

Semester VI								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours/ Week (L + T + P)	SEE	CIE	Total Marks	Credits
44	BBA 6.1	Business Law	DSC-18	3+0+2	60	40	100	4
45	BBA 6.2	Income Tax -II	DSC-19	3+0+2	60	40	100	4
46	BBA 6.3	International Business	DSC-20	4+0+0	60	40	100	4
47	BBA 6.4	<b>Elective Group I - paper II</b>	DSE-3	3+0+2	60	40	100	3
48	BBA 6.5	<b>Elective Group II - paper II</b>	DSE-4	3+0+2	60	40	100	3
49	BBA 6.6	A. Goods & Service Tax OR B. Event Management	Vocational-2 (Anyone to be chosen)	3+0+2	60	40	100	4
50	BBA 6.7	Internship	<b>3 Hours per Teacher for a batch of 50 students</b>		-	100	100	3
<b>Sub –Total (F)</b>					<b>360</b>	<b>340</b>	<b>700</b>	<b>25</b>

### Elective Groups and Courses

Discipline Specific Electives –VI Semester (6.4/6.5)			
Groups	Paper	COURSE CODE	Title of the Paper
Finance	II	FN2	Security Analysis and Portfolio Management
Marketing	II	MK2	Advertising and Media Management.
Human Resource Management	II	HRM2	Compensation and Performance Management
Business Data Analytics	II	BDA2	Marketing Analytics
Logistics and Supply Chain Management	II	LSCM2	Logistics Management

**Note:**

- The students shall undergo 4 weeks of internship programme in any business organization (Tiny, small, medium or large scale) immediately after completion of 4<sup>th</sup> Semester Examination but 45 Days before the end of 6<sup>th</sup> Semester classes and shall submit internship report to the College. Colleges shall submit internship report marks along with 6<sup>th</sup> Semester Internal Assessment marks.
- Marks allotted for Internship (100) shall be split into 60 marks for report and 40 marks for Viva- voce. Evaluation of report and conduct of Viva- voce shall be at the institutional level.
- 01 hour of Internship class shall be taken in the classroom for explaining and guiding on internship and 02 hours of Practical class shall be used to monitor the Internship Course.

Name of the Program: Bachelor of Business Administration (BBA.)		
Course Code: BBA. 6.1		
Name of the Course: Business Law		
Course Credits	No. of hours per week	Total No. of teaching hours
4 Credits	4 Hrs.	56 Hrs.
<b>Pedagogy: Classroom lectures, Case studies, Tutorial classes, Group discussion, Seminar &amp; field work etc.,</b>		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to		
<ul style="list-style-type: none"> <li>a) Comprehend the laws relating to Contracts and its application in business activities.</li> <li>b) Comprehend the rules for Sale of Goods and rights and duties of a buyer and a Seller.</li> <li>c) Understand the importance of Negotiable Instrument Act and its provisions relating to Cheque and other Negotiable Instruments.</li> <li>d) Understand the significance of Consumer Protection Act and its features</li> <li>e) Understand the need for Environment Protection.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Indian Contract Act, 1872</b>		<b>16</b>
Introduction – Definition of Contract, Essentials of Valid Contract, Offer and acceptance, consideration, contractual capacity, free consent. Classification of Contract, Discharge of a contract, Breach of Contract and Remedies to Breach of Contract.		
<b>Module No. 2: The Sale of Goods Act, 1930</b>		<b>12</b>
Introduction - Definition of Contract of Sale, Essentials of Contract of Sale, Conditions and Warranties, Transfer of ownership in goods including sale by a non-owner and exceptions. Performance of contract of sale - Unpaid seller, rights of an unpaid seller against the goods and against the buyer.		
<b>Module No. 3: Negotiable Instruments Act 1881</b>		<b>12</b>
Introduction – Meaning and Definition of Negotiable Instruments – Characteristics of Negotiable Instruments – Kinds of Negotiable Instruments – Promissory Note, Bills of Exchange and Cheques (Meaning, Characteristics and types) – Parties to Negotiable Instruments – Dishonour of Negotiable Instruments – Notice of dishonour – Noting and Protesting.		
<b>Module No. 4: Consumer Protection Act 1986</b>		<b>08</b>
Definitions of the terms – Consumer, Consumer Dispute, Defect, Deficiency, Unfair Trade Practices, and Services, Rights of Consumer under the Act, Consumer Redressal Agencies – District Forum, State Commission and National Commission.		
<b>Module No. 5: Environment Protection Act 1986</b>		<b>08</b>
Introduction - Objectives of the Act, Definitions of Important Terms – Environment, Environment Pollutant, Environment Pollution, Hazardous Substance and Occupier, Types of Pollution, Powers of Central Government to protect Environment in India.		

**Skill Developments Activities:**

1. Explain the case of “Carlill vs Carbolic Smoke Ball Company” case
2. Explain the case of “Mohori Bibee v/s Dharmodas Ghose”.
3. Briefly narrate any one case law relating to minor.
4. List at least 5 items which can be categorized as ‘hazardous substance’ according to Environment Protection Act.
5. List out any six cybercrimes.

**Cases: The relevant legal point, facts and the judicial decision relating to the following 10 case laws are to be specifically dealt with –**

1. Balfour Vs Balfour
2. Carlill Vs Carbolic Smoke Ball Company
3. Felthouse Vs Bindley
4. Lalman Shukla Vs. Gauridutt
5. Durgaprasad Vs Baldeo
6. Chinnayya Vs Ramayya
7. Mohiribibi Vs. Dharmodas Ghosh
8. Ranganayakamma Vs Alvar Chetty
9. Hadley Vs Baxendale

**Books for Reference:**

- M.C. Kuchhal, and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.
- Avtar Singh, Business Law, Eastern Book Company, Lucknow.
- Ravinder Kumar, Legal Aspects of Business, Cengage Learning
- SN Maheshwari and SK Maheshwari, Business Law, National Publishing House, New Delhi.
- Aggarwal S K, Business Law, Galgotia Publishers Company, New Delhi
- Bhushan Kumar Goyal and Jain Kinneri, Business Laws, International Book House
- Sushma Arora, Business Laws, Taxmann Publications.
- Akhileshwar Pathak, Legal Aspects of Business, McGraw Hill Education, 6th Ed.
- P C Tulsian and Bharat Tulsian, Business Law, McGraw Hill Education
- Sharma, J.P. and Sunaina Kanojia, Business Laws, Ane Books Pvt. Ltd., New Delhi
- K. Rama Rao and Ravi S.P., Business Regulatory Framework., HPH
- N.D. Kapoor, Business Laws, Sultan Chand Publications
- K. Aswathappa, Business Laws, HPH,
- Information Technology Act/Rules 2000, Taxmann Publications Pvt. Ltd.
- Chanda.P.R, Business Laws, Galgotia Publishing Company

**Name of the Program: Bachelor of Business Administration (BBA)**

**Course Code: BBA 6.2**

**Name of the Course: Income Tax – II**

<b>Course Credits</b>	<b>No. of hours per week</b>	<b>Total No. of Teaching hours</b>
<b>4 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>

**Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,**

**Course Outcomes: On successful completion of the course, the students will:**

- a) Understand the procedure for computation of income from business and other Profession.
- b) Ability to compute capital gains.
- c) Compute the income from other sources.
- d) Demonstrate the computation of total income of an Individual.
- e) Comprehend the assessment procedure and to know the power of income tax authorities.

**Syllabus:**

**Hours**

**Module No. 1: Profits and Gains of Business and Profession**

**18**

Introduction-Meaning and definition of Business, Profession and Vocation. - Expenses Expressly allowed - Expenses Expressly Disallowed - Allowable losses - Expressly disallowed expenses and losses, Expenses allowed on payment basis. Problems on computation of income from business of a sole trading concern - Problems on computation of income from profession: Medical Practitioner - Advocate and Chartered Accountants.

**Module No. 2: Capital Gains**

**10**

Introduction - Basis for charge - Capital Assets - Types of capital assets – Transfer - Computation of capital gains – Short term capital gain and Long term capital gain - Exemptions under section 54, 54B, 54EC, 54D and 54F. Problems covering the above sections.

**Module No. 3: Income from other Sources**

**10**

Introduction - Incomes taxable under Head income other sources – Securities - Types of Securities - Rules for Grossing up. Ex-interest and cum-interest securities. Bond Washing Transactions - Computation of Income from other Sources.

**Module No. 4: Set Off and Carry Forward of Losses & Assessment of individuals.**

**10**

Introduction – Provisions of Set off and Carry Forward of Losses (Theory only) Computation of Total Income and tax liability of an Individual.

**Module No. 5: Assessment Procedure and Income Tax Authorities**

**08**

Introduction - Due date of filing returns, Filing of returns by different assesses, E-filing of returns, Types of Assessment, Permanent Account Number -Meaning, Procedure for obtaining PAN and transactions were quoting of PAN is compulsory. Income Tax Authorities their Powers and duties.

**Skill Development activities:**

1. Mention the procedure involved in the computation of income from profession.
2. List out the different types of capital assets and identify the procedure involved in the computation of tax for the same.
3. List out the steps involved in the computation of income tax from other sources and critically examine the same.
4. List any six deductions available under section 80.
5. Prepare a format for the computation of taxable income and tax liability of an individual assessee.

**Books for Reference:**

- Mehrotra H.C and T.S.Goyal, Direct taxes, Sahitya Bhavan Publication, Agra.
- Vinod K. Singhanian, Direct Taxes, Taxman Publication Private Ltd, New Delhi
- Gaur and Narang, Law and practice of Income Tax, Kalyani Publication, Ludhiana.
- Bhagawathi Prasad, Direct Taxes.

**Name of the Program: Bachelor of Business Administration (BBA)****Course Code: BBA 6.3****Name of the Course: International Business**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>

**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) Understand the concept of International Business.
- b) Differentiate the Internal and External International Business Environment.
- c) Understand the difference between MNC and TNC
- d) Understand the role of International Organisations in International Business.
- e) Understand International Operations Management.

<b>Syllabus:</b>	<b>Hours</b>
<b>Module No. 1: Introduction to International Business</b>	<b>12</b>
Introduction- Meaning and definition of international business, need and importance of international business, stages of internationalization, tariffs and non-tariff barriers to international business. Mode of entry into international business - exporting (direct and indirect), licensing and franchising, contract manufacturing, turnkey projects, management contracts, wholly owned manufacturing facility, Assembly operations, Joint Ventures, Third country location, Mergers and Acquisition, Strategic alliance, Counter Trade; Foreign investments.	
<b>Module No. 2: International Business Environment</b>	<b>12</b>
Overview, Internal and External environment - Economic environment, Political environment, Demographic environment, Social and Cultural environment, Technological and Natural environment.	
<b>Module No.3: Globalization</b>	<b>12</b>
Meaning, features, essential conditions favoring globalization, challenges to globalization, MNCs, TNCs - Meaning, features, merits and demerits; Technology transfer - meaning and issues in technology transfer.	
<b>Module No.4: Organizations Supporting International Business</b>	<b>10</b>
Meaning, Objectives and functions of - IMF, WTO, GATT, GATS, TRIM, TRIP; and Regional Integration- EU, NAFTA, SAARC, BRICS.	
<b>Module No.5: International Operations Management</b>	<b>10</b>
Global Supply Chain Management- Global sourcing, Global manufacturing strategies, International Logistics, International HRM - Staffing policy and its determinants; Expatriation and Repatriation (Meaning only).	

**Skill Developments Activities:**

1. Prepare a chart showing the currencies of different countries.
2. Analyse the SWOT analysis impact of external factors only on International Business
3. Prepare a chart showing the modes of entry into global business.
4. List any 10 Indian MNCs along with their products or services offered.
5. Visit the website of IMF, WTO, and SAARC and prepare an organization structure.

**Books for References:**

- Rakesh Mohan Joshi. (2011). International Business, Oxford University Press, NewDelhi.
- Francis Cherunilam; International Business, Prentice Hall of India
- P. SubbaRao – International Business – HPH
- Sumati Varma. (2013). International Business (1st edi), Pearson.
- Charles Hill. (2011). International Business: Text & Cases, Tata McGraw Hill, NewDelhi.
- International Business by Daniel and Radebaugh –Pearson Education.

**Name of the Program: Bachelor of Business Administration (BBA)**  
**Finance Elective**  
**Course Code: FN2**  
**Name of the Course: Security Analysis and Portfolio Management**

<b>Course Credits</b>	<b>No. of hours per week</b>	<b>Total No. of teaching hours</b>
<b>3 Credits</b>	<b>4 hours</b>	<b>56 hours</b>
<b>Pedagogy: Classroom lectures, Case studies, Tutorial classes, Group discussion, Seminar &amp; field work etc.,</b>		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> <li>a) Understand the concept of basics of Investment.</li> <li>b) Evaluate the different types of investment alternatives.</li> <li>c) Evaluate portfolio and portfolio management.</li> <li>d) Understand the concept of risk and returns.</li> <li>e) Understand fundamental and technical analysis.</li> </ul>		
<b>Syllabus:</b>		<b>Hrs.</b>
<b>Module No. 1: Introduction to Investments</b>		<b>12</b>
Introduction- Investment process, Criteria for Investment, types of Investors, Investment, Speculation and Gambling. Elements of Investment, Investment Avenues, Factors influencing selection of investment alternatives. Security Market- Introduction, functions, Secondary Market Operations. Stock Exchanges in India, Security Exchange Board of India, Government Securities Market, Corporate Debt Market and Money Market Instruments.		
<b>Module No. 2: Risk-Return Relationship</b>		<b>08</b>
Meaning of risk, types of risk, measuring risk, risk preference of investors. Meaning of return, measures of return, holding period of return, Annualized return, expected return, investors attitude towards risk and return.		
<b>Module No. 3: Fundamental Analysis</b>		<b>10</b>
Introduction- Investment Analysis, Fundamental Analysis, Macro Economic Analysis, Industry Analysis, Company Analysis, Trend Analysis, and Ratio Analysis.		
<b>Module No. 4: Technical Analysis</b>		<b>12</b>
Meaning of Technical Analysis, Fundamental vs Technical Analysis, Charting techniques, Technical Indicators, Testing Technical Trading Rules and Evaluation of Technical Analysis.		
<b>Module No. 5: Portfolio Management</b>		<b>14</b>
Framework-Portfolio Analysis – Selection and Evaluation – Meaning of portfolio – Reasons to hold portfolio – Diversification analysis – Markowitz’s Model – Assumptions – Specific model – Risk and return optimization – Efficient frontier – Efficient portfolios – Leveraged portfolios – Corner portfolios – Sharpe’s Single Index model – Portfolio-evaluation measures – Sharpe’s Performance Index – Treynor’s Performance Index – Jensen’s Performance Index.		

**Skill Development**

1. Identify the key differences between the Government Securities Market and the Corporate Debt Market.
2. Explain the difference between systematic and unsystematic risk and give examples for each risk.
3. Draw a structure of fundamental analysis.
4. Draw and explain three basic types of chart patterns used in technical analysis.
5. Explain the assumptions and conclusions of the Markowitz's Portfolio Theory.

**Books for Reference**

- A. Brahmiah & P. Subba Rao, Financial Futures and Options, HPH.
- Singh Preeti, Investment Management, HPHG
- Alexander Fundamental of Investments, Pearson Ed.
- Hangen: Modern Investment theory. Pearson Ed.
- Kahn: Technical Analysis – Plain and sample Pearson Ed.
- Ranganthan: Investment Analysis and Port folio Management.
- Chandra Prasanna: Managing Investment – Tata Mc Gram Hill.
- Alexander, shampe and Bailey – Fundamentals of Investments Prentice Hall of India
- Newyork Institute of Finance – How the Bond Market work – PHI.
- Mayo Investment Thomason hearing

**Name of the Program: Bachelor of Business Administration (BBA)**

**Marketing Elective**

**Course Code: MK 2**

**Name of the Course: Advertising and Media Management**

<b>Course Credits</b>	<b>No. of hours per week</b>	<b>Total No. of teaching hours</b>
<b>3 Credits</b>	<b>4 hours</b>	<b>56 hours</b>

**Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & fieldwork etc.,**

**Course Outcomes:** On successful completion of the course, the students will be able to:

- a) Understand the nature, role, and importance of IMC in marketing strategy
- b) Understand effective design and implementation of advertising strategies
- c) Present a general understanding of content, structure, and appeal of advertisements
- d) Understand ethical challenges related to responsible advertising and brand strategy management.
- e) Evaluate the effectiveness of advertising and agencies role.

<b>Syllabus:</b>	<b>Hours</b>
<b>Module -1: Introduction to Integrated Marketing Communication</b>	<b>10</b>
Integrated marketing communication, AIDA Model, Setting goals and objectives, concept of DAGMAR in setting objectives, elements of IMC; Ethics in advertising, Social, Economic and Legal aspects of advertising.	
<b>Module -2: Consumer and Media</b>	<b>14</b>
How advertising works: perception, cognition, affect, association, persuasion, behaviour, Associating feeling with brands, Use of research in advertising planning; Advertising Media - Industry structure, functions, advantages and disadvantages of print, Television, Radio, Internet, Outdoor; Concept of media planning, media selection, Media Scheduling strategy, setting media budgets.	
<b>Module-3: Advertising Program</b>	<b>14</b>
Planning and managing creative strategies; Creative approaches; Building Advertising Program - Message, Theme, Advertising appeals; Advertising layout: how to design and produce advertisements; Advertising Budget - nature and methods of advertising appropriation. Art of copywriting and Guidelines for copywriting; Copywriting for print, Audio, TV and outdoor media.	
<b>Module -4: Other Elements of IMC- Sales Promotion, PR, Events and Experiences and Word of Mouth</b>	<b>10</b>
Consumer and trade sales promotion, application of sales promotion in different domains; Using public relations in image building; Planning and executing events, event management; Viral marketing, building organic word of mouth communication.	
<b>Module -5: Measuring Advertising Effectiveness</b>	<b>08</b>
Measuring Advertising Effectiveness - stages of evaluations and various types of testing-Pre and Post testing. Advertising agencies - role, importance, organizational structure, functions. Selection of agency and client agency relationship.	

**Skill Development Activities:**

- a) List out ethical issues in Advertisements.
- b) List out different modes of Advertisement.
- c) Write a note on guidelines for copywriting.
- d) List out types of Outdoor Advertisement.
- e) State the process in selection of Advertisement Agency.

**Books for References:**

- Advertising Principles and Practice, William Wells, John Burnett, Sandra Moriarty, 6th ed., Pearson education, Inc.
- Advertising and Promotion, G.Belch, Michael Belch, Keyoor Purani, 9th edition, Tata Mcgraw Hill publication, ISBN: 978-1-25-902685-0.

<b>Name of the Program: Bachelor of Business Administration (BBA)</b> <b>Human Resource Elective</b> <b>Course Code: HRM 2</b> <b>Name of the Course: Compensation and Performance Management</b>		
<b>COURSE CREDITS</b>	<b>NO. OF HOURS PER WEEK</b>	<b>TOTAL NO. OF TEACHING HOURS</b>
<b>3 CREDITS</b>	<b>4 HOURS</b>	<b>56 HOURS</b>
<b>Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Casestudies &amp; field work etc.,</b>		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> <li>a) Understand the concepts of Compensation management.</li> <li>b) Describe job evaluation and its methods.</li> <li>c) Evaluate the different methods of wages.</li> <li>d) Describe performance management and methods of performance management.</li> <li>e) Preparation of Payroll.</li> </ul>		
<b>SYLLABUS:</b>		<b>HOURS</b>
<b>Module No. 1: Introduction to Compensation Management</b>		<b>12</b>
Compensation - Definition - Classification - Types - Wages, Salary, Benefits, DA, Consolidated Pay; Equity-based programs, Commission, Reward, Remuneration, Bonus, Short term and Long-term Incentives, Social Security, Retirement Plan, Pension Plans, Profit Sharing Plan, Stock Bonus Plan, ESOP, Employer Benefits and Employer Costs for ESOP. Compensation Management- Meaning, Dimensions, 3-P Concept in Compensation Management, Compensation as Retention Strategy, Compensation Issues - Factors affecting Compensation Management. Compensation Policies.		
<b>Module No. 2: Job Evaluation</b>		<b>06</b>
Definition, Process, Methods – Non-Analytical methods – Ranking methods, Job grading method, Analytical method – Point-Ranking method, Factor- Comparison method. Factor Evaluation System (FES), Using FES to determine Job Worth, Position Evaluation Statements.		
<b>Module No. 3: Wage and Salary Administration</b>		<b>12</b>
Theories of Wages - Wage Structure - Wage Fixation - Wage Payment - Salary Administration. Difference between Salary and Wages - Basis for Compensation Fixation- Components of Wages - Basic Wages - Overtime Wages - Dearness Allowance - Basis for calculation - Time Rate Wages and Efficiency Based Wages - Incentive Schemes - Individual Bonus Schemes, Group Bonus Schemes - Preparation of Pay Roll.		
<b>Module No. 4: Performance Management</b>		<b>14</b>
Performance management- Definitions, Importance, Purpose, Principles and Dimensions. Employee Engagement and Performance management. Performance Appraisal methods – Traditional methods and Modern methods (All the methods to be discussed). Performance Appraisal feedback – Roles, Types, Principles, Levels of Performance feedback. Ethics in Performance Appraisal.		
<b>Module No. 5: Team Performance Management</b>		<b>12</b>
Meaning of Teams, Importance of Team Performance in the Organization, Team Objectives and Individual Objectives, Types of Teams – Problem-solving teams, Cross-functional teams, Virtual teams. Factors affecting Team performance: Context, Composition, Process. Strategies for effective Team Building.		

**Skill Development Activities:**

1. Construct a questionnaire for a salary survey of nurses.
2. Design a performance appraisal tool using any Modern Performance Appraisal Tool for an organization.
3. Prepare a payroll with imaginary figures.
4. Draw a chart showing the communication process.
5. Draft a compensation policy for an organization.

**Books for References:**

- Joseph J. Martocchio, Strategic Compensation, 3rd Edition, Pearson Education
- Michael Armstrong & Helen Murlis: Hand Book of Reward Management – Crust Publishing House.
- Milkovich & Newman, Compensation, Tata McGraw Hill
- Richard I. Anderson , Compensation Management in Knowledge based world, 10th edition, Pearson Education
- Thomas. P. Plannery, David. A. Hofrichter & Paul. E. Platten: People, Performance & Pay – Free Press.
- Aguinis Herman, Performance Management, 2nd Edition, 2009 Pearson Education, New Delhi.
- Aziz A, Performance Appraisal: Accounting and Quantitative Approaches, 1993, Pointer.
- Bhatia S.K, Performance Management: Concepts, Practices and Strategies for Organisation Success, 2007, Deep & Deep, New Delhi.
- BD Singh, Compensation & Reward Management, Excel Books
- Cardy R.L, Performance Management: Concepts, Skills and Exercises, 1st Edition, 2008, PHI, New Delhi.
- Goel Dewkar, Performance Appraisal and Compensation Management: A Modern Approach, 2 nd Edition, 2008, PHI, New Delhi.
- Sarma A.M, Performance Management System, 1st Edition, 2008, Himalaya Pub, Mumbai.

**Name of the Program: Bachelor of Business Administration (BBA)****DATA ANALYTICS****Course Code: BDA 2****Name of the Course: Marketing Analytics**

<b>Course Credits</b>	<b>No. of hours perweek</b>	<b>Total no. of teaching hours</b>
<b>3 Credits</b>	<b>4 hours</b>	<b>56 hours</b>

**Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies& fieldwork etc.,**

**Course Outcomes:** On successful completion, the student will demonstrate:

- Understand the importance of marketing analytics for the forward-looking and systematic allocation of marketing resources
- Apply marketing analytics to develop a predictive marketing dashboard for the organisation.
- Analyse data and develop insights to address strategic marketing challenges
- Execute the models on Predictions and Classifications on R Software. Know the applications of analytics in marketing.

<b>Syllabus:</b>	<b>Hours</b>
<b>Module No. 1: Introduction to Marketing Analytics and Data Mining</b>	<b>10</b>
Introduction to Marketing Analytics, Need of Marketing Analytics, Benefits of Marketing Analytics, Data mining – Definition, Classes of Data mining methods – Grouping methods, Predictive modeling methods, Linking methods to marketing applications. Process model for Data mining – CRISP DM.	
<b>Module No. 2: Introduction to R</b>	<b>10</b>
About R, Data types and Structures, Data coercion, Data preparation: Merging, Sorting, Splitting, Aggregating, Introduction to R Libraries – How to install and invoke, Introduction to R Graph – Basic R charts – Different types of charts.	
<b>Module No. 3: Descriptive Analytics</b>	<b>12</b>
Exploratory Data Analysis using summary table and various charts to find the insights, slicing and dicing of the Customer data. Inferential Statistics: T-Test, ANOVA, Chi-Square using marketing data and exploring relationship (Correlation).	
<b>Module No. 4: Prediction and Classification Modelling using R</b>	<b>12</b>
Introduction to Prediction and Classification modelling, data splitting for training and testing purpose, Prediction modelling: Predicting the sales using Moving Average Model and Regression Model (Simple and Multiple Regression model), Classification modelling: Customer churn using Binary logistic regression and decision tree.	
<b>Module No. 5: Application of Analytics in Marketing</b>	<b>12</b>
Association Rules – Market Basket Analysis for Product Bundling and Promotion, RFM (Recency Frequency Monetary) Analysis, Customer Segmentation using K- Means Cluster Analysis, Key Driver Analysis using Regression Model.	

**Skill Development Activities:**

- a) Explain the Process model for Data Mining.
- b) Write the steps in installing R software.
- c) Explain the difference between Binary Logistic Regression and Decision Tree.
- d) List out Public domain data base.
- e) List out applications of marketing analytics.

**Books for References:**

- Marketing Analytics: Data-Driven Techniques with Microsoft® Excel® Published by John Wiley & Sons, Inc
- Marketing Data Science, Thomas W. Miller Published by Pearson
- Marketing Metrics, Neil T Bendle, Paul W. Farris, Phillip E. Pfeifer published by Pearson
- Marketing Analytics, Mike Grigsby published by Kogan Page.

<b>Name of the Program::Bachelor of Business Administration (B B A)</b> <b>Logistics And Supply Chain Management Elective</b> <b>Course Code: BBA SCM 2</b> <b>Name of the Course: Logistics Management</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>
<b>Pedagogy: Classroom lectures, Case studies, Tutorial Classes, Group discussions, Seminar&amp; fieldwork etc.,</b>		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> <li>a. Understand the role of logistics in Supply Chain Management</li> <li>b. Comprehend the various elements of logistics management</li> <li>c. Analyse the functionality and utility of inventory, warehousing, packaging and material handling</li> <li>d. Understand the various aspects of transportation management</li> <li>e. Role of the government in enhancing the logistics efficiency.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>ModuleNo.1: Introduction to Logistics management</b>		<b>10</b>
Meaning, Importance and Types of Logistics, Players in Logistics; Logistics management- Meaning, Elements of Logistics Management, Benefits of Logistics Management- Logistics Interface with other functional areas, seven R's of Logistics.		
<b>ModuleNo.2: Inventory Management in Logistics and SCM</b>		<b>10</b>
<b>Inventory functionality-</b> Geographical specialization, Decoupling, Balancing demand and supply, buffer uncertainties; Types of inventory - Inventory expectations - Planning inventory (when and how much- EOQ)- Managing uncertainty - fill rate estimations, Inventory management policies - Methods of inventory control - <b>Concepts</b> of collaborative inventory replenishment, MRP, DRP, JIT, JIT II, Kanban.		
<b>Module No. 3: Transportation Management</b>		<b>14</b>
<b>Transport structure-</b> Rail, Road, Water, Air and Pipeline, Inter-modal - (Performance characteristics and suitability of each mode); <b>Suppliers of transport service-</b> Single mode carriers, specialized carriers, Inter-modal transportation (TOFC, COFC), Containership, Non-operating intermediaries. <p><b>Transport Operation Planning-</b> Equipment scheduling, yard management, load planning, routing and advanced shipment notification, movement administration, consolidation, negotiation, control of transport management, audit and claim administration, logistics integration; <b>Transport documentation:</b> Delivery Order, Dock receipt, Bill of Lading, Freight Bill, Sea waybill (SWB/e-SWB), Airway Bill (AWB/e-AWB), shipping guarantee, packing note or list, consignment note - Shipping Manifest; Documentation process. <b>Transport pricing methods-</b> FOB, Delivery pricing, Promotional pricing, Menu pricing; Pricing issues</p>		
<b>Module No. 4: Warehousing</b>		<b>10</b>
<b>Warehousing-</b> Meaning, importance and benefits of warehousing, warehouse operations, <b>Warehouse ownership arrangement-</b> Private, public, contract, network development <b>Warehouse decisions-</b> Site selection, Design, Product mix analysis, expansion, material handling, layout, sizing, WMS (concept only).		

**Packaging:** Meaning, importance and functions of Packaging; Types of packaging- Benefits of modular packaging, Packaging for material handling efficiency- product design, unitization and communication

**Material handling:** - Material handling systems- mechanized, semi-automated, automated and information directed (meaning and types of material handling under each system)

**Special handling consideration-** E-fulfillment, environmental concerns, regulatory environment and returns processing.

**Skill Development Activities:**

1. Discuss any three logistical activities and their merits and demerits.
2. Identify and list out the various Inventory control techniques used in Organisations.
3. List out some of the traditional and modern packaging materials used or goods
4. List out the various transport documents
5. Briefly analyse the features and suitability of Inter-modal transportation in LM

**Reference Books:**

- Donald J Bowersox, David J Closs, "Logistical Management – The integrated Supply Chain Process", McGraw-Hill Edition-2000
- John J Coyle, Edward J Bardi and C John Langley Jr. "The management of Business Logistics- A supply Chain perspective", Thomson South- Western , 7<sup>th</sup> edition.
- Vinod V Sophele, Logistics Management- The supply Chain Imperative, Pearson Education
- Sunil Chopra & Peter Meindl, Supply Chain Management- Strategy, Planning and Operation, PHI
- Dr. R.P. Mohanty & Dr. S.G. Deshmukh, Essentials of Supply Chain Management, Jaico Publishing House
- D. K. Agarwal, Supply Chain Management - Strategy, Cases and Best Practices, Cengage
- David Simchi-Levi, Philip Kaminsky, Edith Simchi-Levi, Designing & Managing the Supply Chain, McGraw Hill
- Donald. J. Bowersox & Donald. J. Closs, Logistical Management-The integrated Supply Chain Process, TATA Mc-Graw Hill
- Rahul V Altekar, Supply Chain Management – Concepts and Cases, PHI
- Sridhara Bhat, Supply Chain Management, HPH
- Milind M Oka, Supply Chain Management, Everest Publishing House

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 6.6 (A) Vocational Name of the Course: GOODS AND SERVICES TAX		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
<b>Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar &amp; field work etc.,</b>		
<b>Course Outcomes: On successful completion of the course, the students' will be able to</b>		
<ul style="list-style-type: none"> <li>a) Comprehend the concepts of Goods and Services tax.</li> <li>b) Understand the fundamentals of GST.</li> <li>c) Analyse the GST Procedures in the Business.</li> <li>d) Know the GST Assessment and its computation.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Introduction to GST</b>		<b>10</b>
Introduction-Meaning and Definition of GST, Objectives, Features, Advantages and Disadvantages of GST, Taxes subsumed under GST, Structure of GST (Dual Model) - CGST, SGST and IGST. GST Council, Composition, Powers and Functions. CGST Act, 2017-Feature and Important definitions.		
<b>Module No. 2: GST Registration and Taxable Event</b>		<b>10</b>
Registration under GST provision and process. Amendment and cancellation of registration, Taxable event -Supply of goods and services-Meaning, Scope and types- composite supply, Mixed supply. Determination of time and place of supply of goods and services. Levy and collection of tax. List of exempted goods and services- Problems.		
<b>Module No. 3: Input Tax Credit</b>		<b>12</b>
Input Tax Credit - Eligible and Ineligible Input Tax Credit; Apportionments of Credit and Blocked Credits; Tax Credit in respect of Capital Goods; Recovery of Excess Tax Credit; Availability of Tax Credit in special circumstances; Transfer of Input tax, Reverse Charge Mechanism, tax invoice, Problems on input tax credit.		
<b>Module No. 4: GST Assessment</b>		<b>12</b>
Tax Invoice, Credit and Debit Notes, Returns, Audit in GST, Assessment: Self- Assessment, Summary and Scrutiny. Special Provisions. Taxability of E-Commerce, Anti- Profiteering, Avoidance of dual control- issues in filing of returns, monthly collection targets, GST Council meetings.		
<b>Module No. 5: Valuations of Goods and Services Under GST</b>		<b>12</b>
Introduction to Valuation under GST, Meaning and Types of Consideration: a) Consideration received through money b) Consideration not received in money c) Consideration received fully in money, valuation rules for supply of goods and services: 1) General Valuation Rules; 2) Special Valuation Rules; Other cases for valuation of supply, imported services, imported goods, valuation for discount. Transaction Value: Meaning and conditions for transaction value, inclusive transaction value, and exclusive discount excluded from transaction value. Problems on GST.		

**Skill Developments Activities:**

- a) Prepare a tax invoice under the GST Act.
- b) Write the procedure for registration under GST.
- c) Prepare a chart showing rates of GST.
- d) Compute taxable value and tax liability with imaginary figures under CGST, SGST and IGST.
- e) List out the exempted Goods and Services under GST.

**Books for Reference:**

- V.S.Datey, Goods and Services Taxes, Taxman.
- Sathpal Puliana, M. A. Maniyar, Glimpse of Goods and Service Tax, Karnataka Law Journal Publications, Bangalore.
- Pullani and Maniyar, Goods and Service Tax, Published by Law Journal, Bangalore.
- H.C. Mehrotra and V.P. Agarwal, Goods and Services Tax.
- H.C. Mehotra and S.P. Goyal, Goods and Services Tax.
- Ghousia Khatoon, C.M. Naveen Kumar and S.N. Venkatesh, Goods and Services Tax, Himalaya Publishing House, Bangalore.
- R.G. Saha, S.K. Podder and Shruthi Prabhakar, Fundamentals of GST and Customs Act, Himalaya Publishing House.
- G. B. Baligar, Goods and Services Tax, Ashok Prakashan, Hubli.

<b>Name of the Program: Bachelor of Business Administration (BBA)</b> <b>Course Code: BBA 6.6 (B) Vocational</b> <b>Name of the Course: Event Management</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>56 Hrs</b>
<b>Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar &amp; fieldwork etc.,</b>		
<b>Course Outcomes: On successful completion of the course, the students' will be able to</b>		
<ul style="list-style-type: none"> <li>a) Understand the significance of various events</li> <li>b) Demonstrate the ability to organize the event.</li> <li>c) Demonstrate the ability to conduct the event.</li> <li>d) Prepare the budget require for conducting an event.</li> <li>e) 5. Learn the planning and executing of corporate events.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Introduction to Event Management</b>		<b>12</b>
Event- Meaning- Why Event Management- Analysis of Event, Scope of Event, Decision Makers- Event Manager Technical Staff- Establishing of Policies & Procedure- Developing Record Keeping Systems.		
<b>Module No. 2: Event Management Planning and Procedure</b>		<b>10</b>
Establishing of Policies & Procedures, Steps in Planning the event, Principles of Event Management, Permissions and Licenses from Government and Local Authorities.		
<b>Module No. 3: Conduct of an Event.</b>		<b>12</b>
Preparing a Planning Schedule, Steps in Organizing an event , Assigning Responsibility, Event Safety and Security, Conducting the Event-Checklist (Pre, during and post event check list), Communication-channels of communications for different types of events.		
<b>Module No. 4: Budgeting and Reporting</b>		<b>10</b>
Preparation of Event Budget-Items of expenditure for various events, managing the event budget. Reporting of event- organizing the event report, steps in preparing the event report.		
<b>Module No. 5: CORPORATE EVENTS</b>		<b>12</b>
Planning of Corporate Event, Job Responsibility of Corporate Events Organizer, Arrangements, Budgeting, Safety of Guests and Participants, Creating Blue Print, Need for Entertainment in Corporate Events.		

**Skill Development Activities:**

1. Preparation of Event Plan for a Wedding.
2. Preparing Budget for conduct of National level sports meet of a college.
3. Preparation of Event Check List for College Day Celebrations
4. Preparation of Budget for Conducting inter collegiate fest.
5. Prepare a brief report of a students' seminar conducted in your college.

**Books for Reference:**

- Event Entertainment and Production – Author: Mark Sonderm CSEP Publisher: Wiley & Sons, Inc. ISBN: 0-471-26306-0
- Anne Stephen – Event Management
- Special Event Production – Doug Matthews – ISBN 978-0-7506-8523-8
- The Complete Guide to successful Event Planning – Shannon Kilkenny
- Human Resource Management for Events – Lynn Van der Wagen (Author)
- Successful Team Management (Paperback) – Nick Hayed (Author)
- Event Management & Public Relations by Savita Mohan – Enkay Publishing House
- Event Management & Public Relations By Swarup K. Goyal – Adhyayan Publisher – 2009
- Principle of Event Management – Shrikant S., Skyward Publisher.