

CHRIST NAGAR COLLEGE

Maranalloor, Trivandrum

Affiliated to the University of Kerala



CURRICULUM FOR

BACHELOR'S PROGRAMME IN

Business Administration (BBA)

Under Choice Based Credit & Semester System &
Outcome Based Education

(2020 Admissions)

Bachelor of Business Administration (BBA)

PROGRAM SPECIFIC OUTCOMES

PSO 1: Develop business communication skills and soft skills to become competent. (Create)

PSO 2: Apply the understanding gained about various principles and functional areas of management for problem solving and making new findings through research (Apply)

PSO 3: Apply entrepreneurial and managerial skills as well as knowledge regarding banking, information systems, legal aspects of business & e business for effective business management. (Apply)

PSO 4: Develop business acumen, analytical skills & financial literacy necessary to appreciate the dynamic nature of business. (Create)

PSO 5: Support an organisation by understanding the environment of business and behaving in a socially responsible, ethical and environmentally conscious manner. (Analyse)

SEMESTER I

Course Code	Course Title	Credits	Course Type
EN 1111.1	English I	2	Language
BM 1121	Environmental Studies	4	Foundation
BM 1141	Fundamentals of Management	4	Core
BM 1142	Managerial Economics	4	Core
BM 1143	Financial Accounting	4	Core
BM 1131	Statistics for Business Decisions	3	Complimentary

SEMESTER I

LANGUAGE COURSE

EN 1111.1 - ENGLISH I

Credits: 2

Total Lecture Hours : 3 hours per week

Course Outcomes:

CO1: Explain elements of basic communication through micro and macro skills. (Understanding)

CO2: Assess competency of listening through ICT. (Evaluating)

CO3: Test conversational skills via classroom activities (Creating).

CO4: Identify the students' ability as a critical reader and writer. (Remembering)

CO5: Create expertise in business and professional writing to endorse employability. (Creating)

SEMESTER I

FOUNDATION COURSE

BM1121- ENVIRONMENTAL STUDIES

Credits: 4

Total Lecture Hours : 4 Hours per week

Course Outcomes:

CO1: Describe the significance of environmental studies and the conservation and restoration of natural resources.
(Understand)

CO2: Explain interactions and relationships in an ecosystem and the significance and conservation of biodiversity.
(Understand)

CO3: Examine the sources of environmental pollution and the methods used to control it. (Apply)

CO4: Develop solutions to maintain sustainable development of the environment. (Apply)

CO5: Develop first-hand knowledge on various local environmental aspects which forms an irreplaceable tool in the entire learning process. (Create)

SEMESTER I

CORE COURSE I

BM 1141- FUNDAMENTALS OF MANAGEMENT

Credits: 4

Total Lecture Hours: 5 Hours per week

Course Outcomes:

CO1: Explain the concept of management and the various schools of management thought. (Understand)

CO2: Review the process of planning, decision making and MBO. (Understand)

CO3: Describe the organization as a structure and a process.(Understand)

CO4: Discuss the concept of Staffing, Directing and Controlling.(Understand)

CO5: Describe the emerging trends in management. (Understand)

SEMESTER I

CORE COURSE II

BM 1142- MANAGERIAL ECONOMICS

Credits: 4

Total Lecture Hours: 4 hours per week

Course Outcomes:

CO1: Describe the applications of Managerial Economics in business decision making. (Understand)

CO2: Analyse and forecast the product demand of an organization. (Analyse)

CO3: Describe the concept of cost, nature of production and its relationship to business operations. (Understand)

CO4: Outline the tools of economic theory to optimal production and pricing decisions by the firm in each market structure. (Understand)

CO5: Summarize the overall receipts and payments which are justifiable for a firm. (Understand)

SEMESTER I

CORE COURSE III

BM 1143- FINANCIAL ACCOUNTING

Credits: 4

Total Lecture Hours: 5 hours per week

Course Outcomes:

CO1: Explain the major concepts and theoretical foundations of financial accounting. (Understand)

CO2: Prepare the financial statements consisting of trading, profit & loss account and balance sheet of a sole proprietorship concern. (Apply)

CO3: Develop the financial statements of a joint stock company as per the Companies Act, 2013 by understanding the contents of the financial statements and corporate annual report (Apply)

CO4: Illustrate the different techniques of financial statement analysis such as horizontal, vertical and ratio analysis. (Understand)

CO5: Describe Indian Accounting Standards and International Financial Reporting Standards. (Understand)

SEMESTER I

COMPLIMENTARY COURSE

BM 1131- STATISTICS FOR BUSINESS DECISIONS

Credits: 3

Total Lecture Hours: 4 hours per week

Course Outcomes:

CO 1: Discuss the key terminology, concepts, tools and techniques used in business statistical analysis for decision making. (Understand)

CO 2: Apply the measures of central tendency and dispersion in various situations. (Apply)

CO 3: Analyze the statistical data using Correlation, Regression and Time Series. (Analyze)

CO 4: Construct index number using basic rules and suitable methods. (Apply)

SEMESTER II

Course Code	Course Title	Credits	Course Type
EN 1211.1	ENGLISH II	2	Language Course
BM 1221.E	E-COMMERCE & CYBER LAWS	2	Foundation Course
BM 1241	MARKETING MANAGEMENT	4	Core Course
BM 1242	HUMAN RESOURCE MANAGEMENT	4	Core Course
BM 1243	FINANCIAL MANAGEMENT	4	Core Course
BM 1231	BUSINESS REGULATORY FRAMEWORK	3	Complimentary Course

SEMESTER II

LANGUAGE COURSE

EN1211.4- ENGLISH FOR CAREER

Credits: 2

Total Lecture Hours: 3 per week

Course Outcomes:

CO1: Practice the vocabulary essential for professional communication. (**Applying**)

CO2: Construct sentences without errors using remedial grammar. (**Creating**)

CO3: Analyze passages for comprehension using logical and critical thinking. (**Analyzing**)

CO4: Recall the grammatical and syntactical rules by solving remedial exercises. (**Remembering**)

SEMESTER II

FOUNDATION COURSE

Course Code: BM 1221 E-COMMERCE AND CYBER-LAW

Credits: 2

Total Lecture Hours: 4 per week

Course Outcomes:

CO1: Describe the concepts of internet (Remembering)

CO2: Explain the basic concept of e-business and e-commerce. (Understanding)

CO3: Discuss various electronic payment systems. (Understanding)

CO4: Discuss about the cyber laws in India and cyber security. (Understanding)

SEMESTER II

CORE COURSE I

Course Code: BM 1241 MARKETING MANAGEMENT

Credits: 4

Total Lecture Hours: 5 per week

Course Outcomes:

CO1: Explain the concepts of marketing management, its evolution and the marketing environment. (Understand)

CO2: Determine the market based on segmentation, targeting and positioning. (Apply)

CO3: Discuss the product marketing decisions based on product life cycle and use pricing strategies to enhance marketing of products and services. (Understand)

CO4: Describe common methods of marketing communication and the use of distribution channels to market an organization's products and services effectively. (Understand)

CO5: Identify the unique features of services and the various components of the services marketing mix.
(Understand)

SEMESTER II

CORE COURSE II

Course Code: BM 1242 HUMAN RESOURCE MANAGEMENT

Credits: 4

Total Lecture Hours: 5 per week

Course Outcomes:

CO1: Explain the basic concepts of Human Resource Management and its relevance in organisations.
(Understand)

CO2: Describe the processes of job analysis and Human Resource forecasting and discuss their importance in Manpower planning (Understand)

CO3: Differentiate between Training and Development and recognize the roles of these activities in Human Resource Management (Understand)

CO4: Summarize the methods of performance appraisal and compensation and benefit plans and their effectiveness (Evaluate)

CO5: Discuss various methods to build and maintain positive employees' relations (Understand)

SEMESTER II

CORE COURSE

BM 1243- FINANCIAL MANAGEMENT

No. of Credits: 4

No. of instructional Hours: 5 Hours per week

Course Outcomes:

CO1: Explain the strategic role of financial management in modern business. (Understanding)

CO2: Apply the methods and techniques for assessing the profitability of a project. (Applying)

CO3: Illustrate the operational and institutional characteristics of contemporary capital markets.
(Understanding)

CO4: Analyze and evaluate the opportunities and threats in global business under the present scenario.
(Analyzing)

CO5: Examine the methods and techniques of managing working capital of an organization.
(Remembering)

SEMESTER II

COMPLEMENTARY COURSE

BM 1231- BUSINESS REGULATORY FRAME WORK

No. of Credits: 3

No. of instructional Hours: 4 Hours per week

Course Outcomes:

CO1: Explain the law of contracts and its various elements in detail. (Understanding)

CO2: Describe in detail the different types of special contracts such as indemnity, guarantee, pledge, bailment and agency. (Understanding)

CO3: Discuss the various aspects of Sale of goods Act. (Understanding)

CO4: Examine the rights of a consumer and the grievance redressal measures available to them at the district, state and national level under the Consumer protection act. (Applying)

CO5: Discuss the basics of Goods and Service tax. (Understanding)

SEMESTER III

Course Code	Course Title	Credits	Course Type
BM 1341	Business Environment and Policy	4	Core Course
BM 1342	Corporate Regulations	4	Core Course
BM1343	Cost and Management Accounting	4	Core Course
BM 1344	Financial Services	4	Core Course
BM 1361.2	Consumer Behaviour	4	Elective Course I

SEMESTER III
CORE COURSE I

BM 1341-BUSINESS ENVIRONMENT AND POLICY

Credits: 4

Total Lecture Hours: 5perweek

Course Outcomes:

CO1: Explain different factors influencing the performance of Business and different techniques for analysing those factors (Understand)

CO2: Describe the economic environment of business and the important economic policies in India (Understand)

CO3: Summarize the social, political, technological and legal environment of business in India (Understand)

CO4: Discuss the social environment of business and the responsibility of business towards the society (Understand).

CO5: Explain the global environment of business and the globalisation of Indian business (Understand)

SEMESTER III
CORE COURSE II

BM1342: CORPORATE REGULATIONS

Credits: 4

Total Lecture Hours: 5 per week

Course Outcomes:

CO1: Describe the procedure and the documents related to the formation of a company. (Understand)

CO2: Discuss the provisions for appointment, removal, disqualifications and other aspects of a director in a company (Understand)

CO3: Summarize the different types of meetings of the company and the various requisites for a valid meeting (Understand)

CO4: Describe the modes of winding up in a company (Understand)

CO5: Explain the fundamental aspects of Intellectual Property Rights and disseminate knowledge on patents, copy rights, trade marks and geographical indications (Understand)

SEMESTER III

CORE COURSE III

BM1343: COST AND MANAGEMENT ACCOUNTING

Credits: 4

Total Lecture Hours: 5 per week

Course Outcomes:

CO1: Describe the objectives & applications of Cost Accounting and Management Accounting in modern business (Remember)

CO2: Describe the tools of analysis of financial statements (Understand)

CO3: Interpret financial statement using ratio analysis and cash flow statement (Understand)

CO4: Prepare Cash Budget (Apply)

CO5: Differentiate between fund flow and cash flow statement (Analyse)

SEMESTER III

CORE COURSE IV

BM1344: FINANCIAL SERVICES

Credits: 4

Total Lecture Hours: 5 per week

Course Outcomes:

CO1: Explain the components of a financial system. (Understand)

CO2: Describe in detail the various fund based financial services. (Understand)

CO3: Discuss about the various fee based financial services. (Understand)

CO4: Examine banking products and services and also retail banking services. (Apply)

CO5: Examine different types of insurance and insurance products and services. (Apply)

SEMESTER III

ELECTIVE COURSE STREAM II: MARKETING MANAGEMENT

COURSE 1: BM 1361.2- CONSUMER BEHAVIOUR

Credits: 4

Total Lecture Hours: 5 per week

Course Outcomes:

CO1: Explain the scope and need for studying consumer behaviour. (Understand)

CO2: Relate the individual determinants such as perception, learning, personality, attitude and motivation to the choices consumers make. (Understand)

CO3: Analyze the process of consumer decision making and the buying decision models. (Analyze)

CO4: Describe the basis of market segmentation and the loyalty marketing strategies. (Understand)

CO5: Discuss the post purchase behaviour of consumers and market regulation. (Understand)

SEMESTER IV

Course Code	Course Title	Credits	Course Type
BM 1441	Entrepreneurship Development	4	Core Course
BM 1442	Business Ethics & Corporate	4	Core Course
BM1443	Operations Management	4	Core Course
BM 1444	Skill Enhancement and Employability Orientation	4	Core Course
BM 1461.2	Advertising and Sales promotion	4	Elective Course II

SEMESTER IV

CORE COURSE II

BM 1441: ENTREPRENEURSHIP DEVELOPMENT

No. of Credits: 4

Total lecture hours: 5 hours per week

Course Outcomes:

CO1: Describe the concept of entrepreneurship and its role in economic development (Understanding)

CO2: Explain in detail about Micro Small and Medium Enterprise. (Understanding)

CO3: Discuss about entrepreneurship development programmes and the various promotional agencies that assist entrepreneurs. (Understanding)

CO4: Identify the various sources of raising finance for business and the role of institutions in entrepreneurial development. (Applying)

CO5: Examine the steps involved in project identification, formulation, analysis, evaluation and implementation. (Understanding)

SEMESTER IV

CORE COURSE II

BM 1442: BUSINESS ETHICS AND CORPORATE GOVERNANCE

No. of Credits: 4

Total lecture hours: 5 hours per week

Course Outcomes:

CO1: Describe the concept of Business Ethics (Understanding)

CO2: Explain in detail about Ethical values. (Understanding)

Curriculum and Syllabus (2020 admission onwards)

CO3: Discuss about culture, organisation culture and cultural diversity (Understanding)^{1†}

CO4: Describe the concept of Corporate Social Responsibility of Business (Understanding)

CO5: Discuss the concept of Corporate Governance and **Summarise** the codes of Corporate Governance in India and other countries (Understanding)

SEMESTER IV

CORE COURSE III

Course Code: BM 1443 OPERATIONS MANAGEMENT

Credits: 4

Total Lecture Hours: 5 per week

Course Outcomes:

CO1: Describe the elements of operations management and various transformation processes to enhance productivity and competitiveness. (Understand)

CO2: Discuss the various production and operations design decisions and how they relate to the overall strategies of organizations (Understand)

CO3: Summarize aggregate capacity plans and MPS in operation environments. (Understand)

CO4: Describe the suitable methods for materials management and also about the various levels of inventory to be maintained in the organisation. (Understand)

CO5: Explain the quality management practice in organizations and how total quality management and six-sigma facilitate organizational effectiveness (Understand)

SEMESTER IV

CORE COURSE IV

Course Code: BM 1444 SKILL ENHANCEMENT & EMPLOYABILITY

Credits: 4

Total Lecture Hours: 5 per week

Course Outcomes:

CO1: Describe the nature of stress and stress management measures(Remember).

CO2: Discuss the types of communication and its effectiveness(Understand).

CO3: Determine the principles of effective written communication(Apply).

CO4: Explain the basics of etiquette and general etiquette to be followed by a student (understand).

CO5: Explain the preparations for an interview, types and the interview process(Analyze)

ELECTIVE COURSE STREAM II: MARKETING MANAGEMENT

COURSE 2: BM 1461.2- ADVERTISING AND SALES PROMOTION

No. of Credits: 4

Total Lecture Hours: 5 per week

Course Outcomes:

CO1: Define integrated marketing communication mix and the importance of marketing communication. (Remember)

CO2: Demonstrate an understanding of the overall role advertising plays in the business and discuss the various advertising media. (Understand)

CO3: Assess the means of testing effectiveness of advertising and the methods of advertising budgets. (Evaluate)

CO4: Discuss how an advertising agency operates. (Understand)

CO5: Explain use of sales promotion as a marketing tool.(Understand)