

Bachelor of Business Administration (Data Analytics)(in Association with IBM)

SEMESTER I								Marks		
Module Code	Category	Sub Category	Course Name	L	T	P	C	Internal	External	Total
MGMT1101	M	PC	BUSINESS ACCOUNTING	4	0	0	4	30	70	100
MGMT1102	M	PC	BUSINESS ORGANISATION AND SYSTEM	4	0	0	4	30	70	100
MGMT1103	M	PC	BUSINESS ECONOMICS	4	0	0	4	30	70	100
MGMT1104	M	PC	BUSINESS COMMUNICATION SKILLS	3	0	0	3	30	70	100
MGMT1105	M	PC	FOUNDATION IN BUSINESS ANALYTICS USING IBM COGNOS INSIGHT	1	0	0	1	30	70	100
MGMT1106	M	PC	FOUNDATION IN BUSINESS ANALYTICS USING IBM COGNOS INSIGHT LAB	0	0	2	1	25	25	50
MATH0110	M	PC	BUSINESS MATHEMATICS	4	0	0	4	30	70	100
CSEN0114	M	PC	COMPUTER FUNDAMENTALS	3	0	0	3	30	70	100
CSEN0115	M	PC	COMPUTER FUNDAMENTALS LAB	0	0	2	1	25	25	50
	TOTAL CREDITS			23	0	4	25	260	540	
				Total				800		800

L = Lecture
T = Tutorial
P = Practical
C = Credit Point

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Faculty of Commerce and Management Studies
Department of Management Studies
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SEMESTER –I

Business Accounting

L T P
4 0 0

MODULE CODE	MGMT1101
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES:

The aim of this subject is to teach students how to design, write and analyse the financial data of a firm or a company. It will also enable students to learn the complete accounting process.

1. To provide knowledge and understanding of need and basics of accounting.
2. To provide understanding of complexities of accounting cycle.
3. To enable understanding of rectification of errors.
4. To enable understanding of preparation of financial statements including adjustments.
5. To enable understanding of bank reconciliation, single entry system and non-profit organizational accounts.
6. To provide understanding of joint venture accounts and consignment accounts.

LEARNING OUTCOMES

Following this course student will be able to:

1. Develop the understanding of all necessities of preparation of accounts.
2. Develop the understanding of significance of each process and ability to perform them.

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3. Ability to rectify any accounting error.
4. Ability to prepare financial statements including any adjustments.
5. Ability to reconcile bank statements.
6. Ability to convert single entry accounts into double entry accounts.
7. Ability to prepare accounts of non-profit organizations.
8. Ability to prepare joint venture accounts.
9. Ability to prepare consignment accounts.

MODULE CONTENT

<p><u><i>UNIT-I: Introduction to financial accounting</i></u></p> <p>Accounting as a system, importance and scope, limitations, concepts, principles and conventions - generally accepted accounting principles, the accounting equation, nature of accounts, rules of debit and credit, recording transactions in journal, preparation of ledger accounts, opening and closing entries, preparation of trial balance</p>
<p><u><i>UNIT-II: Accounting Errors and Preparation of final accounts</i></u></p> <p>Introduction to accounting errors.</p> <p>Trading account, profit and loss account and balance sheet, major adjustment entries</p>
<p><u><i>UNIT-III: Depreciation Accounting</i></u></p> <p>Depreciation accounting: The nature of depreciation. The accounting concept of depreciation. Factors in the measurement of depreciation. Methods of computing depreciation: straight line method and diminishing balance method; Disposal of depreciable assets -change of method.</p>
<p><u><i>UNIT-IV: Joint Venture Account and Consignment Accounts</i></u></p> <p>Joint venture accounts: Objectives, Necessity, Accounting Treatment of Joint Ventures, Similarities and Difference between Joint Ventures and Partnership Firm. Consignment Accounts</p>
<p><u><i>UNIT-V: :Hire Purchase System</i></u></p> <p>Accounting for Hire purchase : Calculation of interest, partial and full repossession, Hire purchase trading (total cash price basis only), Concepts of operating and financial lease (theory only)</p>

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UNIT-VI: Financial Accounting Standards

Financial accounting standards: Concept, benefits, procedure for issuing accounting standards in India. International Financial Reporting Standards (IFRS): - Need and procedures, Convergence to IFRS. Distinction between Indian accounting standards (IND ASs) and Accounting standards (AS).

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none">1. M.C. Shukla, T.S. Grewal and S.C.Gupta. <i>Advanced Accounts. Vol.-I</i>. S. Chand & Co., New Delhi.2. S.N. Maheshwari, and. S. K. Maheshwari. <i>Financial Accounting</i>. Vikas Publishing House, New Delhi.
REFERENCE	<ol style="list-style-type: none">1. Robert N Anthony, David Hawkins, Kenneth A. Merchant, <i>Accounting: Text and Cases</i>. McGraw-Hill Education, 13th Ed. 2013.2. Charles T. Horngren and Donna Philbrick, <i>Introduction to Financial Accounting</i>, Pearson Education.3. J.R. Monga, <i>Financial Accounting: Concepts and Applications</i>. Mayur Paper Backs, New Delhi.4. Deepak Sehgal. <i>Financial Accounting</i>. Vikas Publishing H House, New Delhi.5. Bhushan Kumar Goyal and HN Tiwari, <i>Financial Accounting</i>, International Book House6. Goldwin, Alderman and Sanyal, <i>Financial Accounting</i>, Cengage Learning.7. Tulsian, P.C. <i>Financial Accounting</i>, Pearson Education.8. <i>Compendium of Statements and Standards of Accounting</i>. The Institute of Chartered Accountants of India, New Delhi

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for Theory.

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Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6	7	8	9
Class Test		x			x				x
Quiz	x		x			x	x		
Assignment		x		x				x	

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes		2		4			1				

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
- Suggested remedies / corrective measures, and
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Business Organization & System

L T P
4 0 0

MODULE CODE	MGMT1102
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES:

A study of the subject matter presented in this course will enable the student to understand the basic concepts in commerce, trade and industry which will be help in exposed to modern business world, understand modern business practices, forms, procedures and functioning of various business organizations

1. To develop knowledge and understanding of Business organization.
2. To understand different forms of organization.
3. To understand the rules of business and their correct usage.
4. To understand the concept of entrepreneurship.
5. To enable the students about different chambers of industries in India.

LEARNING OUTCOMES:

Following this course students will be able to:

1. Develop the understanding of Business organization
2. Helps to make them understand different types of companies.
3. Knowledge of contemporary issues.
4. An ability to face multitasking.
5. Ability to understand the nature of entrepreneurship.
6. Helps to get knowledge about government role in business organization

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MODULE CONTENT

<u><i>Unit-1 : Introduction of business</i></u> Business: concept, nature and scope, distinction between business, commerce and trade, evolution of commerce and industry, business as a system, business objectives, business and environment, recent trends in business world
<u><i>Unit-2: Business sectors</i></u> Business sectors: private sector, cooperative sectors, public sector, joint sector, services sector
<u><i>Unit-3: Forms of business organizations</i></u> Various forms of business organizations: sole proprietorship, partnership firms, joint stock companies, cooperative societies, multinational corporations –their features, relative merits, demerits and suitability.
<u><i>Unit-4: Business expansion</i></u> Business expansion - mergers and acquisitions, franchising, BPO's and KPO's, e-commerce: on-line trading, patents, trademarks and copyright
<u><i>Unit-5: Entrepreneurship</i></u> Entrepreneurship: concept and nature, process of setting up a business enterprise, choice of a suitable form of business organization, feasibility and preparation of business plan.
<u><i>Unit-6: Business and Society</i></u> Business and society: changing concepts and objectives of business, business ethics, business and culture, social responsibility of business, social audit, government and business interface.

RECOMMENDED BOOKS

TEXT BOOK	Text/Reference Books: 1. Business Organization: Neeru Vasishth Taxmann Publications, New Delhi
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REFERENCE	<ol style="list-style-type: none"> 1. Business Organization and Management: Thelma Talloo Tata McGraw Hills, New Delhi 2. Business Organization and Management: P C Tulsian and V Pandey Dorling Kindersley Pvt. Ltd., New Delhi
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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6
Class Test		x		x	x	
Quiz		x	x		x	
Assignment	x		x			x

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes			1	5							

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EVALUATION

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Business Economics

L T P

4 0 0

MODULE CODE	MGMT1103
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES:

The aim of this subject is to enable the student to understand the concept, process and importance of business economics. Help students to acquaint with application of theory of microeconomics in the business world.

1. To expose students to basic micro economic concepts.
2. To enable them about economic analysis of business policies.
3. To use economic reasoning to problems of business.
4. To enable the students to understand the elasticity theory.
5. To enable the students to be aware of various types of cost.
6. To understand various factors of production.

LEARNING OUTCOMES:

Following this course students will be able to:

1. Apply economic reasoning to the analysis of selected contemporary economic problems.
2. Understand how households (demand) and businesses (supply) interact in various market structures to determine price and quantity of goods and services produced and consumed.
3. Analyze the efficiency and equity implications of government interference in markets.

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4. Recognize and identify situations leading to market failures and government failures.
5. Evaluate the intent and outcomes of government stabilization policies designed to correct microeconomic problems.
6. Use economic theories to deal with the opportunities and challenges in businesses.

MODULE CONTENT

Unit- 1:Micro- economics

Nature and scope of micro economics; Demand, supply and market equilibrium: individual demand for a product, market demand for a product, determinants of demand, law of demand

Unit-2: Elasticity of demand and supply

Price elasticity of demand and its determinants, income elasticity of demand and its determinants, cross price elasticity of demand and its determinants, elasticity of supply and its determinants.

Unit-3: Theory of production

Meaning and concept of production, factors of production and production function, fixed and variable factors, short run and long run production analysis, characteristics of various factors of production.

UNIT -4:Cost Analysis

Cost analysis and concept and types of cost, cost function, short run and long run cost, economies and diseconomies of scale.

UNIT-5 :Price-output decisions

Pricing under perfect competition, pricing under monopoly, control of monopoly, price discrimination, pricing under monopolistic competition, pricing under oligopoly.

UNIT-6: Theory of production

Characteristics of various factors of production, marginal productivity theory, modern theory of distribution, determination of rent, quasi rent, alternative theories of interest and wages, direct and indirect taxes.

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RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none"> 1. D Salvatore, <i>Microeconomic Theory</i>: Tata McGraw Hill, New Delhi 2. Mark Hirschey, <i>Managerial Economics</i>, Thomson South-Western, Mason
REFERENCE	<ol style="list-style-type: none"> 1. R H Dholkia and A N Oza, <i>Microeconomics for Management Students</i>, Oxford University Press, New Delhi

METHODS OF TEACHING AND STUDENT LEARNING

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ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	5
2.	Sessional Test	2	20
3.	Group Discussion	4	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6
Class Test	x		x			x
Quiz		x		x	x	

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Assignment	x		x		x	
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MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes			3				2		5	6	

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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Business Communication Skills

L T P
3 0 0

MODULE CODE	MGMT1104
CREDIT POINTS	3
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES

The aim of this subject is to enable the student to understand the concept, process and importance of communication. Develop skills of effective communication - both written and oral. Help students to acquaint with application of communication skills in the business world.

1. To understand the fundamentals of communication.
2. To enhance the creativity of the students related to verbal and non-verbal communication.
3. To recognize value of communication skills in business.
4. To enable the students to express their ideas and feelings comfortable.
5. To enable the students to be efficient in writing business letters, memo, notices and circular and report writing.
6. To transform students overall personality by enhancing their listening, speaking and writing abilities.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the understanding of communication.
2. Enhance ability to use English –the worldwide recognized language as a medium of

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conversation.

3. Acquire knowledge about expressing themselves in general and while interviewing.
4. Acquire knowledge about presenting themselves in field.
5. Acquire knowledge to be presentable in verbal and non- verbal communication.
6. Helps to make them efficient in written communication like writing business letters, report writing and mailing techniques.
7. Develop themselves as a dynamic personality by involvement in dynamics of communication

MODULE CONTENT

Unit 1: Business Communication

Business communication: introduction, nature and process, forms of communication, corporate communication - formal and informal communication network. Grapevine – single strand, gossip, cluster, probability, barriers to communication, principles of communication – 7C's concept, role of communication skills in business, Votaw's model of interdependence.

Unit 2: Written Communication

Written communication: types, structures, writing skills: planning business messages, business letters, memo formats, notice and circular, request letters, good news letter's, bad news letters, persuasive letters - AIDA, sales letters, collection letters.

Unit 3: Oral presentation and Listening Skills

Oral presentation: principles of oral presentations, factors effecting presentations, non-verbal communication – appearance, voice modulation, body language, para language, time, space, silence; Effective listening - factors affecting listening, listening skills – cognitive process of listening, barriers to listening, body language during the process of Listening.

Unit 4: Interviewing skills

Interviewing skills: interviewer's preparation, interviewee's preparation, resume – structure and contents, negotiation skills - process, strategies, issue in negotiation - collective bargaining, essentials of effective business communication. Preparation of Matter for Meetings: The writing of notices, agenda, minutes, the organisation and conduct of conferences.

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Unit 5 :Report Writing

Identify the types of reports, define the basic format of a report, meeting the format requirements, determine the process of writing a report, importance of including visuals such as tables, diagrams and charts in writing report, Apply citation rules (APA style documentation) in reports.

Unit 6: Technology and Business Communication

Role, effects and advantages of technology in Business Communication like email, text messaging, instant messaging and modern techniques like video conferencing, social networking. Email and Net Etiquettes, Etiquette of the Written Word, Etiquettes on the Telephone .Strategic importance of e-communication

RECOMMENDED BOOKS

TEXT BOOK	Text Books : 1. Shirley Taylor, <i>Communication for Business</i> , Pearson Education 2. Boove, C.L., Thill, J.V., and Chaturvedi, M., (2009) Business Communication Today, Pearson Education. 3. Murphy and Hildebrandt, (2008) Effective Business Communication, McGraw Hill Education.
REFERENCE	1. Lesikar, R.V. & Flatley, M.E.; Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks theory

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Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	5
2.	Sessional Test	2	20
3.	Group Discussion	4	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6	7
Class Test		x		x			x
Quiz	x		x		x		
Assignment	x			x		x	

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes								4			5

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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Module Title : FOUNDATION IN BUSINESS ANALYTICS USING IBM COGNOS INSIGHT
Module Code : MGMT1105
Programme : BBA Foundation in business Analytics using IBM Cognos Insight
Term : 1st Semester
Credits : 2

Time required in terms of Student Learning: -

Learning	Hours
Contact Classes	40
Guided study	20
Total	60

Aim & Objectives:

Teaching and Learning Approach:

The course will focus on using a teacher-student interactive and decision-oriented learning exercises.

For the active learning mode in the course to be effective, participating in class discussions is extremely important along with self-paced learning to clear the concepts of software.

In addition to the lectures, discussions and demonstrations, students would be required to work on sample applications and exercises

Guided Study:

Guided study will include Online learning from IBM Career Education @ Campus Portal, text readings, articles on contemporary issues in organization, assignments, case analysis and power point presentations.

Assessment:

Assessment of the student will be based on mid-term and end term examination and continuous assessment subject to class participation, assignments and presentations.

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Indicative Contents:

	Topics
Unit- 1 st	<p>MS Access, Excel, Handson with basic programming concepts, setting up a website containing content of data and working with programming.</p> <p>Learning the data storage, data management, features of programming tools.</p>
Unit-2 nd	<p>Understanding the database and administartion, working with sql queries, Data Mining Techniques, Predictive Modelling and Pattern Discovery. Traditional approach of Business analytics and customized approach of Business analytics with uses of several tools.</p> <p>Handson on sql and no sql database.</p>
Unit-3 rd	<p>Knowing Big Data, how it drives, online/offline data, unstructured and structure data, Text analytics, web analytics, Hadoop, Mapreduce, hanson with google analytics tool – real time work, using google software to analyse the web traffic and mobile traffic</p> <p>Installation of Big Insight</p>
Unit-4 th	<p>Project work, creating POC if youtube, healthcare, education or other online data.</p> <p>Learning Pig, Hive and Ooze</p>
Unit-5 th	<p>People analytics, staffing analytics, Collaboration, Talent management and Future direction for business growth using a organization data.</p>
Unit-6 th	<p>Accounting analytics, Earning Management, Big Data and prediction models, capstone project</p>

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Business Mathematics

L T P
4 0 0

MODULE CODE	MATH0110
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES:

The aim of this subject is to understand different aspects related to business mathematics and enhance skills required to develop mathematical techniques.

1. To know about sets, Cartesian product of sets, presentation of sets through Venn diagram.
2. To know the techniques of sum, sum of squares and cubes of first n-natural numbers.
3. To understand the number and group of arrangements of distinct objects.
4. To derive linear and quadratic problems and their solution.
5. To develop methods and tools of multiple operation within a common frame work.
6. To know the relation between two variables involving rate of change of variable and their anti derivative.
7. Formulation of linear programming and its solution by graphical and simplex method,

LEARNING OUTCOMES:

Following this course, students will be able to:

1. Use appropriate terminology to describe and present mathematical ideas.
2. Know tools and techniques of arithmetic operations.
3. Develop efficient strategy for numerical calculation.

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4. Count the number of arrangements of dissimilar things taken at a time and compute binomial coefficients.
5. Performs arithmetic operation on matrices.
6. Use derivative to solve application problem including optimization, related rates and ability to integrate of different functions.
7. Solve the problems of industries by making linear programming and obtain solution graphically.

MODULE CONTENT

<p><u>Unit-I: Theory of sets</u> Meaning, elements, types, presentation and equality of sets; union, intersection, compliment and difference of sets.</p>
<p><u>Unit-II: Application of sets</u> Venn diagrams; Cartesian product of two sets; Application of set theory.</p>
<p><u>Unit III: Permutations, combinations and binomial</u> Permutations, combinations and binomial theorem (positive index).</p>
<p><u>Unit IV: Matrices and Determinants</u> Matrices: types, properties, addition, multiplication, ad joint, transpose and inverse of matrix. Properties of determinants, solution of simultaneous linear equations, business applications of matrices.</p>
<p><u>Unit V: Differentiation and integration</u> Differentiation and integration of standard algebraic functions, business applications of matrices, differentiation and integration.</p>
<p><u>Unit VI: Linear Programming</u> Formulation of linear programming problems (LPP). Graphical solution to LPPs. Cases of unique and multiple optimal solutions. Unbounded solutions, infeasibility, and redundant constraints. Solution to LPPs using Simplex method – maximization and minimization cases.</p>

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RECOMMENDED BOOKS:

TEXT BOOKS	<ol style="list-style-type: none"> 1. Business Mathematics: D C Sancheti, and V K Kapoor, Sultan Chand and Sons, New Delhi 2. Business Mathematics: Qazi Zameerudin, V K Khanna and S K Bhambri, Vikas Publishing House, New Delhi
REFERENCE BOOKS	<ol style="list-style-type: none"> 1. Operation research: J.K.Sharma, Macmillan Publishers India Ltd

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks theory.

Assessment #	Type of Assessment	Per Semester	Maximum Mark
1	Class Test	4	5
2	Sessional Test	2	20
3.	Group Discussion	4	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6	7
Class Test	x		x		x		
Quiz		x				x	X
Assignment			x	x		x	

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MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	J	k
Course Learning Outcomes			7	5,6							

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
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- Problems encountered in the subject delivery,
- Suggested remedies / corrective measures, and

Report discussed and analysed, actions taken as a result of this process and are communicated to the main stakeholder

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Computer Fundamentals

L T P
3 0 0

MODULE CODE	CSEN0114
CREDIT POINTS	3
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVE

A study of the subject matter presented in this course will enable the student to familiarize the students with computer and its applications in the relevant fields and exposes them to some functions of Operating System and its utility.

1. To develop knowledge and understanding of computer.
2. To understand different types of computer.
3. To understand the concept of operating system and its various types.
4. To understand the concept of decimal number and its conversion.
5. To enable the students about different computer application in different field.
6. To develop knowledge of various input output devices

LEARNING OUTCOMES:

Following this course students will be able to:

1. Develop the understanding of basic anatomy of computer.
2. Helps to make them understand various devices of computer.
3. Knowledge of operating system and its operation.
4. An ability to understand the file management system.
5. Ability to understand the physical interaction of binary number with machine.
6. Helps to get knowledge about use of computer in different field.

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MODULE CONTENT

<p><u><i>Unit 1: Basics of computer</i></u></p> <p>Basics of computer and its evolution, classification of computers, input-output devices, computer architecture and function of different units of computer.</p>
<p><u><i>Unit 2: Data representation</i></u></p> <p>Different number system and their inter conversion (fixed point only); binary arithmetic (addition, subtraction, multiplication and division).</p>
<p><u><i>Unit 3: Hardware and software devices</i></u></p> <p>Hardware & Software: Types and their merits and demerits; Memory: Primary Memory (ROM and its type – PROM, EPROM, EEPROM, RAM) Secondary memory- SASD, DASD Concept, Magnetic Disks – Floppy Disks, Hard Disks, Magnetic Tape, Optical Disks – CD ROM and its type (CD ROM, CD ROM-R, CD ROM-EO, DVD ROM, Flash Memory. primary memory (types, advantages and disadvantages), secondary memory (types, advantages and disadvantages).</p>
<p><u><i>Unit 4: Operating System</i></u></p> <p>Introduction to operating system, Functions of Operating System, types of Operating System, Booting system, Startup sequence, Details of Basic system Configuration. Important Terms like Directory, File, Volume, Label, Drive Name, etc.</p>
<p><u><i>Unit 5: Computer application in various fields</i></u></p> <p>Business, Education, Health care, Banks, Research</p>
<p><u><i>Unit 6: Introduction to Windows</i></u></p> <p>Components of an Application Window; Types of Windows, Windows as an Operating System, Windows explorer, Using Paintbrush, Control Panel, Installing a printer. User interfaces- CUI and GUI; Concept of a Desktop and Taskbar, My Computer, Recycle Bin, My Documents and Internet Explorer icons.</p>

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RECOMMENDED BOOKS

TEXT BOOK	Text Books : <ol style="list-style-type: none"> 1. ITL, ESL, (2012) Introduction to Infotech, 2nd edition, Pearson Education. 2. Goyal, Anita, (2010) Computer Fundamentals, 1st Edition, Pearson Education.
REFERENCE	<ol style="list-style-type: none"> 1. Rajaraman,V. Introduction to Information Technology. PHI. 2. Sinha, Pradeep K. and Preeti Sinha. Foundation of Computing. BPB Publication. 3. Leon and Leon, (1999), Introduction to Information Technology, Vikas Publishing House.

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory .**Theory:**

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	5
2.	Sessional Test	2	20
3.	Group Discussion	4	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6

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Class Test	x		x			
Quiz		x		x		
Assignment	x		x		x	

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes		2,6				1,3					

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
- Suggested remedies / corrective measures, and
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Computer Fundamentals Lab

L T P
0 0 2

MODULE CODE	CSEN0115
CREDIT POINTS	1
FORMATIVE ASSESSMENT MARKS	25
SUMMATIVE ASSESSMENT MARKS	25
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

OBJECTIVES

A study of the subject matter presented in this course will enable the student to familiarize the students with computer and its applications in the relevant fields and exposes them to some functions of Operating System and its utility.

1. To develop knowledge and understanding of computer.
2. To understand different types of computer.
3. To understand the concept of operating system and its various types.
4. To enable the students about different computer application in different field.
5. To develop knowledge of various input output devices

LEARNING OUTCOMES

Following these course students will be able to:

1. Develop the understanding of basic anatomy of computer.
2. Helps to make them understand various devices of computer.
3. Knowledge of operating system and its operation.
4. An ability to understand the file management system.
5. Helps to get knowledge about use of computer in different field.

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LIST OF EXPERIMENTS

1.	Introduction to MS- Word
2.	Prepare your resume using MS- Word
3.	Introduction to MS-Excel.
4.	Prepare a record of student result using MS-Excel.
5.	Introduction to MS- Power Point.
6.	Prepare a presentation of infrastructure in your college.
7.	To study, remove and replace hard disk.
8.	To study about various types of printers.
9.	To study about various input output devices.
10.	To study about motherboard.
11.	To study about different types of cards used in computer.
12.	Introduction to MS-Access.
Experiments based on advanced topics:	
13.	Create a database of books in the library on the mini scale and manipulate the database using different forms and reports.
14.	To study about Operating Systems Linux/Unix/Windows.

Note: At least 12 Experiments out of the list must be done in the semester.

METHODS OF TEACHING AND STUDENT LEARNING

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ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 50 marks for practical.

Practical:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1	Internal Assessment	2	25
2	External Assessment	1	25

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MAPPING OF COURSE LEARNING OUTCOMES

Student Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes		2,5				1,3					

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
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- Problems encountered in the subject delivery,
- Suggested remedies / corrective measures, and
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SEMESTER II								Marks		
Module Code	Category	Sub Category	Course Name	L	T	P	C	Internal	External	Total
MGMT1107	M	PC	PRINCIPLES OF MANAGEMENT	4	0	0	4	30	70	100
MGMT1108	M	PC	COMPANY ACCOUNTS	4	0	0	4	30	70	100
MATH0121	M	PC	BUSINESS STATISTICS	4	0	0	4	30	70	100
MGMT1109	M	PC	HUMAN RESOURCE MANAGEMENT	4	0	0	4	30	70	100
MGMT1110	M	PC	MARKETING MANAGEMENT	4	0	0	4	30	70	100
MGMT1111	M	PC	FOUNDATION IN PREDICTIVE ANALYTICS USING IBM SPSS	1	0	0	1	30	70	100
MGMT1112	M	PC	FOUNDATION IN PREDICTIVE ANALYTICS USING IBM SPSS LAB	0	0	2	1	25	25	50
VALU0115	P	SE	PROFESSIONAL COMMUNICATION -1	2	0	0	2	25	50	75
	M	PE	ELECTIVE-I	4	0	0	4	30	70	100
TOTAL CREDITS				27	0	2	28	260	565	825

L Lecture
T Tutorial
P Practical
C Credit points

PROGRAMME ELECTIVE-I	
MGMT1214	WORKSHOP ON PRESENTATION SKILLS
MGMT1215	VALUE AND ETHICS IN BUSINESS

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SEMESTER-II

Principles of Management

L T P
4 0 0

MODULE CODE	MGMT1107
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVE

A study of the subject matter presented in this course will enable the student to understand the basis of business management and its functions, and familiarize the students with current management practices. Acquire knowledge and capability to develop ethical practices for effective management

1. To develop knowledge and understanding of Management.
2. To understand different approaches of management.
3. To understand the function of management.
4. To enable the students about decision making and group decision making.
5. To develop knowledge of planning, organizing and leadership styles.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the understanding of management.
2. Helps to make them understand approaches of management.
3. Knowledge of contemporary issues.
4. An ability to think strategically and plan accordingly.
5. Ability to understand the importance of decision making.
6. Helps to get knowledge about organizing the things in organization.

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MODULE CONTENT

<p><u><i>Unit-1 Management</i></u> Definition, nature, scope, importance, functions of management, managerial roles and skills, evolution of management theory: classical, behavioral, system and contingency approaches to management, management vs. administration, management: art, science and profession.</p>
<p><u><i>Unit-2 Planning</i></u> Nature, scope and objectives of planning, types of plans, planning process; Decision Making: concept, types, process and techniques of decision-making, bounded rationality concept; MBO</p>
<p><u><i>Unit-3 Organizing</i></u> Organisation: concept, nature, process and significance, Types of an organization, formal and informal organization. Departmentation, types of an organization, authority-responsibility, delegation and decentralization, span of control</p>
<p><u><i>Unit-4 Staffing</i></u> Staffing: concept, nature and importance, recruitment and selection; motivation- nature and importance, types and theories of motivation</p>
<p><u><i>Unit-5 Leadership</i></u> Leadership: meaning and importance and traits; Leadership styles – likert, tannenbaum and schmidt model and managerial grid.</p>
<p><u><i>Unit-6 Controlling</i></u> Controlling: Nature and scope of control, types of control, control process, controlling techniques – traditional and modern, essentials of effective control system, resistance to control, social audit.</p>

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RECOMMENDED BOOKS

TEXT BOOK	1. Management Concepts and Practices: C B Gupta Sultan Chand and Sons, New Delhi 2. Management- A Real World Approach: W A Ghillyer Tata McGraw Hill, New Delhi
REFERENCE	3. Essentials of Management: H Koontz Tata McGraw Hill, New Delhi

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	5
2.	Sessional Test	2	20
3.	Group Discussion	4	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6	7
Class Test		x		x			
Quiz	x	x				x	x
Assignment				x		x	

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MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	J	K
Course Learning Outcomes	3	1,2,5		3			6				

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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Company Accounts

L T P
4 0 0

MODULE CODE	MGMT1108
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS:. The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVE

The aim of this course is to familiarize the students in respect of various legal provisions for preparation and presentation as per the Indian Companies Act, 1956 and the prevailing accounting standards.

1. To develop the knowledge and understanding about the accounting for share capital transaction.
2. To familiarize the students in respect of various legal provisions for preparation and presentation as per the Indian Companies Act, 1956 and the prevailing accounting standards.
3. To know the accounting treatment, procedures and redemption of debentures.
4. To understand the Statutory provision regarding preparation of company's final accounts.
5. To enables to know the student about the Concepts of goodwill and its calculation.
6. To know the concept of funds and the Preparation of cash flow statement as per AS-3 Revised.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop an understanding of accounting treatment for share capital transaction.
2. Knowledge about various legal provisions and accounting standards as per Indian Companies Act1956.
3. An understanding of accounting treatment of redemption of debenture.

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4. Develop the knowledge of Statutory provision regarding preparation of company's final accounts.
5. Ability to understand the concept and methods of calculation of goodwill.
6. Help to understand the procedure of the preparation of cash flow statement as per revised accounting standards.

MODULE CONTENT

<u><i>Unit 1:Accounting of Share capital</i></u> Accounting for share capital transaction, alternation of share capital, buy-back of shares, acquisition of business and profit prior to incorporation; acquisition of business, profits prior to incorporation, treatment of preliminary expenses.
<u><i>Unit 2: Accounting of Debenture</i></u> Issue and redemption of debentures: accounting treatment and procedures, redemption of debentures, conversion of debentures into shares, underwriting of issues
<u><i>Unit 3: Company's final accounts</i></u> Statutory provision regarding preparation of company's final accounts, preparation of profit and loss account and balance sheet of company as per the requirement of schedule vi of the companies act
<u><i>Unit 4:Accounting Standards</i></u> State the basic features of accounting standards 4, 4.5, 14.5, 17 18 and 29, company liquidation accounts.
<u><i>Unit 5:Valuation of Goodwill and Shares</i></u> Concepts and calculations (simple problems only)
<u><i>Unit 6: Cash Flow Statement</i></u> Concept of funds, Preparation of cash flow statement as per AS-3 Revised (ICAI), indirect method only

RECOMMENDED BOOKS

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TEXT BOOK	<ol style="list-style-type: none"> 1. Advanced Accounting: R L Gupta S Chand and Sons, New Delhi 2. Advanced Accounting: T S Grewal and M C Shukla S Chand and Sons, New Delhi 3. Advanced Accounting: S P Jain and K L NaranaKalyani Publishers, New Delhi
REFERENCE	<ol style="list-style-type: none"> 1. Advanced Accounting: T S Grewal and M C Shukla S Chand and Sons, New Delhi 2. Advanced Accounting: S P Jain and K L NaranaKalyani Publishers, New Delhi

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	5
2.	Sessional Test	2	20
3.	Group Discussion	4	5
4.	End Semester Exam	1	70

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MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6
Class Test			x	x		x
Quiz	x			x		x
Assignment		x				x

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes	5	1,3	2,4				6				

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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Business Statistics

L T P

4 0 0

MODULE CODE	MATH0121
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES:

The aim of this subject is to understand different aspects related to various statistics and enhance skills required to develop statistical technique.

1. Provide knowledge and understanding of basics of Business statistics.
2. Acquaint the students with various statistical tools.
3. Understand different techniques used in business decision making.
4. Understand the correlation & regression relationship.
5. Understand different methods of time series, used in business.
6. Develop knowledge of index number, use of index in business.

LEARNING OUTCOMES:

Following this course, students will be able to:

1. Understanding of Business statistics in day to day business.
2. Understand different types of measures.
3. Find the relationship between two varieties through correlation & regression methods & techniques.
4. Understand the various measures of central tendency.
5. Understand the nature and components of time series.

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6. Get knowledge about the role of index number in business.

MODULE CONTENT

<p><u><i>Unit-I: Statistics:</i></u></p> <p>Definition, importance and limitation, collection of data and formation of frequency distribution, Graphic presentation of frequency distribution: graphics, bars, histogram, diagrammatic.</p>
<p><u><i>Unit-II: Measures of central tendency and Dispersion</i></u></p> <p>Mean, median and mode, partition values: quartiles, deciles and percentiles, Measures of variation – range, quartile, deciles and percentiles, quartile deviation, standard deviation, Coefficient of variation.</p>
<p><u><i>Unit III: Correlation</i></u></p> <p>Meaning of correlation, types of correlation – positive and negative correlation, simple, partial and multiple correlation, methods of studying correlation, scatter diagram, graphic and direct method, properties of correlation coefficient, rank correlation, coefficient of determination.</p>
<p><u><i>Unit IV: Regression</i></u></p> <p>Regression: meaning, lines of regression, co-efficient of regression, standard error of estimate.</p>
<p><u><i>Unit V: Index numbers</i></u></p> <p>Index number and their uses in business, Construction of simple and weighed price, Quantity and value index numbers, Test for an ideal index number.</p>
<p><u><i>Unit VI: Time series</i></u></p> <p>Components of time series viz. secular trend, cyclical, seasonal and irregular variations, methods of estimating secular trend and seasonal indices; use of time series in business forecasting and its limitations, calculating growth rate in time series.</p>

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RECOMMENDED BOOKS:

TEXT BOOKS	1. Business Statistics: S P Gupta and M P Gupta Sultan Chand and Sons, New Delhi 2. An Introduction to Statistical Methods: C B Gupta Vikas Publishing House, New Del 3. An Introduction to Modern Statistics: B N Gupta Bookland, Mumbai
REFERENCE BOOKS	2. Business Statistics: T. R. Jain and Dr. S.C. Aggarwal; VK Global Publication Pvt Ltd. J.N. printers, Delhi.

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	5
2.	Sessional Test	2	20
3.	Group Discussion	4	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6
Class Test	x		x			x
Quiz		x		x	x	
Assignment	x		x			x

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MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes		1,2	4,5	3			6				

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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Human Resource Management

L T P

4 0 0

MODULE CODE	MGMT1109
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVE

1. To develop knowledge and understanding of human resource management.
2. To understand strategic importance of HRM.
3. The primary objective is to develop appreciation of effective management of human resources.
4. To understand the concept of HR in today's knowledge era.
5. To enable the students to meet challenges in present scenario.
6. To develop knowledge of performance appraisal and its role in organization.

LEARNING OUTCOMES

Following this course student will be able to:

1. Develop the understanding of human resource management.
2. Helps to make them understand operation of HR Department.
3. Knowledge of contemporary issues.
4. An ability to face multitasking.
5. Ability to understand the role of HR in present scenario.
6. Helps to get knowledge about role of training in organization
7. Helps to understand the role and responsibilities of HR professionals.

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MODULE CONTENT

<u><i>UNIT-I: Introduction</i></u> Concept, nature, scope, objectives and importance of HRM, evolution of HRM, challenges of HRM, personnel management vs. HRM, changing environment of HRM; Human resource planning, recruitment and selection. TQM and Six Sigma
<u><i>UNIT-II: Job analysis, Training</i></u> Job analysis; Placement; Induction; Training of employees: training, training need assessment, training methods and evaluation; Development: concept, methods; Career planning and development, career anchors, career life stages, career planning, uses of career development. Job Changes – Transfers, Promotions/Demotions, Separations
<u><i>UNIT-III: Development</i></u> Development: concept, methods; Career planning and development, career anchors, career life stages, career planning, uses of career development.
<u><i>UNIT-IV: Job Evaluation and Performance appraisal</i></u> Job evaluation: concept, process and significance; Performance and potential appraisal: concept, need and methods of appraisal, 360 degree appraisal technique, and factors distort appraisal, appraisal interview.
<u><i>UNIT-V: Compensation and maintenance</i></u> Compensation: meaning, components of employee remuneration – base and supplementary, factors affecting compensation levels; Maintenance: overview of employee welfare, health and safety, social security.
<u><i>UNIT-VI: Industrial relations and strategic issues</i></u> Machinery for settlement of disputes; Collective bargaining: process and problems; Strategies for the new millennium: role of HRM in strategic management, human capital, emotional quotient, mentoring, ESOP, flexi-time, quality circles, kaizen, TQM and six sigma.

RECOMMENDED BOOKS

TEXT BOOK	1. Human Resource Management: K Aswathappa Tata McGraw Hills, New Delhi
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REFERENCE	1. Fundamentals of Human Resource Management: D A DeCenzo and S P Robbins John Wiley and Sons, New York 2. Human Resource Management: Praveen Durai Pearson Education, New Delhi
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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	5
2.	Sessional Test	2	20
3.	Group Discussion	4	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6	7
Class Test		x			x	x	
Quiz		x			x	x	
Assignment	x		x			x	X

MAPPING OF COURSE LEARNING OUTCOMES

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Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes		1,2 ,5				4	3,6	7			

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
- Suggested remedies / corrective measures, and
- Report discussed and analysed, actions taken as a result of this process and are communicated to the main stakeholders.

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Marketing Management

L T P

4 0 0

MODULE CODE	MGMT1110
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVE

The aim of this subject is to enable the student to study and critically analyse the basic concepts in marketing and to cater the needs of marketing industries. acquaint the students with the marketing principles and practices, and, understand the process of marketing in a business firm

1. To study and critically analyse the basic concepts in marketing & philosophies of marketing management.
2. To understand different process & techniques of marketing.
3. To be able to classify consumer & business markets & buyer behavior,
4. To recognize the concept of product ,product mix & pricing and promotion strategies
5. To enable the students to recognize environment of marketing accompanying latest issues of service marketing, green marketing and rural marketing.
6. To develop knowledge of different promotional tools of marketing.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the understanding of the concept of marketing management.
2. Understand different methods & process of marketing.

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3. Acquire Knowledge of buyer behaviour & market place.
4. Identify and describe product, product mix, Product life cycle and new product development etc.
5. Grasp the importance of advertisement and other different promotional tools of marketing.
6. Recognize the environment of market & marketplace along with green marketing and rural marketing issues.

MODULE CONTENT

<u><i>Unit 1: Introduction to Marketing</i></u> Nature, scope and importance of marketing, difference between marketing and selling, core concepts of marketing, marketing process, marketing environment, market segmentation, targeting and positioning.
<u><i>Unit 2: Product and Branding decision</i></u> Product levels, product mix, product strategy, product innovation and diffusion, product development, product lifecycle and product mix, branding decisions, packaging and labeling decisions.
<u><i>Unit 3 :Pricing</i></u> Pricing decisions: designing pricing strategies and programmes, pricing techniques
<u><i>Unit 4: Place and Promotion</i></u> Meaning and importance, types of channels, channels strategies, designing and managing marketing channel, managing retailing, physical distribution, marketing logistics and supply chain management
<u><i>Unit 5 : Advertising</i></u> Advertising- meaning and importance, types, media decisions, promotion mix; Sales promotion – purpose and types, publicity and public relations- definition, importance and methods, Personal selling- nature, importance and process
<u><i>Unit 6: Marketing of Services</i></u> Role of service sector in the economy, functions of service industry; Marketing strategies for service firms- 7 P's; Introduction of rural marketing; Green marketing

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RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none">1. Marketing Management in South Asian Perspective: P Kotler, K L Keller and M Jha Pearson Education, New Delhi2. Principles of Marketing: Philip Kotler and Gary Armstrong Prentice Hall, New Delhi3. Marketing: W G Zikmund and Michael D'Amico South-Western College Publishing, Cincinnati
REFERENCE	<ol style="list-style-type: none">1. Marketing Management: Rajan Saxena Tata McGraw Hill Education Pvt. Ltd, New Delhi.2. Principles of Marketing : E Boone Louis and L Kurtz David Cengage Learning, New Delhi3. Marketing Planning Implementation and control: William M Pride and O C Ferrell Cengage Learning, New Delhi

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	5
2.	Sessional Test	2	20
3.	Group Discussion	4	5
4.	End Semester Exam	1	70

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MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6
Class Test		x	x	x		x
Quiz	x				x	
Assignment	x	x	x			x

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	J	k
Course Learning Outcomes		1,2 ,5		4		5	3				

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
- Suggested remedies / corrective measures, and
- Report discussed and analysed, actions taken as a result of this process and are communicated to the main stakeholders.

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Module Title	: FOUNDATION IN PREDICTIVE ANALYTICS USING IBM SPSS
Module Code	: MGMT1111
Programme	: FOUNDATION IN PREDICTIVE ANALYTICS USING IBM SPSS
Term	: 2nd Semester
Credits	: 2

IBM

IBM is empowering university graduates and working IT professionals in India/South Asia with knowledge and skills to serve the largest enterprise business software suite in the world. The IBM Career Education Program is a comprehensive software education program designed by IT professionals, for graduates, post graduates and experienced professionals to accelerate their skills and knowledge so that they succeed in this dynamic industry. The Program curriculum brings together the latest software content, real-world industry experience, hands-on lab courses and best practices, all into a single unique education program.

The Program provides:

A blended learning approach, integrating classroom, hands-on lab exercises and real life case studies to provide both theoretical and practical training to solve real world problems

The latest software content and knowledge of IT developments in the market to keep you ahead of technology trends

A top-class faculty comprising of field consultants, technical specialists and education experts

A comprehensive semester based format to build technical foundation and widen skill specialties quickly

Courses are available across all Software Brands and various levels of proficiency. The extensive portfolio of integrated certifications also focuses on the competencies required in early stages of a professional career. Experiential learning through projects/cases, the most important aspect that companies look for in fresher also forms a critical part of the offering.

At the end of the course, certificates of participation or completion are issued by IBM.

Delivery Method

Delivered through authorized IBM Career Education partners across India/South Asia, students can be sure that they are getting the same quality curriculum, software solutions exposure and knowledge, wherever they are located.

Acquire all the skills you need to advance onto a successful career path and stay on top of the latest technology.

- The Trainer Pool is trained & evaluated by IBM Education Services
- The course material is developed & given by IBM Education Services
- Session plan and course conduct is defined by IBM Education Services
- Certification of Completion of Participation (Course) Engagement Details
- IBM Education Services provides content, technology and enablement
- IBM Career Education Business Partner will conduct the training as per IBM Guidelines
- College needs to provide Lab facilities as described in the concept note
- Delivery of course will be defined & monitored by IBM Career Education

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Technologies

IBM SPSS

IBM® SPSS® Statistics is statistical analysis software that delivers the core capabilities one needs to take the analytical process from start to finish. It is easy to use and includes a broad range of procedures and techniques to help you increase revenue, outperform competitors, conduct research and make better decisions.

SPSS Statistics provides essential statistical analysis tools for every step of the analytical process.

- A comprehensive range of statistical procedures for conducting accurate analysis.
- Built-in techniques to prepare data for analysis quickly and easily.
- Sophisticated reporting functionality for highly effective chart creation.
- Powerful visualization capabilities that clearly show the significance of your findings.

About Course:

Predictive Analytics using IBM SPSS Statistics will help the students to understand the basic concepts of Statistical Methods. This course will help to focus on Business Prediction in the era of high performance and low tolerance business environment. It is used to solve a wide variety of business and research problems. This powerful tool provides a range of techniques, including ad-hoc analysis, hypothesis testing and reporting, to make it easier to access and manage data, select and perform analyses and share your results.

The students quickly gain understanding and insights from data sets in any format using advanced statistical procedures, ensuring high accuracy to drive quality decision-making. Instead of using multiple tools and resources, work within a single integrated software suite for faster results.

Target Audience:

Students from MBA, PGDBA satisfying the pre requisite

Pre-requisites:

- Knowledge in working with any Spread Sheet Application (for e.g. MS Excel)
- Understanding of Statistical Computation & Concepts (Sampling , Probability , Testing , Hypothesis etc)

Infrastructure specifications

- Hardware requirement – Systems with minimum 4 GB memory, Windows 7 OS & 2.5 GHZ plus Processor
- Classroom set up
- Machines: 50 Computers with above specified hardware
- Operating system: Windows
- White Board: 1
- LCD Projector: 1
- Instructor Machine: 1
- Flip Chart board: 1

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- All machines to be fully networked.

Course Contents

Student Development Program Overview

Introducing IBM SPSS Statistics

- Reading Data
- Variable Properties
- Working with the Data editor
- Summarizing Individual Variables
- Modifying Data Values: Recode
- Modifying Data Values: Compute
- Describing Relationship Between Variables
- Selecting Cases
- Creating and Editing Charts
- Output in the Viewer
- Syntax Basics
- Menus and the Help System

Helpful Data Management Features

- Transformations: Computing with Numeric Data
- Transformations: Computing with Date and Time Variables
- Transformations: Computing with Alphanumeric Data
- Additional Data Transformations
 - Identifying Duplicates and Restructuring Data
 - Aggregating Data
 - Merging Files – Adding Cases Adding Variables
 - Analyzing Multiple Response Questions
 - Working with Pivot Tables
 - Working with Charts
 - Exporting Tables and Charts
 - An Introduction to Output Management System
 - Automating IBM SPSS Statistics
 - Controlling the IBM SPSS Statistics Environment

Introduction to Statistical Analysis

- Understanding Data Distribution Theory
- Data Distribution for Categorical Variables
- Data Distribution for Scale Variables

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- Making Inference about population from sample
- Relationship between Categorical variables
- The Independent Sample T test
- The Paired Sample T Test
- One Way ANNOVA
- Decision Tree Introduction and Procedure
- CHAID analysis
- Bivariate Plots and Correlation for Scale Variables
- Regression Analysis
- Concepts of Logistic Regression

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Professional Communication – 1

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2 0 0

MODULE CODE	VALU0115
CREDIT POINTS	2
FORMATIVE ASSESMENT MARKS	25
SUMMATIVE ASSESMENT MARKS	50
END SEMESTER EXAM DURATION	2 hrs
LAST REVISION DATE	

INSTRUCTIONS: All questions are compulsory. Each question may have multiple options and will cover all units.

OBJECTIVES:

The aim of this subject is to develop understanding on different aspects related to oral and written linguistic skills of expressing and exchanging information / interacting & communicative competencies to enhance skills as mentioned below:

1. To prepare students to develop basic understanding on professional & corporate communication.
2. To acquire study skills and communication skills in formal and informal situations.
3. To understand fundamental syntax and semantics of communication.
4. To achieve an understanding & confidence in formal and informal contexts of communication.

LEARNING OUTCOMES:

1. Able to understand the Importance of professional & corporate communication.
2. Exposure to various principles, concepts, types, advantages and disadvantages of professional communication.
3. Improve the language proficiency with an emphasis on Speaking, Listening, Reading and Writing skills.
4. Communicate confidently in formal and informal contexts.

MODULE CONTENTS

UNIT I:- INTRODUCTION TO COMMUNICATION –

- Definition
- Types of Communication
- Language as a tool of communication
- Levels of communication – Interpersonal, Organizational, Mass communications
- The flow & Channels of Communication - Downward, Upward, Lateral or Horizontal (Peer group)

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- Barriers to Communication

UNIT II: PRESENTATION STRATEGIES & LISTENING SKILLS –

- Defining Purpose
- Organizing Contents;
- Preparing Outline
- Audio-visual Aids
- Nuances of Delivery
- Body Language
- Dimensions of Speech - Syllable, Accent, Pitch, Rhythm, Intonation
- Paralinguistic features of voice
- Listening Skills - Active Listening, Passive Listening
- Methods for improving Listening Skills

UNIT III: BUSINESS COMMUNICATION–

- Letter Writing – formal & Informal
- Letters of inquiry & complaint
- Job application and Resumes
- Reports- Types, Significance, Structure, Style & Writing of Reports
- Technical Proposal – Parts, Types, Writing of Proposal
- Negotiation & Business Presentation skills

UNIT IV: VALUE BASED TEXT READING–

Value based critical reading of following Short Stories for making the Students acquaint with the styles of great Writers of World-

- | | |
|-------------------------|--------------------------|
| • O.H. Henry : | The Gift of the Magi |
| • R.N. Tagore : | The Renunciation |
| • Katherine Mansfield : | The Fly |
| • A.P. Chekhor : | The Lament |
| • M.R. Anand : | The Barber's Trade Union |
| • Ruskin Bond : | The Eyes Are Not Here |
| • D.H. Lawrence : | The Rocking Horse Winner |

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RECOMMENDED BOOKS:

TEXT BOOKS	<ol style="list-style-type: none"> 1. Communication Skills for Engineers and Scientists, Sangeeta Sharma et.al. PHI Learning Pvt.Ltd,2011, New Delhi. 2. Improve Your Writing ed. V.N.Arora and Laxmi Chandra, Oxford Univ. Press, 2001, New Delhi.
REFERENCE BOOKS	<ol style="list-style-type: none"> 1. Manual of Practical Communication by L.U.B.Pandey: A.I.T.B.S. Publications India Ltd.; Krishan Nagar, 2013, Delhi.

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes										1,2	3,4

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	1	10
2.	Sessional Test	2	15
3.	End Semester Written Exam	1	50
4.	End Semester Oral Exam	1	25

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4
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Class Test	x	x	x	
Quiz	x	x	x	
Assignment			x	x

EVALUATION

At the end of semester, course faculty will submit an evaluation / review report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the course with respect to its strengths as well as those areas which could be improved. The review report contains the following areas:

- Problems encountered in the content delivery;
- Suggested remedies / corrective measures;
- Approved refinement decisions due for implementation;
- Actions taken based on previous course review; and
- Report discussed and analysed; actions taken as a result of this process and are communicated to the main stakeholders.

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Workshop on Presentation Skills

L T P

4 0 0

MODULE CODE	MGMT1213
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS:. The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES

1. To enable the student to understand the concept and importance of presentation skills
2. To help students acquaint with application of presentation skills in the business world.
3. To enable the students to learn the ways to develop their presentation skills
4. To develop interpersonal skills.
5. To groom the overall personality of the student.

LEARNING OUTCOMES

Following this course student will be able to:

1. Understand the different types of presentation and how to plan a presentation for the audience.
2. Know how to deliver an effective presentation.
3. Understand the ways to develop healthy personalities, manage stress, and solve problems analytically and creatively.
4. Able to build positive relationships, foster motivational environment and work effectively in teams.
5. Develop interviewing skills and ways to conduct meetings.

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MODULE CONTENT

<u><i>UNIT-I: Introduction</i></u> Introduction meaning, types of presentation: presentation that deeply involves the audience, presentation that creates excitement, persuasive presentation, presentation evoking emotional appeal, presentation that sells a new idea, humorous presentation
<u><i>UNIT-II: Planning a presentation</i></u> Analyzing the audience, location of presentations, objectives of presentation, researching the topic, structuring the presentation, presentation notes and session plan; Methods of presentation – fish bowl, role plays, group discussion, conference, seminar, workshop, clinics, brainstorming, simulations, games, questionnaire.
<u><i>UNIT-III: Delivering presentation</i></u> Presenter effectiveness: difficult situations and nerves, Motivation and attention; Outcomes of presentation: inspiring presentation, presentation that builds trust, presentation that offers a solution, value added presentation, presentation that facilitates decision making.
<u><i>UNIT-IV: Concept of personality</i></u> Personality consciousness, personality patterns, personality syndrome; symbols of self, clothing, names and nicknames, speech, age, success, reputation, moulding the personality pattern, persistence and change.
<u><i>UNIT-V: Personality development</i></u> Healthy personalities, developing self-awareness, managing personal stress, solving problems analytically and creatively; grooming – appearance, dress sense, personal hygiene,
<u><i>UNIT-VI: Business Etiquettes and public speaking</i></u> Business manners, body language gestures, email and net etiquettes, etiquette of the written word, etiquettes on the telephone, handling business meetings, introducing characteristic, model speeches, role play on selected topics with case analysis and real life experiences.

RECOMMENDED BOOKS

TEXT BOOK	1. The Effective Presentation: Asha Kaul Sage Publications, New Delhi
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REFERENCE	<ol style="list-style-type: none">1. Presentations that Change Minds: Josh Gordon Tata McGraw Hill, New Delhi2. Basic Presentation Skills: Gary Krachnert Tata McGraw Hill, New Delhi
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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	5
2.	Sessional Test	2	20
3.	Group Discussion	4	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5
Class Test		x	x	x	
Quiz	x		x		x
Assignment	x		x		

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MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes		1,3		5				4			2

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
- Suggested remedies / corrective measures, and
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Values and Ethics in business

L T P

4 0 0

MODULE CODE	MGMT1214
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES

A study of the subject matter presented in this course will enable the student to understand the basic concepts in event management which will be help in exposed to modern business world, understand modern business practices, forms, procedures and functioning of various business organizations

1. To develop knowledge and understanding of values and ethics.
2. To understand the concept of knowledge management and its application in business.
3. To understand the concept, sources and consequences of stress.
4. To understand the corporate responsibility of business.
5. To enable the students about different code of corporate governance and unethical issues in business.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop an understanding of the concept of values and ethics.
2. Helps to make them understand that how knowledge management helps in decision .
3. Knowledge of stress management for quality of work life.
4. An ability to judge various corporate responsibility of business.
5. Ability to understand various unethical issues arises in business

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MODULE CONTENT

Unit 1: Concept of values

Introduction: concept, types and formation, values and behaviour, values of Indian managers, ethical decision making;

Unit 2: Concept of ethics

Ethics: management process and ethics, ethical decision making, ethical issues, ethos of vedanta in management, relevance of ethics and values in business.

Unit 3: Knowledge management and its applications

Knowledge and wisdom: meaning, difference between knowledge and wisdom, knowledge worker versus wisdom worker, wisdom based management;

Unit 4: Stress management

Meaning, sources and consequences of stress, detached involvement; Concept of dharma and karma yoga: concept of karama and kinds of karam yoga, nishkam karma, and sakam karma; Total quality management, quality of life and quality of work life.

Unit 5: Understand success

Progress: results and managing transformation, definition, functions of progress, transformation, process and challenges of transformation; Understanding success: definitions, principles for competitive success, prerequisites to create blue print, stories of business gurus.

Unit 6: Corporate social responsibility

Corporate social responsibility and corporate governance: corporate responsibility of business, employees, consumers and community; Corporate governance, code of corporate governance; Consumer protection act; Unethical issues in business.

RECOMMENDED BOOKS

TEXT BOOK	<p>Text/Reference Books:</p> <ol style="list-style-type: none"> 1. Business Ethics : A C Fernando Pearson education, New Delhi 2. Perspectives in Business Ethics : Laura Hartman and Abha Chatterjee Tata McGraw Hills, New Delhi
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REFERENCE

1. Business Ethics, Corporate Values and Society : M Snoeyenbos and R Almeder Prometheus Books, New York

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	5
2.	Sessional Test	2	20
3.	Group Discussion	4	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5
Class Test		X	X		
Quiz			X		X
Assignment			X		

MAPPING OF COURSE LEARNING OUTCOMES

[illegible]

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Bachelor of Business Administration (Business Analytics)

Outcomes											
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EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
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PROGRAM SCHEME

SEMESTER III								Marks		
Module Code	Category	Sub Category	Course Name	L	T	P	C	Internal	External	Total
MGMT2101	M	PC	BUSINESS LAWS	4	0	0	4	30	70	100
MGMT2102	M	PC	INDIAN BUSINESS ENVIRONMENT	4	0	0	4	30	70	100
MGMT2103	M	PC	MANAGEMENT ACCOUNTING	4	0	0	4	30	70	100
MGMT2104	M	PC	FINANCIAL MANAGEMENT	4	0	0	4	30	70	100
MGMT2105	M	PC	BUSINESS ECONOMICS (MACRO)	4	0	0	4	30	70	100
MGMT2106	M	PC	MODERN AREAS OF ANALYTICS	1	0	0	1	30	70	100
MGMT2107	M	PC	MODERN AREAS OF ANALYTICS LAB	0	0	2	1	25	25	50
	G		#FOREIGN LANGUAGE PART-I	2	0	0	2	25	50	100
VALU0119	P	AE	APTITUDE I	2	0	0	2	25	50	75
VALU0118/---/VALU0121/VALU0122	P	AE	YOGA/MEDITATION/NCC/NSS	0	0	2	1	25	25	50
ENGL0109	P	AE	ACADEMIC WRITING	0	0	2	1	25	25	50
	M	PE	ELECTIVE-II	4	0	0	4	30	70	100
TOTAL CREDITS				29	0	6	32	335	665	1025

FOREIGN LANGUAGE One Foreign Language out of the following

1. Arabic
2. French
3. German
4. Russian
5. Spanish

PROGRAMME ELECTIVE-II	
MGMT2208	RETAIL MANAGEMENT AND RETAIL BANKING
MGMT2209	SALES AND DISTRIBUTION MANAGEMENT

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SEMESTER III

Business Laws

L T P

4 0 0

MODULE CODE	MGMT2101
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices

OBJECTIVE

The aim is to introduce the students to various acts affecting an business and to familiarize the students with such laws.

1. To understand the overview of business laws in India
2. To familiarize them with the essentials of a valid contract & their classification.
3. To recognize essentials of contract of sale, conditions and warranties, duties of buyer.
4. To enable the students to understand about consumer agencies.
5. To enable the students to be efficient in method of seeking information.
6. To transform students overall personality by enhancing their learning about sources of contract law.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the understanding of business laws.
2. Enhance ability about the contract law in India.
3. Acquire knowledge about duties and rights of buyer.
4. To familiar with the knowledge about conditions and warranties.
5. Acquire knowledge about remedies for breach of contract.
6. Helps to make them efficient in act related to consumer protection.
7. To make them familiar with right to information act in India.

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MODULE CONTENT

UNIT- I: Law of contract

Meaning and essentials of a valid contract, offer and acceptance, capacity to contract, consent and free consent, consideration, void agreements, quasi contract, different mode of discharge of contract, remedies for breach of contract, special contracts-contract of indemnity, contract of guarantee, contract of bailment and pledge.

UNIT-II: Contract of agency and law of sale of goods

Definition of agent and agency, creation of agency, duties and rights of agent and principal, principal's duties towards agents and third parties, termination of agency, power of attorney; Law of sale of goods: definition and essential of a contract of sale, conditions and warranties, passing of property in goods, performance of contract, right of unpaid seller, remedies for breach of contract.

UNIT-III: Negotiable instrument act

Meaning and essential elements of a negotiable instrument, types of negotiable instrument, holder and holder in due course, negotiation of negotiable instruments, dishonour of negotiable instruments.

UNIT -IV: Information technology act

Meaning and scope of information technology act, digital signature, electronic governance, regulation of certifying authority, digital signature certificates, duties of subscribers, penalties adjudication and offences.

UNIT-V :Consumer protection act

Consumer protection Act, 1986: definition, consumer complaint- goods, service, complaint, unfair trade practices, restrictive trade practices, rights and remedies for consumers, consumer protection council, and consumer disputes redress agencies.

UNIT-VI: RTI Act 2004

RTI Act 2004.5: purpose, right to information and obligation of public authorities, exemption from disclosure of information.

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RECOMMENDED BOOKS

TEXT BOOK	1. N.D. Kapoor, <i>Business Laws</i> , Sultan chand publications. 2. S.S. Gulshan, <i>Business Law</i> , New Age International
REFERENCE	1. K. Aswathappa, <i>Business Laws</i> , Himalaya Publishing House.

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	5
2.	Sessional Test	2	20
3.	Group Discussion	4	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6	7
Class Test		x	x		x		
Quiz					x		x
Assignment		x	x			x	X

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MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	J	k
Course Learning Outcomes		1			2,3		5		3,6		

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
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Indian Business Environment

L T P

4 0 0

MODULE CODE	MGMT2102
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices

OBJECTIVE

The aim of this course is to familiarize students with how the Indian Economy is influencing the business environment in India context, understand industrial policy and growth of industry, understand growth of banking sector and understand India's foreign trade policy

1. To develop knowledge and understanding of Business Environment
2. To understand different forms of economic system.
3. To understand the different concept of industrial policies & their growth..
4. To understand the concept of social responsibility of business.
5. To enable the students about different types of development banks.
6. To develop knowledge of Indian foreign trade & policy towards investment.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the understanding of Business environment.
2. Knowledge about forms of economic system..
3. Knowledge of different industrial policies.
4. An ability to understand development banks & their functionality.

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5. Ability to understand the nature of foreign trade & investment.
6. To know the impacts of WTO, IMF & WB etc. on economy of the country.
7. Help to understand about the social responsibility of different group of economy.

MODULE CONTENT

<u><i>Unit 1: Indian Business Environment:</i></u>
Nature, <i>scope of business</i> , components and determinants of business; <i>Objectives and the use of study</i> ; Basic nature of Indian economic system; Growth of public and private corporate sector
<u><i>Unit 2: Review of industrial policy developments:</i></u>
Patterns of industrial growth since 1991; Current Industrial licensing policy; Public sector reforms, privatization and liberalization trends
<u><i>Unit 3: Development of banking Sector:</i></u>
An overview and current developments;; Banking sector reforms, challenges facing public sector banks, growth and changing structure of non-bank financial institutions.
<u><i>Unit 4: Trend of India's foreign trade:</i></u>
BOP; Latest foreign trade policy; India's overseas investments; Globalization, role of MNCs, impact of multilateral institutions (IMF, World Bank and WTO) on Indian business environment.
<u><i>Unit-5 Concept of SEBI:</i></u>
Meaning of SEBI, objectives and function of SEBI, Regulation of stock exchanges, role of SEBI, Social responsibility of business;, SWOT analysis,
<u><i>Unit-6 Reforms and ethics in business environment:</i></u>
Reforms and ethics in business environment Growth and problems of SMEs, FDI, Economic reforms since 1991 – an overview ; <i>Innovation , Technological leadership and followership , Feature and impact of technology.</i>

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none"> 1. Business Environment: F Cherunilum Himalaya Publishing House, New Delhi 2. Economic Environment and Business: Biswanath Ghosh Vikas Publishing House, New Delhi
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REFERENCE	1. N.K. Sengupta, Government and Business, Vikas Publishing House, New Delhi 2.. K. Ashwathappa, Business Environment for Strategic Management, Himalaya Publishing House, New Delhi
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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	5
2.	Sessional Test	2	20
3.	Group Discussion	4	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6	7
Class Test	x					x	
Quiz	x		x		x		x
Assignment	x					x	

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MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	J	k
Course Learning Outcomes					1,7				7	5,1	

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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Management Accounting

L T P

4 0 0

MODULE CODE	MGMT2103
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices

OBJECTIVE

The aim of this subject is to teach students how to design, write, and analyse the financial data of a firm or a company for better decision making. It will also enable students to learn different concept of financial analysis.

1. To provide knowledge and understanding of concepts of management accounting.
2. To provide understanding of financial analysis.
3. To provide understanding of ratios and their usage in financial analysis.
4. To provide understanding of budgetary control and responsibility accounting.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the understanding of significance of management accounting.
2. Ability to interpret financial statements.
3. Ability to analyse various financial indicators effectively.
4. Ability to prepare effective budgets and stick to them.

MODULE CONTENT

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UNIT-I:

Management Accounting: Nature and Scope, Financial Accounting, Cost Accounting and Management Accounting, Advantages and Limitations of Management Accounting, Role of Management Accountant.

UNIT-II:

Financial Analysis: Financial Statements and their Limitations, Concepts of Financial Analysis, Tools of Financial Analysis: Comparative Financial Statements, Common Size Financial Statements, Trend Percentages, Ratio Analysis, Fund Flow and Cash Flow Analysis.

UNIT-III:

Ratio Analysis: Nature and Interpretation, Classification of Ratios, Profitability Ratios, Turnover Ratios, Financial Ratios, Utility and Limitations of Ratios, DUPONT Control Chart.

UNIT-IV:

Funds & Cash Flow Analysis: Concept of Funds Flow Statement, Sources and Uses of Funds, Managerial Uses of Funds Flow Analysis, Construction of Funds Flow Statement, Distribution of Cash from Funds, Utility of Cash Flow Statement, Accounting Standard 3 (AS 3: Revised), Construction of Cash Flow Statement.

UNIT-V:

Budgets and Budgetary Control: Concept of Budgets and Budgetary Control, Advantages and Limitations of Budgetary Control, Establishing a System of Budgetary Control, Preparation of Different Budgets, Fixed and Flexible Budgeting, Performance Budgeting and Zero Base Budgeting.

UNIT-VI:

Concept of Responsibility Accounting – Types of Responsibility Centers. Standard Costing and Variance Analysis: Meaning of Standard Cost, Relevance of Standard Cost for Variance Analysis, significance of Variance Analysis, Computation of Material, Labour Variances.

RECOMMENDED BOOKS

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Bachelor of Business Administration (Business Analytics)

TEXT BOOK	1. Khan & Jain; <i>Management Accounting</i> , Tata McGraw Hill Publishing House, 2002 Third Edition. 2. Maheshwari, S.N.; <i>Advanced Cost Accounting and Cost Systems</i> , Shree Mahavir Book Depot, 2003 Second Edition.
REFERENCE	1. Charles Horngren; <i>Introduction to Management Accounting</i> , Prentice Hall of India, 1999 Eleventh Edition. 2. I.M Pandey; <i>Management Accounting</i> , Vikas Publishing House, 2003 Third Edition.

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	5
2.	Sessional Test	2	20
3.	Group Discussion	4	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4
Class Test		x	x	
Quiz			x	x
Assignment	x		x	X

MAPPING OF COURSE LEARNING OUTCOMES

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Program Outcomes	a	b	c	d	e	f	g	h	i	J	k
Course Learning Outcomes	1	1			4	3					

EVALUATION

At the end of semester, Subjectteacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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PDM UNIVERSITY
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Financial Management

L T P

4 0 0

MODULE CODE	MGMT2104
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices

OBJECTIVE

The aim of this course is to familiarize with basic accounting knowledge which enable the students to understand the concept and relevance of Financial Accounting

1. To acquaint the students regarding financial management tools.
2. To enable them to use the techniques of financial decision making.
3. To provide the knowledge of capital investment decisions.
4. To understand the theories of capital structure decisions.
5. To enable them to analyse the cost of sources of finance before making capital decisions.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the analytical skills in financial tools.
2. Acquire the decision making ability through understanding different concepts.
3. Able to manage the funds in personal and professional life in future.
4. Helps in taking capital structure decisions.
5. Enables the students in financial decisions.

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MODULE CONTENT

<p><u>Unit 1: Basic concept of Financial management:</u> Meaning, scope, objectives, profit vs. wealth maximization, relationship of finance functions with other areas of management, organization of finance functions; time value of money --simple problems regarding present value , future value & annuity .</p>
<p><u>Unit 2: Financing decisions:</u> Cost of capital: concept, importance, determination of cost of capital of various sources with WACC. Capital structure: meaning, determining factors, optimum capital structure, theories- NI, NOI and traditional approach, Indian practices, capital rationing.</p>
<p><u>Unit 3: Financing decisions</u> Sources of long term finance, Leverages: concept, types and significance (with simple problems); EPS -EBIT analysis.</p>
<p><u>Unit 4: Investment Decisions:</u> Capital budgeting, methods of capital budgeting; ARR, PBP, NPV, PI and IRR, capital rationing (simple problems on capital budgeting methods).</p>
<p><u>Unit 5: Dividend Decisions:</u> Theories of relevance and irrelevance of dividend decision for corporate valuation, Walter and Gordon model, dividend policy, corporate dividend practices in India.</p>
<p><u>Unit 6 Working capital decisions:</u> concept ,types sources of short term finance ,Operating Cycle*, management of cash*, receivable management* and inventory management* (*including simple problems)</p>

RECOMMENDED BOOKS

<p>TEXT BOOK</p>	<ol style="list-style-type: none"> 1. Financial Management: M Y Khan and P K Jain Tata McGraw Hills, New Delhi 2. Financial Management : S N Maheshwari Sultan Chand and Sons, New Delhi
<p>REFERENCE</p>	<ol style="list-style-type: none"> 1. Financial Management - Theory and Practice : Prasanna Chandra Tata-McGraw Hills, New Delhi 2. Financial Management : I M Pandey Vikas Publishing House, New Delhi

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METHODS OF TEACHING AND STUDENT LEARNING

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ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	5
2.	Sessional Test	2	20
3.	Group Discussion	4	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5
Class Test		x	x		x
Quiz	x				x
Assignment	x	x			

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	J	k
Course Learning Outcomes		5	2	1							

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EVALUATION

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Business Economics (Macro)

L T P

4 0 0

MODULE CODE	MGMT2105
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVE

The aim of this subject is to enable the student to understand the concept and importance of economy as a whole. Help students to acquaint with application of macroeconomic policies in the business world.

1. To understand the behaviour and working of the economy as a whole.
2. To study the relationships among broad aggregates.
3. To apply economic reasoning to problems of business and public policy.
4. To recognize importance of GDP, GNP, NDP and NNP.
5. To enable the students to understand Keynesian Theory of Income and Employment.
6. To study about consumption function and investment function.
7. To understand about business cycle, inflation and deflation.

LEARNING OUTCOMES

Following this course students will be able to:

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1. Learn how markets organize core economic activities, such as production, distribution, and consumption, and the growth of productive resources.
2. Apply the determinants of macroeconomic conditions (national output, employment, inflation).
3. To understand causes of business cycles, and interactions of monetary and fiscal policy.
4. Familiarize with the origins and implications of processes of international economic integration and differentiation,
5. The basic features of the international financial and monetary systems, and their implications for national economic policy.
6. Develop the analytical and empirical skills necessary to succeed in their chosen career path.

MODULE CONTENT

UNIT- I: Macroeconomics

Nature and scope of macroeconomics, circular flow of income; National income: alternative concepts and the measures, income and their interrelationship, stock and flow variables, aggregate demand, supply and macroeconomic equilibrium, nature of a trade cycle, causes of booms and recessions.

UNIT-II: Macro economic framework

Theory of full employment and income: classical, modern (keynesian) approach, consumption function, relationship between saving and consumption. investment function; Concept of marginal efficiency of capital and marginal efficiency of investment, national income determination in two, three and four sector models, multiplier in two, three and four sector model, introduction to is-lm model.

UNIT-III: Analysis of money supply and inflation

Functions and forms of money, demand for money- classical, keynesian and friedman approach, measures of money supply, quantity theory of money ,promotional and regulatory role of central bank; Inflation- types, causes, impact and remedies.

UNIT -IV: Equilibrium of product and money market

Equilibrium of Product market and money market; Monetary policy; Fiscal policy; Business taxes – types, rationale and incidence.

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UNIT-V: Business Cycle, Inflation and Deflation

Nature and Characteristics of Business Cycle. Phases of Business Cycle Inflation and Deflation – Meaning, causes and control.

UNIT-VI: Macro Economic Policies

Introduction, Monetary Policy, Fiscal Policy.

RECOMMENDED BOOKS

TEXT BOOK	1. D N Dwivedi, <i>Macro Economics</i> , Tata McGraw Hill, New Delhi 2. S K Mishra and V K Puri, <i>Modern Macro-Economics Theory</i> , Himalaya Publishing House, New Delhi
REFERENCE	1. E Shapiro, <i>Macro-Economics Analysis</i> , Tata McGraw Hills, New Delhi

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	5
2.	Sessional Test	2	20
3.	Group Discussion	4	5
4.	End Semester Exam	1	70

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MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6
Class Test	x		x			x
Quiz	x				x	
Assignment	x		x			x

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes				6	2,4					4	

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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Aptitude – Part 1

L T P
2 0 0

MODULE CODE	VALU0119
CREDIT POINTS	2
FORMATIVE ASSESMENT MARKS	25
SUMMATIVE ASSESMENT MARKS	50
END SEMESTER EXAM DURATION	2 hrs
LAST REVISION DATE	

INSTRUCTIONS: All questions are compulsory. Each question may have multiple options and will cover all units.

OBJECTIVES:

The aim of this subject is to develop understanding on different aspects related to analytical and business skills in Aptitude and to enhance skills as mentioned below:

5. To prepare students to develop basic understanding in Aptitude.
6. To acquire knowledge on various analytical tools.
7. To understand syntax and semantics of aptitude in business.

LEARNING OUTCOMES:

5. Able to understand the basic fundamentals & concepts of Aptitude.
6. Exposure to various analytical tools used in business.
7. Ability to use different mathematical techniques.
8. Able to understand the importance of aptitude.

MODULE CONTENTS

UNIT I:- FUNDAMENTALS & USES OF ARITHMETIC-

Percentage, Ratio & Proportion: Percentage Meaning and Computations of Percentages, Definition of Ratio, Continued Ratio, Inverse Ratio, Definition of Proportion, Continued Proportion, Direct Proportion.

Profit And Loss :Terms and Formulae, Trade discount, Cash discount, Problems involving cost price, Selling Price, Trade discount and Cash Discount, Problems involving cost price, selling price, trade

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discount and cash discount.

Interest: Simple Interest, Compound Interest, Equated Monthly Instalments (EMI), Word Problems
Sequence and Series: AP, GP (simple word problems only).

Average: Definition, meaning and simple problems on average.

UNIT 2: DATA ANALYSIS-

To understand different types of data format.

To acquire skills for analyzing different data format.

To understand scope and limitations of data uses in business.

Bar graph: Reading and interpretation of bar graph in vertical forms, reading scales, creating bar graph from given data, solving problems using information presented in bar graph.

Table: Creating table from given data, Reading and interpreting table, solving problems using information presented in table.

Line graph: Reading and interpreting line graph, solving problems using information presented in line graph.

Shares and Dividends: Concept of shares, stock exchange, Face value, Market value, Dividend, Equity shares, Preferential shares, Bonus share with examples.

Matrices and Determinants :Definition of Matrix ,Types of Matrix, Algebra of Matrix (Addition and Multiplication), Determinant, Adjoint of Matrix, Inverse of Matrix via Adjoint matrix, Solving simultaneous equations(Order3).

UNIT4:

Assignment 1,
Assignment2,
Project

RECOMMENDED BOOKS:

TEXT BOOKS	3. R S Agarwal quantitative aptitude book 4. Abhijit Guha quantitative aptitude book
REFERENCE BOOKS	2. Aptitude books by Arihant publication

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MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes										1,2	3,4

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	1	10
2.	Sessional Test	2	15
3.	End Semester Written Exam	1	50
4.	End Semester Oral Exam	1	25

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4
Class Test	x	x	x	
Quiz	x	x	x	
Assignment			x	x

EVALUATION

At the end of semester, course faculty will submit an evaluation / review report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the course with

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respect to its strengths as well as those areas which could be improved. The review report contains the following areas:

- Problems encountered in the content delivery;
- Suggested remedies / corrective measures;
- Approved refinement decisions due for implementation;
- Actions taken based on previous course review; and
- Report discussed and analysed; actions taken as a result of this process and are communicated to the main stakeholders.

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Retail Management and Retail Banking

L T P
4 0 0

MODULE CODE	MGMT2208
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices

OBJECTIVES :

The objective of the course is providing insights on Retail Operations and Retail Banking and the various types of Retail Banking Products. This will enable the students to become good retail planners and decision makers. It will also develop our understanding about Banc assurance among the students.

1. Demonstrate an understanding of how retailers develop a retail mix to build a sustainable competitive advantage.
2. Explain how retailers use marketing strategy to build a brand image and customer loyalty.
3. Understanding of the changing retail environment that leads the organization to excellent customer service.
4. Understand the importance of retail pricing and retail communication for the organization.
5. Explain the role of Banks and Financial Institutions in retail banking.
6. Demonstrate the importance of e-Banking to satisfy customer needs in a rapidly changing and competitive environment.

LEARNING OUTCOMES

1. Understand what marketing means to business executives and academics.

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2. Understand the ways that retailers use marketing tools and techniques to interact with their customers.
3. Identify and understand basic theories, principles, practices and marketing terminology and change it as per the market.
4. Perform basic functions appropriate to each functional area of business.
5. Understand the role of banks and financial institutions in developing various retail banking products for retail banking management.
6. Communicate effectively by using e-Banking techniques, to be competitive in this competitive world.

MODULE CONTENT

<p><u><i>Unit 1: Introduction to retailing</i></u> Introduction to retailing: Definition, scope and importance of retailing; Economic significance of retailing, retail mix, retail formats; Types of retailers –retail formats, retail life cycle; Organized Retail formats in India, Challenges ahead for Retailing.</p>
<p><u><i>Unit 2: The retail strategy</i></u> The retail strategy: Retail market strategy, financial strategy, retail location, franchising decisions, retail information system, customer service, information systems.</p>
<p><u><i>Unit 3: Changing Retail Environment</i></u> Environmental Analysis, Retail Branding, Retail Selling, Relationship Marketing for Retailers, Type of Merchandise.</p>
<p><u><i>Unit 4: Retail pricing and retail communication</i></u> Retail pricing, retail communication: Objectives, retail communication mix, promotion mix. Retail HRM, online retailing, international retailing, legal and ethical issues in retailing.</p>
<p><u><i>Unit 5: Retail Banking</i></u> An Introduction Open market conditions and role of Banks and Financial Institutions, Concept and Importance. Retail Banking Products- Housing Loan, Conveyance Loan, Personal Loan, Educational Loan, Loan for Retail Traders, Plastic Money.</p>
<p><u><i>Unit 6: e-Banking</i></u> An Overview Concept of ATMs and 24 hours Banking, Online Banking, Online banking and e-Banking, Banc assurance, SSI financing.</p>

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RECOMMENDED BOOKS

TEXT BOOK	1. Suri, R. K., “Retail Management”, Excel Books, 2005. 2. Jha, S.M., “Bank Marketing”, Himalaya Publishing House, 2000.
REFERENCE	1. Singh & Chabra, “Commercial Banking”, Dhanpat Rai & Sons, 2001. 2. Mithani & Gorden, “Banking Theory & Practice”, Himalaya Publications, 2003.

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

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Assessments	1	2	3	4	5	6
Class Test		x			x	x
Quiz	x					x
Assignment		x		x		x

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes		1, 2, 4, 5			4					3	6

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
- Suggested remedies / corrective measures, and
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Sales and Distribution Management

L T P

4 0 0

MODULE CODE	MGMT2209
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices

OBJECTIVE

The aim of this subject matter will enable the student to understand the basic concepts in Sales and distribution management. It will acquaint them with various methods of sales and distribution.

7. To provide knowledge and understanding of Sales and distribution management.
8. To identify the foundation terms and concepts that are commonly used in Sales management.
9. To examine the elements of an effective sales force as a key component of the organization's total marketing effort.
10. To understand relationship between marketing and Sales management.
11. To provide the knowledge of various middlemen involve in the production and usage of the product.

LEARNING OUTCOMES

Following this course students will be able to:

1. Familiarize the students with concepts, process and the practical aspects of the key variables in sales and distribution management.
2. Develop the understanding and importance of Sales and Distribution Management.
3. This will open the horizons of the students in understanding the cost involved in intermediaries and how to manage the sales force.
4. Enable the students to understand the effective use of sales force for organizational benefit.

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5. Make students understand the overall management of distribution system in organization.

MODULE CONTENT

<u><i>UNIT-I: Introduction to Sales management</i></u> Sales Management: Definition, Objectives and Scope, Role of Sales management in Marketing management, Personal Selling, ADIAS theory of selling.
<u><i>UNIT-II: Sales Organization</i></u> Sales Organization: Purpose, Types, Sales Organizational Structure, Sales process.
<u><i>UNIT-III: Managing Sales Force</i></u> Recruitment and Selection of Sales Person, Compensation and motivation of Sales Force, Evaluating Sales Force.
<u><i>UNIT-IV: Salesmanship</i></u> Salesmanship: Definition, Characteristics of successful salesman. Analysis of market and sales potential. CRM and its role in improving sales.
<u><i>UNIT-V: Sales Control</i></u> Sales displays, sales meetings and sales contests, sales quotas, sales territories; sales budgeting and control.
<u><i>UNIT-VI: Distribution management</i></u> Types of market intermediaries, different kinds of distribution channels, patterns of distribution, distribution costs, control and customer service.

RECOMMENDED BOOKS

TEXT BOOKS	<ol style="list-style-type: none">1. Gupta, S.L, Sales & Distribution Management, Excel Books, 2003.2. Krishna Havaladar, Sales and Distribution Management, McGraw Hill, New Delhi, 2011.
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REFERENCES	9. Kotler & Armstrong; Principles of Marketing Management, Prentice Hall India., 2003. 10. Anderson; R. Professional Sales Management, Englewood Cliffs, New Jersey Prentice Hall Inc. 1992 11. Richard R. Still; Edward W. Cundiff, Norman A.P. Govoni, Prentice Hall of India, 1999. 12. Still Richard, Candiff Edward and Govani Norman, Sales Management: Decisions, Strategies and Cases; Prentice Hall of India Pvt. Ltd. New Delhi. 13. Rosenbloom, Bert, Marketing Channels: A Management View, The Dryden Press, Illinois.
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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks.

Theory: 70 marks Internal assessment: 30

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5
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Class Test	x				x
Quiz		x			
Assignment			x	x	

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes	2	1		4	3		5				

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
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- Suggested remedies / corrective measures, and
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SEMESTER IV								Marks		
Module Code	Category	Sub Category	Course Name	L	T	P	C	Internal	External	Total
MGMT2109	M	PC	BUSINESS RESEARCH METHODS	4	0	0	4	30	70	100
MGMT2110	M	PC	PRODUCTION AND OPERATION MANAGEMENT	3	0	0	3	30	70	100
MGMT2111	M	PC	CORPORATE TAX	4	0	0	4	30	70	100
MGMT2112	M	PC	BIG DATA ANALYTICS	1	0	0	1	20	30	50
MGMT2113	M	PC	BIG DATA ANALYTICS LAB	0	0	2	1	25	25	50
MGMT2114	M	PC	SPECIALIZED MINOR PROJECT (GROUP))	0	0	4	2	50	0	50
	M	PE	ELECTIVE-III	4	0	0	4	30	70	100
	M	PE	ELECTIVE-IV	4	0	0	4	30	70	100
	M	GE	ELECTIVE-1	4	0	0	4	30	70	100
VALU0132	P	SE	PROFESSIONAL COMMUNICATION-2	2	0	0	2	25	50	75
	G		FOREIGN LANGUAGE PART-II	2	0	0	2	25	50	75
TOTAL CREDIT				28	0	6	31	325	575	900

L = Lecture

T = Tutorial

P = Practical

C = Credit Point

PROGRAMME ELECTIVE-III	
MGMT2215	ENTREPRENEURSHIP DEVELOPMEMENT
MGMT2216	AUDITING AND CORPORATE GOVERNANCE
PROGRAMME ELECTIVE-IV	
MGMT2217	INDIAN BANKING SYSTEM
MGMT2218	MARKETING OF FINANCIAL PRODUCTS AND SERVICES

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GENERIC ELECTIVE-1	
SAPM0321	MM
SAPS0322	SD
SAPH0323	HR
SAPF0324	FI

- 1. SAP(MM/SD/HR/FI) course completion certification.**
- 2. One/ Two MOOCS(Massive Open Online Courses) module(s) comprising a total of 4 credits**
Additional Fee if any, shall be borne by the students.

#FOREIGN LANGUAGE PART-II	
LANF0104	1. French
LANF0105	2. German
LANF0106	3. Spanish

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SEMESTER IV

Business Research Methods

L T P

4 0 0

MODULE CODE	MGMT2109
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: In total SEVEN questions will be set. Question ONE will be compulsory and will cover all units. Remaining six questions are to be set taking at least one question from each unit. The students are to attempt five questions in total, first being compulsory

OBJECTIVE

1. To impart knowledge about various stages of the research processes and their application in decision making.
2. Understand the need and managerial value of business research.
3. To make students understand the different research designs and how to determine sample from population.
4. To understand the different ways of data collection.
5. To gain insight of parametric and non-parametric tests.
6. To give exposure of multiple dimensions of the field.

LEARNING OUTCOMES

Following this course student will be able to:

1. Apply the knowledge of research concepts in various decision making, working as managers.
2. Analyze and solve different problems in their job and compete in the market.
3. Go deeper into the problem to understand the real cause by knowing the different techniques of getting data.
4. Gain the knowledge of applying various statistical tools in different types of problem solving.

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MODULECONTENT

<u><i>UNIT-I: Introduction of Business Research</i></u> Introduction of business research: definition, aims and objectives, applications; formulating the research problem, choice, types, sources of experimental errors. Purpose and types of research proposal, ingredients of research proposal
<u><i>UNIT-II: Research Design</i></u> Research Design – Meaning, classification and elements of research design, methods and categories of exploratory research, basic issues in experimental design, concept and their management
<u><i>UNIT-III: Sampling and Scaling</i></u> Sample and sampling design: some basic terms, advantages and limitations, process, types, sample size determination, sampling distribution of the mean; Sampling Techniques: Concept of attitude , Difficulty of Attitude Measurement , Types of scaling
<u><i>UNIT-IV: Data Collection and Processing</i></u> Data collection: secondary data and its sources, primary data and its collection, observation, questionnaire and its design; Data Processing: editing, coding and tabulation.
<u><i>UNIT-V: Data Analysis</i></u> Data analysis: testing of hypothesis, measurement of central tendency, dispersion, univariate analysis, multiple regression, factor analysis, cluster analysis, multidimensional scaling, conjoint analysis
<u><i>UNIT-VI: Report Writing</i></u> Interpretation and report writing, types, report writing guidelines, report format and evaluation. Business information system, evaluation and control, value of information.

RECOMMENDED BOOKS

TEXT BOOK	1. Sharma F.C, Business Research Methods, Mahavir Publications
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REFERENCE	1. Shekharan Uma, Business Research Methods, John Wiley Publications 2. Zikmud, Business Research Methods, Cenage Publications 3. Copper, Business Research Methods, Tata McGraw Hill
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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	5
2.	Sessional Test	2	20
3.	Group Discussion	4	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4
Class Test	x		x	
Quiz			x	x
Assignment	x			x

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MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	H	i	j	k
Course Learning Outcomes	4		1,2			3					

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
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- Problems encountered in the subject delivery,
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Production & Operation Management

L T P

4 0 0

MODULE CODE	MGMT2110
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: In total SEVEN questions will be set. Question ONE will be compulsory and will cover all units. Remaining six questions are to be set taking at least one question from each unit. The students are to attempt five questions in total, first being compulsory.

OBJECTIVE

A study of the subject matter presented in this course will enable the student to understand the basic concepts in commerce, trade and industry which will be help in exposed to modern business world, understand modern business practices, forms, procedures and functioning of various business organizations

1. To provide knowledge of key concepts of Production function.
2. To acquaint the students regarding various solutions in the design and operation of Production function.
3. To gain insight into Production Planning and Control.
4. To gain knowledge about different inventory control techniques.
5. To study the ways to make Production system more efficient and effective.

LEARNING OUTCOMES

Following this course students will be able to:

1. The students will be able to understand the different production system
2. They will know the different factors affecting plant location and layout which could be useful for them even for owing their own enterprise.
3. They will gain knowledge about the ways of managing inventory.
4. The students could apply the knowledge of Production concepts in various decision making, working as managers.

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5. It will help the students to save company's resources and compete in the market.
6. Helps to get knowledge about government role in business organization.

MODULE CONTENT

Unit 1: Production

Production: definition, importance, jobs/decisions, classification of decision areas, importance and activities, differences between products and services. Meaning and types of production systems: production to order and production to stock.

Unit 2: Production planning and control

Production planning and control, objectives, advantages and elements. PPC and production System, disposal of scrap, surplus and obsolete materials, Plant Layout: Meaning, significance, types and material handling

Unit-3 Scheduling: operations scheduling

Scheduling: operations scheduling, goals of short term scheduling, job sequencing (FCFS, SPT, EDD, LPT, CR) and Johnson's rule on two machines, gantt charts; Capacity planning: definition, measures of capacity (input and output), types of planning over time horizon, decision trees analysis.

Unit 4: Materials Management

Materials Management: meaning, objectives, importance, functions and organization materials information system; standardization, simplification and variety reduction; value analysis and engineering.

Unit-5 Inventory management

Inventory management and waiting line management, inventory models; Inventory control: objectives, advantages and techniques (EOQ model and ABC analysis); Quality control: meaning and importance, inspection, quality control charts for variables and attributes

Unit 6: Stores Management

Stores Management: meaning, objectives, importance and functions, stores layout; classification and codification; inventory control of spare parts; materials logistics warehousing management, materials handling, traffic and transportation

RECOMMENDED BOOKS

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TEXT BOOK	<ol style="list-style-type: none"> 1. Production and Operation Management: UpendraKachru Excel Books, New Delhi 2. Production and Operation Management: S N Chary and R Paneerselvam Tata McGraw Hills, New Delhi
REFERENCE	<ol style="list-style-type: none"> 1. Nair, Purchasing and Material Management, Vikas Publishing House, New Delhi 2. Gopal Krishnan, P., Handbook of Materials Management, Prentice Hall of India Pvt. Ltd. New Delhi

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	5
2.	Sessional Test	2	20
3.	Group Discussion	4	5
4.	End Semester Exam	1	70

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MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6
Class Test		x	x			X
Quiz				x	x	
Assignment	x					X

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	H	i	j	k
Course Learning Outcomes		5			2						

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
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- Problems encountered in the subject delivery,
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Entrepreneurship Development

L T P

4 0 0

MODULE CODE	MGMT2215
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: In total SEVEN questions will be set. Question ONE will be compulsory and will cover all units. Remaining six questions are to be set taking at least one question from each unit. The students are to attempt five questions in total, first being compulsory.

OBJECTIVE

The aim of this subject is to enable the student to understand the concept, process and importance of entrepreneurship and develop skills of an effective entrepreneur. Help students to acquaint with scanning of the environment for opportunities in the business world.

2. To understand the fundamentals of entrepreneurship.
3. To enhance the skills of the students related to entrepreneur.
4. To recognize value of communication skills in business.
5. To enable the students to know about environmental analysis.
6. To enable the students to be efficient in the requirements & formalities of an enterprise.
7. To transform students overall personality by enhancing the role of entrepreneur in our economy.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the understanding about entrepreneurship.
2. To familiarize with the functions of entrepreneur and the role of entrepreneur for economic development.
3. Acquire knowledge about the qualities of an entrepreneur and types of entrepreneurs.
4. Acquire knowledge about factors influencing entrepreneurship.
5. Acquire knowledge about the role played by SSI in the development of the Indian Economy.

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6. Helps to make them efficient in preparing business plan of a venture.
7. Develop them as a dynamic entrepreneur to start a small industry.

MODULE CONTENT

<p><u><i>UNIT- I: Introduction to entrepreneurship</i></u></p> <p>Introduction: entrepreneur, definition, emergence of entrepreneurial class; theories of entrepreneurship</p>
<p><u><i>UNIT-II: Basic requirements planning</i></u></p> <p>Promotion of a venture: opportunity analysis, external environmental analysis; Competitive factors; Legal requirements of establishment, raising of funds; Venture capital sources and documentation</p>
<p><u><i>UNIT-III: Qualities of an entrepreneur</i></u></p> <p>Entrepreneurial behavior: innovation and entrepreneur, psycho theories, social responsibility; Entrepreneurial development programmes (EDP): role, relevance and achievements; Role of government.</p>
<p><u><i>UNIT -IV: Role of entrepreneur in economy</i></u></p> <p>Role of entrepreneur: innovator, generation of employment opportunities, economic growth, social stability and balanced regional development of industries, export promotion and import substitution, forex earnings.</p>
<p><u><i>UNIT-V :Small scale industries</i></u></p> <p>Small Scale Industries - Tiny Industries - Ancillary Industries - Cottage Industries – Definition – Meaning - Product Range - Capital Investment - Ownership Patterns - Importance and Role played by SSI in the development of the Indian Economy.</p>
<p><u><i>UNIT-VI: Sickness in SSIs</i></u></p> <p>Role and Types of Sickness: Meaning and definition of a sick industry - Causes of Industrial Sickness - Preventive and Remedial Measures for Sick Industries.</p>

RECOMMENDED BOOKS

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TEXT BOOK	<ol style="list-style-type: none"> 1. VidyaHattangadi ;<i>Entrepreneurship</i>, HPH. 2. N.V.R. Naidu : <i>Management and Entrepreneurship</i>, I.K. International
REFERENCE	<ol style="list-style-type: none"> 1. Bharusali, <i>Entrepreneur Development</i> 2. K.Venkataramanappa, <i>Entrepreneurial Development</i>, SHB Publications

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	5
2.	Sessional Test	2	20
3.	Group Discussion	4	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6	7
Class Test		x	x				
Quiz			x		x		x
Assignment	x		x			x	X

MAPPING OF COURSE LEARNING OUTCOMES

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Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes	1				2						

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
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- Problems encountered in the subject delivery,
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Auditing and Corporate Governance

L T P

4 0 0

MODULE CODE	MGMT2216
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: In total SEVEN questions will be set. Question ONE will be compulsory and will cover all units. Remaining six questions are to be set taking at least one question from each unit. The students are to attempt five questions in total, first being compulsory.

OBJECTIVES:

A study of the subject matter presented in this course will enable the student to understand the basic concepts in commerce, trade and industry which will be help in exposed to modern business world, understand modern business practices, forms, procedures and functioning of various business organizations

1. To develop knowledge and understanding of Corporate governance
2. To understand Indian Model of Corporate Governance.
3. To understand the – Composition and role of Board of Directors.
4. To understand the concept of Auditing.
5. To enable the students about Company Auditor in India.

LEARNING OUTCOMES:

Following this course student will be able to:

1. Develop the understanding of Corporate governance
2. Helps to make them Indian Model of Corporate Governance.
3. Knowledge of financial disclosure issues.
4. An ability to understand Composition and role of Board of Directors.

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5. Ability to understand the nature of Auditing.

MODULE CONTENT

UNIT-1 Introduction

Concept of corporate governance, need for corporate governance, corporate governance Theories, Indian Model of Corporate Governance: Director, Board Role, Responsibilities, Powers, Number of Directors, Disqualifications, Board Meetings, Regulatory Framework of Corporate Governance in India.

UNIT-2 Board of Director

Composition and role of Board of Directors, legal aspects and liabilities, functions and duties of the board , role of independent directors ,Whistle Blowing, Clause 49 of Listing Agreement.

UNIT-3 Financial Disclosures

Code of corporate governance, accounting standards and disclosures, financial disclosure norms and practices, role of audit committee, SEBI and Government.

Unit 4- Board Committees

Board Committees and their Functions, Remuneration Committee, Nomination Committee, Compliance Committee, Shareholders Grievance Committee, Investors Relation Committee, Investment Committee, Risk Management Committee, and Audit Committee

Unit 5: Auditing

Basic Principles and Techniques; Classification of Audit, Audit Planning, Internal Control – Internal Check and Internal Audit; Audit Procedure – Vouching and verification of Assets & Liabilities.

Unit 6: Company Auditor

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Qualifications and disqualifications, Appointment, Rotation, Removal, Remuneration, Rights and Duties; Auditor's Report- Contents and Types.

RECOMMENDED BOOKS

TEXT BOOK	Text/Reference Books: <ul style="list-style-type: none"> Baxi, C V, Corporate Governance, Excel Books
REFERENCE	<ol style="list-style-type: none"> Swami, Parthasarthy, Corporate Governance, Biztantra, New Delhi. Singh, A. K. and Gupta Lovleen, Auditing Theory and Practice, Galgotia Publishing Company. Gupta, Kamal and Ashok Arora, Fundamentals of Auditing, Tata Mc-Graw Hill Publishing Co. Ltd., New Delhi

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	25
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6
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Class Test		x		x	x	
Quiz		x	x		x	
Assignment	x		x			x

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes	1	3							5		

EVALUATION

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Indian Banking System

L T P
4 0 0

MODULE CODE	MGMT2217
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: In total SEVEN questions will be set. Question ONE will be compulsory and will cover all units. Remaining six questions are to be set taking at least one question from each unit. The students are to attempt five questions in total, first being compulsory.

OBJECTIVES

1. The aim of this subject matter will enable the student to understand the basics of Indian Banking System. It will acquaint them with various concepts of Indian Banking System.
2. To provide knowledge and understanding of Indian banking system.
3. To identify the foundation terms and concepts those are commonly used in Indian banking system.
4. To examine the components of Indian Banking System.
5. To understand the functioning of commercial banks.

LEARNING OUTCOMES

Following this course students will be able to:

1. Familiarize the students with concepts of the Indian Banking System.
2. Develop the understanding and importance of commercial banks.
3. This will open the horizons of the students in understanding the functioning of development banks.
4. Make students understand the working of Indian Banks.
5. To identify the problems associated with growth in banking system.

MODULE CONTENT

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<p><u><i>UNIT-I: Indian Banking System</i></u> Structure & Organization of banks; RBI; Apex banking institutions; Commercial banks; RRBs; Co-operative banks; Development banks.</p>
<p><u><i>UNIT-II: State Bank of India</i></u> Brief history; Objectives; Functions; Structure & Organization.</p>
<p><u><i>UNIT-III: Regional Rural Banks</i></u> History; Functions; Role in Rural India; Progress & Performance.</p>
<p><u><i>UNIT-IV: Reserve Bank of India</i></u> Objectives; Organization; Functions & Working; Monetary policy credit control measures & their effectiveness.</p>
<p><u><i>UNIT-V: Development Banks</i></u> NABARD; SIDBI; IDBI; IFCI; EXIM; NHB.</p>
<p><u><i>UNIT-VI: Banking Regulation Act, 1949</i></u> History; Social Control; Banking Regulation Act as applicable to Banking companies, Public sector banks, Cooperative banks.</p>

RECOMMENDED BOOKS

TEXT BOOKS	1.Sundaram & Varshney; “ <i>Banking, Theory Law and Practice</i> ”; Sultan chand & sons;2004 2. Vasant Desai; “ <i>Development Banking & Financial Intermediaries</i> ”; Himalaya Publishing House; 2001.
REFERENCES	1. Mithani.D.M., Gordon.E.; “ <i>Banking & Financial Systems</i> ”; Himalaya Publishing House;2003. 2.Reddy.P.N., Appannaiah.H.R.; “ <i>Theory & Practice of Banking</i> ”; Himalaya Publishing House;2003.

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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks.

Theory: 70 marks Internal assessment: 30

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6
Class Test		x			x	
Quiz	x					x
Assignment		x		x		

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes	1		5		4		3		2		

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EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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Marketing of financial products and services

L T P
4 0 0

MODULE CODE	MGMT2218
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: In total SEVEN questions will be set. Question ONE will be compulsory and will cover all units. Remaining six questions are to be set taking at least one question from each unit. The students are to attempt five questions in total, first being compulsory.

OBJECTIVES :

The aim of this subject is to teach students to understand the basic concept of marketing of financial products and services and

1. To understand the basic concept of financial markets
2. To develop knowledge and understanding of marketing of financial products and services in India.
3. To understand the different aspects of marketing strategy of insurance and non-insurance products.
4. To understand the concept and importance of Retail Banking products.
5. To acquaint the students about the development relationship management in Banking.
6. To enhance the knowledge of students about the recent development in the field of distribution of financial services.

LEARNING OUTCOMES

Following this course students will be able to:

- a) Develop the conceptual understanding of marketing of financial products.
- b) Develop an understanding the concept of relationship marketing in banking.

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- c) Recognize the recent developments in the field of marketing of services.
- d) Aptitude to bring consumer awareness through media and government.
- e) Understand the basics of distribution strategy in banking and finance.

MODULE CONTENT

<p><u><i>UNIT-I: Marketing of financial products</i></u> Marketing financial products –an introduction, Customer focus in marketing financial products – factors affecting financial product buying behavior.</p>
<p><u><i>UNIT-II: Marketing strategy</i></u> Marketing strategy of mutual funds, marketing of insurance products –life and non –life insurance products, marketing of pension funds.</p>
<p><u><i>UNIT-III: Retail Banking</i></u> Concept and Importance, Retail banking Products: Housing loan, conveyance loan, personal loan, education loan, plastic money.</p>
<p><u><i>UNIT-IV: Marketing of financial services</i></u> A Conceptual framework, types of financial markets in India, financial services in India, concept of marketing and marketing mix in banking.</p>
<p><u><i>UNIT-V: Relationship Banking</i></u> Concept of CRM in banking, need of CRM in marketing financial products, Benefits of CRM, attracting and retaining bank customers</p>
<p><u><i>UNIT-VI: Concept of Distribution</i></u> Multiple delivery channels, Bancassurance, marketing information and research in banking , globalization and its impact on financial services</p>

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none"> 1. Managing and marketing of financial services :Indian institute of banking and finance , Taxmann publication 2. Marketing of financial products and services : Dr. (Prof.) RB & Rajeshwari, Dr. Solanki , Galgotia publishing company
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REFERENCE	1.Marketing of Financial Services: DhananjayBapat, BIZTANTRA 2. Retail Banking : Keith Pond ,Global professional publishing Ltd .
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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed.Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:70 marks Internal assessment: 30

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6
Class Test		x			x	
Quiz	x					x
Assignment		x		x		

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	1	2	3	4	5
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Course Learning Outcomes	2		3	4	
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EVALUATION

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PROGRAM SCHEME

SEMESTER V								Marks		
Module Code	Category	Sub Category	Course Name	L	T	P	C	Internal	External	Total
MGMT3101	M	PC	BUSINESS POLICY & STRATEGY	4	0	0	4	30	70	100
MGMT3102	M	PC	INTERNATIONAL BUSINESS ENVIRONMENT	3	0	0	3	30	70	100
MGMT3103	M	PC	BEHAVIOURAL SCIENCE	3	0	0	3	30	70	100
MGMT3104	M	PC	INDUSTRY SESSION IN BUSINESS ANALYTICS	1	0	0	1	30	70	100
MGMT3105	M	PC	INDUSTRY SESSION IN BUSINESS ANALYTICS LAB	0	0	2	1	25	25	50
MGMT3106	M	PD	SUMMER TRAINING (TRAINING TO BE UNDERGONE AFTER IV SEMESTER)	0	0	2	1	50	0	50
MGMT3107	M	PD	SPECIALIZED MAJOR PROJECT (GROUP)	0	0	8	4	50	50	100
	M	PE	ELECTIVE-V	4	0	0	4	30	70	100
	M	PE	ELECTIVE-VI	4	0	0	4	30	70	100
	M	GE	ELECTIVE-II	4	0	0	4	30	70	100
CLUB0101	P	CA	CO-CURRICULAR ACTIVITY	0	0	0	1	25	25	50
VALU0136	P	AE	APTITUDE-II	2	0	0	2	25	50	75
TOTAL CREDITS				25	0	12	32	385	640	1025

To be chosen from Generic Electives offered by departments other than the parent department.

L = Lecture

T = Tutorial

P = Practical

C = Credit Point

PROGRAMME ELECTIVE-V	
MGMT3209	BANKING AND INSURANCE
MGMT3210	CAPITAL MARKET

PROGRAMME ELECTIVE-VI	
MGMT3211	PUBLIC RELATION & CORPORATE IMAGE
MGMT3212	INDIAN ECONOMY

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SEMESTER V

Business Policy and Strategy

L T P
4 0 0

MODULE CODE	MGMT3101
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: In total SEVEN questions will be set. Question ONE will be compulsory and will cover all units. Remaining six questions are to be set taking at least one question from each unit. The students are to attempt five questions in total, first being compulsory.

OBJECTIVE

1. To develop a holistic perspective of the organization.
2. To enable the students to analyze the strategic situation facing the organization.
3. To access strategic options available to the organization.
4. To know different organizational appraisal techniques for strategy formulation.
5. To implement the strategic choices made by the organization.

LEARNING OUTCOMES

Following this course will help the students:

1. To know the levels of approaches to strategic decision making.
2. To know the strengths, weakness, opportunities and threats available to the organization, so that they can avail opportunities to compete in the market.
3. Analyze the different strategic choices available to choose the best among them.
4. Know the best decision to be taken at a particular stage of product evaluation.
5. Know the ways to implement the strategies effectively.

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MODULE CONTENT

<p><u><i>UNIT-I: Phases of business policy formulation</i></u></p> <p>Introduction: nature, scope and importance, evolution; Forecasting, long-range planning, strategic planning and strategic management process; Formulation phase: vision, mission, environmental scanning, objectives and strategy; Implementation phase: strategic activities, evaluation and control.</p>
<p><u><i>UNIT-II: Environmental analysis</i></u></p> <p>Need, characteristics and categorization; Approaches: structural analysis of competitive environment; ETOP as a diagnosis tool.</p>
<p><u><i>UNIT-III: Analysis of internal resources</i></u></p> <p>Strengths and weakness; Resource audit; Strategic advantage analysis, value-chain approach to internal analysis, methods of analysis and diagnosing corporate capabilities; Functional area profile and resource deployment matrix; Strategic advantage profile, SWOT analysis.</p>
<p><u><i>UNIT-IV: Formulation of strategy</i></u></p> <p>Approaches; Major strategy options: stability, growth and expansion, diversification, retrenchment, mixed strategy.</p>
<p><u><i>UNIT-V: Choice of strategy</i></u></p> <p>BCG model, stop-light strategy model, directional policy matrix (DPM) model, product/market evolution: matrix and profit impact of market strategy (PIMS) model.</p>
<p><u><i>UNIT-VI: Implementation</i></u></p> <p>Major issues - in implementation: organization structure; Leadership and resource allocation.</p>

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none"> 1. Strategic Management and Business Policy: AzharKazmi Tata McGraw Hills, New Delhi 2. Strategic Planning and Management: P K Ghosh Sultan Chand and Sons, New Delhi
REFERENCE	<ol style="list-style-type: none"> 1. Mastering Strategic Management: Tim Hannagan Palgrave Macmillan, Noida

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METHODS OF TEACHING AND STUDENT LEARNING

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ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	5
2.	Sessional Test	2	20
3.	Group Discussion	4	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5
Class Test			x	x	
Quiz		x			x
Assignment		x	x		

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes	1,2		3		4					2	

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EVALUATION

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International Business Environment

L T P
3 0 0

MODULE CODE	MGMT3102
CREDIT POINTS	3
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: In total SEVEN questions will be set. Question ONE will be compulsory and will cover all units. Remaining six questions are to be set taking at least one question from each unit. The students are to attempt five questions in total, first being compulsory.

OBJECTIVE

The aim of this course is to enable the students to know the nature and dimensions of evolving business environment in India to influence managerial decisions, understand globalization, and analyse international environment.

1. To provide exposure to multiple dimensions of the international business
2. To Provide in-depth knowledge of international financial system
3. To impart knowledge of rules and regulations regarding international perspective to business
4. To acquaint the students with cross-cultural dynamics of international business
5. To enable them to understand ethical and social issues in international business

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop skills of indulging in international business.
2. Help to know procedural formalities of international business.
3. Able to face cross-culture challenges.
4. Acquire understanding of international ethical and social issues.
5. Promote understanding of financial, marketing and human aspects of international business

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MODULE CONTENT

<u><i>Unit 1: Introduction to international business</i></u> Introduction to international business: importance, nature, types, stages of internationalization, international business orientation, international business vs. domestic business: complexities of international business, risks in IB, motives for going international
<u><i>Unit 2: Market entry strategies and market selection</i></u> Modes of entry into international business , country evaluation and selection, market Selection process and decision ,evaluation matrix , FDI , impact of FDI on home and host countries.
<u><i>Unit 3: International marketing management</i></u> International Marketing Management: Decisions concerning global manufacturing, international product decisions, managing distribution channels, international pricing decisions.
<u><i>Unit 4: International accounting practices</i></u> International accounting practices: Accounting difference across countries ,factors responsible for accounting differences and their harmonization
<u><i>Unit 5: Human resource developments and social issues in globalization</i></u> Organizational structures, international human resource management ,factors affecting international HRM, Staffing policy , issues related to expatriates , social responsibility of the global firm, cross cultural challenges in IB.
<u><i>Unit 6: International business-theories and regional economic groupings</i></u> International business theories: an overview, Forms of Regional Economic groupings , structure and functioning of EU,NAFTA , SAARC and ASEAN

RECOMMENDED BOOKS

TEXT BOOK	1. International Business Text and cases Francis charunilam Prentice Hall of India ,New Delhi 2. International Business: V Sharan, Pearson Education, New Delhi
REFERENCE	1. International Business: P S Rao Himalaya Publishing House, New Delhi

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METHODS OF TEACHING AND STUDENT LEARNING

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ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	5
2.	Sessional Test	2	20
3.	Group Discussion	4	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5
Class Test		X	X		
Quiz		X	X		X
Assignment	X		X		X

MAPPING OF COURSE LEARNING OUTCOMES

[illegible]

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EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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Banking & Insurance

L T P

4 0 0

MODULE CODE	MGMT3209
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: In total SEVEN questions will be set. Question ONE will be compulsory and will cover all units. Remaining six questions are to be set taking at least one question from each unit. The students are to attempt five questions in total, first being compulsory.

OBJECTIVE

The aim of this subject is to teach students to understand the basic concept of banking and Insurance.

1. To develop knowledge and understanding of banking & it's functioning.
2. To impart knowledge of various functional areas of banking.
3. To understand risk management in banking & insurance sectors.
4. To understand the concept of insurance & investment arrangement.
5. To enable the students about different types of insurance plans & pension funds.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the understanding of the concept of banking & its activity.
2. Helps to make them understand different function of different banks.
3. Knowledge of banking sectors & its product.
4. Ability to understand the nature of insurance & types.
5. Helps to understand about different schemes of insurance companies.

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MODULE CONTENT

<p><u><i>UNIT-I: Introduction to banking</i></u> Introduction to banking business: retail, corporate, rural and international; Non-banking financial intermediaries; Types of advances and deposits in a bank; New dimensions and products: credit, debit and smart cards; E-banking structure</p>
<p><u><i>UNIT-II: Banking concepts and regulations</i></u> Banking reforms and regulation, Banking Regulation Act, 1949, RBI Act 1934 and reserve bank's instruments of credit control; Deficiencies in Indian banking, banking sector reforms.</p>
<p><u><i>UNIT-III: Insurance concepts and regulations</i></u> Introduction to insurance, meaning and nature, purpose and need, principles, types, terminology, new insurance product, present state of insurance industry in India;</p>
<p><u><i>UNIT-IV: Life insurance:</i></u> Life insurance: meaning and importance, types of plans, pricing, underwriting, documentations, channels of distributions, policy servicing and settlement of claims, understanding annual report of a life insurance company;</p>
<p><u><i>UNIT-V: Legal framework:</i></u> essentials of General Contract (Section 10) of Indian Contract Act, 1872, essential feature of Insurance Contracts, salient features of Insurance Act, 1938, LIC Act, 1945, GIC Act, 1972, IRDA Act, 1999, Agency Law, Protection act 1986</p>
<p><u><i>UNIT-VI: Non-life insurance:</i></u> Non-life insurance: meaning and importance, types, understanding annual report of a non-insurance company. Financial Inclusion, Concept, Financial Inclusion in India: Challenges, Scope of Financial Inclusion in banking activities & financial services,</p>

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RECOMMENDED BOOKS

TEXT BOOK	2. Insurance Principles and Practice: M N Mishra S. Chand and Sons, New Delhi 3. Banking Theory Law and Practice: K P M Sundharam Sultan Chand and Sons, New Delhi
REFERENCE	1. Commercial Bank Management: E W Read Harper and Row Publishers, New York

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	5
2.	Sessional Test	2	20
3.	Group Discussion	4	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5
Class Test		x	x		X
Quiz		x			X
Assignment	x		x		

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MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes	1	2	3		4						

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
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Capital Market

L T P
4 0 0

MODULE CODE	MGMT3210
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs.
LAST REVISION DATE	

OBJECTIVE

The aim of this subject is to teach students to understand the basic concept of Capital Market.

1. To develop knowledge and understanding of capital market & it's functioning.
2. To familiarize the students with mechanics of stock market.
3. To understand various instruments traded in capital market.
4. To understand the concept of primary & secondary market.
5. To enable the students about different types of mutual funds.

LEARNING OUTCOMES

Following this course student will be able to:

1. Develop the understanding of the concept of capital market.
2. Helps to make them understand different function of capital market
3. Knowledge of different methods for issuing shares in primary methods.
4. Ability to understand the nature of stock market.
5. Helps to understand about different schemes of mutual fund.

MODULE CONTENT

UNIT-I:

Need for investment, Investment alternatives; Overview of Capital Markets – Capital market participants, governing rules, Intermediaries, features of developed capital market in India, reforms in the capital market in India.

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<u>UNIT-II:</u> Regulatory framework of capital market, capital market instruments and innovation in financial instruments.
<u>UNIT-III:</u> Primary capital market scenario in India, primary market intermediaries, primary market activities, methods of raising resources from primary market.
<u>UNIT-IV:</u> secondary market scenario in India, organization and management, trading and settlement, listing of securities, stock market index, steps taken by SEBI to increase liquidity in the stock market; Major exchanges in India.
<u>UNIT-V:</u> Meaning, need and benefits of depository system in India, depository process, internet initiatives at NSDL; Overview of NSDL – Key features of depository system, difference between bank and NSDL, legal framework, functions of depositories, services from NSDL difference between demat and physical share.
<u>UNIT-VI:</u> Role and policy measures relating to development banks, Major development banks in India, Mutual funds, investor protection

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none"> 1. Pathak, Bharati V, The Indian Financial System, Pearson Education 2. Khan, M. Y, Indian Financial System, Tata McGraw Hill 3. Bhole, L M, Financial Institutions and Markets, Tata McGraw Hill
REFERENCE	<ol style="list-style-type: none"> 1. Gurusamy, Financial Markets and Institutions, 3rd edition, Tata McGraw Hill.

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

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Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

EVALUATION

At the end of semester, Subjectteacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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Public Relations and Corporate Image

L T P
4 0 0

MODULE CODE	MGMT3211
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: In total SEVEN questions will be set. Question ONE will be compulsory and will cover all units. Remaining six questions are to be set taking at least one question from each unit. The students are to attempt five questions in total, first being compulsory.

OBJECTIVE

A study of the subject matter presented in this course will enable the student to understand the basic concepts in event management which will be help in exposed to modern business world, understand modern business practices, forms, procedures and functioning of various business organizations

1. To develop knowledge and understanding of public relations.
2. To understand the role of media in making PR.
3. To understand the concept and principle of practical PR.
4. To understand the Consumer relations Ethics in PR.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the deep understanding of PR.
2. Helps to make them understand about the role of media in making good PR and corporate image.
3. Knowledge of the concept of Open system model of public relations.
4. An ability to know the principles of Public relation for government and private sector.
5. Ability to understand various issues and problems arises in PR and corporate image.

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MODULE CONTENT

<p><u><i>Unit 1: Basic concepts</i></u></p> <p>Development of public relations: meaning, nature and scope, elements, human relations, empathy, persuasion and dialogue, Indian context, organization of a PR department.</p>
<p><u><i>Unit 2: Public opinion</i></u></p> <p>Open system model of public relations, factors influencing formation of attitudes, governors of opinion change, generators of opinion change, principles, role of opinion leaders, principles of persuasion; Issue management.</p>
<p><u><i>Unit 3: Role of media</i></u></p> <p>Tools and media: internet and intranet, newspapers, magazines, radio and TV, publicity, propaganda and campaigns.</p>
<p><u><i>Unit 4: Principles of practical PR</i></u></p> <p>Public relation for government; Public relation for private sector, public relation for public sector; Interaction between management and employee internal communication media, PR for general public Role for mass media, Marketing, Advertising & public relation</p>
<p><u><i>Unit 5: Politics PR and Corporate</i></u></p> <p>PR and media press relation, Financial PR, International PR; Dealing with parliamentary, committees ; PR in crisis management, PR & social marketing, Distributor-dealer relation ; Supplier relation, Community relation, Government relation, Consumer relations Ethics in PR: codes of professional conduct & ethics, Role of professional Organization; Legal consideration of Public relation:</p>
<p><u><i>Unit 6: Public relations problem analysis</i></u></p> <p>Defining public relations problem, planning and programming, action and communications strategy, evaluation program.</p>

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RECOMMENDED BOOKS

TEXT BOOK	Text/Reference Books: <ol style="list-style-type: none"> 1. Principles Of Public Relations: C Rayendu and K R Balan Himalaya Publishing House, New Delhi 2. Effective Public Relations Management- A Guide To Corporate Survival: Winer Park Jaico Publications, New Delhi
REFERENCE	<ol style="list-style-type: none"> 1. Practical Public Relation: Sam Black Universal Books, New Delhi 2. Handbook Of Public Relations In India: D Mehta Allied Publications, New Delhi

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	5
2.	Sessional Test	2	20
3.	Group Discussion	4	5
4.	End Semester Exam	1	70

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MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5
Class Test		x	x		X
Quiz				x	X
Assignment	x	x		x	

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes		1		2			5	4			

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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Indian Economy

L T P
4 0 0

MODULE CODE	MGMT3212
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: In total SEVEN questions will be set. Question ONE will be compulsory and will cover all units. Remaining six questions are to be set taking at least one question from each unit. The students are to attempt five questions in total, first being compulsory.

OBJECTIVE

The aim of this subject matter will enable the student to understand the basics of Indian Economy. It will acquaint them with various concepts of Indian Economy.

1. To provide knowledge and understanding of Indian Economy.
2. To identify the concepts used in Indian Economy.
3. To examine the components of Indian Economy.
4. To understand the functioning of Indian Economy.

LEARNING OUTCOMES

Following this course students will be able to:

1. Familiarize the students with concepts of the Indian Economy.
2. Develop the understanding of Indian Economy.
3. This will open the horizons of the students in understanding the functioning of Indian Economy.
4. Ability to understand the behaviour and impact of various economic factors.
5. Ability to identify and analyse economic problems.

MODULE CONTENT

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<p><u><i>UNIT-I: Structure of Indian Economy</i></u> Concept of Economic Growth and Economic Development, Growth and Development. Basic Characteristics of Indian Economy Changes in structure of Indian Economy (Primary Sector, Secondary Sector & Tertiary Sector). Trends in National Income Occupational Distribution, Work Force Participation and Changes in Occupational Structure in India.</p>
<p><u><i>UNIT-II: Planning and Economic Development</i></u> Objective of Economic Planning in India, Tenth Five Year Plan. Industrial Policy-1991, Disinvestments of Public Enterprises.</p>
<p><u><i>UNIT-III: Economic Problems</i></u> Poverty, Inequality, Parallel Economy, Unemployment, Concentration of Economic Power, Balanced Regional Development, Low Capital Formation and Industrial Sickness.</p>
<p><u><i>UNIT-IV: Indian Economy and Foreign Trade</i></u> Concept, Significance, Foreign Exchange Reserve, Balance of Payment, Balance of Trade, Export Import Policy (2002-2007), Foreign Exchange Management Act (FEMA), Export Promotion and Qualitative Restrictions.</p>
<p><u><i>UNIT-V: Role of service and entrepreneurial sector</i></u> Service and Entrepreneurial Sector, role of Commercial Bank and Financial Institutions, Role of Small Scale Industries in Indian Economy.</p>
<p><u><i>UNIT-VI: Indian Economy- Emerging Issues</i></u> WTO & Indian Economy (Emerging Areas), GATT, TRIMS, TRIPS, Foreign Direct Investment, Portfolio Investment & Foreign Institutional Investors.</p>

RECOMMENDED BOOKS

TEXT BOOKS	1. Dhingra, I.C.; <i>Indian Economy</i> , Sultan Chand, 2003 2. Aggarwal, A.N., <i>Indian Economy</i> , Vishwa Prakashan, 2003.
REFERENCES	1. Mishra, S.K. & V.K. Puri; <i>Problems of Indian Economy</i> , Himalaya Publishing House, 2003. 2. Datt, Ruddar; <i>Sundhram, Indian Economy</i> , Sultan Chand, 2003.

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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks.

Theory: 70 marks Internal assessment: 30

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6
Class Test		x			x	
Quiz	x					x
Assignment		x		x		

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes	1	3	5				4		2		

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EVALUATION

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SEMESTER VI								Marks		
Module Code	Category	Sub Category	Course Name	L	T	P	C	Internal	External	Total
MGMT3113	M	PC	LEADERSHIP & CHANGE MANAGEMENT	3	0	0	3	30	70	100
MGMT3114	M	PC	COMPANY LAW	4	0	0	4	30	70	100
CSEN0122	M	PC	E-COMMERCE	3	0	2	4	30	70	100
CSEN0123	M	PC	E-COMMERCE LAB	0	0	2	1	25	25	50
MGMT3115	M	PC	FOUNDATION COURSE IN COGNITIVE AND SOCIAL MEDIA ANALYTICS	1	0	0	1	30	70	100
MGMT3116	M	PC	FOUNDATION COURSE IN COGNITIVE AND SOCIAL MEDIA ANALYTICS LAB	0	0	2	1	25	25	50
MGMT3117	M	PD	MAJOR PROJECT (INDIVIDUAL)	0	0	8	4	50	50	100
	M	PE	ELECTIVE-VII	4	0	0	4	30	70	100
	M	PE	ELECTIVE-VIII	4	0	0	4	30	70	100
ENVS0101	P	AE	ENVIRONMENTAL SCIENCE	2	0	0	2	25	50	75
MGMT3108	P	CI	CREATIVITY AND INNOVATION	0	0	0	1	25	25	50
TOTAL CREDITS				21	0	14	29	330	595	925

L = Lecture

T = Tutorial

P = Practical

C = Credit Point

PROGRAMME ELECTIVE-VII	
MGMT3218	EVENT MANAGEMENT
MGMT3219	CONSUMER PROTECTION

PROGRAMME ELECTIVE-VIII	
MGMT3220	SERVICE MARKETING
MGMT3221	PERSONAL SELLING AND SALESMANSHIP

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SEMESTER VI

Company Law

L T P
4 0 0

MODULE CODE	MGMT3114
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVE

The objective of the course is to impart basic knowledge of the provisions of the Companies Act 2013 and to give an insight on company laws .

1. To provide knowledge and understanding of the company laws and national company laws.
2. To provide understanding of documents regarding company registration ..
3. To provide the knowledge regarding dividend decision and auditors.
4. To provide understanding the classification of meetings and management.
5. To provide knowledge and procedure of the winding up.

LEARNING OUTCOMES

Following these course students will be able to:

1. Develop the understanding of significance of corporate laws.
2. Ability to understand different type of documents required for registration .
3. Ability to analyse the dividend decision and provision of payments.
4. Ability to analyze the management, directors and meetings.
5. Ability to know the concept and procedure of winding up.

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UNIT-Introduction

Characteristics of a company; lifting of corporate veil; types of companies including one person company, small company, associate company, dormant company, producer company, illegal association; formation of company, promoters and their legal position, pre incorporation contract and provisional contracts; on-line registration of a company.

UNIT –II Documents

Memorandum of association and its alteration, articles of association and its alteration, doctrines of constructive notice and indoor management ,relationship and distinction between MOA and AOA, Prospectus, shelf prospectus and red herring prospectus, mis-statement in prospectus and their consequences .

UNIT-III Management

Meaning, qualification, disqualification ,women director ,appointment and removal of directors; duties and liabilities of directors; remuneration of directors; distinction between managing director and manager; distinction between managing director and whole time director ;Meaning, need and current development in corporate governance.

UNIT-III Management

Meaning, qualification, disqualification ,women director ,appointment and removal of directors; duties and liabilities of directors; remuneration of directors; distinction between managing director and manager; distinction between managing director and whole time director ;Meaning, need and current development in corporate governance.

UNIT-IV Membership and Meetings

Definition of member; members and share holders; modes of acquiring membership; termination of membership; rights and liabilities of a member. Meetings of shareholders and board; types of meetings, convening and conduct of meetings, requisitions of valid meeting; voting, proxy and resolutions, minutes , postal ballot, meeting through video conferencing.

UNIT-V Dividend and Audit

Meaning of dividend; sources of dividend payments; declaration of dividend; payment of dividend; unpaid and unclaimed dividends. Appointments, qualifications and remunerations of auditors; power, duties and obligations of auditors , Audit committee, Auditors report , Inspection and investigations.

UNIT-VI Winding up

Meaning and modes of winding up ; grounds for winding up by the tribunals; types of voluntary winding up; consequences of voluntary winding up; appointment, power and duties of a liquidators in winding up. Meaning and nature of Contributor's liability. Meaning and dissolution of defunct company.

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RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none">1. MC Kuchhal, Modern Indian Company Law, Shri Mahavir Book Depot (Publishers), Delhi.2. GK Kapoor and Sanjay Dhamija, Company Law, Bharat Law House, Delhi.3. Anil Kumar, Corporate Laws, Indian Book House, Delhi4. Company Law: Ashok Kumar Vikas Publishing House (P) Ltd, 5-Ansari Road, Delhi
REFERENCE	<ol style="list-style-type: none">1. Reena Chadha and Sumant Chadha, Corporate Laws, Scholar Tech Press, Delhi.2. Avtar Singh, Introduction to Company Law, Eastern Book Company3. Ramaiya, A Guide to Companies Act, LexisNexis, Wadhwa and Buttersworth.4. Manual of Companies Act, Corporate Laws and SEBI Guideline, Bharat Law House, New Delhi,.

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

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Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	5
2.	Sessional Test	2	30
3.	Group Discussion	4	5
4.	End Semester Exam	1	60

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5
Class Test		x	x		x
Quiz			x	x	x
Assignment	x		x	X	

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes	1.5		1		2,3,4						

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review

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report contains the following:

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E-COMMERCE

L T P

4 0 0

MODULE CODE	CSEN0122
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: In total SEVEN questions will be set. Question ONE will be compulsory and will cover all units. Remaining six questions are to be set taking at least one question from each unit. The students are to attempt five questions in total, first being compulsory.

OBJECTIVE

A study of subject matter presented in this course will enable the students to understand the importance of database systems for business management, and to gain a practical orientation to database development and maintenance of IT infrastructure and payment systems, understand e-commerce and data security

1. To develop knowledge and understanding of E-Commerce.
2. To understand different types of E-Commerce.
3. To understand the different types of E-payment and their applications.
4. To understand the concept of E-advertising.
5. To enable the students about different E-Commerce technology used in different field.
6. To develop knowledge of E-Commerce application in business.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the understanding of basic anatomy of E-Commerce.
2. Helps to make them understand various types of E-Commerce.
3. Knowledge of electronic payment option and various types used in business.
4. An ability to understand the use of E-advertising in current scenario.
5. Ability to understand technology of E-Commerce in the field of business.
6. Helps to get knowledge about use of E-Commerce in different field

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MODULE CONTENT

<u><i>Unit 1: Basic concepts</i></u> Introduction: meaning, nature, concepts, advantages and reasons for transacting online, categories of e-commerce; Planning online business: nature and dynamics of the internet, pure online vs. brick and click business, assessing requirement for an online business, designing, developing and deploying the system, one to one enterprise.
<u><i>Unit 2: IT and payment systems</i></u> Technology for online business – internet, IT infrastructure; Middleware contents: text and integrating e-business applications; Laws.
<u><i>Unit 3: Applications of E-Commerce</i></u> Applications in e-commerce – e-commerce applications in manufacturing, wholesale, retail and service sector.
<u><i>Unit-4 Virtual organizations</i></u> Virtual existence: concepts, working, advantages and pitfalls, workface, work zone and workspace and staff less organization;
<u><i>Unit-5 Online payment mechanism</i></u> Electronic payment systems, payment gateways, visitors to website, tools for promoting website; Plastic money: debit card, credit card
<u><i>Unit-6 E-commerce model</i></u> E-commerce model for a middle level organization: the conceptual design, transaction handling, infrastructure and resources, system flow chart; Security in e-commerce: digital signatures, network security, data encryption secret keys, data encryption.

RECOMMENDED BOOKS

TEXT BOOK	Text Books : 1. E-Commerce: C V S Murthy Himalaya Publications, New Delhi 2. Managing Your E-Commerce business: Brenda Kienan Prentice Hall of India, New Delhi
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REFERENCE	<ol style="list-style-type: none">1. Understanding E-Commerce: D Kosiur Prentice Hall of India, New Delhi2. E-Commerce-Strategy, Technologies and Applications: D Whiteley Tata McGraw Hills, New Delhi
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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100marks.

Theory: 50 Marks Practical : 50marks

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	End Semester Exam	1	50

Practical:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1	Internal Assessment	2	25
2	External Assessment	1	25

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

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Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	5
2.	Sessional Test	2	20
3.	Group Discussion	4	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6
Class Test		x				x
Quiz	x				x	
Assignment	x	x				x

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	G	h	i	j	k
Course Learning Outcomes		3									

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
- Suggested remedies / corrective measures, and
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Environmental Science

L T P
2 0 0

MODULE CODE	EMVS0101
CREDIT POINTS	2
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: In total SEVEN questions will be set. Question ONE will be compulsory and will cover all units. Remaining six questions are to be set taking at least one question from each unit. The students are to attempt five questions in total, first being compulsory.

OBJECTIVE

A study of the subject matter presented in this course will enable the student to understand the basis of environment and its functioning. Especially the last unit is based on field activities that would provide student first-hand knowledge on various local environmental aspects. This moves out of the scope of the text book mode of teaching into the realm of real learning in the field, where the teacher merely acts as a catalyst to interpret what the student observes or discovers in his/her own environment.

Objectives

1. To train students to locate and comprehend relationships between the natural, social and cultural environment.
2. To develop an understanding based on observation and illustration, drawn from lived experiences and physical, biological, social and cultural aspects of life, rather than abstractions.
3. To create cognitive capacity and resourcefulness to make them curious about social phenomena, starting with the family and moving on to wider spaces
4. To develop an awareness about environmental issues.
5. To engage them in exploratory and hands-on activities to acquire basic cognitive and psychomotor skills through observation, classification, inference, etc.

LEARNING OUTCOMES

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Following this course students will be able to:

1. Understand key concepts from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.
2. Appreciate concepts and methods from ecological and physical sciences and their application in environmental problem solving.
3. Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
4. Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.

MODULE CONTENT

<u><i>Unit – 1 Introduction to environmental studies</i></u> Multidisciplinary nature of environmental studies , Scope and importance
<u><i>Unit 2 : Ecosystems</i></u> Concept of an ecosystem, Structure and function of an ecosystem, Energy flow in an ecosystem: food chains, food webs and ecological pyramids, Ecological succession. Case studies of the following ecosystems : <ol style="list-style-type: none">a) Forest ecosystemb) Grassland ecosystemc) Desert ecosystemd) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)
<u><i>Unit 3 : Natural Resources : Renewable and Non-renewable Resources</i></u> Land resources and land usechange: Land as a resource, land degradation, landslides (natural & man-induced), soil erosion and desertification; Forests & forest resources: Use and over-exploitation, deforestation, case studies;Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.
<u><i>Unit 4 : Biodiversity and Conservation</i></u> Levels of biological diversity : genetic, species and ecosystem diversity; Biogeographic zones of India; Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational values ; Biodiversity patterns and global biodiversity hot spots; India as a mega-biodiversity nation; Endangered and endemic species of India

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Unit 5 : Environmental Policies & Practices

Concept of sustainability and sustainable development; Water conservation & watershed management; Climate change, global warming, acid rain, ozone layer depletion; Disaster management : floods, earthquake, cyclones and landslides; Wasteland reclamation; Environment Protection Act ; Air (Prevention and Control of Pollution) Act; Water (Prevention and control of Pollution) Act ; Wildlife Protection Act ; Forest Conservation Act ; Issues involved in enforcement of environmental legislation; Environment: rights and duties.

Unit 6 : Human Population and the Environment

Population growth, demographic variation among nations; Environment, human health and welfare; infectious and lifestyle diseases in contemporary world; Value Education: Environmental ethics; Environmental communication and public awareness, case studies.

Field work

- Visit to an area to document environmental assets river/ forest/ grassland/ hill/ mountain
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes, etc.

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none"> 1 Brunner RC, 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480pgs. 2 Carson, Rachel. 1962. Silent Spring (Boston: Houghton Mifflin, 1962), Mariner Books, 2002 3 Cheney, J. 1989. Postmodern environmental ethics. <i>Environmental Ethics</i> 11: 117-134.
REFERENCE	<ol style="list-style-type: none"> 1. Rosencranz, A., Divan, S. & Noble, M.L.. Environmental law and policy in India. 2001. Tripathi 1992. 2. Rothmun, H.K. 1998. The Greening of a Nation? Environmentalism in the United States since 1945. 3. Sengupta, R. 2003. Ecology and economics (OUP): An approach to sustainable development." <i>OUP Catalogue</i>.

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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	5
2.	Sessional Test	2	20
3.	Group Discussion	4	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4
Class Test	x	x		x
Quiz	x	x		x
Assignment	x	x		x

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	J	K
Course Learning Outcomes					1				3	2, 3	

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EVALUATION

At the end of semester, Subjectteacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
- Suggested remedies / corrective measures, and
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Event Management

L T P

4 0 0

MODULE CODE	MGMT3218
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: In total SEVEN questions will be set. Question ONE will be compulsory and will cover all units. Remaining six questions are to be set taking at least one question from each unit. The students are to attempt five questions in total, first being compulsory.

OBJECTIVE

A study of the subject matter presented in this course will enable the student to understand the basic concepts in event management which will be help in exposed to modern business world, understand modern business practices, forms, procedures and functioning of various business organizations

1. To develop knowledge and understanding of event management.
2. To understand different forms of event management.
3. Get familiar with various event management practices and policies
4. To understand planning tools, dress codes, staging and staffing activities

LEARNING OUTCOMES

Following this course students will be able to

1. Develop the understanding of event management.
2. Helps to make them understand different types of planning of event.
3. Knowledge of marketing of events management.
4. An ability to face multitasking and managing meetings.
5. Ability to understand the financial management of event management

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MODULE CONTENT

<u><i>Unit 1: Basic concepts</i></u> Basic Concepts of events: historical perspectives, sizes and types, event team, code of ethics, principles.
<u><i>Unit 2: Planning of events</i></u> Aim, mission and objectives, preparing event proposal, use of planning tools, protocols, dress code, staging.
<u><i>Unit 3: Marketing of events</i></u> Nature of event marketing, process, marketing mix, sponsorship, image, branding, advertising, publicity.
<u><i>Unit 4: Financial management of events</i></u> Emergency planning, incident reporting; Budget, BE point, cash flow analysis, PandL statement, balance sheet, panic payments, financial control system.
<u><i>Unit-5 Staffing & developments</i></u> Staffing, event leadership traits and characteristics, group developments, managing meetings and communications.
<u><i>Unit-6 Concept and designing</i></u> Concept and designing, analysis and logistics, feasibility, keys to success and swot analysis Event safety, crowd management.

RECOMMENDED BOOKS

TEXT BOOK	Text/Reference Books: 1. Event Management: Lynn Van Der Wagen and Brenda R Carlos Pearson Education, New Delhi
REFERENCE	2. Successful Event Management: Anton Shone and Bryn Parry Cengage Publications, New Delhi

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EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
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Consumer Protection

L T P
4 0 0

MODULE CODE	MGMT3219
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: In total SEVEN questions will be set. Question ONE will be compulsory and will cover all units. Remaining six questions are to be set taking at least one question from each unit. The students are to attempt five questions in total, first being compulsory.

OBJECTIVES :

The aim of this subject is to teach students to understand the basic concept of consumer and legislation related with consumer protection.

1. To understand the basic concept of consumer.
2. To develop knowledge and understanding of consumer rights.
3. To understand the different provisions of consumer protection act (CPA).
4. To understand the various provisions of MRTP act.
5. To acquaint the students about the development in consumer protection movement.
6. To enhance the knowledge of students about the concept of consumer awareness.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the conceptual understanding of consumer.
2. Helps to make them understand different rights of consumer.
3. Enable the students to recognize the organizational set up for consumer protection under CPA
4. An aptitude to bring consumer awareness through media and government.
5. Ability to understand the basis of consumer information.

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MODULE CONTENT

<u>UNIT-I:</u> Concept and types of consumer, need for consumer protection; approaches to consumer protection; doctrines of caveat emptor and caveat venditor
<u>UNIT-II:</u> Measures for consumer protection in India; basic provisions of the Consumer Protection Act.(CPA)1986; organizational set up for consumer protection under CPA
<u>UNIT-III:</u> Role of voluntary consumer organizations; formation and registration of a voluntary consumer organization, business self-regulation, consumer awareness – role of media and government
<u>UNIT-IV:</u> Recent developments in consumer protection movement; consumer information and knowledge as means of protection; sources of consumer information, ethical marketing as an instrument of consumer protection
<u>UNIT-V:</u> Procedure of filing a complaint; relief available, Competition Act – Provisions relating to consumer protection, Role of Advertising Standard Council of India in consumer protection.
<u>UNIT-VI:</u> Consumer buying motives, RTI Act 2005 : Purpose, Right to Information and Obligation, Concept of consumer's sovereignty; basic consumer rights

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none">1. Aaker and Day (eds.), Consumerism: Search for the Consumer Interest2. Gulshan, Consumer Protection and Satisfaction: Legal and Managerial Dimensions
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REFERENCE	1. Verma Y.S. and C. Sharma, Consumerism in India, AnamikaPrakashan, Delhi 2. Aggarwal, Consumer Protection in India
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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	2	05
2.	Sessional Test	2	25
3.	Group Discussion	2	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6
Class Test		x			x	
Quiz	x					x
Assignment		x		x		

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes	2		3	4			1		5		

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EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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- Problems encountered in the subject delivery,
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Service Marketing

L T P

4 0 0

MODULE CODE	MGMT3220
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: In total SEVEN questions will be set. Question ONE will be compulsory and will cover all units. Remaining six questions are to be set taking at least one question from each unit. The students are to attempt five questions in total, first being compulsory.

OBJECTIVE

The aim of this subject is to enable the student to understand the concept, process and importance of service sector. To familiarize the students with different services and prepare them with requisite skills to manage services.

1. To understand the fundamentals of consumer & industrial services..
2. To enhance the awareness of the students related to consumer decision making process.
3. To recognize value of service sector in business.
4. To enable the students to express their ideas and feelings comfortable.
5. To enable the students to be efficient in service marketing mix.
6. To aware students about global and Indian scenario in service sector.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the understanding & importance of consumers.
2. Enhance ability to utilize key differentiators of service in manufacturing industries.
3. Acquire knowledge about service marketing mix.
4. Acquire knowledge about service life cycle in different fields.
5. Acquire knowledge to be presentable in service marketing triangle.
6. Helps to make them efficient in pricing a service .product.
7. Develop themselves as a dynamic personality with service quality models.

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MODULE CONTENT

UNIT- I: Introduction to services

Introduction : nature, characteristics; Classification of services; Consumer versus industrial services; Global and Indian scenario in services sector: importance of services marketing; Service as key differentiator for manufacturing industries, services marketing mix: 7 Ps of services marketing mix; Product-service continuum; Standalone service products; Service life cycle; Distribution: strategies, distribution; Role of internet

UNIT-II: Marketing of services and capacity planning

Promotion: objective, personnel selling, advertising and sales promotion, role of relationship marketing; Pricing: pricing a service product, demand variation and capacity constraints; Capacity planning, changes in demand, reshaping demand using effective pricing; Role of service employees; Services marketing triangle, Service profit chain; Concept of service encounter: moment of truth; Training and development of employees, motivation and empowerment. .

UNIT-III: Service quality management

Customer satisfaction and service quality: monitoring and measuring customer satisfaction, order taking and fulfillment; Service guarantee : handling complaints; defects, failures and recovery; Quality in services, service performance evaluation; Service quality models: Parsuraman-Zeithamal-Bitner (PZB) Gaps Model, SERVQUAL, and SERVPERF – Gronroos model; Technology and service strategy, e-services.

UNIT -IV: Service process management

Physical evidence: nature, importance, service scopes; Process: service as a process and as a system, different process aspects and managerial challenges, strategies for managing inconsistency, customer services, customers as ‘co-producers’; Self-service technologies.

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UNIT-V :Healthcare and information technology enabled services

Hospitals – Evolution of Hospital Industry – Nature of Service – Risk involved in Healthcare Services – marketing of medical services – Hospital extension services – Pharmacy, nursing – Medical Transcription. ITES: Introduction – Growth, Types, Job opportunities.

UNIT-VI: Banking and insurance services

Banking - Introduction – Traditional Services – Modern Services – Recent Trends in Banking Services. Insurance - Introduction – Meaning and Definition of Insurance – Types of Insurance – Life Insurance – Products of Life Insurance – General Insurance – Types of General Insurance – Insurance Agents and other Intermediaries.

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none">1. RamgopalVerma, Services Marketing, Galgotia Publications, New Delhi2. Audrey Gilmore , Services Marketing and Management, Sage Publications, New Delhi
REFERENCE	<ol style="list-style-type: none">1. Shanker, Ravi; Services Marketing – the Indian Perspective; Excel Books, New Delhi; First Edition; 20022. Dutta : Service Management, I.K. International.

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	5
2.	Sessional Test	2	20
3.	Group Discussion	4	5

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4.	End Semester Exam	1	70
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MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6	7
Class Test			x	x			x
Quiz		x			x		
Assignment	X			x		x	x

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes		1, 3,4 ,5	2				6,7				

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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Personal selling and salesmanship

L T P

4 0 0

MODULE CODE	MGMT3221
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	30
SUMMATIVE ASSESMENT MARKS	70
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: In total SEVEN questions will be set. Question ONE will be compulsory and will cover all units. Remaining six questions are to be set taking at least one question from each unit. The students are to attempt five questions in total, first being compulsory.

OBJECTIVES:

The aim of this subject is to enable the student to understand the concept, process and importance of personal selling. It helps to familiarize students with theories, and process related to personal selling and salesmanship.

1. To understand the basic concept of personal selling and salesmanship.
2. To understand the process, theories and scope of personal selling.
3. To enable the students to understand the steps followed in personal selling.
4. To enable the students to be aware about the role and reporting procedure of sales personnel.
5. To understand various ways to compensate and motivate the sales personnel.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the understanding of the concept of personal selling and salesmanship.
2. Understand the process and future scope of personal selling.
3. Acquire Knowledge of steps involved in personal selling and salesmanship.
4. Recognize and identify the role of sales personal and their importance for business.
5. Evaluate the compensation and motivation procedure provided to sales personnel.

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MODULE CONTENT

<u><i>Unit- 1: Personal selling</i></u> Objective, Nature, Importance, Process and Scope of personal selling; sales quota and sales territory
<u><i>Unit-2: Theories of Personal Selling</i></u> AIDAS Theory, Right set of circumstances Theory, Buying formula theory; Difference between Advertising & Personal Selling.
<u><i>Unit-2: Steps in Personal Selling:</i></u> Prospecting, pre approach, Approach , Presentation and demonstration, Handling Objectives, Closing and Follow up
<u><i>Unit-3: Roles of sales personnel</i></u> Duties and Responsibilities of Sales Personnel, Functions Attributes and characteristics of effective sales staff.
<u><i>UNIT -4: Reporting procedure</i></u> Handling daily sales task, sales manual, Travel plan preparations, Preparations of periodic reports, sales meetings.
<u><i>UNIT-6: Compensation and Motivation of salesmanship</i></u> Training of sales personnel, sales force motivation; compensation and motivation of salesmanship, Selling as a Career: Advantages and Disadvantages, Career Opportunities in future.

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none">1. An Introduction to Marketing Dr. B.Varadharajan and Dr.D. Amarchand2. Marketing Management by Philip Kotler
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REFERENCE	<ol style="list-style-type: none"> 1. Sales and Distribution Management by Dr.S.L. Gupta 2. Sales and Distribution Management: K.K Havaldar and VM Cavale Tata McGraw Hill, New Delhi
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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	5
2.	Sessional Test	2	20
3.	Group Discussion	4	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5
Class Test	x		x		
Quiz		x		x	x
Assignment	x		x		x

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning	2						4				

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Outcomes											
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EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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