

B.B.A. Computer Applications

Motto

"Empowering Business Minds through Technology and Innovation."

Kaizen:

Vision

"To empower students with business knowledge and technological expertise, fostering Leadership, innovation, and entrepreneurship for a sustainable future."

Mission

- To fostering entrepreneurial spirit, digital competence, and social responsibility.
- To empower students through industry-relevant and ethical leadership in the domains of business
- To transform young minds into competent professionals with strong analytical, managerial, and technological capabilities.

Maverick's Clava Club

Vision

- To inspire student-led initiatives that drive social progress through innovation, digital Empowerment, and ethical business practices.

Mission

- To promote value-based leadership and social entrepreneurship to create meaningful to societal change.
- To cultivate empathy, responsibility, and innovation by enabling students to contribute society

Preamble

The BBA (CA) programme at St. Joseph's College of Arts and Science for Women, Hosur (Autonomous), The Programme is designed to develop future leaders who can navigate the evolving business landscape through a deep understanding of management principles and technological proficiency. We aim to instil in our students a sense of purpose, professionalism, and responsibility toward the community, industry, and nation. Through practical learning, innovation, and ethical conduct, we prepare them to become solution-oriented professionals equipped for global success."

The curriculum is structured to cover essential domains such as Business organization and Principles of Management, Business Accounting for Managers, Managerial Economics, Organisational Psychology, Financial Management, Marketing Management, Applications of IT in Business, Mathematics for Management, Business law, Web technology, Research Methodology, Tally, Human resource management, Financial markets and services, Global strategic management, Entrepreneurial development, Artificial intelligence in business,

Python, Service marketing It emphasizes both theoretical knowledge and practical application through projects, and internships.

In addition to core academic offerings, the department also conducts Bridge Courses to support first-generation learners and students from diverse academic backgrounds. Certificate Courses in emerging areas are offered to enhance employability and skill sets beyond the syllabus. Field visits and industrial visit, Trade fair are organized to expose students to real-time applications of classroom learning.

The programme also integrates Capacity Development and Skill Enhancement Initiatives, helping students build soft skills, communication abilities, and leadership traits essential for their professional journey. As part of social learning and civic responsibility, the department encourages active participation in Outreach Activities that connect students with communities and societal issues.

Furthermore, students are sensitized to social and environmental issues through interdisciplinary subjects such as Women Studies, Environmental Studies, Human Rights, and Indian Knowledge System. These courses instill ethical awareness, inclusivity, and cultural sensitivity.

Supported by a team of experienced faculty and modern infrastructure, the programme provides a learner-centric environment that promotes innovation, collaboration, and independent thinking. It aims to produce graduates who are not only technically competent but also socially conscious and professionally committed.

Nature and Extent of the Programme

The **Bachelor of Business administration with Computer Applications BBA (CA)** is a foundational undergraduate programme that marks the entry point into the higher education framework in the field of Business and Management, both in India and globally. As a versatile and industry-relevant degree, BBA (CA) equips students with the necessary theoretical knowledge and practical skills to either pursue **immediate employment** or undertake **higher studies** in specialized areas of Human Resource, Marketing, System and Finance.

Upon successful completion of the programme, graduates are well-prepared to explore diverse career opportunities in the **Manufacturing Industry, Service Industry, Banking, Educational Institutions** and other sectors. They may serve in roles such as **HR Manager, Marketing Manager, Entrepreneur, Production Manager, Finance Manager, Bank Manager** contributing meaningfully to organizational growth and societal advancement.

The curriculum developed under the **Learning Outcomes-based Curriculum Framework (LOCF)** incorporates comprehensive and diversified aspects of computer applications. It emphasizes a balanced integration of **theoretical concepts, problem-solving skills, Industrial abilities, and professional competencies**. The programme also aims to impart a depth of knowledge that allows students to specialize in various domains of Management, while fostering innovation, critical thinking, and ethical responsibility.

Aim of the Programme

The primary aim of the **BBA (CA) undergraduate programme** is to develop students. To equip students with comprehensive knowledge and skills in business management and computer applications, fostering entrepreneurial thinking, leadership qualities, and technological competence to meet the demands of the modern digital business world.

To achieve this, the programme integrates:

- To develop competent business professionals with a strong foundation in management principles and practical exposure to computer applications, enabling them to succeed in dynamic Organizational environments.
- To prepare students for careers in business and technology by providing a balanced education in administrative, analytical, essential for effective decision-making and innovation.
- To offer a career-oriented academic foundation that merges business education with computer applications, producing graduates who are industry-relevant, socially responsible, and innovation-driven.
- To instill strong analytical, communication, and leadership skills among students while fostering an entrepreneurial mind-set and awareness of global business practices supported by IT.

Duration of the Programme

The BBA (CA) programme shall extend over a period of **three academic years** comprising **six semesters**. Each academic year shall consist of **two semesters**:

- **Odd Semester:** June to November
- **Even Semester:** December to May

Each semester shall have **a minimum of 90 working days**, exclusive of examination days.

Eligibility for Admission

A candidate shall be eligible for admission to the B.Sc. CS programme if she has passed the **Higher Secondary Examination of the Government of Tamil Nadu** or any other equivalent examination recognized by the University, with any one of the following subjects:

- Commerce
- Economics
- Computer Science
- Accountancy
- Business Studies

This includes both **Academic** and **Vocational** streams, as per the eligibility norms prescribed by the **Government of Tamil Nadu**. Those who have not studied must undergo a bridge course on Mathematics for a minimum duration for 15 days.

Credit Requirements and Eligibility for Award of Degree

A candidate shall be eligible for the **award of the BBA (CA) degree** only if she has:

- Successfully completed the prescribed **course of study** in a college affiliated to the University for a **minimum duration of three academic years (six semesters)**.
- Passed all prescribed **semester examinations**.
- **Earned a minimum of 140 credits** as distributed under the following Parts:
 - **Part I** – Language
 - **Part II** – General English / Advanced English
 - **Part III** – Discipline Specific Core, Generic Specific Elective, Discipline Specific Elective, Professional Enhancement Course and Project
 - **Part IV** – Skill Enhancement Courses, Non-Major Electives, Internship, Environmental Studies, Digital Literacy, Women Studies and Indian Knowledge System
 - **Part V** – Extension Activity

The candidate must also have fulfilled any other requirements as prescribed by the College/University regulations for the award of the degree.

PROGRAMME OUTCOMES (POs)

PO1: Apply foundational knowledge of business disciplines like marketing, finance, human resources, and management to analyse and solve real-world business problems.

PO2: Graduates will Foster an entrepreneurial mind-set and demonstrate creativity in developing innovative business solutions using technology.

PO3: Exhibit strong verbal, written, and presentation skills to effectively communicate in business and IT environments.

PO4: Analyse business situations using data and logical reasoning to make sound decisions and solve complex problems.

PO5: Understand and apply ethical standards and social responsibilities in business and digital practices.

PO6: Collaborate effectively in diverse teams and demonstrate leadership qualities in project and team management.

PO7: Understand global business environments, cultural diversity, and the role of technology in international trade and commerce.

PO8: Demonstrate the ability to conduct basic research, interpret data, and apply statistical techniques to solve business challenges.

PO9: Understand customer needs and behaviour to enabled solutions that improve customer satisfaction and business performance.

PO10: Apply concepts of quality control, service management, and performance evaluation in both business and IT systems.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

PSO1: Integrate computer applications in core business operations such as accounting, inventory management, customer relationship management, and enterprise resource planning.

PSO2: Design, develop, and implement computer applications and software solutions using programming languages, database systems, and web technologies to enhance business productivity.

PSO3: Demonstrate entrepreneurial skills and apply innovative thinking to create technology-driven business solutions and start-up ventures.

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEO1: Equip graduates with strong foundational knowledge in business management and computer applications to excel in professional careers across industries.

PEO2: Encourage graduates to develop entrepreneurial skills and innovative thinking to identify, create, and manage technology-driven business ventures.

PEO3: Develop effective communication, interpersonal, and teamwork skills to work in diverse, multidisciplinary environments.

MAPPING OF PEO WITH PO AND PSO:

| PEO \ Outcomes | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| PEO1 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 |
| PEO2 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 |
| PEO3 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |

3 = Strongly Related, 2 = Moderately Related, 1 = Slightly Related

Course Components and Credit Distribution

The curriculum framework for the BBA (CA) programme under the autonomous structure is designed to ensure holistic academic development, skill enhancement, and societal contribution. The credit distribution across the various components is as follows:

| S. No. | Study Components | Part | Sem I | | Sem II | | Sem III | | Sem IV | | Sem V | | Sem VI | | No. of Hours | Total Credit |
|--------|-------------------------------|------|--------------|-----------|--------------|-----------|--------------|-----------|--------------|-----------|--------------|-----------|--------------|-----------|--------------|--------------|
| | | | No. of Hours | Credit | No. of Hours | Credit | No. of Hours | Credit | No. of Hours | Credit | No. of Hours | Credit | No. of Hours | Credit | | |
| 1 | Language | I | 6 | 3 | 6 | 3 | 6 | 3 | 6 | 3 | | | | | 24 | 12 |
| 2 | English | II | 6 | 3 | 6 | 3 | 6 | 3 | 6 | 3 | | | | | 24 | 12 |
| 3 | Core Course / DSC | III | 9 | 7 | 9 | 7 | 9 | 7 | 5 | 4 | 16 | 14 | 11 | 11 | 59 | 50 |
| 4 | Allied / GSE | III | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | | | | | 20 | 16 |
| 5 | Elective / DSE | III | | | | | | | | | 8 | 8 | 8 | 8 | 16 | 16 |
| 6 | PEC | III | | | | | | | | | | | 2 | 2 | 2 | 2 |
| 7 | Project | III | | | | | | | | | | | 3 | 3 | 3 | 3 |
| 8 | Practical | | | | | | | | 4 | 2 | 4 | 2 | 4 | 2 | 12 | 6 |
| 9 | SEC | IV | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | | | | | 8 | 8 |
| 10 | NME | IV | 2 | 2 | 2 | 2 | | | | | | | | | 4 | 4 |
| 11 | Environmental Studies / IDC | IV | | | | | 2 | 2 | | | | | | | 2 | 2 |
| 12 | Digital Literacy / IDC | IV | | | | | | | 2 | 2 | | | | | 2 | 2 |
| 13 | Women Studies | IV | | | | | | | | | 2 | 2 | | | 2 | 2 |
| 14 | Indian Knowledge System / IDC | IV | | | | | | | | | | | 2 | 2 | 2 | 2 |
| 15 | Internship | IV | | | | | | | | | | 2 | | | | 2 |
| 16 | Extension Activity | V | | | | | | | | | | | | 1 | | 1 |
| 17 | Total | | 30 | 21 | 30 | 21 | 30 | 21 | 30 | 20 | 30 | 28 | 30 | 29 | 180 | 140 |

Details of Course of Study for Parts I–V

PART I – Tamil and Other Languages

Students shall study Tamil or one of the other approved languages (e.g., Hindi or French), as per their choice and subject to availability. The syllabus and prescribed textbooks for these languages shall be periodically updated by the respective Boards of Studies and approved by the Academic Council of the College.

PART II – English

Courses in English aim to improve students' proficiency in language, literature, communication, and critical thinking. The curriculum and instructional materials are prepared by the Board of Studies of English and approved through the academic governance structure.

PART III – Core, Allied, Project and Elective Courses

This part comprises the Discipline Specific Core Courses, Generic Specific Elective, Discipline Specific Elective, Professional Enhancement Course and a Project in the final semester. The content and structure of these courses are prescribed by the respective Board of Studies in Computer Science and approved by the Academic Council to align with current academic and industry standards.

PART IV – Value and Skill-Oriented Courses

i. Non-Major Elective (NME):

- Students must choose **Non-Major Elective (NME)** comprising from the options offered by other departments.

ii. Additional Courses under Part IV:

- Skill Enhancement Courses (SEC)
- Environmental Studies
- Women studies
- Indian Knowledge System
- Internship

PART V – Extension Activity

Students shall earn **a maximum of 1 credit** through participation in **Compulsory Extension Services**. Every student must enrol in **NSS, Red Ribbon Club, Youth Red Cross, Field Work, Outreach Activities or any other Clubs** recognized by the College.

Inclusion of Massive Open Online Courses (MOOCs) via SWAYAM and NPTEL

MOOC Courses for Credit Mobility

As part of the credit-based curriculum design and in alignment with the guidelines of higher education regulatory bodies, students are encouraged to enrol in Massive Open Online Courses (MOOCs) offered on SWAYAM or NPTEL platforms. These courses can be opted under Core, Elective, or Soft Skill categories. The student shall be eligible for award of the degree only upon submission of a valid certificate as proof of successful completion of the chosen MOOC course. **Two credits** will be given to candidates who successfully complete the course.

BBA (Computer Applications) Curriculum Design

First Year

Semester - I

| S. No | Part | Nature of the Course | Course Code | Name of the Course | Hours per Week | Credits | Marks | | |
|-------|------|----------------------|--|---|----------------|---------|-------|-----|-------|
| | | | | | | | CIA | ESE | Total |
| 1 | I | Language I | 25UTAM101 25UFRE101 25UHIN101 25UKAN101 25UTEL101 25UURD101 | Tamil -I French -I Hindi -I Kannada -I Telugu – I Urdu – I | 6 | 3 | 25 | 75 | 100 |
| 2 | II | English I | 25UGEN101 25UAEN101 | General English - I Advanced English –I | 6 | 3 | 25 | 75 | 100 |
| 3 | III | DSC | 25UBC1C01 | Principles of Management (Skill Development) | 5 | 4 | 25 | 75 | 100 |
| 4 | | | 25UBC1C02 | Accounting for Managers (skill Development) | 4 | 3 | 25 | 75 | 100 |
| 5 | | GSE Allied I | 25UEC1A03 | Managerial Economics (Employability) | 5 | 4 | 25 | 75 | 100 |
| 6 | IV | SEC I | | SEC | 2 | 2 | 25 | 75 | 100 |
| 7 | | SEC II / NME | | NME I | 2 | 2 | 25 | 75 | 100 |
| Total | | | | | 30 | 21 | 175 | 525 | 700 |

Semester – II

| S. No | Part | Nature of the Course | Course Code | Name of the Course | Hours per Week | Credits | Marks | | |
|-------|------|----------------------|--|--|----------------|---------|-------|-----|-------|
| | | | | | | | CIA | ESE | Total |
| 1 | I | Language II | 25UTAM202 25UFRE202 25UHIN202 25UKAN202 25UTEL202 25UURD202 | Tamil – II French -II Hindi -II Kannada -II Telugu – II Urdu – II | 6 | 3 | 25 | 75 | 100 |
| 2 | II | English II | 25UGEN202 25UAEN202 | General English II Advanced English II | 6 | 3 | 25 | 75 | 100 |
| 3 | III | DSC | 25UBC2C03 | Organizational Psychology (Skill Development) | 5 | 4 | 25 | 75 | 100 |
| 4 | | | 25UBC2C04 | Financial Management (Employability) | 4 | 3 | 25 | 75 | 100 |

| | | | | | | | | | |
|-------|----|---------------|-----------|--|----|----|-----|-----|-----|
| 5 | | GSE Allied II | 25UCS2A04 | Management Information System (Employability) | 5 | 4 | 25 | 75 | 100 |
| 6 | IV | SEC III | | SEC | 2 | 2 | 25 | 75 | 100 |
| 7 | | SEC IV NME | | NME II | 2 | 2 | 25 | 75 | 100 |
| Total | | | | | 30 | 21 | 175 | 525 | 700 |

Second Year

Semester – III

| S. No | Part | Nature of the Course | Course Code | Name of the Course | Hours per Week | Credits | Marks | | |
|--------------|------|----------------------|--|--|----------------|-----------|------------|------------|------------|
| | | | | | | | CIA | ESE | Total |
| 1 | I | Language III | 25UTAM303 25UFRE303 25UHIN303 25UKAN303 25UTEL303 25UURD303 | Tamil – III French -III Hindi -III Kannada -III Telugu - III Urdu – III | 6 | 3 | 25 | 75 | 100 |
| 2 | II | English III | 25UGEN303 25UAEN303 | General English III Advanced English III | 6 | 3 | 25 | 75 | 100 |
| 3 | III | DSC | 25UBC3C05 | Marketing Management (Entrepreneurship) | 5 | 4 | 25 | 75 | 100 |
| 4 | | | 25UBC3C06 | Applications of IT in Business (Employability) | 4 | 3 | 25 | 75 | 100 |
| 5 | | GSE – Allied III | 25UMA3A11 | Mathematics for Management (Employability) | 5 | 4 | 25 | 75 | 100 |
| 6 | IV | SEC -V | | SEC | 2 | 2 | 25 | 75 | 100 |
| 7 | | IDC | 25UEVS301 | Environmental Studies | 2 | 2 | 25 | 75 | 100 |
| 8 | | | | Health and wellness* | | | | | |
| Total | | | | | 30 | 21 | 175 | 525 | 700 |

Semester – IV

| S. No | Part | Nature of the Course | Course Code | Name of the Course | Hours per Week | Credits | Marks | | |
|--------------|------|----------------------|--|---|----------------|-----------|------------|------------|------------|
| | | | | | | | CIA | ESE | Total |
| 1 | I | Language IV | 25UTAM404 25UFRE404 25UHIN404 25UKAN404 25UTEL404 25UURD404 | Tamil- IV French -IV Hindi -IV Kannada -IV Telugu – IV Urdu – IV | 6 | 3 | 25 | 75 | 100 |
| 2 | II | English IV | 25UGEN404 25UAEN404 | General English IV Advanced English IV | 6 | 3 | 25 | 75 | 100 |
| 3 | III | DSC | 25UBC4C07 | Business Law (Entrepreneurship) | 5 | 4 | 25 | 75 | 100 |
| 4 | | | 25UBC4CP1 | Web Technology Lab (Skill Development) | 4 | 2 | 25 | 75 | 100 |
| 5 | | GSE- Allied IV | 25UMA4A16 | Optimization Techniques for Management (Employability) | 5 | 4 | 25 | 75 | 100 |
| 6 | | SEC-VI | | SEC | 2 | 2 | 25 | 75 | 100 |
| 7 | IV | IDC | 25UDIL401 | Digital Literacy | 2 | 2 | 25 | 75 | 100 |
| Total | | | | | 30 | 20 | 200 | 600 | 700 |

Third Year

Semester – V

| S. No | Part | Nature of the Course | Course Code | Name of the Course | Hours per Week | Credits | Marks | | |
|-------|------|----------------------|-------------|---|----------------|---------|-------|-----|-------|
| | | | | | | | CIA | ESE | Total |
| 1 | III | DSC | 25UBC5C08 | Research Methodology (Skill Development) | 4 | 4 | 25 | 75 | 100 |
| 2 | | | 25UBC5C09 | Production and Materials Management (Employability) | 4 | 4 | 25 | 75 | 100 |
| 3 | | | 25UBC5C10 | Cost Accounting (Employability) | 5 | 4 | 25 | 75 | 100 |
| 4 | | | 25UBC5CP2 | Smart Accounting with Tally Practical (Skill Development) | 4 | 2 | 25 | 75 | 100 |

| | | | | | | | | | |
|-------|----|------------|-----------|--|----|----|-----|-----|-----|
| 5 | | | 25UBC5C11 | Human Resource Management (Employability) | 3 | 2 | 25 | 75 | 100 |
| 6 | | DSE | | Elective I | 4 | 4 | 25 | 75 | 100 |
| 7 | | | | Elective II | 4 | 4 | 25 | 75 | 100 |
| 8 | IV | IDC | 25UWOS501 | Women Studies | 2 | 2 | 25 | 75 | 100 |
| 9 | | Internship | 25UBC5INT | Internship | | 2 | | | |
| Total | | | | | 30 | 28 | 200 | 600 | 800 |

SEMESTER VI

| S. No | Part | Nature of the Course | Course Code | Name of the Course | Hours per Week | Credits | Marks | | |
|--------------------|------|----------------------|-------------|--|----------------|------------|-------------|-------------|-------------|
| | | | | | | | CIA | ESE | Total |
| 1 | III | DSC | 25UBC6C12 | Management Accounting (Employability) | 5 | 5 | 25 | 75 | 100 |
| 2 | | | 25UBC6C13 | Entrepreneurial Development (Entrepreneurship) | 3 | 3 | 25 | 75 | 100 |
| 3 | | | 25UBC6C14 | Artificial Intelligence in Business (Skill Development) | 3 | 3 | 25 | 75 | 100 |
| 4 | | | 25UBC6CP3 | Python Practical (Skill Development) | 4 | 2 | 25 | 75 | 100 |
| 5 | | | 25UBC6PRV | Project (Skill Development) | 3 | 3 | 50 | 50 | 100 |
| 6 | | DSE | | Elective III | 4 | 4 | 25 | 75 | 100 |
| 7 | | | | Elective IV | 4 | 4 | 25 | 75 | 100 |
| 8 | | PEC | 25UPEC601 | Essential aptitude and logical thinking | 2 | 2 | 25 | 75 | 100 |
| 9 | IV | IDC | 25UIKS601 | Indian Knowledge System | 2 | 2 | 25 | 75 | 100 |
| 10 | V | Extension | 25UEXT601 | Extension Activity | - | 1 | - | - | - |
| Total | | | | | 30 | 29 | 250 | 650 | 900 |
| Grand Total | | | | | 180 | 140 | 1150 | 3075 | 4500 |

| | | | | | | | | | |
|--|---|--------------|---------------|---|---|---|---|---|---|
| | | Extra Credit | Mandatory | Extra Credit - Swayam/MOOC/N PTEL Online Course | - | 2 | - | - | - |
| | | Extra Credit | Not Mandatory | Self-Study | - | 2 | - | - | - |
| | * | Extra Credit | Semester III | Health and Wellness | - | 1 | - | - | - |

| | |
|------------|------------------------------------|
| DSC | Discipline Specific Core |
| GSE | Generic Specific Elective – Allied |
| DSE | Discipline Specific Elective |
| NME | Non-Major |
| IDC | Inter Disciplinary Course |
| SEC | Skill Enhancement Course |
| PEC | Professional Efficiency Course |

Discipline Specific Elective Courses

| Semester | Part | Nature of the Course | Course Code | Name of the Course |
|----------|------|----------------------|-------------|--|
| V | III | DSE – I | 25UBC5E01 | Fundamentals of Logistics (Entrepreneurship) |
| | | | 25UBC5E02 | Innovation Management (Entrepreneurship) |
| | | | 25UBC5E03 | Financial Markets and Services (Employability) |
| | | DSE – II | 25UBC5E04 | Total Quality Management (Employability) |
| | | | 25UBC5E05 | Global Strategic Management (Entrepreneurship) |
| | | | 25UBC5E06 | Training & Development (Employability and Skills) |
| VI | III | DSE – III | 25UBC6E01 | Emerging trends in Industrial Relations (Entrepreneurship) |
| | | | 25UBC6E02 | Industrial Relations in Industry 4.0 (Employability and Skill Development) |
| | | | 25UBC6E03 | Smart Manufacturing and Industry 4.0 (Skill Development, Employability) |
| | | DSE – IV | 25UBC6E04 | E-Business (Entrepreneurship) |
| | | | 25UBC6E05 | Retail Marketing (Skill Development) |
| | | | 25UBC6E06 | Service Marketing and Management (Entrepreneurship) |

Skill Enhancement Courses

| Semester | Nature of the Course | Course Code | Name of the Course |
|----------|----------------------|-------------|---|
| I | SEC – I | 25UBC1SE1 | Fundamentals of Insurance (Entrepreneurship) |
| | | 25UBC1SE2 | Advertising Management (Entrepreneurship) |
| | | 25UBC1SE3 | Managerial Communication (Skill Development) |

| | | | |
|-----|-----------|-----------|--|
| II | SEC – III | 25UBC2SE1 | Life Skills Education (Skill Development) |
| | | 25UBC2SE2 | Business Etiquette and Corporate Grooming (Skill Development) |
| | | 25UBC2SE3 | Export and Import Documentation (Entrepreneurship) |
| III | SEC – V | 25UBC3SE1 | Practice of Business Relations (Entrepreneurship) |
| | | 25UBC3SE2 | Business Process Outsourcing (Skill Development) |
| | | 25UBC3SE3 | Managerial Skill Development (Skill Development) |
| IV | SEC – VI | 25UBC4SE1 | Customer Relationship Management (Skill Development) |
| | | 25UBC4SE2 | New Venture Management (Entrepreneurship) |
| | | 25UBC4SE3 | Digital Marketing (Entrepreneurship) |

Non-Major Elective Courses

Subjects offered by the Department of BBA (CA)

| Semester | Part | Nature of the Course | Course Code | Name of the Course |
|----------|------|----------------------|-------------|--|
| I | IV | NME – I | 25UBC1NM1 | Principles and Practices of Event Management (Entrepreneurship) |
| | | | 25UBC1NM2 | Business Ethics and Corporate Governance (Skill Development) |
| | | | 25UBC1NM3 | Basics of Marketing Management (Entrepreneurship) |
| II | | NME – II | 25UBC2NM1 | Human Resource Management (Entrepreneurship) |
| | | | 25UBC2NM2 | Financial Management for Beginners (Skill Development) |
| | | | 25UBC2NM3 | Entrepreneurial Development (Entrepreneurship) |

Allied Courses offered to the Department of BBA (CA)

| Semester | Part | Nature of the Course | Course Code | Name of the Course |
|----------|------|----------------------|-------------|---|
| I | III | GSE – I | 25UEC1A03 | Managerial Economics (Employability) |
| II | | GSE – II | 25UCS2A04 | Management Information System (Employability) |
| III | | GSE – III | 25UMA3A11 | Mathematics for Management (Employability) |
| IV | | GSE - IV | 25UMA4A16 | Optimization Techniques for Management (Employability) |

| B.B.A .Computer Applications LOCF – CBCS with effect from 2025 - 2026 Onwards | | | | | | | | |
|--|---------------------------------|--------------------|------------|--------------|----------|----------|----------|----------|
| Course Code | Course Title | Course Type | Sem | Hours | L | T | P | C |
| 25UBC1C01 | PRINCIPLES OF MANAGEMENT | DSE THEORY | I | 75 | 5 | - | - | 4 |
| Objective: <ol style="list-style-type: none"> 1. To provide a foundational understanding of the principles and functions of management. 2. To understand the concept of objectives and their role in guiding managerial decisions. 3. To explore the various organizational structures, authority, responsibility of different organizational settings. 4. To equip students with the ability to apply decision-making, coordination, and delegation techniques in management. 5. To impart ethical values and emphasize the significance of business ethics and environmental responsibilities in management. | | | | | | | | |

| Unit | Course Content | Knowledge Levels | Sessions |
|-------------|--|-------------------------|-----------------|
| I | Management: Importance ** – Definition – Nature and Scope of Management ** - Process – Role and Functions of a Manager - Levels of Management – Development of Scientific Management** and F.W. Taylor, Henry Fayol, Elton Mayo. **SDG 8: Decent Work and Economic Growth | K1,K2 | 15 |
| II | Planning** : Nature - Importance - Forms - Types - Steps in Planning - Objectives - Policies - Procedures and Methods - Natures and Types of Policies - Decision - Making** - Process of Decision - making - Types of Decision Making **SDG 9: Industry, Innovation, and Infrastructure | K1,K3 | 15 |
| III | Organizing: Types of Organizations – Organization Structure** – Span of Control and Committees – Departmentalization –Informal Organization – Delegation of Authority** - Principles of Organizing- Importance of Organization **SDG 4: Quality Education | K2,K3 | 15 |
| IV | Direction – Nature and Purpose. Co- ordination –Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process. Motivation – Leadership Theories (Maslow Hierarchy Theory, Herzberg)** - Leadership Styles. **SDG 3: Good Health and Well-being | K1,K3 | 15 |
| V | Definition of Business ethics** - Types of Ethical issues - Role and importance of Business Ethics and Values in Business - Ethics internal Ethics External - Responsibilities of Business** - Recent Trends in Management (TQM, Six | K2,K3 | 15 |

| | | | |
|--|---|--|--|
| | Sigma, Benchmarking, kaizen) **SDG 12: Responsible Consumption and Production | | |
|--|---|--|--|

| | | |
|-----------------------|--|-------|
| Course Outcome | CO1: Explain the meaning, importance, nature, scope, and evolution of management. | K1,K2 |
| | CO2: Apply planning process and logical steps in decision-making and evaluate different types of decisions. | K1,K3 |
| | CO3: Understand the concepts such as departmentalization, span of control, authority, and responsibility. | K3,K4 |
| | CO4: Identify the types and techniques of coordination. | K1,K5 |
| | CO5: Understand the meaning and importance of business ethics and values. | K3,K5 |

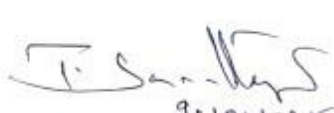




| Learning Resources | |
|---------------------------|---|
| Text Books | <ol style="list-style-type: none"> 1. JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004 2. Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014. 3. Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals Pearson Education, 2011 4. Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India 5. Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014. |
| Reference Books | <ol style="list-style-type: none"> 1.P.C. Tripathi& P.N Reddy; Principles of Management, Sultan Chand& Sons,6th Edition, 2017 2. L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8 th Edition 3. Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017 4. Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3 rd Edition. 5. Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015 |
| Website Link | <ol style="list-style-type: none"> 1. https://www.toolshero.com/management/14-principles-of-management/ 2. https://www.scribd.com/doc/253362489/unit-2?utm_source=chatgpt.com 3.https://www.slideshare.net/slideshow/unit-iii-organizing-251051695/251051695?utm_source=chatgpt.com 4.https://www.scribd.com/document/323203656/Unit-4-Directing-and-Controlling?utm_source=chatgpt.com 5.https://www.investopedia.com/terms/b/business-ethics.asp?utm_source=chatgpt.com |
| L – Lecture | T – Tutorial |
| P – Practical | C - Credit |

Mapping of CO's with PO's and PSO's

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1 | 3 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 |
| CO2 | 3 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 |
| CO3 | 3 | 3 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 |
| CO4 | 2 | 3 | 3 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 1 |
| CO5 | 2 | 3 | 3 | 2 | 2 | 2 | 1 | 1 | 1 | 3 | 3 | 3 | 2 |

(Correlation: 3 – High, 2 – Medium, 1 – Low)

| | |
|--|--|
| Course Designed By: Mrs. C.Magila | Verified By HOD: Mrs. C.Magila |
| Checked By CDC: Dr. Dhina Suresh | Approved By: Dr. J. Caroline Rose Principal |

| | | |
|---|--|---|
|  Dr. T. Sarathy MBA., Ph.D. Professor, Department of Management Studies, Periyar University, Salem 11. |  Mrs. C. Ashwini M.Com., NET., Assistant Professor, Department of Management, School of Business & Management, SFS College Bengaluru 560100 |  Mr. Jobin Scaria M.Com., NET., Assistant Professor, Department of Management, Christ College of Science and Management, Malur, Bengaluru |
|  Mrs. N. Umarani LLB., MBA., Head HR & Admin, BFW Ltd Devaganapalli, Thali Main Road Hosur, Krishnagiri Dt-635114 |  Mrs. Spandana MBA., M.Phil., Team Lead – Admin, HMG Stones LLP Giddenhalli, Athibele. | |

| B.B.A. Computer Applications LOCF – CBCS with effect from 2025 - 2026 Onwards | | | | | | | | |
|---|--------------------------------|--------------------|------------|--------------|----------|----------|----------|----------|
| Course Code | Course Title | Course Type | Sem | Hours | L | T | P | C |
| 25UBC1C02 | ACCOUNTING FOR MANAGERS | DSC THEORY | I | 60 | 4 | - | - | 3 |
| Objective: <ol style="list-style-type: none"> 1. To impart knowledge concepts, and principles of accounting, and apply double entry system in recording financial transactions. 2. To analyze and interpret financial reports of a company. 3. To prepare final accounts of sole proprietors with necessary adjustments. 4. To Understand and prepare accounts under hire purchase and installment systems. 5. To Understand and apply the single entry system and convert it into a double entry system using appropriate methods. | | | | | | | | |

| Unit | Course Content | Knowledge Levels | Sessions |
|-------------|--|-------------------------|-----------------|
| I | Meaning and scope of Accounting,** Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping **– Journal, Ledger, Preparation of Trial Balance **SDG 8: Decent Work and Economic Growth | K3,K1 | 12 |
| II | Subsidiary book – Preparation of cash Book and types of cash book – Bank reconciliation statement** – Straight line method – Diminishing Balance Method **SDG 9: Industry, Innovation and Infrastructure | K1,K2 | 12 |
| III | Preparation of Final Accounts** – Adjustments ** – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital. **SDG 12: Responsible Consumption and Production | K1,K2 | 12 |
| IV | Hire Purchase System** – Default and Repossession – Hire Purchase Trading Account – Installment System** – Overview of GST. **SDG 1: No Poverty | K1,K2 | 12 |
| V | Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System** – Statement of Affairs Method – Conversion Method** **SDG 4: Quality Education | K1,K3 | 12 |

| | | |
|-----------------------|--|-------|
| Course Outcome | CO1: Understand the fundamentals of accounting, including meaning, scope, concepts, objectives, and apply double-entry system through journal, ledger, and trial balance preparation. | K3,K1 |
| | CO2: Classify errors and making rectification entries. | K1,K2 |
| | CO3: Prepare final accounts with adjustments such as outstanding/prepaid items, depreciation, bad debts, and interest on drawings/capital. | K1,K2 |
| | CO4: To understand Hire Purchase and Installment Systems including default and repossession. | K1,K2 |
| | CO5: Prepare single and double entry system using Statement of Affairs and Conversion methods. | K1,K3 |

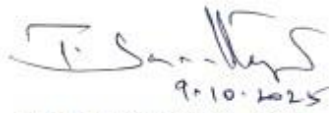




| Learning Resources | |
|---|--|
| Text Books | <ol style="list-style-type: none"> 1. Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition 2. Jain .S.P &Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition 3. Rakesh Shankar. R &Manikandan.S, Financial Accounting, SCITECH, 3rd edition. 4. Shukla&Grewal, 2002, Advanced Accounting, Sultan Chand &Sons,New Delhi, 15th edition 5. R.L. Gupta & V.K. Gupta <i>Principles and Practice of Accounting</i> |
| Reference Books | <ol style="list-style-type: none"> 1. Dr.K.Ganesan & S.Ushena Begam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai 2. TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019 3. David Koltitz; Financial Accounting – Taylor and Francis group, USA 2017 4. M N Arora; Accounting for Management- Himalaya Publications House 2019. 5. SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018. 6. T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017. |
| Website Link | <ol style="list-style-type: none"> 1. https://profitbooks.net/what-is-depreciation/ 2. https://www.tutorialspoint.com/financial_accounting/financial_accounting_single_entry.htm?utm_source=chatgpt.com 3. https://getswipe.in/blog/article/what-is-hire-purchase-system?utm_source=chatgpt.com |
| L – Lecture T – Tutorial P – Practical C - Credit | |

Mapping of CO's with PO's and PSO's

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1 | 3 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 3 | 3 | 2 |
| CO2 | 3 | 3 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 |
| CO3 | 3 | 3 | 3 | 2 | 1 | 2 | 1 | 1 | 2 | 2 | 3 | 2 | 2 |
| CO4 | 2 | 3 | 3 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 3 | 1 |
| CO5 | 2 | 3 | 3 | 3 | 2 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 |

(Correlation: 3 – High, 2 – Medium, 1 – Low)

| | |
|--|--|
| Course Designed By: Mrs. C. Kalpana | Verified By HOD: Mrs. C.Magila |
| Checked By CDC: Dr. Dhina Suresh | Approved By: Dr. J. Caroline Rose Principal |

| | | |
|---|--|---|
|  Dr. T. Sarathy MBA., Ph.D. Professor, Department of Management Studies, Periyar University, Salem 11. |  Mrs. C. Ashwini M.Com., NET., Assistant Professor, Department of Management, School of Business & Management, SFS College Bengaluru 560100 |  Mr. Jobin Searia M.Com., NET., Assistant Professor, Department of Management, Christ College of Science and Management, Malur, Bengaluru |
|  Mrs. N. Umarani LLB., MBA., Head HR & Admin, BFW Ltd Devaganapalli, Thali Main Road Hosur, Krishnagiri Dt-635114 |  Mrs. Spandana MBA., M.Phil., Team Lead – Admin, HMG Stones LLP Giddenhalli, Athibele. | |

| B.B.A. Computer Applications LOCF – CBCS with effect from 2025 - 2026 Onwards | | | | | | | | |
|--|----------------------------------|--------------------|------------|--------------|----------|----------|----------|----------|
| Course Code | Course Title | Course Type | Sem | Hours | L | T | P | C |
| 25UBC1SE1 | FUNDAMENTALS OF INSURANCE | SEC THEORY | I | 30 | 2 | - | - | 2 |
| Objective: <ol style="list-style-type: none"> 1. To introduce the fundamental concepts and definitions of insurance 2. To explore Life Assurance in detail 3. To explain the framework and operation of Marine Insurance 4. To analyze the principles governing Fire Insurance 5. To familiarize students with practical aspects of insurance administration | | | | | | | | |

| Unit | Course Content | Knowledge Levels | Sessions |
|-------------|---|-------------------------|-----------------|
| I | Definition of Insurance – Classification of contracts of insurance – Marine and Non-Marine Insurance. ** **SDG 16: Peace, Justice, and Strong Institutions | K2 | 6 |
| II | Life Assurance – Objects of Life assurance – Principles of Life Assurance – Assignment and Nomination – Lapses and Revivals – Surrender values and loans – Claims – Double Insurance. ** **SDG 3: Good Health and Well-being | K3 | 6 |
| III | Marine Insurance – Principles of Marine insurance – Functions of marine insurance – Types of marine policies – Warranties – kinds of marine Losses ** - Air Insurance. **SDG 14: Life Below Water | K4 | 6 |
| IV | Fire Insurance – Principles of law as applied to fire insurance. Fire waste – Hazard Types of fire policies. ** **SDG 11: Sustainable Cities and Communities | K4 | 6 |
| V | Cover Notes – Surveys and Inspections Average ** – Reinsurance Renewals. **SDG 8: Decent Work and Economic Growth | K3 | 6 |

| | | |
|-----------------------|---|----|
| Course Outcome | CO1: Understand the fundamental concepts, definitions, and classifications of insurance, including marine and non-marine categories. | K2 |
| | CO2: Demonstrate knowledge of life assurance, its objectives, principles, and the significance of policy elements like assignment, nomination, lapses, revivals, surrender values, and | K3 |

| | | |
|--|---|----|
| | claims. | |
| | CO3. Apply the principles of marine insurance and distinguish among different marine policies, understand the role of warranties, and analyze various types of marine losses. | K4 |
| | CO4: Explain the principles of fire insurance, types of fire hazards, and identify different types of fire insurance policies and their applications. | K4 |
| | CO5: Evaluate practical insurance practices such as issuing cover notes, conducting surveys and inspections, calculating average, and understanding the processes of reinsurance and renewals. | K5 |






| Learning Resources | |
|------------------------|--|
| Text Books | <ol style="list-style-type: none"> 1. Dr. P. Periyasamy – <i>Principles and Practice of Insurance</i>, Himalaya Publishing House, Latest Edition (Reprint 2020 or later). 2. M. N. Mishra & S. B. Mishra – <i>Insurance Principles and Practice</i>, S. Chand Publishing, Revised Edition, 2021. 3. Dr. K. C. Mishra & C. S. Kumar – <i>General Insurance: Principles and Practice</i>, Cengage Learning India, Latest Edition. 4. S. G. Patankar – <i>Elements of Insurance</i>, Everest Publishing House, Latest Edition. 5. Sharma R.S. Insurance : Principles and Practices |
| Reference Books | <ol style="list-style-type: none"> 1 Dr. M. N. Mishra & S. B. Mishra – <i>Insurance: Principles and Practice</i>, S. Chand Publishing, 2021. 2 George E. Rejda & Michael McNamara – <i>Principles of Risk Management and Insurance</i>, Pearson Education, 14th Edition, 2021. 3. Mark S. Dorfman & David A. Cather – <i>Introduction to Risk Management and Insurance</i>, Pearson, 10th Edition, 2013. 4. P. K. Gupta – <i>Insurance and Risk Management</i>, Himalaya Publishing House, Revised Edition 2020. 5. S. K. Sarvaria – <i>Elements of Insurance Law</i>, Universal Law Publishing, 2018. |
| Website Link | <ol style="list-style-type: none"> 1. https://bcomnotes.in/ 2. https://studycave.in/course/join-studycave-premium-membership-plan 3. https://www.indiastudychannel.com/#google_vignette 4. https://www.examveda.com/#google_vignette 5. https://egyankosh.ac.in/ |
| L – Lecture | T – Tutorial P – Practical C - Credit |

Mapping of CO's with PO's and PSO's

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1 | 3 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 1 | 1 |
| CO2 | 3 | 2 | 2 | 3 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 1 |
| CO3 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 2 |
| CO4 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 2 |
| CO5 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 |

(Correlation: 3 – High, 2 – Medium, 1 – Low)

| | |
|--|--|
| Course Designed By: Mrs. C.Magila | Verified By HOD: Mrs. C.Magila |
| Checked By CDC: Dr. Dhina Suresh | Approved By: Dr. J. Caroline Rose Principal |

| | | |
|---|--|---|
|  Dr. T. Sarathy MBA., Ph.D. Professor, Department of Management Studies, Periyar University, Salem 11. |  Mrs. C. Ashwini M.Com., NET., Assistant Professor, Department of Management, School of Business & Management, SFS College Bengaluru 560100 |  Mr. Jobin Scaria M.Com., NET., Assistant Professor, Department of Management, Christ College of Science and Management, Malur, Bengaluru |
|  Mrs. N. Umarani LLB., MBA., Head HR & Admin, BFW Ltd Devaganapalli, Thali Main Road Hosur, Krishnagiri Dt-635114 |  Mrs. Spandana MBA., M.Phil., Team Lead – Admin, HMG Stones LLP Giddenhalli, Athibele. | |

| B.B.A. Computer Applications LOCF – CBCS with effect from 2025 - 2026 Onwards | | | | | | | | |
|--|-------------------------------|--------------------|------------|--------------|----------|----------|----------|----------|
| Course Code | Course Title | Course Type | Sem | Hours | L | T | P | C |
| 25UBC1SE2 | ADVERTISING MANAGEMENT | SEC THEORY | I | 30 | 2 | - | - | 2 |
| Objective: <ol style="list-style-type: none"> 1. To provide a foundational understanding of advertising 2. To familiarize students with the various types of advertising 3. To introduce the step-by-step process of developing an advertisement 4. To explain advertising layout design 5. To enable students to understand the components of an advertising campaign | | | | | | | | |

| Unit | Course Content | Knowledge Levels | Sessions |
|-------------|---|-------------------------|-----------------|
| I | Advertising: Meaning – Importance – Objectives –Functions – Role of Advertising -Types of Advertising – Steps in developing an advertisement** **SDG 8: Decent Work and Economic Growth | K2 | 6 |
| II | Media – Forms of Media – Indoor Advertising** – Outdoor Advertising – -Types - Internet advertising – Film Advertising – Media Planning -Developing and Implementing media strategies. **SDG 9: Industry, Innovation, and Infrastructure | K3 | 6 |
| III | Advertising Layout Design of Layout –Functions. Advertising Campaign: Steps in Campaign Planning Advertising techniques-concept ** – types. **SDG 12: Responsible Consumption and Production | K4 | 6 |
| IV | Advertising Copy – Definition -Objectives – Essentials** – Types – Elements of Copy Writing – Headlines - Body Copy – Illustration – Catch Phrases and Slogans –Identification Marks **SDG 4: Quality Education | K4 | 6 |
| V | Advertising Agencies: Advertising Budget – types - Advertising Appeals** - concept- types of appeal - Advertising Organization - Functions - Social Effects of Advertising. **SDG 16: Peace, Justice, and Strong Institutions | K5 | 6 |

| | | |
|--|---|----|
| | CO1: Explain the meaning, objectives, importance, and functions of advertising and its role in modern marketing and communication. | K2 |
| | CO2: Identify and differentiate between various types of advertising | K3 |

| | | |
|--|---|----|
| | of creating an effective advertisement. | |
| | CO3. Understand and apply media planning strategies, including the selection of appropriate media forms and implementing effective media strategies. | K4 |
| | CO4: Analyse the components and functions of advertising layouts and apply design principles in campaign development. | K4 |
| | CO5: Plan and organize advertising campaigns by following a systematic approach, incorporating various advertising techniques and types | K5 |






| Learning Resources | |
|------------------------|--|
| Text Books | <ol style="list-style-type: none"> 1. S. A. Chunawalla – <i>Advertising: An Introductory Text</i>, Himalaya Publishing House, Latest Edition 2. Belch & Belch – <i>Advertising and Promotion: An Integrated Marketing Communications Perspective</i>, McGraw Hill Education, 11th Edition, 2021 3. C. L. Tyagi & Arun Kumar – <i>Advertising Management</i>, Atlantic Publishers, Revised Edition 4. Manendra Mohan – <i>Advertising Management: Concepts and Cases</i>, Tata McGraw-Hill, Latest Edition. 5. William Wells, John Burnett, and Sandra Moriarty – <i>Advertising: Principles and Practice</i>, Pearson Education, 9th Edition |
| Reference Books | <ol style="list-style-type: none"> 1. George E. Belch & Michael A. Belch – <i>Advertising and Promotion: An Integrated Marketing Communications Perspective</i>, McGraw Hill Education, 2021 (11th Edition) 2. Philip Kotler & Kevin Lane Keller – <i>Marketing Management</i>, Pearson Education, 2020 (15th Edition) 3. S. H. H. Kazmi & Satish K. Batra – <i>Advertising and Sales Promotion</i>, Excel Books, Latest Edition 4. Chunawalla & Sethia – <i>Foundations of Advertising: Theory and Practice</i>, Himalaya Publishing House, Revised Edition. 5. Jethwaney, Jaishri & Jain, Shruti – <i>Advertising Management</i>, Oxford University Press, 2012 |
| Website Link | <ol style="list-style-type: none"> 1. https://uascku.ac.in/wp-content/uploads/2020/04/Advertising-B.Com_-VI-Semester-Unit-Wise-Notes.pdf?utm_source=chatgpt.com 2. https://www.slideshare.net/slideshow/advertising-notes-65916425/65916425?utm_source=chatgpt.com 3. https://www.marketing91.com/advertising-campaign/ 4. https://www.marketing91.com/advertising-copy/ |
| L – Lecture | T – Tutorial |
| P – Practical | C – Credit |

Mapping of CO's with PO's and PSO's

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1 | 3 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 1 | 1 |
| CO2 | 3 | 2 | 2 | 3 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 1 |
| CO3 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 2 |
| CO4 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 2 |
| CO5 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 |

(Correlation: 3 – High, 2 – Medium, 1 – Low)

| | |
|--|--|
| Course Designed By: Mrs. C.A. Uma | Verified By HOD: Mrs. C.Magila |
| Checked By CDC: Dr. Dhina Suresh | Approved By: Dr. J. Caroline Rose Principal |

| | | |
|---|--|---|
|  Dr. T. Sarathy MBA., Ph.D. Professor, Department of Management Studies, Periyar University, Salem 11. |  Mrs. C. Ashwini M.Com., NET., Assistant Professor, Department of Management, School of Business & Management, SFS College Bengaluru 560100 |  Mr. Jobin Scaria M.Com., NET., Assistant Professor, Department of Management, Christ College of Science and Management, Malur, Bengaluru |
|  Mrs. N. Umarani LLB., MBA., Head HR & Admin, BFW Ltd Devaganapalli, Thali Main Road Hosur, Krishnagiri Dt-635114 |  Mrs. Spandana MBA., M.Phil., Team Lead – Admin, HMG Stones LLP Giddenhalli, Athibele. | |

| B.B.A .Computer Applications LOCF – CBCS with effect from 2025 - 2026 Onwards | | | | | | | | |
|--|---------------------------------|--------------------|------------|--------------|----------|----------|----------|----------|
| Course Code | Course Title | Course Type | Sem | Hours | L | T | P | C |
| 25UBC1SE3 | MANAGERIAL COMMUNICATION | SEC THEORY | I | 30 | 2 | - | - | 2 |
| Objective: 1. To Understand the Fundamentals of Communication 2. To Acquire Business Correspondence Skills 3. To Enhance Interview and Presentation Competencies 4. To Develop Proficiency in Written Business Communication 5. To Familiarize with Modern Communication Platforms | | | | | | | | |

| Unit | Course Content | Knowledge Levels | Sessions |
|-------------|---|-------------------------|-----------------|
| I | Definition – Methods – Types – Principles of effective Communication** – Barriers to Communication – Communication etiquette.** **SDG 4: Quality Education | K3 | 6 |
| II | Business Letter** – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances** **SDG 8: Decent Work and Economic Growth | K1,K4 | 6 |
| III | Interviews** - Direct, telephonic & Virtual interviews- Group discussion – Presentation skills ** – body language **SDG 5: Gender Equality | K1 | 6 |
| IV | Communication through Reports – Agenda- Minutes of Meeting - Resume Writing** **SDG 16: Peace, Justice and Strong Institutions | K1,K4 | 6 |
| V | Modern Forms of Communication** : podcasts, Email, virtual meetings – Websites and their use in Business – social media Professional Networking sites **SDG 9: Industry, Innovation and Infrastructure | K1,K2 | 6 |

| | | |
|-----------------------|---|-------|
| Course Outcome | CO1: Understand the fundamental concepts, types, methods, and principles of effective communication, and identify barriers and etiquette involved in professional communication. | K3 |
| | CO2: Demonstrate the ability to draft structured business letters for various purposes such as applications, offers, acknowledgements, promotions, enquiries, replies, orders, sales, circulars, and grievances. | K1,K4 |
| | CO3: Apply effective communication skills in different interview formats (direct, telephonic, virtual), and participate confidently in group discussions and presentations using appropriate body language. | K1 |
| | CO4: Prepare professional documents including business reports, meeting agendas, minutes of meetings, and resumes suitable for workplace contexts. | K1,K4 |
| | CO5: Utilize modern forms of digital communication such as emails, virtual meetings, podcasts, websites, social media, and professional networking platforms for business communication and development. | K1,K2 |






| Learning Resources | |
|---------------------------|--|
| Text Books | <ol style="list-style-type: none"> 1. Mallika Nawal –Business Communication – CENGAGE 2. Murphy, Herta A., Herbert W. Hildebrandt & Jane P. Thomas Effective Business Communication 3. R.C. Sharma & Krishna Mohan Business Correspondence and Report Writing Tata McGraw Hill. 4. Bovee, Thill, Schatzman, Business Communication Today – Pearson Education Private Ltd - New Delhi. 5. Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai. 6. P. D. Chaturvedi & Mukesh Chaturvedi Business Communication: Concepts, Cases and Applications |
| Reference Books | <ol style="list-style-type: none"> 1 Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017 2. Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017 3. Shirley Taylor <i>Model Business Letters, Emails and Other Business Documents</i>, 7th Edition <i>Model Business Letters, Emails and Other Business Documents</i>, 7th Edition Pearson Education, 2012 4. Meenakshi Raman & Prakash Singh <i>Business Communication</i>, 2nd R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015 |
| Website Link | <ol style="list-style-type: none"> 1. https://studiousguy.com/business-communication/ 2. https://www.mygreatlearning.com/blog/interview-types/?utm_source=chatgpt.com 3. https://gacbe.ac.in/pdf/ematerial/18BCO53C-U4.pdf?utm_source=chatgpt.com 5. https://www.slideshare.net/slideshow/modern-forms-of-communications-pptx/256036398?utm_source=chatgpt.com |
| L – Lecture | T – Tutorial P – Practical C - Credit |

Mapping of CO's with PO's and PSO's

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1 | 3 | 2 | 2 | 3 | 3 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 1 |
| CO2 | 3 | 2 | 3 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 |
| CO3 | 2 | 3 | 1 | 2 | 1 | 1 | 1 | 3 | 3 | 2 | 2 | 2 | 3 |
| CO4 | 3 | 2 | 2 | 1 | 3 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 |
| CO5 | 2 | 3 | 3 | 2 | 1 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |

(Correlation: 3 – High, 2 – Medium, 1 – Low)

| | |
|---|--|
| Course Designed By: Mrs. C. A. Uma | Verified By HOD: Mrs. C. Magila |
| Checked By CDC: Dr. Dhina Suresh | Approved By: Dr. J. Caroline Rose Principal |

| | | |
|---|---|---|
|  Dr. T. Sarathy MBA., Ph.D. Professor, Department of Management Studies, Periyar University, Salem 11. |  Mrs. C. Ashwini M.Com., NET., Assistant Professor, Department of Management, School of Business & Management, SFS College Bengaluru 560100 |  Mr. Jobin Scaria M.Com., NET., Assistant Professor, Department of Management, Christ College of Science and Management, Malur, Bengaluru |
|  Mrs. N. Umarani LLB., MBA., Head HR & Admin, BFW Ltd Devaganapalli, Thali Main Road Hosur, Krishnagiri Dt-635114 |  Mrs. Spandana MBA., M.Phil., Team Lead – Admin, HMG Stones LLP Giddenhalli, Athibele. | |

| B.B.A (CA) LOCF – CBCS with effect from 2025 - 2026 Onwards | | | | | | | | |
|--|----------------------------------|--------------------|------------|--------------|----------|----------|----------|----------|
| Course Code | Course Title | Course Type | Sem | Hours | L | T | P | C |
| 25UBC2C03 | ORGANISATIONAL PSYCHOLOGY | DSC THEORY | II | 75 | 5 | - | - | 4 |
| Objective: <ol style="list-style-type: none"> 1. To introduce the fundamental concepts and nature of Organizational Behavior 2. To help students understand individual behavior in organizations. 3. To explore group behaviour and team dynamics. 4. To examine key psychological constructs such as perception, attitude, morale, job Satisfaction and stress 5. To understand leadership in organizations, including leadership styles, qualities of effective leaders. | | | | | | | | |

| Unit | Course Content | Knowledge Levels | Sessions |
|-------------|--|-------------------------|-----------------|
| I | Organizational behaviour**-Meaning-objectives and nature –disciplines contribution organizational behaviour-Importance- Theories of organization**- Models of Organizational Behavior-relevance of OB in modern management. **SDG 8 – Decent Work and Economic Growth | K3 | 15 |
| II | Individual behaviour: Factors affecting individual behaviour- personality**- types of personality- Group behavior–meaning– type of groups–formation– group dynamics–group cohesiveness–group decision making.** **SDG 16 – Peace, Justice, and Strong Institutions | K3, K2 | 15 |
| III | Perception – Importance - Process selectivity – Developing perceptual skills Attitude and Behaviour - Factors in Attitude Formation – Effects of Employee Attitude – Developing positive attitude. Morale–meaning–benefits–measurement, job satisfaction–meaning and factors– Stress –causes-managing stress. **SDG 3 – Good Health and Well-being | K2, K3 | 15 |
| IV | ORGANISATIONAL CULTURE AND STRUCTURE** : Concept of culture; Impact (functions and liability); Creating and sustaining culture: Concept of structure, Prevalent organizational designs: New design options **SDG 9 – Industry, Innovation, and Infrastructure | K3, K1 | 15 |
| V | ORGANISATIONAL CHANGE, CONFLICT AND POWER:** Forces of change; Planned change; Resistance; Approaches (Lewin's model, Organizational development);. Concept of conflict, Conflict process; Types, Functional/ Dysfunctional. Introduction to power and politics.-overcoming resistance to change.– counselling–types of counselling **SDG 10 – Reduced Inequalities | K2, K3 | 15 |

| | | |
|-----------------------|--|-------|
| Course Outcome | CO1: Understand the meaning, objectives, nature, and importance of Organizational Behavior and its theoretical and disciplinary foundations. | K3 |
| | CO2: Analyze the factors influencing individual behavior, including personality types and their impact on workplace performance. | K3,K2 |
| | CO3: Explain the nature of group behavior, group formation, group dynamics, cohesiveness, and decision-making in organizational contexts. | K2,K5 |
| | CO4: Evaluate perceptual processes, attitude formation, employee morale, job satisfaction, and workplace stress, and propose ways to manage them. | K3,K1 |
| | CO5: Understand and apply principles of organizational change, including reasons, types, resistance to change, and effective counseling techniques. | K2,K5 |






| Learning Resources | |
|---------------------------|--|
| Text Books | 1. Organizational behavior – L.M.Prasad S.Chand & company Ltd 2. Organizational behavior – S.S.Khanka, S.Chand & company Ltd 3. Organizational Behaviour-Dr. K. Aswathappa, Himalaya Publishing House 4. Organizational Behavior-Stephen P. Robbins & Timothy A. Judge, Pearson Education 5. Organizational Behaviour-P. Subba Rao, Himalaya Publishing House |
| Reference Books | 1 Uma Sekaran, Organizational Behaviour Text & cases, 2 nd edition, Tata McGraw Hill Publishing CO. Ltd 2. S.S. Khanka, Organizational Behaviour, S. Chand & Co, New Delhi. 3. J. Jayasankar, Organizational Behaviour, Margham Publications, Chennai, 2017 4. John Newstrom, Organizational Behaviour: Human Behaviour at Work, McGraw Hill Education; 12th edition (1 July 2017) |
| Website Link | 1. https://www.iedunote.com/organizational-behavior/ 2. https://www.vssut.ac.in/lecture_notes/lecture1421946477.pdf 3. https://en.wikipedia.org/wiki/Organizational_structure?utm_source=chatgpt.com 4. https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf |
| L – Lecture | T – Tutorial P – Practical C - Credit |

Mapping of CO's with PO's and PSO's

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1 | 3 | 2 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 |
| CO2 | 3 | 2 | 3 | 3 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 |
| CO3 | 2 | 3 | 2 | 2 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 |
| CO4 | 2 | 3 | 2 | 3 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 |
| CO5 | 3 | 3 | 2 | 1 | 3 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 |

(Correlation: 3 – High, 2 – Medium, 1 – Low)

| | |
|-----------------------------------|--------------------------------|
| Course Designed By: Mrs. C.Magila | Verified By HOD: Mrs. C.Magila |
| Checked By CDC: | Approved By: Principal |

| | | |
|--|--|--|
|  <p>Dr. T. Sarathy MBA., Ph.D. Professor, Department of Management Studies, Periyar University, Salem 11.</p> |  <p>Mrs. C. Ashwini M.Com., NET., Assistant Professor, Department of Management, School of Business & Management, SFS College Bengaluru 560100</p> |  <p>Mr. Jobin Scaria M.Com., NET., Assistant Professor, Department of Management, Christ College of Science and Management, Malur, Bengaluru</p> |
|  <p>Mrs. N. Umarani LLB., MBA., Head HR & Admin, BFW Ltd Devaganapalli, Thali Main Road Hosur, Krishnagiri Dt-635114</p> |  <p>Mrs. Spandana MBA., M.Phil., Team Lead – Admin, HMG Stones LLP Giddenhalli, Athibele.</p> | |

| B.B.A (CA) LOCF – CBCS with effect from 2025 - 2026 Onwards | | | | | | | | |
|---|-----------------------------|--------------------|------------|--------------|----------|----------|----------|----------|
| Course Code | Course Title | Course Type | Sem | Hours | L | T | P | C |
| 25UBC2C04 | FINANCIAL MANAGEMENT | DSC THEORY | II | 60 | 4 | - | - | 3 |
| Objective: <ol style="list-style-type: none"> 1. To introduce the fundamentals of finance and financial management 2. To develop understanding of capital structure planning. 3. To evaluate capital budgeting 4. To assess dividends 5. To enable students to understand and manage working capital efficiently, | | | | | | | | |

| Unit | Course Content | Knowledge Levels | Sessions |
|-------------|---|-------------------------|-----------------|
| I | Meaning, objectives and Importance of Finance – Sources of finance** – Functions of financial management – Role of financial manager in Financial Management. **SDG 8 – Decent Work and Economic Growth | K3 | 12 |
| II | Capital structures planning** - Factors affecting capital structures – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept. Cost of capital – Cost of equity – Cost of preference share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC) **SDG 17 – Partnerships for the Goals | K1,K2 | 12 |
| III | Capital Budgeting: ARR, Payback period, Net present value, IRR,** Capital rationing, simple problems on capital budgeting methods. **SDG 7 – Affordable and Clean Energy | K1,K3 | 12 |
| IV | Dividend policies** – Factors affecting dividend payment - Company Law provision on dividend payment –Various Dividend Models (Walter’s Gordon’s -M.M. Hypothesis)** **SDG 16 – Peace, Justice, and Strong Institutions | K2,K4 | 12 |
| V | Working capital** – Components of working capital – operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements. **SDG 11 – Sustainable Cities and Communities | K2,K1 | 12 |

| | | |
|-----------------------|---|-------|
| Course Outcome | CO1: Understand the basics of finance and roles of finance manager | K3 |
| | CO2: Analyze capital structure planning, determine the optimal mix of debt and equity, and compute the cost of capital including WACC. | K1,K2 |
| | CO3: Apply various capital budgeting techniques (ARR, Payback, NPV, and IRR) to assess the viability of long-term investment projects. | K1,K5 |
| | CO4: Assessing dividends | K2,K5 |
| | CO5: Identify the components and influencing factors of working capital and estimate working capital requirements using appropriate methods. | K2,K1 |






| Learning Resources | |
|---------------------------|--|
| Text Books | <ol style="list-style-type: none"> 1.Kulkarni and Dr. Sathya Prasad, Financial Management, 13th Edition 2011 2. Advanced Financial Management kohok, M A, Everest Publishing House 3. Financial Management Kishore R M, Taxman Allied Service 4 Strategic Financial Management Jakhotiya 5. Financial Management & Policy Srivastava, R M Himalaya 6 I.M. Pandey – Financial Management Publisher: Vikas Publishing House |
| Reference Books | <ol style="list-style-type: none"> 1.Dr. K. Ganesan & S.Ushena Begam, Financial Management, Charulatha Publications , Chennai 2. Financial Management – Prasanna Chandra , 2008, Tata McGraw Hill, New Delhi 3 Financial Management – S.N.Maheswari 4. Financial Management – Y. Khan and Jain 2009 Edition, Sultan Chand & Sons 5. Financial Management – A. Murthy |
| Website Link | <ol style="list-style-type: none"> 1.https://www.managementstudyguide.com/financialmanagement.htm/?utm_source=chatgpt.com 2.https://corporatefinanceinstitute.com/resources/accounting/capital-structure-overview/ 3.https://financialmanagement.pressbooks.tru.ca/chapter/module-6-capital-budgeting/?utm_source 4.https://www.investopedia.com/terms/d/dividendpolicy.asp?utm_source 5. https://www.srcc.edu/sites/default/files/B.A.%28Hons.%29%20Eco_Sem-II_Finance%28GE%29_WorkingCapital_RuchikaChoudhary.pdf?utm_ |
| L – Lecture | T – Tutorial P – Practical C – Credit |

Mapping of CO's with PO's and PSO's

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1 | 3 | 2 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 |
| CO2 | 3 | 2 | 3 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 |
| CO3 | 2 | 2 | 1 | 3 | 1 | 2 | 1 | 2 | 2 | 2 | 3 | 3 | 3 |
| CO4 | 2 | 1 | 3 | 2 | 3 | 3 | 1 | 2 | 2 | 2 | 2 | 2 | 2 |
| CO5 | 3 | 3 | 3 | 2 | 1 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 |

(Correlation: 3 – High, 2 – Medium, 1 – Low)

| | |
|-----------------------------------|--|
| Course Designed By: Mrs. C.Magila | Verified By HOD: Mrs. C.Magila |
| Checked By CDC: Dr. Dhina Suresh | Approved By: Dr. J. Caroline Rose Principal |

| | | |
|---|--|---|
|  Dr. T. Sarathy MBA., Ph.D. Professor, Department of Management Studies, Periyar University, Salem 11. |  Mrs. C. Ashwini M.Com., NET., Assistant Professor, Department of Management, School of Business & Management, SFS College Bengaluru 560100 |  Mr. Jobin Scaria M.Com., NET., Assistant Professor, Department of Management, Christ College of Science and Management, Malur, Bengaluru |
|  Mrs. N. Umarani LLB., MBA., Head HR & Admin, BFW Ltd Devaganapalli, Thali Main Road Hosur, Krishnagiri Dt-635114 |  Mrs. Spandana MBA., M.Phil., Team Lead – Admin, HMG Stones LLP Giddenhalli, Athibele. | |

| B.B.A (CA) LOCF – CBCS with effect from 2025 - 2026 Onwards | | | | | | | | |
|--|------------------------------|--------------------|------------|--------------|----------|----------|----------|----------|
| Course Code | Course Title | Course Type | Sem | Hours | L | T | P | C |
| 25UBC2SE1 | LIFE SKILLS EDUCATION | SEC THEORY | II | 30 | 2 | - | - | 2 |
| Objective: <ol style="list-style-type: none"> 1. To introduce the concept and importance of life skills, Life Skills Education, Life Skills Approach 2. To help students develop self-awareness 3. To enhance interpersonal skills by exploring the dynamics of interpersonal relationships 4. To promote goal setting skills for personal and career planning and success. 5. To equip students with stress management techniques | | | | | | | | |

| Unit | Course Content | Knowledge Levels | Sessions |
|-------------|---|-------------------------|-----------------|
| I | Definition and Importance of Life Skills, Livelihood Skills, Survival Skills and Life Skills.** Life Skills Education, Life Skills Approach, Life Skills Based Education. **SDG 4: Quality Education | K2 | 6 |
| II | Self-awareness: Definition, types of self. Self-concept, body image, self-esteem. Techniques used for self-awareness** : Johari window, SWOT analysis. Empathy, sympathy & Altruism. **SDG 3: Good Health and Well-being | K3 | 6 |
| III | Interpersonal relationship: Definition, factors affecting relationship.** Listening: Definition & Tips for Effective listening.** Thinking: Nature, Elements of thought. Types of thinking, concept formation, reasoning. Critical thinking: Definition, nature & stages. **SDG 16: Peace, Justice, and Strong Institutions | K4 | 6 |
| IV | Goal setting. Coping with stress:** Definition, stressors, source of stress. Coping skills. **SDG 8: Decent Work and Economic Growth | K4 | 6 |
| V | Coping with emotions: Definition, Characteristics and types. Coping ** **SDG 10: Reduced Inequality strategies. | K5 | 6 |

| | | |
|-----------------------|--|------------|
| Course outcome | CO1: Understand the concept and significance of life skills, livelihood skills, and survival skills in personal, social, and professional contexts. | K1, K2 |
| | CO2: Demonstrate enhanced self-awareness by analysing self-concept, body image, and self-esteem using tools like the Johari Window and SWOT analysis. | K2, K3 |
| | CO3: Build and maintain interpersonal relationships by understanding key influencing factors and improving communication through active listening. | K3, K4 |
| | CO4: Set realistic and achievable goals and take proactive steps toward personal and academic development. | K2, K3 |
| | CO5: Identify sources and types of stress and apply effective coping strategies to manage stress and enhance emotional well-being. | K2, K3, K5 |






| Learning Resources | |
|---------------------------|--|
| Text Books | <ol style="list-style-type: none"> 1. Baron, R.A. & Misra, G. (2013). Psychology (Indian Subcontinent Edition). Pearson Education. 2. Kumar, G. (2016). Life Skills Through Education. 3. UNESCO(2005).Quality Education and Life Skills:DarkarGoals,UNESCO,Paris 4 SantrockW.John(2006).Educational Psychology.(2ndEdn.)New Delhi: TataMcGraw-HillPublishing Company Ltd. 5. Suryanarayana, P, N.V.S. & Reddy. (2007). Life Skills Education: Training Package. Rajiv Gandhi National Institute of Youth Development (RGNIYD). |
| Reference Books | <ol style="list-style-type: none"> 1 Dakar Framework for Action,(2000).Education for All: Meeting our Collective Commitments, Dakar, Senegal. 2 Kumar.J.Keval,(2008).Mass Communication in India, JAICO Publication India Pvt. Ltd 3. RaoP.L.(2008).Enriching Human Capital through Training and Development, Excel Books, Delhi 4. Singh Madhu,(2003).Understanding Life Skills, Background paper prepared for Education for All: The Leap to Equality 5. Corey, G. & Corey, M. (2010) <i>Groups: Process and Practice</i> (8th Ed.). |
| Website Link | <ol style="list-style-type: none"> 1. https://www.unicef.org/rosa/reports/life-skills-based-education 2. https://www.skillsyouneed.com/ps/self-awareness.html 3. https://www.verywellmind.com/what-is-an-interpersonal-relationship-5198430 4. https://explorable.com/thinking 5. https://www.verywellmind.com/what-is-emotion-2795178 |
| L – Lecture | T – Tutorial P – Practical C – Credit |

Mapping of CO's with PO's and PSO's

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1 | 3 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 1 | 1 |
| CO2 | 3 | 2 | 2 | 3 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 1 |
| CO3 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 2 |
| CO4 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 2 |
| CO5 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 |

(Correlation: 3 – High, 2 – Medium, 1 – Low)

| | |
|---|--|
| Course Designed By: Mrs. C.A.Uma | Verified By HOD: Mrs. C.Magila |
| Checked By CDC: Dr. Dhina Suresh | Approved By: Dr. J. Caroline Rose Principal |

| | | |
|---|--|---|
|  Dr. T. Sarathy MBA., Ph.D. Professor, Department of Management Studies, Periyar University, Salem 11. |  Mrs. C. Ashwini M.Com., NET., Assistant Professor, Department of Management, School of Business & Management, SFS College Bengaluru 560100 |  Mr. Jobin Scaria M.Com., NET., Assistant Professor, Department of Management, Christ College of Science and Management, Malur, Bengaluru |
|  Mrs. N. Umarani LLB., MBA., Head HR & Admin, BFW Ltd Devaganapalli, Thali Main Road Hosur, Krishnagiri Dt-635114 |  Mrs. Spandana MBA., M.Phil., Team Lead – Admin, HMG Stones LLP Giddenhalli, Athibele. | |

| B.B.A (CA) LOCF – CBCS with effect from 2025 - 2026 Onwards | | | | | | | | |
|--|---|-------------|-----|-------|---|---|---|---|
| Course Code | Course Title | Course Type | Sem | Hours | L | T | P | C |
| 25UBC2SE2 | BUSINESS ETIQUETTE AND CORPORATE GROOMING | SEC THEORY | II | 30 | 2 | - | - | 2 |
| Objective: <ol style="list-style-type: none"> Understand the foundational concepts of business etiquette and apply basic etiquette principles in professional interactions. To provide understanding about the workplace courtesy and ethical issues involved Apply proper communication etiquette across phone, email, and digital platforms, including respectful interaction with people with disabilities. To familiarize students about significance of cultural sensitivity and the relative business attire To Exhibit professionalism through appropriate business attire and grooming, contributing to a strong professional image. | | | | | | | | |

| Unit | Course Content | Knowledge Levels | Sessions |
|------|---|------------------|----------|
| I | Introduction to Business Etiquette: Introduction- ABCs of etiquette- meeting and greeting scenarios-principles of exceptional work behaviour- role of good manners in business-professional conduct **and personal spacing. **SDG 8 – Decent Work and Economic Growth | K1 | 6 |
| II | Workplace Courtesy and Business Ethics**: Workplace Courtesy- Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer's perspective - Hierarchy and Protocol. Ethical issues **SDG 16 – Peace, Justice, and Strong Institutions | K2 | 6 |
| III | Telephone Etiquette, email etiquette and Disability Etiquette **Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the workplace, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices **SDG 10 – Reduced Inequalities | K2, K3 | 6 |
| IV | Diversity and Cultural Awareness at Workplace **Impact of diversity-Cultural Sensitivity-Taboos and Practices- Intercultural Communication. **SDG 5 – Gender Equality | K2 | 6 |
| V | Business Attire and Professionalism** Business style and professional image - dress code-guidelines for appropriate business attire- grooming for success **SDG 4 – Quality Education | K2, K3 | 6 |

| | | |
|-----------------------|--|--------|
| Course outcome | CO1: Demonstrate understanding of basic business etiquette and professional behaviour required in formal and informal work settings. | K1 |
| | CO2: Apply workplace courtesy and ethical behaviour to maintain a positive and respectful work environment. | K2 |
| | CO3: Exhibit proper communication etiquette including telephone, email, and online interactions, and demonstrate awareness of disability etiquette. | K2, K3 |
| | CO4: Recognize the importance of diversity and cultural sensitivity in the workplace and apply appropriate intercultural communication practices. | K2 |
| | CO5: Present a professional image through proper business attire and grooming, adhering to workplace standards. | K2, K3 |






| Learning resources | |
|---------------------------|--|
| Text books | <ol style="list-style-type: none"> 1. Barbara Pachter “The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success” McGraw Hill Education, Latest Edition 2. Business and Professional Communication by Sage Journals 3. Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse 4. Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow 5. Shital Kakkar Mehra,—Business Etiquette: A guide for the Indian Professional, Harper Collins Publisher (2012) |
| Reference books | <ol style="list-style-type: none"> 1 Indian Business Etiquette, Raghu Palat, JAICO Publishers 2 Nina Kochhar,—At Ease with Etiquette, B.Jain Publisher, 2011 3. Nimeran Sahukar, Prem P. Bhalla, —The Book of Etiquette and manners, Pustak Mahi publishers, 2004. 4. Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd. 5. The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter, McGraw Hill Education. |
| Website links | <ol style="list-style-type: none"> 1. https://www.marquette.edu/career-center/students/workplace-etiquette.php 2 https://extension.psu.edu/cultural-sensitivity-in-the-workplace 3. https://www.indeed.com/career-advice/starting-new-job/guide-to-business-attire?utm_source |
| L – Lecture | T – Tutorial P – Practical C – Credit |

Mapping of CO's with PO's and PSO's

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1 | 3 | 2 | 2 | 2 | 1 | 1 | 3 | 2 | 2 | 2 | 2 | 2 | 1 |
| CO2 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 1 |
| CO3 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 2 |
| CO4 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 2 |
| CO5 | 2 | 2 | 2 | 1 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |

(Correlation: 3 – High, 2 – Medium, 1 – Low)

| | |
|--|--|
| Course Designed By: Mrs. C.Magila | Verified By HOD: Mrs. C.Magila |
| Checked By CDC: Dr. Dhina Suresh | Approved By: Dr. J. Caroline Rose Principal |

| | | |
|---|--|---|
|  Dr. T. Sarathy MBA., Ph.D. Professor, Department of Management Studies, Periyar University, Salem 11. |  Mrs. C. Ashwini M.Com., NET., Assistant Professor, Department of Management, School of Business & Management, SFS College Bengaluru 560100 |  Mr. Jobin Scaria M.Com., NET., Assistant Professor, Department of Management, Christ College of Science and Management, Malur, Bengaluru |
|  Mrs. N. Umarani LLB., MBA., Head HR & Admin, BFW Ltd Devaganapalli, Thali Main Road Hosur, Krishnagiri Dt-635114 |  Mrs. Spandana MBA., M.Phil., Team Lead – Admin, HMG Stones LLP Giddenhalli, Athibele. | |

| B.B.A (CA) LOCF – CBCS with effect from 2025 - 2026 Onwards | | | | | | | | |
|--|--|--------------------|------------|--------------|----------|----------|----------|----------|
| Course Code | Course Title | Course Type | Sem | Hours | L | T | P | C |
| 25UBC2SE3 | EXPORT AND IMPORT DOCUMENTATION | SEC THEORY | II | 30 | 2 | - | - | 2 |
| Objective: <ol style="list-style-type: none"> 1. To provide foundational knowledge of EXIM documentation frameworks 2. To develop proficiency in managing export credit and collection mechanisms 3. To impart knowledge of foreign exchange regulations and inspection procedures 4. To train students on the customs clearance process for exports and imports 5. To explain the procedures involved in processing export orders | | | | | | | | |

| Unit | Course Content | Knowledge Levels | Sessions |
|-------------|---|-------------------------|-----------------|
| I | Documentation Framework–EXIM Documentation– Instruments and methods of Financing Exports**– Credit and Collections. **SDG 8: Decent Work and Economic Growth | K2 | 6 |
| II | Foreign Exchange Regulations and Formality**– Pre – Shipment; Inspection and Procedures – Role of Clearing and Forwarding Agents. **SDG 16: Peace, Justice, and Strong Institutions | K3 | 6 |
| III | Custom Clearance of Export and Import Cargo – Regulatory Documents – Bill of Lading – Export License – Bill of Exchange.** **SDG 9: Industry, Innovation, and Infrastructure | K4 | 6 |
| IV | Processing of an Export Order, World Shipping,** Structure, Liners and Tramps – Containerization **SDG 17: Partnerships for the Goals | K4 | 6 |
| V | Import Documentation – Import Procedure,** guidelines, key documents used in Importing – Import Licensing and other incentives **SDG 12: Responsible Consumption and Production. | K5 | 6 |

| | | |
|-----------------------|---|----|
| Course outcome | CO1: Understand and apply the framework and components of EXIM documentation required for international trade operations. | K2 |
| | CO2: Demonstrate familiarity with foreign exchange regulations, pre-shipment inspection procedures, and the roles of clearing and forwarding agents in the export process. | K3 |
| | CO3: Identify and process essential documents such as Bills of Lading, Export Licenses, and Bills of Exchange required for customs clearance of export and import cargo. | K4 |
| | CO4: Execute the steps involved in processing export orders and gain practical knowledge of global shipping structures, including containerization and ship types (liners and tramps). | K4 |
| | CO5: Understand import procedures, key import documents, and regulatory requirements including licensing and government-provided incentives. | K5 |






| Learning Resources | |
|------------------------|--|
| Text Books | 1. TAS Balagopal, Export Management Mumbai, Himalaya Publishing House, 2000. 2. Government of India Handbook of Import–Export Procedures, New Delhi, Anupam Publishers, 2002. |
| Reference Books | 1. Export-Import and Logistics Management Usha Kiran Rai, PHI Learning Pvt. Ltd.. 2. International Business: Text and Cases P. Subba Rao Himalaya Publishing House. |
| Website Link | https://www.dgft.gov.in/CP/?opt=licensing-procedures |
| L – Lecture | T – Tutorial P – Practical C – Credit |

Mapping of CO's with PO's and PSO's

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1 | 3 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 1 | 1 |
| CO2 | 3 | 2 | 2 | 3 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 1 |
| CO3 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 2 |
| CO4 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 2 |
| CO5 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 |

(Correlation: 3 – High, 2 – Medium, 1 – Low)

| | |
|--|--|
| Course Designed By: Mrs. C.Magila | Verified By HOD: Mrs. C.Magila |
| Checked By CDC: Dr. Dhina Suresh | Approved By: Dr. J. Caroline Rose Principal |

| | | |
|---|--|---|
|  Dr. T. Sarathy MBA., Ph.D. Professor, Department of Management Studies, Periyar University, Salem 11. |  Mrs. C. Ashwini M.Com., NET., Assistant Professor, Department of Management, School of Business & Management, SFS College Bengaluru 560100 |  Mr. Jobin Scaria M.Com., NET., Assistant Professor, Department of Management, Christ College of Science and Management, Malur, Bengaluru |
|  Mrs. N. Umarani LLB., MBA., Head HR & Admin, BFW Ltd Devaganapalli, Thali Main Road Hosur, Krishnagiri Dt-635114 |  Mrs. Spandana MBA., M.Phil., Team Lead – Admin, HMG Stones LLP Giddenhalli, Athibele. | |

| B.B.A. Computer Applications LOCF – CBCS with effect from 2025 - 2026 Onwards | | | | | | | | |
|---|---|--------------------|------------|--------------|----------|----------|----------|----------|
| Course Code | Course Title | Course Type | Sem | Hours | L | T | P | C |
| 25UBC1NM1 | PRINCIPLES AND PRACTICES OF EVENT MANAGEMENT | NME THEORY | I | 30 | 2 | - | - | 2 |
| Objective: <ol style="list-style-type: none"> 1. To understand the basic concept, need, and significance of event management 2. To develop skills in creating event concepts, planning event designs, and coordinating events effectively. 3. To analyze the feasibility of events and apply SWOT analysis to assess resources and risks. 4. To apply marketing principles in event planning, including the 5Ps (Product, Price, Place, Promotion, Public Relations). 5. To understand budgeting and financial planning for events, including securing sponsorship and analyzing costs. | | | | | | | | |

| Unit | Course Content | Knowledge Levels | Sessions |
|-------------|---|-------------------------|-----------------|
| I | Introduction: Event Management** – Definition, Need, Types of Events: Corporate, Social, Cultural, Sports, Educational, Government **SDG 4: Quality Education | K3 | 6 |
| II | Concept and Design of Events** : Event Co-ordination, – Emerging Trends in Events (Green Events, Virtual Events, Experiential Events) **SDG 13: Climate Action | K1,K3 | 6 |
| III | Event Feasibility** : Resources – Feasibility, SWOT Analysis Role of Event Manager **SDG 8: Decent Work and Economic Growth | K2 | 6 |
| IV | Event Planning & Promotion** – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations ,Risk Management in Events **SDG 9: Industry, Innovation and Infrastructure | K1,K2 | 6 |
| V | Event Budget** – Financial Analysis – Event Cost – Event Sponsorship Use of Technology ** in Event Promotion (Social Media, Email, Apps) **SDG 17: Partnerships for the Goals | K1,K3 | 6 |

| | | |
|-----------------------|--|-------|
| Course Outcome | CO1: Understand the fundamental concepts, types, and scope of event management in business | K3 |
| | CO2: Design events of emerging trends in events. | K1,K3 |
| | CO3: Apply event planning steps, including setting objectives, designing event concepts, and managing timelines. | K2 |
| | CO4: Gain Familiarity with marketing & promotion of event | K1,K2 |
| | CO5: Prepare event budgets, identify revenue sources, and apply basic event marketing and promotional strategies. | K1,K3 |






| Learning Resources | |
|---|--|
| Text Books | <ol style="list-style-type: none"> 1. Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd. 2. Event Management by Swarup K. Goyal - Adhyayan Publisher – 2009 3. Event Management & Public Relations by Savita Mohan - Enkay Publishing House 4. Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross 5. Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers |
| Reference Books | <ol style="list-style-type: none"> 1 Event Management By Chaudhary, Krishna, Bio-Green Publishers 2. Successful Event Management By Anton Shone & Bryn Parry 3. Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid 4. Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen , Wiley Publishers 5. Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex Genadinik CreateSpace Independent Publishing Platform, 2015 |
| Website Link | <ol style="list-style-type: none"> 1. https://www.azavista.com/blog/trends-in-event-management?utm_source 2. https://blog.10times.com/mastering-the-5-ps-of-event-marketing/?utm_source 3. https://www.eventmobi.com/blog/event-budget-basics/?utm_source=chatgpt.com |
| L – Lecture T – Tutorial P – Practical C - Credit | |

Mapping of CO's with PO's and PSO's

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1 | 3 | 2 | 2 | 3 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 |
| CO2 | 3 | 3 | 2 | 3 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 |
| CO3 | 3 | 3 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 |
| CO4 | 2 | 3 | 3 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 |
| CO5 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 |

(Correlation: 3 – High, 2 – Medium, 1 – Low)

| | |
|--|--|
| Course Designed By: Mrs. C.Magila | Verified By HOD: Mrs. C.Magila |
| Checked By CDC: Dr. Dhina Suresh | Approved By: Dr. J. Caroline Rose Principal |

| | | |
|---|---|---|
|  Dr. T. Sarathy MBA., Ph.D. Professor, Department of Management Studies, Periyar University, Salem 11. |  Mrs. C. Ashwini M.Com., NET., Assistant Professor, Department of Management, School of Business & Management, SFS College Bengaluru 560100 |  Mr. Jobin Scaria M.Com., NET., Assistant Professor, Department of Management, Christ College of Science and Management, Malur, Bengaluru |
|  Mrs. N. Umarani LLB., MBA., Head HR & Admin, BFW Ltd Devaganapalli, Thali Main Road Hosur, Krishnagiri Dt-635114 |  Mrs. Spandana MBA., M.Phil., Team Lead – Admin, HMG Stones LLP Giddenhalli, Athibele. | |

| B.B.A. Computer Applications LOCF – CBCS with effect from 2025 - 2026 Onwards | | | | | | | | |
|---|---|--------------------|------------|--------------|----------|----------|----------|----------|
| Course Code | Course Title | Course Type | Sem | Hours | L | T | P | C |
| 25UBC1NM2 | BUSINESS ETHICS AND CORPORATE GOVERNANCE | NME THEORY | I | 30 | 2 | - | - | 2 |
| Objective: <ol style="list-style-type: none"> 1. To understand ethical principles and their relevance in business practices. 2. To analyze the role of leadership, culture, and governance in ethical business conduct. 3. To examine legal frameworks and regulations governing corporate behavior. 4. To evaluate contemporary governance structures and board responsibilities. 5. To critically analyze ethical dilemmas and corporate failures through case studies. | | | | | | | | |

| Unit | Course Content | Knowledge Levels | Sessions |
|-------------|--|-------------------------|-----------------|
| I | Introduction to Business Ethics - Definition and Importance- Moral Values-** Ethical Theories- Stakeholder vs. Shareholder- Ethical Dilemmas**- Case Studies **SDG 16: Peace, Justice and Strong Institutions | K1, K2, K3 | 6 |
| II | Ethical Leadership and Organizational Culture**- Leadership Values - Organizational Climate - Codes and Policies - Whistleblowing-** Ethics in Functions- Activity **SDG 5: Gender Equality | K2, K3, K4 | 6 |
| III | Corporate Governance: Principles and Frameworks**- Scope and Importance- Principles- Board Roles**- Governance Models- Case Studies **SDG 17: Partnerships for the Goals | K2, K3, K5 | 6 |
| IV | Regulatory Framework of Governance- SEBI, Companies Act**- Regulatory Bodies- Internal Controls- Role of Auditors**- Report Review Workshop **SDG 8: Decent Work and Economic Growth | K2, K3, K4 | 6 |
| V | Contemporary Issues** and Case Studies- ESG- CSR- Digital Ethics - Scandals-** Group Presentation **SDG 12: Responsible Consumption and Production | K4, K5, K6 | 6 |

| | | |
|-----------------------|---|------------|
| Course Outcome | C01: Understand fundamental ethical concepts, theories, and their application to business decision-making. | K1, K2, K3 |
| | C02: Analyse the role of leadership and organizational culture in shaping ethical practices. | K2, K3, K4 |
| | C03: Evaluate the principles and structure of corporate governance mechanisms and board functioning. | K2, K3, K5 |
| | C04: Interpret and apply relevant corporate governance regulations and frameworks. | K2, K3, K4 |
| | C05: Critically analyse real-world corporate failures and contemporary issues in ethics and governance. | K4, K5, K6 |






| Learning Resources | |
|---|--|
| Text Books | <ol style="list-style-type: none"> 1. Velasquez, M.G. (2012). Business Ethics: Concepts and Cases. Pearson. 2. Fernando, A.C. (2019). Business Ethics and Corporate Governance. Pearson. 3. Bob Tricker (2015). Corporate Governance: Principles, Policies, and Practices. Oxford University Press. |
| Reference Books | <ol style="list-style-type: none"> 1. Mallin, C.A. (2013). Corporate Governance. Oxford University Press. 2. Crane, A., & Matten, D. (2016). Business Ethics. Oxford University Press. 3. Hartman, L.P., DesJardins, J., & MacDonald, C. (2017). Business Ethics. McGraw-Hill. |
| Website Link | <ol style="list-style-type: none"> 1. https://corporatefinanceinstitute.com/resources/esg/corporate-governance/ 2. https://www.investopedia.com/terms/b/business-ethics.asp |
| L – Lecture T – Tutorial P – Practical C - Credit | |

Mapping of CO's with PO's and PSO's

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1 | 3 | 2 | 1 | 1 | 2 | 3 | 2 | 1 | 1 | 2 | 3 | 2 | 1 |
| CO2 | 2 | 3 | 2 | 2 | 1 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 3 |
| CO4 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 |
| CO5 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 |

(Correlation: 3 – High, 2 – Medium, 1 – Low)

| | |
|--|---------------------------------------|
| Course Designed By: Mrs. C.Magila | Verified By HOD: Mrs. C.Magila |
| Checked By CDC: | Approved By: Principal |

| | | |
|---|---|---|
|  Dr. T. Sarathy MBA., Ph.D. Professor, Department of Management Studies, Periyar University, Salem 11. |  Mrs. C. Ashwini M.Com., NET., Assistant Professor, Department of Management, School of Business & Management, SFS College Bengaluru 560100 |  Mr. Jobin Scaria M.Com., NET., Assistant Professor, Department of Management, Christ College of Science and Management, Malur, Bengaluru |
|  Mrs. N. Umarani LLB., MBA., Head HR & Admin, BFW Ltd Devaganapalli, Thali Main Road Hosur, Krishnagiri Dt-635114 |  Mrs. Spandana MBA., M.Phil., Team Lead – Admin, HMG Stones LLP Giddenhalli, Athibele. | |

| B.B.A. Computer Applications LOCF – CBCS with effect from 2025 - 2026 Onwards | | | | | | | | |
|--|---------------------------------------|--------------------|------------|--------------|----------|----------|----------|----------|
| Course Code | Course Title | Course Type | Sem | Hours | L | T | P | C |
| 25UBC1NM3 | BASICS OF MARKETING MANAGEMENT | NME THEORY | I | 30 | 2 | - | - | 2 |
| Objective: <ol style="list-style-type: none"> 1. To introduce fundamental marketing concepts and principles. 2. To understand market segmentation, targeting, and positioning strategies. 3. To develop knowledge on product, price, place, and promotion (4Ps) strategies. 4. To evaluate consumer behavior and marketing research techniques. 5. To explore digital marketing trends and marketing ethics. | | | | | | | | |

| Unit | Course Content | Knowledge Levels | Sessions |
|-------------|---|-------------------------|-----------------|
| I | Introduction to Marketing - Meaning, Nature, Scope, Importance - Core Concepts of Marketing- Marketing vs. Selling- Marketing Environment (Micro and Macro)** **SDG 8: Decent Work and Economic Growth | K1, K2 | 6 |
| II | Market Segmentation, Targeting and Positioning- Bases of Segmentation- Target Market Selection- Positioning Strategies ** **SDG 10: Reduced Inequalities | K2, K3 | 6 |
| III | Product and Pricing Decisions- Product Classification and Product Life Cycle (PLC)** - Branding, Packaging, Labelling- Pricing Objectives and Methods **SDG 12: Responsible Consumption and Production | K2, K3, K4 | 6 |
| IV | Place and Promotion Decisions- Channels of Distribution** - Online and Offline Retailing- Promotion Mix: Advertising, Sales Promotion, Personal Selling, Publicity **SDG 9: Industry, Innovation, and Infrastructure | K2, K3, K4 | 6 |
| V | Consumer Behavior and Emerging Trends- Buying Decision Process -- Factors Influencing Consumer Behavior- Marketing Research - Digital Marketing- Ethical Marketing Practices** **SDG 16: Peace, Justice, and Strong Institutions | K3, K4, K5 | 6 |

| | | |
|-----------------------|---|------------|
| Course Outcome | C01: Understand basic concepts and scope of marketing in modern business. | K1, K2 |
| | C02: Apply segmentation, targeting and positioning strategies in marketing planning. | K2, K3 |
| | C03: Design product and pricing strategies based on market analysis. | K2, K3, K4 |
| | C04: Evaluate place and promotional tools used in the marketing mix. | K2, K3, K4 |
| | C05: Analyse consumer behaviour and emerging digital marketing practices. | K3, K4, K5 |






| Learning Resources | |
|------------------------|--|
| Text Books | 1. Philip Kotler, Marketing Management, Pearson Education. 2. Ramaswamy & Namakumari, Marketing Management, Macmillan Publishers. 3. Sherlekar S.A., Marketing Management, Himalaya Publishing House. |
| Reference Books | 1. Chhabra T.N., Principles of Marketing, Dhanpat Rai & Co. 2. Etzel, Walker & Stanton, Marketing, McGraw-Hill. 3. David Jobber & Fiona Ellis-Chadwick, Principles and Practice of Marketing, McGraw-Hill Education. 4. , A., & Matten, D. (2016). Business Ethics. Oxford University Press. 5. Hartman, L.P., DesJardins, J., & MacDonald, C. (2017). Business Ethics. McGraw-Hill. |
| Website Link | 1. https://www.wrike.com/marketing-guide/marketing-management/ 2. https://en.wikipedia.org/wiki/Marketing_management |
| L – Lecture | T – Tutorial |
| P – Practical | C – Credit |

Mapping of CO's with PO's and PSO's

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1 | 3 | 2 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 2 | 3 | 2 | 1 |
| CO2 | 2 | 3 | 2 | 3 | 2 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 2 |
| CO3 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 1 | 1 | 2 | 3 | 3 | 2 |
| CO4 | 2 | 2 | 2 | 3 | 2 | 3 | 1 | 1 | 2 | 2 | 2 | 3 | 2 |
| CO5 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 |

(Correlation: 3 – High, 2 – Medium, 1 – Low)

| | |
|--|--|
| Course Designed By: Mrs. C.A. Uma | Verified By HOD: Mrs. C.Magila |
| Checked By CDC: Dr. Dhina Suresh | Approved By: Dr. J. Caroline Rose Principal |

| | | |
|---|---|---|
|  Dr. T. Sarathy MBA., Ph.D. Professor, Department of Management Studies, Periyar University, Salem 11. |  Mrs. C. Ashwini M.Com., NET., Assistant Professor, Department of Management, School of Business & Management, SFS College Bengaluru 560100 |  Mr. Jobin Scaria M.Com., NET., Assistant Professor, Department of Management, Christ College of Science and Management, Malur, Bengaluru |
|  Mrs. N. Umarani LLB., MBA., Head HR & Admin, BFW Ltd Devaganapalli, Thali Main Road Hosur, Krishnagiri Dt-635114 | |  Mrs. Spandana MBA., M.Phil., Team Lead – Admin, HMG Stones LLP Giddenhalli, Athibele. |

| B.B.A (CA) LOCF – CBCS with effect from 2025 - 2026 Onwards | | | | | | | | |
|---|----------------------------------|--------------------|------------|--------------|----------|----------|----------|----------|
| Course Code | Course Title | Course Type | Sem | Hours | L | T | P | C |
| 25UBC2NM1 | HUMAN RESOURCE MANAGEMENT | NME THEORY | II | 30 | 2 | – | – | 2 |
| Objective: <ol style="list-style-type: none"> 1. Understand the fundamentals of Human Resource Management 2. Analyze the strategic role of Human Resource Planning 3. Explore various training and development methods 4. Evaluate performance management techniques 5. Gain knowledge about employee movement and separation | | | | | | | | |

| Unit | Course Content | Knowledge Levels | Sessions |
|-------------|--|-------------------------|-----------------|
| I | Human Resource Management – Definition, Nature, objectives and functions of HRM - Role of Human Resource Manager. Human Resource Planning – Meaning, Importance** **SDG 8 – Decent Work and Economic Growth | K1,K2 | 6 |
| II | Job Analysis – Meaning - Job Description – Job specification. Recruitment – Meaning, factors affecting recruitment and sources of recruitment.** Selection – Meaning - selection process - Placement and Induction. **SDG 5 – Gender Equality | K2,K3 | 6 |
| III | Training – Meaning–Methods – Advantages.** Executive Development – Differences between Training and Development. Career Planning – Process – Succession Planning **SDG 4 – Quality Education | K2,K4 | 6 |
| IV | Performance Appraisal – Meaning, objectives of Performance Appraisal - Methods of Performance ** Appraisal Factors affecting performance appraisal - Job evaluation and Merit rating. **SDG 16 – Peace, Justice, and Strong Institutions | K3,K5 | 6 |
| V | Promotion** – meaning – objectives. Transfer** –Types – Demotion** – meaning - causes; separation - various forms of employee separation. **SDG 3 – Good Health and Well-being | K2,K4 | 6 |

| | | |
|-----------------------|---|-------|
| Course Outcome | CO1: Understand various functions of Human Resource Management | K1,K2 |
| | CO2: Familiar he processes of Human Resource Planning, job analysis, recruitment, selection, placement, and induction. | K2,K3 |
| | CO3. Evaluate the various training methods | K2,K4 |
| | CO4: Understand and assess the objectives and methods of performance appraisal, | K3,K5 |
| | CO5:. Describe and distinguish between promotion, transfer, demotion, and the various types of employee separation in organizations. | K2,K4 |

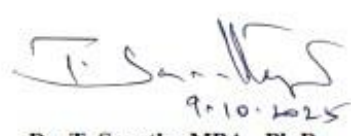




| Learning resources | |
|--|--|
| Text Books | 1.K. Aswathappa Title: Human Resource Management: Text and Cases Publisher: McGraw-Hill Education 2.C.B. Gupta Title: Human Resource Management Publisher: Sultan Chand & Sons 3.V.S.P. Rao Title: Human Resource Management Publisher: Excel Books 4. Decenzo & Robbins Title: Fundamentals of Human Resource Management Publisher: Wiley India 5. Human Resource Management - S.S. Khanka - S. Chand and Company Ltd. |
| Reference Books | 1.Michael Armstrong Title: A Handbook of Human Resource Management PracticePublisher: Kogan Page 2.P. Subba Rao Title: Essentials of Human Resource Management and Industrial Relations Publisher: Himalaya Publishing House |
| Website Link | 1. https://theinvestorsbook.com/human-resource-management-hrm.html#google_vignette 2. https://www.aihr.com/blog/job-analysis/ 3. https://whatfix.com/blog/employee-training-methods/?utm_source=chatgpt.com 4. https://www.drnishikantjha.com/booksCollection/hrm-basic-notes.pdf |
| L – Lecture T – Tutorial P – Practical C - Credit | |

Mapping of CO's with PO's and PSO's

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1 | 3 | 2 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 |
| CO2 | 3 | 2 | 3 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 |
| CO3 | 2 | 2 | 1 | 3 | 1 | 2 | 1 | 2 | 2 | 2 | 3 | 3 | 3 |
| CO4 | 2 | 1 | 3 | 2 | 3 | 3 | 1 | 2 | 2 | 2 | 2 | 2 | 2 |
| CO5 | 3 | 3 | 3 | 2 | 1 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 |

(Correlation: 3 – High, 2 – Medium, 1 – Low)

| | |
|--|--|
| Course Designed By: Mrs. C.Magila | Verified By HOD: Mrs. C.Magila |
| Checked By CDC: Dr. Dhina Suresh | Approved By: Dr. J. Caroline Rose Principal |

| | | |
|---|--|---|
|  Dr. T. Sarathy MBA., Ph.D. Professor, Department of Management Studies, Periyar University, Salem 11. |  Mrs. C. Ashwini M.Com., NET., Assistant Professor, Department of Management, School of Business & Management, SFS College Bengaluru 560100 |  Mr. Jobin Scaria M.Com., NET., Assistant Professor, Department of Management, Christ College of Science and Management, Malur, Bengaluru |
|  Mrs. N. Umarani LLB., MBA., Head HR & Admin, BFW Ltd Devaganapalli, Thali Main Road Hosur, Krishnagiri Dt-635114 |  Mrs. Spandana MBA., M.Phil., Team Lead – Admin, HMG Stones LLP Giddenhalli, Athibele. | |

| B.B.A (CA) LOCF – CBCS with effect from 2025 - 2026 Onwards | | | | | | | | |
|--|---|--------------------|------------|--------------|----------|----------|----------|----------|
| Course Code | Course Title | Course Type | Sem | Hours | L | T | P | C |
| 25UBC2NM2 | FINANCIAL MANAGEMENT FOR BEGINNERS | NME THEORY | II | 30 | 2 | - | | 2 |
| Objective: <ol style="list-style-type: none"> 1. To introduce the basics of financial management. 2. To understand capital structure, cost of capital and budgeting decisions. 3. To equip students with basic tools of financial analysis. 4. To provide knowledge on working capital and sources of finance. 5. To foster responsible financial decision-making for beginners and entrepreneurs. | | | | | | | | |

| Unit | Course Content | Knowledge Levels | Sessions |
|-------------|--|-------------------------|-----------------|
| I | Nature and Scope of Financial Management – Goals of Financial Management **– Functions of Finance Manager – Financial Planning and Forecasting. **SDG 8 – Decent Work and Economic Growth | K1, K2 | 6 |
| II | Capital Structure – Factors Affecting Capital Structure ** – Cost of Capital – Simple Computation of Cost of Equity, Debt and Weighted Average Cost of Capital (WACC). **SDG 9 – Industry, Innovation, and Infrastructure | K2, K3 | 6 |
| III | Capital Budgeting **– Techniques: Payback Period, NPV, IRR ** – Simple Problems. **SDG 7 – Affordable and Clean Energy | K3, K4 | 6 |
| IV | Working Capital Management **– Meaning, Concepts – Operating Cycle – Estimation of Working Capital. **SDG 11 – Sustainable Cities and Communities | K2, K3 | 6 |
| V | Sources of Finance **– Short-term and Long-term – Equity and Debt – Venture Capital and Angel Investment **– Case Studies on Start-ups. **SDG 17 – Partnerships for the Goals | K2, K3, K5 | 6 |

| | | |
|-----------------------|---|------------|
| Course outcome | C01: Understand the scope and objectives of financial management. | K1, K2 |
| | C02: Apply cost of capital and capital structure concepts in financial planning. | K2, K3 |
| | C03: Evaluate investment opportunities using capital budgeting techniques. | K3, K4 |
| | C04: Analyse working capital requirements for small businesses. | K2, K3 |
| | C05: Identify suitable sources of finance for start-ups and entrepreneurs. | K2, K3, K5 |






| Learning Resources | |
|------------------------|--|
| Text Books | 1.Khan M.Y. & Jain P.K., Financial Management, McGraw Hill. 2.Prasanna Chandra, Fundamentals of Financial Management, Tata McGraw Hill. 3.Ravi M. Kishore, Financial Management, Taxmann Publications. |
| Reference Books | 1.Maheshwari S.N., Financial Management, Sultan Chand & Sons. 2.I.M. Pandey, Financial Management, Vikas Publishing House. 3.Chandra Bose D., Fundamentals of Financial Management, PHI Learning. |
| Website Link | 1. https://sim.edu.in/wp-content/uploads/2018/11/FM-BBA-IV-SEM.pdf?utm_source 2. https://en.wikipedia.org/wiki/Cost_of_capital 3. https://www.extension.iastate.edu/agdm/wholefarm/html/c5-240.html?utm_source |
| L – Lecture | T – Tutorial P – Practical C – Credit |

Mapping of CO's with PO's and PSO's

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1 | 3 | 2 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 2 | 3 | 2 | 1 |
| CO2 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 3 | 2 |
| CO3 | 2 | 3 | 3 | 2 | 3 | 2 | 2 | 1 | 1 | 2 | 3 | 3 | 3 |
| CO4 | 2 | 2 | 2 | 3 | 2 | 3 | 1 | 1 | 2 | 2 | 2 | 3 | 2 |
| CO5 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 |

(Correlation: 3 – High, 2 – Medium, 1 – Low)

| | |
|--|--|
| Course Designed By: C.Magila | Verified By HOD: Mrs. C.Magila |
| Checked By CDC:Dr. Dhina Suresh | Approved By: Dr. J. Caroline Rose Principal |

| | | |
|---|--|---|
|  Dr. T. Sarathy MBA., Ph.D. Professor, Department of Management Studies, Periyar University, Salem 11. |  Mrs. C. Ashwini M.Com., NET., Assistant Professor, Department of Management, School of Business & Management, SFS College Bengaluru 560100 |  Mr. Jobin Scaria M.Com., NET., Assistant Professor, Department of Management, Christ College of Science and Management, Malur, Bengaluru |
|  Mrs. N. Umarani LLB., MBA., Head HR & Admin, BFW Ltd Devaganapalli, Thali Main Road Hosur, Krishnagiri Dt-635114 | |  Mrs. Spandana MBA., M.Phil., Team Lead – Admin, HMG Stones LLP Giddenhalli, Athibele. |

| B.B.A (CA) LOCF – CBCS with effect from 2025 - 2026 Onwards | | | | | | | | |
|--|-----------------------------|-------------|-----|-------|---|---|---|---|
| Course Code | Course Title | Course Type | Sem | Hours | L | T | P | C |
| 25UBC2NM3 | ENTREPRENEURIAL DEVELOPMENT | NME THEORY | II | 30 | 2 | - | | 2 |
| Objective: <ol style="list-style-type: none"> 1. To understand the concept and significance of entrepreneurship. 2. To identify the traits and skills of successful entrepreneurs. 3. To develop business plans and funding proposals. 4. To introduce support institutions and policies for entrepreneurship. 5. To foster innovation and startup culture among students. | | | | | | | | |

| Unit | Course Content | Knowledge Levels | Sessions |
|------|---|------------------|----------|
| I | Entrepreneurship – Meaning, Characteristics and Functions – Types – Entrepreneur vs. Manager – Role of Entrepreneurs in Economic Development.** **SDG 8: Decent Work and Economic Growth | K1, K2 | 6 |
| II | Entrepreneurial Traits and Skills – Innovation and Creativity **– Risk Taking and Leadership – Successful Entrepreneur Case Studies. **SDG 9: Industry, Innovation, and Infrastructure | K2, K3 | 6 |
| III | Business Idea Generation – Feasibility Study – Business Plan Preparation – Pitching to Investors.** **SDG 17: Partnerships for the Goals | K3, K4 | 6 |
| IV | Sources of Finance for Entrepreneurs – Bank Loans, Angel Investors, Venture Capital, Crowdfunding – Government Schemes.** **SDG 1: No Poverty | K3, K4 | 6 |
| V | Entrepreneurial Ecosystem – Incubators, Accelerators, Start-up India – Role of EDP Institutions – MSME and DIC** – Success Stories. **SDG 11: Sustainable Cities and Communities | K2, K3, K4 | 6 |

| | | |
|-----------------------|--|------------|
| Course Outcome | C01: Understand the role and characteristics of entrepreneurship. | K1, K2 |
| | C02: Identify and analyse key traits and skills of entrepreneurs. | K2, K3 |
| | C03: Develop viable business plans with investor readiness. | K3, K4 |
| | C04: Explore funding options and government support schemes. | K3, K4 |
| | C05: Evaluate the entrepreneurial ecosystem and its support for innovation. | K2, K4, K5 |




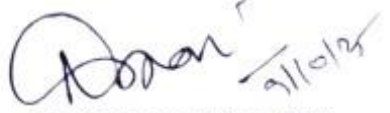

| Learning Resources | |
|------------------------|--|
| Text Books | 1. Hisrich, Peters, Shepherd, Entrepreneurship, McGraw Hill. 2. Vasant Desai, Dynamics of Entrepreneurial Development, Himalaya Publishing. 3. David H. Holt, Entrepreneurship – New Venture Creation, Prentice Hall. |
| Reference Books | 1. S.S. Khanka, Entrepreneurial Development, S. Chand Publishing. 2. P. Saravanavel, Entrepreneurial Development, Ess Pee Kay Publishing. 3. Robert D. Hisrich, Entrepreneurship, McGraw-Hill Education |
| Website Link | 1. https://www.studocu.com/row/document/comsats-university-islamabad/physiology-b/entrepreneurship-development-notes-sem-1/14595226 |
| L – Lecture | T – Tutorial P – Practical C – Credit |

Mapping of CO's with PO's and PSO's

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1 | 3 | 2 | 1 | 1 | 1 | 2 | 3 | 1 | 1 | 2 | 3 | 2 | 2 |
| CO2 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 |
| CO3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 1 | 2 | 2 | 3 | 3 | 3 |
| CO4 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 1 | 2 | 3 | 3 | 3 | 3 |
| CO5 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 |

(Correlation: 3 – High, 2 – Medium, 1 – Low)

| | |
|--|--|
| Course Designed By: Mrs. C.Magila | Verified By HOD: Mrs. C.Magila |
| Checked By CDC: Dr. Dhina Suresh | Approved By: Dr. J. Caroline Rose Principal |

| | | |
|---|--|---|
|  Dr. T. Sarathy MBA., Ph.D. Professor, Department of Management Studies, Periyar University, Salem 11. |  Mrs. C. Ashwini M.Com., NET., Assistant Professor, Department of Management, School of Business & Management, SFS College Bengaluru 560100 |  Mr. Jobin Scaria M.Com., NET., Assistant Professor, Department of Management, Christ College of Science and Management, Malur, Bengaluru |
|  Mrs. N. Umarani LLB., MBA., Head HR & Admin, BFW Ltd Devaganapalli, Thali Main Road Hosur, Krishnagiri Dt-635114 |  Mrs. Spandana MBA., M.Phil., Team Lead – Admin, HMG Stones LLP Giddenhalli, Athibele. | |

| B.B.A .Computer Applications LOCF – CBCS with effect from 2025 - 2026 Onwards | | | | | | | | |
|--|-----------------------------|--------------------|------------|--------------|----------|----------|----------|----------|
| Course Code | Course Title | Course Type | Sem | Hours | L | T | P | C |
| 25UEC1A03 | MANAGERIAL ECONOMICS | GSE THEORY | I | 75 | 5 | - | - | 4 |
| Objective: This subject helps To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario. To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving. To Understand the optimal point of cost analysis and production factors of the firm, To describe the pricing methods and strategies that are consistent with evolving marketing needs, To Provide insights to the various market structures in an economy | | | | | | | | |

| Unit | Course Content | Knowledge Levels | Sessions |
|-------------|---|-------------------------|-----------------|
| I | Nature and scope of managerial economics, Definition of economics, Important concepts of economics, Relationship between micro, macro and managerial economics, Nature and scope – objectives of firm, Role of Managerial Economics in Strategic Decision Making** . **SDG 8: Decent Work and Economic Growth | K3 | 15 |
| II | Meaning and importance of demand, law of demand , shift in demand, exceptions, elasticity of demand, types, measurement, demand forecasting,** law of supply, determinants supply. **SDG 12: Responsible Consumption and Production | K3 | 15 |
| III | Production and cost analysis – Production – Factors of production** – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms **SDG 9: Industry, Innovation, and Infrastructure | K4 | 15 |
| IV | pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination** **SDG 10: Reduced Inequalities | K5 | 15 |
| V | Market classification – Perfect competition** – Monopoly – Monopolistic competition – Duopoly – Oligopoly **SDG 16: Peace, Justice, and Strong Institutions | K5 | 15 |

| | | |
|-----------------------|---|----|
| Course Outcome | CO1: Analyze & apply the various managerial economic concepts in individual & business decisions. | K4 |
| | CO2: Explain demand concepts, underlying identify demand forecasting techniques. theories and | K3 |
| | CO3: Employ production, cost and supply business decision making analysis for business decision making | K4 |
| | CO4: Identify pricing strategies | K2 |
| | CO5: Classify market structures under competitive scenarios. | K5 |

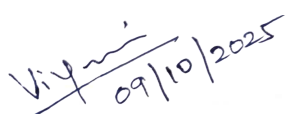
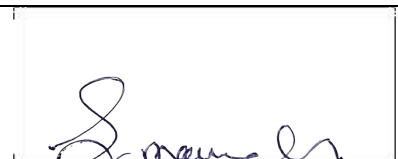
| Learning Resources | |
|---------------------------|--|
| Text Books | 1. Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019 |
| Reference Books | 1. Journal of Economic Literature – American Economic Association 2. Arthasastra Indian Journal of Economics & Research. 3. Mithani D.M. (2016) -Managerial Economics –Himalaya Publishing House – Mumbai Pearson Education, 2011 4. Indian Economic Journal/Sage Publications 5. Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi 6. Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017. 7. D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015. 8. H L Ahuja; Managerial Economics, S. Chand, 9th Edition,2017.. 9. Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016 |
| Website Link | 1. www.geeksforgeeks.org business-studies 2. www.chargebee.com resources > guides 3. www.investopedia.com terms > i 4. corporatefinanceinstitute.com resources |
| L – Lecture | T – Tutorial P – Practical C - Credit |

Mapping of CO's with PO's and PSO's

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 1 | 1 | 1 |
| CO2 | 3 | 2 | 3 | 1 | 3 | 2 | 3 | 2 | 3 | 2 | 1 | 3 | 2 |
| CO3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 1 | 1 |
| CO4 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 1 | 1 | 1 |
| CO5 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 1 | 2 | 1 |

(Correlation: 3 – High, 2 – Medium, 1 – Low)

| | |
|---|--|
| Course Designed By: Mrs. A. Viyani Jenita Mary | Verified By HOD: Mrs. C.Magila |
| Checked By CDC: Dr. Dhina Suresh | Approved By: Dr. J. Caroline Rose Principal |

| | |
|--|---|
|  A. Viyani Jenita Mary, M.A.,M.Phil.,PGDCP., (Ph.D), Assistant Professor, Department of Economics, St. Joseph's College of Arts and Science for Women (Autonomous), Hosur. |  Dr. S. Manikandan, M.A., M.Phil., SLET., Ph.D, Associate Professor, Department of Economics, ISBR Business School, Bengaluru. |
|--|---|