

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 2.1 Name of the Course: FINANCIAL ACCOUNTING		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom lectures, tutorials, and Problem solving.		
Course Outcomes: On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> a) Ability to understand the conversion of single entry into double entry. b) The ability to prepare final accounts of partnership firms c) The ability to understand the process of public issue of shares and accounting for the same d) The ability to prepare final accounts of joint stock companies. e) The ability to prepare and evaluate vertical and horizontal analysis of financial statements 		
SYLLABUS:		HOURS
Module -1: Conversion of Single-Entry System into Double Entry System		10
Single entry system- Meaning – Features – Merits – Demerits – Types. Conversion into Double Entry system – Need for Conversion – Preparation of Statement of Affairs – Cash book – Memorandum Trading Account – Total Debtors Account – Total Creditors Account – Bills Receivable Account – Bills Payable Account – Trading and Profit & Loss Account and Balance Sheet.		
Module -2: Final Accounts of Partnership Firms		10
. Meaning of Partnership Firm- features of Partnership. Partnership deed-contents of partnership deed. Preparation of Final accounts of partnership firms-Trading and Profit and Loss Account, Profit and Loss Appropriation Account, Partner's Capital Account and Balance Sheet.		
Module-3: Issue of Shares and Debentures		12
. Meaning of Share, Types of Shares – Preference shares and Equity shares – Issue of Shares at par, at Premium, at Discount: Pro-Rata Allotment; Journal Entries relating to issue of shares and debentures; Preparation of respective ledger accounts; Preparation of Balance Sheet in the Vertical form -Problems		
Module - 4: Final Accounts of Joint Stock Companies		12
Statutory Provisions regarding preparation of Company's Financial statements – Treatment of Special Items, Tax deducted at source, Advance payment of Tax, Provision for Tax, Depreciation, Interest on debentures, Dividends, Rules regarding payment of dividends, Transfer to Reserves, Preparation of Statement of Profit and Loss and Balance Sheet Schedule -III of Companies Act,2013		

Module -5: Analysis of Financial Statements	08
Meaning of financial analysis-Types of Analysis – Methods of Financial Analysis – Comparative Statements – Common Size Statements – Trend Analysis – Problems.	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Prepare different accounts with imaginary figures to find out missing items while converting single entry into double entry system. 2. Refer annual reports of two companies and present it in comparative form. 3. Draft a partnership deed as per Partnership Act. With imaginary data. 4. Prepare a Balance sheet of a company as per schedule III part I of the companies Act 2013 with imaginary figures. 5. Collect financial statement of a company for five years and analyze the same using trend analysis. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Anil Kumar, Rajesh Kumar and Mariyappa, Advanced Financial Accounting, HPH 2. Arulanandam & Raman; Advanced Accountancy, HPH. 3. Hanif and Mukherjee, Corporate Accounting, Mc Graw Hill Publishers. 4. S.N. Maheswari, Financial Accounting, Vikas Publication 5. S P Jain and K. L. Narang, Financial Accounting, Kalyani Publication 6. Soundarajan & K. Venkataramana, Financial Accounting, SHBP. 7. Janardhanan: Advanced Financial Accounting, Kalyani Publishers 8. Radhaswamy and R.L. Gupta, Advanced Accounting, Sultan Chand 9. M.C. Shukla and Grewal, Advanced Accounting 	

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 2.2 Name of the Course: HUMAN RESOURCE MANAGEMENT		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to:		
a) Ability to describe the role and responsibility of Human resources management functions on business b) Ability to describe HRP, Recruitment and Selection process c) Ability to describe to induction, training, and compensation aspects. d) Ability to explain performance appraisal and its process. e) Ability to demonstrate Employee Engagement and Psychological Contract.		
SYLLABUS:		HOURS
Module No. 1: Introduction to Human Resource Management		10
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		14
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, Training and Compensation		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; Kirkpatrick Model; Career Development. Compensation: Direct and Indirect forms of Compensation (Meaning Only), Compensation Structure.		

Module No. 4: Performance Appraisal, Promotion & Transfers	14
<p>Performance appraisal: Meaning and Definition, Objectives and Methods of Performance Appraisal – Uses and Limitations of Performance Appraisal, Process of Performance Appraisal</p> <p>Promotion: Meaning and Definition of Promotion, Purpose of Promotion, Basis of promotion</p> <p>Transfer: Meaning of Transfer, Reasons for Transfer, Types of Transfer, Right Sizing of Work Force, Need for Right Sizing</p>	
Module No. 5: Employee Engagement and Psychological Contract	08
<p>Employee Engagement (EE): Meaning and Types of EE, Drivers of Engagement -Measurement of EE, Benefits of EE.</p> <p>Psychological contract: Meaning and features</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Preparation of Job Descriptions and Job specifications for a Job profile 2. Choose any MNC and present your observations on training program 3. Develop a format for performance appraisal of an employee. 4. Discussion of any two Employee Engagement models. 5. Analysis of components of pay structure based on the CTC sent by the Corporate to the institute for the various jobs of different sectors. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Aswathappa, Human Resource Management, McGraw Hill 2. Edwin Flippo, Personnel Management, McGraw Hill 3. C.B.Mamoria, Personnel Management, HPH 4. Subba Rao, Personnel and Human Resources Management, HPH 5. Reddy & Appanainah, Human Resource Management, HPH 6. S.Sadri & Others: Geometry of HR, HPH 7. Michael Porter, HRM and Human Relations, Juta & Co.Ltd. 8. K. Venkataramana, Human Resource Management, SHBP 	

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 2.3 Name of the Course: BUSINESS ENVIRONMENT		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion student will demonstrate: <ul style="list-style-type: none"> a) An Understanding of components of business environment. b) Ability to analyse the environmental factors influencing business organisation. c) Ability to demonstrate Competitive structure analysis for select industry. d) Ability to explain the impact of fiscal policy and monetary policy on business. e) Ability to analyse the impact of economic environmental factors on business. 		
SYLLABUS:		HOURS
Module No. 1: Introduction Business Environment		16
Business environment-Meaning, Types of Business Environment – Internal and External – Micro environment and Macro-environment of business, Impact of these factors on business; Environmental analysis-Scanning, Monitoring, Forecasting, Assessment; Limitation of Environment Analysis ; Competitive analysis of Business.		
Module No. 2: Government and Legal Environment		14
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 - Impact of various laws on Indian businesses.		
Module No. 3: Economic and Global Environment		12
Economic environment- Meaning, Nature and Components of the economic Environment, Factors affecting economic environment. Globalisation of business- Meaning and Dimensions, Stages, Essential conditions of globalisation, Foreign market entry strategies, Merits and demerits of globalisation, Impact of Globalisation on Indian businesses, Global businesses - MNCs, TNCs (concepts only) .		
Module No. 4: Technological Environment		10
Technological Environment: Meaning and features, Impact of Technological changes on business, Technology and Society, Technological Acquisition modes, Management of Technology.		

Module No. 5: Natural Environment	04
Meaning and Features of natural environment. Impact of Natural environment on business.	
<p>Skill Development Activities:</p> <ul style="list-style-type: none"> a) List out key features of recent Monetary policy published by RBI impacting businesses. b) List out the benefits of technology on businesses. c) Draft Five Forces Model for Imaginary business. d) List out the impact of Globalisation on Indian businesses 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Aswathappa. K, Essentials Of Business Environment, HPH 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 Cherunilam, HPH 	

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 2.3 Name of the Course: BUSINESS MATHEMATICS		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	56 HOURS
Pedagogy: Classroom lectures, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion student will demonstrate: a) The application of equations to solve business problems. b) The Application AP and GP in solving business problems. c) The calculation of simple interest, compound interest and discounting of Bills of Exchange. d) The application of matrices in business. e) The Application of ratios and proportions in business.		
SYLLABUS:		HOURS
Module -1: Number System and Indices		12
Number System: Introduction – Natural numbers, Even numbers, Odd numbers, Integers, Prime numbers, Rational & Irrational numbers, Real numbers, HCF & LCM (Simple problems). Indices- Meaning-Basic laws of indices and their application for simplification (Simple Problems).		
Module -2: Theory of Equations		12
Introduction – Meaning - Types of Equations – Simple or Linear Equations and Simultaneous Equations (only two variables), Elimination and Substitution Methods only. Quadratic Equation - Factorization and Formula Method ($ax^2 + bx + c = 0$ form only). Simple problems-Application of equations in business.		
Module-. 3: Progressions		12
Meaning-Types of Progression-Arithmetic Progression – Finding the 'nth' term of AP and Sum to 'nth' term of AP. Insertion of Arithmetic Mean. Geometric Progression – Finding the 'nth' term of GP and sum to 'nth' term of GP and insertion of Geometric Mean-problems		
Module -4: Financial Mathematics		10
Simple Interest, Compound Interest including yearly and half yearly calculations, Annuities, Percentages, Bills Discounting-problems. Ratios and Proportions-Duplicate-triplicate and sub-duplicate of a ratio. Proportions- third, fourth and inverse proportion – problems.		
Module- 5: Matrices and Determinants		10
Meaning – types of matrices-Dimension of matrix -Operation of matrices – additions – subtractions and multiplication of two matrices – transpose of a matrix – determinants – minor of an element – co-factor of an element –inverse of a square matrix – crammer's rule in two variables – problems		

Skill Development Activities:

- a) Secondary overhead distribution using simultaneous equations method.
- b) State the various laws of indices and Logarithms
- c) Demonstrate the application of matrices in solving business problems.
- d) Narrate the use of AP and GP in solving commercial application problems.
- e) Develop an Amortization Table for Loan Amount – EMI Calculation.

Books for References:

1. Sancheti & Kapoor: Business Mathematics and Statistics, Sultan Chand
2. Madappa, Mahadi Hassan, M. Iqbal Taiyab – Business Mathematics, Subhash Publications
3. Saha: Mathematics for Cost Accountants, Central Publishers.
4. Azharuddin: Business Mathematics, Vikas Publishers.
5. R.S Bhardwaj: Mathematics for Economics & Business

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 2.5 a (Open Elective Course) NAME OF THE COURSE: PEOPLE MANAGEMENT		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	42 HOURS
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> a) Ability to examine the difference between People Management with Human resource Management b) Ability to explain the need for and importance of People Management. c) Ability to explain role of manager in different stages of performance management process d) Ability to list modern methods of performance and task assessment. e) Ability to analyse the factors influencing the work life balance of a working individual. 		
SYLLABUS:		HOURS
Module 1: Introduction to People Management		10
People Management: Meaning, Features, Significance, Functions-Managerial and Operational; Factors influencing People Management; Qualities of People's Manager working in diversity; Reason to manage diversity, Barrier to manage diversity.		
Module 2: Performance Management and Assessment		12
Performance Management: Meaning, Process of Performance Evaluation, Role of a manager in the different stages of the performance management process, Methods of Performance Evaluation, Problems in Performance Evaluation, Modern tools of assessment and evaluation of tasks and performance.		
Module 3: Peer Networks and Effective Teams		12
Peer Networks: Meaning, Importance of peer networks in an organization; Benefits and Challenges of Peer networking;		
Effective teams- Meaning, Importance; Types of teams – Problem solving teams, Cross functional team, Virtual teams;		
Creating effective teams- Factors determining team effectiveness -Context, Composition, Process; Guidelines to enhance team performance.		

Module 4: Self-Management	08
<p>Managing Self: Meaning, Need for Managing Self, Self-awareness and Self Discipline, Guidelines for self-development.</p> <p>Stress Management: Meaning of Stress, Types, Causes for stress, Effects of stress and Measures to overcome stress.</p> <p>Work-life Balance – Meaning, Need, Importance of Work-life balance, Factors influencing Work-life Balance.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Analyse two cases on any of the above content indicated above. 2. List out the modern tools to performance assessment and evaluation. 3. Conduct a survey of work life balance of working individuals 4. Draft a Career development of working individual in the middle level management. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Stephen P Robbins, Timothy A Judge, Niharika Vohra, Organisational Behaviour, Pearson 2. McShane, Steven L. and Mary Ann Von Glinow, Organizational Behavior: Emerging Knowledge and Practice for the Real World. McGraw-Hill, latest edition, ISBN: 0-07-115113-3. 3. Bernardin, H. John and Joyce E. A. Russell. Human Resource Management: An Experiential Approach. McGraw-Hill, 6/e. ISBN: 0078029163 4. Argyris, C. (1974). Personality vs. Organization. Organizational Dynamics. Vol. 3. No. 2, Autumn. 5. Blume, B. Baldwin, T. and Ryan, K. (2013). Communication Apprehension. 6. A barrier to student's leadership, adaptability and multicultural appreciation. Academy of Management Learning & Education, Jun, Vol. 12 Issue 2, p158-172. 7. Colquitt, J.A., LePine, J.A., & Wesson, M.J. (2009) Organizational Behavior: Improving Performance and Commitment in the Workplace (International edition). New York: McGraw-Hill. 8. Goleman, D. (1998). Working with Emotional Intelligence. Bantam Books, 	

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 2.5 b (OEC) Name of the Course: RETAIL MANAGEMENT		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	45 Hrs.
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate ; a) An understanding of the types and forms of Retail business. b) Ability to examine Consumer Behaviour in various environment. c) Ability to analyse various Retail operations and evaluate them. d) Ability to analyse various marketing mix elements in retail operations. e) An understanding of Information Technology in retail business.		
Syllabus		Hours
Module No. 1: INTRODUCTION TO RETAIL BUSINESS		08
Definition – functions of retailing - types of retailing – forms of retail business ownership. Wheel of Retailing – Retail life cycle. Retail business in India: Influencing factors – Present Indian retail scenario.		
Module No. 2: RETAIL OPERATIONS		10
Factors influencing location of Store - Market area analysis – Trade area analysis – Rating Plan method - Site evaluation. Retail Operations: Stores Layout and visual merchandising, Stores designing, Space planning, Inventory management, Merchandise Management, Category Management.		
Module No. 3: RETAIL MARKETING MIX		14
Introduction -Product : Decisions related to selection of goods – Decisions related to delivery of service. Pricing : Influencing factors – approaches to pricing – Price sensitivity - Value pricing – Markdown pricing. Place : Supply channel – SCM principles – Retail logistics – replenishment system. Promotion : Setting objectives - promotional mix.		
Module No. 4: INFORMATION TECHNOLOGY IN RETAILING		08
Non store retailing (e-retailing) - The impact of Information Technology on retailing - Integrated systems and networking – EDI, Bar coding, Electronic article surveillance, Electronic shelf labels (concepts only), customer database management system		
Skill Developments Activities: 1. Draw a retail life cycle chart and list the stages. 2. Draw a chart showing a retail store operation. 3. List out the major functions of a store manager. 4. List out the current trends in e-retailing. 5. List out the Factors Influencing in the location of a New Retail outlet.		
Books for Reference: 1. Suja Nair; Retail Management, HPH 2. Karthic – Retail Management, HPH		

3. S.K. Poddar& others - Retail Management, VBH.

4. R.S Tiwari ; Retail Management, HPH