FACULTY OF MANAGEMENT STUDIES

Scheme and Syllabus for the Career related First Degree programme in Business Administration (BBA) under the Choice Based Credit and Semester System (CBCSS)

(To be introduced from 2014 admission onwards)

The Scheme and Syllabus of the Career related First Degree programme in Business Administration is subject to the modified regulations as per university order No.Ac.AV/1/UG.Sem/2010 dated 28.09.2013.

Eligibility for Admission

Any candidate who has passed the Plus Two of the Higher Secondary Board of Kerala or that of any other university or Board of Examinations in any state recognized as equivalent to the Plus Two of the Higher Secondary Board in Kerala, with not less than 45 % marks in aggregate is eligible for admission. However SC/ST, OBC, and other eligible communities shall be given relaxation as per University rules.

Duration

The duration of the BBA programme of study is three academic years with six semesters. The duration of each semester shall be five months inclusive of the days of examinations. There shall be at least 90 working days in a semester and a minimum 450 hours of instructions in a semester. Odd semester (June - October) commences in June and Even Semester (Nov - March) commences in November every year. There will be, to an extent possible, five days semester break in between odd and even semesters.

Registration

Each student shall register for the courses in the prescribed registration form in consultation with the Faculty Advisor within two weeks from the commencement of each semester.

Programme structure

The BBA programme shall include 33 courses, including two language courses and one project:-

<table>
<thead>
<tr>
<th>Nature of Course</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Language Courses</td>
<td>2</td>
</tr>
<tr>
<td>2. Foundation Courses</td>
<td>2</td>
</tr>
<tr>
<td>3. Core Courses (excluding project)</td>
<td>20</td>
</tr>
<tr>
<td>4. Complementary Courses</td>
<td>2</td>
</tr>
<tr>
<td>5. Open Course</td>
<td>2</td>
</tr>
<tr>
<td>6. Elective Courses</td>
<td>4</td>
</tr>
<tr>
<td>7. Project</td>
<td>1</td>
</tr>
</tbody>
</table>
The students secure the credit assigned to a course on successful completion of the course. The students shall be required to earn a minimum of 120 credits for the award of the degree. The minimum credits required for different courses are given below:

<table>
<thead>
<tr>
<th>Courses</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language Courses</td>
<td>4</td>
</tr>
<tr>
<td>Foundation Courses</td>
<td>6</td>
</tr>
<tr>
<td>Core Courses</td>
<td>80</td>
</tr>
<tr>
<td>Complementary Courses</td>
<td>6</td>
</tr>
<tr>
<td>Open Course</td>
<td>4</td>
</tr>
<tr>
<td>Elective Courses</td>
<td>16</td>
</tr>
<tr>
<td>Project</td>
<td>4</td>
</tr>
</tbody>
</table>

Total 120

The General structure of the programme showing details of the courses offered is given below:
<table>
<thead>
<tr>
<th>SEM No.</th>
<th>Name of Courses with code No</th>
<th>Lecture Hours Per Week</th>
<th>Credits</th>
<th>Uty Exam Hours</th>
<th>Evaluation Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td><strong>Total Credits - 20</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td><strong>Total Credits - 20</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>Core: BM 1341 Business Environment and Policy&lt;br&gt;Core: BM 1342 Corporate Regulations&lt;br&gt;Core: BM 1343 Cost and Management Accounting&lt;br&gt;Core: BM 1344 Services Marketing&lt;br&gt;Elective Course I: BM 1361.1/2/3/4</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td><strong>Total Credits - 20</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IV</td>
<td>Core: BM 1441 Entrepreneurship Development&lt;br&gt;Core: BM 1442 Busi. Ethics&amp; Corporate Governance&lt;br&gt;Core: BM 1443 Investment Management&lt;br&gt;Core: BM 1444 Skill Enhancement and Employability Orientation&lt;br&gt;Elective Course II: BM 1461.1/2/3/4</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td><strong>Total Credits - 20</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>V</td>
<td>Core: BM 1541 Qunti. Technique for Management&lt;br&gt;Core: BM 1542 Research Methodology&lt;br&gt;Core: BM 1543 Operation Management&lt;br&gt;Core: BM 1544 Project&lt;br&gt;Open: BM 1551.1/2/3/4 (Course - other Faculty)&lt;br&gt;Elective Course III: BM 1561.1/2/3/4</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td><strong>Total Credits - 18</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VI</td>
<td>Core: BM 1641 Management Information System&lt;br&gt;Core: BM 1642 International Business&lt;br&gt;Core: BM 1643 Strategic Management&lt;br&gt;Core: BM 1644 Project Work and Viva Voce&lt;br&gt;Elective: BM 1661.5/6/7 (Course - own Faculty)&lt;br&gt;Elective Course IV: BM 1661.1/2/3/4</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2</td>
<td>4</td>
<td></td>
<td>100</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td><strong>Total Credits - 22</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Grant Total 120</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# ELECTIVE STREAMS

## STREAM I. HUMAN RESOURCE MANAGEMENT

<table>
<thead>
<tr>
<th>SEMESTER</th>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>III</td>
<td>BM 1361.1</td>
<td>Labour Laws and Industrial Relations</td>
</tr>
<tr>
<td>IV</td>
<td>BM 1461.1</td>
<td>Organisation Culture and Human Resource Development</td>
</tr>
<tr>
<td>V</td>
<td>BM 1561.1</td>
<td>Organisational Behaviour</td>
</tr>
<tr>
<td>VI</td>
<td>BM 1661.1</td>
<td>Performance Management</td>
</tr>
</tbody>
</table>

## STREAM II. MARKETING MANAGEMENT

<table>
<thead>
<tr>
<th>SEMESTER</th>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>III</td>
<td>BM 1361.2</td>
<td>Consumer Behaviour</td>
</tr>
<tr>
<td>IV</td>
<td>BM 1461.2</td>
<td>Advertising and Sales Promotion</td>
</tr>
<tr>
<td>V</td>
<td>BM 1561.2</td>
<td>Customer Relationship Management</td>
</tr>
<tr>
<td>VI</td>
<td>BM 1661.2</td>
<td>Retail Management</td>
</tr>
</tbody>
</table>

## STREAM III. FINANCE

<table>
<thead>
<tr>
<th>SEMESTER</th>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>III</td>
<td>BM 1361.3</td>
<td>Income Tax Law and Practice</td>
</tr>
<tr>
<td>IV</td>
<td>BM 1461.3</td>
<td>Indirect Taxes</td>
</tr>
<tr>
<td>V</td>
<td>BM 1561.3</td>
<td>Banking Law and Practice</td>
</tr>
<tr>
<td>VI</td>
<td>BM 1661.3</td>
<td>Financial Services</td>
</tr>
</tbody>
</table>

## STREAM IV. TOURISM MANAGEMENT

<table>
<thead>
<tr>
<th>SEMESTER</th>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>III</td>
<td>BM 1361.4</td>
<td>Introductions to Tourism</td>
</tr>
<tr>
<td>IV</td>
<td>BM 1461.4</td>
<td>Air cargo Management</td>
</tr>
<tr>
<td>V</td>
<td>BM 1561.4</td>
<td>Front Office Management</td>
</tr>
<tr>
<td>VI</td>
<td>BM 1661.4</td>
<td>Travels and Tour Operations Management</td>
</tr>
</tbody>
</table>
OPEN COURSES
(For students of other discipline)

<table>
<thead>
<tr>
<th>SEM</th>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>V</td>
<td>1551.1</td>
<td>Project Management</td>
</tr>
<tr>
<td></td>
<td>1551.2</td>
<td>Functional Management</td>
</tr>
<tr>
<td></td>
<td>1551.3</td>
<td>Strategic Management</td>
</tr>
<tr>
<td></td>
<td>1551.4</td>
<td>Fundamentals of Financial Accounting</td>
</tr>
</tbody>
</table>

ELECTIVE COURSES
(For students of Business Administration)

<table>
<thead>
<tr>
<th>SEM</th>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>VI</td>
<td>1661.5</td>
<td>Business Communication</td>
</tr>
<tr>
<td></td>
<td>1661.6</td>
<td>Indian Banking System</td>
</tr>
<tr>
<td></td>
<td>1661.7</td>
<td>Hospitality Management</td>
</tr>
</tbody>
</table>

Attendance:
Students who secure a minimum of 75% attendance in the aggregate for all the Courses of a semester taken together alone will be allowed to register for End Semester Evaluation. Others have to repeat the semester along with the next batch, unless they could make up the shortage of attendance through condonation. However the award of Grade for attendance in CE shall be made course-wise. Condonation of shortage of attendance to a maximum of 10 days in a semester subject to a maximum of two times during the whole period of a Degree Programme shall be granted by the University on valid grounds. This condonation shall not be considered for awarding marks for CE. Benefits of attendance for a maximum of 10 days in a semester shall be granted to students who participate/attend University Union activities, meetings of the University Bodies and Extra Curricular Activities, on production of participation/attendance certificate by the University Authorities/Principals as the case may be. But in such cases, condonation will be considered for award of marks for CE.

Evaluation and Grading

The Evaluation of each Course shall consists of two parts

1) Continuous Evaluation (CE)
2) End Semester Evaluation (ESE)
The CE and ESE ratio shall be 1:4 for both Courses with or without practical. There shall be a maximum of 80 marks for ESE and maximum of 20 marks for CE. For all Courses (Theory and Practical), Grades are given on a 7-point scale based on the total percentage of mark (CE+ESE) as given below.

<table>
<thead>
<tr>
<th>Percentage of marks</th>
<th>CCPA</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90 and above</td>
<td>9 and above</td>
<td>A+ Outstanding</td>
</tr>
<tr>
<td>80 to &lt; 90</td>
<td>8to&lt;9</td>
<td>A Excellent</td>
</tr>
<tr>
<td>70 to &lt; 80</td>
<td>7to&lt;8</td>
<td>B Very Good</td>
</tr>
<tr>
<td>60 to &lt; 70</td>
<td>6to&lt;7</td>
<td>C Good</td>
</tr>
<tr>
<td>50 to &lt; 60</td>
<td>5to&lt;6</td>
<td>D Satisfactory</td>
</tr>
<tr>
<td>40 to &lt; 50</td>
<td>4to&lt;5</td>
<td>E Adequate</td>
</tr>
<tr>
<td>Below 40</td>
<td>&lt;4</td>
<td>F Failure</td>
</tr>
</tbody>
</table>

Continuous Evaluation (CE)

All records of Continuous Evaluation shall be kept in the Department and shall be made available for verification by the University, if and when necessary.

Attendance (Max. marks 5):

The allotment of marks for attendance shall be as follows:

<table>
<thead>
<tr>
<th>Attendance less than 75 %</th>
<th>1 Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>75 % &amp; less than 80 %</td>
<td>2 Marks</td>
</tr>
<tr>
<td>80% &amp; less than 85%</td>
<td>3 Marks</td>
</tr>
<tr>
<td>85% &amp; less than 90%</td>
<td>4 Marks</td>
</tr>
<tr>
<td>90% &amp; above</td>
<td>5 Marks</td>
</tr>
</tbody>
</table>

Assignments or Seminars: (Max. marks 5)

Each student shall be required to do one assignment or one seminar for each Course. Valued assignments shall be returned to the students. The seminars shall be organized by the teacher/teachers in charge of CE and the same shall be assessed by a group of teachers including the teacher/teachers in charge of that Course. Assignments/Seminars shall be evaluated on the basis of their quality. The teacher shall define the expected quality of an
assignment in terms of structure, content, presentation etc. and inform the same to the students. Due weight shall be given for punctuality in submission. Seminar shall be similarly evaluated in terms of structure, content, presentation, interaction etc.

**Tests: (Max. marks 10)**

For each Course there shall be one class test during a semester. Valued answer scripts shall be made available to the students for perusal within 10 working days from the date of the test.

**Announcement of results of CE.**

The results of the CE shall be displayed within 5 working days from the last day of a semester. Complaints regarding the award of marks for CE if any have to be submitted to the Head of the Department within 3 working days from the display of results of CE. These complaints shall be examined by the Department Committee and shall arrive at a decision, which shall be communicated to the student.

The Statement of marks of the CE of all the students shall be approved by the Department Committee, countersigned by the Principal and forwarded to the Controller of Examinations within 15 working days from the last day of the semester. The University has the right to normalize the CE, if required, for which separate rules shall be framed.

**End Semester Evaluation (ESE):**

End Semester Evaluation of all the Courses in all the semesters shall be conducted by the University. The results of the ESE shall be arranged to be published according to the Examination Calendar prescribed by the University Level Monitoring Committee (ULMC), which shall not exceed 45 days from the last day of the examination.

**Project/Dissertation Work:**

For each First Degree Programme there shall be a Project/Dissertation Work during the sixth semester on a topic related to any issues in commerce/Business/Industry/vocational course. The Project/Dissertation work can be done either individually or by a group not exceeding five students under the supervision and guidance of the teachers of the Department. The topics shall either be allotted by the supervising teacher or be selected by the students in consultation with the supervising teacher.
The project work shall have the following stages:

a. Project proposal presentation and literature review  - 5\textsuperscript{th} semester
b. Field work and data analysis                                - 6\textsuperscript{th} Semester
c. Report writing and draft report presentation         - 6\textsuperscript{th} Semester
d. Final report submission                                      - 6\textsuperscript{th} Semester

The report shall be printed and spiral bound with around 50 A4 size pages.

The layout is:

- **Font**: Times New Roman
- **Size**: 12
- **Line Spacing**: 1.5
- **Margin**: Left - 1.25; Right-1; Top-1; Bottom-1

The project report should be submitted to the Department at least 15 days before the last working day of the sixth semester. The candidate shall prepare three copies of the report: two copies for submission to the Department and one copy for the student to bring at the time of viva-voce

**Structure of the Report:**

1. Title Pages
2. Certificate of the supervising Teacher with signature
3. Contents
4. List of Tables, Figures, Charts etc
5. Chapter 1- Introduction, Review of literature, Statement of the problem, Need and Significance of the study Objectives of the study, Research Methodology, Chapterisation scheme etc (5-8 pages)
6. Chapter II - Theoretical Background (10-15 pages)
7. Chapter III - Data Analysis and Interpretation
8. Chapter IV Summary, Findings and Recommendations
9. Appendix Questionnaire, Specimen copies of forms, other exhibits
10. Bibliography (Books, journal articles, website etc. used for the project work)

**EVALUATION.**

* A Board of two examiners appointed by the University shall evaluate the report.
* There shall be no Continuous Evaluation for the Project work.
* Evaluation of project should involve submission of report with a and project based viva-voce.
* A Viva voce based on the project report shall be conducted Individually by the
Board of Examiners.
The total credits for Project work is 4.

* The Maximum Marks for evaluation of the report shall be 100 distributed among the following components,
  
i) Statement of the problem - 10
  ii) Objectives of the study - 5
  iii) Review of literature - 5
  iv) Methodology - 15
  v) Analysis and Interpretation - 15
  vi) Presentation of the report - 10
  vii) Findings and suggestions - 10
  viii) Bibliography - 5
  ix) Viva-Voce - 25
  
  Total - 100

An examiner shall evaluate 10 project reports per day.

Social service/extension activities

Students are to participate in Extension/NSS/NCC or other specified social service, sports, literary and cultural activities. These activities are to be carried out outside the instructional hours and will fetch the required one credit extra over and above the minimum prescribed 120 credits. It is mandatory for a student to participate in the Social Service/Extension Activities for not less than forty hours, during the 3rd and 4th semesters, for successful completion of the Programme.

There shall be a General Co-ordinator to be nominated by the College Council, for the conduct of all these activities. A statement testifying the participation of the students shall be forwarded to the Controller of Examinations along with the statement of CE results of the 4th semester. Those who have not secured the minimum number of hours of Social Service/Extension Activity during the 3rd and 4th semester shall secure the minimum required attendance by attending such Programmes during the 5th semester. In such cases, the details about participation shall be forwarded to the Controller of Examinations, by the College authorities along with the Continuous Evaluation (CE) results of the 5th semester.

Grading System

Both CE and ESE will be carried out using Indirect Grading system on a 7-point scale.
Consolidation of Grades

The maximum mark for a Course (ESE theory) is 80. The duration of ESE is 3 hours. The marks of CE shall be consolidated by adding the marks of Attendance, Assignment/Seminar and Test paper respectively for a particular Course.

\[
\begin{array}{|l|l|}
\hline
\text{a} & \text{Attendance} & 5 \text{ marks} \\
\hline
\text{b} & \text{Assignment/Seminar} & 5 \text{ marks} \\
\hline
\text{c} & \text{Test Paper} & 10 \text{ marks} \\
\hline
\end{array}
\]

Total marks for the ESE of Practical is 80. The components of ESE of Practical have to be set by the Chairmen, Boards of Studies, concerned. The marks for the components of Practical for Continuous Evaluation shall be as shown below.

\[
\begin{array}{|l|l|}
\hline
\text{a} & \text{Attendance} & 5 \text{ marks} \\
\hline
\text{b} & \text{Record} & 5 \text{ marks} \\
\hline
\text{c} & \text{Test} & 5 \text{ marks} \\
\hline
\text{d} & \text{Performance, Punctuality and Skill} & 5 \text{ marks} \\
\hline
\end{array}
\]

The marks of a Course are consolidated by combining the marks of ESE and CE (80+20). A minimum of 40% marks (E Grade) is required for passing a Course with a separate minimum of 40%(E Grade) for Continuous Evaluation and End Semester

Evaluation.
Consolidation of SCPA:
SCPA is obtained by dividing the sum of Credit Points (CP) obtained in a semester by the sum of Credits (C) taken in that semester. After the successful completion of a semester, Semester Credit Point Average (SCPA) of a student in that semester shall be calculated.

For the successful completion of a semester, a student has to score a minimum SCPA of 4.00 (E Grade). However, a student is permitted to move to the next semester irrespective of his / her SCPA.

Consolidation of CCPA: An overall letter Grade (Cumulative Grade) for the whole Programme shall be awarded to the student based on the value of CCPA using a 7-point
scale, as given below. It is obtained by dividing the sum of the Credit Points in all the Courses taken by the student, for the entire Programme by the total number of Credits.

### Overall Grade in a Programme

<table>
<thead>
<tr>
<th>Percentage of marks</th>
<th>CCPA</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90 and above</td>
<td>9 and above</td>
<td>A+ Outstanding</td>
</tr>
<tr>
<td>80 to&lt; 90</td>
<td>8 to&lt;9</td>
<td>A Excellent</td>
</tr>
<tr>
<td>70 to&lt; 80</td>
<td>7 to&lt;8</td>
<td>B Very Good</td>
</tr>
<tr>
<td>60 to&lt; 70</td>
<td>6 to&lt;7</td>
<td>C Good</td>
</tr>
<tr>
<td>50 to&lt; 60</td>
<td>5 to&lt;6</td>
<td>D Satisfactory</td>
</tr>
<tr>
<td>40 to&lt; 50</td>
<td>4 to&lt;5</td>
<td>E Adequate</td>
</tr>
<tr>
<td>Below 40</td>
<td>&lt;4</td>
<td>F Failure</td>
</tr>
</tbody>
</table>

The Marks of the Courses taken over and above the minimum prescribed Credits shall not be counted for computing CCPA.

For the successful completion of a Programme and award of the Degree, a student must pass all Courses satisfying the minimum Credit requirement and must score a minimum CCPA of 4.00 or an overall grade of E.

### Pattern of Questions

<table>
<thead>
<tr>
<th>Question Type</th>
<th>Total number of Questions</th>
<th>Number of Questions to be answered</th>
<th>Marks for each Questions</th>
<th>Total Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very short answer type(One word to Maximum of 2 sentences)</td>
<td>10</td>
<td>10</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>Short answer(Not to exceed one paragraph)</td>
<td>12</td>
<td>8</td>
<td>2</td>
<td>16</td>
</tr>
<tr>
<td>Short essay(Not to exceed 120 words)</td>
<td>9</td>
<td>6</td>
<td>4</td>
<td>24</td>
</tr>
<tr>
<td>Long essay</td>
<td>4</td>
<td>2</td>
<td>15</td>
<td>30</td>
</tr>
<tr>
<td>Total</td>
<td>35</td>
<td>26</td>
<td>80</td>
<td></td>
</tr>
</tbody>
</table>
Promotion to Higher Semesters:

Students who complete the semester by securing the minimum required attendance and who register for the End Semester Evaluation conducted by the University of each semester alone shall be promoted to the next higher semester.

Repetition of the Semester Courses: Students who fail to secure the minimum required aggregate attendance during a semester shall be given one chance to repeat the semester along with the subsequent batch of students after obtaining re-admission, subject to provision contained in clause 6.1 and they will have to repeat the CE for all Courses.

Re-appearance of Failed Students: "Students who fail shall have to reappear for the ESE of the same along with the next regular batch of students." Candidates who fail to score 'E' grade in the ESE in any of the Course/Courses have to reappear for the ESE of the Course/Courses concerned with next regular batch of students. The number of chances or such appearances is limited to 5 and the same have to be done within a period of 12 continuous semesters including the semester in which they have first appeared.

However, students who fail to secure SCPA of 4.00 have to reappear for the ESE with the next regular batch of students for such courses for which they have secured the least Grade for improving the SCPA. Here also the number of appearance is limited to 5 and the same has to be done within a period of 12 continuous semesters including the semester in which they have first appeared.

In both cases (i.e. failure to obtain 'E' Grade for individual Course/Courses and 'SCPA of 4.00) students shall not be allowed to repeat the semester, but the marks secured by them for the CE part shall be carried over and added to the marks obtained in the ESE they reappear. However, those who fail in the CE (i.e. those who fail to secure a minimum of 'E' grade) will have one chance to improve the same (except the marks for attendance) along with next regular batch of students.

Improvement of ESE

Candidates who have successfully completed the Semester, but wish to improve their marks for the End Semester Evaluation (ESE) shall have only one chance for the same along with the next immediate regular batch of students. In this case, the better marks obtained shall be considered for the calculation of SCPA.
**Grace Marks:**
Grace marks shall be awarded for Sports/Arts/ NCC/NSS in recognition of meritorious achievements

**Mark cum Grade Sheet**

The University under its seal shall issue to the students a Mark cum Grade Sheet on completion of each semester indicating the details of Courses, Credits, Marks for CE and ESE, Grades, Grade Points, Credit Points and Semester Credit Point Average (SCPA) for each Course.

The Consolidated Mark cum Grade sheet issued at the end of the final semester on completion of the Programme shall contain the details of all Courses taken during the entire Programme including Additional Courses taken over and above the prescribed minimum Credits for obtaining the Degree. However, for the calculation of CCPA, only those Courses in which the student has performed the best with maximum Credit Points alone shall be taken subject to the minimum requirements of Credits for successful completion of a Programme. The Consolidated Mark cum Grade sheet shall indicate the CCPA and CCPA(S)* and the overall letter grade for the whole Programme. The Consolidated Mark cum Grade sheet shall also indicate all the Audit Courses (Zero Credit) successfully completed by the student during the whole Programme.

No student shall be eligible for the award of the Degree unless he/she has successfully completed a Programme of not less than 6 semesters duration and secured at least 120 Credits (excluding Credits for Social Service/Extension Activities) as prescribed by the Regulations.

The Degree to be awarded shall be called Bachelors Degree in Business Administration (BBA) as specified by the Board of Studies and in accordance with the nomenclature specified by the Act and Statutes of the University.

* CCPA(S) is CCPA for specialized subjects. (It is computed in a similar manner but without considering the Language Courses, Foundation Course for Language and Open Course).
SYLLABUS

SEMESTER - I

UNIVERSITY OF KERALA

BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER – I

FOUNDATION COURSE: BM 1121 ENVIRONMENTAL STUDIES

No. of Credits : 3
No. of instructional Hours : 4 Hours per week

Course Objectives: To enable the students to acquire knowledge about environment and enable them to contribute towards maintaining and improving the quality of the environment

Module I

Environmental studies - Meaning - definition-scope - importance - Natural resources - Renewable and non renewable resources - Use-exploitation-changes-benefits and conflicts of forest, water, Mineral, Food, Energy and Land resources- Role of an individual in conservation of natural resources- Equitable use of resources for sustainable life styles. (10 hrs)

Module II


Biodiversity and its conservation- Introduction - Definition - generic - species and ecosystem diversity- Value of biodiversity - consumptive use - productive use - social ethical aesthetic and option values- At different levels-at global - National and local-Threats-Conservation of biodiversity. In-situ and Ex-sit conservation of biodiversity. (20 hrs)

Module III

Environmental Pollution - Definition- Causes - effects - prevention and control measures of Air - Water - Soil - Marine - Noise - Thermal and Nuclear hazards- Solid waste management- Disaster Management - Floods Earthquack - cyclone and landslides -Role of an individual in prevention of pollution - pollution case studies (14 hrs)
Module IV

Social Issues and the Environment - From Unsustainable to Sustainable development- Urban problems related to energy - Water conservation - rain water harvesting - watershed management- Resettlement and rehabilitation of people - its problems and concerns - Case Studies


Module V


Books Recommended

1. Introduction to Environmental Economics - Nick Hanley etal - Oxford


UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER – I
CORE COURSE: BM 1141 FUNDAMENTALS OF MANAGEMENT

No. of Credits : 4
No. of instructional Hours : 5 Hours per week

Course Objectives: To acquaint students with the basic knowledge of management and to develop an understanding of terms, facts, concepts pertaining to functions of management

Module–I
Introduction to management-Definition - scope - levels of management - evolution of management theory - scientific management - principles of management - basic functions of management - relevance

(20 hrs)

Module-II
Planning and decision making - Planning - nature and purpose - types of planning - steps in planning - decision making - techniques of decision making - management by objectives.

(15 hrs)

Module -III
Organising-Nature and purpose - horizontal and vertical dimensions - formal and informal dimensions - delegation - decentralization - departmentalization - span of management

(10 hrs)

Module - IV

(35 hrs)

Module-V
Emerging trends in management - Modern theories of management (System management school, situational approach).

(10 hrs)

Books Recommended
UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER – I
CORE COURSE: BM1142 PRINCIPLES OF BUSINESS DECISIONS

No. of Credits : 4
No. of instructional Hours : 4 Hours per week

Course Objective: To acquaint the student with principles of business decisions in Managerial Decision-making

Module 1.
Introduction - Decision making - Definition - nature - scope - steps - basic principles of business decisions - incrementalism - discounting - opportunity cost principle - Equi-Marginal principle - time perspective - decision making areas. (7 hrs)

Module II.

Module III.

Module IV.
Pricing Policy and practices - Forms of market situations–Perfect competition - monopolistic - monopoly - oligopoly - pricing methods - cost plus pricing - Rate of return pricing - marginal cost pricing - Going rate pricing - Price skimming - penetration pricing (20 hrs)

Module V.

Books Recommended:

5. Dwivedi N.D. Managerial Economics, Vikas Publishing House New Delhi
UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER – I
CORE COURSE: BM1143 FINANCIAL ACCOUNTING

No. of Credits : 4
No. of instructional Hours : 5 Hours per week

Course Objective: To impart knowledge and understanding of the principles and concepts of Financial accounting and to develop the skill required for the preparation of Financial statements and accounts of various business areas.

Module I
Accounting Principles - Meaning- Application- Generally Accepted Accounting Principles – Indian Accounting Standards
Accounting errors – Meaning – Definition – Types – Detection and rectification of errors – Suspense Accounts. (15 hrs)

Module II
Sectional and Self Balancing Ledgers - Introduction- The Three Ledgers- Sectional Ledgers- Total Debtors Account- Total Creditors Account- Self Balancing Ledgers- Scheme of entries- Transfers from one ledger to another ledger- contra balances in ledgers. Distinction between Self balancing and Sectional balancing system. (15 hrs)

Module III
Company Accounts- - Types of Shares- Issue of Shares - Types of allotment-Forfeiture of shares- Reissue of forfeited shares - Redemption of preference shares- Issue of Debentures (30 hrs)

Module IV
Final Accounts of Sole Trading Concern-Manufacturing, Trading and Profit & Loss Accounts and Balance Sheet. (20 hrs)

Module V
Final Accounts of Companies- Form and content of Balance sheet (Preparation of simple Balance Sheet without Adjustments) (10 hrs)

Books Recommended:
UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER – I
COMPLEMENTARY COURSE: BM 1131 BUSINESS STATISTICS

No. of Credits : 3
No. of instructional Hours : 4 Hours per week

Course Objective: To enable the student to gain understanding of statistical technique as applicable to business and to acquaint students with the technique of statistical measures and analysis and uses in business

Module I
Introduction – Meaning - definition - functions - scope - uses - advantages and limitations - relationship with other subjects (8 hrs.)

Module II.
Types of data - Primary data - Secondary data - Reliability of secondary data - Collection-classification-tabulation -presentation of data. (12 hrs.)

Module III
Measures of central tendency - Meaning and uses of mean - median - mode - geometric mean harmonic mean - weighted average - combined mean - merits - demerits computations Dispersion - meaning - objects of measuring range - interquartile range - mean - deviation standard deviation and quartile deviation - skewness. (27 hrs.)

Module IV
Correlation and regression analysis - meaning - definition - Methods of correlation - Karlpearsons co efficient of correlations - spears man rank correlations - concurrent deviation - probable error - Simple Regression analysis - regressions line - regression equations - algebraic methods and their applications in business (15 hrs.)

Module V
Probability - fundamentals of permutations and combinations - probability - theorems - addition therom - multiplication theorem - conditional – random variables - probability distribution - binomial - Poisson - normal distribution (10 hrs)
Books Recommended:


SEMESTER - II

UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER – II
FOUNDATION COURSE: BM 1221 E-COMMERCE AND CYBER-LAW

No. of Credits : 3

No. of instructional Hours : 4 per week

Course Objective: - To familiarize the students with the basic concepts of internet, e-commerce, E-business and Cyber Security

Module I.
Internet - basics-getting information on the internet - Protocol - www - Web Pages and HTML - Web browsers - searching the web - Electronic mail - Advantages & disadvantages. (10 hrs)

Module II.
E-commerce - Definition - Types - Internet shopping - Advertising in e-commerce - E-commerce for service industry - use of social media for promotion. (15 hrs)

Module III.
Internet Banking - Electronic Payment System - Concept of E-cash – flow chart - digital signature Electronic Fund Transfer - Debit and Credit card system (20 hrs)

Module IV.
E-business: - Definition – Components of e-business - steps in building an e-business application - Online web site design to promote online sales of a product or service - Use Google SITES free resources for designing website. (12 hrs)

Module V.
Cyber Law and security - Introduction to cyber law - Public policy issues in e-commerce - Protecting Privacy - Intellectual property rights - Data encryption/decryption, cyber crimes - virus - Fire wall - Antivirus software. (15 hrs)
Books Recommended:

1. Ashoke Ghose, Basics of E-commerce. Legal & Security Issues: NIIT Publisher
2. Bejajnath E-commerce, The cutting Edge of Business
3. R Kalakota E-commerce
5. Aleon, Internet in a nutshell
6. Internet and web design. R&D Wing, Mac Million
UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER II
CORE COURSE: BM 1241 MARKETING MANAGEMENT

No. of Credits : 4
No. of instructional Hours : 4 per week

Course Objective: The aim of the course is to develop an overview regarding concepts underlying in the marketing management process.

Module I
Introduction to marketing - nature and scope of marketing - core marketing concepts - marketing concepts - traditional and modern - marketing mix - marketing environment- role of marketing in modern business - marketing information systems
(12 hrs)

Module II
Consumer Behaviour - Determinants of consumer behavior - buying decision process - buying motives - buying roles - Consumer behavioural models (simple models) - Market Segmentation - need and requirements of effective segmentation - basis for the segmentation for selecting target markets - positioning - positioning tools and strategies.
(17 hrs)

Module III
Product Planning - concepts and types of product - product line and product mix decisions - new product development - product life cycle concepts - branding and packaging - Price planning - pricing objective - importance of pricing - factors affecting pricing decisions and pricing strategies
(16 hrs)

Module IV
Promotion Planning - meaning and importance of promotion - Steps in developing effective marketing communications - methods of promotion - advertising - sales promotion - publicity - public relations - Ethics in marketing - CRM - Recent trends in marketing.
(12 hrs)

Module V
Distribution Planning - Structure and types of marketing channels - selection of channels - channel dynamics - channel cooperation and conflict - wholesaling - retailing - role of intermediaries - physical distribution - Personnel selling - direct marketing - role of a salesman in selling process - channel management in India.
(15 hrs)
Books Recommended


3. Rajan Nair et al, Marketing management, Sultan chand & Sons.


SEASONALITY II
CORE COURSE: BM 1242 HUMAN RESOURCES MANAGEMENT

No. of Credits : 4

No. of instructional Hours : 5 per week

Course Objective: - The objective of this course is to familiarize students with the Principles of Human Resources Management.

Module I
Introduction - Significance and scope --Evolution and Approaches to HRM - Personnel management Vs Human Resources management - Functions to HRM - System approach to HRM. (15 hrs)

Module II
Human Resource Planning - Need and Importance of HRP - Recruitment - Meaning - Process of Recruitment - Sources and techniques of Recruitment - Selection - Meaning and Importance - steps in Selection procedure - Interview-Types of Interviews - Induction - Placement (25 hrs)

Module III
Training and Development - Meaning - Importance - Methods of training - Development - Objectives and types of Management Development. (10 hrs)

Module IV
Performance Appraisal - Designing of effective Performance appraisal - Compensation to Employees - Wage system - Incentive Wage Plan - Profit Sharing-Bonus Issue - Fringe Benefits. (20 hrs)

Module V
Development Initiative - Work participation in management - Team Building - Collective Bargaining - Quality of Work Life - Quality circle - Impact of globalization in HRM - out sourcing. (20 hrs)
Books Recommended:

1. Gupa, C B, Human Resource Management, Sultan Chand & Sons
4. Prasad, L M, Getting the Right People, MacMillan India Ltd, New Delhi
7. Dale Yolder, A Hand Book of Personnel Management Practice,
8. VenkataRatnam .Srivasthava, Personal Management and Human Resources
UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER II
CORE COURSE: BM 1243 FINANCIAL MANAGEMENT

No. of Credits : 4
No. of instructional Hours : 5 per week

Course Objective: To familiarize the students with the conceptual frame work of Business Finance with respect to raising, financing and managing finance.

Module I
Introduction - Meaning - nature - Scope - objectives - Management of Working Capital - Definition - Types - Determinants - estimation of working capital - cash management - Receivables management - Inventory management

(15 hrs)

Module II
Investment Decision - Capital budgeting - Determination of cash flows - Evaluation methods - Non discounted and discounted methods - Payback period - ARR - NPV - IRR - Profitability Index - Interpretation of results

(20 hrs)

Module III
Financing Decision - Sources of Finance - debt - equity - institutional finance - Cost of Capital - computation of specific cost - weighted average cost of capital.

(20 hrs)

Module IV
Capital Structure Decision - Meaning - Factors determining capital structure - Financial structure - capitalization - over and under capitalization - capital gearing - operating leverage - Financial leverage

(20 hrs)

Module V

(15 hrs)

Books Recommended
UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER II
COMPLEMENTARY COURSE: BM 1243 BUSINESS REGULATORY FRAMEWORK

No. of Credits : 3
No. of instructional Hours : 4 per week

Course Objective: To acquaint the students with the legal framework influencing Business Operations

Module I

Module II
Special Contracts - Bailment and Pledge - Bailment - Definition - essential elements - rights and duties of bailor and bailee - finder of lost goods - Pledge - essentials - rights and duties of Pawner and Pawnee
Indemnity and Guarantee - Indemnity - definition - nature of liability of surety - rights of surety - discharge of surety - Meaning and definition of guarantee. (15 hrs)

Module III
Law of Agency - essentials - kinds of agents - rights and duties of agent and principal - creation of agency - termination of agency - Sub agents and substituted agents - Relationships

Module IV
Module V

(15 hrs)

Books Recommended:

1. Kapoor N.D Business Law, Sultan Chand & Sons, New Delhi..
2. Chandha. P..R. Business Law, Gajgotia ,New Delhi
SEMESTER - III

UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER – III
CORE COURSE: BM 1341 BUSINESS ENVIRONMENT AND POLICY
No. of Credits : 4
No. of instructional Hours : 5 per week
Course Objectives: To familiarize and acquaint the students with the knowledge of Business Environment.

Module I
Introduction - Concept-significance - nature - Types-Internal - external - micro - macro environment - environmental analysis - Environmental audit
(15 hrs)

Module-II
(25 hrs.)

Module-III
(25hrs)

Module-IV
Socio - Cultural Environment - Elements - social instructions and systems - values and attitudes - social groups - social responsibility of business - social audit
(10 hrs.)
Module-V
Global Environment - Meaning-nature - Globalisation of Indian business - Multinational corporations - Foreign collaborations - Corporate sector institutional frame work for business environment - GATT/WTO

(15 hrs.)

Books Recommended
UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER – III
CORE COURSE: BM 1342 CORPORATE REGULATIONS

No. of Credits : 4
No. of instructional Hours : 5 per week

Course Objectives: To provide an understanding of the administration and management of corporate form of business.

Module I
Company - meaning - Definition - characteristic - advantages and disadvantages - illegal Association - Corporate veil - Lifting of Corporate veil - Promotion - Promoter - position - incorporation procedure - Effects of registration - Pre-incorporation contract

(15 hrs)

Module II
Memorandum - Definition - Importance - Clauses of Memorandum - Procedure of alteration of Memorandum of Association - Doctrine of ultravires - Articles of Association - Definition - contents - Procedure of alteration of Articles of Association - Distinction between Memorandum and Articles - Doctrine of Constructive notice - Doctrine of Indoor management - Table-A. Prospectus - Definition - Importance - Contents - Statement in Lieu of Prospectus - Deemed Prospectus - shelf Prospectus - Red Lerring prospectus - Abridged prospectus - Liability for misstatement in prospectus - commencement of business.

(30 hrs)

Module III

(10 hrs)

Module IV
Company Meetings - Kinds of meetings - Essentials of valid meeting - Chairman - Agenda - Minutes - Quorum - Motion - Types of motions - Proxy - Poll - Modes of Poll - Resolution - Motion Vs Resolution

(15 hrs)

Module V
Winding up of Companies - Modes - Compulsory winding up - grounds and procedures - Liquidator - Duties and functions - Voluntary winding up - Types - winding up under the supervision of the court - defund companies.

(20 hrs)

Books Recommended:
1. Avtar Singh Indian Company Law
2. Kapoor N D Elements of Company Law, Sultan Chand & Sons, New Delhi
4. Sherlekar S A Company Secretarial Practice, Kitab Mahal, Bombay
5. Chandra Bos D Business Law PHI New Delhi
UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER – III
CORE COURSE: BM 1343 COST & MANAGEMENT ACCOUNTING
No. of Credits : 4
No. of instructional Hours : 5 per week
Course Objectives: The objective of the course is to acquaint the students with the basic Concepts and tools of cost and Management Accounting

Module I.

Module II.
Cost behavior - Fixed and variable - Marginal costing - Assumptions - advantages - Break - even analysis - managerial uses - PVratio - Margin of safety - Break even chart.

Module III.

Module IV.
Funds flow analysis - Cash flow analysis - concept of fund-flow of funds-Funds flow statement - uses - preparation of funds flow statement and Cash flow statements

Module V.
Budgeting - uses - preparation of cash Budget - Flexible Budget.

Books Recommended:
1. Maheshwari.S.N. Cost and Management Accounting, Sultan Chand & Sons, New Delhi
2. Jain S.P and Narang K.L. Advanced cost Accounting, Kalyani Publishers, New Delhi
6. Prasad N.K. Advanced Cost Accounting, Book Syndicate Pvt Ltd Kolkata
UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER – III
CORE COURSE: BM 1344 SERVICES MARKETING

No. of Credits : 4
No. of instructional Hours : 5 per week

Course Objectives: To familiarise the students with the basic concept of Services marketing.

Module I
Introduction – Concept – Goods and Services – Characteristics of Services - Classification of services – Significance of Service marketing

Module II
Service Marketing Mix – Introduction – Concept – Seven P’s of Marketing – Internal marketing – Consumer Behaviour Profile – Designing Communication mix – Flower of Service

Module III

Module IV

Module V

Books Recommended:

1. Christopher H Lovelock, Services Marketing, Prentice Hall
4. Ravisankar, Services Marketing
7. Going Apt, Services Marketing
UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER – III
ELECTIVE COURSE STREAM I: HUMAN RESOURCE MANAGEMENT
BM 1361.1 LABOUR LAW AND INDUSTRIAL RELATIONS (IR)

No. of Credits : 4
No. of instructional Hours : 5 Hour per week

Course objective: To make the students familiar with the concept of Industrial Relations and the related labour legislations.

Module 1
Definition of IR – Approaches to IR – Parties of IR – Role of Government.

(10 hrs)

Module II
Role of various parties to IR – Govt. – IR strategy – Factors affecting Employee relations strategy – IR Divisions. – Trade Unions – Trade Union movement in India.

(15 hrs)

Module III

(15 hrs)

Module IV:

(25 hrs)

Module V:

(25 hrs)
Books Recommended:
1. Kapoor, ND, Personal Management and Industrial Laws, Sultan Chand & Sons
3. Kapoor, ND, Elements of Mercantile Law, Sultan Chand & Sons
4. Shreenivasan, M R (Dr.), Industrial & Labour Law, Margham Publications
7. PRN Sinha, Indu Balasinha, Seema Priyadarshini & Sekhar, Industrial Relations, Trade Unions and Labour Legislations
8. Aswathappa, K, Human Resource Management
9. Venkata Ratnam, C S, Industrial Relations
UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER – III
ELECTIVE COURSE STREAM II: MARKETING MANAGEMENT

BM 1361.2 CONSUMER BEHAVIOUR

No. of Credits : 4
No. of instructional Hours : 5 Hour per week

Course objective: To develop an understanding of underlying concepts and issues in Consumer behavior in marketing.

Module: I
Consumer Behavior - Definition - Nature - Scope - need for studying CB - Consumer research process - Setting objectives - Sample design - Data collection - Report Preparation

(15 hrs)

Module: II

(15 hrs)

Module: III
Consumer behaviour and decision making models - Consumer decisions - consumer as decision makers - types of consumer decisions - consumer decision making process - problem recognition - information search - alternative evaluation and selection - Consumer decision making models - Economic model - Psychoanalytic model - Sociological model - Howard & Sheth model - Consumer Decision making

(25 hrs)

Module: IV
Consumer behaviour and market segmentation - Market segmentation - meaning - definition - bases of market segmentation - requirements of good market segmentation - market segmentation strategies.

(15 hrs)
Module: V


(20 hrs)

Books Recommended:

4. Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi
5. Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi
UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER – III
ELECTIVE COURSE STREAM III: FINANCE

BM 1361.3 INCOME TAX LAW AND PRACTICE

No. of Credits : 4
No. of instructional Hours : 5 Hour per week

Course objective: To expose the students to the latest provisions of Income Tax Act and to enable them to compute taxable income under different heads

Module I
Basic Concepts - Income - Person - Assessee - Assessment Year - Previous Year - Gross Total Income - Total Income - Exempted Income - Agricultural Income - Rate of Income Tax Residential Status and scope of Income - Determination of residential status of individual, HUF, Association of Persons or BOI - Scope of Tax liability

(10 hrs)

Module II
Income under the head Salaries - Provisions - Computation of Income under the head Salary

(20 hrs)

Module III
Income from House Property - Provisions - Computation income from House Property

(10 hrs)

Module IV
Computation of Income under the head Profits and Gains of Business and Profession

(20 hrs)

Module V
Computation of Income under the head Capital Gains and Income from Other Sources. - Deductions from GTI - Computation of Total Income

(30 hrs)

Books Recommended:
5. Bhagavati Prasad, Law and Practice of Income Tax in India.
UNIVERSITY OF KERALA  
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER – III  
ELECTIVE COURSE STREAM IV: TOURISM MANAGEMENT  
BM 1361.4 INTRODUCTIONS TO TOURISM

No. of Credits : 4  
No. of instructional Hours : 5 Hour per week

Course objective: To acquire a basic understanding on the disciplinary nature of tourism and multifaceted nature of tourism industry

Module I  
((15 hrs)

Module II  
Tourism Motivation and Demand- The concept of motivation - definitions - tourism demand - measurement of tourism - Importance - qualitative and quantitative approach - barriers of measurement tourist statistics - Trends in tourist statistics - Kerala - India.  
((10 hrs)

Module III  
Tourism Industry- - important terms used in the travel and tourism industry - tourism infrastructure - tourist transport - modes of tourist transport - Major players - Principals - Intermediaries - Structure of the industry - Hotel industry - Organizational structure of a hotel - types of accommodations units - grading and classification - major hotels and hotel chains.  
((25 hrs)

Module IV  
((20 hrs)

Module V  
Tourism Organisations – Need - Role and functions of International Organizations - UNWTO - IATA - ICAO - PATA - Government Organizations in India and in Kerala- Ministry of Tourism - ITDC - Department of Tourism - Govt. of Kerala – KTDC - KTL - BRDC -TEPS - DTPCS - DMCs.  
((20 hrs)

Books Recommended:  
1. Chris Cooper, Fletcher, Gilbert and Wanhill, Tourism Principles and Practices  
7. Pran Nath Seth(1985), Successful Tourism Management, Sterling Paperbacks, New Delhi  
SEMESTER - IV

UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER – IV
CORE COURSE: BM 1441 ENTREPRENEURSHIP DEVELOPMENT

No. of Credits : 4
No. of instructional Hours : 5 per week

Course Objectives: To make the student understand the concept & importance of Entrepreneurship and facilitate generation of young entrepreneurs.

Module I
Definition of Entrepreneurship – Concept of Entrepreneurship – Role of Entrepreneurship in economic development – Types of Entrepreneurs – Barriers – ED cycle

(10 hrs)

Module II
Small Enterprise – Definition – Types Legal forms – Govt policy – Role of small business in the economic system - Advantages and disadvantages with regard to size of Business – Govt’s assistance to SSI.

(15 hrs)

Module III
EDP in India – Phases of Entrepreneurial programmes – content of training programme – steps for starting a small industry – selection of forms of organisation

(20 hrs)

Module IV
Franchising - Definition - Agreement – Merits and Demerits of Franchising - Venture capital as a source of funds for projects.

(15 hrs)
Module V


(30 hrs)

Books Recommended.
1. Nandan H. Fundamentals of Entrepreneurship, PHI New Delhi
2. Shukla M.B. Entrepreneurship and small Business Management, Kitab Mahal, Allahabad
4. Peter F. Drucker. Innovation and Entrepreneurship, Ane Books Pvt Ltd., New Delhi
7. Entrepreneurial Development – P. Saravanavel
8. Entrepreneurial Development – E. Gordan & K. Natarajan
UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER – IV
CORE COURSE: BM 1442 BUSINESS ETHICS AND CORPORATE GOVERNANCE

No. of Credits : 4
No. of instructional Hours : 5 per week

Course Objectives: To inculcate knowledge on Business Ethics and to provide knowledge of various factors influencing the corporate sector

Module I
Business Ethics - Meaning - scope - benefits - Sources of Ethics - religion - philosophical system - cultural experience - legal system - Importance of Ethics - Factors influencing Business Ethics - leadership - strategy and Performance - environment - corporate culture - individual characteristics

(15 hrs)

Module II
Ethical Values - Meaning - Features - importance - Types of values - Personal values - Values of work force - Ethics committee.

(15 hrs)

Module III
Culture - Meaning - components of culture - Organisation culture - Meaning - characteristics - steps in building and maintaining organization culture - Managing cultural diversity in organisation

(15 hrs)

Module IV
Corporate Governance - History and Development - ingredients - Meaning - definition Importance - objectives - Principles - Code of Corporate Governance - Committees on Corporate Governance - Global and Indian perspectives - Mandatory and non-mandatory regulations - SEBI - Clause 49 of the Listing Agreement - Independent directors and corporate governance

(35 hrs)

Module V
Corporate Social Responsibility of Business - Meaning - rationale - Strategies - Ackerman’s model of social responsibility.

(10 hrs)
Books Recommended:

2. Prof. (Col) PS Bajaj, Dr. Raj Agarwal - Business Ethics An Indian perspective Biztantra-
3. Laura p Hartman, Perspectives in Business Ethics, Mc Graw Hill International
4. SK Chakraborty, Ethics in Management; Vedantic Perspectives, Oxford University Press
5. George A Steiner and John F Steiner, Business, Government and Society, Mc Graw Hill International
UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER – IV

CORE COURSE: BM 1443 INVESTMENT MANAGEMENT

No. of Credits : 4
No. of instructional Hours : 5 Hours per week

Course Objectives: To make the student understand the areas of security analysis and Portfolio Management for making prudent investment decisions.

Module I

(10 hrs)

Module II

(25 hrs)

Module III

(20 hrs)

Module IV
Regulation of capital market in India - SEBI – constitution – powers – functions- roles- investor protection

(15 hrs)

Module V

(20 hrs)

Books Recommended:
2. Dr.S.Kevin, Portfolio management, Prentice Hall of India Pvt Ltd
3. Bhalla, Investment analysis, Sultan Chand&Sons
6. Preethi Sing, Investment Management,
7. Gupta L C, Stock Exchange Trading in India
8. Balakrishnan and S S Nag, Securities Market in India
COURSE OBJECTIVES

- aims at developing and sustaining employability skills necessary to get placed in an entry level position and face competition by developing in students effective oral and written communication skills.
- Focuses on training that brings about changes in thinking and behavior by emphasizing on the three fundamental aspects of learning namely, KSA that are crucial for the survival in the challenging and evolving competitive market scenario.

Module I SELF REGULATION & IMPROVING ACADEMIC PERFORMANCE (15 hours)

Know oneself, personal SWOT analysis, empowering self by developing self esteem, self efficacy, self control and self monitoring, enhancing adaptability and coping with change, enhancing Emotional Intelligence, developing sound study habits, reading newspapers, reviewing -a book, a research article, management movie, improving personal memory, understanding the nature of stress and manage stress, mind mapping, developing the skills of observation, managing time.

Module II EFFECTIVE ORAL COMMUNICATION SKILLS (15 hours)

Communication basics and effectiveness in communication, interpersonal and intrapersonal communication, managing conversations, asking questions, working in teams, public speaking –planning, preparing and delivering speeches clearly and confidently, effective self
introductions, participating in a debate –expressing and arguing clearly and effectively, narrating incidents and events and expressing opinions, give reasons, dynamics of group communication- taking active part in group discussions, managing meetings.

Module III EFFECTIVE WRITTEN COMMUNICATION SKILLS (20 hours)

Principles of effective writing, writing an informal letter, bio-sketch, a narrative piece, description of an object, a notice, crafting a good CV, writing a formal letter, a letter to the editor, a report, a memo, routine letters, cover letters, thank you/ follow–up letters, acceptance letter, rejection letters, resignation letters.

Module IV SELF MANAGEMENT & STANDARDS OF CONDUCT (15 hours)

Barriers to effective communication, managing conflicts, developing an assertive communication style, perspectives on relationships, understand the basics of etiquette, general etiquette to be followed by a student, mobile phone etiquette, telephone etiquette, e-mail etiquette, dressing etiquette, interview etiquette, people etiquette, office etiquette, dining etiquette, personal grooming.

Module V SELF MOTIVATION & GETTING HIRED (15 hours)

Developing an openness and eagerness to learn, willingness to work, show initiative, being proactive, responsible, dependable and conscientious, develop thinking skills -critical and creative thinking, evaluation, decision making and problem solving, understanding the changing world of work, understand employer expectations, transferring CV, job searching, preparing for the interview, the interview process, follow–up, keeping the job.

Each session can be a blend of input and practice depending on the objective of the session and preference of the faculty. The session can commence by administering an assessment/psychological test to gauge the skill level and then move on to interactive methodologies like role plays, games, case lets, quizzes, videos etc., to reinforce the content.

**Texts Recommended:**

<table>
<thead>
<tr>
<th><strong>Name of the book</strong></th>
<th><strong>Author/s</strong></th>
<th><strong>Publishing Company</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Development for life and work</td>
<td>Wallace &amp; Masters</td>
<td>Thomson</td>
</tr>
<tr>
<td>The ACE of Soft Skills</td>
<td>Gopalaaswamy Ramesh, Mahadevan Ramesh</td>
<td>Pearson</td>
</tr>
<tr>
<td>Business Communication</td>
<td>Meenakshi Raman &amp; Prakash Singh</td>
<td>Oxford</td>
</tr>
<tr>
<td>Business Communication</td>
<td>Dr Urmila Rai &amp; SM Rai</td>
<td>Himalaya publishing House</td>
</tr>
</tbody>
</table>
UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

ELECTIVE COURSE STREAM I: HUMAN RESOURCE MANAGEMENT

SEMESTER – IV
BM 1461.1 ORGANISATIONAL CULTURES AND HUMAN RESOURCE DEVELOPMENT
No. of Credits : 4
No. of instructional Hours : 5 Hour per week

Course objective: To familiarize and acquaint the students with the knowledge of Organisational culture and to enlighten the students with the HRD Practices followed in various organizations

Module I
Organisational Structure - Classical organisation theory - Neo classical organisation theory - Modern organisation theory - Systems approach in organization - Technical sub system - social sub system-power sub system

(Module-I: 15 hrs)

Module-II
Organisational Culture - Meaning - definition - concept - characteristics - types of culture - functions of culture - creating and sustaining culture - learning culture - measuring culture - communicating culture.

(Module-II: 15hrs)

Module-III
HRD - Conceptual Framework - issues in HRD - HRD multidimensional - new concept - objects of HRD - HRD and HRM - agents of HRD - strategy for HRD - HRD culture - mechanism and Subsystems of HRD - HRD barriers - frame work of HRD.

(Module-III: 25 hrs)

Module-IV
Organisation and Development - OD interventions - MBO - transactional analysis - Grid training process - group training - objects and importance of training - methods of training - training budget - infrastructure and facilities - evaluation and appraisal of training - executive development

(Module-IV: 20 hrs)
Module V

Career Advancement - career planning - succession planning and counseling - feedback - HRD in India - recent scenario - HRD in different sectors.

(15 hrs.)

Books Recommended

2. Prasad. L.M, Organisational Behaviour, Sultan Chand and sons, New Delhi
UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER – IV
ELECTIVE COURSE, STREAM II: MARKETING MANAGEMENT

BM 1461.2 ADVERTISING AND SALESPROMOTION

No. of Credits : 4
No. of instructional Hours : 5 Hour per week

Course objective: To acquaint the students with the basic knowledge of advertising and sales promotion

Module-I
Marketing communication - Meaning - importance - concept - process - marketing communication mix

(10 hrs)

Module-II
Advertising - Meaning - definition - Features - significance - Functions - Classification - Future of advertising - Creativity in advertising - Concept of copy - copy writing - copy research - theme and appeal - message design and development

(25 hrs)

Module-III

(25 hrs)

Module-IV
Advertising Business - Adv Agency - Types of agency - functions and selecting an Ad agency - Adv agency and client relationship - Social implications of advertising - Moral and Ethical issues in advertising

(15 hrs)

Module-V
Sales promotion - Selling concept - Objectives and functions of sales management - sales promotion - meaning - importance - techniques - relationship between sales promotion and advertising - future of sales promotion

(15 hrs)
BOOKS RECOMMENDED

5. Gupta, Vaswar Das, Sales Management in Indian’s perspective, Prentice Hall New Delhi
6. Advertising Management- Manendra Mohan
7. Advertising Management- Batra, Myers & Aaker
8. Advertising and Promotion: S.A.Chunawalla
9. Sales Promotion: M.N.Mishra
10. Advertising and Promotion- George Belch and Michael Belch
11. Advertising Sales and Promotion Management-S.A.Chunawala
UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER – IV
ELECTIVE COURSE STREAM  III: FINANCE

BM 1461.3 INDIRECT TAXES

No. of Credits                                :  4
No. of instructional Hours           :  5 Hour per week
Course Objective: To acquaint the students with the knowledge of the principles and
Laws relating to the Service Tax, Central Excise Duty, Customs duty
And Central Sales Tax

Module I
Introduction - Indirect Tax - Definition – Scope – Nature – Difference between direct and
indirect tax

(5 Hrs)

Module II
Service tax in India - Introduction – Exempted Services Vs Services included in the negative
list - General exemption from payment of Service Tax - Registration- issue of invoice – bill
or challan or consignment note – person liable to pay Service Tax - Payment of Service Tax
– Exemptions available for small service providers - returns – Large tax payer – records and
access to a registered premises.

(25Hrs)

Module III
Central Excise Duty - Definition of Central Excise Duty- Nature of Excise Duty – Scope of
Excise Duty – Levy – Kinds of excise duty – Merits and Demerits of Excise duty - important
definitions—General Procedures of Central Excise -- registration – Central Excise Duty
Authorities and their Powers –Penalties, Offences and Punishments - Appeals and Revisions-
Tax Liability and Valuation of Goods–Penalties, Offences and Punishments-Concession to
small scale industries

(20 Hrs)
Module IV

Module V

Books Recommended
1. Dr. H.C Mehrotra and Prof.V.P. Agarwal, Indirect Taxes ,SahityaBhavan Publications, Agra
3. Dr. V. Balachandrran, Indirect Taxes ,Sultan Chand and Sons, New Delhi
4. Balachandran, VIndirect Taxes, Sultan Chand and Sons, New Delhi
5. Yogendra Vandana Bhangar & Vineet K Sodhani,Aadhya Prahashan Pvt Ltd
UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER – IV
ELECTIVE COURSE STREAM IV: TOURISM MANAGEMENT

BM 1461.4  AIR CARGO MANAGEMENT

No. of Credits : 4
No. of instructional Hours : 5 Hour per week

Course objective: To acquire basic knowledge and necessary skills to work in the Air Cargo section of Airline industry.

Module I
Introduction to Aviation - National and International Aviation Authorities - ICAO/IATA/FIATA - The roles and responsibilities of the IATA cargo Agent - The operations and service functions - The air cargo consolidator and the process of consolidation - World Geography - IATA areas and sub areas - World time zones and the study of the international time calculator chart - Calculation of local times and flying time - Calculation of time difference between two given cities - Use of the official Airline Guides - To construct unpublished transfer connections of air cargo shipments.

Module II
Aircraft - Types of aircraft - passenger - cargo - combi - Narrow bodied and wide bodied aircrafts – parts – seating arrangements - configuration - loading limitations - volume and weight - Bulk loading limitation - Structure of an international airport - The airside and land side facilities - Equipments used in handling of air cargo - The air cargo complex and its facilities - Customer clearance procedures - The shipper’s letter of instruction (SLI) &- Instruction for carriage and special cargo.

Module III
Procedures for Air Cargo Booking - Automation in the Air Cargo Industry -- Physical handling procedures for Air Cargo - The Air Cargo Tariff (TACT) -- Calculation of the chargeable weight - Volume weight and Gross weight - Types of Cargo rates - GCR - SCR and CR - Lower charge in High weight category and the precedence of rates and charges - Valuation charges - Disbursement and charges collect shipments - Rating concepts - The Air way Bill, its functions and completion

Module IV
DGR Familiarization - The contents of the IATA Dangerous Goods Regulation Manual - Introduction to the DGR - Applicability and limitations - Definitions of clauses/Divisions and packing groups - List of Dangerous Goods and how to use the DGR Manual - Mixtures and solutions and the assignment of proper shipping names - Multiple Hazards and study of items acceptable in passenger or cargo aircrafts -Types of packing - UN specification, Limited Quantity and other type - Checking the packaging of Dangerous Goods shipment Specification of Packaging markings and different dangerous goods packed in one outer packaging - Over pack and Salvage packaging
Module V
DGR Procedures - Marking the package and to check the markings - Labeling given shipment and check the correctness - reference guide - the shipper’s declaration for dangerous goods - documentation requirements for import and export - Airway Bill - Transport of radioactive materials and types of packaging used - The transport Index - Documentation requirements in transporting dangerous Goods - Classes and divisions of DG in Excepted Quantities - limited Quantity labels - Completion of the emergency procedures to be followed in case of damaged or leaked packages - Dangerous Goods Emergency Response Chart - Reporting of incidents and Accidents.

(20 hrs)

Books Recommended:
1. J.G. Wensveen, Air Transportation – A Management Perspective, Ashgate Publishing Ltd
2. Bijan Vasigh, Thomas Tacker and Ken Fleming Introduction to Air Transport Economics - Ashgate Publishing Ltd
3. IATA Foundation course Air faces & Ticketing, IATA Publications
4. IATA Foundation in Tourism & Travel, IATA Publications
# SEMESTER - V

**UNIVERSITY OF KERALA**

**BACHELOR OF BUSINESS ADMINISTRATION**

**SEMESTER – V**

**CORE COURSE: BM 1541 QUANTITATIVE TECHNIQUE FOR MANAGEMENT**

<table>
<thead>
<tr>
<th>No. of Credits</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of instructional Hours</td>
<td>5 per week</td>
</tr>
</tbody>
</table>

**Course Objectives:** To enable the students to apply the quantitative technique to solve the management problems.

**Module I:**
Introduction to Operations Research – Evolution - Definition - nature - Phases - Scope - Application (10)

**Module II:**
General linear programming problem - Mathematical formulation of linear programming problem - Solution to LPP - Graphical approach – utility of the graphical approach - simplex method(simple problems) (25)

**Module III:**

**Module IV:**
Replacement decision -Types of replacement problems - Present worth and discount rate - Replacement of capital equipments that deteriorate with time - Replacing assets which fail completely - Group replacement. (15 hrs)

**Module V:**

**Books Recommended**
4. Sharma,J K Operation Research, Macmillan India Ltd
5. V. K. Kapoor Operations Research
9. G K Mustafi, Operations Research (Methods and Practical)
UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER – V
CORE COURSE: BM 1542 RESEARCH METHODOLOGY

No. of Credits : 4
No. of instructional Hours : 5 per week

Course Objectives: To provide an insight into the fundamentals of social science research and to acquire practical knowledge and required skills in carrying out research

Module I:

(15 hrs)

Module II:
Research Design - Research problem Identification – identifying research gap – setting of objectives and hypotheses – identifying the variables - dependent - independent and intervening variables – steps in developing a research design - contents.

(20 hrs)

Module III:
Data Collection Methods - Collection of data – primary and secondary data – field methods - techniques and tools for data collection - tests - observations - interview - surveys - projective techniques - questionnaire - schedules - Pre-testing and Pilot Study.

(15 hrs)

Module IV:
Data analysis - Classification and Tabulation of data - Tools and Techniques of data analysis - Introduction to Statistical Packages in Social Sciences (SPSS) - Its uses and precaution on using SPSS. Interpretation of analysed data

(25 hrs)

Module V:

(15 hrs)
Books Recommended:

2. Krishnaswami, O R and Ranganathan, Methodology of Research in Social Sciences, Himalaya
3. Ghosh, B N, Scientific Methods and Social Research, Sterling, New Delhi
4. Gupta, Santhosh, Research Methods and Statistical Techniques, Deep & Deep, New Delhi
5. Singh A. K., Tests, Measurements and Research Methods in Behavioural Sciences
6. John W. Best and James V. Khan, Research in Education
UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER – V
CORE COURSE: BM 1543 OPERATIONS MANAGEMENT

No. of Credits : 4
No. of instructional Hours : 5 per week
Course Objectives: To familiarize the students with the concepts, tools and practices of operations management and to learn about the decisions and processes of operations management in a business firm

Module I
Operations management - meaning - definitions - scope - objectives - interaction of operations management with other areas - manufacturing and non-manufacturing operations and their characteristics. (15 hrs)

Module II
Facilities planning—plant location—factors determining plant location— plant layout—process layout and product layout— Capacity planning—estimation of capital requirements—maintenance management—types of maintenance. (20 hrs)

Module III

Module IV
Operations planning and control—objectives of operations planning— planning procedure—operations planning categories (concept only) - Routing – Scheduling – Despatching - operations control—meaning - importance - objectives—techniques of operations control (25 hrs)

Module V
Quality control - Concept of quality - quality planning - statistical quality control - control charts(X chart and R chart only)—management of quality in organizations—quality circles TQM TQM (15 hrs)

Books Recommended:
UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

ELECTIVE COURSE STREAM I: HUMAN RESOURCE MANAGEMENT

SEMMESTER – V
BM 1561.1 ORGANISATIONAL BEHAVIOUR
No. of Credits : 4
No. of instructional Hours : 5 Hour per week
Course Objectives: To equip the students with knowledge on behavioural dynamics of Organisations and to develop effective motivational and leadership skills.

Module- I
Organisational Behaviour - concept - nature - scope - significance - Emerging trends in OB - The five anchors of OB - Perception - Process & errors - Improving perceptions - personality development - Determinants of Personality - Personality traits relevant to OB - Learning - Theories & Principles of Learning - Contingencies & Schedules of Reinforcement. (20 hrs)

Module- I

Module - III

Module - IV
Elements of Organisational Structure - Traditional & Modern Organisational Design - Power & Politics - Sources & Consequences of Power - Organisational Politics - Types of Political Activity - Controlling Political Behaviour. (18 hrs)

Module – V
Organisational culture - Elements of Organisational Culture - Hofstader culture typology - Management of Change - Forces responsible for change - Resistance to change - Overcoming resistance to change. (14 hrs)

Books recommended:
UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER – V
ELECTIVE COURSE, STREAM II: MARKETING MANAGEMENT

BM 1561.2 CUSTOMER RELATIONSHIP MANAGEMENT

No. of Credits : 4
No. of instructional Hours : 5 Hour per week

Course objective: To enable the students to learn the basics of Customer Relationship Management

Module I
CRM concepts - Definition - understanding customers - customer loyalty - and optimizing customer relationships - Success factors of CRM. (15 hrs)

Module II

Module III
Sales Force Automation - Sales Process - Activity - Contact - CRM links in e-Business - E-Commerce and Customer Relationships on the Internet - Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Supplier Relationship Management (SRM), Partner relationship Management (PRM). (20 hrs)

Module IV
Analytical CRM: Managing and sharing customer data - Customer information databases, Ethics and legalities of data use. Data Warehousing and Data Mining concepts. Data analysis. (20 hrs)

Module V
CRM Implementation - Defining success factors - preparing a business plan - requirements - justification - processes - Choosing CRM tools - Managing customer relationships - conflict - complacency - resetting the CRM strategy - Selling CRM. (20 hrs)

Books Recommended:
1. Shajahan Relationship Management, Tata McGraw Hill
3. Philip Kotler, Marketing Management, Prentice Hall
4. Barry Berman and Joel R Evans Retail Management A strategic approach Prentice Hall
5. Kumar, Werner J Reinartz, Customer Relationship Management WILRY India edition
UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER – V
ELECTIVE COURSE STREAM III: FINANCE

BM 1561.3 BANKING LAW AND PRACTICE

No. of Credits : 4
No. of instructional Hours : 5 Hour per week

Course objective: To provide the students with the basic knowledge of the theory and practice of banking and to provide skill in operating banking transactions.

Module I

Banking - Meaning and definition - role of banks in business - structure of commercial banking in India - Public sector and private sector banks - scheduled banks - foreign banks - new generation banks - functions of commercial banks - primary and secondary functions - creation of credit. (10 hrs)

Module II

Central banking - origin - functions - note issue - systems of note issue - bankers bank - banker to Government - Lender of last resort - custodian of nations reserves - Central Clearing agency - credit control - methods of credit control - monetary policy by Central bank - functioning of RBI as Central Bank. (15 hrs)

Module III

E-Banking - Tele Banking - Centralised Online Real Time Electronic Banking (CORE) - Electronic Clearing Service (ECS)-Electronic Fund Transfer (EFT) - Real Time Gross Settlement (RTGS) - National Electronic Fund Transfer (NEFT) - bank Financial Telecommunications (SWIFT)-E-Cheque - Any Time Money - ATMs - Credit Cards - Debit Cards - Smart Cards - Internet Banking. (20 hrs)
Module IV
Banking Practice - Banker - Customer - definition - relationship between banker and customer - general and special relationship - cheque - definition - essentials of a valid cheque - crossing - types of crossing - general and special crossing - dishonour of cheque - Liabilities of wrongful dishonor - collecting banker and paying banker - statutory protection to collecting banker and paying banker - opening and operation of accounts by special types of customers - operation of accounts and settlement of transactions using internet banking

Module V
Changing scenario of Indian Banking - social control - Nationalization of banks - social banking - Lead Bank Scheme - Priority sector (ending-service area approach - micro credit - banking sector reforms - management of Non-Performing Assets (NPAs) - Prudential norms - Basel Norms - Capital Adequacy norms - Universal banking - maintaining customer relationship - Know Your Customer (KYC) - Right to information

Books Recommended:
UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER – V
ELECTIVE COURSE STREAM IV: TOURISM MANAGEMENT

BM 1561.4 FRONT OFFICE MANAGEMENT

No. of Credits : 4
No. of instructional Hours : 5 Hour per week

Course objective: To acquire necessary basic knowledge, skills and packages for working in the front office section of tourism and hospitality industry.

Module I

Module II
Front Office and Other Department - Front Office organization structure - Bell Desk - Functions - Baggage handling upon arrivals & checkouts - Mails and Message Handling - Minor supplies and services - luggage handling and arrival records - House Keeping Department - Engineering Department - HRD Department - Accounts Department - Department - Methods of Communication - Importance - Methods.

Module III
Reservation - Importance of reservation - Methods of reservation - Telephone Etiquettes - Job description of Reservation Staff - Importance of reception - Reception staff - qualities needed for a front office staff - preparation for guest arrival - and receiving and registration of guests - methods of room assignments - group arrivals and departures - identification of various vouchers - distribution of guest information - manual tabular ledges - manual billing - mechanical ledger and billing - computerized ledger and billing.

Module IV

Module V
Books Recommended:
4. Bardi, James, A, Hotel front office management, John Wiley & sons, Inc:
SEMESTER-VI

UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER – VI

CORE COURSE: BM 1641 MANAGEMENT INFORMATION SYSTEM

No. of Credits : 4
No. of instructional Hours : 5 per week

Course Objectives: To create an awareness of the role of information systems in business and to get an introduction to management information system

Module 1
Introduction to MIS - Meaning, concept - Evolution - significance and need - Objectives and features - subsystems of MIS - MIS and other academic disciplines - operating elements of MIS - structure of MIS based on management activity - based on organizational functions. (10 hrs)

Module II
Concepts of information - Nature of information - Definition and Types of management information - data Vs information - Information for various levels of management - Value of information in decision making - age of information. (20 hrs)

Module III
Value and cost of information - Types of information systems - Operations support system - Transaction Processing Systems - Decision support System - Process Control Systems -- Executive support system - Formal and Informal information system - Expert system (20 hrs)

Module IV
Planning information system - Developing information system - System Analysis and design - Implementing Information System acquisition - Managing and Controlling information system resources - Information resources management (20 hrs)

Module V
Database Management-Database - DBMS - objectives of database - Characteristics of database system - data models - database languages - DBA Database system structure - Types of databases - components of DBMS - dvantages (20 hrs)

Books Recommended
1. Goyal, Management Information System, Macmillan, New Delhi
2. Laudon and Laundon, Management Information System, Pearson, New Delhi
5. W.SJawadekar, Management Information System
6. Gordon B Davis, & Margrethe H Olson, Management Information System
UNIVERSITY OF KERALA  
BACHELOR OF BUSINESS ADMINISTRATION  

SEMESTER – VI  
CORE COURSE: BM 1642 INTERNATIONAL BUSINESS  

No. of Credits : 4  
No. of instructional Hours : 5 per week  
Course Objective: To make the students understand international business and its various dimensions.  

Module 1  

(15 hrs)  

Module II  

(20 hrs)  

Module III  
Export Import procedures and documentation - Terms of export import order - Letter of credit - Bill of lading - RBI’s role as exchange control authority - FEMA - convertibility of capital account.  

(20 hrs)  

Module IV  
International Organisations and Global business- UNO, WTO, IMF, World Bank, ADB, IFC, UNCTAD, IDA and IBRD.  

(20 hrs)  

Module V  
Globalization of Indian Business - problems - challenges - benefits.  

Books Recommended:  

(15 hrs)  

CORE COURSE: BM 1643 STRATEGIC MANAGEMENT
No. of Credits : 4
No. of instructional Hours : 5 per week

Course Objective: To create a conceptual awareness on various strategies and its formulation

Module 1
Concept of strategy - Meaning-Definition – Features of strategic management - Levels of strategy - process of strategic management (10 hrs)

Module II
Strategic decision making - Approaches to strategic decision making - Strategic Intent - Developing a strategic vision and mission - setting of objectives (15 hrs)

Module III

Module IV

Module V
Strategic management in International context-strategies of multinational companies. (15 hrs)
Books Recommended:
BM 1661.1 PERFORMANCE MANAGEMENT

No. of Credits : 4
No. of instructional Hours : 5 Hour per week

Course Objectives: To make the students understand the importance and direction of performance in the organizational context.

Module 1

Defining performance - Performance dimensions - approaches to measuring performance - diagnosing the causes of poor performance - differentiating task from contextual performance.

(20 hrs)

Module II

(14 hrs)

Module III

(20 hrs)

Module IV
Performance management and employee development - personal development plans - 360 degree feed back as a developmental tool - performance management and reward system - performance linked remuneration system - performance linked career planning and promotion policy.

(18 hrs)
Module V
Performance consulting - concept - the need for performance consulting - role of the performance consulting - designing and using performance relationship maps - contracting for performance consulting services - organising performance improvement department

(18 hrs)

BOOKS RECOMMENDED:
3. T. V. Rao, Appraising & Developing Managerial Performance, Excel Books
UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER – VI
ELECTIVE COURSE, STREAM II: MARKETING MANAGEMENT

BM 1661.2 RETAIL MANAGEMENT

No. of Credits : 4
No. of instructional Hours : 5 Hour per week
Course objective: To give an overview of the conceptual aspects of retail marketing management

Module I
Retailing - Nature - scope - Functions of retailing - Retail industry in india - types of retailing format - Changes in retailing environment - Socio - Economic - technology - economic change

(15hrs)

Module II
Customers and retail business - Understanding customers - Factors influencing consumer behavior - Consumer decision making process - Retailing information system and research - online retailing

(15 hrs)

Module III
Location and Organisational decision - types of location - trading area analysis - catchments area - site selection - developing location strategy - organisational patterns in retailing

(15 hrs)

Module IV
Store design - lay out and space allocation - Display - Visual merchandising and atmosphere - Store security - Product assortment decisions - Merchandise forecasting - pricing-Libeling and packaging

(20 hrs)

Module V
Retail promotion - Developing store image - Retail store sales promotion - Retail promotion mix strategy - Retail budgeting and resource allocation-Credit management-Controlling retail operation

(25 hrs)
Books Recommended:
1. Barmen, Barry and Joel Evans, Retail management, Prentice Hall
2. Levy, Michael and Barton, Retail management, Tata McGraw Hill
3. Chetan Bajaj et al, Retail management, Oxford
4. Rojer & Paul Britain, retail management, Prentice Hall
6. Cooper j: Strategy planning in logistics and transportation
7. Cox roger: Retail management
8. Kotler: Marketing management
UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER – VI
ELECTIVE COURSE STREAM III: FINANCE
BM 1661.3 FINANCIAL SERVICES

No. of Credits : 4
No. of instructional Hours : 5 Hour per week

Course objective: Providing the students with an understanding of the various financial services available in the country

Module I

Module II

Module III
Venture Capital - Nature and scope - Types - Process of Venture capital financing - Limitations - Venture capital funds in India

Module IV
Housing Finance - Importance - Fixed and Flexible rate of Interest - EMI - Procedure for granting loans - Role of NHB, Commercial Banks and other housing financial institutions. Securitisation of debt - objectives - benefits.

Module V
Mutual Funds and other Financial Services - Mutual funds - concepts - objectives - types - Mutual funds in India
Credit rating - concept - Agencies - significance - credit rating in India

Books Recommended:
4. Yogesh Maheswari, Investment Management, PHI New Delhi
UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER – VI
ELECTIVE COURSE STREAM IV: TOURISM MANAGEMENT

BM 1661.4 TRAVELS AND TOUR OPERATIONS MANAGEMENT

No. of Credits : 4
No. of instructional Hours : 5 Hour per week

Course objective To enable the student to acquire knowledge and skills for getting a job in the Travel and Tour Operation area or to fetch self employment.

Module I
Travel agency business - Growth and development of Travel Agency – concepts and definition – functions - organizations and departments at travel agency- setting up of a travel agency – IATA Approval

Module II
Travel Documentation - Travel formalities and documents - Passport - Visa - Health - Customs - Currency - Travel Insurance - Health Insurance - its types and documents required

Module III
Introduction to tour operations management - concept and definitions - differences – types of tours – components of a tour - The business of Tour Operation – Concepts and Definitions - Types of Tour operators - inbound - outbound - domestic and specialized tour operators – Rates and Responsibilities - Itinerary preparation - Stages - components of an itinerary – tour costing – Planning a Tour - Stages - Components of tour planning

Module IV
Tourist Guide - Tour guiding - tour escort - tour managers - tour guides - skills and qualities of guides - certification of guides - how to manage tourists – tour analysis - pre tour and past tour analysis – tourist retention programs

Module V
Books Recommended:
7. Abacus Manuals
OPEN COURSES-For students of other Discipline

UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER – V

OPEN COURSE: BM 1551.1 PROJECT MANAGEMENT

No. of Credits : 2
No. of instructional Hours : 3 Hour per week

Course objective: To provide knowledge on the concept of project management

Module I
Project management – meaning, definition- features – classification of projects - stages in project cycle – identification, formulation and implementation. (8 hrs)

Module II
Appraisal of Projects – Market feasibility, technical feasibility, financial feasibility - different types of appraisal to determine feasibility – feasibility report. (10 hrs)

Module III
Financial Appraisal of a Project – Evaluation Techniques – traditional and modern (theoretical aspects only) (14 hrs)

Module IV
Estimation of Project cost – Preliminary expenses – cost of acquisition of fixed assets, cost on technical knowhow, acquisition of patents and licenses – documentation charges – preparation of project report (10 hrs)

Module V
Institutional Finance for Projects – National and state level – IDBI, SIDBI, GIC, LIC, UTI, SFC, IFC – functions and schemes (12 hrs)

Books Recommended:
UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER – V
OPEN COURSE: BM 1551.2 FUNCTIONAL MANAGEMENT

No. of Credits : 2
No. of instructional Hours : 3 Hour per week

Course objective: To provide a theoretical base so as to enable the students to acquire practical knowledge of the functional areas of management

Module I

Module II

Module III

Module IV

Module V

Books Recommended:
UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER – V
OPEN COURSE: BM 1551.3 STRATEGIC MANAGEMENT

No. of Credits : 2
No. of instructional Hours : 3 Hours per week

Course objective: To enhance decision making abilities of students in situations of Uncertainty in a dynamic business environment

Module I
Strategic management – introduction – concept – characteristics of strategic management – Defining strategy. (8 hrs)

Module II

Module III
Strategic analysis and choice – Environmental Threat and Opportunity Profile (ETOP) – Organisational Capability Profile – Strategic Advantage Profile – Corporate Portfolio Analysis – SWOT Analysis – Synergy and Dysergy – GAP Analysis. (14 hrs)

Module IV
Strategy implementation – Inter-relationship between formulation and implementation – issues in strategy implementation – resource allocation. (10 hrs)

Module V
Strategy evaluation – importance – strategic control – techniques of strategic evaluation and control. (12 hrs)

Books Recommended:
OPEN COURSE: BM 1551.4 FUNDAMENTALS OF FINANCIAL ACCOUNTING

Course objective: To provide basic accounting knowledge as applicable to business and to equip students to maintain various types of ledgers and to prepare final accounts

Module I

Module II

Module III

Module IV
Trial Balance - meaning and objectives - preparation of Trial Balance - Rectification of errors - Types of errors - detection and rectification of errors - Suspense Account.

Module V
Final accounts of Sole Trader - Manufacturing Trading and Profit & Loss Account - Balance Sheet - Preparation of Final accounts with adjustments.

Books Recommended:
1. Gupta, R L and Gupta V K, Principles and Practice of Accountancy, Sultan Chand & Sons, New Delhi
2. Jain S P and Narang, K L, Basic financial accounting, Kalyani Publishers, New Delhi
ELECTIVE COURSES-For students of Business Administration

UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER – VI

ELECTIVE COURSE: BM 1661.5 BUSINESS COMMUNICATIONS
No. of Credits : 2
No. of instructional Hours : 3 Hours per week

Course objectives: To familiarize the students with the basic concepts of Business Communication in the organizational backdrop.

Module I
Business Communication - Meaning - importance - Methods - Types - Barriers to communication (8 hrs)

Module II

Module III
Bank Correspondence - Correspondence of company secretary with shareholders and directors (12 hrs)

Module IV
Communication through reports - importance - contents - Annual report

Module V
Internal Communication - Short speeches - Memo - Circulars - Notices - Communication Media - Intercom, Telex and Telephone - Fax - Internet (10 hrs)

Books Recommended:
1. Rajendra Pal Korahill, Essentials of Business Communication, Sultan Chand & Sons, New Delhi
ELECTIVE COURSE: BM 1661.6 INDIAN BANKING SYSTEMS

No. of Credits : 2
No. of instructional Hours : 3 Hours per week

Course objective: To enable the students to understand the working of the Indian Banking System.

Module I
Systems of Banking - Unit banking and Branch banking - group banking and chain banking - deposit banking and mixed banking - any time banking and anywhere banking - banking system in India (10 hrs)

Module II
Banking regulation in India - Banking regulation Act 1949 - applicability - social control - Negotiable Instruments Act 1881 - negotiable instruments (12 hrs)

Module III
Non-Banking Finance Companies (NBFCs) - definition - regulation - difference between NBFCs and Banks (10 hrs)

Module IV
Development Banks - concepts - evolution - nature - importance - SIDBI - EXIM Bank - RRBS - NABARD (Brief discussion only) (12 hrs)

Module V
Co-Operative Banks - structure - Role - State co-operative bank - District Co-operative bank - PACS. (10 hrs)

Books Recommended:
7. Balakrishnan and S S Nag, Securities Market in India
UNIVERSITY OF KERALA  
BACHELOR OF BUSINESS ADMINISTRATION  

SEMESTER – VI  
ELECTIVE COURSE: BM 1661.7 HOSPITALITY MANAGEMENT  
No. of Credits : 2  
No. of instructional Hours : 3 Hours per week  

Course objective: To impart knowledge about the organization and management of Hospitality industry  

Module I  
Hospitality industry - meaning - Hotel - Travel and Tourism industry - Economic and other impacts of Hotel, Tourism and travel Industry  

Module II  
Management - Hotel - definition - types of hotel - International - resorts - commercial - residential - International Hotel Association (IHA) - food service industry - composition - size - management of food services.  

Module III  
Organisational structure - Rooms Division - The Front office department – The House Keeping department - The Food Studies Division - The Food production department - The Food & Beverage service department.  

Module IV  
Functional areas - Engineering and maintenance division - Marketing and sales division – Accounting division – Human Resource division - Security division.  

Module V  
Future trends in hospitality industry - CRS - chain of hotels - associations in hospitality management - HR issues and technology.  

Books Recommended:  
6. Walker John R. Introduction to Hospitality, PHI New Delhi  