

**BANGALORE UNIVERSITY**

**(According to NEP - 2020 Regulations)  
SYLLABUS & REGULATIONS  
OF  
Bachelor of Business Administration (BBA)**

**2021-22 Onwards**

**DEPARTMENT OF COMMERCE  
Jnanabharathi Campus, Bangalore University, Bangalore - 560056  
[www.bangaloreuniversity.ac.in](http://www.bangaloreuniversity.ac.in)**

**BANGALORE UNIVERSITY**  
**BBA (REGULAR)**  
**PROGRAMME STRUCTURE**

**SEMESTER I**

Sl No.	Course Code	Title of the Course	Category of courses	Teaching hours per week (L+T+P)	SEE	CIE	Total Marks	Credits
1	Lang.1.1	Language - I	AECC	3+1+0	60	40	100	3
2	Lang.1.2	Language - II	AECC	3+1+0	60	40	100	3
3	BBA 1.1	Management Innovation	DSC	4+0+0	60	40	100	4
4	BBA 1.2	Fundamentals of Accountancy	DSC	3+0+2	60	40	100	4
5	BBA 1.3	Marketing Management	DSC	4+0+0	60	40	100	4
6	BBA 1.4	Digital Fluency/ Spreadsheet for Business	SEC-SB	1+0+2	50	50	100	2
7	BBA 1.5	Business Organization / Office Organization and Management/ / Tourism and Travel Management/ Event Management	OEC	3+0+0	50	50	100	3
8		Physical Education - Yoga	SEC-VB	0+0+2				1
9		Health and Wellness	SEC-VB	0+0+2				1
<b>Sub - Total ( A)</b>					<b>400</b>	<b>300</b>	<b>700</b>	<b>25</b>

**Notes:**

- Ø One Hour of Lecture is equal to 1 Credit.
- Ø One Hour of Tutorial is equal to 1 Credit (Except Languages).
- Ø Two Hours of Practical is equal to 1 Credit

### Acronyms Expanded

Ø AECC	: Ability Enhancement Compulsory Course
Ø DSC ©	: Discipline Specific Core (Course)
Ø SEC-SB/VB	: Skill Enhancement Course-Skill Based/Value Based
Ø OEC	: Open Elective Course
Ø DSE	: Discipline Specific Elective
Ø SEE	: Semester End Examination
Ø CIE	: Continuous Internal Evaluation
Ø L+T+P	: Lecture+Tutorial+Practical(s)

**Note:** Practical Classes may be conducted in the Business Lab or in Computer Lab or in Class room depending on the requirement. One batch of students should not exceed half (i.e., 50 or less than 50 students) of the number of students in each class/section. 2 Hours of Practical Class is equal to 1 Hour of Teaching, however, whenever it is conducted for the entire class (i.e., more than 50 students) 2 Hours of Practical Class is equal to 2 Hours of Teaching.

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

**Course Code:** BBA 1.1

**Name of the Course:** Management Innovation

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

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

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

- Enhance their knowledge and skills which are essential for success in management careers.
- Understand the concepts related to Business Management.
- Adapt to the changing opportunities.
- Understand management information systems in practice
- Understand the role of Artificial Intelligence in Business Decisions.

### **Syllabus**

**Module No. 1: MANAGERIAL FUNCTIONS (12 Hrs)**

Concept of Management, Principles of Management-Managerial Functions-Planning, Organizing, Staffing, Directing, Coordinating, Controlling. Manager- Meaning of Manager, Types of Managers, Role of Manager, Managerial Skills. Modern Organization Structure. Ethics in Management. CSR (Corporate Social Responsibility)- Meaning, Definition, Types, Need and responsibility towards stakeholders and community

**Module No. 2: CHANGE MANAGEMENT (12 Hrs )**

Meaning, Need, Volatility, Uncertainty, Complexity, Ambiguity (VUCA), 7 R's of Change Management - Reuse, Repurpose, Rot, Repair, Return, Refill and Refuse, Steps in Change Management, Change Management Risk. Change Management Process - Meaning, Need, Stages, Change Management Models, Theories of Change Management, Resistance to Change.

**Module No. 3: MANAGEMENT INFORMATION SYSTEM ( 10 Hrs )**

Meaning, Definition, concepts, Types of Information Systems, Trends in Information Technology, Role of MIS, MIS report- Meaning, Need, Type and Format of MIS report. Managing Data Resources, ERP- Meaning, Need, Steps, Challenges of ERP.

**Module No. 4: GOVERNMENT and BUSINESS ( 12 Hrs )**

Role of Government in Business Organization, State participation in Business Organization, Relationship between Government & Business Organization. Role of Chamber of Commerce and Industry, Government Schemes for Business Organization, Government Policy on Regional Balances

**Module No. 5: BUSINESS INTELLIGENCE (BI) ( 10 Hrs )**

Meaning and Definition of BI, Need, Role of BI, pros and cons of BI, types, Career Opportunities in BI, Trends in Business Intelligence.

Artificial Intelligence- Meaning, Goals, Role of AI in Management.

### **Skill Developments Activities:**

- Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same need to be recorded by the student in the Skill Development Book.

- List out recent changes in management structure.
- Draft chart on functions of Management
- Prepare a report on the application of Artificial intelligence in Business.
- Any other activities, which are relevant to the course.

**Reference Books:**

- Stephen P. Robbins, Management, Pearson
- Koontz and O' Donnell, Management, McGraw Hill.
- Appanniah and Reddy, Management, HPH.
- Management information system: Pearson
- Change Management: Prof Dr. Olaf Passenheim

**Note: Latest edition of textbooks and reference Books may be used**

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

**Course Code:** BBA 1.2

**Name of the Course:** Fundamentals of Accountancy

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

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

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

- Understand the basic Concepts of Accounting.
- Pass Journal Entries and Prepare Ledger Accounts.
- Prepare Subsidiary Books.
- Prepare Trial Balance and Final Accounts of Proprietary concern.
- Use Accounting Concepts in Spreadsheet.

### Syllabus

**Module No. 1: INTRODUCTION TO ACCOUNTANCY (10 Hrs)**

Introduction – Meaning and Definition – Objectives of Accounting – Functions of Accounting– Users of Accounting Information – Limitations of Accounting – Accounting Cycle - Accounting Principles – Accounting Concepts and Accounting Conventions. Accounting Standards-objectives-significance of accounting standards. List of Indian Accounting Standards.

**Module No. 2: ACCOUNTING PROCESS (12 Hrs )**

Process of Accounting - Double entry system – Kinds of Accounts – Rules-Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trial Balance – Problems on Journal, Ledger Posting and Preparation of Trial Balance

**Module No. 3: SUBSIDIARY BOOKS ( 14 Hrs )**

Meaning – Significance – Types of Subsidiary Books –Purchases Book, Sales Book (With Tax Rate) , Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book , Double Column Cash Book , Three Column Cash Book and Petty Cash Book(Problems only on Three Column Cash Book and Petty Cash Book).

**Module No. 4: FINAL ACCOUNTS OF PROPRIETARY CONCERN ( 14 Hrs )**

Preparation of Statement of Profit and Loss and Balance Sheet of a proprietary concern with special adjustments like Depreciation, Outstanding and Prepaid Expenses, Outstanding And Received In Advance of Incomes, Provision for Doubtful Debts, Drawings and Interest On Capital.

**Module No. 5: EXPERIENTIAL LEARNING ( 06 Hrs )**

Creation of Subsidiary Books in Spreadsheet: Purchases Book, Sales Book (With Tax Rate), Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book. Preparation of Statement of P/L, Balance Sheet in Spreadsheet.

**Skill Developments Activities:**

- List out the accounting concepts and conventions.
- Prepare a Bank Reconciliation Statement with imaginary figures

- Collect the financial statement of a proprietary concern and record it.
- Prepare a financial statement of an imaginary company using spreadsheet
- Any other activities, which are relevant to the course.

**Reference Books:**

- Hanif and Mukherjee, Financial Accounting, McGraw Hill Publishers
- Arulanandam & Raman; Advanced Accountancy, Himalaya Publishing House
- S.Anil Kumar,V.Rajesh Kumar and B.Mariyappa–Fundamentals of Accounting, Himalaya Publishing House.
- Dr. S.N. Maheswari, Financial Accounting, Vikas Publication
- S P Jain and K. L. Narang, Financial Accounting, Kalyani Publication
- Radhaswamy and R.L. Gupta, Advanced Accounting , Sultan Chand
- M.C. Shukla and Goyel, Advanced Accounting , S Chand.

**Note: Latest edition of textbooks and reference Books may be used**

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

**Course Code:** BBA 1.3

**Name of the Course:** Marketing Management

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

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

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

- Understand the Concepts and Functions of Marketing.
- Analyse Marketing Environment its Impact on the Business.
- Understand the Consumer Behaviour
- Describe Marketing Mix and also strategize Marketing Mix
- Describe Service Marketing Mix.
- Use the Technology in Market Survey and Collection of Data.
- Understand the Various Acts Related to Marketing.

### Syllabus

#### **Module No. 1: FUNDAMENTALS OF MARKETING (14 Hrs)**

Introduction to Marketing, Evolution of Marketing, Meaning and Definitions, Objectives, Importance and Functions of Marketing, Traditional Marketing Concept vs Modern Marketing Concept. Marketing V/S Selling, Marketing Myopia, Approaches to Marketing. Marketing of Services - Meaning, Definition, Features. Marketing Environment - Meaning, Environmental Scanning, Benefits of Environmental Scanning, Components of Marketing Environment.

#### **Module No. 2: MARKETING MIX & LEGAL ASPECTS OF MARKETING (14 Hrs)**

Marketing Mix - Introduction, Elements of Marketing Mix, Product-Product Mix, Product Line, Product Lifecycle, New Product Development, Reasons For Failure of New Product, Branding, Packing and Packaging, Labeling, Pricing – Objectives, Factors Influencing Pricing Policy, Methods of Pricing; Physical Distribution–Meaning, Factors Affecting Channel Selection, Types of Marketing Channels. Promotion – Meaning and Significance of Promotion, Personal Selling and Advertising, Services Marketing Mix. Legal Aspects of Marketing- Consumer Protection Act 1986, Environment Protection Act 1955, The Prevention of Food Adulteration Act 1951, The Competition Act 2002, The Packaging Rules 1977, FSSAI.

#### **Module No. 3: CONSUMER BEHAVIOUR ( 08 Hrs )**

Meaning, Definition: Consumer, Consumer Behaviour, Factors Influencing Consumer Behaviour, Consumer Decision Process, Types of Buying Motives, Theories of Consumer Buying Behaviour, Consumer Socialization, Factors Influencing Consumer Socialization

#### **Module No. 4: MARKETING STRATEGIES ( 08 Hrs )**

Market Segmentation- Meaning, Definition, Significance of Market Segmentation, Basis for Segmentation of Consumer Market and Business Segmentation. Target Marketing: Steps in Target Marketing, Market Targeting Strategies. Market Positioning: Importance of Marketing Positioning, Basis for Developing Positioning Strategy

**Module No. 5: MARKET RESEARCH and INNOVATIONS ( 12 Hrs )**

Market Research- Meaning Definition, Objectives, Characteristics. Types of Marketing Research, Methods in Market Research, Marketing Research Tools and Techniques – Consumer Engagement Softwares' & online data collection forms (Quest Back, Key Survey, Klout, Kred, Survey Monkey, Sparrow Survey, Typo Form Etc.)

Innovations In Marketing: Meaning, Definition, Characteristics and Challenges- Green Marketing, Online Marketing, Digital Marketing, Content Marketing, Social Media Marketing, Disruptive Marketing.

**Skill Developments Activities:**

- Two cases on the above syllabus should be analyzed and recorded in the skill development book.
- Design a logo and tagline for a product of your choice
- Develop an advertisement copy for a product.
- Prepare a chart for distribution networks for different products.
- Prepare a Survey Report on Consumer Behaviour

**Any other activities, which are relevant to the course.**

**Reference Books:**

- Philip Kotler, Marketing Management, Prentice Hall.
- Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI
- William J. Stanton, Michael J. Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill Education.
- Bose Biplab, Marketing Management, Himalaya Publishers.
- J.C. Gandhi, Marketing Management, Tata McGraw Hill.
- Ramesh and Jayanti Prasad: Marketing Management, I.K. International
- Sontakki, Marketing Management, Kalyani Publishers.
- P N Reddy and Appanniah, Marketing Management
- E – Commerce, P T Joseph, 4th Edition, 2013, PHI learning Pvt.Ltd.

**Note: Latest edition of textbooks and reference Books may be used**

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

**Course Code:** BBA 1.4 ( SEC - SB)

**Name of the Course:** Digital Fluency

<b>Course Credits</b>	<b>No. of Hours per week</b>	<b>Total No. of Teaching Hours</b>
2 Credits	3 Hrs	28 Hrs

**Pedagogy:** Classroom lecture, tutorials, Group discussion, Seminar, Case studies, lab, fieldwork etc.,

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

- Understand the Fundamentals of computers.
- Work in Word Processor effectively.
- Discover the arena of the Internet and its possibilities.
- Effectively communicate through email

### **Syllabus**

#### **Module No. 1: Fundamentals of Computer (04 Hrs)**

Introduction – Objectives - Computer, Mobile/ Tablet and their application - Components of a Computer System - Central Processing Unit- Common Input & Output devices - USB ports and Pen Drive - Connecting Power cord, Keyboard, Mouse, Monitor and Printer to CPU

#### **Module No. 2: Word Processor (16 Hrs )**

Introduction – Objective -Word Processing Basic - Opening Word Processing Package - Title Bar, Menu Bar, - Toolbars & Sidebar - Creating a New Document - Opening and Closing Documents-Opening Documents - Save and Save As - Closing Document - Using The Help - Page Setup - Print Preview - Printing of Documents - PDF file and Saving a Document as PDF file - Document manipulation & Formatting - Text Selection - Cut, Copy and Paste - Font, Color, Style and Size selection - Alignment of Text - Undo & Redo - Spelling & Grammar - Shortcut Keys

#### **Module No. 3: Internet ( 04 Hrs )**

Introduction – Objectives – Internet - protocols: HTTP, HTTPS, FTP, Concept of Internet & WWW - Website Address and URL - Applications of Internet - Modes of Connecting Internet (Hotspot, Wi-Fi, LAN Cable, Broadband, USB Tethering) - Popular Web Browsers (Internet Explorer/Edge, Chrome, Mozilla Firefox.) - Exploring the Internet - Surfing the web - Popular Search Engines - Searching on Internet

#### **Module No. 4: E-mail ( 04 Hrs )**

Introduction -Objectives - Structure - protocols: SMTP, IMAP, POP3 - Opening Email account - Mailbox: Inbox and Outbox - Creating and Sending a new E-mail - CC – BCC- Replying -Mail Merge-Forwarding - attachments – Scheduling – Password Protect – Delete.

#### **Skill Developments Activities:**

- Use word processor to prepare Resume
- Draft a covering letter using Word Processor
- Systematically draft different emails
- Prepare a Letter of Internship requisition and send email.
- Install and uninstall a Web Browser and Record the Steps

Any other activities, which are relevant to the course.

**Reference Books:**

- Fundamentals of Computers, by Rajaraman V , Adabala N
- Fundamentals of Computers by Manoj Wadhwa (Author)
- Fundamentals of Computers by (V. Rajaraman)
- Learning MS-Word and MS-Excel, by Rohit Khurana
- Microsoft Word 2019 Step by Step Joan Lambert (Author)
- MICROSOFT WORD FOR BEGINNERS 2021: LEARN WORD PROCESSING SKILLS by RICHARD STEVE

**Note: Latest edition of textbooks and reference Books may be used**

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

**Course Code:** BBA 1.4 (SEC-SB)

**Name of the Course:** Spreadsheet for Business

<b>Course Credits</b>	<b>No. of Hours per week</b>	<b>Total No. of Teaching Hours</b>
2 Credits	3 Hrs	28 Hrs
<b>Pedagogy:</b> Classroom lecture, tutorials, Group discussion, Seminar, Case studies, lab, fieldwork etc.,		
<b>Course Outcomes: On successful completion of the course, the students will be able to</b> <ul style="list-style-type: none"><li>• Understand the basic concepts of Spreadsheet</li><li>• Summarize data using Functions</li><li>• Apply Conditions using formulas and Functions</li><li>• Implement Basic financial Concepts in Spreadsheet</li></ul>		
<b>Syllabus</b>		
<b>Module No. 1: Introduction (08 Hrs)</b> Introduction to spreadsheets - Office Suite overview - Basic text and cell formatting - Basic arithmetic calculation - Special paste - Freeze pane - Auto completion of series - Sort and filter - Charts.		
<b>Module No. 2: Summarize data using functions (10 Hrs )</b> Perform calculations by using the SUM function- Perform calculations by using MIN and MAX functions - Perform calculations by using the COUNT function - Perform calculations by using the AVERAGE function - Perform logical operations by using the IF function - Perform logical operations by using the SUMIF function - Perform logical operations by using the AVERAGEIF function - Perform statistical operations by using the COUNTIF function.		
<b>Module No. 3: Text Functions ( 10 Hrs )</b> Data validation - Text Functions: LEN, TRIM, PROPER, UPPER, LOWER, CONCATENATE.		
<b>Skill Developments Activities:</b> <ul style="list-style-type: none"><li>• Enter class data into rows and columns</li><li>• Create Draft Marks Card in Spreadsheet</li><li>• Create Draft profit and Loss and Balance Sheet in Spreadsheet</li><li>• Create GST Invoice in Spreadsheet with Tax Rate</li></ul> Any other activities, which are relevant to the course.		

**Reference Books:**

- Learning MS-Word and MS-Excel, by Rohit Khurana
- Excel Formulas and Functions 2020: The Step by Step Excel Guide with Examples on How to Create Powerful Formulas: 1 by Adam Ramirez
- Excel 2013 in Simple Steps by Kogent Learning Solutions Inc.
- Excel Formulas and Functions: The Step by Step Excel Guide on how to Create Powerful Formulas by Harjit Suman

**Note: Latest edition of textbooks and reference Books may be used**

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

**Course Code:** BBA 1.5 Open Elective Course (OEC)

**Name of the Course:** Business Organization

Course Credits	No. of Hours per week	Total No. of Teaching Hours
3 Credits	3 Hrs	42 Hrs

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

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

- Understand the nature, objectives and social responsibilities of business.
- Acquire the ability to describe the different forms of organizations.
- Understand the basic concepts of management.
- Understand the functions of management.
- Understand the different types of business combinations.

### Syllabus

**Module No. 1: INTRODUCTION TO BUSINESS (08 Hrs)**

Business: Meaning, Nature, Scope and Social responsibility of Business, Objectives, Essentials of successful business; Functional areas of business. Forms of Business organization: Sole proprietorship, Partnership, Joint Stock Company & Co-operatives – definitions, Features, Merits and Demerits. Sources of Business Finance: Sources of Long Term, Medium Term and Short-Term Business Finance

**Module No. 2: PUBLIC ENTERPRISES (08 Hrs )**

Departmental Undertaking: Definitions, Features, Merits and Demerits. Public Corporations: Definitions, Features, Merits and Demerits. Government Companies: Definitions, Features, Merits and Demerits

**Module No. 3: GOVERNMENT AND BUSINESS INTERFACE ( 10 Hrs )**

Government and business interface; stock exchange in India; business combination – concept and causes; chambers of commerce and industries in India – FICCI, CII Association

**Module No. 4: EMERGING MODES OF BUSINESS ( 08 Hrs )**

E-business - scope and benefits, resources required for successful e-business implementation, online transactions, payment mechanism, security and safety of business transactions; Outsourcing- concept, need and scope of BPO (business process outsourcing) and KPO (knowledge process outsourcing); Smart cards and ATMs- meaning and utility

**Module No. 5: MANAGING ETHICS IN ORGANIZATION ( 08 Hrs )**

Ethical Regulation in organization, corporate standards, codes of conducts, and other internal documents of the companies. Supporting tools to increase the ethical level of organization culture (ethical codes, "cards of ethics", and committees on ethics, social audit, training in ethical behavior, ethical examination, and ethical consultation). Corporate culture and ethical climate of the organization. Control of ethical standards: ombudsman; compliance system; hot lines, whistleblowing. Bad practices, best practices Ethical and Unethical Practices in Marketing & Finance (cases of the companies).

**Skill Developments Activities:**

- Preparation of partnership deed
- Draw a business tree
- Make a list of 10 PSUs
- Prepare the List of documents required for Business Loan.
- Prepare a list of different types of business combinations.

**Reference Books:**

- C B. Gupta - Business Organisation and Management, Sultan Chand & Sons.
- Dr. S. C. Saxena - Business Administration & Management, Sahitya Bhawan.
- M. C. Shukla - Business Organisation and Management. S Chand & Company Pvt. Ltd.
- S.A Sherlekar - Business Organization, Himalaya Publishing House.
- Y.K. Bhushan. Fundamentals of Business Organisation and Management, Sultan Chand & Sons.
- R.K. Sharma, Business Organisation & Management Kalyani Publishers
- Dr. I.M. Sahai, Dr. Padmakar Asthana, 'Business Organisation & Administration',
- Sahitya Bhawan Publications Agra.

**Note: Latest edition of textbooks and reference Books may be used**

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

**Course Code:** BBA 1.5 Open Elective Course (OEC)

**Name of the Course:** Office Organization and Management

Course Credits	No. of Hours per week	Total No. of Teaching Hours
3 Credits	3 Hrs	42 Hrs

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

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

- Understand the basic knowledge of office organisation and management
- Demonstrate skills in effective office organisation
- Demonstrate the ability to maintain office records
- Demonstrate the ability to maintain digital records.
- Understand the different types of organisation structures and responsibilities as future office managers.

### Syllabus

#### **Module No. 1: FUNDAMENTALS OF OFFICE MANAGEMENT (08 Hrs)**

Introduction, Meaning, importance and functions of modern office.

Modern office Organisation: Meaning, Steps in office organisation, Principles of office organisation, Organisation structure types.

Nature of office services: Types of services in a modern office, decentralisation and centralisation of office services, Departmentation of office.

Office management: Meaning, Elements and major processes of office management.

Office Manager: Functions and qualifications of office manager.

#### **Module No. 2: ADMINISTRATIVE ARRANGEMENT and FACILITIES (06 Hrs )**

Office Accommodation and its Importance: Location of office, Choice of Location: Urban vs Suburban, Factors to be Considered in Selecting the Site, Securing office Space,

Office Lay-out: Objectives of office Lay-out, Principles of office Lay-out, Steps in Lay-out Planning, Advantages of a Good Lay-out.

Types of offices: Open office and Private office- advantages and disadvantages

#### **Module No. 3: OFFICE ENVIRONMENT ( 10 Hrs )**

Meaning and Components of Office Environment.

Interior Decoration: Colour Conditioning, Floor Coverings, Furnishings.

Furniture and Fixtures: Types of Furniture, Choice between Wooden and Steel Furniture, Principles Governing Selection of Furniture.

Lighting and Ventilation, Noise: Internal Noise, External Noise.

Cleanliness, Sanitation and Health Safety and Security.

#### **Module No. 4: RECORDS MANAGEMENT ( 08 Hrs )**

Introduction to records: Importance of Records, types of office records.

Records Management: Meaning, Principles of Record Keeping, Functions of Records Management

Filing: Elements of Filing and Filing Functions, Objectives and Importance of Filing,

Advantages of Filing, Essentials of a Good Filing System, Classification of Files, Filing Procedure or Routine.

Filing Methods: Horizontal Filing -meaning, types and advantages, Vertical Filing- meaning, equipment used, advantage and disadvantages.

Centralisation and Decentralisation of Filing- Centralised filing and Decentralised Filing office manual: contents, Importance, types of office manuals.

Indexing: Meaning, importance, advantages and essentials of good indexing, type of index Retention and disposal of files: Meaning and benefits of record retention, need for disposal of files, life-cycle stages of files.

### **Module No. 5: OFFICE MECHANISATION and DATA PROCESSING ( 10 Hrs )**

Meaning, Importance and Objectives of office Mechanisation, Advantages and disadvantages of Office Mechanisation, Factors Determining office Mechanisation

Kinds of office Machines: Duplicating Machines and Photocopying Machines, Accounting, tabulating and computing machines, communication machines

Introduction to Data and Information: Distinction between Data and Information, Importance of Data and Information, Classification of Data, Classification of Information, Data Lifecycle (chart), Data Collection Methods- Primary and secondary data collection methods

Data presentation Methods of Presentation of Data

Data processing using computers: Components of Computers, Input and Output Devices, Software used in Computers (names and uses only), Computer Applications in Office' Management, Advantages and Limitations of Computerisation

#### **Skill Developments Activities:**

- Visit an office and enlist the different types of machines used in the office
- Identify the different types of stationery used in offices today
- Draw a data life cycle chart
- Draw charts indicating different types of office layouts

Any other activities, which are relevant to the course.

#### **Reference Books:**

- S.P Arora, Office Organisation and Management, Vikas Publishing House Pvt Ltd
- M.E Thakuram Rao, Office organisation and Management, Atlantic
- Judith Read, Mary Lea Ginn, Record Management, 10<sup>th</sup> Edition, Cengage Learning.

**Note: Latest edition of textbooks and reference Books may be used**

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

**Course Code:** BBA 1.5 Open Elective Course (OEC)

**Name of the Course:** Tourism and Travel Management

Course Credits	No. of Hours per week	Total No. of Teaching Hours
3 Credits	3 Hrs	42 Hrs

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

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

- Understand the fundamental concept of Tourism.
- Overview of the Tourism products and resources of India.
- Understand the basic concept and various components of Tourism management.
- Understand the Functions and Types of Travel Agents and Tour Operators.
- Familiarize the concept of Transport and Accommodation.

### Syllabus

#### **Module No. 1: INTRODUCTION TO TOURISM (08 Hrs)**

Travel: Meaning, Factors affecting travel, Traveler, Tourist, Travel guide (Meaning only).

Tourism: Meaning and Definition, Objectives, Types of Tourism: Inter-regional, Intra regional, Inbound and Outbound Tourism, Domestic, International. Forms of Tourism: Religious, Medical, Historical, Social, Adventure, Health, Business, Conference, Sports. Impact of Tourism

#### **Module No. 2: TOURISM PRODUCTS (08 Hrs )**

Tourism Resources- Meaning, Definition, Tourism resources of India-types & typologies

Cultural resources: Art & Architectures, Historical, Festivals, Costumes.

Popular Religious Centres: Hindu, Muslim, Christianity, Buddhism, Jainism, Sikhism others.

Performing Art of India: Classical dance, folk, music, musical instruments, costumes, handicrafts, boat race, food festivals, An overview of tourism development strategies

#### **Module No. 3: TOURISM MANAGEMENT & HOSPITALITY ( 10 Hrs )**

Tourism Management: Meaning, Nature, Levels of Management, Principles of Management, Role of Manager, Managerial Functions (Planning, Decision, Organizing , Staffing, Directing) Accommodation - Meaning, role of accommodation in tourism, Types of Accommodations.

#### **Module No. 4: TRAVEL AGENCY & TOUR OPERATIONS ( 10 Hrs )**

Travel Agency: Introduction, Meaning, Types of Travel Agency, Functions, challenges faced by Travel Agency and Tour Operators. Procedure for approval of a travel agency & tour operators (IATA & Govt body Approval) Travel Documentation: Passport-types, Procedure to apply, VISA-Types & Documents required for foreigners to visit India. Tour Operators: Meaning, Roles and Responsibilities, Types of tour operators, Types of tour packages.

Travel Organizations- UFTAA, TAAI, IATO and Its Functions.

#### **Module No. 5: TRANSPORTATION MANAGEMENT ( 06 Hrs )**

Transportation: Meaning, Role of transport in tourism, types of transportation systems, Rail transport- History, Role of Indian Railway in tourism, Air transport- History, Air Transport Regulations, Limitations, Recent trends in International Tourism. Water Transport- categories of water transport, Cruise Line type, facilities and Cruise Accommodation.

**Skill Developments Activities:**

- Students are required to maintain a Newspaper clippings file, detailing the articles pertaining to tourism.
- Prepare a report on unexplored destinations in India and their potential for tourism promotion.
- Briefly Explain Role of Government – Ministry of tourism.
- Visit Virtual/ Study Tour and Prepare a report.
- Prepare an Itinerary of a tour.

Any other activities, which are relevant to the course.

**Reference Books:**

- Cottman, Travel & Tourism
- Bhatia AK (2002), Tourism Development: Principles and Practices, Revised edition Sterling Publishers Private Limited, New Delhi.
- Chris Cooper, Fletcher John, Fyall, Alan, Gilbert David, Wall Stephen (2008), Tourism Principles and Practices, 4th edition, Pearson Education Limited.
- Dennis L & Foseter – Glencoe (2003), an Introduction to Travel & Tourism, McGrawHill International.
- Dr. Revathy Girish (2007), Indian Tourist Panorama, Dominant Publishers and Distributors, New Delhi.
- Ghosh Bishwanth (2000), Tourism & Travel Management, Second Revised Edition Vikas Publishing House Pvt Ltd, New Delhi.
- Kaul R.N (1991), Dynamics of Tourism, Sterling Publishers Pvt Ltd, Volume 1, 2 & 3 New Delhi,

**Note: Latest edition of textbooks and reference Books may be used**

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

**Course Code:** BBA 1.5 Open Elective Course (OEC)

**Name of the Course:** Event Management

<b>Course Credits</b>	<b>No. of Hours per week</b>	<b>Total No. of Teaching Hours</b>
3 Credits	3 Hrs	42 Hrs

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

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

- Understand the process of organizing an event.
- Understand the importance of a checklist in organizing an event.
- Familiarize with organizing corporate events
- Obtain a sense of responsibility for the multidisciplinary nature of event management.
- Learn to promote the events.

### **Syllabus**

#### **Module No. 1: INTRODUCTION TO EVENT MANAGEMENT (08 Hrs)**

Introduction to Event Management: Meaning , Scope, Types of Events ( Corporate, Private, or Charity, Indoor Events, Outdoor Events , Celebrity Events ) Tools For Event Planning & Management , MICE Events, Event Operations and Services ( Setting Up, Parking , Maintenance, Ticketing , Food and Beverage, Logistics ) .

#### **Module No. 2: EVENT PLANNING (08 Hrs )**

Event Planning: Event Checklist, Hosting , Principles of Holding Event , Reserving Event Hall, Preparing and Designing ,The Schedule of Event Permissions, Policies , Government & Local Authorities , Phonographic , Performance License , Five Bridges Of Event Management , Characteristics of Successful Event Management

#### **Module No. 3: CORPORATE EVENT MANAGEMENT ( 10 Hrs )**

Corporate Event Organization : Preparing A Blueprint , Facilities Planning and Organizing ( Assigning Staff , Maintenance of Inventory For The Chemicals and Equipments , Cleaning, Maintenance, Aesthetic Upkeep , Maintaining Back Areas, Public Areas and Surroundings, Floral Designing (- Assigning The Responsibilities , Event Organizer Arrangements , Corporate Event Packages , Corporate Hospitality , Well- Being of the Patrons & Participants , Entailing The Entertainment In Corporate Events and Corporate Event Reporting .

#### **Module No. 4: MARKETING OF EVENTS ( 10 Hrs )**

Marketing for Events: Introduction , Importance , Public relation strategies , Brainstorming sessions , writing for public relation (Reviews). Tools of promotion: Media, Types of Media ( Print , Electronic, Social Media Networks). Advertising, Promotional Aids ( Invitation, Brochures, Leaflets)

#### **Module No. 5: POST EVENT FUNCTIONS ( 06 Hrs )**

Post event functions: Basic guidelines of Budgeting , Essence of margin, Break even Analysis, Cost-Benefit Analysis, Forecasting Techniques, SWOC Analysis.

#### **Skill Developments Activities:**

- Prepare an event report with imaginary activities.

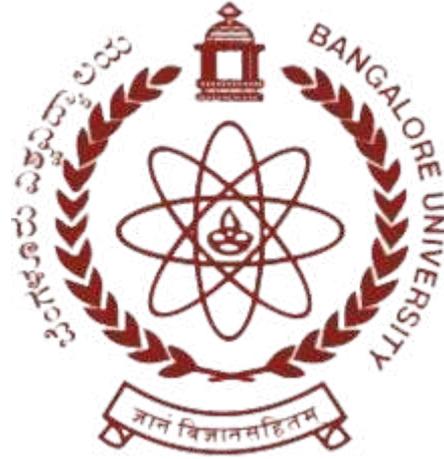
- Prepare a checklist for a birthday party.
- Prepare a Budget for Organizing an Event.
- Write a public relation letter for medical event
- Prepare a break even analysis with imaginary figures for an event.

Any other activities, which are relevant to the course.

### **Reference Books:**

- Mark Sonderm CSEP -Event entertainment and production:publishers; wiley and sons, Inc
- Annestephen; Event management, HPH.
- K. Venkatramana -Event Management - SHBP.
- K Ramachandra and Allabaksh Principles of Event Management HPH
- Rekha and Vibha Marketing management -VBH
- Nihaasif Event management-VBH

**Note: Latest edition of textbooks and reference Books may be used**



**BANGALORE UNIVERSITY**  
**Jnanabharathi, Bengaluru- 560056**

**(According to NEP - 2020 Regulations)**  
**Syllabus of 2nd Semester**  
**Bachelor of Business Administration (BBA)**

**2021-22 Onwards**

**DEPARTMENT OF COMMERCE**  
**Jnanabharathi Campus, Bangalore University, Bengaluru- 560056**  
**[www.bangaloreuniversity.ac.in](http://www.bangaloreuniversity.ac.in)**

## BBA Programme Structure

### SEMESTER II

Sl No.	Course Code	Title of the Course	Category of courses	Teaching hours per week (L+T+P)	SEE	CIE	Total Marks	Credits
1	Lang.2.1	Language – I	AECC	3+1+0	60	40	100	3
2	Lang.2.2	Language – II	AECC	3+1+0	60	40	100	3
3	BBA 2.1	Financial Accounting and Reporting	DSC	3+0+2	60	40	100	4
4	BBA 2.2	Human Resource Management	DSC	4+0+0	60	40	100	4
5	BBA 2.3	Business Environment	DSC	4+0+0	60	40	100	4
6	BBA 2.4	Retail Management/ Management of Non Government Organizations	OEC	3+0+0	60	40	100	3
7	BBA 2.5.1	A) Digital Fluency / Spreadsheet for Business.	SEC - SB	1+0+2	30	20	50	2
		or B) Environmental Studies.	AECC	2+0+0	30	20	50	2
8	BBA 2.5.2	Sports	SEC-VB	0+0+2	-	25	25	1
9	BBA 2.5.3	NCC/NSS/R&R (S&G)/Cultural	SEC-VB	0+0+2	-	25	25	1
<b>Sub - Total ( B)</b>					<b>390</b>	<b>310</b>	<b>700</b>	<b>25</b>

#### Notes:

- ∅ One Hour of Lecture is equal to 1 Credit.
- ∅ One Hour of Tutorial is equal to 1 Credit (Except Languages).
- ∅ Two Hours of Practical is equal to 1 Credit

#### Acronyms Expanded

- ∅ AECC : Ability Enhancement Compulsory Course
- ∅ DSC © : Discipline Specific Core (Course)

Ø SEC-SB/VB	: Skill Enhancement Course-Skill Based/Value Based
Ø OEC	: Open Elective Course
Ø DSE	: Discipline Specific Elective
Ø SEE	: Semester End Examination
Ø CIE	: Continuous Internal Evaluation
Ø L+T+P	: Lecture+Tutorial+Practical(s)

**Note:** Practical Classes may be conducted in the Business Lab or in Computer Lab or in Class room depending on the requirement. One batch of students should not exceed half (i.e., 50 or less than 50 students) of the number of students in each class/section. 2 Hours of Practical Class is equal to 1 Hour of Teaching, however, whenever it is conducted for the entire class (i.e., more than 50 students) 2 Hours of Practical Class is equal to 2 Hours of Teaching

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

**Course Code:** BBA 2.1 DSC

**Name of the Course:** Financial Accounting and Reporting

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

**Pedagogy:** Classroom lecture, Tutorials, Group discussion, Seminar, Case studies, Fieldwork etc.,

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

- Exercise the accounting treatments for departmental undertaking, and the accounting treatments in inter departmental transfers.
- Demonstrate various accounting treatments for dependent branches
- Learn various methods of accounting for hire purchase transactions.
- Learn the methods and accounting procedures of fire insurance claims
- Understand the Basic Concepts of international Reporting Standards

### Syllabus

**Module No. 1: ACCOUNTING FOR DEPARTMENTAL UNDERTAKINGS (12 Hrs)**

Meaning and Features of Departmental Undertaking-Examples of Department Specific Expenses and Common Expenses -Need and Basis of Apportionment of Common Expenses. Preparation of Trading and Profit and Loss Account in Columnar Form and General Profit and Loss Account. Simple problems involving adjustment on Closing Stock, Depreciation and Inter Departmental Transfers at Cost Price. (Problems may contain information for a maximum of three departments).

**Module No. 2: BRANCH ACCOUNTING (12 Hrs )**

Meaning – Objectives – Types of Branches –Meaning and features of Branches - Dependent Branches – Independent Branches – Foreign Branches. Methods of maintaining books of accounts by Head office - Debtor System, Stock & Debtors System, Wholesale Branch System and Final Account system. Problems on preparation of Dependent Branch A/c in the books of Head Office under Debtors System only when the goods are supplied at (a) Cost Price and (b) Invoice Price

**Module No. 3: HIRE PURCHASE ACCOUNTING ( 14 Hrs )**

Hire Purchase - Meaning and Features of Hire Purchase and Installment Purchase System. Differences between Hire Purchase and Installment Purchase System. Important Definitions – Hire Purchase Agreement – Hire Purchase Price – Cash Price – Hire Purchase Charges, Down Payment. Problems on calculation of interest and segregation of each installment amount into interest component and principal component. Problems on ascertainment of Cash Price under Reverse Calculation Method. Methods of maintaining books of accounts by Hire Purchaser. Problems on passing of Journal Entries and preparation of Ledger Accounts in the books of Hire Purchaser under Asset Accrual Method only.

**Module No. 4: INSURANCE CLAIMS FOR LOSS OF STOCK AND PROFIT ( 12 Hrs )**

Meaning, Features and Principles of Fire Insurance. Meaning of Fire Claim. Procedure for making a Fire Insurance Claim. Concept of Loss of Stock, Salvage, Loss of Profit and Average Clause. Problems on ascertainment of claim amount covering the adjustments for overvaluation and under-valuation of stock and abnormal line of items.

**Module No. 5: INTRODUCTION TO IFRS ( 06 Hrs )**

Meaning and Need for Accounting Standards. Meaning, features, importance and applicability of IFRS. List of IND - AS and List of IFRS.

### **Skill Developments Activities:**

- List out 2 Departmental Undertakings with the following details: Name & Address of the Departmental Undertaking. List of departments.
- Visit any two Departmental organizations, collect details of common expenses and specific expenses.
- Collect Hire Purchase agreements and draft Hire Purchase agreements with imaginary figures.
- Download Insurance claim form and fill the necessary details to claim Fire Insurance
- List out the countries that adopted and converged with IFRS around the world
- Using spreadsheet, Prepare Statement of Insurance claims, Columnar Departmental Trading and Profit and Loss account and Balance sheet.
- Any other activities, which are relevant to the course.

### **Reference Books:**

- Anil Kumar, Rajesh Kumar and Mariyappa, "Financial Accounting", HPH
- Dr. S.N. Maheswari: Financial Accounting, Vikas Publications New Delhi
- S P Jain and K. L. Narang: Financial Accounting- I, Kalyani Publishers
- Radhaswamy and R.L. Gupta: Advanced Accounting , Sultan Chand
- Dr.Janardhanan: Financial Accounting, Kalyani Publishers
- Srinivas putty Advanced financial Accounting-HPH
- M.C. Shukla and Grewal, Advanced Accounting

**Note: Latest edition of textbooks and reference Books may be used**

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

**Course Code:** BBA 2.2 DSC

**Name of the Course:** Human Resource Management

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

**Pedagogy:** Classroom lecture, Tutorials, Group discussion, Seminar, Case studies, Fieldwork etc.,

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

- Describe the role and responsibility of Human resources manager.
- Describe HRP, Recruitment, Selection and retention process.
- Describe induction, training, and compensation aspects.
- Explain performance appraisal and its process.
- Demonstrate Employee Engagement.

### **Syllabus**

#### **Module No. 1: Introduction to Human Resource Management (10 Hrs)**

Meaning and Definition of HRM – Features, Objectives, Importance, Functions and Challenges of HRM. Role and Responsibilities of HR Manager. Recent trends in HR. Meaning and Role of HR Analytics.

#### **Module No. 2: Manpower Planning (14 Hrs )**

Meaning and Importance of Manpower Planning. Meaning and need of Succession planning. Meaning, need and features of Job analysis, Job description, Job specification, Job enlargement, Job rotation and Job enrichment. Meaning, importance and sources of Recruitment. Meaning and benefits of E-recruitment. Meaning of recruitment matrix. Meaning and Definitions of Selection and Selection Process. Steps of Selection Process. Essentials of Effective Selection. Hurdles to Effective Selection. Meaning and Features of Placement and Gamification.

#### **Module No. 3: Induction, Training and Compensation ( 12 Hrs )**

Meaning, Need, Features and Process of Induction. Problems faced during induction. Essentials of successful induction. Meaning of induction manual and checklist. Meaning, need, features, objectives and significance of training. Differences between training and induction. Steps in training. Methods of Training. A brief discussion of Kirkpatrick Model. Meaning and significance of Career Development. Meaning, need and types of Compensation. Differences between compensation and remuneration. Meaning and components of CTC. Motivation - Meaning, Importance, Theories of Motivation.

#### **Module No. 4: Performance Appraisal ( 12 Hrs )**

Meaning, Definitions, Objectives and Methods of Performance Appraisal. Benefits and Limitations of Performance Appraisal. Meaning, Definitions, Purposes and Basis of Promotion. Meaning of Open Promotion, Closed Promotion and Dry Promotion Systems. Meaning and need for Transfer. Differences between Promotion and Transfer. Reasons for transfer. Types of transfer. Meaning and need of rightsizing and downsizing of the workforce. Meaning and Definitions of Attrition. Reasons for attrition. Types of attrition. Measures to overcome high rate of attrition.

#### **Module No. 5: Employee Engagement ( 08 Hrs )**

Meaning and Types of Employee Engagement. Drivers of Employee Engagement. Benefits and Challenges of Employee Engagement. Models of Employee Engagement – A brief discussion of Deloitte Model and Zinger Model.

### **Skill Developments Activities:**

- Meet the HR Manager of any company and state his/her role and responsibilities.
- Choose any MNC and present your observations on training program
- Develop a format for performance appraisal of an employee.
- List out key features of any two Employee Engagement models.
- Analysis of components of pay structure based on the CTC sent by the Corporate to the candidate for the various jobs of different sectors.
- Any other activities, which are relevant to the course.

### **Reference Books:**

- H .R.Appannaiah , PN Reddy , K Aparna Rao
- HRM, P Subba Rao
- HRM, Shashi K Gupta
- HRM, C B Mamoria , S.V. Gankar
- Managing Human Resources, Wayne F. Cascio
- Managing Human Resources, Bohlander, Snell, Sherman

**Note: Latest edition of textbooks and reference Books may be used**

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

**Course Code:** BBA 2.3 DSC

**Name of the Course:** Business Environment

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

**Pedagogy:** Classroom lecture, Tutorials, Group discussion, Seminar, Case studies, Fieldwork etc.,

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

- Understanding of components of the business environment.
- Analyze the environmental factors influencing business organizations.
- Demonstrate Competitive structure analysis for select industries.
- Explain the impact of fiscal policy and monetary policy on business.
- Analyze the impact of economic environmental factors on business.

### **Syllabus**

**Module No. 1: BUSINESS ENVIRONMENT (10 Hrs)**

Meaning, definitions and nature of business environment. Elements of business environment. Impact of macro environmental factors on business decision making. Meaning and need of environmental analysis. Meaning and features of competitive structure analysis. Levels of competition. A brief discussion of the five competitive analysis frameworks - SWOC analysis, Porter's Five forces, Strategic group analysis, Growth share matrix and Perceptual mapping.

**Module No. 2: GOVERNMENT AND LEGAL ENVIRONMENT IN INDIA (14 Hrs )**

Role of Central and State Governments in business. Causes for State intervention in business - Benefits and limitations. Role of legal environment in business. Need and objectives of Environmental Protection Act 1986. Need and objectives Consumer Protection Act 2019. Rights of consumers under Consumer Protection Act, 2019. Need and objectives of National Competition Policy in India. Meaning of Intellectual Property Right. Types of Intellectual Properties.

**Module No. 3: ECONOMIC AND POLITICAL ENVIRONMENT ( 12 Hrs )**

Meaning and significance of economic environment. Economic policies of India – Meaning and impact of Monetary Policy, Fiscal Policy, Exim Policy and New Industrial Policy business in India. Recent economic reforms. Meaning and types of political environment. Impact of political environment on business in India.

**Module No. 4: TECHNOLOGICAL ENVIRONMENT AND NATURAL ENVIRONMENT(10 Hrs)**

Meaning and significance of technological environment. Impact of technological environment on business. Impact of changes in technology on business. Technology and Society. Modes of acquiring technology. IT revolution and its impact on business. Digital transformation in Indian business. Meaning and principles of technology transfer. Meaning and nature of the physical environment. Impact of the natural environment on business.

**Module No. 5: GLOBAL ENVIRONMENT ( 10 Hrs )**

Meaning and dimensions of the global environment. Stages and essential conditions of globalization. Foreign market entry strategies. Merits and demerits of globalization of business. Impact of globalization on Indian businesses. Different forms of globalization of businesses – MNCs, TNCs, Etc.,

### **Skill Developments Activities:**

- List out key features of recent Monetary policy published by RBI impacting businesses.
- Give your observation as to how technology has helped society.
- Draft Five Forces Model for Imaginary business.
- Identify the benefits of Digital transformation in India.
- List out various laws affecting Indian business.

**Any other activities, which are relevant to the course.**

**Reference Books:**

- Essentials of Business Environment - Aswathappa K
- Rangarajan, C.A.; Perspective in Economics, S.Chand & Sons, New Delhi
- Cherunilam, Francis; Business Environment - Text and Cases, Himalaya Publishing House.
- Essentials of Business Environment, Himalaya Publishing House, New Delhi.

**Note: Latest edition of textbooks and reference Books may be used**

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

**Course Code:** BBA 2.4 (OEC)

**Name of the Course:** Retail Management

Course Credits	No. of Hours per week	Total No. of Teaching Hours
3 Credits	3 Hrs	42 Hrs

**Pedagogy:** Classroom lecture, Tutorials, Group discussion, Seminar, Case studies, Fieldwork etc.,

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

- Understand the Retail Business
- Understand the business operations in Retailing
- Have an overview of structure and formulate the retail strategies of Retail Business
- Apply the Retailing principles and Theories
- Explore the career opportunities in the Retail sector .

### Syllabus

**Module No. 1: Overview of Retail Business ( 10 Hours )**

Retail Business: Introduction, Meaning, Definition, Evolution ,Scope, Retailer: Meaning Characteristics and Functions, Forms of Retail Business Ownership, Influencing factors of Retail Business in India, Principles of Retailing, Retail Theories, Ethical issues in Retailing , Retail Scenario in India , FDI in Indian organized retail Sector.

**Module No. 2: Retail Organization and Functional Management ( 10 Hours )**

Business Models in Retailing, Classification of Retailing Formats, Operational Stages in Retailing, Factors influencing Location of stores, Stores Designing, Space planning , Inventory Management, Merchandising Management ,Selection and optimization of WorkForce. Retail Accounting and Cash Management

**Module No. 3: Retail Marketing Mix and Strategies (12 Hrs)**

Retail Product ,Product Assortment and Display, New Product Launch, Product Life cycle in Retailing, Retail Pricing strategies , Retail Distribution -In store and online store , Factors influencing Location of stores, Retail Promotion Programme , Promotional Budget, Understanding Customer, Consumer shopping Behaviour, Customer Service and satisfaction, Customer Relationship Management.

**Module No. 4: Recent Trends and career opportunities (10 Hrs)**

E-Tailing, Critical Analysis of E-tailing Strategies, Omni Channel Marketing ,Shopping Campaigns, Social Media Promotions, Email Campaign ,Guerrilla Marketing, Retail Information system, Database Management, Career opportunities and Top Recruiters

### Skill Developments Activities:

- Analyze and Report Case Studies of any 2 E-Tailing Enterprises
- Identify the Products and Service Retailing in the Present Scenario
- Conduct a Survey on Buying Behaviour of Retail Products
- Observe and Report the strategies of different types of Retail shops
- Presentation on 10 Indian Retail Companies and their Operations
- Any other activities, which are relevant to the course.

**Reference Books:**

- Berman B and Evans J R., Retail Management (Pearson Edition)
- Michael Levi M and Weitz B W- Retailing Management (Tata Mc Graw Hill)
- Cox Roger and Brittain Paul- Retailing : An Introduction (Pearson Edition )
- Sinha Uniyal- Managing Retailing, Oxford University press, Delhi

**Note: Latest edition of textbooks and reference Books may be used**

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

**Course Code:** BBA 2.4 (OEC)

**Name of the Course:** Management of Non Government Organizations

<b>Course Credits</b>	<b>No. of Hours per week</b>	<b>Total No. of Teaching Hours</b>
3 Credits	3 Hrs	42 Hrs
<b>Pedagogy:</b> Classroom lecture, Tutorials, Group discussion, Seminar, Case studies, Fieldwork etc.,		
<b>Course Outcomes: On successful completion of the course, the Students will be able to</b> <ul style="list-style-type: none"><li>• Understand the Fundamental concept of NGO.</li><li>• An overview of strategy, structure of NGO.</li><li>• Understand the managerial skill of NGO</li><li>• Analyze and understand the challenges faced by NGO</li><li>• Find career opportunities.</li></ul>		
<b>Syllabus</b>		
<b>Module No. 1: FUNDAMENTALS OF NON GOVERNMENT ORGANIZATION (NGO) (10 Hrs)</b> Introduction, Definitions, Evolution of NGO, Vision & Mission, Goals of NGO, Objectives, Characteristics, Functions, Scope, Classifications of NGO's , Pros and Cons of NGO, Approaches and Models, Challenges of NGO in India, NGO's in Developing Countries.		
<b>Module No. 2: LEGAL AND ACCOUNTING ASPECTS OF NGO (10 Hrs )</b> Statutory obligation, Legal Procedure for establishment of NGO, Online & Offline. NGO Registration process, Documentation, Eligibility to start an NGO. Foreign Contribution and Regulations Act (FCRA), Trust and Society Registration Act. Formation and Registration of Section- 8 Companies, Basic Accounting Concepts of NGO.		
<b>Module No. 3: HUMAN RESOURCE MANAGEMENT AND CAREER IN NGO ( 12 Hrs )</b> Skills set for NGO, Human Resource Management in NGO, Leadership & Staff Development, Role of creating Staff Agents- Recruiting, Training and Induction. Career in NGO : Top Recruiters, CSR Activities, Role of Companies in Community Development, Role of Social workers in CSR activities. Job Profile in NGO. Impact Manager, Voluntary Workers, Accountant, Trust Manager.		
<b>Module No. 4: PROJECT MANAGEMENT ( 10 Hrs )</b> Concepts, Meaning, Principles, Types of projects, Planning & Designing a project, Project Cycle Management, Resource Mobilization, Government schemes & supporting Agencies, Funding Assistance, Tax Reliefs. Coordinating Agencies (NABARD & Human Rights Commission).		
<b>Skill Developments Activities:</b> <ul style="list-style-type: none"><li>• Visit an NGO and Prepare a Report.</li><li>• List out various types of NGO's with examples.</li><li>• Plan any 2 Community Service Activities for Rural Development.</li><li>• Collect any 3 NGO's By-laws.</li><li>• List out 10 companies and their CSR activities.</li></ul> Any other activities, which are relevant to the course.		

**Reference Books:**

- Administration And Management Of NGOs: Text And Case Studies Paperback – 2005 by R. Kumar (Author), S. L. Goel (Author)
- Non-governmental Organizations: Management and Development, 3rd Edition. David Lewis. Routledge. 2015.
- Guidelines for NGOs Management in India by Snehlata

**Note: Latest edition of textbooks and reference Books may be used**