

KANNUR UNIVERSITY

Course Structure for BBM Programme

Working Days per Semester : 90

Credits for Common Courses : 38

Credits for Core Courses : 66

Credits for Complimentary Courses : 12

Credits for Open Courses : 4

Total Credits for the Programme : 120

Table of Core Courses

No	Semester	Course Code	Title of the course	Contact Hour/week	Credits
1	First	1B01BBM	Methodology of Business Studies	6	4
2	Second	2B02BBM	Principles & Practices of Management	5	4
3	Third	3B03BBM	Financial Accounting	5	4
4	Third	3B04BBM	Business Environment	4	4
5	Third	3B05BBM	Industrial Visit & Preparation of Report	4	2
6	Fourth	4B06BBM	Financial Management	5	4
7	Fourth	4B07BBM	Marketing Management	4	4
8	Fourth	4B08BBM	Human Resource Management	4	4
9	Fifth	5B09BBM	Organisational Behaviour	5	4
10	Fifth	5B10BBM	Business Research Methods	4	3
11	Fifth	5B11BBM	Operations Management	5	4
12	Fifth	5B12BBM	Emerging Trends in Management	4	3
13	Fifth	5B13BBM	International Business	5	4
14	Sixth	6B14BBM	Specialisation Course	5	4
15	Sixth	6B15BBM	Specialisation Course	5	4
16	Sixth	6B16BBM	Specialisation Course	5	4
17	Sixth	6B17BBM	Specialisation Course	5	4
18	Sixth	6B18BBM	Organisational Training /Project Work	3	2

Table of Complimentary Courses

No	Semester	Course Code	Title of the course	Contact Hour/week	Credits
1	First	1C01BBM	Managerial Economics	5	3
2	Second	2C02BBM	Quantitative Techniques	6	3
3	Third	3C03BBM	Management Science	4	4
4	Fourth	4C04BBM	Information Technology For Managers	4	2

Table of Open Courses

No	Semester	Course Code	Title of the course	Contact Hour/week	Credits
1	Fifth	5D01BBM	E.Commerce	2	2
2	Sixth	6D02BBM	Event Management	2	2

Semester I

Sl. No	Course Code	Type of Course	Course Title	Hrs.per Week	Hrs.per Semester	Credits	Duration of Exam.
1	1A01	Common	English	5	90	4	3
2	1A02	Common	English	4	72	3	3
3	1A07	Common	Additional Language	5	90	4	3
4	1B01 BBM	Core	Methodology of Business Studies	6	108	4	3
5	1C01 BBM	Complementary	Managerial Economics	5	90	3	3
TOTAL				25	450	18	

Semester II

Sl. No	Course Code	Type of Course	Course Title	Hrs.per Week	Hrs.per Semester	Credits	Duration of Exam.
1	2A03	Common	English	5	90	4	3
2	2A04	Common	English	4	72	3	3
3	2A08	Common	Additional Language	5	90	4	3
4	2B02 BBM	Core	Principles & Practices of Management	5	108	4	3
5	2C02 BBM	Complementary	Quantitative Techniques	6	108	3	3
TOTAL				25	450	18	

Semester III

Sl. No	Course Code	Type of Course	Course Title	Hrs.per Week	Hrs.per Semester	Credits	Duration of Exam.
1	3A12	Common	Numerical Skills	4	72	4	3
2	3A13	Common	Informatics	4	72	4	3
3	3B03 BBM	Core	Financial Accounting	5	90	4	3
4	3B04 BBM	Core	Business Environment	4	72	4	3
5	3B05 BBM	Core	Industrial Visit & Preparation of Report	4	72	2	...
6	3C03 BBM	Complementary	Management Science	4	72	4	3
TOTAL				25	450	22	

Semester IV

Sl. No	Course Code	Type of Course	Course Title	Hrs.per Week	Hrs.per Semester	Credits	Duration of Exam.
1	4A11 BBM	Common	Entrepreneurship	4	72	4	3
2	4A14 BBM	Common	Disaster Management	4	72	4	3
3	4B06 BBM	Core	Financial Management	5	90	4	3
4	4B07 BBM	Core	Marketing Management	4	72	4	3
5	4B08 BBM	Core	Human Resource Management	4	72	4	3
6	4C04 BBM	Comple- mentary	Information Technology For Managers	4	72	2	3
TOTAL				25	450	22	

Semester V

Sl. No	Course Code	Type of Course	Course Title	Hrs.per Week	Hrs.per Semester	Credits	Duration of Exam.
1	5B09 BBM	Core	Organisational Behaviour	5	90	4	3
2	5B10 BBM	Core	Business Research Methods	4	72	3	3
3	5B11 BBM	Core	Operations Management	5	90	4	3
4	5B12 BBM	Core	Emerging Trends in Management	4	72	3	3
5	5B13 BBM	Core	International Business	5	90	4	3
6	5D01 BBM	Open	E-Commerce	2	36	2	2
TOTAL				25	450	20	

Semester VI

Sl. No	Course Code	Type of Course	Course Title	Hrs.per Week	Hrs.per Semester	Credits	Duration of Exam.
1	6B14 BBM	Core	Specialisation	5	90	4	3
2	6B15 BBM	Core	Specialisation	5	90	4	3
3	6B16 BBM	Core	Specialisation	5	90	4	3
4	6B17 BBM	Core	Specialisation	5	90	4	3
5	6B18 BBM	Core	Organisational Training /Project Work	3	54	2	..
6	6D02 BBM	Open	Event Management	2	36	2	2
TOTAL				25	450	20	

**REGULATIONS GOVERNING
BACHELOR OF BUSINESS MANAGEMENT (B.B.M.)
PROGRAMME**

- 1. Title of the Programme:** The Programme shall be called Bachelor of Business Management (B.B.M.).
- 2. Eligibility for Admission**
 - i) Candidates seeking admission to the B.B.M. Programme shall be required to have passed Plus Two of the Higher Secondary Board of Kerala or Pre Degree of Kannur University or that of any other University or Board of Examinations in any state recognized as equivalent to the Plus Two of the Higher Secondary Board in Kerala, with not less than 50 % marks in aggregate. However, SC/ST, OBC and other eligible communities shall be given relaxation as per University rules.
 - ii) The rules of admission including the rules of reservation followed by the University shall be applicable for making admission to the B.B.M. Programme.
- 3. Duration of the Programme:** The duration of the BBM Programme is three academic years with six semesters.
- 4. Medium of Instruction:** The medium of instruction and examination shall be English.
- 5. Selection Procedure:** The final list of candidates eligible for admission to the Programme would be prepared on the basis of total marks obtained in the Plus Two examination (or equivalent examination) and entrance test. The short listing of the candidates eligible for admission to the Programme shall be based on the index marks prepared as per the following criteria:

Entrance Test	50
Plus Two or Equivalent (aggregate)*	<u>50</u>
Total	<u>100</u>

*The pattern of weightage given to marks scored in different ranges at the Plus-Two level would be as follows.

50% - 54.9% -	5
55% - 59.9% -	10
60% - 64.9% -	15
65% - 69.9% -	20
70% - 74.9%	25
75% - 79.9% -	30
80% - 89.0%	40
90 % and above	50

6. Courses of Study: Total number of courses for the whole BBM programme is 34. This is inclusive of Industrial Visit & Preparation of Report in the third semester and Organisational Training /Project Work in the final semester. The courses offered over the six semesters are divided in to four groups namely-

- i) Common courses
- ii) Core courses
- ii) Complementary courses
- iii) Open courses

Course Structure

Semester I

Sl. No	Course Code	Type of Course	Course Title	Hrs.per Week	Hrs.per Semester	Credits	Duration of Exam.
1	1A01	Common	English	5	90	4	3
2	1A02	Common	English	4	72	3	3
3	1A07	Common	Additional Language	5	90	4	3
4	1B01 BBM	Core	Methodology of Business Studies	6	108	4	3
5	1C01 BBM	Complementary	Managerial Economics	5	90	3	3
TOTAL				25	450	18	

Semester II

Sl. No	Course Code	Type of Course	Course Title	Hrs.per Week	Hrs.per Semester	Credits	Duration of Exam.
1	2A03	Common	English	5	90	4	3
2	2A04	Common	English	4	72	3	3
3	2A08	Common	Additional Language	5	90	4	3
4	2B02 BBM	Core	Principles & Practices of Management	5	108	4	3
5	2C02 BBM	Complementary	Quantitative Techniques	6	108	3	3
TOTAL				25	450	18	

Semester III

Sl. No	Course Code	Type of Course	Course Title	Hrs.per Week	Hrs.per Semester	Credits	Duration of Exam.
1	3A12	Common	Numerical Skills	4	72	4	3
2	3A13	Common	Informatics	4	72	4	3
3	3B03 BBM	Core	Financial Accounting	5	90	4	3
4	3B04 BBM	Core	Business Environment	4	72	4	
5	3B05 BBM	Core	Industrial Visit & Preparation of Report	4	72	2	...
6	3C03 BBM	Complementary	Management Science	4	72	4	3
TOTAL				25	450	22	

Semester IV

Sl. No	Course Code	Type of Course	Course Title	Hrs.per Week	Hrs.per Semester	Credits	Duration of Exam.
1	4A11 BBM	Common	Entrepreneurship	4	72	4	3
2	4A14 BBM	Common	Disaster Management	4	72	4	3
3	4B06 BBM	Core	Financial Management	5	90	4	3
4	4B07 BBM	Core	Marketing Management	4	72	4	3
5	4B08 BBM	Core	Human Resource Management	4	72	4	3
6	4C04 BBM	Complementary	Information Technology For Managers	4	72	2	3
TOTAL				25	450	22	

Semester V

Sl. No	Course Code	Type of Course	Course Title	Hrs.per Week	Hrs.per Semester	Credits	Duration of Exam.
1	5B09 BBM	Core	Organisational Behaviour	5	90	4	3
2	5B10 BBM	Core	Business Research Methods	4	72	3	3
3	5B11 BBM	Core	Operations Management	5	90	4	3
4	5B12 BBM	Core	Emerging Trends in Management	4	72	3	3
5	5B13 BBM	Core	International Business	5	90	4	3
6	5D01 BBM	Open	E-Commerce	2	36	2	2
TOTAL				25	450	20	

Semester VI

Sl. No	Course Code	Type of Course	Course Title	Hrs.per Week	Hrs.per Semester	Credits	Duration of Exam.
1	6B14 BBM	Core	Specialisation	5	90	4	3
2	6B15 BBM	Core	Specialisation	5	90	4	3
3	6B16 BBM	Core	Specialisation	5	90	4	3
4	6B17 BBM	Core	Specialisation	5	90	4	3
5	6B18 BBM	Core	Organisational Training /Project Work	3	54	2	..
6	6D02 BBM	Open	Event Management	2	36	2	2
TOTAL				25	450	20	

Core courses in the area of specialization are the following:

I. Accounting & Finance:

1. Advanced Financial Accounting
2. Advanced Cost & Management Accounting
3. Investment Management
4. Taxation Policies & Practice

II. Marketing

1. Consumer Behaviour
2. Sales & Distribution Management
3. Retail Management
4. Services Marketing

III. Human Resources

1. Industrial Relations Management
2. Performance Management
3. Organisation Development
4. Training & Development

7.0 Attendance: A student shall be permitted to appear for the semester examination, only if he/she secures not less than 75% attendance in each semester. Condonation of shortage of attendance may be granted according to existing University rules. A student who is not eligible for such condonation shall repeat the course when it is offered again.

8.0 Continuous Evaluation (CE) and End-semester Evaluation (ESE): All courses except project report will have continuous evaluation as specified under Provisions of the clause 7.1 and 7.2 and 7.3 of the common regulations of the University for Under Graduate Programmes under choice based credit semester system and grading, 2009..

9.0 Project Report

9.1. During the sixth semester the candidate shall do a project for a business organization. The candidate shall prepare and submit a project report to the Department. The report shall be printed and spiral bound with not less than 50 A4 size pages. The project report should be submitted to the Head of the Department one month before the last working day of the sixth semester. Project work shall have the following stages:

- i) Project proposal presentation
- ii) Field work and data analysis
- iii) Report writing
- iv) Draft project report presentation
- v) Final project report submission

9.2 The candidate shall prepare at least two copies of the report: one copy for submission to the Department and one copy for the student

9.3 Duration of Final semester project work: The duration for project work is 3 weeks.

9.4 A certificate showing the duration of the project work shall be obtained from the organization for which the project work was done and it shall be included in the project report.

9.5 Structure of the report

- Title page
- Certificate from the organization (for having done the project work)
- Certificate from the faculty guide
- Acknowledgements
- Contents
- Chapter I: Introduction (Organization profile, Research problem, objectives of the study, Research methodology etc.)
- Chapter II .Review of literature
- Chapters III and IV: Data Analysis (2 or 3 chapters)

- Chapter V: Summary, Findings and Recommendations.
- Appendix (Questionnaire, specimen copies of forms, other exhibits etc.)
- Bibliography (books, journal articles etc. used for the project work).

9.6 Evaluation of project report: The project report shall be subject to double evaluation:

9.7 The candidate should get a minimum of D grade for project report for a pass.

9.8 If the candidate fails to get a minimum D grade in project report, he or she shall resubmit the project report after modifying it on the basis of the recommendations of the examiners.

9.9 The candidate should get a minimum D grade in the core project course. If the candidate fails to get D grade in project he/she has to reappear for that part only.

10 Requirement for passing the course: For passing the BBM degree program the student shall be required to achieve a minimum of 120 credits of which 38 credits shall be from common courses, 66 credits from core courses, 12 credits from complementary courses and 4 credits from open courses.

11. In all other matters regarding the conduct of BBM Programme in the affiliated colleges under Kannur University under choice based credit semester system which are not specified in this regulation, the common regulations for undergraduate Programmes under Choice Based Course Credit Semester System & Grading ,2009 of Kannur University will be applicable.

SYLLABI OF BBM PROGRAMME (2009 Admission onwards)

SEMESTER I

First semester- Core Course

1B01BBM -METHODOLOGY OF BUSINESS STUDIES

No. of credits 4

No. of Contact hours/Semester90

Course Objectives:

- To understand business and it's role in society
- To understand entrepreneurship and it's heuristics
- To comprehend the business environment
- 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 organizations- individual and organized business-family and corporate entities- business for profits, 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, recreations, adventures, health care, education and other contemporary areas as examples.

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 stake holders 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 it's alternatives; goals of public sector, cooperatives and non profit enterprises. Government regulation of business objectives- objectives, methods and problems.

Module III

Establishing a business –entrepreneurship – legal, physical, financial, social and psychological endowments for entrepreneurs –individual and group entrepreneurs-“intrapreneurs”. Mobilisation 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.

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 it's 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.

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-field 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.

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)
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First Semester -Complimentary Course

1C01BBM- MANAGERIAL ECONOMICS

No of Credits: 3

No. of Contact hours/Semester:90

Course objectives

- To familiarize the students with the basic concepts of economics and
- To orient them to the application of various tools & techniques of Economics in managerial decision-making.

Module I

Introduction to Managerial Economics: Scope of Managerial Economics and other disciplines- Basic economic concepts in decision-making-Distinction between Micro and Macroeconomics.

Module II

Demand analysis: Types, determinants, elasticity-demand function-Demand forecasting.

Module III

Cost Analysis: Concept of cost and its types-cost output relationship in short and long period- supply curve- Iso-quant curves -Indifferences curves.

Module IV

Pricing analysis: Market structures- price determination under different market situations- price discrimination- selling costs -product differentiation - Various pricing methods, transfer pricing, break even analysis -profit planning.

Module V

National income analysis: Techniques of social accounting-Theories of income, output and employment
- Classical Keynesian Demand behaviour

Module VI

Theory of trade cycles: Concept and causes of trade cycles -Measures to control trade cycles.

ModuleVII

Theories of inflation: causes and control of inflation.

References:

1. K.K. Dewett: : Modern Economic Theory
- 2 D.M. Mithani: : Managerial Economics: Theory and Applications
3. Mote, Paul, Gupta: : Managerial Economics
4. D.N. Dwivedi: : Managerial Economics
5. Edward Shapiro: : Macro Economic Analysis
6. A. Koutyiannis: : Modern Micro Economics
7. G.S.Gupta: : Managerial Economics
8. L.Varshney and K.L.Maheshwari : Managerial Economics
9. M.Adhikary : Managerial Economics
10. Dr.K.C.Sankara Narayanan &
Dr.Jose.T, Payyappilly : Managerial Economics

Second Semester-Core Course

2B02BBM - PRINCIPLES AND PRACTICES OF MANAGEMENT

No of Credits: 4

No. of Contact hours/Semester:108

Course objectives:

- To understand about the principles and practices of general management.
- To know the process of business management and its functions, and
- To familiarize the students with current management practices. .

Module I

Definition, Nature, Purpose and Scope of management. - Evolution of management thought - Contributions made by Taylor, Gantt, Gilbreth, Fayol, Weber, Elton Mayo, Chester Bernard, Maslow, Herzberg, Likert and McGergor - Schools of management – Levels of management – Characteristics of management – Ethics in management - Processes of management.

Module II

Planning: Meaning – Nature – Types of plans – Characteristics of planning – Steps in planning – Forecasting and Decision making – Components of planning – Objectives – Strategies – Policies – Procedure –Methods – Rules - Programmes and Budgets.

Module III

Organising:Meaning- Principles of Organizing- Departmentation- Bases of Departmentation- Delegation of Authority- Centralisation and Decentralisation -Line and Staff authority

Module IV

Staffing: Nature and purpose – Directing – Meaning – Nature – Characteristics - Principles – Importance – Role of communication and leadership in directing –Supervision.

Module V

Co-ordination: Meaning- Need for co-ordination – Approaches to achieve effective co-ordination – Characteristics of co-ordination and Cooperation – Controlling – Need for control – Control process – Methods of control – Characteristics of effective control.

Reference:

- 1) Koontz and O. Donnel : Essential of Management
- 2) Koontz, H and Wechrick, H : Management
- 3) Drucker, Peter, F : Management: Tasks, Responsibilities and Practices
- 4) Shyamal Banerjee : Principles of Management
- 5) Y.K.Bhushan : Fundamentals Business Organisation & Management
- 6) Dingar Pagare : Business Management
- 7) Sherlakar & Sherlakar : Principles of Business Management
- 8) L.N.Prasad : Principles of Management

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Second Semester -Complementary Course

2C02BBM-QUANTITATIVE TECHNIQUES

No of Credits: 3

No. of Contact hours/Semester:108

Course objectives:

- To familiarize the student with the use of quantitative techniques in managerial decision making.
- The subject aims at developing analytical thinking and logical reasoning for effective decision-making.

Module I

Quantitative Techniques-Introduction-Meaning and definition-Application of Quantitative Techniques in business-Limitations

Module II

Set theory-Probability -Concept of probability-Meaning and definition-Approaches to probability-Theorems of probability-Addition theorem-Multiplication theorem-Conditional probability-Inverse probability-Baye's theorem.

Module III:

Theoretical distribution-Binomial distribution-Basic assumptions and characteristics-Fitting of binomial distribution-Poisson distribution-characteristics-Fitting of Poisson distribution-Normal distribution-features and properties-Standard normal curve.

Module IV: Statistical inference-Testing of hypothesis-Procedure-error in testing-Two tail test and One tail test-Non parametric tests-Chi-Square test, Wilcoxon test.

Module V

Parametric tests-Z test-test of significance of large samples-Test for two sample means-Small sample mean tests-Student t test-Analysis of variance-F test-one way ANOVA and two way ANOVA tests.

References

1. Srivastava V.K. et al : Quantitative Techniques for Managerial Decision making
2. Vohra : Quantitative Techniques in Management
3. M.Raghavachari : Mathematics for Management
4. Kanthi Swarup, Gupta .R.K. & K. Manmohan : Operations Research (Methods & Problems)
5. Wanger H.M. : Principles of Operation Research

