

Choice Based Credit System (CBCS)

Yenepoya (Deemed to be University)

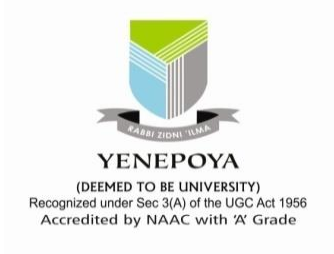


**The Yenepoya Institute of Arts, Science,
Commerce and Management
(YIASCM)**

BBA (Aviation & Logistics) Undergraduate

Degree Programmes (Courses effective from

Academic Year 2019-20)



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Ref: No. Y/REG/ACA/Notification/2021

08.03.2021

NOTIFICATION

Sub: Addendum to the Bachelor of Business Administration (BBA) Program regulations 2019-20 based on the revisions approved by the Academic Council and Board of Management meetings: Regarding

With reference to the subject cited above the University is pleased to consolidate the various revisions approved by the Academic Council and Board of Management for implementation effective from the academic year indicated in the respective revisions.

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REGISTRAR

NOTIFICATION – 34-ACM/2019 dtd. 01.06.2019

Sub: Starting of courses

- (1) BBA (Aviation & Logistics)
- (2) BBA (Aviation, Travel & Tourism)
- (3) B.Com(Honors) (ACCA)
- (4) BCA (Big Data Analytics and Cloud Computing)
- (5) B.Sc. Hospitality Science (Aviation, Travel and Tourism)
- (6) B.Sc. Food Science and Nutrition
- (7) Bachelor of Hotel Management

Ref: Resolution of the Academic Council at its 34th meeting held on
08.02.2019

The Academic Council at its 34th meeting held on 08.02.2019 & subsequently the Board of Management at its 45th meeting have resolved to approve the proposal to start the following courses:-

- (1) BBA (Aviation & Logistics)
- (2) BBA (Aviation, Travel & Tourism)
- (3) B.Com(Honors) (ACCA)
- (4) BCA (Big Data Analytics and Cloud Computing)
- (5) B.Sc. Hospitality Science (Aviation, Travel and Tourism)
- (6) B.Sc. Food Science and Nutrition
- (7) Bachelor of Hotel Management

This notification issued for implementation with effect from the academic year 2019-20.



REGISTRAR

mj u/e

To:

The Principal, YenePoYa Institute of Arts, Science, Commerce & Management

Copy to:

1. Controller of Examinations
 2. File copy
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10/6/2019

BBA (Aviation and Logistics)

The University Grants Commission, New Delhi in its tenth plan guidelines directed the Universities in the country to implement the credit based semester scheme in both undergraduate and post-graduate programmes. The Credit Based Semester Scheme makes the product of a University at par with the global practices in terms of academic standards and evaluation strategies. In the emerging scenario of Internationalization of Indian Higher Education, it is imperative that the Universities in India should follow this system so that the mobility of their products both within and across the geographical jurisdiction becomes possible. Hence the Yenepoya University is adopting the credit based semester scheme in its undergraduate degree programme of BBA(Aviation and Logistics) effective from the academic year 2019-20.

Aviation, hospitality and logistics industries are in for exponential growth. The aviation industry is expected to grow at a compounded annual growth rate of over 25%. Europe needs 400 airports and 300 aircraft in the next decade. Also, the hospitality industry is one of the fastest growing sectors in the whole world.

The International Air Transport Association (IATA) predicts that 2019 will mark the tenth year of profit and the fifth consecutive year where airlines deliver a return on capital that exceeds the industry's cost of capital. The latest data of the three months ending October released by IATA, indicates that the cargo business is slowing but is still in a good shape. The moderation is consistent with slowdowns in FTK growth seen at the end of the global inventory restocking cycles in the past.

Bachelor of Business Administration is very popular academic degree in all over the world. A combination of Business Administration, Logistics, Aviation, Art, Science & Technology are taking place in the degrees that we propose to offer. This sector is predicted to become the world's largest industry by the year 2020, generating enormous opportunities for well qualified individuals armed with credentials from an elite institute like Yenepoya University. These Graduates will be in great demand to assume exciting and rewarding positions anywhere in the World.

BBA degree holders will stand to gain in pursuing MBA. The added specializations like Aviation as well as Travel and Logistics would provide the students of Dakshina Kannada district ample chances to work in the Industry. Being in a coastal town where the major revenue comes from exports, the students completing their degree programme would stand a better chance of getting employed in the shipping, aviation, exports and imports and other allied industries. Many foreign countries prefer hiring people from India to manage their most difficult asset – human resource. High earning jobs are spread in US, UK, Canada and Middle East markets, and our specializations would offer our students a better chance at gaining employment abroad. Cabin crew hired by international airlines stand to earn salaries as high as EUR 6,000/- per month.

Goal:

The goal of the programme BBA (Aviation and Logistics) is to provide a strong foundation and theoretical and practical skills of the functioning of commercial organisations in aviation, travel and logistics and to provide the employability competencies required for job profiles of airline transport, cargo companies, travel agencies, ground staff, cabin crew, tour operators, traffic assistance, customer services, counter staff and in hospitality organisations also.

Programme Outcomes

Yenepoya University proposes to conduct BBA (Aviation and Logistics) course with the following Goals;

To provide a strong foundation and theoretical and practical skills of the functioning of commercial organisations in aviation, travel and logistics.

To provide the employability competencies required for job profiles of airline transport, cargo companies, travel agencies, ground staff, cabin crew, tour operators, traffic assistance, customer services, counter staff and in hospitality organisations also.

Programme Specific Outcomes

To develop competency in students to pursue higher level programmes such as MBA, PhD or other Master Programmes in Logistics, Travel and Aviation.

- 1) To enhance employability and to be able to take up challenging job assignments in service sector.
- 2) To develop the conceptual and practical skills of the students aimed at the intellectual pursuit of knowledge of Logistics, Aviation and Management.
- 3) To help understand methods and processes of logistics and aviation in every area of activity.
- 4) To expose them to the areas of application of knowledge in business firms and service sector organizations.
- 5) To enable them to acquire complete basic and intermediary practical knowledge of various Travel, Logistics and Aviation subjects with the sole purpose of making them self-dependent and easily employable.

Academic year of adopting the syllabus:

This programme will be implemented with effect from the academic year 2019-2020 onwards

Duration of the Course

The duration of the course shall be three years. Each academic year shall be divided into two semesters. The first academic year shall comprise the first and second semesters, the second academic year, the third and fourth semesters, and the third academic year as the fifth and sixth semesters.

Eligibility

A candidate who has passed the two years Pre-University Examination conducted by the Pre-University Education Board in the State of Karnataka or any other examination considered as equivalent thereto by University is eligible for admission to these programmes.

Selection Process

Application forms will be available in the official website of Yenepoya University (www.yenepoya.edu.in) and the college office for the applicants. A merit list will be prepared of selected candidates based on the 12th class marks /PUC marks. Reservation of seats will be followed as per the university bye laws.

Total Intake of Students

225 students will be registered per year for the course.

Medium of Instruction

The medium of instruction and examination shall be English.

Minimum Course Curriculum for Undergraduate Courses under Choice Based Credit System

Ministry of Human Resource Development (HRD), Govt. of India, has already initiated the process for developing New Education Policy (NEP) in our country to bring out reforms in Indian education system. University Grants Commission (UGC) participates more actively in developing National Education Policy, its execution and promotion of higher education in our country. The UGC has already initiated several steps to bring equity, efficiency and academic excellence in National Higher Education System. The important ones include innovation and improvement in course- curricula, introduction of paradigm shift in learning and teaching pedagogy, examination and education system.

The education plays enormously significant role in building of a nation. There are quite a large number of educational institutions, engaged in imparting education in our country. Majority of them have entered recently into semester system to match with international educational pattern. However, our present education system produces young minds lacking knowledge, confidence, values and skills. It could be because of complete lack of relationship between education, employment and skill development in conventional education system. The present alarming situation necessitates transformation and/or redesigning of education system, not only by introducing innovations but developing “learner-centric approach in the entire education delivery mechanism and globally followed evaluation system as well.

Majority of Indian higher education institutions have been following marks or percentage based evaluation system, which obstructs the flexibility for the students to study the subjects/courses of their choice and their mobility to different institutions. There is need to allow the flexibility in education system, so that students depending upon their interests and aims can choose inter-disciplinary, intra-disciplinary and skill-based courses. This can only be possible when choice based credit system (CBCS), an internationally acknowledged system, is adopted. The choice based credit system not only offers opportunities and avenues to learn core subjects but also exploring additional avenues of learning beyond the core subjects for holistic development of an individual. The CBCS will undoubtedly facilitate us bench mark our courses with best international academic practices. The CBCS has more advantages than disadvantages.

Advantages of the choice based credit system

Shift in focus from the teacher-centric to student-centric education.

Student may undertake as many credits as they can cope with (without repeating all courses in a given semester if they fail in one/more courses).

CBCS allows students to choose inter-disciplinary, intra-disciplinary courses, skill oriented papers (even from other disciplines according to their learning needs, interests and aptitude) and more flexibility for students).

CBCS makes education broad-based and at par with global standards. One can take credits by combining unique combinations. For example, Physics with Economics, Microbiology with Chemistry or Environment Science etc.

CBCS offers flexibility for students to study at different times and at different institutions to complete one course (ease mobility of students). Credits earned at one institution can be transferred.

Choice Based Credit System (CBCS)

The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill based courses. The courses can be evaluated following the grading system, which is considered to be better than the conventional marks system. Therefore, it is necessary to introduce uniform grading system in the entire higher education in India. This will benefit the students to move across institutions within India to begin with and across countries. The uniform grading system will also enable potential employers in assessing the performance of the candidates. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based

on student's performance in examinations, the UGC has formulated the guidelines to be followed.

1. Outline of Choice Based Credit System

1.1 Core Course A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

2. Elective Course Generally a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.

2.1 Discipline Specific Elective (DSE) Course Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).

2.2 Dissertation/Project An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by a teacher/faculty member is called dissertation/project.

2.3 Generic Elective (GE) Course An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective.

P.S. A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Generic Elective.

3. Ability Enhancement Compulsory Courses (AECC) The Ability Enhancement (AE) Courses may be of two kinds Ability Enhancement Compulsory Courses (AECC) and Skill Enhancement Courses (SEC). "AECC" courses are the courses based upon the content that leads to Knowledge enhancement; i. Environmental Science and ii. English/MIL Communication. These are mandatory for all disciplines. SEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.

3.1 Ability Enhancement Compulsory Courses (AECC) Environmental Science, English Communication/MIL Communication.

3.2 Skill Enhancement Courses (SEC) These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge. Introducing Research Component in Under-Graduate Courses.

Project work/Dissertation is considered as a special course involving application of knowledge in solving / analyzing /exploring a real life situation / difficult problem. A Project/Dissertation work would be of 6 credits. A Project/Dissertation work may be given in lieu of a discipline specific elective paper.

4. Implementation

The CBCS may be implemented in Central/State Universities subject to the condition that all the stakeholders agree to common minimum syllabi of the core papers and at least follow common minimum curriculum as fixed by the UGC. The allowed deviation from the syllabi is 20 % at the maximum.

The universities may be allowed to finally design their own syllabi for the core and elective papers subject to point no. 1. UGC may prepare a list of elective papers but the universities may further add to the list of elective papers they want to offer as per the facilities available.

Number of Core papers for all Universities has to be same for both UG as well as UG

Program.

Credit score earned by a student for any elective paper has to be included in the student's overall score tally irrespective of whether the paper is offered by the parent university (degree awarding university/institute) or not.

For the introduction of AE Courses, they may be divided into two categories

AE Compulsory Courses the universities participating in CBCS system may have common curriculum for these papers. There may be one paper each in the 1st two semesters viz. (i) English/MIL Communication, (ii) Environmental Science.

Skill Enhancement Courses The universities may decide the papers they may want to offer from a common pool of papers decided by UGC or the universities may choose such papers themselves in addition to the list suggested by UGC. The universities may offer one paper per semester for these courses. The university/Institute may plan the number of seats per elective paper as per the facility and infrastructure available.

An undergraduate degree with in a discipline may be awarded if a student completes 14 core papers in that discipline, 2 Ability Enhancement Compulsory Courses (AECC), minimum 2 Skill Enhancement Courses (SEC) and 4 papers each from a list of Discipline Specific Elective and Generic Elective papers respectively.

An undergraduate Program degree in Science disciplines may be awarded if a student completes 4 core papers each in three disciplines of choice, 2 Ability Enhancement Compulsory Courses (AECC), minimum 4 Skill Enhancement Courses (SEC) and 2 papers each from a list of Discipline Specific Elective papers based on three disciplines of choice selected above, respectively.

An Undergraduate program degree in Humanities/ Social Sciences/ Commerce may be awarded if a student completes 4 core papers each in two disciplines of choice, 2 core papers each in English and MIL respectively, 2 Ability Enhancement Compulsory Courses (AECC), minimum 4 Skill Enhancement Courses (SEC), 2 papers each from a list of Discipline Specific Elective papers based on the two disciplines of choice selected above, respectively, and two papers from the list of Generic Electives papers.

The credit(s) for each theory paper/practical/tutorial/project/dissertation will be as per the details given in A, B, C, D for B.Sc., B.A./B.Com., B.Sc. Program and B.A./B.Com. Program, respectively.

Wherever a University requires that an applicant for a particular M.A./M.Sc. /Technical/Professional course should have studied a specific discipline at the undergraduate level, it is suggested that obtaining 24 credits in the concerned discipline at the undergraduate level may be deemed sufficient to satisfy such a requirement for admission to the M.A./M.Sc./Technical/Professional course.

Proposed Scheme for Choice Based Credit System

	CORE COURSE (14)	Ability Enhancement Compulsory Course (AECC) (2)	Skill Enhancement Course (SEC) (2)	Elective Discipline Specific DSE (4)	Elective Generic (GE) (4)
I	C 1	(English/ MIL Communication)/ Environmental Science			GE-1
	C 2				
II	C 3	Environmental Science/(English/ MIL Communication)			GE-2
	C 4				
III	C 5		SEC -1		GE-3
	C 6				
	C 7				
IV	C 8		SEC -2		GE-4
	C 9				
	C 10				
V	C 11			DSE-1	
	C 12			DSE -2	
VI	C 13			DSE -3	
	C 14			DSE -4	

Details of courses under BBA

Course	Theory + Tutorial	*Credits
I. Core Course (14 Papers)	14X4= 56	14X5=70
Core Course Practical / Tutorial* (14 Papers)	14X2=28	14X1=14
II. Elective Course (8 Papers)		
A.1. Discipline Specific Elective (4 Papers)	4X4=16	4X5=20
A.2. Discipline Specific Elective Practical / Tutorials* (4 Papers)	4 X 2=8	4X1=4
B.1. Generic Elective/ Interdisciplinary (4 Papers)	4X4=16	4X5=20
B.2. Generic Elective Practical / Tutorials* (4 Papers)	4 X 2=8	4X1=4
*Optional Dissertation or project work in place of one Discipline Specific elective paper (6 credits) in 6th Semester		
III. Ability Enhancement Courses		
1. Ability Enhancement Compulsory Courses (AECC) (2 Papers of 4 credits each)	2 X 2=4	2 X 2=4
Environmental Science English Communication/MIL		
2. Skill Enhancement Courses (SEC) (Minimum 2, Max. 4) (2 Papers of 4 credits each)	2 X 2=4	2 X 2=4
	Total credit= 140	Total credit= 140

Institute should evolve a system/policy about ECA

General Interest/Hobby/Sports/NCC/NSS/related courses on its own. *wherever there is a practical there will be no tutorial and vice-versa.

5. Co-Curricular and Extra Curricular Activities

A student shall opt for any one of the following activities in the first four semesters offered in the college

A) N.S.S.

B) Sports and Games

C) Other Co-Curricular and Extra-Curricular Activities as prescribed by the university
Evaluation of Co-and Extra Curricular Activities is as per the procedure evolved by the university from time to time.

6. Attendance and Change of Subjects

A candidate shall be considered to have satisfied the requirement of attendance for a semester if he/she attends not less than 75% of the number of classes held including EC & CC.

A candidate who does not satisfy the requirement of attendance even in one subject shall not be permitted to take the whole University examination of that semester and he/she shall seek re-admission to that Semester in a subsequent year.

Whenever a change in a subject is permitted the attendance in the changed subject shall be calculated by taking into consideration the attendance in the previous subject studied by the candidate.

If a candidate represents his/her Institution/University/ Karnataka State/ Nation in Sports/ NSS/ Cultural or any officially sponsored activities he/she may be permitted to claim attendance for actual number of days participated, based on the recommendation of the Head of the Institution concerned. If a candidate is selected to participate in national level events such as Republic Day Parade etc., he/she may be permitted to claim attendance for actual number of days participation based on the recommendation of the head of the Institution concerned.

7. Teaching Learning Methodology

The instructors will choose the pedagogy according to the course content and its applications from the methods provided below.

Lectures, Class discussions, reading assignments, Discussion groups. Lecture-demonstration, Student Presentation, Panel discussion by student panels from the class. Student reports by individuals, Student-group reports. Debate (informal) on current issues by students Forums Bulletin boards, Small groups such as task oriented, discussion, Textbook assignment. Reading assignments in journals, monographs, Assignment to outline portions of the textbook, Assignment to outline certain supplementary readings, Debates (formal) . Crossword puzzles Maintaining Portfolios / Diaries. Reports on published research studies, Library research on topics or problems .Written book reports by students , Interviews, Audio-tutorial lessons , Open textbook study ,Committee projects--small groups ,Individual projects , Quiz, Use of dramatization, skits, plays(street plays) ,Student construction of diagrams, charts, or graphs, Making of posters by students , Problem solving or case studies. Use of flip chart board by instructor as aid in teaching, Use of diagrams, tables, graphs, and charts by instructor in teaching. Use of displays by instructor, Use of slides, Use of motion pictures, educational films, videotapes. Use of recordings (Ted Talks). Role playing, peer teaching. Coaching: special assistance provided for students having difficulty in the course .VIVA, filling out forms (income tax, checks). Visit an "ethnic" locations or commercial establishments or community. On the job training, specialize in other countries and in India Visit an employment agency. Campaigning, Volunteering, Prepare mock newspaper on specific topic or era, an entrepreneurial activity. Writing reports or project proposals.

8. Examination Structure for Written exam

	Marks
Internal Assessment	25
Final Examination	75
Total	100

9. Continuous Internal Assessment (CIA)

Internal Assessment for each course is continuous, and details for each test are notified well in advance. CIA consists of the following

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/ Class Participation /Attitude	10
	Total	25

10. The marks of the internal assessment shall be published on the notice board of the college for information of the students.

11. Registration for Examinations

A candidate shall register for all the papers of a semester when he/she appears for the examination of that semester for the first time.

12. Conduct of Examinations

There shall be examinations at the end of each semester, ordinarily during November/December for odd semesters and during April/May for even semesters, as prescribed in the Scheme of Examinations.

13. Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

14. Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

15. Minimum for a Pass

No candidate shall be declared to have passed the Semester Examination (except in Co-curricular and extracurricular activities) unless he/she obtains not less than 40% marks in the aggregate of written examination and internal assessment put together in each of the subjects. There is no minimum mark in Internal Assessment, but Candidate should get minimum 40% in external examination.

If a candidate fails in any subjects, he/she shall appear for that subject only at any subsequent regular examination, within the maximum 6 years from date of registration prescribed for completing the programme.

16. Re-totalling

All theory examination papers will be evaluated by two examiners (one internal and one external). There will not be any revaluation of the papers. However the students can apply for re-totalling after submitting the application and necessary fees.

17. With Holding of Results

Results will be withheld when a student has not paid his/her dues or there is a case of disciplinary action pending against him/her.

18. Carry Over

A candidate who fails in a lower semester examination may go to the higher semester and take the examination.

19. Classification of Successful Candidates

Grading System For Choice Based Credit System (CBCS) - The College adopts a ten point grading system.

Conversion of credit(s) into grade(s) The following illustrations could be taken as an example for computing SGPA and CGPA from credits for courses in all disciplines, degree Program courses in Science subjects and degree Program courses in Humanities, Social Sciences and Commerce subjects.

20. Grades and Grade Points

Letter Grade	Grade Point
O (Outstanding)	10
A+ (Excellent)	9
A (Very Good)	8
B+ (Good)	7
B (above average)	6
C (Average)	5
P (Pass)	4
F (Fail)	0
Ab (Absent)	0

A student obtaining Grade F shall be considered failed and will be required to reappear in the examination.

For non credit courses ‘Satisfactory’ or ‘Unsatisfactory’ shall be indicated instead of the letter grade and this will not be counted for the computation of SGPA/CGPA.

The Universities can decide on the grade or percentage of marks required to pass in a course and also the CGPA required to qualify for a degree taking into consideration the recommendations of the statutory professional councils such as AICTE, MCI, BCI, NCTE etc.

21. Illustration of Computation of SGPA and CGPA and Format for Transcripts Course

Course	Credit	Grade Letter	Grade Point	Credit Point (Credit X Grade)	SGPA (Credit Point/Credit)
Semester I					
C-1	06	A	8	48	
C-2	06	B+	7	42	
AECC-1	02	B	6	12	
GE-1	06	B	6	36	
Total	20			138	6.9 (138/20)
Semester II					
C-3	06	B	6	36	
C-4	06	C	5	30	
AECC -2	02	B+	7	14	
GE-2	06	A+	9	54	
Total	20			134	6.7 (134/20)
Semester III					
C-5	06	A+	9	54	
C-6	06	O	10	60	
C-7	06	A	8	48	
SEC -1	02	A	8	16	
GE-3	06	O	10	60	
Total	26			238	9.15 (238/26)
Semester IV					
C-8	06	B	6	36	
C-9	06	A+	9	54	
C-10	06	B	6	36	

SEC -2	02	A+	9	18	
GE-4	06	A	8	48	
Total	26			192	7.38 (192/26)
Semester V					
C-11	06	B	6	36	
C-12	06	B+	7	42	
DSE-1	06	0	10	60	
DSE-2	06	A	8	48	
Total	24			186	7.75 (186/24)

Semester VI					
C-13	06	A+	9	54	
C-14	06	A	8	48	
DSE-3	06	B+	7	42	
DSE-4	06	A	8	48	
Total	24			192	8.0 (192/24)
CGPA					
Grand Total	140			1080	7.71 (1080/144)

Semester 1	Semester 2	Semester 3	Semester 4
Credit: 20; SGPA: 6.9	Credit: 20; SGPA: 6.7	Credit: 26; SGPA: 9.15	Credit: 26; SGPA: 7.38

Semester 5	Semester 6
Credit: 24; SGPA: 7.75	Credit: 24; SGPA: 8.0

Thus, CGPA = $(20 \times 6.9 + 20 \times 6.7 + 26 \times 9.15 + 26 \times 7.38 + 24 \times 7.75 + 24 \times 8.0) / 140 = 7.71$

22. Rejection of Results

A candidate may be permitted to reject the result of the whole examination of any semester. Rejection of result paper-wise/subject-wise shall not be permitted. A candidate who has rejected the result shall appear for the immediately following regular examination.

The rejection shall be exercised only once in each semester and the rejection once exercised cannot be revoked.

Application for rejection along with the payment of the prescribed fee shall be submitted together to the controller of examination of university through the College with the original statement of marks within 30 days from the date of publication of the result.

A candidate who rejects the result is eligible for only class and not for ranking.

23. Transfer of Admission

Transfer of admissions to other university is permissible only on mutual agreement with the other university. A candidate migrating from any other university may be permitted to join III/V Semester of the degree programme provided he/she has passed all the subjects of previous semesters/years as the case may be. Such candidates must satisfy all other conditions of eligibility stipulated in the regulations of Yenepoya University. Conditions for transfer of admission of students of other universities

He/she shall fulfil the attendance requirements as per the Yenepoya University Regulations.

His / Her transfer of admission shall be within the intake permitted to the college.

The candidate who is migrating from other universities is eligible for overall class and not for ranking. He / She shall complete the programme as per the regulation governing the maximum duration of completing the programme.

24. Details of Course Structure and Assessment

Semester	Course Type	Course Name and Course Code	Total Credits	Marks		Total Marks
			Theory	Internal	External	
I	BBA101	Principles of Management	6	25	75	100
	BBA102	Marketing Management	6	25	75	100
	BBA103-A BBA103-B BBA103-C	English-I Hindi-I Kannada-I	2	25	75	100
	BBA104	Human Rights, Gender and Environmental Studies	2	25	75	100
	BBA105	Managerial Economics	4	25	75	100
	BBA106	Business Communication & Personal Development	4	25	75	100
	Total			24	150	450
II	BBA201	Management Accounting	6	25	75	100
	BBA202	Human Resources Management	6	25	75	100
	BBA203-A BBA203-B BBA203-C	English-II Hindi-II Kannada-II	2	25	75	100
	BBA204	Computer Application in Business	4	25	75	100
	BBA205	Constitution of India	2	25	75	100
	BBA206	Business Law	4	25	75	100
	Total			24	150	450
III	BBA301	Introduction to Aviation Industry	6	25	75	100
	BBA302	Aviation and Hospitality Management	6	25	75	100
	BBA303	Airfare, Ticketing Practices and Commercial Geography	6	25	75	100
	BBA304	Consumer Behaviour	2	25	75	100
	BBA305	Research Methodology	2	25	75	100
	BBA306A BBA306B	Enterprise Resource Planning Elements of Port and Shipping Management	2	25	75	100
	Total			24	150	450
IV	BBA401	Introduction to Logistics	6	25	75	100
	BBA402	Introduction to Air cargo Management	6	25	75	100
	BBA403	Airport Infrastructure Principles	6	25	75	100
	BBA404	Purchasing and Inventory Management	4	25	75	100
	BBA405A BBA405B	Taxation Law & Practice Organizational Behaviour	2	25	75	100
	Total			24	125	375
*BBA506- Internship (6 weeks) refer syllabus in Sem V						
	BBA501	Airline & Airport Management	6	25	75	100
	BBA502	Aviation Law, Aircraft	6	25	75	100

V		rules & regulations				
	BBA503	Introduction to Supply Chain Management	4	25	75	100
	BBA504	Corporate Governance and Ethics	2	25	75	100
	BBA505A BBA505B	Production & Operations Management E Commerce	2	25	75	100
	BBA506	Internship Project Evaluation & Viva *	2			100
	Total		22	125	375	600
	BBA601	Logistics Information System	6	25	75	100
VI	BBA602	Immigration and Customs Regulations and Duty	6	25	75	100
	BBA603	Business Statistics	4	25	75	100
	BBA604	Digital Marketing	2	25	75	100
	BBA605	Entrepreneurship	2	25	75	100
	BBA606 A BBA606 B	Event Management Total Quality Management	2	25	75	100
	Total		22	150	450	600
	Grand total credits of (I,II,III,IV,V and VI Semester)			140	850	2550

*SWAYAM courses may be undertaken as choice for any of the four and two credit modules.

25. SWAYAM COURSE GUIDELINES (For Students) Minimum 8 credits and a maximum of 20 credits of MOOC credits is permitted.)

Guidelines for opting MOOC subjects as elective or open elective (Any of the 4 credit or 2 credit subjects) Core 6 credit courses are not electives.

1. At the time of selecting any Elective or Open Elective, student can opt for a MOOC subject of same credit or one credit less.

2. Process for opting MOOC subject by the student:

Student identifies a MOOC subject on SWAYAM portal (<https://swayam.gov.in>).

Student informs Departmental Swayam Coordinator (DSC) about it.

DSC gives the code of the subject to the student.

Students will apply online through SMS or mobile app.

After the process the student enrolls/registers in the subject on SWAYAM portal (<https://swayam.gov.in>).

Student will inform DSC after registering and enrolling on SWAYAM portal.

3. After the completion of the subject, a copy of the certificate of completion with the marks obtained is to be submitted to the DSC.

4. Credit Conversion:

If credit for MOOC subject taken by the student matches with the credit of Departmental elective or Open elective then no conversion is needed and same breakup for CA (online assignments) and ESE (Proctored exam) will be taken.

Conversion of 3 credit MOOC subject to 4 credit subject or 2 credits MOOC subject to 3 credit subject:

End Semester Exam (ESE) 50 Marks	Continuous Assessment (CA) 50 Marks			
	Proctored Exam (as per MOOC mark sheet scaled to 50)	Online Assignments (as per MOOC mark sheet)	Presentation 1 (to be conducted by departmental committee)	Presentation 2 (to be conducted by departmental committee)
Marks distribution	50	25	10	15
Marks required to Pass	ESE(out of 50) + Online assignment (out of 25)=30 marks		P1+P2=11 marks	

BBA101 Principles of Management

(Total Hours: 90)

Goals Enabling the importance of planning and decision making techniques to apply the same. Illustrating leadership & motivation theories for developing managerial skills. Analyzing the business environment and through effective communication skills. Understanding of Pro – Active and its' importance before the deviation through control mechanisms.

Objectives By the end of this course, a student will

- Discuss and communicate the management evolution and how it will affect future managers.
- Observe and evaluate the influence of historical forces on the current practice of management.
- Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
- Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment.
- Practice the process of management's four functions: planning, organizing, leading, and controlling.
- Evaluate leadership styles to anticipate the consequences of each leadership style.

Course Content

Unit 1 Functions of Management

Nature & Definition of Management, Management as a Science or Art, Evolution of Management Thought, Functions of Management, Role and function of Managers Contemporary Issues and Challenges in Management of 21st Century.

Unit 2 Planning & types of business organisation

Nature and Definition of Planning, Importance and Steps in planning, Types of Plans, Forecasting and Decision Making, Decision making techniques. Organizing, Nature and purpose, Principles of Organization, Types of Organization, Authority and Responsibility.

Unit 3 Organizing

Concept, nature, process and significance; Authority and Responsibility relationships; Centralization and Decentralization; Departmentation; Organisation Structure- forms and contingency factors

Unit 4 Leadership & Motivation

Directing-Principles, Theory X & Y, Motivation and Behaviour, Theories of Motivation, Leadership: Styles and Theories, Co-ordination, Cooperation, Techniques of Coordination, Control. Motivating and Leading people at work; Motivation concepts; Theories; - Maslow, Herzberg, McGregor, and Ouchy; Financial and Non-Financial incentives Concept and Leadership styles; Leadership Theories (Tannenbaum and Schmidt); Likert's System Management Communication- Nature, Process, Networks and Barriers, Effective Communication.

Unit 5 Analysis & Directing

Macro and Micro environmental factors of business, SWOT analysis, Communication, Barriers of communication, Organisation Culture.

Unit 6 Controlling

Process of controlling, Types of control, Budgetary and Non-Budgetary control, Purchase Control, Cost Control, Quality Control, & Maintenance control, Planning Operations.

Unit 7 Management of Change

Concept, nature, process of planned change; Resistance to Change; emerging horizons of management in a changing Environment

Suggested Reading

- Ansoff H.I: Corporate Strategy; Mc GrawHill, New York
 Drucker Peter F: Management Challenges for 21 st Century; Butterworth Heinemann, Oxford
 Fred Luthans: Organizational Behaviour; McGraw Hill, New York
 Hampton, David R: Modern Management; McGraw Hill, New York
 Hersey Paul and Blanchard Kenneth: Management of Organization Behaviour- Utilizing the Human Resources; Prentice Hall of India, New Delhi
 Louis A. Allen: Management and Organization; McGraw Hill, Tokyo
 Maslow Abraham: Motivation and Personality; Harper and Row
 Stoner and Freeman: Management; Prentice Hall, New Delhi
 Wehrich and Koontz, et al: Essentials of Management; Tata McGraw Hill, New Delhi

Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits. The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Interaction/ Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA102 Marketing Management

(Total Hours: 90)

Goals Marketing management exposes students to the fundamental concepts of marketing, thereby, enabling them to learn the language of marketing. It gives an understanding of the principles and concepts of marketing and explains how it is connected to the integrated management system. The areas covered are core concepts and philosophies of marketing, role of customer in business, marketing research, consumer behaviour, and major strategic and tactical marketing issues. Students will improve their ability to develop effective marketing strategies and assess market opportunities, as well as design strategy implementation programs.

Objectives By the end of this course, a student will

- Understand various concepts and theories of Marketing management to apply them in marketing context
- Demonstrate a sound knowledge of conventional and latest marketing ideas, and of the theories on which these ideas are based
- Able to understand and find the market segments
- Estimate the effectiveness of marketing-mix activities
- Predict the likely market share of a new product design
- Allocate resources optimally to multiple marketing activities
- Determine the value of attributes comprising a new product
- Assess the price of an attribute in existing products

Course Content

Unit 1 Introduction to Marketing

Marketing concepts .meaning - importance, limitations. An effective marketing mix – meaning and essential. Meaning and definition of marketing management. Features and objectives of marketing management. Marketing philosophy. Development of a marketing strategy. Competitive marketing strategy.

Unit 2 Market Segmentation and Consumer Behaviour

(a) Market segmentation: Meaning and importance - basis for segmentation – target marketing strategies.

(b) Consumer behaviour: Meaning and definition - Importance of consumer behaviour analysis.

Buying motives .meaning and definition. Classification of buying motives - Rational, Inherent, Learned, Emotional and patronage. Factors influencing consumer behaviour - Buying decision process.

Unit 3 Product Strategy

Product concept - meaning and definition. Essential features of a product. Product mix – meaning and structure - Product mix decision strategies. Product Life Cycle (PLC) - meaning and definition. Stages of PLC. Factors affecting PLC. New product development: Meaning, stages in new product development. Reasons for the failure of new products. Branding - meaning. Branding and Trademarks. Functions of Branding, Branding strategies. National and International Quality standards: AGMARK and ISO-Features of ISO 9000 and ISO 14000 series. Bureau of Standards (BIS) Act 1986.

Unit 4 Advertising and Sales Management

Meaning of Advertising, advertising budget, factors influencing budget decisions. Media selection: Consideration in media selection, advertisement copy .meaning and essentials of a good advertisement copy .different types of copy. AIDA and DAGMAR .advertisement layout.

Sales management: selection and recruitment of salesmen. Training of salesmen. Methods of training salesmen. Remuneration and compensation to salesmen. Motivation of salesmen. Control of salesmen.

Unit 5 Emerging Trends in Marketing

(a) Rural Marketing: Features of Rural Markets; causes for the changes in the volume and pattern of rural consumption. Problems and opportunities of rural marketing. Marketing mix for rural markets - Strategy for rural marketing.

(b) E- Marketing or web-marketing or online marketing: Introduction to E-marketing - meaning and definition. Benefits of E-Marketing to sellers and consumers. Limitations of E-Marketing. Problems of E-Marketing in India (Legal, Infrastructural, Commercial and others).

(c) Green marketing: Meaning .importance - fundamental requirement - problems of Green Marketing.

Unit 6 Tourism Marketing

Tourism marketing & management Need for marketing in tourism, defining tourism marketing, the tourist product, special features of tourism marketing, marketing process, marketing research, market segmentation, market targeting, tourism promotion, advertising, public relations, public relation technique.

Unit 7 Hospitality Marketing

Introduction, basic concepts and market segmentation. Emerging trends and technology in hospitality industry. Marketing of food and beverage.

Suggested Reading:

- R. S. N. Pillai and Bhagavathi ; 4th Rev edn, Reprint ; Modern Marketing (Principles and Practices), New Delhi, S Chand & Company Pvt Ltd ; 2015
- T. N. Chabra and S.K. Grover : Marketing Management ; New Delhi, DhanpatRai& Co ; 2004
- Michael J Etzel, Bruce J Walker, William J Stanton, Ajay Pandit, Marketing Management ; 14thedn, ; New Delhi, Mc Grow Hill Education India Pvt Ltd ; 2014
- Philip Kotler, Kevin Keller 15thedn, Marketing Management; Pearson Education Ltd.
- B. S. Raman. 1stedm :Modern Marketing; New United Publishers, Mangaluru.

Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Presentation/Class Interaction/ Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA103 A- English-I

(Total hours 30)

Goals This course is to sharpen the comprehension skills and analytical capacities of students by developing communicative competence and skills of expression in the English language. To develop the skills of students in public speaking, leadership and journalism. To develop the reading habits of the students and turn them into well informed individuals. To train the students for careers in academics, the media, and the corporate world and administrative services, at the local, national and global level.

Objectives By the end of this course, a student will

Master communication skills in English and speak the language with fluency and accuracy.

Approach an issue from various points of view, and develop the habit of questioning varied views critically and objectively.

Make academic presentations precisely, logically and effectively and master the skills of academic writing.

Acquire the ability to understand social issues and concerns.

Undertake journalistic activities like writing, editing and designing newspapers, video-graphing and anchoring news bulletins and television programmes, producing corporate films and documentaries.

Course content:

Unit 1

1. The open window- Saki
2. My Financial Career – Stephen Leacock
3. On Saying Please- A G Gardiner

Unit 2

1. Ozymandias – P B Shelley
2. Golden boat- Rabindranath Tagore
3. Sonnet 29- William Shakespeare

Unit 3

1. Articles, Prepositions, question tags, Pronoun, Direct and indirect sentences, Active and passive voice, conjunctions, verb
2. Precise writing
3. Correction of errors
4. Email correspondence
5. Memorandum, Agendas, Minutes of the meeting

Suggested Reading

A.K.Mehrotra, A Concise History of Indian New Delhi, Permanent Literature in English Black; 2008.

Abrahms, M. H, A Glossary of Literary Terms. Prism books Bangalore 2 Modernism Peter Childs London Rutledge, 2008.

B. Prasad, A Background to the Study of English Literature, Rev edn, New Delhi Macmillan, 2008.

David Green, Contemporary English Grammar Structures and Composition, Macmillan 2000.

John Peck and Martin Coyle, A Brief History of English, Basingstoke Literature. Palgrave; 2002.

K.R.Sreenivasa Iyengar, Indian Writing in English New Delhi, Sterling; 1984.

Lawrence Venuti Translation Studies A Reader New York Routledge, 2000.

M.K.Naik, A History of Indian English New Delhi, Sahitya Literature Academi; 1982.

N Krishnaswamy .Modern English A Book of Grammar, Usage and composition ; Laxmi Publicatins New Delhi ; 2016

W H Hudson, An Outline History of English Literature G Bell & Sons Ltd ; 2012

Teaching Learning Methodology

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The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Interaction /Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

The Yenepoya Institute of Arts Science Commerce and Management

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA103 B Hindi-I

(Total hours 30)

E-āzÉ

xÉÈWûirÉ xÉå EpÉUIÉå uÉÉsÉÉ ÍcÉÇiÉIÉ WûqÉå E³ÉiÉ xiÉU mÉU sÉå eÉÉiÉÉ Wæû eÉWûÉð qÉIÉÑwrÉ MüÉ MüsrÉÉhÉ LuÉÇ xÉqÉxÌ- qÉÉŞÉ pÉÉæliÉMü IÉ UWûMüU ExÉxÉå oÉÁQåû mÉËUmÉåxrÉ Müð AÉåU AaÉëxÉU UWûiÉÉ Wæû | CxÉ E-āzrÉ xÉå aÉ± AÉæU MüÉurÉ MüÉ UcÉIÉÉ ÌMürÉÉ aÉrÉÉ WæÇû | MüÉåD pÉi qÉÉæÍsÉMü MüÉurÉ MüluÉ – qÉÉIÉxÉ MüÉ mÉèliÉÅmÉ WûÉaiÉÉ Wæû, ExÉMüð UcÉIÉÉ cÉÉWåû ÎeÉiÉIÉi AMüÎxqÉMüiÉÉ Måü xÉÉjÉ WÒûD WûÉå, uÉWû AmÉIÉå pÉiÉU MüluÉ Måü AliÉeÉiaÉiÉ Müð mÉÔUÏ fÉsÉMü xÉðeÉÉårÉå UWûiÉÉ Wæû, MüluÉ IÉå zÉqoÉÔMü MüÉå ‘WûËUeÉIÉ’ Müð AmÉåxÉÉ ‘pÉÔÍqÉ – mÉÑŞÉ’ Måü ÅmÉ qÉåÇ zÉqoÉÔMü Wûi IÉWûi xÉÉUå qÉIÉÑwrÉ pÉÔÍqÉ- mÉÑŞÉ MüWûsÉÉMüU IÉrÉi xÉÉjÉiMüiÉÉ mÉÉIÉå Måü AÉÍkÉMüUÏ WæÇû, CxÉ MüÉurÉ qÉåÇ rÉWû pÉÉuÉ MüD xjÉsÉÉåÇ mÉU urÉYiÉ WÒûAÉ Wæû| MÑüNû MüWûÉlÉrÉÉåÇ Måü ²ÉUÉ ÌuÉkÉÉjÉirÉÉåÇ Müð MüsmÉIÉÉzÉisÉiÉÉ, ÌMürÉÉzÉisÉiÉÉ MüÉå pÉi ÌuÉMüIxÉiÉ MüUIÉå mÉèrÉÉxÉ ÌMürÉÉ aÉrÉÉ Wæû,

xÉiZÉIÉå MüÉ mÉËUhéÉqÉ

eÉiUÉIÉ Måü ÍsÉL pÉÉwÉÉ AÉæU pÉÉwÉÉ Måü ÍsÉL urÉÉMüUhÉ qÉWûiuÉmÉÔhÉi Wæû, CxÉqÉåÇ urÉÉMüUhÉ pÉÉaÉ pÉi xÉlqqÉÍsÉiÉ ÌMürÉÉ aÉrÉÉ Wæû| ÎeÉxÉxÉå ÌuÉ±ÉlÉjÉirÉÉåÇ Måü urÉÉMüUhÉ xÉÇoÉÇkÉi ¥ÉÉIÉ SålÉå Måü ÍsÉL mÉèrÉÉxÉ ÌMürÉÉ aÉrÉÉ Wæû|

pÉÉåKÉIÉÉ ÌuÉkÉÉIÉ MüÉurÉ pÉÉaÉ MüÉå aÉÉMüU AÉæU MüWûÉIÉi pÉÉaÉ MüÉå MÑükÉ UÉåcÉMü oÉIÉÉMüU ÌuÉ±ÉlÉjÉirÉÉåÇ Måü ¥ÉÉIÉ oÉRûÉIÉå ÌMü mÉèrÉÉxÉ ÌMürÉÉ eÉÉiÉÉ Wæû|

Course content

- Unit 1 - sÉbÉÑ MüÉurÉ
 - 1. zÉqoÉÔMü- eÉaÉSizÉ aÉÑmiÉ
 - 2.
- Unit 2 - MüWûÉIÉi
 - 1. NûÉåOúÉ eÉÉsÖaÉU – eÉrÉzÉÇMüU mÉëxÉÉs
 - 2. DS MüÉ irÉÉåWûÉU - mÉëåqÉcÉIs
 - 3. pÉÉåsÉÉUÉqÉ MüÉ eÉiUÉ - WûËUzÉÇMüU mÉUxÉÉD
 - 4. aÉæÇaÉèlÉ - A¥ÉårÉ
- Unit 3 - urÉÉMüUhÉ
 - 1. xÉÇ¥ÉÉ - pÉåS
 - 2. xÉuÉilÉÉqÉ - pÉåS
 - 3. zÉoS - ÌuÉMüÉUÏ – ÀluÉMüÉUÏ
 - 4. ÍsÉÇaÉ - (AlrÉ ÍsÉÇaÉ ÅmÉ ÍsÉZÉIÉÉ)
 - 5. uÉcÉIÉ - (uÉcÉIÉ oÉsSÉIÉÉ)

Unit 4 -

urÉÉMüUhé

1. ìMürÉÉ - pÉâS
2. ìMürÉÉ ìuÉzÉâwÉhÉ - pÉâS
3. qÉÑWûÉuÉUâ
4. mÉÉËUpÉÉÏwÉMü zÉoSÉuÉSÉÏ - (Technical words) ÌWÛSÏ ÆmÉ
ÍsÉZÉÍÉÉ
5. ÌWÛSÏ qÉâÇ AIÉÑuÉÉS

xÉÇSpÉÏ aÉëjÉ

Mü³ÉQû pÉÉwÉÉ Mâü AÉkÉÑÌlÉMü MüluÉ MÑüuÉâÇmÉÑ Mâü 'zÉÔSì-
iÉmÉxuÉÏ sÉâZÉMü eÉaÉSìzÉ aÉÑmiÉ;
zÉqoÉÔMü , sÉÉâMü pÉÉUiÉÏ mÉèMüÉzÉÍÉ – CsÉÉWûÉoÉÉS 01
ÌWÛSÏ MüWûÉÍÉÏ MüÉ CìÉWûÉxÉ – QûÉ. sÉÉsÉcÉÍSì aÉÑmiÉ qÉÇaÉSÉ,
UÉkÉÉMxüwhÉ mÉèMüÉzÉÍÉ
zÉæxÉÍhÉMü urÉÉMüUhé – MxüwhÉÉMÑüqÉÉU aÉÉâxuÉÉqÉÏ, AÉsÉâZÉ
mÉèMüÉzÉÍÉ, ÌSssÉÏ; 1981 and 2002
EmÉlrÉÉxÉMüÉU mÉèâqÉcÉÇS – qÉWâûzÉ pÉOûlÉaÉU, lÉâzÉÍÉsÉ
mÉîosÉÍzÉÇaÉ WûÉExÉ, ÌSssÉÏ; 2016

Teaching Learning Methodology

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Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Presentation/Class Interaction /Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA103 C Kannada I

(Total hours 30)

ಘೋಷ ಸಂವಿಧಾನ ಗ್ರಂಥ

ಪ್ರಾಂತ್ಯದ ಘೋಷ ಸಂವಿಧಾನದ ಮೂಲಭೂತ ಅಂಶಗಳನ್ನು ಉದಾಹರಿಸಿ ವಿವರಿಸಿ. ಈ ಸಂದರ್ಭದಲ್ಲಿ ಉದಾಹರಿಸಿರುವ ಅಂಶಗಳನ್ನು ಮೂಲಭೂತ ಅಂಶಗಳೆಂದು ಕರೆಯಲಾಗುತ್ತದೆ. ಉದಾಹರಣೆಗೆ ಉದಾಹರಿಸಿರುವ ಅಂಶಗಳನ್ನು ಮೂಲಭೂತ ಅಂಶಗಳೆಂದು ಕರೆಯಲಾಗುತ್ತದೆ. ಉದಾಹರಣೆಗೆ ಉದಾಹರಿಸಿರುವ ಅಂಶಗಳನ್ನು ಮೂಲಭೂತ ಅಂಶಗಳೆಂದು ಕರೆಯಲಾಗುತ್ತದೆ.

ಮೂಲಭೂತ ಅಂಶಗಳನ್ನು ವಿವರಿಸಿ

ಘೋಷ ಸಂವಿಧಾನದ ಮೂಲಭೂತ ಅಂಶಗಳನ್ನು ವಿವರಿಸಿ. ಈ ಸಂದರ್ಭದಲ್ಲಿ ಉದಾಹರಿಸಿರುವ ಅಂಶಗಳನ್ನು ಮೂಲಭೂತ ಅಂಶಗಳೆಂದು ಕರೆಯಲಾಗುತ್ತದೆ. ಉದಾಹರಣೆಗೆ ಉದಾಹರಿಸಿರುವ ಅಂಶಗಳನ್ನು ಮೂಲಭೂತ ಅಂಶಗಳೆಂದು ಕರೆಯಲಾಗುತ್ತದೆ.

ಮೂಲಭೂತ ಅಂಶಗಳನ್ನು ವಿವರಿಸಿ

ಘೋಷ ಸಂವಿಧಾನದ ಮೂಲಭೂತ ಅಂಶಗಳನ್ನು ವಿವರಿಸಿ. ಈ ಸಂದರ್ಭದಲ್ಲಿ ಉದಾಹರಿಸಿರುವ ಅಂಶಗಳನ್ನು ಮೂಲಭೂತ ಅಂಶಗಳೆಂದು ಕರೆಯಲಾಗುತ್ತದೆ. ಉದಾಹರಣೆಗೆ ಉದಾಹರಿಸಿರುವ ಅಂಶಗಳನ್ನು ಮೂಲಭೂತ ಅಂಶಗಳೆಂದು ಕರೆಯಲಾಗುತ್ತದೆ.

ಘೋಷ ಸಂವಿಧಾನ

ಘೋಷ ಸಂವಿಧಾನದ ಮೂಲಭೂತ ಅಂಶಗಳನ್ನು ವಿವರಿಸಿ. ಈ ಸಂದರ್ಭದಲ್ಲಿ ಉದಾಹರಿಸಿರುವ ಅಂಶಗಳನ್ನು ಮೂಲಭೂತ ಅಂಶಗಳೆಂದು ಕರೆಯಲಾಗುತ್ತದೆ. ಉದಾಹರಣೆಗೆ ಉದಾಹರಿಸಿರುವ ಅಂಶಗಳನ್ನು ಮೂಲಭೂತ ಅಂಶಗಳೆಂದು ಕರೆಯಲಾಗುತ್ತದೆ.

ಘೋಷ ಸಂವಿಧಾನ

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¥ÀwæPÉÆÄzÀå±ÄÄ' PÀÉÁðIPÀ ,ÀgÀPÁgÀ ; 2007.

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1993.

E,Ääví ¥sÀfÄgi, CPÀëgÀ,ÀAvÀ °ÀgÉÄPÀ¼Ä °ÁdŞâ C¥ÀgÀÆ¥ÀzÀ ,À±ÀiÁd
,ÉÄ±ÀPÀ °ÀgÉÄPÀ¼Ä °ÁdŞâ;2011.

ÉÀgÉÄAzÀæ gÉÊ zÉÄ®ð, °À'gÀÄ-G'gÀÄ - °ÄÄZÄÄÑ±À vÉgÉAiÀÄÄ±À
°À,ÄÄgÉÆ¼ÀUÀqÉ gÉÉvÀ °ÄÄÉÀ,ÀÀi PÀÉÀ,ÄÄ ¥ÀæPÁ±ÀÉÀ ; 2015.

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±Á±À±À°ÁgÀ ; 2010.

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¥ÀæPÁ±ÀÉÀ UÀzÀUÀ ; 2004.

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±ÉÉ"sÀ±À, °ÀA¥ÀÉÁ, CwÚ±ÄÄ"Éâ ¥ÀæPÁ±ÀÉÀ "ÉAUÀ¼ÄÆgÀÄ ; 1967.

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1988.

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; 1977.

¹zÀP°AUÀAiÀÄä, ,ÀAvÉ ±ÀvÀ±ÀiÁÉÀzÀ PÁ±Àð PÀÉÁðIPÀ ,Á»vÀå
CPÁqÉ«Ä, "ÉAUÀ¼ÄÆgÀÄ ; 2011.

Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25

Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Interaction /Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA104 Human Rights, Gender and Environmental Studies

(Total hours 30)

Goals This course is to familiarize the students with the key concepts from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions. The course familiarises the students with the rights of citizens in general and the marginalized groups in particular, and assess the institutional and policy measures which have been taken in response to the demands of various movements. Conceptual dimensions, international trends and the Indian experience form the contents of the course.

Objectives By the end of this course, a student will

Explain the rights of a citizen and various policies of gender equality

Define and state the importance of the concepts of Environmental Studies to address complex environmental issues from a problem-oriented, interdisciplinary perspective.

Course content

Unit 1 Understanding Social Inequality

Caste, Gender, Ethnicity and Class as distinct categories and their interconnection.
Globalisation and its impact on workers, peasants, dalits, adivasis and women.

Unit 2 Human Rights

Human Rights: Various Meanings

UN Declarations and Covenants

Human Rights and Citizenship Rights

Human Rights and the Indian Constitution

Human Rights, Laws and Institutions in India; the role of the National Human Rights Commission.

Human Rights of Marginalized Groups: Dalits, Adivasis, Women, Minorities and Unorganized Workers.

Consumer Rights: The Consumer Protection Act and grievance redressal mechanisms. ┘

Human Rights Movement in India.

Unit 3 Gender

Analysing Structures of Patriarchy

Gender, Culture and History

Economic Development and The issue of Women's Political Participation and Representation in India

Laws, Institutions and Women's Rights in India

Women's Movements in India.

Unit 4 Environment

Environmental and Sustainable Development

UN Environment Programme: Rio, Johannesburg and after.

Issues of Industrial Pollution, Global Warming and threats to Bio – diversity

Environment Policy in India

Environmental Movement in India

Unit 5 Human Communities and the Environment

Human population growth Impacts on environment, human health and welfare. Resettlement and rehabilitation of project affected persons; case studies. Disaster management floods, earthquake, cyclones and landslides. Environmental movements Chipko, Silent valley, Bishnois of Rajasthan. Environmental ethics Role of Indian and other religions and cultures in environmental conservation. Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

Suggested Reading

- ‘Indian Administration’ by Avasti and Avasti
‘Indian Administration’ by Subhash Kashyap
‘Indian Constitution’ by D.D. Basu
‘Indian Polity’ by Laxmikanth
Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.
Gadgil, M., & Guha, R.1993. This Fissured Land an Ecological History of India. Univ. of California Press.
Gleeson, B. and Low, N. (eds.) 1999.Global Ethics and Environment, London, Routledge.
Gleick, P. H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. Principles of Conservation Biology. Sunderland Sinauer Associates, 2006.
Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India’s Himalaya dams. Science, 339 36-37.
McCully, P. 1996. Rivers no more the environmental effects of dams (pp. 29-64). Zed Books.
McNeill, John R. 2000. Something New Under the Sun An Environmental History of the Twentieth Century.
Odum, E.P., Odum, H.T. & Andrews, J. 1971.Fundamentals of Ecology. Philadelphia Saunders.
Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. Environmental and Pollution Science. Academic Press.
Rao, M.N. & Datta, A.K. 1987. Waste Water Treatment. Oxford and IBH Publishing Co. Pvt. Ltd.

Teaching learning Methodology

Lectures, PPT, videos, websites study of Government bodies regulating human rights and environmental policies, case studies, role play , street plays ,group discussions , presentations , debates , expert talks and online resources .

Visit to an area to document environmental assets river/ forest/ flora/fauna, etc.

Visit to a local polluted site--Urban/Rural/Industrial/Agricultural.

Study of common plants, insects, birds and basic principles of identification.

Study of simple ecosystems--pond, river etc.

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	50 questions x 1 mark each	50 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	75 questions x 1 mark each	75 Marks
	Total		75 Marks

BBA105 Managerial Economics

(Total hours 60)

Goals This course is to familiarize the students with the approach, concepts and advanced techniques of managerial economics that are applied in business decision making.

Objectives By the end of this course, a student will

Develop the conceptual foundations and analytical methods used in micro economics

Be familiar with the basic consumer behavior, behavior of firms, and market equilibrium.

Course content

Unit 1 Introduction to Managerial Economics

Meaning, nature and scope of managerial economics- Basic Economics tools in Managerial Economics -Role and Responsibility of managerial Economist- Importance of Managerial Economics.

Unit 2 Theory of Consumption

Utility-Meaning & feature, Cardinal approach- law of diminishing Marginal utility-Law of demand-Determinants of demand- movement vs shift in demand curve, Elasticity of demand. Ordinal utility- Indifference curve- Properties of Indifference curve – Budget line, consumers equilibrium, Income and substitution effect.

Unit 3 Theory of Production and Cost

Meaning of production-Production function; supply -meaning and law of supply – Law of variable proportions; Law of returns, Gross profit and net profit- Profit maximization vs sales maximization, Baumols sales maximization model, capital Budgeting- Importance.

Unit 4 Market structures

Price and output determination under different forms of market- Perfect competition, Monopoly-Monopolistic Competition – Price discrimination – Monopsony, Oligopoly, Oligopsony.

Unit 5 Demand Forecasting

Factors involved – Goals of short run and Long run Demand Forecasting-Determinants' of demand – forecasting of demand for new products- Overseas demand analysis -criteria of good forecasting method- techniques of demand forecasting.

Unit 6 Government and Business

Performance of public enterprises in India - Price policy in public utilities, Government measures to control Monopoly in India - MRTP Act.

Suggested Reading

ACCA Study Material, Latest Edition, London BPP ; 2016

ACCA Study Material, Latest Edition, London Kaplan Publishers Ltd; 2016

D M Mithan, Managerial Economics Theory and Practice, Himalaya Publication, New Delhi ; 2005

K K Dewett, Modern Economic Theory, Chand Publication, New Delhi ; 1999

Peterson, Lewis and Jain, Managerial Economics Pearson Publication, New Delhi ; 2001

Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA106 Business Communication and Personal Development

(Total Hours 60)

Goals This Course integrates spoken, written, visual and verbal communication situations and strategies - the way communication actually occurs in a dynamic workplace. To increase students confidence and ability to communicate orally while using technology and to improve collaboration and communication skills of students. To enhance multimedia literacy skills of students. To build relationships and establish their online social presence.

Objectives By the end of this course, a student will

Engage in activities related to verbal and written communication that are required in a professional business environment.

Participate in critical conversations and prepare, organize, and deliver their work to the public.

Course content

Unit 1 Introduction

Theory of Communication, Types and modes of Communication Verbal and Non-verbal (Spoken and Written) Personal, Social and Business, Barriers and Strategies, Intra-personal, Inter-personal and Group communication.

Unit 2 Speaking Skills

Monologue, Dialogue, Group Discussion, Effective Communication/ Mis- Communication, Interview, Public Speech

Unit 3 Reading and Understanding

Close Reading Comprehension Summary Paraphrasing Analysis and Interpretation Translation (from Indian language to English and vice-versa) Literary/Knowledge Texts, Writing Skills Documenting Report Writing Making notes Letter writing,

Unit 4 Individual Speeches (Impact/ Oratory) and Presentations

(a) Individual Speeches - Pathos / Logos / Ethos / Overcoming Fear / Formulae for Speeches/ People (Body Language) / Voice Skills / Audience

(b) Creating and Making Individual Presentations - Using Software like PowerPoint / Prezi /On-line Zooming Editor / Mind-Mapping Software.

(c) Using social media for communication. Conducting effective meetings.

Unit 5 Personnel Letters and Interviews

(a) Interview Skills, Job Applications and Creating Online and Offline CVs, Using Job Boards, Web Researching,

(b) References and Testimonials, Appointment, Promotion and Resignation letters, Office Orders and Notices, Memorandums.

Suggested Reading

Business Correspondence and Report Writing, R C Sharma, Krishna Mohan, Tata Business English, Pearson, 2008.

Business Letters for Busy People, 4th Edition, John A Carey, Barnes and Noble
Fluency in English - Part II, Oxford University Press, 2006.

How to Write Reports and Proposals, 2nd Edition, Viva Books Pvt Ltd, 2010.

Language through Literature (forthcoming) ed. Dr. Gauri Mishra, Dr Ranjana Kaul, Dr Brati Biswas

Language, Literature and Creativity, Orient Black swan, 2013.

Mastering Communication, 5th Edition, Nicky Stanton, Palgrave Macmillan, 2009.

McGraw-Hill Education, 2010.

Right Information Act, 2005 A Primer , Tata McGraw Hill, 2006

www.ebooks-share.net/business-letters-for-busy-people www.rti.gov.in

Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Interaction /Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

The Yenepoya Institute of Arts Science Commerce and Management

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA201 Management Accounting

(Total Hours 90)

Goals This course is to help students to acquire conceptual knowledge of the Management accounting and to impart skills for recording various kinds of business transactions. The objective of this course is to equip the students with skills to evaluate organisation performance spot Inefficiencies. areas for Improvement and opportunity all provide them with decision making skills to recommend and use the best possible course of action while taking Into account both long-term and short-term Implication of decisions. To impart the students, knowledge about the use of financial, cost and other data for the purpose of managerial planning, control and decision making.

Objectives By the end of this course, a student will

Develop the ability to use accounting concepts, principles, and frameworks to analyze and effectively communicate information to a variety of audiences.

Develop the ability to use accounting information to solve a variety of business problems.

Develop the ability to interact well with team members.

Course Content:

Unit 1 Introduction

Meaning, Objectives, Nature and Scope of management accounting, Difference between cost accounting and management accounting, Cost control and Cost reduction, Cost management.

Unit 2 Budgetary Control

Budgeting and Budgetary Control: Concept of budget, budgeting and budgetary control, objectives, merits, and limitations. Budget administration. Functional budgets. Fixed and flexible budgets. Zero base budgeting. Programme and performance budgeting.

Unit 3 Standard Costing

Standard Costing and Variance Analysis: Meaning of standard cost and standard costing, advantages, limitations and applications. Variance Analysis – material, labour, overheads and sales variances. Disposition of Variances, Control Ratios.

Unit 4 Marginal Costing

Absorption versus Variable Costing: Distinctive features and income determination. Cost-Volume Profit Analysis, Profit / Volume ratio. Break-even analysis-algebraic and graphic methods. Angle of incidence, margin of safety, Key factor, determination of cost indifference point.

Unit 5 Decision Making

Steps in Decision Making Process, Concept of Relevant Costs and Benefits, Various short term decision making situations – profitable product mix, Acceptance or Rejection of special/ export offers, Make or buy, Addition or Elimination of a product line, sell or process further, operate or shut down. Pricing Decisions: Major factors influencing pricing decisions, various methods of pricing.

Unit 6 Analysis & Interpretation of Financial Statements

Meaning, Definition, importance, steps, procedure of analysis and Interpretation, trend analysis & Ratio Analysis. Financial Analysis and Forecasting. Funds Flow and Cash Flow Analysis, other financial forecasting tools.

Unit 7 Contemporary Issues

Responsibility Accounting: Concept, Significance, Different Responsibility Centres, Divisional Performance Measurement: Financial and Non-Financial measures. Transfer Pricing.

Suggested Reading:

- Wisniewski, M I. K Quantitative Methods for Decision Makers
Ahmad Nisar Management Accounting
Anthony A. Atkinson, Robert S. Kaplan, Ella Mae Matsumura, S. Mark Young.
Management Accounting. Dorling Kindersley (India) Pvt. Ltd.
Anthony Management Accounting
Arora, M.N. Management Accounting. Vikas Publishing House, New Delhi.
Charles T. Horngren, Gary L. Sundem, Dave Burgstahler, Jeff O. Schatzberg. Introduction to Management Accounting , Pearson Education.
Garrison H., Ray and Eric W. Noreen. Managerial Accounting. McGraw Hill.
Goel, Rajiv, Management Accounting. International Book House,
H.V. Jhamb, Fundamentals of Management Accounting, Ane Books Pvt. Ltd.
Harold Koontz Essential of Management
Kassouf. S Normative Decision Making
Khan, M.Y. and Jain, P.K. Management Accounting. McGraw Hill Education
Maheshwari, S.N. and S.N. Mittal. Management Accounting. Shree Mahavir Book Depot, New Delhi.
Pandey, I M Management Accounting
Radford, K.J Modern Managerial Decision Making
Shull. F A Origination Decision Making
Simon Herbert The New Science Management Decisions
Singh, S. K. and Gupta Lovleen. Management Accounting – Theory and Practice. Pinnacle Publishing House.
Singh, Surender. Management Accounting, Scholar Tech Press, New Delhi.
Srivastava, UK. Quantitative Techniques for Managerial Decision Making

Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits. The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	20 questions x 1 mark each	20 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	3 Questions x 5 marks each	15 Marks
Section C	Analytical Questions/Illustrations/ case studies/essay type questions	1 Question x 15 marks	15 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	4 Questions x 05 marks each	20 Marks
Section C	Analytical Questions/Illustrations/ case studies/essay type questions	2 Questions x 15 marks each	30 Marks
	Total		75 Marks

BBA202 Human Resource Management

(Total Hours 90)

Goals This course is to enable students to comprehend theories and practices applied in managing Human Resources in an organization. The concepts and practices like Employee Empowerment, potential Appraisal, strategic Human Resource Management, HRM in changing Environment will be covered.

Objectives By the end of this course, a student will

Identify the key skills that are required by HR Professionals to effectively contribute towards managing employees in dynamic organization.

Analyze current issues, trends, practices and process in HRM

Course content

Unit 1 Introduction

Human Resource Management: Concept and Functions, Role, Status and competencies of HR Manager, HR Policies, Evolution of HRM, HRM vs HRD. Emerging Challenges of Human Resource Management; Workforce diversity; Empowerment; Downsizing; VRS; Human Resource Information System

Unit 2 Acquisition of Human Resource

Human Resource Planning- Quantitative and Qualitative dimensions; job analysis – job description and job specification; Recruitment – Concept and sources, recruitment process, Methods of recruitment, Recruitment practice in India ; Selection – Concept and process; test and interview; placement and induction

Unit 3 Training and Development

Concept and Importance; Identifying Training and Development Needs; Designing Training Programmes; Role-Specific and Competency-Based Training; Evaluating Training Effectiveness; Training Process Outsourcing; Management Development; Career Development.

Unit 4 Performance Appraisal

Nature, objectives and importance; Modern techniques of performance appraisal; potential appraisal and employee counselling; job changes - transfers and promotions; Compensation: concept and policies; job evaluation; methods of wage payments and incentive plans; fringe benefits; performance linked compensation.

Unit 5 Maintenance

Employee health and safety; employee welfare; social security; Employer-Employee relations- an overview; grievance-handling and redressal; Industrial Disputes: causes and settlement machinery.

Human Resource Control

Human resource record, Scope of Human resource Audit, Goals Human resource Audit, Approaches to Human resource audit. HRIS (Human Resource Information System)- Concept, need, Computerized HRIS, Designing Human Resource Information System

Unit 6 Industrial Relation

Definition - Nature – Industrial disputes-causes for disputes ways of settling disputes-Labour legislations-laws relating to social security and working conditions.

Suggested Reading:

- Ashwathappa, Human Resource Management text and cases M C Grow Hill Education, New Delhi ; 2015
- Ayer, “Critique of Ethics and Theology” Harman, “What is Moral Relativism?” Shafer-Landau, Whatever Happened to Good and Evil?, selections
- Biswajeet Patttanayak, Human Resource Management, PHI Learning
- Bohlendar and Snell, Principles of Human Resource Management, Cengage Learning
- DeCenzo, D.A. and S.P. Robbins, Personnel/Human Resource Management, Pearson Education.
- Dr.C B Gupta, Human Resource Management text and cases Sulthan Chand & Sons, New Delhi ; 2015
- Dr.S S Kanka, Human Resource Management text and cases S Chand & Sons, New Delhi ; 2014
- Gary Dessler. A Framework for Human Resource Management. Pearson Education.
- Ivancevich, John M. Human Resource Management. McGraw Hill.
- Kant, Groundwork of the Metaphysics of Morals, selections Nagel, “War and Massacre”
- Michael Armstrong - Hand book of Human Resource Management Practice, Kogan Pate ; 2012
- Neeru Kapoor, Human Resource Management, Taxmann Publication
- P SubbaRao, Essentials of Human Resource Management & Industrial Relations, Himalaya Publishing house; Mumbai , 2015
- Robert L. Mathis and John H. Jackson. Human Resource Management. Cengage Learning.
- T N Chhabra, Human Resource Management concepts and issues DhanpatRai&Co; New Delhi.
- TN Chhabra, Human Resource Management, Dhanpat Rai & Co., Delhi
- Weather and Davis. Human Resource Management. Pearson Education.

Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Interaction /Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA203A- English-II

(Total Hours 30)

Goals This course is to provide the comprehension skills and analytical capacities of the students by developing communicative competence and skills of expression in the English language. To develop the skills of students in public speaking, leadership and journalism. To shape the reading habits of the students and turn them into well informed individuals. To train the students for careers in academics, the media, and the corporate world and administrative services, at the local, national and global level.

Objectives By the end of this course, a student will

Master communication skills in English and speak the language with fluency and accuracy.

Approach an issue from various points of view, and develop the habit of questioning varied views critically and objectively.

Make academic presentations precisely, logically and effectively and master the skills of academic writing.

Acquire the ability to understand social issues and concerns.

Undertake journalistic activities like writing, editing and designing newspapers, video-graphing and anchoring news bulletins and television programmes, producing corporate films and documentaries.

Course content

Unit 1

1. The Golden Frame – R K Laxman
2. The tiger in the tunnel - Ruskin Bond
3. Stigma, Shame and Silence - Kalpana Jain

Unit 2

1. Ballad of Father Gilligan –W B Yeats
2. Punishment in the Kindergarten – Kamala Das
3. No men are foreign- James Kirkup

Unit 3

1. Transformation of sentences Simple, compound, complex, assertive, interrogative
2. Essay
3. Creative Writing
4. Note Making
5. Interview
6. Letter- Application with CV

Suggested Reading:

A.K.Mehrotra. A Concise History of Indian Delhi, Permanent Literature in English Black, 2008.

Abrahms, M. H, A Glossary of Literary Terms. Bangalore Prism 2 Modernism Peter Childs London Rutledge; 2008.

B. Prasad, A Background to the Study of English Literature, rev. ed. 3. Delhi Macmillan, 2008.

David Green, Contemporary English Grammar Structures and Composition, acmillan

John Peck and Martin Coyle, A Brief History of English. Basingstoke Literature. Palgrave, 2002

K.R.Sreenivasa Iyengar, Indian Writing in English Delhi, Sterling; 1984.

Lawrence Venuti Translation Studies A Reader New York Routledge, 2000.

M.K.Naik, A History of Indian English, New Delhi, Sahitya Literature Academi, 1982.

N Krishnaswamy, Modern English (Published by Macmillan).

Satyanarain Singh, Selected one act plays complied Laxmi Publications Pvt Ltd, New Delhi ; 2008

W H Hudson, An Outline History of English Literature

Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Interaction /Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

The Yenepoya Institute of Arts Science Commerce and Management

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA 203- B Hindi-II

E-ãzÉ

ÌuÉ±ÉÍjÉirÉÉãÇ MüÉå MüWûÉÍÉÍ ºÉUÉ mÉPûrÉ MüÉå MüÉæiÉÑWûsÉ, ìuÉxqÉrÉ, ìeÉYÉÉxÉ, ìMürÉÉzÉÍsÉiÉÉ LuÉÇ xÉxeÉÍÉÉiqÉMü MüÉå ìuÉMüÉÍxÉiÉ MüUIÉå Måü ÍsÉL xÉÉjÉ qÉãÇ ìWûÍsÍ pÉÉwÉÉ Måü mÉèìiÉ mÉèãqÉ EimÉ³É MüUIÉå Måü E-ãzrÉ xÉå CxÉå xÉÇMüÍsÉiÉ ìMürÉÉ aÉrÉÉ Wæû|

pÉÉåkÉÍÉÉ ìuÉkÉÍÉÉ

MüWûÉÍÉÍ xÉÑÍÉÉMüU ìuÉ±ÉÍjÉirÉÉãÇ MüÉå mÉÉPû mÉÄRûÉiÉå Wæû, MÑüNü ESÉWûUHÉ Måü ÆmÉ qÉãÇ ìeÉuÉiÉ qÉãqÉ WûU ìsÍÉ bÉOûiÉåuÉÉsÉå bÉOûiÉÉ oÉiÉÉMüU mÉÄRûÉiÉå Wæû|

Unit 1 - aÉ±

1. mÉìWûsÉÉ xÉTåÜS oÉÉsÉ - WûËUzÉÇMüU
mÉUxÉÉD
2. AÉsqÉÏ MüÉ oÉŠÉ - rÉzÉmÉÉsÉ
3. zqÉzÉÍÉÉ - qÉllÉÔ pÉhQûÉUí
(xÉÇsÉÉmÉ)
4. bÉU sÉÉæOûiÉå WòûL -
WûËUuÉÇzÉUÉrÉ oÉŠÍÉ (AÉiqÉMüjÉÉ)

Unit 2 - aÉ±

1. mÉÔxÉ MüÐ UÉiÉ - mÉèãqÉcÉÇS
2. ´ÉìlÉuÉÉxÉ UÉqÉÉÍÉÑeÍÉÉ - oÉÉsÉzÉÉæËU
UåQèûQûí (eÉíuÉiÉi)
3. cÉítü MüÐ SÉuÉiÉ - QûÉ.pÉíwqÉ xÉÉWûlÉí
4. ìaÉssÉÔ - qÉWûÉsåuÉí uÉqÉÉí

Unit 3 - urÉÉMüUHÉ

1. MüÉsÉ - pÉåS
2. uÉÉcrÉ - pÉåS
3. ìuÉzÉåwÉhÉ - pÉåS
4. uÉÉYrÉ zÉÑ-ìMüUHÉ (mÉìPûiÉ urÉÉMüUHÉ ìuÉpÉÉaÉ xÉå,
ÍxÉTíü LMü aÉsÉiÉí Så uÉÉYrÉ)
5. mÉèzÉÉxÉìlÉMü zÉoSÉuÉsÉí (Administrative words) ìWûÍsÍ
ÆmÉ ÍsÉzÉiÉÉ

Unit 4 - urÉÉMüUHÉ

1. xÉqoÉlkÉoÉÉåkÉMü
2. xÉqÉÑŠrÉ oÉÉåkÉMü
3. ìuÉxqÉrÉÉìSoÉÉåkÉMü
4. mÉS mÉËUcÉrÉ

5. ಇವುಗಳಿಂದ ಕನ್ನಡದಿಂದ ಹಿಂದಿಗೆ (A Passage from English/Kannada to Hindi)

ಕನ್ನಡದಿಂದ ಹಿಂದಿಗೆ

ಮೈಸೂರಿನಲ್ಲಿರುವ ಕನ್ನಡದಿಂದ ಹಿಂದಿಗೆಗೆ ಮೊದಲನೆಯ ಪಾಠ್ಯಕ್ರಮವನ್ನು, ಮೈಸೂರಿನಲ್ಲಿರುವ ಕನ್ನಡದಿಂದ ಹಿಂದಿಗೆಗೆ ಮೊದಲನೆಯ ಪಾಠ್ಯಕ್ರಮವನ್ನು, ಮೈಸೂರಿನಲ್ಲಿರುವ ಕನ್ನಡದಿಂದ ಹಿಂದಿಗೆಗೆ ಮೊದಲನೆಯ ಪಾಠ್ಯಕ್ರಮವನ್ನು |

ಕನ್ನಡದಿಂದ ಹಿಂದಿಗೆ

1. ಮೈಸೂರಿನಲ್ಲಿರುವ ಕನ್ನಡದಿಂದ ಹಿಂದಿಗೆಗೆ ಮೊದಲನೆಯ ಪಾಠ್ಯಕ್ರಮವನ್ನು, ಮೈಸೂರಿನಲ್ಲಿರುವ ಕನ್ನಡದಿಂದ ಹಿಂದಿಗೆಗೆ ಮೊದಲನೆಯ ಪಾಠ್ಯಕ್ರಮವನ್ನು, ಮೈಸೂರಿನಲ್ಲಿರುವ ಕನ್ನಡದಿಂದ ಹಿಂದಿಗೆಗೆ ಮೊದಲನೆಯ ಪಾಠ್ಯಕ್ರಮವನ್ನು |
2. ಮೈಸೂರಿನಲ್ಲಿರುವ ಕನ್ನಡದಿಂದ ಹಿಂದಿಗೆಗೆ ಮೊದಲನೆಯ ಪಾಠ್ಯಕ್ರಮವನ್ನು, ಮೈಸೂರಿನಲ್ಲಿರುವ ಕನ್ನಡದಿಂದ ಹಿಂದಿಗೆಗೆ ಮೊದಲನೆಯ ಪಾಠ್ಯಕ್ರಮವನ್ನು, ಮೈಸೂರಿನಲ್ಲಿರುವ ಕನ್ನಡದಿಂದ ಹಿಂದಿಗೆಗೆ ಮೊದಲನೆಯ ಪಾಠ್ಯಕ್ರಮವನ್ನು |

Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Interaction /Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks

	Total		50 Marks
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Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

QæAiÀiÁvÀäPÀ PÀÈÀßqÀ - æÀiÁgÀÄPÀmÉÖ æÀð°ÀuÉAiÀÄ°è eÁ»ÄgÁvÀÄUÀ¼À
 ¥ÁvÀæ - °ÀÄvÀÛj - 2013 - æÀÄAUÀ¼ÀÆgÀÄ «±Àé«zÁâæ®AiÀÄ.
 ZÀAzÀæ°Á,ÀÈÀ ¥Àæ,ÀAUÀ - ®Qä±À - eÉÉ«Äæ sÁgÁvÀ - 1999 - ZÉÄvÀÈÀ §ÄPì °Éj,
 æÉÄÈ,ÀÆgÀÄ.
 æÀZÀÈÀUÀ¼ÀÄ - CPÀìæÀÄ°ÁzÉÄ« - CPÀìæÀÄ°ÁzÉÄ«AiÀÄ æÀZÀÈÀUÀ¼ÀÄ - LPÀåUÁÈÀ -
 2013 - æÀÄAUÀ¼ÀÆgÀÄ «±Àé«zÁâæ®AiÀÄ.
 CqÀÄUÉ æÀÄÈÉAiÀÄ °ÀÄqÀÄV - æÉÉzÉÄ» - ‘©AÇUÉ’ PÀæÀÈÀ ,ÀAPÀ®ÈÀ - 1990 -
 CPÀègÀ ¥ÀæPÀ±ÀÈÈ.
 DgÀÄ »vÀæÀgÀÄ æÈÀUÉ - ¥ÀÄgÀAzÀgÀzÁ,À - QÄvÀðÈÉPÁgÀgÀ PÀÈwUÀ¼ÀÄ -
 PÀÈÁðIPÀ ,ÀgÀPÁgÀzÀ PÀÈÀßqÀ ,ÀÄ,ÀlòÈw E¯ÁSÉ - 1999.
 æÀiÁ¹Û - PÉ.J.i. æ,Ágì C°ÀæÀÄzi - æÀÄAUÀ¼ÀÆgÀÄ «±Àé«zÁâæ®AiÀÄ - V½«AqÀÄ -
 2013.
 PÁæÉj ,ÀßÈÀ - PÉ.J.i. ÈÀgÀ¹A°À,Àé«Ä - æÀÄAUÀ¼ÀÆgÀÄ «±Àé«zÁâæ®AiÀÄ -
 V½«AqÀÄ - 2013.

Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Interaction /Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
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The Yenepoya Institute of Arts Science Commerce and Management

Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA204 Computer Applications in Business

(Total Hours 60)

Goals This course is to provide computer skills and knowledge to the students and to enhance their understanding of the usefulness of information technology tools for business operations and decisions. To familiarize the approaches of information management and its use in Business Informatics.

Objectives By the end of this course, a student will

Illustrate the principles of good spreadsheet design.

Demonstrate proficiency the acquisition and analysis of organizational data from a variety of data sources common in the business environment

Exhibit proficiency in the creation of analyses to aid in data-centric decision making

Establish proficiency in multimedia tools for effective presentation and creating analysis reports.

Course content

Unit 1 Word Processing

Introduction to word Processing, Word processing concepts, Use of Templates, Working with word document: Editing text, Find and replace text, Formatting, spell check, Autocorrect, Auto text; Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header and footer, Tables: Inserting, filling and formatting a table; Inserting Pictures and Video; Mail Merge: including linking with Database; Printing documents Creating Business Documents using the above facilities.

Unit 2 Preparing Presentations:

Basics of presentations: Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols, Media; Design; Transition; Animation; and Slideshow. Creating Business Presentations using above facilities.

Unit 3 Spreadsheet and its Business Applications:

Spreadsheet concepts, Managing worksheets; Formatting, Entering data, Editing, and Printing a worksheet; Handling operators in formula, Project involving multiple spreadsheets, Organizing Charts and graphs Generally used Spreadsheet functions: Mathematical, Statistical, Financial, Logical, Date and Time, Lookup and reference, Database, and Text functions.

Unit 4 Creating Business Spreadsheet:

Creating spreadsheet in the area of: Loan and Lease statement; Ratio Analysis; Payroll statements; Capital Budgeting; Depreciation Accounting; Graphical representation of data; Frequency distribution and its statistical parameters; Correlation and Regression.

Suggested Reading:

Cloud Computing,

Computer fundamentals fourth edition by Pradeep K. Sinha and Priti Sinha BPB

E-Commerce, Kenneth C. Laudon and Carlo Guercio Traver, Pearson Education.

E-commerce: Strategy, Technology and Applications ,David Whiteley, , McGraw Hill Education

Frontiers of Electronic Commerce Ravi Kalakota & Andrew B Whinston, Pearson Education

<http://www.dialogic.com/~media/products/docs/whitepapers/12023-cloudcomputing-wp.pdf>

Information Technology -The breaking wave by Dennis Curtin Tata McGraw-hill edition

Introduction to Information Technology – IITL Education Solutions Limited –Pearson Education.

Multimedia in practice, technology & applications, Judith Jeff Coate, PHI

Multimedia making it work, Tay Vaughan, 3rd edition, Tata McGraw-Hill Publications

Multimedia: Computing, Communications Applications, Ralf Steinmetz and Klara Naharstedt, Pearson.

Teaching Learning Methodology

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The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Interaction /Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

The Yenepoya Institute of Arts Science Commerce and Management

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA205 Constitution of India

(Total hours 30)

Goals This course is to keep the students abreast with the knowledge of the Constitution of India. To make the students understand the importance of human rights as citizens of India.

Objectives By the end of this course, a student will

State and explain the constitution of India and its Constituent Assembly

Explain fundamental rights and duties of citizen

Identify union, state and federalism of India

Knowledge of electoral process in India.

State the basic concepts of Human Rights and its functions and authorities in society.

Course content

Unit 1 Indian Constitution

Unit 1 Meaning and Importance of Constitution

Unit 2 The Constituent Assembly

Unit 3 The Preamble

Unit 4 Salient Features

Unit 2 Fundamental Rights and Directive Principles

Unit 5 Meaning and Differences between Fundamental Rights and Directive Principles

Unit 6 Fundamental Rights

Unit 7 Rights Information Act Meaning, importance of RTI 2005

Unit 3 Union Government

Unit 8 President of India- Election, Powers and Position

Unit 9 Prime Minister and council of Ministers

Unit 10 Parliament – Lok Sabha, Rajya Sabha- Organisations and Powers

Unit 4 State Government

Unit 11 The Governor

Unit 12 Chief Minister and Council of Ministers

Unit 13 State Legislature Vidhana Sabha, Vidhana Parishad – organization and Powers

Unit 5 Federalism In India

Unit 14 Meaning Federal and Unitary Features

Unit 6 The Judiciary

Unit 15 The Supreme Court – Organization, Jurisdiction and Role

Unit 16 The High Court – Organization Jurisdiction and Role

Unit 7 Electoral Process In India

Unit 17 Election Commission – Organization, Functions

Unit 8 Local Governments

Unit 18 Rural and Urban – Organisation, Powers and Functions

Unit 9 Human Rights

- 1.1 Human rights – Meaning
- 1.2 Universal Declaration of Human Rights

Unit 10 Human Rights Advocacy

- 1.1 Global Advocacy of Human Rights Amnesty International and other Organizations.
- 1.2 People’s Union for Civil Liberty (PUCL)
- 1.3 Human Rights Commission in India
- 1.4 Minority Commission in India
- 1.5 Remedies against Violation of Human Rights in India

Suggested Reading

Basu, D.D , Constitution of India, New Delhi Himalaya Publication ; 2001
Dinesh Shelton, David P Stuart, International Human Rights in Nutshell. Thomas Burghentel, West Nutshell Publisher; London; 2005.
Parvathy Appaiah, Constitution of India, Mangalore Divya Deepa Publication ; 2005
Parvathy Appaiah, Human Rights. Divya Deepa Publication Mangalore ; 2016
RajRam. M, Constitution of India Himalaya Publication, New Delhi ; 1999

Teaching learning Methodology

Lectures, PPT, videos, websites study of Government bodies regulating human rights and environmental policies, case studies, role play , street plays ,group discussions , presentations , debates , expert talks and online resources .

Visit to an area to document environmental assets river/ forest/ flora/fauna, etc.

Visit to a local polluted site--Urban/Rural/Industrial/Agricultural.

Study of common plants, insects, birds and basic principles of identification.

Study of simple ecosystems--pond, river etc.

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Presentation/Class Participation/Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	50 questions x 1 mark each	50 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	75 questions x 1 mark each	75 Marks
	Total		75 Marks

BBA206 Business Law

(Total hours 60)

Goals The goal of this course is to impart basic knowledge of the important business laws along with relevant case law.

Objectives By the end of the course, a student will

- Impart essential knowledge about relevant laws concerning and effecting business organizations in operation.
- Familiarize the student with certain statutes that may apply in business context.

Course Content

Unit 1 The Indian Contract Act 1872: General principle of law of Contract

- Contract- meaning, characteristics and kinds
- Essentials of a valid contract-Offer and Acceptance
- Offer :legal rules as to offer
- Acceptance: legal rules as to

Unit 2 Consideration, contractual capacity, free consent:

Lawful consideration-Meaning, legal rules, privity of contract (stranger to contract) with exceptions. Exceptions to the rule 'no consideration no contract', Capacity to contract-Persons Disqualified from contracting, Effects of Minor's agreement Free Consent-Meaning and essentials of coercion, Undue influence, Fraud and misrepresentation, Mistake- Mistake of Law, Mistake of fact, Bilateral and Unilateral Mistake (meaning).

Unit 3 Lawful Object, Contingent Contract and Quasi Contract:

Lawful Object- Meaning, Agreements Opposed to Public Policy, Wagering Agreements Contingent Contract- meaning and Rules, Distinction between Wager and Contingent Contract.

Quasi Contract- Meaning and Circumstances, Discharge of Contract- meaning and various modes of Discharge, Remedies for the Breach of Contract.

Unit 4 The Indian Contract Act, 1872: Special Contract

- Contract of Indemnity and Guarantee difference between a contract of indemnity and contract of guarantee,
- Contract of Bailment and Pledge- duties and rights of Bailor and Bailee
- Finder of goods
- Contract of Agency meaning, mode, duties and rights of agent and principal, personal liability of agent, termination of agency.
-

Unit 5 The Sale of Goods Act, 1930

- Contract of sale, meaning and difference between sale and agreement to sell
- Conditions and Warranties
- Transfer of ownership in goods including sale by non- owners
- Performance of contract of sale
- Unpaid seller- meaning and rights of an unpaid seller against the goods and the buyer
- Auction sale

Unit 6 The Information Technology Act 2000

- Definitions under the Act

- Digital signature
- Electronic governance
- Attribution , Acknowledgment and Dispatch of electronic records
- Regulation of certifying authorities
- Digital signatures certificates
- Duties of subscribers
- Appellate Tribunal
- Offences

Suggested Reading:

Avatar singh. The principles of Mercantile Law: Eastern Book Co; Lucknow
 Information Technology Rules 3000 with information technology Act 3000, New
 Delhi, Taxman Publications Pvt.
 Kapoor N.D, (2015), Elements of Mercantile Law, Delhi, Sultan Chand & Sons.
 M.C Shukla. Mercantile Law: S Chand & Co; 2010.
 SN Maheshwari and SK Maheshwari. Business Law: National Publishing House, New
 Delhi

Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Interaction /Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
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The Yenepoya Institute of Arts Science Commerce and Management

Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA301 Introduction to Aviation Industry

(Total Hours 90)

Goals The objective of this course is to familiarise students with basis of aviation. This courses of vital importance to Aviation Students, where they will be learning about the techniques and methodologies used in protecting passengers, crew, baggage , cargo, mail, ground personnel, aircraft and property of Airports. Students will familiarize with Safety and Security in Air Transportation. On successful completion of this course, the students will understand Safety Culture in Airlines Nature of Accidents and Managing Human Errors.

Objectives By the end of this course, a student will

Define and state the principles of the Aviation industry of the context of Airline terminal management.

Describe the role of travel agents and approved travel agencies in managing tourists experiences.

Differentiate between domestic international tourists need in expectation in providing services.

Course content

Unit 1 Introduction

Principles of Aviation, the Evolution of Aviation, Growth Drivers, Issues & Challenges. Importance of Personality Development. Commercial Aviation-Air Taxi Operations. Private Operation- Airport Handling. Functions of IATA-ICAO - Aims and Goals. IATA Geography and Global indicators.

Unit 2 Introduction to Airline Industry

History – Regulatory bodies – navigation systems – air transport system – functions – customers – standardization - management – airside – terminal area – landside operations – civil aviation – safety and security – aircraft operator’s security program – security v/s facilitation – ICAO security manual – training and awareness – rescue and fire fighting – issues and challenges – industry regulations – future of the industry.

Unit 3 Airlines Terminal Management

Airline Operational Management- Domestic- International Departure Formalities, Security Check- In. Hand Baggage Screening Personal Frisking- Boarding the Plane, Ground Announcements. Handling of Delayed Flight-Disruptive Flights. Ramp Handling & Ramp Safety- Procedure

Unit 4 Major accident analysis & managing human errors

Identifying root causes of Human Errors - Human Reliability Assessment - Safety cultures in Airlines - Threat and Error Management (TEM) - Mid-Air Collisions - Runway Incursions - Weather Factors - Human Factors and Mechanical Failures

Nature of accidents, major issues: a contemporary assessment

Causes of Accidents - Major Aviation Disasters: Case Studies - Statistics of Aviation Disasters - Investigation, Analysis and Reporting Psychological Aspects and Training - Bird Strike: Airport Operators’ responsibilities - Airside Discipline - Maintenance of Airport and Aircraft

Unit 5 Crew Resources Management

Evolution and Basics - Flight Control Crew Management - Maintenance Resource Management Impact of CRM in Aviation Safety CRM Training Evolution and CRM Desired Skills - Performance Standards for Instructors in CRM - CRM Standards and Training - CRIMs (CRM Instructors) and CRIMEs (CRM Instructor Examiners)

Unit 6 Public Relations: An essential in Aviation

Issues in PR: Airport Operators, Air Operators, Security Requisites of a Good PR professional – Challenges: Accessibility, Integrity of Information and Neutrality Handling the media - Types and Role of Media Handling - Do's and Don'ts in Media Handling - Preparation for Elective Media Handling - Electronic Media

Public Relations and Crisis Management at Airports

Crisis at an Airport - Preparing for a Crisis - Managing the Crisis - PR: The Role during Crisis- Four Steps Public Relations Process, Defining PR Problems, Planning And Programming, Taking Action And Communicating.

Unit 7 Technological Improvements on Aviation Safety and Security

Technological Improvements on Aviation Safety and Security -Introduction- Microwave Holographic Imaging -Body or Fire Security Scanner -New Generation of video Security Systems -Biosimmer – Biometric Systems, Metal Detectors-X ray Inspections, Passive and Active Millimeters-Trace- Detection Techniques. - The way on Drug and Explosives.

Suggested Reading

- Aviation and Airport Security – Kathleen M. Sweet –Pearson Education Inc.
- Aviation and Airport Security: Terrorism and Safety Concerns,
- Aviation and Airport Security: Terrorism and Safety Concerns, Kathleen M. Sweet
- Aviation in Crisis – Ruwantissa I.R. Abeyratne – Ashgate Publishing Ltd.
- Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill
- Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill
- Aviation Safety Programs – Richard H. Wood – Jeppesen Sanderson In
- Aviation Safety Programs: A Management Handbook – Richard H. Wood.
- Commercial Aviation Safety, 5th Edition by Clarence Rodrigues
- Contemporary logistics: an international approach-Chris Cooper&C.Michael Hail
- Human Resource Management for Logistics ,Hospitality and Leisure Industries: An International Perspective by Tom Baum
- IATA Manual on Diploma in Travel & Tourism Management
- International cases in Logistics Management-Susan Horner John Susan Brooke
- International Logistics by H.L.Bhattia
- Marketing Management –Ramaswamy & Namakumari –MacMillan
- Ministry of Tourist/Railways/Civil Aviation : Annual Report
- Philip Kotler: Marketing management (Millenium edition), prentice hall of India P (ltd), New Delhi 2001
- Practical Aviation Security, Second Edition: Predicting and Preventing Future Threats – Jeffrey Price.
- Principles of Marketing Management – Phillip Kotler

Risk Management and Error Reduction in Aviation Maintenance – Manoj

S. Patankar and James C. Taylor – Ashgate Publishing Ltd.

Services Marketing – Indian experiences – Ravishankar, South Asia publication 1998,
Delhi Services Marketing- Text & Readings – P.K. Sinha & S.C. Sahoo – Himalaya,
Mumbai

Stephen Shaw “Airline Marketing and Management " Ashgate Sixth Edition.

The International Marketing of Travel and Logistics: A Strategic approach by
Francois Vellas & Lionel Becherel

Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

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Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Presentation/Class Interaction /Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA302 Aviation and Hospitality Management

(Total Hours 90)

Goals The objective of this course is to enable the students to understand about the Aviation's History, its major players and its current trends and challenges.

Objectives By the end of this course, a student will

Perform simulation operations involved in the Airport processes.

Interpret the Meteorological data's and to calculate the Airport fees, Rates and Charges.

Identify the various Regulations involved Aviation Industry.

Explain and define the hospitality industry structure and the concepts of accommodation and food service principles and practices.

Course Content

Unit 1 Principles of Aviation

The evolution of aviation growth Drivers, Issues and challenges. IATA, ICAO, National Aviation Authorities and Role of state and central government. Aviation law, freedoms of air & Civil Aviation conventions. Importance of personality development. Functional layout of an Airport, Ground handling & types of Airports. Airports –Civil, Military, Training, Domestic International, passengers/cargo terminals. IATA Airline and Airport codes, Aviation abbreviations, National and International Airlines, types of Aircrafts.

Unit 2 Airport Operations

Airline terminal Management- Flight Information counter reservation and ticketing, checking issue of boarding pass customs, security hold area and immigration formalities-Coordination-security clearance. Baggage and Handling of expectant mother, unaccompanied minors and disabled passengers- handling of stretcher passengers and human remains. Airport and aircraft security.

Unit 3 Hospitality

Introduction of hospitality, industry and organisation structure. Accommodations operations, front office and Guest rooms, collection and study of hotel brochures and tariff. Classification of Hotels, Hotel Chains Associations & Types of Rooms. Airline Catering and various bodies.

Unit 4 Accommodation Operations

Introduction to the accommodation operations, front office and guest rooms. Introduction to housekeeping, cleaning agents and equipments. Use of cleaning equipments, agents, dusting, cleaning methods in housekeeping, bed making, cleaning guest rooms, bathrooms, arranging maids trolley, room supplies, room linen and linen room. Flower arrangement and pest control.

Unit 5 Aviation Travel Geography

IATA Areas of the World , TC1, TC2 and TC3, Global Indicators , IATA Codes - Airline, Airport, City and Country ,Countries and Capitals around the world ,World Time Zones and GMT Calculations, Currencies around the world - Codes, Types and Convertors, Airline abbreviations and terminologies.

Unit 6 Cabin Crew Duties and Responsibilities

Documentation, Pre-flight check of safety equipments, Pre boarding duties, Post boarding duties, Briefing for special handling passengers, Before Takeoff duties, After Takeoff duties, In flight service, Before Landing Duties, Post landing duties. Food and Beverage Service-practices and principles.

Unit 7 Cabin Crew - In flight Safety and Security

Introduction of in-flight safety and security; crew duties on board, documentation used by cabin crew, departments in an airline/ CC Protocol, embarkation and disembarkation. Procedures for passenger, special handling of passenger regulatory requirements. In flight and ground announcements- regional language, English and Hindi. Emergencies on board, safety equipment, fire and depressurization, evacuation on land and water/ brace positions/ jungle and sea survival and doors. Anti terrorism and bomb scare, hijack and its history. The role of crew resources management and trouble with culture. List of Emergency Equipment , Pre-flight check list ,List of emergency situations , Emergency Response System, SEPM and QRH (Safety and Emergency Procedures Manual and Quick Reference Hand Book) , Rapid Review, Brace Positions, Evacuations - Land and Water.

Suggested Reading:

- Academic Dictionary of Civil Aviation – by R K C Shekar – 2005
- Airport Management – World Class & beyond Paperback – 2010 by P .C.K. Ravindran
- Aviation Hospitality Management (English)(Paperback)) – by Ravi Sharma
- Aviation Hospitality Management Hardcover -2012- by Ravi Sharma
- Aviation Internet Directory; A Guide to the 500 Best Web Sites (Aviation Week Book Paperback – Import, 1 Sep 2001 – by John Allen Merry
- Aviation, Hospitality and Tourism Management Hardcover -2012- by L. K. Sharma
- Civil Aircraft: 300 of the World's Greatest Civil Aircraft (Expert Guide Series)
- Civil Aviation and Tourism Management Hardcover – 18 Dec 2012 – by Singh G.
- Soft Skills – Third Edition – by Dr. Alex
- Corporate Grooming and Etiquette Paperback – 1 Jun 2010 by Sarvesh Gulati
- Dangerous Goods (English) (Paperback) – 2013 December by Sean Hill
- Front Office Operations Fourth Edition – 2007 – by Colin Dix & Chris Baird
- Global Aviation & Hospitality Management 01 Edition (Paperback) – 2008 by Gagandeep Singh
- Hardcover – Import. 1 Jul 2001
- Hotel Front Office – Operations and Management – 2010 – by Jatashankar R. Tewari
- Hotel Housekeeping – A Training Manual – Second Edition - 2011- by Sudhir Andrews
- Hotel Housekeeping – Operations and Management – second edition – 2011- by G. Raghubalan & Smritee Raghubalan
- Hotel Housekeeping & Management and Operations- 2010- by Sudhir Andrews

Introduction to Tourism & Hotel Industry - Front Office Management – 2010 – Mohammed Zulfikar Management

Soft Skills Enhancing Employability – 2010- by M.S. Roa

Text Book Of Hospitality Tourism And Aviation Hardcover – 9 Mar 2011 – by P.K. Bal

The Principles and Practice of International Aviation Law (English) (Paperback)-2014
Gabriel S. Sanchez Brian F. Havel

Teaching Learning Methodology

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Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Interaction /Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA303 Airfare, Ticketing Practices and Commercial Geography

(Total Hours 90)

Goals This course is to familiarize the students with the methods of ticketing in airlines and enable them to identify different modes of transportation and fare calculations.

Objectives By the end of this course, a student will

- Construct fares for various traffic conferences
- Demonstrate the ability to issue tickets
- Apply the practical knowledge in the travel agency

Course content

Unit 1 International Transport Associations

IATA, UFTAA, ICAO, Conventions - Chicago and Warsaw convention, Freedoms of Air, Bilateral agreements. IATA Areas of the world, IATA global Indicators, Anatomy of Journey. Concept of pricing per ticket.

Unit 2 Fares and Ticketing Terminologies

Local Currency Fares Ticketing terminology- maximum Permitted Mileage, MPM, ticketed Point Miles TPM, Extra Mileage Allowance EMA Extra Mileage Surcharge EMS, Higher Intermediate Point HIP.

Unit 3 Types of Journeys and Fare Calculations

Types of journey, Round Trip, Circle Trip, The RT and CT Fare Construction Formula,, Tax References, Children and Infant and Minor Passengers, Unaccompanied passenger UM . Fare calculation Rules, Fare construction terminology, Fare Construction with IATA /UFTAA Formula Normal fares, Net Fares , BSP Billing and Settlement Plan.

Unit 4 Role of GDS and types of CRS

Introduction to Global Distributions System and Computerized Reservation System Types of CRS- Amadeus- Galileo Sabre and World Span. Encoding and Decoding , Neutral availability. Return Availability, Waitlisted and ARNK Segments, Ticketing Element, Building a PNR. Building a PNR-supplementary Data-Optional Service Information-Special Service Request-Retrieving and Displaying a PNR-Cancelling PNR Elements-Modifying PNR elements-Changing Segment Status-Splitting a PNR.

Unit 5 Airline Terminology

Airports and offline stations served by airlines – Abbreviations used in airlines- Freedom of Air – Types of journeys (OW, CT, RT, OJ, and RTW) – Global indicators.

Passenger ticket

Different coupons – ticketing instruction and conjunction tickets – Open tickets, E-tickets and its advantages – Miscellaneous charges order (MCO) and Prepaid Ticket Advice (PTA) – the rounding off of currencies, referring to airline time table, TIM, OAG, PAT.

Unit 6 Air fares

Types of fare – normal face (Adult, child & infant) – Special fares, discounted fares, passengers requiring special handling – passengers with medical problems – Expectant women – Unaccompanied minors – infants – VIPs/ CIPs, introduction to special fares. Internal fare constructions based on IATA & UFTAA – FBP – NUC – MPM – TPM – EMA –HIP – BHC – ROE – LSF – RWM. Point to point one way routing – Specified routing – Round the world Minimum (RWM) – Circle Trip Minimum (CTM).

Unit 7 Introduction to Aviation Geography

IATA areas; sub-areas; sub-regions. Freedoms of Air. Time calculation: GMT variation; concept of standard time and daylight saving time; calculation of elapsed time and flying time. Familiarisation with OAG: 3 letters city code; airport code; airline designated code; country and currency codes; global indicators; TIM; Hubs and Gateways; Flight and Routing Terms. Aircraft types.

Suggested Reading

- Aggarwal, Surinder Travel Agency Management, Communication India, New Delhi.
- Bradnock, Robert & Rama India Handbook 2000, Passport Publishers, UK, 1995.
- International Air fare & Ticketing By SK Gupta UDH Publication Delhi
- Nawab, A.W. Comparative Evolution of World Air Transport, National Publishing House, Delhi.
- Stratford, A.N. Air Transport Economics in the Supersonic era, McMillan, Bristol.

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	Total		50 Marks

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Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA304 Consumer Behaviour

(Total Hours 30)

Goals This course will enable the students to familiarize themselves with the processes of opinion leadership, adoption and levels, models of consumer decision making. Discuss difficulties, challenges of consumer behaviour in Indian context and issues emerging.

Objectives By the end of this course, a student will

Understand concepts, models and applications of consumers.

Describe consumer perception, its elements and study about learning theories, attitudes and motivation.

Illustrate the influence of culture, subculture and cross culture on consumer behavior.

Course Content

Unit 1 Consumer Behaviour

Definition of Consumer behaviour, Consumer and Customer, Buyers and Users, Development of consumer behaviour field, development of marketing concept, disciplines involved in the study of consumer behaviour.

Unit 2 Consumer an Individual

Consumer Motivation, Personality, Perception, Learning, Attitude, attitude change.

Unit 3 Consumer in their Social and Cultural setting

Consumer and cultural influences, Social class influence and consumer behaviour, group influences and consumer behaviour, family influences.

Unit 4 Consumer decision making process

Consumer decision making, problem recognition, information search, evaluation of alternatives and selection, purchase, post-purchase behaviour.

Unit 5 Organizational buyer behaviour

Introduction to organizational buyers' behaviour, Factors influencing organizational buying behaviour.

Suggested Reading:

Consumer Behaviour – Text and cases- by Satish K Batra and S H H Kazmi-IEdition, Excel Books.

Consumer Behaviour-Ramanuj Majumdar

Consumer Behaviour-Suja Nair, Himalaya Publishing House.

Teaching Learning Methodology

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Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA305 Research Methodology

(Total Hours 30)

Goals This course provides the students the knowledge which is essential for gathering, analyzing and interpretation of the problems confronted by humanity. This paper introduces the nature of Social and Business research, and provides the techniques of research, identification of problem, research design, data collection, sampling, hypothesis, processing, and interpretation of data and preparation of reports. As a prerequisite, students should be having a basic knowledge about concepts relating to research, basic statistics and business.

Objectives By the end of this course, a student will

Provide an overview of the research process

Identify the methods and techniques of research

State clearly their research problem and associated research questions arising, including both descriptive and either explanatory or exploratory questions.

Conduct a literature review of the concepts comprising the research questions

Define the main elements of a potential research instrument for testing the hypotheses

Distinguish between quantitative and qualitative approaches and methods

Course content

Unit 1 Nature of Social and Business Research

Meaning and definition of research, Criteria of good research, social research-Goals, assumptions, deductive and inductive methods, significance and difficulties of Social research. Business research- Research and business decisions.

Unit 2 Methods and Techniques of Research.

Classification of research-According to the intent- Pure Research, Applied Research, Exploratory Research, Descriptive Study, Diagnostic Study, Evaluation Studies, and Action Research. According to the method- Experimental Research, Analytical Study, and Historical Research. Inter Disciplinary Research and its essentials.

Unit 3 Research Problem and Research Design.

Research Problem Steps involved for selection of a topic for research study, components of research problem, Definition of Problem, Evaluation of Problem, review of relevant literature, sources of literature Note Taking. Testing of Hypothesis, Errors in Hypothesis.

Research Design - Meaning, definition, Classification of Research Designs. Importance of Research Plan, Contents of a Research Plan.

Unit 4 Sampling and Sample Design

Meaning of Sample, purpose of Sampling, Sampling Technique – Random Sampling and Non-random sampling, Errors in Sample Surveys – Sampling Errors and Non Sampling Errors.

Unit 5 Methods and Tools for Data collection.

Methods of Data Collection Meaning and Importance of data, Sources of data – Primary Sources and Secondary Sources, Methods of collection of Primary and Secondary data. Tools or instruments of data collection Observation schedule, Interview guide, Interview schedule, Mailed questionnaire, Rating scale, Check list, Opinionated, Document Schedule. Types of

Questions—open ended/close ended, Measurement scale—Meaning and types. Analysing and interpretation of data and Report Writing.

Suggested Reading

- Bhandarkar, W. T. (2006).Methodology and Techniques of Social Research. Mumbai Himalaya Publishing House.
 C.N Kothari. Research Methodology/3rd edn New Age International Pvt Ltd; New Delhi
 Krishna swami, O. (2012).Research Methodology. Mumbai Himalaya publishing House.
 Krishna swami, O.R (2012).Research Methodology. Mumbai Himalaya publishing House.
 Pannerselvam.R. (2006).Research Methodology. New Delhi Prentice Hall of India.
 Trochim, M.K. (2009).Research Methods. New Delhi Sultan Chand.

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Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA306A Enterprise Resource Planning

(Total Hours 30)

Goals This course is to enable the students to describe the role of an ERP in carrying out business processes in a company and explain how ‘best business practices’ are incorporated in an ERP.

Objectives By the end of this course, a student will

- Make basic use of Enterprise software, and its role in integrating business functions
- Analyse the strategic options for ERP identification and adoption.
- Design the ERP implementation strategies.
- Create reengineered business processes for successful ERP implementation.

Course content

Unit 1 Introduction to Information System

Business Functions and Business Processes, importance of Information Characteristics of information; Types of information, Information System Components of an information system; Different types of information systems; Management information system, Enterprise Resource Planning Business modelling; Integrated data model.

Unit 2 Introduction to ERP

Defining ERP, Origin and Need for an ERP System, Benefits of an ERP System, Reasons for the Growth of ERP Market, Reasons for the Failure of ERP Implementation Roadmap for successful ERP implementation.

Unit 3 Business Process Re-engineering

Business Process Re-engineering, Management Information systems, Decision Support Systems, Executive Information Systems- Advantages of EIS; Disadvantages of EIS, Data Warehousing, Data Mining, On-Line Analytical Processing, Product Life Cycle Management, Supply Chain Management, ERP Security.

Unit 4 ERP Tools and Software

ERP Tools and Software, ERP Selection Methods and Criteria, ERP Selection Process, ERP Vendor Selection, ERP Implementation Lifecycle, Pros and cons of ERP implementation, Factors for the Success of an ERP Implementation.

Suggested Reading:

Concepts in Enterprise Resource Planning, latest Editions By Ellen Monk and Bret Wagner, Thomson Course Technology

Enterprise Systems For Management, by Motiwalla and Thompson, Pearson/Prentice Hall 2011

Essentials of Business Processes and Information Systems Simha Magal and Jeffrey Word. ISBN-13: 978-0-470-23059-6

<https://saadajaved.wordpress.com/management/>

Simha R. Magal and Jeffrey Word (2009). Integrated Business Processes with ERP Systems, Wiley.

Simha R. Magal and Jeffrey Word (2010). Essentials of Business Processes and Information Systems. Wiley.

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Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBT306B Elements of Port and Shipping Management

(Total Hours 30)

Goals To familiarize the fundamental functions, operations, ownership and management structure of the ports and terminals. This course is designed as an introduction to the world of shipping (a) Dealing with ships themselves (b) Shipping markets (c) Will explore the geography of maritime and commercial world (d) Legal aspects of shipping business (e) Commerce concerned with money (f) Basic accounting & corporate structures

Objectives By the end of this course, a student will

Get knowledge in Shipping Markets and its legal aspects.

Know about the basic shipping operations

Describe the various shipping accounting concepts which enables them to fetch global placements.

Course Content

Unit 1 Port Structure and Functions

Definition - Types and Layout of the Ports – Organisational structure-Fundamental observations. Main functions and features of ports: Infrastructure and connectivity - Administrative functions - Operational functions. Main services: Services and facilities for ships - Administrative formalities - Cargo transfer - Services and facilities for cargo - Additional “added value” service- Ports and their stakeholders like PHO, Immigration, Ship agents, Stevedores, CHA.

Unit 2 Port Operations

Berths and Terminals - Berth Facilities and Equipment - ship Operation - Pre- shipment planning, the stowage plan and on-board stowage - cargo positioning and stowage on the terminal - Developments in cargo/container handling and terminal operation - Safety of cargo operations - Cargo security: Measuring and evaluating performance and productivity.

Unit 3 Port Development

Phases of port development - Growth in world trade - Changes in growth - Development in terminal operation. Shipping technology and port: Ship knowledge - Ship development and port development - Port time and ship speed - Other technical development affecting port.

Unit 4 Sea Transport

Sea Transport – Introduction – Why Ships – Different Shipping markets – Who Trades - Conclusion. The Supply of Ships – Brief History – Supply of Shipping – Why operate Ships – Protectionism – Ship Registration – Port State Control – Ship Classification. Maritime Geography – Introduction – Ocean & Seas – Ports –Geography of trade. Ship Sale & Purchase.

Suggested Reading:

Dr.Mueller Ag & Co Ka.

International Ltd, 2nd revised edition, 2009.

Introduction to Shipping, Institute Of Chartered Shipbrokers, Witherby Seamanship

Lambert M Surhone, Miriam T. Timpledon, Susan F. Marseken (2010) Vdm Verlag

Robert Moran, Sir George Renick, 1st Baronet, Llc Book, 1994.

Shipping Biography Introduction: Jacob Kamm, Sean Connaught on, Gustaf Erikson,

Teaching Learning Methodology

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	Marks
Internal Assessment	25
Final Examination	75
Total	100

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	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

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Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA401 Introduction to Logistics

(Total Hours 90)

Goals This course is to enable students to familiarize with concepts of practices and procedures in logistics operations and logistics management in particular context to the Aviation Industry. The aim of the paper is to know how a logistic strategy fits into an organisation's broader decisions, understand the role of logistic providers, and realize the meaning of customer.

Objectives By the end of this course, a student will

Define travel and logistics products

Explain various transportation modes in the logistics network

Identify methods of logistics marketing

Identify the connections between national and international logistics

Course content

Unit 1 Logistics

Logistics- Definition - History and Evolution-Goals- Objectives-Elements-activities importance. The work of logistics-Logistics interface with marketing-retails logistics-Emerging concept in logistics. Concept of Logistics .Introduction – Components, Advantage & Growth-Logistics in Global Organisation .Marketing and Logistics Channel – Environmental and Marketing Issue .Inventory Management- Purpose, Type, Objective and Cost- Model of Inventory Management – MRP, DRP & JIT

Unit 2 Logistics Management

Logistics Management-Definition-Achievement of competitive advantage through logistics Framework-Role of Logistics management-Integrated Logistics Management. Evolution of the concept- model - process-activities (in brief).

Unit 3 Logistics Strategy

Strategic role of logistics – Definition - Role of logistics managers in strategic decisions - Strategy options, Lean strategy, Agile Strategies & Other strategies - Designing & implementing logistical strategy - Emerging concept in logistics.

Unit 4 Outsourcing Logistics

Reasons - Third party logistics provider - Fourth party Logistics providers (4PL) –Stages - Role of logistics providers.

Unit 5 Quality

Customer Service & Integrated Logistics: Customer service - importance elements -the order cycle system - distribution channels - Functions performed - Types designing.

Unit 6 Principles

Working understanding of logistics principles and the language of logistics .The key activities performed by the logistics function including distribution, transportation, global logistics and inventory control

Unit 7 Strategy Logistics as more than an operational function that passively executes a plan, but as a strategic function that creates value and competitive advantage. The concepts of International Logistics.

Suggested Reading

- A.K. Bhatia – Logistics Development - Principles and Practices, Sterling Publishers PvtLtd, New Delhi, 2003
- Ashworth, G. J. (2000), The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford Dept. of Logistics, GOI Investment Opportunities in Logistics (Brochure).
- David J. Bloomberg, Stephen LeMay &: Logistics, Prentice-Hall of India Pvt Joe B.Hanna Ltd., New Delhi, 2003.
- Dixit, M. Logistics Geography and Trends, Royal Publication
- Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004
- Donald Waters: Logistics. Palgrave Macmillan, New York, 2004
- Franklin, A and Crang, M (2001) 'The trouble with logistics and travel theory?' in Tourist Studies 1(5) p.5-22
- Hall, CM and Page, SJ. The Geography of Logistics and Recreation, Routledge.
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- IATA book on Foundation in Travel and Logistics with GDS
- International Atlas, Penguin Publication and DK Publications
- Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999
- Larsen, J, Urry, J and Axhausen, K (2006) Mobilities, Networks, Geographies Aldershot Ashgate
- New Inskip, Edward, Logistics Planning: An Integrated and Sustainable Development Approach (1991) VNR, New York.
- PranNath Seth – An Introduction to Travel and Logistics, Sterling Publishers Pvt Ltd Delhi, 1998
- R.K. Sinha – Growth and Development of Modern Logistics, Dominant Publishers, New Delhi, 2003
- Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005
- Sharma, J. K. (2000), Logistics Development. Design for ecological sustainability, Kaniska Publication, New Delhi.
- Sinha, P.C. Logistics Geography, Anmol Publication
- Williams, Stephen. (1988). Logistics Geography. Rutledge.

Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Interaction /Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA402 Introduction to Air Cargo Management

(Total Hours 90)

Goals This course is to enable the students to identify methods of logistics and air cargo systems, process and procedures within the aviation industry, whilst adhering to safety and speed requirements of air cargo. To familiarize the systems of air cargo management.

Objectives By the end of this course, a student will

Analyse the strategies of key industry stakeholders and discuss how value is delivered and captured in international air logistics chains;

Relate relevant regulatory frameworks and the roles of governmental air cargo security regulations to a range of industry actor perspectives;

Apply ground handling principles of air cargo;

Critically analyse the technical characteristics of aircraft as they relate to air cargo planning and operations and air cargo revenue management;

Match appropriate route structures and aircraft types to different combinations of passenger / freight airlines and all-cargo airlines;

Optimise air cargo economics (including air cargo revenue management/pricing) taking on perspectives of various actors.

Analyse the role of strategic alliances and emerging global supply chain management trends as they impact on the air cargo industry.

Course content

Unit 1 Air Cargo Concept

Introduction – Operations and Industry Regulations – Service Function, Organisation and Liability – SLI, Types of cargo-Handling of Perishable, Valuable Cargo and Special Cargo. Air cargo Tariff, Rates & Charges – Valuation charges and Disbursement. Airway Bill, Function, Purpose and Validation

Handling Facility

Airport Cargo Activity & Cargo Zone .Aircraft handling with Cargo. Cargo Terminals and Facilities. Emerging trend in Cargo & Cargo Carriers.

Unit 2 Transportation Logistics

Transportation and significance of transportation logistics. Utility created by transportation in logistics. Transportation as a means of conquering time and space. Features of inbound, outbound, local and medium, long and continental transportation. Features of logistics transportation.

Unit 3 Air Transportation

Air Transportation in logistics Significance of air transportation in logistics utility created by air transportation in logistics-Air transportation as a means of conquering time and space features and facilities offered by air cargo ways factors influencing growth in air logistics air suitability for different cargo- Innovative schemes facilities to popularize air cargo logistics in India –share cargo movement in India and worldwide conventions covering the movement of dangerous goods by air.

Unit 4 Roadways.

Roadways and Logistics Contours Roadways as a primary mode and complementary mode of transportation in Logistics – Features, Facilities and suitability- Innovations in road ways to make it Logistics friendly- Factors influencing choice- Factors influencing growth in Road Logistics- Suitability for different Cargo and distance Ranges segments – Innovative schemes/facilities to popularize rail logistics in India- Share of Railways in Cargo movement in India and world-wide. Role National Highways and the Toll highways- Outsourcing Fleets from others. Technology, Cost, Speed, Security and Dynamics- Competition with other modes.

Unit 5 Modes of Logistics

Coordination among different segments Concept ,needs and areas of coordination among different modes coordination among supply chain partners energy product prices and logistics environments and logistics problem and prospects in interstate logistics by road role of truckers bodies in road rail air cargo movement.

Unit 6 Transport System Model and Warehousing

Deregulation and Government Rule – Transport Security-Product Packaging and Pricing – Role of Warehouse –Alternative Warehousing. Trend in Material Handling – Inbound Logistics and Purchasing

Unit 7 Global Environment & Strategy

Global Supply Chain – International Documentation- Strategy Formulation & Implementation. Quality Concept & TQM – Improving Logistics Performance

Suggested Reading

- Alan Rushton & John Oxley, — Hand Book of Logistic and Distribution, Kogan Page
- Chi Chu, C. Leung, Van Hui & Cheung, 4th Party Cyber Logistics for Air Cargo, Spring, 2004
- Coyle, Bardi & Novack Transportation A Supply Chain Perspective, South-Western College, 2010
- Dangerous goods regulations – Manual (IATA)
- Edward J Bardi / John J Coyle / Robert A Novack, — Management of Transportation, Thomson – South- Western, 2006.
- Hui, Leong, Arming Zhang, et al, Air Cargo in Mainland China and Hong Kong, Ash gate, 2004
- John F Magee & William C Copalino, — Modern Logistics Management, John Wiley & Sons
- John Walter Wood, Airports: Some elements of design and future developments.
- Kent Gourdin, —Global Logistics Management, Wiley Blackwell
- L. B. Embry, P. K. Day, Carrier based air logistics study--data sources and issues,Dugitalized 2009
- Lambert, — Strategic Logistic Management, Academic Int Publisher
- Live Animal Regulations – Manual (IATA)
- Mark Wang Accelerated Logistics, Santa Monica CA.
- MB. Stroh, A Practical Guide to Transportation and Logistics, Logistics Network Inc. 2006
- MOSWest, Transportation and Cargo Security, Prentice Hall, 2005.

P.S. Senguttavan, Fundamentals of Air transport management Oxford Atlas – Oxford Publishing

Paul Jackson and William Brackenridge, Air cargo distributions: A management analysis of its economic and marketing benefits, Grower Press.

Paul R. Murphy, Jr and Donald F. Wood, — Contemporary Logistics, Prentice Hall, Peter Belobaba, Amedeo Odoni and Cynthia Barnhart, The Global Airline Industry, Wiley 2009

Peter S. Smith, Air Freight: operations, marketing and economics, Faber

Ratandeep Singh, Aviation Century: Wings of change – A global survey.

Ritter, Barrett and Wilson, Securing Global Transportation Networks, McGraw Hill, 2006

Simon Taylor, Air transport logistics, Hampton

Sung Chi-Chu, 4th Party Cyber Logistics for Air Cargo, Boston: Kluwer Academic Publishers.

Teaching Learning Methodology

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Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Interaction /Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA403 Airport Infrastructure Principles

(Total hours 90)

Goals This course is to provide an overview of airline management decision processes with a focus on economic issues and their relationship to operations planning models and decision support tools.

Objectives By the end of this course, a student will

Explain the evolution of aviation industry and airports.

Define the development of Airports

State operational processes of Airport.

Define the role of Directorate General of Civil Aviation

Course content

Unit 1 History of Aviation

History of Aviation with a special focus on India; major players in the airline industry, swot analysis of the different airline companies in India, market potential of airline industry, global and ethical concerns in the airline industry.

Unit 2 The Development of the Airports

Introduction – Related value Proposition. Evolution of traditional Air port – Evolutionary patterns for airport enterprises – Commercial Airport Philosophy – tourist and conference service – logistic services – property management – consulting services – BAA and the non aviation business – best airport in the world The Development of Airports – Related value Proposition. Evolution of traditional Air port – Evolutionary patterns for airport enterprises – Commercial Airport Philosophy – tourist and conference service – logistic services – property management – consulting services – BAA and the non aviation business – best airport in the world

Unit 3 Airport Operations

Airport planning - terminal planning design and operation; new airport development plans, competition in the airline industry and airport management; Airport Authority of India. Airport functions; airport operations. Comparison of airports in India and the world.

Unit 4 Organizational Structure in an Airline

Introduction to Organizational Structure in an Airline; Airline Management; Role of AAI and privatization; Airline coordination in Airports.

Unit 5 Directorate General of Civil Aviation

Role of DGCA, slot allocation; methodology followed by DGCA and ATC, Management of Bilateral and Economic Regulations.

Unit 6 Airport infrastructure and management airport planning

Air terminal planning, design and operation – airport operations – airport functions – organisation structure in an airline - Airport Authority of India (AAI) - functions of airport authority of India, comparison of global and Indian airport management – role of AAI - airline privatisation – partial privatisation.

Unit 7 Case Study

The case of Singapore Airport, Role and meaning of loyalty for a service company – Bench marking airline experience – Provider – Customer relational link – benefits from ALPS implementation of ALPS Airport marketing Planning – London city Airport A best – in – class provider in the Airport business – The Airport industry and An International Picture - Air port business in 2002- US & European performance in 2002 – Asia pacific performance in 2002 – Middle east/Africa in 2002 – Airport business in 2003 – 2005 outlook for the Air transport industry.

Suggested Reading

- Airline industry Poised for disruptive innovation? By Nawal Taneja
 Commercial airlines passenger fee issues (transportation infrastructure- roads, highways, bridges, airports and mass transit) by Michael J. Liguori.
 Graham A. (2001). Managing Airports An International Perspective- Butterworth-Heinmann. Oxford.
 Ready for takeoff? The potential for low-cost carriers in developing countries by Charles E.Schlumberger and Nora Weisskopf.
 Wells A. (2000). Airport Planning and Management. 4th Ed. London McGraw Hill.

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Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Interaction /Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA404 Purchasing and Inventory Management

(Total Hours 60)

Goals This course is to enable students to acquire knowledge and skills related to the practices of purchasing and inventory management in the industry.

Objectives By the end of this course, a student will

Explain the important theories of purchasing in manufacturing and service sector.

Define what purchasing and vendor management is.

Describe the purchasing process.

Describe vendor relationship management.

Identify alternate purchasing methods.

Describe the processes for continuous improvement in purchasing and vendor management.

Identify the best practices and quality control in inventory management

Course content

Unit 1 Introduction to Purchasing

Purchasing Process. Purchasing and Supplier Management: Sourcing and Supplies Management, Outsourcing –Global Sourcing – Vendor Identification – Selection – Evaluation – Development – Supplier Relationship Management – Supplier Quality Management.

Unit 2 The Vendor

Introduction to Vendor Management, Vendor Relationship Management and Capital Purchases **Purchase Methods** Alternate Purchasing Methods, Continuous Improvement in Purchasing and Vendor Management

Unit 3 Inventory

Inventory Management – Inventory Control – Importance and Scope of Inventory Control – Types of Inventory – Costs Associated with Inventory – Organizational set up for Inventory Management. **Selective Inventory Control** Economic Order Quantity – Safety Stocks – Inventory Management Systems – Forecasting Techniques – Material Requirement Planning and Execution – Ratio Analysis on Inventory – Profit Margin.

Unit 4 Manufacturing Planning

Just in Time (JIT) – Work in Process Inventories – Make or Buy Decisions – Concept of Outsourcing – Factors Influencing Make or Buy Decisions – Trends in Make or Buy Decisions in context of core competency.

Unit 5 Materials Handling

Importance - Principles - Criteria for selection of material handling equipments. Maintenance - Types - Breakdown - Preventive - Routine - Methods study - Time study - definition - Motion study - Principles– work measurement.

Purpose of Inventory

Goods – Types of Goods – Finished Goods Inventories – General Management of Inventory – Stocks _ Types of Stocks – Tracking the Paper Life.

Suggested Reading

Banga and Sharma : Production Management
 Bose & D Chandra. Inventory Management. 1st Edition.
 Bose & D Chandra. Inventory Management. 1st Edition.
 M.V. Varma : Materials Management
 Martin Christopher. Logistics and Supply Chain Management. Pearson
 O.P. Khanna : Industrial Engineering and Management
 Raghuram G. Logistics and Supply Chain Management. Mac Millan
 Sridhara Bhat. Inventory Management. 2nd Edition.

Teaching Learning Methodology

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Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Presentation/Class Interaction /Attitude Research Papers	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA405A Taxation, Law and Practice

(Total Hours 30)

Goals This course is to provide basic knowledge and equip students with application of principles and provisions of Income-tax Act, 1961 and the relevant Rules.

Objectives By the end of this course, a student will

- Distinguish sources of income
- Distinguish between deductible and non-deductible expenses
- Apply the tax code provisions
- Calculate tax for natural and legal persons
- Complete printed matter tax declarations

Course content

Unit 1 Introduction to Basic concepts

Income, agricultural income, person, assesses, assessment year, previous year, gross total income, total income, maximum marginal rate of tax; Permanent Account Number (PAN) Residential status; Scope of total income on the basis of residential status Exempted income under section 10

Unit 2 Computation of Income under different heads-1

Income from Salaries - Income from house property

Unit 3 Computation of Income under different heads-2

Profits and gains of business or profession - Capital gains - Income from other sources

Unit 4 Computation of Total Income and Tax Liability

Income of other persons included in assessee's total income; Aggregation of income and set-off and carry forward of losses; Deductions from gross total income; Rebates and reliefs. Computation of total income of individuals and firms; Tax liability of an individual and a firm; five leading cases decided by the Supreme Court.

Unit 5 Introduction to GST

Evolution, Meaning and salient Features of GST. Goals, basic schemes and Benefits of GST.

Suggested Reading

- Ahuja, Girish and Ravi Gupta. Systematic Approach to Income Tax. Bharat Law House, Delhi.
- Current Tax Reporter. Current Tax Reporter, Jodhpur.
- Gaurav Gupta, Hand book of GST – Law and Practice
- Ghousia Khatoun, Naveen Kumar C.M, Venkatesh S N, Goods and Services Tax Himalaya Publishing House.
- Glimpse of Goods and Service Tax.
- Hand book of GST in India Rakesh Garg and Sandeep Garg.
- Income Tax Reports. Company Law Institute of India Pvt. Ltd., Chennai
- India GST for beginners Jayaram Hiregange and Deepak Rao
- Mehrotra H.C. and Goyal S.P, Income Tax Law and Accounts, Sahitya Bhawan Publications. 4. Bangar's Comprehensive Guide to Direct Tax Laws.
- Pullani and Maniyar, Goods and Service Tax.
- Rajat Mohan, Goods and Services Tax

S S Gupta, GST Law and Practice

Singhania, Vinod K. and Monica Singhania. Students' Guide to Income Tax, University Edition. Taxmann Publications Pvt. Ltd., New Delhi.

Taxman. Taxman Allied Services Pvt. Ltd., New Delhi.

V.S Datey, , Goods & Service Tax ; Taxman

www.gst.gov.in, ctax.kar.nic.in

Teaching Learning Methodology

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Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	20 questions x 1 mark each	20 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	3 Questions x 5 marks each	15 Marks
Section C	Analytical Questions/Illustrations/ case studies/essay type questions	1 Question x 15 marks	15 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	4 Questions x 05 marks each	20 Marks
Section C	Analytical Questions/Illustrations/ case studies/essay type questions	2 Questions x 15 marks each	30 Marks
	Total		75 Marks

BBA405B Organizational Behaviour

(Total Hours 30)

Goals This course is to prepare students for advanced leadership roles in modern organizations and to become a successful manager. By taking the course students will be able to apply concepts of team work to create effective work groups to be successful in life.

Objectives By the end of this course, a student will

Analyse individual human behaviour in the workplace as influenced by personality, values, perceptions, and motivations.

Outline the elements of group behaviour including group dynamics, communication, leadership, power & politics and conflict & negotiation.

Identify your own management style as it relates to influencing and managing behaviour in the organization systems.

Enhance critical thinking and analysis skills through the use of management case studies, personal application papers and small group exercises.

Course content

Unit 1 Introduction to Organization Behaviour

Introduction to organization, organization and managers, manager' roles and skills, behaviour at work, introduction to organization behaviour, major behavioural science disciplines contributing to OB, challenges and opportunities managers have in applying OB concepts, OB model (including motivation models) and levels of OB model. Foundations of organization structure, organization design, organization culture, organization change, managing across cultures, human resource management policies and practices, diversity at work.

Unit 2 Individual behaviour

Introduction to individual behaviour, values, attitudes, job satisfaction, personality, perception and individual decision making, learning, motivation at work, managing emotions and stress (Meaning-Definition Stress and job performance relationship Approaches to stress management (Coping with stress)

Unit 3 Interpersonal behaviour

Interpersonal Behaviour, Johari Window, Transactional Analysis – ego states, types of transactions, life positions, applications of T.A., managerial interpersonal styles.

Unit 4 - Group behaviour

Introduction to group behaviour, foundations of group behaviour, concept of group and group dynamics, types of groups, formal and informal groups, theories of group formation, group norms, group cohesiveness, group decision making, inter group behaviour, concept of team vs. group, types of teams, building and managing effective teams, leadership theories and styles, power and politics, conflict and negotiation.

Suggested Reading

Aswathappa, K., Organisational Behaviour– Text and Problem, Himalaya Publication
Luthans, F (2004). Organisational Behaviour. McGraw Hill, International Edition.

Pardeshi, P. C., Organizational Behaviour & Principles & Practice Of Management, Nirali publication

Pareek, U (2004). Understanding Organisational Behaviour. Oxford University Press.

Pettinger, R (2002). Introduction to Management. Palgrave McMillan.

Robbins, S. P/ Judge, T. A/ Sanghi, S., Organizational Behaviour, Pearson Publication

Robbins, S.P. & Decenzo, D (2002). Fundamental of Management. Pearson Education.

Stoner, et.al. (2002). Management. Prentice Hall of India.

Weiss, J.W. (reprint of 2002). Organizational Behaviour & Change. Managing Diversity, Cross-cultural Dynamics & Ethics. Vikas Publishing House Pvt. Ltd.

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Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Interaction /Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA501 Airline and Airport Management

(Total Hours 90)

Goals This course will enable the students understand Terminals, Airport Operators and their functions, duties and responsibilities of ground handling agencies, documentation related to Airport Management.

Objectives By the end of this course, a student will

Explain the nature and types of business organizations, Principles & functions of Management Process of decision making

Unit 1 Introduction

History of Aviation- Development of Air transportation in India- Major players in Airline. . Industry-Market potential of Indian Airline Industry— Current challenges in Airline Industry Competition in Airline Industry. World Airlines and airports, world aviation bodies. Airports - Civil , Military - Training - Domestic/International - Passenger/Cargo Terminals – World Airlines - World's Major Airports – IATA / ICAO - National Aviation Authorities & Role of State and Central Governments - Airports Authority of India

Unit 2 International trends

Emerging Indian scenario- Private Participation International Developments – PPP Public Private Participation in Indian Airport - Environmental regulations-Regulatory issues - Meteorological services for Aviation - Airport fees, rates, and charges. Airport operator - Passengers' Terminal Management: Domestic - Passengers' Terminal Management: International - Cargo Terminal: Domestic and International - Airside Management: Ground and Flight safety.

Unit 3 Airport planning

Introduction – Growth of air transport, Airport organization and associations, Classification of airports, airfield components, Air traffic Zones and approach areas. Context of Airport system planning Development of Airport Planning process – Ultimate consumers – Airline decision – Other Airport operations

Unit 4 Airlines-revenue management and distribution and promotion

Building Block in Airline Pricing Policy-Uniform and Differential Pricing- The Structure of Air Freight Policy- Distribution Channel Strategies-Travel Agency Distribution System-Selling & Distribution. Channel in Air Freight Market- Brand Building Strategies in Airline Industry- relationship Marketing and Components of Marketing Strategies - Frequent Flyer Programme- Anatomy of Sale and Planning. Marketing Communication Technique-Airline Advertising - Air Freight Market- Future of Airline Market.

Unit 5 Ramp services

Ground handling agencies and documents- Role and Responsibilities of Ground Handlers - Ground Handling: Self Handling vs. Outsourcing - Ground Handling: Case Studies at India and Abroad - IATA Ground Handling Council.

Handling of Passengers - Handling of Baggage - Aircraft Handling -Catering Planning, Aircraft Fleet and its Maintenance - Ground Handling Agreements - Scheduling and Approvals - Crew Management and Documentation.

Passenger services

Passenger Handling: Departure Concourse - Passenger Handling: Transit and Arrivals - Passengers'. Baggage Handling - Specialized Handling of Passengers: VVIPs, VIPs, Physically Challenged

Unit 6 Airport operations

Airport planning-Operational area and Terminal planning, design, and operation Airport - operations-Airport functions-Organization structure of Airline and Airports sectors-Airport authorities-Global and Indian scenario of Airport management – DGCA –AAI

Unit 7 Airport handling

Airport Services - Standard Operations - Ramp Services & Airside Safety - Freight Warehouse. Management Airline Terminal Management-Flight Information Counter/Reservation and Ticketing. Check In/Issue of Boarding pass-Customs and Immigration formalities-Co-ordination-Security. - Managerial Operations - Airline Catering & Various Bodies Handling of Unaccompanied minors and Disabled Passengers. Handling of Stretcher Passengers and Human Remains-Handling of CIP,VIP & VVIP-Co-ordination of Supporting Agencies /Departments.

Suggested Reading:

- Alexander T.Well, Seth Young –Principles of Airport Management-McGraw Hill 2003
- Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill
- Aviation Safety Programs A Management Hand Book-Richard H.Wood – Jeppesen Sanderson Inc
- Doganis .R.-The Airport Business-Routledge, London-1992
- Graham .A-Managing Airport an International Perspective –Butterworth Heinemann, Oxford-2001
- IATA Training Manual – latest amended
- International Marketing – Philip R. Cateora – Irwin McGraw Hill, 9th Edition
- Managing Maintenance Error – James Reason and Alan Hobbs - Ashgate Publishing Ltd
- P S Senguttuvan – Principles of Airport Economics
- P.S. Senguttuvan –Fundamentals of Airport Transport Management – McGraw Hill 2003
- P.S.Senguttuvan –Fundamentals of Airport Transport Management – McGraw Hill 2003

Richard DE Neufville – Airport Systems

Risk Management and Error Reduction in Aviation Maintenance – Manoj S. Patankar and James C.Taylor – Ashgate Publishing Ltd

Strategic Management –Gregory G.Dess and Alex Miller –McGraw Hill -Irwin McGraw Hill,9th Edition

Wells .A-Airport Planning and Management, 4th Edition-McGraw-hill, London-2000.

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Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Interaction /Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
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The Yenepoya Institute of Arts Science Commerce and Management

Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA502 Aviation Law, Aircraft Rules and Regulations

(Total Hours 90)

Goals The course is to enable the students to familiarize themselves with laws related to aviation and aircraft operations. To enable the Students to learn the legal background of this Aviation World and all the Rules and Regulations connected with Air Transportation including the International Regulations as well as all the relevant State Acts passed in this respect.

Objectives By the end of this course, a student will

Identify the laws of the aviation industry.

Explain the rules and regulations for aircraft operations.

Unit 1 Rules of Air

Definitions – Aerodrome, Aeroplane, Air traffic, Alternate aerodrome, Apron, Controlled aerodrome, Controlled airspace, Manoeuvring area, Pilot-in-command, Psychoactive substances, Taxiway, Applicability Of The Rules Of The Air, Compliance with the Rules of the air, Problematic use of psychoactive substances, General Rules - Protection of persons and property, Avoidance of collisions, Lights to be displayed by aircraft, Signals - Distress And Urgency Signals

Unit 2 Operation of Commercial Air Transport- Aeroplanes

General Requirements - Compliance with laws, regulations and procedures, Safety Management, Flight Operations, Air Operator Permit, Minimum flight Altitudes, Aerodrome Operating minima, Fuel and Oil Records, Passengers, Flight Preparation, Oxygen Supply, Duties of pilot-in-command, Aeroplane Maintenance - Operator's maintenance responsibilities

Unit 3 Registration / Deregistration of Aircraft

Definitions, Classification of Aircrafts, Procedure for Registration of Aircraft, Application For Registration of Aircraft, Change of Ownership, Aircraft Imported By Air, Registration Certificate And Validity of Registration of Aircraft, Issue of Duplicate Certificate of Registration, Cancellation of Registration of Aircraft, Fixation of Nationality And Registration Markings, Identification Plate, Registration fees.

Unit 4 Provision of Medical Supplies in Aircraft

First- Aid Kit, Medical Kit, Universal Precaution Kit, Requirement of Medical Supplies, Contents of the First-Aid Kit, Contents of Medical Kit, Contents of Universal Precaution Kit, Periodic Examination of The Kit, General Requirements.

Unit 5 Civil Aviation Regulations Authority

DGCA-Introduction to Directorate General of Civil Aviation- DGCA functions-DGCA Organization- DGCA as Regulatory Authority
Aircraft Rules: Aircraft Act 1934, the Aircraft Rules 1937

Unit 6 National Legislation

The Air corporations Act, 1953 (27 of 1953), The Air Corporations (Transfer of Undertakings and Repeal) Ordinance, 1994(4 of 1994), The Air Corporations (Transfer of Undertakings and Repeal) Act, 1994 (13 of 1994), The International Airports Authority of India act, 1971 (43 of 1971), The National Airports Authority of India, 1985 (64 of 1985), The Airports Authority of India Act 1994 (55 of 1994), The Carriage by Air Act, 1972 (69 of 1972), The Tokyo Convention Act, 1975 (20 of 1975), The Anti-hijacking Act, 1982 (65 of

1975), The suppression of unlawful acts against safety of Civil Aviation Act, 1982 (66 of 1982).

Unit 7 Civil Aviation Requirements (CAR)

Section 1-General, Section 2-Airworthiness, Section 3-Air Transport, Section 4-Aerodrome standards and Air Traffic Services, Section 5-Air Safety, Section 6-Design standards and type certification, Section 7-Flight crew standards, training and licensing, Section 8-Aircraft operations.

Unit 8 International Conventions

The Chicago conventions 1944, The International Air Services Transit Agreement 1944, The International Air Transport Agreement 1944, The Warsaw Conventions 1920, The Geneva Convention 1948, The Rome Convention 1952, The Tokyo Convention 1963.

Suggested Reading

“Aircraft Manual (India) Volume” – Latest Edition, the English Book Store, 17-1, Connaught Circus, New Delhi.

“Civil Aviation Requirements with latest Amendment)” – The English Book Store, 17-1, Connaught Circus, New Delhi.

Aeronautical Information Circulars

Aircraft Manual, C.A.R. Sec. II

Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Presentation/Class Interaction /Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA503 Introduction to Supply Chain Management

(Total Hours 60)

Goals This course is to impart to the students an understanding of management concepts with a view to prepare them to face emerging challenge of managing business supply chain. Familiarize them with modern business practices, forms, procedures and functioning of commercial organizations. To know the essential elements in designing a formal supply chain organization system with an objective of effectiveness and efficiency. The students will also learn the major technology interfaces applied in Supply Chain Management.

Objectives By the end of this course, a student will

Describe the processes of SCM

Identify the key supply chain business processes

Discuss the forecasting systems design

Describe the technology integrated in supply chain coordination.

Course content

Unit 1 Supply Chain Management

An Introduction — Concept – Evolution and Development – Difference – Role – Scope – Functions and Importance – The new Manufacturing and Distribution Practices in the light of Globalized Economy – Local and International Supply Chains – Benefits and Issues – Types of Supply Chains and examples – Strategic, tactical, operational decisions in supply chain – SCM building blocks – Supply Chain Drivers and Obstacles – International Logistics and Supply Chain Management – The Total Cost Concept and Logistics and SCM Trade-Offs.

Unit 2 Key Supply Chain Business Processes

Planning – Sourcing – Producing – Distributing and Paying – Managing material flow and distribution – Distribution and Planning Strategy – Warehousing and Operations Management – Transportation Management – Inventory Management.

Unit 3 Forecasting Systems Design

Customer Service Management and Measurements – CRM – Manufacturing Logistics – Pricing Strategies – SCM Relationships – Third Party Logistics and Fourth Party Logistics – SCM Network Design and Facilities Development – SCM Planning and Development Strategies – Supply Chain Uncertainties – Supply Chain Vulnerabilities.

Unit 4 Supply Chain Coordination and Integration

Role of IT, Impact of Internet and E-Business – IT enabled SCM, Future of SCM.

Suggested Reading:

Donald F. Wood et.al., International Logistics

Donald J. Bowersox and David J. Closs. Integrated Logistics Management

Douglas Lambert and James R. Stock, Strategic Logistics Management.

James F. Robbison & William C. Capaciano (editors), The Logistics Handbook

Martin Christopher. Logistics and Supply Chain Management

N. Chandrasekharan, Supply Chain Management

Sunil Chopra and Peter Meindal. Supply Chain Management

Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Interaction /Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA504 Corporate Governance and Ethics

(Total Hours 30)

Goals This goal of this course is for a student to develop proficiency at evaluating and developing answers to some basic questions about the role and conduct of employees, managers, owners, stockholders, and businesses as a whole. A student will critically reflect on complex cases involving difficult choices – for instance, about how employees should interact with their employers, how businesses advertise their products, and what sorts of things can be produced and sold for a profit.

Objectives By the end of this course, a student will

Define ethical concepts that are relevant to resolving moral issues in business

Identify the moral issues involved in the management of specific problem areas in business

Examine the social and natural environments within which moral issues in business arise.

Develop the reasoning and analytical skills needed to apply ethical concepts to business decisions.

Unit 1 Ethics in Business

Concept of Business Ethics. Corporate Code of Ethics: Environment, Accountability, Responsibility, Leadership, Diversity, Discrimination. Principles and Theories of Business Ethics: Principles of Business Ethics, Characteristics of Ethical Organisation, Theories of Business Ethics, Globalization and Business Ethics, Stakeholder's Protection, Corporate Governance and Business Ethics.

Unit 2 Corporate Governance

Conceptual framework of Corporate Governance, Insider Trading, Rating Agencies, Whistle Blowing, Corporate Governance Reforms, Initiatives in India including clause 49.

Major Corporate Scandals: Junk Bond Scam (USA), Bank of Credit and Commerce International (UK), Maxwell Communication Corporation and Mirror Group Newspapers (UK), Enron (USA), WorldCom (USA), Tyco (USA), Andersen Worldwide (USA), Kirch Media (Germany), Vivendi (France), Parmalat (Italy) and Satyam Computer Services Ltd (India).

Unit 3 Corporate Social Responsibility

Arguments for and Against; Strategic Planning and Corporate Social Responsibility; Corporate Philanthropy, Meaning of CSR, CSR and CR, CSR and Corporate Sustainability, CSR and Business Ethics, CSR and Corporate Governance, Environmental Aspect of CSR, CSR Models, Drivers of CSR, ISO 26000.

Unit 4 Social Work

Concept, Definition, Objectives and Functions of Social Work, and Methods of Social Work. Values and Principles: Religious, Political and Utilitarian values, Code of professional ethics, Generic principles of social work.

Social Work Practice in India: Concepts: Social work, Social welfare, Social service, Social services, Social development, Social change, Social action, Human rights, Social exclusion (marginalization, exploitation, oppression), Empowerment.

Unit 5 Social Movements

Dalit movements, Tribal movements, Peasants movements, Working class movements, Naxalite movements, Women's movements, Environment and Ecological movements, Movements of project affected persons.

Suggested Reading:

Batra, Nitin (2004) Dynamics of Social Work in India, Jaipur: Raj Publishing House.
 Bob Tricker, Corporate Governance - Principles, Policies, and Practice, OUP, New Delhi.
 Bradford, W. Sheafor, Charles, R. Horejsi, Gloria A.; (Fourth Edition: 1997); Techniques and Guidelines for Social Work, London; Allyn and Bacon, A Viacom Company
 Chakraborty, S.K; "Ethics in Management"; Oxford India Paperback; Latest Edition
 Chakraborty, S.K; "Ethics in Management"; Oxford India Paperback; Latest Edition
 Daniel Albuquerque, Business Ethics, Principles and Practices (Indian Edition), OUP. Edition.
 J. P. Sharma Corporate Governance, Business Ethics & CSR, Ane Books Pvt. Ltd., New Delhi.
 Peter, Pratley; "The Essence of Business Ethics"; Prentice Hall of India Pvt. Ltd.; Latest Edition.
 Peter, Pratley; "The Essence of Business Ethics"; Prentice Hall of India Pvt. Ltd.; Latest
 Velasquez, Manuel G.; "Business Ethics"; Pearson Education Asia; Latest Edition.
 Velasquez, Manuel G.; "Business Ethics"; Pearson Education Asia; Latest Edition.
 Wadia, A. R. (Ed.) (1961) History and Philosophy of Social Work in India; Bombay; Allied Publishers Private Ltd.

Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage

1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Presentation/Class Interaction /Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA505A Productions and Operations Management

(Total Hours 30)

Goals This course is to enable students to identify and learn the processes which transforms the inputs/resources of an organization into final goods (or services) through a set of defined, controlled and repeatable policies. The students will also learn the rules that add value to the final output.

Objectives By the end of this course, a student will

Define 'operations' and 'operations management'

Identify the roles and responsibilities of operations managers in different organisational contexts

Identify operational and administrative processes

Describe the boundaries of an operations system, and recognise its interfaces with other functional areas within the organisation and with its external environment.

Course content

Unit 1 Production Management

Meaning of production, production management and operations management. Importance of production function. Production planning and control – meaning and scope.

Unit 2 Plant Layout

Plant layout – features, principles of a good plant layout. Importance of layout. Types of layout product layout, process layout, group technology/combined layout. Service facility layout – design of services and service processes. Special arrangements for particular types of plants. Arrangements of other facilities – location of receiving and shipping departments, storage, inspection, maintenance, employee facilities.

Unit 3 Operations Management

Operations Management Introduction, Operations Management, system and Strategy, Tools for Implementation of Operations, Industry Best Practices, Principles and practices of Warehouse management.

Unit 4 Value Analysis

Meaning of Value, Value analysis. Steps in value analysis programme – selection of products for value analysis, identifying the functions, evaluation of function by comparison, developing alternatives. Fundamental tools of value analysis programme. Design analysis and cost analysis. Advantages and limitations of value analysis.

Suggested Reading

Aggarwal L.N, Parag Diwan (1997), Management of Production Systems, Global Business Press.

Alan Muhlemann, John Oakland, Keith Lockyer (1978), Production and Operations Management, Mac Milan, India, IV Edition.

Artiba and S.E Elmaghaby(1997), The Planning and scheduling of production Systems methodologies and Applications, Chapman & Hall.

Ashwathappa & Bhat Production and Operations Management. Himalaya Publishing House.

Atul Sharma, Neetu Sharma Production Management. Vayu Education of India.

Barry Render, Jay Heizer(1997), Principles of Operations Management with tutorials, Prentice Hall, Inc. II Edition.

Bedi Kanishka Production and Operations Management. Oxford Higher Education.

Chary SN (2004), Production and Operations Management, Tata Mc Graw Hill III Edition.

Chary, S. N. Production and Operations Management. Tata McGraw Hill.

Everette E. Adam, Jr. Ronald J. Ebert Production and Operations Management. Prentice Hall India.

Kothari, C. R. An Introduction to Operational Research. Vikas Publishing House.

Rao Thukarm M. E. Production and Operations Management. New Age International Publishers.

Singh, S. P. Production and Operations Management. S. Chand.

Singhal, R. K. Production Management. Katson Books.

Starr Martin. K. Production and Operations Management. Cengage Learning India.

Telsang, M. T. Production Management. S. Chand.

Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Interaction /Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA505B E COMMERCE

(Total Hours 30)

Goals This course will provide students an overview of E Commerce; Main Activities of Electronic Commerce; Benefits of E-Commerce; Broad Goals of Electronic Commerce; Main Components of E-Commerce; Functions of Electronic Commerce – Communication, Process of E-Commerce; Types of E-Commerce; Role of Internet and Web in E-Commerce; Technologies Used; E-Commerce Systems; Pre-requisites of E-Commerce; Scope of E-Commerce; E-Business Models.

Objectives By the end of this course, a student will

Define principles of e-commerce from a business perspective providing an overview of business and technology topics.

Identify business models, virtual value chains and social innovation and marketing strategies.

Explain some of the major issues associated with e-commerce—security, privacy, intellectual property rights, authentication, encryption, acceptable use policies, and legal liabilities—will be explored.

Build their own web presence and market it using an online platform.

Course content

Unit 1 E-Business

Meaning, features, e-commerce & e – markets, e-marketing techniques, e-advertising, models of e- advertising, emarket research, e-business models – B2B, B2C&C2C, digital commerce, mobile commerce, emergence of e-governance in India, e-business applications.

Unit 2 E-Customer Relationship Management

Meaning of E-CRM, Analysis of E-Commerce customer needs, Satisfaction of E-Customer in E-World, Application of CRM in E-Commerce. Environment of Tourism, Internet Marketing.

Unit 3 Telecommunication revolution

Introduction to Email, internet, intranet and teleconferencing, www architecture, Introduction to E-Commerce, models B_B, B_C, and EDI, EDI applications in business, electronic payment cash, smart cards, and credit cards.

Unit 4 Applications of E-tourism

Business models - Business to Business (B2B) - Business to Consumer (B2C) – Mobile Applications- Online Travel Portals

Suggested Reading:

Buhalis D. (2004), E-tourism: Information Technology for Strategic Tourism

Computer applications in business – Subramanian K

Inkpen G.(2000), Information technology for Travel and Tourism, Addison Wesley

Malvino A.P (1995), Electronic Principles, McGraw-Hill.

Management Information System - Gordon B Davis

Management Information System - James O brien

Management Information System - Murdick and Ross

Management Information System- A contemporary perspective - Kenneth Laudon & Jane Laudon

Management, Prentice Hall India.

Poon A. (1998), Tourism, Technology and Competitive Strategies, CABI.

Rayport J.F. & Jaworski B.J. (2002), Introduction to Ecommerce, McGraw-Hill.

Sampad Kumar Swain & Jitendra Mohan Mishra (2012), Tourism Principles Practices, Oxford University Press.

Sheldon P. (2002), Tourism Information Technology, CABI.

Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Interaction /Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA506 Internship Project Evaluation & Viva

(Total Hours 30)

Goals- This internship involves students in common learning tasks, networking and the organisation of the workplace as well as specially focused learning tasks, which are connected to their personal professional development. The learning that takes place during the internship periods is an important factor in the student's professional growth. Students cooperate with own faculty, as well as with a training co-ordinator from the industry, a pedagogical supervisor from the university and a supervisor assigned to them at the workplace. The faculty usually has the role of professional supervisor in the student's professional development as a whole. The face-to-face sessions between students and the professionals is seen as connecting professionalism with personality, and those connections need strong reflective procedures. The co-ordinator is responsible for handling internship-related issues, for informing, guiding and advising students about the internships, and for developing internship practices. The faculty will provide customised learning Goals to suit the student's individual professional growth and monitors how the internship is implemented. This course is intended to develop the knowledge of the student in the management of project report writing. Special emphasis provided on project formulation and techniques for report writing. So, that they are able to draft project report in any area of their course and to evaluate a project. To provide the students with an opportunity to apply theoretical knowledge in real work situation

Objectives By the end of this course, a student will

Present a written report that defines the basic concepts classification, characteristics, processes, of the organisation in which the training was undertaken.

Explain the detail tools technology and systems, structures, environmental aspects of the organisation where the internship was undertaken.

Apply theoretical practice been taught in the previous semesters. thereby closing the gap between academic work and the actual practice

Define the role of professionals in specific industries and companies they are interested in, project their self-potentials, abilities and shortcoming.

Network and connect with professional and transit to full-time position

Course content

The report should be consist of

Introduction

Profile and background of the organisation

Terms of reference

Mission, Goals and purpose

Duties, roles and responsibilities, and schedules, learning from the organisation

Application of the theory to the real life situation.

Lessons learnt, challenges

Conclusion, recommendation

Appendix.

Students will be provided 270 hours during the close of the IV semester to undertake an internship in the aviation, travel and tourism sector and submit a project report based on their learning in contest to the subject thought during the previous four semesters. The project title will be chosen in consultations with the faculty who will provide a prescribed format. The

project will be submitted in the V semester. The evaluation of the project work will done by a board consisting of the HOD concerned faculty and a nominated expert if required.

Teaching Learning Methodology

Internships integrate accredited academic coursework with periods of supervised, relevant experiences in the workplace. Internships not only provide students with an opportunity to practice and apply knowledge in a field of study but also provide a learning scaffold for real-world workplace issues such as morality and ethics, spirituality, diversity, values-based leadership, managing conflict, change management and leadership. The teaching occurs as supervised learning in the real world environment.

Examination Scheme/Assessment

Sl. No.	Details	Hours
1.	Working on an Internship	270
2.	Report, Presentation, Viva	90
	Total	360

Marks for Internship

Sl. No.		Marks
1.	Working on a project / Industry feedback	50
2.	Report, Presentation, Viva	50
	Total	100

BBA601 Logistics Information System

(Total hours 90)

Goals To enable the students to familiarize themselves with the concepts and role of information technology in logistics management. The paper aims to teach the forms of logistics information, Information functionality, Information forecasting, and application of information technology in logistics.

Objectives By the end of this course, a student will

- Define the information technology and its application in logistics
- Explain the information technology and its application in supply chain
- State the uses of logistic information
- Describe the logistics information systems architecture.

Course content

Unit 1 Information Technology and Logistics

Logistics Information-Meaning & Need Forms-LIS-Definition-Information functionality - activities involved in transaction system-Principles of designing or evaluating LIS applications. Electronic Data Interchange - Personal Computers -Artificial Intelligence/Expert system - Communications Bar coding and scanning – Electronic. Data Interchange standards – Communication - Information and Future directions.

Unit 2 Information Technology for Supply Chain Management

Bull whip effect - IT in supply chain- Business Process Reengineering - Enterprise Resource Planning – EDI Problems with EDI - Impact of Internet on SCM. LIS Architecture-components-Two forms of activities; Planning & co-ordination flows & operating flows - Flow and use of integrated logistics information.

Unit 3 Information Technology & Logistics

Introduction, Electronic Data Interchange-Personal Computers Artificial Intelligence/Expert system-Communications Bar coding & Scanning. Electronic Data Interchange standards-Communication, Information & Future directions.

Unit 4 Logistics Information

Meaning and Need Forms – LIS – Definition – Information functionality - activities involved in transaction system - Principles of designing or evaluating LIS applications.

Unit 5 LIS Architecture

Components - Two forms of activities - Planning and co-ordination flows and operating flows - Flow and use of integrated logistics information.

Unit 6 Information Technology for supply chain management

Bull whip effect-IT in supply chain-Business Process Reengineering-enterprise resource planning- EDI Problems with EDI-Impact of Internet on SCM.

Books for Reference:

- David J. Bloomberg, Stephen Lemay & : Logistics, Prentice-Hall of India Pvt Ltd., Joe B. Hanna New Delhi, 2003.
- Donald J. Bowersox & David J. Closs: Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004

Satish C. Ailawadi & Rakesh Singh: Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005

Donald Waters: Logistics. Palgrave Macmillan, New York, 2004

Krishnaveni Muthiah: Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999

Sarika Kulkarni: Supply Chain Management, Tata Mc- Ashok Sharma Graw Hill Publishing Co Ltd., New Delhi, 2004

Suggested Reading

David J. Bloomberg, Stephen LeMay & Joe B. Hanna. Logistics. Prentice-Hall of India Pvt Ltd., New Delhi, 2003.

Donald J. Bowersox & David J. Closs. Logistical Management. Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004

Donald Waters. Logistics. Palgrave Macmillan, New York, 2004

Krishnaveni Muthiah. Logistics Management & World Sea borne Trade. Himalaya Publishing House, Mumbai, 1999

Sarika Kulkarni. Supply Chain Management, Tata Mc- Ashok Sharma Graw Hill Publishing Co Ltd., New Delhi, 2004

Satish C. Ailawadi & Rakesh Singh. Logistics Management. Prentice-Hall of India Pvt Ltd., New Delhi, 2005

Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Interaction /Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

The Yenepoya Institute of Arts Science Commerce and Management

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA602 Immigration and Customs Duty Regulations

(Total Hours 90)

Goals This course is to familiarize the students with the Legal Provisions and Practical aspects of Customs Duty. Hence, this subject will be taught with reference to the relevant amendments made to the custom law as notified by authorities from time to time. In the course of basic customs or the role being played by Customs is vital under specialized & mandatory circumstances & within the legal framework to facilitate easy clearance of goods by following appropriate procedures and methods as per their recognized customs procedures.

Objectives By the end of this course, a student will

Exhibit knowledge and terms of reference related to custom duty.

Identify, define and resolve tax issues through their understanding and knowledge.

State the custom duty laws, regulations and procedures.

gain an in-depth knowledge about various customs procedures pertaining to imports and exports.

Familiarize with the various legal proceedings in the Customs Process along with the Port Formalities.

Course content

Unit 1 Introduction to Immigration

Immigration on arrival, immigration checks procedures to Indians or foreigners, arrival and departures. The passport regulations for Indians and foreigners. Regulations for immigration stamping. FRRO- FRO-SSP for passport regulations.

Unit 2 Bureau of Immigration

Immigration laws and regulations (Please visit www.boi.gov.in). Regulations for E-Tourist visa facility and process. Unit 3 Immigration laws in India Visa Passport PIO Citizenship. Visa policy of India, laws governing and roles of the immigration officer at Indian Airports. Travelling into India immigration clearance to India and out of India. Immigration and Customs, Immigration advisory, Quarantine.

Unit 3 Introduction to custom duty

Definition, Meaning-features objectives, importance and types. Customs law and Rules. Restrictions on import-export. Detection of illegally imported goods and Prevention of the disposal there of - Definitions -Power of Central Government to notify goods- Persons possessing notified goods to intimate the place of storage, etc. - Sections 11C, 11E and 11F not to apply to goods in personal use

Unit 4 Customs Law and Regulations.

Customs Law: Meaning - Goals-Scope- Types of Customs Duty-Levy and collection of customs duty. Duty Draw Back- Warehousing-Confiscation of goods. Imposition of Penalties: Search, Seizure and Arrest- Offences and Prosecution Provisions Adjudication Appeal and Revision- Principles and Applicability with reference to Indirect Taxes. Customs Regulation- Custom clearance of Incoming Passenger, Outgoing Passenger Regulation. Dangerous goods.

Unit 5 Procedure for import and export and clearance.

Prohibited goods, notified goods, and specified goods. Restricted imports. Provisions relating to Baggage. Export promotion schemes. Appointments, Function and powers of customs officers.

Unit-6 Levy of and exemption from Customs Duties

Dutiable goods-Duty on Pilfered goods assessment of Duty-Interest on delayed Funds-Claim for Refund of Duty-Provisional Attachment to protect revenue in certain cases, Indicating Amount of Duty in Price of Goods, for purpose of Refund-Price of goods to indicate amount of duty paid thereon. Advance Rulings-Authority for Advance Rulings-Application for Advance Ruling-Powers of Authority-Procedure of Authority.

Unit-7 Provision relating to Import and Exports

Provisions relating to Conveyances Carrying Imported or Exported Goods. Power to board Conveyances-Delivery of export manifest or export report. No Conveyance to leave without written order. Clearance of Imported goods and Exported Goods-Chapter not to apply to baggage and Postal articles-Clearance of goods for home consumption-Clearance of goods for exportation.

Unit 8 Current Affairs

Suggested Reading

Awadhesh Singh GST Made Simple

Customs Act with rules and regulations Amended by finance Act 2018.

Customs Law Practice and Procedures, V. S. Datey, Taxmann Allied Services Pvt. Ltd., 7th Edition 2010.

Customs tariff of India 2018-19 (Customs Duty Rates & Exemptions & IGST, Cesses Anti-dumping, and Safeguard Additional Duties & Commodity Index) (in 2 Vols.) Paperback – 2018 by R.K.Jain Assisted by Kirti Jain

Guide to Customs Procedures 2009:10, Gururaj Bn, Centax Publications Pvt Ltd

India Customs, Trade Regulations and Procedures Handbook India Customs, Trade Regulations and Procedures Handbook, IBP USA, International Business Publications, USA, Fourth Edition, 2009.

Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Interaction /Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA603 Business Statistics

(Total Hours 60)

Goals This course is to facilitate the students to understand the fundamentals of Statistics and to enable students to apply statistical methods in business contexts and interpret and analyse data for decision making.

Objectives By the end of this course the student will

Define various statistical tools

Explain the role of statistical tools in decision making

Apply the concepts of statistics in business decision making.

Course Content

Unit 1 Introduction:

Meaning and definition-functions-scope-structure of statistics classification of data, tabulation of data.

Unit 2 Measures of Central Tendency and Dispersion:

Mean Median, Mode, Harmonic mean, Geometric mean Standard Deviation and Coefficient of variation.

Unit 3 Correlation & Regression:

Karl Pearson's co-efficient of correlation & Spearman's correlation of coefficient. Regression, Lines and equation, properties of regression co-efficient.

Unit 4 Index Numbers:

Meaning & definition, classification of index numbers. Simple index number using Arithmetic mean. Weighted indices: Laspayre's method, Paasche's method and Fisher's method, Consumer price index.

Unit 5 Time Series-Components of Time Series:

Trend analysis by moving Averages and fitting a straight line Trend using least square method.

Suggested Reading

B.N.Gupta, (2017) Business Statistics & Elementary Mathematics, 19th edn ; Agra ;

B.V. Raghunandan-(2014) Business Statistics and Mathematics: Vol I, Vol II, B C Road, Vyshanvi Books.

Budnick, P. Applied Mathematics. McGraw Hill Publishing Co.

J. K. Sharma, Business Statistics, Pearson Education.

J. K. Singh, Business Mathematics, Himalaya Publishing House.

J.K. Thukral, Mathematics for Business Studies, Mayur Publications

M Ragavachary 2017: Mathematics for Management; M C Graw Hill education.

M.R. Spiegel, Theory and Problems of Statistics, Schaum's Outlines Series, McGraw Hill Publishing

Mizrahi and John Sullivan. Mathematics for Business and Social Sciences. Wiley and Sons.

N. D. Vohra, Business Mathematics and Statistics, McGraw Hill Education (India) Pvt Ltd

P R Vittal ; 2001 Business Statistics; Margham Publications

Rajmohan (2014) Business Statistics and Mathematics, Udupi ; Benak Books.

Richard Levin and David S. Rubin, Statistics for Management, Prentice Hall of India, New Delhi.

S.C. Gupta, Fundamentals of Statistics, Himalaya Publishing House.

S.P Gupta (2014) Business Mathematics : 40th edn, Sulthan Chand & Sons ; New Delhi

S.P. Gupta and Archana Gupta, Elementary Statistics, Sultan Chand and Sons, New Delhi.

Sancheti & Kapoor 2014 Business Mathematics: New Delhi; Sulthan Chand & Sons. SBPD Publication.

Teaching Learning Methodology

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Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	20 questions x 1 mark each	20 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	3 Questions x 5 marks each	15 Marks
Section C	Analytical Questions/Illustrations/ case studies/essay type questions	1 Question x 15 marks	15 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
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The Yenepoya Institute of Arts Science Commerce and Management

Section B	Analytical Questions/Illustrations/ case studies/essay type questions	4 Questions x 05 marks each	20 Marks
Section C	Analytical Questions/Illustrations/ case studies/essay type questions	2 Questions x 15 marks each	30 Marks
	Total		75 Marks

BBA604 Digital Marketing

(Total Hours 30)

Goals This course will provide the students the knowledge about how digital has revolutionized the interactions between firms and consumers along this journey. Students will also familiarize with the digital offers powerful tools to reach consumers along the funnel: online display ads raise awareness, search listings reach consumers with intent, e-commerce facilitate conversion, and social media both energizes and retains customers. Digital marketing is distinguished by the 3 “T”s that firms must master: immediacy, incrementality, and intimacy.

Objectives By the end of this course, a student will

- Define the concepts of Digital marketing
- Identify market offerings on digital channel.
- Create and build brands online.

Course Content

Unit 1 Introduction

Concept of Digital Marketing – Meaning, Definitions and Concept, Importance and role of Digital Marketing, IMC, its relevance to the Consumer. Segmentation, Positioning and Branding in Digital World. Digital marketing platforms.

Unit 2 Online Marketing

Online marketing strategies for customer acquisition, conversion and retention, On-page and Off-page Optimization, Google Analytics, Website Monetization.

Unit 3 Digital Communication Environment

Dimensions of Digital Communication Environment – Technology, Applications, Marketing and Audiences. Keyword Research and Analysis, Disintermediation and digitization Emerging digital channels (SEO, SEM and SMM) Key analytics and consumer browsing behaviour.

Unit 4 Social Media

Digital Promotion and Social Media – Formulation of Digital Marketing plan, Digital Promotional tools – Online advertising and SEM, online Video and TV Advertising, email marketing, mobile marketing, lead generation, crowd-sourcing, Website as a form of advertisement and their types.

Unit 5 Social Media and Networking

Social Media Consumer, Social Media marketing, Blogging and Video Marketing.

Unit 6 Ethical Issues

Ethical Issues in Digital Marketing. The digital Divide, social Exclusion, Intrusion and Marketing to Children.

Suggested Reading:

- Bird, D. (2007) Commonsense, direct and digital marketing. 5th edition. London, Kogan Page.
- Dann, S. & Dann, S. (2011) E-Marketing: Theory and Application. Palgrave, Macmillan

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Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Interaction /Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA605 Entrepreneurship

(Total Hours 30)

Goals This course will enable the students to acquire necessary knowledge and skills required for organizing and carrying out entrepreneurial activities. To develop the ability of analysing and understanding business situations in which entrepreneurs act and master the knowledge necessary to plan entrepreneurial activities.

Objectives By the end of this course, a student will

Demonstrate the ability to communicate effectively both orally and in writing.

Explain the legal and ethical environment impacting business organizations and exhibit an understanding and appreciation of the ethical implications of decisions.

State the importance of the impact of globalization and diversity in modern organizations.

Engage in critical thinking by analyzing situations and constructing and selecting viable solutions to solve problems.

Analyze the current information, theories and models, and techniques and practices in all of the major business disciplines including the general areas of Accounting, Finance, Information Technologies, Management, Marketing, and Quantitative Reports.

Course content

Unit 1 Introduction

Meaning, elements, determinants and importance of entrepreneurship and creative behaviour; Entrepreneurship and creative response to the society' problems and at work; Dimensions of entrepreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, ecopreneurship and social entrepreneurship

Unit 2 Entrepreneurship and Micro, Small and Medium Enterprises

Concept of business groups and role of business houses and family business in India; The contemporary role models in Indian business their values, business philosophy and behavioural orientations; Conflict in family business and its resolution

Unit 3 Public and private system of stimulation, support and sustainability of entrepreneurship.

Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of industries/entrepreneur's associations and self-help groups, The concept, role and functions of business incubators, angel investors, venture capital and private equity fund.

Unit 4 Sources of business ideas and tests of feasibility

Significance of writing the business plan/ project proposal; Contents of business plan/ project proposal; Designing business processes, location, layout, operation, planning & control; preparation of project report (various aspects of the project report such as size of investment, nature of product, market potential may be covered); Project submission/ presentation and appraisal thereof by external agencies, such as financial/non-financial institutions.

Unit 5 Mobilising Resources

Mobilising resources for start-up. Accommodation and utilities; Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management Basic start-up problems.

Suggested Reading

- Desai, Vasant. Dynamics of Entrepreneurial Development and Management. Mumbai, Himalaya Publishing House.
- Dollinger, Mare J. Entrepreneurship Strategies and Resources. Illinois, Irwin.
- Dr. G.K. Varshney, Fundamentals of Entrepreneurship, Sahitya Bhawan Publications.
- Holt, David H. Entrepreneurship New Venture Creation. Prentice-Hall of India, New Delhi.
- K Ramachandran, Entrepreneurship Development, McGraw-Hill Education
- Kuratko and Rao, Entrepreneurship A South Asian Perspective, Cengage Learning.
- Plsek, Paul E. Creativity, Innovation and Quality. (Eastern Economic Edition), New Delhi Prentice-Hall of India. ISBN-81-203-1690-8.
- Robert Hisrich, Michael Peters, Dean Shepherd, Entrepreneurship, McGraw-Hill Education
- S.S Khanka, Entrepreneurial Development, S. Chand & Co, Delhi.
- SIDBI Reports on Small Scale Industries Sector.
- Singh, Nagendra P. Emerging Trends in Entrepreneurship Development. New Delhi ASEED.

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Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Interaction /Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

The Yenepoya Institute of Arts Science Commerce and Management

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA606A EVENT MANAGEMENT

(Total Hours 30)

Goals This course will enable the students to understand the essentials of planning an event and to acquaint students with practical aspects of organizing events of various forms.. To provide formal instructions and training to students to be future managers of the Event Industry. So that, they technical proficiency to effectively adjust, grow and excel in the field of Event Management.

Objectives By the end of this course, a student will

Explain the basic concepts of marketing, various orientation that guide marketing and its key concepts.

Able to organize events and manage teams

Gain the knowledge of legal and ethical issues involved in event management

Unit 1 Principles of Event Management

Historical Perspective, Introduction to event Management, Size & type of event, Event Team, Code of ethics. Principles of event Management, concept & designing. Feasibility, Keys to success, SWOT Analysis. Organization of Events, Values & Ethics of Event Industry. Code of ethics, professional association Concept, theme, Fabrication, light & sound, handling vendors.

Unit 2 Event Planning & Team Management

Aim of event, Develop a mission, Establish Objectives. Preparing event proposal, Use of planning tools. Protocols, Dress codes, staging, staffing. Leadership, Traits and characteristics.

Unit 3 Event Marketing and Advertising

Nature of Marketing, Process of marketing Marketing mix, Sponsorship. Image, Branding, Advertising, Publicity and Public relations.

Unit 4 Event Leadership & Communication

Leadership skills, managing team, Group development, managing meetings.

Event Safety and Security: Security, Occupational safety, Crowded management. Major risks and emergency planning, Incident reporting, emergency procedures.

Suggested Reading:

Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid

Event management, a professional approach By Ashutosh Chaturvedi

Pal, Rajendra & Korlahalli, J.s. :- “Business communication” Sultan chand & sons

Rai, S.m. & Urmila “Business communication” HPH

Sinha, k.k. “Business communication”.

Successful Event Management By Anton Shone & Bryn Parry

Event Management By Lynn Van Der Wagen & Brenda R Carlos.

Amarchand D “Government and Business” Tata McGraw Hill, New Delhi, 1991.

Ray S. K. “Indian Economy”, Prentice Hall, New Delhi 1987.

Francis Cherunilam “Business Environment
 Successful Event Management By Anton Shone & Bryn Parry
 Pal, Rajendra & Korlahalli, J.s. :- “Business communication” Sultan chand & sons
 Rai, S.m. & Urmila “Business communication” HPH
 Sinha, k.k. “Business communication”.

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	Marks
Internal Assessment	25
Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

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1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Interaction /Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

BBA606B Total Quality Management

(Total Hours 30)

Goals The purpose of this course to provide the knowledge of quality in a particular system.

Objectives By the end of this course, a student will

Understand quality concepts and philosophies of TQM

Apply TQM principles and concepts of continuous improvement

Apply and analyze the quality tools, management tools and statistical fundamentals to improve quality

Understand the TQM tools as a means to improve quality

Remember and understand the quality systems and procedures adopted

Know prerequisites of evolution of total quality management and significance of quality gurus' works to the management of modern organizations.

Course Content

Unit-1 Introduction to TQM

Introduction, Evolution of quality, Definition, Concept and Features of TQM, Eight building blocks of TQM

Unit-2 TQM thinkers and Thought

Juran Trilogy, PDSA cycle, 5S, Kaizen, Crosby's theory on Quality Management, Quality Performance Excellence Award- Deming Application Award, European Quality Award, Malcolm Baldrige National Quality Award.

Unit-3 TQM tools

Benchmarking: Definition, concepts, benefits, and elements, reasons for benchmarking, process of benchmarking, FMEA, Quality Function Deployment (QFD) – House of Quality, QFD Process, Benefits, Taguchi Quality Loss Function, Total Productive Maintenance (TPM) – Concept and need. The seven tools of quality, New seven management tools.

Unit-4 Six Sigma

Introduction, Features of six sigma, Goals of six sigma, DMAIC, Six Sigma implementation.

Unit-5 Quality Systems

Introduction, Need for ISO 9000, ISO 9000:2000, ISO 14000, other quality systems, ISO 9001:2008. Quality System – Elements, Implementation of Quality System, Documentation, Quality Auditing, ISO 14001:2004

Suggested Reading:

Dale H.Besterfield, "Total Quality Management", 3rd edition 2011 Pearson Education

James R.Evans& William M.Lindsay, —"The Management and Control of Quality", 9th Edition South-Western (Thomson Learning),

Feigenbaum.A.V. —Total Quality Management; 4 edition (August 1, 1991, McGraw-Hill Professional

Oakland.J.S. —Total Quality Management, 3rd Edition, 2003. Butterworth – Heinemann Ltd Oxford

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Final Examination	75
Total	100

Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Interaction /Attitude	10
	Total	25

Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks