



KARNATAK UNIVERSITY, DHARWAD  
ACADEMIC (S&T) SECTION

ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ  
ವಿದ್ಯಾಮಂಡಳ (ಎಸ್&ಟಿ) ವಿಭಾಗ



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'A' Grade 2014

website: kud.ac.in

No. KU/Aca(S&T)/JS/MGJ(Gen)/2023-24/59

Date: 04/09/2023

ಅಧಿಸೂಚನೆ

ವಿಷಯ: 2023-24ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಎಲ್ಲ ಸ್ನಾತಕ ಪದವಿಗಳಿಗೆ 5 ಮತ್ತು 6ನೇ ಸೆಮಿಸ್ಟರ್  
NEP-2020 ಪಠ್ಯಕ್ರಮವನ್ನು ಅಳವಡಿಸಿರುವ ಕುರಿತು.

- ಉಲ್ಲೇಖ: 1. ಸರ್ಕಾರದ ಅಧೀನ ಕಾರ್ಯದರ್ಶಿಗಳು(ವಿಶ್ವವಿದ್ಯಾಲಯ 1) ಉನ್ನತ ಶಿಕ್ಷಣ ಇಲಾಖೆ ಇವರ  
ಆದೇಶ ಸಂಖ್ಯೆ: ಇಡಿ 104 ಯುಎನ್‌ಇ 2023, ದಿ: 20.07.2023.  
2. ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ನಿರ್ಣಯ ಸಂಖ್ಯೆ: 2 ರಿಂದ 7, ದಿ: 31.08.2023.  
3. ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶ ದಿನಾಂಕ: 04/09/2023

ಮೇಲ್ಕಾಣಿಸಿದ ವಿಷಯ ಹಾಗೂ ಉಲ್ಲೇಖಗಳನ್ವಯ ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶದ ಮೇರೆಗೆ, 2023-24ನೇ  
ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಅನ್ವಯವಾಗುವಂತೆ, ಎಲ್ಲ B.A./ BPA (Music) /BVA / BTTM / BSW/ B.Sc./B.Sc. Pulp &  
Paper Science/ B.Sc. (H.M)/ BCA/ B.A.S.L.P./ B.Com/ B.Com (CS) / BBA & BA ILRD ಸ್ನಾತಕ ಪದವಿಗಳ 5  
ಮತ್ತು 6ನೇ ಸೆಮಿಸ್ಟರ್‌ಗಳಿಗೆ NEP-2020ರ ಮುಂದುವರಿದ ಭಾಗವಾಗಿ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ಅನುಮೋದಿತ  
ಕೋರ್ಸಿನ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಕ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲ [www.kud.ac.in](http://www.kud.ac.in) ದಲ್ಲಿ ಭಿತ್ತರಿಸಲಾಗಿದೆ. ಸದರ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಕ.ವಿ.ವಿ.  
ಅಂತರ್ಜಾಲದಿಂದ ಡೌನ್‌ಲೋಡ್ ಮಾಡಿಕೊಳ್ಳಲು ಸೂಚಿಸುತ್ತ ವಿದ್ಯಾರ್ಥಿಗಳ ಹಾಗೂ ಸಂಬಂಧಿಸಿದ ಎಲ್ಲ ಬೋಧಕರ ಗಮನಕ್ಕೆ  
ತಂದು ಅದರಂತೆ ಕಾರ್ಯಪ್ರವೃತ್ತರಾಗಲು ಕವಿವಿ ಅಧೀನದ/ಸಂಲಗ್ನ ಮಹಾವಿದ್ಯಾಲಯಗಳ ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ  
ಸೂಚಿಸಲಾಗಿದೆ.

ಅಡಕ: ಮೇಲಿನಂತೆ

  
ಕುಲಸಚಿವರು.

ಗೆ,

ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯದ ವ್ಯಾಪ್ತಿಯಲ್ಲಿ ಬರುವ ಎಲ್ಲ ಅಧೀನ ಹಾಗೂ ಸಂಲಗ್ನ ಮಹಾವಿದ್ಯಾಲಯಗಳ  
ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ. (ಕ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲ ಹಾಗೂ ಮಿಂಚಂಚೆ ಮೂಲಕ ಬಿತ್ತರಿಸಲಾಗುವುದು)

ಪ್ರತಿ:

1. ಕುಲಪತಿಗಳ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
2. ಕುಲಸಚಿವರ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
3. ಕುಲಸಚಿವರು (ಮೌಲ್ಯಮಾಪನ) ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
4. ಅಧೀಕ್ಷಕರು, ಪ್ರಶ್ನೆ ಪತ್ರಿಕೆ / ಗೌಪ್ಯ / ಜಿ.ಎ.ಡಿ. / ವಿದ್ಯಾಂಡಳ (ಪಿ.ಜಿ.ಪಿ.ಎಚ್.ಡಿ) ವಿಭಾಗ, ಸಂಬಂಧಿಸಿದ  
ಕೋರ್ಸುಗಳ ವಿಭಾಗಗಳು ಪರೀಕ್ಷಾ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
5. ನಿರ್ದೇಶಕರು, ಕಾಲೇಜು ಅಭಿವೃದ್ಧಿ / ವಿದ್ಯಾರ್ಥಿ ಕಲ್ಯಾಣ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.



**KARNATAK UNIVERSITY, DHARWAD**

**B.B.A**  
**{Fifth and Sixth Semester}**

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**SYLLABUS**

**With Effect from 2023-24**

**Approved in Ad-hoc BOS BBA and BBA (H &T) dated: 10.08.2023**  
**Approved in Faculty of Management dated: 28.08.2023**

**DISCIPLINE SPECIFIC CORE COURSE (DSCC) FOR SEM V & VI,**

**DISCIPLINE ELECTIVE COURSE (DSE) FOR SEM V & VI**

**VOCATIONAL COURSE (Voc) FOR SEM V & VI and**

**SKILL ENHANCEMENT COURSE (SEC) FOR SEM V SEM**

**AS PER N E P - 2020**

**Karnatak University, Dharwad**  
**B.B.A V<sup>th</sup> (Fifth Semester)**

Sem.	Type of Course	Theory/ Practical	Course Code	Course Title	Instruction hour/Week	Total hours/Sem	Duration of Exam	Marks			Credits
								CIE	SEE	Total	
V	DSCC-13	Theory	<b>042 BBA 011</b>	Production and Operations Management	04hrs	56	02 hrs	40	60	100	04
	DSCC-14	Theory	<b>042 BBA 012</b>	Income Tax-I	04hrs	56	02 hrs	40	60	100	04
	DSCC-15	Theory	<b>042 BBA 013</b>	Banking Law and Practice	04hrs	56	02 hrs	40	60	100	04
	DSE-1	Theory	<b>042 BBA 021</b>	<b>Elective -1</b> (Any one) Advanced Corporate Financial management	03hrs	42	02 hrs	40	60	100	03
				<b>042 BBA 022</b>							
	DSE-2	Theory	<b>042 BBA 023</b>	<b>Elective-2</b> (Any one) Compensation and Performance Management	03hrs	42	02 hrs	40	60	100	03
				<b>042 BBA 024</b>							
	Voc-1	Theory	<b>042 BBA 101</b>	Digital Marketing	03hrs	42	02 hrs	40	60	100	03
SEC-3	Theory	<b>042 BBA 061</b>	Service Marketing Skills	03hrs	42	02 hrs	40	60	100	03	
<b>Total</b>								<b>280</b>	<b>420</b>	<b>700</b>	<b>24</b>

**ELECTIVE GROUPS AND COURSES FOR FIFTH SEMESTER**

	Elective -1 (Any one)		Elective-2 (Any one)	
<b>Elective Groups And Courses:</b>	<b>Finance</b>	<b>Marketing</b>	<b>Human Resource Management</b>	<b>Data Analytics</b>
<b>Course Code</b>	<b>042 BBA 021</b>	<b>042 BBA 022</b>	<b>042 BBA 023</b>	<b>042 BBA 024</b>
<b>Paper: 1</b>	Advanced Corporate Financial Management	Consumer Behavior	Compensation and Performance Management	Financial Analytics

**Note: Students have to choose Two Electives in V Semester and Continue with the same Elective combinations in VI Semester.**

## B.B.A VI<sup>th</sup> Six Semesters

Sem	Type of Course	Course Code	Course Title	Course Title	Instruction hour/ week	Total hours/sem	Duration of Exam	Marks			Credits	
								CIE	SEE	Total		
VI	DSCC-16	Theory	046 BBA 011	Business Law	04hrs	56	02 hrs	40	60	100	04	
	DSCC-17	Theory	046 BBA 012	Income Tax-II	04hrs	56	02 hrs	40	60	100	04	
	DSCC-18	Theory	046 BBA 013	International Business	04hrs	56	02 hrs	40	60	100	04	
	DSE-3	Theory	046 BBA 021	<b>Elective -1</b> (Any one)		03hrs	42	02 hrs	40	60	100	03
				046 BBA 022	Security Analysis and Portfolio Management							
	DSE-4	Theory	046 BBA 023	<b>Elective-2</b> (Any one)		03hrs	42	02 hrs	40	60	100	03
				046 BBA 024	Cultural Diversity at Workplace							
	Voc-2	Theory	046 BBA 101	ERP Application		03hrs	42	02 hrs	40	60	100	03
SEC-4	Internship-1	046 BBA 091	Internship					100	00	100	03	
<b>Total</b>								<b>340</b>	<b>360</b>	<b>700</b>	<b>24</b>	

### ELECTIVE GROUPS AND COURSES FOR SIXTH SEMESTER

Elective Groups And Courses:	Finance	Marketing	Human Resource Management	Data Analytics
Course Code	FN2	MK2	HRM2	DA2
Paper :2	Analysis and Portfolio Management	Advertising and Media Management	Cultural Diversity at Workplace	Marketing Analytics

## **A. INTERNSHIP WITH BUSINESS ORGANIZATIONS**

### **Objectives:**

- To enhance the classroom learning
- To provide training and experiential learning opportunities for students
- To provide an opportunity to apply knowledge and skills acquired by the students in the classroom to a professional context.

### **Guidelines to the institution:**

1. Each student will have to work in a Business Organization for at least 4 weeks after their Fifth Semester Examination.
2. The entire batch of students is to be divided equally among the department faculty members. The faculty members should be the mentors and guide the students in the internship process.
3. The students must submit the Certificate for completion of internship by the organization to the college along with a brief report of not less than 25 pages. The report contains details of the organization, nature of business, and a write up on the learning outcome from the internship carried out by them.

### **Marks Allocation:**

- 30 Marks for the Internship Report and 20 Marks for Presentation and Viva-Voce examination.
- Viva-Voce shall be conducted at the end of the semester, by the external faculty, from among the panel of examiners and identified by the College.
- The Institution should send the marks to the University along with IA Marks scored by them in the VI Semester.

# B.B.A Semester – V

## Discipline Specific Course (DSC)-13

**Course Title: Production and Operations Management**

**Course Code: 042 BBA 011**

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures /Hours/ Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSCC-13	Theory	04	04	56 hrs.	2hrs.	40	60	100

**Course Outcomes (COs):At the end of the course students will be able to:**

- CO 1:** Understand ever growing importance of Production and Operations Management in uncertain business environment.
- CO 2:** Gain an in-depth understanding of Plant Location and Layout
- CO 3:** Appreciate the unique challenges faced by firms in Inventory Management.
- CO 4:** Understand the subject as to Production Planning and Control.
- CO 5:** Develop skills to operate competitively in the current business scenario.

Unit	Title:	Hrs
Unit I	<b>Introduction to Production and Operations Management</b> Introduction -Meaning of Production and Operations, differences between Production and Operations Management, Scope of Production Management, Production System. Types of Production, Benefits of Production Management, Responsibility of a Production Manager, Decisions of Production Management. Operations management: Concept and Functions	12
Unit II	<b>Plant Location and layout</b> Meaning and definition –Factors affecting location, Theory and practices, cost Factor in location – Plant layout Principles – Space requirement – Different types of facilities – Organization of physical facilities – Building, Sanitation, Lighting, Air Conditioning and Safety.	10
Unit III	<b>Production Planning and Control</b> Meaning and Definition-Characteristics of Production Planning and Control, Objectives of Production Planning and Control, Stages of Production Planning and Control, Scope of Production Planning & Control, Factors Affecting Production Planning and Control, Production Planning System, Process Planning Manufacturing, Planning and Control System, Role of Production Planning and Control in Manufacturing Industry.	12
Unit IV	<b>Inventory Management</b> Inventory Management – Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy. Inventory costs: Basic EOQ Model: Re-order Level: ABC Analysis. Quality Management - Quality Concepts, Difference between Inspections, Quality Control, Quality Assurances, Total Quality Management: Control Charts: acceptance sampling.	12
Unit V	<b>Maintenance and Waste Management</b> Introduction – Meaning – Objectives – Types of maintenance, Breakdown, Spares planning and control, Preventive routine, Relative Advantages, Maintenance Scheduling, Equipment reliability and Modern Scientific Maintenance Methods - Waste Management– Scrap and surplus disposal, Salvage and recovery.	10

**References:**

1. Ashwathappa. K & Sridhar Bhatt: Production & Operations Management, HPH.
2. Gondhalekar & Salunkhe: Productivity Techniques, HPH.
3. SN Chary, Production & Operations Management, McGraw Hill.
4. U. Kachru, Production & Operations Management, Excel Books.
5. Alan Muhlemann, John Oaclank and Keith Lockyn, Production & Operations Management, PHI.
6. K KAhuja, Production Management, CBS Publishers.
7. S.A. Chunawalla & Patel: Production & Operations Management, HPH.
8. Everett E Adam Jr., and Ronald J Ebert, Production & Operations Management, Sage Publishing
9. Dr. L. N.Agarwal and Dr. K.C. Jain, Production Management
10. Thomas E. Morton, Production Operations Management, South Western College.

**Note: Latest edition of books may be used.**

<b>Formative Assessment for Theory</b>	
<b>Assessment Occasion/ type</b>	<b>Marks</b>
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
<b>Total</b>	<b>40 Marks</b>
<i>Formative Assessment as per guidelines.</i>	

## B.Com. Semester – V

### Discipline Specific Course (DSC)-14

**Course Title: Income Tax – I**

**Course Code: 042 BBA 012**

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
<b>DSCC-14</b>	<b>Theory</b>	<b>04</b>	<b>04</b>	<b>56 hrs.</b>	<b>2hrs.</b>	<b>40</b>	<b>60</b>	<b>100</b>

**Course Outcomes (COs): At the end of the course students will be able to:**

**CO 1:** Comprehend the procedure for computation of Total Income and tax liability of an individual.

**CO 2:** Understand the provisions for determining the residential status of an Individual.

**CO 3:** Comprehend the meaning of Salary, Perquisites, Profit in lieu of salary, allowances and various retirement benefits.

**CO 4:** Compute the income house property for different categories of house property.

**CO 5:** Comprehend TDS & advances tax Ruling and identify the various deductions under section 80.

Unit	Title	Hrs
Unit I	<b>Basic Concepts of Income Tax</b> Introduction –Meaning of tax-, types of taxes, cannons of taxation. Brief history of Indian Income Tax, legal framework of taxation, Important definitions, assessment, assessment year, previous year including exceptions, assesses, person, income, casual income, Gross total income, Total income, Agricultural income, scheme of taxation, – Exempted incomes of an individual under section 10.	12
Unit II	<b>Residential Status and Incidence of Tax</b> Introduction – Residential status of an individual. Determination of residential status of an individual. Incidence of tax or Scope of Total income. Problems on computation of Gross total Income of an individual.	10
Unit III	<b>Income from Salary</b> Introduction - Meaning of Salary -Basis of charge Definitions–Salary, Perquisites and profits in lieu of salary - Provident Fund –Transferred balance. - Retirement Benefits – Gratuity, pension and Leave salary. Deductions and Problems on Computation of Taxable Salary.	16
Unit IV	<b>Income from House Property</b> Introduction - Basis for charge - Deemed owners -House property incomes exempt from tax, composite rent and unrealized rent. Annual Value –Determination of Annual Value - Deductions from Annual Value - Problems on Computation of Income from House Property.	10
Unit V	<b>Tax Deduction at Sources &amp; Advance Tax Ruling</b> Introduction - Meaning of TDS - Provisions regarding TDS - TDS to be made from Salaries - Filing of Quarterly statement – Theory and Problems; Advance Tax: Meaning of advance tax - Computation of advance tax - Instalment of advance tax and due dates. <b>Deductions</b> under Section 80C, 80CCC, 80CCD, 80CCG, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80TTA and 80U as applicable to individuals under old regime. (Individuals only).	08



**References:**

1. Mehrotra H.C and T.S.Goyal, Direct taxes, Sahithya Bhavan Publication, Agra.
2. Vinod K. Singhanian, Direct Taxes, Taxman Publication Private Ltd, New Delhi.
3. Gaur and Narang, Law and practice of Income Tax, Kalyani Publications, Ludhiana.
4. Bhagawathi Prasad, Direct Taxes.
5. B.Mariyappa, Income tax Law and Practice-I, Himalaya Publishing House. New Delhi.s
6. Dr. Saha, Law and Practice of Income Tax, Himalaya Publishing House.

**Note: Latest edition of text books may be used.**

<b>Formative Assessment for Theory</b>	
<b>Assessment Occasion/ type</b>	<b>Marks</b>
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
<b>Total</b>	<b>40 Marks</b>
<i>Formative Assessment as per guidelines.</i>	

# B.B.A. Semester – V

## Discipline Specific Course (DSC)-15

**Course Title: Banking Law and Practice**

**Course Code: 042 BBA 013**

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
<b>DSCC-15</b>	<b>Theory</b>	<b>04</b>	<b>04</b>	<b>56 hrs.</b>	<b>2hrs.</b>	<b>40</b>	<b>60</b>	<b>100</b>

**Course Outcomes (COs): At the end of the course students will be able to:**

**CO 1:** Understand the legal aspects of banker and customer relationship.

**CO 2:** Open the different types of accounts.

**CO 3:** Describe the various operations of banks.

**CO 4:** Understand the different types of crossing of cheques and endorsement.

**CO 5:** Understanding of different types of E-payments.

	<b>Title:</b>	<b>Hrs</b>
Unit I	<p><b>Banker and Customer</b>                      A) Banker and Customer Relationship: Introduction – Meaning of Banker &amp; Customer; General and Special relationships between Banker &amp; Customer, (Rights and Obligations of Banker &amp; Customer).                      B) Customers and Account Holders: Types of Customer and Account Holders – Procedure and Practice in opening and operating the accounts of different types of customers – Minor, Joint Account Holders, Partnership Firms,</p>	16
Unit II	<p><b>Banking Operations.</b>                      Meaning – Duties and Responsibilities of Collecting Banker, Holder for Value, Holder in Due Course; Statutory Protection to Collecting Banker.</p>	08
Unit III	<p><b>Paying Banker</b>                      Meaning – Precautions – Statutory Protection to the Paying Banker; Cheques – Crossing of Cheques – Types of Crossing; Endorsements - Meaning, Essentials and Kinds of Endorsement; Dishonor of Cheque - Grounds for Dishonor of cheque.</p>	12
Unit IV	<p><b>Lending Operations</b>                      Principles of Bank Lending, Kinds of lending - Loans, Cash Credit, Overdraft, Bills Discounting, Letters of Credit. Types of securities and Methods of creation of charge, Secured and Unsecured Advances; Procedure - Housing, Education and Vehicle loan's; Non-Performing Asset (NPA): Meaning, circumstances &amp; impact; Government Regulations on Priority lending for commercial banks.</p>	12
Unit V	<p><b>Banking Innovations</b>                      New technology in Banking – E-services – plastic cards . Internet Banking, ATM based services, ECS, MICR, RTGS, NEFT, DEMAT, IMPS UPI , AADHAR enabled payment system, USSD, E-Valet and application based payment systems, Role of artificial intelligence in banks, Block Chain – Meaning and features.</p>	08

**References:**

1. Gordon & Natarajan: Banking Theory Law and Practice, HPH.
2. Maheshwari. S.N.: Banking Law and Practice, Vikas Publication.
3. Kothari N. M: Law and Practice of Banking.
4. Tannan M.L: Banking Law and Practice in India, Indian Law House
5. S. P Srivastava: Banking Theory & Practice, Anmol Publications.
6. Sheldon H.P: Practice and Law of Banking.
7. Neelam C Gulati: Principles of Banking Management.
8. Dr. Alice Mani: Banking Law and Operation, SB.

**Note: Latest edition of Reference Books may be used**

<b>Formative Assessment for Theory</b>	
<b>Assessment Occasion/ type</b>	<b>Marks</b>
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
<b>Total</b>	<b>40 Marks</b>
<i>Formative Assessment as per guidelines.</i>	

**B.B.A Semester – V**  
**Discipline Specific Elective (DSE) : 1 (1A)**

**Course Title: Advanced Corporate Financial Management**

**Course Code: 042 BBA 021**

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures /Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
<b>DSE-1A</b>	<b>Theory</b>	<b>03</b>	<b>03</b>	<b>42 hrs.</b>	<b>2hrs.</b>	<b>40</b>	<b>60</b>	<b>100</b>

**Course Outcomes (COs):At the end of the course students will be able to:**

**CO 1:** Understand and determine the overall cost of capital.

**CO 2:** Comprehend the different advanced capital budgeting techniques.

**CO 3:** Understand the importance of dividend decisions and dividend theories.

**CO 4** Evaluate mergers and acquisition.

**CO 5:** Enable the ethical and governance issues in financial management.

	<b>Title:</b>	<b>Hrs</b>
Unit I	<p><b>Cost of Capital and Capital Structure Theories</b>  <b>Cost of Capital:</b> Meaning and Definition – Significance of Cost of Capital – Types of Capital – Computation of Cost of Capital – Specific Cost – Cost of Debt – Cost of Preference Share Capital – Cost of Equity Share Capital – Weighted Average Cost of Capital – Problems.  <b>Theories of capital structures:</b> The Net Income Approach, The Net Operating Income Approach, Traditional Approach and MM Hypothesis – Problems.</p>	12
Unit II	<p><b>Risk Analysis in Capital Budgeting</b>  Risk Analysis – Types of Risks – Risk and Uncertainty – Techniques of Measuring Risks – Risk adjusted Discount Rate Approach – Certainty Equivalent Approach – Sensitivity Analysis - Probability Approach - Standard Deviation and Co-efficient of Variation – Decision Tree Analysis – Problems.</p>	12
Unit III	<p><b>Dividend Decision &amp; Theories of Dividend.</b>  Introduction - Dividend Decisions: Meaning - Types of Dividends – Types of Dividend Policies – Significance of Stable Dividend Policy - Determinants of Dividend Policy; Dividend Theories: Theories of Relevance – Walter’s Model and Gordon’s Model and Theory of Irrelevance – The Miller-Modigliani (MM) Hypothesis - Problems.</p>	14
Unit IV	<p><b>Mergers and Acquisitions</b>  Meaning - Reasons – Types of Combinations - Types of Merger – Motives and Benefits of Merger – Financial Evaluation of a Merger - Merger Negotiations – Leverage buyout, Management Buyout Meaning and Significance of P/E Ratio. Problems on Exchange Ratios based on Assets Approach, Earnings Approach and Market Value Approach and Impact of Merger on EPS, Market Price and Market capitalization.</p>	10

Unit V	<b>Ethical and Governance Issues</b> Introduction to Ethical and Governance Issues: Fundamental Principles, Ethical Issues in Financial Management, Agency Relationship, Transaction Cost Theory, Governance Structures and Policies, Social and Environmental Issues, Purpose and Content of an Integrated Report.	08
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**References:**

1. I M Pandey, Financial management, Vikas publications, New Delhi.
2. Abrish Gupta, Financial management, Pearson.
3. Khan & Jain, Basic Financial Management, TMH, New Delhi.
4. S N Maheshwari, Principles of Financial Management, Sulthan Chand & Sons, New Delhi.
5. Chandra & Chandra D Bose, Fundamentals of Financial Management, PHI, New Delhi.
6. B.Mariyappa, Advanced Financial Management, Himalaya Publishing House, New Delhi.
7. Ravi M Kishore, Financial Management, Taxman Publications
8. Prasanna Chandra, Financial Management, Theory and Practice, Tata McGraw Hill.

**Note: Latest edition of Reference Books may be used**

<b>Formative Assessment for Theory</b>	
<b>Assessment Occasion/ type</b>	<b>Marks</b>
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
<b>Total</b>	<b>40 Marks</b>
<i>Formative Assessment as per guidelines.</i>	

**B.B.A. Semester – V**  
**Discipline Specific Elective (DSE)-1B**

**Course Title: Consumer Behaviour**  
**Course Code: 042 BBA 022**

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
<b>DSE-1B</b>	<b>Theory</b>	<b>03</b>	<b>03</b>	<b>42 hrs.</b>	<b>2hrs.</b>	<b>40</b>	<b>60</b>	<b>100</b>

**Course Outcomes (COs): At the end of the course students will be able to:**

- CO 1:** Understanding of Consumer Behaviour towards products, brands and services.
- CO 2:** Distinguish between different consumer behaviour influences and their relationships.
- CO 3:** Establish the relevance of consumer behaviour theories and concepts to marketing decisions.
- CO 4:** Implement appropriate combinations of theories and concepts.
- CO 5:** Recognise social and ethical implications of marketing actions on consumer behaviour.

	<b>Title:</b>	<b>Hrs</b>
Unit I	<b>Introduction to Consumer Behaviour</b> Meaning and Definition, Need for Consumer Behaviour, consumer and customer. Buyers and users. Need to study consumer behaviour. Applications in Marketing, Consumer research process –Understanding consumer through Research process. Factors influencing Consumer Behaviour. External factors – Culture, Sub Culture, Social Class, Reference Groups, Family, Internal factors– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.	10
Unit II	<b>Individual Determinants of Consumer Behaviour</b> Consumer Needs & Motivation; Personality and Self-Concept; Consumer Perception; Learning & Memory; Nature of Consumer Attitudes – Psychological: Motivation, Perceptions, Learning, Belief and Attitudes. Consumer Attitude, Formation and Change.	08
Unit III	<b>Environmental Determinants of Consumer Behaviour</b> Family Influences; Influence of Culture; Subculture & Cross-Cultural Influences; Group Dynamics and Consumer Reference Groups; Social Class: Family role. Person’s Age, Life cycle stage, Occupational and economic circumstances.	12
Unit IV	<b>Consumer's Decision-Making Process</b> Opinion leadership, dynamics of opinion leadership process, The Motivation behind opinion leadership- The Diffusion Process-The adoption process- levels of consumer decision making- Models of consumer decision making.	09
Unit V	<b>Consumer Satisfaction &amp; Consumerism</b> Concept of Consumer Satisfaction; Working towards enhancing Consumer Satisfaction; Sources of Consumer Dissatisfaction; Dealing with Consumer Complaint. Concept of Consumerism; Consumerism in India; Reasons for Growth of Consumerism in India.	06

**References:**

1. Leon. G. Schiffman & Leslve Lazer Kanuk; Consumer behaviour; 6th Edition; PHI, New Delhi, 2000.
2. Suja.R.Nair, Consumer behaviour in Indian perspective, First Edition, Himalaya Publishing House, Mumbai, 2003.
3. Batra/Kazmi; Consumer Behaviour.
4. David. L. Loudon & Albert J. Bitta; Consumer Behaviour; 4th Edition, Mcgraw Hill, Inc; New Delhi, 1993.
5. K. Venkatramana, Consumer Behaviour, SHBP.
6. Assael Henry; Consumer behaviour and marketing action; Asian Books(P) Ltd, Thomson learning, 6th Edition; 2001.
7. Jay D. Lindquist & M. Joseph Sirgy, Shopper, Buyer and Consumer Behaviour, 2003.
8. Blackwell; Consumer Behaviour, 2nd Edition.
9. S.A.Chunawalla : Commentary on Consumer Behaviour, HPH.
10. Sontakki; Consumer Behaviour, HPH.
11. Schiffman; Consumer Behaviour, Pearson Education.

**Note: Latest edition of Reference Books may be used**

<b>Formative Assessment for Theory</b>	
<b>Assessment Occasion/ type</b>	<b>Marks</b>
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
<b>Total</b>	<b>40 Marks</b>
<i>Formative Assessment as per guidelines.</i>	

**B.B.A. Semester – V**  
**Discipline Specific Elective (DSE)-I1A**

**Course Title: Compensation and Performance Management**

**Course Code: 042 BBA 023**

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
<b>DSE-I1A</b>	<b>Theory</b>	<b>03</b>	<b>03</b>	<b>42 hrs.</b>	<b>2hrs.</b>	<b>40</b>	<b>60</b>	<b>100</b>

**Course Outcomes (COs): At the end of the course students will be able to:**

- CO 1:** Understand the concepts of Compensation management.
- CO 2:** Describe job evaluation and its methods.
- CO 3:** Evaluate the different methods of wages.
- CO 4:** Describe performance management and methods of performance management.
- CO 5:** Preparation of Payroll.

	<b>Title:</b>	<b>Hrs</b>
Unit I	<p><b>Introduction to Compensation Management</b> Compensation - Definition - Classification - Types - Wages, Salary, Benefits, DA, Consolidated Pay; Equity based programs, Commission, Reward, Remuneration, Bonus, Short term and Long term Incentives, Social Security, Retirement Plan, Pension Plans, Profit Sharing Plan, Stock Bonus Plan, ESOP ,Employer Benefits and Employer Costs for ESOP, Individual Retirement Account, Savings Incentive Match Plan for Employees. Compensation Management- Compensation and Non-compensation Dimensions, 3-P Concept in Compensation Management, Compensation as Retention Strategy, Compensation Issues, Compensation Management in Multi-National organizations Compensation Strategy: Organizational and External Factors Affecting Compensation Strategies, Compensation Strategies as an Integral Part of HRM, Compensation Policies.</p>	12
Unit II	<p><b>Job Evaluation</b> Definition of Job Evaluation, Major Decisions in Job Evaluation, Job Evaluation Methods, Point Factor Method of Job Evaluation: Combining Point factor and Factor Comparison Methods, Job Evaluation Committee, Factor Evaluation System (FES), Using FES to determine Job Worth, Position Evaluation Statements.</p>	06
Unit III	<p><b>Wage and Salary Administration</b> Theories of Wages - Wage Structure - Wage Fixation - Wage Payment - Salary Administration. Difference between Salary and Wages - Basis for Compensation Fixation- Components of Wages - Basic Wages - Overtime Wages - Dearness Allowance - Basis for calculation - Time Rate Wages and Efficiency Based Wages - Incentive Schemes - Individual Bonus Schemes, Group Bonus Schemes - Effect of various Labour Laws on Wages-Preparation of Pay Roll</p>	12



Unit IV	<b>Performance Management</b> Evolution of Performance Management, Definitions of Performance Management, Importance of Performance Management, Aims and Purpose of Performance Management, Employee Engagement and Performance Management, Principles and Dimensions of Performance Management Performance Appraisal Methods: Traditional Methods, Modern Methods, Performance Appraisal Feedback: Role, Types and Principles, Levels of Performance Feedback, 360-Degree Appraisal, Ethics in Performance Appraisal.	14
Unit V	<b>Issues In Performance Management</b> Team Performance Management, Performance Management and Learning Organizations, Performance Management and Virtual Teams, Role of Line Managers in Performance Management, Performance Management and Reward, Linking Performance to Pay –A Simple System Using Pay Band, Linking Performance to Total Reward, Challenges of Linking Performance and Reward.	08

**References:**

1. Joseph J. Martocchio, Strategic Compensation, 3rd Edition, Pearson Education
2. Michael Armstrong & Helen Murlis: Hand Book of Reward Management – Crust Publishing House.
3. Milkovich & Newman, Compensation, Tata McGraw Hill
4. Richard I. Anderson , Compensation Management in Knowledge based world, 10th edition, Pearson Education
5. Thomas. P. Plannery, David. A. Hofrichter & Paul. E. Platten: People, Performance & Pay – Free Press.
6. Aguinis Herman, Performance Management, 2nd Edition, 2009 Pearson Education, New Delhi.
7. Aziz A, Performance Appraisal: Accounting and Quantitative Approaches, 1993, Pointer.
8. Bhatia S.K, Performance Management: Concepts, Practices and Strategies for Organisation Success, 2007, Deep & Deep, New Delhi.

<b>Formative Assessment for Theory</b>	
<b>Assessment Occasion/ type</b>	<b>Marks</b>
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
<b>Total</b>	<b>40 Marks</b>
<i>Formative Assessment as per guidelines.</i>	

**B.B.A. Semester – V**  
**Discipline Specific Elective (DSE)-I1B**

**Course Title: Financial Analytics**  
**Course Code: 042 BBA 024**

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
<b>DSE-I1B</b>	<b>Theory</b>	<b>03</b>	<b>03</b>	<b>42 hrs.</b>	<b>2hrs.</b>	<b>40</b>	<b>60</b>	<b>100</b>

**Course Outcomes (COs): At the end of the course students will be able to:**

- CO 1:** Analyze and model financial data.
- CO 2:** Access the different open-source domains.
- CO 3:** Evaluate and build model on time series data.
- CO 4:** Execute the statistical analysis using python.

	<b>Title:</b>	<b>Hrs</b>
Unit I	<b>Introduction to Financial Analytics</b> Introduction: Meaning-Importance of Financial Analytics uses-Features-Documents used in Financial Analytics: Time value of money – Discounted and Non-discounted (computation using Excel).	08
Unit II	<b>Access to Financial Data Using Latest Technology</b> Public domain data base (RBI, BSE, NSE, Google finance), Prowess, downloading data from NSE and Yahoo finance. IMF and World Bank data base, Kaggle, Bloomberg, FINTECH companies (ROBO, ALGO trade).	07
Unit III	<b>Introduction to Time Series Modeling</b> Meaning of Data- types of data- time series, panel, cross sectional-components of Time series data. Simple time series concepts – moving average, exponential moving, WMA (Theory and Practices), data - differencing, logarithm, lagging, stationary v/s non stationary data (detailed explanation with examples) computing return series data (simple returns and logarithm returns) (using Excel).	10
Unit IV	<b>Introduction to Python</b> Installation of Python, types of data and structures, basic analysis using NUMPY and PANDAS (financial examples), data preparation for time series data.	10
Unit V	<b>Python for Finance</b> Descriptive statistics, Time series graphs in Python, understanding between correlation and covariance, basics of regression and its assumptions, Stationary and non-stationary data, basics of Time series using Python. Credit default using binary logistic regression.	10

**References:**

1. Python for finance: Yves hil pisces
2. Hands on Data analysis with Pandas: Stefanie molin.
3. Hands on Python for finance, Krish Naik, Packt
4. Python For Finance, Yuxing Yan, Packt
5. Mastering Python for Finance, James Ma Weiming ,Pack Publishing
6. Financial Reporting and Financial Statement Analysis,M Hanif , A Mukherjee, McGraw Hill
7. Haskell Financial Data Modelling and Predictive Analytics,Pavel Ryzhov,PACKT

<b>Formative Assessment for Theory</b>	
<b>Assessment Occasion/ type</b>	<b>Marks</b>
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
<b>Total</b>	<b>40 Marks</b>
<i>Formative Assessment as per guidelines.</i>	

# B.B.A. Semester – V

Vocational: Voc

**Course Title: Digital Marketing**

**Course Code: 042 BBA 101**

Type of Course	Theory / Practical	Credits	Instruction hour /week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
SEC-3	Theory	02	02	42hrs.	1hr.	40	60	100

**Course Outcomes (COs): At the end of the course students will be able to:**

**CO 1:** Gain knowledge on Digital Marketing, Email marketing and Content marketing.

**CO 2:** Understand Search Engine Optimization tools and techniques

**CO 3:** Gain skills on creation of Google Ad Words & Google Ad Sense

**CO 4:** Gain knowledge on Social Media Marketing and Web Analytics.

**CO 5:** Gain knowledge on YouTube Advertising & Conversions.

	<b>Title:</b>	<b>Hrs</b>
Unit I	<p><b>Introduction to Digital Marketing</b>                      Introduction - Meaning of Digital Marketing, Need for Digital Marketing, Digital Marketing Platforms. Digital Marketing students, professional and Business Email Marketing :Importance of e-mail marketing, e-mail Marketing platforms, Creating e-mailers, Creating a Contact Management and Segmentation Strategy, Understanding e-mail Deliverability &amp; Tracking e-mails, How to create Effective &amp; Unique e-mail Content, Outlining the Design of Your Marketing e-mails, Open rates and CTR of e-mail, Drive leads from e-mail, What are opt-in lists , Develop Relationships with Lead Nurturing &amp; Automation Content Marketing: Understanding Content Marketing, Generating Content Ideas, Planning a Long-Term Content Strategy, Building a Content Creation Framework, Becoming an Effective Writer , Extending the Value of Your Content through Repurposing, How to Effectively Promote Content, Measuring and Analyzing Your Content.</p>	08
Unit II	<p><b>Search Engine Optimization (SEO)</b>                      Search Engine Optimization (SEO):Meaning of SEO, Importance and Its Growth in recent years, Ecosystem of a search Engine, kinds of traffic, Keyword Research &amp; Analysis (Free and Paid tool &amp; Extension), Recent Google Updates &amp; How Google Algorithms works On Page Optimization (OPO), Off-Page Optimization Misc SEO Tools: Google Webmaster Tools, Site Map Creators, Browser-based analysis tools, Page Rank tools, Pinging &amp; indexing tools, Dead links identification tools, Open site explorer, Domain information/who is tools, Quick sprout, Google My Business.</p>	10
Unit III	<p><b>Google Ad Words &amp; Google Ad Sense</b>                      Google AdWords: Google Ad-Words Fundamentals, Google AdWords Account Structure, Key terminologies in Google AdWords, How to Create an AdWords account, Different Types of AdWords and its Campaign &amp; Ads creation process, Ad approval process, Keyword Match types , Keyword targeting &amp; selection (Keyword planner), Display Planner, Different types of extensions , Creating location extensions, Creating call extensions, Create Review extensions, Bidding techniques – Manual / Auto , Demographic Targeting / Bidding, CPC-based, CPAbased &amp; CPM-based accounts., Google Analytics Individual Qualification (GAIQ), Google AdSense :</p>	08

	Understanding ad networks and AdSense's limitations, Learning which situations are best for using AdSense, Setting up an AdSense account, Creating new ad units, Displaying ads on a website, Configuring channels and ad styles, Allowing and blocking ads , Reviewing the AdSense dashboard, Running AdSense reports and custom reports, Exporting data, Reviewing payee and account settings.	
Unit IV	<b>Social Media Marketing (SMM) &amp; Web Analytics</b> Social Media Marketing (SMM) Facebook Marketing, Twitter Marketing, LinkedIn Marketing, Google plus Marketing, YouTube Marketing, Pinterest Marketing, Snapchat Marketing, Instagram Marketing, Social Media Automation Tools, Social Media Ad Specs The ROI in Social Media Marketing, Tools and Dashboards, Reputation management Web Analytics: The need & importance of Web Analytics, Introducing Google Analytics, The Google Analytics layout , Basic Reporting, Basic Campaign and Conversion Tracking, GoogleTag Manager, Social Media Analytics, Social CRM & Analytics, Other Web analytics tools, Making better decisions, Common mistakes analysts make.	10
Unit V	<b>Youtube Advertising (Video Ads) &amp; Conversions</b> Youtube Advertising (Video Ads): Youtube advertising? ,Why should one advertise on youtube? , Creating youtube campaigns, Choose the audience for video ads, Instream ads, Invideo ads, In-search ads, In-display ads, Measuring your YouTube ad performance, Drive leads and sales from YouTube ads Conversions: Understanding Conversion Tracking, Types of Conversions, Setting up Conversion Tracking, Optimizing Conversions, Track offline conversions, Analyzing conversion data, Conversion optimizer.	06

#### References:

1. Understanding DIGITAL Marketing, Marketing strategies for engaging the digital generation  
Damian Ryan & Calvin Jones
2. **The Art of Digital Marketing: The Definitive Guide to Creating Strategic By Ian Dodson**
3. **. Internet Marketing: a practical approach By Alan Charlesworth**
4. Social Media Marketing: A Strategic Approach By Melissa Barker, Donald I. Barker, Nicholas F. Bormann, Krista E Neher

**Note: Latest edition of text books may be used.**

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
<b>Total</b>	<b>40 Marks</b>
<i>Formative Assessment as per guidelines.</i>	

**B.B.A. Semester – V**  
**Skill Enhancement Course: SEC-3**

**Course Title: Service Marketing Skills**

**Course Code: 042 BBA 061**

Type of Course	Theory / Practical	Credits	Instruction hour /week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
SEC-3	Theory	02	02	42hrs.	1hr.	40	60	100

**Course Outcomes (COs):At the end of the course students will be able to:**

- CO 1:** Gain knowledge of fundamentals of service marketing.
- CO 2:** To Develop ability to analyze consumer’s behavior in the context of services.
- CO 3:** To learn techniques to design, develop and improve services to meet customer needs.
- CO 4:** To explore CRM techniques and tools used to build and maintain strong Customer relationships in service organizations.

	<b>Title:</b>	<b>Hrs</b>
Unit I	<b>Introduction to Service Marketing</b> Meaning Services Marketing, Understanding Service Characteristics, Product versus Services, Classification of Services Marketing Mix: 7Ps of Services Marketing Mix Consumer behaviour in services, Purchase Process for services	08
Unit II	<b>Customer Expectation, Perceptions and Quality</b> Customer Expectations: Service Expectations meaning and types, Factors Influencing Customer Expectations of Service Customer Perceptions: Customer Perceptions meaning, Factors Influencing Customer Perceptions, customer satisfaction: meaning, determinants and outcomes, Service Quality: Meaning of Quality, Importance of Quality Gap Model of Service Quality, Service Marketing Triangle, SERVQUAL Model Strategies to influence customer perception	10
Unit III	<b>Service Strategies</b> CRM in services: Components of CRM, Steps of CRM, Lifetime Value of a Customer Developing Service Blueprint: Service Blueprint Components, Steps in Designing a Blueprint New Service Development process Employees and Customers Role in Services, customers’ response to service failure, types of complainers Developing Service Recovery Strategies	08

**References:**

1. Services Marketing by – Valarie A. Zeithaml and May Jo Bther Pub : Tata Mc Grow HIL
2. Services Marketing by – Vasont : Venugopal and Raghu N. Himalaya Publishing House.
3. Service Marketing by – Hellen wood Ruffe, Macmillan India Ltd.

**Note: Latest edition of text books may be used.**

<b>Formative Assessment for Theory</b>	
<b>Assessment Occasion/ type</b>	<b>Marks</b>
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
<b>Total</b>	<b>40 Marks</b>
<i>Formative Assessment as per guidelines.</i>	

**B.B.A.**

**VI Semester**

**W. e. f.: 2023-24**



## B.B.A. Semester – VI

### Discipline Specific Course (DSC)-16

**Course Title:** Business Law  
**Course Code:** 046 BBA 011

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSCC-16	Theory	04	04	56 hrs.	2hrs.	40	60	100

**Course Outcomes (COs): At the end of the course students will be able to:**

- CO 1:** Comprehend the laws relating to Contracts and its application in business activities.  
**CO 2:** Comprehend the rules for Sale of Goods and rights and duties of a buyer and a Seller.  
**CO 3:** Understand the importance of Negotiable Instrument Act and its provisions relating to Cheque and other Negotiable Instruments.  
**CO 4:** Understand the significance of Consumer Protection Act and its features  
**CO 5:** Understand the need for Environment Protection.

	<b>Title:</b>	<b>Hrs</b>
Unit I	<b>Indian Contract Act, 1872</b> 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.	16
Unit II	<b>The Sale of Goods Act, 1930</b> 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.	12
Unit III	<b>Negotiable Instruments Act 1881</b> 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.	12
Unit IV	<b>Consumer Protection Act 1986</b> 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.	08
Unit V	<b>Environment Protection Act 1986</b> 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.	08

**References:**

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, InternationalBook House
7. Sushma Arora, Business Laws, Taxmann Publications.
8. Akhileshwar Pathak, Legal Aspects of Business, McGraw Hill Education, 6th Ed.
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

<b>Formative Assessment for Theory</b>	
<b>Assessment Occasion/ type</b>	<b>Marks</b>
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
<b>Total</b>	<b>40 Marks</b>
<i>Formative Assessment as per guidelines.</i>	

## B.B.A. Semester – VI

### Discipline Specific Course (DSC)-17

**Course Title: Income Tax – II**

**Course Code: 046 BBA 012**

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSCC-17	Theory	04	04	56 hrs.	2hrs.	40	60	100

**Course Outcomes (COs): At the end of the course students will be able to:**

**CO 1:** Understand the procedure for computation of income from business and other Profession.

**CO 2:** The provisions for determining the capital gains.

**CO 3:** Comprehend the assessment procedure and to know the power of income tax authorities

**CO 4:** Compute the income from other sources.

**CO 5:** Demonstrate the computation of total income of an Individual.

	<b>Title:</b>	<b>Hrs</b>
Unit I	<b>Profits and Gains of Business and Profession</b> 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.	18
Unit II	<b>Capital Gains</b> 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.	10
Unit III	<b>Income from other Sources</b> 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.	10
Unit IV	<b>Set Off and Carry Forward of Losses &amp; Assessment of individuals.</b> Introduction – Provisions of Set off and Carry Forward of Losses (Theory only) Computation of Total Income and tax liability of an Individual.	10
Unit V	<b>Assessment Procedure and Income Tax Authorities</b> 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.	08

**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. 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.

<b>Formative Assessment for Theory</b>	
<b>Assessment Occasion/ type</b>	<b>Marks</b>
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
<b>Total</b>	<b>40 Marks</b>
<i>Formative Assessment as per guidelines.</i>	

## B.B.A. Semester – VI

### Discipline Specific Course (DSC)-18

**Course Title: International Business**

**Course Code: 046 BBA 013**

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
<b>DSCC-18</b>	<b>Theory</b>	<b>04</b>	<b>04</b>	<b>56 hrs.</b>	<b>2hrs.</b>	<b>40</b>	<b>60</b>	<b>100</b>

**Course Outcomes (COs): At the end of the course students will be able to:**

**CO 1:** Understand the concept of International Business.

**CO 2:** Differentiate the Internal and External International Business Environment.

**CO 3:** Understand the difference MNC and TNC

**CO 4:** Understand the role of International Organisations in International Business.

**CO 5:** Understand International Operations Management.

	<b>Title:</b>	<b>Hrs</b>
Unit I	<p><b>Introduction to International Business</b> Introduction- Meaning and definition of international business, need and importance of international business, stages of internationalization, tariffs and non-tariff barriers to international business. 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>	12
Unit II	<p><b>International Business Environment</b> Overview, Internal and External environment - Economic environment, Political environment, Demographic environment, Social and Cultural environment, Technological and Natural environment.</p>	12
Unit III	<p><b>Globalization</b> 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>	12
Unit IV	<p><b>Organizations Supporting International Business</b> Meaning, Objectives and functions of - IMF, WTO, GATT, GATS, TRIM, TRIP; and Regional Integration- EU, NAFTA, SAARC, BRICS.</p>	10
Unit V	<p><b>International Operations Management</b> Global Supply Chain Management- Global sourcing, Global manufacturing strategies, International Logistics, International HRM - Staffing policy and it's determinants; Expatriation and Repatriation (Meaning only).</p>	10

**References:**

1. Rakesh Mohan Joshi. (2011). International Business, Oxford University Press, New Delhi.
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, New Delhi.
6. International Business by Daniel and Radebaugh –Pearson Education

<b>Formative Assessment for Theory</b>	
<b>Assessment Occasion/ type</b>	<b>Marks</b>
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
<b>Total</b>	<b>40 Marks</b>
<i>Formative Assessment as per guidelines.</i>	

## B.B.A Semester – VI

### Discipline Specific Elective (DSE)-III A

**Course Title: Security Analysis and Portfolio Management**

**Course Code: 046 BBA 021**

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
<b>DSE-III A</b>	<b>Theory</b>	<b>03</b>	<b>03</b>	<b>42 hrs.</b>	<b>2hrs.</b>	<b>40</b>	<b>60</b>	<b>100</b>

**Course Outcomes (COs): At the end of the course students will be able to:**

**CO 1:** Understand the concept of basics of Investment.

**CO 2:** Evaluate the different types of alternatives.

**CO 3:** Evaluate the portfolio and portfolio management.

**CO 4:** Understand the concept of risk and returns

**CO 5:** Gain the knowledge of fundamental and technical analysis.

	<b>Title:</b>	<b>Hrs</b>
Unit I	<p><b>Introduction to Investments</b> 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.</p>	10
Unit II	<p><b>Risk-Return Relationship</b> 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.</p>	05
Unit III	<p><b>Fundamental Analysis</b> Introduction- Investment Analysis, Fundamental Analysis, Macro Economic Analysis, Industry Analysis, Company Analysis, Trend Analysis, and Ratio Analysis.</p>	10
Unit IV	<p><b>Technical Analysis</b> Meaning of Technical Analysis, Fundamental vs Technical Analysis, Charting techniques, Technical Indicators, Testing Technical Trading Rules and Evaluation of Technical Analysis.</p>	10
Unit V	<p><b>Portfolio Management</b> 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.</p>	10

**References:**

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

<b>Formative Assessment for Theory</b>	
<b>Assessment Occasion/ type</b>	<b>Marks</b>
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
<b>Total</b>	<b>40 Marks</b>
<b><i>Formative Assessment as per guidelines.</i></b>	



## B.B.A Semester – VI

### Discipline Specific Elective (DSE)-III B

**Course Title: Advertising and Media Management**

**Course Code: 046 BBA 022**

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
<b>DSE-III B</b>	<b>Theory</b>	<b>03</b>	<b>03</b>	<b>42 hrs.</b>	<b>2hrs.</b>	<b>40</b>	<b>60</b>	<b>100</b>

**Course Outcomes (COs): At the end of the course students will be able to:**

**CO 1:** Understand the nature, role, and importance of IMC in marketing strategy

**CO 2:** Understand effective design and implementation of advertising strategies

**CO 3:** Present a general understanding of content, structure, and appeal of advertisements

**CO 4:** Understand ethical challenges related to responsible management of advertising and brand strategy.

**CO 5:** Evaluate the effectiveness of advertising and agencies role

	<b>Title:</b>	<b>Hrs</b>
Unit I	<b>Introduction to Integrated Marketing Communication</b> 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.	07
Unit II	<b>Consumer and Media</b> 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	10
Unit III	<b>Advertising Program</b> 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.	10
Unit IV	<b>Other Elements of IMC- Sales Promotion, PR, Events and Experiences and Word of Mouth</b> 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.	08
Unit V	<b>Measuring Effectiveness</b> 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	05

**References:**

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

<b>Formative Assessment for Theory</b>	
<b>Assessment Occasion/ type</b>	<b>Marks</b>
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
<b>Total</b>	<b>40 Marks</b>
<i>Formative Assessment as per guidelines.</i>	

## B.B.A Semester – VI

### Discipline Specific Elective (DSE)-IVA

**Course Title: Cultural Diversity at Work Place**

**Course Code: 046 BBA 023**

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSE-IVA	Theory	03	03	42 hrs.	2hrs.	40	60	100

**Course Outcomes (COs): At the end of the course students will be able to:**

- CO 1:** Understand, interpret question reflect upon and engage with the notion of “diversity”.
- CO 2:** Recall the cultural diversity at work place in an organization.
- CO 3:** Support the business case for workforce diversity and inclusion.
- CO 4:** Identify diversity and work respecting cross cultural environment.
- CO 5:** Assess contemporary organizational strategies for managing workforce diversity and inclusion.

	<b>Title:</b>	<b>Hrs</b>
Unit I	<b>Introduction to Diversity</b> 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.	10
Unit II	<b>Exploring Differences</b> Introduction -Exploring our and others' differences, including sources of our identity. Difference and power: Concepts of prejudice, discrimination, dehumanization and oppression	06
Unit III	<b>Visions of Diversity and Cross Cultural Management</b> 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.	10
Unit IV	<b>Skills and Competencies</b> Skills and competencies for multicultural teams and workplaces/ Organizational assessment and change for diversity and inclusion, Diversity Strategies. Creating Multicultural Organisations.	06
Unit V	<b>Recent Trends in Diversity Management</b> 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.	10

**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.**

<b>Formative Assessment for Theory</b>	
<b>Assessment Occasion/ type</b>	<b>Marks</b>
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
<b>Total</b>	<b>40 Marks</b>
<i>Formative Assessment as per guidelines.</i>	

**B.B.A Semester – VI**  
**Discipline Specific Elective (DSE)-IVB**

**Course Title: Marketing Analytics**

**Course Code: 046 BBA 024**

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
<b>DSE-IVB</b>	<b>Theory</b>	<b>03</b>	<b>03</b>	<b>42 hrs.</b>	<b>2hrs.</b>	<b>40</b>	<b>60</b>	<b>100</b>

**Course Outcomes (COs): At the end of the course students will be able to:**

**CO 1:** Understand the importance of marketing analytics for forward looking and systematic allocation of marketing resources

**CO 2:** Apply marketing analytics to develop predictive marketing dashboard for organization

**CO 3:** Analyse data and develop insights to address strategic marketing challenges

**CO 4:** Execute the models on Predictions and Classifications on R Software.

**CO 5:** Know the applications of analytics in marketing.

	<b>Title:</b>	<b>Hrs</b>
Unit I	<b>Introduction to Marketing Analytics and Data Mining</b> 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.	06
Unit II	Introduction to R 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.	08
Unit III	<b>Descriptive Analytics</b> 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).	10
Unit IV	<b>Prediction and Classification Modelling using R</b> Introduction to Prediction and Classification modelling, 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 modelling: Customer churn using Binary logistic regression and decision tree.	10
Unit V	<b>Application of Analytics in Marketing</b> 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.	08

**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.

<b>Formative Assessment for Theory</b>	
<b>Assessment Occasion/ type</b>	<b>Marks</b>
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
<b>Total</b>	<b>40 Marks</b>
<i>Formative Assessment as per guidelines.</i>	

## B.B.A. Semester – VI

Vocational: Voc-2

**Course Title: Enterprise Resource Planning**

**Course Code: 046 BBA 101**

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
Voc-1	Theory	03	03	42 hrs.	2hrs.	40	60	100

**Course Outcomes (COs): At the end of the course students will be able to:**

- CO 1:** Understand the business process of an enterprise to grasp the activities of ERP project management cycle to understand the emerging trends in ERP developments.
- CO 2:** Integrate and automate the business processes and shares information enterprise-wide.
- CO 3:** Explore the significance of ERP to provide a solution for better project management.
- CO 4:** Enable the students to understand the various process involved in implementing ERP in a variety of business environment
- CO 5:** Understand the issues involved in design and implementation of ERP systems.

	<b>Title:</b>	<b>Hrs</b>
Unit I	<b>Introduction to ERP</b> 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	10
Unit II	<b>ERP related Technologies and Modules</b> 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.	07
Unit III	<b>ERP implementation</b> 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	10
Unit IV	<b>ERP post implementation</b> Success and Failure factor of ERP implementation – ERP operations and maintenance – Data Migration –Project Management and Monitoring - Maximizing the ERP system.	10
Unit V	<b>Future directions in ERP</b> 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.	05

**References:**

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.**

<b>Formative Assessment for Theory</b>	
<b>Assessment Occasion/ type</b>	<b>Marks</b>
Internal Assessment Test 1	10
Internal Assessment Test 2	10
Quiz/ Assignment/ Small Project	10
Seminar	10
<b>Total</b>	<b>40 Marks</b>
<i>Formative Assessment as per guidelines.</i>	



# UG programme: 2023-24

## GENERAL PATTERN OF THEORY QUESTION COURSE FOR DSCC/ OEC

(60 marks for semester end Examination with 2 hrs duration)

### Part-A

1. Question number 1-06 carries 2 marks each. Answer any 05 questions : 10 marks

### Part-B

2. Question number 07- 11 carries 05Marks each. Answer any 04 questions : 20 marks

### Part-C

3. Question number 12-15 carries 10 Marks each. Answer any 03 questions : 30 marks  
(Minimum 1 question from each unit and 10 marks question may have sub questions for 7+3 or 6+4 or 5+5 if necessary)

**Total: 60 Marks**

**Note: Proportionate weight age shall be given to each unit based on number of hours  
Prescribed**