



MARIAN COLLEGE  
KUTTIKKANAM

(AUTONOMOUS)

MAKING COMPLETE

**SCHEME AND SYLLABUS**

**BACHELOR OF BUSINESS ADMINISTRATION**

**(B.B.A.)**

**(Under the Choice Based Credit and Semester System)**

2022 Admissions



Affiliated to Mahatma Gandhi University, Kottayam

Marian College Kuttikkanam (Autonomous)

Kuttikkanam P.O., Peermade

Idukki District, Kerala, India – 685 531

E-mail: [mariancollege@mariancollege.org](mailto:mariancollege@mariancollege.org)

[www.mariancollege.org](http://www.mariancollege.org)

Phone: 04869-232203, 232654

# CONTENTS

<b>MEMBERS OF BOARD OF STUDIES IN BUSINESS ADMINISTRATION (UG)</b>	<b>5</b>
<b>REGULATIONS FOR BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME UNDER CHOICE BASED CREDIT AND SEMESTER SYSTEM 2022</b>	<b>9</b>
1. <i>SHORT TITLE</i>	9
2. <i>SCOPE</i>	9
3. <i>DEFINITIONS</i>	9
4. <i>TITLE OF THE PROGRAMME</i>	12
5. <i>PROGRAMME STRUCTURE</i>	12
6. <i>ATTENDANCE</i>	12
7. <i>BOARD OF STUDIES AND COURSES</i>	13
8. <i>REGISTRATION</i>	13
9. <i>ADMISSION</i>	13
10. <i>SELECTION CRITERIA</i>	14
11. <i>PROMOTION</i>	14
12. <i>EVALUATION AND GRADING</i>	15
13. <i>SEMESTER END EXAMINATIONS</i>	15
14. <i>AWARD OF DEGREE</i>	18
15. <i>Extra Credits for 'SWAYAM' (Study Webs of Active-Learning for Young Aspiring Minds) courses</i>	18
16. <i>TRANSITORY PROVISION</i>	18
<b>INTRODUCTION</b>	<b>19</b>
<i>Programme Specific Outcomes (PSO)</i>	19
<b>SCHEME AND SYLLABUS</b>	<b>21</b>
<b>SEMESTER I</b>	<b>24</b>
<i>UCE2201: English 1: English for Undergraduates</i>	25
<i>UBB2201: Principles of Management</i>	26
<i>UBB2202: Managerial Economics</i>	28
<i>UBB2203: Fundamentals of Business Mathematics</i>	30
<i>UBB2204: Fundamentals of Business Statistics</i>	31
<i>UBB2205: Business Accounting</i>	32
<b>SEMESTER II</b>	<b>34</b>
<i>UCE2202: English II: Writing for Academic Purposes</i>	35
<i>UBB2206: Marketing Management</i>	36
<i>UBB2207: Business Laws</i>	38
<i>UBB2208: Mathematics for Management</i>	40
<i>UBB2209: Statistics for Research</i>	42
<i>UBB2210: Entrepreneurial Development</i>	43

<b>SEMESTER III</b>	<b>45</b>
<i>UBB2211: Informatics for Management</i>	46
<i>UBB2212: Insurance for Business Process Services</i>	48
<i>UBB2213: Corporate Laws</i>	50
<i>UBB2214: Cost &amp; Management Accounting</i>	52
<i>UBB2215: Business Research Methods</i>	54
<b>SEMESTER IV</b>	<b>55</b>
<i>UBB2216: Banking for Business Process Services I</i>	56
<i>UBB2217: Finance &amp; Accounting for Business Process Services</i>	58
<i>UBB2218: Intellectual Property Rights and Industrial Laws</i>	60
<i>UBB2219: Human Resource Management &amp; Industrial Relations</i>	61
<i>UBB2220: Financial Management</i>	63
<b>SEMESTER V</b>	<b>65</b>
<i>UBB2222: Capital Markets for Business Process Services</i>	68
<i>UBB2223: Organizational Behavior</i>	69
<i>UBB2224: Banking for Business Process Services II</i>	71
<i>UBB2225: Brand Management</i>	73
<b>SEMESTER VI</b>	<b>74</b>
<i>UBB2226: Managing Business Processes</i>	75
<i>UBB2227: Business Taxation</i>	77
<i>UBB2228: Advertising &amp; Branding (Elective I)</i>	79
<i>UBB2229: E Commerce (Elective II)</i>	81
<i>UBB2230: Project Work</i>	83
<b>Value Added Courses</b>	<b>84</b>
<i>UBBA2201: Gandhian Thoughts</i>	85
<i>UBBA2202: Internship</i>	86
<i>UBBA2203: Campus to Corporate – I</i>	87
<i>UBBA2204: Campus to Corporate – II</i>	88
<i>UBBA2205: Internship</i>	89
<b>Non-Credit Courses</b>	<b>90</b>
<b>ANNEXURE I</b>	<b>93</b>
<b>OPEN COURSES</b>	<b>94</b>
1. CAPITAL MARKET AND INVESTMENT MANAGEMENT	95
2. FUNDAMENTALS OF ACCOUNTING	97
3. FILM STUDIES	98
4. FUNDAMENTALS OF ECONOMICS	99
5. INTERNET AND DIGITAL MARKETING	101
6. APPLICABLE MATHEMATICS	103
7. BRAND MANAGEMENT	104

8. <i>DEVELOPMENT COMMUNICATION</i>	105
9. <i>PHYSICAL HEALTH AND LIFE SKILLS EDUCATION</i>	107
<b>ANNEXURE II</b>	<b>109</b>

# **MEMBERS OF BOARD OF STUDIES IN BUSINESS ADMINISTRATION**

## **(UG)**

<b>Sl. No.</b>	<b>Name of the Member</b>	<b>Representing Constituency</b>
1.	DR. Joshy John, Associate Professor & Head. <b>Chairman</b>  <a href="mailto:joshy.john@mariancollege.org">joshy.john@mariancollege.org</a> 9447420027	Dept. of Business Administration, Marian College Kuttikkanam
2.	Sri. Siju P T, Assistant Professor  <a href="mailto:siju.pt@mariancollege.org">siju.pt@mariancollege.org</a> 9447315411	Dept. of English, Marian College Kuttikkanam
3.	Sri. Sareesh Kumar, Assistant Professor  <a href="mailto:sareesh.kumar@mariancollege.org">sareesh.kumar@mariancollege.org</a> 9567095166	Dept. of Business Administration, Marian College Kuttikkanam
4.	Ms. Simi John, Assistant Professor  <a href="mailto:simi.john@mariancollege.org">simi.john@mariancollege.org</a> 9744058000	Dept. of Law, Marian College Kuttikkanam
5.	Ms Jyothi Jose, Assistant Professor  <a href="mailto:jyothy.joses@mariancollege.org">jyothy.joses@mariancollege.org</a> 9902827268	Dept. of Computer Science, Marian College Kuttikkanam
6.	Ms Meenu P Thomas, Assistant Professor  <a href="mailto:meenu.thomas@mariancollege.org">meenu.thomas@mariancollege.org</a> 9745869193	Dept. of Statistics, Marian College Kuttikkanam
7.	Ms Priya Dominic, Delivery Manager  <a href="mailto:priya.dominic@tcs.com">priya.dominic@tcs.com</a> 9895102638	Tata Consultancy Services, Info Park Kakkanad Kochi
8.	Sri. Dawn Jose Assistant Professor. 9895942546  <a href="mailto:dawnjose007@gmail.com">dawnjose007@gmail.com</a>	Alumnus. St. Josephs Institute of Management Pala

9.	Sri. Abu K S Chief Financial Officer (CFO)  <a href="https://www.linkedin.com/in/abusurendran9895942546">https://www.linkedin.com/in/abusurendran9895942546</a>	Special invitee. Arcelor Mittal Projects Middle East
10.	Ms Melby Joseph, Assistant Professor  <a href="mailto:melby.joseph@mariancollege.org">melby.joseph@mariancollege.org</a> 9447572755	Dept. of Business Administration, Marian College Kuttikkanam
11.	Fr. DR. Sibi Joseph, Assistant Professor  <a href="mailto:fr.sibi@mariancollege.org">fr.sibi@mariancollege.org</a> 9447127297	Dept. of Business Administration, Marian College Kuttikkanam
12.	Ms. Lisna Jose, Assistant Professor  <a href="mailto:lisna.jose@mariancollege.org">lisna.jose@mariancollege.org</a> 9744058000	Research & P G Dept. of Commerce, Marian College Kuttikkanam
13.	Ms. Juji George, Assistant Professor  <a href="mailto:juji.george@mariancollege.org">juji.george@mariancollege.org</a> 7034041592	Research & P G Dept. of Commerce, Marian College Kuttikkanam
14.	Dr. Afsal E. M., Dept. of Management Studies KUFOS  <a href="mailto:kochi.afsalemfm@yahoo.co.in">kochi.afsalemfm@yahoo.co.in</a> 9496421248	Subject expert from outside the Parent University
15.	Dr. Geethu Anna Mathew, Department of Management KristuJayanti College (Autonomous) Bangalore.  <a href="mailto:annamathew123@gmail.com">annamathew123@gmail.com</a> 9544360146	Subject expert from outside the Parent University
16.	Dr. Santhosh Koshy Thomas Managing Director KINFRA  <a href="mailto:koshy@kinfra.org">koshy@kinfra.org</a>	Expert nominated by the Vice- Chancellor
17.	Sri Aju Varghese Director, Pharmacopius Drugs Pvt. Ltd. Kottayam.  <a href="mailto:ajuse2003@yahoo.com">ajuse2003@yahoo.com</a> 9447474063	Special invitee

18.	Ms Tessa J Kallarackal, Manager Legal PhonePe Pvt Ltd C/o P A Rose Mary w 62 Federal Park Vennala Kochi <a href="mailto:tessa.kallarackal@gmail.com">tessa.kallarackal@gmail.com</a> 9742322799	Special invitee
19.	Sri Stephen Moses Dinakaran, Program Leader – AIP Tata Consultancy Services <a href="mailto:stephenmoses.dinakaran@tcs.com">stephenmoses.dinakaran@tcs.com</a> 9841157530	Special invitee

### Panel of Experts Submitted to Vice-Chancellor for Nomination

Sl. No	Name and Designation	Academic Qualifications Teaching/ Research Experience (Years) Industry Experience (Years) Address for communication (e-mail & mobile no)
1.	Dr. Santhosh Koshy Thomas Managing Director	B.Tech MBA Ph.D., Kerala Infrastructure Development Corporation (KINFRA)KINFRA HOUSE, TC 31/2312, Sasthamangalam, Thiruvananthapuram – 695 010 <a href="mailto:koshy@kinfra.org">koshy@kinfra.org</a> 9846010678
2.	Dr. Johney Johnson Professor & Dean	BFSc, MBA, Ph.D., M Phil, PGDOR. Faculty of Management Sciences Mahatma Gandhi University Kottayam. <a href="mailto:j.johney@gmail.com">j.johney@gmail.com</a> 9447854270
3.	Dr. Siby Zacharias Associate Professor	M.Sc, MBA, Ph.D., School of Management and Business Studies, Mahatma Gandhi University, Priyadarsini Hills P O, Kottayam – 686 560 <a href="mailto:sibyzac@gmail.com">sibyzac@gmail.com</a> 9447064203

4.	Sri Hybeen Thomas Managing Director	B.Tech, Way Farms & Resorts & Spice Tree Resorts Munnar  <a href="mailto:md@spicetreemunnar.com">md@spicetreemunnar.com</a> <a href="http://hybeenthomas.com">hybeenthomas.com</a> 9447165077
5.	Dr. Jasmine Alex Assistant Professor	B.Sc., LL.M., Ph. D., School of Indian Legal Thought Mahatma Gandhi University-Kottayam Kerala India-686 006  <a href="mailto:jasminealexsunil@gmail.com">jasminealexsunil@gmail.com</a> 919446126162
6.	Prof. Joshy Joseph Associate Professor	B.Tech, MBA, Ph.D., Indian Institute of Management Kozhikode  <a href="mailto:joshyjoseph@iimk.ac.in">joshyjoseph@iimk.ac.in</a> 0495-2809430 9995729163



# **REGULATIONS FOR BACHELOR OF BUSINESS ADMINISTRATION** **PROGRAMME UNDER CHOICE BASED CREDIT AND SEMESTER** **SYSTEM 2022**

## **1. SHORT TITLE**

- 1.1 These Regulations shall be called Marian College Kuttikkanam (Autonomous) Regulations for Undergraduate Programme, Bachelor of Business Administration under the Choice Based Credit and Semester System 2022.
- 1.2 These Regulations shall come into force with effect from the Academic Year 2022 - 2023 onwards.

## **2. SCOPE**

- 2.1 The regulation provided herein shall apply to Bachelor of Business Administration, Undergraduate Programme, conducted by Marian College Kuttikkanam (Autonomous) with effect from the academic year 2022- 2023 admission.

## **3. DEFINITIONS**

- 3.1 **Academic Bank Account** means an individual account with the Academic Bank of Credits opened and operated by a student, to which all academic credits earned by the student from course(s) of study are deposited, recognised, maintained, accumulated, transferred, validated or redeemed for the purposes of the award of degree/diploma/certificates etc. by an awarding institution
- 3.2 **Academic Bank of Credits** means an academic service mechanism as a digital or virtual or online entity established by UGC with the approval of the Central Government, to facilitate students to become its academic account holders, thereby paving the way for seamless student mobility between or within degree-granting Higher Educational Institutions through a formal system of credit recognition, credit accumulation, credit transfers and credit redemption to promote distributed and flexible teaching-learning.
- 3.3 **Academic Week** is a unit of five working days in which the distribution of work is organized from day one to day five, with five contact hours of one-hour duration on each day.
- 3.4 **Choice Based Course** means a course that enables the students to familiarize the advanced areas of core course.
- 3.5 **College** means Marian College Kuttikkanam (Autonomous)
- 3.6 **College Continuous Assessment Coordinator** is a teacher nominated by the principal to coordinate the continuous evaluation undertaken by various departments within the College. He/ She shall be nominated to the College Level Exam Committee.
- 3.7 **Common Course I** mean a course that comes under the category of courses for English.
- 3.8 **Continuous Assessment (CA)** is continuous feedback to the scholar through examinations, assignments, etc., which assess the academic progress of the scholar during the semester
- 3.9 **Continuous Assessment Coordinator (CAC)** is a teacher nominated by the Department Council to coordinate the continuous evaluation and other academic activities undertaken in the Department.
- 3.10 **Core Course** means a course in the subject of specialization within a degree programme.

### 3.11 Course

- a. **Core Course:** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.
- b. **Core Elective:** courses are those offered by the main discipline/subject of study which are Discipline Specific Electives.
- c. **Open Elective Course:** is an elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure. A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as open elective courses.
- d. **Skill Enhancement Electives Courses** are those courses chosen from a pool of courses designed to provide value-based and/or skill-based knowledge
- e. **Ability Enhancement Electives Courses** are the courses based upon the content that leads to Knowledge enhancement; i. Environmental Science and ii. English etc. These are mandatory for all disciplines.

3.12 **Course Outcomes (CO)** are statements that describe what students should be able to do at the end of a course.

3.13 **Credit:** means the standard methodology of calculating one hour of theory or one hour of tutorial or two hours of laboratory work, per week for a duration of a semester (13-15 weeks) resulting in the award of one credit; which is awarded by a higher educational institution on which these regulations apply; and Credits for internship shall be one credit per one week of internship, subject to a maximum of six credits

3.14 **Credit-Accumulation** means the facility created by Academic Bank of Credits in the Academic Bank Account opened by students in order to transfer and consolidate the credits earned by them by undergoing courses

3.15 **Credit point (CP)** of a course is the value obtained by multiplying the grade point (GP) by the credit (C) of the course ( $CP=GP \times C$ ).

3.16 **Credits-Recognition** means the credits earned through a registered Higher Educational Institution and transferred directly to the Academic Bank of Credits by such Higher Educational Institution

3.17 **Credit-redemption** means the process of commuting the accrued credits in the Academic Bank Account of the students maintained in ABC for the purpose of fulfilling the credits requirements for the award of Degrees or Diplomas or Certificates or Course work for Ph.D. programme etc., by the registered degree-awarding Higher Educational Institutions.

3.18 **Credit-transfer** means the mechanism by which the Registered Higher Educational Institutions are able to receive or provide prescribed credits to individual Academic Bank Accounts in adherence to the University Grants Commission credit norms for the 'course/s' undertaken by students enrolled in any Registered Higher Education Institution within India

3.19 **Cumulative credit point average (CCPA)** is the value obtained by dividing the sum of credit points in all the courses taken by the student for the entire programme by the total number of credits and shall be rounded off to two decimal places

3.20 **Department** means any teaching Department in the College.

3.21 **Department Council** means the body of all teachers of a department in the College.

3.22 **Generic Elective (GE)/Open Course** means an elective course chosen from any discipline/subject, in an advanced area.

- 3.23 **Grace Marks** means marks awarded to course/s, as per the orders issued by the College, from time to time, in recognition of meritorious achievements in NCC/NSS/Sports/Arts and cultural activities or such other similar areas.
- 3.24 **Grade** means a letter symbol (A, B, C, etc.), which indicates the broad level of performance of a student in a Course/Semester/Programme.
- 3.25 **Grade Point (GP)** is the numerical indicator of the percentage of marks awarded to a student in a course.
- 3.26 **Institutional Average (IA)** means average mark secured (Internal + external) for a course at the College level.
- 3.27 **Non-Credit Course/Audit Course** is a course for which no credits are awarded. The result of Non-credit course/ Audit Course shall be either “Pass” or “Fail”.
- 3.28 **Parent Department** means the department which offers core course/courses within an undergraduate programme.
- 3.29 **Plagiarism** is the unreferenced use of other authors’ material in projects/dissertations/assignments etc. and is a serious academic offence.
- 3.30 **Programme** means a three-year programme of study and examinations spread over six semesters, the successful completion of which would lead to the award of a degree.
- 3.31 **Program Outcomes (PO)** are what knowledge, skills and attitudes a graduate should have at the time of graduation. The following are the Program Outcomes of Marian College, Kuttikkanam (Autonomous).
- PO.1.** Domain Knowledge
  - PO.2.** Communicative competence
  - PO.3.** Applying Modern technologies
  - PO.4.** Reflective response to ethical and social issues
  - PO.5.** Sustainability values
  - PO.6.** Critical thinking and Problem Solving
  - PO.7.** Entrepreneurship
  - PO.8.** Teamwork and Leadership
  - PO.9.** Self-Directed and Lifelong Learning
- 3.32 **Program Specific Outcomes (PSO)** are statements that describe what the graduates of a specific program should be able to do.
- 3.33 **Project/Internship/Fieldwork** means a regular project work with stated credits on which the student undergoes a project under the supervision of a teacher in the parent department / any appropriate institute in order to submit a report on the project work as specified.
- 3.34 **Repeat Course** is a course that is repeated by a student for having failed in that course in an earlier registration.
- 3.35 **Semester** means a term consisting of 90 working days, inclusive of tutorials, examination days and other academic activities within a period of six months.

- 3.36 **Semester End Assessment (SEA)** is the assessment for course(s)–taught or otherwise - at the end of the semester along with SEE. SEA includes SEE, Viva, Lab-examinations etc.
- 3.37 **Semester End Examination (SEE)** is the examination conducted at the end of the semester for every taught course.
- 3.38 **Semester Credit Point Average (SCPA)** is the value obtained by dividing the sum of credit points (CP) obtained by a student in the various courses taken in a semester by the total number of credits taken by him/her in that semester. The grade points shall be rounded off to two decimal places. SCPA determines the overall performance of a student at the end of a semester.
- 3.39 **Seminar** means a discourse by a student, expected to train him/her in self-study, through original contributions and discussions by availing materials including e-resources.
- 3.40 **Taught Course:** Taught course is a core or elective course supported by classroom seminars and lectures. Assessment may be done by written examinations, seminars, assignments etc.
- 3.41 **Tutorial** means a class to provide an opportunity to interact with students at their individual level to improve their performance.
- 3.42 **Workshop** means a smaller session of dedicated learning, conducted with or without the help of an external resource person(s), intended to impart specific skills to participants
- 3.43 Words and expressions used but not defined in these regulations shall have the meaning assigned to them in the Examination Manual of College or M.G. University Act and Statutes.

#### **4. TITLE OF THE PROGRAMME**

- 4.1 The title of the programme is **Bachelor of Business Administration (BBA)**

#### **5. PROGRAMME STRUCTURE**

- 5.1 Students shall be admitted into Bachelor of Business Administration Programme.
- 5.2 The duration of the programme is six semesters over a period of three academic years.
- 5.3 The medium of instruction and examination shall be English.
- 5.4 The programme shall include three types of courses, Programme Core Courses, Programme Elective Courses and Non-Credit/Audit courses. There shall be semester Internship Projects and Concurrent Projects to be undertaken by all students. The programme will also include Assignments, Seminars, Practical, Viva Voce etc. The elective courses shall be in the sixth semester.
- 5.5. There shall be elective courses for the choice of students' subject to the availability of infrastructure and facilities in the institution.

#### **6. ATTENDANCE**

- 6.1 The minimum requirement of aggregate attendance during a semester for appearing at the end semester examination shall be 75%. Condonation of shortage of attendance to a maximum of 10% in a semester can be given only once during the whole period of Undergraduate programme by the Vice Principal (Academics), subject to the fulfilment of procedure by the applicant.
- 6.2 If a student represents the College, University, State or Nation in Sports, NCC, NSS or Cultural or any other officially sponsored activities such as College Union/University Union activities, the student shall be eligible to claim the attendance for the actual number of days participated subject to a maximum of 10 days in a Semester based on the specific recommendations. Application for attendance

or leave by members of a club/association like NCC, NSS etc. for their activities, shall be forward by the Teacher in- Charge to the Faculty Advisor/Course Coordinator. The application for such attendance should be recommended by the faculty advisor/course coordinator and should be given to the Vice-Principal (Academics) for final approval.

6.3. A student who does not satisfy the requirements of attendance shall not be permitted to take the Semester End Examinations.

6.4. Those students who are not eligible even with condonation of shortage of attendance shall repeat the semester along with the next batch, if permitted.

## **7. BOARD OF STUDIES AND COURSES**

7.1 The UG Board of Studies for B.B.A shall design all courses offered by the Programme. The Board shall design and introduce new courses, modify or re-design existing courses and replace any existing courses with new/modified courses to facilitate better exposure and training for the students.

7.2 The syllabus of a course shall include the title of the course, contact hours, the number of credits and reference materials.

7.3. Each course shall have a unique alpha numeric code to represent the course

7.4 Every Programme conducted under Choice-based Credit System shall be monitored by the Academic Council.

## **8. REGISTRATION**

8.1 A student shall be permitted to register for the programme at the time of admission.

8.2 A student who has registered for the programme shall complete the programme within a maximum period of ten continuous semesters from the date of commencement of the programme.

## **9. ADMISSION**

9.1 The admission to the BBA programme shall be as per the rules and regulations of the College.

9.2 The eligibility criteria for admission shall be as announced by the College from time to time and published in the prospectus/website of the College.

9.3 Candidates for admission to the first semester of the BBA programme through CBCSS shall be required to have passed higher secondary examination /Plus Two or an examination recognized by MG University, Kottayam as equivalent thereto.

9.4 Separate rank lists shall be drawn up for reserved seats as per the existing rules of the MG University, Kottayam.

9.5 The College shall make available a list of all programmes offered by the College in the prospectus/website.

9.6 There shall be a uniform academic and examination calendar prepared by the College for the conduct of the programmes. The Department shall ensure that the calendar is strictly followed.

9.7 There shall be provision for credit transfer subject to the conditions specified in the examination manual of the College.

## 10. SELECTION CRITERIA

10.1 Selection of the students is made on the basis of merit list prepared. The merit mark will be as follows

The Rank List shall be prepared on the basis of ranking marks arrived at as follows:

Handicap of Five marks for every successive attempt after the first attempt subject to maximum of twenty marks will be deducted from the total marks in the case of those who have taken two or more chances to complete the examination. The number of chances means the number of chances taken for passing any part of the qualifying examination after the prescribed programme period. Appearance for improvement of marks shall not be considered as an additional chance. No handicap marks for SAY pass outs be imposed if admitted in the same academic year but five marks shall be deducted if he/she is ranked in the admission list of the succeeding year. Candidates who have passed the qualifying examination under SAY scheme or such supplementary scheme are eligible to apply for First Year programme in the same academic year, but they have to produce the mark lists on or before the closing date of admission as notified by the university.

Marks obtained for the subjects in other streams, viz, CBSE, CISCE etc. shall be standardized to that of Kerala Higher Secondary i.e., 200 marks per paper (200marks X 4=800 i.e., total marks). But the marks obtained for vocational subjects in VHSE/THSE, etc. are to be excluded while calculating index marks.

**The Bonus Marks will be awarded as follows:**

1. Bonus of 15 marks shall be awarded to applicants with NCC or NSS Certificates at 'Plus Two Level' for admission. In respect of NCC candidates, the bonus marks will be awarded on the basis of NCC Certificates signed by the Director and issued by the Directorate of NCC to candidates who have secured at least 75% attendance after having participated in its activities during the programme of study immediately preceding the programme for which admission is sought. An additional bonus mark of 3 will be given to 'A' Certificate holders, 5 marks to 'B' Certificate holders and 5 marks to 'C' Certificate holders in proof of their high proficiency.
2. In respect of NSS candidates, the bonus marks will be awarded on the basis of NSS Certificates issued by the competent authority.
3. Bonus of 15 marks shall be awarded to the Ex-servicemen applicants and widows and children of Jawans and Ex-servicemen seeking admission to the Degree Programmes.

Applicants to this category should invariably produce along with the application form an attested copy of certificate issued not earlier than six months from the last date of submission of application from the military authorities or state/Zilla Sainik Welfare Officer to the effect that he/she is the son/daughter of an ex-service man or an ex-service man himself/herself. The benefit of bonus marks can be scored by a candidate only under one category i.e., either NSS or NCC. Bonus marks shall be added only if the candidate has obtained the prescribed minimum in the qualifying examination while calculating the index marks.

## 11. PROMOTION

11.1 Promotion of a student is governed by the examination manual of the College.



## 12. EVALUATION AND GRADING

12.1 **Evaluation:** The evaluation scheme for each course shall contain two parts; (a) Continuous Assessment (CA) and (b) Semester End Examination (SEE). The ratio between CA and SEE is 2:3 in all taught courses. Both CA and SEE shall be in marks/grades as per Mahatma Gandhi University Kottayam regulations in force.

12.2 **Continuous Assessment (CA):** The CA shall be based on predetermined transparent system involving periodic tests, assignments, seminars, Continuous Assessment of Research Skills and Continuous Assessment of Deepened Learning (CARS & CADL) and attendance in respect of taught courses and based on tests, lab skill/records/viva and attendance in respect of practical courses. The marks assigned to different components for CA is as follows.

### 12.3 Components of Continuous Assessment

All the four components of the Continuous Assessment are mandatory for taught courses.

#### For Taught Courses

Component	Assessment Criteria		Marks
1	Continuous Assessment Examination (CAE)	CA1	5
		CA2	7.5
		CA3	7.5
2	CARS		7.5
3	CADL		7.5
4	Attendance		5
<b>Total</b>			<b>40</b>

#### Marks for Attendance

*Percentage of attendance	Marks
96 and above	5
92 to 95	4
88 to 91	3
84 to 87	2
80 to 83	1
75 to 79	0
Below 75	Not eligible to write SEE
<b>Maximum marks</b>	<b>5</b>

\*The % of attendance shall be rounded up. However, this is not applicable for condonation of attendance.

## 13. SEMESTER END EXAMINATIONS

13.1 The answers must be written in English except for common course II-additional language.

13.2 There shall be one semester end examination of 3 hours' duration for all the taught courses.

- 13.3 To ensure transparency of the evaluation process, the CA marks awarded to the students in each course in a semester shall be published on the notice board before the commencement of SEE and a hard copy of which will be signed by all the students and shall be kept in the department.
- 13.4 Minimum Marks in CA Evaluation: A student shall secure minimum of 30% of the marks for CA in a semester to appear for the SEA. In order to improve CA, a student cannot repeat the entire CA components but only the CA Examinations (CA1, CA2, and CA3). In case of failure to obtain the required pass mark in the CA retest as explained above, a student can appear for supplementary CA Examination along with the immediate junior batch only. SEA can be attempted by a candidate only if he/she a student has secured minimum pass mark in CA.
- 13.5 Grades and Grade Point (GP) for each course (CA + SEE) will be as follows

Percentage of marks	Grade	Grade Point
95 and above	S outstanding	10
85 to below 95	A+ Excellent	9
75 to below 85	A Very Good	8
65 to below 75	B+ Good	7
55 to below 65	B Above Average	6
45 to below 55	C Satisfactory	5
35 to below 45	D Pass	4
Below 35	F Failure	0
	Ab Absent	0

- 13.6 If a student opts for the betterment of a course(s) in SEA, the student can appear for the Save-a-Semester (SAS) examination for the respective course(s) subject to a maximum of three courses, conducted for that semester. The higher of the two grades/marks will be accepted for final grading.

### 13.7 Credit point and Credit Point Average

For all semesters, semester grade points average (SCPA) with letter grades are given as below:

SCPA	Grade
9.5 and above	S Outstanding
8.5 to below 9.5	A+ Excellent
7.5 to below 8.5	A Very Good
6.5 to below 7.5	B+ Good
5.5 to below 6.5	B Above Average
4.5 to below 5.5	C Satisfactory
3.5 to below 4.5	D Pass
Below 3.5	F Failure

- 13.8 Credit Point (CP) of a course is calculated using the formula: -

$$CP = C \times GP, \text{ where } C \text{ is the Credit and } GP \text{ is the Grade point}$$



13.9 Semester Credit Point Average (SCPA) of a Semester is calculated using the formula: -

$SCPA = TCP/TC$ , where  $TCP$  is the Total Credit Point of that semester, ie,  $\sum_1^n CPI_i$ ;  
 $TC$  is the Total Credit of that semester,  $\sum_1^n Ci$ , where  $n$  is the number of courses in that semester

13.10 Cumulative Credit Point Average (CCPA) is calculated using the formula: -

$CCPA = TCP/TC$ , where  $TCP$  is the Total Credit Point of that programme  
i.e.,  $TCP = \sum_n CPI_i$ ;  $TC$  is the Total Credit of that programme,  
i.e.,  $TC = \sum_n Ci$  and  $n$  is the number of courses in that programme.

Programme grades (CCPA) will be as follows.

CCPA	Grade
9.5 and above	S Outstanding
8.5 to below 9.5	A+ Excellent
7.5 to below 8.5	A Very Good
6.5 to below 7.5	B+ Good
5.5 to below 6.5	B Above Average
4.5 to below 5.5	C Satisfactory
3.5 to below 4.5	D Pass
Below 3.5	F Failure

*Note:* The grade system will change in accordance with the amendments in Mahatma Gandhi University regulations in force.

*Note:* A separate minimum of 30% marks each for CA and SEE and an aggregate minimum of 35% are required for a pass in a course. For a pass in program a separate minimum of Grade D for all the individual courses and an overall Grade D or above are mandatory. If a candidate secures Grade F for any one of the courses offered in a semester/program only Grade F will be awarded for that semester/program until the candidate improves this to Grade D or above within the permitted period. Candidates who secure D grade and above will be eligible for higher studies.

13.11 Pattern of Questions: Questions shall be set to assess knowledge acquired, application of knowledge in new situations, critical evaluation of knowledge and the ability to synthesize knowledge. Pattern of question for SEE shall be as follows.

Nature of questions	Total number of questions	Number of questions to be answered	Marks for each question	Total Marks
Five questions with <i>Either or Options</i> e.g., 1(A) <i>Or</i> 1(B)	05	05	12	60

- Each question may or may not contain subdivisions.
- If a question contains subdivisions, the total marks for all the subdivisions together shall be 12.
- The *Either-Or* questions within a question shall measure the same outcomes.
- The question paper of a course shall be set in such a way that all the five questions cover all the modules and assess all outcomes defined for the course.
- A question may measure multiple outcomes.

#### **14. AWARD OF DEGREE**

The successful completion of all the courses with a minimum of 'D' grade (35%) shall be the requirement for the award of the degree by Mahatma Gandhi University, Kottayam

#### **15. Extra Credits for 'SWAYAM' (Study Webs of Active-Learning for Young Aspiring Minds) Courses**

- 15.1 All students are encouraged to pursue SWAYAM course from <https://swayam.gov.in/> and obtain extra credits.
- 15.2 After successful registration of SWAYAM courses, students shall inform in writing to the faculty advisor concerned. the faculty advisors shall furnish the consolidated details to the HoD and the HoD shall forward the details to the Controller of Examinations.
- 15.3 The extra credits obtained from SWAYAM course will be shown in the consolidated mark sheet/grade sheet provided the proof of successful completion is submitted to the Controller of Examination before the commencement of final semester end examination.

#### **16. TRANSITORY PROVISION**

Notwithstanding anything contained in these regulations, the Principal of the College shall, for a period of three years from the date of coming into force of these regulations, have the power to provide by order that these regulations shall be applied to any programme with such modifications as may be necessary.

## **INTRODUCTION**

The Department of Business Administration functioning from the inception of the college in 1995, offers a 3-year full time graduate programme in Management, spread over six semesters, leading to the Degree of Bachelor of Business Administration. The program orients the participants to a foundation in Management at the bachelor's level. On completion ample opportunities are amenable at the industries on a Supervisor\Executive cadre. The program also serves as a stepping-stone for higher career programs like MBA, CA, ICWA, CS, ACCA, CMA and ICFA etc.

Training methodology involves imparting knowledge as well as the development of skills, as bookish interest alone would not suffice the development of true managerial acumen. Keeping this in view, distinctive training methods like Seminars, Paper Presentations, Group Discussions, Case studies, Role-play etc. are integrated. Students are encouraged for total involvement in such activities collectively and independently, which assist them to shed their introversion, so as to transform them into mature and confident personalities. ICT enabled classrooms are used on a regular basis for the conduct of the sessions.

BBA program aims at the development of student's intellectual ability, executive personality and management skills through an appropriate blending of business studies, value orientation and general awareness. The 2020 syllabus revision was done in consultation with renowned experts from industry and academia. Visits and consultations were made with Tata Consultancy Services (TCS), and from 2020 onwards syllabus has been upgraded with content provided by TCS. The partnership between Marian BBA and TCS is tailored to transform students of BBA to stay ahead of the learning curve. This will bridge the much visible gap between current education system and the requirement of skill-based employment in the corporate sector. All possible steps have been taken to ensure that, the best and up-to-date curriculum and training methodology is made available to groom budding managers / entrepreneurs. BBA programme at Marian College, also ensures molding of young citizens to be enthusiastic researchers and smart executives/ who foster innovation and societal wellbeing.

### **Programme Specific Outcomes (PSO)**

The Program Specific Outcomes (PSOs) of Bachelor of Business Administration are listed below.

#### **PSO.1. BUSINESS KNOWLEDGE**

Acquire and Demonstrate Analytical and Decision-making skills within various functional areas of Management and Allied Disciplines.

#### **PSO.2. CRITICAL THINKING**

Demonstrate critical thinking and analysis skills that solve business problems, create, and manage innovation and entrepreneurship in a real-world context.

**PSO.3. COMMUNICATION**

Demonstrate effective Communication through the delivery of written and oral presentations.

**PSO.4. TECHNOLOGY**

Specify the role of technology as a strategy for competitive advantage in business

**PSO.5. ETHICS**

Exhibit ability to lead ethically

**PSO.6. SKILL DEVELOPMENT**

Validate leadership, organizing and other specific skills leading to employability and allowing them to contribute to society at large

## SCHEME AND SYLLABUS

Semester I					
Course Code	Name of the course	Nature of Course	Hrs./week		Credit
			Theory	Practical	
UCE2201	English I: English for Undergraduates	Common	5		4
UBB2201	Principles of Management	Core	4		4
UBB2202	Managerial Economics	Core	4		4
UBB2203	Fundamentals of Business Mathematics	Complimentary	4		3
UBB2204	Fundamentals of Business Statistics	Complimentary	4		3
UBB2205	Business Accounting	Core	4		3
UBBA2201	Gandhian Thoughts	<i>Value Added</i>			0
<b>Total</b>			<b>25</b>		<b>21</b>

Semester II					
Course Code	Name of the course	Nature of Course	Hrs./week		Credit
			Theory	Practical	
UCE2202	English II: Writing for Academic Purposes	Common	5		4
UBB2206	Marketing Management	Core	4		3
UBB2207	Business Laws	Complimentary	4		4
UBB2208	Mathematics for Management	Complimentary	4		3
UBB2209	Statistics for Research	Complimentary	4		3
UBB2210	Entrepreneurial Development	Core	4		4
UBBA2202	<i>Internship</i>	<i>Value Added</i>		48	
<b>Total</b>			<b>25</b>	<b>48</b>	<b>21</b>

Semester III					
Course Code	Name of the course	Nature of Course	Hrs./week		Credit
			Theory	Practical	
UBB2211	Informatics for Management	Core	3	2	3
UBB2212	Insurance for Business Process Services	Core	5		4
UBB2213	Corporate Laws	Complimentary	5		4
UBB2214	Cost & Management Accounting	Core	5		4
UBB2215	Business Research Methods	Core	5		4
UBBA2203	<i>Campus to Corporate – I</i>	<i>Value Added</i>			0
<b>Total</b>			<b>23</b>	<b>2</b>	<b>19</b>

Semester IV					
Course Code	Course Code	Nature of Course	Hrs./week		Credit
			Theory	Practical	
UBB2216	Banking for Business Process Services I	Core	6		4
UBB2217	Finance & Accounting for Business Process Services	Core	5		4
UBB2218	Intellectual Property Rights and Industrial Laws	Complimentary	4		4
UBB2219	Human Resource Management & Industrial Relations	Core	5		4
UBB2220	Financial Management	Core	5		4
UBBA2204	<i>Campus to Corporate – II</i>	<i>Value Added</i>			0
UBBA2205	<i>Internship</i>	<i>Value Added</i>		48	0
<b>Total</b>			<b>25</b>	<b>48</b>	<b>20</b>

<b>Semester V</b>					
<b>Course Code</b>	<b>Name of the course</b>	<b>Nature of Course</b>	<b>Hrs./week</b>		<b>Credit</b>
			<b>Theory</b>	<b>Practical</b>	
UBB2221	Environmental Studies and Human Rights	Core	4		4
UBB2222	Capital Market for Business Process Services	Core	5		4
UBB2223	Organizational Behavior	Core	6		4
UBB2224	Banking for Business Process Services II	Core	6		4
UBB2225	Brand Management	Open course	4		3
UBB22N01	General Aptitude	Non-Credit	-		0
UBB22N02	Soft Skills Training	Non-Credit	-		0
<b>Total</b>			<b>25</b>		<b>19</b>

<b>Semester VI</b>					
<b>Course Code</b>	<b>Name of the course</b>	<b>Course Type</b>	<b>Hrs./week</b>		<b>Credit</b>
			<b>Theory</b>	<b>Practical</b>	
UBB2226	Managing Business Process	Core	5		4
UBB2227	Business Taxation	Core	5		4
UBB2228	Advertising & Branding (Elective I)	Core	5		4
UBB2229	E Commerce (Elective II)	Core	5		4
UBB2230	Project Work	Core	5		4
<b>Total</b>			<b>25</b>		<b>20</b>

# **SEMESTER I**



Course	<b>UCE2201: English 1: English for Undergraduates</b>	
Type	Common	
Instructional Hours	90	5 hours per week
Credit	4	

**Course Outcomes:**

- CO 1:** Identify the speech sounds of English and articulate them correctly
- CO 2:** Use appropriate words and expressions in their speech and writing
- CO 3:** Demonstrate their awareness of correct usage of English grammar in writing and speaking
- CO 4:** Revise and correct sentences
- CO 5:** Improve their reading comprehension of functional, fictional and non-fictional texts

**Module I: Pronunciation (20 Hours)**

The Need for Phonetics – Received Pronunciation – Vowels – Consonants – Transcription of Words – Syllable and Word Stress – Weak Forms – Sentence Stress – Intonation

**Module II: Vocabulary (20 Hours)**

Word Formation: Affixation and Derivation – Compounding – Blending – Clipping- Acronyms  
Types of Words: Synonyms- Antonyms – Homonyms- Homophones- Eponyms- Acronyms-  
Phrasal Verbs and Idioms Vocabulary in context

**Module III: Grammar (25 Hours)**

Parts of Speech- Tenses – Subject-Verb Agreement – Modals- Articles- Clauses – Sentence Types- Voice- Reported Speech- Question Tags- Punctuation

**Module IV: Reading (25 Hours)**

Functional Reading: Reading Official Letters and Profiles- Reading Advertisements- Reading News Reports – Reading Charts, Tables, Schedules and Graphs- Reading Online Content  
Fiction and Non-fiction: The Highwayman by Alfred Noyes – Sounds I Like to Hear by Ruskin Bond – Why Germans Work Fewer Hours But Produce More: A Study in Culture by Eryn Paul – The Tell-Tale Heart by Edgar Allen Poe- Brief Writings on Science and Technology

**Suggested Reading:**

- Communication and Language Skills by Sanghita Sen, Alankrita Mahindra and Priyadarshi Patnaik. CUP, 2015
- EMBARK: English for Undergraduates by Steve Hart, Aravind R Nair and Veena Bhambhani . CUP,2016

Course	<b>UBB2201: Principles of Management</b>	
Type	Core	
Instructional Hours	72	4 hours per week
Credit	4	

**Course Outcomes:**

- CO 1:** Identify core concepts of Management
- CO 2:** Describe the history of Management thoughts
- CO 3:** Discuss various functions of Management
- CO 4:** Examine the needs and types of business communication
- CO 5:** Demonstrate the importance of ethics in business

**Module I**

Introduction to Management: Meaning, Definition, nature, & Functional areas of management-Management as Art, Science & Profession- Management Process-Concepts of management vs Administration- Levels of management, Skills required for a manager, managerial roles-types of managers

**Module II**

Evolution of Management Thought: Theories: Scientific management, Administrative Principles, systems approach-Contributions by Mary Parker Follet, Chester Bernard& Peter F Drucker to management thought.

**Module III**

Planning: Meaning –nature-objectives- importance- types of plans- process of Planning-Management by Objectives Organizing & Staffing Organizing: nature-principles-organizational structure and types-centralization vs. decentralization- delegation-principles and significance-span of control- MBE Staffing-meaning-nature –importance-steps Directing: meaning-nature-importance-elements-principles Controlling: meaning-definition- need-steps-techniques

**Module IV**

Introduction to Business Communication – Introduction---Communication Process---Importance of effective communication in Business – Objectives of communication – The communication media---Types & Barriers to communication

**Module V**

Introduction to Business Ethics – Definition – Nature & Objectives – Importance of ethics – Branches of Ethics --Ethical Reasoning & Theories — Concept of Business ethics – Importance of Business Ethics – Ethics & CSR – Functional area of business & Ethics

## References:

- Koontz & O'Donnell, Management, McGraw Hill.
- L M Prasad, Principles of management, Sultan Chand & Sons
- K. Aswathappa, Essential of Business Administration, Himalaya Publishing House
- Rajendra Pal and J. S. Korlhalli - Essentials of Business Communication - Sultan Chand & Sons, New Delhi.
- R. C. Sharma, Krishna Mohan - Business Correspondence and Report Writing - Tata McGraw-Hill Publishing Company Limited, New Delhi.
- Sankaran S, Business Ethics & Values, Margham Publications, 2006.
- David J. Fritzsche, Business Ethics: "A Global and Managerial Perspective", McGraw-Hill, 2004.

Course	<b>UBB2202: Managerial Economics</b>	
Type	Core	
Instructional Hours	72	4 hours per week
Credit	4	

**Course Outcomes:**

- CO 1:** Understand the elements and their role in business environment
- CO 2:** Identify the regulating agencies and policy makers in business Environment
- CO 3:** Be familiar with the concepts and scope of economic environment of business
- CO 4:** Apply the knowledge about demand, production and market structure in day-to-day decision making and during the time of uncertainties.

**Module I**

Concept, Significance and nature of business environment; Types of Environments, PESTEL. Socio-Cultural Environment: Business and Society,

**Module II**

Political Environment: Functions of State, NITI Ayog - Formation & Objectives, NGT Act 2010: Objectives, Western Ghats Ecology Expert Panel (WGEEP) – Objectives and Functions. Legal Environment – Structure in India. International Environment: IMF, IBRD, WTO, ASEAN, MNCs, BRICS, SAARC, EU – Objectives and Functions. FDI and FII in India. OPEC – Objectives and Functions

**Module III**

Economic Environment: Nature of Economic Environment. Managerial economics. Functions of a managerial economist, Economic systems. Economic policies- new industrial policy, FEMA, Public Sector & Private Sector, Monetary and Fiscal Policies. Liberalization, Privatization and Globalization.

**Module IV**

Demand Analysis: Demand Law, Elasticity of demand, Demand Forecasting, Law of Diminishing Marginal Utility. Inflation: Meaning, causes and remedial measures. Business Cycle

**Module V**

Production Function-Meaning, Law of diminishing returns, Law of returns to scale, Cost output relationship in short run & long run, Economies of Scale, Iso Quant. Market and Market Structure: Meaning, Types and Features. National Income- Meaning, concepts. Economic impact of Covid 19.

**Reference Books:**

- Dhingra, I.C.; Indian Economy, Sultan Chand, 2003
- Aggarwal, A.N., Indian Economy, Vishwa Prakashan, 2003
- Aswathappa, K., (2000), Essentials of Business Environment, 7th edition, Himalaya Publishing House.
- Gupta C. B., (2008), Business Environment, 4th edition, Sultan Chand.
- Arunkumar and Rachana Sharma, Managerial Economics, Atlantic Publications
- D.N. Dwivedi, Managerial Economics, Vikas Publications
- Dr. G S Gupta, Managerial Economics, Tata Mc.Graw Hill
- YogeshMaheshwari : Managerial Economics, PHI Learning

Course	<b>UBB2203: Fundamentals of Business Mathematics</b>	
Type	Complimentary	
Instructional Hours	72	4 hours per week
Credit	3	

### Course Outcomes:

- CO 1:** Perform operations on sets and solve counting problems of sets using Venn diagrams and set theory
- CO 2:** Solve practical problems of ratio, proportion and variation
- CO 3:** Identify AP, GP and HP and their practical applications
- CO 4:** Solve problems of permutation and combination
- CO 5:** Calculate simple interest, compound interest, annuities and depreciation

### Module I Set Theory

Modern theory in mathematics, Definition, elements and types of sets, operations on sets and Cartesian product of two sets.

### Module II Algebra 1

Number System-Natural numbers, prime numbers, integers, rational and irrational numbers, Ratio, proportion and variation

### Module III Algebra-2

Sequences - Arithmetic progression  $n$ th term and sum to  $n$  terms of A.Geometric progression  $n$ th term, sum to  $n$  terms and sum to infinity of G.P, Harmonic progression- $n$ th term of H.P.

### Module IV Permutations and combinations

### Module V Logarithm Compound interest, depreciation and annuities

### Reference:

- S.Saha, Business Mathematics, New Central Book Agency Kolkata
- D.C. Sanchet & V.K Kapoor, Business mathematics, Sultan Chand & Sons
- Kashyap Trivedi, Business Mathematics, Pearson Education
- Dr.Prasanthgiri, Jiban Banerjee, Business Mathematics, Academic publishers

Course	<b>UBB2204: Fundamentals of Business Statistics</b>	
Type	Complimentary	
Instructional Hours	72	4 hours per week
Credit	3	

**Course Outcomes:**

- CO 1:** Create an awareness on collecting and organizing statistical data
- CO 2:** Collect and present statistical data objectively.
- CO 3:** Calculate measures of central tendency and dispersion
- CO 4:** Identify the degree and nature of relationship between two variables
- CO 5:** Interpret changes in economic phenomena over time

**Module I Introduction**

Origin, Meaning, Scope and limitations of statistics. Relationship with business and industry.

**Module II Collection of data**

Collection, classification and tabulation of statistical data. Pie diagrams. Graphic Representation.

**Module III Measures of central tendency**

Mean, Median and Mode \_ Meaning& Computation, standard deviation. Coefficient of Variation.

**Module IV Simple correlation and Regression**

Meaning, Karl Pearson's Correlation, Rank correlation, Computations. Uses, Regression Equations - Forecasting.

**Module V Time series analysis**

Components of time series - Definition, Computation of Trend. Computation of seasonal Variation (Simple average method only)

**Reference:**

- S.P. Gupta, Statistical methods: -Sulthan Chand and sons. Revised Edition 1995
- D.N Elhance, Fundamental of statistics, Kitab Mahal Publishers
- B.L. Agarwal, Basic Statistics, new Age Publications
- C.B. Gupta, An introduction to statistical methods, Vikas Publishing House

Course	<b>UBB2205: Business Accounting</b>	
Type	Core	
Instructional Hours	72	4 hours per week
Credit	3	

### Course Outcomes:

- CO 1:** Construct a strong knowledge of financial accounting and its role in business.
- CO 2:** Make Journal, Ledger, Cashbook and Trial balance.
- CO 3:** Demonstrate depreciation computation using various methods and its treatment in books of accounts, as well as the treatment of bills of exchange in books of accounts and a contrast of bills of exchange and promissory notes.
- CO 4:** Prepare financial statements of a firm without adjustments and GST implication.
- CO 5:** Explore the treatment of various adjustments in the financial statements, as well as the impact of GST on the preparation of financial statements.

### Module I

Introduction of accounting \_Origin \_meaning, definition-need importance-functions -Limitations - Accounting Principles-Generally accepted accounting principles-Accounting Equation - Double Entry system. Accounting standards, IFRS

### Module II

Recording transactions \_Journal-Ledger-Trial Balance-Cash Cook (single column \_bank Column, and with discount column)

### Module III

Accounting for Depreciation-meaning-importance-methods of providing depreciation (Straight line & diminishing) - Reserves and provisions - Bill of exchange \_meaning, definition- importance Promissory note - recording bill transaction (honoring, dishonoring, discounting)

### Module IV

Financial Statements Part I: Final Accounts of Sole trader without adjustments and GST- manufacturing, trading, and profit and loss account and Balance sheet

### Module V

Financial Statements Part II: Meaning and importance of GST and its accounting treatment - Final Accounts of Sole trader with adjustments and GST.



**Reference Books:**

- Subhash Chandra, Business Accounting, PHI
- Jain and Narang , Business accounting, Kalyani Publishers
- Jain And Narang, Advanced Accounting, Kalyani Publishers
- By Jill Collis, Andrew Holt, Roger Hussey, Business Accounting: An Introduction to Financial and Management Accounting, Mc.Millan publishing

## **SEMESTER II**

Course	<b>UCE2202: English II: Writing for Academic Purposes</b>	
Type	Common	
Instructional Hours	90	5 hours per week
Credit	4	

### Course outcomes

**CO 1:** Compose effective thesis statements, body paragraphs and conclusions

**CO 2:** Paraphrase information from outside sources effectively and accurately

**CO 3:** Summarize information from academic sources, distinguishing between main ideas and details

**CO 4:** Apply the conventions of APA documentation

**CO 5:** Write academic essays using appropriate shaping strategies

### **Module I The Process of Writing (25 Hours)**

The Purpose of Academic Writing- Common Types of Academic Writing - The Features of Academic Writing- Critical Thinking in Academic Writing- Research for Academic Writing- Data Collection from Appropriate Sources – Selecting Key Points- Note-Making – Summary- Paraphrase and Direct Quote

### **Module II Elements of Writing (20 Hours)**

In-Text Citation – List of Works Cited – Referencing Style- APA, MLA and Other Style Guides – Plagiarism

### **Module III (20 Hours)**

Title and the Thesis – Introduction- Paragraphs- Conclusion – Revising and Proofreading

### **Module IV (20 Hours)**

Narration-Description- Illustration –Process Analysis - Cause and Effect- Comparison and Contrast – Classification and Division – Definition - Argument

*Study material based on the syllabus will be provided*

### **Suggested Reading:**

- Langan, John. *College Writing Skills with Reading*. Seventh Edition. Boston: McGraw Hill Education, 2013
- McWhorter, Kathleen T. *Successful College Writing: Skills, Strategies, and Learning Styles*. 2016 MLA Update. Niagara County Community College, 2016
- Dr. George, Jacob and Dr. Anwar Sadath. *Writing for Academic and Professional Success*. Calicut University Edition, 2017.
- Osmond, Alex. *Academic Writing and Grammar for Students*. SAGE, 2013

Course	<b>UBB2206: Marketing Management</b>	
Type	Core	
Instructional Hours	72	4 hours per week
Credit	3	

**Course Outcomes:**

- CO 1:** Identify core concepts of marketing and the role of marketing in business and society.
- CO 2:** Compare the core theories of consumer behaviour in both consumer and organizational markets
- CO 3:** Develop measurable product and pricing objectives and marketing strategies.
- CO 4:** Design effective strategies in promotion and distribution and describe how they would be used in marketing arena.
- CO 5:** Demonstrate an extended understanding of the similarities and differences in service-based and physical product-based marketing activities.

**Module I**

Marketing – An Overview: Introduction, Definition of Market, Types of Markets, Meaning and Definition of Marketing, Origin of Marketing, Scope of Marketing, Importance of Marketing, Functions of Marketing, Difference between Marketing and Selling. Marketing Concepts STP marketing: Concept. Marketing Environment, Need and Importance of Environmental Analysis, SWOT, PEST. Marketing Management – Definition, Process.

**Module II**

Consumer Behavior: Introduction, Important definitions, Types of buying decisions, Stages of the buying process. Determinants of consumer behavior – Individual Determinants – Consumer needs, Motivation, Perception, Learning, Attitude & Value – Group Determinants – Family Influences – Culture, Subculture, Group dynamics and consumer reference groups Models of Consumer behaviour

**Module III**

Product Related Decisions: Introduction, features of a Product and its Classifications, Product Plan and New Product Development, Product Mix and its Elements, Product Line, Packaging, Branding Product Life Cycle. Price and its Determinants, Objectives of Pricing Decisions, Factors Affecting Pricing Decisions. Pricing Policies and Strategies.

**Module IV**

Promotion Mix: Introduction, Promotion mix and its components, Advertising, Sales Promotion, Personal selling, Direct marketing, Public Relations and Publicity, Online marketing, Integrated promotion mix: Meaning.

## **Module V**

Services Marketing: Introduction, Definition of services, Characteristics of services, Marketing mix for services, Types of services, Strategies for Services Marketing. Recent Trends in Marketing: Introduction, E-commerce, Social media marketing, E-marketing, E-Retailing, Relationship marketing, Mobile marketing, green marketing.

### **Reference:**

- Philip Kotler and Others -Principles of Marketing - Pearson- Prentice Hall Ltd., New, Delhi, Edition 2011
- Dr. Karunakaran - Marketing Management (Text & cases in Indian context) - Himalaya Publishing House, Mumbai,Edn 2008.
- S. A. Chunnawalla - Marketing Management - Himalaya Publishing House, Mumbai , Edn 2006
- Dr. K. N. Sontakki, Marketing Management –Kalyani Publishers

Course	<b>UBB2207: Business Laws</b>	
Type	Complimentary	
Instructional Hours	72	4 hours per week
Credit	4	

**Course Outcomes:**

**CO 1:** Draft/create a contract which satisfies all the essential elements of a valid contract.

**CO 2:** Apply the legal principles behind performance and discharge of contract.

**CO 3:** Compare and evaluate the nature of special contracts like contract of indemnity, guarantee, pledge and bailment.

**CO 4:** Develop competency in creating contract of agency.

**CO 5:** Draft or create Contract of Sale and agreement to sell by applying the provisions of Sale of Goods Act

**Module I General principles of law of contract**

Law of contracts; Definition-essentials of a valid contract-kinds of contracts- Offer and acceptance-revocation-communication-consideration. Doctrine of privity of contract-capacity to contract-consent-coercion-undue influence-misrepresentation-fraud-mistake-, legality of object and consideration, void agreements.

**Module II Performance and Discharge of Contracts**

Performance of Contracts- Discharge of a contract – modes of discharge, breach and remedies against breach of contract; Contingent contracts; Quasi – contracts

**Module III**

Special Contracts: Contracts of indemnity and guarantee and Contract of bailment and pledge

Definition of indemnity–essential elements-rights of parties- definition of guarantee –essential elements rights of surety-nature of surety’s liability-discharge of guarantee Essential elements of Bailment- rights and duties of bailor and bailee-termination of bailment- finder of lost Goods-Pledge-definition-rights and duties of pawnor and pawnee.

**Module IV Contract of agency**

Definition- essentials-types of agency-mercantile agents-extent of agent’s authority-delegation of authority-personal liability of agent- liability of agent to third parties- termination of agency.

**Module V Contract of sale of goods**

Sale of goods Act; Contract of sale and agreement to sell-conditions and warranties- transfer of property-title of goods-rights and duties of seller and buyer- rights of an unpaid seller.

**Reference:**

- Avtar Singh – Business laws –Eastern Book Co., Lucknow, Tenth Edition 2014.
- ND Kapoor- Elements of Mercantile Law- Sulthan Chand and Co,
- Pollock and Mulla -Indian Contract and Specific Relief Acts- N.M tripathi publishing
- Sathish B Madhur- Business law, McGraw Hill

Course	<b>UBB2208: Mathematics for Management</b>	
Type	Complimentary	
Instructional Hours	72	4 hours per week
Credit	3	

**Course Outcomes:**

- CO 1:** Apply distance formula.
- CO 2:** Apply section formula.
- CO 3:** Find the equation of straight lines.
- CO 4:** Distinguish between parallel lines and perpendicular lines.
- CO 5:** Differentiate functions.
- CO 6:** Integrate functions.
- CO 7:** Find the maxima and minima of functions.
- CO 8:** Apply calculus in optimization in economics.
- CO 9:** Study special functions used in commerce and business.

**Module I Plane Analytic Geometry -1**

Cartesian Coordinate system, Length of line segment, Section formulae, area of a triangle and collinearity of three points. *(Simple Problems only in all modules)*

**Module II Plane Analytic Geometry -2**

Gradient of a straight line, different equations of straight lines, parallelism and perpendicularity and concurrency of three lines.

**Module III Calculus-1**

Variables and contents, functions and limit of algebraic function.

**Module IV Calculus-2**

Derivative of algebra, exponential and logarithmic functions (exclude five principles and Trigonometric functions), Rules of differentiation, differentiation of function of functions, Successive differentiation, Maxima and Minima, Optimization in Economics.

**Module- 5 Calculus-3**

Integration as the reverse process of differentiation, integration by substitution as by parts (Simple problem in both cases), special functions used in business and commerce. *(All derivations are excluded.)*



**Reference:**

- S.Saha, Business Mathematics, New Central Book Agency Kolkata
- D.C. Sanchet & V.K Kapoor , Business mathematics , Sultan Chand & Sons
- Kashyap Trivedi, Business Mathematics, Pearson Education
- Dr.Prasanthgiri, Jiban Banerjee, Business Mathematics, Academic publishers

Course	<b>UBB2209: Statistics for Research</b>	
Type	Complimentary	
Instructional Hours	72	4 hours per week
Credit	3	

**Course Outcomes:**

- CO 1:** Calculate probability by applying theoretical results.
- CO 2:** Analyze various probability and sampling distributions.
- CO 3:** Create awareness on case studies based on statistical tools.
- CO 4:** Apply various statistical testing procedures in real life problems which are helpful in forecasting and decision making.
- CO 5:** Create an application of testing tools in experiments based on data collection.

**Module I Probability Theory**

Basic concept in probability statistical dependence and independence conditional probability, Bayes's Theorem (without proof). Distribution

**Module II Theoretical Distributions and Sampling Theory**

Random variables, Discrete and Continuous Random variables (Definition), Binomial, Poisson and Normal Distributions- definition- Mean and Variance (Without derivation), Properties, census and sample, methods of sampling, sampling and non-sampling errors. Sampling distribution, standard error, central limit theorem (statement only)

**Module III Statistical inference - Test of Hypothesis**

Introduction, procedure of testing Hypothesis, Test of significance for attributes. Test of Significance for mean - large samples. (Single sample only)

**Module IV Chi - square Test & Goodness of fit.**

Introduction, Definition,  $\chi^2$  - test of goodness of fit,  $\chi^2$  - test of independence. Uses Limitations.

**Module V Small sample test**

Introduction, t - test, Test of significance of mean (Single sample only), F - test, significance of F ratio.

**Reference:**

- S.P. Gupta, Statistical methods: -Sulthan Chand and sons. Revised Edition 1995
- D.N Elhance, Fundamental of statistics, Kitab Mahal Publishers
- B.L. Agarwal, Basic Statistics, new Age Publications
- C.B. Gupta, An introduction to statistical methods, Vikas Publishing House

Course	<b>UBB2210: Entrepreneurial Development</b>	
Type	Core	
Instructional Hours	72	4 hours per week
Credit	4	

### Course Outcomes

- CO 1:** Decide on an appropriate entrepreneurial model
- CO 2:** Identify, develop and appraise new business opportunities.
- CO 3:** Create a feasible business plan
- CO 4:** Raise capital to start-up
- CO 5:** Develop strategies for turnaround management

### Module I

Introduction to Entrepreneurship and Its Evolution-Roles of an Entrepreneur-Forms of Ownership-Social entrepreneurship; Innovation and entrepreneurship in social context, Family Business: Concept, Characteristics, and Kinds of family Business, Managing leadership & succession planning in family business -Women entrepreneurship: issues, challenges

### Module II Creating Entrepreneurial Venture Business

Opportunity Identification: Idea Generation, Screening, Selection and Managing Resources Preparing a Business Plan: Meaning and significance, Business Plan Components, Feasibility study. Strategic Planning for Business, Innovation and entrepreneurship: types and sources of innovation, Innovations in Start Ups - stories

### Module III

Entrepreneurial Development – Leading and Building the team in an enterprise, Managing growth, expansion and winding up of business protection of intellectual property, and marketing the new venture, Valuation of a new company- cases

### Module IV

Entrepreneurial Financing and Risk, Appraisal of loans by financial institutions, Role of Commercial Banks in financing Business Entrepreneurs, Venture Capital, funding for startups, Kerala Start-up Mission, start-up India Seed fund Scheme (SISFS), Explore startup funding institutions in India

### Module V

Entrepreneurship Institutions in India (like EDII) Turnaround management- concept, significance, stages and techniques. Case studies on turnaround Ventures

## References

- Saravanavel P., “Entrepreneurial Development”, Ess Pee kay Publishing House, 1997.
- Vasant Desai, “Project Management”, Himalaya Publishing House, 1999.
- Jayshree Suresh, “Entrepreneurial Development”, Margham Publications, 2010.
- Sami Uddin, Entrepreneurial Development, Mittal publishers

## **SEMESTER III**

Course	<b>UBB2211: Informatics for Management</b>			
Type	Complimentary			
Instructional Hours	90	5 Hours per week	3 Hours Theory	2 Hours Practical
Credit	3			

### Course Outcomes

**CO 1:** Summarize the concepts, structure and ethics of Management Information System.

**CO 2:** Discuss the System Design and Database Management in MIS.

**CO 3:** Design a spreadsheet using the basic features of a spreadsheet.

**CO 4:** Evaluate formulas and functions in Spreadsheet for Accounting, Statistical and Business purposes.

**CO 5:** Use Spreadsheet in business reporting to assist decision making.

### Module I

SDLC and MIS: System development life cycle, Overviews of System analysis & design, Software development models – Waterfall model, Incremental Process Models and Agile, Structured & Unstructured decision. Structure of MIS, Operating elements of Information system, MIS structure based on Management activity, Strategic use of MIS in Business. Enterprise resource planning, CRM System, SCM System, Ethical and Social Issues in Information Systems.

### Module II

System Design & Implementation: Overview of logical Input Output process control, Interface design, Database design, Implementation of MIS projects. Data Base Management – Management of corporate data, Data resources, Data Independence, Consistency, Security & Integrity, Data models –Hierarchical and Relational models, Advantages & Disadvantages of DBMS. Data warehousing and Data mining.

### Module III

Introduction to Electronic Spreadsheet: Feature of Spreadsheet, Entering Data, Entering Series, Editing Data, Cell Referencing, Ranges, Inserting and Deleting cells, Adding, Deleting and Copying Worksheet within a Workbook.

### Module IV

Formulas and Functions: Excel Formulas, Excel Cell Reference Modes, commonly used Functions - Mathematical Functions, Logical Functions, Statistical Functions, Financial Functions, Time and Date Functions, Look Up functions, AutoSum, Linking Data between Worksheet, Formatting Data, Conditional Formatting, Sorting Data, Filtering, Insert Comments.

## **Module V**

Print Setup: Creating Lists, Data Validation, Basic Macros, What IF Analysis - Scenario Manager, Goal Seek. Pivot tables, Print Setup - Choosing Paper size, Margin and Orientation, Inserting Page Breaks, Centering a Worksheet. Using Header and Footer, Creating Charts, Choosing Chart types, Saving a Chart.

### **Books of Study:**

- Douglas E. Comer, MIS Conceptual Foundations Structure & Development, 1<sup>st</sup> ed. Tata Mcgraw Hill.
- FaitheWempen and Donna Payne, The Essential Excel, 1<sup>st</sup> ed. Prima Tech
- Hithesh Gupta, Management Information Systems, 1st ed., International Book House.
- D.P Goyal, Management Information Systems: Managerial Perspectives, 2<sup>nd</sup> ed.

Course	<b>UBB2212: Insurance for Business Process Services</b>	
Type	Core	
Instructional Hours	90	5 hours per week
Credit	4	

**Course Outcomes:**

- CO 1:** Evaluate the concept of Risk, fundamentals of insurance and its terminologies
- CO 2:** Analyse Life Insurance, its terminologies, Annuity and Group insurance
- CO 3:** Evaluate Non-Life insurance concepts and its providers
- CO 4:** Evaluate and differentiate various Health Insurance mechanisms and its procedures.
- CO 5:** Analyse and differentiate various retirement schemes and its procedures

**Module I**

Concept of Risk, Risk Management, Basic concepts ( Hazards, Perils, Assets, etc.), Fundamentals of Insurance, Characteristics of a valid contract, Insurance contract, Principles & Practices of Insurance Contract, Important terminologies & parties in insurance contract, Types of Insurance ( Personal, Commercial, Health, Life, etc.), History of Insurance, Types of Insurance companies, Business units in an Insurance company, Overview of Insurance Life Cycle ( Underwriting, Policy Servicing, Claims, etc.), Reinsurance concept

**Module II**

**Insight into Life Insurance:** Important terminologies in a Life Insurance policy, Parties in a Life Insurance policy, Individual Life Insurance plans, Supplementary Benefits, Policy Provisions, Ownership rights Life Insurance policy life cycle (New business & Underwriting, Policy servicing, Claims, etc.).

**Insight into Annuity:** Concept of Annuity, Types of Annuities, Annuity contract provisions, Annuity: USA – Fixed Annuity, Fixed Index Annuity, Variable Annuity, Qualified & Non-Qualified Annuity.

**Insight into Group Insurance:** Principles of Group Insurance, Group Life Insurance, Group Retirement Plans

**Module III**

Non – Life Insurance concepts: Hazards, Perils, Catastrophe, Property Damage & Business Interruption, Policy exclusions, Indemnity, Deductibles, Retention, Premiums, Limits, Salvage, Subrogation, etc. Insurance Providers – Co-Insurance, Reinsurance, Captive Insurance, underwriting process, Policy Servicing process, Claims process, Reinsurance.

**Module IV**

Concept of Healthcare Insurance, How Healthcare Insurance works, Key Challenges of Healthcare Industry, Healthcare Eco System, Healthcare regulations & Standards; HIPAA, Medicare, Medicaid, Individual Health Insurance policies, Group Health Insurance policies, Managed Care



## **Module V**

Concept of Retirement Services, Retirement Planning, Asset Allocation & Asset Classes, Life stages of an Investor, Defined Benefit & Defined Contribution Individual Retirement Arrangement in USA, Third Party Administrator for Retirement Services in USA, Life cycle of Participants in a plan (enrollment, contribution, etc.), Categories of Pension in UK, DWP & TPR, Annuity & Income Drawdown Plan.

### **References:**

- Inderjit singh, Rakesh katyal, Surjeetkaur Insurance Principles & Practices Kalyani Publishers, First Edition 2009
- T C S Material
- Mirshra. M.v and Mishra S.B., Insurance Principle & Practice, revised 5<sup>th</sup> edition, 2014,
- S. Chand & Sons Delhi.
- Inderjit singh, Rakesh, KatyalSurjeet Kaur, Insurance Principle & Practice, 1995, Kalyani Publishers New Delhi. Dr. Premavathy N., Element of Insurance, Sri Vishnu Publication Chennai.
- Dr. Periasamy, Principles & Practice of Insurance, Himalaya Publisher New Delhi.

Course	<b>UBB2213: Corporate Laws</b>	
Type	Complimentary	
Instructional Hours	90	5 hours per week
Credit	4	

**Course Outcomes:**

- CO 1:** Apply the provisions of formation of company to incorporate a company under companies Act 2013.
- CO 2:** Draft MOA/ AOA of a company
- CO 3:** Evaluate the compliance of legal rules relating to company management and the conduct of company meetings.
- CO 4:** Apply the different modes of winding up of a company.
- CO 5:** Create a partnership deed and differentiate partnerships and limited liability partnerships

**Module I Formation and incorporation of a company**

*(The Companies Act, 2013 & Amendments till 1.04.2022)*

Company- meaning nature and definitions; Formation and incorporation of a company; characteristics and types of companies; Promoters; corporate veil; pre-incorporation and preliminary contracts.

**Module II Memorandum, articles of association and prospectus.**

Memorandum of association – articles of association- doctrine of ultra vires-doctrine of constructive notice-indoor management-prospectus; -deemed prospectus-shelf prospectus-abridged prospectus- red-herring prospectus and information memorandum- liability for misstatement of prospectus

**Module III Management of companies and Company meetings**

Qualification and appointment of directors; powers, duties and liabilities of directors; kinds of company meetings; requisites of a valid meeting; Chairman- agenda-minutes-quorum; Motions and resolutions –proxy-ascertaining the sense of a meeting.

**Module IV Winding up of companies:**

Modes of winding up; compulsory winding up- grounds and procedure; voluntary winding up-types-procedure-effects of winding up-liquidator-powers and functions- Application of the provisions of insolvency and Bankruptcy Code 2016 related to insolvency, liquidation, voluntary liquidation or bankruptcy of any company incorporated under the Companies Act, 2013 or under any previous law- contributories; dissolution of companies.

## **Module V The Law Relating to Partnership and limited liability partnership**

Nature, test and types of partnership- partnership deed- rights and liabilities of partners- relations of partners to one another and to third parties- incoming and outgoing partners- Retirement- Registration and dissolution of partnership-limited liability partnerships.

### **Reference:**

- Avtar Singh – Business laws, Eastern Book Co., Lucknow, Tenth Edition 2014.
- Avtar Singh -Company Law, Eastern Book Co., Lucknow,
- Company Law and Practice- Taxmann's
- ND Kapoor Elements of Mercantile Law- ND Kapoor Sulthan Chand and Co

Course	<b>UBB2214: Cost &amp; Management Accounting</b>	
Type	Core	
Instructional Hours	90	5 hours per week
Credit	4	

### Course Outcomes:

- CO 1:** Evaluate the theoretical underpinnings of Cost Accounting.
- CO 2:** Apply the different steps in the process of deriving at the cost of producing and evaluate the significance of a cost sheet.
- CO 3:** Apply the knowledge of Standard Costing and Management Accounting and its essential roles in business.
- CO 4:** Evaluate the Financial Statements using different tools leading to decision-making.
- CO 5:** Evaluate and interpret Fund flow statement and Cash flow statement

### Module I Cost Accounting:

Definitions, scope, Nature and objectives of Cost Accounting, cost Ascertainment, cost Accounting and Financial Accounting, cost Accounting and Management Accounting,

### Module II

Material Cost, Labour Cost and Overheads. **Material Cost:** Purchasing procedure, Stores control, E.O.Q. Pricing of Material Issues. **Labour Cost:** Classification of Labour Cost, Labour Turnover. **Overheads:** Classification and analysis, Allocation and Apportionment. Preparation of cost sheets.

### Module III Standard Costing

Definition: Standard costing & Standard cost, Variance analysis (Material and Labour Variance only). **Management Accounting;** Evolution; nature and scope. Ethical aspects of Management Accounting. Budgetary Control: Meaning; need, objectives and functions; preparation of cash and flexible budget only.

### Module IV

Analysis of Financial Statements: Ratio analysis: meaning and significance; classification of ratios; problems on ratio analysis; Comparative statements: comparative income statement; comparative balance sheet.

### Module V

Fund Flow and Cash Flow Statements: Meaning of Fund and Funds flow analysis. Preparation of funds flow statement. Cash flow statement: meaning, Preparation of cash flow statement as per Accounting Standard-3 (*Simple Problems only*).

## References

- S.P. Jain and K.L Narang, Cost Accounting – Kalyani Publishers.
- Saxena and vashist, Advanced cost Accounting –Sultan Chand, New Delhi
- J K Mitra, Advanced cost Accounting, New Age Publishing
- Gowda, J. Made. (2007). Cost and Management Accounting (3rd Ed). Deep and Deep Publications
- Jain and Narang. (2005). Cost and Management Accounting (6th Ed). Ludhiana: Kalyani Publishers
- Pandey I.M. (2009). Management Accounting (3rd Ed). New Delhi: Himalaya Publishing House

Course	<b>UBB2215: Business Research Methods</b>	
Type	Core	
Instructional Hours	90	5 hours per week
Credit	4	

**Course Outcomes:**

- CO 1:** Develop research questions from a given business scenario
- CO 2:** Choose an appropriate research design for the research question developed
- CO 3:** Analyse the data using Excel and SPSS
- CO 4:** Develop research tools for new product development, test marketing, segmentation of market and advertising.
- CO 5:** Create research strategies for international marketing and analyze ethical issues in marketing research.

**Module I**

Introduction to Business Research methods, objectives and scope of research in business, Research Process (Emphasis on research problem identification), Approaches in business research, Sampling techniques.

**Module II**

Measurement and scaling concept, Data collection- methods, design questionnaire

**Module III**

Data Analysis using Excel and SPSS, Research report writing

**Module IV**

Marketing Research, New Product Development and Test Marketing, Advertising Research - Market Segmentation and Brand Positioning, Segmentation and the Research Process.

**Module V**

International Marketing Research, Organising International Marketing Research, Major Sources of Error in International Surveys---Ethical Issues in Marketing Research --Unethical Examples in Marketing Research -  
-Ethical Issues in Relation to Participants --Ethics and the Sponsor-- Ethics and MRA's and Research Staff --  
Code of Ethics

**References:**

- T C S Material.
- Pillai, R.S.N & Bagavathi 2012 Mordern Marketing Principles & Practices, New Delhi S. Chand & co.
- Phillip Kotler 2012, Principle of Marketing New Delhi Prentice Hall of India.
- Swapna Pradhan 2013-Retail Marketing New Delhi 3rd Edition, Tata MC Graw Hill education private limited.
- Peter, M. Chisan-Marketing Research 3rd Edition MC Graw- hill Back company UK limited England.

## **SEMESTER IV**

Course	<b>UBB2216: Banking for Business Process Services I</b>	
Type	Core	
Instructional Hours	108	6 hours per week
Credit	4	

**Course Outcomes:**

- CO 1:** Evaluate functions, products in banking
- CO 2:** Create various reports in banking
- CO 3:** Apply provisions related to account opening and management
- CO 4:** Apply the principles of retail wealth management and unsecured loan products
- CO 5:** Apply the principles of Authorization and Risk reviews related to unsecured loan products

**Module I**

Overview of Banking: Functions and Products of a Bank, Liabilities—Deposits, Assets---Loans and Advances, Payments, Risk Management. Common across all products: Financial Accounting, Customer Service Data &Voice, covering maintenance, disputes and complaints

**Module II**

Metrics management productivity, quality SLA Tracking and monitoring, Pricing methodologies available, commonly available Certifications ISO-COPC-CMMI-PCI etc., Risks and Controls-AML-KYC-Info security etc. Modules and usage of ERPs Basic Screens required to be understood for F&A process. Report generation. XBRL, Platform, Counting, Data Privacy Law etc.

**Module III**

Retail Banking: Account Originations: Account Servicing, Issuer of Cheque Books/Cards Pins, AML/KYC Checks, Account Conversions and Closures, Customer Correspondence, ATM Management, Time Deposits – Placements, Maintenance, Breakage, Liquidation - Roll Over, Booking and Top up, Payment Processing

**Module IV**

Retail Wealth Management, Mutual Fund processing, Equities, Bonds, Structured Notes, Corporate actions, Reconciliation, Risk -Control and Information Security. Cards: Basics of Cards - Types of Cards, transaction overview, components of Cards, Entities involved, overview on associations. Originations - Policy, Account opening, dispatch, delivery, Card Maintenance. Payments - Concepts, applications, investigations, Statement validations. Products on Cards - Rewards programs, merchandising offers.

**Module V**

Authorization and Risk reviews - Settlement lifecycle, authorizations, settlement and reconciliation, Accounting and Interchange settlement, settlements to associations, Parameter Design, Referral authorization.



**References:**

- Tannan. M.L. 2014 Banking Law & Practice. New Delhi Sultan & Chennai Limited.
- Varshney 2014 Banking Theory law & Practice New Delhi Sultan & Chand Limited.
- Gorden&Natrajan 2013 Banking Theory Himalaya Publishing house.
- Banking Theory law & Practice-R. Rajesh T. Sivagnasithi Tata MCGraw-Hill Publishing Co-limited.
- TCS Material

Course	<b>UBB2217: Finance &amp; Accounting for Business Process Services</b>	
Type	Core	
Instructional Hours	90	5 hours per week
Credit	4	

### Course Outcomes:

**CO 1:** Evaluate various BPS methodologies and their applications

**CO 2:** Apply the different steps involved in purchasing and create documents in thi\regard.

**CO 3:** Evaluate Modules and usage of ERPs, and Data Security standards

**CO 4:** Evaluate and differentiate various accounting practices related to payables, employee payment and vendor account management.

**CO 5:** Analyse and differentiate various accounting practices related to receivables, customer management and dispute handling.

### Module I

Types of Business Organizations: Business Partnerships. Types of BPSs: Merits and De-Merits on various BPS options. Accounting Business Process Cycle. Evolving of Outsourcing. Need for outsourcing Horizontal Services. Current Trend in F&A Outsourcing. BPS Terminologies Importance of Process Documents Service Level Measurements. Contractual elements, Governance model. Internal Reporting. Delivery Excellence Integration of support functions. Future and Challenges. Modules and usage of ERPs Basic Screens required to be understood for F&A process, Report generation. XBRL, Platform, Counting, Data Privacy Law etc.,

### Module II

Activities before Purchasing: Quotations, Negotiation, Costs associated with Purchases etc., How a Purchase Order is raised. Types of Purchase Orders, Contracts etc., Warehouse Receipt procedures, Returns, Issues and various Documents. Accounting Impact Inventory Control Types of discounts offered by Vendors Basics of Distribution Strategies, Integration of Strategic Partnering, Outsourcing and Procurement Strategies. Freight Negotiation, FTL, Payments, Conditions etc. COSO, Internal Controls & Audit, ISO Standards (applicable to BPS) / CMMI Certification etc.,

### Module III

Modules and usage of ERPs Basic Screens required to be understood for F&A process Report generation. XBRL, Platform, Counting, Data Privacy Law etc. PCI Data Security Standard / Security Audit / Data Privacy and Protection SOX. Compliance/SSAE16/ISAE.3402SOD, Access, Incident Management, BCP etc.

## **Module IV**

Various Activities in Accounts Payable and Accounting Impact, Types of Invoice Matching and resolving issues. Invoice Payment, Procedures and Mode of payment. Employee Payment (T&E and Various Cards) Debit Balance, Write back, Discount adjustments and various actions, Helpdesk and support Activities. Vendor Account Reconciliation Latest developments (Vendor Portal, EDI, E-Invoicing, Tools etc.,) Effective management of AP leads to working Capital improvement.

## **Module V**

Various Activities in Accounts Receivable and Accounting Impact. Background check for Customers (D&B Report, Credit Rating) Credit Limit, Customer Contract / Order Management). Mode of receiving Payment, Actions for non-receipt, Netting off. Revenue Recognition. Collection. Cash Applications. Adjustment of Discounts, Rebate, QPS discount, Write off etc. Disputes Handling procedures. Customer Help desk and support Activities Customer Account.

## **Reference:**

- Sople Vinod V. (2009). Business Process Outsourcing, A Supply Chain of Expertises, Prentice Hall India.
- Kulkarni Sarika (2006). Business Process Outsourcing. Jaico Publishing House.
- Linder Jane C. (2004). Outsourcing for Radical Change, American Management Association.
- Schiederjans J. Marc, Schiederjans M Ashlyn, Schiederjans G. Dara (2005). Outsourcing and Insourcing in an international context, Printice Hall India

Course	<b>UBB2218: Intellectual Property Rights and Industrial Laws</b>	
Type	Complimentary	
Instructional Hours	72	4 hours per week
Credit	4	

**Course Outcomes:**

- CO 1:** Develop the legal expertise to register a patent.
- CO 2:** Develop the legal expertise to register a trademark
- CO 3:** Evaluate the protection given by the Factories Act to the workers.
- CO 4:** Apply provisions of Industrial Disputes Act to resolve industrial disputes
- CO 5:** To execute/avail the benefits of ESI Act.

**Module I Law relating to patents.**

Laws relating to Intellectual Property-Concept; patents; term and registration of patents; Rights of patent holder; infringement of patents.

**Module II Laws relating to trademarks.**

Trademark: Meaning; procedure for registration; infringement of registered trademark; Collective marks - certification trademarks-well known trademark.

**Module III Law relating to factories**

Approval, licensing and registration of factories; provisions regarding health, safety and welfare of workers; working hours; employment of women and young persons.  
Annual leave with wages.

**Module IV Law relating to Industrial Disputes**

Meaning of industry; machinery for the prevention and settlement of industrial disputes.  
Provisions relating to strikes, lay off, retrenchment, lock out, closure and transfer of undertakings

**Module V Law relating to employees' state insurance**

Applicability of the Act- administration of the scheme- ESI corporation- standing committee and medical benefit council- inspectors- contributions-benefits under the Act – adjudication of disputes.

**Reference:**

- Avtar Singh – Business laws –Eastern Book Co., Lucknow, Tenth Edition 2014.
- ND Kapoor- Elements of Mercantile Law- Sulthan Chand and Co,
- K Madhavan Pillai, Labour and Industrial Law
- NS Gopalakrishnan and TG Agitha Principles of Intellectual Property

Course	<b>UBB2219: Human Resource Management &amp; Industrial Relations</b>	
Type	Core	
Instructional Hours	90	5 hours per week
Credit	4	

**Course Outcome:**

- CO 1:** Initiate competitive practices in the functioning of HR department
- CO 2:** Attract and procure and maintain talents
- CO 3:** Design and appraise wage/incentive payment system
- CO 4:** Develop strategies for human resource development
- CO 5:** Apply the principles of industrial relations to maintain industrial democracy

**Module I Human Resource Management**

The concept and functions of Human Resource Management, Structuring Human Resource Management, HR Manager: Duties and Responsibilities, The changing social context and emerging issues- Strategic role Human Resource Management.

**Module II Attract and procure talents**

Job analysis, Job Design, Human Resource Planning, Recruitment- Selection- Placement: Training- Induction, outsourcing, Gender equality in work life. Best practices in talent acquisition

**Module III Performance Appraisal**

Performance Appraisal; Wage determination; concept-principles; factors affecting wage determination- Job evaluation; best practices in compensation management.

**Module IV Internal Mobility and Career Planning**

Promotion; basis of promotion- Transfer; reasons for transfer, types of Transfer-Career –Concept-Career Planning; meaning; significance - Recent trends and developments in the functions of HRM, HRD, Work life balance- best practices

**Module V Industrial Relations**

Industrial Relations-Meaning and Significance, factors influencing IR, objectives of IR, Impact of globalization on IR-Labour welfare; definition and scope- Collective Bargaining-meaning and Significance- Worker’s Participation in Management-meaning; significance- case studies

**References:**

- Gary Dessler - Human Resource Management, Pearson
- K.S. Ashwathappa Human Resource Management, McGraw Hill
- S.C Srivasthva Industrial Relations and labour laws, Vikas Publishers
- Sinha & Others, Industrial Relations, Trade Unions, and Labour Legislation, Pearson

Course	<b>UBB2220: Financial Management</b>	
Type	Core	
Instructional Hours	90	5 hours per week
Credit	4	

**Course Outcomes:**

- CO 1:** Explain the concept and role of financial management in business management.
- CO 2:** Identify the various sources of finance and arrive at decisions in this regard for business firms.
- CO 3:** Analyze and evaluate the factors which influence financing decisions of an organization.
- CO 4:** Recognize and appraise the factors which influence capital structure related decision of an organization.
- CO 5:** Interpret different concepts and theories related to dividend distribution in Indian context

**Module I**

Financial Management: meaning, nature and scope of finance; Financial Management System; financial goals: profit maximization, wealth maximization; finance functions - investment, financing and dividend decisions. Sources of Finance - Short-term Finance; Long-term Funds. Role of a Finance Manager. Role of finance in environmental sustainability efforts.

**Module II**

Time Value of Money - Introduction; Concept of Time Value of Money; Compounding Method; Discounting Method. Capital Budgeting Decisions- Introduction; Capital Budgeting Process; Methods to Evaluate Investment Proposals – Payback period, Average rate of return, NPV (Basic problems to be solved). Capital Rationing.

**Module III**

Working capital Management: Introduction; Concepts of Working Capital; Operating Cycle Method. Management of Cash – Introduction; Motives for Holding Cash; Facets of Cash Management; Cash Planning; Cash Forecasting and Budgeting; Investing Surplus Cash in Marketable Securities (Basic Problems to be solved).

**Module IV**

Cost of Capital – Introduction; Cost of Capital; Cost of Debt; Cost of Preference Capital; Cost of Equity Capital; Approaches to Derive Cost of Equity; Weighted Average Cost of Capital and Weighted Marginal Cost of Capital. (Basic problems to be solved). Meaning of Financial Leverage and Operating Leverage.

## **Module V**

Capital Structure Theories - Introduction; Relevance of Capital Structure Theories; Irrelevance of Capital Structure. MM Theory. Dividend Policy – Introduction; Dividend Policy; Types of dividends; Practical aspects: Walter's Model. Ethical aspects of FM

### **Reference:**

- S N Maheshwari, Financial Management. , Sultan Chand.
- R.M.Srivastava : Financial Management – Management and Policy , Himalaya Publishers.
- Khan and Jain, Financial Management, Tata McGraw Hill.
- I M Pandey, Financial Management, Vika Publication House.
- Prasanna Chandra, Financial Management, Tata McGraw Hill.



## **SEMESTER V**

Course	<b>UBB2221: Environmental Studies and Human Rights</b>	
Type	Core	
Instructional Hours	72	4 hours per week
Credit	4	

### Course Outcomes

- CO 1:** Students are able to demonstrate a general understanding of the breadth and interdisciplinary nature of environmental issues and they will understand the basic concepts of natural resources
- CO 2:** Knowledge of the various components of environment and the role of human beings in shaping the environment and critically appreciate the environmental concerns of today
- CO 3:** To analyze the need of environmental management, business and sustainability, and energy management and also provides knowledge to take environmentally responsible business decisions.
- CO 4:** They develop a plan to counteract the overall impact of a human rights issue, whether local or global, understanding the core concepts.
- CO 5:** They develop empathy and respect for human rights and their application in Indian context.

### Module 1: Multidisciplinary Nature of Environmental Studies and Natural Resources

Definition - scope and importance - Need for public awareness. Natural resources, Renewable and non-renewable resources: Natural resources and associated problems a) Forest resources; b) Water resources; c) Mineral resources; d) Food resources; e) Energy resources; f) Land resources:

### Module 2: Ecosystems, Biodiversity and Environmental pollution.

Concept of an ecosystem. Structure and function of an ecosystem. Food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and function of the following Ecosystem: - Forest ecosystem- Grassland ecosystem – Desert ecosystem- Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries) , Biodiversity and its conservation,

Meaning & Definition of Pollution, Environment and Pollutants, Air pollution Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards, Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Causes and Effects of different types of Pollutants on Ecosystem, Greenhouse Effect, Global Warming and Climate Change.

### Module 3: Sustainability of Business Enterprise, Environmental Ethics, Natural Recourses Management & Standards for Environmental Management

Sustainability and its Background, Business Strategies of Sustainable Development, Concept of Green Business, 13 21 Green Ranking and Carbon Credit, Environmental Reporting Standards & Certifications

Environmental Ethics Concept of Anthropocentrism and Ecocentrism, Role of Consumer & Investors in Making Business Sustainable, Equitable use of Resources for Sustainable Lifestyles, Green Governance. Growing Energy Needs, Energy Efficiency & Intensity, Resources Management of Food, Water, & Mineral. Environmental Risk & Design Management, Industrial Ecology and Tools for Measuring Environmental Impacts, Environmental Auditing & ISO 14000

#### **Module 4: Foundations of Human Rights**

Concept of human rights; Human dignity as foundation of human rights- Debates of Universality and Relativism- Interdependence and Indivisibility

Evolution of Human Rights; The English Bill of Rights- Declaration of Independence and Bill of Rights of the United States of America- French Declaration of the Rights of Man and of the Citizen

Normative foundations of Modern Human Rights; Universal Declaration of Human Rights-International Covenant on Civil and Political Rights- International Covenant on Economic Social and Cultural Rights- Convention on the Rights of the Child – Convention on the Elimination of All Forms of Discrimination Against Women- Convention Against Torture and other Cruel, Inhuman or Degrading Treatment or Punishment- Convention on the Prevention and Punishment of the Crime of Genocide.

#### **Module 5: Implementation of Human Rights**

Rights of vulnerable sections; Rights of women – rights of children - people belonging to indigenous communities – minorities –persons with disabilities – HIV/Aids - refugees –elderly Persons

International Mechanism for Implementation of Human Rights; UN Human Rights Council – Treaty Based Committees – Special Rapporteurs;

National Mechanism for Implementation of Human Rights; Constitution and human rights – Supreme Court and High Courts- National Human Rights Commission – Commissions for protecting rights of women, children, people belonging to scheduled castes and scheduled tribes, minorities –

Role of media and NGOs in protecting human rights.

#### **Practical work**

- Visit to a local area to document environmental assets-river/forest/grassland/hill/mountain
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes, etc.

#### **Suggested Reading:**

- Erach Bharucha, Textbook for environmental studies, University Grants Commission, New Delhi and BharathiVidyapeeth Institute of Environment Education and Research, Pune.
- A.H. Robertson and JG Merills, Human Rights in the World
- Jack Donnelly, Universal Human Rights in Theory and Practice
- YSR Murthy, Human Rights Handbook
- Justice H Suresh, All human Rights are Fundamental Rights

Course	<b>UBB2222: Capital Markets for Business Process Services</b>	
Type	Core	
Instructional Hours	90	5 hours per week
Credit	4	

### Course Outcomes:

**CO 1:** Evaluate the concept and functions of Capital Markets and Financial Markets.

**CO 2:** Analyse Investment Banking and its terminologies.

**CO 3:** Evaluate Fund related concepts and its types.

**CO 4:** Analyse Risk and its management in capital market's context.

### Module I Introduction to Capital Markets:

Securities - Types of Securities – Equities, Fixed Income & Govt. Securities, Derivatives, OTC Products, Participants in a Trade & Global Financial markets. **Financial Markets:** Exchanges, OTC Products & Financial Markets, Participants in Trade. Overview of regulators & important regulations.

### Module II Investment Banking:

Basics of Investment Banking, Trade Life Cycle, Clearing and Settlement, Securities Lending, Prime Brokerage, Collateral Management, Corporate Actions: Mandatory & Voluntary, Corporate Actions: How they affect securities.

### Module III Funds:

Mutual Funds, Transactions in Mutual Funds, Fund Expenses, Transfer Agency. **Hedge Funds:** Understanding Hedge Funds, Hedge Fund strategies, **Private Equity:** Understanding Private Equity Operations, Fund Accounting & NAV calculations, Performance reporting, Reconciliations in Asset Management

### Module IV Risk Management in Capital Markets:

Counterparty Credit Risk Management, Market Risk Management

### References:

- T C S Material
- Gorden. E & Natarajan.K 2014 Financial Service Himalaya Publishing House
- Preethi Singh 2013-Investment Management Security Analysis & Portfolio Management.
- Gopalakrishnan.V 2014 Investment Management S. Chand & Son New Delhi.
- Shashi.K Gupta R.K Sharma 2014 Financial Management New Delhi Kalyani Publisher

Course	<b>UBB2223: Organizational Behavior</b>	
Type	Core	
Instructional Hours	108	6 hours per week
Credit	4	

### Course Outcomes

- CO 1:** Define Organizational Behaviour and analyze the growth of Organizational Behaviour as a field of study.
- CO 2:** Analyze factors such as personality, perception and learning of individuals with a view to regulate employee behavior.
- CO 3:** Apply the knowledge of motivation and motivation theories for enhancing employee performance and develop models for effective group behavior and its implications in workplace.
- CO 4:** Apply knowledge of leadership and leadership theories for identifying the leadership styles of superiors and molding own leadership style.
- CO 5:** Design effective strategies for Organizational Development, Organizational Culture and Organizational Changes and use appropriate strategies for managing employees Stress and Emotional Intelligence.

### Module I

Introduction to Organizational Behaviour – Various Disciplines contributing to OB – Harwthorne Experiment – Foundation Of individual Behaviour – Need for and importance of Organizational Behaviour – Nature and Scope – Framework of Organizational Behaviour Gender differences in leadership styles

### Module II

Personality – Types – Factors Affecting Personality – Perception – Importance – Factors influencing Perception – Learning – Types of Learning Styles – The Learning Process

### Module III

Motivation – Theories – Importance – Types – Values and Attitudes – Characteristics – Components – Formation and Measurement – Group Dynamics – Group Behaviour – Formation – Types Of Groups – Stages of Group Development – Conflict Management – Nature of Conflict – Types of Conflict

### Module IV

Leadership – Meaning – Importance, Leadership Styles – Leaders Vs Managers; Power and Politics – Sources of Power

## **Module V**

Organizational Structure and Design – Organization Climate – Factors Affecting Organization Climate – Organization Development – Organization culture – Organization Change – Current Trend in OB. Transaction Analysis- Basic concepts only Ethical issues in OB

### **References**

- Prasad L M., “Organizational Behaviour”, Sultan Chand & Sons, 1994.
- Stephen Robbins, “Organisational Behaviour”, Pearson Education, 2013
- Bhattacharya, “Organization Behaviour”, Oxford University Press, 2013.
- C.B Gupta, A Textbook of Organisational Behaviour, S Chand

Course	<b>UBB2224: Banking for Business Process Services II</b>	
Type	Core	
Instructional Hours	108	6 hours per week
Credit	4	

### Course Outcomes

- CO 1:** Apply principles of account reconciliations
- CO 2:** Practice the modalities of mortgage loans
- CO 3:** Apply cash management techniques applicable to banks
- CO 4:** Prepare the documents of international trade
- CO 5:** Apply the mode of payment in international trade

### Module I

Financial Accounting - Bank A/c and payment Reconciliations - GL and ATM Reconciliations. Customer Relationship Management. Dispute Processing and Fraud Investigations. Collections including Data Review, Field Collections and A/c maintenances and Collection Audit.

### Module II

Consumer Loans: Mortgages: Lead Generation - Regulation Requirements, Mortgage Originations, Sales/New Application Management, Support and Settlement Services, Pre-Underwriting, Underwriting Verification and Closing Quality Control and Repurchase Mortgage Servicing. Customer Service - A/c Maintenance, Payment Processing, A/c Closure. Collection - Default Management, Front End Activities, Foreclosure and Loss Mitigation, Bankruptcy, Support functions, Quality Assurance. Domain Learning and Development. Regulatory Agencies

### Module III

Cash Management and Payment Services: Cash Management Product Suite A Glance and Brief on all products. Payments Life Cycle: Payments Originations and various products in Originations phase. Introduction to Funds Transfer -Various types of Funds transfer (Clearing, Treasury Payments, Bills receivables, Collections, lockbox, loans/deposits, Bulk Remittances etc. Pre Funds Transfer - A/c Opening and Maintenance - Workflow Management. Funds Transfer – Payments Instruction Acceptance - Payment Security - Call Back and Other Controls - Routing and Accounting Entries - Settlement and Payment Structuring. Various Clearing Systems –Overview. Post Funds Transfer.

## **Module IV**

Nostro Reconciliations - Proofing - Investigations - Financial Messaging - Tracking - MIS and Treasury Reporting - Amendments and Collections. Risk management around payments- few case studies. STP Analysis and Improvements. Introduction to Trade - Parties & Terminology used in International Trade, Risks Associated & its mitigants, Role of banks & Documents in International Trade. Letter of Credit (L/C) – Parties to L/C & Types of L/C – Issuance, Advising, Amendment, Confirmation, Document Checking, Acceptance & Payment. Collection - Parties to Collection & Types of Collection - Document Checking, Acceptance & Payment.

## **Module V**

Method of Payment – Advance, Open Account, Documentary Collection & Documentary Credit. Guarantee / SBLC – Types of Guarantee – Issuance, Amendment, Claim / Settlement & Cancellation. Reimbursement – Authorization, Claim / Payment, Clean Payment, Irrevocable Undertaking, FI Advance. Loans & Finances - Syndicated Loans, Corporate Advances, Receivable Finance, Supplier Finance, Commodity Finance, Channel Finance & Bill Finance / Discounting. Basics and outline of UCP 600, ISBP, URC 522, URR 725, URDG and ISP98. Value Added Services – a) After Service– Customer Service (Voice / Non-voice), Investigation, Reconciliation, Proofing & Reporting b) Trade Compliance c) Trade Advisory / Customer Owner. Overview on specialized training course for CDCS certification

## **References:**

- Tannan. M.L. 2014 Banking Law & Practice. New Delhi Sultan & Chennai Limited.
- Varshney 2014 Banking Theory law & Practice New Delhi Sultan & Chand Limited.
- Gorden & Natrajan 2013 Banking Theory Himalaya Publishing house.
- Banking Theory law & Practice-R. Rajesh T. Sivagnasithi Tata MCGraw-Hill Publishing Co-limited.
- TCS Material



Course	<b>UBB2225: Brand Management</b>	
Type	Open	
Instructional Hours	72	4 hours per week
Credit	3	

A list and syllabus of all open courses offered by different departments of the college is given in the Annexure I. Students can choose any one open course offered other than by their parent department. However, admission to a particular open course is subject to availability of seats.

# **SEMESTER VI**

Course	<b>UBB2226: Managing Business Processes</b>	
Type	Core	
Instructional Hours	90	5 hours per week
Credit	4	

**Course Outcomes:**

- CO 1:** Analyze Business processes, PS Industry, Process Mapping Techniques and customer needs /Expectation
- CO 2:** Evaluate Quality Management, QC VS QA, Need for First Pass Yield, Components of Cost of Quality
- CO 3:** To apply Problem Solving Approach and Basic tools for the same.
- CO 4:** Analyze Process Improvement methodologies such as Kaizen/Lean/Six sigma
- CO 5:** Evaluate Risk Management and various types of Risks and Risk Mitigation plans.

**Module I**

Introduction to Process Management Process Definition Recognition of Business Processes Core Processes VS Support Processes Components of Process Management Understanding Internal customer VS End User BPS Overview Outsourcing Environment Need for Outsourcing Business Processes outsourced to India BPS Life Cycle Sales/Solutioning - Transition - Steady State - Value Creation Metrics Management Service Level Agreements Business Metrics VS Operations Metrics Target Setting Process Mapping Techniques Process Levels Process Mapping – Symbols, SIPOC Kano Model SIPOC Fundamentals. Customer Expectations in Business Process Outsourcing

**Module II**

Introduction to Quality Management Quality Definition Quality Control Vs Quality Assurance International Quality Standards Transaction monitoring Process Sampling inspection Transaction monitoring cycle – Inspection – Feedback – RCA- Assurance Defects Management Defect vs Defective Opportunity Definition, DPU/DPMO calculations FPY & COQ Value Stream Mapping Standard Operating Procedures

**Module III**

Systematic Problem solving basics (P D C A) Problem Solving Tolls Brainstorming Basic 7QC Tools Why Analysis. FMEA (Process Failure Mode Effects Analysis)

**Module IV**

Need for Process Improvement Kaizen Introduction to Lean Methodology Introduction to Six Sigma methodology.

## **Module V**

What is Risk? Risk Types Operational Risk Information Security Risks, Financial Risk Strategic Risk, Risk Mitigation Plans

### **References:**

- T C S Material

Course	<b>UBB2227: Business Taxation</b>	
Type	Core	
Instructional Hours	90	5 hours per week
Credit	4	

**Course Outcomes:**

**CO 1:** Explain the role and concept of Tax and type of taxes

**CO 2:** Apply critical thinking and problem-solving skills related to tax calculation from different heads.

**CO 3:** Explain the role and concept of Indirect taxes and type of indirect taxes

**CO 4:** To put on appropriate judgment derived from knowledge of assessment procedure and regulations

**CO 5:** Make use of working knowledge on GST and application of the same in the organizations

**Module I**

Taxes – meaning – types – History- principles of taxation – canons of taxation – advantages, disadvantages – importance – Difference direct and indirect tax – Basic concepts – Definitions – Assesses – Assessment year – Previous Year. Human Values and Tax mechanism in the country.

**Module II**

Income – Residential Status – Scope of Total Income – Exempted income – Agricultural income. Capital income and expenditure – Revenue Income and expenditure – taxable Income – deemed income – Heads of Income – Income from Salaries – Income from House property – Income from Business or Profession –Income Tax Returns Filing, Forms. Ethical code of conduct in taxation.

**Module III**

Indirect Taxes – Meaning – Types – Central Excise – meaning – scope – items covered – Valuation procedure – warehousing- significance – Customs duty – Meaning – scope – items covered – significance – import and export procedure – Warehousing – critical analysis of the present taxation system (Indian context).

**Module IV**

Assessment Procedure – Income tax Authorities – Penalties – Assessment of Fringe Benefit Tax – An outline of Wealth Tax – Computation of Net wealth- wealth tax – securities transaction act – fringe benefit tax.

## **Module V**

GST - Overview of GST Implementation of GST Liability of the Tax Payer GST Council. Levy of GST – Introduction Composition Scheme Remission of Tax / Duty Registration - Introduction Registration Procedure Taxable Supply - Supply of Goods and Supply of Service

## **References**

- Dinkar Pagare, “*Income Tax Law and Practice*” Sultan Chand & Sons, New Delhi
- Reddy T.S. & Dr. Hari .Y. Prasad Reddy, Business Taxation, Margham Publications

Course	<b>UBB2228: Advertising &amp; Branding (Elective I)</b>	
Type	Core	
Instructional Hours	90	5 hours per week
Credit	4	

### Course Outcomes

- CO 1:** Identify and respond to clients' marketing communications and branding objectives by applying principles of marketing and communications.
- CO 2:** Identify the role account management, research, creative, and the media department play in a full-service advertising agency and the full-time positions available in each.
- CO 3:** Demonstrate skills in creating an Ad. In all forms of media.
- CO 4:** Explore and compare the core theories concepts, and frameworks in brand management
- CO 5:** Analyze and evaluate the factors which influence brand equity

### Module I

Integrated Marketing Communication, Introduction to Advertising: Definition of Advertising, History of Advertising, Roles of Advertising, Functions of Advertising, Key Players in Advertising, Types of Advertising, Steps in Development of Advertisement, AIDAS, DAGMAR.

Gender abuse and its impact on advertising. Environment protection as an objective of advertisement Ethics in Advertising.

### Module II

Advertising Agencies; Meaning, Definition, Types, Functions. Advertising media: different types of media, function, merits and demerits of media. Advertising budget: Objectives, preparation and methods of advertising budget. Exploitation of human emotions/values in advertising

### Module III

Online advertising, social media advertising, Blogs. Interactive TV; Interactive Web etc. Specialty advertising. Creative roles; Creative process; Creative strategy and execution; Copywriting: Meaning and Definition, Broadcast production

### Module IV

Brand VS Product. Why Brand? Can everything be branded? Special branding categories, Identification of branding challenges and opportunities; Strategic brand Management Process

Leveraging Secondary Brand Associations - co-branding, licensing, celebrity endorsement, event sponsoring.

## **Module V**

Brand equity Customer equity, Brand Positioning: points of parity & points of difference, positioning guidelines, brand mantras, internal branding. Managing Brand Extensions –brand hierarchy, design of a brand strategy-Multi-Brand Portfolio. Brand Hierarchy, Revitalizing brands: Re-launch, Rejuvenation.

### **Reference:**

- Moorthi , Brand Management, Vikas Publications
- Harsh V Verma , Brand Management –Excel Books
- Kotler Koshy Keller Jha, Marketing Management, Pearson Education
- Mainak Dhar, Brand Management 101: 101 Lessons from Real-World Marketing, Wiley publishers



Course	<b>UBB2229: E Commerce (Elective II)</b>	
Type	Core	
Instructional Hours	90	5 hours per week
Credit	4	

### Course Outcomes

**CO 1:** Exhibit clarity in concepts, features and models e commerce

**CO 2:** Demonstrate awareness in security measures in e commerce

**CO 3:** Display basic understanding in electronic payment systems

**CO 4:** Identify and appraise various applications of e commerce

**CO 5:** Show skills and understanding to setup an online business

### Module I- Introduction to E-Commerce

Concept features and functions of e-commerce, e commerce vs. e business, origin of e business, traditional commerce vs. e commerce-E-Commerce business models – major B to B, B 2C; C2C C2B; P2P-merits and demerits of e commerce- Advantages/ Disadvantages of e-commerce Ethics in Ecommerce.

### Module II- Network Infrastructure and E Commerce Security

History of internet, E commerce framework, Information superhighway(I-way) and its components, concept of www, introduction to HTML, security concerns in e commerce, measures to overcome security threats, encryption, types of encryption, firewalls-types, challenge response systems, digital signature.

### Module III- E Commerce Applications

E- Commerce applications in marketing, advertising, finance, Electronic Data interchange (EDI), Electronic Supply Chain management (e SCM). Electronic Customer Relations management (eCRM) e commerce consumer applications- home Banking, Home Shopping; e marketing- M commerce

### Module IV- Electronic Payment System

Types of e payment systems-digital token based, smart card based, credit card based, debit card based. Risk in e payment systems, measures to overcome risks associated with e payment systems.

### Module V- E Commerce in India

Setting up of e business-steps, Status of e commerce in India, Opportunities and challenges of e commerce in India, Legal aspects of e commerce in India; Internet frauds – Cyber Laws. IT Act 2000 salient features. Emerging trends in e commerce.

**References:**

- Ravi Kalakota & Andrew B Whinston, Frontiers of Electronic Commerce: Pearson
- Dr. Dinesh Bhakkad, Changing Scenario of Business and E-Commerce, Prasanth publications
- Kamblesh Bajaj and Debjani Nag, E – Commerce, Tata McGraw Hill
- Ritendara Goel, E commerce, New Age

Course	<b>UBB2230: Project Work</b>	
Type	Core	
Instructional Hours	90	5 hours per week
Credit	4	

The students must take up a project work during sixth semester in which each student must select an organisation and conduct a one-month study to make a report based on analysis and findings. Project topics must be selected in consultation with the faculty guide allocated to the student. Topics related to gender, environment, human values and ethics could be considered. If Survey Method is used, at least two statistical tests should be done. The project work and industrial visit report carry total of 100 marks, out of which 60 marks for project report, and 40 marks for viva voce.

- CO 1:** will demonstrate the ability to make links across different areas of knowledge and to generate, develop and evaluate ideas and information so as to apply these skills to the project task.
- CO 2:** will acquire the skills to communicate effectively and to present ideas clearly and coherently to specific audience in both the written and oral forms.

## Value Added Courses

Value added courses are offered by the department. It is mandatory for students to attend the courses and obtain pass in all the value added courses. These courses are designed to help students improve employability skills of and to inculcate values for life. Students are required to obtain a minimum percentage of 50% for each course, to be qualified for awarding of BBA degree. Continuous assessment mode is adopted for evaluation.

Sl. No	Semester	Course Name	Type	Hours	Mode of Evaluation
1	I	UBBA2201: Gandhian Thoughts	Value Added	30	Continuous Assessment
2	II	UBBA2202: Internship.	Value Added	144	Continuous Assessment
3	III	UBBA2203: Campus to Corporate – I.	Value Added	35	Continuous Assessment
4	IV	UBBA2204: Campus to Corporate – II.	Value Added	35	Continuous Assessment
5	IV	UBBA2205: Internship.	Value Added	144	Continuous Assessment

Course	<b>UBBA2201: Gandhian Thoughts</b>
Semester	I
Type	Value Added
Instructional Hours	30
Credit	0

**Course Outcomes:**

**CO 1:** To create awareness about Gandhian thought and spread it among the youth generation.

**CO 2:** To cultivate the moral values based on Gandhian philosophy and its relevance in life.

**CO 3:** To create awareness about adopting simple living and cooperative community life.

**CO 4:** To provide knowledge in the area of truth, non-violence and peace.

**Module I Life of Gandhi:**

i) Childhood ii) Student life iii) Lawyer iv) Satyagrahi v) Social reformer vi) Revolutionary leader.

**Module II The philosophy and Sadhana of Satyagraha:**

Concept, theory, variants and techniques of Satyagraha Preparation, preconditions, strategy and operational forms

**Module III**

The Movie – “GANDHI”

**References:**

- My Experiments with Truth
- The Movie – “GANDHI”

Course	<b>UBBA2202: Internship</b>
Semester	II
Type	Value Added
Practical Hours	48 hours per week (Min.3 weeks)
Credit	0

### **Introduction**

Internships are educational and career development opportunities, providing practical experience in a field or discipline. They are structured, short-term, supervised placements often focused around particular tasks or projects with defined timescales. An internship may be compensated, non-compensated or some time may be paid.

The internship has to be meaningful and mutually beneficial to the intern and the organization. It is important that the objectives and the activities of the internship program are clearly defined and understood.

### **Course Outcomes**

- CO 1:** To expose students to business environment and thereby make them competent professionals
- CO 2:** Demonstrate managerial skills required at a job
- CO 3:** Acquire and demonstrate current technological developments
- CO 4:** Evaluate job conditions and adapt the same.

### **Procedure**

On the job internship in a business firm with **not less than 50 employees** (Manufacturing, Selling/Retail, Service) **for a minimum of 144 hours (48 per week \*3)** during semester break (April 15 to May 15).

On successful completion, each student must submit a daily work diary and completion certificate duly signed and sealed by the business organization, which is essential for issue of mark list of the **II semester**.

Course	<b>UBBA2203: Campus to Corporate – I</b>
Semester	III
Type	Value Added
Instructional Hours	30
Credit	0

**Course Outcomes:**

- CO 1:** Understand the entity corporate and BPS
- CO 2:** Analyze the difference between campus and corporate
- CO 3:** Evaluate corporate etiquettes and its components

**Module I**

Ice breaker. What is Corporate? History of Corporate, what is BPS? History of BPS, Benefits of BPS, BPS Industry in World, BPS Industry in India, TCS BPS

**Module II**

Difference between Campus and Corporate: Learn the Culture. Impact of your attitude and behavior. Consider the language. Establish and maintain relationship. Respect others Be Confident. Keep on learning. Consider the body language

**Module III Corporate Etiquettes:**

Dressing & Grooming Skills, Workplace etiquette, E-Mail etiquette, Telephone etiquette, Meeting etiquette, Presentation Skills.

**References:**

- T C S Material
- Rajendra Pal & Kerlahali J.S. Essential of Business communication 2010 New Delhi Sultan Chand & Sons.
- English phonetics for Indian students – T. Balasubramanian, Trinity Press New Delhi.
- Campus to corporate: your roadmap to employability – Joshi, Gangadhar DDC/LCC 2015 and I Edition.
- Campus to corporate by Sharma, Ashutosh DDC/LCC 2012 and 4<sup>th</sup> Edition.

Course	<b>UBBA2204: Campus to Corporate – II</b>
Semester	IV
Type	Value Added
Instructional Hours	30
Credit	0

**Course Outcomes:**

**CO 1:** Understand and fine tune professional competencies.

**CO 2:** Evaluate interpersonal communication skills in English

**CO 3:** Evaluate writing and presentation skills in English

**Module I Professional Competencies:**

Analytical Thinking, Listening Skills, Time management, Team Skills, Assertiveness, Stress Management, participating in Group Discussion, Interview facing, Ownership, Attention to Detail.

**Module II**

Communication: Grammar, Phonetics, One on one basic conversation skill practice, Reading Comprehension, Listening Comprehension, Improving Vocabulary, Improving Writing Skills, Comprehension while interacting face to face.

**Module III**

Advanced Level English Communication: Recitation of short stories, Interview Skills, Social Conversation Skills, Presentation, One Act Plays.

**References:**

- T C S Material
- Rajendra Pal & Kerlahali J.S. Essential of Business communication 2010 New Delhi Sultan Chand & Sons.
- English phonetics for Indian students – T. Balasubramanian, Trinity Press New Delhi.
- Campus to corporate: your roadmap to employability – Joshi,Gangadhar DDC/LCC 2015 and I Edition.
- Campus to corporate by Sharma, Ashutosh DDC/LCC 2012 and 4<sup>th</sup> Edition.



Course	<b>UBBA2205: Internship</b>
Semester	IV
Type	Value Added
Practical Hours	48 hours per week (Min. 3 weeks)
Credit	0

### **Introduction**

Internships are educational and career development opportunities, providing practical experience in a field or discipline. They are structured, short-term, supervised placements often focused around particular tasks or projects with defined timescales. An internship may be compensated, non-compensated or some time may be paid.

The internship has to be meaningful and mutually beneficial to the intern and the organization. It is important that the objectives and the activities of the internship program are clearly defined and understood.

### **Course Outcomes:**

- CO 1:** To expose students to business environment and thereby make them competent professionals
- CO 2:** Demonstrate managerial skills required at a job
- CO 3:** Acquire and demonstrate current technological developments
- CO 4:** Evaluate job conditions and adapt the same.

### **Procedure**

On the job internship in a business firm with **not less than 50 employees** (Manufacturing, Selling/Retail, Service) **for a minimum of 144 hours (48 per week \*3)** during semester break (April 15 to May 15).

On successful completion, each student must submit a daily work diary and completion certificate duly signed and sealed by the business organization, which is essential for issue of mark list of the **IV semester**.

## Non-Credit Courses

Noncredit courses are offered by the department. It is mandatory for students to attend the courses and obtain pass in all the non-credit courses.

These courses are designed to help students enhance soft skills, face various management entrance exams, aptitude tests, bank tests, group discussions, interviews etc. with confidence

Students are required to obtain a minimum percentage of 50% for each course. Continuous assessment mode is adopted for evaluation.

Sl. No	Semester	Course Name	Type	Hours	Mode of Evaluation
1	V	<i>UBB22N01 General Aptitude I</i>	Non-Credit	30	Continuous Assessment
2	V	<i>UBB22N02 Soft skills Training</i>	Non-Credit	30	Continuous Assessment

<b>UBB22N01</b>	<b>Semester -V</b>	<b>General Aptitude I</b>	<b>Non-Credit</b>	<b>30 Hours/Credit -0</b>
-----------------	--------------------	---------------------------	-------------------	---------------------------

**Course Outcomes:**

**CO 1:** Apply Logical reasoning and mental ability in competitive examinations

**CO 2:** Solve quantitative problems in competitive examinations

**CO 3:** Demonstrate proficiency in English language in competitive examinations.

**Duration: 20 Hours Classroom Training + 10 Hours Exam. Ideal number per batch: 40**

**Module 1**

Logical Reasoning/Mental Ability: • Number and Letter Series, Venn Diagrams • Number, Letter and Verbal Analogies • Blood Relations, Direction Sense.

**Module 2**

Quantitative Ability/Numerical Ability: • Speed Math • Averages, Percentages

**Module 3**

Verbal Ability/English Language Ability: • Sentence Corrections • Synonyms & Antonyms

**Suggested reading & Practical:**

- Course materials supplied by 'The Walnut' – Training partner.

<b>UBB22N02</b>	<b>Semester V</b>	<b>Soft skills Training</b>	<b>Non-Credit</b>	<b>Credit - 0</b>
-----------------	-------------------	-----------------------------	-------------------	-------------------

**Course Outcomes:**

**CO 1:** To help increase a persons' self-esteem, to develop cognitive skills.

**CO 2:** Develop broad career plans, evaluate the employment market, identify the organizations to get good placement, match the job requirements and skill sets.

**CO 3:** Take part effectively in various selection procedures adopted by the recruiters.

**Module 1**

Introduction to Soft Skills Communication Skills Presentation Skills Time Management Skills

**Module 2**

Group Discussion & Interview Skills Preparation of CV

**Module 3**

Emotional Intelligence Skills, Life Skills, Body Language & Etiquettes

**ANNEXURE I**  
**SYLLABUS OF OPEN COURSES**

## **OPEN COURSES**

A list of open courses and their detailed syllabus offered by different departments of the college is given below. Students may choose any one of the open courses offered by departments other than their parent department. However, admission to a particular open course is subject to the availability of seats.

<b>Sl. No</b>	<b>Course Name</b>	<b>Offering Department</b>
1	Capital Market and Investment Management	School of Commerce and Professional Studies
2	Fundamentals of Accounting	School of Commerce and Professional Studies
3	Film Studies	Department of English
4	Fundamentals of Economics	Department of Economics
5	Internet and Digital Marketing	Department of Computer Applications (UG)
6	Applicable Mathematics	Department of Mathematics
7	Brand Management	Department of Business Administration (UG)
8	Development Communication	School of Social Work
9	Physical Health and Life Skills Education	Department of Health and Wellness

# 1. CAPITAL MARKET AND INVESTMENT MANAGEMENT

School of Commerce and Professional Studies

## **UBM2234A: CAPITAL MARKET & INVESTMENT MANAGEMENT (Open Course)**

Instructional Hours/Week :4

Total Instructional Hours: 72

Credit: 3

### **Course Outcomes (CO):**

Upon successful completion of this course students should be able to:

- CO 1:** Describe the components of Indian Financial System
- CO 2:** Explain the functioning of new issue market and identify the major intermediaries
- CO 3:** Invest in any security after analyzing various factors related
- CO 4:** Describe the basic concepts related to investment management
- CO 5:** Develop an investment plan by analyzing different investment avenues.

### **Module 1: The Indian financial system (9 Hours)**

**Unit 1:** Components Role and functions-Financial market-Classification Industrial security market-Government security market-Money market Capital market and money market-Money market instruments. SEBI- Establishment-Objectives-Powers and functions

### **Module 2: Primary Market (15 Hours)**

**Unit 1:** Primary Market-Functions of new issue market-Methods of floating new issue-IPO-FPO-Public issue-bonus issue-Right issue-Private placement- Book building-ESOP-Intermediaries in the new issue market-Registrars to the issue-brokers to the issue-Bankers to the issue-Underwriters.

### **Module 3: Secondary Market (18 Hours)**

**Unit 1:** Secondary market-Role and functions of Stock Exchanges-Members of the Stock Exchanges-Classification-type of speculators-Speculative transaction listing of securities- Methods of trading in a stock exchange- Online trading- Depository system Stock market indices.

### **Module 4: Investment (15 Hours)**

**Unit 1:** Investment-Meaning-Characteristics and Importance of Investment- Need for savings and investment -Types of Risks- Risk Management- Types of Investors- Factors affecting investment- Role of savings practices – financial intermediaries – linkage between financial and real savings – Importance of household savings – Shifts in Savings and investment.

### **Module 5: Investment Avenues (15 Hours)**

**Unit 1:** Investment Avenues – Objectives of investors – Characteristics of investments – Risk Return relationship – Classes of instruments – Investment portfolio for average household- Measurement of expected and return-Investor protection measures in India

### **Books of Study**

- [1]. Pathak, B. V, 2011, Indian financial system, Delhi: Pearson Education.
- [2] Singh, P, 2013, Investment Management. New Delhi: Himalaya

**Recommended Readings**

- [1] O. P.Gupta,2007,Indian Security Market an Empirical study, Anmol Publisher
- [2]. V.A. Avadhani,2011,Investment and Securities Markets in India, Himalaya Publishing House
- [3]. Bharathi. V.P.Pathak,2010, Indian Financial System, Pearson
- [4] Khan. M.Y,2015, Financial Services, McGraw Hill Education
- [5] Gupta N.K, Monica Chopra,2010,Financial Markets, Institutions and Services, Ane Books Pvt. Ltd
- [6] Bhalla V.K.,2008,Investment Managements Chand & Co,S Chand & Company
- [7] Ravi patel,2013,Swing Trading with Technical Analysis, Buzzingstock Publishing House



## 2. FUNDAMENTALS OF ACCOUNTING

School of Commerce and Professional Studies

### UBM2234B: FUNDAMENTALS OF ACCOUNTING (Open Course)

Total Instructional Hours: 72

Instructional Hours/Week :4

#### Course Outcomes (CO):

Upon successful completion of this course students should be able to:

**CO 1:** Apply accounting concepts and conventions in various business transactions.

**CO 2:** Pass journal entries for various business transactions.

**CO 3:** Post Journal entries to ledger accounts and balance the accounts.

**CO 4:** Prepare Trial Balance using ledger balances to ensure arithmetical accuracy of accounts

**CO 5:** Create final accounts of various business firms.

#### Module 1: Introduction (15 Hours)

**Unit 1:** Accounting – meaning – Objects- Concepts and Conventions-Double Entry – Books of Accounts – Bookkeeping and Accounting – Accountancy – The language of the Business World – Principles of double entry –Advantages of double entry

#### Module 2: Journalizing (15 Hours)

**Unit 1:** Journal- Rules of debit and credit - Kinds of Accounts – Journalizing

#### Module 3: Ledger and Sub divisions of ledger (12 Hours)

**Unit 1:** Ledger – Sub divisions of ledger – Account – Form of an Account – Posting of Journal – Balancing of Accounts - Cash book (simple, triple column)- Petty Cash book.

#### Module 4: Trial Balance (10 Hours)

**Unit 1:** Trial Balance – Meaning – Objects-Summary of Accounting Entries – Suspense Account

#### Module 5: Final Accounts (20 Hours)

**Unit 1:** Final Accounts-Trading and Profit and Loss Account –Balance Sheet (with adjustments) using computerized accounting (tally).

#### Book of Study:

[1] T S Grewal,2014,Double entry book keeping ,Sultan Chand

[2] Jain & Narang, 2011, Financial Accounting, Mumbai: Kalyani.

#### Recommended Readings:

1. Gupta, R. L., & Radhaswamy, M,2010,Financial Accounting, New Delhi, SultanChand & Sons

2. Maheswari S. N., &Maheswari S. K.2009, Advanced accountancy, New Delhi, Vikas

### 3. FILM STUDIES

Department of English

#### **UEN2231: FILM STUDIES (Open Course)**

Instructional Hours/Week: 4

Total Instructional Hours: 72

Credits: 3

#### **Course Outcomes (CO):**

Upon successful completion of this course students should be able to:

**CO 1:** Develop critical and appreciative skills in film viewing

**CO 2:** Write reviews and critiques on films

**CO 3:** Examine the verbal and non-verbal messages in films and how they influence the socio-political-cultural behavior of people

**CO 4:** Observe the operation of the sound and color in films

**CO 5:** Outline the processes of film production, including pre-production, production, and post production.

**CO 6:** Draft research essays in the discipline.

#### **Module 1: (22 hours)**

Unit1-The Major genres: Documentary, Narrative, Avant-garde, Feature films, Short Films, Thriller, Melodrama, Musical, Horror, Western, Fantasy, Animation, Film noir, Expressionist, Historical, Mythological, Road movies.

#### **Module 2: (25 hours)**

Unit1-Introduction to the basic terminology of filmmaking, Unit 2-Mise en scene, long takes deep focus Shots (close up, medium shot, long shot), Unit 3-Editing: chronological editing, cross cutting, montage, continuity editing, continuity cuts, jump cuts, match cuts, 30-degree rule, 180-degree rule. Sound in the movies, colour in the movies. Unit 4-The production, distribution of films.

#### **Module 3: (25 hours)**

Unit 1. Battleship Potemkin – Silent Cinema, Montage

Unit 2. Bicycle Thieves: Neo Realism

Unit 3. The Godfather: Hollywood Classic

Unit 4. Rashomon: Asian Classic. Japanese Cinema

Unit 5. Kodyettam: Malayalam Classic

#### **Recommended Readings**

1. Beginning Film Studies
2. Bazin, Andre: What is Cinema? Vol. 1 and Vol. 2
3. Hyward, Susan. Key concepts in Cinema Studies.
4. Laura Mulvey: Visual Pleasure and Narrative Cinema (1975) Originally Published-Screen 16.3
5. Autumn 1975 pp. 6-18
6. Metz, C. Film Language: A Semiotics of the Cinema.
7. Sergei Eisenstein: Film Form: Essays in Film Theory.
8. Andrew, J D. Introduction to Major Film Theories.
9. Bill Nichols: Engaging Cinema: An Introduction to Film Studies.
10. Lapsley, R and Westlake, M. Film Theory: An Introduction.
11. Ravi S Vasudevan., ed. Making Meaning in Indian Cinema.
12. Jill Nelmes: Introduction to Film Studies (5th edn.)

## 4. FUNDAMENTALS OF ECONOMICS

Department of Economics

### **UEC2227: FUNDAMENTALS OF ECONOMICS (Open Course)**

Instructional Hours/Week :4

Total Instructional Hours: 72

Credits: 3

#### **Course Outcomes (CO):**

Upon successful completion of this course students should be able to:

**COUEC2227.1:** Apply basic concepts of economics of demand and supply

**COUEC2227.2:** To analyze and demonstrate the expenditure pattern of a country

**COUEC2227.3:** To critically evaluate the functioning of financial system

**COUEC2227.4:** To evaluate the planning system and strategies

**COUEC2227.5:** To analyses the Kerala economy

#### **Module 1: Basic Concepts (16 Hours)**

Economics - micro and macro – deduction and induction – basic economic problems - production possibility curve. Utility - total and marginal. Law of Demand – elasticity of demand - price elasticity - types. Law of supply.

National income – meaning and concepts

#### **Module 2: Public Economics (16 Hours)**

State vs Market - public revenue - tax and non-tax revenue – direct and indirect taxes – major direct and indirect taxes in India - public debt and public expenditure – budget – types - fiscal deficit - revenue deficit - trade cycle and its phases - fiscal and monetary policies as tools for combating inflation and deflation.

#### **Module 3: Financial System and International Trade (25 Hours)**

Money and its functions – Negotiable and non-negotiable instruments – cheques – drafts - bills of exchange – promissory notes-letter of credit - certificate of deposits – commercial papers - banking and non-banking institutions - commercial banks – recent trends in Indian commercial banking – (Core Banking, Internet Banking, Mobile Banking, ATM/Debit & Credit Cards) - RBI – functions - money and capital market – major financial instruments – shares, debentures and bonds – Insurance: meaning, nature and types - stock exchange – BSE, NSE – stock market indices – SEBI - mutual funds.

Terms of trade - balance of trade - balance of payments -measures of correction - foreign exchange - exchange rate – spot – forward – fixed – floating - IMF, World Bank – WTO.

#### **Module 4: Indian Economic Development (9 Hours)**

An overview of Planning in India - Planning Commission – Finance Commission - current Five Year Plan – Green revolution – changing pattern of India's industrialization - Liberalization - Privatization - Globalization (LPG)

#### **Module 5: Kerala Model Development (6 Hours)**

Major features of population in India and Kerala - Kerala model of development

**Readings**

- [1] R.R. Paul (2008), Monetary Economics, Kalyani Publishers, Ludhiana
- [2] V.K. Bhalla (2008), Investment Management, S. Chand & Co., New Delhi.
- [3] Robert S. Pindyck et al., (recent edition) Micro Economics, Pearson Education, Delhi.
- [4] Bo Sodersten & Reed Dominic, International Economics, palgravemcmillan
- [5] Samuelson (2009), Economics, Tata McGraw Hill, New Delhi.
- [6] Gaurav Datt & Ashwani Mahajan, (recent edition) Datt & Sundharam Indian Economy, S.Chand & Co., New Delhi (recent edition)
- [7] Alwin Prakash, Kerala's Economic Development (2004), Sage Publications, New Delhi.
- [8] Meera Bai M. (ed) (2008), Kerala Economy, Serials Publication, New Delhi.

## 5. INTERNET AND DIGITAL MARKETING

Department of Computer Applications (UG)

### **UBC2229: INTERNET AND DIGITAL MARKETING (Open Course)**

Instructional Hours/Week: 4

Total Instructional Hours: 72

Credits: 3

#### **Course Outcomes (CO):**

Upon successful completion of this course students should be able to:

**COUBC2229.01:** Understand the basic concepts of Internet and Cyber laws.

**COUBC2229.02:** Develop web pages using HTML.

**COUBC2229.03:** Enlist the different areas of e-marketing.

**COUBC2229.04:** Demonstrate the different possibilities of social media in digital marketing.

**COUBC2229.05:** Explain the features of e-commerce and online marketing tools.

#### **Module 1: Internet and Cyber Law (16 Hours)**

Basics of Internet: History, Internet Access Methods, Internet Service Providers, Protocols: TCP and IP, IP Address and Domain Names, Internet Services: Communication Services, Information Retrieval Services, Web Services, World Wide Web, Security Measures: Passwords, Virus Protection, Firewalls Encryption, Cyber Law: Penalty for damage to Computer, Computer system, Tampering with Computer Source Documents, Hacking, Computer Related Offences.

#### **Module 2: Web Design (12 Hours)**

Introduction to HTML: HTML Tags, Basic structure of an HTML document, Heading, Paragraphs, Line Breaks, Elements of HTML: Working with Text, Working with Lists, Tables, Frames, Working with Hyperlinks, Images and Multimedia, Working with Forms and controls, Web Site Design: Creation of simple Web Sites, Legal and Ethical Issues in Web Design.

#### **Module 3: Marketing in the Digital Era (14 Hours)**

E-marketing: Definition, The changing marketing landscape, The internet and Business, E-marketing- Strengths and Applications, Online Marketing Mix: E-products, E-place, E price, E-promotion, Customer Relationship Management: Introduction, Best practises, Goals, Processes, Customer lifecycle, Next generation CRM.

#### **Module 4: Business drivers in the virtual world (14 Hours)**

Social media: Introduction, Social media model, social media Analytics, Social media tools, Viral Marketing, Online Branding: Cyber branding, Customer based brand equity pyramid, Digital brand ecosystem, Brand Experience, Brand Identity, Domain names, Traffic Building: Diamond-water paradox, Internet Traffic Plan, Search Engine Marketing, Websites and Internet marketing.

#### **Module 5: E-commerce and online tools for marketing (16 Hours)**

E-commerce: Introduction, Online distribution and procurement, Traditional distribution management issues, Advantages offered by Internet, Spiral of prosperity model, E-procurement, E-commerce Applications, DeLone and McLean Model, Monitoring social media presence of E-commerce brands, Online tools in marketing: Knowledge discovery and data mining, Methods for consumer segmentation, Consumer targeting, Brand positioning online.

**Books of Study:**

- [1] Douglas E. Comer, The Internet, 3rd ed. Prentice Hall of India
- [2] Steven Holzner, HTML Black Book, 1st ed. Dreamtech Press
- [3] Vandana Ahuja, Digital Marketing, Oxford Higher Education D.P Goyal, Management

**Reference:**

- [1] Kogent Learning Solutions Inc. HTML 5 in simple steps, Dreamtech Press.
- [2] Barkha and U. Rama Mohan ,Cyber Law Crimes, 3rd ed. Asia Law House

## 6. APPLICABLE MATHEMATICS

Department of Mathematics

### UMA2230: APPLICABLE MATHEMATICS (Open Course)

Total Instructional Hours: 72

Instructional Hours/Week: 4

Credits:3

#### Course Outcomes (CO):

Upon successful completion of this course students should be able to:

**COUMA2230.1:** Apply the factorization method and quadratic formula to solve quadratic equations, test the divisibility of numbers and find the logarithm of numbers.

**COUMA2230.2:** Plot points and draw graphs of straight lines.

**COUMA2230.3:** Apply problem solving techniques to solve aptitude problems.

**COUMA2230.4:** Find the derivatives and integrals of functions

**COUMA2230.5:** Make conclusions with mathematical, statistical and quantitative information.

#### Module 1: (18 hours)

Types of numbers, Quadratic equations (Solution of quadratic equations with real roots only), Logarithms–All rules without proof, Multiplication and division of numbers, evaluating expressions of the form  $(x^p/q)$ ,  $x$  any real number,  $p$  &  $q$  are integers), Permutations and combinations, simple applications, Trigonometry introduction, Values of trigonometric ratios of  $00,300,450,600$  &  $900$ , Heights and distances – Simple cases - (application of  $\sin x$ ,  $\cos x$ ,  $\tan x$ , and their reciprocals only). Two dimensional geometry- Introduction, plotting points and drawing graph of the lines of the form  $ax + by + c=0$ .

#### Module 2: (18 hours)

Probability – Introduction – Sample spaces and events, Simple examples like tossing coin, tossing die etc., Differential Calculus – Differentiation – Standard results (derivatives) without proof, Product rule, Quotient rule and function of function rule), Integral calculus (Integration simple cases, with and without limits)

#### Module 3 (18 hours)

HCF and LCM of numbers, Fractions, Squares and square roots, cube and cube roots, simplifications, Ratio and Proportion, Percentage, Profit and loss, Simple average (No Weighed average)

#### Module 4: (18hours)

Simple interest, Compound interest, Problems on ages, Calendar Problems, Elementary mensuration – Area and perimeter of polygons, Elementary Algebra, (Simplifications of algebraic expressions))

#### Core Reference:

[1] M. Tyra & K. Kundan – Concepts of Arithmetic, BSC Publishing company Pvt. Ltd, C-37, Ganesh Nagar, Pandavnagar Complex Delhi – 110092

[2] R.S. Aggarwal, Quantitative Aptitude, S. Chand & Co, New Delhi. 2013.

## 7. BRAND MANAGEMENT

Department of Business Administration

### **UBB2225: BRAND MANAGEMENT (Open Course)**

Instructional Hours/Week :4

Total Instructional Hours: 72

Credits: 3

#### **Course Outcomes (CO):**

Upon successful completion of this course students should be able to:

**CO 1:** Demonstrate a fair understanding about key principles of branding

**CO 2:** Discuss and apply different strategies for promoting brands and types of branding.

**CO 3:** Design and implement brand strategies that consider brand naming, logo and its types

**CO 4:** Cognize and apply brand positioning strategies

#### **Module I (16 Hours)**

**Product** – Meaning & Definition, Types of Products.

**Brand** – Meaning & Definition. Importance of Branding. Process of Branding. Circular process. Types of Brands. Need for gender equality in creation of brand equity.

#### **Module II (16 Hours)**

**Brand Identity.** Meaning & Definition. **Brand Name.** Attributes of a brand name. Brand name protection. **Promoting your brand** – Objectives – Different media. Cross badging - Destination branding - Celebrity endorsement- basic concepts only Brand promotion and environment protection.

#### **Module III (16 Hours)**

**Logo.** Meaning & Definition. **Logo Design** – Do's & Don'ts Ingredients. Wordmark. Brand mark. Trademark. **Tagline** – Meaning & Definition. Functions.

#### **Module IV (12 Hours)**

**Brand Positioning** – Concept, Advantages, Process. **Brand Equity** – Meaning & Definition. Advantages. Factors contributing to brand equity. Measurement of brand equity.

#### **Module V (12 Hours)**

**Brand extension** – Meaning, Advantages. **Brand Licensing** – Meaning Benefits.

**Co-branding** – Meaning, Benefits. Ethical practices in brand promotion.

#### **References:**

- Moorthi , Brand Management, Vikas Publications
- Harsh V Verma , Brand Management –Excel Books
- Kotler Koshy Keller Jha, Marketing Management, Pearson Education
- Mainak Dhar, Brand Management 101: 101 Lessons from Real-World Marketing, Wiley publishers



## 8. DEVELOPMENT COMMUNICATION

School of Social work

<b>USW2222: DEVELOPMENT COMMUNICATION (Open Course)</b>		
Total Instructional Hours: 72		
Instructional Hours/Week :4		
Credit: 3		
<b>Course Outcomes (CO)</b>		
After completion of this course student will be able to		
<b>COUSW2222.1:</b> Understand key theories around communication, development, culture, behaviour and social change		
<b>COUSW2222.2:</b> Evaluate various strategies adopted for the purpose of effective development communication.		
<b>COUSW2222.3:</b> Analyze the ways in which the media has a role in the shaping of identity, particularly along intersections of caste, class and gender.		
<b>COUSW2222.4:</b> Develop skills in Public Speaking, Organizing Meetings, Workshops, Conferences, Seminars, Written Communication and Public Relation.		
<b>COUSW2222.5:</b> Design effective strategies for social change through development communication.		
<b>Basic Concepts (10 hours)</b>		
Unit 1	Communication: Definition, objectives, purpose, evolution, barriers	4
Unit 2	Communication and Development- Concept of development, Relationship of Development and Communication	6
<b>Module 2 (17 hours)</b>		
<b>Theoretical framework of Development Communication</b>		
Unit 3	Dominant and alternate paradigms of development, ,	4
Unit 4	modernization theory, dependency theory, globalization theory, diffusion of innovations theory	9
Unit 5	Participatory approaches	4
<b>Module 3 (20 hours)</b>		
<b>Communication strategies and development</b>		
Unit 6	Communication strategies for rural development – print media, radio, television, community radio, new media	4
Unit 7	Communication strategies for women’s development and empowerment, health, family welfare and population management, ecological conservation and sustainable development	6

Unit 8	ICT for Development – Indian experiences –satellite instructional television experiment, kheda communication project, Jhabua Development Communication project, telemedicine, e governance experiments	10
<b>Module 4 (15 hours)</b>		
<b>Communication Techniques for Social Work Practice</b>		
Unit 9	Group communication techniques - Lectures, forum, brain storming, guided discussion, case study, role play, demonstration	6
Unit 10	Mass Media in Social work practice: Exhibition, Cinema, Television, Radio, Print Media, Theatre & Local or Folk Media, Information Technology, World Wide Web	9
<b>Module 5 (10 hours)</b>		
<b>Skill training:</b>		
Unit 11	Public speaking, meetings, conference, seminar, effective written communication, street theatre	10
<p>References</p> <ol style="list-style-type: none"> <li>1. Vilanilam, V J(2002). Mass Communication Theory and Practice. Bhopal:</li> <li>2. Makhanlal Chaturvedi Rashtriya Patrakarita Vishawa vidyalaya. (M1: Ch 1; Pp 1-5) Rogers, M Everett(1976). Communication and Development Critical Perspectives. London: Sage Publications Ltd. (M1: Ch1; Pp 7-14)</li> <li>3. Prasad, Kiran(2009).Communication for Development-Reinventing Theory and action. New Delhi: B R Publishing Corporation.(M1: Ch1 Pp:1-9, M2:Ch 2;Pp 53-86, M 3:Ch 5; Pp 158-183, Ch7;Pp 216-242, Ch10 -13;Pp 350-484)</li> <li>4. T H Farthullah (2002). Communication skills for Technical Students.(M:4)</li> </ol>		

## 9. PHYSICAL HEALTH AND LIFE SKILLS EDUCATION

Department of Health & Wellness

### **UPE2201: PHYSICAL HEALTH AND LIFE SKILLS EDUCATION (Open Course)**

Instructional Hours/Week: 4

Total Instructional Hours: 72

Credits: 3

#### **Course Outcomes (CO):**

Upon successful completion of this course students should be able to:

- CO 1:** Ability to search appropriate sources of information about physical fitness
- CO 2:** Suggest set of exercises or activities to maintain or improve efficiency of different body systems.
- CO 3:** Ability to suggest combination of nutrients and its various sources for balanced diet.
- CO 4:** Application of first aid and its procedure for common injuries.
- CO 5:** Demonstrate and suggest exercises for the prevention and management of hypo-kinetic diseases.

#### **Module-I: Physical Education and Physical Fitness (14 Hours)**

Concept of Physical Education  
Meaning, Definition, Aims and Objectives of Physical education  
Need and Importance of Physical Education  
Physical Education & its Relevance in Inter Disciplinary Context  
Physical Fitness Components  
Types of Fitness –  
Health related Physical Fitness  
Performance Related Physical Fitness  
Activities for developing Physical Fitness

#### **Module-II: Health concepts of Physical Education (16 Hours)**

Definition and meaning of Health  
Dimensions and Determinants of Health Physical activity and Health Benefits Effect of Exercise on Body systems  
Circulatory, Respiratory, Digestive, Skeletal and Muscular  
Body types [Endomorph, Ectomorph, and Mesomorph]  
Role of Physical Education Programme on Community Health Promotion (Individual, Family & Society)

#### **Module-III: Nutrition and Health (16 Hours)**

Concept of food and nutrition  
Balance Diet  
Vitamins- malnutrition – Deficiency diseases  
Determining caloric intake and expenditure  
Obesity, causes and preventing measures- role of Diet and exercise

#### **Module-IV: Safety Education and Health promotion (14 Hours)**

Principles of Accidents Prevention  
Health and safety in daily life  
First aid and emergency Care, Common Injuries and their Management  
Modern lifestyle and Hypo-kinetic Disease- Prevention and management

#### **Module V: Sports and Life Skills Education (12 Hours)**

Sports and Socialization  
Substance abuse among youth – Preventive and remedial measures  
Yoga& Meditation, Asanas and its benefits  
Sports and character building, Values in sports  
Sports for world peace and international understanding

Basic knowledge about different games [Track and field athletics, Volleyball, Basketball, Football, Cricket and Badminton]

National Sports Awards [Rajiv Gandhi Khel Rathna Award, Dhronacharya Award, Arjuna Award, MAKA Trophy]

### References:

1. AAPHERD, Health 'Related Physical Fitness Manual' 1980. Published by Association drive Reston Virginia.
2. ACSM Fitness Book, Leisure Press Cmpign, Illinois, 1996, Canada <http://www.pitt.edu/-gsphhome>
3. Alice C (2000), 'Yoga for sports', Chicago; CB.
4. B.C. Rai 'Health Education and Hygiene' published by Prakashan Kendra, Lucknow.
5. Birch, Mac Laren, George (2005), 'Sports & Exercise Physiology' -instant notes UK: BIOS scientific publishers
6. Corbin, Charles B. et.al, C.A, (2004). 'Concepts of Fitness and Wellness', Boston : McGraw Hill
7. Fashey, Insel, Roth (2004). 'Fit & Well ((6th Ed.). Boston: McGraw Hill co.
8. Fashey, Tomas D, Insel, Paul M, and Roth, Walton T (2005) Fit and Well New York: McGrawHill Inc.
9. Frank, A.M. (2003). Sports & Education. CA: ABC-CLIO
10. Greenberg, Dintiman, Oakes. (2004). Physical fitness & wellness (3rd Ed.) IL: human kinetics.
11. Iyengar, B. K. S. (1989). Light on yoga, Yoga Dipika. London: UNWIN paperbacks.
12. Jackson Sharman/Modern Principles of Physical Education, New York: A.A. Barnes&Co.
13. Kamlesh M.L., (1998) Physical Education: Facts and Foundation, New Delhi, P.B. Publication. Khan, Eraj Ahmed, History of Physical Education, Patna Scientific Book Co.
14. Lussier& Kimball (2004). Sports management – Principles, application, skill development. Ohio: Thomson- South Western
15. Michael, H. (2001). Sports injuries recognition & management. (3rd Ed.), Oxford University press.
16. Norman Bezzant Help! First Aid for everyday emergencies, Jaico Publishing House Bombay, Delhi
17. Puri, K, Cahndra., S, S, (2005). Health and Physical Education. New Delhi: Surjeet Publications
18. Rob James, Graham Thompson, Nesta Wiggins –James complete A-Z physical Education Handbook 2nd edition, 2003 Hodder and Stoughton England
19. Tiwari, O. P. (2002). Asanas why & how?. Lonavla: Kaivalayadham.
20. Uppal. A. K. (2001). Principles of sports training. New Delhi: Friends publication.
21. Ziegler, E.F. (2007). An Introduction to Sports & Phy.Edu. Philosophy. Delhi: Sp. Educational Technology
22. Dr.. Kishor Kumar 'Physical, Health & Life Skills Education'.
23. Augustin, Vinod, Joseph, Mathews; 'Physical, Health & Life Skills Education'.
24. Robert B, Gardner, (2013); 'Track and Field and Cross Country Rules Book' NFHS publication
25. YMCA college of Physical Education (1956) 'Rules of Games & Sports' YMCA publishing house Chennai.

**ANNEXURE II**  
**MODEL QUESTION PAPERS**

**MARIAN COLLEGE KUTTIKKANAM (Autonomous)**

**BBA CBCSS Degree Examination**

**Model Question paper**

***UCE2201: Essential English for Undergraduates***

**Semester I**

**Time: 3 Hours**

**Max. Mark: 60**

**(Answer the following five questions. Each question carries 12 marks)**

1 (A)

- (i) Identify the vowel sound in the following words: fish, cheap, next, pack, lost, talk, fund, old
- (ii) Transcribe the following words: most, please, loud, atlas
- (iii) Mark stress in the following words: hero, accept, message, pleasure, instruct, afternoon, again, writer

**OR**

1(B)

- (i) Identify the beginning consonant sound/s in the following words: sheer, weary, yellow, very, gas, thanks, plate, during
- (ii) Transcribe the following words: village, table, mother, detach
- (iii) Mark sentence stress in the following sentences: (a)The architect drew a plan for the house. (b) Serpents cast their skin once a year.

2 (A)

- (i) Illustrate how the word 'strong' collocates with eight other words.
- (ii) Use the following phrasal verbs in sentences: drop in, get along, give up, go ahead
- (iii) Rewrite the following sentences by substituting the underlined expressions with synonymous words/expressions:
  - (a) On the American flag, each star stands for one of the fifty states, and each stripe stands for one of the original thirteen colonies.
  - (b) I don't mind helping him with his homework, but I draw the line at writing a term paper for him.
  - (c) Instead of beating around the bush, Melinda explained her objection in very clear terms.
  - (d) If you have time, drop me a line now and then while you're traveling.

**OR**

2(B)

- (i) Illustrate how the word 'heavy' collocates with eight other words.
- (ii) Use the following phrasal verbs in sentences: run into, take after, turn down, work out
- (iii) Rewrite the following sentences by substituting the underlined expressions with synonymous words/expressions:
  - (a) Don't argue with Frank any longer. You are wasting your breath trying to get him to agree with you.
  - (b) Once in a blue moon my wife and I eat at a very expensive restaurant.
  - (c) It's important for all the players on a soccer team to stay on their toes.
  - (d) During the month of April, it rained day in and day out.

3(A)

- (i) Complete the sentences using the correct form of the verb:
  - (a) Our visitors ----- (arrive). They're sitting in the garden.
  - (b) There's still a problem with the television. Someone ---- (repair) it, but then it broke down again.
  - (c) --- (I / lose) my bank card. I can't find it anywhere.
  - (d) The match --- (start). United are playing well.
- (ii) Combine the following pairs of sentences into a simple sentence:
  - (a) He hurt his foot. He stopped.
  - (b) The thief had been in prison before. He received severe sentences.
  - (c) He was unwilling to go any further. He returned home.
  - (d) They saw the uselessness of violence. They changed their policy.
- (iii) Correct the following sentences:
  - (a) Now You are tired, you may rest awhile.
  - (b) No sooner had he died, when his sons began to quarrel.
  - (c) Until you remain idle; you cannot succeed.
  - (d) She neither speaks english nor malayalam.

**OR**

3(B)

- (i) Choose the correct form of the verb given in brackets and rewrite the sentences:
- (a) A stimulating environment with caring family members (contribute/contributes) to an infant's healthy development.
  - (b) Inside the entrance to the business school (hangs/hang) pictures of two former deans.
  - (c) Physics (is/are) a course I want to take before I leave school.
  - (d) Graduates who (donates/donate) large amounts of money are invited to attend the honours convocation.
- (ii) Combine each set of the following sentences into a complex sentence:
- (a) You deceived him. That was his complaint.
  - (b) The train will arrive at a certain time. Do you know the time?
  - (c) All the planets except for Pluto travel round the sun the same way and in the same plane. I have often told you this truth.
  - (d) The theft was committed last night. The man has been caught.
- (iii) Correct the following sentences:
- (a) Only I and my friend were at the Concert.
  - (b) Most of us found difficult to comprehend his speech.
  - (c) Her heart sank, and could, hardly stand.
  - (d) They change often our seats at work.

4 (A) Write the script of an imaginary conversation between a prospective customer and a salesperson in a car showroom.

**OR**

4 (B) Write the script of a Group Discussion among four participants on the topic, 'The Importance of Disaster Management'.

5 (i) Read the passage carefully and answer the following questions.

Climate change is considered to be one of the most serious threats to sustainable development, with adverse impacts on the environment, human health, food security, economic activity, natural resources and physical infrastructure. Global climate varies naturally. According to the Intergovernmental Panel on Climate Change (IPCC), the effects of climate change have already been observed, and scientific findings indicate that precautionary and prompt action is necessary. Vulnerability to climate change is not just a function of geography or dependence on natural resources; it also has social, economic and political dimensions which influence how climate change affects different groups. Poor people rarely have insurance to cover loss of property due to natural calamities i.e. drought, floods, super cyclones etc. The poor communities are already struggling to cope with the existing challenges of poverty and climate variability and climate change could push many beyond their ability to cope or even survive. It is vital that these communities are helped to adapt to the changing dynamics of nature. Adaptation is a process through which societies make themselves better



able to cope with an uncertain future. Adapting to climate change entails taking the right measures to reduce the negative effects of climate change (or exploit the positive ones) by making the appropriate adjustments and changes. These range from technological options such as increased sea defences or flood - proof houses on stilts to behavioural change at the individual level, such as reducing water use in times of drought. Other strategies include early warning systems for extreme events, better water management, improved risk management, various insurance options and biodiversity conservation. Because of the speed at which climate change is happening due to global temperature rise, it is urgent that the vulnerability of developing countries to climate change is reduced and their capacity to adapt is increased and national adaptation plans are implemented. Adapting to climate change will entail adjustments and changes at every level from community to national and international. Communities must build their resilience, including adopting appropriate technologies while making the most of traditional knowledge, and diversifying their livelihoods to cope with current and future climate stress. Local coping strategies and knowledge need to be used in synergy with government and local interventions. The need of adaptation interventions depends on national circumstances. There is a large body of knowledge and experience within local communities on coping with climatic variability and extreme weather events. Local communities have always aimed to adapt to variations in their climate. To do so, they have made preparations based on their resources and their knowledge accumulated through experience of past weather patterns. This includes times when they have also been forced to react to and recover from extreme events, such as floods, drought and hurricanes. Local coping strategies are an important element of planning for adaptation. Climate change is leading communities to experience climatic extremes more frequently, as well as new climate conditions and extremes. Traditional knowledge can help to provide efficient, appropriate and time – tested ways of advising and enabling adaptation to climate change in communities who are feeling the effects of climate changes due to global warming.

1). Given below are the factors of vulnerability of poor people to climate change. Select the code that contains the correct answer.

- a. Their dependence on natural resources
- b. Geographical attributes
- c. Lack of financial resources
- d. Lack of traditional knowledge

Select the most appropriate answer from the following code:

- I. (a), (b) and (c)
- II. (b), (c) and (d)
- III. (a), (b), (c) and (d)
- IV. (c) only

2). Adaptation as a process enables societies to cope with:

- a. An uncertain future
- b. Adjustments and changes
- c. Negative impact of climate change
- d. Positive impact of climate change

Select the most appropriate answer from the following code:

I. (a), (b), (c) and (d)

II. (a) and (c)

III. (b), (c) and (d)

IV. (c) only

3). To address the challenge of climate change, developing countries urgently require:

- a. Imposition of climate change tax
- b. Implementation of national adaptation policy at their level
- c. Adoption of short-term plans
- d. Adoption of technological solutions

4). The traditional knowledge should be used through:

- a. Its dissemination
- b. Improvement in national circumstances
- c. Synergy between government and local interventions
- d. Modern technology

5 (ii) Read the following passage carefully and answer questions that follow:

It started 20 years ago. One day, Jane Smith, a busy mom and a loving wife, went shopping for new clothes. After a few hours of searching, she came home exhausted and disappointed. In the mid-80s, few manufacturers made clothes for women over thirty. “Thousands of women in England have the same problem, and I will help them,” – thought Mrs. Smith. With very little money, no connections in the fashion world and a husband who thought that her idea was crazy, the ambitious woman decided to start up her own business.

Jane designed her first collection of twenty clothing items, bought suitable material and sewing machines, and hired experienced tailors. The Smiths’ balcony turned into a workshop. When the collection was ready, Jane offered it to a famous chain of stores. To her surprise, they bought the whole collection at once. When they asked her about the name of her company, Jane looked at her husband, smiled and said: “Crazy Mom”. The collection was sold in a very short time – women liked Jane’s models. In a month, the manager of the chain ordered more clothes from “Crazy Mom” and Jane had to hire more people and find a bigger place for the workshop. The next step was opening her own shop at the central train station in Manchester.

Now “Crazy Mom” has 50 boutiques all over the world. Mr. Smith left his job as an engineer and became head of the company. Their four children also work in the company and, according to Jane, this is what makes the business so successful.

- 1. Why didn’t Jane manage to buy any clothes?
- 2. What difficulties did Jane face when starting up her business?
- 3. What special trait helped Jane succeed in her new career?
- 4. What did Mrs. Smith do in order to start her business?
- 5. Where did Jane sew her first collection?

6. Why did Jane decide to call her collection “Crazy Mom”?
7. What did Jane do when the manager ordered more clothes?
8. What fact proves that “Crazy Mom” is a successful company?

**MARIAN COLLEGE KUTTIKKANAM(Autonomous)**

**BBA CBCSS Degree Examination**

**Model Question Paper**

***UBB2204 Fundamentals of Business Statistics***

**Semester I**

**Time: 3 Hours**

**Max. Mark: 60**

**(Answer the following five questions. Each question carries 12 marks)**

- 1(A) (a) Can you use both descriptive and inferential statistics? Explain with example. (4 marks)  
(b) Discuss the importance and utility of statistics in various fields. (8 marks)

**OR**

- 1(B) (a) A survey is carried out to investigate the quality of new houses  
All the people in the country who have recently bought a new house are to be surveyed  
(i) Give one reason why a pilot survey might be carried out first  
(ii) Give one reason why the survey should be carried out by post  
(iii) Give one possible disadvantage of a postal survey (4 marks)

- (b) Comment on the following definitions of statistics  
(a) "Statistics is the Science of estimates and probabilities"  
(b) "Statistics is the science of Average"  
(c) "Statistics is the science of counting" (8 marks)

- 2(A) (a) Draw a pie diagram to represent the distributions of a certain blood group  
'O' among Gypsies, Indians and Hungarians.

Blood group	Gypsies	Indian	Hungarians
'O'	343	313	344

(4 marks)

(b) Draw a percentage compound bar chart for the following data showing the total population (in lakh) in three countries. (8 marks)

	Countries		
	A	B	C
Infant and young children	27.4	38.7	67.6
Boys and girls	50.2	69.6	90.0
Young men and women	64.6	109.5	104.4
Middle-aged men and women	40.8	60.3	80.0

**OR**

2(B) Draw two Ogives for the following distribution

Class	0-20	20-40	40-60	60-80	80-1000
Frequency	4	6	5	3	2

(12 marks)

3(A) (a) The mean salary paid to 500 employees in a firm was found to be Rs 180.40. After disbursement of salaries for a certain month, it was discovered that the salary of 2 employees was wrongly entered as Rs 297 and Rs 165 against their current salary of Rs 197 and Rs 185 respectively. Find the correct mean salary.

(4 marks)

(b) Fifty students took up a test. The result of those who passed the test is given below.

Marks	4	5	6	7	8	9
No. of students	8	10	9	6	4	3

If the average for all the students was 5.16 marks, find the average of those who failed.

(8 marks)

**OR**

3(B) (a) In a class of 50 students, 10 have failed and their average mark is 2.5. The total mark secured by the entire class was 281. Find the average marks of those who have passed. (4 marks)

(b) The mean annual salary paid to all employees of a company was Rs. 5000. The mean annual salary paid to male and female employees were Rs. 5200 and Rs. 4200 respectively. Determine the percentage of males and females employed by the company. (8 marks)

4(A) (a) Out of the two lines of regression given by  $x + 2y - 5 = 0$  and  $2x + 3y - 8 = 0$

Which one is the regression line of x on y?

(2 marks)

(b) From the following data of the age of husband and the age of wife, form the two regression equations and calculate husband's age when the wife's age is 16.

Husband's age	36	23	27	28	28	29	30	31	33	35
Wife's age	26	18	20	22	27	21	29	27	29	28

(10 marks)

**OR**

4(B) (a) How can we analyze the nature of relationship between two variables?

(2 marks)

(b) Panel of two judges P and Q graded 7 performances.

Performance	1	2	3	4	5	6	7
Mark by P	46	42	44	40	43	41	45
Mark by Q	40	38	36	35	39	37	41

The eighth performance, for which the judge Q could not attend, was awarded 37 marks by judge P. if the judge Q has also been present, how many marks would be expected to have been awarded by him to the eighth performance.

(10 marks)

5(A) (a) How is time series analysis useful for business forecasting? (4 marks)

(b) Assuming that the trend is absent, determine if there is any seasonality in the data given below. What are the seasonal indices for various quarters?

	1st quarter	2nd quarter	3rd quarter	4th quarter
2005	3.7	4.1	3.3	3.5
2006	3.7	3.9	3.6	3.6
2007	4.0	4.1	3.3	3.1
2008	3.3	4.4	4.0	4.0

(8 marks)

**OR**

5.(B) (a) How do you analyze time series data? (4 marks)

(b) The number (in hundred) of letters posted in certain city on each day in typical period of five weeks was follows. Obtain the indices of seasonal variation, within the week by the `simple average` method.

Week	Sun	Mon	Tue	Wed	Thu	Fri	Sat
1st	18	161	170	164	153	181	76
2nd	18	165	179	157	168	195	85
3rd	21	162	169	153	139	185	82
4th	24	171	182	170	162	179	95
5th	27	162	186	170	170	182	120

(8 marks)

**Marian College Kuttikkanam (Autonomous)**

**BBA CBCSS Degree Examination**

**Model Question paper**

***UBB2215 Business Research Methods***

**Semester III**

**Max. Time: 3 hours**

**Max. marks: 60**

***All questions carry equal marks. Case Analysis is Compulsory***

1(A). Plagiarism is seen to be the single most important unethical practice in research. Write two examples of plagiarism

**OR**

1(B). A decision to be taken about how a salesperson is to be paid, by commission or by salary. Derive research questions to

1. Do it as applied research
2. Do it as pure research?

2(A). “Research is much concerned with proper fact finding, analysis and evaluation”. Do you agree with this statement? Give reasons to support your answer.

**OR**

2(B). Toyota had a major problem with unexplained acceleration in several of its top models in 2019. It closed down production and stopped sales of multiple models. What type of research might Toyota have conducted to make these decisions?

3(A). You have received a business research report done by a consultant for your firm, a life insurance company. The study is a survey of customer satisfaction based on a sample of 600. You are asked to comment on its quality. What will you look for?

**OR**

3(B). What is your research topic and do an assessment of your research topic based on 5 W's. Give answer to all 5 W's of your research topic.

4(A). Describe about the primary data you will collect to conduct a research on ‘Effectiveness of Online Teaching Learning process in Covid Era’.

**OR**

4(B). Prepare the first section of a questionnaire which is intended to collect demographic profile of a respondent to conduct research on the Effectiveness of Online Teaching Learning process in Covid Era’.

**5. CASE STUDY**



**Marian College Kuttikkanam (Autonomous)**

**BBA CBCSS Degree Examination**

**Model Question paper**

***UBB2206 Marketing Management***

**Semester I**

**Max. Time: 3 hours**

**Max. Marks: 60**

***All questions carry equal marks. Case Analysis is Compulsory***

1(A). Assume that you are the director of international marketing for a company producing refrigerators. Select one country in Latin America and one in Europe and develop screening criteria to use in evaluating the two countries. Make any additional assumptions that are necessary about your company.

**OR**

1(B). Select an organization either national or multinational which operates in a competitive business environment, and which has followed various marketing directions during its existence

2(A). Critically evaluate the claim that, we are what we read, sometimes thoughtful, sometimes romantic, sometimes principled, sometimes pragmatic, but almost always a consumer.

**OR**

2(B). Taking an organization with which, you are familiar, identify the extent to which the customer is central to the business. To what extent, if any, does the organization take its cues from buyers and how appropriate is customer orientation as a concept here

3(A). Functional and symbolic brand attributes merge effectively to create memorable and attractive brands. Do you agree? Define the two different kinds of attributes. Explain how they work separately and together to achieve brand effects for brand producers. Illustrate your argument with two to three different companies and their brands.

**OR**

3(B). Critically discuss the advantages and disadvantages of branding drawing on practical examples to illustrate and support your arguments.

4(A). Show the impact of globalization, the global economy and cultural factors on the organization, its markets and its competitors. Whether this organization should use a uniform global strategy?

**OR**

4(B). If someone wants to take Twining's Tea to Argentina, what channels of distribution should they use, with the description of the channel member? Also, what is the objective of those channels?

**5. CASE STUDY**

**Marian College Kuttikkanam (Autonomous)**

**BBA CBCSS Degree Examination**

**Model Question paper**

***UBB2210 Entrepreneurship Development***

**Semester III**

**Max. Time: 3 hours**

**Max. mark: 60**

***All questions carry equal marks. Case Analysis is Compulsory***

1(A). On a 10-point scale how do you rate yourself as a person with potential for entrepreneurship? Substantiate your answer.

**OR**

1(B). Analyse the entrepreneurial potential in you based on the classification made by Arthur H Cole. Give a business idea based on any of these classifications.

2(A). According to J Schumpeter, an entrepreneur should be innovative. What is your idea about being innovative? Elaborate.

**OR**

2(B). Risk is an inevitable feature of entrepreneurship. Elaborate on any 5 risks you are willing to undertake during the course of your entrepreneurial venture development. Give reasons for each risk you will take.

3(A). Being an entrepreneur, what are the functions for which you will give importance? Elaborate on the reasons?

**OR**

3(B). On comparing entrepreneur and manager, where do you attach yourself and state the reasons.

4(A). Identify a reason from your locality/state where there is a scope for social entrepreneurship.

**OR**

4(B). That there are two options in front of you:

1. Become a social entrepreneur

2. Become a businessman.

Which one you prefer and explain the reasons

5. Case Analysis

**Marian College Kuttikkanam (Autonomous)**

**BBA CBCSS Degree Examination**

**Model Question paper**

***UBB2214 Cost and Management Accounting***

**Semester III**

**Max. Time: 3 hours**

**Max. marks: 60**

***All questions carry equal marks. Case Analysis is Compulsory***

1. XYZ Ltd., has provided the following data, they would like to find out the actual value of materials consumed during 2018 -19. Direct Materials: - Stock on 01 April 2018 – Rs. 20,000. Stock on 31 March 2019 – Rs.30000. Purchase of Raw materials – Rs.105000. Import duty – Rs.15000. Carriage inward – Rs.5000. Primary Packing materials – Rs. 3000.

**OR**

Raj Ltd. production manager would like to calculate the prime cost of production. Direct Materials: - Stock on 01 April 2018 – Rs. 20,000. Stock on 31 March 2019 – Rs.30000. Purchase of Raw materials – Rs.105000. Import duty – Rs.15000. Carriage inward – Rs.5000. Primary Packing materials – Rs. 3000. Direct Wages Rs.95000. Direct Expenses –Rs 20000.

2. Subhash& Co provides the following information. Analyse the same and sort out the factory related expenses.

Wages to foreman	2500
Electric Power	500
Storekeeper's wages	1000
Oil& Water	500
Factory Rent	5000
Repairs & Renewals	3500
Factory Lighting	1500
Depreciation: Factory Plant	500
Consumable stores	2500
Carriage outward	350
Salesman's salary	1150

**OR**

From the books of M/ s ZYX Enterprises, the following details have been extracted for the year ending March 31, 2013: ` Stuck or materials— Opening 1,88,000 Closing 2,00,000 Materials purchased during the year 8,32,000 Direct wages paid 2,38,400. Freight Inward 32000. ZYX would like you to analyze the data and reach the total of the prime elements of cost.

3. The products A and B are used by Beta Ltd. as follows:

	A	B
Normal Consumption	200 Units per week	100 Units per week
Maximum Consumption	300 Units per week	200 Units per week
Re Order period	4 to 5 weeks	2 to 4 weeks

Beta Ltd. would like to fix a reorder period for these materials based on the information given.

**OR**

Date	Books of M/S Biju & Brothers									
	Particulars	Qty in Units	Rate Rs	4.	5.	6.	7.	8.		
1 Dec '88	Opening Balance	2000	5	9.	10.	11.	12.	13.		
7	Receipts	1000	6	14.	15.	16.	17.	18.		
10	Issue	2500		19.	20.	21.	22.	23.		
15	Receipts	2000	6.5	24.	25.	26.	27.	28.		
31	Issue	2200		29.	30.	31.	32.	33.		
	On 31 Dec. a shortage of 100 units was found.			34.	35.	36.	37.	38.		

This firm would like to issue the latest material to the production department. Chose a method for issue which satisfies the company's policy and prepare stores ledger.

4. M/S Rakesh Engineering is looking for an inventory management method that avoids any kind of blocking of funds in the material. Propose a system that suits them. State its advantages.

**OR**

Date	Ramesh & Sons Ltd			
	Particulars	Qty in Units	Amount Rs	
1 Nov.	Opening balance	1000	600	
10	Receipts	500	3500	
15	Issue	1200		
20	Receipts	1000	8000	
30	Issue	1100		
	On 30 Nov. a shortage of 50 Units was found. Prepare store ledger following a suitable method. Give reasons for selecting the method.			

5. CASE STUDY

**Marian College Kuttikkanam (Autonomous)**

**BBA CBCSS Degree Examination**

**Model Question paper**

***UBB2205 Business Accounting***

**Semester I**

**Time: Three Hours**

**Maximum Marks: 60**

**(Answer the following five questions. Each question carries 12 marks)**

1. (A) Prepare a note on use of accounting information in the following real-life situations.
- Mr. Rohan is willing to invest in a company and he find two companies – X Ltd and Y Ltd. Both the companies are from same industry. How will you advise him taking an investment decision so that Mr. Rohan can differentiate the firms and invest in one among them?
  - Trade union of a factory is planning to demand for a salary increment. How can they forecast the feasibility of the demand?
  - You are running a company and another company approached you to supply them some raw materials on a two-month credit agreement. Will you accept the proposal? What all are the precautions you will take before the signing the agreement?
- (B) How will you prove that the accounting equation is correct after performing each of the following transactions?

Commenced business with cash	Rs.50,000
Purchased goods	Rs.25,000
Purchased goods on credit	Rs.15,000
Bought furniture	Rs.4,000
Cash paid to creditors	Rs.6,000
Paid rent	Rs.1,400
Received commission	Rs. 2,000
Sold goods costing Rs.7,000 on credit for	Rs. 8,500
Bank loan received	Rs. 8,000
Withdrew for personal purpose	Rs. 1,600

2. (A) As an accountant in a firm, journalise the following transactions performed the month of May.

Date	Particulars	Amt
May 1	Ramesh started business with cash	40,000
2	Paid in to bank	28,000
13	Bought goods for cash	2,500
14	Drew cash from bank for office	1,100
15	Sold to Krishna goods on credit	2,150
16	Bought from Shyam goods on credit	225
17	Received from Krishna	2,100
	Allowed him discount	50
20	Paid to Shyam	4,000
	Discount allowed	225
28	Cash sales for the month	8,000
29	Paid rent	500
30	Paid salary	1,000

(B) Ensure that the following financial information is arithmetically accurate.

Capital	8,000
Bad debts recovered	250
Creditors	1,250
Returns outwards (Purchase)	350
Bank overdraft	1,570
Rent	360
Salaries	850
Trade expenses	300
Cash in hand	210
Opening stock	2,450
Purchases	11,870
Debtors	7,580
Cash at bank	2,750
Discount allowed	40

Drawings	600
Return inwards (Sale)	450
Sales	14,690
Bills payable	1,350

3. From the following data furnished, ascertain the gross profit earned by the firm.

Stock on 1 <sup>st</sup> April, 2018	1,25,000
Purchases	4,63,000
Sales	4,50,000
Cartage	3,210
Factory expenses	4,400
General expenses	2,150
Insurance	31,500
Wages	50,000
Carriage	5,000
Octroi	750
Closing stock	96,800
Fuels	820
Electricity	4,500

4. Mr.Suraj is planning to buy second machinery for his business from another company XYZ Ltd on 31<sup>st</sup> May 2020. XYZ Ltd bought the machinery at a cost of Rs.70,000 on 1<sup>st</sup> January 2014. From the information furnished by XYZ Ltd it is evident that what would be fair value at the machinery can be exchanged so that none of the parties would incur profit or loss?
5. Mohan sold goods of Rs. 3,000 on credit to Rajan on 1<sup>st</sup> January 2017 and drew a bill for the amount at 3 months after date. Rajan duly accepted the bill and returned it to Mohan. On 4<sup>th</sup> January, Mohan discounted the bill with his bank at 12% per annum. On the due date the bill is met. Give journal entries in the books of Mohan and Rajan

**Marian College Kuttikkanam (Autonomous)**

**BBA CBCSS Degree Examination**

**Model Question paper**

***UBB2221 Environmental Studies and Human Rights***

**Semester V**

**Time: 3 Hours**

**Maximum Mark: 60**

**(Answer the following five questions. Each question carries 12 marks)**

1 (A)

- (i) Kuttikkanam is a place surrounded by tea gardens. Use of pesticides is inevitable for a profitable tea garden. Whether the use of pesticides will affect the sustainability of the land? If so, explain how it affects sustainability and suggest the eco-friendly measures that can be taken. - 6 marks.
- (ii) Consider the wooden podium in your class room and identify the natural resource components involved in its journey from origin to classroom. Classify the renewable and non-renewable components. - 6 marks.

**OR**

1 (B)

- (i) 'Consumption of energy in all forms has been rising all over the country. There is an urgent need to develop a sustainable path of energy development and energy saving.' Suggest and explain any three measures to solve this burning problem. - 6 marks.
- (ii) There is a pressing need to use renewable energy resources.' Justify the statement with suitable arguments. - 6 marks.

2 (A). ABC Pvt Limited has come up with a major development plan in your village. ABC company is planning to construct a 'Waste to Energy' Plant in a paddy field. There is also a river named XYZ adjacent to the paddy field. Some of your villagers are in favour of the development, but people including you opposed the movement as it causes severe damage to the ecosystem and biodiversity. Government called you for a compromise talk. Prepare an argument note with sufficient proofs.

- 12 marks.

**OR**

2 (B). In Kerala the costal and estuarine lands that are potentially mangrove sites belong to different categories of public as well as private ownership. The private owners with whom the major portion of the suitable land are vested, do not have the willingness for mangrove conservation and afforestation. Discuss the ecological impacts and suggest remedial measures.

- 12 marks.

3 (A) An Automobile Manufacturing firm in India is facing a crisis with regard to converting their vehicle to Euro VI. Make a report on Indian automobile sector and suggest the company with strategies to overcome the crisis.

- 12 marks.

**OR**



3 (B) Anthropocentric management of a wild life resort is planning to expand its premises which will disturb forest life. Make an Ecocentric plan and convince the management that Ecocentrism is the philosophy to follow in business. - 12 marks.

4 (A) The human rights violation of the Myanmar regime against ethnic minorities (Rohingya) constitutes a serious concern among international community. Discuss about the international mechanisms for the protection of rights of their rights? - 12 marks.

**OR**

4 (B) Human rights derive from the inherent dignity of human person. Analyse this statement and give reasons for considering dignity as the foundation of human rights? - 12 marks

5 (A) Mr. Shyam a coolie working in Mumbai fell down from a running train and suffered serious head injuries. He was taken to various government hospitals but he was denied medical aid due to non-availability of beds. Later he was admitted to a Private hospital, where he had to spend Rs. 1 lakh for his treatment. He claims that amount from the government. Decide the liability of the government. - 12 marks

**OR**

5 (B) The Kerala state government gave permission to a company to start a chemical manufacturing company in a village near Ernakulam in the year 2015. Two big lakes are situated near the village. After two years the chemical factory started releasing polluted waste water into one of the lakes. This started polluting the water and damaged the environment. It also resulted health problems to villagers and now they want to protect their village. Advise the villagers? - 12 marks

**Marian College Kuttikkanam (Autonomous)**

**BBA CBCSS Degree Examination**

**Model Question paper**

***UBB2203 Fundamentals Of Business Mathematics***

**Semester I**

**Time: Three hours**

**Maximum Marks : 60**

**(Answer any five questions. Each question carries 12 marks)**

1A (i) If  $U = \{x: x \text{ is a letter in English alphabet}\}$ ,  $V = \{x: x \text{ is a vowel}\}$ ,  $W = \{x: x \text{ is a consonant}\}$ ,  
 $Y = \{x: x \text{ is e or any letter before e in the alphabet}\}$ ,  $Z = \{x: x \text{ is e or any one of the next four letters}\}$

Then find (a)  $U \cap V$  (b)  $V \cap Y$  (c)  $Y \cap Z$ , (d)  $Y \cap W'$  (e)  $U \cap (W \cap V)$  (4marks)

(ii) A survey on a sample of 25 new cars being sold at an auto dealer was conducted to see which of the three popular options: air-conditioning, radio, power windows, was already installed. The survey found: 15 had air-conditioning, 12 had radio, 11 had power windows, 5 had air-conditioning and power windows, 9 had air-conditioning and radio, 4 had radio and power windows, and 3 had all three options. Find the number of cars that had (a) only power windows (b) only air-conditioning (c) only radio (d) only one of the options. (4marks)

(iii) Which of the following are true?

(a) Is every integer is a rational number (b) Is every natural number a rational number

(b) Is every real irrational number is a real number (d) Is every real number an integer

**OR**

1B (i) If A, B, C are subsets of universe U, sketch the diagram illustrating each of the following sets

(a)  $(A - B) \cup C$  (b)  $(A - B) \cap C$  (c)  $(B \cap C) \cap (U - A)$  (4marks)

(ii) In a survey of 150 student, it was found that 40 students studied physics, 60 students studied Chemistry and 50 students studied Mathematics, and 15 students studied all the three subjects, 27 students studied Physics and Chemistry, 35 students Chemistry and Mathematics and 25 students Physics and Mathematics. Represent the problem using a Venn diagram. Hence find the number who studied only physics and the number who studied one of these subjects. (4marks)

(iii) Express the number 2.2323... in the rational form (4marks)

2A (i) 8 men or 12 boys can do a piece of work in 20 days; in how many days can 6 men and 6 boys together do the same piece of work? (4marks)

(ii) The ratio of annual incomes of A and B is 4:3 and their annual expenditure is 3:2. If each of them saves Rs. 1000 a year, find their annual incomes. (4marks)

(iii) In a certain country, the income tax is proportional to the square of the excess of a man's income over Rs 3000 and on an income of Rs 6000 it amounts to Rs 100. Find how much a man will pay under this system, whose income is Rs 9000? (4marks)

**OR**

2B (i) Production of Fan which was 70 previously, has increased in the ratio 7:9 at first, but subsequently decreased in the ratio 5:4; find the new production (4marks)

(ii) 24 electric fans and 74 lamps consume electricity, the average bill for consumption being Rs. 67.60. 9 additional fans and 20 lamps are now being installed and it is found that on an average a fan consumes  $2\frac{1}{3}$  times as much current as a lamp. Find the increase in the average electricity bills now expected. (4marks)

(iii) The expenses of a boarding house are partly fixed and partly vary with the number of boarders. The charge is Rs 70 per head when there are 25 boarders and Rs 60 per head when there are 50 boarders. Find the charge per head when there are 100 boarders. (4marks)

3A (i) A person pays Rs. 975 in monthly installments, each installment being less than the former by Rs 5. The amount of first installment is Rs.100. In what time will the entire amount be paid? (4 marks)

(ii) A man borrows Rs 8000 at simple interest rate of 2.76% p.a. It is decided that the principal and the interest are to be paid in 10 monthly installments. If each installment is double of the preceding installment, find the value of the first and last installment. (4marks)

(iii) A manufacturer reckons that the value of a machine which costs him Rs 187500 will depreciate each year by 20%. Find the estimated value at the end of 5 years.

**OR**

3B (i) A lamp lighter has to light 100 gas lamps. He takes  $1\frac{1}{2}$  minutes to go from one lamp post to the next. Each lamp post burns 10c.c of gas per hour. How many c.c of gas has been burnt by 8.30PM, if he lights the first lamp at 6 PM? (4marks)

(ii) Show that a given sum of money accumulated at 20 per cent per annum more than doubles itself in 4 years as compound interest (4marks)

(iii) A machine costs Rs. 10,000. Calculate its scrap value at the end of 10 years, depreciation on the reducing instalment system being charged at 10% (4marks)

4A In how many ways 5 boys and 4 girls can be arranged in a row, so that no two girls take seat together? (4marks)

(i) From 10 persons in how many ways can a committee of 4 persons be selected so that (a) one particular person is always included; (b) two particular persons are always excluded? (4marks)

(ii) The difference between simple and compound interests on a sum put out for 5 years at 3% was Rs. 46.80 Find the sum?

**OR**

4B (i) There are 3 sections in a question paper, each section contains 5 questions. A candidate has to solve in all 5 questions, choosing at least one question from each section. In how many ways can the candidate make his choice? (4marks)

(ii) In how many ways can a committee of 3 ladies and 4 gentlemen be appointed from a meeting consisting of 8 ladies and 7 gentlemen? What will be the number of ways of Miss. X refuses to serve in a committee having Mr. Y as a member? (4marks)

(iii) What sum will amount to Rs. 2149 in 5 years at 12% p.a. C.I. payable half yearly? What is your comment if it is payable quarterly? (4marks)

5A (i) Find the amount of an annuity of Rs. 2000 payable at the end of every month for 5 years if money is worth 6% p.a. compounded monthly. (4marks)

(ii) A man buys 8 dozen of mangoes, 10 dozen of apples and 4 dozen of bananas. Mangoes cost Rs. 18 per dozen, apples Rs.9 per dozen and bananas Rs. 6 per dozen. Represent the quantities bought by a row matrix and prices by a column matrix and hence obtain the total cost. (3marks)

(iii) If  $A = \begin{bmatrix} 1 & -2 & 0 \\ 2 & 1 & 3 \\ 0 & -2 & 1 \end{bmatrix}$ , find  $A^{-1}$ ,. Using  $A^{-1}$  solve the system of equations

$X - 2y = 10, 2x + y + 3z = 8, -2y + z = 7.$  (5marks)

**OR**

5B (i) Roy borrows Rs. 20,000 at 4% C.I. and agrees to pay both the principal and interest in 10 equal installments at the end of each year. Find the amount of these installments (4marks)

(ii) Using determinants, solve the system of equations  $x - 2y + 2z = 0, y - z = 2, 2x - 2z = 10$

(3marks)

(iii) Obtain the inverse of the matrix  $\begin{bmatrix} 2 & 4 & -1 \\ 3 & 1 & 2 \\ 1 & 3 & -3 \end{bmatrix}$ , hence solve the system of equations

$2x + 4y - z = 9, 3x + y + 2z = 7, x + 3y - 3z = 4.$  (5marks)

**Marian College Kuttikkanam (Autonomous)**

**BBA CBCSS Degree Examination**

**Model Question paper**

***UBB2201 Principles Of Management***

**Semester I**

**Max. Time: 3 hours**

**Max. mark: 60**

***All questions carry equal marks. Case Analysis is Compulsory***

1. a) You and your friend had a plan for start-up and you want a bank to finance your start-up business project. How would you convince the bank that the business project is feasible and worth to give the chance?

**OR**

b) In the testing time of Pandemic Covid 19, Indian Government centralizes in imposing lockdown on few services like railways, airways etc. but decentralizes in other matters like opening of businesses, intra city transport and give authority to the States to decide. What is the rationale behind the decision of both centralization and decentralization?

2. a) “Needs and wants are the source of motivation.” How do you think health care professionals can help patients at each level of Maslow’s Hierarchy? Give illustrations

**OR**

b) “An Initial Public Offering (IPO) allows a company to raise capital from public investors.” As a financial consultant to an organization, under what circumstances would you suggest the company to go for IPO.

3. a) “After lockdown, economic activities are required to start with changes and as you know people resists change.” Suggests the strategies which minimizes the resistance and helps the administration to change smoothly

**OR**

b) . What all can be the basis of positioning the brand of real estate? As a consultant to the real estate organization dealing in commercial spaces in M G Road of Kochi, suggests the basis on which spaces can be positioned.

4. a) Write a letter inviting quotations for supply of materials to ABC Ltd.

**OR**

b) Being a middle level manager at a manufacturing unit how will you encourage informal communication in your department. Give a detailed plan.

5. Case Analysis