

Name of the Program: Bachelor of Business Administration (BBA.)		
Course Code: BBA. 6.1 Name of the Course: Business Law		
Course Credits	No. of hours per week	Total No. of teaching hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Case studies, Tutorial classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to		
<ul style="list-style-type: none"> a. Comprehend the laws relating to Contracts and its application in business activities. b. Comprehend the rules for Sale of Goods and rights and duties of a buyer and a Seller. c. Understand the importance of Negotiable Instrument Act and its provisions relating to Cheque and other Negotiable Instruments. d. Understand the significance of Consumer Protection Act and its features e. Understand the need for Environment Protection. 		
Syllabus:		Hours
Module No. 1: Indian Contract Act, 1872		16
Introduction – Definition of Contract, Essentials of Valid Contract, Offer and acceptance, consideration, contractual capacity, free consent. Classification of Contract, Discharge of a contract, Breach of Contract and Remedies to Breach of Contract.		
Module No. 2: The Sale of Goods Act, 1930		12
Introduction - Definition of Contract of Sale, Essentials of Contract of Sale, Conditions and Warranties, Transfer of ownership in goods including sale by a non- owner and exceptions. Performance of contract of sale - Unpaid seller, rights of an unpaid seller against the goods and against the buyer.		
Module No. 3: Negotiable Instruments Act 1881		12
Introduction – Meaning and Definition of Negotiable Instruments – Characteristics of Negotiable Instruments – Kinds of Negotiable Instruments – Promissory Note, Bills of Exchange and Cheques (Meaning, Characteristics and types) – Parties to Negotiable Instruments – Dishonour of Negotiable Instruments – Notice of dishonour – Noting and Protesting.		
Module No. 4: Consumer Protection Act 1986		08
Definitions of the terms – Consumer, Consumer Dispute, Defect, Deficiency, Unfair Trade Practices, and Services, Rights of Consumer under the Act, Consumer Redressal Agencies – District Forum, State Commission and National Commission.		

Introduction - Objectives of the Act, Definitions of Important Terms – Environment, Environment Pollutant, Environment Pollution, Hazardous Substance and Occupier, Types of Pollution, Powers of Central Government to protect Environment in India.

Skill Developments Activities:

1. Discuss the case of “Carlill vs Carbolic Smoke Ball Company” case
2. Discuss the case of “Mohori Bibee v/s Dharmodas Ghose”.
3. Briefly narrate any one case law relating to minor.
4. List at least 5 items which can be categorized as ‘hazardous substance’ according to Environment Protection Act.
5. List out any six cybercrimes.

Csases:

The relevant legal point, facts and the judicial decision relating to the following 10 case laws are to be specifically dealt with –

1. Balfour Vs Balfour
2. Carlill Vs Carbolic Smoke Ball Company
3. Felthouse Vs Bindley
4. Lalman Shukla Vs. Gauridutt
5. Durgaprasad Vs Baldeo 6.Chinnayya Vs Ramayya 7.Mohiribibi Vs. Dharmodas Ghosh
8. Ranganayakamma Vs Alvar Chetty
9. Hadley Vs Baxendale

Books for Reference:

1. M.C. Kuchhal, and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.
2. Avtar Singh, Business Law, Eastern Book Company, Lucknow.
3. Ravinder Kumar, Legal Aspects of Business, Cengage Learning
4. SN Maheshwari and SK Maheshwari, Business Law, National Publishing House, New Delhi.
5. Aggarwal S K, Business Law, Galgotia Publishers Company, New Delhi
6. Bhushan Kumar Goyal and Jain Kinneri, Business Laws, International Book House
7. Sushma Arora, Business Laws, Taxmann Publications.
8. Akhileshwar Pathak, Legal Aspects of Business, McGraw Hill Education, 6thEd.
9. P C Tulsian and Bharat Tulsian, Business Law, McGraw Hill Education
10. Sharma, J.P. and Sunaina Kanojia, Business Laws, Ane Books Pvt. Ltd., New Delhi
11. K. Rama Rao and Ravi S.P., Business Regulatory Framework., HPH
12. N.D. Kapoor, Business Laws, Sultan Chand Publications
13. K. Aswathappa, Business Laws, HPH,
14. Information Technology Act/Rules 2000, Taxmann Publications Pvt. Ltd.
15. Chanda.P.R, Business Laws, Galgotia Publishing Company

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 6.2

Name of the Course: Income Tax – II

Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	4 Hrs.	56 Hrs.

Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Casestudies & field work etc.,

Course Outcomes: On successful completion of the course, the students will:

- Understand the procedure for computation of income from business and other Profession.
- the provisions for determining the capital gains.
- Compute the income from other sources.
- Demonstrate the computation of total income of an Individual.
- Comprehend the assessment procedure and to know the power of income tax authorities.

Syllabus:	Hours
Module No. 1: Profits and Gains of Business and Profession	18
Introduction-Meaning and definition of Business, Profession and Vocation. - Expenses Expressly allowed - Expenses Expressly Disallowed - Allowable losses - Expressly disallowed expenses and losses, Expenses allowed on payment basis. Problems on computation of income from business of a sole trading concern - Problems on computation of income from profession: Medical Practitioner - Advocate and Chartered Accountants.	
Module No. 2: Capital Gains	10
Introduction - Basis for charge - Capital Assets - Types of capital assets – Transfer - Computation of capital gains – Short term capital gain and Long term capital gain - Exemption under section 54, 54B, 54EC, 54D, 54F, and 54G. Problems covering the above sections.	
Module No. 3: Income from other Sources	10
Introduction - Incomes taxable under Head income other sources – Securities - Types of Securities - Rules for Grossing up. Ex-interest and cum-interest securities. Bond Washing Transactions - Computation of Income from other Sources.	
Module No. 4: Set Off and Carry Forward of Losses & Assessment of individuals.	10
Introduction – Provisions of Set off and Carry Forward of Losses (Theory only) Computation of Total Income and tax liability of an Individual.	
Module No. 5: Assessment Procedure and Income Tax Authorities	08
Introduction - Due date of filing returns, Filing of returns by different assesses, E-filing of returns, Types of Assessment, Permanent Account Number -Meaning, Procedure for obtaining PAN and transactions were quoting of PAN is compulsory. Income Tax Authorities their Powers and duties.	

Skill Developments Activities:

1. Visit any chartered accountant office and identify the procedure involved in the computation of income from profession.
2. List out the different types of capital assets and identify the procedure involved in the computation of tax for the same.
3. List out the steps involved in the computation of income tax from other sources and critically examine the same.
4. Identify the Due date for filing the returns and rate of taxes applicable for individuals.
5. Draw an organization chart of Income Tax department in your locality.
6. Any other activities, which are relevant to the course.

Books for References:

1. Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication.
2. B.B. Lal: Direct Taxes, Konark Publisher (P) Ltd.
3. Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication.
4. Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand and sons.
5. Gaur & Narang: Income Tax.
6. 7 Lecturers – Income Tax – I, VBH
7. Dr. V. Rajesh Kumar and Dr. R.K. Sreekantha: Income Tax – I, Vittam Publications.
8. Dr. B. Mariyappa, Income Tax II – HPH.

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 6.3 Name of the Course: International Business		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will able to: <ol style="list-style-type: none"> a) Understand the concept of International Business. b) Differentiate the Internal and External International Business Environment. c) Understand the difference MNC and TNC d) Understand the role of International Organisations in International Business. e) Understand International Operations Management. 		
Syllabus:		Hours
Module No. 1: Introduction to International Business		12
<p>Introduction- Meaning and definition of international business, need and importance of international business, stages of internationalization, tariffs and non-tariff barriers to international business.</p> <p>Mode of entry into international business - exporting (direct and indirect), licensing and franchising, contract manufacturing, turnkey projects, management contracts, wholly owned manufacturing facility, Assembly operations, Joint Ventures, Third country location, Mergers and Acquisition, Strategic alliance, Counter Trade; Foreign investments.</p>		
Module No. 2: International Business Environment		12
<p>Overview, Internal and External environment - Economic environment, Political environment, Demographic environment, Social and Cultural environment, Technological and Natural environment.</p>		
Module No.3: Globalization		12
<p>Meaning, features, essential conditions favoring globalization, challenges to globalization, MNCs, TNCs - Meaning, features, merits and demerits; Technology transfer - meaning and issues in technology transfer.</p>		
Module No.4: Organizations Supporting International Business		10
<p>Meaning, Objectives and functions of - IMF, WTO, GATT, GATS, TRIM, TRIP; and Regional Integration- EU, NAFTA, SAARC, BRICS.</p>		
Module No.5: International Operations Management		10
<p>Global Supply Chain Management- Global sourcing, Global manufacturing strategies, International Logistics, International HRM - Staffing policy and its determinants; Expatriation and Repatriation (Meaning only).</p>		

Skill Developments Activities:

- a) Tabulate the foreign exchange rate of rupee for dollar and euro currencies for 1 month
- b) List any two Indian MNC's along with their products or services offered.
- c) Prepare a chart showing currencies of different countries
- d) Collect and paste any 2 documents used in Import and Export trade.

Books for References:

1. Rakesh Mohan Joshi. (2011). International Business, Oxford University Press, NewDelhi.
2. Francis Cherunilam; International Business, Prentice Hall of India
3. P. SubbaRao – International Business – HPH
4. Sumati Varma. (2013). International Business (1st edi), Pearson.
5. Charles Hill. (2011). International Business: Text & Cases, Tata McGraw Hill, NewDelhi.
6. International Business by Daniel and Radebaugh –Pearson Education

Name of the Program: Bachelor of Business Administration (BBA) Finance Elective Course Code: FN2 Name of the Course: Security Analysis and Portfolio Management		
Course Credits	No. of hours per week	Total No. of teaching hours
3 Credits	3 hours	45 hours
Pedagogy: Classroom lectures, Case studies, Tutorial classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: <ol style="list-style-type: none"> a) Understand the concept of basics of Investment. b) Evaluate the different types of alternatives. c) Evaluate the portfolio and portfolio management. d) Understand the concept of risk and returns e) Gain the knowledge of fundamental and technical analysis. 		
Syllabus:		Hrs.
Module No. 1: Introduction to Investments		10
Introduction- Investment process, Criteria for Investment, types of Investors, Investment, Speculation and Gambling. Elements of Investment, Investment Avenues, Factors influencing selection of investment alternatives. Security Market- Introduction, functions, Secondary Market Operations. Stock Exchanges in India, Security Exchange Board of India, Government Securities Market, Corporate Debt Market and Money Market Instruments.		
Module No. 2: Risk-Return Relationship		05
Meaning of risk, types of risk, measuring risk, risk preference of investors. Meaning of return, measures of return, holding period of return, Annualized return, expected return, investors attitude towards risk and return.		
Module No. 3: Fundamental Analysis		10
Introduction- Investment Analysis, Fundamental Analysis, Macro Economic Analysis, Industry Analysis, Company Analysis, Trend Analysis, and Ratio Analysis.		
Module No. 4: Technical Analysis		10
Meaning of Technical Analysis, Fundamental vs Technical Analysis, Charting techniques, Technical Indicators, Testing Technical Trading Rules and Evaluation of Technical Analysis.		
Module No. 5: Portfolio Management		10
Framework-Portfolio Analysis – Selection and Evaluation – Meaning of portfolio – Reasons to hold portfolio – Diversification analysis – Markowitz’s Model – Assumptions – Specific model – Risk and return optimization – Efficient frontier – Efficient portfolios – Leveraged portfolios – Corner portfolios – Sharpe’s Single Index model – Portfolio-evaluation measures – Sharpe’s Performance Index – Treynor’s Performance Index – Jensen’s Performance Index.		

Skill Development

1. Prepare an imaginary investment portfolio for individual with a salary of 10 lakhs per annum.
2. List of 10 companies approached SEBI for IPO
3. Prepare a technical analysis chart on Blue Chip Companies of BSE.
4. Collect information regarding GDRs, ADRs, IDRs and various Bonds and make a chart.
5. Watch market movement for a day and analyze the trend of Nifty-Fifty Index.

Books for Reference

1. A. Brahmiah & P. Subba Rao, Financial Futures and Options, HPH.
2. Singh Preeti, Investment Management, HPHG
3. Alexander Fundamental of Investments, Pearson Ed.
4. Hangen: Modern Investment theory. Pearson Ed.
5. Kahn: Technical Analysis – Plain and sample Pearson Ed.
6. Ranganthan: Investment Analysis and Port folio Management.
7. Chandra Prasanna: Managing Investment – Tata Mc Gram Hill.
8. Alexander, shampe and Bailey – Fundamentals of Investments Prentice Hall of India
9. Newyork Institute of Finance – How the Bond Market work – PHI.
10. Mayo Investment Thomason hearing

Name of the Program: Bachelor of Business Administration (BBA) Marketing Elective Course Code: MK 2 Name of the Course: Advertising and Media Management		
Course Credits	No. of hours per week	Total No. of teaching hours
3 Credits	3 hours	45 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Casestudies & fieldwork etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> a) Understand the nature, role, and importance of IMC in marketing strategy b) Understand effective design and implementation of advertising strategies c) Present a general understanding of content, structure, and appeal of advertisements d) Understand ethical challenges related to responsible management of advertising and brand strategy. e) Evaluate the effectiveness of advertising and agencies role 		
Syllabus:		Hours
Module -1: Introduction to Integrated Marketing Communication		10
Integrated marketing communication, AIDA Model, Setting goals and objectives, concept of DAGMAR in setting objectives, elements of IMC; Role of advertising in India's economic development, Ethics in advertising, Social, Economic and Legal aspects of advertising.		
Module-2: Consumer and Media		10
How advertising works: perception, cognition, affect, association, persuasion, behaviour, Associating feeling with brands, Use of research in advertising planning; Advertising Media; industry structure, functions, advantages, disadvantages of print, Television, Radio, Internet, Outdoor, Basic concept of media planning, media selection, Media Scheduling strategy, setting media budgets		
Module-3: Advertising Program		10
Planning and managing creative strategies; Creative approaches; Building Advertising Program: Message, Theme, advertising appeals; Advertising layout: how to design and produce advertisements; Advertising Budget: nature and methods of advertising appropriation; Art of copywriting; Guidelines for copywriting; Copywriting for print, Audio, TV and outdoor media.		
Module -4: Other Elements of IMC- Sales Promotion, PR, Events and Experiences and Word of Mouth		10
Consumer and trade sales promotion, application of sales promotion in different domains; Using public relations in image building; Planning and executing events, event management; Viral marketing, building organic word of mouth communication.		

Module -5:Measuring Effectiveness

05

Measuring Advertising Effectiveness: stages of evaluations and various types of testing-Pre and Post testing; Advertising agencies: history, role, importance, organizational structure, functions; Selection of agency, client agency relationship, compensation strategies

Skill Development Activities:

- a) List out ethical issues in Advertisements.
- b) List out different modes of Advertisement.
- c) Write a note on guidelines for copywriting.
- d) List out types of Outdoor Advertisement.
- e) State the process in selection of Advertisement Agency.

Books for References:

1. Advertising Principles and Practice, William Wells, John Burnett, SandraMoriarty, 6th ed., Pearson education, Inc.
2. Advertising and Promotion, G.Belch, Michael Belch, Keyoor Purani, 9thedition, Tata Mcgraw Hill publication, ISBN: 978-1-25-902685-0.

Name of the Program: Bachelor of Business Administration (BBA) Human Resource Elective Course Code: HRM 2 Name of the Course: Cultural Diversity at Work Place		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 credits	3 hours	45 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Casestudies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> f) Understand, interpret question reflect upon and engage with the notion of “diversity”. g) Recall the cultural diversity at work place in an organization. h) Support the business case for workforce diversity and inclusion. i) Identify diversity and work respecting cross cultural environment. j) Assess contemporary organizational strategies for managing workforce diversity and inclusion. 		
Syllabus:		Hours
Module No. 1: Introduction to Diversity		10
Introduction to cultural diversity in organizations, Evolution of Diversity Management, Over View of Diversity, Advantages of Diversity, Identifying characteristics of diversity, Scope-Challenges and issues in diversity management, Understanding the nature of Diversity – Cultural Diversity – Global Organizations- Global Diversity.		
Module No. 2: Exploring Differences		08
Introduction -Exploring our and others' differences, including sources of our identity. Difference and power: Concepts of prejudice, discrimination, dehumanization and oppression.		
Module No. 3: Visions of Diversity and Cross Cultural Management		10
Models and visions of diversity in society and organizations: Justice, fairness, and group and individual differences. Cross-Cultural Management: Meaning and Concepts, Frameworks in Cross-Cultural Management: Kluckhohn and Strodtbeck framework, Hofstede's Cultural Dimensions, Trompenaar's Dimensions, Schwartz Value Survey, GLOBE study.		
Module No. 4: Skills and Competencies		10
Skills and competencies for multicultural teams and workplaces/ Organizational assessment and change for diversity and inclusion, Diversity Strategies. Creating Multicultural Organisations.		
Module No. 5: Recent Trends in Diversity Management		08
Emerging workforce trends–Dual-career couples–Cultural issues in international working on work-life balance–Managing multi-cultural teams: Issues and challenges, Global demographic trends: Impact on diversity management, Social psychological perspective on workforce diversity, Diversity Management in IT organizations Contemporary Issues in Workplace Diversity.		

Skill Development Activities:

1. Visit any MNCs, identify and report on the cultural diversity in an organization.
2. Interact and List out the ways in which dehumanization done in public/ private sector organization.)
3. Interact with HR Manager of any MNCs, explore and report on cross cultural management.
4. Explore the benefits of multi-cultural organizations.
5. Examine and report on diversity management in select IT organizations.
6. Any other activities, which are relevant to the course.

Books for References:

1. Bell, M.P. (2012). Diversity in organizations (2nd Ed.). Mason, OH: Cengage.
2. Harvey, C.P. & Allard, M.J. (2015). Understanding and managing diversity: Readings, cases, and exercises (6th Ed.). Upper Saddle River, NJ: Pearson.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA) DATA ANALYTICS Course Code: DA 2 Name of the Course: Marketing Analytics		
Course Credits	No. of hours per week	Total no. of teaching hours
3 Credits	3 hours	45 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion student will demonstrate: <ol style="list-style-type: none"> Understand the importance of marketing analytics for forward looking and systematic allocation of marketing resources Apply marketing analytics to develop predictive marketing dashboard for organization Analyse data and develop insights to address strategic marketing challenges Execute the models on Predictions and Classifications on R Software. Know the applications of analytics in marketing. 		
Syllabus:		Hours
Module No. 1: Introduction to Marketing Analytics and Data Mining		06
Introduction to Marketing Analytics, Need of Marketing Analytics, Benefits of Marketing Analytics, Data mining – Definition, Classes of Data mining methods – Grouping methods, Predictive modeling methods, Linking methods to marketing applications. Process model for Data mining – CRISP DM.		
Module No. 2: Introduction to R		10
About R, Data types and Structures, Data coercion, Data preparation: Merging, Sorting, Splitting, Aggregating, Introduction to R Libraries – How to install and invoke, Introduction to R Graph – Basic R charts – Different types of charts.		
Module No. 3: Descriptive Analytics		08
Exploratory Data Analysis using summary table and various charts to find the insights, slicing and dicing of the Customer data. Inferential Statistics: T-Test, ANOVA, Chi-Square using marketing data and exploring relationship (Correlation).		
Module No. 4: Prediction and Classification Modeling using R		10
Introduction to Prediction and Classification modeling, data splitting for training and testing purpose, Prediction modelling: Predicting the sales using Moving Average Model and Regression Model (Simple and Multiple Regression model), Classification modeling: Customer churn using Binary logistic regression and decision tree.		
Module No. 5: Application of Analytics in Marketing		11
Association Rules – Market Basket Analysis for Product Bundling and Promotion, RFM (Recency Frequency Monetary) Analysis, Customer Segmentation using K-Means Cluster Analysis, Key Driver Analysis using Regression Model.		

Skill Development Activities:

- a) Explain the Process model for Data Mining.
- b) Explain the difference between Binary Logistic Regression and Decision Tree.
- c) List out Public domain data base.
- d) List out applications of marketing analytics.

Books for References:

1. Marketing Analytics: Data-Driven Techniques with Microsoft® Excel® Published by John Wiley & Sons, Inc
2. Marketing Data Science, Thomas W. Miller Published by Pearson
3. Marketing Metrics, Neil T Bendle, Paul W. Farris, Phillip E. Pfeifer published by Pearson
4. Marketing Analytics, Mike Grigsby published by Kogan Page.

Name of the Program: Bachelor of Business Administration (BBA) Retail Management Course Code: RM 2 Name of the Course: Retail Operations Management		
Course Credits	No. of hours per week	Total No. of teaching hours
3 Credits	3 hours	45 hours
Pedagogy: Classroom lectures, Case studies, Group discussion, Seminar & fieldwork etc.,		
Course Outcomes: On successful completion student will demonstrate: <ol style="list-style-type: none"> Compare various retail formats and technological advancements for setting up appropriate retail business. Identify the competitive strategies for retail business decisions. Examine the site location and operational efficiency for marketing decisions. Analyse the effectiveness of merchandising and pricing strategies. Assess store layout and planogram for retail business. 		
Syllabus:		Hours
Module -1: Retail and Logistics Management		07
Introduction Retailing and economic significance- Functions of a retailer - Types of retailers – Trends in retailing – International Retailing – Retailing as a career –Retail Management Decision Process - Service Retailing.		
Module -2: Retailing Environment Theories		10
Theory of Retail Change: Theory of Natural Selection in retailing, Theory of Wheel of retailing, General-Specific-General Cycle or Accordion Theory, Retail Life Cycle Theory- - Multi channel retailing – Retail Aggregators Business Model – Phases of growth of retail markets – Retail Mix.		
Module-. 3: Store Loyalty Management and Retail Location		10
Types of customers – Variables influencing store loyalty – Store loyalty models – Influencing customers through visual merchandising – Value added through private labels – Retail location strategy– Importance of location decision – Retail location strategies and techniques – Types of retail locations.		
Module -4: Merchandise Management		10
Meaning - Roles and responsibilities of the merchandiser and the buyer – Function of Buying for different types of Organizations – Process of Merchandise Planning – Merchandise Sourcing – Methods of procuring merchandise – Concept of private label - Retail Pricing policies.		
Module- 5: Category Management		08
Meaning - Definition of Category Management - Components of Category Management - Category Management Business process - Category Definition - Defining the Category Role- Destination Category, Routine Category, Seasonal Category, Convenience Category - Category Assessment - Category Performance Measures - Category Strategies - Category Tactics - Category Plan implementation - Category Review.		

Skill Development Activities:

- a) Write a note on Visual merchandising training programme layout design, and product placement.
- b) Write a note Leadership training: Develop skills in coaching, delegation, and motivation.
- c) Derive Customer analysis by considering skills in understanding customer behavior and preferences to improve customer satisfaction.
- d) Chart out the types of customers in creating customer loyalty programs.

Books for References:

1. Coughlem: Marketing Channels. ϖ Gilbert Pearson: Retail Marketing Education Asia 2001.
2. Micheal Levy ϖ & Barton A Weitz: Retailing Management, McGraw
3. Patrick M Dunne: Robert F Lusch: Retail Management Hill Publications.
4. Suja Nair: Retail Management, Himalaya Publishing House. ϖ
5. W. Stern, E L. Ansary, T. Ooughlan: Marketing Channels, 6th Edition PHI ϖ New Delhi, 2001.

Name of the Program: Bachelor of Business Administration (BBA) Logistic and Supply Chain Management Course Code: LSCM 2 NAME OF THE COURSE: Sourcing for Logistics and Supply Chain Management		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 Credits	3 hours	45 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: <ol style="list-style-type: none"> Understand the role of sourcing in logistics and supply chain management, and its impact on overall business performance. Analyze and evaluate sourcing strategies and decisions, including make-or-buy, insourcing vs. outsourcing, and supplier selection criteria. Develop effective supplier relationship management skills, including negotiation, communication, and collaboration. Apply sourcing best practices, including risk management, sustainability, and ethical sourcing. Evaluate the impact of technology and innovation on sourcing, and apply relevant tools and techniques to optimize sourcing processes and outcomes. 		
Syllabus:		Hours
Module No. 1: Sourcing		08
Meaning and Definition. Approaches to Sourcing. Sole Sourcing – Single, Dual & Multiple sourcing arrangements, other sourcing/purchasing strategies, Tendering – Open, Restricted and Negotiated approaches. Intra–Company trading and Transfer pricing arrangement, Implications of International Sourcing.		
Module No. 2: External Sourcing		08
Criteria for sourcing requirement from external suppliers – Quality Assurance, Environmental and Sustainability, Technical Capabilities, System Capabilities, Labour Standards, Financial Capabilities. Award criteria – Price, Total Life Cycle Costs, Technical Merit, Added Value Solutions, Systems, and Resources.		
Module No.3: Assessment of Financial Stability		10
Sources of information on potential suppliers' Financial performance. Financial reports – Profit & Loss Statements, Balance Sheets, and Cash Flow Statements. Ratio Analysis on Liquidity, Profitability, Gearing and Investment. Role of credit rating agencies.		
Module No.4: Assessment of Market Data		12
Analysing Suppliers' Market. Secondary Data on Markets & Suppliers. Indices that measure economic data. Process of obtaining tenders and quotations. Decision criteria for tenders and quotations. Criteria to assess tenders and quotations – use of weighted points system.		

ModuleNo.5: Legislative, Regulatory & Organizational Requirements	07
<p>Legislative, Regulatory & Organizational Requirements when sourcing from not- for-profit, private and public sector suppliers. Competitive tendering process. Timescales on tendering process. Procedure for award of contract. Regulatorybodies.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Highlight the stages when Early Supplier Involvement is encouraged by companies to maximise the benefits 2. List out the Regulatory bodies connected to sourcing. 3. Identify the benefits of co-location of suppliers to the company. 4. List out the Credit rating agencies for supplier assessment. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Donald Waters, Logistics - An Introduction to Supply Chain Management, Palgrave Macmillan, New York, 2. John Gattorna , Handbook of Logistics and Distribution Management. 3. P. Fawcett, R. McLeish and I Ogden, Logistics Management. 4. D.M. Lambert & J R Stock, Richard D Irwin Inc., Strategic Logistics Management. 5. Martin Christopher, Logistics and Supply Chain Management, Pitman Publishing, 2nd Edition 6. David N, Burt, Donald W. Dobler, Stephen L. Starling, "World Class Supply Management- A Key to Supply Chain Management", Tata McGraw Hill Publishing Company Ltd., New Delhi. 	

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 6.6 Vocational Name of the Course: GOODS AND SERVICES TAX		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate a) Understand the basics of taxation, including the meaning and types of taxes, and the differences between direct and indirect taxation. b) Analyze the history of indirect taxation in India and the structure of the Indian taxation system. c) Understand the framework and definitions of GST, including the constitutional framework, CGST, SGST, IGST, and exemptions from GST. d) Understand the time, place, and value of supply under GST, and apply this knowledge to calculate the value of supply and determine GST liability. e) Understand input tax credit under GST, including its meaning and process for availing it, and apply this knowledge to calculate net GST liability.		
Syllabus		Hours
Module No. 1: Basics of Taxation		04
Tax – Meaning and Types, Differences between Direct and Indirect Taxation, Brief History of Indirect Taxation in India, Structure of Indian Taxation.		
Module No. 2: Goods and Services Tax –Framework and Definitions		12
Introduction to Goods and Services Tax, Constitutional Framework, Orientation to CGST, SGST and IGST, Meaning and Scope of Supply, Types of Supply. Exemptions from GST.		
Module No. 3: Time, Place And Value of Supply		20
Time of Supply – in case of Goods and in case of Services - Problems on ascertaining Time of Supply; Place of Supply – in case of Goods and in case of Services (both General and Specific Services) – Problems on Identification of Place of Supply; Value of Supply – Meaning, Inclusions and Exclusions. Problems on calculation of 'Value of Supply'.		
Module No. 4: GST Liability and Input Tax Credit		14
Rates of GST – Classification of Goods and Services and Rates based on classification, Problems on computation of GST Liability. Input Tax Credit – Meaning, Process for availing Input Tax Credit – Problems on calculation of Input Tax Credit and Net GST Liability.		
Module No. 5: GST Procedures		05
Registration under GST, Tax Invoice, Levy and Collection of GST, Composition Scheme, Due dates for Payment of GST, Accounting record for GST, Features of GST in Tally Package. GST Returns – Types of Returns, Monthly Returns, Annual Return and Final Return – Due dates for filing of returns. Final Assessment. Accounts and Audit under GST.		

Skill Developments Activities:

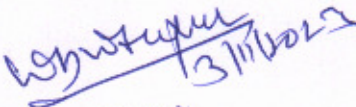
- a) List out the process of GST registration for a business.
- b) Chart out 'time of supply' concept relevance in GST.
- c) Identify the place of supply for goods and services in different scenarios.
- d) Calculate GST liability for a particular transaction using imaginary values.
- e) Explain the process of availing input tax credit in GST.

Books for Reference:

1. V Rajesh Kumar and Mahadev, "Indirect Taxes", Mc Graw Hill Education
2. Datey, V S, "Indirect Taxes", Taxmann Publications.
3. Hiregange et al, "Indirect Taxes:", Puliani and Puliani.
4. Haldia, Arpit, "GST Made Easy", Taxmann Publications.
5. Chaudhary, Dalmia, Girdharwal, "GST – A Practical Approach", Taxmann Publications.
6. Garg, Kamal, "Understanding GST", Bharat Publications.
7. Hiregange, Jain and Naik, "Students' Handbook on Goods and Services Tax", Puliani and Puliani.

Name of the Program: Bachelor of Business Administration (BBA)		
Course Code: BBA 6.6 (B)		
Name of the Course: Enterprise Resource Planning		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	(2+0+2) 4 Hrs	45 Hrs
Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students' will be able to		
a) Understand the business process of an enterprise to grasp the activities of ERP project management cycle to understand the emerging trends in ERP developments.		
b) Integrate and automate the business processes and shares information enterprise-wide.		
c) Explore the significance of ERP to provide a solution for better project management.		
d) Enable the students to understand the various process involved in implementing ERP in a variety of business environment		
e) Understand the issues involved in design and implementation of ERP systems.		
Syllabus:		Hours
Module No. 1: Introduction to ERP		08
f) Enterprise Resource Planning - Defining ERP - Origin and Need for an ERP System - Benefits of an ERP System - Reasons for the Growth of ERP Market - Risk of ERP - Road map for successful ERP		
Module No. 2: ER Prelated Technologies and Modules		10
g) Business Process Re- engineering – Product Life cycle – Customer relationship management - Functional Modules- Sales and Distribution, service - Human Resource - Finance – Production - Materials Management – Purchasing – Quality Management..		
Module No. 3: ERP implementation		08
h) ERP Implementation Life cycle – Transition strategies - ERP Implementation Process - ERP Vendor Selection - Role of the Vendor - Consultants: Types of consultants - Role of a Consultant - Vendors and Employees - Resistance by employees - Dealing with employee resistance - Project team		
Module No. 4: ERP post implementation		10
i) Success and Failure factor of ERP implementation – ERP operations and maintenance – Data Migration – Project Management and Monitoring - Maximizing the ERP system.		

Module No. 5: Future directions in ERP	09
New Trends in ERP- ERP to ERP II - Implementation of Organization Wide ERP - Development of New Markets and Channels - Latest ERP Implementation Methodologies - ERP and E-business.	
Skill Development Activities:	
<ol style="list-style-type: none"> 1. State the steps and activities in the ERP life cycle 2. Develop a process of driven thinking towards business process. 3. Demonstrate a good understanding of the basic issues in ERP systems. 4. Any other activities, which are relevant to the course. 	
Books for Reference:	
<ol style="list-style-type: none"> 1. Alexis Leon, "ERP Demystified", Tata McGraw Hill, New Delhi, 2007. 2. Joseph A Brady, Ellen F Monk, Bret Wagner, "Concepts in Enterprise Resource Planning", Thompson Course Technology, USA, 2009 3. Vinod Kumar Garg and Venkitakrishnan N K, "Enterprise Resource Planning – Concepts and Practice", PHI, New Delhi, 2004 4. Mahadeo Jaiswal and Ganesh Vanapalli, ERP Macmillan India, 2013. 5. Sinha P. Magal and Jeffery Word, Essentials of Business Process and Information System, Wiley India, 2009 6. Jagan Nathan Vaman, ERP in Practice, Tata McGraw-Hill, 2007. 	
Note: Latest edition of text books may be used.	


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