



Koneru Lakshmaiah Education Foundation

(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

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Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

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XXXIII- ACADEMIC COUNCIL ANNEXURE 2.7

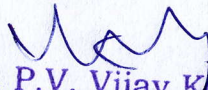
KL Business School

23rd Board of Studies Meeting

Held on 17th May, 2021 – Through Online

The following Members are present:

1. Dr. P.V .Vijay Kumar Reddy, HOD, KL Business school , Chairman
2. Dr A. Rama Kumar, Professor, KL Business school, Member
3. Dr . Pranaveer Singh, Dean Academics, KL Business School , Member
4. Dr. T. Uma Maheswara Rao, Professor, KL Business school, Member
5. Dr, M,Kishore Babu, Professor and Director, International Relations, Kl Business school, Member
6. Sri K Rajasekhar, Director, Corporate strategy, KL Business school, Member
7. Dr. D Srinivasa Rao, professor, KL Business school, Member
8. Dr. A.V.S Kamesh, Professor, KL Business school, Member
9. Dr. M.S . Narayana, Professor, KL Business school, Member
10. Dr. Subramanyam, Professor , KL Business school, Member
11. Dr. P Raja Babu, Associate professor& Alternate HOD(MBA), KL Business school, member
12. Dr. I. Ramesh, Associate professor& Deputy HOD(BBA), KL Business school, Member
13. Dr. Prasanna Kumar, Associate Professor, KL Business school, Member
14. Dr A Vasudeva Reddy, Assistant Professor, KL Business school , member
15. Dr.N. Bindu Madhavi, Assistant Professor, KL Business school , member
16. Prof.Sanjay Sharma, President, CII Vijayawada, Member
17. Dr Uday Lakshmi, Vice President, and Head-Training and Development Adani Electricity Mumbai Limited. Mumbai, Member
18. Mr P Ravi Kiran, President, CII Vijayawada, Member
19. Prof.S. Ganesan, Head-Education Initiatives, Logistics and Supply Chain., Member
20. Mr Pavan Kumar, Business Relationship manager, Member
21. Dr, M Subramaniam, Academic Head (Financial Services & Business Analytics) Inurture Education Solutions Private Limited, bangloare, Member
22. Mr. Michael Wagner, Vice – President, Miles education, member


Dr. P.V. Vijay Kumar Reddy
HOD-MBA, KL Business School
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23. Mr.Kiran Jangam, Regional Manager- North, Operations & Sales, Miles education, Member
24. Dr.N. Rangaiah, Professor & Principal, KL College of Law, KLEF, Member
25. Dr.B.V. Apparao, HOD Department of Mathematics, KLEF, Member
26. Mr.Vege Hari Kiran, HOD Department of CSE, KLEF, Member
27. Dr.V.Venu Madhav, HOD Department of Commerce, KLEF, Member
28. Dr.S.Padma, HOD Department of Management, KLEF, Member
29. Dr.P.V.Ravi Kumar, HOD Department of English, KLEF, Member
30. Dr.E. Deepa, Assistant Professor, Dept of Management, KL Hyderabad, Member
31. Ms. Yashawini, CEO-Hodzaa Sizzlers, Alumni Member
32. Mr.A. Sundhar Chaitanya, People Soft HR Analyst, Harvard University, Alumni
33. Mr.V. Sandeep, General Manager, Leap International Pvt Ltd, Mumbai, Alumni

Members absent: Nill

AGENDA AND RESOLUTIONS

AGENDA ITEM-1

| Agenda Item Description |
|--|
| Introduction of the course Principles of Management and Organizational Behaviour for MBA- I Semester, Y21 Batch, |

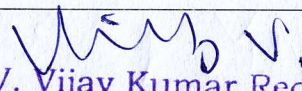
Principles of Management and Organizational Behaviour course (L-T-P-S: 3-0-0-0) was Introduced to MBA Y21 Batch for enhancing managerial skills, basing on the feedback from faculty members: 1.Mr. M.V.A.L. Narasimha Rao and Dr. D. Sundari and student: Ms. A Manisai Deepika (ID No.: 2001510008).

The proposal was approved by the members of the Board of Studies and was forwarded to Academic Council.

Annexure-1 Syllabus for Principles of Management and Organizational Behaviour

AGENDA ITEM-2

| Agenda Item Description |
|---|
| Proposal for approval of MBA program structure for Y21 Batch. |


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During the deliberations of the department academic committee a proposal was made for approval of MBA program structure for Y21 batch.

The proposal was approved by the members of the Board of studies and forwarded to Academic Council for approval.

AGENDA ITEM -3

| Agenda Item Description |
|--|
| Rural Marketing course (19BB31M5) was incorporated in third Year Second Semester for BBA, Y19 Batch. |

The professional marketing elective course **Rural Marketing** (19BB31M5) was recommended by Dr. M. Sravani, Assistant Professor, Dept. Of Management Studies, Krishna University, Machilipatnam for Y19 BBA to impart Marketing and employability skills to the students. The proposal was approved by the BoS members and forwarded to the Academic Council.

Annexure 2: Enclosed syllabus copy of Rural Marketing.

AGENDA ITEM-4


| Agenda Item Description |
|---|
| Introduction of the following courses for Y21 BBA Program |
| 1. Dynamics of Capital Markets (21BB22C7) - II year Second semester |
| 2. Research Paper Writing (21BB21C7) - II year First semester |
| 3. IT for Business Managers (21BB11C5) - I Year First semester |

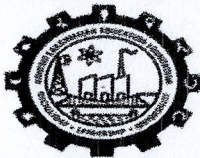
As per the recommendations of Dr. N Subramanyam, Professor, KL Business School the following Courses were introduced to enhance employment opportunities to the students.

1. Dynamics of Capital Markets (21BB22C7) - II year Second semester
2. Research Paper Writing (21BB21C7) - II year First semester
3. IT for Business Managers (21BB11C5) - I Year First semester

Proposal was approved by the members of Board of Studies and was forwarded to Academic Council.

Annexure III: Enclosed syllabus copy of Dynamics of capital Market, Research Paper writing and IT for Business managers


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BOS Members

| Sl. No | Name | Designation | Organization | Position in the Meeting | Signature |
|--------|--------------------------|---|--------------------|-------------------------|-----------|
| 1. | Dr.P.V.VijaykumarReddy | Head of the Department | KL Business school | Chairman | |
| 2. | Dr.A.Rama Kumar | Professor | KL Business school | Member | |
| 3. | Dr.Pranveer Singh Satvat | Dean academics | KL Business school | Member | |
| 4. | Dr. T Uma Maheswara Rao | Professor | KL Business school | Member | |
| 5. | Dr.M.KishoreBabu | Professor and Director, International relations. | KL Business school | Member | |
| 6. | Sri.K. RajaSekhar | Director, corporate strategy. | KL Business school | Member | |
| 7. | Dr. D SrinivasaRao | Professor | KL Business school | Member | |
| 8. | Dr.A. V.S.Kamesh | Professor | KL Business school | Member | |
| 9. | Dr.M.S.Narayana | Professor | KL Business school | Member | |
| 10. | Dr.Subramanyam | Professor | KL Business school | Member | |
| 11. | Dr.P.RajaBabu | Associate professor & Alternate HOD(MBA) | KL Business school | Member | |
| 12. | Dr.L.Ramesh | Associate professor & Deputy HOD(BBA) | KL Business school | Member | |
| 13. | Dr.Prasanna Kumar | Associate Professor | KL Business school | Member | |
| 14. | Dr.A. Vasudeva Reddy | Assistant Professor | KL Business school | Member | |
| 15. | Dr.N.Bindu Madhavi | Assistant Professor | KL Business school | Member | |
| 16. | Prof.Sanjay Sharma | President | CII Vijayawada | Member | |
| 17. | Dr.Uday Lakshmi | Vice President and Head-Training and Development Adani Electricity Mumbai Limited . | Mumbai | Member | |
| 18. | Mr.P.Ravi Kiran | President | CII Vijayawada | Member | |

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| | | | | | |
|-----|------------------------|--|-------------------------|--------|-----------------------|
| 19. | Prof.S.Ganesan | Head-Education Initiatives, Logistics and Supply Chain. | | Member | <i>C. Ganesan</i> |
| 20. | Mr.Pavan Kumar | Business Relationship Manager | | Member | <i>P. Kumar</i> |
| 21. | Dr.M.Subramanian | Academic Head (Financial Services & Business Analytics) Inurture Education Solutions Private Limited | Bangalore | Member | <i>M. Subramanian</i> |
| 22. | Mr. Michael Wagner | Vice president | Miles Education | Member | <i>Michael Wagner</i> |
| 23. | Mr.Kiran Jangam | Regional Manager-North, Operations & Sales | Miles Education | Member | <i>J. Kiran</i> |
| 24. | Dr.N. Rangaiah | Professor & Principal, College of Law | KLEF | Member | <i>N. Rangaiah</i> |
| 25. | Dr.B.V. Apparao | HOD Department of Mathematics | KLEF | Member | <i>Apparao</i> |
| 26. | Mr.Vege Hari Kiran | HOD Department of CSE | KLEF | Member | <i>Hari Kiran</i> |
| 27. | Dr.V.Venu Madhav | HOD Department of commerce | KLEF | Member | <i>V. Madhav</i> |
| 28. | Dr.S.Padma | HOD Department of Management | KL Hyderabad | Member | <i>S. Padma</i> |
| 29. | Dr.P.V.Ravi Kumar | HOD Department of English | KLEF | Member | <i>P. Ravi Kumar</i> |
| 30. | Dr.E. Deepa | Assistant Professor, Dept of Management | KL Hyderabad | Member | <i>E. Deepa</i> |
| 31. | Ms.Yasaswini | CEO-Hodzaa Sizzlers | | Alumni | <i>Yasaswini</i> |
| 32. | Mr.A.Sundhar Chaitanya | People Soft HR Analyst | Harvard University, USA | Alumni | <i>A. Chaitanya</i> |
| 33. | Mr.V. Sandeep | General Manager, Leap International Pvt Ltd | | Alumni | <i>V. Sandeep</i> |

Vijay Kumar Reddy
12/15/2021
Dr. P.V. Vijay Kumar Reddy
HOD-MBA, K L Business School
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Annexure-1

21MB51C1: Principles of Management & Organizational Behaviour

L-T-P-S: 3-0-0-0

Credits: 3

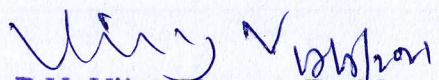
Prerequisite: Nil

Mapping of Course outcomes (CO) with program outcomes (PO):

| CO#. | Course Outcome | PO | BTL |
|------|--|----|-----|
| 1 | The student will be able to apply the concepts, principles and functions of management and planning process to develop plans and improve organizational performance | 1 | 3 |
| 2 | The student will be able to apply the principles and techniques of organizing and controlling an organization, to design organizational structures and control systems | 2 | 3 |
| 3 | The student will be able to apply the knowledge of Personality, Perceptions, Learning, Motivation, Attitudes and Values to manage the individuals in the organizations | 6 | 3 |
| 4 | The student will be able to apply the knowledge of group/organizational behavior of the people to manage the teams in the organization | 5 | 3 |

Syllabus:

Introduction to management and management process: Introduction, Importance of Management, Evolution of Management Thought, Principles of Management, Management Process/Functions. Planning and decision making: Introduction, Importance of Planning, Types of Planning, Steps in Planning, Decision Making – Process; Types of Plans. Organizing and staffing: Introduction, Importance of Organizing, Types of Organizations, Organizational division and span of control, Types of Departmentation, Line and staff conflict. Controlling: Introduction, Importance and Process, Critical Control Points Control as a feedback system, Prerequisites of Effective Control, Control Techniques, IT Enabled 'Controls' and its Challenges. Organizational Behaviour– Introduction - Evolution of OB. Importance of Organizational Behaviour, Foundations of Individual Behaviour: Personality- Personality determinants; Psycho-Analytic Theory - Personality traits: MBTI – The Big Five Model,– Johari Window – Values – Types of Values; Perception- Perceptual process; Factors influencing Perception; perceptual distortion; Theories of Motivation – Hierarchy Needs Theory – Two-Factor Theory; Applications of Motivation; Attitudes – Source of attitudes; Types of Attitudes, Cognitive Dissonance theory. Learning - Theories of learning; Principles of learning. Foundations of Group Behaviour: Groups – Nature of groups; Types of groups; Stages of Group Development; Group Cohesiveness; Leadership – Nature- Leadership Styles; Conflict - Functional versus Dysfunctional conflict; The Conflict process; Conflict Management. Stress – Causes and consequences of stress, Stress management. Organizational Culture and Change Management: Creating and sustaining Organizational Culture; Forces for


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change; Resistance to change; Approaches to Managing Organizational Change;
Organizational Development – Techniques of organizational development.

Recommended Textbooks:

1. Harold Koontz, Heinz Weihrich, Mark V. Cannice, "Essentials of Management", 11th Edition, Mc Graw Hill 2020
2. Stephen P. Robbins, Timothy A. Judge, Neharika Vohra, "Organizational Behaviour", 18th Edition, Pearson 2018

Reference Books:

1. Stoner, Freeman, Gilbert Jr. Management, Princeton Hall
2. Bhatt & Kumar, Principles of Management, Oxford publications
3. Mc Shane & Von Glinow, "Organizational Behaviour", 7th Ed. Mc Graw Hill Publications, New Delhi, 2014
4. Fred Luthans, Organizational Behaviour, 12th Ed., Prentice Hall, 2011.
5. Jerald Greenberg & Robert A Baron, Behaviour in Organizations, 9th Ed., Prentice Hall India, 2010

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Annexure-2

Course Title: Rural Marketing

Credits : 03

Course Code: 19BB32M5

L-T-P-S : 3-0-0-0

Course Rationale :

Rural Marketing is a value-enhancing function that identifies opportunities, develops markets, and builds brands. Consequently, good marketing enables companies to charge price premiums, sustain competitive advantage and maintain long-run profitability. This course provides the students the students the required understanding about the concepts and application of rural marketing and provides the students the necessary strength to design effective marketing strategies in rural area

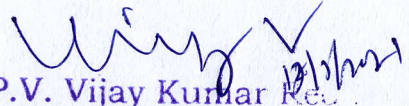
Course Objectives:

To enhance the understanding of core concepts of rural marketing, characteristics and to provide the insights of processes of buying decision process, selection of market, pricing strategies and distribution of products. To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context. To familiarize with the special problems related to sales in rural markets, and too help understand the working of rural marketing logistics management

COURSE OUTCOMES (COs):

| CO NO | Course Outcome (CO) | PO/PSO | Blooms Taxonomy Level (BTL) |
|-------|--|---------|-----------------------------|
| CO1 | Explain the key terms, definitions, and concepts used in the study of Rural Marketing and understand the buying decision process | PO1 | 2 |
| CO2 | Apply the knowledge of rural marketing concepts to selection of market regarding product strategy | PO1,PO2 | 3 |
| CO3 | Apply the knowledge of pricing policies and pricing methods suitable to rural market. | PO1,PO2 | 3 |
| CO4 | Understand the new approaches to reach out rural markets and electronic choupal applications. | PO1,PO8 | 2 |

Syllabus : Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets. Rural Consumer Behaviour and Market Segmentation –Factors that influence


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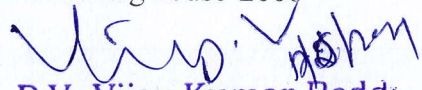
consumer behaviour- Need for rural market segmentation- Bases for market segmentation- Use of multiple attributes in market segmentation-market segmentation strategies- Product positioning. Product and Pricing strategy –Importance of product and pricing in rural marketing – development of products for rural market-Branding decision-credit needs products promotion schemes- pricing policies - innovative pricing methods for rural markets - promotion strategy - appropriate media - Designing right promotion mix – promotional campaigns. Distribution – Channels of distribution in rural-Innovative distribution models - Logistics Management - Problems encountered - selection of appropriate channels - New approaches to reach out rural markets – electronic choupal applications.

Text Books:

1. The rural marketing- Pradeep Kashyap, Siddhartha Raut, Publisher Biztantra 2007 edition
2. to Rural marketing-R. Krishnamoorthy, Himalaya publishing house 2008 edition

Reference Books:

- 1.Rural marketing Indian Perspective- Awadhesh Kumar Singh, Satyaprakash Pandey, New age International Publishers 2005
2. Rural marketing –Concepts & Practices-Balram Dogra, Karminder Ghuman, Tata McGraw Hill publication Rural Marketing-R.V.Badi, N.V.Badi, Himalaya Publishing house-2008


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Course Title: Dynamics of Capital Markets

Credits : 03

Course Code: 21BB31F21

L-T-P-S : 3-0-0-0

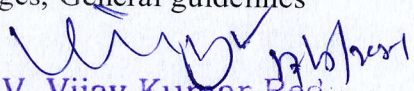
Course Rationale : The course gives an insight into the various concepts of the securities market, the investment avenues in these markets both through the primary and secondary markets. The functioning of the Indian stock markets especially NSE and BSE through the Screen Based Trading System, the constituents of these indices.

Course Objectives : To acquaint the students with the basics of securities markets, their regulatory framework, the investment procedures both in the Primary and Secondary markets, the requirements and procedure of listing in the capital markets, the constituents of the indices of NSE & BSE and their trading mechanism through Screen Based Trading System, the functioning of the foreign stock exchanges and the various instruments used for raising foreign capitals

COURSE OUTCOMES (COs):

| CO NO | Course Outcome (CO) | PO/PSO | Blooms Taxonomy Level (BTL) |
|-------|---|---------|-----------------------------|
| CO1 | Understand the basics of securities markets framework, constituents, pre-requisites for trading in markets. | PO1 | 2 |
| CO2 | Understand the procedure of investments in the primary, secondary markets and functioning of stock markets. | PO1 | 2 |
| CO3 | Apply the concepts of stock market operations in NSE, BSE through Screen Based Trading System. | PO5 | 3 |
| CO4 | Apply the concepts of stock market operations at international markets and their impact on their economy. | PO3,PO5 | 3 |

Syllabus: Securities & Securities Market - Regulatory Framework for Securities Market, Primary Market – IPO, FPO, Rights Issue, Bonus Issue. Market Infrastructure Institutions – Stock Exchanges, Clearing Corporations, Depositories, Market Intermediaries. Pre-requisites for investments in stock market – Bank Account, Trading Account, Demat Account. Investment Procedures - Investments through Primary Markets, Process of investments in Primary Markets, Investments through Secondary Markets, Trading Days, Settlement days, Contract Note, Margin Money. Meaning of Stock Markets, Barometer of Stock Market, Functions of Stock Exchanges, Listing of Securities on Stock Exchanges, General guidelines


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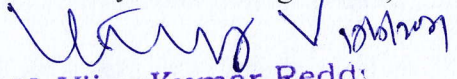
as per SC(R) 1956. Functional Specializations of Brokers, SEBI Complaint redressal mechanism. Stock Exchanges - BSE, Index, Constituents of Sensex & sectors. NSE, Index, Constituents of NIFY & Sectors. Minimum requirements for listing of companies in various stock exchanges. Trading System in stock exchange: Screen Based Trading System (SBTS), Market Phases, Order Management, Trade Management, Market Window operations Foreign Stock Exchanges – NASDAQ, NYSE, London Stock Exchange. Financial Instruments for raising foreign capital – ADR, GDR. Impact of stock exchanges on the economies of various other countries.

Text Books :

1. Indian Financial System and Markets, Siddhartha Sankar Saha, Tata McGraw Hill

Reference Books:

1. Investment Management & Security Analysis, Dhanesh Kumar Khatri, Trinity Press, Second Edition
2. Indian Financial System, M Vohra, Anmol Publications Pvt Ltd.,
3. Investment and Securities Market in India, VA Avadhani, Himalaya Publishing House,


Dr. P.V. Vijay Kumar Reddy
HOD-MBA, K L Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)



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(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act. 1956)

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Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA

Phone No. 08645 - 350200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2577715, 2576129.

Course Title: Research Paper writing Credits : 03

Course Code: 21BB31C7 L-T-P-S : 1-0-0-8

Course Rationale: To make students understand the various concepts of research and ably apply them in the research process, thereby analyze the data, evaluate the results, and create a conceptual framework in line with the objectives.

Course Objectives : 1. To make students understand the research process 2. To make students apply the statistical techniques and analyze the data collected 3. To evaluate the results with findings while writing the research

COURSE OUTCOMES (COs):

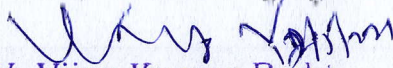
| CO NO | Course Outcome (CO) | PO/PSO | Blooms Taxonomy Level (BTL) |
|-------|---|---------|-----------------------------|
| CO1 | The student should understand the structure of a Research Paper and able to choose a topic for the purpose of writing research Paper by applying the knowledge acquired | PO1,PO3 | 3 |
| CO2 | The student should apply the concepts, tools and methods learned in research methodology and various functional specializations | PO4,PO3 | 3 |
| CO3 | The student should analyze the data collected and finalize the results and can discuss the results | PO5 | 4 |
| CO4 | The student can create his own Research Paper with original idea | PO6 | 6 |

Syllabus: Research Paper-Meaning-Definition-Characteristics-Types of Research Papers-Significance of Research Paper-Research Paper Structure-Selection of Topic Finalizing Introduction of the study-Doing Review of literature-Finalizing it with minimum 10 reviews-Finalizing the objectives of the Research Paper-Finalizing Methodology- Preparing and Finalizing Tools for Data Collection/Identifying sources of secondary Data Data collection-Data Analysis using appropriate tools/software- Finalizing Results and Discussion Finalizing Conclusion-Finalizing References- Finalizing Abstract and Key words- Keeping the Paper in format with author names and affiliations- Preparation of Final Paper-Plagiarism Checkup-Rewriting if necessary-Sending for Publication

Text Books : 1. C.R Kothari, Research Methodology - Methods & Techniques, 2/e, VishwaPrakashan, 2009.

2. Levin, Richard and Rubin, David, Statistics for Management, 7/e : Pearson, 2011.

Reference Books : 1. Handbook Paperback – Illustrated, 30 March 2016, by Modern Language Association


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Course Title: **IT for Business Managers**

Credits : 03

Course Code: 21BB11C5

L-T-P-S : 2-0-2-0

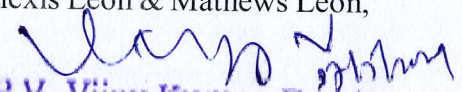
COURSE OUTCOMES (COs):

| CO NO | Course Outcome (CO) | PO/PSO | Blooms Taxonomy Level (BTL) |
|-------|--|--------|-----------------------------|
| CO1 | Understand the concepts of computer and its functional units, hardware and software. | PO1 | 2 |
| CO2 | Understand the concepts of networks, internet and e-commerce for effective business operations and expansions. | PO1 | 2 |
| CO3 | Apply the concepts of MS-Word and MS-PowerPoint for effective business communication. | PO5 | 3 |
| CO4 | Analyze the business data and dashboards using MS-Excel applications. | PO5 | 4 |
| CO5 | Analyze the business operations using MS-Office application softwares | PO5 | 4 |

Syllabus: INTRODUCTION TO COMPUTERS- Overview, Computers for Individual users, Computers for organizations, Computers in society; Components of a Computer-Hardware: Processing Devices, Memory Devices, I/O Devices, Storage Devices. Software NETWORKS: Introduction to Networks-Overview, Types of Networks; Concepts of Internet-Overview, Applications of Internet, E-Commerce. MS-WORD - Introduction to Word Processing: Identifying the components of document window, Standard & Formatting Toolbars, Create, Open, Save documents, Editing Text in Documents; Viewing & Formatting Documents, Mail Merge. MS-Power Point - Creating & Opening presentations, slide layout, animation schemes to slides; MS-EXCEL: Using range names: Creating, sorting and filtering lists / tables of data. Number formatting: Creating custom formats, Charts. Functions: Mathematical, Text etc. Introduction to Date & Time Functions, Scaling numbers, Dates and times: How date and time are stored, Useful date/time functions, Formatting dates and times

Text Books :1. Introduction to Computers, Peter Norton, Tata McGraw-Hill, 6th Edition.

Reference Books :1. Information Technology for Management, Ramesh Behl, Tata McGraw Hill Pvt ltd. 2. Introduction to Computers with MS-Office 2000, Alexis Leon & Mathews Leon, Tata McGraw Hill, 2006.


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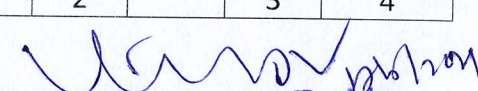
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DEPARTMENT OF BBA

Y21 REGULATION

| SL NO | COURSE CODE | COURSE TITLE | Category | L | T | P | S | CR | CH |
|--------------|-------------|---------------------------------|----------|-----------|----------|----------|----------|-----------|-----------|
| 1 | 21UC1101 | Integrated professional English | HSS | 0 | 0 | 4 | 0 | 2 | 4 |
| 2 | 21BS114 | Business Mathematics | BS | 3 | 1 | 0 | 0 | 4 | 4 |
| 3 | 21BB11C2 | Business Environment | PC | 3 | 0 | 0 | 0 | 3 | 3 |
| 4 | 21BB11C3 | Business Economics | PC | 3 | 0 | 0 | 0 | 3 | 3 |
| 5 | 21BB11C4 | Perspectives of Management | PC | 3 | 0 | 0 | 0 | 3 | 3 |
| 6 | 21BB11C5 | IT for Business Managers | PC | 2 | 0 | 2 | 0 | 3 | 3 |
| 7 | 21UC009 | Ecology & Environment | HSS | 2 | 0 | 0 | 0 | 2 | 2 |
| Total | | | | 16 | 1 | 6 | 0 | 20 | 22 |

| SL NO | COURSE CODE | COURSE TITLE | Category | L | T | P | S | CR | CH |
|-------|-------------|--------------------------------------|----------|---|---|---|---|----|----|
| 1 | 21UC1202 | English Proficiency | HSS | 0 | 0 | 4 | 0 | 2 | 4 |
| 3 | 21BS115 | Business Statistics | BS | 3 | 1 | 0 | 0 | 4 | 4 |
| | 21BB12C1 | Introduction to Financial Accounting | PC | 3 | 1 | 0 | 0 | 4 | 4 |
| 5 | 21BB12C2 | Management Information Systems | PC | 3 | 0 | 0 | 0 | 3 | 3 |
| 4 | 21BB12C3 | Organizational Behaviour | PC | 3 | 0 | 0 | 0 | 3 | 3 |
| 7 | 21BB12C4 | Marketing Management | PC | 3 | 0 | 0 | 0 | 3 | 3 |
| 6 | 21BB12K1 | Foreign Language | HSS | 2 | 0 | 2 | 0 | 3 | 4 |


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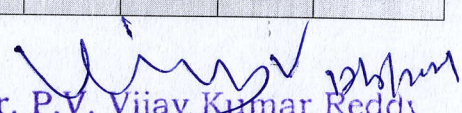
| | | | | | | | | | |
|--------------|----------|------|----|-----------|----------|----------|-----------|-----------|-----------|
| 8 | 21BB10P0 | SIP1 | PC | 0 | 0 | 0 | 24 | 6 | |
| Total | | | | 17 | 2 | 6 | 24 | 28 | 25 |

SEMESTER - 3

| SL NO | COURSE CODE | COURSE TITLE | Category | L | T | P | S | CR | CH |
|--------------|-------------|------------------------------------|----------|-----------|----------|----------|----------|-----------|-----------|
| 1 | 21UC2103 | Essential Skills for Employability | HSS | 0 | 0 | 4 | 0 | 2 | 4 |
| 2 | 21BB21C1 | Management Accountancy | PC | 3 | 1 | 0 | 0 | 4 | 4 |
| 3 | 21BB21C2 | Human Resource Management | PC | 3 | 0 | 0 | 0 | 3 | 3 |
| 4 | 21BB21C3 | Business Research Methods | PC | 3 | 0 | 0 | 0 | 3 | 3 |
| 5 | 21BB21C4 | Macro Economics | PC | 3 | 0 | 0 | 0 | 3 | 3 |
| 6 | 21BB21C5 | Fundamentals of LSCM | PC | 3 | 0 | 0 | 0 | 3 | 3 |
| 7 | 21UC1203 | Design Thinking and Innovation | HSS | 0 | 0 | 4 | 0 | 2 | 4 |
| TOTAL | | | | 15 | 1 | 8 | 0 | 20 | 24 |

SEMESTER - 4

| SL NO | COURSE CODE | COURSE TITLE | Category | L | T | P | S | CR | CH |
|--------------|-------------|--------------------------------------|----------|-----------|----------|----------|-----------|-----------|-----------|
| 1 | 21BB21C0 | Cost Accountancy | PC | 3 | 1 | 0 | 0 | 4 | 4 |
| 2 | 21BB21C1 | Production and Operations Management | PC | 3 | 1 | 0 | 0 | 4 | 4 |
| 3 | 21BB21C3 | Business Law | PC | 3 | 0 | 0 | 0 | 3 | 3 |
| 4 | 21BB21C4 | Financial Management | PC | 3 | 1 | 0 | 0 | 4 | 4 |
| 5 | 21BB21C5 | Business Model Generation | PC | 3 | 0 | 0 | 0 | 3 | 3 |
| 6 | 21UC2104 | Corporate Readiness Skills | HSS | 0 | 0 | 4 | 0 | 2 | 2 |
| 7 | 21BB21C7 | Dynamics of Capital Markets | PC | 3 | 0 | 0 | 0 | 3 | 3 |
| 8 | 21BB20P1 | SIP2 | PC | 0 | 0 | 0 | 24 | 6 | |
| Total | | | | 18 | 3 | 4 | 24 | 29 | 23 |


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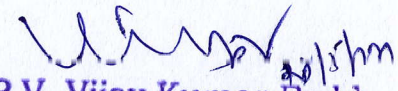
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SEMESTER - 5

| SL NO | COURSE CODE | COURSE TITLE | Category | L | T | P | S | CR | CH |
|--------------|---|---|----------|----|---|---|---|----|----|
| 1 | 21BB31C0 | Business analytics | PC | 2 | 0 | 2 | 0 | 3 | 4 |
| 2 | 21HS115 | Soft Skills for Managers | HSS | 2 | 0 | 2 | 0 | 3 | 4 |
| 3 | 21BB31C2 | Fundamentals of Digital Marketing | PC | 3 | 0 | 0 | 0 | 3 | 3 |
| 4 | 21BB31C7 | Research Paper Writing | PC | 1 | 0 | 0 | 8 | 3 | 9 |
| 5 | 21BB31M0/ 21BB31F0/ 21BB31H0/ 21BB31D0/ 21BB31E0/ 22BB31L0 | Services Marketing/Banking & Insurance Management/Personal Effectiveness and Self-Leadership Services Marketin/Introduction to Software Engineering /Fundamentals of Logistics | PE | 3 | 0 | 0 | 0 | 3 | 3 |
| 6 | 21BB31M1/ 21BB31F1/ 21BB31H1/ 21BB31D1/ 21BB31E1/ 22BB31L1 | Advertising and Sales Promotion/Investment Management/Dynamics of industrial relations/Advertising and Sales Promotion/ERP Systems Design and Implementation //Materials & Warehousing Management/ | PE | 3 | 0 | 0 | 0 | 3 | 3 |
| 7 | 21BB31M2/ 21BB31F2/ 21BB31H2/ 21BB31D2/ 21BB31E2/ 22BB31L2 | Customer Relationship Management/Financial Services/Human Resource Development/Customer Relationship Management/ERP System Administration /Freight Forwarding & Surface Transportation/ | PE | 3 | 0 | 0 | 0 | 3 | 3 |
| Total | | | | 17 | 0 | 4 | 8 | 21 | 29 |

SEMESTER - 6

| SL NO | COURSE CODE | COURSE TITLE | Category | L | T | P | S | CR | CH |
|-------|-------------|------------------------------|----------|---|---|---|---|----|----|
| 1 | 21BB32C0 | Entrepreneurship | PC | 3 | 0 | 0 | 0 | 3 | 3 |
| 3 | 21BB32C2 | Enterprise Resource Planning | PC | 3 | 0 | 0 | 0 | 3 | 3 |
| 4 | 21BB32C3 | Income Tax & GST | PC | 3 | 0 | 0 | 0 | 3 | 3 |
| 2 | 21BB32C4 | Strategic Management | PC | 3 | 0 | 0 | 0 | 3 | 3 |


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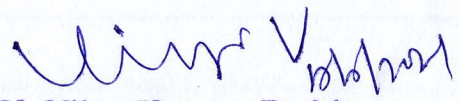
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| | | | | | | | | | |
|--------------------------|--|---|----|-----------|----------|----------|-----------|-----------|-----------|
| 5 | 21BB31M3/ 21BB32F3/ 21BB32H3/ 21BB32D3/ 21BB32E3/ 22BB31L3 | Consumer Behaviourt/ Financial Mkts/Performance Mgt & Reward System/Search Engine Optimisation/CRM in ERP Environment /Forecasting & Inventory Management | PE | 3 | 0 | 0 | 0 | 3 | 3 |
| 6 | 21BB32M4/ 21BB32F4/ 21BB32H4/ 21BB31D4/ 21BB32E4/ 22BB31L4 | Product and Brand Management/ Managing personal finance/Labour Legislation/Web Analytics and Affiliate Marketing/ERP in MSMEs//International Logistics | PE | 3 | 0 | 0 | 0 | 3 | 4 |
| 8 | 21BB32M5/ 21BB32F5/ 21BB32H5/ 21BB31D5/ 21BB32E5/ 22BB31L05 | RURAL MARKETING/Financial Derivatives/ training & development/Social Media Management/Information Systems /Total quality Management | PE | 3 | 0 | 0 | 0 | 3 | 3 |
| Total | 21BB30P2 | SIP3 | PC | 0 | 0 | 0 | 24 | 6 | |
| Total | | | | 18 | 0 | 0 | 24 | 27 | 19 |
| total Credits 145 | | | | | | | | | |


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