

Department of Business Administration
With effect from June 2018 onwards

COURSE FRAME					
Semester	Part	Course Code	Course Title	Hours	Credit
I	I	TAS/FRS/HIS	Tamil/ French/ Hindi	3	2
	II	ENS1201	Conversational Skills	3	2
	IIIC	BBA1441	Principles of Management	4	4
	IIIC	BBA1425	Financial Accounting - I	4	4
	IIIC	BBA1525	Corporate Communication	5	5
	LS1	BBA1231	Personality Development	3	2
	NME	BBA1229	Banking Law and Practice	3	2
	SUPPO	BBA1423	Advertising and Salesmanship	5	4
II	I	TAS/FRS/HIS	Tamil/ French/ Hindi	3	2
	II	ENS1202	Reading & Writing Skills	3	2
	IIIC	BBA1430	Financial Accounting - II	4	4
	IIIC	BBA1432	Business Environment	4	4
	IIIC	BBA1554	Marketing Management	5	5
	LS2	BBA1226	Entrepreneurial Skills	3	2
	NME	BBA1224	Foundations of Management	3	2
	SUPPO	MAS1440	Business Statistics	5	4
	V	XXXxxxx	NSS/PED/SLP		1
III	I	TAS/FRS/HIS	Tamil/ French/ Hindi	3	2
	II	ENS2201	Study Skills	3	2
	IIIC	BBA2447	Organizational Behaviour	4	4
	IIIC	BBA2543	Human Resource Management	5	5
	IIIC	MAS2439	Quantitative Techniques	5	5
	IIIC	BBA2539	Portfolio Management	5	5
	SUPPO	BBA2451	Business Law	5	4
IV	I	TAS/FRS/HIS	Tamil/ French/ Hindi	3	2
	II	ENS2202	Career Skills	3	2
	IIIC	BBA2428	Production Management	4	4
	IIIC	BBA2552	Industrial Relations	5	5
	IIIC	BBA2554	Entrepreneurial Development	5	5
	IIIC	BBA2556	Financial Services	5	5
	SUPPO	BBA2430	Total Quality Management	5	4
	V	XXXxxxx	NSS/PED/SLP		1
V	LS3	BBA3223	Business Organisation	3	2
	HVS	HVS3200	Human Value Development	4	2
	IIIC	BBA3635	Management Information System	6	6
	IIIC	BBA3627	Cost Accounting	6	6
	IIIC	BBA3631	Marketing Research	6	6
	IIIC	BBA3535	International Marketing	5	5
VI	LS4	BBA3260	Organisational Leadership	3	2
	EVS	BBA3200	Environmental Studies	4	2
	IIIC	BBA3650	Strategic Management	6	6
	IIIC	BBA3644	Management Accounting	6	6
	IIIC	BBA3638	Logistics Management	6	6
	IIIC	BBA3550	Retail Management	5	5

PERSONALITY DEVELOPMENT

BBA1231

3Hrs / 2Cr

Objective: The learner will gain the skills required for the corporate world that would enhance one's employability.

UNIT-I

Individual Behavior: Factors – Models; Personality: Definition – Dimensions – Theories – Types - Determinants; Perception: Nature – Importance – Process.

UNIT-II

Attitude: Nature – Components – Functions – Barriers and Types; Values: Characteristics – Sources – Importance and Types of Values.

UNIT- III

Goal Setting: Meaning – Importance- Stages – Types of Goals; Leadership: Definition- Functions – Characteristics – Styles and Theories.

UNIT –IV

Learning and Behavior Modification: Nature and Theories of Learning- Shaping and Reinforcement of Behavior.

UNIT- V

Team Development: Introduction – Definition – Difference between Work Group and Work Team – Characteristics of Effective Team- Team Objective- Importance- Role of Team Leader.

Text Book:

R. Machakkalai, L. Saraswathi, Personality Development – A Need, Mangai Publishers, 2014.

Reference Books:

K. Aswathappa, Organisational Behavior, Himalaya Publishing House, New Delhi, 2012.

Alex, Soft Skills, Sultan Chand & Sons, New Delhi, 2012.

N.M.Khandelwal, Executive Excellence, Himalaya Publishing House, New Delhi, 2008.

Rathan Reddy, Knowledge Management, Himalaya Publishing House, New Delhi, 2011.

PRINCIPLES OF MANAGEMENT

BBA 1441

4Hrs / 4Cr

Objective: The students will have a clear understanding on the basic knowledge of managerial functions in all aspects of organizational administration.

UNIT - I

Management: Meaning – Definitions – Features – Functions of management – Administration Vs. Management; Profession – Role of manager – Contributions of F.W.Taylor, Henry Fayol and Peter.F.Drucker.

UNIT - II

Planning: Definitions – Characteristics – Objectives – Importance – Steps in Planning process Advantages of Planning; MBO: Meaning- Process of MBO; Business Forecasting: Definition – Methods of forecasting; Decision making: Characteristics – Process – Types of decisions.

UNIT - III

Organization: Meaning – Definitions – Functions – Importance – Classification of Organization; Departmentation: Process – Need and Importance – Factors; Span of Management: Meaning – Factors affecting Span of Management.

UNIT - IV

Staffing: Definition – Elements – Functions; Recruitment: Meaning – Sources of Recruitment; Selection: Meaning – Stages of Selection Procedure; Training and Development: Meaning – Types of Training; Directing: Definition – Principles of Direction; Motivation: Meaning - Nature – Types; Leadership: Definition – Functions of Leader.

UNIT – V

Controlling: Definition – Control Process – Requisites of Effective Control System – Advantages and Limitations of Effective Controlling; Co-ordination: Definition – Need & Importance – Types – Problems of Co-ordination.

Text Book:

T. Ramaswamy, Principles of Management, Himalaya Publishing House, New Delhi 2016.

Reference Books:

- J. Jeyasankar, Principles of Management, Margham Publications, Chennai, 2011.
- Deepak kumarBattacharya, Principles of Management – Text and cases, Pearson, New Delhi, 2012.
- L.M. Prasad, Principles and Practice of Management, Sulthan Chand and sons, New Delhi, 2013.
- JAF Stomer, Freeman R. E. and Daniel R Gilbert, Management, Pearson Education, 2009.

MARKETING MANAGEMENT

BBA 1554

5Hrs / 5Cr

Objective: The learners will understand the concept of marketing and its applications and will expose them to the latest trends in marketing.

UNIT - I

Market: Introduction – Evolution – Meaning – Definition – Classification; Marketing: Objectives – Importance – Marketing and Merchandising - Marketing and Selling – Marketing and Distribution – Marketing and Business – Modern marketing – Role of Marketing in Economic Development.

UNIT - II

Product: Meaning – Features – Classification – Policies – Planning and Development – Product line – Product Mix: Product Mix Strategies – Product Innovation; New Product: Life Cycle – Planning Process – Product Diversification – Product Elimination – Product Modification – Product Failure.

UNIT - III

Pricing: Meaning – Objectives – Factors affecting Pricing Decisions – Procedure for Price Determination; Kinds of Pricing: Psychological – Customary – Skimming – Penetration – Geographical – Administrated – Dual – Mark up – Price lining – Negotiated – Competitive – Monopoly – Oligopoly; Price Differentials – Price Leader – Factors Affecting Price – Resale Price Maintenance.

UNIT - IV

Branding: Brand – Branding – Brand Name – Types of Brand – Reasons for Branding - Conditions Favorable to Branding – Brand mark – Functions – Advantages – Trade mark; Labeling: Meaning - Types – Functions – Advantages and Disadvantages; Packaging: Meaning – Growth – Functions – Kinds; Channels of Distribution: Definition – Importance – Types – Factors affecting the choice of distribution channel.

UNIT - V

E- Business: Introduction – Telemarketing – Automatic Vending – E-Business – E-Commerce – Electronic Data Interchange – E-Mail – Internet – E-Auctioning – E-Marketing – E-Trading; Recent Trends in Marketing: Relationship Marketing – Word of mouth Marketing – Test Marketing.

Text Book:

R.S.N. Pillai and Bagavathi, Modern Marketing, S.Chand Ltd, New Delhi 2014.

Reference Books:

- Philip Kotler, Marketing Management, Pearson Education, New Delhi, 2010.
- Stanton William J, Fundamentals of Marketing, McGraw Hill, New Delhi, 10th Edition, 2010.
- V.V.Ramaswamy and S. Namakumari, Marketing Management, McGraw Hill Publication, 4th Edition, New Delhi, 2011.
- S. A. Sherlekar and K. Nirmala Prasad, Principles of Marketing, Himalaya Publication, New Delhi, 2011.

TOTAL QUALITY MANAGEMENT

BBA 2430

5Hrs / 4Cr

Objective: The learner will inculcate the need for quality centric perspective in the conduct of Business both as managers and entrepreneurs.

UNIT- I

Quality Concepts: Definition – Dimensions; Total Quality Management: Evolution – Dimensions – Basic Concepts – Principles – Role of TQM Leaders – Barriers to TQM Implementation; Contributions of Quality Gurus: Deming – Juran – Crosby – Taguchi.

UNIT - II

Customer Satisfaction: Meaning – Types of Customers; Customer Perception of Quality: Factors Influencing Customer Perception of Quality – Identifying Customer Needs – Customer Retention and Feedback; Employee Motivation: Concept – Importance – Theories of Motivation; Employee Empowerment: Definition – Principles – Characteristics; Recognition and Reward: Meaning – Types of Rewards; Performance Appraisal: Need – Process – Benefits.

UNIT– III

PDSA Cycle: Meaning – Phases – Benefits; 5S: Meaning – Objectives – Factors – Benefits; Kaizen: Various Aspects – Features; Performance Measures: Objectives – Pre-Requisites – Implementation Strategy; Quality cost: Definition – Elements – Analyzing Techniques – Trend analysis – Characteristics – Pareto Analysis – Uses.

UNIT– IV

Benchmarking: Meaning – Types – Process – Benefits; Quality Function Deployment: Definition – Methodology – Process; Total Productive Maintenance: Definition – Types – Objectives – Eight Pillars of TPM; Failure Mode Effective Analysis: Definition – Types – Stages.

UNIT – V

Six Sigma: Definition – Process – Advantages; ISO 9000 Quality System: Definition – Objectives – Benefits – Process Model – Elements – Implementation – Documentation; Quality Auditing: Types of Audit; Environmental Management System Standards: Concept – Requirements and Benefits.

Text Book:

V. Jayakumar, R. Raju, Total Quality Management, Lakshmi publications, Chennai, 2016.

Reference Books:

- R. Ramakrishnan – Total Quality Management, Eswar Press, 2010
- Dale. H, Carol Glen, Mary- Total Quality Management, Pearson Education, 2011
- Sridara Bhat – Total Quality Management, Himalaya Publishing House Private Limited, Mumbai, 2012.

ORGANIZATIONAL BEHAVIOUR

BBA 2447

4Hrs / 4Cr

Objective: A student of Organizational Behaviour will get himself acquainted with Organizational theory and develop a better conceptualization of organizational life.

UNIT - I

Overview of Organisational Behaviour: Definition and Meaning - Importance - Foundation; Organization Theory: Evolution of OB - Industrial Revolution - Scientific Management - Human Relations Movement - Hawthorne Studies.

UNIT - II

Personality and Perception: Nature of Personality -Types- Determinants - Theories of Personality - Shaping of Personality; Perception: Meaning and Definition - Perceptual Process - Factors influencing Perception.

UNIT - III

Learning: Meaning and Definition - Theories of Learning- Learning Process; Attitudes: Components of Attitudes – Types – Formation of Attitudes - Job Satisfaction - Causes.

UNIT - IV

Work Motivation: Nature - Importance - Theories of Motivation – Maslow's Hierarchy of Needs Theory - Alderfer's ERG Theory - Herzberg's Motivation Hygiene Theory - Vroom's Expectancy Theory.

UNIT – V

Group Dynamics: Nature and Types of Groups – Why do people join groups?; Team: Nature - Benefits and Types of Teams; Leadership: Nature – Importance – Styles of Leadership.

Text Book:

K. Aswathappa, Organizational Behaviour, Himalaya Publishing House, Mumbai, 2012.

Reference Books:

S.S. Khanka, Organisational Behaviour, S. Chand & Company Pvt. Ltd, 2010.

Luthans, Fred, Organisational Behaviour, McGraw-Hill, 2009.

Pareek, Udai, Understanding Organisational Behaviour, Oxford University Press, 2008.

Robbins, S.P., T.A. Judge & S. Sanghi, Organisational Behaviour, Pearson, 2007.

BUSINESS LAW

BBA 2451

5Hrs/4Cr

Objective: The Learner will understand the legal rules which provide a framework for making business decisions and facilitates commercial transactions.

UNIT-I

Contract Act, 1872: Definition – Growth and Sources – Essential Elements of a Valid Contract- Kinds of Contracts- Contingent Contract - Discharge of Contract - Offer and Acceptance - Consideration.

UNIT – II

Indemnity and Guarantee: Contract of Indemnity: Definition – Rights of Indemnity Holder When Sued; Contract of Guarantee: Definition - Consideration of Guarantee – Distinction between Indemnity and Guarantee; Rights of Surety - Discharge of Surety from Liability.

UNIT-III

Bailment: Definition- Essential Features- Kinds; Duties of Bailee- Rights of Bailee and Bailor – Termination of Bailment; Pledge or Pawn: Definition – Rights of Pawnee and Pawnor- Distinction between Bailment and Pledge - Pledge by Non-Owner.

UNIT-IV

Agency: Definition of Agent and Principal - General Rules of Agency - Distinction between Agent and Servant - Kinds of Agents - Creation of Agency - Rights and Duties of Agent - Rights and Duties of Principal - Termination of Agency - Irrevocable Agency.

UNIT-V

Sale of Goods Act, 1930: Definition- Essentials of a Contract of Sale- Kinds of Goods - Difference Between Sale and Agreement to Sell - Sale and Hire Purchase; Conditions and Warranties: Definition – Express and Implied Conditions and Warranties; Doctrine of Caveat Emptor.

Text Book:

S. S. Gulshan, Business Law, Third edition, Excel Books, New Delhi, 2016.

Reference Books:

- N.D.Kapoor, "Elements of Mercantile Law", Sultan Chand & Sons, New Delhi, 2014.
- P. Saravanavel and S.Sumathi, "Business Law", Himalaya Publishing House, 2012.
- M.C.Kuchhal, "Mercantile Law", Vikas Publishing House Pvt Ltd, New Delhi, 2012.
- Avatar Singh, "Mercantile Law" , Eastern Book Company, Lucknow, 2010.

PORTFOLIO MANAGEMENT

BBA 2539

5 Hrs/ 5 Cr

Objectives: The students will comprehensively be introduced to the areas of security analysis and portfolio management; and will be equipped with the advanced tools and techniques for making profitable investment decisions.

UNIT -I

Investment Management: Definition of Investment - Classification – Speculation - Factors favouring Investment – Objectives - Essential features of an Investment Program - Investment Process - Investment Alternatives; Mutual funds:Types – Importance - Government Securities - Characteristics of Government Securities - Structure of Financial Markets in India.

UNIT- II

Portfolio Management: Meaning –Definition – Process - Factors contributing to Portfolio Management – Principles – Policies – Duties and responsibilities of Portfolio Manager-Portfolio Theory- Markowitz Model – Assumptions – Features-Sharpe’s Portfolio Model.

UNIT -III

Capital Asset Pricing Model: Assumptions –Explanation - Limitations - Problems in Portfolio Management- Arbitrage Pricing Theory Model -CAPM vs. APT; SEBI: Objectives – Functions - Powers of SEBI - Various departments of SEBI.

UNIT- IV

Approaches to Security Analysis: Fundamental Analysis - Economic, Industry, Company; Technical Analysis: Assumptions- Fundamental vs. Technical analysis - Dow Theory - Chartist Method – Charts - Chart pattern in Technical Analysis- Triangles.

UNIT -V

Risk and Return Analysis: Risk – Meaning – Causes- Factors for Risks in Investment- Classification of Risk- Minimizing Risk; Credit Rating: Definitions - Functions –Benefits – Limitations - Factors influencingCredit Rating - Return on Investment – Components - Factors determining Return on Investment.

Text book:

L. Natarajan, “Investment Management - Security Analysis and Portfolio Management”, Margham Publications, Chennai 2017.

Reference books:

- V.A. Avadhani, “Securities analysis and portfolio management”, Himalaya publishing house, Mumbai, 2013
- PrasannaChandra , “Securities analysis and portfolio management”, Tata Mcgraw Hill. New Delhi,2010.
- S.K.Barua, V. Ragunathan and J.R Varma,“Portfolio management” Tata Mcgraw Hill. New Delhi,2011.
- V.K. Bhalla, “Investment management”, S.Chand Publication, New Delhi, 2009.

INDUSTRIAL RELATIONS

BBA 2552

5Hrs / 5Cr

Objectives: The learner will develop an understanding about different facts and the entire machinery of industrial relations.

UNIT - I

Industrial Relation: Concepts – Factors Affecting Industrial Relation – Importance – Approaches; National Commission for Labour & Industrial Relation Policy.

UNIT - II

Trade Unionism: Recommendation of National commission on Labour 1969 for strengthening Trade Unions; Trade Union Act 1926: Definitions – Registration – Cancellation – Duties and Liabilities.

UNIT - III

Payment of Wages Act 1936: Important Definitions – Responsibilities for Payment – Time for Wage Payment – Mode of Wage Payment – Authorized Deduction – Rights of Employers – Rights of Employees.

UNIT - IV

Grievance Procedure: Concept – Essence of Model Grievance Procedure – Causes of Misconduct – Forms of Misconduct – Procedure for Punishment – Types of Punishment; Ethical Codes: Principles of the Code – Chief features of the Code – Code of Discipline in Industry.

UNIT - V

Industrial Disputes Act 1947: Conciliation – Arbitration – Adjudication – Strikes or lockouts – Lay off – Retrenchment closure – Unfair Labour Practices.

Text Book:

Mamoria and Gankar, “Dynamics of Industrial Relation”, Himalaya Publishing House, Mumbai, 2012.

Reference Books:

- N. D. Kapoor, “Elements of Mercantile Law”, Sultan chand & sons, New Delhi, 2009.
- P. Subba Rao, “Industrial Relations”, Himalaya Publishing House, Mumbai, 2013.
- G. Gankar, “Industrial Relations”, Himalaya Publishing House, Mumbai, 2012.
- S. D. Punekar, S. B. Deodhar and Saraswathi Sankaran, “Labour welfare, Trade Unionism and Industrial Relation”, Himalaya Publishing House, Mumbai, 2012.

INTERNATIONAL MARKETING

BBA 3535

5Hrs / 5Cr

Objectives: The students will gain an exposure to marketing strategies, inviting them to the International market, propel export and import of goods globally.

UNIT - I

International Marketing: Definition – Special Problems in International Marketing – Reasons for motives of International Marketing – Internalization Stages – International Marketing Decisions – Participants in International Marketing.

UNIT - II

International Marketing Environment: Economic environment – Social Environment – Demographic environment – Political & Government environment – Technological environment; Market selection: Selection Process – Determinants of Market selection; Market entry strategies.

UNIT - III

International Product Decisions: Product Decisions – Product – Components and Levels of Product – Product Mix – Product life cycle and International Marketing – New product Development steps; Branding: Global Brand – Branding problems in International Marketing; Packaging and Labeling; Functions & Importance – Factors influencing Packaging Decisions.

UNIT - IV

International Pricing: Types of cost in Export Marketing – Objectives – Factors affecting Pricing – Pricing Methods – Steps in Pricing; International Distribution: International Channel System – Types of Foreign Intermediaries.

UNIT - V

Export Finance: Payment Terms; Letter of credit: Parties of the Letter of Credit – Kinds of Letter of Credit; Export Document: Reshipment Document – Documents Related to Goods – Certificates Related to Shipment – Documents Related to Payment.

Text Book:

International marketing, Francis Cherunilam, 15th Edition, Himalaya Publishing House Pvt. Ltd., Mumbai – 400004, 2017.

Reference Book:

R. Srinivasan, International Marketing, PHI Learning [P] Limited, New Delhi – 110042, 2013.

Varshney&Battacharya, International Marketing Management, Sultan Chand &sons, New Delhi – 110002, 2012.

Justing Paul and Ramneekappor, Text & Cases International Marketing, Tata McGraw Hill Publication, New Delhi, 2012.

U.C. Mathur, Sage Publications, International Marketing Management, New Delhi, 2013.

MANAGEMENT INFORMATION SYSTEM**BBA 3635****6 Hrs/ 6Cr**

Objective: The learner will gain fundamental knowledge about the information infrastructure that the modern organization would require to exercise its various functions.

UNIT - I

Information System: Definition-Features -Dimensions - Types - Value -Management Information; Management Information System: Definition -Functions -Process - Role - Objectives - Components -Characteristics - Benefits - Decision Support System-Executive Information System-Information Resource Management.

UNIT - II

System Concepts: Meaning -Elements -Characteristics -Types – Subsystems – Reasons for Subsystems; Structure of MIS: Multiple approaches to structure of MIS -Man Machine Interaction; Transactional Processing System: Features – Functions - Transactional Processing Cycle-Transaction Processing Model.

UNIT - III

Decision Support System: Meaning -Types -Characteristics -Components -DSS Tools- DSS Capabilities-MIS and DSS-Business Intelligence System-Online Analytical Processing - Data Mining – Process; Expert System: Components -Characteristics -Advantages - Limitations – Applications.

UNIT - IV

Enterprise Resource Planning: Evolution – Manufacturing Resource Planning activities - Objectives - Information Integration through ERP - ERP Implementation - Benefits – Disadvantages; Customer Relationship Management: Meaning – Definition-Role - Advantages – Disadvantages.

UNIT - V

Electronic Commerce: Definition-E-Commerce and Business Models; Electronic Data Interchange: Components-Advantages and Disadvantages-Business Opportunities opened up by the Internet-Computer in MIS-Production Information System-Marketing Information System-Finance Information System-Personnel Information System.

Text Book:

P.Mohan, “Management Information Systems”, Himalaya Publishing House, Mumbai, 2012

Reference books:

W.S.Jawadekar, Management Information Systems, Tata McGraw Hill Publications, New Delhi 2010.

S.Sadagopan, Management Information Systems, PHI Learning Pvt Ltd., Delhi 2009.

S.Shajahan, Management Information Systems, New Age international, Delhi, 2007.

Hitesh Gupta, Management Information Systems, Pearson Publications, Delhi, 2011.

LOGISTICS MANAGEMENT**BBA 3638****6 Hrs / 6 Cr**

Objective: The learner will be able to comprehend the concept-based and systemic approach towards those business ventures that involve logistical expertise coupled with the functional knowledge of Supply Chain Management.

UNIT - I

Introduction and Planning: Definition – Importance – Objectives; Logistics / Supply Chain Strategy and Planning: Logistics/SC Strategy – Selecting the Proper Channel Strategy – Measuring Strategy Performance.

UNIT - II

The Logistics and Supply Chain Product: Nature – The 80-20 Curve – Product Characteristics – Product Packaging – Product Pricing; Logistics and Supply Chain Customer Service: Definition – Order Cycle Time – Importance; Order Processing and Information Systems: Definition – Examples – Affecting Factors – Logistics Information System.

UNIT - III

Transport Fundamentals: Importance – Single Service Choices and their Characteristics – Intermodal Services – Transport Cost Characteristics – Rate Profiles - International Transport Documentation.

UNIT – IV

Forecasting Supply Chain Requirements: Nature – Methods; Inventory Policy Decisions: Appraisal – Types of Inventories – Objectives; Purchasing and Supply Scheduling Decisions: Scheduling – Purchasing (activities).

UNIT - V

Storage and Handling System: Reasons for Storage – Functions – Alternatives; Storage and Handling Decisions: Planning for Design and Operation – Order Picking Operations; Facility Location Decision: Classification – Single and Multiple Facility Location – Dynamic Warehouse Location – Retail / Service Location.

Text Book:

Ronald H. Ballou – Business Logistics / Supply Chain Management, Pearson Education, 2012.

Reference Books:

Donald J. Bowersox, David J. Closs – Logistical Management, Tata McGraw-Hill, 2005.

Sridhara Bhatt – Logistic Management, Himalaya Publishing house Private Limited, Mumbai. 2010

P.SaravanaVel - Logistics and Supply Chain Management, Himalaya Publishing house Private Limited, Mumbai. 2010.

Bhatt –Supply Chain Management, Himalaya Publishing house Private Limited, Mumbai. 2011.

UNDERGRADUATE DEPARTMENT OF BUSINESS ADMINISTRATION**Value Added Courses****w.e.f. 2020-2021**

BBA121V	Basic Computer Skills for Managers	2Hrs / 2Cr
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Course Objective	The students will have a clear understanding on the basic knowledge of Computer functions in all aspects of organizational administration.	
Course Outcomes	On completion of the course, students should be able to	
	i	Understand Functions and Operations of Computers
	ii	To Understand the various System Hard Components
	iii	To Access the various Word Processing Functions.
	iv	Practice the Various Arithmetic Operations and Graphical Functions
	v	Enrich the Networking Skills.
Unit	Content	
I (6 Hrs)	Computer Basics: Introduction – Characteristics of Computer – Classifications of computer –Importance - Computers in Business-Facilities available in computerized system.	
II (4 Hrs)	Components of a Computer system: Hardware components – Software components of Micro computers – Classifications of Software components.	
III (8 Hrs)	Word Processing: Introduction - OS Interface - Customizing the Word Application - Document Views - Basic Formatting in Word Processing - Advanced Formatting - Navigating through a Word Document - Performing a Mail Merge - A Quick Look at Macros, Printing Documents.	
IV (6 Hrs)	Worksheets: - Introduction – Workbook – Worksheet - Formatting in excel - Advanced formatting in Excel - Working with formulas – Printing.	
V (6 Hrs)	Presentations: Introduction - Creating a Presentation - Basic Formatting in PowerPoint - Advanced Formatting - Using Templates - Inserting charts - Inserting tables; Internet: Introduction - Network Management-LAN in Business Environment-Types of LAN – Internetworking.	
References		
Text Book:	Computer Applications in Management - Dr.Vivekanand Pandey,Dr.AhmedTsnimSiddiqui - Himalaya Publishing House.	
Reference Books:	1.	Computing Skills for Managers,Siddharth Dutta.
	2.	ICT management in Business, Amy Snider.

	K1	K2	K3	K4	K5	K6
CO1	1					
CO2				4		
CO3			2			
CO4					5	
CO5				4		

Mean: 3.2

BBA221V	Event Management Skills		2Hrs / 2Cr
Course Objective	The prime objective of this course is to inculcate the learners to design and manage events professionally.		
Course Outcomes	On completion of the course, students should be able to		
	i	Start general planning of events.	
	ii	Outline key roles and responsibilities of wider team	
	iii	Prepare events budget and manage finance for future planning	
	iv	Advice on potential income sources for fund raising	
	v	Execute event marketing and communications through planning process	
Unit	Content		
I (6 Hrs)	GeneralPlanning: The event concept- Defining and Communicating the event’s vision and mission- Setting SMART objectives - The SWOT analysis - Event actions plan.		
II (6 Hrs)	Organizational structure of event team: Event team- Recruitment- Legal obligations – Roles - Internal communications - Work experience - Staff- Volunteers; The wider team: Steering group - Board- Sub-group; Other services.		
III (6 Hrs)	Budgets and Financial Management: Transparency – Budget preparation - Control mechanism- Other Financial issues.		
IV (6 Hrs)	Fundraising: Revenue plan - Potential funding and Income sources - Raising commercial sponsorship - Sponsorship proposal - The Tendering process.		
V (6 Hrs)	Marketingand Communications: Situational analysis - Market plan- Resources - Identifying target markets - Forming the marketing objectives- Developing the marketing strategy- Marketing tools - Media relations and Planning.		
References			
Text Book:	Events management, David Williams		
Reference Books:	1.	Sustainable Event Management, Jones meegan, 2016, Scott Press Inc.	
	2.	Event management, Laura Capell, 2014, Enrich Publications.	

	K1	K2	K3	K4	K5	K6
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CO1	1					
CO2				4		
CO3			2			
CO4					5	
CO5				4		

Mean: 3.2

BBA321V	Soft Skills for Managers		2Hrs / 2Cr
Course Objective	The students will have a clear understanding on the basic knowledge of selected soft skills. This course will make them better prepared to face their future corporate life.		
Course Outcomes	On completion of the course, students should be able to		
	i	Understand the fundamental aspects of soft skills and their importance in making them better prepared for their future.	
	ii	Learn the basic mannerism that needs to be followed in a work place.	
	iii	Have good knowledge about the various types of CV/Resume and how they have to prepare their resume for applying to future jobs.	
	iv	Demonstrate the importance of planning their career in such a way that they are on the right track in their career path.	
	v	Educate and provide knowledge about the various stress factors and how to manage stress in a successful manner.	
Unit	Content		
I (6 Hrs)	Introduction to soft skills - importance of soft skills – Attributes regarded as soft skills – Practising soft skills.		
II (6 Hrs)	Manners: Introduction – poor manners among youth–Manners to get respect from others – Corporate grooming tips – Mobile phone etiquettes in office – Annoying office habits.		
III (6 Hrs)	Preparing CV/ Resume: Introduction – Types of resumes – Tips for writing a CV - CV/ Resume preparation do’s and don’ts– Common resume blunders		
IV (6 Hrs)	Career planning: Introduction – guidelines for choosing a career – Myths about choosing a career – Tips for successful career planning – Guidance to develop career goals.		
V (6 Hrs)	Stress management – Introduction – Effects of stress – sources of stress – Signs of stress - Stress management tips.		
References			
Text Book:	Soft skills by Dr K. Alex, S.Chand and company limited, 2014 edition		
Reference Books:	1.	Soft Skills: Key To Success In Workplace And Life by Meenakshi Raman and Shalini Upadhyay	
	2.	Personality Development and Soft Skills by Barun K. Mitra 2016 edition publisher : Oxford publication.	

BBA 6

	K1	K2	K3	K4	K5	K6
CO1	1					
CO2				4		
CO3			2			
CO4					5	
CO5				4		

Mean: 3.2