

# KANNUR UNIVERSITY



**FOUR-  
YEAR UNDERGRADUATE PROGRAMME  
(KU-FYUGP)  
BBA PROGRAMME  
CURRICULUM AND SYLLABI  
(2024 ADMISSIONS ONWARDS)**

<b>COURSE STRUCTURE</b>				
<b>Semester</b>	<b>Course Category</b>	<b>Code</b>	<b>Credit</b>	<b>Course</b>
I	Discipline Specific Core Courses (DSC)	KU1DSCBBA100	4	Management Concepts *
		KU1DSCBBA101	4	Managerial Economics
		KU1DSCBBA102	4	Business Statistics
		KU1DSCBBA103	4	Business Communication
		KU1DSCBBA104	4	Basic Concepts of Professionalism
	Ability Enhancement Course (AEC)	AEC1	3	English 1
		AEC2	3	Additional Language 1
Multi-Disciplinary Courses (MDC)	KU1MDCBBA100	3	Fundamentals of Management	
II	Discipline Specific Core Courses (DSC)	KU2DSCBBA100	4	Fundamentals of Accounting *
		KU2DSCBBA101	4	Business Environment
		KU2DSCBBA102	4	Business Mathematics
		KU2DSCBBA103	4	Recent Trends in Marketing
		KU2DSCBBA104	4	Emerging Applications in Management
	Ability Enhancement Course (AEC)	AEC3	3	English 2
		AEC 4	3	Additional Language 2
Multi-Disciplinary Courses (MDC)	KU2MDCBBA100	3	E-Commerce	
III	Discipline Specific Core Courses (DSC)	KU3DSCBBA200	4	Marketing Management *
		KU3DSCBBA201	4	Human Resource Management *
		KU3DSCBBA202	4	Quantitative Techniques for Business Decisions
		KU3DSCBBA203	4	Business Laws
		KU3DSCBBA204	4	Information Technology for Managers
		KU3DSCBBA205	4	Fundamentals of Stock Trading
		KU3DSCBBA206	4	Auditing
	Value Added Courses (VAC)	KU3VACBBA200	3	Ethos of Management

	Multi-Disciplinary Courses (MDC)			3	Kerala Studies
IV	Discipline Specific Core Courses (DSC)	KU4DSCBBA200		4	Organisational Behaviour
		KU4DSCBBA201		4	Operations Management
		KU4DSCBBA202		4	Financial Management
	Value Added Courses (VAC)	KU4VACBBA200		3	Corporate Governance & CSR
		KU4VACBBA201		3	Personality Development & Employability Skills
	Skill Enhancement Courses (SEC)	KU4SECBBA200		3	Computerised Office Management
V	Discipline Specific Core Courses (DSC)	KU5DSCBBA300		4	Cost Accounting
		KU5DSCBBA301		4	Fundamentals of Research
		KU5DSCBBA302		4	International Business
		KU5DSCBBA303		4	Financial Services
	Skill Enhancement Courses (SEC)	KU5SECBBA300		3	EXCEL
	Discipline Specific Elective (DSE)	KU5DSEBBAM300	M1	4	Consumer Behaviour
		KU5DSEBBAH300	H1	4	Human Resource Development
		KU5DSEBBAF300	F1	4	Portfolio Management
VI	Discipline Specific Core Courses (DSC)	KU6DSCBBA300		4	Management Accounting
		KU6DSCBBA301		4	Banking Practices
		KU6DSCBBA302		4	Entrepreneurship Development
		KU6DSCBBA303		2	INTERSHIP
	Discipline Specific Elective (DSE)	KU6DSEBBAM300	M2	4	Retail Management
		KU6DSEBBAH300	H2	4	Industrial Relations
		KU6DSEBBAF300	F2	4	Financial Derivatives
	Skill Enhancement Courses (SEC)	KU6SECBBA300		3	Event Management
Discipline Specific Core Courses	KU7DSCBBA400		4	Advanced Research Methodology	
	KU7DSCBBA401		4	Income Tax	

VII	(DSC)	KU7DSCBBA 402		4	Working Capital Management
	Discipline Specific Elective (DSE)	KU7DSEBBA M400	M3	4	Advertising & Media Management
		KU7DSEBBA M401	M4	4	Services Marketing
		KU7DSEBBA M402	M5	4	Marketing Research
		KU7DSEBBA H400	H3	4	Counselling & Negotiation Skills
		KU7DSEBBA H401	H4	4	Compensation Management
		KU7DSEBBA H402	H5	4	Organisational Development
		KU7DSEBBA F400	F3	4	Insurance Management
		KU7DSEBBA F401	F4	4	Export Import Policies and Practices
		KU7DSEBBA F402	F5	4	Behavioural Finance
		VIII	Discipline Specific Elective (DSE)	KU8DSEBBA KU8DSEBBA M400	M6
KU8DSEBBA M401	M7			4	Logistics Management
KU8DSEBBA M402	M8			4	Brand Management
KU8DSEBBA M403	M9			4	Salesmanship
KU8DSEBBA M404	M10			4	Customer Relationship Management
KU8DSEBBA M405	M11			4	Digital Marketing
KU8DSEBBA H400	H6			4	HR Analytics
KU8DSEBBA H401	H7			4	Performance Management
KU8DSEBBA H402	H8			4	Strategic Human Resource Management
SKU8DSEBB AKU8DSEBB AH403	H9			4	Labour Laws
KU8DSEBBA H404	H10			4	Training & Development
KU8DSEBBA H405	H11			4	Human Resource Information System
KU8DSEBBA F400	F6			4	Management Control Systems
KU8DSEBBA F401	F7			4	Project Management

	KU8DSEBBA F402	F8	4	International Financial Management
	KU8DSEBBA F403	F9	4	GST
	KU8DSEBBA F404	F10	4	International Finance Reporting Standards
	KU8DSEBBA F405	F11	4	Advanced Financial Management

## KUIIDSCBBA100:Management Concepts and Principles

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
I	DSC	100-199	KUIIDSCBBA100	4	4

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

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

**Course Prerequisite:** NIL

**Course Outcomes:**

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

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

### Mapping of Course Outcomes to PSOs

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

### COURSE CONTENTS

#### Contents for Classroom Transaction:

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

	c) Contemporary approaches in school of management thought	
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<b>MODULE TITLE</b>			
<b>2</b>	1	Planning and Decision Making	15
	2	Planning: meaning- nature and purpose	
	3	types of planning- planning process	
	4	Decision making: meaning- importance techniques of decision making	
	5	Management by Objectives- features- steps	

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

<b>MODULE TITLE</b>			
<b>4</b>	1	Directing	10
		a) Directing: meaning- nature and scope - elements of directing	
	2	Elements of Directing	
		a) Supervision, Motivation	
		b) Leadership, Communication	
	3	controlling:	
a) Controlling: meaning- need- process of control- types- Techniques of control.			



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

**Essential Readings:**

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

**Assessment Rubrics:**

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

**KU1DSCBBA101MANAGERIAL ECONOMICS**

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

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

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

**Course Prerequisite:** NIL

**Course Outcomes:**

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

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

**Mapping of Course Outcomes to PSOs**

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

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

## COURSE CONTENTS

### Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
		<b>MODULE TITLE: INTRODUCTION TO MANAGERIAL ECONOMICS</b>	15
<b>1</b>	1	Meaning, nature & scope of managerial economics	2
	2	Opportunity cost - time value of money - marginalism	4
	3	Risk, Return, profits, business cycle	4
	4	Micro vs. Macro Economics	5
		<b>MODULE TITLE: DEMAND AND SUPPLY ANALYSIS</b>	20
<b>2</b>	1	Meaning of demand – Types of demand	2
	2	Determinants of demand - Elasticity of Demand	5
	3	Law of Demand - Demand Forecasting	5
	4	Marginal utility analysis –equi-marginal utility - indifference curve	5
	5	Concept of supply – equilibrium point	3
		<b>MODULE TITLE: MARKET CLASSIFICATION &amp; PRICING STRATEGIES</b>	10
<b>3</b>	1	Perfect competition - price and output determination under perfect competition	3
	2	Monopoly - Monopolistic Competition – Oligopoly - Duopoly	2
	3	Pricing – objectives, factors & general considerations	2.5
	4	Methods of pricing - price discrimination	2.5

	<b>MODULE TITLE: PRODUCTION &amp; COST ANALYSIS</b>		15
<b>4</b>	1	Concept of production – factors of production – production function	3
	2	Law of returns to scale - economics of scale- law of variable proportion	6
	3	Break even analysis - producer's equilibrium	2.5
	4	Cost classification - different cost concepts – cost output relationship	3.5

	<b>Teacher Specific Module</b>		5
<b>5</b>	<i>Help students to review market conditions and economic situations prevailing in their pertinent market. They may also be asked to understand the structure of the market.</i>		

### Essential Readings:

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

### Assessment Rubrics:

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

## KU1DSCBBA102:BUSINESS STATISTICS

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

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

**Course Description:** Business statistics introduces students to various statistical tools and helps students to analyse business data so as to understand business trends and patterns.

**Course Prerequisite:** NIL

### Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand the basics of statistics, its importance and applications in various areas of study.	U
2	Explain the techniques of data, collection, tabulation and presentation of data.	U
3	Apply the measures of central tendency to the statistical data and evaluate the measures of dispersion to solve practical problems.	A
4	Solve a range of problems using the techniques covered	E
5		

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

### Mapping of Course Outcomes to PSOs

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

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

## COURSE CONTENTS

### Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
		<b>MODULE TITLE</b>	
<b>1</b>	<b>1</b>	<b>Introduction to Statistics</b>	15
		a) Meaning, Definition, Features, Importance, Application and limitations of statistics.,	
	<b>2</b>	Data Collection and Analysis: Methods of Data Collection, Primary and Secondary Data	
	<b>3</b>	Classification and Tabulation, Presentation of data - Diagrams, Charts and Graphs.	
		<b>MODULE TITLE</b>	
<b>2</b>	<b>1</b>	<b>Measures of Central Tendencies, Dispersion, Skewness &amp; Kurtosis</b>	15
	<b>2</b>	Meaning, measures of Central Tendency-	
	<b>3</b>	Arithmetic Mean, Weighted Arithmetic Mean, median, mode, geometric mean and harmonic mean (Theory & Problems)	
	<b>4</b>	Properties of dispersion - Range, Quartile Deviation, Mean Deviation from Mean and Median, Standard Deviation and coefficient of variation.	
	<b>5</b>	Skewness-meaning, difference between dispersion and skewness, Concept of Kurtosis	
<b>3</b>		<b>MODULE TITLE</b>	

	1	<b>Time Series</b>	15
	2	Meaning, Components of time series,	
		a) Calculation of Secular Trend-Moving Average method	
		b) odd and even period moving average and method of Least Squares,	
		c) Practical application of time series	

	<b>MODULE TITLE</b>		
	1	<b>Correlation &amp; Regression</b>	10
		a) Meaning, Definition and Use of Correlation, Covariance, Scatter diagram,	
4	2	Types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation, Probable Error.	
		a) Regression- Meaning and utility of Regression analysis, Comparison between Correlation and Regression,	
		b)	
	3	Regression lines –X on Y, Yon X, Regression Equations and Regression Coefficients.	

	<b>Teacher Specific Module</b>		<b>5</b>
5	<i>Helps students to analyse data pertaining to key sectors of the economy with the use of time series, correlation, regression etc.</i>		

### Essential Readings:

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

**Assessment Rubrics:**

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



**KU1DSCBBA103:BUSINESS COMMUNICATION**

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

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

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

**Course Prerequisite:** NIL

**Course Outcomes:**

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

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

### Mapping of Course Outcomes to PSOs

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

### COURSE CONTENTS

#### Contents for Classroom Transaction:

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

	<b>MODULE TITLE : Types and Channels of communication</b>		<b>15</b>
<b>2</b>	1	Types of Communication-Verbal communication, Nonverbal communication (Kinesics, Proxemics and Chronemics ), Written communication, Visual communication, Audio visual communication.	
	2	Channels of Communication- Phone call - Text message- Email Video & radio- Social media,	

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

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

	<b>Teacher Specific Module</b>		<b>5</b>
<b>5</b>	<i>Directions:For effective understanding and application of the concepts and to equip students with practical knowledge, teachers can use case study, role pla, seminar presentations and other appropriate method.</i>		

### Essential Readings:

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

### Suggested Readings:

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

### Assessment Rubrics:

<b>Evaluation Type</b>	<b>Marks</b>
End Semester Evaluation	<b>70</b>
Continuous Evaluation	<b>30</b>

a)	Test Paper- 1	
b)	Test Paper-2	
c)	Assignment	
d)	Seminar	
e)	Book/ Article Review	
f)	Viva-Voce	
g)	Field Report	
<b>Total</b>		<b>100</b>

## KU1DSCBBA104: BASIC CONCEPTS OF BUSINESS PROFESSIONALISM

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

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

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

**Course Prerequisite:** NIL

**Course Outcomes:**

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

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

### Mapping of Course Outcomes to PSOs

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

## COURSE CONTENTS

### Contents for Classroom Transaction:

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

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

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

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

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

### Essential Readings:

1. Professional Business Skills- Lee Pelitz
2. V Rajaraman – Introduction to Information Technology
3. Damian Rayan- Understanding Digital Marketing



**Suggested Readings:**

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

**Assessment Rubrics:**

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

## KU1MDCBBA100:FUNDAMENTALS OF MANAGEMENT

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

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

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

**Course Prerequisite:** NIL

**Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	<ul style="list-style-type: none"><li>Understand the basics of management and evolution.</li></ul>	U
2	<ul style="list-style-type: none"><li>Familiarise with functions and practices of management</li></ul>	U
3	<ul style="list-style-type: none"><li>Understand the role and required managerial skills</li></ul>	U
4	Describe the emerging trends in management	A

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

### Mapping of Course Outcomes to PSOs

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

## COURSE CONTENTS

### Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
		<b>MODULE TITLE</b>	
<b>1</b>	<b>1</b>	<b>Introduction to Management</b>	10
		a) Management : Meaning, Definition, Features, Scope, Objectives,	
		b) Levels of management and Evolution	
		<b>MODULE TITLE</b>	
<b>2</b>	<b>1</b>	<b>Functions of Management</b>	10
	2	Functions of management:	
	3	Planning, Organising,	
	4	Staffing, Directing and Controlling	
	5	Staffing, Directing and Controlling- Meaning, Definition, Importance and process	
		<b>MODULE TITLE</b>	
<b>3</b>	<b>1</b>	<b>Role of Manager in an Organisation</b>	10
	2	Role of manager in an organisation:	

	a) Managerial skills and Personal skills, Team building	
	b) Developing team and Team work,	
	c) Empowerment and Delegation.	

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

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

**Essential Readings:**

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

- Anderson, Sweeney, Williams, Camm, Martin, Quantitative Methods for Business, 12e, Cengage Learning, 2013.

**Assessment Rubrics:**

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

## KU2DSCBBA100:FUNDAMENTALS OF ACCOUNTING

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	DSC	100-199	KU2DSCBBA100	4	4

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

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

**Course Prerequisite: NIL**

CO No.	Expected Outcome	Learning Domains
1	Understands accounting basic concepts and rules	U
2	Develops skills in recording transactions in the basic books of accounting	A
3	Prepares final accounts of sole trading	A

	concerns	
4	Understand basics of companies and develops skills in accounting of shares	R &U

**Course Outcomes:**

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

**Mapping of Course Outcomes to PSOs**

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

**COURSE CONTENTS**

**Contents for Classroom Transaction:**

M O D U L E	U N I T	DESCRIPTION	HOUR S
		MODULE TITLE	
1	1	<b>Introduction to Accounting:</b>	10
		a) Meaning and Definition of Accounting,	
		b) basic accounting concepts	
	2	Objectives of Accounting	

	3	Accounting Cycle or Process	
		a) Rules of debit and credit	
		b) accounting equation	

		<b>Recording of transactions</b>	<b>15</b>
2	1	Journal- meaning and preparation of journal	2
	2	Ledger- meaning, types and posting	3
	3	subsidiary books: cash books-types, purchase book, sales book, purchase returns book, sales returns book	4
	3	journal proper-meaning and drafting	3
	4	trial balance- meaning, features, objectives methods of preparation	3

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



	Expenses, Accrued and Unearned incomes and Closing Stock.	
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	<b>Company accounts</b>	<b>15</b>
<b>4</b>	1 Meaning, Definition and features of companies	
	2 Types of Companies	
	3 Meaning of Shares and Share Capital	
	4 Types of shares	
	5 Accounting Entries for Issue of Shares, Forfeiture of Shares, and Re-issue of Shares.	

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

### Essential Readings:

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

**Assessment Rubrics:**

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

## KU2DSCBBA101:BUSINESS ENVIRONMENT

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

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

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

**Course Prerequisite:** NIL

**Course Outcomes:**

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

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

## Mapping of Course Outcomes to PSOs

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

## COURSE CONTENTS

### Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
		<b>Business and its Environment</b>	<b>15</b>
<b>1</b>	1	Meaning, Nature, Significance, Objectives of business environment	
	2	Types of business environment, Elements of internal and external business environment	
	3	Environmental analysis-Meaning, Process, Importance and Limitations	
	4	Techniques of environmental analysis-SWOT Analysis, ETOP,QUEST, BCG Matrix	
		<b>Economic and Global Environment</b>	<b>15</b>
<b>2</b>	1	Meaning, Factors of economic environment-Micro economic and Macro economic factors	
	2	Economic Planning-Concept, objectives, Significance of economic planning, The planning machinery in India-NITI Ayog, National Development Council (Functions only)	
	3	Recent Industrial Policy-Make in India Policy, Start-up Policy (Brief	

		concepts only)	
	4	Global Environment-Meaning, Significance, Globalization-Meaning, Stages of globalization, Impact of globalization on Indian business	
	5	Foreign Direct Investment-Meaning, Determinants of FDI, Advantages and disadvantages of FDI	

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

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

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

**Essential Readings:**

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

**Suggested Readings:**

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

**Assessment Rubrics:**

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

**KU2DSCBBA102:BUSINESS MATHEMATICS**

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

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

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

**Course Prerequisite:** NIL

**Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	Understand Commercial Arithmetic and its applications	U
2	<ul style="list-style-type: none"> <li>Application of AP and GP in solving commercial application problems.</li> </ul>	A
3	<ul style="list-style-type: none"> <li>Understand the difference between mathematical equations and inequalities and their solutions</li> </ul>	An
4	<ul style="list-style-type: none"> <li>Demonstrate the application of matrices in solving business problems.</li> </ul>	E
5		

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

### Mapping of Course Outcomes to PSOs

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

### COURSE CONTENTS

#### Contents for Classroom Transaction:

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



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

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

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

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

### Essential Readings:

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

**Assessment Rubrics:**

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

## KU2DSCBBA103:RECENT TRENDS IN MARKETING

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

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

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

**Course Prerequisite:** NIL

**Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	To provide basic knowledge of Marketing and its concepts	U
2	To assist students in understanding the role, relevance, elements, and principles of digital marketing and communications in the overall marketing context	A
3	To familiarise students with social media marketing , the various channels through which it operates, and its role in marketing strategy	U
4	To develop an understanding of other recent trends in marketing and applicable knowledge in various business field.	A

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

### Mapping of Course Outcomes to PSOs

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

### COURSE CONTENTS

#### Contents for Classroom Transaction:

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

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

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

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

**Essential Readings:**

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

**Suggested Readings:**

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

**Assessment Rubrics:**

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

## KU2DSCBBA104:EMERGING APPLICATIONS IN MANAGEMENT

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

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

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

**Course Prerequisite:** NIL

**Course Outcomes:**

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

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

### Mapping of Course Outcomes to PSOs

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

## COURSE CONTENTS

### Contents for Classroom Transaction:

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

		<b>MODULE TITLE: Change Management</b>	<b>15</b>
<b>2</b>		a) Concept of change and change management - Resistance to change – Benefits of change management	
		b) Factors contributing to change.	
		c) Types of change management	



		d) Strategies for change management	
	1		

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

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

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

### Essential Readings:

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

### Suggested Readings:

1. V Nilakant, S Ramnarayan; Managing Organisational Change, Sage Publishing

2. Malay A Upadhyay; Artificial Intelligence for Managers, BPB publications.

**Assessment Rubrics:**

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

## KU2MDCBBA100:E-COMMERCE

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

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

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

**Course Prerequisite:** NIL

**Course Outcomes:**

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

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

### Mapping of Course Outcomes to PSOs

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

## COURSE CONTENTS

### Contents for Classroom Transaction:

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

<b>2</b>	<b>MODULE TITLE: E-COMMERCE MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT</b>		15
	1	Digital marketing strategies for e-commerce - search engine optimization (SEO) - social media marketing	
	2	Email marketing and customer engagement	
	3	E-commerce and customer relationship management - building customer loyalty	
	4	Sales strategies in e-commerce	
	5	Handling returns and customer support	

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

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

**Essential Readings:**

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

**Assessment Rubrics:**

<b>Evaluation Type</b>		<b>Marks</b>
End Semester Evaluation		<b>50</b>
Continuous Evaluation		<b>25</b>
a)	Test Paper- 1	
b)	Test Paper-2	
c)	Assignment	
d)	Seminar	
e)	Book/ Article Review	
f)	Viva-Voce	
g)	Field Report	
<b>Total</b>		<b>25</b>