



CANARA COLLEGE

Managed by Canara High School Association, Mangaluru

Reaccredited by NAAC and Affiliated to Mangalore University

Mahatma Gandhi Road, Kodialbail, Mangaluru – 575 003, D. K. District, Karnataka

BACHELOR OF BUSINESS MANAGEMENT (B.B.M.)

[PEOs, POs, PSOs, COs & GAs]

CREDIT BASED SEMESTER SYSTEM (CBSS)

(Effective from 2012-13 Batch onwards)

BACHELOR OF BUSINESS MANAGEMENT (B.B.M.)

Motto:

“Continuous learning through doing”

Vision:

“To be a Department of Excellence in Management Education striving to produce globally competitive and socially responsive business leaders.”

Mission:

“To create an ecosystem to educate, engage and empower the aspirants of business administration as life-long learners through hands-on learning experiences by grooming and transforming them as worthy corporate professionals and successful business leaders in an intellectually challenging and contemporarily diverse global environment.”

Programme Educational Objectives (PEO) :

The three year BBA degree programme intends to attain the following Programme Educational Objectives:

PEO 1	Graduates will be capable of making a positive contribution to business, trade and industry in the national and global context.
PEO 2	Graduates will be able to apply frameworks and tools to arrive at informed decisions in profession and practice, striking a balance between business and social dimensions.
PEO 3	Graduates will have a solid foundation to pursue professional careers and take up higher learning courses such as M.B.A. and any other programmes such as M.Com., CS, etc...
PEO 4	Graduates with flair of self-employment will be able to initiate and build upon entrepreneurial ventures or demonstrate entrepreneurship for their employer organizations.
PEO 5	Graduates will recognize the need for adapting to change; have the aptitude and ability to engage in independent and life-long learning in the broadest context of socio-economic, technological and global change.

Programme Outcomes (PO) :

Students of BBA degree Programme at the time of graduation will be able to :

PO 1	Acquire basic understanding about management education.
PO 2	Develop functional and general management skills to make strategic decisions in real scenario.
PO 3	Effectively evaluate different business problems using analytical, creative and integrative abilities.
PO 4	Develop comprehensive professional skills that are required for a business administration graduate.
PO 5	Build and demonstrate leadership, teamwork and social skills.
PO 6	Communicate effectively in different contexts.
PO 7	Develop global competencies to match corporate requirements.
PO 8	Facilitate to go for professional programmes such as M.B.A., Company CS and the like.
PO 9	Inculcate the spirit of entrepreneurship.

Programme Specific Outcomes (PSO) :

Upon successful completion of BBA Degree Programme, the graduates will be able to :

PSO 1	Acquire and demonstrate analytical and problem solving skills.
PSO 2	Identify characteristics and role of leaders, administrators and managers.
PSO 3	Acquire communication skills needed to analyze business situation in a clear, concise and coherent manner.
PSO 4	Develop internal thinking abilities and foundations of ethical principles.
PSO 5	Understand the dynamic and complex working environment of business and analyze the social, political, economic and cultural environment of business organization.
PSO 6	Demonstrate progressive learning of various functional areas of Management.
PSO 7	Demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.
PSO 8	Pursue higher education and advance research in the field of business and management.
PSO 9	Foster thinking minds that are sensitive to societal needs and issues; thus making them good human beings and responsible members of the society.

Graduate Attributes (GA) :

GA 1	Academic Excellence
GA 2	Professional Efficiency
GA 3	Effective Communication Skills
GA 4	Leadership and Team work
GA 5	Life-Long Learning
GA 6	Creativity and Innovation
GA 7	Environmental Sensitivity and Social Engagement

COURSE OUTCOMES (CO)

FIRST SEMESTER

Course	Details
Code	BBMENL 103
Title	General Proficiency and Communicative English
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	First / First
Type	Group I : Paper-I
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	5 Lessons+ 5 Poems + 4 Grammar Items
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations,
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam

Learning Objectives :

- To enable the learner to communicate in real-life situations effectively and appropriately.
- To use English effectively throughout the curriculum for study purposes.
- To develop interest in and appreciation of Literature.
- To develop and integrate the use of the four language skills i.e. reading, listening, speaking and writing.

Expected Learning Outcomes :

Upon the completion of this course, the students will be able to :

CO 1: Learn reading with comprehension which help the learners to acquire new vocabulary and content.

CO 2 : Read with correct pronunciation, stress, intonation, pause and articulation of voice.

CO 3 : Analyze the various elements of poetry, such as diction, tone, form, genre, imagery, figures of speech, symbolism, and theme.

CO 4 : Critically examine the value and standard of the poem.

CO 5 : Acquire and improve their skills in the four literacy methods: writing, talking, reading and listening.

CO 6 : Increase their awareness of the correct use in writing and speaking of English grammar.

Course	Details
Code	BBMKAL 103
Title	Kannada
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	First / First
Type	Group-I : Paper-I
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	04
Pedagogy	Lecture with Interactive Sessions, Group Discussions, Debate
Evaluation Method	Viva-Voce, Assignments, Two Internal Exams, One End Semester Exam
Learning Objectives : ಹಳೆಗನ್ನಡ, ನಡುಗನ್ನಡ, ದಲಿತ ಸಾಹಿತ್ಯ, ದಾಸ ಸಾಹಿತ್ಯ, ಕಥಾ ಸಾಹಿತ್ಯ, ಪರಿಸ್ಥಿತಿ ಉಳಿವು, ಕ್ರಿಯಾತ್ಮಕ ಕನ್ನಡ ಇತ್ಯಾದಿ ವಿಚಾರಗಳಿಗೆ ಸಂಬಂಧಿಸಿದ ಪಠ್ಯಗಳ ಮೂಲಕ ವಿದ್ಯಾರ್ಥಿಗಳ ಜ್ಞಾನವನ್ನು ವಿಸ್ತರಿಸುವುದು.	
Expected Learning Outcomes : ಪಠ್ಯವನ್ನು ಪೂರ್ಣಗೊಳಿಸಿದ ಬಳಿಕ ವಿದ್ಯಾರ್ಥಿಗಳು : CO 1 : ಪುರಾಣ ಕಥೆಗಳ ಮೂಲಕ ಸತ್ಯತ್ವದ ಮುಂತಾದ ಮೌಲ್ಯಗಳನ್ನು ಅರಿತುಕೊಳ್ಳುತ್ತಾರೆ. CO 2 : ಜೀವನದ ನಷ್ಟರತೆ, ಬದುಕುವ ಕಲೆಯನ್ನು ತಿಳಿದುಕೊಳ್ಳುತ್ತಾರೆ. CO 3 : ರಾಜ್ಯ ಸರ್ಕಾರದ ಇಲಾಖೆಗಳಲ್ಲಿ ಉದ್ಯೋಗವನ್ನು ಪಡೆದುಕೊಳ್ಳುವ ನಿಟ್ಟಿನಲ್ಲಿ ತಯಾರಿ ನಡೆಸಲು ಮಾಹಿತಿಯನ್ನು ಪಡೆಯುತ್ತಾರೆ. CO 4 : ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ಪರಿಚಯಿಸಿಕೊಳ್ಳುತ್ತಾರೆ. CO 5 : ಹಿರಿಯ ತಲೆಮಾರಿನವರ ಜೀವನರೀತಿಯ ಪರಿಚಯವನ್ನು ಮಾಡಿಕೊಳ್ಳುತ್ತಾರೆ.	

Course	Details
Code	BBMHDL 104
Title	Hindi
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	First / First
Type	Group-I : Paper-I
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	04
Pedagogy	Lectures with interactive sessions, PPT presentation, Audio Visual class, Debate, Enacting Drama.
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Learning Objectives : <ul style="list-style-type: none"> To give detailed explanation about authors views on stories and grammar prescribed in the syllabus. To make students learn the literature forms with moral values. 	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Get knowledge of Literature forms. CO 2 : Understand the need of moral values. CO 3 : Follow the required Ethics. CO 4 : Understand the grammar required for creative writing in Hindi. CO 5 : Gain insights on the emerging trends in Hindi literature.	

Course	Details
Code	BBASKL 103
Title	Sanskrit
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	First / First
Type	Group-I : Paper-I
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	04
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations, Role Plays, Quiz, Group Discussions, Debates, Seminars and Presentations
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Learning Objectives : <ul style="list-style-type: none"> To improve the knowledge of Sanskrit literature and culture amongst the students and enable them succeed in life. To motivate students to spread the essence of Devabhasha Sanskrit. To make the students appreciate the immortal works of our ancient seers and poets. To make the students learn good moral values and become good citizens to promote a healthy society. 	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Understand fundamental concepts, principles and functions of Sanskrit language. CO 2 : Understand both the Vedic and Classical Literatures. CO 3 : Understand the Grammar aspects viz., Kriyapada, Vibhakthi, Prayoga etc. CO 4 : Communicate in Sanskrit language. CO 5 : Understand Ancient Indian sciences like Yoga, Ayurveda, and Prose etc.	

Course	Details
Code	BBMBMC 101
Title	Principles of Economics
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	First / First
Type	Group-II
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	04
Pedagogy	Lectures with interactive sessions, Seminars and Presentation
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Learning Objectives : <ul style="list-style-type: none"> • To gain an understanding of core economic principles. • To learn articulating of pragmatic principles. • To make the students to think critically about economic models. • To enable the students to gain knowledge of production function. 	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Understand concepts of Micro and Macro Economics, features and consumer's sovereignty. CO 2 : Analyze indifference curve analysis and Marginal Utility. CO 3 : Understand the basic laws of Economics. CO 4 : Correlate various factors of Production i.e., Land, Labour, Capital and Organization. CO 5 : Identify the attributes of entrepreneur and micro entrepreneurship.	

Course	Details
Code	BBMBMC 102
Title	Principles of Management
Programme	BBM
Year / Semester	First / First
Type	Group-II
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam :80 Total : 100
Total Modules	04
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations, Role Plays, Group Discussions, Brainstorming, Case Analysis, Debates, Seminars and Presentations
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Learning Objectives: To introduce the concepts of management, its principles and familiarize the functions of management.	
Expected Learning Outcomes: Upon the completion of this course, the students will be able to: CO 1 : Understand fundamental concepts, principles and functions of management. CO 2 : Analyze realistic and practical applications of management concepts. CO 3 : Understand the evolution of management thought and contributions of management thinkers. CO 4 : Exhibit managerial skills, discover role of managers, leadership styles and qualities. CO 5 : Exemplify the emerging horizons and recent trends in management.	

Course	Details
Code	BBMBMC 103
Title	Accounting-I
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	First / First
Type	Group-II
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	04
Pedagogy	Lectures with interactive sessions, Chalk and Talk Method, Use of PPT Presentations.
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Learning Objectives: To familiarize the students with the fundamentals of Book-Keeping and Accountancy and to create awareness among the students about the practical utility of Accounting Concepts and Conventions	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Understand the concept of Book-Keeping, Accounting and Use of Computers in Accounting. CO 2 : Learn different subsidiary books, Journalizing, posting to Ledger. CO 3 : Comprehend types of Cash Book, Concept of Bank Reconciliation Statement and its procedure. CO 4 : Apply their knowledge and understanding in solving the problems on Depreciation and preparation of Trial Balance. CO 5: Prepare the Final Accounts of a Sole Trader.	

Course	Details
Code	BBMBMC 104
Title	Business Organization
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	First / First
Type	Group-II
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	04
Pedagogy	Lectures with interactive sessions, PPT Presentations, Seminars and Presentations, Brainstorming, Debates.
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exams, One End Semester Exam
Learning Objectives: To introduce the concept of business, industry, trade, commerce and recent trends to the business management students.	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Explain the nature and scope of different forms of business organizations. CO 2 : Understand the fundamentals and concepts related to Business. CO 3 : Analyze and evaluate different types of business combinations. CO 4 : Evaluate various sources of finance and types of financial institutions. CO 5 : Examine various types of insurance against different risks.	

Course	Details
Code	BBMCIF102
Title	Constitution of India
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	First / First
Type	Group-III : Compulsory Foundation Course
Total Credits	02
Total Contact Hours	64
Contact Hours per Week	04
Examination Duration	03
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	08
Pedagogy	Lectures with interactive sessions, Debate, Group Discussions
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Learning Objectives : To acquire a complete and detailed understanding on Constitution of India and to elicit the knowledge on its issues	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Understand the structure and principles of the constitution. CO 2 : Create Awareness on Fundamental Rights and Fundamental Duties. CO 3 : Enrich the Knowledge on Constitutional functionaries of the state. CO 4 : Understand the Organization and structure of Central / State government. CO 5 : Develop insights on the role of Judiciary in India.	

SECOND SEMESTER

Code	BBMENL153		
Title	General Proficiency and Communicative English		
Programme	Bachelor of Business Management (B.B.M.)		
Year / Semester	First / Second		
Type	Group-II : Paper-II		
Total Credits	02		
Total Contact Hours	48		
Contact Hours per Week	04		
Examination Duration	03 Hours		
Max. Marks	CIA : 20	End Semester Exam : 80	Total : 100
Total Modules	5 Lessons+ 5 Poems + 4 Grammar Items		
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations		
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam		
Learning Objectives : <ul style="list-style-type: none">• To enable the learner to communicate in real-life situations effectively and appropriately.• To use English effectively throughout the curriculum for study purposes.• To develop interest in and appreciation of Literature.• To develop and integrate the use of the four language skills i.e., reading, listening, speaking and writing.			
Expected Learning Outcomes : <p>Upon the completion of this course, the students will be able to :</p> <p>CO 1 : Learn reading with comprehension which help the learners to acquire new vocabulary and Content.</p> <p>CO 2 : Read with correct pronunciation, stress, intonation, pause and articulation of voice.</p> <p>CO 3 : Analyze the various elements of poetry, such as diction, tone, form, genre, imagery, figures of speech, symbolism, and theme.</p> <p>CO 4 : Critically examine the value and standard of the poem.</p> <p>CO 5 : Acquire and improve their skills in the four literacy methods : writing, talking, reading and listening.</p> <p>CO 6 : Increase their awareness of the correct use in writing and speaking of English grammar.</p>			

Course	Details
Code	BBMKAL 153
Title	Kannada
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	First / Second
Type	Group-I : Paper-II
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Pedagogy	Lecture with Interactive Sessions, discussions, Debate, Enacting Drama
Evaluation Method	Viva-Voce, Assignments, Two Internal Exams, One End Semester Exam

Learning Objectives :

ಹೆಗ್ಗನ್ನಡ, ವಚನಗಳು, ಜನಪದ, ಪ್ರಾಣಿಲೋಕ, ನಾಟಕ, ಕಥಾ ಸಾಹಿತ್ಯಗಳಿಗೆ ಸಂಬಂಧಿಸಿದ ಪಠ್ಯಗಳ ಮೂಲಕ ಕನ್ನಡ ಭಾಷೆ ಸಾಹಿತ್ಯಗಳ ಅರಿವನ್ನು ಉಂಟು ಮಾಡುವುದು.

Expected Learning Outcomes :

ಪಠ್ಯವನ್ನು ಪೂರ್ಣಗೊಳಿಸಿದ ಬಳಿಕ ವಿದ್ಯಾರ್ಥಿಗಳು :

CO 1 : ನಾಟಕ ಪ್ರಕಾರದ ಮೂಲಕ ಪುರಾಣಲೋಕದ ಪರಿಚಯವನ್ನು ಮಾಡಿಕೊಳ್ಳುತ್ತಾರೆ.

CO 2 : ಧರ್ಮ, ಸಂಸ್ಕೃತಿ, ಆಧ್ಯಾತ್ಮ ಪ್ರಾಣಿಪ್ರಪಂಚಗಳ ಬಗ್ಗೆ ಜ್ಞಾನವನ್ನು ಪಡೆದುಕೊಳ್ಳುತ್ತಾರೆ.

CO 3 : ಸಾಧಕರ ಜೀವನ ಚರಿತ್ರೆಯನ್ನು ಓದುವುದರ ಮೂಲಕ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ತಾವೂ ಸಾಧನೆಯ ಹಾದಿಯಲ್ಲಿ ನಡೆಯಲು ಸ್ಫೂರ್ತಿಯನ್ನು ಪಡೆಯುತ್ತಾರೆ.

CO 4 : ಭಾರತದ ಆರ್ಥಿಕ ಪರಿಸ್ಥಿತಿಯ ಆಡಳಿತ ವ್ಯವಸ್ಥೆಯ ಬಗ್ಗೆ ಮಾಹಿತಿಯನ್ನು ಪಡೆಯುತ್ತಾರೆ.

CO 5 : ಕವಿಗಳು, ಸಾಹಿತಿಗಳು ಕನ್ನಡ ಸಾಹಿತ್ಯಕ್ಕೆ ನೀಡಿದ ಕೊಡುಗೆಯನ್ನು ಅರ್ಥೈಸಿಕೊಳ್ಳುತ್ತಾರೆ.

Course	Details
Code	BBMHDL 154
Title	Hindi
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	First / Second
Type	Group-I : Paper-II
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	04
Pedagogy	Lectures with interactive sessions, Group Discussion, Enacting Drama
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Learning Objectives: <ul style="list-style-type: none"> To introduce the old and Modern poets and their views on spiritual and social values. To enable students learn the official language - Hindi. 	
Expected Outcomes : Upon the completion of this course the students will be able to: CO 1: Get knowledge of Ancient Poets and their views of life. CO 2: Understand the need of spiritual values. CO 3: Understand the Fantasy in modern literature. CO 4: Understand official language - Hindi. CO5: Gain insights on emerging trends in Hindi literature.	

Course	Details
Code	BBMSKL 153
Title	Sanskrit
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	First/Second
Type	Group-I : Paper-II
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	04
Pedagogy	Lectures with interactive sessions, Use of PPT presentations, Role plays, Quiz, Group Discussions, Debates, Seminars and Presentations
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Learning Objectives: <ul style="list-style-type: none"> To improve the knowledge of Sanskrit literature and culture amongst the students and enable them succeed in life. To motivate students to spread the essence of Devabhasha Sanskrit. To make the students appreciate the immortal works of our ancient seers and poets. To make the students learn good moral values and become good citizens to promote a healthy society. 	
Expected Learning Outcomes : Upon the completion of this course the students will be able to: CO 1 : Understand fundamental concepts, principles and functions of Sanskrit Language. CO 2 : Understand both the Vedic and Classical Literatures. CO 3 : Understand the Grammar aspects viz., Karaka, Samasa, Prayoga etc. CO 4 : Communicate in Sanskrit language. CO 5 : Understand Ancient Indian sciences like Bhagavadgeetha, Poems etc.	

Course	Details
Code	BBMBMC 151
Title	Managerial Economics
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	First / Second
Type	Group-II
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	04
Pedagogy	Lectures with interactive sessions, Seminar and Presentation
Evaluation Method	Viva-Voce, Assignment, Two internal Assessment Exam, One End Semester Exam
Learning Objectives: <ul style="list-style-type: none"> • To gain knowledge about Managerial Economics and integrate the basic concepts of Economics. • To integrate the basic concepts of economics with the economic tools. • To apply economic reasoning to solve the problems of the economy. 	
Expected Learning Outcomes : Upon the completion of this course the students will be able to: CO 1 : Understand fundamental concepts, principles and functions of managerial economics. CO 2 : Determine cost-output relationship and different types of costs. CO 3 : Analyze different market situation and aspects of Price output determination. CO 4 : Explain the concept of demand forecasting and its different types. CO 5 : Explore recent trends in Managerial Economics.	

Course	Details
Code	BBMBMC 152
Title	Business Environment and Entrepreneurship
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	First / Second
Type	Group-II
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	04
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations, Role Plays, Group Discussions, Brainstorming, Case Analysis, Debates, Seminars and Presentations
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Learning Objective: To familiarize the students with changing economic, legal, and social environment and prevailing issues and concerns in business; also the concept of entrepreneurship.	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Understand business and its environment and concepts of business ethics and social value. CO 2 : Gain insights on Public, Private and Cooperative Sectors and emerging trends in business. CO 3 : Elicit knowledge on the concept of Corporate Social Responsibility. CO 4 : Understand the concept of Consumerism and LPG Policy. CO 5 : Develop insights on Entrepreneurship, Start-Ups and schemes promoting entrepreneurship.	

Course	Details
Code	BBMBMC 153
Title	Accounting-II
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	First / Second
Type	Group-II
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	04
Pedagogy	Chalk and Talk method with interactive sessions, Brainstorming, Use of PPT Presentations.
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Learning Objective: To familiarize the students with the accounts of Non-Trading Concerns, Consignment Accounts and Partnership Accounts and Hire Purchase and Installment system of Accounting.	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Understand the concept and functioning of Non-Trading Concern, Treatment of Revenue and Capital items and prepare Income and Expenditure Account, Balance Sheet. CO 2 : Understand the concept of Consignment and accounting treatment in the books of Consignor and Consignee. CO 3 : Understand the concept of Partnership firm, Partnership Deed and prepare Ledger Accounts on Admission of a Partner. CO 4 : Explain the Accounting treatment related to Retirement and Death of a partner and Dissolution of partnership firm. CO 5 : Solve problems under piecemeal distribution of cash under Proportionate Capital Method.	

Course	Details
Code	BBMBMC 154
Title	Managerial Communication
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	First / Second
Type	Group-II
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	04
Pedagogy	Chalk and talk method, Interactive sessions, PPT Presentations, Role Plays, Group Discussions
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, Semester Exam
Learning Objectives: To equip the students with skills of communication to introduce the intricacies arising around communication methods.	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Understand the scope of managerial communication. CO 2 : Recognize and learn the skills of listening and speaking. CO 3 : Explain barriers to effective communication and effective communication skills. CO 4 : Understand the different forms of written communication techniques to make effective internal and external business correspondence. CO 5 : Imbibe the mechanics of writing and constructing effective presentation skills.	

Course	Details
Code	BBMHGF 152
Title	Human Rights, Gender Equity and Environmental Studies
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	First / Second
Type	Group-III : Compulsory Foundation Course
Total Credits	02
Total Contact Hours	64
Contact Hours per Week	04
Examination Duration	03
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	08 Modules
Pedagogy	Lectures with interactive sessions, Debate, Group Discussions, Interaction with Human Rights Activists and Environmentalists
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, Semester Exam
Learning Objectives : <ul style="list-style-type: none"> • To acquire awareness on the issues and concerns pertaining to Human Rights. • To enhance citizenship sensitivity and initiatives. • To understand the basic concepts of Gender Equity. • To generate awareness on gender related issues and violence. • To enrich the knowledge on environmental studies. • To create awareness on Environmental Pollution, Resource Conservation and Management. 	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Enrich the knowledge on Human Rights and Human Values. CO 2 : Promote and protect Human Rights in India. CO 3 : Generate awareness on Gender inequity, Gender Discrimination, Gender Violence. CO 4 : Gain knowledge on measures adopted and implemented for Gender Equity. CO 5 : Enrich the knowledge on Environment, Environmental Pollution, Legislative measures etc.	

THIRD SEMESTER

Course	Details
Code	BBMBMC 201
Title	Business Mathematics
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	Second / Third
Type	Group-II
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	04
Pedagogy	Lectures with interactive sessions, Chalk and Talk Method, Use of PPT Presentations.
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Learning Objective : To acquaint the students with the basic knowledge of business mathematics, increase their analytical ability and to use analytical skills to facilitate managerial decision making.	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Explain the concepts and use equations, formulae, and mathematical expressions and relationships in a variety of contexts CO 2 : Apply the knowledge of matrices in solving business problems. CO 3 : Use percentages, ratios, and proportions for business applications and differentiate math methods to be used for solving different problems. CO 4: Apply the laws of logarithms, antilogarithms and use simple and compound interest to make business calculations such as value of money, maturity value, present value, and future value.	

Course	Details
Code	BBMBMC 202
Title	Business Economics
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	Second / Third
Type	Group-II
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	04
Pedagogy	Lectures with interactive sessions, Seminar and Presentations.
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam.
Learning Objectives : <ul style="list-style-type: none"> To enable the students to understand Business markets and government and therefore better respond to the threats and opportunities that emerge when things change. To understand the value of prices in changing economic situations. To understand different types of taxes. To make the students aware of international financial institutions. 	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Explain the circular flow of money between different sectors of economy. CO 2 : Interpret the changes in the economy through inflation and deflation. CO 3 : Get acquainted with the newly implemented taxes. CO 4 : Analyze the current economic affairs.	

Course	Details
Code	BBMBMC 203
Title	Commercial Law
Programme	BBM
Year / Semester	Second / Third
Type	Group-II
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03 Hours
Max. Marks	CIA : 30 End Semester Exam : 120 Total : 150
Total Modules	05
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations, Group Discussion, Role Play, Quiz, Case Laws, Court Visit.
Evaluation Method	Viva-Voce, Power Presentation ,Two Internal Exam, End Semester Exam
Learning Objective : To familiarize the students with the relevant legislations affecting business.	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to: CO 1 : Understand branches of law and differentiate between Agreement and Contract. CO 2 : Examine rules governing Offer, Acceptance and Consideration. CO 3 : Demonstrate implications of law and explain the difference between Misrepresentation and Fraud, Coercion and Undue influence. CO 4 : Comprehend the Legality of object, different modes of discharge and remedies for the breach of contract. CO 5 : Explain types of Negotiable instruments and gain insights on Information Technology Act.	

Course	Details
Code	BBMBMC 204
Title	Marketing Management
Programme	BBM
Year / Semester	Second/Third
Type	Group II
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03 Hours
Max. Marks	CIA : 30 End Semester Exam :120 Total : 150
Total Modules	05
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations, Case Studies, Group Discussions, Brainstorming, Debate, Seminars and Presentations
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Objectives : To acquaint students to concepts and emerging issues of marketing and its applications.	
Expected Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Outline the evolution of marketing, marketing management philosophies and contemporary issues in marketing. CO 2 : Understand the elements of marketing mix, strategize phases in Product Development and Product Life Cycle. CO 3 : Make pricing decisions using various pricing strategies. CO 4 : Analyze channels of distribution and various promotional strategies. CO 5 : Gain insights on the concept of Green Marketing and digital marketing.	

Course	Details
Code	BBMBMC 205
Title	Income Tax
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	Second / Third
Type	Group-II
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03 Hours
Max. Marks	CIA : 30 End Semester Exam : 120 Total :150
Total Modules	05
Pedagogy	Lectures with interactive sessions, Chalk and talk method, Use of PPT Presentations,
Evaluation Method	Viva-Voce, Two Internal Assessment Exam, One End Semester Exam
Learning Objective : To acquaint the students of Business Management with the Income Tax Law of India, considering latest Amendments / Enactments.	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Define the terminologies used in Income Tax. CO 2 : Compute incomes exempt u/s 10 applicable to a salaried assessee. CO 3 : Calculate income from salaries and income from house property. CO 4 : Compute Profits and Gains from Business and Profession. CO 5 : Calculate Capital Gains and Income from Other Sources.	

Course	Details
Code	BBMBMC 206
Title	Corporate Accounting-1
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	Second / Third
Type	Group-II
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03 Hours
Max. Marks	CIA : 30 End Semester Exam : 120 Total : 150
Total Modules	05
Pedagogy	Chalk and talk method, interactive sessions, PPT Presentations
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, Semester Exam
Learning Objective : To help the students to acquire the conceptual knowledge of the corporate accounting and to learn the techniques of preparing the financial statements.	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Understand the concept of share capital and book building process. CO 2 : Acquire knowledge on underwriting of shares and debentures as per the guidelines of SEBI. CO 3 : Solve problems on redemption of preference shares and debentures. CO 4 : Solve comprehensive problems on pre-incorporation and post-incorporation profit or loss considering its accounting treatment. CO 5 : Draft Final accounts of companies.	

FOURTH SEMESTER

Course	Details
Code	BBMBMC 251
Title	Business Statistics
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	Second / Third
Type	Group-II
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total :100
Total Modules	05
Pedagogy	Lectures with interactive sessions, Chalk and Talk Method, Use of PPT Presentations.
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Learning Objective : To acquaint the students with the use of statistical tools and techniques to analyze business and managerial decision-making	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Use statistical and graphical techniques wherever relevant. CO 2 : Solve the problems on measures of Central Tendency and Dispersion. CO 3 : Measure trend by using Time-Series Analysis. CO 4 : Understand the concept of Correlation and Regression analysis and solve the problems on the same.	

Course	Details
Code	BBMBMC 252
Title	Modern Banking Management
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	Second / Fourth
Type	Group-II
Total Credits	02
Total Contact Hours	48
Contact Hours per Week	04
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 80 Total : 100
Total Modules	04
Pedagogy	Lectures with interactive session, Brainstorming, Seminar and Presentations
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Learning Objectives: <ul style="list-style-type: none"> To gain knowledge about banking system. To make aware of recent changes in the banking sector. To make the students to understand different financial markets. To make them aware of banker-customer relationship. 	
Expected Learning Outcomes : Upon the completion of this course the students will be able to: CO 1 : Understand the structure and functioning of Commercial Banks in India. CO 2 : Comprehend the functioning of Central Banks and its monetary policy. CO 3 : Distinguish money and capital markets. CO 4 : Infer the role and functioning of financial organization viz., SBI, RRB, EXIM BANK, NABARD. CO 5 : Explain Customer Relationship Management in banking and its strategies in the new age.	

Course	Details
Code	BBMBMC 253
Title	Fundamentals of Financial Management
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	Second / Fourth
Type	Group-II
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03 Hours
Max. Marks	CIA : 30 End Semester Exam : 120 Total : 150
Total Modules	05
Pedagogy	Lectures with interactive sessions, Use of PPT presentations, Chalk and Talk method.
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Learning Objective : To acquaint the students with the fundamentals of financial management concepts and techniques.	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Understand the concept of Financial Management and Time value of money. CO 2 : Evaluate projects on Capital budgeting under various methods CO 3 : Enrich the knowledge on Measurement of cost of capital and its computation. CO 4 : Explain various types of Leverage and its computation. CO 5 : Understand the concept of Dividend Policy, and solve the Problems on Walter and Gordon's Model.	

Course	Details
Code	BBMBMC 254
Title	Computer Applications in Management
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	Second / Fourth
Type	Group-II
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03 Hours
Max. Marks	CIA : 30 End Semester Exam : 120 Total : 150
Total Modules	05
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations, Seminars and Presentations
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Learning Objectives : To familiarize students with the latest development in the fields of computers, give a brief idea about application of computers in business and basics of management information systems.	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Understand components of computer, computer networking and network topology. CO 2 : Explain the concept of MIS, its framework and implementation. CO 3 : Differentiate data and information and explain sources of information systems. CO 4 : Describe MIS planning and its phases in decision making process. CO 5 : Acquire knowledge on the concepts and applications of Office Automation and Virtual Office.	

Course	Details
Code	BBMBMC 255
Title	Human Resource Management
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	Second / Fourth
Type	Group-II
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03 Hours
Max. Marks	CIA : 30 End Semester Exam : 120 Total : 150
Total Modules	05
Pedagogy	Group Discussion, Role Play, Quiz, Resume Writing, use of PPT Presentations, Case studies,
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Learning Objective : To help students to understand the elements of Human Resource Management.	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Understand the concept of HRM and identify the role and qualities of HR Manager. CO 2 : Analyze the types and essentials of sound HR policies. CO 3 : Evaluate the guidelines to make effective HR planning. CO 4 : Explain the concept of Job Design and Job Evaluation. CO 5 : Understand and explain the concept of Recruitment, Selection process, Transfer and Compensation.	

Course	Details
Code	BBMBMC 256
Title	Corporate Accounting-II
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	Second / Fourth
Type	Group-II
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03 Hours
Max. Marks	CIA : 30 End Semester Exam : 120 Total : 150
Total Modules	05
Pedagogy	Chalk and talk method, interactive sessions, Use of PPT Presentations, Brainstorming.
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, Semester Exam
Learning Objective: To help the students to acquire the conceptual knowledge of the corporate accounting and to learn the techniques of preparing the financial statements.	
Expected Outcomes : On successful completion of this course students will be able to: CO 1 : Understand the concept of Amalgamation, absorption of companies and the techniques of preparing related financial statements CO 2 : Acquire conceptual knowledge on External and Internal Reconstruction of companies and its accounting procedure CO 3 : Explain the concept of Liquidation of companies and preparation of the financial statements CO 4 : Prepare consolidated Balance Sheet of Holding and Parent Companies. CO 5 : Understand the procedure of bonus issue, revaluation of assets and payment of dividend.	

FIFTH SEMESTER

Course	Details
Code	BBABMC 301
Title	Organizational Behavior
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	Third / Fifth
Type	Group-II
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03
Max. Marks	CIA : 30 End Semester Exam : 120 Total : 150
Total Modules	05
Pedagogy	Lectures with interactive sessions, Group Discussion, Role Play, Use of PPT Presentations.
Evaluation Method	Assignment, Viva-Voce, Two Internal Assessment Exam, One End Semester Exam
Learning Objective : To create awareness among the students of business administration about the factors that influence the personality and improve one's perception.	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to: CO 1 : Understand the concept and outline the evolution of Organizational Behavior. CO 2 : Acquire knowledge on recent trends, emerging issues and challenges in Organizational Behavior. CO 3 : Gain insights on the concept and theories of personality and application of perception in Organizational Behavior. CO 4 : Explain theories of Motivation and group dynamics. CO 5 : Examine the causes of stress, strategies of managing stress and reasons for conflicts and its resolutions.	

Course	Details
Code	BBMBMC 302
Title	Project Management
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	Third / Fifth
Type	Group-II
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03 Hours
Max. Marks	CIA : 30 End Semester Exam : 120 Total : 150
Total Modules	05
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations, Group Discussion, Brainstorming, Case Studies.
Evaluation Method	Assignment, Viva -Voce, Two Internal Assessment Exam, End Semester Exam.
Learning Objectives : To acquaint the students of Business Management with different areas of Project Management and familiarize them with the parameters needed for preparations of a project	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Classify project risk and apply management principles to Project Management. CO 2 : Define problem statement, project goals and success criteria for a project. CO 3 : Plan for monitoring and controlling project using network techniques. CO 4 : Organize Project Team Management, handle practical and legal aspects of Project Management. CO 5 : Carry out the procedures in project closure and explore recent trends in Project Management.	

Course	Details
Code	BBMBMC303
Title	Export Management
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	Third / Fifth
Type	Group-II
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03 Hours
Max. Marks	CIA : 30 End Semester Exam : 120 Total : 150
Total Modules	05
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations, Seminars and Presentations
Evaluation Method	Assignment, Viva-Voce, Two Internal Assessment Exam, One End Semester Exam
Learning Objectives : To bring awareness about export business activities and its potential for business occupation for students.	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to: CO 1 : Develop an understanding of International Trade and Balance of Payments. CO 2 : Identify different Export Promotion Agencies and understand its functions CO 3 : Explain the Export Trade Procedure and documents used in foreign trade. CO 4 : Comprehend the concept of International Marketing, distribution channels, Trade Barriers and Role of GATT, WTO, ASEAN and NAFTA. CO 5 : Describe the strategies of Export pricing and role of FEMA, EXIM Bank and ECGC.	

Course	Details
Code	BBMBMC304
Title	Cost Accounting
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	Third / Fifth
Type	Group-II
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03 Hours
Max. Marks	CIA : 30 End Semester Exam : 120 Total : 150
Total Modules	05
Pedagogy	Chalk and Talk method, Interactive sessions, PPT Presentations, Brain-storming
Evaluation Method	Assignment, Viva-Voce, Two Internal Assessment Exam, One End Semester Exam
Learning Objectives : To familiarize the students with the costing terminology, principles and applications of costing methods, techniques to the business enterprises.	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Explain the types and techniques of costing and solve problems on Tenders / Quotations. CO 2 : Understand realistic and practical applications of costing concepts. CO 3 : Recognize different methods involved in materials pricing viz., LIFO, FIFO and Weighted Average Method. CO 4 : Evaluate types of wages applicable to laborers and systems of wage payments. CO 5 : Examine the classification of overhead cost and its absorption.	

Course	Details
Code	BBMBMC 305
Title	Working Capital Management
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	Third / Fifth
Type	Group-II : Elective- I : Paper-I
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03 Hours
Max. Marks	CIA : 30 End Semester Exam : 120 Total : 150
Total Modules	05
Pedagogy	Chalk and Talk method, Interactive sessions, Use of PPT Presentations, Brain-storming
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Learning Objective : To familiarize students with the concepts and techniques of working capital management and lease financing.	
Expected Learning Outcomes : On successful completion of this course students will be able to: CO 1 : Understand the concepts of working capital, its sources and determinants. CO 2 : Gain insights on Management of cash and marketable securities and preparation of Cash Budget. CO 3 : Analyze the crucial decision areas in Receivables and Payable Management. CO 4 : Identify the objectives and techniques of Inventory Management and fixation of stock level. CO 5 : Apprehend Lease Financing and evaluation from lessee's point of view.	

Course	Details
Code	BBMBMC 306
Title	Marketing Research
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	Third / Fifth
Type	Group II : Elective- II : Paper-I
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 120 Total : 150
Total Modules	05
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations, Group Discussions, Brainstorming, Case Analysis, Debates, Seminars and Presentations
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Learning Objective : To enable the students to learn the process, tools and techniques of marketing research and an understanding of consumer behavior.	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Define basic concepts and explain the process of Marketing Research. CO 2 : Differentiate between Market Research, Marketing Research and Marketing Information System. CO 3 : Identify and use various methods of data collection and techniques of sampling. CO 4 : Identify factors affecting consumer behavior and bases for market segmentation. CO 5 : Explain different types of Organizational Market and distinguish between consumer market and Organizational Market.	

SIXTH SEMESTER

Course	Details
Code	BBMBMC 351
Title	Company Law
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	Third / Sixth
Type	Group-II
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03 Hours
Max. Marks	CIA : 30 End Semester Exam : 120 Total : 150
Total Modules	05
Pedagogy	Lectures with interactive sessions, Group Discussions, Seminars and Presentations
Evaluation Method	Assignment, Viva-Voce, Two Internal Assessment Exam, One End Semester Exam
Learning Objectives : To give an insight into the main provisions of the Companies Act relating to the formation, running and closure of the Joint Stock Companies.	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Introduced to Company, its kinds and the concept of lifting the Corporate Veil. CO 2 : Explain the steps involved in Formation of a company and its legal procedure. CO 3 : Identify types of share capital and shares, modes of acquiring membership and its termination. CO 4 : Get acquainted with qualifications and duties of Company Secretary and Board of Directors. CO 5 : Understand the types of Company meetings and modes of winding up of a company.	

Course	Details
Code	BBMBMC 352
Title	Investment Management
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	Third / Sixth
Type	Group-II
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03 Hours
Max. Marks	CIA : 30 End Semester Exam : 120 Total : 150
Total Modules	05
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations, Group Discussions, Brainstorming, Seminars and Presentations.
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Learning Objectives : To give a general idea regarding the nature and types of investment opportunities in India.	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Understand the concept of Investment, Speculation, Gambling and Credit Rating. CO 2 : Illustrate the tools of Fundamental and Technical Analysis. CO 3 : Compare and contrast Primary and Secondary Financial Markets. CO 4 : Explain the concept of Mutual Funds, its types and role of AMFI. CO 5 : Understand the concept of Portfolio Management and calculate Alpha, Beta and Return using CAPM model.	

Course	Details
Code	BBMBMC353
Title	Cost and Management Accounting
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	Third / Sixth
Type	Group-II
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03 Hours
Max. Marks	CIA : 30 End Semester Exam : 120 Total : 150
Total Modules	05
Pedagogy	Solving Exercise Problems, Chalk and talk method, Interactive sessions, Use of PPT Presentations
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Learning Objective : To expose the students to the cost and management accounting methods and techniques used in practice.	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to: CO 1 : Explain the different methods of costing. CO 2 : Understand the process of calculating Normal Loss, Abnormal Loss and Abnormal Gain. CO 3 : Analyze the techniques of Cost Analysis and Control, CVP, Break-even Analysis CO 4 : Gain insights on Budgetary Control by preparing different types of budgets. CO 5 : Solve problems related to Standard Costing.	

Course	Details
Code	BBMBMC 354
Title	Auditing
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	Third / Sixth
Type	Group-II (Optional)
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03 Hours
Max. Marks	CIA : 30 End Semester Exam : 120 Total : 150
Total Modules	05
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations, Group Discussions, Brainstorming, Seminars and Presentations
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Learning Objective : To acquaint the students of Management with the intricacies of auditing, its need for the business and the Procedure and Practices.	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Understand the concept of Auditing, its classification, techniques and Audit procedure. CO 2 : Explain the concepts of Internal check and Internal Control. CO 3 : State the procedures in Vouching of cash receipt and cash payment transactions. CO 4 : State the procedures in Verification and Valuation of different assets and Auditor's duty in verification of liabilities. CO 5 : Identify the Rights, Duties, Liability and Professional Ethics of a Company Auditor.	

Course	Details
Code	BBMBMC 354
Title	Project Study Report
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	Third / Sixth
Type	Group-II (Optional)
Total Credits	03
Total Contact Hours	NA
Contact Hours per Week	NA
Examination Duration	NA
Max. Marks	CIA : 30 End Semester Exam : 120 Total : 150
Total Modules	NA
Pedagogy	Field Study, Survey, Experimental Study, Desk Research based on secondary data
Evaluation Method	Continuous and Periodic Review, Viva-Voce, Final Project Report
Learning Objectives : <ul style="list-style-type: none"> To equip with practical knowledge as to the business unit / firm. To enable students to develop further skills and knowledge gained on the course by applying them to the analysis of a specific business problem or issue, via a substantial piece of independent work carried out over an extended period. 	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Develop understanding on applying the various concepts learned by preparing a report. CO 2 : Demonstrate proficiency in design of a project, collection, analysis, interpretation of data, and presentation of results. CO 3 : Find justified solutions to the research problem(s) faced by business unit / firm. CO 4 : Gain practical exposure on the conduct of typical research work. CO 5 : Develop an excellent opportunity to link Project work to their future prospects and career.	

Course	Details
Code	BBMBMC 355
Title	Financial Analysis
Programme	Bachelor of Business Management (B.B.M.)
Year / Semester	Third / Sixth
Type	Group-II : Elective- I : Paper-II
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03 Hours
Max. Marks	CIA : 30 End Semester Exam : 120 Total : 150
Total Modules	05
Pedagogy	Chalk and Talk method, interactive sessions, Use of PPT Presentations
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Expected Learning Outcomes : On successful completion of this course students will be able to: CO 1 : Prepare Financial statements and analyze it through techniques like common size, comparative financial statement analysis and trend analysis. CO2 : Formulate Fund Flow Statement and reflect changes in Working Capital. CO3 : Prepare Cash Flow Statement as per Accounting Standard-3. CO4 : Analyze types of ratios using Ratio Analysis. CO 5 : Make Corporate Financial Strategic Planning and take appropriate decisions.	

Course	Details
Code	BBMBMC 356
Title	Advertising and Sales Management
Programme	BBM
Year / Semester	Third / Sixth
Type	Group-II : Elective- II : Paper-II
Total Credits	03
Total Contact Hours	60
Contact Hours per Week	05
Examination Duration	03 Hours
Max. Marks	CIA : 20 End Semester Exam : 120 Total : 150
Total Modules	05
Pedagogy	Lectures with interactive sessions, Use of PPT Presentations, Role Plays, Group Discussions, Brainstorming, Case Analysis, Debates, Seminars and Presentations
Evaluation Method	Viva-Voce, Assignment, Two Internal Assessment Exam, One End Semester Exam
Learning Objective: To acquaint students to the concepts of advertising, sales management and its applications.	
Expected Learning Outcomes : Upon the completion of this course, the students will be able to : CO 1 : Understand the concepts of Advertising and Advertising budget. CO 2 : Examine the concepts of media planning, copy development and ethics in advertising. CO 3 : Elicit knowledge on advertising agency and measuring effectiveness of advertising. CO 4 : Describe the concepts of Sales Management, Salesmanship and Sales Promotion. CO 5 : Develop insights on Sales Force Management and Sales Planning.	