

(Abstract)

B.B.A Hospital Administration Programme under Choice Based Credit Semester System in Outcome Based Education system (OBE) in Affiliated colleges- Scheme and Syllabus - Implemented with effect from 2023 admissions - Orders issued.

ACADEMIC C SECTION

ACAD/ACAD C4/25495/2023

Dated: 09.02.2024

- Read:-1.Go. (MS) No.371/2022/HEDN dated 01.07.2023
2. U.O. No. Acad/Acad A2/13767/2023 dt 04.10.2023
3. Syllabus submitted by the Principal, Devamatha Arts and Science College, Paisakkary dtd. 04.12.2023
4. Acad/Acad C4/25495//2023 dated 15.12.2023.
5. Remarks furnished by the subject expert, Dr. Bindu K vide e- mail dtd 27.12.2023
6. Remarks furnished by the subject expert, Prof. Gabriel Simon Thattil vide e-mail dated 31.01.2024
7. Orders of Vice Chancellor in file of even No. dated 8-2-2024

ORDER

1. As per paper read (1) above sanction has been accorded by the Government, to start B.B.A Hospital Administration programme (CBCSS) at Devamatha Arts and Science College, Paisakkary and University has granted provisional affiliation for the same vide paper read (2) above.
2. In the circumstance of nonexistence of Board of studies, the Principal, Devamatha Arts & Science College, Paisakkary forwarded the syllabus of the programme for approval vide paper read 3 above.
3. Considering the exigency of the matter, the Vice chancellor has entrusted the Dean, Faculty of Commerce and Management Studies and former Chairperson, Board of studies in Management studies to vet the the Scheme and syllabus of B.B.A Hospital Administration programme submitted by the College authorities.
4. These experts after vetting the syllabus remarked that the programme is well structured and meets the requirement of a UG programme in BBA . the content is adequate and the same can be implemented as designed (paper read (5) & (6) above.
5. The Vice Chancellor, after considering the matter in detail and in exercise of 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, **accorded sanction to approve and implement the Scheme and Syllabus of B.B.A Hospital Administration programme under Choice Based Credit and Semester System (in OBE- Outcome Based Education System) in Affiliated Colleges under the University w.e.f 2023 admission , subject to report to the Academic Council.**
6. The Scheme and Syllabus of B.B.A Hospital Administration programme under Choice Based Credit and Semester System (in OBE- Outcome Based Education System) in Affiliated Colleges under the University w.e.f 2023 admission is uploaded in the University website.
7. Orders are issued accordingly.

Sd/-
Narayanadas K
DEPUTY REGISTRAR (ACAD)
For REGISTRAR

To: 1. The Principal, Devamatha Arts and Science College, Paisakkary .
2. Convenor, Curriculum Syllabus Monitoring committee.

Copy To: 1. The Examination Branch (Through PA to CE)
2. PS to VC / PA to PVC / PA to R/PA to FO
3. DR / AR 1 (Acad) / AR II Exam/SWC/Acad D/Computer Programmer
4. SF / DF /FC
5. IT Centre (for uploading on the website)



Forwarded / By Order
M. S. S.
SECTION OFFICER

B



KANNUR UNIVERSITY

SYLLABUS FOR B.B.A HOSPITAL ADMINISTRATION

UNDER CHOICE BASED CREDIT AND SEMESTER SYSTEM-OBE

2023 (ADMISSION ONWARDS)

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BBA HOSPITAL ADMINISTRATION PROGRAMME

Credit and courses			
Sl no	Category of course	Number of courses	Credits
1	English Common course(ECC)	2×4=8 2×3=6	14
2	Additional Common course(ACC)	2×4=8	8
3	General Awareness Course Ability Enhancement course(AEC) Skill Enhancement Course (SEC)	2×4=8 2×4=8	16
4	Core course(CC) Discipline Specific Elective course(DSEC)		64
5	Complementary elective Course(CEC)	4×4=16	16
6	Generic Elective Course(GEC)	1×2=2	2
Total			120

Semester	Course Title*	Type of Course	Credits	Hours per week	Total Credits	Total Hours
I	English Common Course I	ECC	4	5	22	25
	English Common Course II	ECC	3	4		
	Additional Common Course I	ACC	4	5		
	Core Course I. Principles and Practices of Management	CC	3	3		
	Complementary Elective Course 1 Statistics for business decisions	CEC	4	4		
	Complementary Elective Course 2 Managerial Economics	CEC	4	4		
II	English Common Course III	ECC	4	5	21	25
	English Common Course IV	ECC	3	4		
	Additional Common Course II	ACC	4	5		
	Core Course 2 Hospital Architecture ,Planning and Maintenance	CC	2	3		
	Core Course 3 Entrepreneurship Development	CC	4	4		
	Complementary Elective Course 3 Quantitative Technique for Business Decisions	CEC	4	4		

III	Skill Enhancement Course I Numerical skills	SEC	4	5	20	25
	Ability Enhancement Course I Personality development and communication skills	AEC	4	4		
	CoreCourse4 Financial Accounting	CC	4	6		
	CoreCourse5 Marketing Management	CC	4	5		
	ComplementaryElectiveCourse4 Health Care Laws, Ethics and Medical Terminology	CEC	4	5		
IV	CoreCourse6 Human Resource Management	CC	4	6	21	25
	CoreCourse7 Financial Management	CC	4	5		
	CoreCourse8 Hospital Operations Management	CC	4	5		
	CoreCourse9 Industrial Visit and Report	DSEC	1	0		
	Skill Enhancement Course II Hospital Information System	SEC	4	5		
	Ability Enhancement Course II Environmental studies	AEC	4	4		
V	CoreCourse10 Business Research Methods	CC	4	5	18	25
	CoreCourse11 Accounting for management	CC	4	6		
	CoreCourse12 Elective I	DSE	4	6		
	Corecourse13 Elective II	DSE	4	6		
	Generic Elective Course	GEC	2	2		
VI	CoreCourse14 Organisation Behaviour	CC	4	6	18	25
	CoreCourse15 Banking Theory and Practice	CC	4	5		
	CoreCourse16 Hospital Orientation Training	CC	2	2		
	CoreCourse17 Elective III	DSE	4	6		
	CoreCourse18 Elective IV	DSE	4	6		
Total					120	150

PARTA:

BBA CORE COURSES WORK AND CREDIT DISTRIBUTION

(2019ADMISSION ONWARDS)

COURSE CODE	COURSE TITLE	SEMESTER	HOURS PER WEEK	CREDIT	EXAM HRS
1B01BBA	Core Course I. Principles And Practice Of Management	I	3	3	3
2B02BBA	CoreCourse2 Hospital Architecture ,Planning and Maintenance	II	3	2	3
2B03BBA	CoreCourse3 Entrepreneurship Development	II	4	4	3
3B04BBA	CoreCourse4 Financial Accounting	III	6	4	3
3B05BBA	CoreCourse5 Marketing Management	III	5	4	3
4B06BBA	CoreCourse6 Human Resource Management	IV	6	4	3
4B07BBA	CoreCourse7 Financial Management	IV	5	4	3
4B08BBA	CoreCourse8 Hospital Operations Management	IV	5	4	3
4B09BBA	CoreCourse9 Industrial Visit And Report	IV	0	1	-
5B10BBA	CoreCourse10 Business Research Methods	V	5	4	3
5B11BBA	CoreCourse11 Accounting For Management	V	6	4	3
5B12BBA	Core12 Elective I	V	6	4	3
5B13BBA	Core13 Elective II	V	6	4	3
6B14BBA	CoreCourse14 Organisation Behaviour	VI	6	4	3
6B15BBA	CoreCourse15 Banking Theory and Practice	VI	5	4	3
6B16BBA	CoreCourse16 Hospital Orientation Training	VI	2	2	-
6B17BBA	CoreCourse17 Elective III	VI	6	4	3
6B18BBA	CoreCourse18 Elective IV	VI	6	4	3

DISCIPLINESPECIFICELECTIVECOURSES HOSPITAL

ADMINISTRATION

COURSE CODE	COURSE TITLE	SEMESTER	HOURS PER WEEK	CREDIT	EXAM HRS
5B12BBA	Health Care Environment and Management	V	6	4	3
5B13BBA	Hospital Facilities Management	V	6	4	3
6B17BBA	Patient Care Management	VI	6	4	3
6B18BBA	Health Insurance and Medical Tourism	VI	6	4	3

PART B

GENERAL AWARENESS COURSE

COURSE CODE	COURSE TITLE	SEMESTER	HOURS PER WEEK	CREDIT	EXAM HRS
3A11BBA	Skill Enhancement Course I Numerical Skills	III	5	4	3
3A12BBA	Ability Enhancement Course I Personality Development and Communication Skills	III	4	4	3
4A13BBA	Skill Enhancement Course II Hospital information System	IV	5	4	2
4A14BBA	Ability Enhancement Course II Environmental Studies	IV	4	4	3

PART C

COMPLEMENTARY ELECTIVE COURSE

COURSE CODE	COURSE TITLE	SEMESTER	HOURS PER WEEK	CREDIT	EXAM HRS
1C01BBA	Statistics for business decisions	I	4	4	3
1C02BBA	Managerial Economics	I	4	4	3
2C03BBA	Quantitative Techniques For Business Decisions	II	4	4	3
3C04BBA	Health Care Laws, Ethics and	III	5	4	3

Medical Terminology				
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GENERIC ELECTIVE COURSE

COURSE CODE	COURSE TITLE	SEMESTER	HOURS PER WEEK	CREDIT	EXAM HRS
5D01BBA	Customer Relationship Management	V	2	2	2
5D02BBA	Service Marketing	V	2	2	2
5D03BBA	E-Commerce	V	2	2	2
5D04BBA	Event Management	V	2	2	2
5D05BBA	Disaster Management	V	2	2	2

EVALUATION

ASSESSMENT	WEIGHTAGE
EXTERNAL	4(40MARKS)
INTERNAL	1(10MARKS)

CONTINUOUS INTERNAL ASSESSMENT

COMPONENT*	WEIGHTAGE**	REMARKS
COMPONENT1 INTERNALTEST	2	TWOTESTS (6MARKS)
COMPONENT 2 ASSINGMENT/SEMINAR/VIVA	1	INDIVIDUALORGROUP (4MARKS)

EVALUATION FOR GENERIC ELECTIVE

ASSESSMENT	WEIGHTAGE
EXTERNAL	4(20MARKS)
INTERNAL	1(5MARKS)

CORE COURSE I : PRINCIPLES AND PRACTICES OF MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
I	1B01BBA	3	3	3

COURSE OUTCOME

CO 1: Acquaint with the basics of management.

CO2: Understand the process and functions of management.

CO3: Familiarize the students with the current management practices.

CO4: Develops administrative skills

Module I: Management: Definition, Nature, Purpose, Scope, Features, levels and functions- Evolution of Management Thoughts- classical, neo classical and modern, Contributions made by Taylor, Fayol, and Maslow.

(20 Hrs)

Module II: Planning and organising: Planning-Meaning, Nature, characteristics, types, steps in Planning - Decision making Process - types of Decisions. Organising - Meaning, Principles, Delegation of Authority- centralisation and decentralisation-meaning and differences

(20 Hrs)

Module III: Staffing and directing: Staffing- meaning, process. Directing - Meaning, Nature, Principles, Importance, Elements. Controlling- meaning, process-, control techniques- Need for co-ordination.

(20 Hrs)

Module IV: Trends in Management -

Work life balance-meaning, components (self management, time management, stress management). BPO - KPO - meaning, importance and differences

(12 Hrs)

Books for Reference:

1. Principles of Management LM Prasad, Himalaya
2. Harold Koontz & Heinz Wehrich, Essentials of Management, Tata McGraw Hill, New Delhi
3. P.C.Tripathy And P.N.Reddy, Principles of Management, Tata McGraw Hill, New Delhi
4. Richerd L Daft, Principles of Management, Cengage Learning, India Edition, New Delhi.
5. T.Ramasami, Principles of Management, Himalaya Publications, Mumbai.
6. S.P.Robbins, David A Decenzo and Mary Coulter, Fundamentals of Management, Pearson Education, New Delhi.

Marks including choice:

Module	Marks
I	17
II	17
III	16
IV	10
Total	60

**SEMESTER I
COMPLEMENTARY ELECTIVE COURSE I: STATISTICS FOR BUSINESS
DECISIONS**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
I	1C01BBA	4	4	3

COURSE OUTCOMES

CO1: Understand the importance and relevance of statistics, primary data, secondary data and the statistical technique as applicable to business

CO2: Classify, tabulate and represent the statistical data in appropriate manner using statistical methods

CO3: Analysis trend and seasonality in a time series data

CO4: Construct index numbers and enable to compare the price movements of commodities over different time periods.

CO5: Identify the correlation between variables

CO6: Problem solving and fit the regression line which enable to draw conclusion about data distribution.

Module I

Introduction -Meaning and Definition of Statistics-Functions-scope-uses-advantages and limitations-Collection of data-types of data - Primary data, Secondary data, Classification and tabulation of statistical Data- Diagrammatic and graphical representation of data
(20 Hrs)

Module II

Time series- Components- Methods of studying secular trend- Free hand curves-Semi Average Method- Moving Average Method-Method Least Squares
(15 Hrs)

Module III

Index Numbers- meaning and definition-uses-Problems in the construction of Index numbers- Types of Index numbers- Methods of construction of Index numbers- Tests- Fixed

base and chain base methods-Consumer price index: uses and methods of construction
(17Hrs)

Module IV

Correlation and Regression Analysis-meaning- definition-Methods of correlation- Karlpearson's coefficient of correlation -Spearman's Rank correlation- concurrent Deviation method-probable error-Simple Regression Analysis-regression line-regression equations- algebraic methods and their applications in business. (20Hrs)

References

Statistical Methods- S.P.Gupta

Business Statistics- J.K Sharma

Business Statistics- P.R.Vital

Fundamentals of Mathematics and Statistics by V.K.Kapoor and S.C Gupta

Marks including choice:

Module	Marks
I	17
II	17
III	16
IV	10
Total	60

SEMESTER I
COMPLEMENTARY ELECTIVE COURSE II: MANAGERIAL ECONOMICS

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
I	1C02BBA	4	4	3

COURSE OUTCOMES

- CO1. Understand basic managerial economic concepts
- CO2. Understands economics and related disciplines and relationships
- CO3. Apply economic analysis in the formulation of business policies
- CO4. Use economic reasoning to problems of business

Module I

Introduction to Managerial Economics: Concept, meaning, scope. Managerial economics and other disciplines. Basic economic concepts in decision making.

(20 hours)

Module II

Demand Analysis:- Law of demand, Determinants of demand, Price elasticity of demand, Income elasticity of demand, cross elasticity of demand, uses of elasticity for analyzing demand.

(20 hours)

Module III

Cost Analysis: Cost concepts and determinants of cost, cost output relationship in short and long period. Supply: Introduction to supply and supply curves.

(20 hours)

Module IV

Pricing Analysis: Price determination under perfect, imperfect competition and monopoly.

Types of pricing methods

(12 hours)

References:

1. Managerial Economics: Analysis, Problems and Cases, P.L. Mehta.
2. Managerial Economics: Varshney and Maheshwari.
3. Managerial Economics: D. Salvatore.
4. Managerial Economics: Pearson and Lewis
5. Managerial Economics: G.S. Gupta

Marks including choice:

Module	Marks
I	17
II	17
III	16
IV	10
Total	60

II SEMESTER
CORE COURSE II

2B02BBA: HOSPITAL ARCHITECTURE, PLANNING AND MAINTENANCE

Semester	Course Code	Hours per Week	Credit	Exam hours
2	2B02BBA	3	2	3

Objectives:

- > To understand the necessity of architecture and planning in Hospitals
- > To get familiarised with the designing and maintenance of hospital systems

UNIT. I

Hospital as a system: Definition of hospital — classification of hospitals — changing role of hospitals — role of hospital administrator — hospital as a system — hospital & community.
10 Hours

UNIT II

Planning: Principles of planning — regionalization - hospital planning team — planning process — size of the hospital - site selection — hospital architect — architect report — equipping a hospital — interiors & graphics — construction & commissioning — planning for preventing injuries — electrical safety
10 Hours

UNIT III

Technical analysis: Assessment of the demand and need for hospital services — factors influencing hospital utilization -bed planning - land requirements — project cost - space requirements —hospital drawings & documents-preparing project report.
10 Hours

UNIT IV

Hospital standards and design: Building requirement - Entrance & Ambulatory Zone — Diagnostic Zone — Intermediate Zone — Critical zone - Service Zone — Administrative zone - List of Utilities - Communication facility - Biomedical equipment - Voluntary & Mandatory standards - General standards - Mechanical standards - Electrical standards - standard for centralized medical gas system — standards for biomedical waste
15 Hours

UNIT V

Facilities planning: Transport - Communication — Food services - Mortuary — Information system — Minor facilities — others.
9 Hours

REFERENCES

G.D.Kunders, Designing For Total Quality In Health Care

Gupta S.K;Sunilkant Chandra Shekhar; R Satpathy, Modern Trends In Planning And Designing Of Hospitals

Syed Amin Tabish,Hospital And Nursing Homes Planning, Organisations & Management

G.D.Kunders, Hospitals, Facilities Planning And Management

Marks including choice:

Unit	Marks
I	10
II	15
III	15
IV	10
V	10
Total	60

SEMESTER II

COMPLEMENTARY ELECTIVE COURSE III : QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
II	2C03BBA	4	4	3

COURSE OUTCOME

CO1. Understands concepts of quantitative techniques

CO2. Develops analytical thinking and logical reasoning for effective decision

making CO3. Apply probability theories in real life situations

CO4. Understands theoretical distributions and hypothesis testing and its applications in live situations

Module I:

Quantitative Techniques-Introduction-Meaning and definition-Application of Quantitative Techniques in business-Limitations (12 hours)

Module II:

Probability -Concept of Probability-Meaning and definition-Approaches to probability-Theorems of probability-Addition theorem-Multiplication theorem-Conditional probability-Inverse probability-Baye's theorem. (15 hours)

Module III:

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

(20 hours)

Module IV:

Statistical Inference - Testing of hypothesis - Procedure -Null & Alternate hypothesis - Level of significance - Critical region- Degrees of freedom- Errors in testing- Two tail test and One tail test Parametric tests & Non parametric tests (only theory) (25 hours)

REFERENCE

1. S.P. Gupta, Statistical Methods, Sultan Chand & Co.
2. S.C. Gupta & V.K. Kapoor, Fundamentals of Mathematical Statistics, S. Chand & Co.
3. B.L. Agarwal, Basic Statistics, New Age International
4. Quantitative Techniques in Management : Vohra
5. R. K. Ghosh, S. Saha, Business Mathematics & Statistics, New Central Book Agency

Marks including choice:

Module	Marks
I	10
II	17
III	20
IV	13
Total	60

SEMESTER II
CORE COURSE III : ENTREPRENEURSHIP DEVELOPMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
II	2B03BBA	4	4	3

COURSE OUTCOME

CO 1: Understand different stages of business and create innovative thinkers to take forward new initiatives.

CO2: Acquaint them with the challenges faced by the entrepreneur

CO3: Familiarize the students the entrepreneurship opportunities available in the society.

CO4: Develop the motivation to enhance entrepreneurial competency.

Module I: Introduction: The Entrepreneur: Definition, Emergence of Entrepreneurial Class; Theories of Entrepreneurship; Role of Social Economic Environment; Characteristics of Entrepreneur; Leadership; Risk Taking; Decision Making and Business Planning. (18 Hrs)

Module II: Concept of women entrepreneur -problems of women entrepreneur -Promotion of a Venture: Opportunities Analysis; External Environmental Analysis- Economic, Social and Technological; Competitive Factors; Legal Requirements of establishment of a new unit and Rising of Funds; Venture Capital. (16 Hrs)

Module III: Entrepreneurial Behaviour: Innovation and entrepreneur; Entrepreneurial Behaviour and psycho-theories, social responsibility. Entrepreneurial Development Programmes (EDP): EDP, its role, relevance and achievements; role of government in organizing EDP's critical evaluation (20 Hrs)

Module IV:

Role of entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complimenting and supplementing economic growth, bringing about social stability and balanced regional development of industries:

(18 Hrs)

Books for Reference:

1. Entrepreneurship. : Vasant Desai.
2. Entrepreneurship Development: Taneja& S.L. Gupta.
3. Venture Capital -The Indian Experience: Pandey, I.M.
4. Environment and Entrepreneur Tandon B.C
5. A practical guide to industrial entrepreneurs: Srivastava S.B.
6. Project Preparation, Appraisal, Implementation: Chandra, Prasana
7. Entrepreneurship New Venture Creation; Holt

Marks including choice:

Module	Marks
I	15
II	13
III	17
IV	15
Total	60

III SEMESTER

CORE COURSE IV : FINANCIAL ACCOUNTING

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
III	3B04BBA	6	4	3

COURSE OUTCOMES

CO1: Understands accounting concepts and principles

CO2: Apply knowledge regarding concepts in the preparation of final accounts of sole traders

CO3: Understands the basic concepts of company, shares and share capital

CO4: Demonstrates skills in preparation of final accounts of companies

Module I: Introduction To Accounting: Meaning and Definition of Accounting, Objectives of Accounting, Accounting Cycle or Process, Branches of Accounting, Functions of Accounting, Users of Accounting, Limitations of Accounting and Generally Accepted Accounting Principles- Accounting Concepts, Principles and Conventions only. (30 hours)

Module II: Final accounts of sole trading concern: Preparation of Manufacturing, Trading and Profit and Loss Accounts and Balance Sheets with Adjustments for Outstanding and Prepaid Expenses, Accrued and Unearned incomes, Depreciation, Bad and Doubtful Debts and Closing Stock. (30 hours)

Module III: Company accounts: Meaning and Definition of Companies, Characteristics of Companies, Types of Companies, Meaning of Shares and Share Capital, Types of Shares, Accounting Entries for Issue of Shares for Cash, Forfeiture of Shares, and Re-issue of Shares. (25 Hours)

Module IV: Final accounts of companies: Preparation of Balance Sheet and Statement of Profit and Loss Accounts, Corporate Dividend Tax (CDT), Internal and External Reconstruction- Amalgamation, Merger and Acquisition (Theory Only).

(33 Hours)

Reference

Advanced accounting : SP Jain and KL Narang

Advanced Accounting :Shukla, Grewal

Advanced Accounting: SN Maheswary

Advanced Accounting: BS Raman

Marks Including Choice

Module	Marks
I	15
II	15
III	15
IV	15
Total	60

III SEMESTER

CORE COURSE V: MARKETING MANAGEMENT

SEMESTER	COURSE CODE	HOURS	CREDIT	EXAM HOURS
III	3B05BBA	5	4	3

COURSE OUTCOME

CO 1. Develop knowledge on the concept modern marketing, marketing environment, marketing mix, market segmentation and target marketing.

CO 2. Enhance knowledge on product decision, product mix, product life cycle, pricing strategies and price discrimination

CO 3. Apply the concept of market promotion, market promotion mix and sales promotion techniques in real business situations.

CO 4. Understand the new market realities, direct marketing, online marketing and customer relationship marketing.

CO 5. Identify the key characteristics of customer relationship marketing and common draw back.

CO 6. Develop idea on branding and strategies of branding

CO 7. Acquire skill in preparing advertisement copy very effectively.

Module I: Introduction to Modern Marketing: Definition-Nature and Importance of marketing, evolution of marketing, Marketing environment; Macro and Micro environment, important marketing concepts-selling and marketing-Marketing mix, consumer behaviour, market segmentation; bases for market segmentation; Target Market ;Branding -definition, importance , branding strategies and packaging.

(20 Hours)

Module II: Product Decision: Concept of product; Product Dimension; Concept of product mix, Product line and Product Items; Product mix Dimensions; New product concept and reasons of failure of the new product; Product Life cycle- Concept of pricing; significance of price in marketing; Pricing objectives; Factors affecting price; discounts and rebates; pricing strategies; price discrimination.

(20 Hours)

Module III: Market Promotion : Concept of market promotion; Objectives of Market Promotion; Elements of Market Promotion mix: advertising, personal selling , sales promotion, publicity and public relations; Advertising : functions of advertising; advertisement copy, advertising media; types of advertising media; characteristics of effective media ; ethical aspects of advertising; Personal selling : Concept, Features and Significance; Difference between advertising and personal selling ; functions of a salesman; characteristics of a good salesman; Distribution decision: Physical distribution; channel of distribution; Types of channel distribution; Sales promotion: sales promotion schemes; sample; coupon; price off; premium plan; trade fairs and exhibitions. (30 Hours)

Module IV: New Marketing Realities: Direct marketing and online marketing: Concept of Direct and online Marketing; Activities; Benefits and limitations; Green Marketing: Concepts; Need and Importance; Green Marketing efforts and managerial Implications; Customer

Relationship Marketing(CRM): Concept and importance; Components of CRM Programme; Concept of e-CRM; Common draw backs of CRM Programme.

(20 Hours)

References:

1. Philip Kotler, Marketing Management- Prentice Hall
2. Stanton, Etzel and Walker, Marketing Management-McGraw Hill
3. R. Saxena, Marketing Management- Tata McGraw Hill
4. Majumdar, Marketing Research
5. Marketing Management : RSN Pillai and Bagavathy
6. Marketing Management : SP Bansal

Marks Including Choice

Module	Marks
I	13
II	13
III	20
IV	14
Total	60

III SEMESTER

SKILL ENHANCEMENT COURSE I: NUMERICAL SKILLS

SEMESTER	COURSE CODE	HOURS	CREDIT	EXAM HOURS
III	3A11BBA	5	4	3

COURSE OUTCOMES

CO 1. Understand common numerical methods

CO 2. Apply numerical methods to obtain approximate solutions to mathematical problems

CO 3. Analyses and evaluate the accuracy of common numerical methods

CO 4. Derive numerical methods for various mathematical operations and tasks

Module I: Arithmetic : Average, Mixtures - Ratios and proportions - Computations of interest - Simple interest - Compound interest - effective yield - Future value, present value - Amortization - depreciation - continuous compounding.

(20 Hours)

Module II: Algebra : Real and imaginary numbers - Rational and irrational numbers - Set theory- Union of sets- intersection of sets - Venn diagram - Elements of co - ordinate system, matrices -operational rules - Inverse of a matrix.

(20 Hours)

Module III: Theory of equations: Meaning, types of equations - simple linear and simultaneous equations (Only two variables) Eliminations and substitution method only. Quadratic equations factorization and formula method ($ax^2+bx+c = 0$ form only) Problems on business application.

(25 Hours)

Module IV: Progression: Arithmetic Progressions, Finding the 'n' th term of an AP and also sum to n terms of AP. Insertion of arithmetic means in given terms of AP and representation of AP. Geometric Progression. Finding the 'n' th term of GP. Insertion of GMs in given GP and also representation of GP. Mathematics of finance simple and compound interest(Simple problems only)

(25 Hours)

References :

1. Applied Numerical analysis - P K Kandasamy, K Thilakavathi, Gunavathi
2. Numerical methods : Gerald
3. Essentials of college mathematics for Business, Economics, life science and social science : Raymond Barnett, Michael Ziegler.
4. Business Mathematics : Padmalochan Hazarika

Marks Including Choice

Module	Marks
I	15
II	15
III	15
IV	15
Total	60

ABILITY ENHANCEMENT COURSE I: PERSONALITY DEVELOPMENT AND
COMMUNICATION SKILLS

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
III	3A12BBA	4	4	3

COURSE OUTCOMES

CO 1: Understand the 'self' through analysis of one's own strengths, weaknesses, opportunities and threats to face the challenging and competitive world.

CO2: Set new goals specific, measurable, achievable, realisable and time-bounded to reshape the personality and identify the shortcomings to be corrected.

CO3: Develop inter personal skills and problem solving skills.

CO4: Understand the role of body language in effective communication.

CO5: Critically evaluate the need for stress management and experience the essence of different techniques in reducing stress.

CO6: Perform effectively the assigned work to the fullest satisfaction; with utmost concentration and self motivation to achieve success in near future.

Module I: Introduction to Personality Development: Definition of Personality- Human Growth and Behaviour- Importance of Personality Development- Techniques in Personality development a) Self-confidence through SWOC b) Mnemonics c) SMART Goal setting d) Time Management and effective planning. (15 Hrs)

Module II: Communication Skills: a) Intra personal communication and types of Body Language b) Inter personal Communication and Relationships c) Leadership Skills d) Team Building and public speaking, Written communication- Basics of Letter writing, memorandum, notice, email, and report writing- Resume writing. (20 Hrs)

Module III: Etiquettes and Manners: Social etiquettes, phone etiquettes, Customer interaction etiquette, Dining- Business etiquettes- Professional etiquette tips- Boss Management. (12 Hrs)

Module IV: Presentation skills: How to face an Interview? - Preparations before, during and after interview, DOs and Donts for interviewee- Group Discussions- problem solving, Creativity and Leadership skills. (10 Hrs)

Module V: Stress Management:

Concentration and Relaxation exercises: Yoga, Meditation- Need for Work Life Balance- Role of Emotional Intelligence and Spiritual Intelligence in Self Acceptance and Self Growth.

(15 Hrs)

References

1. Personality Development and Communication Skills by S.S. Narula; reprinted 2013.
2. Communicating at Work - Principles and Practices for Business and the Professions by Adler, The McGraw Hill Company, 9th Edition
3. Business Communication and Personality Development by Biswajit Das & Ipseeta Satpathy, The Excel Publications, 1st Edition
4. Developing Soft Skills by Robert M. Sherfield, Rhonda J., Patricia J. Moodi; Cornerstone Publications.
5. "The Art of Stress-Free Living" by Sri Sri Ravi Shankar.
5. Winning at Interviews by Edger Thorpe, Showik Thorpe; Pearson Publications, 1st Edition.
6. "How to stop worrying and start living" by Dale Carnegie.
7. Complete Guide to Relieving Stress and Living A Peaceful Life - 2015 Edition by Jen Steifer.

Marks Including Choice

Module	Marks
I	13
II	16
III	10
IV	8
V	13
Total	60

III SEMESTER

COMPLEMENTARY ELECTIVE COURSE 4: 3C04BBA: HEALTH CARE LAWS, ETHICS AND MEDICAL TERMINOLOGY

Semester	Course Code	Hours per Week	Credit	Exam hours
3	3C04BBA	5	4	3

Objectives:

- > To get acquainted with the legal provision and issues related to health care
- > To familiarize with the medical terminologies
- > To understand the ethical issues in health care system

Module I

Laws relating to Hospital formation: Promotion Forming society-The Companies Act-Law of Partnership-A Sample Constitution for the Hospital-The Tamil Nadu Clinics Act ~ Medical Ethics

12 Hours

Module II

Laws relating Purchases and funding: Law of contracts-Law of Insurance-Ex port Import Policy FEMA-Exemption of Income Tax for Donations-Tax Obligations: Filing Returns and Deductions at Source. Laws pertaining to Health: Central Births and Deaths Registration Act, 1969Recent amendments — Medical Termination of Pregnancy Act, 1971 — Infant Milk Substitutes, Feeding Bottles and Infant Food Act, 1992.

20 Hours

Module III

Laws pertaining to Hospitals: Transplantation of Human Organs Act, 1994 —Pre-natal Diagnostic Techniques (Regulation and Prevention of Misuse) Act, 1994 - Medical Negligence — Medico Legal Case - Dying Declaration-MCI act on medical education. The Biomedical Waste (Management and Handling) Rules-Radiation Safety System.

18 Hours

Module IV

Medical Terminology Glossary of medical terms: major Diseases and medical specialties-Roots, Prétixes. Suffixes, Abbreviations and symbols-Common roots: element referring to, usage and definition-Common prefixes and suffixes-Common abbreviations: departments, time, general healthcare, routes of medication and laboratory-Symbols.

20 Hours

Module V

Illness Classification and description of diseases-Infection Control Medical asepsis, Nosocomial infection and communicable diseases, Reservoir, carrier and mode of transmission Overview of Hospital Services -Intensive care unit — Coronary care Unit -Burns, paraplegic & Malignant disease treatment — Hospital welfare services - Hospital standing services — Indian red cross society - Nursing services Pharmacy - Medical Stores - Housekeeping - Ward Management — Central sterile supply department-Medical Records - Fatal documents — Medical Registers — Statutory records

20 Hours

REFERENCES

Bm Sakharkar, Principles Of Hospital Administration And Planning —Jaypee Brothers Publications,
Francis Cm, Mario C De Souza ; Hospital Administration - Jaypee Brothers Medical Publishers

Marks Including Choice

Module	Marks
I	10
II	15
III	10
IV	15
V	10
Total	60

IV SEMESTER

CORE COURSE VI : HUMAN RESOURCE MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
IV	4B06BBA	6	4	3

COURSE OUTCOME

CO1: understand basic concept and principles of Human Resource Management.

CO2: sensitize to the training process and methods.

CO3: equip with the importance of the performance management system in enhancing employee performance.

CO4: equip with the importance of the performance management system in enhancing employee performance.

Module I: Human resource management-introduction-meaning- evolution of Human Resource management-objectives of HRM-importance of HRM-functions and process of HRM-HR Manager-Duties and responsibilities. (15 Hours)

Module II : Acquiring Human Resources - HR planning -meaning-importance of HR planning-benefits of HR planning-HR planning process-job analysis-meaning-process of job analysis-methods-Job description-contents of job description-job specification- contents of job specification-methods of job analysis-job evaluation -meaning-methods-benefits- job enlargement-job enrichment- Recruitment-meaning and definition-sources of recruitment-selection-meaning-steps in selection process-difference between recruitment and selection-placement-induction and orientation. (25 Hours)

Module III: Developing Human Resources- Training and Development- training- meaning-need for training- training process-benefits of training-methods of training-types of training-importance of training in HRD-Executive development. (16 Hours)

Module IV: Rewarding Human Resources- performance Appraisal-meaning-definition-objectives-methods of performance appraisal-uses and limitations-compensation management-objectives-wage system-time rate -piece rate-incentives-factors influencing wage system-promotion- types-bases of promotion-benefits-transfer-types-demotion-reasons.

(18 Hours)

Module V: Human Resource Problems- Employee Discipline-meaning -importance- Absenteeism-causes-measures to control absenteeism- labour turnover-lay off- grievance redressal-grievance -meaning-causes of grievance-importance of grievance redressal- procedure of grievance handling. (16 Hours)

Skill Development Programmes

- Prepare chart showing the function of HRM and a brief explanation on the need for each function
- Prepare an advertisement for recruitment and selection of candidate for any organisation of your choice
- Develop a format for performance appraisal of an employee.
- Choose any MNC and present your observation on training programme.

(18 Hrs)

References:

Human Resource Management-text and cases-VSP Rao
Human Resource Management-Aswathappa
Human Resource Management-L.M.Prasad
Human Resource Management-T.N.Chabbra
Personnel Management-Edwin.B.Flippo.McGraw Hill
Personnel Management-C.B.Mamoria

Marks including choice:

Module Marks

I	10
II	17
III	11
IV	12
V	10
Total	60

IV SEMESTER

CORE COURSE VII : FINANCIAL MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
IV	4BO7BBA	5	4	3

COURSE OUTCOMES

CO 1. Understand the concept and objective of financial management

CO 2. Develop the ability to select the feasible and viable investment proposal

CO 3. Apply decision making tools in organisational context

CO 4. Ability to assess the risk and return of investment projects

Module I: Financial Management: Meaning, scope and objectives, Goals of financial management - Profit maximization - wealth maximization (10 Hours)

Module II: Cost of capital Meaning and significance - Computation of cost of Debt - cost of preference capital - Cost of equity - Weighted average cost of capital. Capital structure - Meaning and definition - Factors affecting capital structure - Optimal capital structure - over capitalization - under capitalization - EBIT - EPS analysis. (25 Hours)

Module III: Working capital Management Meaning and definition - concepts of working capital - Factors affecting working capital - types of working capital- Financing of working capital - operating cycle concept of estimating working capital (Practical problems and theory) (25Hours)

Module IV: Capital budgeting: Meaning, definition - importance - techniques of capital budgeting - payback period - average rate of return - Net present value method - profitability methods - IRR - Merits and demerits of Non discounting and discounting techniques. (30 Hours)

References:

1. Financial management : M Y Khan and P.K Jain
2. Financial management: I MPandey
3. Financial management :R K Sharma &Shashi K Gupta
4. Financial management : Prasanna Chandra
5. Financial management :Geoffrey Knott

Marks including choice:

Module	Marks
I	5
II	15
III	20
IV	20
Total	60

IV SEMESTER

CORE COURSE VIII : 4B08BBA: HOSPITAL OPERATIONS MANAGEMENT

Semester	Course code	Hours per week	Credit	Exam hours
4	4B08BBA	5	4	3

Objectives:

- > To identify the important functions and its management in Hospitals
- > To familiarise with the supporting services and procurement management of Hospitals

Module I

Front Office - Admission — Billing — Medical Records — Ambulatory Care Death in Hospital — Brought-in Dead - Maintenance and Repairs Bio Medical Equipment **18 Hours**

Module II

Clinical Services - Clinical Departments — Out patient department (OPD) - Introduction — Location — Types of patients in OPD — Facilities - How pattern of patients — Training and Coordination; Radiology — Location — Layout — X-Ray rooms — Types of X-Ray machines - Staff - USG - CT - MRI/ECG. **20 hours**

Module III

Supporting Services — House Keeping — Linen and Laundry, - Food Services - Central Sterile Supply Department (CSSD) **12 Hours**

Module IV

Facility Location and Layout importance of location, factors, general steps in location selection - Types of lay outs — product, process, service facility layout Work standards, techniques of work measurement- Work sampling, calibration of hospital equipments. Productivity measures, value addition, capacity utilization, productivity - capital operations, HR incentives calculation, applications in hospital.

20 Hours

Module V

Purchasing strategy process - organizing the purchasing function ~ financial aspects of purchasing — tactical and operational applications in purchasing. Inventory Management: valuation and accounting for inventory - physical location and control of inventory — planning and replenishment concepts — protecting inventory: Value Management, Value engineering, value analysis. **20 Hours**

REFERENCES

Madhuri Sharma, Essentials For Hospital Support Services And Physical Infrastructure,

Sakharkar Bm, Principles Of Hospitals Administration And Planning, Jaypee

Francis Cm, Mario C De Souza. Hospital Administration, New Delhi, 2000

Prabhu Km, Sood Sk. Hospital Laboratory Services Organization And Management, Journal Of Academy Of Hospital Administration, 1990

Marks including choice:

Module	Marks
I	10
II	10
III	10
IV	15
V	15
Total	60

IV SEMESTER

SKILL ENHANCEMENT COURSE II: 4A13BBA: HOSPITAL INFORMATION SYSTEMS

Semester	Course code	Hours per week	Credit	Exam hours
4	4A13BBA	5	4	5

Objectives:

- » To understand the role of IT in hospital management
- > To familiarise with the latest developments in technology with relevance to hospitals

Module I

The Information Explosion: Information is important — Impact on society — Impact on teaching and learning — Impact on Government — Impact on Healthcare — The future of healthcare technology - The future healthcare record -Preparing for the future - Summary. The world of Informatics. **18 Hours**

Module II

The Electronic health record: Functions of the health record —Changing functions of the patients record — Advantages of the paper record — Disadvantages of the paper record — Optically scanned records — The electronic health record - Automating the paper record — Advantages of the EHR — Disadvantages of the EHR — Bedside or point-of-care systems — Human factors and the EHR - Roadblocks and challenges to EHR implementation -The future **20 Hours**

Module III

Securing the Information: Privacy and confidentiality and Law — Who owns the data? — Security — Computer crime - Role of healthcare professionals —Summary. Information Systems cycle: The information systems cycle — Analysis — Design phase - Development — Implementation — Why some projects fails? **20 Hours**

Module IV

Electronic Communications: A bit of history — Hardware and software for connecting — Methods of accessing information — World Wide Web (WEB) - Communication Technologies **12 Hours**

Module V

TelehealthHistorical perspective on telehealth - Types of Technology — Clinical initiatives — administrative initiatives — Advantages and Barriers of telehealth — Future trends - SummaryThe future of Informatics: Globalization of Information Technology —Electronic communication — Knowledge management — Genomics — Advances in public health - Speech recognition — Wireless computing — Security - Telehealth — Informatics Education — Barriers to Information Technology implementation **20 Hours**

REFERENCES:

- Kathleen M., Informatics for Healthcare Professional
- James O'brien, Tate Mcgraw Hill, Management Information System

Marks including choice:

Module	Marks
I	10
II	10
III	15
IV	10
V	15
Total	60

IV SEMESTER

ABILITY ENHANCEMENT II: ENVIRONMENTAL STUDIES

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
IV	4A14BBA	4	4	3

Course Outcomes

CO1. Acquire knowledge about environment and enable to contribute towards maintaining and improving the quality of the environment.

CO2. Understand the importance of protecting the environment and effect of environmental hazards

CO3. Analysis the ecosystem and the bio diversity nature of our country

CO4. Apply the awareness to point our Hot -spot of bio diversity in India and its conservation

CO5. Identify the effect of environmental Degradation and the role of Government in protecting the environment

CO6. Formulate some action plan to engage in activities for preventing environmental degradation.

Module I: Environmental studies- Meaning- definition-scope-Importance-Need-Components of environment: Lithosphere, Hydrosphere, Atmosphere and biosphere-need for public awareness-Natural resources: Forest resources. Water resources, Mineral resources, Energy Resources-Land resources-Role of individual in the conservation of natural resources-Equitable use of natural resources for sustainable life styles.

(18 Hours)

Module II: Eco-system- concept-Structure-Producers- Consumers- Decomposers-Energy flow in the eco-system-Bio-Diversity and its conservation: Introduction-Definition of genetic species and eco-system diversity- Value of Bio- diversity-Consumptive use- productive use- social , ethical and aesthetic value- Hot -spot of Bio-diversity- Threats to bio diversity- endangered and endemic species of India-Conservation of bio diversity: In -situ and Ex-situ conservation.

(18 Hours)

Module III: Environmental Degradation-Meaning-Types of pollutions- Causes, effects and control measures of Air pollution, Water pollution, Soil pollution- control of Urban and

Industrial waste-Environmental Ethics-Issues and possible solutions-Climate change- Global warming-acid rain- Ozone layer Depletion- solid waste management

(18 Hours)

Module IV: Environmental Protection -National environment Policy- Environmental legislations-International conventions and agreements -GATT / WTO and environment-Role of central government -Pollution control Board and its role in environment protection- Environmental Impact Assessment (EIA)- Eco-friendly products- Environment Audit- Role of NGO in environment protection.- Environmental movements-Chipko Movement-Apico Movement-Silent Valley-Environmental communication and Public awareness.

(18 Hours)

References

1. Environment Management- G.N.Pandey, Vikas Publishing House
2. Text Book of Environment- K.M.Agrawal, MacMillan
3. Ecology and Economics-Ram Prasad Sengupta- Oxford
4. The Biodiversity of India-BharuchaErach, Mapin Publishing Ltd, Ahmadabad
5. UGC

Marks Including Choice

Module	Marks
I	15
II	15
III	15
IV	15
Total	60

SEMESTER IV

CORE COURSE IX : INDUSTRIAL VISIT AND REPORT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
IV	4B09BBA	NIL	1	-

Every student shall prepare and submit a report based on industrial visit during the IVth semester under the guidance of a faculty member 1 month before the end of the semester. Evaluation shall be done internally. The maximum marks for the course shall be 25.

COURSE OUTCOMES

CO 1: acquire hands on experience of how industry operations are executed

CO2: analyses real life environment of business

CO3: enhance interpersonal skills and communication techniques.

CO4: acquire practical knowledge of industry practices and regulations

Internal Evaluation 25 marks	
Components	Marks
Punctuality	2
Organisation of report	18
Viva voce	5
Total	25

V SEMESTER

CORE COURSE X: BUSINESS RESEARCH METHODS

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5B10BBA	5	4	3

COURSE OUTCOMES

- CO 1. Acquire basic concepts of research and its types
- CO 2. Gain insight and acquire the ability to apply different research designs
- CO 3. Acquire skill of data processing in terms of tabulation and classification.
- CO4. Generate the ability to write research reports based on approved formats.

Module I: Introduction to research- Definition - Features -Scope of Research - Types of Research: Basic, Applied, Exploratory, Descriptive ,Experimental Research , Quantitative and Qualitative-Research Process - Steps in Research (15Hrs)

Module II: Research problem - Sources of research problem- Data collection- Primary and Secondary Data, Tools and techniques for collection of Data: Observational and Survey Methods - Questionnaire - Schedule, Difference between Questionnaire and schedule. (25 Hrs)

Module III: Research design-Meaning, Importance-Sampling Design: Selection of Appropriate Statistical Techniques : Probability: Cluster, Stratified, Systematic, Quota, Non probability: Judgemental, Convenience, snowball -Attitude measurement techniques . (30 Hrs)

Module IV

Report writing- Types of Reports, Contents, stages of Report writing- Footnote-Bibliography

(20Hrs)

References

1. O.R.Krishnaswamy; Research methodology in Social Sciences, HPH, 2008.
2. R. Divivedi: Research Methods in Behavior Science, Macmillan India Ltd., 2001.
3. J.K. Sachdeva: Business Research Methodology HPH
4. S.N: Murthy, V. Bhojanna: Business Research Methods Excel Books
5. Levin &Rubin: Statistics for Management, Prentice Hall of India, 2002
6. Gupta S; Research Methodology and Statistical Techniques, Deep & Deep Publication (P) Ltd., 2002
7. Thakur D: Research Methodology in Social Sciences, Deep & Deep Publications (P) Ltd.,1998.
8. Tripathi P.C:A Textbook of Research Methodology, Sultan Chand & Sons, 2002.
9. Cooper: Business Research Methods 6th edition, MC Graw Hill,
10. C.R. Kothari, Research Methodology, Vikas Publications
11. Usha Devi N, Santhosh Kumar - Business Research Methodology

Marks Including Choice

Unit	Marks
I	15
II	20
III	15
IV	10
Total	60

V SEMESTER

CORE COURSE XI : ACCOUNTING FOR MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5B11BBA	6	4	3

COURSE OUTCOMES

CO 1. Understand the concepts of cost and management accounting

CO 2. Prepare cost sheet and budgets of an organisation

CO 3. Analyse financial statements of corporate organisations using accounting ratios

CO4. Apply the concepts of marginal costing and standard costing in decision making

Module I: Management Accounting -Meaning, Definition, Nature, Scope, Difference between financial accounting, cost accounting and management accounting-Limitations of financial accounting- Recent trends in management reporting

(15 hours)

Module II: Cost Accounting- Concepts, objectives, scope, Uses- Elements of cost- cost classification-cost centre, cost unit- preparation of cost sheet.

(15 hours)

Module III: Analysis and Interpretation of financial statements- Meaning, types, Methods (Brief discussion only)- Ratio Analysis: Meaning and nature, Uses, Limitations- Types of ratios: Liquidity-solvency- Turnover- Profitability-Market test ratios- Judgement of financial stability through ratios (stress should be given to problem solving and interpretation skills) (30 hours)

Module IV: Marginal costing: concept-definition-features- CVP Analysis: Meaning, importance, Limitations, Uses of P/V ratio- Margin of safety—Breakeven chart- Application of CVP analysis(Theory only)

(24 hours)

Module V: Cost control Techniques: Budgetary control: concepts, objectives,- steps in budgetary control- Preparation of Budgets- (Cash budget and flexible budget only)- Standard costing: concept, uses, steps- Difference between budgetary control and standard costing-

Variance analysis: (Material and labour) (24 hours)

References

Management Accounting: Sharma RK and Sasi K guptha

Management Accounting: RSN Pillai and Bagvathi

Cost Accounting : SP Jain and KL Narang

Cost Accounting :Dr D Agarwal

Marks Including Choice

Unit	Marks
I	10
II	10
III	15
IV	15
V	10
Total	60

VI SEMESTER

CORE COURSE XIV: ORGANISATION BEHAVIOUR

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
VI	6B14 BBA	6	4	3

CO1. Understand concepts, theories and techniques in the field of human behavior at individual, group and organization level.

CO 2. Understand personality determinants within personal and organizational context.

CO3. Understand concepts of learning and motivation and its context in organizational setting.

CO4. Identify the role and relevance of group dynamics in organizational management.

Module I: Organisational Behaviour - Definition, meaning and nature, scope and application in management, Contribution of other disciplines to OB, Emerging issues in OB - Attitude, Meaning, Characteristics, and Components of Attitude, Attitude formation, change in attitude and barriers to attitude.,- Leadership, leadership styles. (18 hours)

Module II: Personality- Determinants of personality, Factors- Personality theories- Trait theories, Type theories, psycho analytic theories and humanistic theories. (25 hours)

Module III: Perception- factors affecting perception,- Learning, theories of learning- classical, operant, and social theories- Motivation, role and importance, Theories of motivation- Herzberg, McGregor, Maslow, Bandura (25 hours)

Module IV : Group behavior- Group dynamics, features and types of group, stages of group development, group norms, group cohesion- Group conflict, types of conflict, conflict resolution (20 hours)

Module V : Organisational change and development- Nature of work change, Types of change, Factors influencing change, overcoming resistance to change - Organisational development- meaning, benefits and steps in OD (20 hours)

References:

1. K. Aswathappa, Organizational Behaviour, HPH.
2. Appanniah&, Management and Behavioural Process, HPH.
3. Rekha&Vibha - Organizational Behavioural, VBH. 20
4. Robbins, Organizational Behaviour, International Book House.
5. John W. Newstrom&Kieth Davis, Organizational Behaviour, McGraw Hill.
6. P.G. Aquinas Organizational Behavior, Excel Books.
7. Fred Luthans, Organizational Behaviour. McGraw Hill.
8. M. Gangadhar. V.S.P.Rao and P.S.Narayan, Organizational Behaviour
9. M.N.Mishra: OrganisationalBehaviour and Corporate Development, HPH.
10. Karamapl : Business Management & Organizational Behavioral I.K. International
11. N.S. Gupta, Organizational Behaviour, HPH.
12. Jit. S. Chandan, OrganisationalBehaviour, Vikas Publishing House.
13. Sharma R.K & Gupta S.K, Management and Behaviour Process, Kalyani Publishers.
14. K. Venkataramana, OrganisationalBehaviour, SHBP.

Marks Including Choice

Unit	Marks
I	10
II	10
III	15
IV	15
V	10
Total	60

VI SEMESTER

CORE COURSE XV: BANKING THEORY AND PRACTICE

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
VI	6B15 BBA	5	4	3

COURSE OUTCOMES

- CO1. Acquire knowledge about basics of banking
- CO2. Understands the law and practices of banking
- CO3. Understands the various banking terminologies
- CO4. Acquire knowledge of modern banking practices

Module I: Introduction to banking: origin and development of banking- structure of banking in India- Commercial banks- Functions-central bank-RBI: functions, fiscal and monetary policy- Banking Regulation Act 1949, Loans and advances: fixed advance, cash credit, overdraft, letter of credit, bill discounted- principles of sound lending.

(20 Hours)

Module II: Banker and customer relationship: Banker and customer-meaning- General and special relationship- Types of customers and account holders- minors, joint account holders, partnership firms, joint stock company with limited liability, executors, trustees, clubs and associations, joint hindu family- Procedure for opening and closing of accounts.

(25 Hours)

Module III: Negotiable instruments: Introduction-meaning and definition, features, kinds of negotiable instruments(meaning only)- cheques: meaning, definition, features- parties - crossing of cheques- types of crossing- Endorsement: meaning, essentials, kinds of endorsement, Dishonour of cheque, reason for dishonour.

(25 Hours)

Module IV: Technology in banking : need and importance- virtual banking- ATM- credit card- Debit card- Telebanking,m-banking, internet banking- RTGS(Real time Gross settlement), NEFT, Electronic Fund Transfer(EFT), SWIFT (society for worldwide interbank financial telecommunication)- concept of core banking- Universal banking and Green banking(concept only)

(20 Hours)

Skill Development Activities

- collect and fill account opening form of SB and current A/c
- collect and fill pay-in-slip of SB and current A/c
- Draw different types of endorsement of cheques
- List customer services offered by at least two banks of your choice

References

1. Banking Theory law and practice: Gorden and Natarajan, Himalaya Pub.
2. Banking law and practice : Maheswari.S.N., Kalyanipublishers
3. Banking Theory law and practice: Shekhar.K.C, Vikas publishing House
4. Modern banking: K.P.M. Sundharam and E.N.Sundharam, Sulthanchandans sons

Marks Including Choice

Unit	Marks
I	15
II	15
III	15
IV	15
Total	60

VI SEMESTER

CORE COURSE XVI : 6B16BBA : HOSPITAL ORIENTATIONAL TRAINING

Semester	Course code	Hours per week	Credit	Exam hours
6	6B16BBA	2	2	-

Hospital Orientational Training (Along With Project Work) (Certificate of Hospital Training Should Be Enclosed With The Training Report Of Minimum 50 Pages)

PART B

DISCIPLINE SPECIFIC

ELECTIVE COURSE I

HOSPITAL

ADMINISTRATION

CORE COURSE XII (DSEC):- 5B12BBA: HEALTHCARE ENVIRONMENT AND MANAGEMENT

Semester	Course code	Hours per week	Credit	Exam hours
5	5B12BBA	5	4	3

Objectives:

- >> To familiarise with the healthcare environment
- > To understand the concepts of management with relevance to hospitals

Module I

Introduction - Theoretical frame work - Environment - Internal and External — Environmental Scanning -Economic Environment — Competitive Environment — Natural Environment — Politico Legal Environment - Socio Cultural Environment - International and Technological Environment.

18 Hours

Module II

A Conceptual Approach to Understanding the Health Care Systems — Evolution — Institutional Setting - Out Patient services - Medical Services — Surgical Services - Operating department - Pediatric services — Dental services — Psychiatric services — Casualty & Emergency services — Hospital Laboratory services - Anesthesia services — Obstetrics and Gynecology services - Neuro — Surgery service — Neurology services.

20 Hours

Module III

Overview of Health Care Sector in India — Primary care —Secondary care — Tertiary care — Rural Medical care -urban medical care - curative care - Preventive care — General & special Hospitals- Understanding the Hospital Management -Role of Medical, Nursing Staff, Paramedical and Supporting Staff - Health Policy - Population Policy - Drug Policy — Medical Education Policy

20 Hours

Module IV

Health Care Regulation — WHO, International Health regulations, IMA, MCI, State Medical Council Bodies, Health universities and Teaching Hospitals and other Health care Delivery Systems

20 Hours

Module V Epidemiology — Aims — Principles - Descriptive, Analytical and Experimental Epidemiology - Methods - Uses

12 Hours

REFERENCES

Seth, M.L. Macroeconomics, Lakshminarayana Agrawal, Edu, Pubagra. 1996

Peter, Z & Fredrick, B. Health Economics, Oxford Pub., New York, 1997

Shanmugasundaram, Y., Health Economics, Oxford Pub. New York, 1997

Marks including choice:

Module	Marks
I	15
II	15
III	10
IV	10
V	10
Total	60

CORE COURSE XIII (DSEC): 5B13BBA : HOSPITAL FACILITIES MANAGEMENT

Semester	Course Code	Hours per week	Credit	Exam hours
5	5B13BBA	5	4	3

Objectives:

- >> To get familiarised with support service systems
- > To get acquainted with hazards and its management in hospital environment

Module I

Nutrition and Dietary services — Pharmacy services — Medical Records services. **12 Hours**

Module II

Facilities Engineering — Maintenance of Civil Assets — Electrical supply and Water supply — Medical gas pipeline — Plumbing and Sanitation — Air conditioning system — Hot water and Steam supply - Communication Systems — Biomedical engineering departments in modern hospitals. **30 Hours**

Module III

Laundry services — House keeping services - CSSD-Energy conservation methods - AMC. **13 Hours**

Module IV

Ambulance services - Mortuary services — Hospital security services. **10 Hours**

Module V

Disaster management ~ Fire hazards — Engineering Hazards — Radiological hazards.- Outsourcing of Support services — Waste disposal and management - few case studies. **25 Hours**

REFERENCES:

- G.D.Kunders, Hospital And Facilities Planning And Design
- Jacob Kline, Hand Book Of Bio-Medical Engineering
- Webster J.G And Albert M. Coe, Clinical Engineering Principles And Practices
- Antony Kelly, Maintenance Planning And Control

Marks including choice:

Module	Marks
I	10
II	15
III	10
IV	15
V	15
Total	60

CORE COURSE XVII (DSEC): 6B17BBA: PATIENT CARE MANAGEMENT

Semester	Course code	Hours per week	Credit	Exam hours
6	6B17BBA	6	4	3

Objectives:

- > To understand the importance of patient care management
- > To be acquainted with the disaster and safety & Security Management in Hospitals

Module I

Patient centric management-Concept of patient care, Patient-centric management, Organization of hospital departments, Roles of departments/managers in enhancing care, Patient counseling & Practical examples of patient centric management in hospitals-Patient safety and patient risk management. **20 Hours**

Module II

Quality in patient care management-Defining quality, Systems approach towards quality. Towards a quality framework, Key theories and concepts, Models for quality improvement & Variations in practice **18 Hours**

Module III

Patient classification systems and the role of casemix-Why do we need to classify patients, Types of patient classification systems, ICD 9 (CM, PM). Casemix classification systems, DRG, HBG, ARDRG., Casemix innovations and Patient empowering classification systems. **20 Hours**

Module IV

Medical ethics & auditory procedures-Ethical principles, Civic rights, Consumer Protection Act, Patient complaints powers & procedures of the district forum. State and National commission, Patient appeals, Autopsy. Tort liability, Vicarious liability. Medical negligence. Central & state laws, Use of investigational drugs, Introduction/need & procedures for medical audit, Audit administration & Regulating committees-Confidentiality and professional secrecy. ethics of trust and ethics of rights - autonomy and informed consent, under trading of patient rights — universal accessibility — equity and social justice, human dignity **30 Hours**

Module V

Disaster preparedness-Policies & procedures for general safety. fire safety procedure for evacuation, disaster plan and crisis management . Policies & procedures for maintaining medical records, e-records, legal aspects of medical records, its safety, preservation and storage.

20 Hours

REFERENCES:

Goel S L & Kumar R. Hospital Core Services: Hospital Administration Of The 21st Century 2004 Ed., Deep Deep Publications Pvt Lid: New Delhi

Gupta S & Kant S. Hospital & Health Care Administration: Appraisal And Referral Treatise 1998 Ed., Jaypee, New Delhi

Marks including choice:

Module	Marks
I	12
II	12
III	12
IV	12
V	12
Total	60

COURSE XVIII (DSEC): 6B18BBA: HEALTH INSURANCE AND MEDICAL TOURISM

Semester	Course code	Hours per week	Credit	Exam hours
6	6B18BBA	5	4	3

Objective:

The primary aim of this subject is to acquaint students to the concept of health insurance, product development, and various health insurance products both at individual and group level, the economic services of health insurance, underwriting of health insurance policies, marketing of insurance policies, aims management, the party administration etc., so that the students are ready for the challenges of the healthcare insurance which is emerging as a sector holding great promise.

Module I

Introduction, History of Health Insurance, Principles of Health Insurance, Health insurance Products, Group Insurance Products, Concepts of insurance, life and nonlife **20 Hours**

Module II

Introduction to Claims management . Cashless & Reimbursement claim, Significance of claims settlement. Third Party Administrator(TPA) **20 Hours**

Module III

Economic and financial management of Health Insurance, Marketing and servicing of Health insurance. IT Applications and Legal framework in Health Insurance, . Ethical issues in insurance **25 Hours**

Module IV

introduction to Medical tourism Concept, Advantage & Disadvantage, Benefits of Medicattourism, Medical Tourism Organizations, Trends in Demand for Medical Tourism Medical Tourism Potentials of india **25 Hours**

REFERENCES

- 1, Mediclaim& Health Insurance By Prof Kshiti] Patukale
2. Do We Care: India's Health System By K. Sujatharao
3. Principles Of HOSPITAL Administration And Planning By 8 M Sakharkar
- 4, Kenneth Black, Jr. Harold D. Skipper, Jr, Ire And Health Insurance, Thirteenth Edition, Pearson Education Pvt. Ltd., Delhi, 2003.

Module	Marks
I	15
II	15
III	15
IV	15
Total	60

DISCIPLINE SPECIFIC ELECTIVE COURSE II

HUMAN RESOURCE MANAGEMENT

CORE COURSE XII (DSEC): HUMAN RESOURCE DEVELOPMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDITS	EXAM HOURS
V	5B12BBA	6	4	3

COURSE OUTCOMES:

CO1: Understand the HRD Practices in corporates

CO2: Contribute to the development and improvement of Organisation's systems and strategies leading to an optimal HRD Climate.

CO3: evaluates the performance management Programme

CO4: contribute to the development, implementation and evaluation of employee recruitment, selection and retention plans

Module - I: Human Resource Development (HRD): Concept, Origin and Need, Relationship between human resource management and human resource development; HRD as a Total System; Activity Areas of HRD: Training, Education and Development; Roles and competencies of HRD professionals. (25 Hours)

Module - II: HRD Process: Assessing need for HRD; Designing and developing effective HRD programs; Implementing HRD programs; Evaluating HRD programs. HRD Interventions: Integrated Human Resource Development Systems, Staffing for HRD; Physical and Financial Resources for HRD. HRD and diversity management; HRD Climate; HRD Audit. (35 Hours)

Module - III: HRD Applications: Coaching and mentoring, Career management and development; Employee counselling; Competency mapping, High Performance Work Systems, Balanced Score Card, Appreciative inquiry. Integrating HRD with technology. (25 Hours)

Module - IV: Evaluating the HRD Effort; Data Gathering; Analysis and Feedback; Industrial relations and HRD. HRD Experience in Indian Organizations, International HRD experience, Future of HRD. (23 Hours)

References:

1. Nadler, Leonard: Corporate human Resource Development, Van Nostrand Reinhold / ASTD, New York.
2. Rao T.V. and Pareek, Udai: Designing and Managing Human Resource Systems, Oxford and IBH Publication Ltd.
3. Rao T.V.: Reading in human Resource Development, Oxford IBH Publication .Ltd.
4. Viramani B.R. and Seth, Pramila: Evaluating Management Training and Development, Vision Books.
5. Rao T.V.: Human Resource Development, Sage publication.

Marks including choice:

Module	Marks
I	14
II	19
III	14
IV	13
Total	60

**CORE COURSE XIII (DSEC) : PERFORMANCE AND COMPENSATION
MANAGEMENT**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5B13BBA	6	4	3

COURSE OUTCOMES:

CO1: Understand concepts of performance and compensation management and how to use them to face the challenges of attracting, retaining and motivating employees to high performance.

CO2. Describe the process and evaluate the implications of job evaluation

CO3. Illustrate different ways to strengthen the pay for performance link

CO4. Understand the legally required employee benefits

Module I Introduction: Concept, Philosophy, History from performance appraisal to performance development. Objectives of performance management system; Performance management and performance appraisal; Performance Management process: Performance planning, Process and Documentation of Performance appraisal, Appraisal Interview, Performance Feedback and Counselling. (25 Hours)

Module II Performance management and reward systems: Performance Coaching, Mentoring and Counselling, Competency development, Use of technology and e-PMS, International Aspects of PMS. Performance systems trends, Ethical Perspectives in performance appraisal. (20 Hours)

Module III: Job Evaluation: Introduction- Methods of Job Evaluation- Company Wage Policy: Wage Determination, Pay Grades, Wage Surveys, Wage Components. Modern trends in compensation - from wage and salary to cost to company concept, Comparable worth, broad-banding, competency based pay. (20 Hours)

Module IV: Incentives plans for production employees and for other professionals:

Developing effective incentive plans, pay for performance, Supplementary pay benefits, insurance benefits, retirement benefits, employee services benefits. Benefits & Incentive practices in Indian industry. (20 Hours)

Module V: Wages in India: Minimum wage, fair wage and living wage.- Methods of state regulation of wages. Wage differentials & national wage policy Regulating payment of wages, wage boards, Pay commissions, dearness allowances, linking wages with productivity,. Special

compensation situations: International compensation-managing variations. Expatriate Pay.
(23 Hours)

References:

1. Milkovich & Newman , Compensation, McGraw Hill.
2. T.J. Bergman , Compensation Decision Making, Harcourt, Fort Worth, TX
3. Richard Henderson: Compensation management in a knowledge based world, Prentice Hall.
4. T.N.Chhabra & Savitha Rastogi Compensation management, Sun India Publications.
5. Gary Dessler , Human Resource Management, Prentice Hall.
6. Armstrong's Handbook of Performance Management: An Evidence-Based Guide to Delivering High Performance :Book by Michael Armstrong.
7. Bhattacharyya, D.K.: Performance management systems and strategies, Pearson Education.

Marks including choice:

Module	Marks
I	14
II	11
III	11
IV	11
V	13
Total	60

CORE COURSE XVII (DSEC): COUNSELLING AND NEGOTIATION SKILLS FOR MANAGERS

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDITS	EXAM HOURS
VI	6B17BBA	6	4	3

COURSE OUTCOMES:

CO1: -Understand the behavioural issues at work place

CO2: Understand basic concepts of counseling and negotiations.

CO3. Understand the role of negotiations in organisations

CO4: Acquire negotiation skill to deal organizational issues

Module I Counselling: Introduction, Approaches to Counselling, Goals and Process of Counselling; Counselling Procedures and Skills, Organizational Application of Counselling Skills. (25 Hours)

Module II Changing Behaviours through Counselling: Specific Techniques of Counselling; Role conflicts of Managers and Counselling-Application of Counselling in Specific Organizational Situations: Dealing with problem Subordinates; Performance Management; Alcoholism and Other Substance Abuse- Ethics in Counselling. (35 Hours.)

Module III Negotiation: Introduction, Nature and need for negotiation, negotiation process, Types and styles of negotiation; strategies and tactics; barriers in effective negotiation, Communication Style, Breaking Deadlocks. (25 Hours.)

Module IV Role of trust in negotiations: Negotiation and IT; ethics in negotiation; cultural differences in negotiation styles; gender in negotiations; context of mediation; negotiation as persuasion. (23 Hours.)

References:

1. Singh Kavita - Counselling Skills for Managers (PHI)
2. Carroll, M.: Workplace counseling, Sage Publication.
3. Kottler, J. A., & Shepard, D. S.: Introduction to counselling: voices from the field, USA: Cengage Learning.
4. Moursund, J.: The Process of counselling and therapy, New Jersey: Prentice Hall.
5. Patterson, L. E., & Welfel, E. R.: The counselling process: A multitheoretical integrative approach, New York: Brooks Cole.
6. Kolb, D., & Williams, J.: The Shadow Negotiation. UK: Simon & Schuster.
7. Korobkin, R.: Negotiation theory and strategy, Aspen Publisher. 8. Lewicki, R.: Essentials of negotiation. Alexandria V. A.: Society of HRM.

Marks including choice:

Module	Marks
I	14
II	19
III	14
IV	13
Total	60

CORE COURSE XVIII (DSEC): ORGANISATIONAL CHANGE AND DEVELOPMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
VI	6B18BBA	6	4	3

COURSE OUTCOMES:

CO1: Understand the significance of innovation and creativity in business

CO2: Understand the need for Organisational change and development in the modern Organisations.

CO3: Adapt to changing corporate circumstances and become efficient managers in the modern era.

CO4: Scale up their path towards career development by means of developing their individual potentialities.

Module I: CHANGE MANAGEMENT: The importance and nature of change. Change and human response. Introducing change effectively: Basic steps, factors influencing change-resistance to change, overcoming resistance to change. (25 Hours)

Module II: ORGANIZATION EFFECTIVENESS: Organization effectiveness: Concept, problems in measurement of effectiveness. System - level criteria of judging effectiveness. (23 Hours)

Module III: ORGANIZATIONAL DEVELOPMENT: The nature of Organizational Development (OD): Assumptions and values. Relevant systems concepts. Action research, OD Interventions: Team interventions, Inter-group interventions, personal, interpersonal and group processes interventions: A descriptive inventory of OD interventions. (35 Hours.)

Module IV: CREATIVITY & INNOVATION: Creativity & Innovation: Meaning, Need, Components of Creativity & Innovation, Organizational Constraints, Organizational environment for Creativity & Innovation. (25 Hours.)

References:

1. Dunnette, M.D. (Ed.) (1976). Handbook of Industrial and Organizational Psychology. Chicago: Rand McNally.
2. French, W.L.; & Bell, C.H. Jr. (1980). Organizational Development. London, Prentice Hall. 3. Herbert, T.T. (1981). Dimensions of Organizational Behavior. London: MacMillan.
4. Schemerhorn, Osborn and Hunt (2012). Organisational Behaviour. Wiley Publications.
5. Khandwalla, P.N. (1988). Organizational effectiveness. In J. Pandey (Ed.) Psychology in India: The State-of-the Art (Vol.3, pp. 97-215). New Delhi: Sage.
6. Luthans, F. (1989). Organizational Behaviour. London: McGraw Hill.
7. Margulies, N.; & Raia, A.P. (1975). Organizational Development: Values, process and technology. New Delhi: Tata McGraw Hill.
8. McGill, M.E. (1977). Organizational Development for Operating Managers. AMACO (a division of American Management Association).

Marks including choice:

Module	Marks
I	14
II	13
III	19
IV	14
Total	60

CORE COURSE XVII (DSEC) : LOGISTICS MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
VI	6B17BBA	6	4	3

COURSE OUTCOMES:

CO1: Understand the structure of supply chains and the different ways through which supply chains can become competitive in the market .

CO2: Explain how to use the levers of the logistics strategy to redefine the points necessary to make this harmonization.

CO3: Analyse the importance of the term “value creation” and to propose actions in the field of management of logistics costs towards the creation of value.

CO4: Distinguish the forces shaping international logistics in a global market.

CO5: Assess accurately the risks occurred due to loss of focus on the satisfaction of end customer demand

Module I: Introduction to logistics: Fundamentals of Logistics - Definition and Activities - Aims and Importance - Progress In Logistics and Current Trends- Organisation and Achieving Integration- elements and objectives of logistics management - logistics management v/s supply chain management - integrated logistics: objectives.

(35hrs)

Module II: Supply Chain Management: Meaning and definition- components/ participants of SC- concept of SCM- Objectives of SCM- SCM process - Factors driving the evolution of SCM - objectives of SCM - Bull-whip effect - supply chain planning.

(30hrs)

Module III: Customer Service: Customer relationship management, Customer service management, Demand management, Customer order fulfillment, Manufacturing flow management, Procurement management/Supplier relationship management, Returns management

(30 hrs)

Module IV: Warehouse Management: Introduction; Definitions ; Evolution of Concept of Warehousing; Importance - Benefits of Warehousing; Warehouse Operating Principles; Developing the Warehouse Resource.

(13 hrs)

Books for References:

1. Agrawal D. K., Logistics and Supply Chain Management, Macmillan, 2009
2. Raghuram G, and Rangaraj N, Logistics and Supply Chain Management, Macmillan Publication., 2000.
3. Alan Harisson & Remko van Hoek, "Logistics Management and Strategy: Competing Through the Supply Chain", FT Press, 2011
4. Martin Christofer. "Logistics & Supply Chain management" , Pearson Education Limited, 2005

Marks including choice:

Module	Marks
I	19
II	17
III	17
IV	7
Total	60

CORE COURSE XVIII (DSEC) : RETAIL MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
VI	6B18BBA	6	4	3

COURSE OUTCOMES

CO 1: Understand basic marketing theories, principles, practices and terminology related to each functional area of business.

CO2: Identify the ways that retailers use marketing tools and techniques to interact with their customers and perform basic functions appropriate to each functional area of business.

CO3: Analyse the contribution of retailers to the product value chain; consumer motivations, shopping behaviours, and decision processes for evaluating retail Offering and purchasing merchandise and services; corporate objectives, competitor analysis, and competitive strategy.

CO4: Understand how retailers differentiate their offering as an element in their corporate strategy and factors affecting strategic decisions involving investments in locations, supply chain and Information systems, and customer retention program.

Module I : Introduction to Retailing-Introduction to Retailing, Definition, Characteristics, Evolution of Retailing in India, Retailing in India, Emerging Trends in Retailing, Factors Behind the change of Indian Retail Industry.

(22Hours)

Module II: Retail Formats and operations-Retail Sales by ownership, On the basis of Merchandise offered, non - store Based retail mix & Non- traditional selling. Retail Operation: Elements/Components of Retail Store Operation, Store Administration, Store Manager - Responsibilities, Inventory Management, Management of Receipts, Customer Service, Management of Retail Outlet/Store, Store Maintenance, Store Security.

(35Hours)

Module III: Store Planning-Design & Layout, Location Planning and its importance, retailing image mix, Effective Retail Space Management, Floor Space Management. (12Hours)

Module IV: Retail Marketing-Advertising & Sales Promotion, Store Positioning, Retail Marketing-Mix, CRM, Advertising in Retailing.

(14Hours)

Module V: Retail Merchandising and Merchandise Pricing- Buying function, Mark-ups & Mark-down in merchandise management, shrinkage in Retail merchandise management. Concept of Merchandise Pricing, Pricing Options, Pricing Strategies, Pricing Objectives, Types of Pricing. (25 Hours)

Books for References:

1. Cullen & Newman: Retailing - Environment & Operations, Cengage Learning EMEA,2013
2. Berman & Evarv: Retail Management, Perntice Hall.,2017
3. Bajaj, Tuli&Srivastava: Retail Management- Oxford University Publications,2016
4. Gibson G Vedamani: Retail Management: Functional principles & practices, Jaico Publishing House.2014
5. Harjit Singh: Retail Management, S. Chand Publication,2011
6. Newman A.J. and Cullen P - Retailing : Environment and Operations (Vikas, 1st Ed.),2012
7. Berman B and Evans J.R - Retail Management (Pearson Education, 9th Ed.),2011
8. Michael Levi M and Weitz BW - Retailing Management (Tata McGraw Hill, 5th Ed.),2013
9. Dunne Patrick M., Lusch Robert F. and Griffith David A - Retailing (Cengage Learning, 4th Ed.), 2013.

Marks including choice:

Module	Marks
I	12
II	19
III	7
IV	8
V	14

PART - C

GENERIC ELECTIVE COURSES

GENERIC ELECTIVE COURSE I: CUSTOMER RELATIONSHIP MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5DO1BBA	2	2	2

Course Outcomes:

Co1: Understand the concept of CRM in digital era with modern changes in the recent world.

Co2: Identify the dimensions to evaluate customers' satisfaction .

Co3: Apply various strategies to improve the customer loyalty and maintaining the long-term-customer relationships.

Co4: Analyse the recent initiatives taken by MNCs to improve customers' satisfaction coping-upto their expectations.

Module I: Introduction to CRM- CRM Definitions, Emergence of CRM practice, CRM cycle, Stakeholders in CRM, Significance of CRM, Types of CRM, Success Factors in CRM, CRM Comprehension, CRM Implementation. (12 Hrs)

Module II: Customer Satisfaction-Meaning, Definition, Significance of Customer Satisfaction, Components of Customer Satisfaction, Customer Satisfaction Models, Rationale of Customer Satisfaction, Measuring Customer Satisfaction, Customer satisfaction and marketing program evaluation, Customer Satisfaction Practices.

(14 Hrs)

Module III: Emerging Perspectives: Rural CRM, customer relationship management practices in retail industry, hospitality industry, banking industry, telecom industry, aviation industry.

(10Hrs)

References

1. Alok Kumar Rai, "Customer Relationship Management-Concepts and Cases", PHI Learning Pvt. Ltd, 2012.
2. Bhasin, "Customer Relationship Management", Wiley Dream tech publishers, 2012
Alok Kumar Rai, "Customer Relationship Management-Concepts and Cases", PHI Learning Pvt. Ltd, 2012.
3. Chaturvedi, "Customer Relationship Management", Excel Books, 2009.
4. Sheth J N, Parvatiyar A. and Shainesh G,"Customer relationship management-
5. Emerging Concepts, Tools, & Applications", Tata McGraw-Hill Education , 2009.

Marks including choice:

Module	Marks
I	10
II	12
III	8
Total	30

GENERIC ELECTIVE COURSE II: SERVICE MARKETING

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5D02BBA	2	2	2

Course Outcomes:

CO1: Appreciate the challenges facing the services marketing in traditional commercial marketing, e-marketing and non - commercial environments.

CO2: Identify the differences between marketing physical products and intangible services, including dealing with the extended services marketing mix, and the four unique traits of services marketing.

CO3: Recognise the challenges faced in services delivery as outlined in the services gap model.

CO4: Forecast the new innovations in the services industry and become the recipients of better services quality ensured by best corporates.

Module I: Introduction- Growth of service sector - Definition, features and types of services - designing of service - Service Marketing versus Goods Marketing- 7 P's Services Marketing Mix-- Service marketing triangle- Service mapping . (10Hrs)

Module II: Consumer Behaviour in Services Marketing-Customer expectation of services - Factors influencing customer expectation of services - Customer perception of services - Customer satisfaction . (6Hrs)

Module III : Management of Services Marketing- Service strategy for an effective demand - Service strategy for supply - market segmentation, Targeting and Positioning. (8 Hrs)

Module IV: Delivering Quality Services-Quality gap - the customer expectation vs. actual services - Technique to augment the gap - Performance gap - Promise vs. Delivery - Strategy for augmenting the gap - Communication gap—Measuring Service Quality: SERVQUAL Scale.

(12Hrs)

Reference Books

1. S.M. Jha, "Services Marketing" Himalaya Publishing House. 2017
2. Christopher Lovelock "Services Marketing" Pearson Education, 11th edition 2017
3. Adrian Payne, "The Essence Of Services Marketing" Prentice Hall of India Pvt Ltd., 2014.
4. B Santhanam, "Services Marketing" Margham Publications, 2014
5. K. Douglas, Hoffman, John E.G. Bate Son "Essentials of Service Marketing" Dryden Press Series, 2013.
6. Helen Woodroffe - "Services Marketing" Macmillan publications, 2012.

Marks including choice:

Module	Marks
I	8
II	5
III	7
IV	10
Total	30

GENERIC ELECTIVE COURSE III: E-COMMERCE

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5D03BBA	2	2	2

Course Outcomes:

CO1: Familiarize the basic concepts and methods of e-commerce

CO2 :Understand how e-commerce affect today's business world

CO3:Identify the precautionary measures to be followed while entering in online transactions.

CO4: Analyze factors influencing the success of e-commerce.

Module I; Introduction to e-commerce:- Meaning, Concept, Origin. Importance, features, benefits of e-commerce. Challenges and limitations of e-commerce. (10Hrs)

Module II: Business models of e-commerce:- B2B, B2C, C2C. Factors influencing the success of e-commerce. (6 Hrs)

Module III: Electronic payment systems:- Introduction, Online payment methods, Debit card, credit card, e-cash, e-smart card, e-cheque, e-wallet, stored value card (gift card), Electronic fund transfer(EFT), Digital currency, M-commerce. (12Hrs)

Module IV: Recent trends in e-commerce:- Digital signature, digital certificate, Biometrics Information & Technology Act 2000, Security issues in e-commerce.

(8Hrs)

References

1. Ashoke Ghose, Basics of E-commerce. Legal & Security Issues: NIIT Publisher
2. Bejajnath E-commerce, The cutting Edge of Business
3. R Kalakota E-commerce
4. Douglas, The internet book
5. Alcon, Internet in a nutshell
6. Internet and web design. R&D Wing, Mac Million
7. Rayport, Jeffrey F and Jaworksi, Bernard J, Introduction to E-Commerce, Tata Mc Graw Hill, New Delhi

Marks including choice:

Module	Marks
I	8
II	5
III	10
IV	7
Total	30

GENERIC ELECTIVE COURSE IV: EVENT MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5D04BBA	2	2	2

Course Outcomes:

CO1: Understand the concept and significance of event management.

CO2: Familiarize the techniques to improve event finance, sponsorship and cost control.

CO3 : Practice preparing time limits for event.

CO4: Develops skill for conducting an event

Module I: Introduction to Event Management: concepts - nature - scope - Evolution of professional event management- significance and components of events - event co ordination.
(8Hrs)

Module. II: Conceptualizing and designing Event: key elements of events - activities in event management - planning - organizing - staffing - leading - co ordination - controlling - event management information system.
(10Hrs)

Module. III

Event Production - Staging an event - choosing the event site - developing the theme - conducting rehearsals - providing services - arranging catering - inter personal skills. Event Marketing, Finance Management in events, Safety and security in event.
(10Hrs)

Module IV: Evaluation of Event Performance: basic evaluation process - measuring performance - formative evaluation - objective evaluation - summative evaluation - correcting deviations.
(8Hrs)

References

1. Event Marketing and Management :Sanjaya Singh Gaur &Sanjay.V.Saggere
2. Successful event management : Anton Shorie, Bryn Parry
3. Event Management : A.K.Bhatia
4. Best Practices in Modern event Management : Gold Blatt
5. Professional Event co ordination : Julia Rutherford Silvers
6. Event Planning : Judy Allen
7. Hand book of conferences and meetings b y David seekin

Marks including choice:

Module	Marks
I	7
II	8
III	8
IV	7
Total	30

GENERIC ELECTIVE COURSE V: DISASTER MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5D05BBA	2	2	2

Course Outcomes:

CO1: Understand the factors contributing to disaster

CO2: Acquire knowledge about the various precautionary measures to reduce the disasters

CO3: Understand the IT techniques in disaster management

CO4 : Identify the role of NGO and Govt. in disaster management

Module I: Disaster:- Meaning, Definition, Phases of disaster. Classification of disaster:-
Natural- Flood, Cyclone, Earthquake, Landslide; Man-made- Fire, Pollution, Nuclear disaster,
Biological disaster (Causes & effects) (12 Hrs)

Module II: Vulnerability Analysis:- Vulnerability:- meaning, concept. Strategic development
for vulnerability analysis. Disaster Risk Reduction (DRR) (6Hrs)

Module III: Disaster Management: Pre disaster prevention, Prediction. Disaster preparedness-
disaster preparedness plan; long term and short term.Warnings, safety measures. Post disaster
management:- Damage assessment, remedial measures, rehabilitation. (12Hrs)

Module IV: Role of IT in disaster management: Role of Govt. NGO, Volunteers and social
workers in disaster management. (6Hrs)

References

1. R.B Singh(Ed) :Disaster Management, Rawat Publications, New Delhi
2. H.K Gupta(Ed) :Disaster Management, Universiters Press, India:

3. R.B Singh : Space Technology for Disaster Mitigation in India (INCED), University of Tokyo
4. Dr. Satender : Disaster Management in Hills, Concept Publishing Co., New Delhi
5. M.C Gupta : Manuals on Natural Disaster Management in India, National Centre for Disaster Management, IIPA, New Delhi.
6. R.K Bhandani : An Overview on Natural and Manmade Disaster & their 44 Reduction, CSIR, New Delhi.
7. R.B Singh(Ed) : Environmental Geography, Heritage Publishers, New Delhi.

Marks including choice:

Module	Marks
I	10
II	5
III	10
IV	5
Total	30