

**RAMAIAH COLLEGE OF ARTS, SCIENCE AND COMMERCE
DEPARTMENT OF MANAGEMENT STUDIES (BBA)**

DEPARTMENT MANUAL

The BBM Department started functioning in 1995 with a student strength of 42, and at present it has a strength of 540. The University results were steadily improving and the overall is around 89%. Students joining the course are from various states in India and other countries like Nepal, Yemen, Iran, Singapore, Bangladesh, Dubai, Bhutan, South Africa etc.

The department has been organizing short industrial visits and industrial study tours, besides traditional classes. So far, the students have visited industries like ABB, BATA India, Bajaj Auto, KSDL, Wrigley India Ltd., Bharat Forge, Widia India, HMT, TATA Tea, Saint Gobain, Kinetic Motors, Mercedes Benz, BEL, Goa Automobiles, Coca-Cola, Bharat Forge, Mother Dairy, Feather Lite Furnitures, KAVIKA, Tasty Bite Ltd, Escorts Tractors, Mapro Agroproducts, Thermax Ltd., Advani Group of Industries, Pushpak Products, India Ltd, Deccan Herald, The Hindu, L&T, Bangalore Stock Exchange, Bisleri, Chennaptna Toy Factory, Kadu Winery, BHEL, HAL, ITI etc. in places like Pune, Hyderabad, Goa, Haryana, Bombay and Bengaluru. The students are actively involved in various industrial projects as a part of their academic curriculum under the guidance of qualified and experienced faculty members. The department also conducts Group Discussions, workshops, Case Studies and Seminars for the benefit of students.

The students have a good placement coordinator. The placement packages range from 2.5 lacs to 6 lacs per annum. The students who have passed out are working in industries like HLL, India Bulls, TATA Yellow Pages, Arvind Mills, Spice, Bharati Telecommunications, HDFC Bank, Reuters, IBM Daksh etc.. Many of the passed out students are pursuing their higher education in India and abroad.

The department regularly invites eminent academicians and executives from various industries to interact with the students and apprise them of the latest developments in their respective fields. The department has well-qualified and experienced teaching faculty. The majority of the staff members have research qualifications to their credit. A few are pursuing their Ph.D program also. The Faculty have presented and published various research papers at International, National and State Conferences, seminars and workshops and in leading Journals.

The department has adequate infrastructure in the form of a well-equipped library, a computer lab with Internet access and spacious class rooms with modern furniture and teaching aids. Innovative pedagogical tools are used in instruction for the students. The students have participated in extracurricular activities like NSS, YRC and NCC. Students are actively involved in cultural and sports activities. Keeping in view the interest of the students in extracurricular activities, the department has organized various inter-class, inter-courses, cultural fests, and interclass sports competitions. The campus is equipped with Wi-Fi facility.

As part of social responsibility, the department organizes various campaigns like, Green Day, YRC Emblem Awareness, Smoking hazard awareness, old clothes were collected from the students and donated to the deserving under privileged during the natural calamities, like heavy rains etc. In the same spirit the fellow faculty members raised some funds from staff and students and donated the amount to the poor people in the surrounding areas. The department had organised one day National conference on “Ethics, And CSR” jointly with Commerce Department and a National Conference on “MBA at Cross Roads” in conjunction with MBA Department.

OUR CORE TEAM

Sl No	Name of the Faculty	Designation	Qualification
1	Dr. M LAKSHMIPATHI NAIDU	HOD, Asst. Professor	M.Com., L.L.B., M.Phil, DPMIR, ADCA, Ph.D
2	Ms. SAVITHA B H	Asst. Professor	M.Com, M.Phil., (Ph.D.)
3	Dr. R. SAVITHA	Asst. Professor	M.B.A, M.Phil., M.Com., Ph.D,
4	Ms. PRARTHAN SUBBAIAH N	Asst. Professor	M.Com., PGDBA, MBA, (Ph.D.)
5	Ms. SANJOGITA	Asst. Professor	M.Com.
6	Mr. NISAR BA	Asst. Professor	M.B.A.
7	Ms. RACHANA D	Asst. Professor	M.B.A.
8	Ms. SINDHUJA A	Asst. Professor	M.B.A., NET, (Ph.D.)

RULES, REGULATIONS AND CODE OF CONDUCT

- ✚ Attendance is compulsory to the extent of 75 percent in each subject. Those students who do not maintain the attendance as required will not be allowed to take the University Examination.
- ✚ Medical Certificates should be personally submitted to the HOD, after obtaining Class Teacher's signature within one week of reporting back to the college.
- ✚ Students are strictly forbidden to leave the college premises during the regular college hours.
- ✚ Use of cell phones in classes is strictly not allowed. Students caught using cell phone in whatsoever manner will be confiscated.
- ✚ Students should come to college in complete uniform as informed by the department.
- ✚ Boys are not permitted to wear Bermudas / shorts, torn jeans & ear- studs on any day, in the campus.
- ✚ Girls should wear modest clothing as per college rules.
- ✚ Students are requested to avoid smoking in & around college premises.
- ✚ Students should carry their College ID Cards always. Loss of ID card should be reported to the class teacher immediately.
- ✚ Guest lectures on topics, which are related to the subject, will be given and during these lectures full uniform and attendance is compulsory.
- ✚ Writing on the walls, furniture or any college property will not be tolerated by the management. Individual found indulging in such activities would be severely viewed.
- ✚ Parents are expected to co-operate in the work of the college by enforcing regularity and discipline by evincing interest in their child's progress.

ELIGIBILITY FOR ADMISSION:

Candidates who have completed Two years Pre – University course of Karnataka State or its equivalent are eligible for admission into this course as notified by the University from time to time.

DURATION OF THE COURSE:

The course of study is three (03) years of Six Semesters. A candidate shall complete his/her degree within six (06) academic years from the date of his/her admission to the first semester. A Student successfully completing Three (03) years of the course will be awarded Bachelor's Degree in Business Administration (B.B.A).

MEDIUM OF INSTRUCTION

The medium of instruction and examination shall be in English.

ATTENDANCE

- a. For the purpose of calculating attendance, each semester shall be taken as a Unit.
- b. A student shall be considered to have satisfied the requirement of attendance for the semester, if he/she has attended not less than 75 percentage in aggregate of the number of working periods in each of the subjects compulsorily.
- c. A student who fails to complete the course in the manner stated above shall not be permitted to take the University examination.

SKILL DEVELOPMENT / RECORD MAINTENANCE AND SUBMISSION:

- a. In every semester, the student should maintain a Record Book in which the exercises given under each subject are to be recorded. This Record has to be submitted to the Faculty for evaluation at least 15 days before the end of each semester.
- b. Every student should also submit the practical record book/report/presentation in which part 3 of the course called "Business Skill Development Course" (BSDC)* of every semester should be incorporated and submitted to the Faculty for evaluation, at least 15 days before the end of each semester. The tasks, marks and the credits to be awarded are indicated under course matrix of each semester.
- c. The BOE is authorized to make random surprise visits to the colleges and verify practical records and marks awarded.

SCHEME OF EXAMINATION:

- a. There shall be a university examination at the end of each semester. The maximum marks for the university examination in each paper shall be 70.
- b. 30 marks will be for internal assessment carried out by the college. The internal assessment of 30 marks shall be allocated as follows:
 - i. 10 marks for attendance
 - ii. 20 marks from two tests, which are to be conducted during the semester.
 - I. For First test of 20 marks (1-hour duration), questions to be given from the syllabus component (any of the units).
 - II. For Second test of 20 marks (1-hour duration), questions to be given from the skill development component of the syllabus.
 - III. The average of the two tests must be taken as a score for internal assessments.
- c. The marks based on attendance shall be awarded as given below:

76% to 80% = 04marks.
81% to 85% = 06marks.
86% to 90% = 08marks.
91% to 100% = 10marks.
- d. Marks for skill development shall be awarded by the faculty concerned based on Skill Development exercises provided in the syllabus of each subject.
- e. With regards to Part-3 called "BUSINESS SKILL DEVELOPMENT COURSE" (BSDC)*, the marks allotment and procedure for marks allotment is given below the course matrix for each semester.

APPEARANCE FOR THE EXAMINATION

- a. A candidate shall apply for all the parts in each examination when he/she appears for the first time. A candidate shall be considered to have appeared for the examination only if he/she has submitted the prescribed application for the examination along with the required fees to the university.
- b. A candidate who has passed any language under Part-I shall be eligible to claim exemption from the study of the language if he/she has studied and passed the language at the corresponding level.
- c. Further, candidates shall also be eligible to claim exemption from studying and passing in those commerce subjects which he/she has studied and passed at the corresponding level, subject to the conditions stipulated by the University.
- d. A candidate who is permitted to seek admission to this degree course on transfer from any other University shall have to study and pass the subjects, which are prescribed by the University. Such candidates shall not however, be eligible for the award of ranks.

MINIMUM FOR A PASS:

Candidates who have obtained a minimum of 35% marks in university examination (i.e. 25 marks out of 70 marks of the theory examination) and 40% in aggregate (i.e. total of university examination and internal assessment marks) in each subject shall be eligible for a pass or exemption in that subject.

CLASSIFICATION OF SUCCESSFUL CANDIDATES

1. The results of the First to Sixth semester degree examination shall be declared and classified separately as follows:
 - a. First Class: Those who obtain 60% and above of the total marks of parts I, II, III and IV
 - b. Second Class: Those who obtain 50% and above but less than 60% of total marks of parts I, II, III and IV
 - c. Pass Class: Rest of the successful candidates who secure 40% and above but less than 50% of marks in part I, II, III and IV.
2. Class shall be declared on the basis of the aggregate marks obtained by the candidates in this degree course including part I, II, III and IV as a whole.
3. Class and ranks shall be declared on the basis of the aggregate marks obtained by the candidate in all the subjects of the first to six semesters of degree course as a whole. However, only those candidates who have passed each semester public examination in the first attempt only shall be eligible for the award of ranks. The first 10 ranks only shall be notified.

MEDALS AND PRIZES

No candidates passing an external examination shall be eligible for any scholarship, fellowship, medal, prize or any other award

TERMS AND CONDITIONS

- a. A candidate is allowed to carry all the previous un-cleared papers to the subsequent semester/semesters.
- b. Such of those candidates who have failed/remained absent for one or more papers henceforth called as repeaters, shall appear for exam in such paper/s during the three immediately succeeding examinations. There shall be no repetition for internal assessment test.
- c. The candidate shall take the examination as per the syllabus and the scheme of examination in force during the subsequent appearances.

PATTERN OF QUESTION PAPER:

Each theory question paper shall carry 70 marks and the duration of examination is 3 hours. The Question paper shall ordinarily consist of three sections, to develop testing of conceptual skills, understanding skills, comprehension skills, articulation and application of skills. The question paper setter shall be asked to prepare TWO sets of papers with a maximum of 10% repetition. The Question Paper will be as per the following Model:

SECTION-A 1. a,b,c,d,e,f,g	(Conceptual questions) Answer any FIVE	(05 X 02 = 10 Marks)
SECTION -B: 2,3,4,5.	(Analytical questions) Answer any THREE	(03 X 05 = 15 Marks)
SECTION-C: 6,7,8,9.	(Essay type questions) Answer any THREE	(03 X 15 = 45 Marks)
Total		70 Marks

PROVISION FOR IMPROVEMENT OF RESULTS

The candidate shall be permitted to improve the results of the whole examination or of any Semester or a subject within the prescribed time by the university after the publication of the results. This provision shall be exercised only once during the course and the provision once exercised shall not be revoked. The application for improvement of results shall be submitted to the Registrar (Evaluation) along with the prescribed fee.

COURSE MATRIX I SEMESTER

	Paper	Instruction hrs/week	Duration of Exam (hrs)	Marks			Credits	
				IA	Exam	Total		
Part 1 Languages	Language I: Kannada / Sanskrit / Urdu / Tamil / Telugu/ Malayalam/ Additional English / Marathi / Hindi	1.1	4	3	30	70	100	2
	Language II: English	1.2	4	3	30	70	100	2
Part 2 Optional	Financial Accounting	1.3	4	3	30	70	100	2
	Principles of Management	1.4	4	3	30	70	100	2
	Corporate Administration	1.5	4	3	30	70	100	2
	Production and Operations Management	1.6	4	3	30	70	100	2
Part 3	Business Skill Development Course(BSDC)* Industrial Visits	-	-	-	100	-	100	2
Part 4	Foundation Course*	-	2	2	30	70	100	2
	CC and EC*	-	-	-	50	-	50	1
Total Credits								17

(Note: Students will have to do community service during the vacation between First and Second semester.)

PART-3 BUSINESS SKILL DEVELOPMENT COURSE (BSDC)*INDUSTRIAL VISITS

OBJECTIVES

- To make students aware of Industrial Process and Practices
- To make students understand the Flow of Operations in an Organization

GUIDELINES TO THE INSTITUTION

1. The BBA department of the college shall organize visit to two business establishments (Manufacturing /Financial/ Banking/Service establishment), in the first semester for the students.
2. The students will have to record the learning from visiting these organization in a record book
3. For every organizational visit, information captured shall include -Profile of the organization consisting of Vision and Mission, Board of Directors, Department details, HR details, Manufacturing Process, Organization Structure, Turnover, Capital, No. of branches, Products/Services Marketed and so on.

MARKS ALLOCATION

- a. Each visit should be documented in a practical record book, the BBA department to award 30 marks per visit, the total of which comes to 60 Marks (30 marks X 2).
- b. A Viva Voce to be conducted by the internal faculty for 40 Marks (20 + 20 marks) to assess the learning outcome of the two visits at the end of the semester.
- c. After assessment, marks scored by the candidate to be sent to BCU along with IA Marks.

II SEMESTER

	Paper	Instruction hrs/week	Duration of []	Marks			Credits	
				IA	Exam	Total		
Part 1 Languages	Language I: Kannada / Sanskrit / Urdu / Tamil / Telugu/Malayalam/ Additional English / Marathi / Hindi	2.1	4	3	30	70	100	2
	Language II: English	2.2	4	3	30	70	100	2
Part 2 Optional	Corporate Accounting	2.3	4	3	30	70	100	2
	Business Analytics – I	2.4	4	3	30	70	100	2
	Organizational Behavior	2.5	4	3	30	70	100	2
	Marketing Management	2.6	4	3	30	70	100	2
Part 3	Business Skill Development Course (BSDC)* Community Service	-	-	-	100	-	100	2
Part 4	Foundation Course*	-	2	2	30	70	100	2
	CC and EC*	-	-	-	50	-	50	1
Total Credits								17

PART 3 BUSINESS SKILL DEVELOPMENT COURSE (BSDC)*COMMUNITY SERVICE

OBJECTIVES:

- To sensitize the students towards community service
- To enable students to learn about social entrepreneurship

GUIDELINES TO THE INSTITUTION:

1. Each student will have to work in a Social /Charitable Trust /NGO / Red Cross Society/ or any other social service organization / association for THREE WEEKS during the vacation (after the first semester exam).
2. The entire batch of students to be divided equally among the BBA department faculty members. The faculty members to help students in the process of community service and preparation of the Community Service report.
3. The students to submit the Certificate of Community Service issued by the organization to the college along with a brief report of not less than 30 pages during the second semester.
4. The report should contain a brief profile of the organization, nature of service provided by them, a write up on the learning outcome of the student from the community service carried out by them.

MARKS ALLOCATION:

Relevant marks to be awarded on submission of the certified letter by the organization along with the report prepared by the students. On receiving the letter and report, the Institution shall send the marks scored by the candidate to BCU along with IA Marks scored by them in the II Semester.

III SEMESTER

	Paper	Instruction	Duration of Exam (hrs)	Marks			Credits	
				IA	Exam	Total		
Part 1 Language	Language I : Kannada / Sanskrit / Urdu / Tamil / Telugu/Malayalam/ Additional English / Marathi / Hindi	3.1	4	3	30	70	100	2
Part 2 Optional	Corporate Communication Skills Part-I	3.2	4	3	30	70	100	2
	Cost Accounting	3.3	4	3	30	70	100	2
	Human Resource Management	3.4	4	3	30	70	100	2
	Financial Markets and Services	3.5	4	3	30	70	100	2
	Business Analytics –II	3.6	4	3	30	70	100	2
	Corporate Financial Management	3.7	4	3	30	70	100	2
Part 3	Business Skill Development Course (BSDC)*-Case Study Analysis		-	-	100	-	100	2
Part 4	Foundation Course* SDC	-	2	2	30	70	100	2
	CC and EC*	-	-	-	50	-	50	1
Total Credits								19

PART 3

BUSINESS SKILL DEVELOPMENT COURSE (BSDC)*CASE STUDY ANALYSIS

OBJECTIVES:

- To develop thinking and analytical skills
- To develop managerial skills

GUIDELINES TO THE INSTITUTION:

1. Case Study Analysis Record Book should be prepared by the student during the third semester.
2. Five cases relating to subjects studied in the first three semesters have to be analyzed and recorded in the Case Study Analysis Record Book.
3. Students should submit Record Book 15 days before the completion of the third semester for which the marks shall be awarded by the BBA Department of the college.

MARKS ALLOCATION:

- 100 marks for Case Study Analysis Record Book for FIVE cases analyzed by the students (5 X 20)
- These marks should be sent to BCU along with IA marks at the end of the third semester

IV SEMESTER

		Paper	Instruction hrs/week	Duration of Exam (hrs)	Marks			Credits
					IA	Exam	Total	
Part 1 Language	Language I : Kannada / Sanskrit / Urdu / Tamil / Telugu/Malayalam/ Additional English / Marathi / Hindi	4.1	4	3	30	70	100	2
Part 2 Optional	Corporate Communication Skills Part- II	4.2	4	3	30	70	100	2
	Business Research Methods	4.3	4	3	30	70	100	2
	Banking Law and Operations	4.4	4	3	30	70	100	2
	Entrepreneurship Development	4.5	4	3	30	70	100	2
	Management Accounting	4.6	4	3	30	70	100	2
	Customer Relationship Management	4.7	4	3	30	70	100	2
Part 3	Business Skill Development Course (BSDC)* Preparation of Business Plan for Start-ups	-	-	-	100	-	100	2
Part 4	Foundation Course	-	2	2	30	70	100	2
	CC and EC*	-	-	-	50	-	50	1
	Total Credits							19

(Note: Students shall conduct a Field Study in the area of business, during the vacation between Fourth and Fifth semester. The respective guidelines for Field Study under the Fifth Semester Course Matrix. Related marks will be awarded in the Fifth Semester)

PART 3

BUSINESS SKILL DEVELOPMENT COURSE (BSDC)* PREPARATION OF BUSINESS PLAN FOR START-UPS

OBJECTIVES:

- To provide exposure for Start-ups and New Age Business Models.
- To develop entrepreneurial mindset among students.

GUIDELINES TO THE INSTITUTION:

1. Each student shall prepare hypothetical/imaginary entrepreneurship project report by indicating products/services that will be produced, marketed, key resources that will be used, customer segment that will be targeted to, the investment that will be required, funds that will be raised, cost which will be incurred, turnover that will be achieved and profit that will be attained from the business .
2. Entrepreneurship Project Record Book should be submitted to the college 15 days before completion of the Fourth Semester

MARKS ALLOCATION:

60 marks for Business Plan Report and 40 marks for Presentation of the Plan shall be awarded by the BBA Department of the college. These marks should be sent to the University along with IA marks at the end of the Fourth semester.

V SEMESTER

		Paper	Instruction hrs./week	Duration of Exam (hrs)	Marks			Credits
					IA	Exam	Total	
Part 2 Optional	Income Tax - I	5.1	4	3	30	70	100	3
	Business Regulations	5.2	4	3	30	70	100	3
	Indirect Taxes	5.3	4	3	30	70	100	3
	Information Technology for Business – I	5.4	4	3	30	70	100	3
	Elective 1	5.5	4	3	30	70	100	3
	Elective 2	5.6	4	3	30	70	100	3
Part 3	Business Skill Development Course (BSDC)* A. Field Study	-	-	-	100	-	100	2
	B. Skill Enhancement Course (SEC)** Employability Skills Training (Aptitude and GD Training)	-	2	-	100	-	100	2
Part 4	Ability Enhancement Compulsory Course	-	2	2	30	70	100	2
Total Credits								24

(Note: Students will have to undergo Internship with any Business Organization during the vacation between Fifth and Sixth semester.)

PART 3A

BUSINESS SKILL DEVELOPMENT COURSE (BSDC)*FIELD STUDY

OBJECTIVES:

- To enhance the classroom learning
- To support the students in contextual and experiential learning

GUIDELINES TO THE INSTITUTION:

1. Every student should have taken up field study during the vacation between fourth and fifth semester in the area of Marketing/Human Resource Management/Business Development/Finance/Entrepreneurship or any other aspect of business organization, for example:
 - a. Market survey for a product or service
 - b. A study on problems and challenges of small entrepreneurs
 - c. A study on awareness about various banking services
 - d. Student satisfaction survey about the quality of education
 - e. Employee satisfaction survey
 - f. Any other aspect related to business that can be covered under field study.
2. The Field Study report should essentially include:
 - i. Introduction
 - ii. Design of the Study
 - iii. Analysis
 - iv. Findings and Conclusions.
3. The faculty members shall guide the students in field study process and preparation of the report.

MARKS ALLOCATION:

- a) 60 marks for the Field Study Report and 40 marks for Presentation of the Report shall be awarded by the Department.
- b) The marks should be sent to the University along with IA marks at the end of the Fifth semester.

PART 3BSkill Enhancement Course: EMPLOYABILITY SKILLS TRAINING**

OBJECTIVE:

To enable the student to prepare for corporate placements.

GUIDELINES TO THE INSTITUTION:

1. BBA department should conduct Aptitude and GD training for the students of BBA for minimum of two hour per week.
2. The students should be trained in the areas of quantitative aptitude and group discussion.

MARKS ALLOCATION

- a) The Relevant marks should be awarded to the students on completion of the training based on Aptitude Test (50 marks) and Mock Group Discussion (50 marks).
- b) The Institution should send the marks to the University along with IA Marks scored by them in the Fifth Semester.

VI SEMESTER

	Paper	Instruction hrs/week	Duration of Exam (hrs)	Marks			Credits	
				IA	Exam	Total		
Part 2 Optional	Income Tax – II	6.1	4	3	30	70	100	3
	Strategic Management	6.2	4	3	30	70	100	3
	International Business	6.3	4	3	30	70	100	3
	Information Technology for Business – II	6.4	4	3	30	70	100	3
	Elective 3	6.5	4	3	30	70	100	3
	Elective 4	6.6	4	3	30	70	100	3
Part 3	Business Skill Development Course (BSDC)* a. Internship with Business Organisation				100	-	100	2
	b. Skill Enhancement Course**Placement Training		2		100	-	100	2
Part 4	AECC		2	2	30	70	100	2
	Total Credits							24

PART 3

BUSINESS SKILL DEVELOPMENT COURSE (BSDC)*

A. INTERNSHIP WITH BUSINESS ORGANIZATIONS

OBJECTIVES:

- To enhance the classroom learning
- To provide training and experiential learning opportunities for students
- To provide an opportunity to apply knowledge and skills acquired by the students in the classroom to professional context

GUIDELINES TO THE INSTITUTION:

1. Each student will have to work in a Business Organization for three weeks during the vacation between fifth and sixth semester.
2. The entire batch of students to be divided equally among the department faculty members. The faculty members should be the mentors and guide the students in internship process.

- The students must submit the Certificate for completion of internship by the organization to the college along with a brief report of not less than 25 pages. The report to contain a brief detail of the organization, nature of business, a write up on the learning outcome from the internship carried out by them.

MARKS ALLOCATION:

- 75 marks for the Internship Report and 25 marks for Presentation shall be awarded by the Department.
- The Institution should send the marks to the University along with IA Marks scored by them in the VI Semester.

1. Skill Enhancement Course - PLACEMENT TRAINING**

OBJECTIVE:

To prepare the student for corporate placements.

GUIDELINES TO THE INSTITUTION:

- BBA department shall conduct placement training for a minimum of two hours per week.
- The students should be trained in the areas of personal interview, resume preparation, email-etiquette, corporate etiquette and work discipline.

MARKS ALLOCATION

- The Relevant marks to be awarded to the students on completion of the training. IA marks shall be awarded on the basis of Practical Record (25 marks), Mock Personal-Interview (25 marks) and Test on Resume-preparation & Etiquettes (50 marks).
- The Institution should send the marks to the University along with IA Marks scored by them in the VI Semester.

ELECTIVE GROUPS

FINANCE ELECTIVE

Semester No.	Paper Code	Title of the Paper
V	FN1	Advanced Corporate Financial Management
	FN2	Security Analysis and Portfolio Management
VI	FN3	Risk Management and Derivatives
	FN4	International Finance

MARKETING ELECTIVE

Semester No.	Paper Code	Title of the Paper
V	MK1	Consumer Behavior
	MK2	Integrated Marketing Communication
VI	MK3	Digital Marketing
	MK4	Supply Chain and Logistics Management

HUMAN RESOURCE ELECTIVE

Semester No.	Paper Code	Title of the Paper
V	HR1	Industrial Relations and Employee Legislation
	HR2	Compensation and Performance Management
VI	HR3	International Human Resources Management
	HR4	Organization Development and Change Management

DATA ANALYTICS ELECTIVE

Semester No.	Paper Code	Title of the Paper
V	DA1	Business Analytics
	DA2	Marketing Analytics
VI	DA3	Financial Analytics
	DA4	HR Analytics

CO-AND EXTRA – CURRICULAR ACTIVITIES (CC& EC)

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

- N.S.S / N.C.C./Rotary Activities / Rovers and Rangers
- Sports and Games / Activities related to Yoga
- A Small project work concerning the achievements of Indians in different fields
- Evolution of study groups/seminar circles on Indian thoughts and ideas
- Interaction with local communities in their neighborhood and learn about and from them
- Exploring different aspects of Indian civilizations
- Any other Co- curricular and Extra-curricular activities leading to Student Development as prescribed by the University.

Evaluation of Co-curricular and Extra Curricular Activities as per the procedure evolved by the University from time to time.

GLIMPSES OF DEPARTMENT ACTIVITIES

