



REVA
UNIVERSITY

SCHOOL OF MANAGEMENT STUDIES

B.B.A (Industry Integrated)

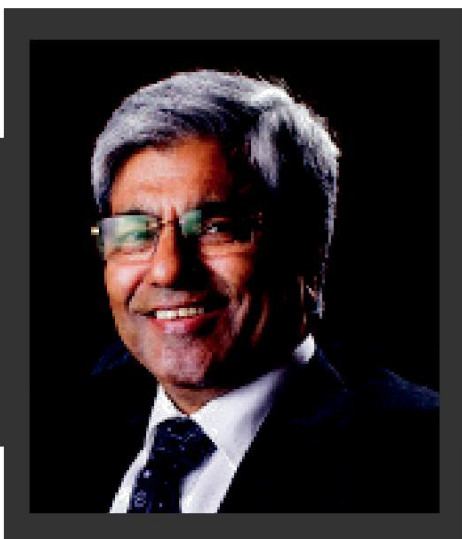
HAND BOOK

Rukmini Educational
Charitable Trust

A Unit of DivyaSree 

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MESSAGE FROM THE HON'BLE CHANCELLOR

P. Shyama Raju

Chancellor
REVA University

Education during recent years has witnessed a great transformation. Today's society, termed as "Knowledge Society" has brought about unprecedented economic and social growth. This has propelled universities across the world to devise new ways of tapping human potential for different competencies and building a vibrant society with a win-win situation for all.

REVA University has seen the light of the day to imbibe this character of paradigm shift in academic pursuits to contribute to the knowledge society. REVA works hard to bring in you an exciting and rewarding educational experience, to discover new interests and to develop your career prospects. You will benefit from a unique approach to student-centered outcome based learning through group work and individual study tackling real world challenges under the guidance of committed teachers, researchers and well experienced practitioners.

REVA has excellent learning facilities including custom built teaching facilities designed specifically to emulate working conditions, air-conditioned library opened for your studies from early morning till midnight and facilities for variety of sports and cultural activities.

Our faculties have introduced socially relevant and market driven engineering courses after studying the requirements of industries and other sectors of employment in detail and consulting entrepreneurs, experts in different areas of engineering and industries and other stake-holders. I am glad that the Choice Based Credit System (CBCS) and Continuous Assessment Grading Pattern (CAGP) adopted by the University will facilitate learning environment under continuous guidance and monitoring by the faculty members and equip you with competent skills to opt for different job prospects across the global. Our most modernised Career Development Centre not only helps you in inculcating communication proficiency skills in respective areas, but also facilitate opportunities for campus selection by top notched companies and Corporates.

I hope that the present scheme of instructions, continuous periodic progress assessments, course curriculum of BBA (Honors) and other information provided in this hand book will guide you to choose appropriate courses of study and move ahead in the right direction in your chosen area of study. I hope you will enjoy and experience the curriculum, the student-centered teaching and learning ambience in developing your personality to become successful professionals, entrepreneurs and proud citizens of the country.

I wish you every success in your career.

MESSAGE FROM THE VICE-CHANCELLOR



The curriculum of an institution of higher learning is a living entity. It evolves with time; it reflects the ever changing needs of the society and keeps pace with the growing talent of the students and the faculty. The curriculum of the BBA, MBA, and other programs of REVA University is no exception.

An experience of a decade in preparing graduates and postgraduates in commerce, management studies, engineering, architecture, law, science and arts for a wide variety of industries & research level organizations has led to creation of the new curriculum. I sincerely believe that it will meet the aspirations of all stake holders – students, faculty and the employers of the graduates and postgraduates of REVA University.

The curriculum has been designed in such a way that the teacher enjoys freedom to expand it in any direction he feels appropriate and incorporates the latest knowledge and stimulates the creative minds of the students. There is also provision for new experiments with new contents and new techniques. This is going to lead to new teaching – learning paradigm with experiential, experimental & industry relevant approaches. The present curriculum is contemporary because it is culmination of efforts of large number of faculty members, experts from industries and research level organizations.

I am very sure that all students of REVA University enjoy this curriculum and take fullest advantage to expose themselves to fundamentals and applications. Also, imbibe all attributes that are required to term them as Global Leaders. The innovativeness and creativity being introduced should be explored fully by our students.

The flexibility in the curriculum permits staff and students to incorporate changes in terms of addition of new courses and deletion of irrelevant courses keeping the rapid advances in the technology into consideration.

I record my personal gratitude to Chancellor, and members of Academic Council who have lent every bit of their wisdom to make this curriculum truly superior. I also wish that this Handbook containing a brief overview of regulations, do's and don'ts, scheme of instructions and the detailed syllabus of B Com program will guide the students to move in the right direction to accomplish all round development of their personalities and succeed with flying colours not only in earning degree but also in their future career as leaders.

Dr. S.Y.Kulkarni
Vice-Chancellor

Director's Message

Talent Development @ REVA University

Today, as you prepare to join our campus and start the next chapter of your lives, in what can only be described as an increasingly divided and fast-shifting world, I want to offer some thoughts specific to the challenging times in which we find ourselves. Your responsibilities as Management student to lead businesses are more important today than ever. You are entering into a world in which trust and faith in business has declined significantly, and you have to develop the personality reflecting honesty and trust, per se.

My hope is that the many discussions you will have, in courses as varied as Leadership and Corporate Accountability and Finance, Ethical Management, Governance, HRM, HR, will give you tools and perspectives that will serve as a guide to you in the future. I hope you will develop, and will continue to develop, both the competence and character of true leadership. You will need both to fulfill your responsibility to rebuild trust.

Many of our alumni currently lead some of the most admired and most valuable companies on the planet. They have been crucial to the creation and evolution of entire industries, including management consulting, mutual funds, private equity, venture capital, and social entrepreneurship, HR, Marketing, Entrepreneurship, and the like. We develop Three types of behavior in this school: 1. Modesty; 2. Honesty; and 3. Winning Attitude, focusing on knowledge, skills, and competency.

The Curriculum caters to and has relevance to local, regional, national, and global development needs. A maximum number of courses are integrated with cross-cutting issues with relevant to professional ethics, gender, human values, environment and sustainability.

Finally we ask that you RESPECT the people who are most important in your lives, and everyone with whom you interact along your road to leadership. Remember that nothing can be accomplished without the help of everyone in REVA University. show respect on a daily basis to everyone you interact with: your co-students. As students, you will often get more credit than you deserve; be sure to share this credit by giving respect to all who contribute to any success. Let me in that spirit take a moment to thank your parents, guardian who have collectively helped to educate you and bring you to this wonderful moment of Management World at REVA University.

As you begin this exciting journey, I wish you all the best.

Dr. M M Bagali
Director
School of Management Studies

Sl. No.	Particulars	Page No.
1	REVA University - Vision, Mission and Broad Objectives (back of the front cover page)	1
2	Message from the Hon'ble Chancellor	2
3	Message from the Vice Chancellor	3
4	Director's Message	4
5	Rukmini Educational Charitable Trust	6
6	REVA University	7
7	School of Management	11
8	- Vision,	
9	- Mission Value system Program Educational Objectives (PEO) Program Specific Outcomes (PSO)	12
10	- Description of the Program Outcome - Advisory Board CBCS (Choice Based Credit System) and CAGP (Continuous Assessment and	15
11	Grading Pattern) of education and its advantages Brief Outline of REVA University Regulations for Choice Based Credit System (CBCS) and Continuous Assessment Grading Pattern (CAGP) for Degree Programs In Commerce and Management Studies	16
12		17
13	General instructions to candidates about CBCS-CAGP	18
14	BBA.(Industry Integrated) Program - Eligibility - Scheme of Instructions - Description of course - Course objective - Detailed Syllabus - Course contents (Unit-1,2,3,4) - Learning outcomes - Skill development activity, if any - Text books - Reference Books	30
15	Training and Placement	80
16	Faculty Profile	84
17	Do's and Don'ts	78

RUKMINI EDUCATIONAL CHARITABLE TRUST

It was the dream of late Smt. Rukmini Shyama Raju to impart education to millions of underprivileged children as she knew the importance of education in the contemporary society. The dream of Smt. Rukmini Shyama Raju came true with the establishment of Rukmini Educational Charitable Trust (RECT), in the year 2002. **Rukmini Educational Charitable Trust** (RECT) is a Public Charitable Trust, set up in 2002 with the objective of promoting, establishing and conducting academic activities in the fields of Arts, Commerce, Education, Engineering, Environmental Science, Management and Science & Technology, among others. In furtherance of these objectives, the Trust has set up the REVA Group of Educational Institutions comprising of REVA Institute of Technology & Management (RITM), REVA Institute of Science and Management (RISM), REVA Institute of Management Studies (RIMS), REVA Institute of Education (RIE), REVA First Grade College (RFGC), REVA Degree College (Evening), REVA Independent PU College at Kattigenahalli, Ganganagar and Sanjaynagar and now REVA University. Through these institutions, the Trust seeks to fulfill its vision of providing world class education and create abundant opportunities for the youth of this nation to excel in the areas of Engineering, Architecture, Commerce, Management, Education, Law and Arts, and Science & Technology.

Every great human enterprise is powered by the vision of one or more extraordinary individuals and is sustained by the people who derive their motivation from the founders. The Chairman of the Trust is Dr. P. Shyama Raju, a developer and builder of repute, a captain of the industry in his own right and the Chairman and Managing Director of the DivyaSree Group of companies. The idea of creating these top notch educational institutions was born of the philanthropic instincts of Dr. P. Shyama Raju to do public good, quite in keeping with his support to other socially relevant charities such as maintaining the Richmond road park, building and donating a police station, gifting assets to organizations providing accident and trauma care, to name a few.

The Rukmini Educational Charitable Trust drives with the main aim to help students who are in pursuit of quality education for life. REVA is today a family of ten institutions providing education from PU to Post Graduation and Research leading to M. Phil and PhD degrees. REVA has well qualified experienced teaching faculty of whom majority are doctorates. The faculty is supported by committed administrative and technical staff. Over 11,000 students study various courses across REVA's three campuses equipped with exemplary state-of-the-art infrastructure and conducive environment for the knowledge driven community.

ABOUT REVA UNIVERSITY

REVA University has been established under the REVA University Act, 2012 of Government of Karnataka and notified in Karnataka State Gazette No. 80 dated 27thFebruary, 2013. The University is empowered by UGC to award degrees any branch of knowledge under Sec.22 of the UGC Act. The University is a Member of Association of Indian Universities, New Delhi. The main objective of the University is to prepare students with knowledge, wisdom and patriotism to face the global challenges and become the top leaders of the country and the globe in different fields.

REVA University located in between Kempegowda International Airport and Bangalore city, has a sprawling green campus spread over 45 acres of land and equipped with state-of-the-art infrastructure that provide conducive environment for higher learning and research. The REVA campus has well equipped laboratories, custom-built teaching facilities, fully air-conditioned library and central computer centre, the well planned sports facility with cricket ground, running track & variety of indoor and outdoor sports activities, facilities for cultural programs. The unique feature of REVA campus is the largest residential facility for students, faculty members and supportive staff.

The University is presently offering 23 Post Graduate Degree programs, 20 Degree and PG Degree programs in various branches of studies and has 12000+ students studying in various branches of knowledge at graduate and post graduate level and 302 Scholars pursuing research leading to PhD in 18 disciplines. It has 800+ well qualified, experienced and committed faculty members of whom majority are doctorates in their respective areas and most of them are guiding students pursuing research leading to PhD.

The programs being offered by the REVA University are well planned and designed after detailed study with emphasis with knowledge assimilation, applications, global job market and their social relevance. Highly qualified, experienced faculty and scholars from reputed universities / institutions, experts from industries and business sectors have contributed in preparing the scheme of instruction and detailed curricula for this program. Greater emphasis on practice in respective areas and skill development to suit to respective job environment has been given while designing the curricula. The Choice Based Credit System and Continuous Assessment Graded Pattern (CBCS – CAGP) of education has been introduced in all programs to facilitate students to opt for subjects of their choice in addition to the core subjects of the study and prepare them with needed skills. The system also allows students to move forward under the fast track for those who have the capabilities to surpass others. These programs are taught by well experienced qualified faculty

supported by the experts from industries, business sectors and such other organizations. REVA University has also initiated many supportive measures such as bridge courses, special coaching, remedial classes, etc., for slow learners so as to give them the needed input and build in them confidence and courage to move forward and accomplish success in their career. The University has also entered into MOUs with many industries, business firms and other institutions seeking their help in imparting quality education through practice, internship and also assisting students' placements.

REVA University recognizing the fact that research, development and innovation are the important functions of any university has established an independent Research and Innovation division headed by a senior professor as Dean of Research and Innovation. This division facilitates all faculty members and research scholars to undertake innovative research projects in engineering, science & technology and other areas of study. The interdisciplinary-multidisciplinary research is given the top most priority. The division continuously liaisons between various funding agencies, R&D Institutions, Industries and faculty members of REVA University to facilitate undertaking innovative projects. It encourages student research projects by forming different research groups under the guidance of senior faculty members. Some of the core areas of research wherein our young faculty members are working include Data Mining, Cloud Computing, Image Processing, Network Security, VLSI and Embedded Systems, Wireless Sensor Networks, Computer Networks, IOT, MEMS, Nano- Electronics, Wireless Communications, Bio-fuels, Nano-technology for coatings, Composites, Vibration Energies, Electric Vehicles, Multilevel Inverter Application, Battery Management System, LED Lightings, Renewable Energy Sources and Active Filter, Innovative Concrete Reinforcement, Electro Chemical Synthesis, Energy Conversion Devices, Nano-structural Materials, Photo-electrochemical Hydrogen generation, Pesticide Residue Analysis, Nano materials, Photonics, Nano Tribology, Fuel Mechanics, Operation Research, Graph theory, Strategic Leadership and Innovative Entrepreneurship, Functional Development Management, Resource Management and Sustainable Development, Cyber Security, General Studies, Feminism, Computer Assisted Language Teaching, Culture Studies etc.

The REVA University has also given utmost importance to develop the much required skills through variety of training programs, industrial practice, case studies and such other activities that induce the said skills among all students. A full-fledged Career Development and Placement (CDC) department with world class infrastructure, headed by a dynamic experienced Professor & Dean, and supported by well experienced Trainers, Counselors and Placement Officers.

The University also has University-Industry Interaction and Skill Development Centre headed by a Senior Professor & Director facilitating skill related training to REVA students and other unemployed students. The University has been recognised as a Centre of Skill Development and Training by NSDC (National Skill Development Corporation) under Pradhan Mantri Kaushal Vikas Yojana. The Centre conducts several add-on courses in challenging areas of development. It is always active in facilitating student's variety of Skill Development Training programs.

The University has collaborations with Industries, universities abroad, research institutions, corporate training organizations, and Government agencies such as Florida International University, Oklahoma State University, Western Connecticut University, University of Alabama, Huntsville, Oracle India Ltd, Texas Instruments, Nokia University Relations, EMC², VMware, SAP, Apollo etc, to facilitate student exchange and teacher-scholar exchange programs and conduct training programs. These collaborations with foreign universities also facilitates students to study some of the programs partly in REVA University and partly in foreign university, viz, M.S in Computer Science one year in REVA University and the next year in the University of Alabama, Huntsville, USA.

The University has also given greater importance to quality in education, research, administration and all activities of the university. Therefore, it has established an independent Internal Quality division headed by a senior professor as Dean of Internal Quality. The division works on planning, designing and developing different quality tools, implementing them and monitoring the implementation of these quality tools. It concentrates on training entire faculty to adopt the new tools and implement their use. The division further works on introducing various examination and administrative reforms.

To motivate the youth and transform them to become innovative entrepreneurs, successful leaders of tomorrow and committed citizens of the country, REVA organizes interaction between students and successful industrialists, entrepreneurs, scientists and such others from time to time. As a part of this exercise great personalities such as Bharat Ratna Prof. C. N. R. Rao, a renowned Scientist, Dr. N R Narayana Murthy, Founder and Chairman and Mentor of Infosys, Dr. K Kasturirangan, Former Chairman ISRO, Member of Planning Commission, Government of India, Dr. Balaram, Former Director IISc., and noted Scientist, Dr. V S Ramamurthy, Former Secretary, DST, Government of India, Dr. V K Aatre, noted Scientist and former head of the DRDO and Scientific Advisor to the Ministry of Defence Dr. Sathish Reddy, Scientific Advisor, Ministry of Defence, New Delhi and many others have accepted our invitation and blessed our students and faculty members by their inspiring addresses and interaction.

As a part of our effort in motivating and inspiring youth of today, REVA University also has instituted awards and prizes to recognize the services of teachers, researchers, scientists, entrepreneurs, social workers and such others who have contributed richly for the development of the society and progress of the country. One of such award instituted by REVA University is 'Life Time Achievement Award' to be awarded to successful personalities who have made mark in their field of work. This award is presented on occasion of the "Founders' Day Celebration" of REVA University in presence of dignitaries, faculty members and students gathering and the first "REVA Life Time Achievement Award" for the year 2015 has been awarded to Shri. Kiran Kumar, Chairman ISRO on the occasion of Founder's Day Celebration, 6th January, 2016 and the second "REVA Life Time Achievement Award" for the year 2016 has been awarded to Shri. Shekhar Gupta, Renowned Journalist on the occasion of Founder's Day Celebration, 6th January, 2017.

REVA organises various cultural programs to promote culture, tradition, ethical and moral values to our students. During such cultural events the students are given opportunities to unfold their hidden talents and motivate them to contribute innovative ideas for the progress of the society. One of such cultural events is REVAMP conducted every year. The event not only gives opportunities to students of REVA but also students of other Universities and Colleges. During three days of this mega event students participate in debates, Quizzes, Group discussion, Seminars, exhibitions and variety of cultural events. Another important event is Shubha Vidaaya, - Graduation Day for the final year students of all the programs, wherein, the outgoing students are felicitated and are addressed by eminent personalities to take their future career in a right spirit, to be the good citizens and dedicate themselves to serve the society and make a mark in their respective spheres of activities. During this occasion, the students who have achieved top ranks and won medals and prizes in academic, cultural and sports activities are also recognised by distributing awards and prizes. The founders have also instituted medals and prizes for sports achievers every year. The physical education department conducts regular yoga classes everyday to students, faculty members, administrative staff and their family members and organises yoga camps for villagers around.

Recognizing the fast growth of the university and its quality in imparting higher education, the BERG (Business Excellence and Research Group), Singapore has awarded BERG Education Award 2015 to REVA University under Private Universities category. The University has also been honoured with many more such honors and recognitions.

ABOUT SCHOOL OF MANAGEMENT STUDIES

The School of Management Studies offers Industry Integrated Programs that reduce the widening gap between Industry – Academia. BBA - a degree in Management Studies (Industry Integrated) provides adequate scope to enter wide range of business spheres, which is depicted in various core subjects offered within the program. This course enriches the students to enable them to work in different national and multinational organizations and face the global challenges arising there from. It not only aims at imparting knowledge and skills in different areas of management and accounting, but also provides inputs necessary for the overall development of the personality of the students. It also enables the students right from the inception to get equipped with required skills through continuous efforts by adopting various methods like case studies, group discussions / analysis, simulation, games, debates, seminars, quiz and the like. The students are groomed with the right exposure to the practical events in the global market milieu.

The Masters degree in Management Studies not only induces research culture and Entrepreneurship but also provides practical exposure and much needed soft skills. During 2014-15 the School of Management Studies is offering one full time Graduate and Post Graduate programs.

The programs offered by REVA University are well planned and designed after detailed study with emphasis on knowledge assimilation, applications, global job market and their social relevance. Highly qualified, experienced faculty and scholars from reputed universities, institutions, experts from industries and business sectors have contributed in preparing schemes of instruction and curriculum for these programs.

VISION OF THE OF MANAGEMENT STUDIES

- “To produce world class Management experts through the excellent teaching and research so as to offer professional services at National and International levels”

MISSION

- To provide high-standard, forward-looking, morally, socially and ethically responsive, coherent, interdisciplinary and career-oriented programs in a dynamic global education environment.
- To contribute to the enrichment and dissemination of knowledge through theoretical, applied and problem-oriented research for the benefit of students, faculty, and society in general;
- To serve the community by undertaking customer-oriented research, providing training and professional consultation for business, industry and government and pursue research in partnership with business and governmental organizations.

VALUES

- 1 Excellence in all our academic and research endeavors
- 2 Dedication and service to our stakeholders
- 3 Leadership through innovation
- 4 Accountability and transparency
- 5 Creating conducive academic environment with service motto
- 6 Integrity and intellectual honesty
- 7 Ethical and moral behavior
- 8 Freedom of thought and expression
- 9 Adaptability to the change
- 10 Team-work

“Seven Deadly Sins

**Wealth without work
Pleasure without conscience
Science without humanity
Knowledge without character
Politics without principle
Commerce without morality
Worship without sacrifice.”**

— Mahatma Gandhi

Program Educational Objectives (PEO)

PEO 1: Graduate after successful completion of the Program will be able to take up career in Public, Private and Corporate organizations.

PEO 2: Graduates after completion of the program will be able to work with diverse teams and are expected to take better decisions in complex situations.

PEO 3: Graduates will be able to incorporate social, ethical and moral principles in professional and personal life.

Program Specific Outcomes (PSO)

PSO	Description
PSO1	Demonstrate understanding of the basic concepts and theoretical knowledge used in the different commerce and business-related areas.
PSO2	Develop ideas for start –ups through knowledge and skills developed during the course of the degree.
PSO3	Apply different tools and techniques in solving problems related to Business.

Program Outcomes

The School of Management studies was established in the year 2014 and since then the School has defined Program Outcomes for the courses offered during the Board of Studies meeting. Based on the advice and suggestions of the BOS, EIGHT Program Outcomes have been formulated, keeping in view the Vision, Mission and Program Educational Objectives.

Description of the Program Outcomes

PO	Description
PO1	Communicate effectively with various stake - holders
PO2	Foster Analytical and critical thinking abilities for data – based decision making

PO3	Ability to develop Value based leadership Ability
PO4	Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business
PO5	Engage in Research and apply statistical tools and techniques for Problem solving and decision making.
PO6	Enhance skills required for a particular domain by integrating practical and theoretical knowledge
PO7	Gain knowledge through inter- disciplinary and Multi – disciplinary courses
PO8	Apply knowledge of Theory and Practices to solve business problems

Advisory Board

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CBCS (CHOICE BASED CREDIT SYSTEM) AND CAGP (CONTINUOUS ASSESSMENT AND GRADING PATTERN) OF EDUCATION AND ITS ADVANTAGES

CBCS is a proven, advanced mode of learning in higher education. It facilitates students to have freedom in making their own choices for acquiring a Degree / Masters Degree program. It is more focused towards the student's choice in providing a wide range of modules available in a single campus across various disciplines offered by experts in the subjects. It leads to quality education with active teacher-student participation.

Studying under CBCS has following advantages:

- Students may undergo training in cross-disciplinary and multi-disciplinary subjects and acquire more focused and preferred knowledge.
- Students may get more skills from other subject(s) which are required for the career path in addition to their regular subject knowledge.
- Students may get ample opportunities to use the laboratories and gain practical exposure to the much needed modules available in other departments/schools for want of scientific inputs.
- Courses are conducted by subject experts identified on the basis of their experiences. Courses taught by such experts may provide in-depth information and clear understanding of the modules.
- Students may get an opportunity to study courses with other students of different programs and exchange their views and knowledge in a common class room.
- CBCS provides a cross-cultural learning environment.
- Students may benefit much from selecting the right options to successfully face the public service examinations like UPSC, KPSC, IES wherein the knowledge of additional subjects become mandatory for general or optional papers.
- Students are exposed to the culture of universal brotherhood during their campus life.
- Students are allowed to practice various methods of learning a subject.

Summary of REVA University Regulations for Choice Based Credit System (CBCS) and Continuous Assessment Grading Pattern (CAGP) for Three Years Graduate Degree Programs, 2016

1. Teaching and Learning Process:

The teaching & learning process under CBCS – CAGP of education in each course of study will have three components, namely:

(i) L= Lecture (ii) T= Tutorial (iii) P=Practice; where:

L stands for **Lecture** session consisting of classroom instruction.

T stands for **Tutorial** session consisting participatory discussion / self study/ desk work/ brief seminar presentations by students and such other novel methods that make a student to absorb and assimilate more effectively the contents delivered in the Lecture classes.

P stands for **Practice** session and it consists of Hands on Experience / Laboratory Experiments / Field Studies / Case Studies that equip students to acquire the much required skill component.

2. Courses of Study and Credits

- a. The study of various subjects in BBA degree program is grouped under various courses. Each of these courses carries credits which are based on the number of hours of teaching and learning.
- b. In terms of credits, every **one hour session of L amounts to 1 credit per Semester** and a minimum of **two hour session of T or P amounts to 1 credit per Semester or a three hour session of T / P amounts to 2 credits** over a period of one Semester of 16 weeks for teaching-learning process.
- c. **The total duration of a semester is 20 weeks inclusive of semester-end examination.**
- d. **A course shall have either or all the four components.** That means a course may have only lecture component, or only practical component or combination of any two or all the three components.
- e. The total credits earned by a student at the end of the semester upon successfully completing the course are L + T + P. **The credit pattern of the course is indicated as**
L: T: P

Different **Courses of Study** are labeled and defined as follows:

a. Core Course:

A course which should compulsorily be studied by a candidate as a core-requirement is termed as a Core course. The CORE courses of Study are of THREE types, viz – (i) Foundation Course, (ii) Hard Core Course, and (iii) Soft Core Course.

b. Foundation Course (FC):

The foundation Course is a core course which should be completed successfully as a part of graduate degree program irrespective of the branch of study. These would include basic courses in Languages, courses of study prescribed by the University.

c. Hard Core Course (HC):

The **Hard Core Course** is a Core Course in the main branch of study and related branch(es) of study, if any that the candidates have to complete compulsorily.

d. Soft Core Course (SC):

A Core course may be a **Soft Core** if there is a choice or an option for the candidate to choose a course from a pool of courses from the main branch of study or from a sister/related branch of study which supports the main branch of study.

e. Open Elective Course:

An elective course chosen generally from other discipline / subject, with an intention to seek exposure to the basics of subjects other than the main discipline the student is studying is called an **Open Elective Course**.

f. Project Work / Dissertation:

Project work / Dissertation work is a special course involving application of knowledge in solving / analyzing /exploring a real life situation / difficult problem. A project work carrying **FOUR or SIX** credits is called **Minor Project work / Dissertation**. A project work of **EIGHT, TEN, TWELVE or SIXTEEN** credits is called **Major Project work / Dissertation**. **A Minor Project work may be a hard core or a Soft Core as decided by the BOS / concerned. But the Major Project shall be Hard Core.**

3. Scheme, Duration and Medium of Instructions:

3.1. The Three Year Degree program is of 6 semesters - 3 years duration. A candidate can avail a maximum of 12 semesters - 6 years as per double duration norm, in one

stretch to complete the Three Year Degree, including blank semesters, if any. Whenever a candidate opts for blank semester, he/she has to study the prevailing courses offered by the School when he/she resumes his/her studies.

3.2. The medium of instruction shall be English.

4. Credits and Credit Distribution

4.1. A candidate has to earn 144 credits for successful completion of Three Year BBA degree (150credits for successful completion of Three Year BBA (Honors) degree)

with the distribution of credits for different courses as decided by the Board of Studies.

4.2. The concerned BOS based on the credits distribution pattern given above shall prescribe the credits to various types of courses and shall assign title to every course including project work, practical work, field work, self study elective, as **Foundation Course(FC), Hard Core(HC) or Soft Core(SC) or Open Elective(OE)**.

4.3. A candidate can enroll for a maximum of 30 credits and a minimum of 20 credits per Semester. However he / she may not successfully earn a maximum of 30 credits per semester. This maximum of 30 credits does not include the credits of courses carried forward by a candidate.

4.4. Only such full time candidates who register for a minimum prescribed number of credits in each semester from I semester to VI semester and complete successfully 144 credits (150 credits in case of Honors program) in 6 successive semesters shall be considered for declaration of Ranks, Medals, Prizes and are eligible to apply for Student Fellowship, Scholarship, Free ships, and such other rewards / advantages which could be applicable for all full time students and for hostel facilities.

5. Add- on Proficiency Certification:

To acquire **Add on Proficiency Certification** a candidate can opt to complete a minimum of 4 extra credits either in the same discipline /subject or in different discipline / subject in excess to 144 credits required for BBA – Industry Integrated Degree program.

6. Add on Proficiency Diploma:

6.1. To acquire **Add on Proficiency Diploma**, a candidate can opt to complete a minimum of 18 extra credits either in the same discipline /subject or in different discipline / subject in excess to 144 credits required for BBA – Industry Integrated Degree program.

6.2. The **Add on Proficiency Certification / Diploma** so issued to the candidate contains the courses studied and grades earned.

7. Scheme of Assessment & Evaluation

7.1. The Scheme of Assessment and Evaluation will have two parts, namely;

- i. Internal Assessment (IA); and
- ii. Semester End Examination

7.2. Assessment and Evaluation of each Course shall be for 100 marks. The Internal Assessment and Semester End Examination of UG non engineering programs and PG programs shall carry 50 marks each (i.e., 50 marks internal assessment; 50 marks semester end examination).

7.3. The 50 marks of Internal Assessment shall comprise of:

Internal Test	= 30 marks
Assignments	= 10 marks
Seminars	= 10 marks

7.4. There shall be three internal tests conducted as per the schedule given below. The students have to attend all the three tests compulsorily.

- 1st test for 15 marks at the end of 5th week of the beginning of the Semester;
- 2nd test for 15 marks at the end of the 10th week of the beginning of the Semester; and
- 3rd test for 15 marks at the end of the 15th week of the beginning of the Semester.

7.5. The coverage of syllabus for the said three tests shall be as under:

- For the 1st test syllabus shall be 1st unit of the course;
- For the 2nd test it shall be 2nd unit and 1st half of the 3rd unit;
- For the 3rd test the syllabus will be 2nd half of the 3rd unit and complete 4th unit.

7.6. Out of 3 tests, the highest marks scored in **two tests** are automatically considered while assessing the performance of the students.

7.7. The Semester End Examination for 50 marks shall be held during 18th and 19th week of the beginning of the semester and **the syllabus for the semester end examination shall be entire 4 units.**

7.8. The **duration of the internal test shall be 75 minutes and for semester end examination the duration shall be 3 hours.**

Summary of Continuous Assessment and Evaluation Schedule

Type of Assessment	Period	Syllabus	Marks	Activity
First Test	2 nd half of 5 th Week	1 st Unit	15	Consolidation of 1 st Unit
Allocation of Topics for Assignments	6 th Week	First Unit and 1 st half of second unit		Instructional process and Continuous Assessment
Submission of Assignments	7 th Week	First Unit and 1 st half of second unit	5	Instructional process and Continuous Assessment
Seminars	8 th Week	First unit and 1 st half of second unit	5	Instructional process and Continuous Assessment
Second Test	2 nd half of 10 th Week	Second unit and 1 st half of third unit	15	Consolidation of 2 nd and 3 rd Unit
Allocation of Topic for 2nd Assignment	11 th Week	2 nd half of second unit and 3 rd Unit		Instructional process and Continuous Assessment
Submission of Assignments	12 th Week	2 nd half of second unit and 3 rd Unit	5	Instructional process and Continuous Assessment
Seminars	13 th Week	2 nd half of second unit and 3 rd Unit	5	Instructional process and Continuous Assessment
Third Test	2 nd half of 15 th Week	Second half of third unit and complete 4 th Unit	15	Consolidation of 2 nd half of 3 rd Unit and entire 4 th Unit
Semester End Practical Examination	16 th Week	Entire syllabus	50	Conduct of Semester - end Practical Exams
Preparation for Semester–End Exam	16 th & 17 th Week	Entire Syllabus		Revision and preparation for semester–end exam
Semester End Theory Examination	18 th Week & 19 th Week	Entire Syllabus	50	Evaluation and Tabulation
	End of 20 th Week			Notification of Final Grades

Note: 1. *Examination and Evaluation shall take place concurrently and Final Grades shall be announced latest by 5 days after completion of the examination.*

2. *Practical examination wherever applicable shall be conducted after 3rd test and before semester end examination. The calendar of practical examination shall be decided by the respective School Boards and communicated well in advance to the Registrar (Evaluation) who will notify the same immediately*

8.0. Evaluation of Practicals and Minor Project / Major Project / Dissertation

8.1. The performance in the practice tasks / experiments shall be assessed on the basis of:

- a) Knowledge of relevant processes;
- b) Skills and operations involved;
- c) Results / products including calculation and reporting.

8.2 The 50 marks meant for continuous assessment of the performance in carrying out practicals shall further be allocated as under:

i	Conduction of regular practical / experiments throughout the semester	20 marks
ii	Maintenance of lab records	10 marks
iii	Performance of mid-term test (to be conducted while conducting second test for theory courses); the performance assessments of the mid-term test includes performance in the conduction of experiment and write up about the experiment.	20 marks
Total		50 marks

The 50 marks meant for Semester End (C3) Examination, shall be allocated as under:

i	Conduction of semester end practical examination	30 marks
ii	Write up about the experiment / practical conducted	10 marks
iii	Viva Voce	10 marks
Total		50 marks

8.3. The duration for semester-end practical examination shall be decided by the concerned School Board.

8.4 Evaluation of Minor Project / Major Project / Dissertation:

Right from the initial stage of defining the problem, the candidate has to submit the progress reports periodically and also present his/her progress in the form of

seminars in addition to the regular discussion with the supervisor. At the end of the semester, the candidate has to submit final report of the project / dissertation, as the case may be, for final evaluation. The components of evaluation are as follows:

i	Periodic Progress and Progress Reports (25%)
ii	Results of Work and Draft Report (25%)
iii	Final Evaluation and Viva-Voce (50%). Evaluation of the report is for 30% and the Viva-Voce examination is for 20%.

9. Eligibility to Appear Semester - end Examination

Only those students who fulfil a minimum of 75% attendance in aggregate of all the courses including practical courses / field visits etc, as part of the course(s) shall be eligible to appear for Semester End examination.

10. Requirements to Pass the Semester and to Carry Forward the Failed Subjects / Courses:

10.1. Requirements to Pass a Course

A candidate's performance will be in terms of scores, and the sum of IA and Semester End examination will be for a maximum of 100 marks (i. e, 50 marks of internal assessment and 50 marks of semester end examination) and have to secure a minimum of 40% to declare pass in a given course. However, a candidate has to secure a minimum of 25% (12 marks) in Semester End which is compulsory.

10.2. Requirement to pass the semester:

To pass the semester, a candidate has to secure minimum of 40% marks in each subject / course of study prescribed in that semester.

10.3 Provision to Carry Forward the Failed Subjects / Courses:

A student who has failed in a given number of courses in odd and even semesters shall move to next semester of immediate succeeding year and final year of the study. However, he / she shall have to clear all courses of all semesters within the double duration, i. e., within six years of admission of the first semester failing which the student has to re-register to the entire program.

10.4 Re-Registration and Re-Admission:

a) In case a candidate's class attendance in aggregate of all courses in a semester is less than 75% or as stipulated by the University, such a candidate is considered as dropped the semester and is not allowed to appear for end semester examination and he / she shall have to seek re-admission to that semester during subsequent semester / year within a stipulated period.

b) In such a case where in a candidate drops all the courses in semester due to personal reasons, it is considered that the candidate has dropped the semester and he / she shall seek re-admission to such dropped semester.

11. Attendance Requirement:

- 11.1 All students must attend every lecture, tutorial and practical classes.
- 11.2 In case a student is on approved leave of absence (e g:- representing the university in sports, games or athletics, placement activities, NCC, NSS activities and such others) and / or any other such contingencies like medical emergencies, the attendance requirement shall be minimum of 75% of the classes taught.
- 11.3 Any student with less than 75% of attendance in aggregate of all the courses including practical courses / field visits etc, during a semester shall not be permitted to appear to the end semester examination and such student shall seek re-admission as provided above.
- 11.4 Teachers offering the courses will place the above details in the School Board meeting during the last week of the semester, before the commencement of examination, and subsequently a notification pertaining to the above will be brought out by the Director of the School before the commencement of examination. A copy of this notification shall also be sent to the office of the Registrar & Registrar (Evaluation).

12. Challenge Valuation

- a. A student who desires to apply for challenge valuation shall obtain a photo copy of the answer script by paying the prescribed fee within 10 days after the announcement of the results. He / She can challenge the grade awarded to him/her by surrendering the grade card and by submitting an application along with the prescribed fee to the Registrar (Evaluation) within 10 days after the announcement of the results. This challenge valuation is only for SEE.
- b. The answer scripts for which challenge valuation is sought for shall be evaluated by the external examiner who has not involved in the first evaluation. The higher of two marks from first valuation and challenge valuation shall be the final.**

13. Grade Card and Grade Point:

- a. **Provisional Grade Card:** The tentative / provisional Grade Card will be issued by the Registrar (Evaluation) at the end of every semester indicating the courses completed successfully. The provisional grade card provides **Semester Grade**

Point Average (SGPA).

- b. Final Grade Card:** Upon successful completion of BBA (Honors) Degree a Final Grade card consisting of grades of all courses successfully completed by the candidate will be issued by the Registrar (Evaluation).
- c. The Grade and the Grade Point:** The Grade and the Grade Point earned by the candidate in the subject will be as given below:

Marks P	Grade G	Grade Point (GP=V x G)	Letter Grade
90>100	10	v*10	O
80>90	9	v*9	A+
70 > 80	8	v*8	A
60> 70	7	v*7	B+
55 > 60	6	v*6	B
50 > 55	5.5	V*5.5	C
40> 50	5	v*5	P
0-40	0	v*0	F
ABSENT			AB

O - Outstanding; A-Excellent; B-Very Good; C-Good; D-Fair; E-Satisfactory; F - Fail

Here, P is the percentage of marks ($P=[(IA)+M]$) secured by a candidate in a course which is **rounded to nearest integer**. V is the credit value of the course. G is the grade and GP is the grade point.

i. Computation of SGPA and CGPA

The Following procedure to compute the Semester Grade Point Average (SGPA)

The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student in a given semester, i.e :

$$\mathbf{SGPA (Si) = \sum(Ci \times Gi) / \sum Ci}$$

where Ci is the number of credits of the ith course and Gi is the grade point scored by the student in the ith course.

Illustration for Computation of SGPA and CGPA

Illustration No. 1

Course	Credit	Grade Point	Grade letter	Credit Point (Credit x Grade point)

Course 1	4	8	A	4X8=32
Course 2	4	7	B+	4X7=28
Course 3	3	9	A+	3X9=27
Course 4	3	7	B+	3X7=21
Course 5	3	6	B	3X6=18
Course 6	3	5	P	3X5=15
Course 7	2	7	B+	2X7=14
Course 8	2	8	A	2X8=16
	24			171

Thus, **SGPA = 171 ÷ 24 = 7.13**

Illustration No. 2

Course	Grade Point	Grade letter	Credit	Credit Point (Credit x Grade)
Course 1	9	A+	4	4X9=36
Course 2	8	A	4	4X8=32
Course 3	7	B+	3	3X7=21
Course 4	10	O	3	3X10=30
Course 5	5	C	3	3X5=15
Course 6	6	B	3	3X6=18
Course 7	10	O	2	2X10=20
Course 8	8	A	2	2X8=16
			24	188

Thus, **SGPA = 188 ÷ 24 = 7.83**

Illustration No.3

Course	Credit	Grade Point	Grade Letter	Credit Point (Credit x Grade point)
Course 1	4	10	O	4 x 10 = 40
Course 2	4	9	A+	4 x 9 = 36
Course 3	3	7	B+	3 x 7 = 21
Course 4	3	8	A	3 x 8 = 24
Course 5	3	9	A+	3 x 9 = 27
Course 6	3	9	A+	3 x 9 = 27
Course 7	4	10	O	4 x 10 = 40
	24			215

Thus, **SGPA = 215 ÷ 24 = 8.99**

ii. Cumulative Grade Point Average (CGPA):

Overall Cumulative Grade Point Average (CGPA) of a candidate after successful completion of the required number of credits (144) for BBA (150 for

BBA (Honors) degree is calculated taking into account all the courses undergone by a student over all the semesters of a program i. e.,

$$\text{CGPA} = \frac{\sum(C_i \times S_i)}{\sum C_i}$$

Where S_i is the SGPA of the i th semester and C_i is the total number of credits in that semester.

The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

Illustration:

CGPA after Final Semester

Semester (ith)	No. of Credits (Ci)	SGPA (Si)	Credits x SGPA (Ci X Si)
1	24	6.83	24 x 6.83 = 163.92
2	24	7.13	24 x 7.13 = 171.12
3	24	7.83	24 x 7.83 = 187.92
4	24	8.99	24 x 8.99= 215.76
5	24	8.68	24 x 8.68 = 208.32
6	24	9.20	24 x 9.20 = 220.80
Cumulative	144		1167.84

Thus, $\text{CGPA} = \frac{24 \times 6.83 + 24 \times 7.13 + 24 \times 7.83 + 24 \times 8.99 + 24 \times 8.68 + 24 \times 9.20}{144} = 8.11$

CONVERSION OF GRADES INTO PERCENTAGE:

Conversion formula for the conversion of CGPA into Percentage is:

Percentage of marks scored = CGPA Earned x 10

Illustration: CGPA Earned 8.11 x 10 = 81.10

14. Classification of Results

The final grade point (FGP) to be awarded to the student is based on CGPA secured by the candidate and is given as follows.

CGPA	Grade (Numerical Index)	Letter Grade	Performance	FGP
	G			Qualitative Index
9 >= CGPA 10	10	O	Outstanding	Distinction
8 >= CGPA < 9	9	A+	Excellent	
7 >= CGPA < 8	8	A	Very Good	First Class
6 >= CGPA < 7	7	B+	Good	

5.5 > = CGPA < 6	6	B	Above average	Second Class
> 5 CGPA < 5.5	5.5	C	Average	
> 4 CGPA < 5	5	P	Pass	Satisfactory
CGPA < 4	-	F	Fail	-

Overall percentage=10*CGPA

15. Provision for Appeal

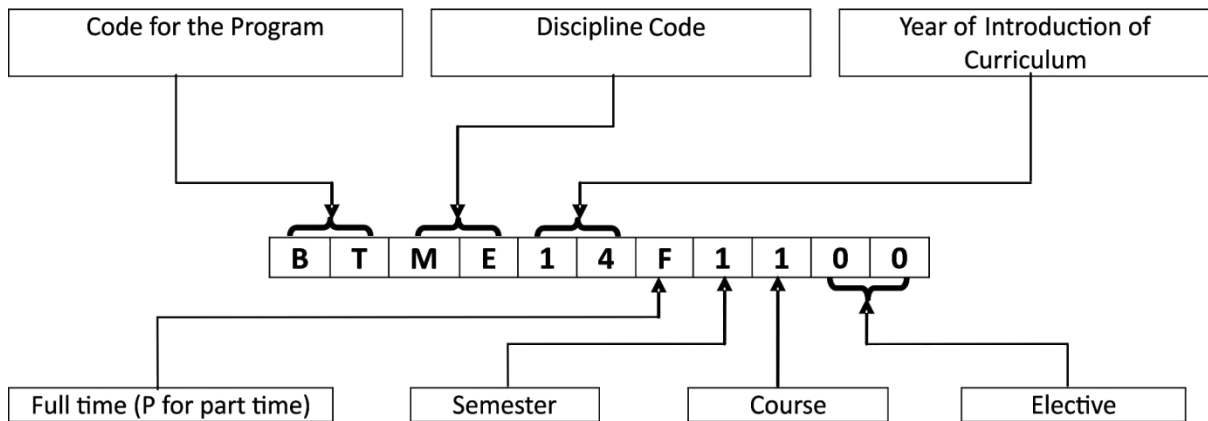
If a candidate is not satisfied with the evaluation of C1 and C2 components, he/she can approach the grievance cell with the written submission together with all facts, the assignments, test papers etc, which were evaluated. He/she can do so before the commencement of semester-end examination. The grievance cell is empowered to revise the marks if the case is genuine and is also empowered to levy penalty as prescribed by the university on the candidate if his/her submission is found to be baseless and unduly motivated. This cell may recommend taking disciplinary/corrective action on an evaluator if he/she is found guilty. The decision taken by the grievance cell is final.

For every program there will be one grievance cell. The composition of the grievance cell is as follows:-

- The Registrar (Evaluation) - Ex-officio Chairman / Convener
- One Senior Faculty Member (other than those concerned with the evaluation of the course concerned) drawn from the school / department/discipline and/or from the sister schools / departments/sister disciplines – Member.
- One Senior Faculty Members / Subject Experts drawn from outside the University school / department – Member.

16. With regard to any specific case of ambiguity and unsolved problem, the decision of the Vice-Chancellor shall be final.

Course Numbering Scheme



List of Codes for Programs and Disciplines / Branch of Study

Program Code	Title of the Program	Discipline Code	Name of the Discipline / Branch of Study
BA	Bachelor of Arts	AE	Advanced Embedded Systems
BB	BBA (Bachelor of Business Administration)	AI	Advanced Information Technology
BC	B.Com (Bachelor of Commerce)	AP	Advanced Power Electronics
BR	B. Arch (Bachelor of Architecture)	CA	Computer Aided Structural Engineering
BS	B Sc, BS (Bachelor of Science)	CE	Civil Engineering
BT	B.Tech (Bachelor of Technology)	CH	Chemistry
BP	Bachelor of Computer Applications	CO	Commerce
BL	LLB (Bachelor of Law)	CS	Computer Science and
MA	Master of Arts	DE	Data Engineering and Cloud
MB	MBA (Master of Business Administration)	EC	Electronics and Communication Engineering
MC	M.Com (Master of Commerce)	EN	English
MS	M.Sc / MS (Master of Science)	MD	Machine Design and Dynamics
MT	M Tech (Master of	ME	Mechanical Engineering
MC	Master of Computer Applications	EE	Electrical & Electronics Engineering

BBA – INDUSTRY INTEGRATED

Scheme of Instruction

Duration: 6 Semesters (3 Years)

Sl. No	Course Code	Title of the Course	HC/SC/SE/CC	Credit Pattern				Contact Hrs
				L	T	P	Total	
FIRST SEMESTER								
1	BBAD15F1100	Language – I, Communicative English – I	CC	2	1	0	3	4
2	BBAD15F1200	Language – II K / H / AE	CC	2	1	0	3	4
3	BBAD15F1300	Accounting – I	HC	3	0	1	4	5
4	BBAD15F1400	Manufacturing Management	HC	2	1	0	3	4
5	BBAD15F1500	Introduction to Management	HC	3	1	0	4	5
6	BBAD15F1600	Business Statistics	HC	3	0	1	4	5
7.	BBAD15F1700	Fundamentals of Computers	FC	2	0	1	3	4
Total Credits				18	3	3	24	31
SECOND SEMESTER								
1	BBAD15F2100	Language – I, Communicative English – II	CC	2	1	0	3	4
2	BBAD15F2200	Language – IIK / H / AE	CC	2	1	0	3	4
3	BBAD15F2300	Accounting – II	HC	3	0	1	4	5
4	BBAD15F2400	Organization Behaviour	HC	3	1	0	4	5
5	BBAD15F2500	Managerial Economics	HC	3	1	0	4	5
6	BBAD15F2600	Environmental Science	FC	1	1	0	2	3
Total Credits				14	5	1	20	26
THIRD SEMESTER								
1	BBAD15F3100	Business communication	CC	2	1	0	3	4
2	BBAD15F3200	Quantitative Methods	HC	3	0	1	4	5
3	BBAD15F3300	Financial Management	HC	3	0	1	4	5
4	BBAD15F3400	Business law	HC	2	1	0	3	4
5	BBAD15F3500	Career Planning and Development	OE	3	1	0	4	5
6	BBAD15F3600	Marketing Management	HC	3	1	0	4	5
7	BBAD15F3700	Indian Constitution & human rights	FC	2	1	0	3	4
Total Credits				18	5	2	25	32
FOURTH SEMESTER								
1	BBAD15F4100	Human Resource Management	HC	3	1	0	4	5
2	BBAD15F4200	Business Research Methods	HC	3	1	0	4	5
3	BBAD15F4300	Cost Accounting	HC	3	0	1	4	5
4	BBAD15F4400	Service Management	HC	3	1	0	4	5
5	BBAD15F4500	Organization Study – Minor Project	HC	0	0	4	4	8

		Total Credits						
Specialization (Soft Core Courses (SC)); Students shall choose any ONE of the Following specialization								
I. Marketing								
II. Finance								
III. HRM								
I Marketing specialization #								
6	BBAD15F4M10	Product and Brand Management	SC	2	1	0	3	4
7	BBAD15F4M20	Consumer Behavior	SC	2	1	0	3	4
II. Finance Specialization #								
6	BBAD15F4F10	Financial Markets and Services	SC	2	1	0	3	4
7	BBAD15F4F20	Exim & Forex Management	SC	2	1	0	3	4
III HRM Specialization #								
6	BBAD15F4H10	Knowledge Management	SC	2	1	0	3	4
7	BBAD15F4H20	Employee Relationship Management	SC	2	1	0	3	4
Total Credits				16	5	5	26	36
FIFTH SEMESTER								
1	BBAD15F5100	International Business	HC	3	1	0	4	5
2	BBAD15F5200	Entrepreneurship Development	HC	3	1	0	4	5
3	BBAD15F5300	Income Tax	HC	3	0	1	4	5
4	BBAD15F5400	Indian Economy	HC	3	1	0	4	5
5	BBAD15F5500	Management Accounting	HC	3	1	0	4	5
Total Credits				19	5	2	26	33
Specialization (Soft Core Courses (SC)); Student shall choose specialization chosen in the IV semester								
I. Marketing								
II. Finance								
III. HRM								
I. Marketing specialization #								
6	BBAD15F5M30	Advertising	SC	2	1	0	3	4
7	BBAD15F5M40	Retail Management	SC	2	1	0	3	4
II. Finance Specialization #								
6	BBAD15F5F30	International Financial Management	SC	2	0	1	3	4

7	BBAD15F5F40	Investment & Portfolio Management	SC	2	1	0	3	4	
III HRM Specialization #									
6	BBAD15F5H30	International Human Resources Management	SC	2	1	0	3	4	
7	BBAD15F5H40	Performance and Compensation Management	SC	2	1	0	3	4	
Total Credits					19	5	2	26	33
SIXTH SEMESTER									
1	BBAD15F6100	Strategic Management	HC	3	1	0	4	5	
2	BBAD15F6200	Business Ethics & Corporate Governance	HC	3	1	0	4	5	
4	BBAD15F6300	Final Dissertation Project	HC	1	2	12	15	24	
Total Credits					7	4	12	23	34

SEMESTER WISE SUMMARY OF CREDIT DISTRIBUTION

Semesters	No. of Credits
First Semester	24
Second Semester	20
Third Semester	25
Fourth Semester	26
Fifth Semester	26
Sixth Semester	23
Total Credits	144

FIRST SEMESTER

Course Code	Duration	Course Title	L	T	P	C
BBAD15F1100	16 Weeks	LANGUAGE-I, COMMUNICATIVE ENGLISH	2	1	0	3

OBJECTIVES:

- To attune young minds to concerns and issues which have a broad and wide scope of use and application to life.
- To acquire the functional use of language in context
- To understand the issues of ecology and environment
- To explore and critique issues related to sports and media
- To inculcate the habit of reading and writing leading to effective and efficient communication.

OUTCOMES:

Learners should be able to

- Demonstrate ethical and political responsibilities in taking cognizance of issues relating to society, environment and media.
- Practice the process oriented approach to writing
- write cohesively and coherently and flawlessly avoiding grammatical errors, using a wide

Vocabulary range, organizing their ideas logically on a topic.

- To use the target language effectively focusing on interpersonal skills and develop good command over the language..

Unit – 1 :- Tears from the Earth-Duane Marchand, The End of Living and Beginning of Survival-Chief Seattle, Moschus Moschiferus -A.D. Hope, Remedial grammar - Use of Articles, Prepositions and Concord in context

Unit – 2 :-Symbiotic Bond-Mari and Stan Thekaekara [An excerpt from the Sunday magazine- The Hindu] ,Tiger in the Tunnel –Ruskin Bond,Violence and the Media – Karensrutledge, Reading comprehension[Skimming and scanning a passage for specific information]

Unit – 3 :-On Film Making: An Introduction to the craft of the Director, Onscreen Magic-Avijit Pathak My greatest Olympic Prizee-Jesse Owens, Paragraph writing[Descriptive, Narrative and persuasive paragraphs]

Unit - 4

Extract from Edmund Hillary and Tenzing Norgay’s Biography, The Sporting Spirit-George Orwell [An extract: Tribune, London .December 1945,Home Coming Of the Heroes (An excerpt from Goal: An Autobiography by Major Dhyhan Chand), Listening and Speaking Skills(Introducing oneself and others ;Giving and taking directions)

Reference Books:

- Murphy, Raymond.(1998), Intermediate English Grammar,New York
- Mudambadithaya G.S.,(2002) English Grammar and composition
- Digne, Flinders and Sweeney(2010) Cambridge University press
- Lupton, Mary Jane (1998).
- Ur, Penny .(2002),Grammar Practice Activities, OUP
- Joan Van Emden and Lucinda Becker Palgrave.Effective Communication for Arts and Humanities students.
- Glendenning, Eric H. and Beverly Holmstrom (2008), Study Reading: A Course in Reading Skills for Academic Purposes, New Delhi: CUP.

Course Code	Duration	Course Title	L	T	P	C
BBAD15F1200	16 Weeks	LANGUAGE-II, K / H / AE / S	2	1	0	3

Course Objective: To improve language proficiency in respective language and learn grammar for critical and proper communication.

**ADDITIONAL ENGLISH
OBJECTIVES:**

- To attune young minds to concerns and issues which have a broad and wide scope of use and application to life.
- To acquire the functional use of language in context
- To understand the issues of love ,marriage and life
- To explore and critique issues related to education and travel.
- To inculcate the habit of reading and writing leading to effective and efficient communication.

OUTCOMES:

Learners should be able to

- Demonstrate ethical responsibilities in taking cognizance of issues relating to love and marriage , life and travel.
- write cohesively and coherently and flawlessly avoiding grammatical errors, using a wide

Vocabulary range, organizing their ideas logically on a topic.

- To use appropriate communicative strategies.

Unit - 1

Love vs Arranged: PyarKiya To Darna Kya-Shobhaa De,Poor Girl-Maya Angelou,The Winner Takes it All-Benny Anderson and Bjorn Ulvaeus, Correction of common grammatical errors in sentences

Unit – 2

I Only Came To Use the Phone-Gabriel Garcia Marquez, Sonnet CXXX-William Shakespeare,The Lover-Harriet Jacobs,Writing Slogans on Various Issues[Creative writing].

Unit –3

In SahyadriHills , A Lesson in Humility- Sudha Murthy, Abraham Lincoln’s Letter To His Son’s ,Teacher-Abraham Lincoln,My Young Son Asked Me- Bertolt Brecht, Africa-Maya Angelou, Reading Comprehension[Skimming And Scanning for specific Information]

Unit- 4

The Exercise Book –Rabindranath Tagore, The Tourists are Coming –Art Buchwald,
America –Maya Angelou,Chicago-Carl Sandburg

Reference Books:

NandiniNayar ,Footprints 1,An Anthology of prose ,poetry and Fiction ,published by
Cambridge University ,New Delhi.

Hindi

बी.बी.ए पाठ्यक्रम – प्रथम सेमिस्टर IBBA / IBBA(Hons.)

(For the academic year 2017-18, 18-19 and 19-20)

इकाई – 1

- 1.कहानी - तावान – प्रेमचंद
- 2.कहानी – बारिश की रात – मिथिलेश्वर
- 3.संस्मरण - चीनी भाई - महादेवी वर्मा

इकाई – 2

- 4.कहानी - वापसी - उषा प्रियंवदा
- 5.कहानी – भेड़े और भेड़ियें - हरिशंकर परसाई
- 6.रेखाचित्र - बुधिया कब आयेगा- ज्ञानचंद मर्मज्ञ

इकाई – 3

- 7.कहानी - कैलक्युलेशन – मालती जोशी
- 8.कहानी – एक दिन का मेहमान- निर्मल वर्मा
- 9.निबन्ध - एक दीक्षांत भाषण – रवीन्द्र नाथ त्यागी

इकाई – 4

पत्र-लेखन : पूछ-ताछ पत्र, आदेश पत्र, भुगतान पत्र |

अनुवाद : अनुछेद और पारिभाषिक शब्दावली (अंग्रेजी से हिन्दी)

सूचना : प्रत्येक इकाई 25 अंक के लिए निर्धारित है |

RU/BOS/A&H-HIN/UG/MAR 2017

Course Code	Duration	Course Title	L	T	P	C
BBAD15F1300	16 Weeks	ACCOUNTING- I	3	0	1	4

Objective: This course aims to familiarize the students with the application of the basic Accounting knowledge and preparation of final accounts.

Course Contents:

UNIT-1: FUNDAMENTAL OF ACCOUNTS:

Meaning and scope of accounting – Users of accounting information--Accounting concepts and conventions-principles of accounts - Methods of Book keeping- **Single Entry System:** Meaning – Difference between single entry and double entry – (Theory) Journal entries-Ledger posting

UNIT-2: SUBSIDIARY BOOKS:

Meaning- Purchase book- Sales book- Purchase returns book- Sales returns book,- Receivable & Payable books- Trail balance (Theory and Problems)- **Cash Book** - Petty Cash Book- Single column cash book- Double column cash book- Three column cash book (Theory and Problems)- Journal proper.

UNIT-3: FINAL ACCOUNTS OF SOLE PROPRIETORSHIP & PARTNERSHIP ACCOUNTS:-

Preparation of final accounts (Trading account– Profit and Loss account -Balance sheet) with adjustments (Theory and Problems)- Meaning and definition of partnership – Features –Partnership Deed (meaning) – Contents of partnership deed- Legal provisions in the absence of the partnership Deed- Profit and Loss appropriation account- Fixed and fluctuating capital methods – (Theory and Problems)

UNIT-4: COMPANY ACCOUNTS:

Meaning and characteristics of company - Different types of shares – Journal entries for Issue of shares at par- premium and discount- forfeiture- Reissue (Theory and Problems)

Skill development activities:

1. Visit any sole proprietorship or partnership business concern and understand practical procedure of recording of business transactions.
2. Collect the financial statements of a sole proprietorship or partnership business concern.
3. Collect the information regarding types of shares issued by any four joint stock

companies.

Reference Books:

1. Battacharya S.K., John Dearden, Accounting for Management; Vikas Publishing House Ltd., New Delhi.
2. Jain and Narang; Advanced Accountancy, Kalyani Publishers, New Delhi.
3. Maheswari S.N, Financial Accounting, Vikas Publishing House, New Delhi.
4. Maheswari S.N., Corporate Financial Accounting. Vikas Publishing House, New Delhi.

Course Code	Duration	Course Title	L	T	P	C
BBAD15F1400	16 Weeks	MANUFACTURING MANAGEMENT	2	1	0	3

Objective: To familiarize students with key production and operation activities and enable to integrate this knowledge in actual business environment.

Course content:-

UNIT-1 : INTRODUCTION:

Production & Operation Management – Meaning - need and scope - objectives – need- limitations- Automation- advantages and disadvantages of automation.

UNIT-2: PLANT LOCATION AND LAYOUT:

Factor affecting location-Theory and practices-Cost factor in location- Plant layout-principles of plant layout – Space requirement - Organization of physical facilities - Building – Sanitation - Lighting - Air conditioning – Safety.

UNIT-3: MATERIALS MANAGEMENT & QUALITY CONTROL:

Purchasing - Selection of suppliers -Inventory management - Material handling principles and practices - Economic consideration - Criteria for selection of materials handling equipment – Standardization – Codifications - Simplification - Inventory control -Value Analysis - Value engineering and Ergonomics - Inter- relationship of plant layout and materials handling. Quality control- meaning- techniques.

UNIT-4: PRODUCTION PLANNING AND CONTROL:

Production planning- Objectives - concepts-Capacity planning-corresponding production planning – Controlling -Scheduling routing.

Maintenance and Waste Management: Types of maintenance break down - Spares planning and control -Preventive routine -Relative advantages -Maintenance scheduling -Equipment reliability and modern scientific maintenance methods - Scrap and surplus disposal -Salvage and recovery.

Skill Development Activities:

1. Visit any industry and list out the stages of PPC with as many details as possible.
2. List out the Functions of Materials management in an organization
3. Describe the Functions of Quality Circles in an industry
4. Draw a ISO specification chart

5. Visit a company and List out Environmental issues.
6. Visit a company and draw a chart on Plant layout.

Reference Books:

1. Chary, SN, Production & Operations Management.
2. Ashwathappa. K. Production & Operations Management.
3. Alan Muhlemann John Oaclank and Keith Lockyn,
4. Ahuja KK, Production Management.
5. Everett E Adam Jr., and Ronald J Ebert, Production & Operations Management.
6. Agarwal L. N. and Jain K.C., Production Management.

Course Code	Duration	Course Title	L	T	P	C
BBAD15F1500	16 Weeks	INTRODUCTION TO MANAGEMENT	3	1	0	4

Objective: The course familiarizes the students with the principles of management, Managerial practices and recent trends in management.

Course Content:

UNIT-1: CONCEPT OF MANAGEMENT:-

Meaning - nature - Scope and importance of management - Management as profession - management as science or an Art- MBO- MBE-Theories of management.

UNIT-2: PLANNING:-

Meaning and significance –Types of plans–Different approaches to plans strategies - Objectives and policies.

UNIT-3: ORGANIZING & STAFFING:-

Meaning - Principles of organizing staffing - Types of organization-Formal and informal organization structure - Delegation Authority and responsibility - Span of control and chain of command.

UNIT-4: DIRECTING AND CONTROLLING:

Definition – Importance - Principles of direction - Co-ordination as essence of management. Leadership – types of leadership- principles - contemporary leadership styles.

Managerial Control :- Meaning - Need for control - features of effective controlling system- Emerging trends in management.

Skill Development Activities:

1. Collect the photograph and Bio-data of any three contributors to management thought.
2. Draft organizational chart and discuss the authority relationship.
3. Identify the feedback control system of an organization.
4. List out your strengths and weak nesses

5. Collect the names of BPO's and KPO's
6. Visit a factory/industry and collect information from workers about the stress and their causes.

Reference Books:

1. Parasad L.M, Principles & practice of management, Sultan Chand & Sons, New Delhi.
2. Gupta CB, Principles of management, Sultan Chand & Sons, New Delhi.
3. Chandan J. S, Management: Concept and Strategies, Vikas Publishing.
4. Sherleker, Principles of Management, Himalaya Publishing House, New Delhi.
5. Ramana AT, Knowledge Management, Tata McGraw Hill, New Delhi.
6. Horold Koontz and Itenz Weibrich, Essential of Management,
7. Aswathapa K, Essential of Business Administration, Himalaya Publishing House.

Course Code	Duration	Course Title	L	T	P	C
BBAD15F1600	16 Weeks	BUSINESS STATISTICS	3	0	1	4

Objective: The objective of this course is to familiarize students with the basic statistical tools used to summarize and analyze quantitative information for decision making.

Course content:

UNIT-1: INTRODUCTION TO STATISTICS:

Meaning and Definition – Function – Scope – Limitations - Organization of Data - Collection of data (census and sample techniques) of data- Classification – Tabulation of data.

Diagrams and graphs: - Simple bar diagram – multiple - and percentage - component bar diagram - pie chart and frequency polygon.

UNIT-2: MEASURES OF CENTRAL TENDENCY:

Meaning and definition – Types of averages – Arithmetic Mean (Simple and Weighted), Median – Mode & Graphical representation of Median and Mode

UNIT-3: MEASURES OF DISPERSION:

Meaning and Definition – Range – Quartile Deviation – Mean Deviation – Standard deviation and Co-efficient of Variation.

Skewness:- Meaning - uses and problems on Karl Pearson's co-efficient of skewness.

UNIT - 4: INDEX NUMBERS:

Meaning and Definition – uses – methods of constructing Index numbers- Simple aggregative method – Simple Average of Price Relative method – Weighted Index

Method- Fishers Ideal method (including TRT and FRT) – Consumer Price Index – problems.

Skill Development Activities:

1. Collect marks scored by 50 students in a examination and prepare frequency distribution table.
2. Collect data relating to prices of shares of two companies for ten days and ascertain which companies share price is more stable.
3. Collect the run scored by the two batsmen in ten one day international cricket matches, find who is better run getter and who is more consistent.
4. Using imaginary figures construct the cost of living index of your own place.

Reference Books:

1. Vohra, N.D., Business Statistics, McGraw Hill Publishing Co.
2. Sharma, J.K., Business Statistics, Pearson Education, New Delhi.
3. Levine Krehbeil, Berenson and Viswanathan, Business Statistics: A first course, Prentice –Hall of India, New Delhi.
4. Thukral, J.K., Mathematics for Business Studies, Mayur Publications.
5. Gupta S.P., Statistical Methods. Sultan Chand & Sons, New Delhi.
6. Elhance D.N, Fundamentals of Statistics.

Course Code	Duration	Course Title	L	T	P	C
BBAD15F1700	16 Weeks	FUNDAMENTALS OF COMPUTERS	2	0	1	3

Course Objective: To provide basic knowledge of computer and its usage.

UNIT-1 :- INTRODUCTION TO COMPUTERS:

General features of a computers – Generation computers - Personal computer – Workstation– Mainframe computer and super computers. Computer applications – Data processing –Information processing – Commercial – Office automation – Industry and engineering –Healthcare – Education – Graphics and multimedia.

UNIT-2 :- COMPUTER ORGANIZATION:

Central processing unit – Computer memory – Primary memory – Secondary memory – Secondary storage devices – Magnetic and optical media – Input and output units – OMR – OCR – MICR – Scanner – Mouse - Modem.

UNIT-3 :- COMPUTER HARDWARE AND SOFTWARE:

Machine language and high level language – Application software – Computer program – Operating system – Computer virus - antivirus and computer security – Elements of MS DOS and Windows OS – Computer arithmetic – Binary - Octal and hexadecimal number systems – Algorithm and flowcharts – Illustrations – Elements of database and its applications.

UNIT-4 :- MICROSOFT OFFICE:

Word processing and electronic spread sheet – An overview of MS WORD - MS EXCEL and MS POWER POINT – Elements of BASIC programming – Simple illustrations.

Computer Networks: Types of networks – LAN - Intranet and internet – Internet applications – World wide web – E-mail - Browsing and searching – Search engines – Multimedia applications.

Reference Books:

- 1) Alexis Leon and Mathews Leon (1999), Fundamentals of information technology, Leon Techworld Publications.
- 2) Jain, S.K. (1999), Information Technology “O” level made simple, BPB Publications.
- 3) Jain, V.K. (2000), “O” Level Personal Computer Software, BPB Publications.
- 4) Sharma Dhiraj, Information Technology for Business Himalaya Publishing House.
- 5) Archanakumar, Computer Basics with Office automation I.K. International
- 6) Rajaraman, V. (1999), Fundamentals of Computers, Prentice Hall India.
- 7) Hamacher, Computer Organization, McGraw-Hill Publications.
BharihokeD., Fundamental of Information Technology.

SECOND SEMESTER

Course Code	Duration	Course Title	L	T	P	C
BBAD15F2100	16 Weeks	LANGUAGE-I, COMMUNICATIVE ENGLISH – II	2	1	0	3

OBJECTIVES:

- To attune young minds to concerns and issues which have a broad and wide scope of use and application to life.
- To acquire a functional use of language in context
- To understand issues of ecology and environment
- To explore and critique issues related to sports and media
- To inculcate the habit of reading and writing leading to effective and efficient communication.

OUTCOMES:

Learners should be able to

- Demonstrate ethical and political responsibilities in taking cognizance of issues relating to society , environment and media.
- Practice a process oriented approach to writing
- Write cohesively , coherently and flawlessly avoiding grammatical errors, using a wide range of vocabulary, organizing their ideas logically on a topic.
- Use the target language effectively to focus on interpersonal skills and develop a good command over the language.

.UNIT I:- We Wear the Mask – Paul Laurence Dunbar, The Last Lesson – Alphonse Daudet, Direct Indirect Speech

UNIT II :- Ulysses – Alfred, Lord Tennyson, We are Not Afraid to Die.-Gordon Cook and Alan East, Paragraph Writing

UNIT III :- The War Prayer – Mark Twain, Hiroshima – Agyeya (Tr. Leonard Nathan), Reading Comprehension, Active Voice & Passive Voice

UNIT IV :- The Journey of the Magi – T.S. Eliot, The War – Luigi Pirandello, Question Tags, Media Transfer (Telephone message)

Reference Books:

1. Murphy, Raymond. (1998), Intermediate English Grammar, New York
2. Raymond Murphy (2002) English Grammar and composition
3. Digne, Flinders and Sweeney(2010) Cambridge University press
4. Lupton, Mary Jane (1998).
5. Ur, Penny .(2002), Grammar Practice Activities, OUP
6. Joan Van Emden and Lucinda Becker Palgrave. Effective Communication for Arts and Humanities students.
7. Glendenning, Eric H. and Beverly Holmstrom (2008), Study Reading: A Course in Reading Skills for Academic Purposes, New Delhi: CUP.

Course Code	Duration	Course Title	L	T	P	C
BBAD15F2200	16 Weeks	LANGUAGE-II, K / H / AE / S	2	1	0	3

Objective: To improve language proficiency in respective language and learn grammar for critical and proper communication.

ADDITIONAL ENGLISH OBJECTIVES:

- To attune young minds to concerns and issues which have a broad and wide scope of use and application to life.
- To acquire the functional use of language in context
- To understand the issues of love ,marriage and life
- To explore and critique issues related to education and travel.
- To inculcate the habit of reading and writing leading to effective and efficient communication.

OUTCOMES:

Learners should be able to

- Demonstrate ethical responsibilities in taking cognizance of issues relating to love and marriage, life and travel.
- write cohesively and coherently and flawlessly avoiding grammatical errors, using a wide Vocabulary range, organizing their ideas logically on a topic.
- To use appropriate communicative strategie.

Unit - 1 :- Idioms, Degree of Comparisons, A Horse and Two Goats, The Cow of the Barricades

Unit – 2 :- Prefix & Suffix, Synonyms, Mending Wall, A Wall is Just a Wall.

Unit –3 :- Design a leaflet, A Girl, To Mother , The Beauty Industry

Unit- 4 :- Compose an invitation ,A Ring to Me is Bondage,I am an Ordinary Man,Why I want a Wife .

Reference Books:

NandiniNayar ,Footprints 2,An Anthology of prose ,poetry and Fiction ,published by Cambridge University ,New Delhi

Hindi

बी.बी.ए - पाठ्यक्रम (द्वितीय सेमिस्टर) – II BBA / IIBBA(Hons.)

(For the academic year 2017-18, 18-19 and 19-20)

इकाई – 1

- 1.कबीर के दोहे
- 2.कविता – मैथलीशरण गुप्त
- 3.कविता – माखनलाल चतुर्वेदी

इकाई – 2

- 4.बिहारी के दोहे
- 5.कविता - रामधारी सिंह 'दिनकर'
- 6.कविता – हरिवंशराय 'बच्चन'

इकाई – 3

- 7.सूरदास के पद
- 8.कविता – अटल बिहारी वाजपाई
- 9.कविता – गोपालदास नीरज

इकाई – 4

हिन्दी में रोजगार की संभावनाएँ
अनुवाद (पारिभाषिक शब्दावली) और अनुच्छेद (हिन्दी से अंग्रेज़ी में)
सूचना : प्रत्येक इकाई 25 अंक के लिए निर्धारित है।

RU/BOS/A&H-HIN/UG/MAR 2017

Course Code	Duration	Course Title	L	T	P	C
BBAD15F23	16 Weeks	ACCOUNTING – II	3	0	1	4

Objective:

This course aims to provide knowledge in accounting to the students on essential aspects in various business organizations.

Course content:

UNIT- 1: FIRE INSURANCE CLAIMS

Introduction - loss of stock - steps for ascertaining fire insurance claims - treatment of salvage - average clause - treatment of abnormal loss - computation of fire insurance claims. (Theory and Problems)

UNIT -2: COMPANY FINAL ACCOUNTS:

Final accounts of company as per schedule VI of companies Act 1956 - Trading account -Profit and loss account - Profit and Loss appropriation account - Balance sheet with adjustments. (Theory and Problems)

UNIT- 3: HIRE PURCHASE AND INSTALLMENT SYSTEM:

Introduction – meaning - Hire purchase agreement - calculation of Hire purchase price, interest - Journal entries and ledger accounts in the books of hire purchaser and hire vendor (asset accrual method only) - installment system-meaning – features - journal and ledger in the books of installment purchaser and installment vendor under interest suspense method. (Theory and Problems)

UNIT -4: BANKING COMPANY

Final accounts under vertical format (Profit and loss account and Balance sheet) with adjustments. (Theory and Problems)

Skill Development activities:

1. Visit the general insurance company and collect the proposal form for fire insurance claims.
2. Collect the financial statements of any joint stock company
3. Draft a Hire purchase agreement/ installment purchase agreement with imaginary figures
4. Visit the nearest bank and collect the accounting statements

Reference Books:

1. Dr.Anil Kumar, Dr. Rajesh Kumar and Dr.B. Mariyappa, Financial accounting, Himalaya Publishing house.
2. B.S.Raman, Financial accounting, United Publishers.
3. S.P.Jain and K.L.Narang, Financial Accounting, Kalyani Publishers.
4. Mahaeshwari S.N. Financial accounting, Vikas Publishing House
5. Tulasian.P.c. Introduction to Accounting, Pearson Education.

Course Code	Duration	Course Title	L	T	P	C
BBAD15F2400	16 Weeks	ORGANISATION BEHAVIOUR	3	1	0	4

Objective: The course familiarizes the students with the business organization and Management and Managerial Practices.

Course Content:

UNIT- 1: INTRODUCTION

Meaning - need and importance of organization – classification of organization - prospectus of formal organization - Organizational Behaviour – Nature and Scope – contribution from other discipline.

UNIT -2: PERSONALITY & LEARNING

Definition - Determinants of personality - Theories of personality – Erickson’s personality - Freudian theory and Trait theory - Meaning of learning – Learning process – Learning theory of Organizational Behaviour – Classical - Operant conditioning- Cognitive- Observation Theory

UNIT -3: ATTITUDE & PERCEPTION

Meaning – Characteristics - Components and Formation of attitudes - Change in attitude - Barriers to change- How to minimize the barriers.

Perception:- Meaning and definition – Need - Factors influencing perception - perceptual consistency - Context and definition - Interpersonal perception.

UNIT-4: GROUP BEHAVIOR AND GROUP DYNAMICS

Meaning – Types – Groups in the organization – Group size and status – Influences –Roles and relationship and group behavior – Characteristics – Behavior problem - Group norms – Cohesiveness - feature Effects – Group thinking – Symptoms - Influence and Remedy – Group decision making techniques.

Reference Books:

1. Essential Reading Singh, K. (2012). Organizational Behaviour: Text and Case. New Dehli: Pearson Education.
2. Aswathappa, K. (2010). Organizational Behaviour(Text, Cases and Games). Bangalore: Himalaya Publication.
3. Greenberg, J., & Baron, R. A. (2008). Behaviour in Organizations. Pearson Prentice Hall. Nelson, D. L., & Quik, J. C. (2008).
4. Organization Behaviour. Thomson South Western. Robbins, S. P., Judge, T. A., & Vohra, N. (2011).

Course Code	Duration	Course Title	L	T	P	C
BBAD15F2500	16 Weeks	MANAGERIAL ECONOMICS	3	1	0	4

Objectives: To provide clear relationship between knowledge of economic application in

management decision making.

Course Content:

UNIT-1 : NATURE AND SCOPE OF MANAGERIAL ECONOMICS:

Meaning - Definition - Characteristics - Scope and subject matter relationship with

other discipline.

UNIT-2 : DEMAND AND SUPPLY:

Meaning and definitions-long run and short run demand forecasting – Objectives and need for demand forecasting - Methods of demand forecasting – Least square method problems on least square method forecasting- Demand for new product - Criteria of good forecasting methods.

UNIT-3 : PRODUCTION ANALYSIS:

Concept of production function – Cost– Meaning- Money Cost - Real Cost - Opportunity cost -Implicit and explicit cost -Short–run costs -Total cost - Fixed cost - Economies of scale. Revenue– Meaning– Total revenue - Average revenue and marginal revenue- Break even analysis- Break even chart with problems.

UNIT-4 : PRICING THEORY AND PRICING METHODS:

Perfect competition - Monopoly - Monopolistic and oligopoly - Meaning – Definition – Features - Price and output determination under different marketing conditions - Cost plus pricing - penetration and skimming pricing.

Skill Development Activities:

1. Write down the Incremental principles with a numerical illustration.
2. Write a note on Least square method and its application
3. Show the Calculation of cost & revenue.
4. Mention the method of Calculation of BEP (in units & Value)
5. You are required to write Calculation of cost plus price.
6. Write the system of Calculation of project profitability

Reference Books:

1. Joel Dean, Managerial Economics, Prentice Hall Ltd., India.
2. Varshiney & Maheswari, Managerial Economics, Sultan Chand & Co.
3. Mehatha P.L., Managerial Economics, Sultan Chand & Co.
4. Dwivedi D.N., Managerial Economics, Himalaya Publishing House.
5. Mote, Paul & Gupta, Managerial Economics, Tata Mc Graw Hill Ltd.
6. Mithani D M: Business Economics.
7. Petersen & Lewis: Managerial Economics.

Course Code	Duration	Course Title	L	T	P	C
BBAD15F260	16 Weeks	ENVIRONMENTAL SCIENCE	2	0	0	2

Objective: To familiarize students with environmental issues as how to conserve, preserve our Environment.

Course Content:

UNIT-1: INTRODUCTION:

Multidisciplinary nature of environmental studies – Definition -Scope and importance -Need for public awareness. **Natural Resources:** Renewable and non-renewable - Problems associated - Forest resources - Water resources - Mineral resources - Food resources - Energy resources - Land resources and their conservation.

UNIT-2 : ENVIRONMENTAL POLLUTION:

Definition - Causes - Effects and control measures of air - Water – Soil – Marine – Noise -Thermal - Nuclear pollutions - Solid waste management - Prevention of pollution.

UNIT-3 : SOCIAL ISSUES AND THE ENVIRONMENT:

Unsustainable to sustainable development - Environmental ethics - Climate changes - global warming - Wildlife protection act - Public awareness.

UNIT-4 : HUMAN POPULATION AND THE ENVIRONMENT:

Population growth - Population explosion - Human rights - Value education - Role of information technology in environment and human health - HIV/Aids -Women and child welfare - Case studies.

Reference Books:

1. Desai R.G. - Environmental studies. Himalaya Pub. House.
2. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
3. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd.,
4. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi.
5. Rao M N. & Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ. Co. Pvt. Ltd.

III SEMESTER

Course Code	Duration	Course Title	L	T	P	C
BBAD15F3100	16 weeks	BUSINESS COMMUNICATION	2	1	0	3

Objectives:- The objective is to develop both oral and written communication skills relating to organization and Business issues:-

Course structure:-

UNIT 1:- INTRODUCTION:-

Meaning – Importance – objectives – types and forms of communication – achieving success through effective business communication – Interpersonal communication –

Communication in a world of Diversity - understanding the opportunities and challenges of communication in a world of diverse.

UNIT 2:- DESIGNING AND DELIVERING ORAL AND ONLINE PRESENTATIONS

Importance of public speaking and speech compositions - principles of effective speaking and presentations - Technical speeches and Non-Technical presentations – Speech for introduction of a speaker – Speech for vote of thanks- occasional speech - Theme speech - Moderating programmes - use of technology.

UNIT 3:- INTERVIEWS AND MEETINGS:-

Importance of interviews - Art of conducting and giving interviews - Placement or job interview -writing application letters and other employment- understanding the interviewing process - follow up process. Opening and closing the meeting - participating and conducting group discussions - brain storming – e-meetings - preparing agenda and minutes of the meeting.

UNIT 4:-WRITING EMPLOYMENT MESSAGES AND INTERVIEWING FOR JOBS

Inquiries – circulars – quotations – orders - acknowledgements Executions – complaints - claims and adjustments - collection letter - banking correspondence - Agency correspondence Sales letters - Job application letters, - Bio-data - Interview letters - letter of reference – memo.

Reference Books:-

1. Courtland L. Bovee, John V. Thill, Abha Chatterjee - Business Communication Today, Pearson
2. C.G.G Krishnamacharyulu & Lalitha :- Soft skills of personality development, HPH.
3. Santosg Kumar – Soft skills for business

Course Code	Duration	Course Title	L	T	P	C
BBAD15F3200	16 weeks	QUANTITATIVE METHODS	3	0	1	4

Objectives:- The objective is to provide basic knowledge of quantitative methods and their

commercial application for decision making in business.

Course content:-

Unit 1: TIME SERIES

Introduction – Meaning –Uses- Components of Time Series- Fitting a straight line trend by the method of least squares and Computation of Trend Values (When $\sum x=0$) including Graphical presentation of trend values – Problems.

Unit 2: INTERPOLATION AND EXTRAPOLATION

Meaning – Significance – Assumptions – Methods of Interpolation – Binomial expansion (Interpolation method one and two missing values only) – Newton’s Advancing Differences Method – Problems.

Unit 3: CORRELATION AND REGRESSION

Correlation:- Meaning & definition- uses, types, Karl Pearson’s co-efficient of correlation, Probable error, Spearman’s rank correlation co-efficient.

Regression:- Meaning, definition, uses, Regression lines, equations, Correlation co-efficient through regression co-efficient

Unit 4: PROBABILITY AND SAMPLING

Meaning - objectives and Types - Probability Sampling and Non-Probability Sampling Techniques- Meaning of Population - Parameter and Statistic – Sampling Distribution – Meaning and usefulness of Standard Error (Simple Problems on calculation of Samples size)

THEORY OF PROBABILITY: Meaning and Importance of Probability – Experiment - Event and types of events - Addition Theory of probability. (Simple Problems on addition theorem only)

BOOKS FOR REFERENCE

1. S P Gupta: Statistical Methods- Sultan Chand, Delhi
2. C.R.Reddy : Quantitative Techniques for Management Decisions, HPH.
3. Dr. B N Gupta: Statistics (SahityaBhavan), Agra.
4. R.S Bhardwaj: Business Statistics, Excel Books.
5. Chikodi&Pradad – Quantitative Method for Business - II
6. Veerchamy : Operation Research I.K. International Publishers
7. S C Gupta: Business Statistics, Himalaya Publications.
8. Ellahance : Statistical Methods
9. Sanchethi and Kapoor: Business Mathematics, Sultan Chand
10. C.S Mujawar : Statistics for Managers I.K. International Publishers
11. Dr. Alice Mani: Quantitative Methods for Business - II, SBH.

Course Code	Duration	Course Title	L	T	P	C
BBAD15F3300	16 weeks	FINANCIAL MANAGEMENT	3	0	1	4

OBJECTIVE

The objective is to enable students to understand the basic concepts of Financial Management and the role of Financial Management in decision-making.

Course content:-

UNIT 1: INTRODUCTION TO FINANCIAL MANAGEMENT

Introduction – Meaning of Finance – Business Finance – Finance Function – Aims of Finance Function – Organization structure of finance - Financial Management – Goals of Financial Management – Financial Decisions – Role of a Financial Manager – Financial Planning – Steps in Financial Planning – Principles of a Sound Financial Planning.

UNIT 2: FINANCING DECISION AND INVESTMENT DECISION

Financing Decisions: Introduction – Meaning of Capital Structure – Factors influencing Capital Structure – Optimum Capital Structure – EBIT – EBT – EPS Analysis – Leverages – Types of Leverages – Simple Problems.

UNIT 3: INVESTMENT DECISIONS: Introduction – Meaning and Definition of Capital Budgeting – Features – Significance – Process – Techniques – Payback Period – Accounting Rate of Return – Net Present Value – Internal Rate of Return – Profitability Index - Simple Problems

Dividend Decision

Introduction – Meaning and Definition – Determinants of Dividend Policy – Types of Dividends .

UNIT 4: WORKING CAPITAL MANAGEMENT

Introduction – Concept of Working Capital – Significance of Adequate Working Capital – Evils of Excess or Inadequate Working Capital – Determinants of Working Capital – Sources of Working Capital – Cash Management.

BOOKS FOR REFERENCE

1. Reddy, Appananih: Financial Management., HPH
2. Sudrashan Reddy – Financial Management, HPH.
3. Venkataraman R _ Financial Management, VBH.
4. S N Maheshwari, Financial Management., Sultan Chand.
5. R.M.Srivastava : Financial Management –Management and Policy, Himalaya Publishers.
6. Khan and Jain, Financial Management, Tata McGraw Hill.
7. Dr. K.V. Venkataramana, Financial Management, SHB Publications.
8. Sudhindra Bhatt: Financial Management, Excel Books.
9. Sharma and Sashi Gupta, Financial Management, Kalyani Publication.
10. M.GangadharRao& Others: Financial Management, Himalaya Publishers.
11. I M Pandey, Financial Management, Vika Publication House.
12. Prasanna Chandra, Financial Management, Tata McGraw Hill.
13. K. Venkataramana, Financial Management, SHBP.
14. Dr. Alice Mani: Financial Management, SBH.

Course Code	Duratio n	Course Title	L	T	P	C
BBAD15F3400	16 weeks	BUSINESS LAW	2	1	0	3

OBJECTIVE

The objective is to introduce the students to various regulations affecting business and to familiarize the students with such regulations.

Course content:-

UNIT 1: INTRODUCTION TO BUSINESS LAWS

Introduction - Nature of Law - Meaning and Definition of Business Laws - Scope and Sources of Business Law - Fundamental Rights and Directive Principle of State Policies - Principles having economic significance - Overview of Business Laws in India.

UNIT 2: CONTRACT LAWS -INDIAN CONTRACT ACT, 1872:

Definition of Contract - essentials of a valid contract (all essentials need to be explained in great detail) - classification of contracts - breach of contract and remedies for breach of contract.

Indian Sale of Goods Act, 1930: Definition of contract of sale - essentials of contract of sale - conditions and warranties - rights and duties of buyer - rights of an unpaid seller.

UNIT 3: INFORMATION LAWS AND ENVIRONMENT PROTECTION ACT, 1986

Right to Information Act, 2005: Objectives of the RTI Act – Scope - Method of seeking information - Eligibility to obtain information - Authorities under the Act.

Environment Protection Act, 1986: Objects of the Act - definitions of important terms – environment, environment pollutant, environment pollution, hazardous substance and occupier - types of pollution - global warming - causes for ozone layer depletion - carbon trade - rules and powers of central government to protect environment in India.

UNIT 4: COMPETITION AND CONSUMER LAWS

The Competition Act, 2002: Objectives of Competition Act - the features of Competition Act - components of Competition Act - CCI, CAT, offences and penalties under the Act.

Consumer Protection Act, 1986: Definition of the terms consumer - consumer dispute, defect, deficiency, unfair trade practices and services. -Consumer Protection Act - Consumer Redressal Agencies – District Forum - State Commission - National Commission - any two landmark judgments of the Supreme Court.

BOOK REFERENCE

1. K. Aswathappa, Business Laws, Himalaya Publishing House,
2. K.R. Bulchandni: Business Laws, HPH.
3. N.D. Kapoor, Business Laws, Sultan chand publications.
4. S.S. Gulshan, Business Law 3rd Edition, New Age International
5. S.C. Sharama&Monica : Business Law I.K. International
6. Tulsian Business Law ,Tata McGraw-Hill Education
7. Dr. K. Venkataraman, SHB Publications.
8. Kamakshi P &Srikumari P, Business Regulation
9. Dr. Alice Mani: Business Regulations, SBH.

Course Code	Duration	Course Title	L	T	P	C
BBAD15F3500	16 weeks	CAREER PLANNING AND DEVELOPMENT	3	1	0	4

Objectives:

- The students will develop an operational understanding of the components involved in career development programs. The students will develop and understanding of the major career development theories and decision- making models. The students will become acquainted with the major career assessment instruments and techniques.

Course content:-

UNIT-1: INTRODUCTION

Career – Meaning – Definition - Why career development? -Forces that enable and lead to career development -Major stages of career development - Novation’s Model- Individual’s perspective to career development. -Schein’s Model – stages of career development.

UNIT-2:- CAREER ANCHORS AND VALUES

Career Movement - Factors that affect career choices - Holland’s theory of vocational personalities in Work environments.

UNIT-3:- CAREER APPRAISAL

Instruments used - MBTI etc. - Career coaching and career centers - Career counseling - Career counseling competencies.

UNIT-4:- PROFESSIONAL CAREER DEVELOPMENT

Planning process- steps - Modern Challenges in careers - plateau employees etc.

Job Enrichment: Responsibilities of Organizations and employees in career planning.

Corporate Offerings: Individual and Team Motivation - Confidence Building - public speaking skills - Leadership skills Development - Effective Communication - Time Management - Building Presentation Skills.

Reference Books:

1. Business Communication – From Process to product, Boxman joel& Barachaw, Dryden Press, Chicago.
2. Effective Business Communications, Murphy Herta A & Peck, Tata McGraw-Business Communication- Principles & Application.
3. P. Subba Rao, Personnel & Human Resource Management.
4. Successful Business Communication, Treece Malra, Allyn and Bacon, Boston
5. V.S.P Rao, Human Resource Management, Excel Books

Course Code	Duration	Course Title	L	T	P	C
BBAD15F3600	16 weeks	MARKETING MANAGEMENT	3	1	0	4

OBJECTIVE

The objective is to enable students to understand the concept of marketing and its applications and the recent trends in Marketing.

Unit 1: INTRODUCTION TO MARKETING

Meaning & Definition – Goals – Concepts of Marketing – Approaches to Marketing – Functions of Marketing.

Recent trends in Marketing - Introduction, E-business – Tele-marketing – M-Business – Green Marketing – Relationship Marketing – Retailing – Concept Marketing and Virtual Marketing (Meaning Only).

Unit 2: MARKETING ENVIRONMENT (MACRO)

Meaning – Demographic – Economic – Natural – Technological - Political – Legal – Socio – Cultural Environment

Unit 3: MARKETING MIX

Meaning – Elements – Product – Product Mix – Product Line – Product Lifecycle – Product Planning –New Product Development – Failure of New Product – Branding – Packing and Packaging. Pricing –Objectives – Factors influencing Pricing Policy and Methods of Pricing. Physical Distribution – Meaning –Factors affecting Channel Selection – Types of Marketing Channels. Promotion – Meaning and Significance of Promotion – Personal Selling & Advertising (Meaning Only).

Unit 4: MARKET SEGMENTATION AND CONSUMER BEHAVIOUR

Meaning & Definition - Bases of Market Segmentation – Requisites of Sound Market Segmentation. Consumer Behaviour – Factors influencing Consumer Behaviour and Buying Decision Process.

CUSTOMER RELATIONSHIP MANAGEMENT

Meaning and Definition – Role of CRM – Advantages and Disadvantages

BOOKS FOR REFERENCE

1. P N Reddy & Appanniah, Marketing Management, HPH.
2. Kuranakaran, Marketing Management, Himalaya Publishers.
3. Rekha & Vibha, Marketing Management, VBH.
4. Philip Kotler, Marketing Management, Prentice Hall.
5. Bose Biplab, Marketing Management, Himalaya Publishers.
6. J.C. Gandhi, Marketing Management, Tata McGraw Hill.
7. Ramesh & Jayanti Prasad: Marketing Management, I.K. International
8. William J. Stanton, Michael J. Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill Education.
9. Sontakki, Marketing Management, Kalyani Publishers.
10. K. Venkataramana, Marketing Management, SHBP.
11. Dr. Alice Mani: Marketing Management, SBH.

Course Code	Duration	Course Title	L	T	P	C
BBAD15F3700	16 weeks	Indian Constitution and Human Rights	2	1	0	3

UNIT-1: INDIAN CONSTITUTIONAL PHILOSOPHY

Features of the Constitution and Preamble-Fundamental Rights and Fundamental Duties-Directive Principles of State Policy

UNIT-2: UNION AND STATE EXECUTIVE, LEGISLATURE AND JUDICIARY

Union Parliament and State Legislature: Powers and Functions- President, Prime Minister and Council of Ministers-State Governor, Chief Minister and Council of Ministers-The Supreme Court and High Court: Powers and Functions

UNIT -3: CONCEPT AND DEVELOPMENT OF HUMAN RIGHTS

Meaning Scope and Development of Human Rights -United Nations and Human Rights- UNHCR-UDHR 1948, ICCR 1996 and ICESCR 1966

UNIT-4: HUMAN RIGHTS IN INDIA

Protection of Human Rights Act, 1993 (NHRC & SHRC) -First, Second and Third Generations- Human Rights-Judicial Activities and Human Rights

IV SEMESTER

Course Code	Duration	Course Title	L	T	P	C
BBAD15F4100	16 Weeks	HUMAN RESOURCE MANAGEMENT	3	1	0	4

OBJECTIVE: The objective is to familiarize the students with concepts and principles of Human Resource Management.

Course content:-

Unit 1: HUMAN RESOURCE MANAGEMENT

Introduction – Meaning of HRM – Objectives of HRM – Importance of HRM – Functions and Process of HRM – HR Manager - Duties and Responsibilities – Recent trends in HRM.

Unit 2: HUMAN RESOURCE PLANNING, RECRUITMENT & SELECTION

Meaning – Importance of Human Resource Planning – Benefits of Human Resource Planning. Recruitment– Meaning – Methods of Recruitment. Selection – Meaning – Steps in Selection Process – Problems Involved in Placement.

Unit 3: HUMAN RESOURCE TRAINING AND DEVELOPMENT

Meaning - objective and purpose of Training- Need for training - benefits of training -Identification of training needs and methods of training.

Meaning of HRD - Role of training in HRD - Knowledge Management - Knowledge Resources - Impact of Globalization on Human Resource Management - Problems in relation to Transnational and Multinationals.

Unit 4: PERFORMANCE APPRAISAL, COMPENSATION, PROMOTION AND TRANSFERS

Introduction – Meaning and Definition – Objectives – Methods of Performance Appraisal – Uses and Limitations of Performance Appraisal.

Compensation – Meaning of Compensation – Objectives of Compensation.

Meaning and Definition of Promotion - Purpose of promotion - basis of promotion - Meaning of transfer - reasons for transfer - types of transfer - right sizing of work force - need for right sizing.

BOOKS FOR REFERENCE

1. Aswathappa, Human Resource Management, Tat McGraw Hill.
2. Madhurimalall, Human Resource Management, HPH.
3. Reddy & Appanniah, Human Resource Management. HPH.
4. C.B.Mamoria, Personnel management, HPH.
5. Edwin Flippo, Personnel management, McGraw Hill.

6. SubbaRao, Personnel and Human Resources management, HPH.
7. S.Sadri& Others: Geometry of HR, HPH.
8. Rajkumar : Human Resource Management I.K. Intl
9. Michael Porter, HRM and human Relations, Juta&Co.Ltd.
10. Biswanath Ghosh, Human Resource Development and Management.
11. Rekha&Vibha – Human Resource Management, VBH.

Course Code	Duration	Course Title	L	T	P	C
BBAD15F4200	16Weeks	BUSINESS RESEARCH METHODS	3	1	0	4

OBJECTIVE:The objective is to create an awareness of the Process of Research, the tools and techniques of research and generation of reports

Course content:-

Unit 1: INTRODUCTION TO RESEARCH

Meaning – Objectives – Types of Research – Scope of Research – Research Approaches – Research Process – Research Design – Research Methods Vs Research Methodology - Steps in Research – Problem Formulation – Statement of Research Objective – Exploratory – Descriptive – Experimental Research.

Unit 2: METHODS OF DATA COLLECTION

Observational and Survey Methods – Field Work Plan - Administration of surveys - Training field investigators - Sampling methods - Sample size.

Unit 3: TOOLS FOR COLLECTION OF DATA

Questionnaire Design; Attitude measurement techniques – Motivational Research Techniques – Selection of Appropriate Statistical Techniques

Unit 4: STATISTICAL METHODS AND REPORT WRITING

Tabulation of data - Analysis of data –Testing of Hypothesis, Advanced techniques – ANOVA, Chi-Square - Discriminate Analysis - Factor analysis - Conjoint analysis - Multidimensional Scaling - Cluster Analysis (Concepts Only). Types of Reports - Business, Technical and Academic Report writing – Methodology Procedure – Contents – Bibliography

BOOKS FOR REFERENCE

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

Course Code	Duration	Course Title	L	T	P	C
BBAD15F4300	16 weeks	COST ACCOUNTING	3	0	1	4

OBJECTIVE: The objective is to enable the students to understand techniques used to control as well as reduce the cost

Course content:-

UNIT 1: INTRODUCTION TO COST ACCOUNTING

Introduction –Meaning & Definition of Cost - Costing and Cost Accounting – Objectives of Costing- Comparison between Financial Accounting and Cost Accounting- Application of Cost Accounting - Designing and Installing a Cost Accounting System- Cost Concepts – Classification of Costs- Cost Unit- Cost Center – Elements of Cost – Preparation of Cost Sheet- Tenders and Quotations.

UNIT 2: MATERIAL COST

Meaning – Types – Direct material – Indirect Material- Material Control – Purchasing Procedure- Store keeping – Techniques of Inventory Control – Setting of Stock Levels- EOQ- ABC Analysis – Methods of Pricing - Material Issues- FIFO- LIFO- Weighted Average Price Method and Simple Average Price Method.

UNIT 3: LABOUR COST

Meaning – Types – Direct Labour- Timekeeping- Time booking- Idle Time- Overtime- Labour Turnover - Methods of Labour Remuneration- Time Rate System- Piece Rate System- Incentive Systems- Halsey plan- Rowan Plan- Taylor's Differential Piece Rate System and Merrick's Differential Piece Rate System- Problems.

UNIT 4: OVERHEAD COST

Meaning and Definition- Classification of Overheads- Procedure for Accounting and Control of Overheads- Allocation of overheads – Apportionment of overheads- Primary overhead Distribution summary- Secondary overhead Distribution Summary- Repeated Distribution Method and Simultaneous Equations Method- Absorption of Factory Overheads – Methods of Absorption – Machine Hour Rate- Problems.

BOOKS FOR REFERENCE

1. S P Iyengar, Cost Accounting.
2. B.S. Raman, Cost Accounting.
3. K.S. Thakur: Cost Accounting.
4. M.N. Arora, Cost Accounting.
5. N. Prasad, Costing.
6. Palaniappan&Hariharan : Cost Accounting
7. Jain &Narang, Cost Accounting.
8. Gouri Shankar; Practical Costing.
9. IM Pandey :Management Accounting

Course Code	Duration	Course Title	L	T	P	C
BBAD15F4400	16 weeks	SERVICES MANAGEMENT	3	1	0	4

OBJECTIVE

The objective is to familiarize the students with different services and prepare them with requisite skills to manage services.

Course content:-

UNIT 1: INTRODUCTION TO SERVICES MANAGEMENT AND MARKETING

Meaning of Services – Concepts - Characteristics of Services – Classification of Services – Growth of Service Sector.

Meaning of marketing – Differences between Products and Services – Importance of Services Marketing – Marketing Mix for Services – 7 Ps (in detail) Managing Demand and Supply in Service Industry. Service Delivery Process: Role of Customer in Service delivery process- Quality issues in Services – GAP Model, Managing moments of Truth

UNIT2: TOURISM AND HOSPITALITY SERVICES

Introduction – Evolution of Tourism Industry – Concept and Nature of Tourism – Significance of Tourism Industry- Market segmentation in tourism- Marketing mix of Tourism - Recent Trends in Tourism. **Hospitality Services:** Types of Hotels –Types of Accommodation – Departments in Hotels – Customer care in Hospitality Industry.

UNIT 3: BANKING AND INSURANCE SERVICES

Banking - Introduction – Traditional Services – Modern Services – Recent Trends in Banking Services.

Insurance - Introduction – Meaning and Definition of Insurance – Types of Insurance – Life Insurance – Products of Life Insurance – General Insurance – Types of General Insurance – Insurance Agents and other Intermediaries .

UNIT 4: HEALTHCARE AND INFORMATION TECHNOLOGY ENABLED SERVICES (ITES)

Hospitals – Evolution of Hospital Industry – Nature of Service – Risk involved in Healthcare Services – marketing of medical services – Hospital extension services – Pharmacy, nursing – Medical Transcription. ITES: Introduction – Growth, Types, Job opportunities in ITES.

Reference Books;-

- 1.S.M.Jha services management, HPH
2. Dr. Shajahan S. Services Marketint, HpH
3. Sunil b Rao, Services management , VBH.
4. Dutta:- Services management, I.K.International
5. Cengiz hakseveretal, Services managemetrn

Course Code	Duration	Course Title	L	T	P	C
BBAD15F4500	4 weeks	ORGANISATION STUDY –MINOR PROJECT	0	0	4	4

SPECIALISATION: MARKETING

Course Code	Duration	Course Title	L	T	P	C
BBAD15F4M10	16 weeks	PRODUCT AND BRAND MANAGEMENT	2	1	0	3

OBJECTIVE

The objective is to enable the students to acquire skills in Product & Brand Management

Course content:-

UNIT 1: PRODUCT MANAGEMENT AND DEVELOPMENT

Meaning of Product – Product Personality, Types of Products – Product Line - Product Mix - Factors influencing design of the product – Changes affecting Product Management – Developing Product Strategy - Setting objectives & alternatives - Product strategy over the lifecycle - New product development – Product Differentiation and Positioning strategies -Failure of New Product.

UNIT2: MARKET POTENTIAL & SALES FORECASTING

Forecasting target market potential and sales – Methods of estimating market and sales potential - Sales forecasting - planning for involvement in international market.

UNIT3: BRAND MANAGEMENT, DESIGNING & SUSTAINING BRANDING STRATEGIES

Meaning of Brand – Brand Development – Extension – Rejuvenation -Re launch-Product Vs Brands - Goods and services - Retailer and distributors - People and organization - Brand challenges and opportunities - The brand equity concept - Identity and image - Brand hierarchy - Branding strategy - Brand extension and brand transfer – Managing brand over time.

UNIT 4: BRAND LEVERAGING AND BRAND PERFORMANCE

Establishing a brand equity management system - measuring sources of brand equity and consumer mindset - Co-branding - celebrity endorsement - Brand Positioning & Brand Building – Brand knowledge - Brand portfolios and market segmentation – Steps of brand building - Identifying and establishing brand positioning - Defining and establishing brand values.

BOOKS FOR REFERENCE

1. Gupta SL: Brand Management, HPH.
2. Branding Concepts- Pati, Debashish, Macmillan India
3. Brand Building :M.Bhattacharjee, HPH.
4. Harsh V. Verma; Brand Management, Excel Books.
5. SubratoSengupta, Brand Positioning Strategies for Competitive Advantage, McGraw Hill.

6. The New Strategic Brand Management- Kapfere, Jean-Noel, Kogan page 5th edition
7. Das & Naveen, Brand Management Perspectives and Practices, ICFAI University Press.
8. Chaturvedi, B.M, Total Brand Management: An Introduction-, ICFAI University Press.
9. Ray, Brand Management Financial Perspectives, ICFAI University Press.

Course Code	Duratio n	Course Title	L	T	P	C
BBAD15F4M20	16 weeks	CONSUMER BEHAVIOR	2	1	0	3

OBJECTIVE

The objective is to enable the students to acquire skills in consumer behavior

Course content:

UNIT 1: INTRODUCTION TO CONSUMER BEHAVIOUR

Introduction to Consumer Behaviour - A managerial & consumer perspective - Need to study Consumer Behaviour - Applications of consumer behaviour knowledge - current trends in Consumer Behaviour - Market segmentation & consumer behaviour.

UNIT 2: INDIVIDUAL AND ENVIRONMENTAL DETERMINANTS

Consumer needs & motivation - personality and self-concept - consumer perception - learning & memory - nature of consumer attitudes - consumer attitude formation and change. Family influences - Influence of culture - subculture & cross cultural influences - group dynamics and consumer reference groups - social class & consumer behaviour.

UNIT 3: CONSUMER'S DECISION MAKING PROCESS

Problem recognition - Search & Evaluation - Purchase processes - Post-purchase behaviour - personal influence & opinion leadership process - Diffusion of innovations - Models of Consumer Behaviour - Researching Consumer behaviour - Consumer research process.

UNIT 4: CONSUMER SATISFACTION & CONSUMERISM

Concept of Consumer Satisfaction - Working towards enhancing consumer satisfaction - sources of consumer dissatisfaction - dealing with consumer complaint. Concept of consumerism - consumerism in India - The Indian consumer - Reasons for growth of consumerism in India - Consumer protection Act 1986.

BOOKS FOR REFERENCE:

1. Leon. G. Schiffman & Leslve Lazer Kanuk; Consumer behaviour; 6th Edition; PHI, New Delhi, 2000.
2. Suja.R.Nair, Consumer behaviour in Indian perspective, First Edition, Himalaya Publishing House, Mumbai, 2003.
3. Batra/Kazmi; Consumer Behaviour.

4. David. L. Loudon & Albert J. Bitta; Consumer Behaviour; 4th Edition, Mcgraw Hill, Inc; New Delhi, 1993.
5. K. Venkatramana, Consumer Behaviour, SHBP.
6. Assael Henry; Consumer behaviour and marketing action; Asian Books(P) Ltd, Thomson learning, 6th Edition; 2001.
7. Jay D. Lindquist & M. Joseph Sirgy, Shopper, Buyer and Consumer Behaviour, 2003.
8. Blackwell; Consumer Behaviour, 2nd Edition.
9. S.A.Chunawalla : Commentary on Consumer Behaviour, HPH.
10. Sontakki; Consumer Behaviour, HPH.
11. Schiffman; Consumer Behaviour, Pearson Education.

Course Code	Duratio n	Course Title	L	T	P	C
BBAD15F5M30	16 weeks	ADVERTISING	2	1	0	3

Objectives: The objectives of the course is to familiarize the students with the basic concepts tools and techniques of advertising used in marketing.

Course content:-

UNIT-1: INTRODUCTION TO ADVERTISING

Advertising meaning - nature and importance of advertising - types and objectives - Audience selection - Setting of advertising budget - determinants and major methods - Communication process - basic and elements - Marketing Communication - response hierarchy - models and alternatives

UNIT -2: MESSAGE DECISIONS AND DEVELOPMENT

Major media types – their merits and demerits - Advertising through internet and interactive media - issue and considerations - Factors influencing media choice - media selection - media scheduling.
Advertising creativity - Advertising appeals - Advertising copy and elements of print advertisement creativity - Tactics for print advertisement.

UNIT III: MEASURING ADVERTISING EFFECTIVENESS

Arguments for and against measuring effectiveness - Advertising testing process - Evaluating communication and sales effects - Pre-and Post-testing techniques.

UNIT IV: ORGANISATIONAL ARRANGEMENT

- a) Advertising Agency – Role - types and selection of advertising agency - Reasons for evaluating advertising agencies.
- b) Social ethical and legal aspects of advertising in India - Recent developments and issues in advertising.

Suggested Readings:

1. Belch and Belch, Advertising and Promotion, Tata McGraw Hill Co.
2. Sharma, Kavita, Advertising; Planning and Decision Making, Taxmann Publication Pvt. Ltd.
3. Mahajan. J.P., and Ramki Advertising and Brand Management Ane Books Pvt Ltd. New Delhi.
4. Burnett, Wells, and Moriatty, Advertising; Principles and Practice, Pearson Education.
5. Shimp, Terence A, Advertising and Promotion: An IMC Approach, South Western Cengage Learning.
6. O’Guinn, Advertising and Promotion: An Integrated Brand Approach, Cengage Learning.

Course Code	Duratio n	Course Title	L	T	P	C
BBAD15F5M40	16 weeks	RETAIL MANAGEMENT	2	1	0	3

OBJECTIVE

The objective is to enable students to acquire skills in Retail Management.

Course content:-

UNIT 1: INTRODUCTION TO RETAILING.

Definition – functions of retailing - types of retailing – forms of retailing based on ownership - Retail theories – Wheel of Retailing – Retail life cycle - Retailing in India – Influencing factors – present Indian retail scenario - Retailing from the International perspective

UNIT 2: RETAIL OPERATIONS.

Choice of Store location – Influencing Factors, Market area analysis – Trade area analysis – Rating Plan method - Site evaluation - Retail Operations - Store Layout and visual merchandising – Store designing – Space planning, Retail Operations - Inventory management – Merchandise Management – Category Management.

UNIT 3: RETAIL MARKETING MIX.

Retail marketing mix – Introduction. **Product** – Decisions related to selection of goods (Merchandise Management revisited) –Decisions related to delivery of service. **Pricing** – Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. **Place** – Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies.

Promotion – Setting objectives – communication effects - promotional mix. Human Resource Management in Retailing – Manpower planning – recruitment and training – compensation – performance appraisal.

UNIT 4: IMPACT OF IT IN RETAILING.

Non store retailing (E tailing) The impact of Information Technology in retailing - Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system - Legal aspects in retailing - Social issues in retailing - Ethical issues in retailing.

BOOKS FOR REFERENCE

1. Barry Bermans and Joel Evans, "Retail Management – A Strategic Approach", 8th edition, PHI Private Limited, New Delhi, 2002.
2. Suja Nair: Retail Management, HPH.
3. A.J. Lamba, "The Art of Retailing", 1st edition, Tata Mc GrawHill, New Delhi, 2003.
4. SwapnaPradhan, Retailing Management, 2/e, 2007 & 2008, TMH
5. K. Venkatramana, Retail Management, SHBP.
6. Siva Kumar; Retail Marketing, Excel Books.
7. James R. Ogden & Denise T. Ogden, Integrated Retail Management 2007, Biztantra Cengage Learning
8. R.S. Tiwari : Retail Management , HPH
9. AraifSakh: Retail Management, HPH.
10. Levy & Weitz, Retail Management,, TMH 5th Edition 2002
11. Rosemary Varley, Mohammed Rafiq, Retail Management, Palgrave Macmillan

FINANCE SPECIALISATION

Course Code	Duratio n	Course Title	L	T	P	C
BBAD15F4F10	16 weeks	FINANCIAL MARKETS AND SERVICES	2	1	0	3

OBJECTIVE

To familiarize the students with Traditional and Modern Financial Services.

Course content:-

UNIT 1: FINANCIAL MARKETS

Primary Market - Meaning – Features – Players of Primary Market – Instruments in Primary Market (Names) – Procedure for issuing Equity and Debentures – SEBI guidelines towards the issue of Equity Shares and Debentures – Merits and Demerits of Primary Markets Secondary Market-Meaning – Structure – Functions – Trading and Settlement System of Stock Exchange Transactions – Players in the Stock Market – Merits and Demerits of Stock Markets – Reforms in Stock Market – OTCEI and NSE – Origin – Function – Merits Demerits.

UNIT 2: NON – BANKING FINANCIAL INTERMEDIARIES

Investment and Finance Companies – Merchant Banks – Hire Purchase Finance – Lease Finance – Housing Finance – Venture Capital Funds and Factoring.

UNIT 3: SEBI AND MUTUAL FUNDS

Objectives of SEBI - Organization – Functions and Functioning of SEBI – Powers of SEBI – Role of SEBI in marketing of Securities and Protection of Investor Interest. Concept of Mutual Funds – Growth of Mutual Funds in India – Mutual Fund Schemes – Money Market Mutual Funds – Private Sector Mutual Funds – Evaluation of the performance of Mutual Funds – Functioning of Mutual Funds in India.

UNIT 4: RECENT TRENDS IN FINANCIAL SERVICES

Personalized Banking – ATM – Tele-banking & E-banking – Credit and Debit Card – Customization of Investment Portfolio – Financial Advisors.

BOOKS FOR REFERENCE

1. Vasant Desai: Financial Markets & Financial Services, Himalaya Publishing House.
2. Meir Khon: Financial Institutions and Markets, Tata McGrah Hill
3. L M Bhole: Financial Institutions and Markets, Tata McGrah Hill
4. E Gardon & K Natarajan: Financial Markets & Services
5. V.A. Avadhani : Financial Services in India.
6. R.M Srivastava / D. Nigam; Dynamics of Financial Markets & Institutions in India

Course Code	Duratio n	Course Title	L	T	P	C
BBAD15F4F20	16 weeks	EXIM & FOREX MANAGEMENT	2	1	0	3

OBJECTIVES

To enable the students to acquire skills in Exim & Forex Management.

Course content:-

UNIT 1: FOREIGN EXCHANGE MARKET

The Foreign Exchange Market - Structure and Organization – Mechanics or Currency Trading – Types of Transactions and Settlement Dates – Exchange Rate Quotations and Arbitrage – Arbitrage with and without Transaction Costs – Swaps and Deposit Markets – Option Forwards – Forward Swaps and Swap Positions – Interest Rate Parity Theory.

UNIT 2: MARKET FUTURE

Currency and Interest Rate Futures - Future Contracts - Markets and Trading Process - Future Prices Spot and Forward - Hedging and Speculation with Currency Futures – Interest Rate Futures – Foreign Currency Options – Option Pricing Models – Hedging with Currency Options – Future Options – Innovations.

UNIT 3: EXCHANGE RATE MANAGEMENT

Exchange Rate Determination and Forecasting – Setting the Equilibrium Spot Exchange Rate – Theories of Exchange Rate Determination – Exchange Rate Forecasting.

Management of Interest Rate Exposure – Nature and Measurement – Forward Rate Agreements (FRA's) Interest Rate Options – Caps - Floors and Collars - Cap and Floors – Options on Interest Rate Futures - Some Recent Innovations – Financial Swaps.

UNIT 4: RISK MANAGEMENT

Foreign Exchange Risk Management – Hedging, Speculation and Management of Transaction Exposure – Using Forward Markets for Hedging – Hedging with Money Market - Currency Options and Currency Futures – Internal Strategies – Speculation in Foreign Exchange and Money Market.

BOOKS FOR REFERENCE

- 1) Shapiro Alan. C., Multinational Financial Management, Prentice Hall, New Delhi
- 2) Chaudhuri & Agarwal: Foreign Trade and Foreign Exchange, HPH
- 3) Apte P.G., International Financial Management, Tata McGraw Hill, New Delhi
- 4) Jain: Export Import Procedures and documentation
- 5) Mcrae T.N and D.P Walkar, Foreign Exchange Management, Prentice Hall.
- 6) Evilt H.E., Manual of Foreign Exchange
- 7) Holgate H.C.F, Exchange Arithmetic
- 8) Rajwade A.V., Foreign Exchange Risk Management, Prentice Hall of India
- 9) A. Kumar; Export and Import Management.

Course Code	Duration	Course Title	L	T	P	C
BBAD15F5F30	16 weeks	INTERNATIONAL FINANCIAL MANAGEMENT	2	0	1	3

Objectives :- To enable the students to understand the concepts of financial management and the role of financial management in field of Globalizstion

Course content:-

UNIT – 1: INTERNATIONAL FINANCIAL MANAGEMENT

Introduction - Meaning of International Finance - Issues involved in International business Finance - Currency to be used - Credit worthiness - Methods of Payment - Foreign Exchange Markets. **Meaning of International Financial Management** - Scope and significance of International financial management in International markets.

UNIT – 2: FOREIGN EXCHANGE RATES:

Need for foreign exchange - Foreign exchange market and Market intermediaries - Exchange rate determination - Foreign Exchange risk – Forwards - futures – swaps - options - Valuation of future and swaps – valuation of options and efficiency of the exchange market Convertibility of a rupee and its implications.

UNIT – 3: INTERNATIONAL FINANCIAL MARKETS:

Foreign Institutional Investors – Regulations governing Foreign Institutional Investors India; Global Depository Receipts – Meaning; Foreign Direct Investment (FDI) – growth FDI; Advantages and Disadvantages of FDI to Host country and home country.

UNIT –4: INTERNATIONAL RISK MANAGEMENT:

Types of Risk – Political – commercial - exchange control restrictions and remittance differing tax system - sources of funds - exchange rate fluctuations - different stages and rates of inflation - risks of non-payment - Managing Risk - Internal and external technologies.

BOOKS FOR REFERENCE:

1. Avadhani: International Financial Management
2. Mittal, International Rate Foreign Exchange Tariff policy
3. Venkataraman K.V, Finance of Foreign Trade and Foreign Exchange
4. Genaro C da Costa; International Trade and Payments
5. Chowdery, Finance of Foreign Trade and Foreign Exchange
6. Balachandran, Foreign Exchange.
7. Somanath : International Financial Management, I.K. International
8. Srivastava, International Finance.
9. MadhuVij; International Financial Management 3rd Edition.

Course Code	Duration	Course Title	L	T	P	C
BBAD15F5F40	16 weeks	INVESTMENT & PORTFOLIO MANAGEMENT	2	1	0	3

Objectives :- To enable the students and develop skills in analyzing various types of securities and to develop necessary skills in students to design and revise a portfolio of securities

Course content:-

UNIT 1: INTRODUCTON TO INVESTMENT MANAGEMENT

Meaning of Investment – Selection of Investment – Classification of Securities – Risk and Uncertainty – Types of Risks – Risk and Expected Return – Measurement of Portfolio Risk – Benefits and Diversification – Investment Strategies – Types of Companies and Stocks – Matrix approach in Investment Decision – Investment Avenues

UNIT 2: SECURITY ANALYSIS

Introduction – Fundamental Analysis – Economic Analysis – Industry Analysis – Company Analysis, Technical Analysis – Dow Theory – Advanced Declined Theory – Chartism Assumptions of Technical Analysis.

UNIT 3: MODERN PORTFOLIO THEORY AND MEASURES

Introduction – Mean –Variance Model – Markowitz Model – Sharpe single index model – Capital Market Line – Market Portfolio – Capital Asset Pricing Model – Security Market Line – Beta Factor – Alpha and Beta Coefficient – Arbitrage Pricing Model.

Sharpe's measure - Jensen's measure,- treynor's measure.

UNIT 4: GLOBAL MARKETS

Global Investment Benefits – Introduction to ADRs, GDRs, FCCDs, Foreign Bonds, Global Mutual Funds – Relationship between Trends in Global Markets and the Domestic Markets

BOOKS FOR REFERENCE

1. Preeti Singh: Investment Management
2. Kevin, Investment and Portfolio Management
3. A.P. Dash: Security Analysis and Portfolio Management, I.K. International
4. Prasanna Chandra, Investment Analysis and Portfolio Management, Mcgraw-Hill
5. Fischer and Jordan, Security Analysis and Portfolio Management, HPH
6. Avadhani, Investment Analysis and Portfolio Management, HPH
7. Punithavathy, Pandian, Investment Analysis and Management.
8. Sudhindra Bhatt; Security Analysis and Portfolio Management.

HRM SPECIALISATION

Course Code	Duration	Course Title	L	T	P	C
BBAD15F4H10	16 weeks	KNOWLEDGE MANAGEMENT	2	1	0	3

Objective: to understand the innovation and creativity of managing the knowledge and how new knowledge is created and prepare the frame work in an organisation.

Course content:-

UNIT -1: THE PARADIGM OF LEARNING ORGANIZATIONS

The paradigm of learning organizations - lessons in learning and creativity - learning organizations – paradigm of strategy and management - life long creates trails of lifelong creators - model of lifelong creativity - mastering creative problems solving - models of creative problems solving - model of creative intelligence - convergent thinking - acquiring a creative persona - techniques of creative problems solving and creativity.

UNIT-2: TECHNIQUES OF CREATIVE PROBLEM SOLVING

Techniques of creativity - problem decomposition - information search - breaking stereotyped response – unblocking - mutual stimulation – imaging – fusioning – ideating - extermisation and dialectical – brainstorming - the when of creativity techniques – attributing changing and morphological analysis

UNIT-3: ISSUES, THEMES AND THE ROLE OF INFORMATION TECHNOLOGY ON LEARNING ORGANIZATIONS.

Core issues and themes is building learning enterprises - vision and strategy - nature of the organization structure - an infrastructure for knowledge management - role of information technology in knowledge management - information technology and knowledge approaches.

UNIT-4: TECHNIQUES TO LEARNING ORGANIZATIONS, MANAGEMENT SYSTEM

Learning companies - fostering knowledge and learning - a brief overview of some techniques - methods and approaches - learning organizations and management of change – activities and case studies.

Knowledge management systems – issues - challenges and benefits - drivers of knowledge - tacit and explicit knowledge - implementing knowledge management solutions - knowledge management system in learning organization.

Course Code	Duration	Course Title	L	T	P	C
BBAD15F4H20	16 weeks	EMPLOYEE RELATIONSHIP MANAGEMENT	2	1	0	3

Objective: to understand various theories and framework of employee relationship to enhance the organizational performance and effectiveness.

Course content:-

UNIT- 1:: INDUSTRIAL RELATIONS

Meaning & Objectives – Importance - Approaches to Industrial Relations – Unitary – Pluralistic - Marxist. Role of Three Actors to Industrial Relations – State - Employer & Employees - Causes for poor IR - Developing sound IR. Ethical approach to IR: Idea of trusteeship- Principles & features - Code of conduct.

UNIT- 2: TRADE UNION

Meaning, why do workers join unions, Types of trade unions, Theories to trade Union, Trade union movement in India, Problems of trade unions, Functions of trade unions, Measures to strengthen trade unions, Trade union Act – Registration of trade unions, Need for Recognition & Rights to recognition of trade unions, Central trade unions in India.

UNIT -3: INDUSTRIAL DISPUTES

Definition, Causes of Industrial disputes, Types of Industrial disputes, Prevention of Industrial disputes, Settlement of Industrial disputes. Industrial Dispute Act – Conditions to Strikes, Lock-outs, Lay-off & Retrenchment and Laws relating to standing orders.

UNIT- 4 COLLECTIVE BARGAINING AND QUALITY OF WORK LIFE

Definition - Importance - Prerequisites of collective bargaining – Union bargaining process – Types of bargaining– Collective bargaining in India. Grievance & Disciplinary procedure – Meaning - Need & procedure
 Meaning of quality of work life – Quality Circles- Objectives- Process - Structure and problems- workers participation in management.

REFERENCE

1. B.D Singh - Industrial Relations – Excel Books
2. Mamoria & Mamoria - Dynamics of Industrial Relations in India – HPH

Course Code	Duration	Course Title	L	T	P	C
BBAD15F5H30	16 weeks	INTERNATIONAL HUMAN RESOURCES MANAGEMENT	2	1	0	3

Objective: to understand various approaches adopted in international scenario in human resources management.

Course content:-

UNIT- 1: INTERNATIONAL H.R.M

Difference between Domestic HRM and IHRM - Managing International HR activities- HR planning - Recruitment & Selection - Training & Development - Performance management – Remuneration - Repatriation & employee relations - Socio-Political Economic System – U.S, U.K, Japan and India – a comparative analysis.

UNIT- 2: INTERNATIONAL RECRUITMENT AND SELECTION

Approaches – Ethnocentric – Polycentric – Geocentric - Regiocentric. Selection: Factors in Expatriate selection – Technical ability - Cross-cultural suitability - Family requirements, MNE requirements.

UNIT- 3: HR INFORMATION SYSTEM and TQM

Meaning – Need - Advantages and uses - Designing of HRIS - Computerized HRIS -Limitation of HRIS. Computerized skill inventories -Global Talent Search.

Principles of TQM - Methods of Total Quality Management - HRM & TQM, -HR strategy to TQM.

UNIT- 4: GLOBALISATION & HRM

Impact of globalization on Employment - HR Development - wage & benefits - Trade unions - Collective bargaining - Participative management & Quality circles - Ethical issues in HR - Changing environment of HRM - Internal and External factors - Internal factors – Human Resource of Country - changing demands of employers - employees organization - External factors – Change in Technology - Legal and Government - Customer Social factors - Economic and Political factors and talent management.

REFERENCE

1. N Sengupta & Mousumi S Bhattacharya – International Human Resource Management – Excel Books
2. S. Jayashree – What Every MBA Should Know About HRM - HPH

Course Code	Duration	Course Title	L	T	P	C
BBAD15F5H40	16 weeks	PERFORMANCE AND COMPENSATION MANAGEMENT	2	1	0	3

Objective: Students should familiarize themselves on various components of compensation and its related to PMS.

Course content:-

UNIT- 1: PERFORMANCE MANAGEMENT

Definition – Objectives - Need for Appraisal - Essentials of performance appraisals and problems of performance appraisal - Methods of Performance Appraisal - Traditional and Modern Methods- Graphic Rating-Scale - Straight Ranking Method - Paired Comparison Method - Critical Incident Method - Group Appraisal - Confidential Methods - Behavioral Anchored Rating Scale (BARS) - Assessment centers.

UNIT- 2: WAGE & SALARY ADMINISTRATION

Nature and Scope – Compensation - Wage determination process - Factors Influencing wage and Salary Administration. Wage – Theories of Wages - Types of wages – Time rate - piece rate - debt method - Wage differentials.

UNIT- 3: INCENTIVES AND FRINGE BENEFITS

Incentives – Definition - Types of Incentives - Individual incentives : - Measured day Work - Piece work - standard hour - Gain sharing - its advantages and disadvantages - Organization Wide incentives – Scanlon Plan - Kaiser Plan - Profit sharing - Non-financial incentives, **Fringe Benefits** – Definition – Objectives - Types of Fringe Benefits

UNIT- 4: INDIVIDUAL GROUP VARIABLE COMPENSATION

Pay for Performance - Pay by Seniority - Group Piece rate - Production sharing plan - Employee Profit sharing - Employee stock ownership - Gain Sharing

INCENTIVES AND RETIREMENT PLANS - Basic Pay - Provisions for Dearness allowance- Calculation of total compensation package - various methods of

compensating cost of living - Neutralization factors. Executive Compensation Plan - Retirement Plan

V SEMESTER

Course Code	Duration	Course Title	L	T	P	C
BBAD15F5100	16 weeks	INTERNATIONAL BUSINESS	3	1	0	4

OBJECTIVE

The objective of this subject is to facilitate the students in understanding International Business in a multicultural world.

Course content:-

UNIT 1: INTRODUCTION TO INTERNATIONAL BUSINESS

Meaning and Definition– nature and characteristics of International Business-stages-Theories of International Trade- Advantages & Disadvantages.

UNIT 2: MODES OF ENTRY INTO INTERNATIONAL BUSINESS

Mode of Entry – Exporting – Licensing – Franchising – Contract Manufacturing – Turn Key Projects –Foreign Direct Investment – Mergers, Acquisitions and Joint Ventures – Comparison of different modes of Entry.

UNIT 3: GLOBALIZATION AND MNC

Globalization: Meaning - Features – Stages –Production –Investment and Technology, Globalization –Advantages and Disadvantages – Methods and Essential Conditions for Globalization.

MNC's and International Business: Definitions – Distinction between Indian Companies – MNC – Global companies and TNC – Organizational Transformations – Merits and Demerits of MNCs in India

UNIT 4: INTERNATIONAL MARKETING INTELLIGENCE AND EXIM TRADE

Information required – Source of Information – International Marketing Information System and Marketing Research.

Export Trade - Procedure, Steps & Documentation– Export Financing –Documents related to Export Trade – Import Trade –Steps - Documentations and Problems - Balance of Payment – Disequilibrium and Measures for Rectification

BOOKS FOR REFERENCE

1. Dr. Aswathappa International Business, Tata McGraw Hill.
2. P. SubbaRao – International Business – HPH
3. Shyam Shukla; International Business, Excel Books.
4. Francis Cherunilam; International Business, Prentice Hall of India
5. MahuaDutta, International Business, I.K. Intl
6. J. Maskeri- International Business
7. Rosy Joshi; International Business, Kalyani Publishers.
8. Venkataramana. K, International Business, SHBP.
9. Subhasre S – International Business, HPH.

Course Code	Duration	Course Title	L	T	P	C
BBAD15F5200	16 weeks	ENTREPRENEURSHIP DEVELOPMENT	3	1	0	4

OBJECTIVE:

To enable students to understand the basic concepts of entrepreneurship and preparing a business plan to start a small industry.

Course content:-

Unit 1: ENTREPRENEURSHIP

Introduction – Meaning& Definition of Entrepreneurship, Entrepreneur & Enterprise –Functions of Entrepreneur - Factors influencing Entrepreneurship - Pros and Cons of being an Entrepreneur – Qualities of an Entrepreneur – Types of Entrepreneur

Unit 2: SMALL SCALE INDUSTRIES

Meaning &Definition – Product Range - Capital Investment - Ownership Patterns – Meaning and importance of Tiny Industries - Ancillary Industries - Cottage Industries. Role played by SSI in the development of Indian Economy - Problems faced by SSIs and the steps taken to solve the problems - Policies Governing SSIs.

Unit 3: FORMATION OF SMALL SCALE INDUSTRY

Business opportunity - scanning the environment for opportunities - evaluation of alternatives and selection based on personal competencies - Steps involved in the formation of a small business venture – location - clearances and permits required – formalities - licensing and registration procedure - Assessment of the market for the proposed project – Financial – Technical - Market and Social feasibility study.

UNIT 4: BUSINESS PLAN (BP) AND PROJECT ASSISTANCE

Meaning – importance – preparation –BP format: Financial aspects of the BP Marketing aspects of the BP - Human Resource aspects of the BP - Technical aspects of the BP - Social aspects of the BP - Common pitfalls to be avoided in preparation of a BP.

Financial assistance through SFCs – SIDBI - Commercial Banks - IFCI - Non-financial assistance from DIC – SISI – AWAKE - KVIC - Financial incentives for SSIs

and Tax Concessions - Assistance for obtaining Raw Material – Machinery - Land and Building and Technical Assistance - Industrial Estates - Role and Types.

BOOKS FOR REFERENCE

1. Narayana Reddy p. Entrepreneurship Text and Cases, Cengage learning, new Delhi.
1. Vasanth Desai, Management of Small Scale Industry, HPH
2. Mark. J. Dollinger, Entrepreneurship – Strategies and Resources, Pearson Edition.
3. Dr. Venkataramana ; Entrepreneurial Development, SHB Publications
4. Udai Pareek and T.V. Rao, Developing Entrepreneurship
5. Rekha & Vibha – Entrepreneurship Development, VBH
6. S.V.S. Sharma, Developing Entrepreneurship, Issues and Problems
7. B. Janakiraman , Rizwana M: Entrepreneurship Development, Excel Books
8. Srivastava, A Practical Guide to Industrial Entrepreneurs
9. Anil Kumar: Small Business and Entrepreneurship I.K. International Publishers

Course Code	Duration	Course Title	L	T	P	C
BBAD15F5300	16 weeks	INCOME TAX	3	0	1	4

OBJECTIVE

The objective of this subject is to expose the students to the various provision of Income Tax Act relating to computation of Income individual assesses only.

Course content:-

UNIT 1: INTRODUCTION TO INCOME TAX

Income Tax: Brief History - Legal Frame Work – Types of Taxes - Canons of Taxation – Important Definitions: Assessment – Assessment Year – Previous Year – Exceptions to the general rule of Previous Year - Assessee – Person – Income - Casual Income – Gross Total Income – Total Income – Agricultural Income

Residential Status: Determination of Residential Status of an individual (simple problems) - Incidence of Tax (Simple Problems on Computation of Gross Total Income).

Exempted Incomes: Introduction – Exempted Incomes U/S 10 (Restricted to Individual Assessee) – Only theory

UNIT 2: INCOME FROM SALARY

Meaning & Definition – Basis of Charge – Allowances – Fully Taxable Allowances – Partly Taxable Allowances - House Rent Allowance - Entertainment Allowance - Transport Allowance - Children Education & Hostel Allowances - Fully Exempted Allowances – Perquisites – Tax Free Perquisites – Perquisites Taxable in all Cases - Rent free accommodation - Concessional accommodation - Personal obligations of the employee met by the employer – Perquisites Taxable in Specified Cases – Gardener – Sweeper – Gas –Electricity - Water and Motor car facility (when the motor car is owned or hired by the employer) – Provident Funds – Deductions from Salary U/S 16 – Problems on Income from Salary(excluding retirement benefits).

UNIT 3: INCOME FROM HOUSE PROPERTY

Basis of Charge – Exempted Incomes from House Property – Annual Value – Determination of Annual Value – Loss due to Vacancy – Deductions from Annual Value – Problems on Income from House Property(Excluding Pre-Construction interest)

UNIT 4: INCOME FROM BUSINESS AND PROFESSION AND TOTAL INCOME

Meaning and Definition of Business & Profession – Expenses & losses Expressly Allowed – Expenses and losses Expressly Disallowed – Expenses Allowed on Payment Basis - Problems on computation of income from Business of Sole Proprietor.

Income from **Capital Gains** (excluding exemptions - Theory only) - **Income from Other Sources** (Theory only) - Deductions **U/S 80 C, D & G**. Simple problems on Computation of Total income of an Individual

BOOKS FOR REFERENCE

1. Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication.
2. B.B. Lal: Direct Taxes, Konark Publisher (P) Ltd.
3. Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, SahityaBhavan Publication.

Course Code	Duration	Course Title	L	T	P	C
BBAD15F5400	16 week	INDIAN ECONOMY	3	1	0	4

4. DinakarPagare: Law and Practice of Income Tax, Sultan Chand and sons.
5. Gaur & Narang: Income Tax, Kalyani Publisher s

Objective: To acquaint the students with the policy regimes, structure and sectoral trends of Indian economy.

Course content:-

UNIT 1: BASIC ISSUES IN ECONOMIC DEVELOPMENT

Concept and Measures of Development -Underdevelopment-Human Development - Basic Features of the Indian Economy at Independence - Composition of national income and occupational structure- the agrarian scene and industrial structure.

UNIT 2: POLICY REGIMES

The evolution of planning and import substituting industrialization- Economic reform and liberalization.

UNIT 3: GROWTH, DEVELOPMENT AND STRUCTURAL CHANGE

- a) The experience of Growth - Development and Structural Change in different phases of growth and policy regimes across sectors and regions.
- b) The Institutional Framework - Patterns of assets ownership in agriculture and industry; Policies for restructuring agrarian relations and for regulating concentration of economic power;
- c) Changes in policy perspectives on the role of institutional framework post 1991.

- d) Growth and Distribution - Unemployment and Poverty; Human Development; Environmental concerns.
- e) Demographic Constraints - Interaction between population change and economic development

UNIT 4: SECTORAL TRENDS AND ISSUES

a) Agriculture:

Agrarian growth and performance in different phases of policy regimes i.e. pre green revolution and the two phases of green revolution - Factors influencing productivity and growth - the role of technology and institutions - price policy - the public distribution system and food security.

b) Industry and Services:

Phases of Industrialisation – the rate and pattern of industrial growth across alternative policy regimes - Public sector – its role - performance and reforms - The small scale sector -Role of Foreign capital.

c) The Financial Sector:

Structure, Performance and Reforms - Foreign Trade and balance of Payments - Structural Changes and Performance of India’s Foreign Trade and Balance of Payments - Trade Policy Debate - Export policies and performance - Macro Economic Stabilisation and Structural Adjustment - India and the WTO - India at the United Nations - Security Council Reforms.

Suggested Readings:

1. Mishra and Puri, *Indian Economics*, Himalaya Publishing House
2. Gaurav Dutt and KPM Sundarum and Ashwani Mahajan, *Indian Economy*, S. Chand & Company.
3. Kapila, Uma., (ed), *Indian Economy since Independence*, Relevant articles.
4. Deepashree, *Indian Economy, Performance and Policies*, Scholar Tech. New Delhi
5. Bettelheim. Charles *India Independent*. Chapters 1, 2 and 3.
6. Bhagwati, J. and Desai, P. *India: Planning for industrialization*, OUP, Ch 2.
7. Patnaik, Prabhat. *Some Indian Debates on Planning*. T. J. Byres (ed.). *The Indian Economy: Major Debates since Independence*, OUP.
8. Ahluwalia, MontekS. *State-level Performance under Economic Reforms in India* in A. O.
9. Krueger. (ed.). *Economic Policy Reforms and the Indian Economy*, The University of Chicago Press.
10. Dreze, Jean and Amartya Sen. *Economic Development and Social Opportunity*. Ch. 2. OUP.

Course Code	Duration	Course Title	L	T	P	C
BBAD15F5500	16 weeks	MANAGEMENT ACCOUNTING	3	0	1	4

OBJECTIVE

The objective of this subject is to enable the students to understand the analysis and interpretation of financial statements with a view to prepare management reports for decision- making.

Course content:-

UNIT 1:- INTRODUCTION TO MANAGEMENT ACCOUNTING

Meaning – Definition- objectives- Nature and scope- Role of Management Accountant- Relationship between Financial Accounting and Management Accounting - Relationship between cost Accounting and Management Accounting.

ANALYSIS OF FINANCIAL STATEMENTS :- Types of Analysis – Methods of Financial Analysis – Comparative Statements – Common Size Statements – Trend Analysis – Problems.

UNIT-2: FUND FLOW STATEMENT

Meaning and concept of Fund – Meaning and Definition of Fund Flow statement- Uses and Limitations of Fund flow Statement- Procedure of Fund Flow statement- Statement of Changes in Working Capital- Statement of Funds from operation – statement of Sources and Application of Funds – Problems.

UNIT -3: CASH FLOW STATEMENT

Meaning and Definition of Cash Flow Statement- Differences between cash flow Statement and Fund Flow Statement – Uses of Cash flow statement – Limitations of Cash Flow statement – Provisions of AS-3 – Procedure of Cash Flow Statement – Concept of Cash and Cash Equivalents – Cash flow from operating Activities – Cash flow from Investing Activities and Cash flow from Financing Activities – Preparation of Cash Flow Statement according To AS-3 (indirect Method Only)

UNIT -4: RATIO ANALYSIS

Meaning and Definition of Ratio, Classification of Ratios, Uses and Limitations – Meaning and types of Ratios Analysis – Problems on Ratio Analysis- Preparation of Financial statements with the help of Accounting Ratios.

Reference Books:

1. Dr. S.N. Maheswari, Management Accounting
2. Sexana, Management Accounting
3. J. Madde Gowda: Management Accounting
4. B.S. Raman, Management Accounting
5. Sharma and Gupta, Management Accounting.

VI SEMESTER

Course Code	Duration	Course Title	L	T	P	C
BBAD15F6100	16 weeks	STRATEGIC MANAGEMENT	3	1	0	4

OBJECTIVE: The Objective of this subject is to expose the students to the various strategic

issues such as strategic planning, implementation and evaluation etc. and

preparation of project reports.

Course content:-

UNIT 1: INTRODUCTION TO STRATEGIC MANAGEMENT

Introduction - Meaning and Definition – Need – Process of Strategic Management – Strategic Decision Making – Business Ethics – Strategic Management.

UNIT 2: STRATEGIC PLANNING

Strategic Planning Process – Strategic Plans during recession, recovery, boom and depression – Stability Strategy – Expansion Strategy – Merger Strategy – Retrenchment Strategy – Restructure Strategy – Levels of Strategy – Corporate Level Strategy – Business Level Strategy and Functional Level Strategy – Competitive Analysis – Porter’s Five Forces Model.

UNIT 3: IMPLEMENTATION OF STRATEGY

Aspects of Strategy Implementation – Project Manipulation – Procedural Implementation – Structural Implementation – Structural Considerations – Organizational Design and Change – Organizational Systems. Behavioral Implementation – Leadership Implementation – Corporate Culture – Corporate Policies and Use of Power. Functional and Operational Implementation – Functional Strategies – Functional Plans and Policies. Financial – Marketing – OPERATIONAL and Personnel dimensions of Functional Plan and Policies – Integration of Functional Plans and Policies.

UNIT 4: STRATEGY EVALUATION

Strategy Evaluation and Control - Operational Control - Overview of Management Control – Focus on Key Result Areas.

BOOKS FOR REFERENCE

1. Dr. Aswathappa, Business Environment for Strategic Management, Tata McGraw Hill.
2. Subbarao: Business Policy and Strategic Management, HPH.
3. Charles W.L Hill and Gareth R. Jones, Strategic Management an Integrated Approach, Cengage Learning
4. AzharKazmi, Business Policy and Strategic Management, Tata McGraw Hill
5. C. AppaRao; Strategic Management and Business Policy, Excel Books.
6. Ghosh P.K., Business Policy and Strategic Planning and Management, Tata McGraw Hill.
7. Pillai, Strategic Management,
8. Lawrence, Business Policy and Strategic Management, Tata McGraw Hill.
9. Sathyashekar : Business Policy and Strategic Management, I.K International Publishing House Pvt. Ltd.

Course Code	Duration	Course Title	L	T	P	C
BBAD15F6200	16 weeks	BUSINESS ETHICS & CORPORATE GOVERNANCE	3	1	0	4

OBJECTIVE :-The objective is to provide basic knowledge of business ethics and values and its relevance in modern context.

Course content:-

UNIT 1: BUSINESS AND PERSONAL ETHICS

Introduction – Meaning - Scope – Types of Ethics – Characteristics – Factors influencing Business Ethics – Importance of Business Ethics - Arguments for and

against business ethics- Basics of business ethics - Corporate Social Responsibility – Issues of Management – Crisis Management

Introduction – Meaning – Emotional Honesty – Virtue of humility – Promote happiness – karma yoga – proactive – flexibility and purity of mind.

UNIT 2: ETHICS IN MANAGEMENT

Introduction – Ethics in HRM – Marketing Ethics – Ethical aspects of Financial Management - Technology Ethics and Professional ethics.

UNIT 3: ROLE OF CORPORATE CULTURE IN BUSINESS

Meaning – Functions – Impact of corporate culture – cross cultural issues in ethics

UNIT 4: CORPORATE GOVERNANCE

Meaning – scope - composition of BODs - Cadbury Committee - various committees - reports on corporate governance - scope of Corporate Governance - Benefits and Limitations of Corporate Governance with living examples.

BOOKS FOR REFERENCE

1. Murthy CSV: Business Ethics and Corporate Governance, HPH
2. Bholanath Dutta, S.K. Podder – Corporation Governance, VBH.
3. Dr. K. Nirmala, KarunakaraReaddy : Business Ethics and Corporate Governance, HPH
4. H.R.Machiraju: Corporate Governance
5. K. Venkataramana, Corporate Governance, SHBP.
6. N.M.Khandelwal : Indian Ethos and Values for Managers
7. S Prabhakaran; Business ethics and Corporate Governance
8. C.V. Baxi: Corporate Governance
9. R. R. Gaur, R. Sanghal, G. P. Bagaria; Human Values and Professional ethics
10. B O B Tricker, Corporate Governance; Principles , Policies and Practices
11. Michael, Blowfield; Corporate Responsibility
12. Andrew Crane; Business Ethics
13. Ghosh; Ethics in Management and Indian ethos.

Course Code	Duration	Course Title	L	T	P	C
BBAD15F6300	6 weeks	FINAL DISSERTATION PROJECT		2	12	24

Training and Placement:

Having a degree will open doors to the world of opportunities for you. But Employers are looking for much more than just a degree. They want graduates who stand out from the crowd and exhibit real life skills that can be applied to their organizations. Examples of such popular skills employers look for include:

- Willingness to learn
- Self motivation
- Team work
- Communication skills and application of these skills to real scenarios
- Requirement of gathering, design and analysis, development and testing skills
- Analytical and Technical skills
- Computer skills
- Internet searching skills
- Information consolidation and presentation skills
- Role play
- Group discussion, and so on

The REVA University therefore, has given utmost importance to develop these skills through variety of training programs and such other activities that induce the said skills among all students. A full-fledged Career Counseling, Training and Placement (CCTP) Centre headed by well experienced dynamic Trainer, Counselor and Placement Officer supported by an efficient team does handle all aspects of Internships and Placement for the students of REVA University. The prime objective of the CCTP Centre is to liaison between REVA graduating students and industries by providing a common platform where the prospective employer companies can identify suitable candidates for placement in their respective organization. The CCTP Centre organizes pre-placement training by professionals and also arranges expert talks to our students. It facilitates students to career guidance and improve their employability. In addition, CCTP Centre forms teams to perform mock interviews. It makes you to enjoy working with such teams and learn many things apart from working together in a team. It also makes you to participate in various student clubs which helps in developing team culture, variety of job skills and overall personality.

The need of the hour in the field of Business, Management, Commerce and Trade is efficient leaders of repute, who can deal the real time problems with a pinch of innovation. This kept in focus, the training and Placement cell has designed the training process, which will commence from First semester along with the curriculum. Special coaching in personality development, career building, English proficiency, reasoning, puzzles, leadership, strategic management and communication skills , team work to every student of REVA University is given with utmost care. The

process involves continuous training and monitoring the students to develop their interpersonal skills that will fetch them a job of repute in the area of his/her interest and march forward to make better career

Skill development is one of the very important activities of the University and industry relationship. A skill development center is established to organize skill and certification programmes. The students shall compulsorily complete at least two skill/certification based programmes before the completion of the degree.

The University has collaboration with industries; corporate training organization, research institutions and government agencies like NSDC (National skill Development Corporation) to conduct certification programmes.

The various skill/certification programmes apart from the general soft skills identified are as follows:

- SAP Certification
- Big Data and Cloud computing, internet of things (IOT), ORCALE, MYSQL
- Management related programmes like ERP and Business analytics .

The University has signed MOU's with MNC companies, Research Institutions, Government agencies like NSDC (National skill Development Corporation) and Universities abroad to facilitate greater opportunities of employability, students exchange programmes for higher learning and for conducting certification programmes..

CAREER COUNSELING AND PLACEMENT

Having a degree will open doors to the world of opportunities for you. But Employers are looking for much more than just a degree. They want graduates who stand out from the crowd and exhibit real life skills that can be applied to their organizations. Examples of such popular skills employers look for include:

- Willingness to learn
- Self motivation
- Team work
- Communication skills and application of these skills to real scenarios
- Requirement of gathering, design and analysis, development and testing skills
- Analytical and Technical skills
- Computer skills
- Internet searching skills
- Information consolidation and presentation skills
- Role play
- Group discussion, and so on

REVA University therefore, has given utmost importance to develop these skills through variety of training programs and such other activities that induce the said skills among all students. A full-fledged Career Counseling and Placement division, namely Career Development Center (CDC) headed by well experienced senior Professor and Dean and supported by dynamic trainers, counselors and placement officers and other efficient supportive team does handle all aspects of Internships and placements for the students of REVA University. The prime objective of the CDC is to liaison between REVA graduating students and industries by providing a common platform where the prospective employer companies can identify suitable candidates for placement in their respective organization. The CDC organizes pre-placement training by professionals and also arranges expert talks to our students. It facilitates students to career guidance and improve their employability. In addition, CDC forms teams to perform mock interviews. It makes you to enjoy working with such teams and learn many things apart from working together in a team. It also makes you to participate in various student clubs which helps in developing team culture, variety of job skills and overall personality.

The need of the hour in the field of Commerce is efficient leaders of repute, who can deal the real time problems with a flavour of innovation. This kept in focus, the CDC has designed the training process, which will commence from second semester along with the curriculum. Special coaching in personality development, career building, English proficiency, reasoning, puzzles, leadership, and strategic management and communication skills to every student of REVA University is given with utmost care. The process involves continuous training and

monitoring the students to develop their soft skills including interpersonal skills that will fetch them a job of repute in the area of his / her interest and march forward to make better career.

The University has recognized skill development and industry relationship as its very important activities. Therefore, the University-Industry Interaction and Skill Development Centre headed by a Senior Professor & Director has been established to facilitate skill related training to REVA students and other unemployed students around REVA campus. The center conducts variety of skill development programs to students to suite to their career opportunities. Through this skill development centre the students shall compulsorily complete at least two skill / certification based programs before the completion of their degree. The University has collaborations with Industries, Corporate training organizations, research institutions and Government agencies like NSDC (National Skill Development Corporation) to conduct certification programs. REVA University has been recognised as a Centre of Skill Development and Training by NSDC (National Skill Development Corporation) under Pradhan Mantri Kaushal Vikas Yojana.

The University has signed MOU's with Multi-National Companies, research institutions, Government agencies like NSDC (National Skill Development Corporation) and universities abroad to facilitate greater opportunities of employability, students' exchange programs for higher learning and for conducting certification programs.

FACULTY MEMBERS

SL. NO.	Name of the Faculty	Designation
1	Dr. M M BAGALI	Professor & Director
2	Dr. CHITHAMBAR GUPTA V	Associate Professor
3	Dr. SHINU ABHI	Head-REVA Academy for Corporate Excellence
4	Prof. B DIWAKAR NAIDU	Associate Professor
5	Dr. SHALINI CHANDRA	Associate Professor
6	Dr. B R SANTOSH	Associate Professor
7	Prof. SHIVASHARANA	Associate Professor
8	Prof. H N SHYLAJA	Assistant Professor
9	Prof. SANDHYA.S	Assistant Professor
10	Dr. RUCHI GUPTA	Assistant Professor
11	Prof. MANJUNATH V S	Assistant Professor
12	Prof. ANSHU RANI	Assistant Professor
13	Prof. NAGENDRA S M	Assistant Professor
14	Prof. NAVEEN KUMAR .P	Assistant Professor
15	Prof. NITU GHOSH	Assistant Professor
16	Prof. PILLAVENKATSWAMY	Assistant Professor
17	Prof. NIRANJAN .K	Assistant Professor
18	Prof. ANITHA KUMARI B	Assistant Professor
19	Dr. URMILA JAGADEESWARI ITAM	Assistant Professor
20	Prof. SIJU C NAIR	Assistant Professor

21	Prof. SUDHAKARA M R	Assistant Professor
22	Prof. GEETHA S R	Assistant Professor
23	Prof. AISHWARYA.H	Assistant Professor
24	Prof. KUMUDA B S	Assistant Professor
25	Prof. KAVYA S	Assistant Professor
26	Prof. ANUJ VARMA	Assistant Professor
27	Prof. MEENAKSHI VARMA	Assistant Professor

DO'S AND DON'TS

DO'S

1. Maintain discipline and respect the rules and regulations of the university
2. Be regular and punctual to classes
3. Study regularly and submit assignments on time
4. Be respectful to your Teachers/friends and hostel staff/management.
5. Read the notice board (both at your college and the hostel) regularly.
6. Utilize your Personal Computer for educational purpose only.
7. Follow the code of conduct.
8. Visit Health Center on the campus whenever you are unwell.
9. Be security conscious and take care of your valuables especially Cash, Mobile Phones, Laptop and other valuables.
10. Carry your valuables along with you whenever you proceed on leave/vacation.
11. Use electric appliances, lights and water optimally.
12. Keep the campus clean and hygienic.
13. Use decent dressing.

DON'TS

1. Ragging inside / outside the campus.
2. Possession of Fire arms and daggers etc.
3. Use of Alcohols, Toxic drugs, sheesha, gutkha and hashish/heroin etc.

4. Use of Crackers, explosives and ammunition etc.
5. Smoking and keeping any kind of such items.
6. Misusing college & hostel premises/facilities for activities other than studies.
7. Playing loud music in the room which may disturb studies of colleagues / neighbors.
8. Making noise and raising slogans.
9. Keeping electrical appliances, other than authorized ones.
10. Involvement in politics, ethnic, sectarian and other undesirable activities.
11. Proxy in any manner.
12. Use of mobiles in the academic areas.

Note: 1. Rules are revised / reviewed as and when required.

2. Healthy suggestions are welcome for betterment of Institution