

BBA & BBA IBM

IIIRD SEMESTER SYLLABUS

S. No	Course Code	Course Title	Lectures (L) Hours/Week	Tutorial (T) Hours/Week	Practical (P) Hours/Week	Credits
Core Courses						
1	CMUCBB301T	Production and Operation Management	4			4
2	CMUCBB302T	Operation Research	4			4
3	CMUCBB303T	Business Ethics & Corporate Governance	4			4
Discipline Specific Courses (DSE)						
4	CMUCBB304T	Macro Economics	4			4
Generic Electives (GE)						
5		I.T. Tools in Business	2			2
Ability Enhancement Compulsory courses (AECC)						
6	PTSPBB30T	Professional Proficiency – III	2			2
Skill Enhancement courses (SEC)						
7	CMUCBB306P	Accounting with Tally			2	2
Total Credits						22

S. No	Course Code	Course Title	Lectures (L) Hours/Week	Tutorial (T) Hours/Week	Practical (P) Hours/Week	Credits
Core Courses						
1	CMUCBB301T	Production and Operation Management	4			4
2	CMUCBB302T	Operation Research	4			4
3	CMUCBB303T	Business Ethics & Corporate Governance	4			4
Discipline Specific Courses (DSE)						
4	CMUCBB304T	Macro Economics	4			4
Generic Electives (GE)						
5		I.T. Tools in Business	2			2
Ability Enhancement Compulsory courses (AECC)						
6	PTSPBB30T	Professional Proficiency – III	2			2
Skill Enhancement courses (SEC)						
7	CMUCBB306P	Accounting with Tally			2	2
IBM Paper						
8	CMUIBB307T	Design Thinking	1		2	3
Total Credits						25

Course Title: PRODUCTION AND OPERATIONS MANAGEMENT

Course: BBA

Semester: III

Code: CMUCBB301T

L	T	P	C
4	0	0	4

Course Objectives:

- CO1: To examine the fundamentals of production management and the factors that influences them.
- CO2: To apply various manufacturing processes, as well as the fundamentals of a product.
- CO3: To simplify processes linked to production scheduling and quality control can be acquired.
- CO4: To provide a variety of models for inventory, control, safety, and security in the manufacturing process.
- CO5: To establish supply and logistics, as well as distribution networks and administration.

Course learning Outcome:

On completion of the course students will be able to:

- CLO1: comprehend the principles of production management and how they are influenced by various factors.
- CLO2: To employ a variety of manufacturing methods as well as product fundamentals.
- CLO3: To streamline the multiple operations associated with production
- CLO4: To use a range of inventory, control, safety, and security management models .
- CLO5: Develop supply and logistics, as well as distribution and administration networks.

Credit: 4

Total hours: 50

Unit	Content	Hours
1	Introduction Meaning, Nature and Scope of Production Management; Plant Location : Importance and Factors responsible for Plant Location Decision; Classification or Types of Production System : Job Shop Production, Batch Intermittent Production, Continuous Production and Cellular Production; Plant Layout : Definition, Objectives and Types, Factors influencing Plant Layout	10
2	Product Design and Product Development Definition of Product Design, Factors affecting Product Design, Product Policy of an Organisation; Product Development : Meaning of Product Development, Relationship between research, development and design, Stages of Product Development, Techniques or Tools of Product Development, Factors responsible for Product Development	10
3	Production Planning and Control Meaning, Nature, Objectives, Functions, Importance and Problems of Production Planning and Control, Production Procedure, Factors determining Production Planning and Control, Techniques or Tools of Production Planning and Control.	10
4	Productivity and Ergonomics Productivity : Concept and Definition of Productivity, Importance of Productivity, Measurement of Productivity and Productivity Measurement Models, Techniques of Productivity Improvement, Factors influencing Productivity. Ergonomics: Introduction and Definition of Ergonomics, Objectives of Ergonomics, Components of Ergonomics.	10
5	Quality Management Six Sigma; Kaizen; Just-in-Time (JIT); Quality Circle (QC); Total Quality Management (TQM); ISO 9000 : Introduction and Meaning, ISO Standards for Quality System, Factors for selecting an ISO Model, Clauses in ISO, Essential Steps in implementing an ISO.	10

Text Book:

1. Production And Operations Management, P. Ramamurthy, New Age International

Reference Book:

1. Chary SN, Production, and Operations Management- Concepts, Methods and Strategy, PHI New Delhi 2005
2. Buffa. ES, Modern Production Management; John Willey, New York 1993
3. Everett E. Adam and Ronald J Ebert, Production and Operation Management: Concepts, Models & Behaviour, PHI New Delhi
4. Richard B Chase, Ravi Shankar, F.R. Jacobs, N.J. Aquilano, Operations and Supply Management TMH, Delhi
5. William J Stevenson, Operation Management, TMH, New Delhi 2000
6. Bedi, K. (2014). Production and Operations Management (3rd ed.). Oxford University Press, New Delhi.

Course Title: OPERATION RESEARCH
Semester: III

Course: BBA
Code: CMUCBB302T
L T P C
4 1 0 4

Course Objective:

- CO1: To impart knowledge in concepts and tools of Operations Research
- CO2: To attain familiarity of Linear Programming.
- CO3: To understand the transportation problems and mathematical models
- CO4: To understand mathematical models used in Operations Research
- CO5: To apply these techniques constructively to make effective business decisions.

Course Learning Outcomes:

- After completion of the course student will be able to:
- CLO1: Understand the essential ideas in the process of Training & Development.
 - CLO2: Convert the problem into a mathematical model.
 - CLO3: Understand variety of problems such as assignment, transportation, travelling salesman etc.
 - CLO4: Solve the problems using linear programming approach.
 - CLO5: Understand different queuing situations and find the optimal solutions using models

Credit: 4

Total hours: 50

Unit	Content	Hrs.
I	Introduction Definition and scope of operations research (OR), OR model, solving the OR model, art of modeling, phases of OR study. Linear Programming: Two variable Linear Programming model and Graphical method of solution, Simplex method, Dual Simplex method, special cases of Linear Programming, duality, sensitivity analysis.	10
II	Transportation Problems: Types of transportation problems, mathematical models, transportation algorithms, Assignment: Allocation and assignment problems and models, processing of job through machines.	10
III	Network Techniques: Shortest path model, minimum spanning Tree Problem, Max-Flow problem and Min-cost problem. Project Management: Phases of project management, guidelines for network construction, CPM and PERT.	10
IV	Theory of Games: Rectangular games, Minima theorem, graphical solution of 2 x n or m x 2 games, game with mixed strategies, reduction to linear programming model. Quality Systems: Elements of Queuing model, generalized poisson queuing model, single server models.	10
V	Inventory Control Models of inventory, operation of inventory system, quantity discount. Replacement, Replacement models: Equipments that deteriorate with time, equipment that fail with time.	10

Text Books

1. R. Panneer Seevam, "Operations Research" PHI Learning, 2008.

Reference Books

1. Hamdy H. Taha, "Operations Research-An Introduction" Pearson Education, 2003.
2. V.K.Khanna, "Total Quality Management" New Age International, 2008.
3. Wayne L. Winston, "Operations Research" Thomson Learning, 2003.

Course Title:	BUSINESS ETHICS AND CORPORATE GOVERNANCE	Course:	BBA
Semester:	III	Code:	CMUCBB303T
		L	T
		P	C
		4	0 0 4

Course Objective:

- CO1:** To interpret and apply business ethics and morality in performing business activities.
CO2: To comprehend value, norms, ethical codes, and various ethical activities in a business.
CO3: Identify and evaluate learning process and its impact on growth of employees and organization.
CO4: Developing cognizance leadership styles to anticipate the consequences of each leadership style.
CO5: To create and implement various corporate governance models and frameworks in an organization.

Course Learning Outcomes:

The students will be able to:

- CLO1:** Explain why the quality of corporate governance is relevant to capital formation;
CLO2: Discuss the moral and social responsibility dimensions of corporate governance;
CLO3: Examine and compare several corporate governance models from around the world.
CLO4: Describe why systematic failure of corporate governance can lead to spreading of failure from individual firms to entire markets or economies
CLO5: Discuss and evaluate the various corporate governance models from across the globe.

Credit: 4

Total hours: 50

Unit	Content	Hrs.
1	INTRODUCTION TO BUSINESS ETHICS What is Business Ethics; Roots of Unethical Behavior; Business Ethics and Social Responsibility; The Role Of Ethics in Business; Ethical Theories; Ethical Issues, Making Decisions About Ethical Issues; improving Ethical Behavior in Business;	10
2	SOCIAL RESPONSIBILITY Social Responsibility Issues; How Corporate Observe Ethics In their Organizations; Corporate Governance Ethics; Characteristics of an Ethical Organization.	10
3	EVOLUTION OF CORPORATE GOVERNANCE Meaning of Corporate Governance; Corporate Governance systems; Obligations to stakeholders; Principles of corporate governance; history of corporate governance; corporate governance models The Anglo-Saxon Model- Regulatory framework on corporate governance in India; The Japanese Model of Corporate Governance, Key Players in the Japanese Model; German model of corporate governance.	10
4	ROLE OF BOD AND RIGHTS AND PRIVILEGES OF SHAREHOLDERS Board of Directors: Corporate Management Structure; Kinds of Directors; Directors Appointment; Effectiveness of the Board of Directors; Duties and Responsibilities of Directors; Qualification and Disqualification of Directors; Liabilities of Directors; Role of Directors; Rights & Privileges of Shareholders: Recommendations relating to shareholders; Responsibilities of Shareholders; Guidelines for Investors/Shareholder;	10
5	ROLE OF GOVERNMENT IN CORPORATE GOVERNANCE Government Interference in Market Economies; Different Roles of Government in the Economy; Forms of Government Regulation; The Scope of Government's Relations with Business;	10

Text Book:

1. Fernando, A.C. (2011). Corporate Governance: Principles, Policies and Practices. Pearson Education.

Reference Book:

1. S.S. Iyer - Managing for Value (New Age International Publishers, 2002)

Course Title: MACRO ECONOMICS
Semester: III

Course: BBA
Code: CMUCBB304T
L T P C
4 0 0 4

Course Objective:

- CO1:** To comprehend the macroeconomic functioning of the economy
CO2: To apply economic principles to their lives and the world.
CO3: To assist in the decision-making process in order to attain targeted economic objectives.
CO4: To improve students' capacity to comprehend current economic and business policy in its whole, as well as its impact on the energy industry.
CO5: To strengthen students' capacity to apply economic ideas to difficult business situations and to assist them in forecasting in the energy industry.

Course Learning Outcomes:

The students will be able to

- CLO1:** Understand GDP by income, value added, and expenditure approach.
CLO2: Understand basic concept of budget deficit and source of financing.
CLO3: Understand the sources of economic growth in long-run including government policies to raise living standard and analyze the income determination.
CLO4: Understand the basic concepts of consumption, saving, investment in closed and open economy
CLO5: Understand the role of financial markets in economy, analyze the effects of economic.

Credit: 4

Total hours: 50

Unit	Content	Hours
1	INTRODUCTION TO MACROECONOMICS Macroeconomics – Scope and Concepts, Nature, Importance, Limitations of Macroeconomics, Difference between Micro and Macro Economics,	10
2	RELATED CONCEPT OF MACROECONOMICS National Income Accounting - Concepts and Measurement of GDP, GNP, NNP & NI , Circular flow of income – Real and Nominal GDP	10
3	MACRO MARKET ANALYSIS Theory of full employment and income Classical, Modern (Keynesian) approach, Consumption function, Relationship between Saving and consumption, Savings and Investment function, Concept of Marginal efficiency of Capital and marginal efficiency of investment, Concept of Multipliers.	10
4	MONEY AND INFLATION Meaning and Functions of Money, Advantage and Disadvantage of Money, Concept of demand for and supply of money , Quantity theory of money and Keynesian theory of Demand for money, Inflation, Deflation & Stagflation	10
5	BANKING AND BALANCE OF PAYMENTS Balance of Payments: Concept, Balance of Trade, Difference between Balance of Payment and Balance of Trade, Composition of Balance of Payments, Banking-Definition and Functions of Banks, Methods of Credit Creation, Types of Banks, Central Banking- Role and Functions in Developing Economy, RBI.	10

Text Book:

1. T.Samuelson, Nordhaus , Economics ,Tata McGraw Hill,
2. D. N. Dwivedi, Macro Economics, Tata McGrew Hill, New Delhi

Reference Book:

3. Deepshree; —Macro Economics|, ANE Books Pvt. Ltd., New Delhi
4. Branson, William H.; —Macro Economics- Theory and Policy|, Harper Collins
5. Ahuja H.L., Macro Economics: Theory and Policy, S. Chand & Co. Ltd. New Delhi
6. Shapiro, E., Macro Economic Analysis, Galgotia Publications, New Delhi

Course Title: I.T. tools in Business
Semester: III

Course: BBA
Code:

L	T	P	C
2	0	0	2

Course Objective:

- CO1. The objective of this course is to give exposure of recent trends of Information Technology
CO2. To extract information from data.
CO3. To develop familiarity with extant programming languages.
CO4. The course will enable students to apply analytical tools.
CO5. To solve the business problems with the help of IT.

Course Outcomes:

- CLO1. Describe the usage of computers and why computers are essential components in business and society
CLO2. Utilize the Internet Web resources and evaluate on-line e-business system
CLO3. Solve common business problems using appropriate Information Technology applications and systems
CLO4. Identify categories of programs, system software and applications. Organize and work with files and folders.

Credit: 2**Total hours: 30**

Unit	Content	Hours
1	DATA REPRESENTATION Binary Number system conversion of binary to decimal and vice-versa, binary Arithmetic, Introduction to Boolean Algebra, Computer Codes, BCD, ASCII, DBCDIC Unicode, and Parity codes, Evolutionary Software Process Models. The Incremental Model and spiral model, Problem Analysis, Flow charts, symbols used in flowcharts, coding and testing. Software testing techniques, white Box testing, Basis, Path testing. Programming languages: Introduction, machine language, assembly language, High level language. Language translators, Compilers assemblers, interpreters' editors, Programming in C++ Measures Metrics and indicators in Software Engineering. User interface Design in Software Engineering.	10
2	INTRODUCTION TO HTML Applying Bold, Italic, underline, Strikethrough, overlie, marquee, images, Hyperlinks, Textbooks, Buttons, Checkboxes, Radio Buttons, ordered and Unordered List, Tables, FRAMESET, LEGEND. Decision making in MIS: Overviews of System, analysis & design, system development life cycle. Concepts & model, requirement and recognition structured & unstructured decision. Information requirement for decision making strategies under different condition synonymous decision making models foundation of information system	10
3	SYSTEM DESIGN & IMPLEMENTATION Overview of logical of input output & control process & interface design, database design, implementation. Data Base Management – Management corporate data, data resources, data independence, consistency, security & integrity data base models, advantages & disadvantages of DBMS.	10

Text Books:

1. Raja Raman. Fundamentals of Computers. Prentice Hall publication
2. Norton, P. Introduction to computers. New Delhi:Tata McGraw Hill.
3. Sinha, P. K., & Sinha, P. Computer fundamentals..

Reference Books:

1. P.K Sinha. Computer Fundamentals Concepts, Systems & Applications, New Delhi: BPB Publications
2. Singh, V. Simplified MS-Office 2007. New Delhi: Computech Publications Ltd.
Ait Johri, Business Application Software , Himalaya Publication House.

Course Title: Professional Proficiency – III

Course: BBA

Semester: III

Code: PTSPBB30T

L	T	P	C
2	0	0	2

Course Objective:

CO1: To enable the students to read and write correct English, attain reasonable fluency in the Language.

CO2: To develop students for Listening, Speaking, Reading, Writing skills.

CO3: To expose students for the lessons of Aptitude Building

Course Learning Outcomes:

After completion of the course student will be able to:

CLO1: Better represent himself/herself in terms of communication skills.

CLO2: Get ready for Industries /corporate and other Public and Private Sector jobs.

CLO3: develop aptitude required for jobs.

Credit: 2

Total hours: 30

Unit	Content	Hrs.
1	HARD SKILLS Hard skills include Basic Grammar; Tenses, Article, Conjunction, Preposition, Subject verb agreement, Construction of Sentences and Reading Comprehension, Listening skill practice, etc.	9
2	COMMUNICATION SKILL <ul style="list-style-type: none"> Class should be interactive and students should always be engaged in some kind of conversation, group discussions, debate etc. Each student should speak 10 minutes, 2-5 times on topics of his choice selected from Social, Environmental, Sports, Business and Economics, Medicines and Health Care, Science and Technology, Politics, World Affairs and Religion etc. In the above process students should be regulated towards better vocabulary, Pronunciation, tone, modulation and expression.	10
3	QUANTITATIVE APTITUDE & REASONING ABILITY: Average, Ratio and Proportion, Direction and Distance, Dice, Blood relation, Order and Ranking	11

Text Books:

1. The SWOT Analysis – Lawrence G Fine
2. Goal setting: How to create an action plan and achieve your goals – M.S. Dobson Business communication with writing Improvement Exercises – Phyllis Davis Hemphill, Donald W. McCormick, Prentice Hall Publications.
3. R.S. Agrawal, m tyra quicker maths

Reference Books:

1. Personality Development by Rajiv Mishra-2014 Edition
2. Facing the corporate Interviews By S. Hundiwalla, Arihant Publications

Course Title: ACCOUNTING WITH TALLY
Semester: III

Course: BBA
Code: CMUCBB306P
L T P C
0 0 2 2

Course Objective:

- CO1:** To introduce the students to the basic of accounts and the usage of tally as a software of accounting purpose
CO2: To make the students learn and understand the preparation of final accounts
CO3: To make trial balance and the ultimate financial statement.

Course Learning Outcomes:

The students will be able to

- CLO1:** Record transactions necessary by creating and maintaining vouchers, masters and generating reports.
CLO2: Demonstrate knowledge in assisting business to manage all the major accounting operations.
CLO3: Students will be imparted theoretical and working knowledge of GST.

Credit: 2**Total hours: 30**

Unit	Content	Hrs.
1	ACCOUNTING MODULE Basic of Accounts Management; Receivables and Payable Management; Cost Centre and Cost Category Concept; Interest calculation; Tax Deduction at Source; Banking Features	10
2	INVENTORY MODULE Basics of Inventory Management; Multiple Go-down concept; Goods & Service Tax; Batch-wise details; Price level and Price list;	10
3	OTHER MODULE Budget and controls; Security Control System	10

Text Books:

1. The Simplest Book for Learning Tally prime by Nadhani Asok K.

Reference Books:

1. Tally Prime : Latest Book by Vinod S. Dubey
2. Tally Prime Book (Advanced Usage) by Sanjay Satpathy
3. Official Guide to Financial Accounting Using Tally. Erp 9 With GST by Tally Education, BPB Publications

Course Title: DESIGN THINKING**Course Code:****Semester: III****L T P C****2 0 1 3****Course Objective:**

This course introduces an overview of an exciting field of design thinking and tools required for design thinking like IBM Mural. This course will equip students into the world of innovation as a systematic process of tackling relevant business and/or social problems. This course will provide a social and thinking space for the recognition of innovation challenges and the design of creative solutions that will help them to solve complex real-world problems in for decision support. This course will show how design thinking is introduced in an organization and understand the transformation and get an overview of the whole approach to design thinking.

Course Content

Unit	Content	Hours
I	ENTERPRISE DESIGN THINKING – HISTORY, CASE STUDY Understand what came before Design Thinking, Identify who did what to bring it about, Learn how it built upon previous approaches, See how design thinking is introduced in an organization, Understand the transformation required, What outcomes are possible.	9
II	ENTERPRISE DESIGN THINKING – OVERVIEW, 7 KEY HABITS Get an overview of the whole approach to design thinking, understand the principles, loop and keys, determine what is most important, Learn 7 key habits of effective design thinkers, Avoid common anti-patterns, Optimize for success with these habits	9
III	ENTERPRISE DESIGN THINKING – THE LOOP, USER RESEARCH Understand the importance of iteration, Learn how to observe, reflect, & make, Get ready to drill down & do tomorrow, Understand the importance of user research, Appreciate empathy through listening, Learn key methods of user research.	9
IV	ENTERPRISE DESIGN THINKING – MAKE, USER FEEDBACK Understand how Make fits into the Loop, Learn how to leverage Observe information, Learn Ideation, Storyboarding, & Prototyping, Understand user feedback and the Loop, Learn the different types of user feedback, Learn how to carry out getting feedback.	9
V	ENTERPRISE DESIGN THINKING – TEACHING, LOGISTICS, APPLICATION Understand the challenges of teaching EDT, Learn valuable hints and tips, Getting ready to teach the course, Understand what type of room you need, Learn what	9

	materials and supplies you need, Learn how to set up the room, Understand the domains that are applicable, Learn about digital versus physical, Explore some technology specializations.	
--	--	--

Course Outcome:

- Understand and analyze design thinking history and its various concepts.
- Understand, analyze and create models with users collaboration to apply design thinking concepts with the help of 7 key habits of effective design thinkers.
- Understand the importance of loop in design thinking including user research.
- Understand how to make solutions and gather users feedback for appropriate solutions.
- Understand the challenges of enterprise design thinking.

Recommended Text Books:

1. The Art of Innovation by Tom Kelley*.
2. Creative Confidence: Unleashing the Creative Potential Within Us All by David and Tom
3. Kelley.
4. Change by Design: How Design Thinking Books Transform Organizations by Tim Brown
5. Designing for Growth: A Design Thinking Tool Kit for Managers by Jeanne Liedtka
6. The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm
7. by Tom Kelley
8. The Design of Business: Why Design Thinking is the Next Competitive Advantage by
9. Roger L. Martin

Recommended Reference Books:

1. Design Thinking For Dummies, 1st Edition.
2. Writing is designing: Words and the User Experience.
3. The Design Thinking Toolbox: A Guide to Mastering the Most Popular and Valuable.
4. Innovation Methods, 1st Edition.
5. Design Thinking in Play: An Action Guide for Educators.

BBA & BBA IBM

IVTH SEMESTER SYLLABUS

S. No.	Course Code	Course Title	Lectures (L) Hours/Week	Tutorial (T) Hours/Week	Practical (P) Hours/Week	Credits
Core Courses						
1	CMUCB401T	Fundamentals of Business Research	4			4
2	CMUCBB402T	Business Environment	4			4
3	CMUCBB403T	Entrepreneurial Development	4			4
Discipline Specific Courses (DSE)						
4	CMUCBB404T	Business Law	4			4
Generic Electives (GE)						
5		Human Values & Professional Ethics	2			2
Ability Enhancement Compulsory courses (AECC)						
6	PTSPBB40T	Professional Proficiency - IV	2			2
Skill Enhancement courses (SEC)						
7	CMUCBB406P	Introduction to SPSS			2	2
Total Credits						22

S. No.	Course Code	Course Title	Lectures (L) Hours/Week	Tutorial (T) Hours/Week	Practical (P) Hours/Week	Credits
Core Courses						
1	CMUCB401T	Fundamentals of Business Research	4			4
2	CMUCBB402T	Business Environment	4			4
3	CMUCBB403T	Entrepreneurial Development	4			4
Discipline Specific Courses (DSE)						
4	CMUCBB404T	Business Law	4			4
Generic Electives (GE)						
5		Human Values & Professional Ethics	2			2
Ability Enhancement Compulsory courses (AECC)						
6	PTSPBB40T	Professional Proficiency - IV	2			2
Skill Enhancement courses (SEC)						
7	CMUCBB406P	Introduction to SPSS			2	2
IBM Paper						
8	CMUIBB407T	Business Intelligence	2		2	4
Total Credits						26

Course Title: FUNDAMENTAL OF BUSINESS RESEARCH **Course:** BBA
Semester: IV **Code:** CMUCBB401T
L T P C
4 0 0 4

Course Objective:

- CO1: To provide fundamental knowledge and exposure to the concepts and practices of business research.
- CO2: To attain familiarity research design for performing an effective business research.
- CO3: To understand the measurement and scaling techniques as well as familiarity with sampling and its techniques.
- CO4: To gain acquaintance about the data and different tools for analysing the same.
- CO5: To gain knowledge about the hypothesis testing and writing the report

Course Learning Outcomes:

After completion of the course student will be able to:

- CLO1: Understand the concepts and basics for various types of research.
- CLO2: Use appropriate research methods.
- CLO3: Use appropriate sampling strategies and understanding applicable scaling and measuring methodologies.
- CLO4: conduct the research by combining diverse coding, editing, tabulation, and analysis approaches.
- CLO5: Analyse statistical data, including hypothesis testing.

Credit: 4

Total hours: 50

Unit	Content	Hours
I	INTRODUCTION OF RESEARCH CONCEPTS Meaning, objectives and types of Research, Research Process, Importance of Research. Criteria of Research, Research and Scientific Method	10
II	RESEARCH DESIGN Research Design – Definition, Need, Significance, and Classification, Features of a Good Design, Types of Research Design	10
III	MEASUREMENT AND SCALING TECHNIQUES Measurement and Scaling Techniques - Errors in Measurement, Tests of Sound Measurement; Scaling and Scale Construction Techniques Sampling- Introduction, Sampling, Complete Enumeration or Census, Types of Sampling, Sampling Errors; Sampling Design - Steps in Sample Design, Sampling Distributions, and Central Limit Theorem.	10
IV	DATA ANALYSIS Types of data; Collection of Primary Data, Observation Method, Interview Method, Data collection through Questionnaire, Difference between Questionnaire and Schedule, Collection of Secondary data. Basic Quantitative techniques: Frequency Table, Cross Tabulation, Mean, Median and Mode, Dispersion, Standard Deviation, Properties and Application of Normal Distribution.	10
V	HYPOTHESIS TESTING & REPORT WRITING Testing of Hypothesis, Process of Hypothesis Testing, Type I and II error. Level of significance, confidence interval. Interpretation of Data, Report Writing, Referencing Styles, Research Ethics.	10

Recommended Text Books:

1. Zikmund, W. G., Business Research Method, Cengage Learning. New Delhi.
2. Beri, G. C., Marketing Research, Tata McGraw-Hill Publication. New Delhi.
3. Bhattacharyya, D. K., Research Methodology, Excel Book Publication. New Delhi.
4. Kothari, C. R., Research Methodology, New Age International Publication. New Delhi.
5. Hair, J.F. et al, Multivariate Data Analysis, Prentice Hall

Recommended Reference Books:

1. Deepak Chawla, Neena Sondhi. Research Methodology, Vikas Publication
2. Naval Bajpai. Business Research Methods,, Pearson Education
3. Donald Cooper & Pamela Schindler. Business Research Methods. TMGH, 9th Edition.
4. Alan Bryman & Emma Bell. Business Research Methods Oxford University Press, 2nd Edition

Course Title: BUSINESS ENVIRONMENT
Semester: IV

Course: BBA
Code: CMUCBB402T
L T P C
4 0 0 4

Course Objective:

- CO1: To comprehend the fundamentals of the business environment.
CO2: To recognize diverse economic principles from throughout the world.
CO3: To examine the country's business policies and recent developments.
CO4: To have a better understanding of the global business environment and how it is changing.
CO5: To examine the micro and macro environments and their repercussions in the business world.

Course Learning Outcomes:

After completion of the students will learn:

- CLO1: Compare different tax regimes in different time periods after completing the course.
CLO2: To assess the national income and the factors that influence it.
CLO3: distinguish between many kinds of business cycles and environments.
CLO4: Choose the optimum business structure model for business activity persuasion.
CLO5: Demonstrate a thorough understanding of the functional aspects of the business environment.

Credit: 4

Total hours: 50

Unit	Content	Hrs.
1	INTRODUCTION TO BUSINESS ENVIRONMENT Introduction to Business Environment: Definition, nature, scope and importance of Business Environment, Economic System: Capitalist, Socialist and Mixed Economy, Role of Government in Economic Development of country, Global economy.	10
2	BUSINESS POLICY & REFORMS Overview of: Monetary policy, fiscal policy, industrial policy, Industrial development, PPP Model, Advancement of Technology in Business, Indian Economy and reforms since 1991, Current economic policies and its impact- Case study methods.	10
3	BUDGET AND TAX STRUCTURE Overview of : legal aspect of business environment, concepts of direct and indirect taxes, Tax reforms- VAT, GST, Legal Framework: BIFR,FERA,FEMA and Consumer Protection Act 1986, RTI Act , Corporate Governance and Business Ethics. Impact NEP on Tax Structure in India.	10
4	BUSINESS CYCLES & INFLATION Business Cycles: Introduction, phases of Business Cycles, Changing Business cycles. National income, Measurement of National Income, GDP, NNP.NDP and GNP, Inflation: An introduction, types of inflation, measurement of inflation, Changes in Inflation during Covid19.	10
5	GLOBAL PERSPECTIVE OF BUSINESS Globalization: Meaning, Importance and Impact, Evolution of GATT, WTO agreements and implications, World Bank, IMF and its role in global scenario, Multinational companies and their growing power, Case studies -Global Recession and new business environment.	10

Text Book:

- Justin Paul, Business Environment: Tata McGraw Hill publishing

Reference Books:

- K. Aswathappa , Essentials of Business Environment , Himalaya publishing House
- Shaikh saleem, Business Environment, Pearson Publication

Course Title: ENTREPRENEURIAL DEVELOPMENT
Semester: IV

Course: BBA
Code: CMUCBB403T
L T P C
4 0 0 4

Course Objective:

- CO1: Explain the concept of entrepreneurship, and its significance in country's economic development.
- CO2: To understand business plans and determine why certain business concepts fail.
- CO3: Describe the steps involved in launching MSME.
- CO4: Understanding Indian government's policies and regulations in order to aid entrepreneurial growth process.
- CO5: Identify potential sources of funding for new businesses and evaluate the role of financial institutions and government programs in fostering entrepreneurship.

Course Learning Outcomes:

After completion of the students will learn:

- CLO1: The fundamentals of international business.
- CLO2: To understand the complexity of business proposals and why certain business concepts fail.
- CLO3: To uncover the procedures needed in starting an MSME.
- CLO4: The various government policies and their relevance in an entrepreneurial setup.
- CLO5: Identify prospective funding sources for enterprises and assess the role of financial institutions and government programs in encouraging entrepreneurship.

Credit: 4

Total hours: 50

Unit	Content	Hrs.
1	ENTREPRENEURSHIP: AN OVERVIEW Definition, concept of entrepreneurship, classification of entrepreneurship, socioeconomic impact of entrepreneurship. Nature and importance of entrepreneurs, Entrepreneurs Vs Professional managers.	10
2	THEORIES OF ENTREPRENEURSHIP Theories of Entrepreneurship, Myths about Entrepreneurship, Entrepreneurial Traits and Motivation, Role of Entrepreneurship in economic development. Types of Entrepreneurs. Barriers in the way of Entrepreneurship. Entrepreneurship Development (ED) Cycle.	10
3	CREATIVITY Creativity and Business Ideas, Blocks to creativity. Business Plans and reasons of failure of business plans. Micro-Small-Medium (MSME) Enterprise – Definition – Characteristics- Objectives- Advantages- Disadvantages-Role in developing countries, Problems- steps for starting- – Government Policies.	10
4	ENTREPRENEURSHIP DEVELOPMENT PROGRAMME EDP in India – Phases of Entrepreneurial programs – Government Policies- Administrative Frame work – Policy instruments – Statutory Boards – Industrial Estates –Industrial clusters – Incentives and subsidies – Advantages - Needs & Problems – Promotional agencies. Business Incubators& Start-ups.	10
5	ENTREPRENEURSHIP AND FINANCES Financing Options - Bridge capital, Seed capital assistance, Margin money scheme, Industrial Sickness, Causes-Remedies- An overview on the roles of institutions/schemes in entrepreneurial development- SIDBI, Commercial Banks. Other financing options- venture capital, lease funding, Angel Investors. Revival, Exit and End to a venture	10

Text Book:

1. Khanka,S S, Entrepreneurial Development, S.Chand & Co.,New Delhi.

Reference Book:

1. Entrepreneurship – P.C. Shejwalkar – Ameya Prakashan
2. Dynamics of Entrepreneurial Development & Management – Mr. Vasant Desai – Himalaya Publication.
3. Entrepreneurship Development – Prepared by – Colombo Plan Staff College for Technical Education – Manila – TATA MC-Graw Hill
4. Kumar, Arya (2018), “Entrepreneurship”, Pearson, New Delhi. Gopal, V.P. Nanda (2015), “Entrepreneurial Development”, Vikas Publishing,



Course Title: BUSINESS LAW
Semester: IV

Course: BBA
Code: CMUCBB404T
L T P C
4 0 0 4

Course Objective:

CO1: To understand the basic concept of business legislations.

CO2: To analyze the different legal issues of business

CO3: To know the legal remedies to solve the problem.

CO4: To encourage and develop legal thinking for smooth establishment of business concern

CO5: To understand the problems of consumers and to get knowledge to solve the issues related with the particular product.

Course Learning Outcomes:

The students will be able to

CLO1: Understand and apply the concepts of Indian Contract Act in business dealings.

CLO2: Understand the rule of partnership as per the Partnership Act, analyze the problems of partnership firm.

CLO3: To evaluate the method for registration of a partnership firm.

CLO4: Understand the need of sale of goods act, apply its laws for conduction of smooth business and analyze the legal issues to solve disputes.

CLO5: Understand the basic principles of laws related with the IT sector and analyze the issues for dispute solving machinery.

Credit: 4

Total hours: 50

Unit	Content	Hours
1	OVERVIEW OF CONTRACT & CONTRACT LAW Definition & nature of contract, essentials elements of valid contract, Offer: definition & essentials, Acceptance: definition & essentials, Consideration: definition & essentials, doctrine of privatised, Capacity to contract and free consent, Legality of object. Types of contract, Performance and discharge of contracts. Law of Agency: Essentials, kinds of agents, rights and duties of agent and principal, creation of agency, termination of agency.	10
2	PARTNERSHIP ACT Partnership Act: Essentials of partnership, Rights and duties of partner, types of partners. Dissolution of partnership. Sale of Goods Act 1930: Sale and Agreement to sell, Conditions and Warrantees, Transfer of property, Finder of goods, Performance of contract of sale, Rights of an unpaid seller.	10
3	THE COMPANIES ACT Definition, Formation, Memorandum of Association, Articles of Association, Prospectus, Share capital, Debentures, Winding up. Auditor: appointment, rights, & liabilities. Modes of winding Up of a Company. The Companies Act 2013, Miscellaneous provision: Books of accounts, registers: online filing of documents, dividend provisions, national company law tribunal (NCLT): Special courts.	10
4	NEGOTIABLE INSTRUMENTS ACT Nature and characteristics of Negotiable instruments, Kinds of negotiable instruments, parties to negotiable instruments, Negotiation, presentment, discharge and dishonor of negotiable instruments. Negotiable Instruments Act 1881. Banking Regulation Act-1949-Control over Management, Prohibition of certain activities in relation to banking companies, suspension of business and winding up of banking companies.	10
5	INFORMATION TECHNOLOGY ACT & THE PATENTS ACT Information Technology Act 2000: Object and Scope of the IT Act, digital signature- digital signature certificate, electronic Governance, Electronic records, certifying authorities, penalty and adjudication. The Patents Act, 2002: Application for patent, grant of patent, rights of patentee, what inventions which are not patentable, compulsory licenses, revocation of patents	10

Text Books:

1. M.C. Kuchal & Deepa Prakash. Business legislation for management. Vikas Publishing House Pvt. Ltd.
2. Ravinder kumar. Legal aspects of Business, Cengage learning.
3. Sathish B, Mathur. Business law, Mcgraw Hill.
4. Akhileshwar Pathak. Legal aspects of Business, Mcgraw Hill.

Text Books:

1. Tejpal Sheth. Business Laws, Pearson Education;
2. Deborah Brightman Farone. Best Practices in Law Firm Business Development and Marketing, Practicing Law Institute.
3. Avtar Singh. Company Law. Eastern Book Company.
4. Bhushan, Bharat., Kapoor, N.D., Abbi, Rajni, Elements of Business Law. Sultan Chand & Sons Pvt. Ltd.
5. Legal Aspects of Business, R.R. Ramtirthkar, Himalaya publishing house.

Course Title: Human Values & Professional Ethics
Semester: IV

Course: BBA
Code:

L T P C
2 0 0 2

Course Objective:

CO1: To understand the importance of value education.

CO2: To understand the role of human values for the society at large.

CO3. To understand harmony at all the levels of human living and live accordingly thereby helping them to connect with inner selves

Course Learning Outcomes:

After completion of the course student will be able to:

CLO1: Understand the concept of values and harmony in human life and importance of value education in society.

CLO2: Understand the concept of Self and Body, Intention and Competence of an individual.

CLO3. Discuss the concept of professional ethics and Holistic systems and its application.

Credit: 2

Total hours: 30

Unit	Content	Hours
1	Introduction: Human Values & Value Education-Meaning & Importance of value education, Definition of Human values; Need, Basic Guidelines, Content & Process of value education Self Exploration- Content and Process 'Natural Acceptance' and Experiential Validation- as the mechanism for self exploration.	10
2	Understanding the Harmony: Understanding the Human Being as a Co-existence of self 'I' and 'Body', Harmony in the- Self (I) Understanding Myself, Harmony with the Body- Understanding Sanyama and Svasthya, Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals, Visualizing a universal harmonious order in society Undivided Society (Akhand Samaj), Universal Order (Sarvabhaum Vyawastha)- from family to world family.	10
3	Harmony and Professional Ethics: Meaning and scope of professional ethics, Theories of ethics: Utilitarianism: weighing social cost and benefits, Rights and duties, Justice and fairness, ethics of care, Ensuring Competence & Issues in Professional Ethics, Typical Case Studies-Holistic Technologies & Systems.	10

Text Books:

1. Gogate, S. B., Human Values and Professional Ethics, New Delhi: Vikas Publishing
2. HouseGovindarajan M., Professional Ethics & Human Values, New Delhi: Publisher: Phi Learning
3. Ghosh, B. Ethics in Management and Indian Ethos, Noida: Vikas Publishing House Pvt. Ltd..

Reference Books:

1. Tripathi, A. N. Human values, New Delhi: New Age International (P) Limited, Publishers
2. Gaur, R.R., Sangal R., Bagaria G.P, A Foundation Course in Human Values and Professional Ethics, New Delhi: Excel Books Private Limited



Course Title: Professional Proficiency-IV
Semester: IV

Course: BBA
Code: PTSPBB40T

L T P C
2 0 0 2

Course Objective:

- CO1: To enable the students' elementary interview skills.
 CO2: To develop students for writing skills of CV and job issues.
 CO3: To expose students for the lessons of quantitative and Aptitude Building

Course Learning Outcomes:

After completion of the course student will be able to:

- CLO1: Better represent himself/herself in interviews.
 CLO2: Write better CV and understand different Telephonic and video conferencing interview skills.
 CLO3: develop aptitude required for jobs.

Credit: 2

Total hours: 30

Unit	Content	Hrs.
1	Interview skills and presentations This Unit will include some Value-added courses designed to enhance the standard of the students beyond those levels specified in academic curriculum.	10
2	Writing components on specific issues (Job application, managerial related, CV making etc.), Telephonic and video conferencing interview	10
3	Quantitative Aptitude & Reasoning Ability Profit & Loss/Discount, Percentage, Statement Assumption, Mensuration, Non Verbal Reasoning, Time & Work	10

Text Books:

1. The SWOT Analysis – Lawrence G Fine
2. R.S. Agrawal, m tyra quicker maths

Reference Books:

3. Personality Development by Rajiv Mishra-2014 Edition
4. Facing the corporate Interviews By S. Hundiwala, Arihant Publications
5. Paramount publication: reasoning

Course Title: INTRODUCTION TO SPSS**Course:** BBA**Semester:** IV**Code:** CMUCBB406P**L T P C****0 0 2 2****Course Objective:**

CO1: To develop understanding toward quantitative techniques of research.

CO2: A strong theoretical and empirical foundation in statistical analysis

CO3: To teach participants the fundamental procedures that will allow them to continue by their own

Course Learning Outcomes:

After completion of the students will learn:

CLO1: To analyse large data using SPSS.

CLO2: To comprehend the complex data through the statistical analysis test and

CLO3: To know the situation where they can be used.

Credit: 2**Total hours: 30**

Unit	Content	Hrs
1	Understanding data Introduction of quantitative research, questionnaire, formation of survey forms, creation of demographic questions, understanding the types of data in statistics, - nominal, ordinal, scale Spss environment: getting familiar with the interface, importing data from excel, exploratory data analysis, plotting several types of charts data creation – -defining variables – creating a codebook in spss	10
2	Descriptive statistics for two or more variables Inferential statistics for the mean and the median, one-sample t-test, t-test and Mann Whitney u test, paired-difference t-test & Wilcoxon signed-rank test Creating and editing charts for two or more variables Inferential statistics for categorical variables, One-sample binomial test, One-sample Chi-square, Chi-Squared Test of Independence, Power Analysis for the mean, median, and proportion	10
3	Analysing data Inferential Statistics for Association: Pearson Correlation, Chi-square Test of Independence – Inferential Statistics for Comparing Means: One Sample t Test, Paired Samples T Test, Independent Samples T Test, One-Way ANOVA.	10

Text Books:

- Field, A. P. 2009. Discovering Statistics using SPSS (Introducing Statistical Method). Oriental Press, Chennai, India.

Reference Books:

- Agresti, A. and B. Findlay. 2008. Statistical Analysis for the Social Science. 4th Edition.
- Prentice Hall, New Jersey George, D. 2011. SPSS for Windows Step-by-Step: A Simple Guide and Reference 18.0
- Update. Eleventh Edition. Allyn and Bacon, Boston, MA, USA.
- Green, Samuel B. and Neil J. Salkind. 2010. Using SPSS for Windows and Macintosh:
- Analysing and Understanding Data. Sixth Edition. Prentice Hall, New Yoik, USA
- Ho, Robert. 2006. Handbook of Univariate and Multivariate Data Analysis and
- Interpretation with SPSS. Chapman & Hall/CRC, New York, USA.
- Kerr, Alistar W.; Howard, K. Hall; and Stephen A. Kozub. 2002. Doing Statistics with SPSS

Course Title: BUSINESS INTELLIGENCE
Semester: IV

Course Code: CMUCBB407T

L T P C
4 0 4 4

Course Objective:

The course is aimed to provide comprehensive knowledge and exposure to the concepts, theories and practices in the field of Business Intelligence. The class will focus on solving problems around Data Processing and Analysis. The overarching goal is to enable students to have skills that will help them to solve complex real-world problems in for decision support.

Course Content

Unit	Content	Hours
I	OVERVIEW OF BUSINESS INTELLIGENCE Definition with Real Time Examples, How business intelligence can turn data into insight, Use of Business Intelligence-how it can help to combat fraud and understand social sentiments, Future of business intelligence and analytics.	9
II	IBM COGNOS ANALYTICS FOR CONSUMER Why IBM Cognos Analytics? What is IBM Cognos? List v/s Crosstab, Examine detail filters and summary filters, Introduction to visualization, Traditional visualization v/s RAVE visualization.	9
III	IBM COGNOS ANALYTICS: AUTHOR REPORT FUNDAMENTALS Concepts and types of prompts, expressions using functions, reuse object, drill -through reports, analyse multi-lingual reports, Highlight exceptional data.	9
IV	IBM COGNOS ANALYTICS: AUTHOR ACTIVE REPORT Theory, query models, SQL statements, distribute reports using bursting, Analyze reports by joining queries, dynamic headers and titles that reflect report data, tooltips that clarify report data, send, emails using links in a report.	9
V	IBM COGNOS ANALYTICS: ADVANCED ACTIVE REPORT CONTROLS Active Reports, debug active report, Examine Active Report controls, Active Report variables, Create a simple Active Report using Static and Data-driven controls, decks and data decks to display traditional charts creation and analysis of Dashboard.	9

Course Outcome:

- Understand the vision of Business Intelligence from a global context.
- Applying and analyzing various prompt types and conditionally render objects in reports.
- Building and create Active Report connection. Creating projects using dashboards, stories and exploration to find business insights
- To understand and apply IBM Cognos Analytics in Market perspective of Business Intelligence.

Recommended Text Books:

1. “Successful Business Intelligence: Unlock the Value of BI & Big Data” by Cindi Howson
2. “Business Intelligence Guidebook: From Data Integration to Analytics” by Rick Sherman
3. “Big Data in Practice: How 45 Successful Companies Used Big Data Analytics to Deliver Extraordinary Results” by Bernard Marr
4. “Business Intelligence Roadmap: The Complete Project Lifecycle for Decision-Support Applications” by Larissa T. Moss and Shaku Atr

Recommended Reference Books:

1. “Business Intelligence For Dummies” by Swain Scheps
2. “Hyper: Changing the way you think about, plan, and execute business intelligence for real results, real fast!” by Gregory P. Steffine.
3. “Learning Tableau 10 - Second Edition: Business Intelligence and data visualization that brings your business into focus” by Joshua N. Milligan
4. “Business Intelligence: The Savvy Manager's Guide” by David Loshin
5. “Business Intelligence in Plain Language: A practical guide to Data Mining and Business Analytics” by Jeremy Kolb