

(Abstract)

FYUG Bachelor of Business Administration Programme (BBA) - Modified Scheme and Syllabus of First and Second Semester -Approved and implemented with effect from 2025 Admission - Orders issued

ACADEMIC C SECTION

ACAD C/SO - ACAD C/21160/2024

Dated: 25.08.2025

Read:-1. U.O. No.ACAD C/SO-ACAD C/21160/2024 dtd. 19/10/2024,05.02.2025 and 02.07.2025

2. Minutes of the meeting of Board of Management Studies (UG) held on 22.05.2025

3.. E-mail dated: 29.05.2025 from the Chairperson Faculty of Commerce and Management studies (UG).

4. The Minutes of the Meeting of the standing committee of the Academic council held on 08.08.2025

5. Orders of the Vice Chancellor in the file of even number dated:19.08.2025

ORDER

1.The Scheme and Syllabus of the FYUG Bachelor of Business Administration Programme (BBA)(First to Fourth Semesters only) under the Affiliated colleges was approved and implemented w.e.f 2024 admission ,as per paper read (1) above.

2. Subsequently, the Chairperson of the Board of Studies in Management Studies (Cd) submitted the modified scheme & syllabus for the First and Second Semesters of the BBA (FYUG) Programme to be implemented from 2025 admission, as recommended by the Board of Studies at its meeting held on 22.05.2025.

3.The modified Scheme& Syllabus, submitted by the Chairperson, BoS, in Management Studies (Cd) was forwarded to the Dean, Faculty of Commerce & Management studies for verification and remarks.

4.The Vice Chancellor, after considering the matter in detail, ordered to place the modified Scheme& Syllabus of the FYUG Bachelor of Business Administration Programme (First and Second semesters) to be implemented in affiliated colleges w.e.f 2025 admission, before the Standing Committee of the Academic Council for consideration.

5.The Standing Committee of the Academic council, at its meeting held on 08.08.2025 considered the modified Scheme & Syllabus of the FYUG Bachelor of Business Administration Programme (First and Second semesters) to be implemented in Affiliated colleges, w.e.f 2025 admission, submitted by the Chairperson BoS in Management Studies (Cd) and recommended approval of the same.

6. The Vice Chancellor, after considering the recommendation of the Standing Committee of the Academic Council and in exercise the powers of the Academic Council, conferred under Section 11(1) Chapter III of Kannur University Act, 1996 and all other enabling provisions read together with, approved the modified Scheme & Syllabus of the FYUG Bachelor of Business Administration Programme (First and Second semesters) and accorded sanction to implement the same w.e.f. 2025 admission, subject to reporting to the Academic Council.

7. Orders are therefore issued implementing the modified Scheme & Syllabus of the FYUG Bachelor of Business Administration Programme (First and Second semesters) w.e.f.

2025 admission, subject to reporting to the Academic Council.

8. The Scheme & Syllabus of the FYUG Bachelor of Business Administration Programme under the Affiliated colleges, w.e.f 2025 admission, are appended herewith and uploaded on the University Website .

Sd/-

Bindu K P G

DEPUTY REGISTRAR (ACADEMIC)

For REGISTRAR

To: The Principals of Arts and Science Colleges affiliated to Kannur University

Copy To: 1. The Examination Branch (through PA to CE)

2. The Chairperson, Board of Studies in Management Studies(UG)

3. PS to VC/PA to R

4. JR II (Exams/ DR/AR (Academic)

5. The IT Cell (For uploading in the website)

6. SF/DF/FC

Forwarded / By Order


SECTION OFFICER

KANNUR UNIVERSITY



FOUR-YEAR UNDER GRADUATE PROGRAMME (KU-FYUGP)

BBA PROGRAMME CURRICULUM AND SYLLABI (2025 ADMISSIONS ONWARDS)

PREFACE

The implementation of the Four-Year Undergraduate Programme (FYUGP) has been driven by the pressing need to address contemporary challenges ensuring responsive changes to the evolving needs of students, industry, and society at large. Recognizing the curriculum as the cornerstone of any education system, it requires regular refinement to align with evolving socio-economic factors. Higher education must provide students with practical and technical skills relevant to their fields of interest, necessitating the development of a job-oriented curriculum. Despite significant increases in access and expansion of higher education over the years, concerns persist regarding the quality and relevance of educational outcomes, particularly in terms of employability skills. As the world becomes increasingly interconnected, our education system must evolve to in still 21st-century skills, enabling students not only to survive but to thrive in this dynamic environment. Moreover, there is a growing need for higher education institutions to embrace social responsibility and contribute to the development of a knowledge society capable of driving sustainable development through innovation. With the central objective of fostering a robust knowledge society to support a knowledge economy, the Government of Kerala has initiated steps to reform higher education. Accordingly, three commissions were established to suggest reforms in higher education policy, legal and regulatory mechanisms, and evaluation and examination systems. It is within this context that a comprehensive reform of the undergraduate curriculum has been proposed, leading to the restructuring of the Four-Year Undergraduate Programme.

The syllabus presented herewith is the output of academic debates among business men, faculty members in Commerce , Management and Business Administration, Research Scholars and Students at formal and informal levels of gatherings. The workshop on syllabus revision, with its democratic approach of considering valuable suggestions from all stake holders of higher education, and the FYUGP curriculum of Kannur University were crucial to restructuring the existing syllabi. FYUGP in Management Studies (BBA) offers **Discipline Specific Courses (DSC-Major and Minor), Discipline Specific Elective Core Courses (DSE), Multi Disciplinary Courses (MDC), Value Addition Courses (VAC) and Skill Enhancement Courses (SEC)**. The syllabus of each course at the outset itself clearly states its learning outcomes, which are in agreement with Programme and Outcomes and Programme Specific Outcomes.

Sumesh P.C.

Kannur

Chairperson

May 2025
(UG)

Board of Studies in Management Studies

The Board of Studies in Management Studies (UG)

1. Sri.Sumesh P.C. (Chairperson)
Assistant Professor, Department of Management Studies, S.N.College Kannur
2. Dr.Rehin K.R.
Assistant Professor, Department of Management Studies , M.G College
Iritty,Kannur
3. Smt.Greeshma A.
Assistant Professor, Department of Commerce , M.G. College, Iritty , Kannur
4. Dr.Bindu K.
Associate Professor, Department of Commerce, Government Brennen College ,
Thassery , Kannur
5. Smt.Indu P.
Assistant Professor, Department of Commerce, Government Brennen College ,
Thassery , Kannur
6. Dr.Jaseela Thanikkad
Assistant Professor, Department of Commerce , NMSM Government College ,
Kalpetta, Wayanad
7. Dr.Shacheendran V.
Professor, Department of Commerce, Govinda Pai Memorial Government College ,
Manjeshwar , Kasargod
8. Sri.Arun K.V.
Assistant Professor, Department of Commerce, S.N. College ,Kannur
9. Dr.Vigi V. Nair
Assistant Professor, Department of management Studies,Payyannur College ,
Payyannur, Kannur
10. Smt.Sashitha T.
Assistant Professor, Department of Management Studies, Taliparamba Arts and
Science College, Kanhirangad, Kannur
11. Dr.U.Faisal (Chairperson , P.G.Board)
Professor , Department of Management Studies, Dr. Janaki Ammal Campus,
Palayad, Thalassery, Kannur.

Adhoc /Expert Committee Members

1. Sri. Karthikeyan P. Assistant Professor, Dept. of Management Stuidies, Dr.Janaki Ammal Campus, Palayad, Thalassery Kannur
2. Sri. Aneesh Kumar K.P., Assistant Professor, Dept. of Management Stuidies, Dr.Janaki Ammal Campus, Palayad, Thalassery Kannur
3. Dr.Susmin James, Assistant Professor, Dept.of Commerce,Government College Chokli, Thalassery
4. Smt. Subha , Assistant Professor, Dept. of Commerce , Govt. College ,Kasargod
5. Dr. Sajith M. , Assistant Professor, Dept. of Commerce , Govt. College , Manathavadi
6. Smt. Archana kemanabally, Assistant Professor, Dept. of Management Studies, Payyannur College , payyannur
7. Smt.Samina Sathyanath, Assistant Professor, Dept. of Management Studies , S.N.College , Kannur

KANNUR UNIVERSITY

PROGRAM OUTCOMES (POs)

Program Outcomes (POs) serve as a foundational framework defining the skills, knowledge, and attributes that students at Kannur University are expected to acquire upon completion of a specific academic program. Tailored to the unique goals of each program, POs articulate the overarching learning objectives that guide curriculum design and assessment. These outcomes encompass a diverse range of competencies, including critical thinking, problem-solving, effective communication, and discipline-specific expertise. POs play a crucial role in shaping educational experiences, ensuring alignment with academic standards and industry expectations. By articulating clear and measurable expectations, POs contribute to the continuous improvement of academic programs and provide a roadmap for students to develop into well-rounded, competent professionals within their chosen fields.

- PO1: Critical Thinking and Problem-Solving:** Apply critical thinking skills to analyse information and develop effective problem-solving strategies for tackling complex challenges.
- PO2: Effective Communication and Social Interaction:** Proficiently express ideas and engage in collaborative practices, fostering effective interpersonal connections.
- PO3: Holistic Understanding:** Demonstrate a multidisciplinary approach by integrating knowledge across various domains for a comprehensive understanding of complex issues.
- PO4: Citizenship and Leadership:** Exhibit a sense of responsibility, actively contribute to the community, and showcase leadership qualities to shape a just and inclusive society.
- PO5: Global Perspective:** Develop a broad awareness of global issues and an understanding of diverse perspectives, preparing for active participation in a globalised world.
- PO6: Ethics, Integrity and Environmental Sustainability:** Uphold high ethical standards in academic and professional endeavours, demonstrating integrity and ethical decision-making. Also acquire an understanding of environmental issues and sustainable practices, promoting responsibility towards ecological well-being.
- PO7: Lifelong Learning and Adaptability:** Cultivate a commitment to continuous self-directed learning, adapting to evolving challenges, and acquiring knowledge throughout life.

BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME SPECIFIC OUTCOMES (PSOs)

No.	Programme Specific Outcomes (PSOs)
PSO1	Provide students with a sound theoretical base in business management concepts and have an exposure of the emerging technologies to support, sustain and innovate business.
PSO2	Application of theoretical and technical knowledge and skills to provide holistic education by producing intellectually competent individuals.
PSO3	Attain problem-solving, decision making and critical thinking skills to connect with real time corporate situations.
PSO4	Inculcates and develops appropriate skills such as Finance, Marketing, Entrepreneurship, HR, Accounting and Operations among students.
PSO5	Demonstrate how creativity and innovations are initiated, included and managed in an organisation.
PSO6	Understand the impact of management practices in societal and environmental context and display the knowledge and need for sustainable development
PSO7	Impart continuous learning and develop the ability to engage in independent and life long learning in the context of changes in trade and commerce

Course and Credit Structure for Different Pathways

Semester	DSC (Credit 4)	AEC (Credit 3)	SEC (Credit3)	MDC (Credit 3)	VAC (Credit3)	Total Courses	Total Credits	Total Hrs / Week
I	A1,B1,C1	AEC1(E) AEC2(AL)		MDC1		6	21	25
II	A2,D1,E1	AEC3(E) AEC4(AL)		MDC2		6	21	25
III	A3,A4, F1,G1			MDC3 (KS)	VAC1	6	22	25
IV	A5,A6,A7		SEC1		VAC2 VAC3	6	21	25
V	A8,A9,A10 A11*,A12*		SEC2			6	23	25
VI	A13,A14, A15, A16*,A17*		SEC3 PROJECT			6	23	25
	INTERSHIP						2	
Total	Major A:17 Other Discipline:6	4	3+2=5	3	3	36	133	150

EXIT WITH BBA DEGREE WITH 133 CREDITS / PROCEED TO FOURTH YEAR

**COURSE AND CREDIT DISTRIBUTION FOR FOURTH YEAR: SEMESTER VII and VIII
of UG HONOURS PROGRAMME**

Seme ster	DSC (Credit 4)	Nature of the Course	Total Courses	Total Credits	Hrs / Week
VII	A18,A19, A20*,A21* , A22* (* Elective)	Two PG Level Core Courses and Three PG Level Elective Courses(Level 400 and above) in the Major Discipline One Open Elective Course in Major Discipline	5	20	25
	Internship (SEC)	Internship in the Major Discipline	1	4	-
VIII	Major A*,A*,A*	Three PG Level Elective Courses (Level 400 and Above) in the Major Discipline Students can choose another institution for doing the project can choose Three Major Elective Courses in this Semester in Online Mode or in the in-person mode from the institution where the project is being done	3	12	15
	Project (SEC)	Project in Major Discipline	1	8	8
Total	Major :8 Internship Project		10	44	40

EXIT WITH BBA HONOURS DEGREE WITH 177 CREDITS

**COURSE AND CREDIT DISTRIBUTION FOR FOURTH YEAR: SEMESTER VII and VIII
of UG HONOURS WITH RESEARCH PROGRAMME**

Semester	DSC (Credit 4)	Nature of the Course	Total Courses	Total Credits	Hrs / Week
VII	A18,A19, A20*,A21* , A22* (* Elective)	Two PG Level Core Courses and Three PG Level Elective Courses(Level 400 and above) in the Major Discipline	5	20	25
	Internship (SEC)	Internship in the Major Discipline	1	4	-
VIII	Project (SEC)	Project in Major Discipline	1	20	20
Total	Major :5 Internship Project		7	44	45

EXIT WITH BBA HONOURS WITH RESEARCH DEGREE WITH 177 CREDITS

SEMESTER WISE COURSE STRUCTURE

SEMESTER I

<i>Course Category</i>	<i>Code</i>	<i>Credit</i>	<i>Course</i>	<i>Major/Minor</i>	<i>Code</i>	<i>Hours</i>
Discipline Specific Core Courses (DSC)	KU1DSCBBA100	4	Management Concepts and Principles*	Major	A1	4
	KU1DSCBBA101	4	Managerial Economics	Minor	B1	5
	KU1DSCBBA102	4	Business Statistics	Minor	B1	5
	KU1DSCBBA103	4	Business Communication	Minor	C1	5
	KU1DSCBBA104	4	Basic Concepts of Professionalism	Minor	C1	5
Multi-Disciplinary Courses (MDC)	KU1MDCBBA100	3	Fundamentals of Management	MDC1		3

SEMESTER II

<i>Course Category</i>	<i>Code</i>	<i>Credit</i>	<i>Course</i>	<i>Major/Minor</i>	<i>Code</i>	<i>Hours</i>
Discipline Specific Core Courses (DSC)	KU2DSCBBA100	4	Statistics for Business Decisions*	Major	A2	4
	KU2DSCBBA101	4	Fundamentals of Accounting *	Major	A2	4
	KU2DSCBBA102	4	Business Economics*	Major	A2	4
	KU2DSCBBA103	4	Business Environment	Minor	D1	5
	KU2DSCBBA104	4	Business Mathematics	Minor	D1	5
	KU2DSCBBA105	4	Recent Trends in Marketing	Minor	E1	5
	KU2DSCBBA106	4	Emerging Applications in Management	Minor	E1	5
Multi-Disciplinary Courses (MDC)	KU2MDCBBA100	3	E-Commerce	MDC2		3
	KU2MDCBBA101	3	Event Management	MDC2		3

SEMESTER –I

KU1DSCBBA100: Management Concepts and Principles

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
I	DSC	100-199	KU1DSCBBA100	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	4	30	70	100	2

Course Description: Management concepts and principles is a foundational course which helps to develop managerial skills among students.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	1. Understand the fundamentals concept of management.	U
2	2. Learn the concepts and competence of planning	U
3	3. Acquire the knowledge of Organization and & staffing.	U
4	4. Understand the importance of effectiveness of directing & coordination	U
5	5. Analyse the importance, process & types of controlling.	An
6	6. To learn about the managerial idea, in the field of Management	A

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1	MODULE TITLE		
	1	Introduction to Management	15
		a) Definition- nature- scope	
		b) levels of management-	
	2	School of Management thought	
		a) classical, Neo-classical and Modern Approaches of Management,	
	3	functions of management	
		a) planning, organising, staffing, directing, controlling	
		b) Roles of a manager	
	4	Scientific and modern Management in detail	
		a) Scientific management- meaning- principles, techniques	

		b) Modern management- concept, principles	
		c) Contemporary approaches in school of management thought	

		MODULE TITLE	
2	1	Planning and Decision Making	15
	2	Planning: meaning- nature and purpose	
	3	types of planning- planning process	
	4	Decision making: meaning- importance techniques of decision making	
	5	Management by Objectives- features- steps	

		MODULE TITLE	
3	1	Organising- meaning- nature and purpose	15
	2	Organization	
		a) Organization-meaning	
		b) Dimension of structure- horizontal and vertical dimensions- formal and informal organization	
		c) Delegation of authority- Decentralisation- Departmentation- Span of management.	
	3	Staffing-meaning-definition-importance-elements.	

		MODULE TITLE	
4	1	Directing	10
		a) Directing: meaning- nature and scope - elements of directing	
	2	Elements of Directing	
		a) Supervision, Motivation	
		b) Leadership, Communication	

	3	controlling:	
		a) Controlling: meaning- need- process of control- types- Techniques of control.	

	Teacher Specific Module	5
	<i>For effective learning teachers can use group activities like role- play and demonstrations and employ case studies of experts in the field.</i>	

Essential Readings:

1. KS Chandrasekaretal, History of Management Thoughts, Vijaynicole
2. C.B.Gupta, Management Theory and Practice -Sultan chand& sons
3. L.M.Prasad, Principles and practice of Management- Sultan chand& sons
4. T N Chhabra, Principles, and practice of Management- DhanpatRai& Co.
5. Manmohan Prasad, Management concepts and practice –Himalaya Publishing House

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	5
d)	Seminar/ Book/ Article Review/ Viva-Voce/ Field Report	5
Total		100

KU1DSCBBA101MANAGERIAL ECONOMICS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
I	DSC	100-199	KU1DSCBBA101	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25 T+10 P	50 T+15 P	100	1.5

Course Description: Managerial economics is concerned with concepts of economics demand and supply functions, production function and cost analysis from a managers' perspective. These topics enable students to analyse changing demand and supply conditions and also to manage production function effectively.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Help the students understand the basic concepts of managerial economics	U
2	Introduce the students to the concepts of demand and supply	U
3	Provide a basic understanding about market structures	U
4	Help the students develop a basic understanding about production function and cost analysis	U

***Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1	MODULE TITLE: INTRODUCTION TO MANAGERIAL ECONOMICS		15
	1	Meaning, nature & scope of managerial economics	2
	2	Opportunity cost - time value of money - marginalism	4
	3	Risk, Return, profits, business cycle	4
	4	Micro vs. Macro Economics	5

2	MODULE TITLE: DEMAND AND SUPPLY ANALYSIS		20
	1	Meaning of demand – Types of demand	2
	2	Determinants of demand - Elasticity of Demand	5
	3	Law of Demand - Demand Forecasting	5
	4	Marginal utility analysis –equi-marginal utility - indifference curve	5
	5	Concept of supply – equilibrium point	3

3	MODULE TITLE: MARKET CLASSIFICATION & PRICING STRATEGIES		10
	1	Perfect competition - price and output determination under perfect competition	3
	2	Monopoly - Monopolistic Competition – Oligopoly – Duopoly	2
	3	Pricing – objectives, factors & general considerations	2.5
	4	Methods of pricing - price discrimination	2.5
4	MODULE TITLE: PRODUCTION & COST ANALYSIS		15
	1	Concept of production – factors of production – production function	3
	2	Law of returns to scale - economics of scale- law of variable proportion	6
	3	Break even analysis - producer's equilibrium	2.5
	4	Cost classification - different cost concepts – cost output relationship	3.5
5	Teacher Specific Module (Practicum)		20
	<i>Help students to review market conditions and economic situations prevailing in their pertinent market. They may also be asked to understand the structure of the market.</i>		

Essential Readings:

1. P.L. Mehta, Managerial Economics – Analysis, Problems & Cases - Sultan Chand & Sons.
2. RL Varsheny and K L Maheshwari, Managerial Economics - Sultan Chand Publications
3. S.Shankaran, Managerial Economics - Margram Publications
4. Joel Dean, Managerial Economics - Prentice Hall of India Pvt. Ltd.,-NewDelhi.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Test Paper (Practicum)		15 (P)
Continuous Evaluation		25
Presentation /Case Study		10 (P)
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		100

KU1DSCBBA102: BUSINESS STATISTICS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
I	DSC	100-199	KU1DSCBBA102	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25 T+10 P	50 T+15 P	100	1.5

Course Description: Business Statistics provides students with crucial skills to analyse and interpret data, helping them identify business patterns, make well-informed decisions, and tackle real-world challenges with precision.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcomes	Learning Domains
1	Comprehend the foundational principles of statistics and explore its relevance and applications in various disciplines.	U
2	Explain the techniques of data, collection, tabulation and presentation of data.	U
3	Explores essential measures of central tendency, such as the mean, median, mode, and geometric mean, which are used to identify the central or typical value within a data set.	A
4	Focuses on dispersion measures such as range, quartile deviation, and standard deviation, as well as skewness, which assess the spread and asymmetry of the data.	A

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
1	MODULE TITLE: Introduction to Statistics		10
	1	Meaning, Definition, Features, Importance & Scope	
	2	Application and Limitations of Statistics.	

2	MODULE TITLE: Data Collection & Presentation Techniques		15
	3	Methods of Data Collection, Primary and Secondary Data, Census Method, Sampling Method, Editing, Coding.	
	4	Classification, Tabulation, Presentation of data - Diagrams, Charts and Graphs.	

3	MODULE TITLE: Measures of Central Tendencies		15
	5	Arithmetic Mean, Weighted Arithmetic Mean, median, mode (Theory & Problems)	
	6	Geometric Mean and Harmonic Mean (Theory & Problems).	

		Properties of Averages, Positional Averages-Quartiles, Deciles and Percentiles.(Theory & Simple Problems).	
--	--	--	--

4	MODULE TITLE: Measures of Dispersion & Skewness		15
	7	Meaning, Properties of dispersion, Range, Quartile Deviation, Mean Deviation from Mean and Median (Theory & Problems)	
	8	Standard Deviation and Coefficient of Variation (Theory & Problems). Skewness- Meaning, Types, Difference between Skewness & Dispersion. (Only Theory). Concept of Kurtosis- Meaning, Types, Difference between Skewness and Kurtosis. (Only theory).	

5			
		Teacher Specific Module	5
		Directions: This module equips students with foundational knowledge in statistics, covering topics such as central tendency (mean, median, mode, and geometric mean), measures of dispersion (range, quartile deviation, standard deviation), data collection methods, and presentation techniques. Through practical exercises and real-world applications, students will learn how to collect, analyze, and interpret data, presenting their findings using various visual tools like charts and graphs.	

Essential Readings:

1. Levin R. I.& Rubin D. S. (2014). *Statistics for Management*. Delhi: Pearson.
2. Pillai & Bagavathi (2016) *Statistics, Theory and Practice*, S Chand Publishing
3. SP Gupta (2017). *Statistical Methods*, Sultan Chand and Sons
4. SC Gupta (2018). *Fundamentals of Statistics*, Himalaya Publishing House

5. Sharma J K, "Business Statistics", Pearson Education
6. S.C. Gupta & V.K. Kapoor. Fundamental of Mathematical statistics

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Test Paper (Practicum)		15 (P)
Continuous Evaluation		25
Presentation /Case Study		10 (P)
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		100

KU1DSCBBA103: BUSINESS COMMUNICATION

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
I	DSC	100-199	KU1DSCBBA103	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25 T+10 P	50 T+15 P	100	1.5

Course Description: The course aims at making concrete efforts to prioritise the importance of communications skills in Business. It also provides framework on how communication shapes organisational culture and aids decision making.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	To provide an overview of the basic concepts, process, types and importance of communication	U
2	To develop effective listening skills in students so as to enable them to comprehend instructions and become a critical listener	A
3	To develop proficiency in oral and written communication	A
4	To help students to acquaint with application of communication skills in the Business World	A

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	CONTENTS	HOURS
1		MODULE TITLE - Introduction to business communication	15
		a) Business Communication -Meaning - Definition – Objectives	
	1	b) Features, importance and need for Business Communication	
	2	Process of communication- Elements of communication- Principles of communication - 7C's	
	3	Barriers of communication- Physical barriers, Linguistic barriers, Socio cultural barriers, Workplace barriers, Semantic barriers	
2		MODULE TITLE : Types and Channels of communication	15

	1	Types of Communication-Verbal communication, Nonverbal communication (Kinesics, Proxemics and Chronemics), Written communication, Visual communication, Audio visual communication.	
	2	Channels of Communication- Phone call - Text message- Email Video & radio- Social media,	

	MODULE TITLE: Business Letter and Business Reports		15
3	1	a)Business Letter- Meaning - need - characteristics	
		b) Importance and functions of Business Letter	
		c) Layout and Types of Business letters	
	2	a) Business Report- Characteristics and objectives	
		b) Elements of Business report	
		c) Layout and types of Business Report	

	MODULE TITLE: Communication for Employment		10
4	1	Employment and communication- Meaning - need & importance	
	2	Resume & curriculum vitae -Layout of a resume- Tips for the preparation of resume- Resume Vs curriculum vitae	
	3	Interview- Types of interview- Before ,during and after the interview- Do's and don'ts of interview	

5	Teacher Specific Module (Practicum)		20
----------	--	--	-----------

<p><i>Directions: For effective understanding and application of the concepts and to equip students with practical knowledge, teachers can use case study, role pla, seminar presentations and other appropriate method.</i></p>
--

Essential Readings:

1. Principles and practice of Commercial Correspondence - Stephonson & James
2. Organisational communication : The effective management - Philip Louis V
3. Technical communication : Principles and practice - Raman, Meenakshi & Sharma and Sangeeta

Suggested Readings:

1. Ghanekar A- Communication Skills for Effective Management, Everest Publishing House Pune
2. Parson, C J and Hughes Written Communication for Business Students
3. Frailley L E Handbook of Business Letters

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Test Paper (Practicum)		15 (P)
Continuous Evaluation		25
Presentation /Case Study		10 (P)
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		100

KU1DSCBBA104: BASIC CONCEPTS OF BUSINESS PROFESSIONALISM

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
1	DSC	100-199	KU1DSCBBA104	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25 T+10 P	50 T+15 P	100	1.5 hrs

Course Description: This course aims to provide students with to develop a clear understanding about the basics of business professionalism in the workplace. This course also introduces students to the concepts of Socio-cyber Informatics and Digital Marketing.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	To demonstrate an understanding of professionalism in terms of workplace behaviours and workplace relationship	U
2	To impart knowledge about Data Analytics techniques to extract meaningful insights from data and using these insights to improve business performance.	A
3	To have an understanding of socio-cyber informatics and related topics like the cyber ethics, cybercrimes and cyber addiction	U
4	To familiarize students with the concept of digital marketing and its current and future evolutions	A

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1	MODULE TITLE: Professionalism		15
	1	Meaning of Professionalism- Traits and qualities of a good professional-professional skills-important soft skills for business success	
	2	Professionalism in Communication- Professionalism in verbal and written communication	
	3	Professional Presentation- Email Etiquette-Rules Do's and Don'ts	

2	MODULE TITLE: E-Learning		15
	1	Introduction-Benefits and Drawbacks of E-Learning	
	2	Online Education- Digital age learners – Knowledge resources on Internet	
	3	E-Books- Audio, Video and other means of E-Learning.	
	4	E-Learning in India	

3	MODULE TITLE: Business Data Analytics		15
	1	Meaning of Business Data Analytics	
	2	Sources of Data-Importance of Data quality- Dealing with missing or incomplete data	
	3	Role of Data Scientist in Business and Society-Role of Artificial intelligence in E-Business	
	4	Ethical and legal consideration in Business Data Analytics	

4	MODULE TITLE: Socio Cyber Informatics and Digital Marketing		10
	1	a) IT and Society- New opportunities and threats	
		b) Cyber Ethics-Cyber Crimes-Types of Cyber crimes-Cyber Addiction-Information Overload-	
		c) Health Issues of Computer Usage –E-Waste	
	2	a) Digital Marketing-Meaning –Need for digital marketing- Advantages and Disadvantages of Digital Marketing	
		b) Types of Digital Marketing	

5	Teacher Specific Module (Practicum)		20
	<i>Directions: Teachers can use real world examples and case studies to illustrate key concepts. Teachers can add more practical components to make the students familiarise with the recent technological advancements and application software.</i>		

Essential Readings:

1. Professional Business Skills- Lee Pelitz

2. V Rajaraman – Introduction to Information Technology
3. Damian Rayan- Understanding Digital Marketing

Suggested Readings:

1. Peter Norton- Introduction to computers
2. Godfrey Parkin-Digital Marketing Strategies.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Test Paper (Practicum)		15 (P)
Continuous Evaluation		25
Presentation /Case Study		10 (P)
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		100

KU1MDCBBA100: FUNDAMENTALS OF MANAGEMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
I	MDC	100-199	KU1MDCBBA100	3	3

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	0	0	25	50	75	1.5

Course Description: This course aims at familiarizing the students with the fundamental managerial concepts

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	● Understand the basics of management and evolution.	U
2	● Familiarise with functions and practices of management	U
3	● Understand the role and required managerial skills	U
4	Describe the emerging trends in management	A

***Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1	MODULE TITLE		
	1	Introduction to Management	10
		a)Management : Meaning, Definition, Features, Scope, Objectives,	
		b) Levels of management and Evolution	

2	MODULE TITLE		
	1	Functions of Management	10
	2	Functions of management:	
	3	Planning,IOrganising,	
	4	Staffing,Directing and Controlling	

	5	Staffing, Directing and Controlling- Meaning, Definition, Importance and process	
--	---	--	--

3	MODULE TITLE		
	1	Role of Manager in an Organisation	10
	2	Role of manager in an organisation:	
		a) Managerial skills and Personal skills, Team building	
		b) Developing team and Team work,	
		c) Empowerment and Delegation.	

4	MODULE TITLE		
	1	Emerging Concepts in Management	10
		a) Emerging Concepts :	
	2	Total Quality Management, Total Productive Maintenance,	
		a) Change Management, Stress Management,	
		b) Green Management	
	3	Logistics management.	

5	Teacher Specific Module		5
	<i>Directions: Teachers can make use of group activities that involves managerial functions like planning, allocation of work, decision making, leadership skills etc.</i>		5

Essential Readings:

- Richard I. Levin and David S. Rubin, Statistics for Management, Prentice Hall of India, latest edition.
- S.P.Gupta, Statistical Methods, Sultan Chand.
- Sanchetti and Kapoor, Statistics, Sultan Chand.
- G.C.Beri, Statistics For Management, Tata McGraw Hill.
- J.K. Sharma, Business Statistics: Pearson.
- Levine Krebiel & Bevenson, Business Statistics, Pearson edition, Delhi.
- S.D. Sharma, Operations Research, Kedarnath Ramnath and Company.
- R. Pannerselvam, Operations Research, Prentice Hall International, 3e, 2012.
- J.K. Sharma, Operations Research: Theory and applications, 5e, Macmillan, 2013.
- Anderson, Sweeney, Williams, Camm, Martin, Quantitative Methods for Business, 12e, Cengage Learning, 2013.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Continuous Evaluation		25
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/ Book/ Article Review Viva-Voce/ Field Report	5
Total		75

SEMESTER –II

KU2DSCBBA100: STATISTICS FOR BUSINESS DECISIONS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	DSC	200-299	KU2DSCBBA100	4	4

Learning Approach (Hours/Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical / Internship	Tutorial	CE	ESE	Total	
4	0	4	30	70	100	2

Course Description: Statistics for Business Decisions equips students with essential tools to analyse and interpret data, enabling them to uncover business trends, make informed decisions, and solve real-world problems effectively.

Course Pre-requisite: Nil

Course Outcomes:

CO No.	Expected Outcomes	Learning Domains
1	Comprehend the foundational principles of statistics and explore its relevance and applications in various disciplines.	U
2	Explain the techniques of data, collection, tabulation and presentation of data.	U
3	Apply statistical methods such as central tendency and dispersion to analyse and solve practical problems.	A
4	Develop a clear understanding of time series concepts and demonstrate their practical applications.	A

- Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C).

Mapping of Course Outcomes to PSOs.

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	√			√			
CO 2		√			√		
CO 3			√				√
CO 4			√			√	

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
1	MODULE TITLE		
	1	Introduction to Statistics	10
	2	Meaning, Definition, Features, Importance, Application and limitations of Statistics.	
	3	Data Collection and Analysis: Methods of Data Collection, Primary and Secondary Data, Census Method, Sampling Method	
	4	Editing, Classification and Tabulation	
	5	Presentation of data - Diagrams, Charts and Graphs.	

2	MODULE TITLE		
	1	Measures of Central Tendencies	15
	2	Meaning, measures of Central Tendency	

	3	Arithmetic Mean, Weighted Arithmetic Mean, median, mode, geometric mean and harmonic mean (Theory & Problems)	
	4	Properties of Averages, Positional Averages-Quartiles, Deciles and Percentiles.	

3	MODULE TITLE		
	1	Measures of Dispersion, Skewness & Kurtosis	15
	2	Meaning, Properties of dispersion	
	3	Range, Quartile Deviation, Mean Deviation from Mean and Median, Standard Deviation and coefficient of variation.	
	4	Skewness-meaning, difference between dispersion and skewness, Concept of Kurtosis (Only theory for Skewness & Kurtosis)	

4	MODULE TITLE		
	1	Time Series Analysis	15
	2	Meaning, Components of time series	
	3	Calculation of Secular Trend-Freehand curve method, Semi Average method, Moving Average method – odd and even period Moving Average and Method of Least Squares	
	4	Practical application of time series.	

	MODULE TITLE		
		Teacher Specific Module	5

5		Directions: To equip students with the skills to analyse data from major economic sectors using techniques such as time series analysis to uncover trends and insights.	
----------	--	---	--

Essential Readings:

1. Levin R. I. & Rubin D. S. (2014). *Statistics for Management*. Delhi: Pearson.
2. Pillai & Bagavathi (2016) *Statistics, Theory and Practice*, S Chand Publishing
3. SP Gupta (2017). *Statistical Methods*, Sultan Chand and Sons
4. SC Gupta (2018). *Fundamentals of Statistics*, Himalaya Publishing House
5. Sharma J K, "Business Statistics", Pearson Education
6. S.C. Gupta & V.K. Kapoor. *Fundamental of Mathematical statistics*

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	5
d)	Seminar/ Book/ Article Review/ Viva-Voce/ Field Report	5
Total		100

KU2DSCBBA101: FUNDAMENTALS OF ACCOUNTING

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	DSC	100-199	KU2DSCBBA101	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

Course Description: Fundamentals of accounting course is a foundation course that enables students to learn basics of accounting and help them to learn how to identify and record transactions in the books of accounts. It also helps to prepare final accounts of sole trading concerns. This course equips students to improve proficiency in accounting of issue of shares of companies.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understands accounting basic concepts and rules	U
2	Develops skills in recording transactions in the basic books of accounting	A
3	Prepares final accounts of sole trading concerns	A
4	Understand basics of companies and develops skills in accounting of shares	R &U

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1	MODULE TITLE		
	1	Introduction to Accounting:	10
		a) Meaning and Definition of Accounting,	
		b) basic accounting concepts	
	2	Objectives of Accounting	
	3	Accounting Cycle or Process	
		a) Rules of debit and credit	
		b) accounting equation	
2	Recording of transactions		15

	1	Journal- meaning and preparation of journal	2
	2	Ledger- meaning, types and posting	3
	3	subsidiary books: cash books-types, purchase book, sales book, purchase returns book, sales returns book	4
	3	journal proper-meaning and drafting	3
	4	trial balance- meaning, features, objectives methods of preparation	3

		Final accounts of sole trading concern	15
	1	Meaning of final accounts, Manufacturing account- meaning and preparation	
	2	Trading account	
		a) meaning and objectives	
		b) proforma of trading account and preparation	
		c) profit and loss account- meaning, proforma and preparation	
	3	Balance sheet	
		a) Meaning, grouping and marshalling	
		b) Proforma	
	4	Final accounts with adjustments for Outstanding and Prepaid Expenses, Accrued and Unearned incomes and Closing Stock.	5

		Company accounts	15
4	1	Meaning, Definition and features of companies	

	2	Types of Companies	
	3	Meaning of Shares and Share Capital	
	4	Types of shares	
	5	Accounting Entries for Issue of Shares, Forfeiture of Shares, and Re-issue of Shares.	

	Teacher Specific Module	5
5	<i>Collect actual financial data of sole proprietor by observation and interview and prepare journal, ledger and balance sheet and submit report, like tasks to familiarize the accounting process</i>	5

Essential Readings:

1. Grewal TS: Double entry book keeping, Sulthan Chand Publishers
2. Shukla and Grewal: Advanced accounting, S Chand
3. SP Jain and KL Narang: Advanced Accounting Principles of accounting, kalyani
4. Guptha and Radhaswamy: Advanced Accounting
5. RL Guptha and M Radhaswamy: Advanced Accountancy, Sulthanchand and sons

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	5
d)	Seminar/ Book/ Article Review/ Viva-Voce/ Field Report	5
Total		100

KU2DSCBBA102: BUSINESS ECONOMICS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	DSC	100-199	KU2DSCBBA102	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

Course Description: Business economics is concerned with concepts of economics demand and supply functions, production function and cost analysis from a managers' perspective. These topics enable students to analyze changing demand and supply conditions and also to manage production function effectively.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Help the students understand the basic concepts of managerial economics	U
2	Introduce the students to the concepts of demand and supply	U
3	Provide a basic understanding about market structures	U
4	Help the students develop a basic understanding about production function and cost analysis	U

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1	MODULE TITLE: FUNDAMENTALS AND BASIC ELEMENTS OF MICROECONOMICS		15
	1	The Economic Problem: Scarcity and Choice, Nature and Scope-Positive and Normative Economics.	10
	2	Scope of Study and Central Problems of Micro and Macroeconomics	5

2	MODULE TITLE: DEMAND AND SUPPLY ANALYSIS		20
	1	Meaning of demand – Types of demand	2
	2	Determinants of demand - Elasticity of Demand	5
	3	Law of Demand - Demand Forecasting	5
	4	Marginal utility analysis –equi-marginal utility - indifference curve	5
	5	Concept of supply – equilibrium point	3

3	MODULE TITLE: MARKET CLASSIFICATION & PRICING STRATEGIES		10
----------	---	--	----

	1	Perfect competition - price and output determination under perfect competition	3
	2	Monopoly - Monopolistic Competition – Oligopoly – Duopoly	2
	3	Pricing – objectives, factors & general considerations	2.5
	4	Methods of pricing - price discrimination	2.5
	MODULE TITLE: PRODUCTION & COST ANALYSIS		15
4	1	Concept of production – factors of production – production function	3
	2	Law of returns to scale - economics of scale- law of variable proportion	6
	3	Break even analysis - producer's equilibrium	2.5
	4	Cost classification - different cost concepts – cost output relationship	3.5
	Teacher Specific Module		5
5	<i>Help students to review market conditions and economic situations prevailing in their pertinent market. They may also be asked to understand the structure of the market.</i>		

Essential Readings:

1. P.L. Mehta, Managerial Economics – Analysis, Problems & Cases - Sultan Chand & Sons.
2. RL Varsheny and K L Maheshwari, Managerial Economics - Sultan Chand Publications
3. S.Shankaran, Managerial Economics - Margram Publications
4. Joel Dean, Managerial Economics - Prentice Hall of India Pvt. Ltd.,-NewDelhi.
5. Micro Economics – N.Gregory
6. Microeconomics Principles and Applications and Tools – Arthur O’Sullivan

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	5
d)	Seminar/ Book/ Article Review/ Viva-Voce/ Field Report	5
Total		100

KU2DSCBBA103: BUSINESS ENVIRONMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	DSC	100-199	KU2DSCBBA103	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25 T+10 P	50 T+15 P	100	1.5

Course Description: This course gives the basic knowledge and understanding regarding various components of business environment..

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	To impart knowledge on the concept of business environment and its significance.	U
2	To know the economic environment factors and significance of global environment.	U
3	To know the significance of social environment in business and impact of culture on business.	U
4	To understand the role of legal, political and technological environment on business	U

****Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)***

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1	Business and its Environment		15
	1	Meaning, Nature, Significance, Objectives of business environment	
	2	Types of business environment, Elements of internal and external business environment	
	3	Environmental analysis-Meaning, Process, Importance and Limitations	
	4	Techniques of environmental analysis-SWOT Analysis, ETOP, QUEST, BCG Matrix	

2	Economic and Global Environment		15
	1	Meaning, Factors of economic environment-Micro economic and Macro economic factors	
	2	Economic Planning-Concept, objectives, Significance of economic planning, The planning machinery in India-NITI Ayog, National	

		Development Council (Functions only)	
	3	Recent Industrial Policy-Make in India Policy, Start-up Policy (Brief concepts only)	
	4	Global Environment-Meaning, Significance, Globalization-Meaning, Stages of globalization, Impact of globalization on Indian business	
	5	Foreign Direct Investment-Meaning, Determinants of FDI, Advantages and disadvantages of FDI	

	Social and Cultural Environment		15
3	1	Social environment-Meaning, Elements of social environment, Significance of social environment in business	
	2	Social Responsibilities of Business-Concept, Nature, Arguments for and against social responsibilities	
	3	Cultural Environment-Meaning, Concept and Nature of culture, Elements of culture, Impact of culture on business	

	Political, Legal and Technological Environment		
4	1	Political Environment- Meaning, Importance, Factors affecting political environment, Role of Government in business	10
	2	Legal Environment-Meaning, Legal factors affecting business, Environment Protection Act, 1986, Competition Act 2002, Consumer Protection Act 2019	
	3	Technological Environment-Meaning, Factors governing technological environment, Impact of technological environment on business	

	Teacher Specific Module (Practicum)		20
5	<i>Directions: Students may be asked to identify a prospective business opportunity in their locality and may be asked to perform a SWOT analysis of the same.</i>		

Essential Readings:

1. Dr. C.B. Gupta (Reprint 2022) ,Business Environment, Sultan Chand & Sons 12th Revised Edition
2. Dr. Francis Cherunilam(2019), Business Environment Text & Cases, Himalaya Publishing House, 27th Revised Edition
3. K. Chidambaram and V Alagappan, Business Environment, Vikas Publishing House Pvt Ltd.

Suggested Readings:

1. Aswathapa, K. (2014), Essentials of Business Environment: Text, Cases and Exercise, Himalaya Publishing House Pvt. Ltd, 12th Revised Edition.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Test Paper (Practicum)		15 (P)
Continuous Evaluation		25
Presentation /Case Study		10 (P)
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		100

KU2DSCBBA104: BUSINESS MATHEMATICS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	DSC	100-199	KU2DSCBBA104	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25 T+10 P	50 T+15 P	100	1.5

Course Description: This course aims at making the students realise the possibilities of integrating mathematical equations in business decision making.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand Commercial Arithmetic and its applications	U
2	● Application of AP and GP in solving commercial application problems.	A
3	● Understand the difference between mathematical equations and inequalities and their solutions	An
4	● Demonstrate the application of matrices in solving business problems.	E
5		

***Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1	MODULE TITLE		
	1	Commercial Arithmetic	15
		a) Simple Interest, Compound Interest including yearly and half yearly calculations,	
		b) Concept and problems of present value and amount of sum types of annuities, Continuous Compounding.	
	2	Meaning and applications of appreciation, depreciation and sinking fund.	
		a) Ratios and Proportions Duplicate-triplicate and sub-duplicate of a ratio.	
	3	Proportions- third, fourth and inverse proportion – problems.	

2	MODULE TITLE		
	1	Theory of Equations	15
	2	Introduction – Meaning - Types of Equations – Simple or Linear Equations and Simultaneous Equations (only two variables), Elimination and Substitution Methods only.	
	3	Quadratic Equation - Factorization and Formula Method ($ax^2 + bx + c = 0$ form only). Simple problems	
	4	Application of equation in business.	

3	MODULE TITLE		
	1	Progression	15
	2	Meaning-Types of Progression-Arithmetic Progression – a) Finding the 'nth' term of AP and Sum to 'nth' term of AP. Insertion of Arithmetic Mean.	
	3	Geometric Progression – Finding the 'nth' term of GP and sum to 'nth' term of GP and insertion of Geometric Mean-problems	

4	MODULE TITLE		
	1	Matrices & Determinants	10
		a) Definition, Types of Matrices, Equality of Matrices, Matrix operations: Addition, Subtraction,	
	2	Scalar Multiplication and Multiplication of Matrix; Transpose of Matrix, Determinant of matrix, Inverse of Matrix,	
	3	Solving of Equations by Cramer's Rule, Matrix Inverse method, Rank of a Matrix.	

5	Teacher Specific Module (Practicum)		20
	<i>Directions Help the students practically apply mathematical concepts to analyse the performance of business organisations.</i>		

Essential Readings:

1. Sancheti&Kapoor: Business Mathematics and Statistics, Sultan Chand
2. Padmalochan, H. (2015). *A Text Book of Business Mathematics*, New Delhi: Sultan Chand and Sons.
3. G K Ranganath& T V Narasimha Rao. *Business Mathematics*. New Delhi: Himalaya Publishing House.
4. Madappa, Mahadi Hassan, M.IqbalTaiyab –Business Mathematics, Subhash Publications
5. Saha: Mathematics for Cost Accountants, Central Publishers.
6. Azharuddin: Business Mathematics, Vikas Publishers.
7. R.S Bhardwaj: MathematicsforEconomics&Business

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Test Paper (Practicum)		15 (P)
Continuous Evaluation		25
Presentation /Case Study		10 (P)
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		100

KU2DSCBBA105: RECENT TRENDS IN MARKETING

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	DSC	100-199	KU2DSCBBA105	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25 T+10 P	50 T+15 P	100	1.5 hrs

Course Description: The course aims to provide a sound understanding of the basic principles of marketing management and the recent trends in marketing and its application in modern day business and industry.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	To provide basic knowledge of Marketing and its concepts	U
2	To assist students in understanding the role, relevance, elements, and principles of digital marketing and communications in the overall marketing context	A

3	To familiarise students with social media marketing , the various channels through which it operates, and its role in marketing strategy	U
4	To develop an understanding of other recent trends in marketing and applicable knowledge in various business field.	A

****Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)***

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1	MODULE TITLE: Introduction to Marketing		15
		Marketing-Meaning, Definition-Features-Importance	
		Marketing Environment-Meaning-Types	
	1	Marketing Mix- Elements of Marketing Mix	
2	MODULE TITLE: Introduction to Digital Marketing		15
	1	Digital Marketing- Meaning and concept-Need for digital marketing	
	2	Advantages and Disadvantages of Digital Marketing- Difference between Traditional marketing and Digital Marketing	

	3	Process of Digital Marketing-Steps in Digital Marketing process	
--	---	---	--

	MODULE TITLE: Social Media Marketing		15
3	1	Social Media Marketing –Meaning- Features-Advantages-Disadvantages	
		Social Media Platforms- Social networking sites(Facebook,Instagram,Twitter,LinkedIn,Content Marketing,Marketing) Blogging platform-Messaging platform-Video sharing platform-Social voting and commenting platform(Meaning only)	
		Process of Social Media Marketing-How to start Social Media Marketing	

	MODULE TITLE: Recent Trends in Marketing		10
4	1	Recent trends in Marketing- Email marketing(Meaning-Features and steps)	
		Kiosk Marketing(Meaning-Features)	
		Influencer Marketing(3 R's of Influencer marketing- Relevance, Reach Resonance-Benefits of Influencer Marketing)	
		Green Marketing (Meaning and benefits)–Chat bot marketing (Meaning Only)	

	Teacher Specific Module (Practicum)		20
5	<i>Directions:</i> For effective understanding of the concepts and to equip students with practical knowledge teachers can use case study, role play and other methods		

Essential Readings:

1. Philip Kotler- Marketing Management
2. P K Agarwal- Marketing Management
3. S A Sherlekar – Modern Marketing
4. Ian Chaston- New Marketing Strategies
5. Stanton, Etzel and Walker- Marketing Management

Suggested Readings:

1. S P Bansal – Marketing Management
2. Chhabra, T.N., Principles of Marketing
3. Rajan Nair and Varma M M – Marketing Management

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Test Paper (Practicum)		15 (P)
Continuous Evaluation		25
Presentation /Case Study		10 (P)
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		100

KU2DSCBBA106: EMERGING APPLICATIONS IN MANAGEMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	DSC	100-199	KU2DSCBBA106	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25 T+10 P	50 T+15 P	100	1.5 hrs

Course Description: This course introduces the students to the emerging trends of management and wide variety of their applications for business and making them aware of issues involved in their management.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	To acknowledge the role of attitude, belief, behaviour and ethics on quality	U
2	To identify the obstacles to change along with the techniques that reduce change resistance	A
3	To learn analytical and practical foundations and anticipate potential crisis and develop methods of minimising damage	E

4	To improve content management process including automated content creation, personalisation and analysis	C
---	--	---

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1	MODULE TITLE: Quality Management and Control		15
	1	TQM	
		a) Meaning - principles	
		b) Components of TQM	
		c) TQM tools : Benchmarking - control charts -Pareto Chart - Fishbone Diagram - Six Sigma – Kaizen	
	2	Quality control and management- Meaning of quality control- Consequences of poor quality management	

	3	Quality leadership- Meaning- Importance of leadership in quality management	
--	---	--	--

	MODULE TITLE: Change Management		15
2		a) Concept of change and change management - Resistance to change – Benefits of change management	
		b) Factors contributing to change.	
		c) Types of change management	
		d) Strategies for change management	
	1		

	MODULE TITLE: Crisis management and Stress Management		15
3		a) Meaning and Types of Crisis	
		b) Crisis management –Meaning, Features, importance and Stages	
	1	c)Crisis management strategy	
		Stress –Meaning and Causes	
	2	Stress Management-Meaning- Techniques of managing Organisational stress	

	MODULE TITLE: Artificial Intelligence in Management		10
4		a) AI applications in Business management	
	1	b) Role and benefits of AI in business	
		c) Impact and challenges of AI in business	

	Teacher Specific Module (Practicum)		20
5	Directions: For achieving better results among students, the teachers can make use of case studies, role play and management games for improving the knowledge level and thereby acquire practical skills for realistic applications.		

Essential Readings:

1. Prof. S K Sarangi; Total Quality Management, Asian Books Pvt. Ltd.
2. Dr. Anupama Vinayak; Management of Crisis in Business, Sumit Enterprises.
3. Dr. T Sobha Rani, Mrs. L Prathiba; Stress Management, Himalaya Publishing House.

Suggested Readings:

1. V Nilakant, S Ramnarayan; Managing Organisational Change, Sage Publishing
2. Malay A Upadhyay; Artificial Intelligence for Managers, BPB publications.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Test Paper (Practicum)		15 (P)
Continuous Evaluation		25
Presentation /Case Study		10 (P)
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		100

KU2MDCBBA100: E-COMMERCE

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	MDC	100-199	KU2MDCBBA100	3	3

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	0	0	25	50	75	1.5

Course Description: This course introduces the students to the concept of E-Commerce and helps them to understand its significance in the present day digital society.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Familiarize the basic concepts and methods of e-commerce to students	U
2	Understand how e-commerce affects today's business world	An
3	Identify the precautionary measures to be followed while entering in online transactions	A
4	Analyse factors influencing the success of e-commerce.	An

***Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1	MODULE TITLE: INTRODUCTION TO E-COMMERCE		10
	1	Definition and scope of e-commerce	
	2	Historical evolution of e-commerce	
	3	Importance of e-commerce in business landscape	
	4	Types of e-commerce	
	5	E-commerce business models	
2	MODULE TITLE: E-COMMERCE MARKETING AND CUSTOMER		15

	RELATIONSHIP MANAGEMENT		
	1	Digital marketing strategies for e-commerce - search engine optimization (SEO) - social media marketing	
	2	Email marketing and customer engagement	
	3	E-commerce and customer relationship management - building customer loyalty	
	4	Sales strategies in e-commerce	
	5	Handling returns and customer support	

3	MODULE TITLE: E-COMMERCE ANALYTICS AND PERFORMANCE MEASUREMENT		10
	1	Importance of analytics in e-commerce	
	2	Key Performance i=Indicators for e-commerce decision	
	3	E-commerce logistics and supply chain management - order fulfilment in e-commerce	
	4	Integration of e-commerce with traditional supply chain	
4	MODULE TITLE: EMERGING TRENDS IN E-COMMERCE		10
	1	Artificial intelligence and machine learning in e-commerce	
	2	Augmented reality and virtual reality applications	
	3	Block chain technology in e-commerce	
	4	Voice commerce	
	5	Internet of Things (IoT)	

	Teacher Specific Module	5
5	<i>Directions: Teachers may ask students to develop a thorough understanding about the innovative e-commerce practices adopted by leading companies in the market</i>	5

Essential Readings:

1. Laudon, K.C. and Traver, C.G. (2020). E-commerce 2019: Business, technology, society. Pearson.
2. Efraim, T., David, K., Jae, K. L., Ting-Peng, L., & Deborrah, C. T. (2015). Electronic Commerce: A Managerial and Social Networks Perspective Eighth Edition. Springer.
3. Laudon, K. C., & Traver, C. G. (2014). E-commerce Essentials (Vol. 327). London, UK:: Pearson.
4. Qin, Z. (2010). Introduction to E-commerce. Springer science & business media.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Continuous Evaluation		25
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/ Book/ Article Review/ Viva-Voce/ Field Report	5
Total		75

KU2MDCBBA101: EVENT MANAGEMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	MDC	100-199	KU2MDCBBA101	3	3

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	0	0	25	50	75	1.5

Course Description: This Course aims at familiarizing the students with the concepts of Event Management.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand the concept and significance of Event management.	U
2	Familiarise the techniques to improve event finance, sponsorship and cost control.	U
3	Practice preparing time limits for event.	U
4	Develop skills for conducting an event.	A

****Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)***

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	√			√			
CO 2		√			√		
CO 3			√				√
CO 4			√			√	
CO 5	√			√			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1		MODULE TITLE: Introduction to Event Management.	10
	1	Introduction to Event Management.	10
	2	Concept, Nature & Scope of Event	
	3	Evolution of Event management	
	4	Significance & Components of Events	
	5	Event Coordination.	

2		MODULE TITLE: Conceptualising and Designing Event.	10
	1	Conceptualising and Designing Event.	
	2	Key elements of Event	
	3	Activities in Event management – planning, organising, staffing, leading, coordination, controlling.	

	4	Event Management Information System.	
--	---	--------------------------------------	--

3	MODULE TITLE: Event Production.		10
	1	Event Production.	
	2	Staging an Event, Choosing the event site, Developing the theme, Conducting rehearsals, Providing services, Arranging catering, Inter personal skills.	
	3	Event Marketing, Finance management in events, Safety and security in event.	
4	MODULE TITLE: Evaluation of Event Performance.		10
	1	Evaluation of Event Performance.	
	2	Basic Evaluation Process, Measuring Performance, Formative evaluation, Objective evaluation, Summative evaluation, Correcting deviations.	

	Teacher Specific Module	5
5	<i>Directions: Teachers can plan group activities that involves planning, organising, staffing, leading, coordination and controlling for an event production.</i>	5

Essential Readings:

- ` Event Management : A K Bhatia
- Event Marketing and Management : Sanjaya Singh Gaur & Sanjay V Saggere
- Successful Event Management : Anton Shorie, Bryn Parry

- Best Practices in Modern event management : Gold Blatt
- Event Planning : Judy Allen

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Continuous Evaluation		25
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/ Book/ Article Review Viva-Voce/ Field Report	5
Total		75

SEMESTER III

<i>Course Category</i>	<i>Code</i>	<i>Credit</i>	<i>Course</i>	<i>Major/Minor</i>	<i>Code</i>	<i>Hours</i>
Discipline Specific Core Courses (DSC)	KU3DSCBBA200	4	Marketing Management *	Major	A3	5
	KU3DSCBBA201	4	Human Resource Management *	Major	A4	5
	KU3DSCBBA202	4	Management Information System	Minor	F1	4
	KU3DSCBBA203	4	Legal and Ethical Issues in Business	Minor	F1	4
	KU3DSCBBA204	4	Fundamentals of Stock Trading	Minor	G1	4
	KU3DSCBBA205	4	Quantitative Techniques for Business Management	Minor	G1	4
Value Addition Course (VAC)	KU3VACBBA200	3	Environmental Science and Sustainability	VAC 1		4
Multi-Disciplinary Courses (MDC)		3	Kerala Studies	MDC3		3

SEMESTER IV

<i>Course Category</i>	<i>Code</i>	<i>Credit</i>	<i>Course</i>	<i>Major/Minor</i>	<i>Code</i>	<i>Hours</i>
Discipline Specific Core Courses (DSC)	KU4DSCBBA200	4	Organisational Behaviour *	Major	A5	5
	KU4DSCBBA201	4	Operations Management *	Major	A6	5
	KU4DSCBBA202	4	Financial Management *	Major	A7	5
Value Addition Course (VAC)	KU4VACBBA200	3	Disaster Management	VAC 2		3
	KU4VACBBA201	3	Corporate Governance & CSR	VAC 3		3
Skill Enhancement Courses (SEC)	KU4SECBBA200	3	Emerging Technologies and Applications	SEC 1		4

SEMESTER –III

KU3DSCBBA200: MARKETING MANAGEMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
III	DSC	200-299	KU3DSCBBA200	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25 T+10 P	50 T+15 P	100	1.5

Course Description:

Marketing management course is designed to help undergraduate students gain a broad, foundational understanding of the basic components of modern marketing. This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course is intended to bring in key principles and activities crucial for the role that marketing has in an organization.

Course Prerequisite: Nil**Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	Develop knowledge on the concept modern marketing, marketing environment, market segmentation, target marketing and positioning	U
2	Comprehend and have a clear understanding on product decision, product mix, product life cycle, pricing strategies and price discrimination	An
3	Apply the concept of market promotion, market promotion mix and sales promotion techniques in real business situations.	A
4	Understand the new market realities, direct marketing, online marketing and customer relationship marketing	U

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	√						
CO 2		√					
CO 3			√				
CO 4				√		√	
CO 5					√		√

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
I	INTRODUCTION TO MARKETING MANAGEMENT		15
	1	Marketing and it's Significance – Nature, Scope, and Importance of Marketing. Evolution of Marketing. Marketing Concept- Company, Production, Product, Selling, Marketing, Holistic	
	2	Marketing Environment – Demographic, Economic, Political, Socio Cultural, Technological (Indian Context). Market and Competition Analysis- Market Analysis , Creating and Delivering Customer Value. Types of Marketing- B2C, B2G, B2B, C2C	
II	MARKET SEGMENTATION		15
	3	Segmentation ,Targeting and Positioning – Concepts Only . Levels of Market Segmentation . Basis of Segmenting Consumer Market	
	4	Characteristics of Indian Consumer Market	
III	PRODUCT DECISION		15
	5	Product Decision: Product Life Cycle- Meaning and concept. Product Life Cycle Marketing Strategies. Product Classification. New Product Development and Innovation. Pricing Decision: Significance of Price in Marketing, Determinants of Price in Marketing. Pricing Methods.	

	6	Promotion Decision: concept, elements and Objectives. Advertising, sales promotions, Public Relations and Publicity, Personal Selling. Types of intermediaries: Wholesaler and Retailer	
--	---	---	--

IV	RECENT TRENDS IN MARKETING		10
	7	Direct, Online and Digital Marketing- Concept, Benefits and Comparison	
	8	Green Marketing, Social Marketing: Meaning, Need, importance and Benefits.	

V	Teacher Specific Module (Practicum)		20
	<i>Study Green marketing Initiatives , Conducting Marketing Games ,etc</i>		

Essential Readings:

- 1) Philip Kotler, Marketing Management- Prentice Hall
- 2) R. Saxena, Marketing Management- Tata McGraw Hill
- 3) Majumdar, Marketing Research
- 4) Marketing Management : RSN Pillai and Bagavathy
- 5) Marketing Management : S P Bansal

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Test Paper (Practicum)		15 (P)
Continuous Evaluation		25
Presentation /Case Study		10 (P)
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		100

Text Books (Latest Editions):

1. Kotler P., Keller K., et al. *Marketing Management* (16th edition). Pearson Education Pvt. Ltd.
2. Aaker, D. A. and Moorman Christine., *Strategic Market Management: Global Perspectives*. John Wiley & Sons.
3. Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth |
Marketing Management. Pearson Higher Education
4. Kotler, P., Armstrong, G., and Agnihotri, P. Y. *Principles of Marketing* (17th edition). Pearson Education.
5. Ramaswamy, V.S. & Namakumari, S. *Marketing Management: Indian Context Global Perspective* (6th edition). Sage Publications India Pvt. Ltd.
6. Sheth, J. N., & Sisodia, R. S. (Eds). *Does Marketing Need Reform?: Fresh Perspectives on the Future*. Routledge.
7. Percy, L. *Strategic Integrated Marketing Communications*. Routledge.

8. Chaffey, D., & Ellis-Chadwick, F. *Digital Marketing* (7th edition). Pearson Higher Education.
9. Biswas A. K. *Strategic Market Management: Managing Markets for profit and growth*
Notion Press.
10. Schmitt, B. *Experiential marketing*. Bilbao: Deusto.
11. Kumar, N. *Marketing as Strategy: Understanding the CEO's Agenda for driving Growth and Innovation*. Harvard Business Review Press.
12. Treacy, M., and Wiersema, F. *The discipline of market leaders: Choose your customers, narrow your focus, and dominate your market*. Basic Books.
13. Treacy, M. *Double-digit Growth: How Great Companies Achieve It - No Matter what?* Penguin.
14. Capon, N. *The marketing mavens*. Crown Business.
15. Levitt T. *Marketing Myopia*.
16. Hamel & Prahalad *Competing for the Future*

KU3DSCBBA201: HUMAN RESOURCE MANAGEMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
III	DSC	200-299	KU3DSCBBA201	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25 T+10 P	50 T+15 P	100	1.5

Course Description:

Human Resource Management course will deal with HR Policy, and HR Function in detail. HR planning, HRD, HR career Management, Performance, compensation and global HRM will be integral part of this course. Industrial relations, compliance and employment relations, HR analytics and Use of AI in HRM to re imagine HR Processes are the content of the course.

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	To impart knowledge in Human resource planning and Development	R,U
2	To understand Human resource functions	U
3	To develop decision making skills	A
4	To apply the Human resources concepts and practice in organization	C
5	To learn the basic idea about Human resources management	E

****Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)***

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
--	-------	-------	-------	-------	-------	-------	-------

CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
		NATURE OF HUMAN RESOURCE MANAGEMENT	10
I	1	Human Resource Management: Introduction- Definition- Scope and Significance : Personnel Management Vs Human Resource Management. Approaches to HRM: System Approach – Strategic Approach	
	2	Functions of HRM: Role of Human Resource Manager, Duties and Powers of HR Manager	
		HUMAN RESOURCE PLANNING, RECRUITMENT	15
II	3	Human Resource Planning (HRP)- Need and Importance- Process of HRP. Job analysis- Job description- Job Design	
	4	Recruitment – Meaning- Sources . Selection- Meaning and Importance- Steps in Selection - Interview- Types of Interviews, Placement – Induction	
		TRAINING AND DEVELOPMENT, PERFORMANCE APPRAISAL	15
III	5	Training and Development- Meaning- Importance- Methods of Training. Development- Objectives- Types of Development	

	6	Performance appraisal: Meaning, Nature- Objectives- Process- Methods of Performance Appraisal- Traditional and Modern Methods Compensation to Employees- Monetary and Non-Monetary.	
--	---	---	--

	RECENT TRENDS IN HUMAN RESOURCE MANAGEMENT		15
IV	7	Recent Trends in Human Resource Management Worker's Participation in Management- Collective Bargaining	
	8	Absenteeism and Turnover-Meaning- Causes. QWL- Definition- Concepts- Constitution of QWL- Quality Circle- H.R Outsourcing.	

V	Teacher Specific Module (Practicum)		20
	Training and development activities, interviews, induction programmes etc.		

Essential Readings:

1. Gupta, C.B. Human Resource Management- - Sultan Chand & sons
2. Subba Rao, P Personnel and Human Resource Management Himalaya Publishing House
3. Prasad, L.M. Human Resource Management-- Sultan chand & sons
4. Aswathappa, K. Human Resource Management-- McGraw Hill Education
5. VenkataRatnam & Srivastava. Personal Management and Human Resources

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Test Paper (Practicum)		15 (P)
Continuous Evaluation		25
Presentation /Case Study		10 (P)
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		100

KU3DSCBBA202: MANAGEMENT INFORMATION SYSTEM

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
III	DSC	200-299	KU3DSCBBA202	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

Course Objective

The course aims to provide students with comprehensive knowledge and practical skills in managing information systems (MIS), database management, information system applications, and project management using modern tools and methodologies. Students will learn to analyze, design, and implement effective MIS solutions in various business contexts.

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand the basic concepts, types, dimensions, and components of MIS, and evaluate the benefits and evolution of IT infrastructure in the digital firm era.	
2	Apply database management principles by setting up and managing DBMS packages, creating Entity-Relationship diagrams, and understanding data models, data warehouses, and administration techniques.	
3	Analyze various MIS applications, including DSS, GDSS, and knowledge management systems, and	

	develop e-commerce solutions by leveraging enterprisemodels, business process reengineering, and digital communication strategies.	
4	Evaluate project management objectives and methodologies, including agile practices such as SCRUM, and manage projects effectively to control risk factors and understand ethical, social, and political issues in the information era.	

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
		Fundamental Concepts of MIS	15
I	1	Basics concepts of MIS, Types of MIS, Dimension and components of IS, Benefits of MIS,	
	2	IT infrastructure, and IT infrastructure evolution, Components of IT infrastructure, New approaches for system building in the digital firm era	

		Data base management system	10
II	3	Objectives of data base approach- Characters of database Management systems- Data processing system-	
	4	Components of DBMS packages - Data base administration- Entity – Relationship (conceptual)	

		Information system applications	10
III	5	MIS applications, DSS – GDSS - DSS applications in E enterprise -	

	6	Knowledge Management System and Knowledge Based Expert System - Enterprise Model System and E-Business, E- Commerce, E-communication, Business Process Reengineering.	
--	---	---	--

	Managing Projects		15
IV	7	Objectives of project management, Fundamentals of project management information systems with agile methodologies -	
	8	Introduction of SCRUM, Roles and meetings, User stories, Project risk, Controlling risk factors, Ethical, social, and political issues in the information era.	

	Teacher Specific Module		5
V	<i>Practical Work</i>		

Practical Work List (Suggestive)

- Analyze a real-world Management Information System (MIS) implementation case, identifying the types of MIS used, benefits realized, and challenges faced. Present findings using written and visual formats.
- Set up and manage a Database Management System (DBMS), perform basic operations, and create an Entity-Relationship diagram for a business scenario to demonstrate database conceptual design.
- Design and build an e-commerce website, incorporating features of digital markets, digital goods, and e-commerce business models.
- Manage a mock project using agile methodologies, including roles, meetings, userstories, and risk management.

Text Book –(Latest Edition):

1. Laudon, K. C., & Laudon, J. P.. Management information systems: managing the digital firm. Fifteenth Edition. Pearson.
2. Coronel, C., & Morris, S.. Database systems: design, implementation, & management. Cengage Learning.
3. Olson, D. . Information systems project management (First;1; ed.). US: Business Expert Press.
4. Schiel, J. The ScrumMaster Study Guide. Auerbach Publications.
5. The Scrum Master Guidebook: A Reference for Obtaining Mastery" , CHANDANLAL PATARY
6. Scrum: The Art of Doing Twice the Work in Half the Time", Jeff Sutherland, J.J.Sutherland
7. Stair, R., & Reynolds, G. Fundamentals of information systems. Cengage Learning.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	5
d)	Seminar/ Book/ Article Review/ Viva-Voce/ Field Report	5
Total		100

KU3DSCBBA203: LEGAL AND ETHICAL ISSUES IN BUSINESS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
III	DSC	200-299	KU3DSCBBA203	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

Course Description :

This course provides a comprehensive exploration of the key legal concepts, regulations, and ethical dilemmas that businesses face across various sectors. Through lectures, case studies, and interactive discussions, students will develop the ability to critically analyze legal scenarios and ethical issues, and make informed decisions that align with both legal requirements and ethical business practices.

Course Objectives :

CO No.	Course Objectives	Learning Domains
1	The course aims to provide students with the understanding of key legal and ethical issues in the business context of India	
2	The course will help students analyze ethical dilemmas in business decisions	
3	The course will help the students understand the legal and regulatory aspects of business ethics that concern the financial, competitive and charitable responsibilities of organisations.	
4	The course will help the students gain knowledge about	

	the ways in which organizational and individual factors impact business ethics	
--	--	--

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
I	Introduction to Business Law		15
	1	Business law – definition, scope, importance of understanding the role of law in business; Elements of a contract – offer and acceptance, consideration, contractual capacity;	
	2	Essentials of a valid contract; Types of contracts; Performance obligations; Types of contract breaches and remedies; Product liability and consumer protection laws; Business torts; Employment law	

II	Sales and Leases		15
	3	Formation of Sales Contract: Contracts for Leasing Goods, Title and Risk of loss, Performance and remedies, Warranties and Product liability;	
	4	Introduction to Negotiable Instruments, Negotiability, Negotiation and Holders in due course; Liability and discharge, Bank customer Relations/Electronic Fund Transfers.	

III	Introduction to Business Ethics		15
	5	The definition and importance of business ethics, business ethics in the Indian context; Institutionalization of Business Ethics in the organization, benefits of Ethical Conduct in Business,	

	6	Ethical Issues and Stakeholder Concerns; Social Responsibility and Regulatory Framework: Corporate social responsibility; Environment & business;	
--	---	---	--

	Ethical Issues in Business		10
IV	7	Issues related to Business Ethics in marketing, finance & human resource functions.	
	8	Ethical responsibilities of multinational corporations; Ethical dilemmas facing businesses globally including issues related to discrimination, human rights, environmental impact, and intellectual property.	

V	Teacher Specific Module		5
----------	--------------------------------	--	----------

Text Books (Latest Edition):

1. Tulsian, P. C. Business and Corporate Laws. S. Chand Publishing.
2. Fernando, A.C. Business Ethics and Corporate Governance. Pearson
3. Bayern, S. Business Law Beyond Business. J. Corp. L., 46, 521.
4. Ratan Tata: Ethical Leadership| By: Ashok K. Dua, Sumita Rai| Ivey Publishing|

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		100

KU3DSCBBA204: FUNDAMENTALS OF STOCK TRADING

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
III	DSC	200-299	KU3DSCBBA204	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

Course Description:

The course aim on providing knowledge on the basics of the stock market and to develop the student's abilities on Stock market investment by giving exposure towards various operations of the Stock market.

Course Prerequisite: NIL**Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	Understand the fundamentals of investments.	U
2	Ability to compare and evaluate different investment opportunities.	E
3	Helps to learn the mechanism of stock trading.	U
4	Helps to understand the concepts behind investing in mutual funds.	U

****Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)***

Mapping of Course Outcomes to PSOs

	PSO	PSO	PSO	PSO	PSO	PSO	PSO
--	-----	-----	-----	-----	-----	-----	-----

	1	2	3	4	5	6	7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
I	Basics of Investment		10
	1	Investment: Meaning - features – objectives, Principles of sound investment	
	2	Approaches to investment : active and passive Criteria for evaluating investment alternatives Investment decision process, Investment avenues, Risk return trade-off	

II	Indian Securities Market		10
	3	Securities market : meaning – features, Stock exchanges in India Role of stock exchanges, SEBI : Meaning functions and objectives	
	4	Capital market and Money markets, Modes of issuing equity shares Types of equity shares and debentures, Market	

		participants	
--	--	--------------	--

	Online Security Trading		10
III	5	Stock indices & quotations of BSE & NSE, Trading mechanism on exchanges, Trading & settlement at BSE & NSE	
	6	Types of orders, Online trading mechanism, Online , real time price quotations ,Circuit breakers	

	Investment in Mutual Funds		10
IV	7	Mutual fund : Meaning – Objectives , Advantages and limitations of investment in mutual funds	
	8	Types of mutual fund schemes, Factors affecting the choice of mutual fund schemes	

	Teacher Specific Module		5
V	<i>To familiarize the students with essential concepts and knowledge that are required for practical applications in the stock market.</i>		

Essential Readings:

1. S Kevin; Security Analysis and Portfolio Management, PHI Learning
2. E Gordon, K Natarajan; Financial Markets and Services, HP House.
3. Dr. Punithavathy Pandian; Financial Services and Markets, Vikas Publishing House Pvt. Ltd.

Suggested Readings:

1. Prasanna Chandra; Investment Analysis and Portfolio Management, Mc Graw Hill.
2. Dr. V A Avadhani; Investment and Securities Markets in India, HP House.
3. V K Bhalla; Investment Management, S Chand.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		100

**KU3DSCBBA205: QUANTITATIVE TECHNIQUES FOR BUSINESS
MANAGEMENT**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
III	DSC	200-299	KU3DSCBBA205	4	4

Learning Approach (Hours/Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical / Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

Course Description:

To equip students with the skills to apply quantitative techniques in managerial decision-making, while fostering analytical thinking and logical reasoning for more effective and informed decisions.

Course Pre-requisite: Nil

Course Outcomes:

CO No.	Expected Outcomes	Learning Domains
1	Develop critical thinking skills for selecting appropriate quantitative techniques and statistical methods, recognizing their limitations, and using them effectively for managerial decision-making.	U
2	Understand the assumptions, characteristics, and differences of Binomial and Poisson distributions, and apply them to model discrete business events for effective decision-making.	A
3	Understand the features and properties of the Normal distribution, recognize its importance in business and research, and apply it for forecasting, quality control, and performance analysis, while also being able to interpret standard normal curves for probability-based decisions.	A
4	Acquire the ability to conduct statistical inference, including hypothesis testing, identifying null and alternate hypotheses, determining significance levels, and interpreting test results correctly.	U

- Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C).

Mapping of Course Outcomes to PSOs.

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	√			√			
CO 2		√			√		
CO 3			√				√
CO 4			√			√	

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
I	Introduction to Quantitative Techniques		10
	1	Meaning, Definition, Features, Scope and Importance of QT.	
	2	Classification and Application of Quantitative Techniques in business, Limitations	

II	Theoretical Distribution- Discrete Distribution		15
	3	Binomial distribution - Basic assumptions and characteristics –Advantages and Disadvantages - Problems in Binomial Distribution, Fitting of binomial distribution.	
	4	Poisson distribution - Characteristics - Advantages and Disadvantages- Problems in Poisson Distribution-Fitting of Poisson distribution	

III	Theoretical Distribution- Continuous Distribution		15
	5	Normal distribution – Features – Importance - Advantages and Disadvantages - Difference between Binomial, Poisson and Normal Distributions.	

	6	Standard normal curve- Problems in Normal Distribution- Fitting of Normal Distribution	
--	---	--	--

IV	Statistical Inference		15
	7	Testing of hypothesis – Procedure –Null & Alternate hypothesis - Level of significance – Critical region- Degrees of freedom- Errors in testing	
	8	Two-tailed & One-tailed tests – Parametric Tests – Non-Parametric Tests - Difference between Parametric and Non-Parametric Tests (only theory)	

5	Teacher Specific Module (Practicum)		20
		Directions:The module is designed to provide students with a comprehensive understanding of both the theoretical foundations and practical applications of quantitative techniques, empowering them to perform statistical analysis and make informed decisions in real-world business scenarios.	

Essential Readings:

1. Vohra, N. D. Quantitative Techniques in Management. McGraw-Hill Education, 2014.
2. Sharma, J.K. Business Statistics. Pearson Education, 2019.
3. Gupta, S.P., &M.P. Gupta. Quantitative Methods for Management. Sultan Chand & Sons, 2018.
4. Anderson, David R., Dennis J. Sweeney, and Thomas A. Williams. Statistics for Business and Economics. 12th ed., Cengage Learning, 2016.
5. Levine, David M., Kathryn A. Szabat, and David F. Stephan. Statistics for Managers Using Excel. 8th ed., Pearson Education, 2018.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		100

KU3VACBBA200: ENVIRONMENTAL SCIENCE AND SUSTAINABILITY

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
III	VAC	200-299	KU3VACBBA200	3	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
2	2	0	15T+10P	35T+15P	75	1.5

Course Description:

This course aims to familiarize students with fundamental environmental concepts and their relevance to business operations, preparing them to address forthcoming sustainability challenges. It is designed to equip students with the knowledge and skills needed to make decisions that account for environmental consequences, fostering environmentally sensitive and responsible future managers. Through this holistic approach, students will gain a deep understanding of environmental processes, the importance of sustainable practices, and their role in promoting sustainability within business contexts.

Course Objective(s):

1. This course aims to familiarize students with basic environmental concepts, their relevance to business operations, and forthcoming sustainability challenges.
2. This course will equip students to make decisions that consider environmental consequences.
3. This course will enable future business graduates to become environmentally sensitive and responsible managers.

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Explore the basic environmental concepts and issues relevant to the business and management field.	

2	Recognize the interdependence between environmental processes and socio- economic dynamics.	
3	Determine the role of business decisions, policies, and actions in minimizing environmental degradation.	
4	Identify possible solutions to curb environmental problems caused by managerial actions.	
5	Develop skills to address immediate environmental concerns through changes in business operations, policies, and decisions.	

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
I	Environment and Sustainability		10
	1	Fundamental environmental concepts and their relevance to business operations; Components and segments of the environment, the man-environment relationship, and historical environmental movements.	
	2	Concept of sustainability; Classification of natural resources, issues related to their over utilization, and strategies for their conservation. Sustainable practices in managing resources, including deforestation, water conservation, energy security, and food security issues. The conservation and equitable use of resources, importance of public awareness and education.	

II	Ecosystems, Biodiversity, and Sustainable Practices		10
	3	Various natural eco systems, learning about their structure, functions, and ecological characteristics. The importance of biodiversity, the threats it faces, and the methods used for its conservation.	

	4	Ecosystem resilience, homeostasis, and carrying capacity, emphasizing the need for sustainable ecosystem management. Strategies for in situ and ex situ conservation, nature reserves, and the significance of India as a mega diverse nation.	
--	---	--	--

III	Environmental Pollution, Waste Management, and Sustainable Development		10
	5	Various types of environmental pollution, including air, water, noise, soil, and marine pollution, and their impacts on businesses and communities. Causes of pollution, such as global climate change, ozone layer depletion, the greenhouse effect, and acid rain, with a particular focus on pollution episodes in India.	
	6	Importance of adopting cleaner technologies; Solid waste management; Natural and man-made disasters, their management, and the role of businesses in mitigating disaster impacts.	

IV	Social Issues, Legislation, and Practical Applications		10
	7	Dynamic interactions between society and the environment, with a focus on sustainable development and environmental ethics. Role of businesses in achieving sustainable development goals and promoting responsible consumption.	
	8	Overview of key environmental legislation and the judiciary's role in environmental protection, including the Water (Prevention and Control of Pollution) Act of 1974, the Environment (Protection) Act of 1986, and the Air (Prevention and Control of Pollution) Act of 1981. Environmental justice, environmental refugees, and the resettlement and rehabilitation of affected populations; Ecological economics, human population growth, and demographic changes in India.	

V	Teacher Specific Module (Practicum)		20
	Field studies and survey, Community engagement and project based learning, Sustainable practices and resource management , policy and governance, Laboratory work		

Text Books (Latest Editions):

- Poonia, M.P. *Environmental Studies* , Khanna Book Publishing Co.
- Bharucha, E. *Textbook of Environmental Studies*, Orient Blackswan P.Ltd
- Dave, D., & Katewa, S. S. *Text Book of Environmental Studies*. Cengage Learning India Pvt Ltd.
- Rajagopalan, R. *Environmental studies: from crisis to cure* , Oxford University Press.
- Miller, G.T. & Spoolman S. *Living in the Environment*. Cengage.
- Basu, M., & Xavier Savarimuthu, S. J. *Fundamentals of environmental studies*. Cambridge University Press.
- Roy, M. G. *Sustainable Development: Environment, Energy and Water Resources*. Ane Books.
- Pritwani, K. *Sustainability of business in the context of environmental management*. CRC Press.
- Wright, R.T. & Boorse, D.F. *Environmental Science: Toward A Sustainable Future*

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		35
Test Paper (Practicum)		15 (P)
Continuous Evaluation		15
Presentation/Case Study		10 (P)
a)	Test Paper- 1	5
b)	Test Paper-2	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report/Assignment	5
Total		75

SEMESTER –IV

KU4DSCBBA200: ORGANISATIONAL BEHAVIOUR

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
IV	DSC	200-299	KU4DSCBBA200	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25 T+10 P	50 T+15 P	100	1.5

Course Description:

This course will cover principles and concepts to understand how individuals interact with each other and their environment in organizational contexts. Students will explore topics such as motivation, perception, personality, leadership, group decision-making, culture, and conflict resolution through a blend of theoretical frameworks and real-world applications

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	To have extensive knowledge on OB and the scope of OB.	U
2	To create awareness of Individual Behaviour.	U
3	To understand the concept of Group dynamics.	U,E
4	To understand the concept of organisational change and create awareness about the importance of stress management in professional life.	A

****Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)***

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1		Introduction to Organizational Behaviour	10
	1	Meaning, Definition, Importance, Features, Scope of organizational behavior, Various approaches to study of organizational behaviour, Different models of organizational behaviour-autocratic, custodial, supportive, collegial.	
	2	Disciplines contributing to Organizational Behaviour, Determinants of OB, Challenges and opportunities of OB	
II	Individual Behaviour		15

	3	Personality-Meaning, Type A and B, Big five personality types, Factors influencing personality, Perception and Emotions-concept, Perceptual process, Importance, Factors influencing Perception, Emotional Intelligence-Meaning and components	
	4	Motivation-Definition, Importance, Motives-Characteristics, Primary and secondary motives, Theories of motivation-Maslow's need hierarchy theory, McGregor's Theory X and Y, Herzberg's two factor theory, Alderfer's ERG theory, Vroom's Valence Expectancy theory.	

	Group Dynamics		15
III	5	Meaning and definition, Types of groups, Theories of group formation, five stages of group development, Formal and informal groups, Problems of informal group, Group cohesiveness-meaning, features, importance and factors affecting group cohesiveness	
	6	Group decision making-Meaning and nature, steps, techniques of group decision making, advantages and disadvantages of group decision making	

	Organizational Change and Stress Management		15
IV	7	Organizational changes-Meaning, Forces for organizational change, Types of changes, Managing planned change - Planning, Assessing and Implementing the change, Causes of resistance to change, Overcoming resistance to change	
	8	Stress management: Definition, Causes of stress, nature of stress, Sources of stress, Consequences of stress, Managing stress – Strategies for managing stress at workplace-Organizational and individual strategies	

	Teacher Specific Module (Practicum)		20
V	Key elements of OB : People, Structure, Technology and Environment: Stress Management strategies, Decision making techniques, Group formation,		

Essential Readings:

- 1.S.S. Khanka – Organisational Behaviour, S Chand & Co Ltd, New Delhi.
- 2.K.Aswathappa -Organizational Behaviour, Himalaya Publishing House
- 3.L.M.Prasad – Organizational Behaviour – Sulthanchand and sons.
- 4.T.N.Chhabra,Management and Organizational Behaviour, Sun India Publications.

Suggested Readings:

2. Fred Luthans, Organizational Behaviour, Tata Mc Graw Hill
3. Uma Sekaran, Organizational Behaviour Text & cases, 2nd edition, Tata McGraw Hill Publishing CO. Ltd
4. J. Jayasankar, Organizational Behaviour, Margham Publications, Chennai

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Test Paper (Practicum)		15 (P)
Continuous Evaluation		25
Presentation /Case Study		10 (P)
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		100

KU4DSCBBA201: OPERATIONS MANAGEMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
IV	DSC	200-299	KU4DSCBBA201	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25 T+10 P	50 T+15 P	100	1.5

Course Description:

Operations Management introduces students to the fundamental principles and practices essential for managing business operations efficiently. This course covers various production systems, process design, quality management, and emerging trends in operations management. Students will learn to optimize processes, implement quality management principles, and adapt to technological and sustainable advancements, preparing them to manage operations in a dynamic business environment.

Course outcomes :

CO No.	Course Outcomes	Learning Domains
1	Understand the core principles of operations management and their significance in enhancing efficiency, quality, and customer satisfaction.	
2	Analyze different production systems and develop strategies aligned with business objectives.	

3	Optimize operational processes through effective process design, layout decisions, and capacity planning.	
4	Implement quality management principles to enhance product/service quality and reduce defects.	
5	Evaluate emerging trends in operations management, such as sustainable operations and technological advancements.	

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
I	Introduction to Operations Management		15
	1	Meaning, Functions, Scope. Plant location – Factors affecting location selection .	
	2	Plant layout – Principles – Types of Layout	

II	Process Design and Analysis		15
	3	Production System: Different production system – Production Planning and Control	
	4	Production Planning and Control – Importance – Elements – PPC in different production systems	

III	Materials Management		15
	5	Materials Management: Importance – Principles – Materials Handling Equipments Used.	
	6	Maintenance Management – Types of Maintenance – Method Study – Time Study – Motion Study – Principles – Work measurement	

IV	Emerging Trends in Operations Management		10
	7	Inventory management: importance – Tools – ABC, VED , FSN Analysis – EOQ – Reorder Point – Safety Stock – Lead time	
	8	Quality management: Quality improvement techniques , Advanced Manufacturing Techniques – TOC	

V	Teacher Specific Module (Practicum)		20
	Interactive Lectures, Student Discussions and PPTs, Research Articles, Case Studies, and Simulation Exercises. Industrial Visit and Report		

Textbooks (latest Edition):

1. Operations Management by William J. Stevenson
2. Operations Management: Processes and Supply Chains by Lee J. Krajewski, Manoj K. Malhotra, and Larry P. Ritzman
3. The Goal: A Process of Ongoing Improvement by Eliyahu M. Goldratt and Jeff Cox
4. Introduction to Operations and Supply Chain Management by Cecil C. Bozarth and Robert B. Handfield

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Test Paper (Practicum)		15 (P)
Continuous Evaluation		25
Presentation /Case Study		10 (P)
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5

d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		100

KU4DSCBBA202: FINANCIAL MANAGEMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
IV	DSC	200-299	KU4DSCBBA202	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	-	25 T+10 P	50 T+15 P	100	1.5

Course Description:

Financial Management is offered with intent to equip the students with the basic knowledge of finance theory and its application to develop relevant financial strategies pertinent to profit-seeking organizations. The theme of financial management is structured around three decision making financial areas: Investment- long and short term, Financing and Dividend policy. This imbues students with analytical and decision-making skills in managing finance through application of theoretical questions and practical problems.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	To develop an understanding of principles of finance	
2	To use this understanding for decision taking purposes	
3	To understand financial policies of companies (capital budgeting, forms of financing etc.).	
4	To understand the role of financial markets	

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
I	INTRODUCTION TO FINANCIAL MANAGEMENT		10
	1	Financial Management-Meaning, Scope, and Objectives	
	2	Profit maximization – Wealth maximization.	
II	CAPITAL STRUCTURE		15
	3	Cost of Capital: Meaning & importance , computation of cost of Debt – Cost of Capital - cost of Equity - Weighted Average Cost of Capital.	
	4	Capital Structure – Meaning -Financial Structure –Over Capitalization – Under Capitalisation - Factor affecting Capital structure	
III	WORKING CAPITAL MANAGEMENT		15
	5	Management of Working Capital: Definition and Concepts of Working Capital. Factors affecting Working capital.	
	6	Financing of working capital – Management of Cash, Receivables, and Inventory.	
IV	CAPITAL BUDGETING		15
	7	Capital Budgeting : Meaning – Importance	
	8	Investment Project Evaluation Techniques- Payback period – Average rate of return. Net Present Value Methods - Profitability Index - IR.R.	
V	Teacher Specific Module (Practicum)		20
	<i>Directions</i>		

Essential Readings:

1. Financial Management: M. Y Khan & P.K Jain
2. Financial Management: I. M Pandey
3. Financial Management: R.K. Sharue & Shakhi K. Gupta
4. Financial Management: Prasanna Chandra.
5. Financial Management: Geoffrey Knot

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Test Paper (Practicum)		15 (P)
Continuous Evaluation		25
Presentation /Case Study		10 (P)
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		100

KU4VACBBA200:

DISASTER

MANAGEMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
IV	VAC	200-299	KU4VACBBA200	3	3

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	-	-	25	50	75	1.5

Course Description:

In our rapidly evolving 21st-century world, challenges emerge in diverse forms, transcending borders and intertwining economic, societal, and environmental realms. These challenges profoundly affect vulnerable communities, magnifying their susceptibility to climate-related shocks and disasters. As we navigate through these complexities, it becomes increasingly evident that aligning strategies with global Sustainable Development Goals (SDGs) across various geographical scales is paramount. This alignment incorporates perspectives of environmental sustainability, climate adaptation, and disaster resilience. In light of these considerations, this course aims to equip students with the knowledge and skills necessary to address and mitigate the impacts of disasters in a holistic manner.

Course Prerequisite: NIL

Course Objective(s):

- To provide understanding of the concepts related to disaster
- To highlight the importance and role of disaster management
- To enhance awareness of institutional processes and management strategies to mitigate the impacts of disasters

CO No.	Expected Outcome	Learning Domains
1	Articulate the critical role of disaster management in reducing risks and enhancing resilience	R (Remember), U (Understand)
2	Identify and describe key institutional frameworks and processes in Disaster Management.	U (Understand), A (Apply), E (Evaluate)
.3	Conduct risk assessments and develop disaster management plans for specific scenarios.	U (Understand), A (Apply), E (Evaluate)

****Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)***

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓	✓			✓		
CO 2		✓	✓		✓		
CO 3			✓		✓		
CO 4		✓		✓	✓	✓	
CO 5		✓	✓	✓	✓		

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
I	Concepts and Terminologies		10
	1	Understanding key concepts of Hazards, disasters; Disaster types and causes (Geophysical, Hydrological, Meteorological, Biological and Atmospheric; Human-made);	5
	2	Global trends in disasters - Impacts (Physical, Social, Economic, Political, Environmental and Psychosocial); Defining Vulnerability (Physical Vulnerability; Economic Vulnerability; Social Vulnerability)	5
II	Key Concepts of Disaster Management Cycle		10
	3	Components of disaster management cycle (Phases: Response and recovery, Risk assessment, Mitigation and prevention, Preparedness planning, Prediction and warning);	5

	4	Disaster Risk reduction (DRR), Community based disaster risk reduction	5
--	---	--	---

	Initiatives at national and international level		10
III	5	Disaster Risk Management in India and at international level: Related policies, plans, programmes and legislation;	5
	6	International strategy for disaster reduction and other initiatives	5

	Emergency Management		10
IV	7	Explosion and accidents (Industrial, Nuclear, Transport and Mining) - Spill (Oil and Hazardous material)	5
	8	Threats (Bomb and terrorist attacks) - Stampede and conflicts	5

	Teacher Specific Module		5
V	<i>Training and Demonstration Workshops (at least two workshops) be organized in association with the NIDM, NDRF, NCDC, Param Military, Fire Brigade, CISF, Fire and Rescue , Local Administration etc.</i>		

Readings (Latest Editions):

1. Sharma, S.C. , Disaster Management, Khanna Book Publishing.
2. Clements, B. W.,: Disasters and Public Health: Planning and Response,Elsevier Inc.
3. Dunkan, K., and Brebbia, C. A., (Eds.) : Disaster Management and HumanHealth Risk: Reducing Risk, Improving Outcomes, WIT Press, UK.
4. Singh, R. B. (ed.), Natural Hazards and Disaster Management: Vulnerability andMitigation, Rawat Publications, New Delhi.
5. Ramkumar, Mu, Geological Hazards: Causes, Consequences and Methods ofContainment, New India Publishing Agency, New Delhi.
6. Modh, S. Managing Natural Disaster: Hydrological, Marine and GeologicalDisasters, Macmillan, Delhi.
7. Carter, N. Disaster Management: A Disaster Management Handbook. AsianDevelopment Bank,

Manila.

8. Govt. of India Vulnerability Atlas of India. BMTPC, New Delhi.
9. Govt. of India Disaster Management in India. Ministry of Home Affairs, New Delhi.
10. Matthews , J.A., Natural Hazards and Environmental Change, Bill McGuire, IanMason.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Continuous Evaluation		25
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		75

KU4VACBBA201: CORPORATE GOVERNANCE AND CSR

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
IV	VAC	200-299	KU4VACBBA201	3	3

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	

3	-	-	25	50	75	1.5
---	---	---	----	----	----	-----

Course Description: This course explores the crucial aspects of corporate governance and corporate social responsibility (CSR). It examines the frameworks, principles, and practices that ensure ethical and transparent business conduct, while also considering the social and environmental impact of corporations. Through a combination of theory and practical application, students will gain a comprehensive understanding of responsible business practices in today's globalized world.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains (R=Remember, U=Understand, A=Apply, An=Analyze, E=Evaluate, C=Create)
1	Define and analyze the core principles of corporate governance.	R , U
2	Evaluate the role of different stakeholders in corporate governance structures and critically assess current issues and challenges.	U , A , E
3	Analyze the concept of CSR and its evolving role in the business landscape, identifying and assessing various CSR initiatives and their impact on stakeholders.	U , A , E
4	Develop a critical perspective on the relationship between corporate governance and CSR, effectively communicating this perspective in written or oral formats.	U, An , E , C
5	Understand the regulatory frameworks regarding CSR, both domestically and internationally, applying this knowledge to analyze real-world case studies and develop strategies for compliance.	U , A , An , E

***Remember (R), Understand (U), Apply (A), Analyze (An), Evaluate (E), Create (C)**

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓	✓			✓		
CO 2		✓	✓		✓		
CO 3			✓		✓		
CO 4		✓		✓	✓	✓	
CO 5		✓	✓	✓	✓		

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
I		Introduction to Corporate Governance	10
	1	Definition, nature, and significance of corporate governance. Evolution of corporate governance practices	5
	2	Agency theory and stakeholder theory, Models of corporate governance (Anglo-American, Continental, and others)	5

II		Mechanisms of Corporate Governance	10
	3	Board of directors: composition, functions, and responsibilities. Role of independent directors and committees.	5
	4	Executive compensation and its impact on corporate governance Transparency and disclosure practices	5

III	Regulatory Framework and Compliance		10
	5	National and international regulatory frameworks for corporate governance. Role of regulatory bodies (e.g., SEBI)- Corporate governance codes and best practices	5
	6	Compliance Mechanisms and Enforcement Measures	5

IV	Introduction and Implementation of CSR		10
	7	Definition, Evolution, and Drivers of CSR. Business case for CSR and its Impact on Stakeholders. Ethical considerations in Business Decision-Making. Frameworks for Integrating CSR into Business Strategies	5
	8	Implementing and Measuring CSR, Core areas of CSR (Environmental, Social, and Economic) . Challenges and Opportunities in Implementing CSR Programs	5

V	Teacher Specific Module		5
	<i>Directions</i>		

Essential Readings:

1. "Corporate Governance" by Ashish Kalia (5th Edition, 2022, LexisNexis Butterworths)
2. "The CSR Playbook: A Practical Guide to Corporate Social Responsibility" by Amish Tripathi and Roopa Purushottaman (2nd Edition, 2020, Sage Publications India)
3. "The Long Game: How to Build a Sustainable Business in India" by Jahangir Arora (1st Edition, 2018, Penguin Random House India)
4. "India's New Capitalism: The Rise of Corporate Responsibility and Investor Activism" by Vikram Khanna (1st Edition, 2010, Oxford University Press)

Suggested Readings:

1. "Inclusive Growth and Development in India" edited by Amiya Kumar Bagchi (1st Edition, 2013, SAGE Publications India)

2."Business and Politics in India" by N. R. Nagarajan (9th Edition, 2021, Sage Publications India)

3."The Indian Economy" by V. Anantha Nageswaran (9th Edition, 2023, Pearson
Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Continuous Evaluation		25
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		75

KU4 SECBBA200: EMERGING TECHNOLOGIES AND APPLICATIONS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
IV	SEC	200-299	KU4SECBBA200	3	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
2	2	0	15 T+10 P	35 T+15 P	75	1.5

Course Objective:

- To provide a comprehensive understanding of emerging technologies such as block chain, IoT, cloud computing, robotics, AR/VR, etc.

- To explore the applications, implications, and strategic advantages of emerging technologies in business for competitive advantage.

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Students will understand foundational knowledge of emerging technologies such as block chain, IoT, cloud computing, AR/VR, etc., comprehending their principles, components, and functionalities.	U
2	Students will analyze the practical applications of these technologies in various business contexts, evaluating how they can optimize operations, enhance decision-making, and drive innovation.	An
3	Students will evaluate the strategic implications of adopting emerging technologies, including potential challenges, risks, and opportunities, to formulate informed strategies for competitive advantage.	E
4	Students will develop skills to plan and manage the integration of emerging technologies into business processes, ensuring alignment with organizational goals and effective change management.	C

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
I	Cloud Computing		10
	1	Cloud service models (IaaS, PaaS, SaaS) – Deployment models (public, private, hybrid)- Cloud-based -enterprise solutions	
	2	Cost-benefit analysis and scalability – Security and Governance – Data security and compliance in the cloud – Cloud governance frameworks	

II	Internet of Things (IoT) & Industry 4.0		10
	3	Sensor technologies and connectivity - IoT Applications in Smart cities and infrastructure – Industrial IoT and manufacturing – IoT data processing and storage – Real-time analytics and decision-making –	
	4	Concept of Industry 4.0 – Automation and smart manufacturing – Cyber-physical systems and digital twins – Robotics and advanced manufacturing technologies – Impact on Business Models – Transformation of production and supply chains – Business process optimization	

III	Block chain Technology		10
	5	Fundamentals of Block chain – Decentralization and distributed ledger, Cryptography and consensus mechanisms – Smart contracts – Financial services and digital identity	
	6	Challenges and Opportunities – Security and privacy issues – Regulatory and compliance considerations	

IV	Augmented Reality (AR) and Virtual Reality (VR)		10
	7	Introduction to AR/VR – Key concepts and differences between AR and VR – Historical development and current state - AR/VR applications in marketing and customer experience	
	8	Training and development through immersive technologies – Challenges and Opportunities – Technological limitations and advancements – Integration with existing business processes.	

V	Teacher Specific Module (Practicum)		20
	<p>Hands on sessions on utilizing popular cloud platforms for development and deployment, offering hands-on experience with free tiers and trial accounts.</p> <p>Hands on sessions on block chain technologies, focusing on the basics development and deployment of decentralized applications.</p>		

Essential Readings:

Text Books (Latest Editions):

1. Emerging Technologies by Errol S. van Engelen
2. Internet of Things by Jeeva Jose, Khanna Book Publishing.
3. Digital Transformation: A Strategic Approach to Leveraging Emerging Technologies, Anup Maheshwari
4. Virtual & Augmented Reality by Rajiv Chopra, Khanna Book Publishing.
5. Emerging Technologies for Effective Management by Rahul Dubey, Cengage Publications.
6. IoT Fundamentals: Networking Technologies, Protocols, and Use Cases for the Internet of Things by David Hanes, Jerome Henry, Rob Barton, Gonzalo Salgueiro and Patrick Grossetete.
7. Blockchain for Business by Jai Singh Arun, Jerry Cuomo and Nitin Gaur.
8. Block Chain & Crypto Currencies by Anshul Kausik, Khanna Book Publishing.
9. Industry 4.0 Technologies for Business Excellence: Frameworks, Practices, and Applications by Edited By Shivani Bali, Sugandha Aggarwal, Sunil Sharma.
10. Blockchain, Artificial Intelligence, and the Internet of Things: Possibilities and Opportunities" by Pethuru Raj, Ashutosh Kumar Dubey, Abhishek Kumar, Pramod Singh Rathore.

Readings:

- Abdi, S., Kitsara, I., Hawley, M. S., & de Witte, L. P. (2021). Emerging technologies and their potential for generating new assistive technologies. *Assistive Technology*, 33(sup1), 17–26.
- Seokbeom Kwon, Xiaoyu Liu, Alan L. Porter, Jan Youtie, Research addressing emerging technological ideas has greater scientific impact, *Research Policy*, Volume 48, Issue 9, 2019,

Assessment Rubrics:

Evaluation Type	Marks
End Semester Evaluation	35

Test Paper (Practicum)		15 (P)
Continuous Evaluation		15
Presentation/Case Study		10 (P)
a)	Test Paper- 1	5
b)	Test Paper-2	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report/Assignment	5
Total		75