

## KANNUR UNIVERSITY

### COURSE STRUCTURE FOR BBA DEGREE PROGRAMME

Working days/semester	90
Credit for common course	38
Credit for Core courses	62
Credit for complementary courses	16
Credit for open courses	4
Total credit for the programme	120

**Table for Common Courses (For B.Com and other LRP Programmes)**

No.	Semester	Course code	Title of the course	Contact hours /Week	Credits
1	I	IA01 ENG	Common course I English	5	4
2	I	IA02 ENG	Common course II English	4	3
3	I	IA07 ---	Common course I Additional Language	5	4
4	II	2A03 ENG	Common course III English	5	4
5	II	2A04 ENG	Common course IV English	4	3
6	II	2A08 ---	Common course II Additional Language	5	4

**Table for Common Courses (General Courses) for B.COM /BBA / BBA (TTM) Programmes**

No.	Semester	Course code	Title of the course	Contact hours /Week	Credits
1	III	3A09 COM/BBA/ BBA (T)	Disaster Management	4	4
2	III	3A12 COM/BBA/ BBA (T)	Numerical Skills	4	4
3	IV	4A11COM/BBA/ BBA (T)	Entrepreneurship	4	4
4	IV	4A15 COM/BBA/ BBA (T)	Environmental Studies	4	4

**Table for Core courses**

<b>No.</b>	<b>Semester</b>	<b>Course code</b>	<b>Title of the course</b>	<b>Contact hours /Week</b>	<b>Credits</b>
1	I	IB01 COM / BBA/BBA(T) / TTM	Perspectives & Methodology of Business Studies	5	3
2	II	2B02 BBA	Business Environment	5	3
3	III	3B03 BBA	Informatics Skill [Theory:2 hrs. + Practical: 2hrs.]	4	3
4	III	3B04 BBA	Financial Accounting	5	4
5	III	3B05 BBA	Management Principles	4	3
6	IV	4B06 BBA	Operations Management	5	4
7	IV	4B07 BBA	Project Management	4	3
8	IV	4B08 BBA	Industrial Visit and Project Report*	4	2
9	V	5B09 BBA	Corporate Accounting	4	4
10	V	5B10 BBA	International Business	4	3
11	V	5B11 BBA	Cost Accounting	5	4
12	V	5B12 BBA	Financial Management	5	4
13	V	5B13 BBA	Capital Market & Investment Management	5	4
14	VI	6B14 BBA	E-Commerce	4	3
15	VI	6B15 BBA	Marketing Management	5	4
16	VI	6B16 BBA	Human Resource Management	5	4
17	VI	6B17 BBA	Management Accounting	5	4
18	VI	6B18 BBA	Placement Training & Project Report*	4	3

\* Core Projects

**Table for Complementary Courses**

<b>No.</b>	<b>Semester</b>	<b>Course code</b>	<b>Title of the course</b>	<b>Contact hours /Week</b>	<b>Credits</b>
1	I	IC01 BBA/	Business Statistics	6	4
2	II	2C02 BBA/	Quantitative Techniques for Business Decisions	6	4
3	III	3C03 BBA/	Business Law	4	4
4	IV	4C04 BBA/	Corporate Law	4	4

**Table for open Courses**

<b>No.</b>	<b>Semester</b>	<b>Course code</b>	<b>Title of the course</b>	<b>Contact hours /Week</b>	<b>Credits</b>
1	V	5DO1 BBA/ BBA(T)	Income Tax Law & Practice / Basic Accounting	2	2
2	VI	6DO2 BBA/ BBA(T)	Financial Systems and Services / E- Commerce	2	2

## KANNUR UNIVERSITY

### SCHEME AND SYLLABI OF BBA DEGREE PROGRAMME UNDER CHOICE BASED COURSE CREDIT SEMESTER SYSTEM & GRADING, 2009 (2009 ADMISSION ONWARDS)

#### 1. Courses:

The BBA Programme includes four types of courses as given below:

1. Common Courses – **A** Type (10 courses)
  2. Core Courses - **B** Type [16 courses+ 1).Project Report.,2) Placement Training & Project Report ]
  3. Complementary Courses -**C** Type (4 courses)
  4. Open Courses - **D** Type (2 courses)
- Total : 32 + Project Report + Placement Training & Project Report**

#### 2. Course Code:

Each course shall have an alphanumeric code, which includes stream code, semester number in which the course is offered, the type of course (A, B, C or D), and the serial number of the course. (01, 02,....)

#### 3. Credits:

The total credits of the BBA Programme are 120 including Industrial Visits & Project Report and Placement Training & Project Report . The programme consists of four credit, three credit and two credit courses. Total credits given for four types of courses are as follows:

<u>Courses</u>	<u>Total credits</u>
1. Common Courses – <b>A</b> Type (10 courses)	: 38
2. Core Courses - <b>B</b> Type (16 courses)	57
Project Report	02
Placement Training & Project Report	: 03
3. Complementary Courses - <b>C</b> Type (4 courses)	: 16

4. Open Courses - D Type (2 courses) : 04

120

**4. Structure of the Programme:**

The courses of study leading to the award of the B.BA Degree shall comprise the following:

**STRUCTURE OF B.B.A DEGREE PROGRAMME**

**(Choice Based Course Credit System & Grading 2009)**

**Total credits: 120 Working Days / Semester: 90; Working Hours / Semester: 450**

**Internal Evaluation: 25%; External Evaluation: 75%**

**Semester I**

Sl. No.	Course Code	Type of the Course	Course Title	Hrs./ Week	Hrs./ Sem.	Credit	Duration of Exam. Hours
1	1A01 ENG	Common I	English	5	90	4	3
2	1A02 ENG	Common II	English	4	72	3	3
3	1A07	Common III	Additional Language	5	90	4	3
4	1BO1COM /BBA/ BBA(T) / TTM	Core I	Perspectives & Methodology of Business Studies	5	90	3	3
5	1CO1BBA/ BBA(T)	Complementary I	Business Statistics	6	108	4	3
<b>Total</b>				<b>25</b>	<b>450</b>	<b>18</b>	

**Semester II**

Sl. No.	Course Code	Type of the Course	Course Title	Hrs./ Week	Hrs./ Sem.	Credit	Duration of Exam. Hours
1	2A03 ENG	Common IV	English	5	90	4	3
2	2A04 ENG	Common V	English	4	72	3	3
3	2A08	Common VI	Additional Language	5	90	4	3
4	2B02	Core II	Business Environment	5	90	3	3

	BBA						
5	2C02 BBA/ BBA(T)	Complementary II	Quantitative Techniques for Business Decisions	6	108	4	3
			<b>Total</b>	<b>25</b>	<b>450</b>	<b>18</b>	

### Semester III

Sl. No	Course Code	Type of the Course	Course Title	Hrs./ Week	Hrs./ Sem.	Credit	Duration of Exam. Hours
1	3A09 COM /BBA/ BBA(T)	Common VII	Disaster Management	4	72	4	3
2	3A12 COM /BBA/ BBA(T)	Common VIII	Numerical Skills	4	72	4	3
3	3B03 BBA	Core III	Informatics Skill-Theory Practical	2 2	36 36	3	2 1
4	3 B04 BBA	Core IV	Financial Accounting	5	90	4	3
5	3 B05 BBA	Core V	Management Principles	4	72	3	3
6	3C03 BBA/ BBA(T)	Complementary III	Business Law	4	72	4	3
			<b>Total</b>	<b>25</b>	<b>450</b>	<b>22</b>	

### Semester IV

Sl. No	Course Code	Type of the Course	Course Title	Hrs./ Week	Hrs./ Sem.	Credit	Duration of Exam. Hours
1	4A11 COM /BBA/ BBA(T)	Common IX	Entrepreneurship	4	72	4	3
2	4A15 COM /BBA/ BBA(T)	Common X	Environmental Studies	4	72	4	3
3	4B06	Core VI	Operations Management	5	90	4	3
4	4B07 BBA	Core VII	Project Management	4	72	3	3
5	4B08 BBA	Core VIII	Industrial Visit & Project Report	4	72	2	-
6	4C04 BBA/	Complementary	Corporate Law	4	72	4	3

		IV					
	<b>Total</b>			<b>25</b>	<b>450</b>	<b>21</b>	

### Semester V

Sl. No.	Course Code	Type of the Course	Course Title	Hrs./ Week	Hrs./ Sem.	Credit	Duration of Exam. Hours
1	5B09 BBA	Core IX	Corporate Accounting	4	72	4	3
2	5B10 BBA	Core X	International Business	4	72	3	3
3	5B11 BBA	Core XI	Cost Accounting	5	90	4	3
4	5B12 BBA	Core XII	Financial Management	5	90	4	3
5	5B13 BBA	Core Course XIII-	Capital Market & Investment Management	5	90	4	3
6	5D01 BBA	Open- I		2	36	2	2
			<b>Total</b>	<b>25</b>	<b>450</b>	<b>21</b>	

### Semester VI

Sl. No.	Course Code	Type of the Course	Course Title	Hrs./ Week	Hrs./ Sem.	Credit	Duration of Exam. Hours
1	6B14 BBA	Core XIV	E Commerce	4	72	3	3
2	6B15 BBA	Core XV	Marketing Management	5	90	4	3
3	6B16 BBA	Core XVI	Human Resource Management	5	90	4	3
4	6B17 BBA	Core XVII	Management Accounting	5	90	4	3
5	6B18 BBA	Core XVIII	Placement Training & Project Report	4	72	3	-
6	6D02	Open II		2	36	2	2

	BBA						
<b>Total</b>				<b>25</b>	<b>450</b>	<b>20</b>	

**5.1 Common Courses( General Courses):** Common courses (General courses) VII (3A09), VIII (3A12), IX (4A11) & X (4A15) shall be taught by commerce teachers.

**5.2 Core Courses, Complementary Courses and Open courses :** All core courses, complementary courses and open courses ( offered for other departments) shall be taught by commerce teachers.

**6.1 Open Courses.** BBA Students shall take two open courses (2+2Credits) offered by other departments in the V and VI semester respectively.

**6.2 Open Courses offered by the department for students of other departments**

#### Semester V

- 1.Income Tax Law & Practice 5D01
- 2.Basic Accounting 5D01

#### Semester VI

- 1.Financial System and Services 6D02
- 2.E- Commerce 6D02

**7.1. Industrial Visit & Project Report:** Every student shall prepare and submit a Project Report based on industrial visits during the IV Semester under the guidance of a faculty member one month before the end of the semester.

Evaluation

shall be done internally under direct grading system.

**7.2 Placement Training & Project Report:** During the 6<sup>th</sup> semester of the program, a student shall be given placement training in an industry/ business establishment for

a

period of three weeks. During the period, he shall study all aspects of that establishment especially with regards to the functional areas , viz; Finance, Personnel, purchase, Production, marketing etc and shall submit a Project Report, under the guidance of a faculty member, to the Department. The report must

contain

a title page, certificate from the concerned teacher, acknowledgement, contents, introduction data analysis, summary findings and suggestions. Evaluation shall be done internally under direct grading system.

## **SYLLABI OF BBA DEGREE PROGRAMME**

**2009 Admission onwards**

### **SEMESTER I**

#### **1B01 BBA (CORE 1): PERSPECTIVES AND METHODOLOGY OF BUSINESS STUDIES**

**No. of Credits -3**

**No. of Contact hours -90**

##### **Aim of the course**

The course aims at introducing the student to the world of business studies and the general methodology of different subjects that come under it.

##### **Objectives of the course**

1. To understand business and its role in society
2. To understand entrepreneurship and its heuristics
3. To comprehend the business environment
4. To enable the student to undertake business activities

##### **Course outline**

**Module I**

Functioning of economic systems-division of labour, innovation, flow of goods and services and accumulation of wealth under different economic systems-capitalism, socialism, communism, mixed economies, planned economies etc; different forms of business organization-individual and organized business-family and corporate entities-business for profit, business not for profit and business for non-profit. Business entities-individuals, cooperatives, trusts, partnerships, undivided families, joint stock companies-Private, Public and joint Ventures. Business examples in different sectors of the economy (primary, secondary and tertiary) - agriculture, trading, retailing, manufacturing, hospitality, tours, travels, recreations, adventures, healthcare, education and other contemporary business areas as examples.

[20 Hours]

**Module II**

Role of business in economic development, Indian development experience- role of public and private sectors in the post-colonial period, experience of liberalization and globalization. Different stakeholders of business firms-owners, managers, employees and others. Emergence of “managerialism” and the role of corporate governance; the goals of business- shareholder value maximization and its alternatives; goals for public sector, cooperatives and non-profit enterprises. Government regulation of business-objectives, methods and problems.

[15 Hours]

**Module III**

Establishing a business-entrepreneurship-legal, physical, financial, social and psychological endowments for entrepreneurs-individual and group entrepreneurs-“intrapreneurs”. Mobilization of financial resources for business- individual savings-domestic savings in India- factors affecting savings- loans and advances- sources of funds- markets for raising money- short-term and long term funds-lending institutions for business funds-banks and non-banking financial institutions-cost of capital-documenting funding sources and areas of expenses – accounting and accounting practices –returns on investment-factors of production and rewards to factors like payment of wages, rent, interest and profits-payment to Government – taxes direct and indirect- state and national levels- funds from the primary and secondary markets- stock exchanges and their role, stock broking, stock exchange cues.

[20 Hours]

**Module IV**

Role of trained manpower for enhanced quality at individual, family, organizational and national level. Functioning of organization-the role of Human resources-management problems in small/medium/large organizations-quality of life-production of tangible and intangible products- marketing and its role-market conditions-perfect and imperfect

market and their impact on prices and profit-use of technology in organization-  
electronic storage of business data-retrieval and analysis-user-friendly software.

[15 Hours]

### **Module V:**

Learning business information- use of reading techniques- listening to lectures by individual and team faculty, and note taking- student seminars-individual and team presentations- filed studies, case studies and project reports. Posing problems for investigation, data location, primary and secondary sources, use of cross tabulation, tabular presentations, diagrammatic representation of data, deducting inferences, reporting results and suggesting executive action.

[20 Hours]

### **References:**

Keith Davis & William C.Frederick : Business and Society Management, Public Policy, Ethics; International Student Edition, Mc Graw Hill Book Co., New Delhi. (Latest edition)

Peter F. Drucker : Management - Tasks, Responsibilities, Practices; Allied Publishers Pvt. Ltd., (latest reprint)

Peter F. Drucker : The Practice of Management; Harper and Row Publishers, Inc., NY. (Latest reprint)

## **1C01 BBA (COMPLEMENTARY - I): BUSINESS STATISTICS**

**No. of Credits -4**

**No. of Contact hours -108**

### **Objectives:**

*To familiarize the students with the basic statistical tools used to summaries and analyse quantitative information for decision making.*

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### **Module I:**

Meaning & Definition – functions – limitations – scope –Data – types of Data – presentation of statistical data – classification and tabulation, frequency distribution, Diagrammatic and graphic representation –One dimensional diagrams – Two dimensional diagram – circular diagram-pie diagram-histogram-frequency curves-ogives.

[30 Hours]

### **Module II:**

Measures of Central tendency – Arithmetic mean, Geometric mean, Harmonic mean – Simple & weighted – Median, Mode - Measures of Dispersion – Range, Quartile Deviation, Mean Deviation, standard Deviation, Lorenz curve- Measures of Skewness and kurtosis.

[35 Hours]

**Module III:**

Correlation Analysis – concept – Types – Measures – Karl Pearson’s Method- Spearman Rank Method- Scatter Diagram Method. Regression Analysis – concept – Simple Regression – Regression lines – Regression equations – Relation between Correlation and Regression.

[25 Hours]

**Module IV:**

Time series Analysis – components – Methods of studying secular trend – Freehand curves - Semi Average Method - Moving Average Method – Method of Least Squares.

[18 Hours]

**Reference:**

1. S.P. Gupta : Statistical Methods, Sultan Chand & Sons, New Delhi
2. Dr. B.N.Gupta : Statistics Theory & Practice , Sahitya Bhavan, Agra
3. D.N. Elhance : Fundamentals of Statistics, Kithab Mahal
4. C.B Gupta & Vijay Gupta : An Introduction to Statistical Methods, Ane Books P(Ltd)
5. SL Aggarwal & SL Bhardwaj : Fundamentals of Business Statistics, Kalyani Publishers

**SEMESTER II**

**2B02 BBA (Core - II) BUSINESS ENVIORNMENT**

**No. of Credits -4**

**No. of Contact hours -90**

**Objective:**

To give the students an exposure to the dynamics of business environment and enable them to analyse business priorities in the changing environmental conditions.

**Module I:**

Business Environment – concept – components – importance – Indian Business Environment – Need for environmental analysis – Benefits and Limitations

[10 Hours]

**Module II :**

Social and cultural environment – Interface between business and culture – social responsibilities of business – Political Environment – Economic roles of government – legal environment – the constitutional environment – rationale and extent of state intervention

[20 Hours]

**Module III :**

Economical Environment – nature of economic environment – New Economic Policy 1991 – Privatisation – nature – objectives – disinvestment – limitations – Public sector – Objectives – public sector in India.

[20 Hours]

**Module IV :**

Ecological Environment – Ecology and business – Industrial pollution – pollution agents – ways of preventing industrial pollution – self realisation – Environmental movement – Environment Protection Act, 1986 – Incentive for pollution control measures – sustainable development – impact of ecological environment on industrial establishments.

[25Hours]

**Module V :**

Global Environment – Globalisation – MNCs - Problems with MNCs – Global entry strategies – measures to promote globalisation – challenges of globalization to Indian Industry – problems.

[15 Hours]

**Reference:**

- |    |  |   |                                       |
|----|--|---|---------------------------------------|
| 1. | Business Environment                   | : | C B Gupta                             |
| 2. | Business Environment                   | : | Francis Cherunilam                    |
| 3. | Business Environment                   | : | Dr. P.K Ghosh                         |
| 4. | The International Business Environment | : | Janet Morrison, Palgrave<br>Macmillan |

**2C02 BBA (COMPLEMENTARY – II ):**

**QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS**

**No. of Credits -4**

**No. of Contact hours -108**

**Objectives**

*To acquaint students with the basic statistical tools which have application in business and economic situations.*

**Module I**

Probability : Concepts, meaning and definition of probability – classical, relative frequency subjective, Axiomatic approach – Laws of probability – Addition theorem, multiplication theorem and Baye’s theorem. [23 Hours]

**Module II**

Probability Distributions – Random variable, Mathematical expectation, Binomial – fitting position - fitting Normal Distribution - Standard. Normal Distribution. [25 Hours]

**Module III**

Testing of hypothesis : Concept of hypothesis and hypothesis testing – Type I and Type II errors - parametric tests – Z test, t test and f test – non parametric tests :  $X^2$  test – uses [25 Hours]

**Module IV**

Analysis of variance – One way analysis of variance – Two way analysis of variance application in business decisions. [15 Hours]

**Module V**

Statistical Quality Control – Concepts of control charts – causes of variation in quality – Types of control charts – construction of control charts –  $\bar{X}$ / chart - Range chart – C chart – P chart -  $np$  chart – application and uses of control charts. [20 Hours]

**References :**

1. C.R.Kothari : Quantitative Techniques
2. S.P.Guptha : Statistical Methods, Sultan Chand & Sons, New Delhi.
3. C.B Gupta & Vijay Gupta : An Introduction to Statistical Methods, Ane Books Pvt. Ltd.
4. PN Arora & Mrs. S Arora : Quantitative Aptitude, Vol. I & II, S. Chand & Co. Ltd.
5. S L Aggarwal & SL Bhardwaj : Fundamentals of Business Statistics, Kalyani Publishers