -9 Hours)**

ANOVA, One way, Correlation, Regression.

### **UNIT -V Multivariate analysis**

**(P -9 Hours)**

Multiple Regression, Factor Analysis, Cluster Analysis

## **LIST OF PRACTICALS**

1. Cross Tabulation
2. t-test-Paired two sample for means
3. F test Two sample for Variance
4. Regression Analysis
5. Correlation Analysis
6. Factor Analysis

## **TEXT BOOKS:**

1. Kothari, C.R (2020). Research Methodology, Wishwa Prakashan, Publications New Delhi.
2. Andy Field (2020), Discovering Statistics using SPSS, SAGE Publications India Pvt., Ltd., New Delhi.

**REFERENCE BOOKS:**

1. Krishnaswami O.R (2021). Methodology of Research in Social Sciences, Himalaya Publishing House, New Delhi.

Category	Course Type	Course Code	Course Title	Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
Part - III	Core Elective – 3	U21BB 6E3A	Logistics Management	90	-	-	4

**Contact hours per semester: 90**

**Contact hours per week: 6**

Year	Semester	Internal Marks	External Marks	Total Marks
Third	Sixth	25	75	100

**Preamble**

In the new millennium, globalization is making national economies more and more integrated into the global economy, world trade is expanding at an exponential rate, technologies are advancing and becoming an integrating force, customers are demanding value for their money, marketers are experiencing competitive pressure, and businesses are struggling not only for growth but also for survival. This has forced business organizations to reevaluate their business processes and the way they deliver the products and services to their customers.

**Course Outcomes (COs)**

On successful completion of the course, the learners should be able to

S. No.	Course Outcome	Knowledge Level (RBT)
CO1	describe the concepts, scope and objectives of logistics.	K1
CO2	understand the warehouse functions and role of material handling in logistics.	K2
CO3	apply the material storage methods, warehousing strategies.	K3

<b>CO4</b>	analyze the logistical packaging designs and distribution channel requirements.	<b>K4</b>
<b>CO5</b>	evaluate the logistical information system and technology.	<b>K5</b>

**K1 – Remember;**

**K2 – Understand;**

**K3 – Apply;**

**K4 – Analyze;**

**K5 – Evaluate;**

**K6 – Create.**

### CO-PO Mapping (Course Articulation Matrix)

<b>POs</b> <b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	3	3	2	3	2	1	3
<b>CO2</b>	2	3	1	-	3	2	-
<b>CO3</b>	1	3	2	3	2	-	3
<b>CO4</b>	3	2	2	-	1	3	2
<b>CO5</b>	2	3	3	3	3	3	-
<b>Total Contribution of COs to POs</b>	<b>11</b>	<b>14</b>	<b>10</b>	<b>9</b>	<b>11</b>	<b>9</b>	<b>8</b>
<b>Weighted Percentage of COs Contribution to POs</b>	<b>73.33</b>	<b>93.33</b>	<b>66.67</b>	<b>60</b>	<b>73.33</b>	<b>60</b>	<b>53.33</b>

**3-Strongly Correlated,**

**2-Moderately Correlated,**

**1-Slightly Correlated**

**- - Not correlated**

### COURSE CONTENT

#### Unit -I Introduction to Logistics

**(L-18 Hours)**

**Logistics:** Meaning, Definition, Scope, Objectives, Functions: Order Processing, Inventory Control, Warehousing, Transportation, Material Handling and Storage, Logistical Packing, Information; Logistics - A System Concept. **Logistics for Business Excellence:** Customer Service for Competitiveness, Customer Service Attributes: Distribution aspects, Trading aspects.



## **Unit -II Warehouse and Material Handling**

**(L-18 Hours)**

**Warehouse:** Meaning, Functions: Material Storage, Material Handling, Information Handling; Types: Private, Public, Contract; Factors for Warehouse Site Selection, Factors for Warehouse Layout Design, Warehousing Strategies. **Material Handling:** Role of Material Handling in Logistics, Material Handling Equipment and Systems.

## **Unit -III Inventory, Material Storage System and Transportation**

**(L-18 Hours)**

**Inventory:** Meaning, Functionality, Reasons for Carrying Inventories, Inventory-Related Costs. **Material Storage System:** Storage Principles, Criteria for Selecting the Storage System, Storage Methods: Block Storage, Racking System, Shelving System, Pallets, Containers. **Transportation:** Transportation Infrastructure, Factors Influencing Freight Cost, Transportation Networks.

## **Unit -IV Logistical Packaging & Distribution Channels**

**(L-18 Hours)**

**Logistical Packaging:** Meaning, Unitization of Packaging: Containers, Pallets, Slip-sheet; Packaging Material: Corrugated Fiberboard, Steel, Plastics, Wood; Returnable Logistical Packaging; Packaging Design Consideration: Material handling, Transportation, Storage, Communication. **Logistical Distribution Channel:** Meaning, Logistic Requirements of Channel Members, Types of Channel Members, Distribution Channel Strategy, Case Discussion on Logistics Distribution Channel.

## **Unit -V Logistics Information System and Global Logistics**

**(L-18 Hours)**

**Logistics Information System (LIS):** Steps in Designing Logistics Information System, Levels of LIS: Operating Level, Tactical Level, Control Level, Strategic Level; Desired Characteristics of LIS. **Global Logistics** – Operational Factors of Global Logistics: Transportation, Insurance, Packaging, Intermediaries, Documentation, Free Trade Zone; Strategic Issues in Global Logistics.

### **Text Books**

1. Sople V.V., Logistics Management, Pearson Education, 3<sup>rd</sup> edition, 2021.
2. Donald J. Bowersox, David J. Closs, Bixby Cooper. M, John C. Bowersox, Supply Chain Logistics Management, McGraw Hill Publications, 4<sup>th</sup> edition, 2018.

**Reference Books**

1. Martin Christopher, Logistics & Supply Chain Management, Pearson Education, 5<sup>th</sup> edition, 2016.
2. Gianpaolo. G, Gilbert. L, Roberto. M Introduction to Logistics Systems Management, Wiley Publications, 1<sup>st</sup> edition, 2013.

**Web References:**

1. <https://www.techopedia.com/definition/13984/logistics-management>
2. <https://www.getfareye.com/insights/blog/what-is-logistics-management>
3. <https://scm.ncsu.edu/scm-articles/article/logistics-management>