UNIVERSITY OF KERALA
REGULATIONS, SCHEME, AND SYLLABUS OF
BBA (SDE) PROGRAMME 2018-19 ADMISSION ONWARDS

Course Duration: The duration of the BBA (SDE) programme of the University of Kerala will be three years consisting of six semesters.

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.

Requirement of Attendance and Progress: A student will be permitted to register and appear for the examination at the end of the semester only if: He/she has acquired not less than 50% attendance in each course in each semester His/her progress is satisfactory in the continuous assessment in each course His/her conduct has been satisfactory

Examination and Result: Regular end semester examination of three hours duration will be conducted for the courses at the end of each semester by the University. The University will issue the semester mark list after each semester examination and final consolidated mark list showing the marks scored in all the six semesters after the successful completion of the BBA (SDE) Degree programme. For each course, the end semester examination will carry 80 marks while the internal assessment will be done for 20 marks. Thus the total marks for each subject shall be 100 marks.

The components of internal assessment and the marks for each will be as follows:

<table>
<thead>
<tr>
<th>Assignments</th>
<th>10 marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminars and discussions</td>
<td>10 marks</td>
</tr>
<tr>
<td>TOTAL</td>
<td>20 marks</td>
</tr>
</tbody>
</table>

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>Credits</th>
<th>Evaluation Marks</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>CE</td>
<td>ESE</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>CE</td>
<td>ESE (Uty Exam)</td>
</tr>
<tr>
<td>I</td>
<td>Language- EN 1111.1 English I</td>
<td>2</td>
<td>20</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>Foundation: BM1121 Environmental Studies</td>
<td>4</td>
<td>20</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>Core: BM 1141 Fundamentals of Management</td>
<td>4</td>
<td>20</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>Core: BM 1142 Managerial Economics</td>
<td>4</td>
<td>20</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>Core: BM 1143 Financial Accounting</td>
<td>4</td>
<td>20</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>Complimentary - BM 1131 Statistics for Business Decisions</td>
<td>3</td>
<td>20</td>
<td>80</td>
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<tr>
<td></td>
<td><strong>TOTAL</strong></td>
<td><strong>21</strong></td>
<td><strong>120</strong></td>
<td><strong>480</strong></td>
</tr>
<tr>
<td>II</td>
<td>Language- EN 1211.1 English II</td>
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<td>20</td>
<td>80</td>
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<tr>
<td></td>
<td>Foundation: BM 1221E-Commerce &amp; Cyber Laws</td>
<td>2</td>
<td>20</td>
<td>80</td>
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<tr>
<td></td>
<td>Core: BM 1241 Marketing Management</td>
<td>4</td>
<td>20</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>Core: BM 1242 Human Resource Management</td>
<td>4</td>
<td>20</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>Core: BM 1243 Financial Management</td>
<td>4</td>
<td>20</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>Compl.:BM 1231Business Regulatory Frame Work</td>
<td>3</td>
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<td>80</td>
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<tr>
<td></td>
<td><strong>TOTAL</strong></td>
<td><strong>19</strong></td>
<td><strong>120</strong></td>
<td><strong>480</strong></td>
</tr>
<tr>
<td>III</td>
<td>Core: BM 1341 Business Environment and Policy</td>
<td>4</td>
<td>20</td>
<td>80</td>
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<tr>
<td></td>
<td>Core: BM 1342 Corporate Regulations</td>
<td>4</td>
<td>20</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>Core: BM1343 Cost and Management Accounting</td>
<td>4</td>
<td>20</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>Core: BM 1344 Financial Services</td>
<td>4</td>
<td>20</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>Elective Course I: BM 1361.1/2/3/4</td>
<td>4</td>
<td>20</td>
<td>80</td>
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<tr>
<td></td>
<td><strong>TOTAL</strong></td>
<td><strong>20</strong></td>
<td><strong>100</strong></td>
<td><strong>400</strong></td>
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<tr>
<td>IV</td>
<td>Core: BM 1441 Entrepreneurship Development</td>
<td>4</td>
<td>20</td>
<td>80</td>
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<tr>
<td></td>
<td>Core:BM1442 Business Ethics &amp; Corporate Governance</td>
<td>4</td>
<td>20</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>Core: BM 1443 Operations Management</td>
<td>4</td>
<td>20</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>Core: BM 1444 Skill Enhancement and Employability Orientation</td>
<td>4</td>
<td>20</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>Elective Course II: BM 1461.1/2/3/4</td>
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<td>20</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL</strong></td>
<td><strong>20</strong></td>
<td><strong>100</strong></td>
<td><strong>400</strong></td>
</tr>
<tr>
<td>Core: BM 1541 Quantitative Techniques for Management</td>
<td>4</td>
<td>20</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>Core: BM 1542 Research Methodology</td>
<td>4</td>
<td>20</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>Core: BM 1543 Investment Management</td>
<td>4</td>
<td>20</td>
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<td>100</td>
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<tr>
<td>Core: BM 1544 Project</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Open: BM 1551.1/2/3/4 (Course - other Faculty)</td>
<td>2</td>
<td>20</td>
<td>80</td>
<td>100</td>
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<tr>
<td>Elective Course III: BM 1561.1/2/3/4</td>
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<td>20</td>
<td>80</td>
<td>100</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>18</td>
<td>100</td>
<td>400</td>
<td>500</td>
</tr>
</tbody>
</table>

| Core: BM 1641 Management Information System | 24 | 20 | 80 | 100 |
| Core: BM 1642 International Business | 20 | 80 | 100 |
| Core: BM 1643 Strategic Management | 20 | 80 | 100 |
| Core: BM 1644 Project Work and Viva Voce | | | |
| Elective: BM 1661.5/6/7 (Course - own Faculty) | 20 | 80 | 100 |
| Elective Course IV: BM 1661.1/2/3/4 | 20 | 80 | 100 |
| **TOTAL** | 22 | 100 | 400 | 600 |
| **GRAND TOTAL** | 120 | 640 | 2560 | 3300 |

**ELECTIVE STREAMS**

**STREAM I HUMAN RESOURCE MANAGEMENT or**

<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>Organisation Behaviour</td>
</tr>
<tr>
<td>IV</td>
<td>BM 1461.1</td>
<td>Human Resource Development and Organisation Culture</td>
</tr>
<tr>
<td>V</td>
<td>BM 1561.1</td>
<td>Labour Law and Industrial Relations</td>
</tr>
<tr>
<td>VI</td>
<td>BM 1661.1</td>
<td>Performance Management</td>
</tr>
</tbody>
</table>

**STREAM II MARKETING MANAGEMENT or**

<table>
<thead>
<tr>
<th>Semester</th>
<th>Course Code</th>
<th>Course title</th>
</tr>
</thead>
</table>
### III Consumer Behaviour
- BM 1361.2

### IV Advertising and Sales Promotion
- BM 1461.2

### V Customer Relationship Management
- BM 1561.2

### VI Retail Management
- BM 1661.2

#### STREAM III FINANCE or

<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 Accounting</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>International Finance</td>
</tr>
<tr>
<td>VI</td>
<td>BM 1661.3</td>
<td>Project Appraisal and Analysis</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>Semester</th>
<th>Course Code</th>
<th>Course title</th>
</tr>
</thead>
<tbody>
<tr>
<td>V</td>
<td>1551.4</td>
<td>Fundamentals of Financial Accounting</td>
</tr>
</tbody>
</table>

#### ELECTIVE COURSE

(For students of Business Administration – Elect one course)
School of Distance Education offers BBA program with four specialisations viz, HRM, Marketing, Finance, Tourism. Though we offer four specialisations, SDE provides **self-learning materials (SLM)** and **personal contact program (PCP)** for the **two** specialisations shown below.

1. **Marketing Management**  
2. **Human Resource Management**

For the rest of the **two** specialisations, candidates should seek assistance through **their own means**. But **prior intimation** about the selection of specialisation should be made to **SDE office** after remitting the **prescribed fees**.
FOUNDATION COURSE: BM1121- ENVIRONMENTAL STUDIES

No. of Credits: 4

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 1
Environmental studies- meaning- definition- scope- importance- need. Natural resources- renewable and non-renewable resources- use- exploitation- changes- benefits and conflicts of forest, water, minerals, 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 2
Ecosystem- concept- structure- functions-producers- consumers- and decomposers- energy flow- ecological succession- food chains, food webs and ecological pyramids-forest ecosystem-grassland ecosystem-desert ecosystem-aquatic ecosystems

Biodiversity and its conservation- Introduction- definition- generic-species- and ecosystem diversity- Value of biodiversity- consumptive value- productive value- social-ethical- aesthetic and option values- At different levels- at global- National and local- India as a mega diversity nation- Hot spots threats- Endangered and endemic species of India. Conservation of biodiversity- In-situ and ex-situ conservation of biodiversity (20 hrs)

Module 3
Module 4
Social issues and the Environment- from unsustainable to sustainable development- urban problems related to energy – urban planning (concepts) - water conservation-rain water harvesting- watershed management-Resettlement and rehabilitation of people- its problems and concerns- Case studies.


Module 5

Field work –visit to local areas to document environmental assets- river- forest- grassland- hill- mountain- visit to a local polluted site- Urban- rural- industrial- Agricultural-study of common plants- insects- birds- study of simple ecosystems- ponds- river- hill slopes. (8hrs)

Books Recommended
1. Erach Bharucha, Text Book for Environmental Studies. Bharati Vidyapeeth, Institute of Environment Education and Research
4. Rabindra N Bhattaria: Environmental economics-an Indian perspective: Oxford

SEMESTER – I

CORE COURSE: BM 1141- FUNDAMENTALS OF MANAGEMENT

No. of Credits: 4
Course Objective: To acquaint students with the fundamentals of management and the basic functions of modern management.

Module 1
Introduction to Management- Definition- nature- scope- levels of management- Scientific management- principles of management- basic functions of management- Roles of a manager-Schools of management thought (15 hrs)

Module 2
Planning and Decision Making- Planning: meaning- nature and purpose- types of planning-planning process- Decision making: meaning- importance- techniques of decision making-Management by Objectives- features- steps (15 hrs)
Module 3
Organising- meaning- nature and purpose- Dimension of structure- horizontal and vertical-dimensions- formal and informal dimensions- organisation chart and manual- Delegation-
Decentralisation- Departmentation- Span of management (20 hrs)

Module 4
Staffing-meaning- definition- importance- elements of staffing- Recruitment- Selection-
Directing: meaning- nature and scope- elements of directing- Motivation: Definition- nature-
types- Leadership- meaning- nature- leadership styles- Communication- meaning- elements-
process- Controlling: meaning- need- process of control- types- Techniques of control (30 hrs)

Module 5
Emerging Trends in Management– Modern theories of management (Systems management school,
Situational approach) (10 hrs)

Books Recommended:
1. C.B.Gupta, Management Theory and Practice -Sultan chand & sons
2. L.M.Prasad, Principles and practice of Management- Sultan chand & sons

SEMESTER – I

CORE COURSE: BM-1142- MANAGERIAL ECONOMICS

No. of Credits: 4
No. of instructional Hours: 4 per week
Course Objectives: To impart the basic concepts of Economics and provide the application of
economics principles in business decision making. Also aims to create awareness on the micro
and macroeconomic environment.

Module 1
Meaning and concept of Managerial Economics – Role of Managerial Economist in Business
decision making - Demand Analysis – Demand curve and Demand function –Laws of demand-
Elasticity of demand and its estimation – Demand forecasting and its methods (15 hrs)

Module 2
Production and cost of production – Production function – Cost and output relationship- Cost
function in the short run and in the long run- cost concepts- Practical applications of cost
functions and- Cost volume Profit analysis- Economies of scale –Scope- Economies and diseconomies of production, Business cycle and its implications (15 hrs)

Module 3
Market structure and pricing – Perfect – Monopolistic- Monopoly-Oligopoly- Cartel- Types of
cartel- Limit Price Theories of J.S Bain, Sylos-Labni, Behavioral model of Cyrit and March –
Managerial theories of firm, Baumol's Sales Revenue Maximisation, O. Williamson's Model on
Managerial Enterprise-Marri's Model of balanced growth –profit volume analysis-Break even
analysis-implications (15 hrs)

Module 4
Basic concepts of National Income – GDP, GNP, NNP,- per capita income – Economy Growth
Rate – Methods of estimating National Income – Current- Constant Price – Problems of National
Income estimation in India – Role of NSSO and CSO (12 hrs)
Module 5
Budget and Basic concepts-Plan and non-plan expenditure- Fiscal deficit- Revenue deficit-
Inflation and types-Bank rate, SLR,CRR, Repo, reverse repo, open Market operation-Qualitative
credit control- Exchange Rate Management-Monetary, fiscal policies and practices in India –
Quantity theories of money- Fischer – Keynes-Friedman- Tobin (15 hrs)

Books Recommended:
1. Yogesh Maheswari, Managerial Economics (Second Edn.)–, Printice-Hall of India Pvt.
   Limited, New Delhi, 2006.
   Publishing Company Limited, New Delhi. 2007
   Publishing Company Limited, New Delhi

SEMESTER – I

CORE COURSE: BM1143- FINANCIAL ACCOUNTING

No. of Credits: 4
No. of instructional Hours: 5 per week
Course Objectives: To familiarize students with the mechanics of preparation of financial
statements, understanding corporate financial statements

Module 1
Introduction to Financial Accounting. Accounting as an Information System. Importance, Scope,
and Limitations. Users of Accounting Information. Generally Accepted Accounting Principles.
The Accounting Equation. Nature of Accounts and Rules of Debit and Credit. Recording
overview of Subsidiary books –Opening and Closing Entries. Preparation of Ledger Accounts
(25 hrs)

Module 2
Preparation of Financial Statements: Preparing Trading Account, Profit & Loss Account and
Balance Sheet for a Sole Proprietor (25 hrs)

Module 3
Understanding contents of Financial Statements of a Joint Stock Company as per Companies Act
2013- Preparing Profit & Loss Account and Balance Sheet for a company-Understanding the
contents of a Corporate Annual Report (20 hrs)

Module 4
Analyzing Financial Statements: Objectives of Financial Statement Analysis; Sources of
Information; Standards of Comparison; Techniques of Financial Statement Analysis - Horizontal
Analysis, Vertical Analysis, and Ratio Analysis (10 hrs)

Module 5
Indian Accounting Standards: concept, benefit, procedure for issuing Indian accounting Standard
in India, Salient features of Indian AS issued by ICAI. International financial reporting standards
(IFRS): Features, uses and objective of IFRS, IFRS issued by IASB and concept of harmonization and convergence, obstacle in convergence (10 hrs)

Books Recommended:

SEMESTER – 1

COMPLIMENTARY COURSE: BM 1131 – STATISTICS FOR BUSINESS DECISIONS

No. of Credits: 3
No. of instructional Hours: 4 Hours per week
Course Objective: To familiarize the students with various statistical Data Analysis tools that can be used for effective decision making. Emphasis will be on the application of the concepts learned.

Module 1
Measures of Central value-characteristics of an ideal measure- Measures of Central tendency – mean, median, mode – Application in Business decisions – Measures of Dispersion – absolute and relative measures of dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation, Co-efficient of Variation – Moments, Skewness, Kurtosis - (Conceptual framework only) (20 hrs)

Module 2
Correlation analysis: Meaning and Significance – Correlation and Causation, Types of Correlation, Methods of studying Simple Correlation – Scatter diagram, Karl Pearson’s Co-efficient of Correlation, Spearman’s Rank Correlation co-efficient (15 hrs)

Module 3
Regression Analysis – Regression Vs Correlation, Linear Regression, Regression lines, Standard error of estimates (10 hrs)

Module 4

Module 5
Meaning and significance, problems in construction of index numbers, methods of constructing index numbers – weighted and unweighted, test of adequacy of index numbers, chain index numbers, base shifting, splicing and deflating index numbers (17 hrs)
Books Recommended:

UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER – II

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

No. of Credits: 2
No. of instructional Hours: 4 Hours per week
Course Objective: To familiarize students with the basic concepts of internet, e-commerce, e-business and cyber security

Module 1
Internet- basics- getting information on the Internet-Protocol- www-Web Pages and HTML-Web browsers-searching the web- Electronic mail- Advantages and disadvantages (10 hrs)

Module 2
E-commerce - Definition - Types - Internet shopping - Advertising in e-commerce - E-commerce for service industry - use of social media for promotion. (15 hrs)

Module 3
Internet Banking - Electronic Payment System - Concept of E-cash – flow chart- digital signature- Electronic Fund Transfer - Debit and Credit card system (20 hrs)

Module 4
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 5
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
SEMESTER II

CORE COURSE: BM 1241 - MARKETING MANAGEMENT

No. of Credits: 4
No. of instructional Hours: 5 Hours per week
Course Objective: To familiarize students with the marketing function in organizations. Also aims to equip the students with understanding of the Marketing mix elements and sensitize them to certain emerging issues in Marketing.

Module 1
Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts- Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept. Marketing Environment: Demographic, economic, political, legal, socio cultural, technological environment (Indian context); Portfolio approach – Boston Consultative Group (BCG) matrix (20 hrs)

Module 2
Segmentation, Targeting and Positioning: Levels of Market Segmentation, Basis for Segmenting Consumer Markets, Difference between Segmentation, Targeting and Positioning (10 hrs)

Module 3

Module 4
Promotion Mix: Factors determining promotion mix, Promotional Tools – basics of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling; Place (Marketing Channels): Channel functions, Channel Levels, Types of Intermediaries: Types of Retailers, Types of Wholesalers (25 hrs)

Module 5
Marketing of Services - Unique Characteristics of Services, Marketing strategies for service firms – 7Ps. (10 hrs)

Books Recommended:
4. Rajan Nair et al, Marketing management, Sultan chand & Sons.
SEMESTER II

CORE COURSE: BM-1242- HUMAN RESOURCE MANAGEMENT

No. of Credits: 4
No. of instructional Hours: 5 Hours per week
Course Objective: To acquaint students with the fundamentals of Human Resource Management and the recent developments in Human Resource Management.

Module 1
Introduction- Definition- Scope and significance- Approaches to HRM- Personnel management Vs Human Resource Management- functions of HRM- role of human resource manager- Systems approach to HRM (15 hrs)

Module 2
Human Resource Planning (HRP) - Need and importance- process of HRP- Job analysis- Job description- Job design- Recruitment – meaning- sources- Selection- meaning and importance- steps in selection procedure- interview- types of interview- Induction- Placement (20 hrs)

Module 3
Training and Development- meaning- importance- methods of training- Development- objectives- types of management development (15 hrs)

Module 4

Module 5
Development Initiative- Workers participation in management- Team building- Collective bargaining- Absenteeism and turnover- QWL- Definition- Concepts- Constitution of QWL- Quality circle- Outsourcing (20 hrs)

Books Recommended:

SEMESTER II

CORE COURSE: BM 1243- FINANCIAL MANAGEMENT

No. of Credits: 4
No. of instructional Hours: 5 Hours per week
Course Objective: To acquaint students with the techniques of financial management and their applications for business decision making.
Module 1

Module 2

Module 3
Capital Budgeting –Nature and meaning of capital budgeting- Cash flow-Capital budgeting techniques – Payback period-Accounting Rate of Return, Net Present Value, Internal Rate of Return -Profitably Index Method (15 Hours)

Module 4
Dividend decisions-Dividend policy- Determinants of dividend-Conservative vs. liberal policy- Payout ratio-Retention ratio-Dividend theories-Walters model-Gordon model- MM hypothesis policy-Bonus shares- Stock splits (15 Hours)

Module 5
Working Capital-concept-Types- Operating and cash cycle-Importance-Determinants of working capital-Sources of working capital-Estimation of working capital-Cash management-Receiveble management-Inventory management (15 Hours)

Books Recommended:

SEMESTER – II

COMPLEMENTARY COURSE: BM 1231- BUSINESS REGULATORY FRAME WORK

No. of Credits: 3
No. of instructional Hours: 4 per week
Course Objectives: To impart in depth knowledge of the law of contracts, and the legal framework influencing business operations.
Module 1

Module 2

Module 3

Module 4

Module 5
Goods and Services Tax- Evolution of GST in India Meaning - Definitions - Objectives - Features - Basic Concepts- Challenges and Opportunities – Dual GST- Applicability of CGST and SGST- indirect taxes include under GST. (10 Hrs)

Books Recommended:
Module 1

Module 2

Module 3

Module 4
Corporate Social responsibility (CSR) and Socio Cultural Sectors- Socio-Cultural Environment-Elements –Social Instructions and systems-Values and attitudes-Social Groups Social Responsibility of business-Social Audit (20 hrs)

Module 5

Books Recommended:

SEMESTER – III

CORE COURSE: BM 1342- CORPORATE REGULATIONS

No. of Credits: 4
No. of instructional Hours: 5 per week
Course Objectives: To impart conceptual and practical knowledge to students on Companies Act 2013 and also to give an understanding of the administration and management of corporate form of business.

Module 1
Module 2
Memorandum - Definition - Importance - Clauses of Memorandum - Procedure of Alteration of Memorandum of Association - Doctrine of Ultra Vires - 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 - Certificate On Commencement of Business (20 Hrs)

Module 3

Module 4
Winding up of companies- Modes of Winding Up - By The Tribunal - Voluntary Winding Up - Grounds and Procedures – Liquidator - Duties and Functions - National Company Law Tribunal and Appellate Tribunal. (15 Hrs)

Module 5

Books Recommended

SEMESTER – III

CORE COURSE: BM 1343- COST AND MANAGEMENT ACCOUNTING

No. of Credits: 4
No. of instructional Hours: 5 per week
Course Objectives: To impart conceptual and practical knowledge to students on cost and management accounting and the methods and techniques.
Module 1
Definition - Meaning - Nature - scope and objectives of cost Accounting and Management Accounting - differences between cost Accounting - Management Accounting and Financial Accounting - cost concepts - Elements of cost - preparation of cost sheet (15 hrs)

Module 2
Cost behavior - Fixed and variable - Marginal costing - Assumptions - advantages - Break -even analysis - managerial uses - PVratio - Margin of safety - Break even chart (20 hrs)

Module 3

Module 5

Module 4
Budgetary control- Budgeting – Meaning and definition- uses – Functional budgets-master Budget- preparation of cash Budget and Flexible Budget (15 hrs)

Books Recommended:
3. S.N.Mageshwari, Cost and Management Accounting — Sulhan Chand
4. A.Murthi, Cost and Management Accounting, S.V. Publications.

SEMESTER III

CORE COURSE: BM 1344- FINANCIAL SERVICES

No. of Credits: 4
No. of instructional Hours: 5 Hours per week
Course Objectives: Providing the students with an understanding of the various financial services available in the country.

Module 1
Module 2

Module 3
Non fund/Fee based advisory service - Merchant banking – project advisory services – custodian service – credit rating – mergers and acquisition – capital restructuring service- safe custody services- stock broking – depositories – mutual funds (25hrs)

Module 4
Banking products and services-Deposit products – Demand, Term, Hybrid deposits- Loan products- Working capital finance, Project finance- Retail banking products- channels of retail banking products (15 hrs)

Module 5
Insurance products and services-Types of insurance – Life marine, fire, medical, general insurance - Life insurance products, General insurance products (10 hrs)

Books Recommended:
4. Cliford Gomez, Financialmarkets, institutions and financial services PHI Learning Pvt Ltd.

SEMESTER III

ELECTIVE COURSE STREAM I: HUMAN RESOURCE MANAGEMENT

COURSE 1: BM 1361.1- ORGANISATIONAL BEHAVIOUR

No. of Credits : 4
No. of instructional Hours: 5 Hours per week
Course Objective: To acquaint students with the fundamentals of Organisational Behaviour and the recent developments in Organisational Behaviour.

Module 1
Introduction of Organisational Behaviour (OB) - Definition- nature and scope- need for studying OB- Contributing disciplines to OB- Modes of OB- Challenges and opportunities of OB (15 hrs)

Module 2
Perception and Learning- Perception: meaning- process- improving perception- personality development- determinants of personality- personality traits- Learning- Theories and principles of Learning. (20 hrs)

Module 3
Groups- Definition- types- development- Group norms- Group cohesiveness- Group decision making- Conflict- Individual conflict- Interpersonal conflict- Group conflict- Transactional Analysis. (20 hrs)
Module 4

Module 5

Books Recommended:
1. S.S.Khanka, Organisational Behaviour- S.Chand Publishing
2. L.M.Prasad, Organisational Behaviour –Sultan chand & sons

SEMESTER – III
ELECTIVE COURSE STREAM II: MARKETING MANAGEMENT

COURSE 1: BM 1361.2- CONSUMER BEHAVIOUR

No. of Credits: 4
No. of instructional Hours: 5 per week
Course Objectives: Objective: To equip students with the basic knowledge about the issues and dimensions of consumer behaviour and with the skill and ability to analyse consumer information and develop consumer behaviour oriented marketing strategies.

Module 1
Consumer behavior – definition- nature- scope – need for studying consumer behaviour-consumer research process - Report preparation (15 hrs)

Module 2
Understanding buying behavior- buying behavior- importance- elements in buying behavior- individual determinants of consumer behavior (15 hrs)

Module 3
Consumer behavior and decision making models- type of decision making decision making process- factors influencing buying decision models, economic models, Howard sheith model, Black box model (25 hrs)

Module 4
Market segmentation -Meaning – Definition- Basics of market segmentation- Requirements of good market segmentation strategies -Loyalty marketing (15 hrs)

Module 5
Post purchase behavior and market regulation. Post purchase dissonance, satisfaction and dissatisfaction and complaint behavior .process consumer market regulation: protection act - Right of consumers’, disputes redressal agency (20 hrs)

Books Recommended
SEMESTER – III

ELECTIVE COURSE STREAM III: FINANCE

COURSE 1: BM 1361.3- INCOME TAX LAW AND ACCOUNTING

No. of Credits: 4
No. of instructional Hours: 5 per week
Course Objectives: To acquaint the students with the tax structure for individuals and corporates and also its implications for planning.

Module 1
Income tax concepts: Previous Year, Assessment Year, Person, Assessee, Income (including agricultural income), Residential Status and their incidence of tax, Gross Total Income, Total Income; Income which do not form part of total income, Tax Evasion, Tax Avoidance (15 hrs)

Module 2
Computation of Income under the head Salary, including retirement benefits and income under the head House property (25 hrs)

Module 3
Computation of Income under the head Profits and gains from Business or Profession (15 hrs)

Module 4
Computation of Income under the head Capital gains and Income from other sources. (20 hrs)

Module 5
Clubbing of Income, Set-off and carry-forward of losses, Deductions from gross total income as applicable to an individual and Business Units; Computation of total income and tax liability of an individual and Business Units, Procedure for assessment: E-filing of return. (15 hrs)

Books Recommended:
SEMESTER – III
ELECTIVE COURSE STREAM IV: TOURISM MANAGEMENT
COURSE 1: BM 1361.4 - INTRODUCTION TO TOURISM

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

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

Module 1

Module 2
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 (15 hrs)

Module 3
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 (20 hrs)

Module 4

Module 5
Tourism Organizations – 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
UNIVERSITY OF KERALA

BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER IV

CORE COURSE: BM 1441- ENTREPRENEURSHIP DEVELOPMENT

No. of Credits: 4
No. of instructional Hours: 5 Hours per week
Course Objective: To make the student understand the concept and importance of entrepreneurship and facilitate generation of young entrepreneurs.

Module 1
Definition of Entrepreneurship – Concept of Entrepreneurship – Role of Entrepreneurship in economic development – Types of Entrepreneurs – Barriers – ED cycle (10 hrs)

Module 2

Module 3

Module 4
Financing Options - Bridge capital, Seed capital assistance, Margin money scheme, Sickness, Causes-Remedies- An overview on the roles of institutions/schemes in entrepreneurial development- SIDBI, KSIDC,IFCI, KFC, - commercial banks - .Scheme MUDRA, CGMSE,CLCS,SWARNA JAYANTHI Rozgar Schemes, PMRY -- Other financing options-venture capital, crowd funding, Angel Investors (20 hrs)

Module 5

Books Recommended:
2. Sangram Keshari Mohanty, Fundamentals of Entrepreneurship, PHI New Delhi
3. Vasant Desai, Entrepreneurial Development
4. P. Saravanavel, Entrepreneurial Development
5. E. Gordan& K. Natarajan, Entrepreneurial Development
6. Arora, Renu.,Sood S.K, Entrepreneurial Development and Management
7. Gupta C.B., Srinivasan N.P, Entrepreneurship Development in India
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 familiarize students with the concepts of Business Ethics and provide adequate knowledge of various factors relevant to the corporate sector.

Module 1

Module 2
Ethical values-Meaning-Features-Importance – Types of Values-Personal Values of work force-Ethics Committee (10 hrs)

Module 3
Culture- Meaning-Components of Culture-Organization Culture-Meaning-Characteristics-Steps in building & Maintaining Organization Culture – Managing Cultural Diversity in Organization (15 hrs)

Module 4
Corporate Social Responsibility of Business- Meaning –Rationale-Strategies-Ackerman’s Model of Social Responsibilities (20 hrs)

Module 5
Corporate Governance - History & Development – Ingredients- Meaning-Definition- Importance-Objectives-Principles-Code of Corporate Governance- Committees on Corporate Governance –Global & Indian Perspectives – SEBI-Clause 49 of the Listing Agreement – Independent Directors & Corporate Governance (25 hrs)

Books Recommended:
3. Inderjit Dube : Corporate Governance; LexisNexis Butterworths Wadhwa Nagpur
4. Sanjiv Agarwal : Corporate Governance: Concept & Dimensions; Snow white Publications.P. Ltd.
6. Balasubramanian, N. Corporate Governance and Stewardship; Tata McGrawHill
SEMESTER – IV

CORE COURSE: BM 1443- OPERATIONS MANAGEMENT

No. of Credits: 4
No. of instructional Hours: 5 per week
Course Objectives: To acquaint students with the various facets of operations in an organization from product design to checking product quality before delivery to the final consumers.

Module 1

Module 2

Module 3

Module 4

Module 5
Total Quality Management Concept - Statistical Quality Control for Acceptance Sampling and Process Control – Concepts of O.C.C. Curve – Use of the O.C. Curve – Concept of Type I and Type II error – Quality movement – Quality circles — ISO Quality Certifications and types – Quality assurance – Six Sigma concept (20 hrs)

Books Recommended:
4. Pannerselvam, Production and Operations Management –PHI
5. Lee J. Krajewski and Larry P. Ritzman, Operations Management: Process and value
SEMESTER – IV

CORE COURSE: BM 1444- SKILL ENHANCEMENT & EMPLOYABILITY ORIENTATION

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

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.

Module 1
Self Regulation and Improving Academic Performance -Personal SWOT analysis, empowering self by developing self-esteem, self-efficacy, self-control and self-monitoring, Basic understanding about EQ, IQ, SQ developing sound study habits, reading newspapers, reviewing a book, research article and it’s headings, improving personal memory, understanding the nature of stress and manage stress, basic idea about mind mapping, developing the skills of observation, time managing and its methods (20 hrs)

Module 2
Effective Oral Communication Skills - Communication basics and effectiveness in communication, interpersonal and intrapersonal communication, managing conversations, asking questions, working in teams, public speaking – planning, preparing and delivering speeches, effective self-introductions, debate, narrating incidents and events and expressing opinions, dynamics of group communication - taking active part in group discussions, managing meetings - Elements, Members, different types meeting arrangements (20 hours)

Module 3
Effective Written Communication Skills - Principles of effective writing, writing an informal letter, bio-sketch, formal letter writing, a letter to the editor, a report, a memo, routine letters, cover letters, thank you/ follow-up letters, acceptance letter, rejection letters, resignation letters (15 hours)

Module 4
Self Management and Standards of Conduct - 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 (15 hours)

Module 5
Self Motivation and Getting Hired- Develop thinking skills - critical and creative thinking, evaluation, decision making and problem solving, understanding the changing world of work, understand employer expectations, job searching, selection process, CV writing, Body Language, Dress Code, Concept about GD, Interview-Types of interview- preparing for the interview, interview process, Exit Interview (20 hours)

Books Recommended:
1. Wallace and Masters. Personal development for life and work. Thomson
2. Gopalaswamy ramesh, Mahadevan Ramesh, The ACE of Soft Skill, Pearson
SEMESTER – IV

ELECTIVE COURSE STREAM I: HUMAN RESOURCE MANAGEMENT

COURSE 2: BM 1461.1- HUMAN RESOURCE DEVELOPMENT AND ORGANISATIONAL CULTURE

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

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

Module 1

Module 2
Organisational Culture - Meaning - definition - concept - characteristics - types of culture - functions of culture - creating and sustaining culture - learning culture - measuring culture - communicating culture.

Module 3
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 4
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 5
HRD-Career Advancement - career planning - succession planning and counseling - feedback - HRD in India - recent scenario - HRD in different sectors.

Books Recommended:
2. Prasad. L.M, Organisational Behaviour, Sultan Chand and sons, New Delhi
SEMESTER – IV

ELECTIVE COURSE STREAM II: MARKETING MANAGEMENT

COURSE 2: BM 1461.2- ADVERTISING AND SALES PROMOTION

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

Course Objectives: To impart in depth knowledge about advertising and sales promotion practices among corporate to persuade customers.

Module 1
Marketing communication - Meaning - importance - concept - process – Integrated marketing communication mix; Advertising, Personal selling, Sales promotion, Publicity, Public relations (10 hrs)

Module 2
Advertising - Meaning - definition - Features - significance - Functions - Classification - Future of advertising - Creativity in advertising - Advertising appeals - Concept of copy - copy writing - message design and development - Media planning and selection (20 hrs)

Module 3

Module 4
Advertising Business - Adv Agency - Types of agency - functions and selecting an Ad agency - Adv agency and client relationship - Compensation of Adv agency - Social, Moral and Ethical issues in advertising (15 hrs)

Module 5
Sales Promotion - Selling concept - Objectives and functions of sales management - sales promotion - meaning - importance – sales promotion tools; consumer promotion tools, trade promotion tools, sales force promotion tools - relationship between sales promotion and advertising - future of sales promotion (20 hrs)

Books Recommended:
SEMESTER – IV
ELECTIVE COURSE STREAM III: FINANCE
COURSE 2: BM 1461.3- INDIRECT TAXES

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

Course Objectives: To acquaint the students with the knowledge of the principles and Laws relating to the Service Tax, Central Excise Duty, Customs Duty, Central Sales tax and GST

Module 1
Introduction - Indirect Tax - Definition – Scope – Nature – Difference between direct and indirect tax -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 (20 Hrs)

Module III

Module IV

Module V

Module 5
Goods and Services Tax (GST)-Back ground of GST-Implication of VAT in GST- Territorial jurisdiction of GST-CGST-SGST-IGST-Taxable event-consideration-levy and collection of GST-input tax credit-Refund-Exemptions from GST-Registration-GST council (10 hrs)

Books Recommended:
1. H.C Mehrotra and Prof.V.P. Agarwal, Indirect Taxes ,SahityaBhavan Publications, Agra
3. V. Balachandran, 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,Aadhyaprahashan Pvt Ltd
SEMESTER – IV

ELECTIVE COURSE STREAM IV: TOURISM MANAGEMENT

COURSE 2: BM 1461.4- AIR CARGO MANAGEMENT

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

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

Module 1
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 (20 hrs)

Module 2
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 landside 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 (20 hrs)

Module 3
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 (20 hrs)

Module 4
Goods Regulation-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 (20 hrs)
Module 5
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 tobe 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

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SEMESTER – V

CORE COURSE: BM 1541- QUANTITATIVE TECHNIQUES FOR MANAGEMENT

No. of Credits: 4
No. of instructional Hours: 5 per week
Course Objectives: To acquaint students with the construction of mathematical models for managerial decision situations. The emphasis is on understanding the concepts, formulation and interpretation.

Module 1
Linear Programming- Formulation of L.P. Problems, Graphical Solutions (Special Cases: Multiple optimal solutions, infeasibility, unbounded solution); Simplex Method (Special Cases: Multiple optimal solutions, infeasibility, unbounded solution); Big-M method and Two-phase method: Duality and Sensitivity (emphasis on formulation and economic interpretation) Formulation of Integer Programming, Zero-one programming, Goal Programming. (25 hrs)

Module 2
Formulation of Transport problem- Solution by N.W.Corner Rule, Least Cost Method, Vogel’s Approximation Method (VAM), Modified Distribution Method (Special cases: Multiple solutions, Maximization Case, Unbalanced case, prohibited routes) Elementary assignment: Hungarian Method,(Special cases: Multiple solutions, Maximization Case, Unbalanced case, Restrictions on assignment) (25 hrs.)

Module 3
Construction of the network diagram- Critical Path- float and slack analysis (Total float, free float, independent float), PERT, Project Time Crashing (10 hrs)

Module 4
Decision Theory- Pay Off Table – Opportunity Loss Table- Expected Monetary Value – Expected Opportunity Loss, Expected Value of Perfect Information and Sample Information –
Markov Chains: Predicting Future Market Shares, Equilibrium Conditions (Questions based on Markov analysis) limiting Probabilities, Chapman Kolmogorov equation. (15 hrs)

Module 5

Books Recommended:

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 impart practical knowledge and required skills in carrying out research project independently.

Module 1

Module 2

Module 3

Module 4
Data Analysis- Statistical Tools and Techniques for Data Analysis- Descriptive and Inferential Statistics (Concepts only) - Parametric and Non Parametric Tests (Concepts and types only) -
Introduction to Statistical Packages – SPSS, Uses of SPSS - Precaution on using SPSS - Interpretation of Analysed Data (20 hours)

**Module 5**

**Books Recommended:**

**SEMESTER – V**

**CORE COURSE: BM 1543- INVESTMENT MANAGEMENT**

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

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

**Module 1**

**Module 2**

**Module 3**

**Module 4**
Regulation of capital market in India - SEBI – constitution – powers – functions- roles- investor protection (15 hrs)

**Module 5**
Portfolio management - meaning - importance – phases – security analysis – fundamental analysis- EIC frame work – technical analysis – Dow Theory - Elliot Wave Theory (20 hrs)

**Books Recommended:**
2. S.Kevin, Portfolio management, Prentice Hall of India Pvt Ltd

SEMESTER – V

ELECTIVE COURSE STREAM I: HUMAN RESOURCE MANAGEMENT

COURSE 3: BM 1561.1- LABOUR LAW AND INDUSTRIAL RELATIONS

No. of Credits: 4
No. of instructional Hours: 5 per week
Course Objectives: To make the students familiar with the concept of Industrial Relations and the related labour legislations.

Module 1
Industrial Relations (IR) - Definition– Approaches to IR – Parties of IR – Role of Government (15 hrs)

Module 2
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 3
Resolving Disputes – Causes of Dispute - settlement – collective Bargaining – Grievance Procedure – Arbitration – Conciliations – Adjudication etc. (15 hrs)

Module 4

Module 5

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
SEMESTER – V

ELECTIVE COURSE STREAM II: MARKETING MANAGEMENT

COURSE 3: BM1511.2 CUSTOMER RELATIONSHIP MANAGEMENT

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

Course Objectives: The course equips students with the basic knowledge about Customer Relationship Management and the issues and dimensions of the Customer Relationship Management practices today.

Module 1
CRM concepts-Definition- Difference between relationship marketing and CRM- CRM process- objectives- benefits- Four C’s of CRM process- Success factors of CRM (15 hrs)

Module 2
Customer retention- Behavior prediction-customer profitability and value modeling -channel optimization- event-based marketing- CRM and customer service- the call centre- objectives- features- functions- call scripting- web based self service- customer satisfaction measurement (concept only) (15hrs)

Module 3

Module 4
Analytical CRM- Managing and sharing data- Customer Information databases- Ethics and legalities of data use – Data warehousing and Data mining concepts- Data analysis (20 hrs)

Module 5
CRM implementation- concepts and steps- choosing CRM tools- managing customer relationships- conflict- complacency- resetting- CRM practices in Banking Industry- Hospitality industry and Health care Industry (20hrs)

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

Course Objectives: To equip the students with the techniques that can help them in managing the financial issues in international environment. This course will help them to manage MNCs in more effective manner.

Module 1
Introduction: concept of International trade, International Business, International Finance and differences among them. Theories of International trade, International trade financing in India, Balance of payments (of India) (15 hrs)

Module 2
International Monetary System: Different types of Exchange rate mechanisms- the gold standard, the gold exchange standard, The Bretton Woods System, Current monetary system, European Monetary Union. IMF and World Bank. (15 hrs)

Module 3
Foreign Exchange Management: Forex market – Wholesale and Domestic market, Quotations-direct, indirect and cross currency; various kinds of transactions and their settlement dates, forward rates, Swaps, Quotes for various kinds of Merchant transactions; Early delivery, extension or cancellation of Forward contracts -Exchange Rate determination and Forecasting: Purchasing power parity and Interest rate parity, relationship between PPP and IRP, reasons for deviation from PPP and IRP (25 hrs)

Module 4

Module 5

Books Recommended:
1. PG Apte: International Finance, TataMcgraw Hill.
SEMESTER – V

ELECTIVE COURSE STREAM IV: TOURISM MANAGEMENT

COURSE 3: BM 1561.4- FRONT OFFICE MANAGEMENT

No. of Credits : 4
No. of instructional Hours: 5 per week
Course Objectives: To acquire necessary basic knowledge, skills and packages for working in the front office section of tourism and hospitality industry.

Module 1

Module 2
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 (20 hrs)

Module 3
Reservation - Importance of reservation - Methods of reservation - Telephone Etiquettes – Job description of Reservation Staff - Importance of reception - Reception staff - qualities needed for a front 43 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 (25 hrs)

Module 4

Module 5
Applications of Computers in Reservation & Billing - Front Office Software’s - PMS and its applicationin front office - Occupancy and revenue statistics - % of occupancy - % of Double Occupancy House Count– ARR - ARP - Yield Management – concept – importance(15 hrs)

Books Recommended:
4. Bardi, James, A. Hotel front office management, John Wiley
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SEMESTER – VI  

CORE COURSE: BM 1641- MANAGEMENT INFORMATION SYSTEM

No. of Credits: 4  
No. of instructional Hours: 5 per week
Course Objectives: To acquaint students with the basic aspects of Management Information System and the application of MIS in business decisions.

Module 1
Introduction to MIS- Data Vs. Information- Information Quality-MIS meaning and concept-Characteristics-Importance and scope-subsystems of MIS- MIS and other academic disciplines -MIS, Importance and scope of MIS- Structure of MIS (based on management activity and organisational functions (20 hrs)

Module 2

Module 3
Database Management Systems- Conventional files –Traditional and modern approaches-Database hierarchy and structure- Types of database users- DBMS- Data models-Designing of DBMS (20 hrs)

Module 4
System Analysis and Design- prototyping approach- Conceptual and detailed MIS design-System Development Life Cycle-System testing- Implementation of MIS (15 hrs)

Module 5
Security and Ethical Issues in MIS- Control Issues MIS- Security Hazards-Technical solutions for Privacy Protection (15 hrs)

Books Recommended:
1. D P Goyal , Management Information Systems: Managerial Perspective, Macmillan Publishers India Limited
5. Murdic, R G and Ross J E, Information System for Modern Management, PHI New Delhi
6. Sadagopan - Management Information Systems - Prentice-Hall of India
SEMESTER – VI

CORE COURSE: BM 1642 - INTERNATIONAL BUSINESS

No. of Credits: 4  
No. of instructional Hours: 5 per week  
Course Objectives: Providing students awareness about International business and its different dimensions.

Module I  

Module II  
Methods of entry into International markets- Entry strategies-Licensing- Franchising-Joint Ventures-Acquisitions-Strategic Alliances- Trade barriers-Trade blocks .Multinational Corporations- its nature and characteristics-Indian companies become Global- problems and prospects (20 hrs)

Module III  
Export Import procedures and documentation- Terms of export import order-documentary bill (D/A, D/P bill) -Letter of credit-Bill of lading- Balance of payment Balance of trade-FEMA-capital account convertibility (20 hrs)

Module IV  
International Financial Organisations and Marketing strategies- UNO,WTO, IMF, World Bank, ADB, IFC, UNCTAD,IDA and IBRD- International marketing strategies ( 20 hrs)

Module V  
Globalisation of Indian Business- Indias competitive advantage in Industries like IT, Textiles, GEMS jewellery- Indias strength and weakness in International Business- International Barriers -trade and non trade (15 hrs)

Books Recommended:
4. Francis Cherunilayam, International Business- Text and Cases (Fifth Edition), PHI Learning, New Delhi
SEMESTER – VI

CORE COURSE: BM 1643- STRATEGIC MANAGEMENT

No. of Credits: 4
No. of instructional Hours: 5 per week
Course Objectives: To create a conceptual awareness of various strategies and its formulation for strategic business advantage.

Module 1

Module 2
Hierarchy of Strategic Intent - vision – Mission – Business Definition- Goals – Objectives-Environmental Appraisal- Organizational Appraisal- SWOT-Strategic Decision Making (20 hrs)

Module 3

Module 4
Strategy Implementation-Corporate restructuring – Mergers & Acquisition, Joint Venture, Strategic Alliance- Strategy & Leadership- Behavioral Aspects- Structures for Strategies (15 hrs)

Module 5
Strategic Control – Operational Control – Tools & Techniques- Strategies of MNC’s. (15 hrs)

Books Recommended:
3. Srinivasan, R. Stategic Management-The Indian context, PHI

SEMESTER – VI

ELECTIVE COURSE STREAM I: HUMAN RESOURCE MANAGEMENT

COURSE 4: BM 1661.1 - PERFORMANCE MANAGEMENT

No. of Credits : 4
No. of instructional Hours: 5 per week
Course Objectives: To make the students understand the importance and direction of performance in the organizational context.

Module 1
performance – Performance dimensions - approaches to measuring performance - diagnosing the causes of poor performance – differentiating task from contextual performance (15 hrs)

Module 2

Module 3
Appraisals-Introduction-need-skill required - the role of appraiser - job description and job specification- appraisal methods - ratters errors - data collection - conducting an appraisal interview - follow up and validation - present thoughts and future directions (20 hrs)

Module 4
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 (20 hrs)

Module 5
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 (15 hrs)

Books Recommended:

SEMESTER – VI

ELECTIVE COURSE STREAM II: MARKETING MANAGEMENT

COURSE 4: BM 1661. 2- RETAIL MANAGEMENT

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

Module 1
Retailing: - Introduction - scope - Functions of retailing - Retail industry in India - types of retailing format –Segments of organized retailing in India- Retail as a career (15hrs)

Module 2
Retail planning and location: - Introduction – Strategic retail planning process- Location- Types of locations- Steps- Site selection Analysis (15 Hrs)
Module 3

Module 4
Supply chain management and Retail logistics: - Evolution of supply chain management –Need – CPFR – Retail logistics - concepts - Importance of information in supply chain management- Online logistics management (20 hrs)

Module 5
Retail promotion: - Retail store sales promotion - Retail promotion mix strategy – Emerging trends in retailing –Ethical issues in retailing – Role of Technology in retail – Retail information system –Online retailing (25 hrs)

Books Recommended:
1. Barmen, Barry and Joel Evans, Retail management, Prentice Hall
2. Swapna Pradhan, Retail management, (Text and cases), Tata McGraw Hill
3. Chetan Bajaj et al, Retail management, Oxford
5. Suja Nair: Retail Management, Himalaya Publishers. New Delhi

SEMESTER – VI
ELECTIVE COURSE STREAM III: FINANCE

COURSE 4: BM 1661.3- PROJECT APPRAISAL AND ANALYSIS

No. of Credits: 4
No. of instructional Hours: 5 per week
Course Objectives: To explain identification of a project, feasibility analysis including market, technical and financial appraisal of a project. Understand the relevance of alternative project appraisal techniques, financial structuring and financing alternatives. This course intends to involve students to apply appraisal techniques for evaluating live projects

Module 1

Module 2
Module 3
Market Analysis: Market analysis of a project, Need for market analysis, Demand and supply analysis, Collection analysis, primary /secondary data, Forecasting techniques -Technical appraisal of a project (20 hrs)

Module 4
Investment appraisal: Introduction and techniques, DCF and non DCF methods, Sensitivity Analysis, Financial needs of a Project, Investment criteria. (20 hrs)

Module 5

Books Recommended:
3. K.Nagarajan, Project Management, New Age International Publications
4. Subash Chandra das, Project Management and Control, PHI Learning Pvt. Ltd

SEMESTER – VI

ELECTIVE COURSE STREAM IV: TOURISM MANAGEMENT
COURSE 4: BM 1651.4 - TRAVELS AND TOUR OPERATIONS MANAGEMENT

No. of Credits : 4
No. of instructional Hours: 5 per week
Course Objectives: 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 1
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 (15 hrs)

Module 2
Travel Documentation - Travel formalities and documents - Passport - Visa - Health - Customs - Currency - Travel Insurance - Health Insurance - its types and documents required (10hrs)

Module 3

Module 4
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. (15 hrs)

Books Recommended:
5. www.abacus.com.sg

UNIVERSITY OF KERALA
BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER – V
OPEN COURSE (FOR STUDENTS OF OTHER DISCIPLINE)
OPEN COURSE 4: BM 1551.4- FUNDAMENTALS OF FINANCIAL ACCOUNTING

No. of Credits : 2
No. of instructional Hours: 3 per week
Course Objectives: 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 1

Module 2
Recording Business Transactions - Journal - Ledger - Preparation of Subsidiary books (8 hrs)

Module 3

Module 4
Trial Balance - meaning and objectives - Preparation of Trial Balance - Rectification of errors- Types of errors - detection and rectification of errors - Suspense account (10 hrs)

Module 5
Final accounts of Sole Trader – Manufacturing, Trading and Profit & Loss Account - Balance Sheet - Preparation of Final accounts with adjustments (18 hrs)

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
5. Gupta, R L and Radhaswamy M, Advanced Accountancy, Sultan Chand & Sons, New Delhi

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 per week
Course Objectives: To familiarize the students with the basic concepts of Business Communication in the organizational backdrop

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

Module 2
Written communication - Business Letters - Types - layout - Business enquiries - Offers and Quotations - Orders - execution and cancellation of orders - Letters of complaint - collection and status enquiries (14 hrs)

Module 3
Bank Correspondence - Correspondence of company secretary with shareholders and directors. (12 hrs)

Module 4
Communication through reports - importance - contents - Annual report (10 hrs)

Module 5
Internal Communication - Short speeches - Memo - Circulars - Notices - Communication Media - Intercom, Telex and Telephone - Fax – Internet-Intranet (10 hrs)

Books Recommended:
1. Rajendra Pal Korahill, Essentials of Business Communication, Sultan Chand & Sons, New Delhi