

PDM UNIVERSITY
Faculty of Commerce and Management Studies
BBA- MBA Integrated 4 years
SEMESTER I

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
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				18	0	2	19	175	375	550

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

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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.
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.

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MODULE CONTENT

UNIT-I: Introduction to financial accounting

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.

UNIT-II: Accounting Errors and Preparation of final accounts

Introduction to accounting errors. Trading account, profit and loss account and balance sheet, major adjustment entries.

UNIT-III: Depreciation Accounting

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.

UNIT-IV: Joint Venture Account and Consignment Accounts

Joint venture accounts: Objectives, Necessity, Accounting Treatment of Joint Ventures, Similarities and Difference between Joint Ventures and Partnership Firm. Consignment Accounts

UNIT-V: Hire Purchase System

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).

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).

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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 House 6. 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.

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

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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
- ☐ Report discussed and analysed, actions taken as a result of this process and are communicated to the main stakeholders.

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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>Unit-1: Introduction of business</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>Unit-2: Business sectors</u> Business sectors: private sector, cooperative sectors, public sector, joint sector, services sector.
<u>Unit-3: Forms of business organizations</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>Unit-4: Business expansion</u> Business expansion - mergers and acquisitions, franchising, BPO's and KPO's, e-commerce: on-line trading, patents, trademarks and copyright.
<u>Unit-5: Entrepreneurship</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>Unit-6: Business and Society</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	1. Business Organization: Neeru Vasishth, Taxmann Publications, New Delhi.
REFERENCE	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							

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,
- ☐ Problems encountered in the subject delivery,
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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.
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.

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MODULE CONTENT

<u><i>Unit- 1: Micro- economics</i></u> 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.
<u><i>Unit-2: Elasticity of demand and supply</i></u> 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.
<u><i>Unit-3: Theory of production</i></u> 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.
<u><i>UNIT -4: Cost Analysis</i></u> Cost analysis and concept and types of cost, cost function, short run and long run cost, economies and diseconomies of scale.
<u><i>UNIT-5: Price-output decisions</i></u> Pricing under perfect competition, pricing under monopoly, control of monopoly, price discrimination, pricing under monopolistic competition, pricing under oligopoly.
<u><i>UNIT-6: Theory of production</i></u> 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	1. D Salvatore, <i>Microeconomic Theory</i> : Tata McGraw Hill, New Delhi 2. Mark Hirschey, <i>Managerial Economics</i> , Thomson South-Western, Mason
REFERENCE	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

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	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			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:

- ☐ 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 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 conversation.
3. Acquire knowledge about expressing themselves in general and while interviewing.

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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, Voté'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 newsletters, bad newsletters, 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.

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

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RECOMMENDED BOOKS

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

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	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:

- ☐ 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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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

<u>Unit 1: Basics of computer</u> Basics of computer and its evolution, classification of computers, input-output devices, computer architecture and function of different units of computer.
<u>Unit 2: Data representation</u> Different number system and their inter conversion (fixed point only); binary arithmetic (addition, subtraction, multiplication and division).
<u>Unit 3: Hardware and software devices</u> 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).
<u>Unit 4: Operating System</u> 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.
<u>Unit5: Computer application in various fields</u> Business, Education, Health care, Banks, Research
<u>Unit6: Introduction to Windows</u> 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.

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RECOMMENDED BOOKS

TEXT BOOK	<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

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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		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,
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- ☐ 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.

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.

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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

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 50 marks for practical.

Practical:

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

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,
- ☐ 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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SEMESTER II										
Module Code	Category	Sub Category	Course Name	L	T	P	C	Int	Ext	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
MGMT2110	P	PC	PRODUCTION AND OPERATION MANAGEMENT	4	0	0	4	30	70	100
VALU0115	M	SE	PROFESSIONAL COMMUNICATION-1	2	0	0	2	25	50	75
	M	PE	ELECTIVE-I	4	0	0	4	30	70	100
TOTAL CREDITS				22	0	0	22	175	400	575

L = Lecture

T = Tutorial

P = Practical

C =Credit Point

PROGRAMME ELECTIVE-I	
MGMT1213	WORKSHOP ON PRESENTATION SKILLS
MGMT1214	VALUE AND ETHICS IN BUSINESS

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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

Unit-1 Management

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.

Unit-2 Planning

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

Unit-3 Organizing

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.

Unit-4 Staffing

Staffing: concept, nature and importance, recruitment and selection; motivation- nature and importance, types and theories of motivation.

Unit-5 Leadership

Leadership: Meaning and importance and traits; Leadership styles – Likert, Tannenbaum and Schmidt model and managerial grid.

Unit-6 Controlling

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.

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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	1. 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	$\frac{x}{7}$
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:

- ☐ 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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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.

OBJECTIVES

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 Act 1956.
3. An understanding of accounting treatment of redemption of debenture.
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.

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MODULE CONTENT

<u>Unit 1: Accounting of Share capital</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>Unit 2: Accounting of Debenture</u> Issue and redemption of debentures: accounting treatment and procedures, redemption of debentures, conversion of debentures into shares, underwriting of issues
<u>Unit 3: Company's final accounts</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>Unit 4: Accounting Standards</u> State the basic features of accounting standards 4, 4.5, 14.5, 17 18 and 29, company liquidation accounts.
<u>Unit 5: Valuation of Goodwill and Shares</u> Concepts and calculations (simple problems only)
<u>Unit 6: Cash Flow Statement</u> Concept of funds, Preparation of cash flow statement as per AS-3 Revised (ICAI), indirect method only.

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RECOMMENDED BOOKS

TEXT BOOK	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 Narana Kalyani Publishers, New Delhi
REFERENCE	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 Narana Kalyani 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

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

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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	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:

- ☐ 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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Business Statistics

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.

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

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MODULE CONTENT

Unit-I: Statistics:

Definition, importance and limitation, collection of data and formation of frequency distribution, Graphic presentation of frequency distribution: graphics, bars, histogram, diagrammatic.

Unit-II: Measures of central tendency and Dispersion

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.

Unit III: Correlation

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.

Unit IV: Regression

Regression: meaning, lines of regression, co-efficient of regression, standard error of estimate.

Unit V: Index numbers

Index number and their uses in business, Construction of simple and weighed price, Quantity and value index numbers, Test for an ideal index number.

Unit VI: Time series

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.

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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	1. 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:

- ☐ 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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Production & Operation Management

L T P
4 0 0

MODULE CODE	
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 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.
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.

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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.

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RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none">1. Production and Operation Management: Upendra Kachru Excel Books, New Delhi2. 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 Delhi2. 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

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

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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		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,
- ☐ 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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Professional Communication – 1

L T P
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

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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)
- ☐ 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-

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

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RECOMMENDED BOOKS:

TEXT BOOKS	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
REFERENCE BOOKS	1. Manual of Practical Communication by L.U.B. Pandey: A.I.T.B.S. Publications India Ltd.; Krishan Nagar, 2013,

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

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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

UNIT-I: Introduction

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

UNIT-II: Planning a presentation

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.

UNIT-III: Delivering presentation

~~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.

UNIT-IV: Concept of personality

Personality consciousness, personality patterns, personality syndrome; symbols of self, clothing, names and nicknames, speech, age, success, reputation, moulding the personality pattern, persistence and change.

UNIT-V: Personality development

Healthy personalities, developing self-awareness, managing personal stress, solving problems analytically and creatively; grooming – appearance, dress sense, personal hygiene,

UNIT-VI: Business Etiquettes and public speaking

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
- ☐ Report discussed and analysed, actions taken as a result of this process and are communicated to the main stakeholders.

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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

<u>Unit 1: Concept of values</u> Introduction: concept, types and formation, values and behaviour, values of Indian managers, ethical decision making;
<u>Unit 2: Concept of ethics</u> Ethics: management process and ethics, ethical decision making, ethical issues, ethos of vedanta in management, relevance of ethics and values in business.
<u>Unit 3: Knowledge management and its applications</u> Knowledge and wisdom: meaning, difference between knowledge and wisdom, knowledge worker versus wisdom worker, wisdom based management;
<u>Unit 4: Stress management</u> 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.
<u>Unit 5: Understand success</u> 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.
<u>Unit 6: Corporate social responsibility</u> 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	<ol style="list-style-type: none">1. Business Ethics: A C Fernando Pearson education, New Delhi2. Perspectives in Business Ethics: Laura Hartman and Abha Chatterjee Tata McGraw Hills, New Delhi
REFERENCE	<ol style="list-style-type: none">1. Business Ethics, Corporate Values and Society: M Snoeyenbos and R Almeder Prometheus Books, New York

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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).

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

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

[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:

- ☐ 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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SEMESTER III							
Module Code	Category	Sub Category	Course Name	L	T	P	C
MGMT2101	M	PC	BUSINESS LAWS	4	0	0	4
MGMT2102	M	PC	INDIAN BUSINESS ENVIRONMENT	4	0	0	4
MGMT2103	M	PC	MANAGEMENT ACCOUNTING	4	0	0	4
CSEN0316	M	PC	DATA BASE MANAGEMENT SYSTEM	4	0	0	4
MGMT2105	M	PC	BUSINESS ECONOMICS (MACRO)	4	0	0	4
	G		#FOREIGN LANGUAGE PART-I	2	0	0	2
	P	AE	APTITUDE I	2	0	0	2
VALU0118/ VALU0121/ VALU0122	P	AE	YOGA/MEDITATION/NCC/NSS	0	0	2	1
	M	PE	ELECTIVE-II	4	0	0	4
TOTAL CREDITS				28	0	2	29

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

PROGRAMME ELECTIVE-II	
MGMT2208	RETAIL MANAGEMENT AND RETAIL BANKING
MGMT3220	SERVICE MARKETING

FOREIGN LANGUAGE

One Foreign Language out of the following

#FOREIGN LANGUAGE PART-I	
LANF0101	1. French
LANF0102	2. German
LANF0103	3. Spanish

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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	DEC 2018

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 is to introduce the students to various acts affecting a 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 student's 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 be 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.

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.

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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
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			2,3		5		3,6		

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

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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	Dec 2018

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 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.
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.

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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	1. Business Environment: F Cherunilum Himalaya Publishing House, New Delhi 2. Economic Environment and Business: Biswanath Ghosh Vikas Publishing House, New Delhi
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.

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).

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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	6	7
Class Test	x					x	
Quiz	x		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					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:

- 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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BBA- MBA Integrated 4 years

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	Dec 2018

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 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.

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MODULE CONTENT

<u>UNIT-I:</u> Management Accounting: Nature and Scope, Financial Accounting, Cost Accounting and Management Accounting, Advantages and Limitations of Management Accounting, Role of Management Accountant.
<u>UNIT-II:</u> 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.
<u>UNIT-III:</u> Ratio Analysis: Nature and Interpretation, Classification of Ratios, Profitability Ratios, Turnover Ratios, Financial Ratios, Utility and Limitations of Ratios, DUPONT Control Chart.
<u>UNIT-IV:</u> 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.
<u>UNIT-V:</u> 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.
<u>UNIT-VI:</u> Concept of Responsibility Accounting – Types of Responsibility Centres. 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

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.

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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	X

MAPPING OF COURSE LEARNING OUTCOMES

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

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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,
- 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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BBA- MBA Integrated 4 years

Data Base Management Systems

L T P
4 0 0

MODULE CODE	CSEN0316
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	50
SUMMATIVE ASSESMENT MARKS	100
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 provide keen knowledge of database and data protection by keeping data backup, recovery.

1. Understand the role of a database management system in an organization, understand basic database concepts.
2. Understand the structure and operation of the relational data model.
3. To develop an understanding of essential DBMS concepts such as: database security, integrity, and concurrency.
4. Describe and discuss various types of databases.

LEARNING OUTCOMES

Following this course, students will be able to:

1. Analyse the basic concepts and architecture associated with DBMS.
2. Understand DBMS architecture.
3. Use data manipulation language to query, update, and manage a database.
4. Learn about techniques of database security.

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BBA- MBA Integrated 4 years

MODULE CONTENT

<u>Unit- I: Introduction to DBMS</u> Overview of DBMS, views of data, data Models, Introduction to Database Languages. Advantages of DBMS over file processing systems, Responsibility of DBA. E-R Diagram and Keys: Introduction to Client/Server architecture, three levels architecture of Database Systems, E-R Diagram (Entity Relationship Diagram).
<u>Unit- II: Relational Model and Calculus</u> Relational data Model and Language: Relational data model concepts, integrity constraints, entity integrity, referential integrity, Keys constraints, Domain constraints, relational algebra, relational calculus, and tuple and domain calculus.
<u>Unit- III: Normalization</u> Functional dependencies & normalization, 1NF, 2NF, 3NF, BCNF (Boyce – code normal forms) and 4NF.
<u>Unit- IV: Introduction on SQL</u> Characteristics of SQL, advantage of SQL. SQL data type and literals. Types of SQL commands. SQL operators and their procedure. Tables, views and indexes. Queries and sub queries. Aggregate functions. Insert, update and delete operations.
<u>Unit- V: Data Base Security</u> Data base security – Threats and security issues, firewalls and database recovery; techniques of data base security; distributed data base.
<u>Unit-VI: Data warehouse & Data mining</u> Data warehousing and data mining – Emerging data base technologies, internet, database, digital libraries, multimedia data base, mobile data base, spatial data base.

RECOMMENDED BOOKS:

TEXT BOOK	1. Database System Concepts by A. Silberschatz, H.F. Korth and S. Sudarshan, 3 rd edition, 1997, McGraw-Hill, International Edition. 2. Data Base System Concepts by Navathe, 3 rd Edition, McGraw Hill.
REFERENCE	1. Introduction to Database Management system by Bipin Desai, 1991, Galgotia Pub.

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).

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ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 150 marks for theory.

Theory:

Assessment #	Type of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	10
2.	Sessional Test	2	30
3.	Group Discussion	4	10
4.	End Semester Exam	1	100

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Assessments	1	2	3	4
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	1	2	4					

EVALUATION:

At the end of semester, course faculty 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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BBA- MBA Integrated 4 years

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: 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 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:

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,

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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.

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.

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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
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:

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

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- 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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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: 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 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.
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 baking products for retail banking management.
6. Communicate effectively by using e-Banking techniques, to be competitive in this competitive world.

MODULE CONTENT

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<u>Unit 1: Introduction to retailing</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.
<u>Unit 2: The retail strategy</u> The retail strategy: Retail market strategy, financial strategy, retail location, franchising decisions, retail information system, customer service, information systems.
<u>Unit 3: Changing Retail Environment</u> Environmental Analysis, Retail Branding, Retail Selling, Relationship Marketing for Retailers, Type of Merchandise.
<u>Unit 4: Retail pricing and retail communication</u> Retail pricing, retail communication: Objectives, retail communication mix, promotion mix. Retail HRM, online retailing, international retailing, legal and ethical issues in retailing.
<u>Unit 5: Retail Banking</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.
<u>Unit 6: e-Banking</u> An Overview Concept of ATMs and 24 hours Banking, Online Banking, Online banking and e-Banking, Banc assurance, SSI financing.

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).

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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	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
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,
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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

<u>UNIT- I: Introduction to services</u> 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.
<u>UNIT-II: Marketing of services and capacity planning</u> 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.
<u>UNIT-III: Service quality management</u> 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.
<u>UNIT -IV: Service process management</u> 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.
<u>UNIT-V: Healthcare and information technology enabled services</u> 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.
<u>UNIT-VI: Banking and insurance services</u> 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. Ramgopal Verma, 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.

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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		
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:

- Approved refinement decisions due for implementation,
- 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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SEMESTER IV							
Module Code	Category	Sub Category	Course Name	L	T	P	C
MGMT2109	M	PC	BUSINESS RESEARCH METHODS	4	0	0	4
MGMT2111	M	PC	CORPORATE TAX	4	0	0	4
MGMT3114	M	PC	COMPANY LAW	4	0	0	4
MGMT5215	M	PC	E-BUSINESS	3	0	0	3
MGMT5216	M	PC	E- BUSINESS LAB	0	0	2	1
	M	PE	ELECTIVE-III	4	0	0	4
	M	GE	ELECTIVE-I Ψ	4	0	0	4
VALU0132	P	SE	PROFESSIONAL COMMUNICATION-2	0	0	2	1
	G		FOREIGN LANGUAGE PART-II	2	0	0	2
ENGL0009	P		ACADEMIC WRITING	0	0	2	1
MGMT5106	SP		SPECIAL PROBLEM	0	0	2	1
TOTAL CREDIT				25	0	8	29

L = Lecture

T = Tutorial

P = Practical

C = Credit Point

PROGRAMME ELECTIVE-III	
MGMT2208	INDIAN BANKING SYSTEM
MGMT2209	MARKETING OF FINANCIAL PRODUCTS AND SERVICES

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

GENERIC ELECTIVE-1

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
- Ψ 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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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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MODULE CONTENT

<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
REFERENCE	1. Shekharan Uma, Business Research Methods, John Wiley Publications 2. Zikmund, Business Research Methods, Cenage Publications 3. Copper, Business Research Methods, Tata McGraw Hill

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
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	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,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
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- Report discussed and analysed, actions taken as a result of this process and are communicated to the main stakeholders.

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CORPORATE TAX

L T P

4 0 0

MODULE CODE	MGMT2111
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

To provide basic knowledge and equip students with application of principles and provisions of Income-tax Act, 1961 and the relevant Rules.

1. To Demonstrate knowledge of the basic concepts of income tax, principles, and rules of taxation of individuals and businesses.
2. To be able to compute Income from Salaries and Income from house property.
3. To be able to develop knowledge of computation of Profits and gains of business or profession, Capital gains, Income from other sources.
4. To be able to Recognize tax planning opportunities and recommend appropriate tax-saving strategies for decision making
5. To be Able to file tax returns, online filling of returns.

LEARNING OUTCOMES

Following this course student will be able to:

1. Demonstrate knowledge of the basic concepts of income tax
2. Apply principles, and rules of taxation of individuals and businesses.
3. Compute Income from Salaries and Income from house property.
4. develop knowledge and application of computation of Profits and gains of business or profession, Capital gains, Income from other sources.
5. To facilitate filing of tax returns and online filling of returns.

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MODULE CONTENT

UNIT-I Basic concepts of income tax, residential status and tax incidence, income exempted from tax.
UNIT-II Income from salaries, income from house property
UNIT-III Income from profits and gains of business and profession.
UNIT-IV Income from capital gains, income from other sources
UNIT-V Set off and carry forward of losses, clubbing of income, deduction of tax at source.
UNIT-VI Deductions from gross total income, assessment of individuals.

RECOMMENDED BOOKS

TEXT BOOK	Text Books : 1. Singhanian, Vinod K. and Monica Singhanian. <i>Students' Guide to Income Tax, University Edition</i> . Taxmann Publications Pvt. Ltd., New Delhi. 2. Ahuja, Girish and Ravi Gupta. <i>Systematic Approach to Income Tax</i> . Bharat Law House, Delhi.
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).

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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	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	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					1				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,
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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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MODULE CONTENT

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	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, Delhi 4. Company Law: Ashok Kumar Vikas Publishing House (P) Ltd, 5-Ansari Road, Delhi
REFERENCE	1. Reena Chadha and Sumant Chadha, Corporate Laws, Scholar Tech Press, Delhi. 2. Avtar Singh, Introduction to Company Law, Eastern Book Company 3. 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:

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

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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	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 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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E-BUSINESS

L T P
4 0 0

MODULE CODE	MGMT5215
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 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-Business.
2. To understand different types of E-Business.
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-Business technology used in different field.
6. To develop knowledge of E-Business application in business.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the understanding of basic anatomy of E-BUSINESS.
2. Helps to make them understand various types of E-BUSINESS.
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

Unit 1: Basic concepts

Introduction: meaning, nature, concepts, advantages and reasons for transacting online, categories of e-business; Planning online business: nature and dynamics of the internet, pure online vs. brick and click business, assessing requirement for an online business.

Unit 2: IT and payment systems

Technology for online business – internet, IT infrastructure; Middleware contents: text and integrating e-business applications; Laws.

Unit 3: Applications of E-Commerce

Applications in e-commerce – e-commerce applications in manufacturing, wholesale, retail and service sector.

Unit-4 Virtual organizations

Virtual existence: concepts, working, advantages and pitfalls, workface, work zone and workspace and staff less organization;

Unit-5 Online payment mechanism

Electronic payment systems, payment gateways, visitors to website, tools for promoting website; Plastic money: debit card, credit card

Unit-6 E-commerce model

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
REFERENCE	 1. Understanding E-Commerce: D Kosiur Prentice Hall of India, New Delhi 2. 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 100 marks for theory

Assessment #	Type Of Assessment	Per Semester	Maximum Marks
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		

MAPPING OF COURSE LEARNING OUTCOMES

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

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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:

- 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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E-BUSINESS LAB

L T P
0 0 2

MODULE CODE	MGMT5216
CREDIT POINTS	1
FORMATIVE ASSESMENT MARKS	25
SUMMATIVE ASSESMENT MARKS	25
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

OBJECTIVES:

The aim of this subject is to teach students how to students to understand the basic concepts of computer, to use their applications to business processes to know about hardware and software applications for data/file management

1. To develop knowledge and understanding E-business.
2. To understand different types of websites.
3. To enable students to grasp the concept of operating system and its various types.
4. To enable the students about different e-commerce application in different field.
5. To develop knowledge of various online payment system.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the understanding of basic of e-commerce.
2. Understand various benefits of e-commerce.
3. Grasp and apply Knowledge of e-banking and its operation.
4. Understand the e-commerce system.
5. Apply knowledge about use of e-payment system in different field.

LIST OF EXPERIMENTS

1.	Surfing of E-business sites
2.	Learn to use to internetbanking
3.	Create a report on net banking &the pay details of a trading transaction.
4.	Introduction to E-commerce model.
5.	Introduction to Electronic payment systems.

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Experiments based on advanced topics:	
6.	Create an account on any one commercial websites

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 50 marks for practical.

Practical:

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

MAPPING OF COURSE LEARNING OUTCOMES

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

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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:

- 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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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.

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MODULE CONTENT

<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.
<u><i>UNIT-II: State Bank of India</i></u> Brief history; Objectives; Functions; Structure & Organization.
<u><i>UNIT-III: Regional Rural Banks</i></u> History; Functions; Role in Rural India; Progress & Performance.
<u><i>UNIT-IV: Reserve Bank of India</i></u> Objectives; Organization; Functions & Working; Monetary policy credit control measures & their effectiveness.
<u><i>UNIT-V: Development Banks</i></u> NABARD; SIDBI; IDBI; IFCI; EXIM; NHB.
<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.

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.

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).

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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		

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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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.
- 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.

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MODULE CONTENT

<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.
<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.
<u><i>UNIT-III: Retail Banking</i></u> Concept and Importance, Retail banking Products: Housing loan, conveyance loan, personal loan, education loan, plastic money.
<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.
<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
<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

RECOMMENDED BOOKS

TEXT BOOK	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
REFERENCE	1. Marketing of Financial Services: Dhananjay Bapat, 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
Course Learning Outcomes	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:

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- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
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SEMESTER V							
Module Code	Category	Sub Category	Course Name	L	T	P	C
MGMT5103	M	PC	ORGANIZATIONAL BEHAVIOR	4	0	0	4
CSEN0025	E	PC	MANAGEMENT INFORMATION SYSTEM	4	0	0	4
	M	PE	ELECTIVE-IV	4	0	0	4
	M	PE	ELECTIVE-V	4	0	0	4
	M	GE	ELECTIVE-II Φ	4	0	0	4
MGMT3108/ENGL0110	P	CI	CREATIVITY AND INNOVATION/ACADEMIC WRITING	0	0	0	1
CLUB0101	P	CA	CO-CURRICULAR ACTIVITY	0	0	0	1
VALU0136	P	AE	APTITUDE-II	2	0	0	2
TOTAL CREDITS				22	0	0	24

Φ 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-IV	
MGMT3209	BANKING AND INSURANCE
MGMT3210	CAPITAL MARKET

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

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Organisational Behaviour

L T P
4 0 0

MODULE CODE	MGMT5103
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 understand, predict and control human behaviour in organisations and to enable the students to develop understanding of behavioural processes in Organizations at individual and group level and manage the individual and group dynamics in organizational setting.

1. To develop knowledge and understanding of behaviour of individual and groups in the organization.
2. To enable them to grasp concept of diversity in the organization.
3. To develop skills to differentiate among people with respect to perception, motivation and need recognition.
4. To involve themselves in continuous learning and developing favourable attitude while maintain values
5. To identity value of group involvement and team building.
6. To maintain the organizational culture and socialized environment for the work.
7. To describe the process of initiating change and effective organizational development

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LEARNING OUTCOMES

Following this course students will be able to:

1. Acquaint themselves to apply organizational theory as it relates to management practices, employee relations, and structure of the organization.
2. Analyse perceptual distortions and attitude formation.
3. Identify value of motivation, emotional intelligence and stability in resolving organizational problems.
4. Describe the impact of corporate culture on employee behaviour
5. Analyse group formations, team dynamics, team building strategies and cultural diversity.
6. Appraise the requirement of change and continuous development being a part of the organization while maintaining organizational culture.

MODULE CONTENT

Unit 1: Introduction

Introduction to Organizational behaviour, definition, challenges and opportunities for OB, influence of organizational behaviour on organizational activities, foundations of individual behaviour; Individual differences: Causes of individual differences.

Unit 2: Perception, Personality

Perception: Concept, process, perceptual distortions, managerial implications of perception; Personality: Concept, determinants and theories applications.

Unit 3: Value, Attitudes and Learning

Concept of Values and attitudes; sources of Attitudes, measurement of Attitudes, attitude and OB; Job Satisfaction; Learning: Concept and learning theories.

Unit 4: Group dynamics, Leadership and Stress

Group Dynamics and Team building, Leadership: Concept, leadership styles, charismatic leadership, transformational leadership, roles of leadership, leadership skills; Occupational Stress: Causes, effect and coping strategies.

Unit 5: Conflict, Power and Politics

Conflict: Concept, sources, types, Management of conflict; Power and politics: Concept, sources and approaches.

Unit 6: Organisational change and Organisational Culture

Organizational change and development, Organizational culture, Business ethics and concept of Corporate governance.

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RECOMMENDED BOOKS

TEXT BOOK	1. Organisational Behaviour: K Aswathappa Tata McGraw Hill, New Delhi 2. Understanding Organizational Behaviour: Udai Pareek New Delhi Oxford University Press.
REFERENCE	1. Organizational Behaviour: F Luthan's Tata McGraw Hill, New Delhi 2. Organizational behaviour: S P Robbins Prentice Hall 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.

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		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			3		1,6		2,4	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:

- 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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Management Information System

L T P
4 0 0

MODULE CODE	CSEN0125
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 provide better understanding of the concepts of Management Information System.

1. To teach students about MIS and Decision Support System.
2. To teach students about role of MIS in Business.
3. To make students understand about MIS Planning, it's Implementation and its Applications.

LEARNING OUTCOMES

Following this course, student will be able to learn:

1. About MIS and DSS.
2. About Role of MIS in Business.
3. About MIS Planning and its implementation.
4. About Applications of MIS.

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MODULE CONTENT

UNIT-I: Introduction

Data and Information, Management Information System (MIS)- need and concepts, factors influencing MIS and characteristics of MIS, Technology of MIS, Structure of MIS, Decision Making and role of MIS, Data communication, Basic H/W required, Channel features and concept of Distributed Data bases.

UNIT-II: Decision Support System

Overview, components and classification, steps in constructing a DSS, role in business, group decision support system.

UNIT-III: Information System for Business

Information system for strategic advantage, strategic role for information system, breaking business barriers, business process reengineering, improving business qualities.

UNIT-IV: Management Information System Planning

Planning for MIS, System Development Methodologies, Conceptual and detailed designs of MIS, Information system analysis and design, information SDLC, hardware and software acquisition, system testing, documentation and its tools, conversion methods.

UNIT-V: Implementation Strategies for MIS

System implementation strategies and process, System evaluation and maintenance.

UNIT-VI: Applications of MIS

Applications – cross –functional MIWS, ERP, CRM, SCM, Transaction Processing, Artificial Intelligence technologies in business: neural network, fuzzy logic, virtual reality, Executive information system.

RECOMMENDED BOOKS

TEXT BOOK	1. Management Information Systems, by Jawadekar, TMH, N Delhi. 2. Management Information System, by Brien, James, Tata McGraw Hill, Delhi. 3. Principles of Management System, by Stair, Thomson Learning, Bombay.
REFERENCE	1. Cases in MIS, by Brady, Thomson Learning, Bombay. 2. Management Information System, by Murdick & Ross, PHI, Delhi. 3. Management Information System, by Kanter, J., PHI, 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	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

Assessments	1	2	3	4
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		1		3		2				4	

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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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Banking and 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>UNIT-I: Introduction to banking</u></p> <p>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>UNIT-II: Banking concepts and regulations</u></p> <p>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>UNIT-III: Insurance concepts and regulations</u></p> <p>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>UNIT-IV: Life insurance:</u></p> <p>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>UNIT-V: Legal framework:</u></p> <p>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>UNIT-VI: Non-life insurance:</u></p> <p>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,
- 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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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	

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 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.

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MODULE CONTENT

<u>UNIT-I:</u> 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.
<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	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	1. Gurusamy, Financial Markets and Institutions, 3 rd 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).

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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	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

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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Public Relation 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	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	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:

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

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MODULE CONTENT

<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.
<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.
<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.
<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.
<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.
<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.

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

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

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SEMESTER VI							
Module Code	Category	Sub Category	Course Name	L	T	P	C
MGMT5107	M	PC	MARKETING MANAGEMENT	4	0	0	4
MGMT5108	M	PC	HUMAN RESOURCE MANAGEMENT	4	0	0	4
MGMT5109	M	PC	INTERNATIONAL BUSINESS	4	0	0	4
MATH0123	M	PC	MANAGEMENT SCIENCE	4	0	0	4
MGMT5111	M	PC	FINANCIAL MANAGEMENT	4	0	0	4
	M	PE	ELECTIVE-VI	4	0	0	4
ENVS0101	P	AE	ENVIRONMENTAL SCIENCE	2	0	0	2
MGMT5113	SP		SEMINAR	0	0	2	1
TOTAL CREDITS				26	0	2	27

L = Lecture

T = Tutorial

P = Practical

C = Credit Point

PROGRAMME ELECTIVE-VI	
MGMT3218	EVENT MANAGEMENT
MGMT3219	CONSUMER PROTECTION

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Marketing Management

L T P
4 0 0

MODULE CODE	MGMT5107
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 face the challenges in developing Marketing strategies, initiatives and programs to introduce and sustain competitive advantage in organizations.

1. To study and critically analyze 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 behaviour.
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>Unit 1: Introduction to marketing</u> Nature and scope of marketing, marketing concepts, Marketing environment: Environmental monitoring; Concept of marketing mix; Marketing Research and its process; Consumer buying behaviour; Marketing segmentation, targeting and positioning.
<u>Unit 2: Product decisions</u> Product decisions: Product concept, type of products, product Levels, major product decisions and brand management, product life cycle, new product development.
<u>Unit 3: Pricing decisions</u> Pricing decisions: Determinants of price, pricing process, policies of pricing, and different kind of strategies regarding pricing of a product.
<u>Unit 4: Promotion decisions</u> Promotion and distribution decisions: Communication process; Promotion tools: Advertising, Personal selling, publicity, and sales promotion
<u>Unit 5: Distribution decisions</u> Determination of channels of distribution: Designing distribution channels, types and functions of intermediaries, channel design, selection and management of intermediaries, retailing, wholesaling.
<u>Unit 6: Emerging issues in marketing</u> Emerging trends and issues in marketing: Consumerism; Rural marketing; Social marketing; Direct marketing; Online marketing; Green marketing; Network marketing.

RECOMMENDED BOOKS

TEXT BOOKS	<ol style="list-style-type: none">1. Marketing Management: A South Asian Perspective P Kotler and Keller and K L Koshy Pearson Education, New Delhi2. Marketing Management: M Etzel, B Walker, W Stanton and A Pandit Tata McGraw Hill, New Delhi
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REFERENCE BOOKS	<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
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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	5
2.	Sessional Test	2	20
3.	Group Discussion	2	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		
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	1		6	4,5				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,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
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- Report discussed and analysed, actions taken as a result of this process and are communicated to the main stakeholders.

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Human Resource Management

L T P
4 0 0

MODULE CODE	MGMT5108
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 to understand the challenges toward HR Managers in developing their organizations and develop strategies, initiatives and programs to introduce and sustain competitive HR advantage in organizations.

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 students 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.

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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.

MODULE CONTENT

<u><i>Unit 1: Introduction, functions, and planning of HRM</i></u> Introduction to human resource management: Concepts, objectives and functions and challenges of HR in a dynamic environment, workforce diversity.
<u><i>Unit 2: Planning of HRM</i></u> Manpower planning, process of management planning, Job analysis, job description and job specification, job evaluation
<u><i>Unit 3: Recruitment and selection</i></u> Recruitment and selection; Induction and socialization; Training and development.
<u><i>Unit 4: Compensation and performance appraisal</i></u> Compensation and reward management, methods and types of compensation; incentive plans; appraising performance: performance appraisal system; brief overview of potential appraisal, rewarding performance ESOP.
<u><i>Unit 5: Career planning, grievance redressal</i></u> Career planning and development, work life balance, Grievance redressal, conflict management. Trade union and disputes settlement.
<u><i>Unit 6: Latest issues in HRM</i></u> Contemporary issues in HR – strategic human resource management, E-HRM, international human resource management, human resource information systems, human resource audit, and human resource accounting, green HRM.

RECOMMENDED BOOKS

TEXT BOOK	1. Human Resource Management (Text and Cases): V S P RAO and V Hari Krishna, Excel Books India 2009 2. Human Resource and Personnel Management: K Aswatthapa Tata McGraw Hill, New Delhi
REFERENCE	1. Human Resource Management: G Dessler Pearson, Prentice Hall, 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	7
Class Test		x			x		
Quiz	x		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		2		4			1				

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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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BBA- MBA Integrated 4 years

International Business

L T P
4 0 0

MODULE CODE	MGMT5109
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 course is to enable the students to know the nature dimensions of evolving business environment in India to influence managerial decisions, understand globalization, and analyse international environment.

1. To provide knowledge of different mode of entry in the international business
2. To learn the impact of FDI on home and host countries.
3. To Provide in-depth knowledge of international accounting practices.
4. To impart knowledge regarding international marketing system.
5. To acquaint the students with cross-cultural dynamics of international business
6. To enable them to understand International staffing decisions and ethical issues in context of international business.

LEARNING OUTCOMES

Following this course students will be able to:

1. To Develop skills to indulge in international business.
2. Help to know about the legal formalities to enter in international business.
3. Make our students able to face cross–culture challenges.
4. Develop an understanding of international staffing decisions and other ethical and social issues.

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5. Enhance an understanding of financial, marketing and human aspects of international business.

MODULE CONTENT

<u><i>Unit 1: Introduction to international business</i></u> Introduction to international business, main drivers of international trade, importance, nature, stages of internationalization, international business orientation, modes of entry into international business, internationalization process and managerial implications, risks in IB, reasons for internationalization of firms, exchange rate systems, tariff and non-tariff barriers.
<u><i>Unit 2: Evaluating international environment</i></u> Country evaluation and selection, FDI, impact of FDI on home and host countries, international collaborative arrangements and strategic alliances, control mechanisms in IB.
<u><i>Unit 3: International marketing management</i></u> International Marketing Management: Decisions concerning global manufacturing and material management, outsourcing factors, product and branding decisions, managing distribution channels, international promotion mix and pricing decisions.
<u><i>Unit 4: International accounting practices</i></u> International accounting practices: Accounting difference across countries and their harmonization, currency translation methods for consolidating financial statements, the Lessard-Lorange model.
<u><i>Unit 5: Human resource developments and broad issues in globalization</i></u> Globalization and human resource developments: International staffing decisions, compensation and performance appraisal of expatriate staff; Issues in globalization: Emerging global players, ethical issues in context of international business, ethical dilemmas, 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, regional economic groupings in practice, regionalism vs. multilateralism, structure and functioning of EC and NAFTA, regional economic cooperation, count trade, FEMA.

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none">1. International Business: Rakesh Mohan Joshi Oxford University Press India2. International Business: Fransis Charunelam PHI, New Delhi3. International Business-Environment and Operations: J D Daniels and H LEE Radebaugh Pearson Education, New Delhi.
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REFERENCE	<ol style="list-style-type: none">1. International Business -Competency in the Global Marketplace: W L Hill and Charles Tata McGraw Hill, New Delhi2. The International Business Environment (Text and Cases): K Anant and Sundaram Prentice Hall of India New Delhi3. International Business: Concept, Environment and Strategy: V Sharan 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.

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
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	1			2				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:

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

L T P
4 0 0

MODULE CODE	MATH0123
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 students to understand linear programming and its applications, covering modelling, the simplex method solve the transportation and assignment problems, solving the models for their optimal solutions. Interpret the models' solutions and infer solutions to the real-world problems and their applications to resource allocation problems in business and industrial organizations.

1. Introduce students to the techniques of operations research in mining operations
2. Provide students with basic skills and knowledge of operations research and its application in mineral industry
3. Introduce students to practical application of operations research in big mining projects.

LEARNING OUTCOMES

1. know the various techniques of operations research;
2. apply the techniques used in operations research to solve real life problem in mining industry.
3. Select an optimum solution with profit maximization.

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MODULE CONTENT

<u>Unit 1: Concepts and linear programming</u> Management science: Evolution, meaning, methodology, role in managerial decision making, various methods; Linear programming: Meaning, assumptions, advantages, scope, limitations, formulation of problem, solution by graphical method and simplex method, duality special cases of linear programming: Infeasibility, degeneracy, unbounded-ness and multiple optimal solutions.
<u>Unit 2: Transportation problems</u> Transportation problems: Meaning, problem formulation, methodology, transshipment problems; special cases in transportation problems, unbalanced problems, degeneracy, maximization objective and multiple optimal solutions.
<u>Unit 3: Assignment problems</u> Assignment problems: Meaning, problem formulation, traveling salesman's problem, special cases in assignment problems, unbalanced problems, maximization objective and multiple optimal solutions.
<u>Unit 4: Network charts</u> PERT/CPM: Difference between PERT and CPM, network construction, calculating EST, EFT, LST, LFT and floats, probability considerations in PERT, time -cost trade-off.
<u>Unit 5: Decision theory and markov analysis</u> Decision theory: Decision making under uncertainty and risk, Bayesian analysis, decision trees; Markov analysis: Meaning, methodology.
<u>Unit 6: Game theory, queuing theory, simulation</u> Game theory: Pure and mixed strategy games; principle of dominance; two person zero sum game; Queuing theory: Concept, assumptions and applications; analysis of queue system, orison distributed arrivals and exponentially distributed service time models; Simulation: Meaning, process, advantages, limitations and applications

RECOMMENDED BOOKS

TEXT BOOK	1. Quantitative Techniques in Management: N D Vohra Tata McGraw Hill Publishing Company Ltd, New Delhi 2. Operations Research: V K Kapoor Sultan Chand and Sons, New Delhi
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REFERENCE	1. Operations Research (Theory and Applications): J K Sharma Macmillan India Ltd, New Delhi 2. Operations Research: Kalavathy Vikas 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.

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
Class Test		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				3				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,
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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 stakeholders.

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Financial Management

L T P
4 0 0

MODULE CODE	MGMT5111
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 course is to enable the students to have an insight into the effective use of finance and to provide general overview of financial statements. Understand financial concepts, financial instruments and techniques used in financial decision-making.

1. To provide the basic knowledge of time value of money concept and working capital.
2. To enable them to use the techniques of financial decision making.
3. To provide the different investment decision techniques and risk adjusted approach.
4. To give the knowledge about various approaches to calculate the cost of capital.
5. To impart knowledge regarding the concept of dividend policy and retained earnings.

LEARNING OUTCOMES

Following this course students will be able to:

1. Help to know about the basic awareness of financial concept.
2. Develop the analytical skills in financial decision making.
3. Make our students able to take investment decisions.
4. Develop an understanding to analyse the cost of sources of finance before making capital decisions.
5. Enhance an understanding that in what circumstances the company should distribute the dividend to their shareholder's or retained their earnings.

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MODULE CONTENT

<u>Unit 1: Financial management -functions and objective</u> Financial management: Nature and scope of financial management, financial decision areas, the basic goal: Creating shareholder value, organization of finance function, sources of finance, time value of money concept.
<u>Unit 2: Investment decisions</u> Strategic investment decisions: Capital budgeting decisions, Capital budgeting process and techniques: Payback period, accounting rate of return, NPV, IRR, profitability index
<u>Unit 3: Cost of capital</u> Cost of capital: Meaning and concept, calculation of cost of debt, equity, preference capital and retained earnings calculation of WACC.
<u>Unit 4: Financing decisions</u> Strategic financing decisions: Capital structure, theories and value of the firm: Net income approach, net operating income approach, traditional approach, Modigliani miller model, EBIT-EPS analysis.
<u>Unit 5: Dividend decisions</u> Dividend decisions: Dividend policy factors determining dividend policy, concept of retained earnings and ploughing back of profits, relevance and irrelevance of theories of dividend: Gordon model, Walter model, and MM model; Forms of dividend: Cash dividend, bonus shares, stock split.
<u>Unit 6: Working capital decision</u> Working capital: Need of working capital, concept of operating cycle, management of cash inventory and receivables.

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none">1. Financial Management: I M Panday Vikas Publishing House, New Delhi2. Financial Management: P K Jain and M Y Khan Tata McGraw Hill, New Delhi
REFERENCE	<ol style="list-style-type: none">1. Financial Management: Bhalla V K, Anmol Publications, New Delhi.2. Financial Management: Prasana Chandra, McGraw Hill, New Delhi.3. Financial Management and Policy: Van Horne and C James, Prentice Hall of India, 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
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		1		2				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:

- 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 stakeholder.

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

RECOMMENDED BOOKS

TEXT BOOK	1. Event Management: Lynn Van Der Wagen and Brenda R Carlos Pearson Education, New Delhi
REFERENCE	1. 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,
- 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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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	1. Aaker and Day (eds.), Consumerism: Search for the Consumer Interest 2. Gulshan, Consumer Protection and Satisfaction: Legal and Managerial Dimensions.
REFERENCE	1. Verma Y.S. and C. Sharma, Consumerism in India, Anamika Prakashan, 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:

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

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.

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LEARNING OUTCOMES

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

Unit 1: Introduction to environmental studies

Multidisciplinary nature of environmental studies, scope and importance.

Unit 2: Ecosystems

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:

- a) Forest ecosystem
- b) Grassland ecosystem
- c) Desert ecosystem
- d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit 3: Natural Resources: Renewable and Non-renewable Resources

Land resources and land use change: 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.

Unit 4: Biodiversity and Conservation

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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<p><u>Unit 5: Environmental Policies & Practices</u></p> <p>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.</p>
<p><u>Unit 6: Human Population and the Environment</u></p> <p>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.</p> <p>Field work:</p> <ul style="list-style-type: none"> • 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, 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,
- Suggested remedies / corrective measures, and
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SEMESTER VII							
Module Code	Category	Sub Category	Course Name	L	T	P	C
MGMT6101	M	PC	STRATEGIC MANAGEMENT	4	0	0	4
MGMT6103	M	PD	SUMMER VACATION TRAINING REPORT	0	0	0	4

(Discipline Specific Elective Courses - Specialization areas offered under dual specialization scheme)

L = Lecture

T = Tutorial

P = Practical

C = Credit Point

Human Resource Management							
MGMT6104	M	PC	MANAGEMENT OF TRAINING AND DEVELOPMENT	3	0	0	3
MGMT6105	M	PC	PERFORMANCE AND COMPENSATION MANAGEMENT	3	0	0	3
Finance							
MGMT6106	M	PC	SECURITY ANALYSIS AND INVESTMENT MANAGEMENT	3	0	0	3
MGMT6107	M	PC	MANAGEMENT OF FINANCIAL INSTITUTIONS AND SERVICES	3	0	0	3
Marketing							
MGMT6108	M	PC	CONSUMER BEHAVIOUR	3	0	0	3
MGMT6109	M	PC	SALES AND DISTRIBUTION MANAGEMENT	3	0	0	3
International Business							
MGMT6110	M	PC	INTERNATIONAL MARKETING	3	0	0	3
MGMT6111	M	PC	EXPORT IMPORT PROCEDURES, DOCUMENTATION AND LOGISTICS	3	0	0	3
Information Technology							
CSEN0135	M	PC	SYSTEM ANALYSIS AND DESIGN	2	0	0	2
CSEN0136	M	PC	SYSTEM ANALYSIS AND DESIGN LAB	0	0	2	1
CSEN0124	M	PC	DATA BASE MANAGEMENT SYSTEM	2	0	0	2
CSEN0137	M	PC	DATA BASE MANAGEMENT SYSTEM LAB	0	0	2	1
TOTAL CREDITS				16/14	0	0/4	20

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BBA- MBA Integrated 4 years

Strategic Management

L T P

4 0 0

MODULE CODE	MGMT6101
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 develop a holistic perspective of the organization.
2. To enable the students to analyse 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 student will be able to:

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. Analysed 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

UNIT-I: Introduction

The concept of strategy, Strategy as the art and science of creating value, levels of strategy; Defining strategic intent: Vision, mission, business definition, goals and objectives, strategic fit, leverage and stretch, the strategy process.

UNIT-II: Organizational Appraisal and Competitive Advantage

Organizational appraisal: Analysis of organizational resources and capabilities, distinction between resources and capabilities, types of resources and capabilities; Competitive advantage: Sustaining competitive advantage, methods and techniques used for organizational appraisal.

UNIT-III: Corporate and Business Strategies

Formulating corporate level strategies and business strategies: Generic strategies: cost based versus differentiation strategies, cost leadership and focus, sources of cost advantage, broad differentiation versus focus, types of differentiation, product and market diversification strategies.

UNIT-IV: Environmental Appraisal

Environmental appraisal: Environmental scanning techniques- ETOP, QUEST and SWOT (TOWS) PEST, demand analysis and competitor analysis, industry attractiveness. strategic decision-making, identification of critical success factors (CSF).

UNIT-V: Strategic Analysis and Choice

Strategy analysis and choice: The process, BCG matrix, GE matrix (HOFER'S product market evolution and shell directional policy matrix) and strategic plan, industry level analysis, porter's five forces model; Strategic choice, qualitative factors in strategic choice.

UNIT-VI: Strategy Implementation

Strategy implementation: Designing organizational structure and activating strategies, structural, behavioural, and functional implementation; Strategy evaluation and control: Strategic and operational control, techniques of evaluation and control.

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none">1. Business Policy and Strategic Management: Azhar Kazmi, Tata McGraw Hill Publishing Company Ltd., New Delhi2. Strategic management: N Chandrasekaran, Oxford University Press, India
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REFERENCE	<ol style="list-style-type: none"> 1. Strategic Management – Strategy Formulation and Implementation: John A Pearce II and Robinson AITBS Publishers and Distributors, Delhi 2. Strategic Management – Concept and Cases: David, R Fred, Pearson Education, 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
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				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:

- 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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Management of Training and Development

L T P
3 0 0

MODULE CODE	MGMT6104
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:

A study of the subject matter presented in this course will enable the students

1. To understand the training needs and issues of human resource development in organization
2. Designing of training programmes
3. Different methods and techniques of training.
4. Delivery and review of training requirements

LEARNING OUTCOMES

1. The student will gain knowledge regarding the needs of training and development in organizations.
2. He will acquire the skills to design a training programme.
3. He will be acquainted with the different training techniques.
4. He will acquire the skills to impart training and evaluate a training programme.

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BBA- MBA Integrated 4 years

MODULE CONTENT

<u>Unit 1: Training</u> Training: concept, and rationale, need, principles, process; Models of Training; Systematic Model, The Transitional Model; Role of stakeholders in training, responsibilities and challenges of training manager
<u>Unit 2: Management development</u> Introduction to management development: objectives, importance, process, methods/techniques: evaluation of management development programmes; Difference between training and development
<u>Unit 3: Training Needs Analysis</u> Training Needs Analysis: The Process and Approaches of TNA, Team Work for Conducting Training Needs Analysis, TNA and Training Process Design.
<u>Unit 4: Designing the training programme</u> Understanding & Developing the Objectives of Training, Facilitation of Training with Focus on Trainee (Motivation of Trainee, Reinforcement, Goalsetting), Training with Focus on Training Design (Learning Environment, Pre-training Communication etc.) Facilitation of Transfer with Focus on Organization Intervention (Supervisor Support, Peer Support, Trainer Support, Reward Systems, Climate etc.)
<u>Unit 5: Training methods and techniques</u> Different training methods and techniques: role playing, business games, in-basket exercise, laboratory training, case studies, seminars, group discussions, program instructions; Inspirational techniques: brainstorming, mind mapping, creative problem solving; Importance of training aids.
<u>Unit 6: Evaluation of training programmes</u> Need for evaluation, Principles of evaluation, criteria and approaches; return on investment in training, process of calculating ROI in training; emerging trends in training and development.

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none">1. Raymond Noe, A. (2005). Employees Training and Development”, McGraw Hill Publication2. Training for Development: R K Sahu Excel Books, N Delhi3. Every Trainers Handbook: Devendra Agochia Sage Publications, New Delhi
REFERENCE	<ol style="list-style-type: none">1. Blanchard, P. N. & Thacker, W. J. (1998). Effective Training: Systems, Strategies and Practices. Prentice Hall, New Jersey.

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BBA- MBA Integrated 4 years

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
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					1,3,4				

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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,
- 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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BBA- MBA Integrated 4 years

Performance and Compensation Management

L T P
3 0 0

MODULE CODE	MGMT6105
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:

A study of the subject matter presented in this course will enable the students

1. To attain comprehensive and practical skills to manage employees' performance effectively.
2. To understand the structure and components of wages and salaries, and the wage administration in India.
3. To apprise about the importance of performance appraisal.
4. To know about the different benefit programmes for management and employees.

LEARNING OUTCOMES

1. The student will understand the process of performance appraisal.
2. He will be able to identify the competence gaps and areas of improvement in the performance.
3. Identification of high potential employees of the organization.
4. Outcomes of performance appraisal will help in compensation management, succession planning and planning the training needs.

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MODULE CONTENT

<u>Unit 1: Performance management</u> Performance management: performance management system; Performance counseling; Performance planning.
<u>Unit 2: Performance Appraisal</u> Concept of Performance appraisal; Potential appraisal; Problems and errors in performance appraisal.
<u>Unit 3: Performance monitoring and implementation</u> Performance monitoring, performance implementation, role of HR professionals in performance management, performance management through training and development; Ethics in performance management
<u>Unit 4: Wage and salary administration in India</u> Wage and salary administration in India, wage administration rules, principles of wages and salary administration, theories of wages, wage plans, wage differentials, wage policy in India, state regulation of wages, payment of wages act, minimum wages act, wage boards, pay commissions, compensation management in multi-national organizations.
<u>Unit 5: Executive compensation</u> Executive compensation: components, pay structure in India, linking salary with potential and performance, types of rewards and incentives, wage incentive schemes in India, wage incentive plans.
<u>Unit 6: Employee benefits</u> Special features of fringe benefits, benefit programmes for management and other employees, administration of benefits and services, recent trends in wages and salaries in Indian industries and service sector.

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none">1. Performance Appraisal and Compensation Management: A Modern Approach: D Goel, Prentice Hall, New Delhi2. Compensation Management in a Knowledge Based World: R I Henderson, Prentice Hall, New Delhi
REFERENCE	<ol style="list-style-type: none">1. Compensation Management: Rewarding Performance in the Modern Organization: R I Henderson Reston Publishing Co.

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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
Class Test			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	2	4			4				

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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,
- 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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BBA- MBA Integrated 4 years

Security Analysis & Investment Management

L T P
3 0 0

MODULE CODE	MGMT6106
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 teach students to understand the basic concept of investment and portfolio management.

1. To provide knowledge and understanding of concepts of investment.
2. To provide understanding of investment model.
3. To provide understanding of stock market and security analysis.
4. To provide understanding of portfolio management.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the understanding and significance of investment analysis.
2. Ability to interpret different investment options.
3. Ability to analyse various models for security analysis.
4. Ability to understand stock market dynamics.

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BBA- MBA Integrated 4 years

MODULE CONTENT

<u>UNIT-I: Investment</u> Investment: meaning, nature, process and alternatives; Return and risk trade off: Concept and components of total risk; Measuring historical and expected return and risk; Systematic and unsystematic risk, measurement of systematic risk.
<u>UNIT-II Objectives and benefits</u> Objectives and benefits of investment analysis and security valuation; Theories of fixed income securities; Time value Concept; Yield to maturity; Bond value theorems, theories of variable income securities
<u>UNIT-III: Investment Model</u> Constant growth model; Two stage growth model; Three – phase model; Valuation through P/E Ratio; White Kishore model; Preferred stock valuation.
<u>UNIT-IV Security analysis:</u> Security Analysis: fundamental analysis; Economy, industry and company analysis and technical analysis; Dow jones theory; Charts; Supports and resistance levels; Relative strength analysis; Moving averages, breadth of market; Efficient market hypothesis.
<u>UNIT-V: Stock market in India</u> Stock market in India; Development and regulation of security market; Stock issuing market (Primary market); Secondary market; Trading and settlement; Clearing and settlement procedure; Brief introduction to futures, forward, option, warrants and Swap.
<u>UNIT-VI: Portfolio Management</u> Meaning, nature and process of portfolio management, expected return and standard deviation of portfolio, CAPM model

RECOMMENDED BOOKS

TEXT BOOK	1. Investment Analysis and Portfolio Management: Reiley and Brown, Thomson Learning, Bombay 2. Security Analysis and Portfolio Management: Pandian Vikas Publishing House, New Delhi
REFERENCE	1. Investment: Sharpe, Alexander and Wiley, Prentice Hall of India, New Delhi 2. Investment Analysis and Portfolio Management: Alexander J Gorden and Bailey V Jeffery, Dryden Press, Thomson Learning, Bombay

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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	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
Class Test		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		3	4				

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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,
- Suggested remedies / corrective measures, and
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BBA- MBA Integrated 4 years

Management of Financial Institutions and Services

L T P
3 0 0

MODULE CODE	MGMT6107
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:

A study of the subject matter presented in this course will enable the students to acquaint the students about major financial services and financial institutions including a detailed study of the working of the leading financial institutions in India.

1. To acquaint the students about major financial services and institutions
2. To enable them to learn about operational policies and practices of financial institutions
3. To provide knowledge about mechanism of security trading
4. To develop understanding of regulatory framework of financial instruments
5. To generate understanding of profitability and liquidity aspects related to various financial services

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the analytical skills to evaluate financial instruments
2. Acquire the understanding about operational and procedural aspects of banking and financial institutions
3. Able to incorporate the legal and regulatory aspects in personal and professional life in future
4. Helps in understanding procedure of security trading and taking decision regarding security trading.
5. Enables the students in taking decisions to invest their money in profitable options

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MODULE CONTENT

<u>Unit 1: Money market</u> Money and capital markets: money market: meaning, constituents and functions; Money market instruments: call money, treasury bills, certificate of deposits, commercial bills, trade bills etc., recent trends in Indian money market.
<u>Unit 2: Capital market</u> Capital market, primary and secondary markets, Depository system; Government securities market; recent development in Indian capital market; Role of SEBI (an overview).
<u>Unit 3: Financial services</u> Financial Services: salient features, scope and problems; Mutual funds; Venture capital financing; Regulatory and theoretical framework of Leasing; Issue mgmt; Activities procedures of merchant banking.
<u>Unit 4: Reserve bank of India</u> Reserve Bank of India: organization, mgmt and functions; Credit creation and credit control; Monetary policy development Banks: concept, objectives and functions of development banks, operational and promotional activities of development Banks; IFCI, ICICI, IDBI, IRBI, SIDBI, state development banks and state financial corporations, LIC, UTI (a brief overview).
<u>Unit 5: Non-banking financial institutions</u> Non-Banking Financial institutions: meaning and functions; Debt securitization; financial derivatives: option, future, forward, swap; Commodity derivatives (brief overview).
<u>Unit 6: Stock Exchange</u> Stock exchange: meaning, functions, trading mechanism; Dematerialization and its process.

RECOMMENDED BOOKS

TEXT BOOK	1. Indian Financial System: M Y Khan Tata McGraw Hill, Delhi
REFERENCE	1. Financial Markets and Institutions: L M Bhole Tata McGraw Hill, New Delhi 2. Financial Markets and Institutions: E Gordon and Dr K Natrajan 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.

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
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		3	4			1		5		4

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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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BBA- MBA Integrated 4 years

Consumer Behavior

L T P
3 0 0

MODULE CODE	MGMT6108
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:

A study of the subject matter presented in this course will enable the students to understand the various aspects of consumer behavior know the external and internal factors that influence consumer behavior apply the understanding to the development of marketing strategy.

1. Understanding the basic laws and principles of consumer behaviour in order to influence their purchasing decisions,
2. Analyse of the reasons and motives for consumer buying behaviour
3. Distinguish the influence of the conditions, the time and manner of purchase,
4. Identify reasons of post purchase satisfaction/dissatisfaction
5. Application of acquired knowledge and skills in the market with the aim of adapting to market changes and different forms of consumer behaviour.

LEARNING OUTCOMES

1. Describe the basic laws and principles of consumer behaviour,
2. Identify the different consumer behaviour and their impact on purchasing decisions,
3. Understand the influence of the conditions, the time and the manner of purchases on consumer behaviour,
4. Suggest ways of preventing after buying dissonance
5. Choosing the optimal approach in resolving consumer problems.

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MODULE CONTENT

Unit 1: Introduction to consumer behavior

Consumer behaviour: Scope, interdisciplinary nature and relevance of consumer behaviour studies; Consumer decision making models: Howard-Sheth, Blackwell and Nicosia model; Buying decision process, Problem recognition: Information search, alternative; Evaluation and purchase, post purchase behavior.

Unit 2: Determinants of consumer behavior

Motivation: Nature and types of motives, process of motivation, types of needs; Personality: Theories, product personality, self-concept; Consumer perception: Concept and elements of perception, consumer imagery, perceived risk; Consumer learning: Behavioural and cognitive learning theories

Unit 3: Culture, values and norms

External determinants of consumer behavior: Culture, values and norms, characteristics and effect on consumer behaviour, types of sub-culture, cross cultural consumer behavior. Group dynamics and reference groups: Consumer relevant groups; Types of family: Functions of family, family decision making, family life cycle; Importance of families and households on consumer behavior.

Unit 4: Role behaviour and its influence on the decision process

Changing roles of women; Children and household consumer behavior. role of involvement; Types of buying behavior. Consumer attitude: Functions of attitude and sources of attitude development, attitude formation theories; attitude change strategies, persuasive

Unit 5: Influence and opinion leadership

Personal influence and opinion leadership: Process of opinion leadership, profile of opinion leader, opinion leadership and firm's promotional strategy, diffusion of innovations: Diffusion process, adoption process, profile of consumer innovator.

Unit 6: Advertising's role

Advertising's role in shaping consumer opinion; Cognitive learning; Online consumer behavior, Social class: Determinants, categories, measurement and applications of social class. consumer values and lifestyles.

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BBA- MBA Integrated 4 years

RECOMMENDED BOOKS

TEXT BOOK	1. Consumer Behaviour: L G Schiffman and L L Kanuk Pearson Education, New Delhi 2. Consumer Behaviour-Building Marketing Strategy: D I Hawkins and R J Best and K A Coney and A Mookerjee Tata McGraw Hill, New Delhi
REFERENCE	1. Consumer Behaviour: D Loudon and D Bitta Tata McGraw Hill, New Delhi 2. Consumer Behaviour: Blackwell, Roger, Miniard, Paul and Engel, James Thomson 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.

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		

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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	2		3	4			1		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:

- 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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BBA- MBA Integrated 4 years

Sales and Distribution Management

L T P
3 0 0

MODULE CODE	MGMT6109
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:

A study of the subject matter presented in this course will enable the students to provide an understanding of the concepts, attitudes, techniques and approaches required for effective decision making in the areas of Sales and distribution.

1. To gain understanding about sales management.
2. To know about distribution management.
3. To provide knowledge about the channel management.
4. To familiarize students with theories related to sales and distribution management.
5. To know about the techniques and practices related to sales and distribution management.
6. To know about the evaluation process of sales personnel.

LEARNING OUTCOMES

Following this course students will be able to:

1. Helps in understanding the sales management and personal selling
2. Able to understand how to schedule sales meetings, set sales quotas and territories
3. Ability to manage distribution channels and channel institutions
4. Able to applies theories into real organizational situations
5. Skill to apply techniques and practices of sales and distribution management
6. Ability to analysis and measure the performance of sales staff

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MODULE CONTENT

<u>Unit 1: <i>Introduction to sales management</i></u> Introduction to sales management: nature and importance; Personal selling objectives, theories of selling; Personal selling process and approaches; size of sales organization
<u>Unit 2: <i>Sales force management</i></u> Sales force management; Training sales personnel; Sales force motivation; Compensation; Evaluating sales performance, costs and profitability; Information technology in sales management
<u>Unit 3: <i>Distribution planning and control</i></u> Distribution planning and control: Functions of intermediaries; Types and role of channel intermediaries, channel strategy and design; Selection, motivation and evaluation of intermediaries.
<u>Unit 4: <i>Sales territory design</i></u> Sales territory design, Sales quotas, Managing channel dynamics, relationships and channel conflict; Ethical and legal issues in sales and distribution management.
<u>Unit 5: <i>Distribution system and logistics</i></u> Distribution system and logistics: Role of marketing channels, creation and design of marketing channels, managing the channels, channel integration and systems: VMS, HMS and multi-channel marketing systems
<u>Unit 6: <i>Logistics planning</i></u> Logistics planning; An overview of transportation, warehousing and inventory decisions; Efficient supply chain management (SCM); Integration of sales and distribution strategy. physical distribution system

RECOMMENDED BOOKS

TEXT BOOK	1. Sales Management: R R Still and E W Cundiff, N A P Govoni Pearson Education, New Delhi 2. Sales and Distribution Management: Text and Cases: K K Havaldar and V M Cavale Tata McGraw Hill, New Delhi
REFERENCE	1. Sales and Distribution Management: Mateen Khan Excel Books, New Delhi 2. Sales and Distribution Management: T K Panda and S Sahadev Oxford University Press, 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	
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		4

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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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- Problems encountered in the subject delivery,
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International Marketing Management

L T P
3 0 0

MODULE CODE	MGMT6110
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 students to understand the concepts and procedures for international marketing. Train them to develop and implement plans and strategies for entering international markets and managing overseas operations

1. To study and critically analyse the basic concepts in international marketing & philosophies of international marketing management.
2. To understand different process & techniques of international marketing.
3. To be able to understand the concept of international dumping and transfer pricing.
4. To recognize the concept of international product mix & international pricing and promotion strategies
5. To enable the students to recognize and analyse environment of international marketing.
6. To develop knowledge of different promotional tools at the level of international marketing.

LEARNING OUTCOMES

Following this course student will be able to:

1. Develop the understanding of the concept of international marketing management.
2. Understand different methods & processes involved in international marketing.
3. Acquire knowledge of trade restrictions and barrier in international marketing

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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 International Marketing</i></u> Meaning, scope and importance; domestic vs. international and global marketing, benefits, tasks and challenges of international marketing; International marketing orientation: E.P.R.G.– Approach: International marketing management process.
<u><i>Unit 2: International product and pricing strategies</i></u> Product designing: Product standardization Vs. adaptation; Managing product line, international trade product life cycle, New product development; Pricing for international markets.
<u><i>Unit 3: Managing international distribution and promotion</i></u> Distribution channel strategy – International distribution channels: roles and functions; Selection and management of overseas intermediaries; Managing channel conflicts; International distribution logistics; Building brands in international markets.
<u><i>Unit 4: Market selection</i></u> International market segmentation and positioning; Screening and selection of markets; International market entry strategies. Factors affecting international price determination; Price quotations and terms of sale international dumping.
<u><i>Unit 5: Promotional Measures</i></u> Global advertising regulations, media and message considerations; Planning for trade fairs and exhibitions. International promotion mix, standardization Vs adaptation.
<u><i>Unit 6: Export Promotion</i></u> Indian's Export and Import policy, Export promotions organizations, Export incentives; Export finance; Export documents, Processing of an export order.

RECOMMENDED BOOK

TEXT BOOK	1. International Marketing: Cateora, R Philip and John L Graham Tata McGraw- Hill, New Delhi 2. Global Marketing: S Hollensen Pearson Education, New Delhi
REFERENCE	1. International Marketing- Strategy and Theory: Onkvisit, Sak and Johan J Shaw Taylor and Francis Routledge, New York 2. International Marketing: R M Joshi Oxford University Press, 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	2	5
2.	Sessional Test	2	20
3.	Group Discussion	2	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Assessments	1	2	3	4	5	6
Class Test	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		1	1		6	4,5				2,3	

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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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Export Import Procedures, Documentation and Logistics

L T P
3 0 0

MODULE CODE	MGMT6111
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 teach students about trade procedures and documentation formalities with a view to enable the participants to develop a systematic approach in handling trade transaction and incidental paper work (export and import documentation), and also regulatory obligations for international business.

1. Evaluate and justify the various documents for processing export and import orders.
Understand the implications of foreign trade policy.
2. Evaluate the legal implications in the area of exports and imports
3. Assess the various terms and conditions of export finance
4. Develop the ability to critically examine the EXIM policy framework
5. Understand the role of govt. & semi-govt. organizations.
6. Understand how to export strategically as an entrepreneur.

LEARNING OUTCOMES

Following this course students will be able to:

1. Communicate effectively using basic international business vocabulary with specific emphasis on terms associated with international trade and import / export operations and procedures.
2. Ability to assess the various terms and conditions of export and import finance and payments

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3. Identify sources of information on export restrictions and documentation associated with foreign shipping in order to facilitate export compliance for the exporting organization.
4. Identify factors that indicate strong potential export markets in order to define market selection models or drive market selection systems.
5. Identify major governmental and non-governmental sources of information and import/export assistance and apply that knowledge through development of marketing plans tied to global business activity and country-specific business conditions.
6. Ability to outline, relate and classify the impact of EXIM policy on International trade.
7. Better positioned to discover and demonstrate different concepts of International Business, especially for Export & Import.
8. Appraise, assess and choose documents & logistics services and identifying markets for international trade.
9. Understood the framework of international trade documentation and logistics for both regulatory and commercial aspects.

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MODULE CONTENT

Unit 1: Introduction, order processing

Nature, significance and components of international logistics; Creating an export organization; Registration and licensing; Selecting export products, markets and channels.

Unit 2: Terms of payment and Sales

Export costing and INCOTERMS; Terms of payment and instruments of payment; Export order processing; export contract; Role of forwarding agents; Cargo insurance and claim procedure

Unit 3: Registration, documentation

Setting up export company, IEC Number/RCMC from export promotion council; Procedures and documentation in international trade; Significance of documentation, aligned documentation system (ADS).

Unit 4: Excise and custom clearance

Excise clearance of cargo, custom clearance of export and import cargo, central excise clearance Quality control and pre-shipment inspection; packing and labeling of export consignments.

Unit 5: Pre and post -shipment Finance:

Arranging pre -shipment finance and post-shipment finance; Export procurement; Documentary collection of export bills; UCPDC guidelines; Realization of export proceeds; Negotiating documents under L/C; Facilities for service exports; Facility for deemed exports; Export assistance to export houses.

Unit 6: Export promoting institutions and major export promotion schemes in India

Export promoting institutions, role of EPC and commodity boards, role of ICC, EXIM bank and ECGC in India. Major export promotion schemes in India: EPCGS, duty exemption scheme, DEPB scheme; Export assistance to export houses; SEZ units, EOUs, EHTP, STP and BTP units. (Overview of latest schemes)

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RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none"> 1. Export Management: P K Khurana Golgotia Publishing, New Delhi 2. Export Management: Justin Paul Oxford University Press
REFERENCE	<ol style="list-style-type: none"> 1. Export Marketing – A Practical Guide for Exporters: ShavaramuWheeler Publishing, New Delhi 2. An Overview of Customs Govt. of India, Commission ate of Customs and ICDs, New Delhi 3. Ministry of Commerce and Industry – Handbook of Procedure Govt. of India, New Delhi 4. Export: What, When, How: Paras Ram Anupam 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.

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:

Assessment	1	2	3	4	5	6	7	8
Class Test	x							
Quiz		x	x			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		5,6	3	4,7	2					1,8	

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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System Analysis and Design

L T P
2 0 0

MODULE CODE	CSEN0135
CREDIT POINTS	2
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 students to understand the complexities involved in design, to know the problems in implementation of information systems in business organizations and to apply IT strategies to develop strategic planning resources.

1. To understand SDLC characteristics & applications and cycle.
2. To know about system Analysis.
3. To develop knowledge and understanding of Object oriented data bases.
4. To understand the concept of interface system design.

LEARNING OUTCOMES

Following this course student will be able to:

1. Develop the objective understanding of sdlc.
2. Facilitate to make them understand system analyst role.
3. Implementation of OOD and its operation.
4. An ability to understand interface structure design.

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MODULE CONTENT

<p><u>Unit 1: Systems development life cycle</u></p> <p>Systems development life cycle: Planning, analysis, design, implementation; Systems development methodologies: Structured design, RAD, JAD, prototyping</p>
<p><u>Unit 2: Project team roles and skills</u></p> <p>Project team roles and skills; Project initiation: Identifying business value, feasibility analysis; Project management: Creating a work plan, project staffing, controlling the project.</p>
<p><u>Unit 3: Systems analysis</u></p> <p>Systems analysis: Developing an analysis plan; Process modeling: data flow diagrams (Gane and Sarson, DeMarco and Yourdan), use case diagrams; Data modeling: entity relationship diagrams; System design: physical data flow diagrams, physical entity relationship diagrams; Architecture design: computing architectures, infrastructure design, global and security issues.</p>
<p><u>Unit 4: User interface structure design</u></p> <p>User interface structure design: User interface design principles and processes, user interface design components; Data storage design: File and database formats, optimization for data storage and data access; Program design: Structure chart, program specification</p>
<p><u>Unit 5: Construction</u></p> <p>System construction process, managing programming, designing tests, developing documentation; Installation: System installation process, conversion strategies, change management, post-implementation Activities</p>
<p><u>Unit 6: Object-oriented analysis, design and testing</u></p> <p>Object-oriented analysis, design and testing: Object concepts, introduction to the unified modeling language, use case diagrams, sequence diagrams, class diagrams, state chart diagrams.</p>

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none"> 1. Software Engineering: A Practitioner's Approach: Roger S Pressman McGraw Hill, New Delhi 2. Systems Analysis and Design: Awad, M Elias Prentice Hall of India, New Delhi
REFERENCE	<ol style="list-style-type: none"> 1. Systems Analysis and Design: Kendall, E Kenneth and Julie E Kendall PHI Learning, New Delhi 2. Modern Systems Analysis and Design: Jeffrey A Hoffer, Joey F George, Joseph S Valacich Pearson Education, New Delhi 3. Systems Analysis and Design: Alan Dennis, Barbara H Wixom and Roberta M Roth Wiley and Sons, Singapore

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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 70 marks for theory and 30 marks for practical.

Theory:

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

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Assessments	1	2	3	4	5
Internal Assessment	x	x			x
External Assessment			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	2	4,5						

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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:

- ☐ 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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BBA- MBA Integrated 4 years

System Analysis and Design Lab

L T P
0 0 2

MODULE CODE	CSEN0136
CREDIT POINTS	1
FORMATIVE ASSESSMENT MARKS	25
SUMMATIVE ASSESSMENT MARKS	25
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

OBJECTIVES:

The aim of this subject is to develop understanding on different aspects related to SDLC and various components of object-oriented analysis and design to enhance skills of project design as mentioned below:

1. To study of Software development life cycle and its various phases.
2. To learn various UML diagrams and its components.
3. To understand and analyse User Interface, Domain objects, and technical services
4. To make students familiar with the interaction between objects using UML
Interaction diagrams.
5. To teach the implementation of various partial layered, logical architecture diagram
with UML package diagram notation.
6. To make students familiar with draw the State Chart diagram.

LEARNING OUTCOMES:

1. To develop a problem statement in software development.
2. To develop an IEEE standard SRS document. Also develop risk management and project plan.
3. To identify Use Cases and develop the Use Case model.
4. To identify the business activities and develop an UML Activity diagram.
5. To identify the conceptual classes and develop a domain model with UML Class diagram.

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LIST OF EXPERIMENTS

1.	Phases in software development project, overview, need, coverage of topics.
2.	To assign the requirement engineering tasks.
3.	To perform the system analysis: Requirement analysis, SRS.
4.	To perform the function oriented diagram: DFD and Structured chart.
5.	To study various UML diagrams.
6.	To perform the user's view analysis: Use case diagram.
7.	To draw the structural view diagram: Class diagram, object diagram.
8.	To draw the behavioural view diagram: Sequence diagram, Collaboration diagram.
9.	To draw the behavioural view diagram: State-chart diagram, Activity diagram.
10.	To draw the implementation view diagram: Component diagram.
11.	To draw the environmental view diagram: Deployment diagram.
12.	To perform various testing using the testing tool unit testing, integration testing.
Experiments based on advanced topics:	
13.	Passport automation system.
14.	Credit card processing.

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

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).

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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

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes	1	3	4	2	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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- ☐ 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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Data Base Management System

L T P
2 0 0

MODULE CODE	CSEN0124
CREDIT POINTS	2
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 students to understand how databases can be used to store an organization's information, know about the tools and techniques of data capturing and apply the concept of data storing and disseminating for efficient working of organization

1. To understand DBMS characteristics & applications
2. To know about E-R Model.
3. To develop knowledge and understanding of Object oriented data bases.
4. To understand the concept of DBA.

LEARNING OUTCOMES

Following this course student will be able to:

1. Develop the objective understanding of DBMS.
2. Facilitate to make them understand E-R MODEL.
3. Implementation of OODB and its operation.
4. An ability to understand DBA.

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MODULE CONTENT

Unit 1: Introduction to DBMS

Introduction to DBMS: Purpose, advantages and disadvantages of DBMS; Data models, schemas and instances; DBMS architecture and data independence; Types of DBMS – Hierarchical, Network, Relational, Object-Oriented and Object Relational; Distributed data base systems; On-line data bases.

Unit 2: ER-Model

Basic concepts, design issues, mapping constraints, keys, E-R diagram, design of an ER database schema, reduction of E-R schema to tables.

Unit 3: SQL

SQL: Basic structure, set operations, aggregate functions, null values, nested sub queries, derived relations, views, modification of database, joined relations, DDL, domain constraints, referential integrity.

Unit 4: Oracle

Basic architecture, data definition, data manipulation (operator, string commands, function); Introduction to PL/SQL: Conditional, logic, loops, go to statements, exceptional handling, triggers, procedures, functions, cursor, LOB's.

Unit 5: Relational databases

Structure of Relational Databases, Relational Algebra, Functional Dependencies, Normal forms NF1, NF2, NF3 and BCNF, Multivalued Dependencies and Fourth Normal Form, Join Dependencies and Fifth Normal Form.

Unit 6: Transaction & Concurrency Control

Transaction; Concurrency: ACID Properties, transaction state, locks, deadlock condition, two-phase locking protocol.

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none">1. Introduction to Database System: C J Date Pearson Education, New Delhi2. Fundamental of Database system: Navathe Elmsari Pearson Education, New Delhi3. Data Base System concepts: Abraham, Korth McGraw Hill, New Delhi
REFERENCE	<ol style="list-style-type: none">1. Oracle 9i The complete reference: Koch, G and K Loney Tata McGraw Hill, New Delhi2. Introduction to Database Management System: Bipin C. Desai Galgotia Publication, New Delhi3. Database Systems: S K Singh, 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 100marks for theory.

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

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Assessments	1	2	3	4	5
Internal Assessment	x	x			x
External Assessment			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	2	4,5						

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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:

- ☐ 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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BBA- MBA Integrated 4 years

Database Management System Lab

L	T	P
0	0	2

MODULE CODE	CSEN0137
CREDIT POINTS	1
FORMATIVE ASSESSMENT MARKS	25
SUMMATIVE ASSESSMENT MARKS	25
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

OBJECTIVES

1. Understand the role of a database management system in an Organization.
2. Understand basic database concepts, including the structure and operation of the relational data model.
3. Construct simple and moderately advanced database queries using Structured Query Language (SQL).
4. Understand and successfully apply logical database design principles, including E-R diagrams and database normalization.
5. Understand the concept of a database transaction and related database facilities, including concurrency control, journaling, backup and recovery, and data object locking and protocols.
6. Describe and discuss selected advanced database topics, such as distributed database systems and the data warehouse.

LEARNING OUTCOMES

Following this course, students will be able to:

1. Analyse the basic concepts and architecture associated with DBMS
2. Apply normalization steps in database design and removal of data anomalies
3. Describe the characteristics of database transactions and how they affect database integrity and consistency.
4. Create, maintain and manipulate a relational database using SQL
5. Learn the techniques of recovery and security in databases.

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LIST OF EXPERIMENTS

1	To study about DBMS, RDBMS and ORDBMS.
2.	Design an ER Diagram for Library Management System.
3.	To study about SQL (Structured Query language).
4.	Write SQL commands to create database.
5.	Write SQL query to implement SELECT command with different clauses.
6.	Write SQL commands to implement GROUP functions (avg, count, max, min, Sum).
7.	Write SQL commands to implement various type of SET OPERATORS (Union, Intersect, Minus).
8.	Write SQL commands to implement various type of Integrity Constraints.
9.	Write commands to implement various SQL operators.
10.	Write SQL commands to implement Various type of JOINS.
11.	Write SQL commands to create view and index.
12.	Introduction to Oracle.
Experiments based on advanced topics:	
13.	Illustrate the use of Oracle function.
14.	Introduction to PL/SQL.

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

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).

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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

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Assessments	1	2	3	4	5
Internal Assessment	x	x			X
External Assessment			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	2	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:

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

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SEMESTER VIII							
Module Code	Category	Sub Category	Course Name	L	T	P	C
MGMT6112	M	PC	ENTREPRENEURSHIP DEVELOPMENT	4	0	0	4
MGMT6113	M	PD	PROJECT REPORT	0	0	0	4
MGMT6114	M	PC	COMPREHENSIVE VIVA VOCA	0	0	0	4

Discipline Specific Elective Courses (Specialization areas offered under dual specialization Scheme)

Human Resource Management							
MGMT6115	M	PC	STRATEGIC HUMAN RESOURCE MANAGEMENT	3	0	0	3
MGMT6116	M	PC	Industrial Relations and Labor Legislations	3	0	0	3
Finance							
MGMT6117	M	PC	MANAGEMENT OF FINANCIAL DERIVATIVES	3	0	0	3
MGMT6118	M	PC	PROJECT PLANNING ANALYSIS AND MANAGEMENT	3	0	0	3
Marketing							
MGMT6119	M	PC	RETAIL MANAGEMENT	3	0	0	3
MGMT6120	M	PC	ADVERTISING AND BRAND MANAGEMENT	3	0	0	3
International Business							
MGMT6121	M	PC	INTERNATIONAL TRADE THEORY AND POLICY FRAMEWORK	3	0	0	3
MGMT6122	M	PC	FOREIGN EXCHANGE MANAGEMENT	3	0	0	3
Information Technology							
CSEN0126	M	PC	MULTIMEDIA AND WEB TECHNOLOGIES	2	0	0	2
CSEN0138	M	PC	MULTIMEDIA AND WEB TECHNOLOGIES	0	0	2	1
CSEN0027	M	PC	KNOWLEDGE MANAGEMENT IN IT	3	0	0	3
TOTAL CREDITS				16/15	0	0/4	24

L=Lecture

T = Tutorial

P = Practical

C = Credit Point

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Entrepreneurship Development

L T P
4 0 0

MODULE CODE	MGMT6112
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 to understand the basic concept of personality development.

1. To develop knowledge and understanding of entrepreneurship.
2. To understand the basic of concept of stress management. Entrepreneurship.
3. To understand the importance of communication in personality development.
4. To understand the fundamentals of writing skills.
5. To internalize the process of setting up a business.
6. To enhance the knowledge of students about challenges of business.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the practical understanding of dealing with challenges.
2. Make them understand different types of opportunities in business.
3. Understand the different strategies of starting new ventures.
4. Face dynamics of business environment.

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MODULE CONTENT

<u>UNIT-I: Entrepreneurship –basic concepts</u>	
Entrepreneurship: Evolution, characteristics, functions, types of entrepreneurs, need for entrepreneurship and factors affecting entrepreneurship, competencies , qualities and pre- requisites of an entrepreneur, development of entrepreneurship and barriers to entrepreneurship, entrepreneurial process, role of entrepreneur in economic development, Manager Vs. Entrepreneur; Entrepreneur and entrepreneurship : Entrepreneurial grid, becoming an entrepreneur, phases in entrepreneurship.	
<u>UNIT-II: Starting the venture business plan / business models</u>	
Starting the venture: Idea generation- sources and methods; Identifying opportunities and evaluation: Opportunity recognition, environmental scanning, competitor and industry analysis	
<u>UNIT-III: Feasibility analysis</u>	
Feasibility study: Market feasibility, technical/operational feasibility, financial feasibility; Business plan/business models: Drawing business plan, preparing project report; Presenting business plan to investors	
<u>UNIT-IV: Marketing and financial plan legal issues</u>	
Marketing plan: Marketing research for the new venture, steps in preparing marketing plan, contingency planning; Financial plan: Sources of finance, debt or equity financing, commercial banks, venture capital, financial institutions supporting entrepreneurs, working capital requirements: Need overview, break even analysis	
<u>UNIT-V: Legal issues in ED and financial institutions in India</u>	
Legal issues: A brief overview of intellectual property rights patents, trademarks, copy rights, trade secrets; Licensing; Franchising; A brief overview of financial institutions in India: SIDBI, NABARD, IDBI, SIDO, SIDC, SFC.	
<u>UNIT-VI: Small business development and entrepreneurship development programs</u>	
Small business development: Definition of SME, rationale, objective, scope; Role of SME in economic development of India, small industry financing; Indian institute of entrepreneurship; Govt support to new enterprise; Entrepreneurship development programmes: Role of various institutions in developing entrepreneurship in India (A brief description only).	

RECOMMENDED BOOKS

TEXT BOOK	1. Entrepreneurship: Madhurima Lall and Shikha Sahai Excel Books, New Delhi
REFERENCE	1. Entrepreneur and Environment A N Desai Ashish Publishing House, New Delhi 2. Entrepreneurship in Small Industry: S A Kumar Discovery, New Delhi 3. Motivating Economic Achievement: D C McClelland and W G Winter Free Press, New York 4. Developing Entrepreneurship -A Handbook on Learning Systems: Udai Pareek and T Venkateswara Rao Learning Systems, 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	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
Class Test		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		2,3	4	1	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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Strategic Human Resource Management

L T P
3 0 0

MODULE CODE	MGMT6115
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:

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 strategic human resource management.
2. To understand role of HR in strategic planning.
3. To understand the different types of HR bundles approach and their applications in business.
4. To understand the concept of Training & Development and its importance to business.
5. To enable the students about the role of staffing system in business.
6. To develop knowledge of Strategic options and its implementation to business.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the understanding of basic anatomy of SHRM.
2. Helps to make them understand role of HR professional in formulating various types of strategic planning.
3. Knowledge of different kind of strategies help to set up a linking between business strategy and HR strategy.

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4. Helps to get knowledge about various types of training and development programme offers by the organization to make their staff competitive.
5. An ability to understand the importance of staffing system in organizational success.
6. Ability to understand the role HR decision in implementing the strategies.

MODULE CONTENT

<u>Unit 1: Introduction</u> HR environment; HRM in knowledge economy; Concept of SHRM, evolution of SHRM, strategic HR vs. traditional HR, barrier to strategic HR, role of HR in strategic planning.
<u>Unit 2: Strategic fit frameworks</u> Strategic fit frameworks: linking business strategy and HR strategy, HR bundles approach, best practice approach.
<u>Unit3: Strategy and HR planning</u> Strategy Driven Role Behaviors and Practices, Integration of Strategy and HR planning, Determinants of Integration and Problems with Integration.
<u>Unit4: Investment perspective of HR</u> Investment in Training & Development, Investment Practices for Improved Retention, Non-traditional Investment Approaches: Investment in Disabled Employees, Employee Assistance Programs.
<u>Unit 5: HR systems</u> HR Systems: staffing systems; Reward and compensation systems; Employee and career development systems; Performance management systems.
<u>Unit 6: Strategic options and HR decisions</u> Strategic options and HR decisions: downsizing and restructuring; Domestic and international labor market; Mergers and acquisitions; Outsourcing and off shoring.

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none">1. Strategic Human Resource Management: Tanuja Agarwala Oxford University Press, New Delhi2. Strategic Human Resource Management: Charles Greer Pearson Education, New Delhi
REFERENCE	<ol style="list-style-type: none">1. Strategic Human Resource Management: Jeffrey A Mello Thomson Learning Inc, New Delhi2. Human Resource Strategy: Dreher, George and Thomas Dougherty, Tata McGraw Hill, New Delhi

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METHODOLOGIES 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 Marks
1.	Class Test	4	10
2.	Sessional Test	2	20
3.	Group Discussion	4	10
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		

MAPPING OF COURSE LEARNING OUTCOMES

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

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EVALUATION

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Industrial Relations and Labor Legislations

L	T	P
3	0	0

MODULE CODE	MGMT6116
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 :

1. To sensitize and expose students to critical tasks, functions and issues of industrial relations
2. To gain insight into the dynamics of employee management relations on the different job situations.
3. To help students manage Industrial dynamics effectively.
4. To help the students learn different industrial laws and grievance handling machinery.

LEARNING OUTCOMES

Following this course student will be able to

1. To recognize the different industrial relations systems
2. To distinguish the procedure concerning worker participation and participatory institutions and instruments of trade union representation
3. To classify the authorized services and agencies for employment.
4. To distinguish employee rights and obligations according to the scope of employment

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5. To defend employ rights before supervisory and control institutions.
6. To analyze the field of labor relations in an interdisciplinary manner.
7. To synthesize proposals for legislative initiatives

MODULE CONTENT

<u><i>UNIT-I: Introduction to Industrial Relations</i></u> The concept of Industrial relations, Scope, Objectives, Background to Industrial relations, Evolution of Industrial relations in India, The Actors in employee Relations: Management, Unions and the State, Factors affecting industrial relations.
<u><i>UNIT-II: ILO and Trade unions</i></u> Objectives and functions; Challenges of Trade Union movement; Forms of union; Role of Trade Unions in IR; Role and objectives of ILO.
<u><i>UNIT-III: Interactions & Outcomes in Industrial Relations</i></u> Employee involvement and Participation: Concept, Objectives, and forms, Ethical codes. Collective bargaining and Negotiation. Empowerment: role, methods and significance to quality management. Quality of work life
<u><i>UNIT-IV: Industrial relations machinery</i></u> Prevention and settlement machinery for Industrial disputes: Conciliation, arbitration and Adjudication; Emerging challenges of Industrial relations.
<u><i>UNIT-V: Legislations</i></u> Legislation: The trade Unions act 1926, The Industrial Dispute Act 1947, The factory's Act 1948, The contract Labor act 1970, The payment of Bonus Act 1965, The Industrial Employment Act 1972, The minimum wages act 1948, The payment of wages act 1936, The Workmen's Compensation act 1923, The ESI Act 1948, The Employees Provident fund and Miscellaneous Provisions act 1952, The Maternity Benefits Act 1961, overview of these acts only
<u><i>UNIT-VI:</i></u> Discipline and Grievance management: Forms and Handling of misconduct; Co-ownership management; Concept and significance.

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RECOMMENDED BOOKS

TEXT BOOK	1. Monappa, A. Industrial Relations, Tata McGraw Hill, New Delhi
REFERENCE	1. Monappa, A. Managing Human Resources, Tata McGraw Hill, New Delhi 2. Sinha, Sinha, Sakher, Industrial Relations, Trade Unions and Labour Legislations, Pearson Education, New Delhi 3. Venkataratnam, C.S., Industrial Relations, Oxford University Press, New Delh

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	10
2.	Sessional Test	2	30
3.	Group Discussion	4	10
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4
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Class Test		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		3	4	1		2					

EVALUATION

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Management of Financial Derivatives

MODULE CODE	MGMT6117
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 teach students to understand the basic concept of derivatives

1. To develop knowledge and understanding of financial instruments.
2. To understand the basic of financial derivative.
3. To understand the growth of derivative market in India
4. To understand the fundamentals of futures and forwards.
5. To acquaint the students about the use of derivatives in managing risk.
6. To enhance the knowledge of students about mechanics of derivative market

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the conceptual understanding of derivatives
2. Make them understand different types of derivatives.
3. Enable the students to understand the risk aversion strategies.
4. Face dynamics of financial market.
5. Understand the concept of hedging.
6. Get knowledge about structure of derivative market in India.

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MODULE CONTENT

UNIT-I: Overview of derivative contracts

An overview of derivative contracts: forward; Futures; Swaps and options, importance of derivatives in risk management

UNIT-II: Growth and Development of derivative markets in India

Growth of derivative markets in India, exchange-traded and over the counter market, trading mechanism of derivatives in India.

UNIT-III: Forwards

Forwards: quantitative foundations for derivative analysis, mechanics of forward contract, hedging strategies using forward, pricing forward contract

UNIT-IV: Futures

Futures : mechanics of futures contract, hedging strategies using futures, pricing futures contract, Interest and index futures, interest rate futures and pricing, stock index futures and pricing.

UNIT-V: Swaps

Swaps: mechanics use and valuation, types of swaps.

UNIT-VI: Options

Options: the basics; Option Pricing Models; Binomial options pricing model; The Black and Schools Model; Options hedging strategies.

RECOMMENDED BOOKS

TEXT BOOK	1. Options, Futures and Other Derivatives: John C Hull Pearson Education, New Delhi 2. Derivatives-Valuation and Management: David, vA Dubofsky and Thomas W Miller, Oxford Univ. Press, New Delhi 3. Financial Derivatives: S S Kumar, Prentice-Hall of India, New Delhi
REFERENCE	

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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	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		

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes		2,3	3	1,5		6	4,5		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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- Problems encountered in the subject delivery,
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Project Planning and Infrastructure Finance

L T P
3 0 0

MODULE CODE	MGMT6118
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:

A study of the subject matter presented in this course will enable the students to promote a sound understanding of the theory and practice of project management as well as project management software and applications

1. To acquaint the students about project planning and screening aspects
2. To develop on-depth understanding of project appraisal techniques
3. To provide knowledge of project risk analysis
4. To promote understanding about social costs and benefits associated with project
5. To familiarize the students with human, financing and control accepts of project.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the analytical skills to evaluate various projects
2. Able to understand the social aspects i.e. social costs and benefits in project evaluation
3. Acquire the understanding about project evaluation techniques and methods
4. Helps in taking financing decision and incorporating risk aspects of projects
5. Promote understanding of incorporating control techniques for successful completion of projects in personal and professional life

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MODULE CONTENT

<u>Unit 1: Project identification analysis</u> Project Identification Analysis: concept of project, search for business idea; Project Identification; Project planning formulation and analysis.
<u>Unit 2: Project screening</u> Project screening and presentation of projects for decision making; Socio-economic consideration in project formulation; Social infrastructure projects for sustainable development; Investment opportunities. Environmental appraisal of projects.
<u>Unit 3: Market and technical analysis</u> Market and Technical Analysis: market and demand analysis: market survey, demand forecasting, uncertainties in demand forecasting; Technical analysis
<u>Unit 4: Project Costing and finance</u> Project Costing and Finance: cost of project; Cost of production; Break Even Analysis; Means of financing project; Tax aspects in project finance; Role of financial institution in project finance.
<u>Unit 5: Project appraisal</u> Project Appraisal: special decision situations; Project appraisal techniques : payback period, accounting rate of return, net present value, internal rate of return; Benefit cost ratio; Social cost benefit analysis: UNIDO approach ; Effective rate of return; Risk analysis: measures of risk; Sensitivity analysis; Certainty equivalent approach.
<u>Unit 6: Project scheduling/network techniques in project management</u> Project Scheduling/Network Techniques in Project Management: CPM and PERT analysis; Float times; Crashing of activities; Contraction of network for cost optimization; Updating; Cost analysis of resources allocation; BOOT/ BOT system for infrastructure projects.

RECOMMENDED BOOKS

TEXT BOOK	1. Projects: P Chandra Tata McGraw Hill, New Delhi
REFERENCE	1. Project Finance: H R Machiraju Vikas Publishing House, New Delhi 2. Project Management and Control: P C K Rao Sultan Chand and Sons, 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	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
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			3	4			1		2		4

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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,
- 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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Retail Management

L T P
3 0 0

MODULE CODE	MGMT6119
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 objective of the course is provide insights on retail operations. This will enable the students to become good retail planners and decision makers and help focus on change and adaption to change.

1. Demonstrate an understanding of how retailers develop a retail mix to build a sustainable competitive advantage.
2. Explain how retailers use marketing communications to build a brand image.
3. Understand the integration of merchandise management and supply chain strategies leading to excellent customer service
4. Understand the financial implication of strategic retail decisions
5. Demonstrate an understanding of decisions retailers make to satisfy customer needs in a rapidly changing and competitive environment

LEARNING OUTCOMES

1. Understand what marketing means to business executives and academics
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 terminology related to each functional area of business
4. Perform basic functions appropriate to each functional area of business
5. Communicate effectively using oral, written and non-verbal techniques, to include the use of technology, in the gathering and presentation of information

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MODULE CONTENT

<u>Unit 1: <i>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
<u>Unit 2: <i>The retail strategy</i></u> The retail strategy: Retail market strategy, financial strategy, retail location, franchising decisions, retail information system, customer service, information systems
<u>Unit 3: <i>Supply chain management</i></u> Supply chain management, customer relationship management, GAPs model. theories of retail development; Global and Indian retail scenario.
<u>Unit 4: <i>Merchandise management</i></u> Merchandise management: Merchandise management process, sales forecasting, merchandise budget, assortment plan, inventory management, merchandise buying, national brands or labels,
<u>Unit 5: <i>Store management</i></u> Store management and other issues: Store layout, design and visual merchandising, atmospherics, responsibilities of a store manager, inventory shrinkage.
<u>Unit 6: <i>Retail pricing, 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

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none">1. Retailing Management: M Levy, B A Weitz and A Pandit Tata McGraw Hill, New Delhi2. Retailing Management–Text and Cases: S Pradhan Tata McGraw Hill, New Delhi
REFERENCE	<ol style="list-style-type: none">1. Retail Management: B Berman and Jr Evans, Prentice Hall India, New Delhi2. Managing Retailing: P K Sinha and D P Uniyal, Oxford University Press, 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	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
Class Test		x			x
Quiz	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	4			1		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,
- 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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Advertising and Brand Management

L T P
3 0 0

MODULE CODE	MGMT6120
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 teach students how to face the challenges in developing Promotional strategies with regard to advertising and branding to introduce and sustain competitive advantage in organizations

1. To provide each student with the background and experience necessary to develop and implement marketing communication strategies.
2. To refine critical thinking and decision-making in advertising campaign development and branding through class activities
3. To develop the skills required to identify (a) feasible target audience(s)
4. To understand advertising monitoring, evaluating, & feedback systems in order to ascertain campaign effectiveness.
5. To provide insights and experience in strategic brand management.
6. To provide an understanding of the key issues in building and maintaining brands and brand equity.

LEARNING OUTCOMES

Following this course students will be able to:

1. Demonstrate ability in understanding key principles, social, legal and ethical concepts of advertising and Branding.

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2. Ability to explain branding concepts and ideas in their own words.
3. Acquaint themselves to create and conduct ethically sound and socially responsible advertising strategies and campaigns.
4. Understand and conduct the measurement of brand equity, brand loyalty and brand performance.
5. Analyzing and Practically developing a brand, including positioning and communication.
6. Prepare a professional, logical and coherent report in the form of a brand audit.

MODULE CONTENT

<u>Unit 1: Introduction</u> Role of integrated marketing communication; Process of marketing communication; Definition and scope of advertising management; Determination of target audience, Setting advertising objectives.
<u>Unit 2: Media planning</u> Setting media objectives; Developing media strategies, evaluation of different media and media selection; Media buying; Measuring advertising effectiveness; Social, ethical, and legal aspect of advertising.
<u>Unit 3: Advertising strategy and planning</u> Determining advertising budgets; Advertising strategy and planning, creative strategy development and implementation. DAGMAR- advertising goals for measured advertising results.
<u>Unit 4: Brand-concept</u> Nature and importance of brand; Types of brands, concepts and measures of brand equity, Aaker model of brand equity, designing marketing programs to build brand equity.
<u>Unit 5: Branding strategies</u> Product, line, range and umbrella branding, Brand personality: Definition, measures and formulation of brand personality; Brand image dimensions, stages of concept management for functional, symbolic and experiential brands.
<u>Unit 6: Brand positioning</u> 3 Cs of positioning, brand positioning and differentiation strategies, repositioning, celebrity endorsements, brand extension; Managing brands over time, brand reinforcement, brand revitalization.

RECOMMENDED BOOKS

TEXT BOOKS	<ol style="list-style-type: none">1. Advertising: Principles and Practice: W Wells, J Burnet and S Moriarty Pearson Education, New Delhi.2. Strategic Brand Management: K L Keller, Pearson Education, New Delhi.
REFERENCE BOOKS	<ol style="list-style-type: none">1. Advertising and Promotions-An IMC Perspective: Shah, Kruti and Alan D'Souza 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	2	5
2.	Sessional Test	2	20
3.	Group Discussion	2	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Assessments	1	2	3	4	5	6	7	8
Class Test	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		1,3	4,8	5	6,7		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:

- Approved refinement decisions due for implementation,
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- Problems encountered in the subject delivery,
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International trade theory and policy framework

L T P
3 0 0

MODULE CODE	MGMT6121
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 students to provide a framework for consistent reasoning about international flows of goods, factors of production, and financial assets, trade policy and monetary policy in open economy.

1. To explore the theory and practice of international trade, role of government and other international institutions in regulating trade.
2. To be aware of the various linkages among the international, regional and hence national levels of economic activity.
3. To develop ability to grasp the interconnections between economies particularly as the world becomes more integrated.
4. To provide an understanding of the intellectual and practical problems that arise from the economic interaction between countries.
5. To provide an account of the sources of the gains from trade.
6. To offer explanations to identify major recent developments in the world trading system and its impact on trade policy and promotional measures

LEARNING OUTCOMES

On successful completion of this course, students will be able to:

1. Understand the major theories of international trade and be able to distinguish between them in terms of their assumptions and economic implications.

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2. Employ the principle of comparative advantage and its formal expression and interpretation within different theoretical models.
3. Apply equilibrium models in analysing the economic effects of (a) trade policy instruments such as tariffs, quotas, export subsidies, (b) retaliatory measures such as anti-dumping duties and countervailing duties and (c) the creation of regional trading arrangements such as free trade areas, customs unions and common market.
4. Distinguish and critically analyse the main arguments for protection and free trade, taking into account the costs and benefits of trade policy measures on different sections of the community and the implications for the formulation of trade policy.
5. Identify major recent developments in the world trading system and its impact on trade policy and promotional measures

MODULE CONTENT

Unit 1: Theoretical foundations of international trade

Theoretical foundations of international trade: Reasons for international trade; International trade theories: Absolute and comparative advantage theories, Endowments and Heckscher Ohlin theory, Modern theories of trade; Gains from trade; Trade equilibrium and determination of terms of trade.

Unit 2: Instruments of commercial policy

Instruments of commercial policy: Tariffs quotas and other measures and their effects- tariff classification, economic effects of tariff; Tariff retaliation; Export subsidies, countervailing duties and dumping; Effects of a quota.

Unit 3: Theoretical aspects of international economic integration

International economic integration: Forms and levels, custom union, trade creation and diversion effects.

Unit 4: Policy framework and promotional measures

Policy framework and promotional measures: India's foreign trade and investment policy; Export promotion strategies, export promotion measures and infrastructure support: export and trading houses.

Unit 5: Policy framework and promotional measures

Export promotion schemes and incentives; export promotion institution, export processing/special economic zones, 100% EOUs, Trade fairs and exhibition.

Unit 6: Trends and Policies

Major quantitative and qualitative trends in India's foreign trade since 1991; major schemes and incentives for exporters; impact of WTO provisions on trade policy; overall assessment of India's trade policy.

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RECOMMENDED BOOKS

TEXT BOOKS	<ol style="list-style-type: none"> 1. International Economics: H G Mannur Vikas Publishing House, New Delhi 2. International Economics Policies and Theoretical Foundations: M John Letiche Academic Press, New York
REFERENCE BOOKS	<ol style="list-style-type: none"> 1. Economic Survey, Govt. of India. 2. Export-import Policy and Other Documents Govt. of India 3. International Economics: D Salvatore John Wiley and Sons, 2001 4. International Economics: B O Sodersten McMillan, London

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	5
2.	Sessional Test	2	20
3.	Group Discussion	2	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Assessments	1	2	3	4	5
Class Test		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		5	3	4	2					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,
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Foreign Exchange Management

L T P

3 0 0

MODULE CODE	MGMT6122
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 teach students to understand the basic concept of international market.

1. To enhance knowledge in the instruments, techniques and applications of foreign exchange management.
2. To understand the mechanisms of foreign exchange markets, measurement of foreign exchange exposure and hedging against exposure risks.
3. To understand the fundamentals of currency derivatives.
4. To acquaint the students about the concept of balance of payment.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the conceptual understanding of foreign exchange market.
2. Make them understand different types of exchange rate theories.
3. Enable the students to understand the risk aversion strategies.
4. Understand the concept of hedging.
5. Get knowledge about structure of currency derivative market in India.

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MODULE CONTENT

<u><i>UNIT-I: Foreign Exchange Market</i></u> Foreign exchange: Meaning and types of foreign exchange markets and transactions, over the counter market, participants in foreign exchange market.
<u><i>UNIT-II: Foreign Exchange quotations, and regulations</i></u> quoting foreign exchange rates: Spread, forward premium, cross currency rates, forward rates, quoting forward rates; Euro currency market and its instruments; Central banking intervention for exchange rate stability; Foreign exchange regulations in India.
<u><i>UNIT-III: International systems</i></u> International monetary system; Factors affecting exchange rates; Flexible vs. fixed exchange rates; Nominal, real and effective exchange rates.
<u><i>UNIT-IV: Exchange rate theories</i></u> Exchange rates determination theories: The Dornbusch Sticky: Price theory of exchange rate volatility, the Interest rate parity theorem; The expectation theory, international fisher effect.
<u><i>UNIT-V: Balance of payment and other basic issues</i></u> Sources of demand for and supply of foreign exchange; BOP framework: Equilibrium and disequilibrium in BOP; Monetary theory and portfolio balance approach; Purchasing power parity theory; overvalued and undervalued currencies; Exchange rate overshooting; Effect of devaluation on trade balance; The J-curve effect.
<u><i>UNIT-VI: Foreign exchange exposure and currency derivatives</i></u> Foreign exchange exposure: Introduction, nature and magnitude. Types of exposure: transaction, translation and economic, their measurement and management; Currency futures, options and determination of their market value, currency and interest rate swaps, fisher black's options -pricing model.

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none">1. International Financial Management: V Sharan Prentice Hall of India, New Delhi2. Multinational Financial Management: Shapiro Prentice Hall of India, New Delhi
REFERENCE	<ol style="list-style-type: none">1. International Finance: D Levi Maurice McGraw Hill, New York2. Multinational Financial: Buckley Prentice Hall of India, New Delhi3. Mastering Foreign Exchange and Money Markets: Roth Paul Pitman London

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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	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
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		1	4	3			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,
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Multimedia & Web Technologies

L T P
2 0 0

MODULE CODE	CSEN0126
CREDIT POINTS	2
FORMATIVE ASSESMENT MARKS	50
SUMMATIVE ASSESMENT MARKS	100
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 provide better understanding of the concepts of Multimedia & Web Technologies.

1. To teach students about Multimedia & Data Compression.
2. To teach students about Types of Multimedia Systems.
3. To make students understand about knowledge of Web Servers, HTML & DHTML.
4. To make students understand about knowledge of ASP & MS Visual Interdev.

LEARNING OUTCOMES

Following this course, student will be able to learn:

1. About Multimedia & Data Compression.
2. About Types of Multimedia Systems.
3. About Web Servers, HTML & DHTML.
4. About ASP & MS Visual Interdev.

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MODULE CONTENT

<u><i>UNIT-I: Introduction to Multimedia</i></u> Introduction to Multimedia: Multimedia devices, components of multimedia systems, authoring tools, creating multimedia, video-capturing, video on demand.
<u><i>UNIT-II: Data compression Techniques</i></u> Need for data compression, non-lossy and lossy compressions for images, color, gray scale and still-video image, video image, and audio compression JPEG standard, MPEG standard, DVI Technology, MIDI, brief survey of speech recognition and generation.
<u><i>UNIT-III: Multimedia Applications and Multimedia Systems</i></u> Data and file format standards, Multimedia applications design: Application classes, types of multimedia systems; Distributed multimedia systems: Components, distributed multimedia databases.
<u><i>UNIT-IV: Web Servers, HTML & DHTML</i></u> HTTP request types, introduction to IIS, features, creating virtual directory. HTML & DHTML, Client side validations using JavaScript, cascading style sheets.
<u><i>UNIT-V: Active Server Pages</i></u> Working with ASP Pages, ASP objects, file system objects, session tracking and cookies, active data objects, accessing a database from active server page.
<u><i>UNIT-VI: MS Visual Interdev</i></u> Introduction features, developing ASP pages using MS Visual Interdev.

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none">1. Multimedia Systems by Buford, Pearson Education2. Multimedia Making IT Work by Vaughan, Tata McGraw Hill3. Mastering ASP by A. John Roussel, BPB Publication, New Delhi.
REFERENCE	<ol style="list-style-type: none">1. Multimedia in Action by Shuman, Vikas Publishing House, New Delhi2. Internet & World Wide Web by Deitel and Deitel Goldberg, 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	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

Assessments	1	2	3	4
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		1		3	4	2					

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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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BBA- MBA Integrated 4 years

Multimedia & Web Technology Lab

L T P
0 0 2

MODULE CODE	CSEN0138
CREDIT POINTS	1
FORMATIVE ASSESSMENT MARKS	50
SUMMATIVE ASSESSMENT MARKS	50
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

OBJECTIVES:

1. To implement the knowledge of ‘C’ for creating piano, reading and storing files.
2. To apply the knowledge of ‘C’ for simulating games like minesweeper.
3. To apply the knowledge of HTML for creating forms and websites.
4. To apply the knowledge of Java script to create forms and buttons.
5. To study about the components of AJAX and JDBC.

LEARNING OUTCOMES:

Following this course, students will be able:

1. To design & conduct experiment for creating piano using C.
2. To create program for reading and storing a file using C.
3. To learn the new features of HTML for creating websites.
4. To learn Java script for creating forms and buttons.
5. To learn & use the new tools like AJAX and JDBC.

LIST OF EXPERIMENTS

1.	Write a program to justify a text entered by the user on both the left and right hand side. For example, the test “An architect may have a graphics program to draw an entire building but be interested in only ground floor”, can be justified in 30 columns as shown below. An architect may have a Graphics programs draw an entire building but be interested in only ground floor.
2.	Write a program to study the notes of a piano and stimulate them using the key board and store them in a file.
3.	Write a program to read a paragraph and store it to a file name suggested by the author.
4.	Write a program to produce the animation effect of a square transforming to a triangle and then to a circle.

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5.	Write a program to show a bitmap image on your computer screen.
6.	Write a program to create a web page for a clothing company which contains all the details of that company and at-least five links to other web pages.
7.	Write a program by which we can split mpeg video into smaller pieces for the purpose of sending it over the web or by small capacity floppy diskettes and then joining them at the destination.
8.	Write a program to simulate the game of pool table.
9.	Write a program to simulate the game Mine Sweeper.
10.	To design a web page using CSS to demonstrate a web portal of tutorials.
11.	To put validation checks on all possible fields on admission form using JavaScript.
12.	To create an interactive multiple-choice quiz using JavaScript and AJAX.
Experiments based on advanced topics:	
13.	To create an Ajax-enabled HTML page for accepting a user ID and password from the user, and check if the user ID and password are correct.
14.	To create a JDBC connection to the admission form for generating a database of students. Send an appropriate acknowledgement to the student after accepting the form.

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

MAPPING OF COURSE OBJECTIVES AGAINST STUDENTS LEARNIN OUTCOMES

Student Outcomes	a	b	c	d	e	f	g	H	i	j	k
Course Learning Outcomes	-	3	2	5	4	1	-	-	-	-	-

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).

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ASSESSMENT METHODOLOGIES:

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

Practical:

Assessment #	Type of Assessment	Per Semester	Maximum Mark
1	Internal Assessment	2	50
2	External Assessment	1	50

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Assessments	1	2	3	4	5
Internal Assessment	X	x			x
External Assessment	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	2	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:

- 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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Knowledge Management in IT

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MODULE CODE	CSEN0127
CREDIT POINTS	3
FORMATIVE ASSESMENT MARKS	50
SUMMATIVE ASSESMENT MARKS	100
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 students to provide the students understanding of concepts and role of Knowledge Management in organizations; introduce key themes of organizational practices, techniques, and technology to realize more value from knowledge assets.

1. Evaluate and implement Knowledge Management Systems to facilitate individual and group work.
2. Develop a thorough review of Knowledge Management concepts, both historical and speculative.
3. Originate and distribute research on a Knowledge Management System topic.
4. Understand the tools & techniques of Knowledge Management.

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LEARNING OUTCOMES:

Upon completion of the subject, students will be able to:

1. Comprehend the fundamental concepts and main streams of knowledge management;
2. Analyze the key success factors and obstacles of knowledge management;
3. Develop knowledge management capabilities and processes;
4. leverage IT for knowledge management;
5. Communicate effectively on KM issues.

MODULE CONTENT

Unit 1: Introduction

Introduction: Introduction to knowledge management and knowledge engineering; Data, information and knowledge; History of knowledge management, demystifying and importance of knowledge management, information management vs. knowledge management; Knowledge management's value proposition, users vs. knowledge workers, role of consultant in knowledge management, knowledge economy.

Unit 2: Strategic dimensions of KM

Knowledge management strategies, strategic drivers, impact of business strategy on knowledge strategy, porter's five forces model, resource strategy model, strategic advantage, knowledge maps, knowledge networks, strategic knowledge resources, balanced score card and knowledge strategy.

Unit 3: Knowledge management system

Knowledge management processes; Knowledge management systems: Types of knowledge systems, knowledge management architecture, knowledge management system implementation, knowledge discovery in database; Knowledge management infrastructure; Knowledge management system life cycle.

Unit 4: SDLC Vs KMSLC

Challenges and barriers to knowledge management systems, drivers of knowledge management system, case studies of learning organizations.

Unit 5: Tools and techniques in KM

Knowledge management mechanisms and technologies, role of IT in KM, knowledge portals and knowledge management tools, communities and collaborations, intelligent techniques in building KMS

Unit 6: Data Mining

Data mining in KM; Scope, cost efficiency and reliability of technologies to support knowledge work; Measurement systems for KM, knowledge audit, knowledge divestiture, IP protection, KM certifications; Practices of knowledge management in modern global organizations.

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RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none"> 1. Knowledge Management: Enabling Business: G Natarajan and S Shekhar Tata McGraw Hill, New Delhi 2. Knowledge Management: A C Fernandez Pearson Education, New Delhi 3. Knowledge Management: Anu Singh Lather, Anil K Saini and Sanjay Dhingra Macmillan, New Delhi
REFERENCE	<ol style="list-style-type: none"> 4. Knowledge Management: Warier, Sudhir Vikas Publication House, New Delhi 5. Knowledge Management: Awad ME and M H Ghaziri Pearson Education, New Delhi 6. Key Issues in the New Knowledge Management: Joseph M. Firestone and Mark W McElroy, KMCI(Knowledge Management Consortium International) and Butterworth Hienemann

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	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	100

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

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

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;
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