

**BBA (Regular)**

**III SEMESTER**

	Subjects	Paper	Instruction hrs./week	Duration of Exam (hrs.)	Marks			Credits
					IA	Uni. Exam	Total	
Part 1 Language	Language: I Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English / Marathi/ Hindi		4	3	20	80	100	3
	Language – II: English		4	3	20	80	100	3
Part 2 DSC	Principles of Marketing	3.1	4	3	20	80	100	4
	Organizational Behaviour	3.2	4	3	20	80	100	4
	Entrepreneurship and Start-ups	3.3	4	3	20	80	100	4
	Fundamentals of Cost Accounting	3.4	4	3	20	80	100	4
Part 3 SEC	Business Communication Skills	3.5	3	1½	10	40	50	2
	<b>TOTAL</b>				130	520	650	24

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<b>Name of The Program: Bachelor of Business Administration</b> <b>Course Code: BBA 3.1</b> <b>Name of the Course: PRINCIPLES OF MARKETING</b>		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
<b>Pedagogy: Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.</b>		
<b>Course Outcomes:</b> On successful completion of the course, the Students will be able to a. Understand the concepts and functions of Marketing. b. Analyze Marketing Environment impacting the Business. c. Segment the Market and understand the Consumer Behaviour d. Describe the 4 P's of marketing and design the Marketing Mix.		
<b>SYLLABUS:</b>		<b>HOURS</b>
<b>Unit-1: Introduction to Marketing</b>		<b>08</b>
<b>Marketing:</b> Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. Recent trends in Marketing-E- business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, Social Media Marketing and E-tailing (Meaning only).		
<b>Unit- 2: Marketing Environment</b>		<b>10</b>
<b>Micro Environment</b> – Meaning, Components- The company, suppliers, Marketing Intermediaries, competitors, public and customers; <b>Macro Environment-</b> Meaning, Components- Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment.		
<b>Unit-3: Market Segmentation and Consumer Behaviour</b>		<b>10</b>
<b>Market Segmentation</b> - Meaning, Bases of Market Segmentation, Requisites of Sound Market Segmentation; <b>Consumer Behaviour</b> – Meaning and Importance, Factors influencing Consumer Behaviour; Consumer Buying Decision Process.		

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<b>Unit- 4:Marketing Mix -Product &amp; Pricing</b>	<b>14</b>
<p><b>Marketing Mix-</b> Meaning, Elements of Marketing Mix (Four P's) – Product, Price, Place, Promotion.</p> <p><b>Product-</b>Meaning &amp; features, Product Classification, Product Line &amp; Product Mix decisions; Product Lifecycle – Meaning &amp; stages in PLC; New Product Development Meaning and steps in NPD; Reasons for Failure of New Product.</p> <p><b>Pricing</b> – Objectives, Factors influencing Pricing Policy, Methods of Pricing; Pricing Strategies</p>	
<b>Unit- 5: Marketing Mix – Promotion &amp; Distribution</b>	<b>14</b>
<p><b>Promotion</b> – Meaning and Significance of Promotion.</p> <p><b>Advertising</b> – Meaning and Objectives, Types of Advertisement, Characteristics of an effective Advertisement.</p> <p><b>Personal Selling-</b> Meaning and Importance, Characteristics of a Successful Sales person.</p> <p><b>Sales Promotion-</b> Meaning, Objectives, Promotional Schemes, Limitations of Promotional Schemes.</p> <p><b>Physical Distribution</b>–Meaning and Types of Channels of Distribution, Types of Intermediaries, Factors affecting Channel Selection</p>	
<p><b>Skill Development Activities:</b></p> <ol style="list-style-type: none"> <li>1. Design a Marketing Mix for an imaginary product.</li> <li>2. Write the tagline for any five companies/products of your choice.</li> <li>3. Write a note on any five recent promotional schemes used in marketing a product.</li> <li>4. Prepare a chart showing channels of distribution for any product.</li> </ol>	
<p><b>Books for References:</b></p> <ol style="list-style-type: none"> <li>1. Philip Kotler, Marketing Management, Prentice Hall.</li> <li>2. Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI, New Delhi</li> <li>3. William J. Stanton, Michael J.Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill</li> <li>4. Bose Biplab, Marketing Management, Himalaya Publishers.</li> <li>5. J.C. Gandhi, Marketing Management, Tata McGraw Hill.</li> <li>6. Ramesh and Jayanti Prasad: Marketing Management, I.K. International</li> <li>7. Sontakki, Marketing Management, Kalyani Publishers.</li> <li>7. PN Reddy and Appannaiah, Marketing Management</li> <li>8. Saxena Rajan,(2017)Marketing Management , Tata McGraw - Hill Publishing Company Ltd., New Delhi. Fifth Edition.</li> </ol>	

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<b>Name of The Program: Bachelor of Business Administration</b> <b>Course Code: BBA 3.2</b> <b>Name of the Course: ORGANIZATIONAL BEHAVIOUR</b>		
<b>COURSE CREDITS</b>	<b>NO. OF HOURS PER WEEK</b>	<b>TOTAL NO. OF TEACHING HOURS</b>
4 CREDITS	4 HOURS	56 HOURS
<b>Pedagogy: Classroom lectures, Tutorials, Role Plays and Case study method.</b>		
<b>Course Outcomes: On successful completion of the course, the students will:</b> a. Demonstrate an understanding of the role of OB in business organization. b. Demonstrate an ability to understand individual and group behavior in an organization. c. Be able to explain the effectiveness of organizational change and development of organisation. d. Demonstrate an understanding of the process of organizational development and OD Interventions.		
<b>SYLLABUS:</b>		<b>HOURS</b>
<b>Unit- 1 : Introduction to Organizational Behaviour</b>		<b>16</b>
Organization Behaviour– Meaning, Definition, Importance and Foundations of OB. Foundations of Individual Behaviour - Personal Factors, Environmental Factors, Psychological Factors, Organization systems and resources; Learning- Meaning, features and Theories- Classical Conditioning Theory and Operant Theory Personality-Meaning, Determinants and Personality Traits. Perception- Meaning, Factors influencing perception, Perceptual Process, Perceptual Errors.		
<b>Unit- 2: Group and Team Dynamics</b>		<b>10</b>
Group Dynamics-Meaning, Types of Groups, Development of Groups- Stages of Group Development, Determinants of Group Behaviour; Team Dynamics- Meaning, Types of Teams; Conflict- Sources of conflict and ways of resolving conflict.		
<b>Unit -3: Change Management</b>		<b>8</b>
Change: Meaning, Importance and Nature of Planned Change, Factors Influencing Change, Change Process; Change Management – Meaning and importance; Managing Change- Causes of resistance to change, Consequences of resistance to change, Overcoming Resistance to Change.		

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<b>Unit- 4: Organizational Development</b>	<b>12</b>
<p><b>Organizational Development:</b> Meaning and Nature of Organizational Development (OD), Process of Organizational Development; Overview of Entering and Contracting; Diagnosing: Meaning of Diagnosing, Comprehensive Model for Diagnosing Organizational Systems: Organizational Level, Group Level and Individual Level systems.</p>	
<b>Unit -5: Organizational Development Interventions</b>	<b>10</b>
<p><b>OD Interventions:</b> Overview of OD interventions - Human Process Interventions, Techno Structural Interventions, HRM Interventions and Strategic Change Interventions, Conditions for optimal success of OD; Designing Effective OD Interventions; Process of design effective Interventions</p>	
<p><b>Skill Developments Activities:</b></p> <ol style="list-style-type: none"> <li>1. List any 5 factors influencing Change in Organizations.</li> <li>2. Draw Blake and Mouton managerial grid.</li> <li>3. List the Personality Traits of Successful Business Leaders.</li> <li>4. List the sources of conflict in organisations</li> </ol>	
<p><b>Books for References:</b></p> <ol style="list-style-type: none"> <li>1. Fred Luthans, Organizational Behaviour. McGraw Hill</li> <li>2. Robbins, Organizational Behaviour, International Book House.</li> <li>3. John W. Newstrom and Kieth Davis, Organizational Behaviour, McGraw Hill.</li> <li>4. K. Aswathappa, Organizational Behaviour, HPH.</li> <li>5. Appanniah and, Management and Behavioural Process, HPH</li> <li>6. Sharma R.K and Gupta S.K, Management and Behaviour Process, Kalyani Publishers.</li> <li>7. Rekha and Vibha – Organizational Behavioural, VBH.</li> <li>8. P.G. Aquinas Organizational Behaviour, Excel Books.</li> <li>9. M. Gangadhar. V.S.P.Rao and P.S.Narayan, Organizational Behaviour</li> </ol>	

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<b>Name of the Program: Bachelor of Business Administration</b> <b>Course Code: Course Code: BBA 3.3</b> <b>Name of the Course: ENTREPRENEURSHIP AND START-UPS</b>		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
<b>Pedagogy :</b> Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.		
<b>Course Outcomes: On successful completion of the course, the Students will demonstrate</b> <ol style="list-style-type: none"> <li>a. Understand the Fundamentals of Entrepreneurship</li> <li>b. Develop Skills in New Venture Planning</li> <li>c. Formulate a Comprehensive Business Plan</li> <li>d. Explore Startup Concepts and Government Schemes</li> <li>e. Assess the Indian Startup Ecosystem and Challenges</li> </ol>		
<b>Syllabus:</b>		<b>HOURS</b>
<b>Unit.1: Entrepreneurship</b>		<b>10</b>
Introduction-Meaning of Entrepreneurship, Factors influencing Entrepreneurship. Entrepreneur & Enterprise, Functions of Entrepreneur, Pros and Cons of being an Entrepreneur, Qualities of an Entrepreneur, Types of Entrepreneurs, Role of Entrepreneurs in Economic Development		
<b>Unit.2: New Venture Planning</b>		<b>12</b>
Ventures- Meaning and definition, objectives, characteristics, types, Stages in Venture Planning. Methods to initiate ventures, Advantages of an ongoing venture and examination of key issues. Developing a market plan – Customer analysis, sales analysis, and competition analysis.		
<b>Unit.3: Business Plan</b>		<b>10</b>
Introduction, Meaning, Importance, Preparation and format of Business Plan - Financial aspects, Marketing aspects, Human Resource aspects, Technical aspects and Social aspects of the Business Plan. Common pitfalls to be avoided in preparation of a Business Plan.		
<b>Unit.4: Introduction to Startups</b>		<b>12</b>
Introduction, Meaning & Definition, Characteristics, Types- Fintech, Edutech, Appareltech, Greentech and Cleantech; Objectives, Scope, Functions, Eligibility Criteria for Startups. Pradhan Mantri MUDRA Yojana, Venture Capital Scheme, Support for International Patent Protection in Electronics & Information Technology (SIP-EIT), Stand up India, Single Point Registration Scheme (SPRS), High Risk-High Reward Research, Atal Innovation Mission(AIM).		

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<b>Unit.5: Startups in Indian Ecosystem</b>	<b>12</b>
<p>Introduction, Overview of Indian Startup Ecosystem. Government Initiatives-Handholding, Funding/Incentives, Accelerators and Incubation centers, Credit Guarantee Scheme for Startups, Tax Exemptions &amp; Legal support by the government. Benefits to startups by the Indian Government. Challenges for startups in India.</p>	
<p><b>Skill Developments Activities:</b></p> <ol style="list-style-type: none"> <li>1. List out top 5 Edutech/Fintech/Spacetech/Foodtech/Greentech/Cleantech start-ups in India.</li> <li>2. Prepare a format of a Business Plan.</li> <li>3. List out any 5 benefits of the Startup India Scheme.</li> <li>4. List out any 5 Women startups in India.</li> </ol>	
<p><b>Books for Reference:</b></p> <ol style="list-style-type: none"> <li>1. Entrepreneurship - Starting, Developing, and Management a new Enterprise – Hisrich and –Peters-Irwin</li> <li>2. Fayolle A (2007) Entrepreneurship and new value creation. Cambridge, Cambridge University Press</li> <li>3. Hougard S. (2005) The business idea. Berlin, Springer</li> <li>4. Lowe R &amp; S Mariott (2006) Enterprise: Entrepreneurship &amp; Innovation. Burlington, Butterworth Heinemann</li> <li>5. Adam J. Bock, Gerard George, "The Business Model Book", Pearson Education Limited, 2017. 2.</li> <li>6. . Alexander Chernev, "The Business Model: How to Develop New Products, Create Market Value and Make the Competition Irrelevant", Cerebellum Press, 2017</li> <li>7. P. Kanagasabapathi, "Indian Models of Economy, Business &amp; Management", PHI Learning, 2013.</li> </ol>	

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<b>Name of The Program: Bachelor of Business Administration</b> <b>Course Code: BBA 3.4</b> <b>Name of the Course: FUNDAMENTALS OF COST ACCOUNTING</b>		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
<b>Pedagogy: Classroom lectures, Case studies, Tutorial classes, Group discussions, Seminar &amp; fieldwork etc.,</b>		
<b>Course Outcomes: On successful completion of the course, the students will be able to</b> <ol style="list-style-type: none"> <li>a. Demonstrate an understanding of the concepts of costing and cost accounting.</li> <li>b. Classify, allocate apportion overheads and calculate overhead absorption rates.</li> <li>c. Demonstrate the ability to calculate labour cost.</li> <li>d. Demonstrate the ability to prepare a cost sheet.</li> <li>e. Prepare material-related documents, understand the management of stores and issue procedures</li> </ol>		
<b>SYLLABUS:</b>		<b>HOURS</b>
<b>Unit.1: Introduction to Cost Accounting</b>		<b>8</b>
Introduction- Meaning and definition- Objectives, Importance and Uses of Cost Accounting, Difference between Cost Accounting and Financial Accounting; Various Elements of Cost and Classification of Cost; Cost object, Cost unit, Cost Centre; Cost reduction and Cost control. Limitations of Cost Accounting.		
<b>Unit 2: Cost Sheet</b>		<b>14</b>
Cost Sheet - Meaning and Cost heads in a Cost Sheet, Preparation of Cost Sheet - Problems on Cost Sheets (including Unit Costing and Tenders & Quotations).		
<b>Unit.3: Material Cost</b>		<b>12</b>
<b>Material Cost:</b> Meaning, Importance of Material cost; Types of Materials – Direct and Indirect Materials; <b>Procurement-</b> Procedure for procurement of materials and documentation involved in materials accounting; <b>Material Storage:</b> Duties of Store keeper; <b>Issue of Materials-</b> Pricing of material issues, Preparation of Stores Ledger Account under FIFO, LIFO, Simple Average Price and Weighted Average Price Methods – Problems. <b>Materials control.</b> - Techniques of Inventory Control - Problems on Level Setting and EOQ.		
<b>Unit.4: Labour Cost</b>		<b>8</b>
<b>Labour Cost:</b> Meaning and Types of labour cost –Attendance Procedure-Time keeping and Time booking and Payroll Procedure; Idle Time- Causes and Treatment of Normal and Abnormal Idle time, Over Time- Causes and Treatment (theory only). <b>Labour Turnover:</b> Meaning, Reasons and Effects of labour turnover <b>Methods of Wage Payment:</b> Time rate system and piece rate system; Incentive schemes - Halsey plan, Rowan plan –problems based on calculation of wages and earnings using Time Rate, Piece Rate, Halsey & Rowan only.		

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<b>Unit.5: Overheads</b>	<b>14</b>
<p>Overheads: - Meaning and Classification of Overheads; Accounting and Control of Manufacturing Overheads: Collection, Allocation, Apportionment, Re-apportionment and Absorption of Manufacturing Overheads; Problems on Primary and Secondary overheads distribution using Reciprocal Service Methods (Repeated Distribution Method and Simultaneous Equation Method); Absorption of Overheads: Meaning and Methods of Absorption of Overheads (Concept only); Problems on calculation of Machine Hour Rate.</p>	
<p><b>Skill Development Activities:</b></p> <ol style="list-style-type: none"> <li>1. Mention the causes of labour turnover in manufacturing organisations.</li> <li>2. Name any five documents used for material accounting</li> <li>3. Prepare a dummy Payroll with imaginary figures.</li> <li>4. List out the various overhead items under Factory, administrative, Selling &amp; distribution overheads (five items each).</li> </ol>	
<p><b>Books for References:</b></p> <ol style="list-style-type: none"> <li>1. Jain, S.P. and K.L. Narang. Cost Accounting: Principles and Methods. Kalyani Publishers</li> <li>2. Arora, M.N. Cost Accounting – Principles and Practice, Vikas Publishing House, New Delhi.</li> <li>3. Maheshwari, S.N. and S.N. Mittal. Cost Accounting: Theory and Problems. Shri Mahavir Book Depot, New Delhi.</li> <li>4. Iyengar, S.P. Cost Accounting, Sultan Chand &amp; Sons</li> <li>5. Charles T. Horngren, Srikant M. Datar, Madhav V. Rajan, Cost Accounting: A Managerial Emphasis, Pearson Education.</li> <li>6. Jawahar Lal, Cost Accounting., McGraw Hill Education</li> <li>7. Madegowda J, Cost Accounting, HPH.</li> <li>8. Rajiv Goel, Cost Accounting, International Book House</li> </ol>	

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<b>Name of the Program: Bachelor of Business Administration</b> <b>Course Code: BBA 3.5</b> <b>Name of the Course: BUSINESS COMMUNICATION SKILLS</b>		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
2 CREDITS	3 HOURS	30 HOURS
<b>Pedagogy:</b> Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.		
<b>Course Outcomes:</b> On successful completion of the Course, the students will be able to: <ol style="list-style-type: none"> <li>a. Identify the importance of Business Communication</li> <li>b. Comprehend the various types of Communication Skills</li> <li>c. Discern the different types of Communication</li> <li>d. Draft different types of Business Letters.</li> </ol>		
<b>SYLLABUS:</b>		<b>HOURS</b>
<b>Unit-1: Fundamentals of Communication</b>		<b>08</b>
Introduction - Meaning of Communication; Purpose or Objectives of Communication; Process or Stages of Communication; Principles of Effective Communication; Barriers to Effective Communication; Types of Communication (Meaning & Features) –Interpersonal, Intrapersonal, Internal, External, Upward, Downward, Lateral, One-way, Two-way, Verbal and Non-verbal communication, Formal & Informal, Cross Cultural Communication; Scope of Communication; Limitations of Communication.		
<b>Unit-2: Communication Skills</b>		<b>12</b>
<p><b>Reading skills</b> – Meaning; Importance of Reading Skills; Reading comprehension skills – Literal, Evaluative, Inferential; Types of Reading Techniques – Skimming, Scanning, Intensive, Extensive and Guidelines for improving Reading Skills.</p> <p><b>Listening skills</b> – Meaning; Importance of Listening; Types of listening (Meaning and Benefits of each type of Listening) – Attentive, Reflective, Discriminative, Comprehension, Critical, Biased, Evaluative, Appreciative, Sympathetic &amp; Empathetic; Barriers to listening; Overcoming barriers to listening.</p> <p><b>Note taking skills</b> – Meaning and Importance; Methods – Outline Method, Cornell Method, Mapping Method, Charting Method, Box &amp; Bullet Method.</p> <p><b>Presentation skills</b> – Meaning of Presentation in Business Communication; Importance of Presentation Skill in Business; Types of Presentations (Meaning, Pros &amp; Cons of each type) – Informative, Instructional, Progress Reporting, Persuasive, Decision making, Problem Solving.</p>		

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<b>Unit-3: Business Letters</b>	<b>10</b>
Types of Business letters- Enquiries & replies, Offers and Quotation, Orders and their execution, Complaints & ATRs, Remittance letters, Sales letters, Follow-up letters, Circular letters, Agency letters, Status enquiries, Collection letters. AI tools in Business Communication.	
<b>Skill Development Activities:</b> <ol style="list-style-type: none"> <li>1. Draft a Quotation with imaginary content.</li> <li>2. List out the various parts of Business Letter.</li> <li>3. List any five AI tools used for Business Communication.</li> <li>4. List out any five barriers to effective listening and propose strategies to overcome them.</li> </ol>	
<b>Books for References:</b> <ol style="list-style-type: none"> <li>1. C.S. Raydu, Corporate Communication, HPH</li> <li>2. Rai &amp; Rai, Business Communication, HPH</li> <li>3. S.P. Sharman, Bhavani.H, Corporate Communication, VBH</li> <li>4. K. Venkataramana, Corporate Communication, SHBP</li> <li>5. Rajkumar, Basic Business Communication: Concepts, Applications and Skills, Excel Books</li> <li>6. Taylor, Shirley, Communication for Business : A Practical Approach, Pearson Education</li> <li>7. Peter URS Bender, Robert. A.Traez, Secrets of Face to Face Communication, Macmillan India</li> <li>8. Vilanilam,J.V, More Effective Communication: A manual for Professionals, Response Books</li> <li>9. Guptha.C.B, Business Communication and Customer Relations, Sulthan Chand</li> <li>10. Guptha,C.B, Business Communication and Organization and Management, Sulthan Chand</li> <li>11. Subhash Jagota, Succeeding Through Communication, Excel Books .</li> <li>12. Chopra,R.K, Communication Management, HPH</li> <li>13. Nageshwara Rao Das, Rajendra.P, Communication Skills, HPH</li> <li>14. Ghanekar, Anjali, Communication Skills for Effective Management, Everest Publishing House</li> <li>15. Mandal.S.K, Effective Communication and Public Speaking, Jaico publishing House</li> <li>16. Jetwaney, Jaishri, Corporate Communication, Oxford university Press</li> </ol>	