


KANNUR UNIVERSITY

(Abstract)

BBA Degree Programme under Choice Based Course Credit System & Grading Conducted by the SDE-
Scheme, Syllabus(full) , Question Paper Pattern & Model Question Papers (I Year only)of Core ,
Complementary & Open Courses- Implemented with effect from 2011 Admission - Orders Issued.

ACADEMIC BRANCH

U.O No.Acad/C1/2964/2010 (Vol II) (ii)

K.U. Campus, Dated, 22-02-2012

Read :-1. U.O.No .Acad/C2/11772/2011 dated 15-10-2011.

2. Minutes of the meeting of the Boards of Studies in Commerce (UG) held on 11-01-2012 &
08-02-2012

ORDER

1.As per the paper read (1) above the Regulations for UG Programmes under Choice Based Course Credit System & Grading were implemented for UG Programmes conducted by the School of Distance Education with effect from 2011 admission.

2. As per the paper read (2) above ,the meeting of the Board of Studies in Commerce(UG) held on 11-01-2012 & 08-02-2012 has finalized the Scheme , Syllabus ,Question Paper Pattern and Model Question papers for BBA Degree Programme under Choice Based Course Credit System & Grading Conducted by the SDE for implementation with effect from 2011 admission.

3 .The Vice Chancellor after considering the matter in detail and in exercise of the powers of Academic Council conferred under section 11 (1) of Kannur University Act 1996 and all other enabling provisions read together with has accorded sanction to implement the Scheme & Syllabus (full) ,and Question Paper Pattern & Model Question Papers (I year only) of Core, Complementary & Open courses of BBA Degree Programme under Choice Based Course Credit System & Grading Conducted by the SDE with effect from 2011 admission subject to report to the Academic Council.

4. Orders are therefore issued accordingly.

5. The implemented Scheme , Syllabus & Model Question Papers are appended.

To

The Director, School of Distance Education.

Sd/-
DEPUTY REGISTR(Academic)
For REGISTRAR

Copy to :

1. The Examination Branch (through PA to CE).
2. The Chairman BOS in Commerce (UG)
3. PS to VC/PA to PVC /PA to R/PA to CE/ 4.DR/AR 1 (Acad).
5. SF/DF/FC.

FORWARDED /BY ORDER

SECTION OFFICER

KANNUR UNIVERSITY
SCHOOL OF DISTANCE EDUCATION



B.B.A. DEGREE (UNDER GRADUATE) PROGRAMME

2011 Admission
(Under Choice Based Credit System and Grading)

**COURSE STRUCTURE FOR B.B.A. (DISTANCE EDUCATION) DEGREE
PROGRAMME UNDER CHOICE BASED CREDIT SYSTEM & GRADING
(2011 ADMISSION ONWARDS)**

1. COURSES

The B.B.A. (Distance Education) Programme includes four type of courses as given below:

Sl. No.	Type	Nature of Course	No. of Courses offered
1.	A	Common	6
2.	B	Core	7+1) Project Report 2) Placement Training and Project Report
3.	C	Complementary	2
4.	D	Open	1
Total Courses			16 + Project Report + Placement Training and Project Report

2. COURSE CODE

Each course shall have an alpha numeric code, which includes stream code, year in which the course is offered (1,2 or 3), the type of course (A,B,C or D) and the serial number of the course (01,02...).

3. CREDIT

The total credits of the B.B.A. (Distance Education) Degree Programme are 120. The total credit given for the four types of courses (A,B,C and D) are as follows:

Sl. No.	Type	Nature of Course	No. of Credit
1.	A	Common - (English and Language)	20
	A	Common – (General)	18
2.	B	Core -	57
	B	Core – Project	02
		Placement Training & Project Report	03
3.	C	Complementary	16
4.	D	Open	04
Total Credit			120

4. COMMON COURSES FOR B.COM/BBA

Sl. No.	Year	Course Code	Nature of Course	Title	Credit
1.	1	SDE-1A01.ENG	Common I	English	7
2.	1	SDE-1A02ENG	Common II	English	7
3.	1	SDE-1A03-	Common III	(Additional language)	6
Total					20

5. COMMON COURSES (GENERAL) FOR B.COM/BBA

Sl. No.	Year	Course Code	Nature of Course	Title	Credit
4.	2	SDE-2A04- COM/BBA	Common IV	Disaster Management and Environmental Studies	6
5.	2	SDE-2A05- COM/BBA	Common V	Entrepreneurship and Human Resource Management	6
6	3	SDE-3A06- COM/BBA	Common VI	Informatics Skills and Office Automation (Theory) (Practical)	4 2 6
Total					18

Total Credit for Common Course is $(20+18) = 38$

6. CORE COURSES

Sl. No.	Year	Course Code	Title	Credit
1	1	SDE.1B01 - BBA	Methodology of Business Studies and Management Concepts	8
2	2	SDE-2B02- BBA	Advanced Accounting	8
3	2	SDE-2B03 - BBA	International Business	7
4	2	SDE-2B04 - BBA	Project management Industrial Visit & Project Report	3 2 5
5	3	SDE-3B05 - BBA	Cost and Management Accounting	8
6	3	SDE-3B06 - BBA	Investment Management and Capital Market	8
7	3	SDE-3B07 - BBA	Production and Marketing Management	8
8	3	SDE-3B08- BBA	Financial Management	7
9	3	SDE-3B09 - BBA	Placement Training and Project Report	3
Total				62

7. COMPLEMENTARY COURSES

Sl. No.	Year	Course Code	Title	Credit
1	1	SDE-1C01- BBA	Statistics for Management	8
2	2	SDE-2C02 -BBA	Business Regulatory Frame Work	8
Total				16

8.OPEN COURSE

Sl. No.	Year	Course Code	Title	Credit
1	3	SDE-3D01- BBA	E-Commerce	4

All BBA. Students shall study an Open Course offered by other streams in the third year

9. STRUCTURE OF B.B .A. (DISTANCE EDUCATION) DEGREE PROGRAMME

Total Credits:120

Total Term: 3 Years

Evaluation: 100% External

YEAR – 1

Sl No.	Course Code	Nature of Course	Course Title	Credit	Duration of Exam (hrs.)
1.	SDE-1A01 – ENG	Common I	English	7	3
2.	SDE-1A02 - ENG	Common II	English	7	3
3.	SDE-1A03 – (Additional language)	Common III	Additional Language	6	3
4.	SDE-IB01 –BBA	Core I	Methodology of Business Studies and Management Concepts	8	3
5.	SDE-IC01 - BBA	Complementary 1	Statistics for Management	8	3
Total				36	

YEAR 2

Sl No.	Course Code	Nature of Course	Course Title	Credit	Duration of Exam (hrs)
1.	SDE-2A04 – COM/BBA	Common IV (General)	Disaster Management & Environmental Studies	6	3
2.	SDE-2A05 – COM/BBA	Common V (General)	Entrepreneurship & Human Resource Management	6	3
3.	SDE-2B02 - BBA	Core II	Advanced Accounting	8	3
4.	SDE-2B03 - BBA	Core III	International Business	7	3
5.	SDE-2B04 - BBA	Core IV	Project management 3 Industrial Visit & Project Report 2	5	2
6.	SDE-2C02 - BBA	Complementary II	Business Regulatory Frame Work	8	3
Total				40	

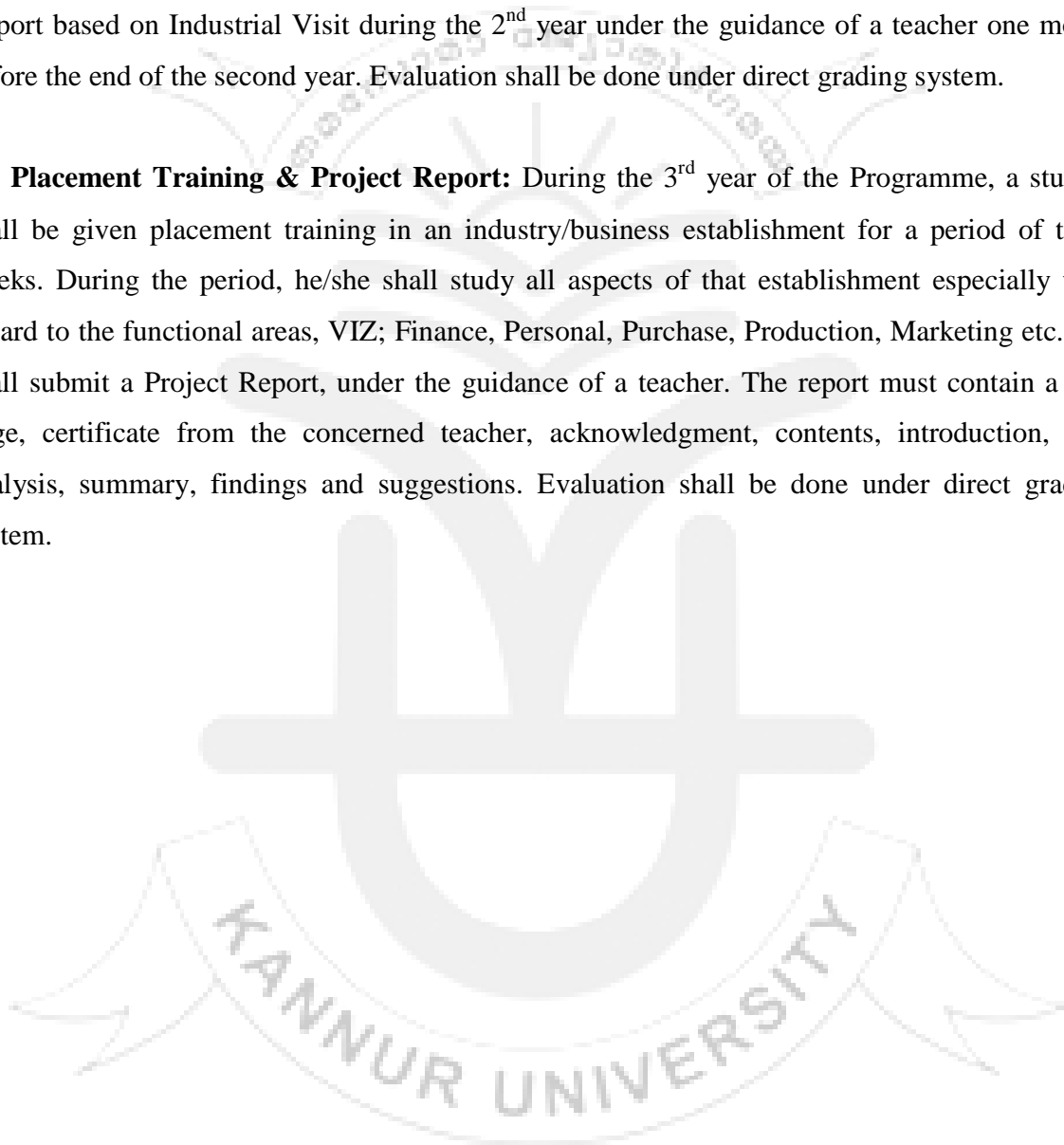
YEAR 3

Sl No.	Course Code	Nature of Course	Course Title	Credit	Duration of Exam (hrs)
1.	SDE-3A06- COM/BBA	Common VI (General)	Informatics Skills and Office Automation Theory 4 Practical 2	6	2 1
2.	SDE-3B05 - BBA	Core V	Cost and Management Accounting	8	3
3.	SDE-3B06 - BBA	Core VI	Investment Management and Capital Market	8	3
4.	SDE-3B07 - BBA	Core VII	Production and Marketing Management	8	3
5.	SDE-3B08 - BBA	Core VIII	Financial Management	7	3
6.	SDE-3B09 - BBA	Core IX	Placement Training and Project Report	3	-
7.	SDE-3D01 - BBA	Open	(Offered by other Streams)	4	2
Total				44	

9.1 All common courses (General), Core Courses, Complementary Courses and Open Courses (Offered for other streams) shall be taught by the commerce teachers.

9.2 Industrial Visit and Project Report: Every student shall prepare and submit a Project Report based on Industrial Visit during the 2nd year under the guidance of a teacher one month before the end of the second year. Evaluation shall be done under direct grading system.

9.3 Placement Training & Project Report: During the 3rd year of the Programme, a student shall be given placement training in an industry/business establishment for a period of three weeks. During the period, he/she shall study all aspects of that establishment especially with regard to the functional areas, VIZ; Finance, Personal, Purchase, Production, Marketing etc. and shall submit a Project Report, under the guidance of a teacher. The report must contain a title page, certificate from the concerned teacher, acknowledgment, contents, introduction, data analysis, summary, findings and suggestions. Evaluation shall be done under direct grading system.



BBA FIRST YEAR
(2011 ADMISSION ONWARDS)

**SDE-1B01- BBA. (CORE I) - METHODOLOGY OF BUSINESS STUDIES AND
MANAGEMENT CONCEPTS**

Number of credits : 8

Aims of the course:

- 1 The course aims at introducing the students to the world of business studies and the general methodology of different subjects that come under it.
- 2.To acquaint the students with the management concepts.

Objectives of the course:

- 1 To understand business and its role in society.
- 2 To comprehend entrepreneurship and its heuristics to comprehend the business environment.
- 3 To familiarize the business environment.
- 4 To enable the students to undertake business activities.
- 5 To acquaint the students with principles of management, help in understanding the various functions of management and developing management skills.

Course outline:

Module I:

Functioning of economics systems :- Division of labour, innovation, flow of goods and services and accumulation of wealth under different economic systems – Capitalism, socialism, communism, mixed economies, planned economies etc. ; Different forms of business organization :- Individual and organized business, families and corporate entities, business for profit and not for profit. ; Business Entities :- Individuals, cooperatives, trusts, partnerships, undivided families, joint stock companies, private, public and joint ventures.

Module II:

Role of business in economic development :- Indian development experience : Role of public and private sectors in post – colonial period, experience of liberalization and globalization. Different stake holders in business – owners, managers, employees and others. Corporate governance and its impact on industries ; Goals of business :- Share holder value maximization and its alternatives ; Goals of public sector, cooperatives and non profit enterprises – Government Regulation of business.

Module III:

Financial system and financial markets :- Money and capital markets. Functions of banks and other financial institutions – Role of stock exchanges. Finance for business :- Long term and short term funds, fixed and working capital, need for accounting in business and accounting practices.

Module IV:

Role of trained manpower for enhanced quality at individual, family, organizational and national levels. Functioning of organizations :- Role of HRM in small/medium/large organizations ; quality of life ; production of tangible and intangible products ; marketing and its role. Market conditions :- Perfect and imperfect market and their impact on prices and profit – use of technology in organization.

Module V:

Learning business information :- Use of reading techniques ; listening to lectures by individual and team faculty ; note taking – data information and knowledge – processing data collected through primary and secondary sources ; presentation of data and information. Tabular and diagrammatic forms ; analysis and interpretation of data and information ; deducting inferences. Reporting results and suggesting executive action.

Module VI:

Management concepts :-Nature, characteristics ,process and significance of management- Evolution of management thoughts :- Historical context of management – Classical school ; Bureaucracy ; Scientific management ; Administrative theory – Neo-classical school ; Human relations movement ; Behavioral movement – Modern approach : System, contingency, quantitative.-Levels of management.

Module VII:

Planning :- Meaning, definition, features and importance – Forecasting – Components of planning – Steps – Type of plans – Limitations of planning – Decision making :- importance, types, process, limitations. Improving individual and group decision making.

Module VIII:

Organizing and staffing :- Meaning and definition and purpose of organizing – principle of organization – types –Organizational structure- key components of organizing – departmentalization –Delegation of authority– centralization vs. decentralization of authority and responsibility. MBO and MBE – Staffing concepts.

Module IX:

Directing :- Meaning, definition, principles and techniques.-Supervision concepts- Motivation – techniques and problems – Theories of motivation –Maslow's Need Hierarchy theory, Herzberg's theory ,Vroom's Expectancy theory-Leadership concepts – Communication :- Meaning – barriers – grapevine.

Module X:

Coordination :- Concepts ,objectives, nature and characteristics.- Controlling :- Meaning, definition and essentials – Behavioral implications – span of control – resistance to control.

References:

- Keith Davis and : Business and Society Management, Public policy, Ethics ; International Students Edition.
- William C. Frederick McGraw Hill Book Co., New Delhi. (Latest Edition)
- Peter F. Drucker : Management – Tasks, Responsibilities, Practices. Allied Publishers Pvt. Ltd. (Latest Reprint)
- Peter F. Drucker : The Practice of Management. Harper and Row Publishers, Inc., NY. (Latest Reprint)
- R.C Bhatia : Business Organization and Management (Students Edition), Ane Books India.
- William and Loycks : Comparative Economic Systems.
- K.K Sen : Comparative Economic Systems.
- Gordon and Natarajan : Financial Markets and Services
- PC Tripathi & PN Reddy : Principles of Management
- B.S. Mushal : Principles of Management
- C.B. Gupta : Management Theory and Practice
- T.N. Chabra : Principles and Practices of Management
- P.C. Tulsian & Vishal Pandey : Business Organization and Management, Pearson Education

SCHOOL OF DISTANCE EDUCATION, KANNUR UNIVERSITY

**BBA FIRST YEAR
(2011 ADMISSION ONWARDS)**

SDE-1C01-BBA. (COMPLEMENTARY-1) STATISTICS FOR MANAGEMENT

Objectives of the course: **Number of credits : 8**

To familiarize the students with the basic statistical tools used to summarize and analyze quantitative information for decision making. To acquaint students with basic statistical tools which have an application in business and economic situations.

Module I:

Introduction to Statistics – Meaning and definition – Scope - Functions- Empirical and quantitative analysis – Quantitative Techniques :- Types : Mathematical, Statistical and Programming-Specific uses of Q.T in business -Limitations of QT- Distrust of statistics.

Module II:

Statistical Investigation - Phases-Collection of data : Primary and Secondary-Methods of collection- Sampling Methods -Laws of Sampling – Determination of sample size- sampling errors.

Module II:

Classification, Tabulation and Diagrammatic & Graphic presentation – Classification and tabulation- Diagrammatic and graphic presentation of data- one and two dimensional diagrams-Pie diagrams- Pictograms and cartograms – Graphs of frequency distribution

Module IV:

Statistical Averages - Central tendency-features of a good average-Types:-Mean, Median and Mode- Geometric and Harmonic Mean – Weighted average - Relationship among averages.

Module V:

Measures of variation - Meaning and features of Dispersion-Different absolute and relative measures of Dispersion- Lorenz Curve.

Module VI:

Index Numbers-Meaning ,definition, uses and types-Problems in construction-Methods-Test of consistency - Fixed base and Chain base methods-Base Shifting, Splicing and Deflating- Computation of consumer price index.

Module VII:

Correlation - Meaning-Types-Methods of measurement:-Diagrammatic and Mathematical (Karl Pearson's, Rank, Concurrent Deviations)

Module VIII:

Simple Regression Analysis – Meaning, definition and uses- Types- Correlation and regression-Methods of studying Regression.

Time series analysis-components-methods of studying secular trend.

Module IX:

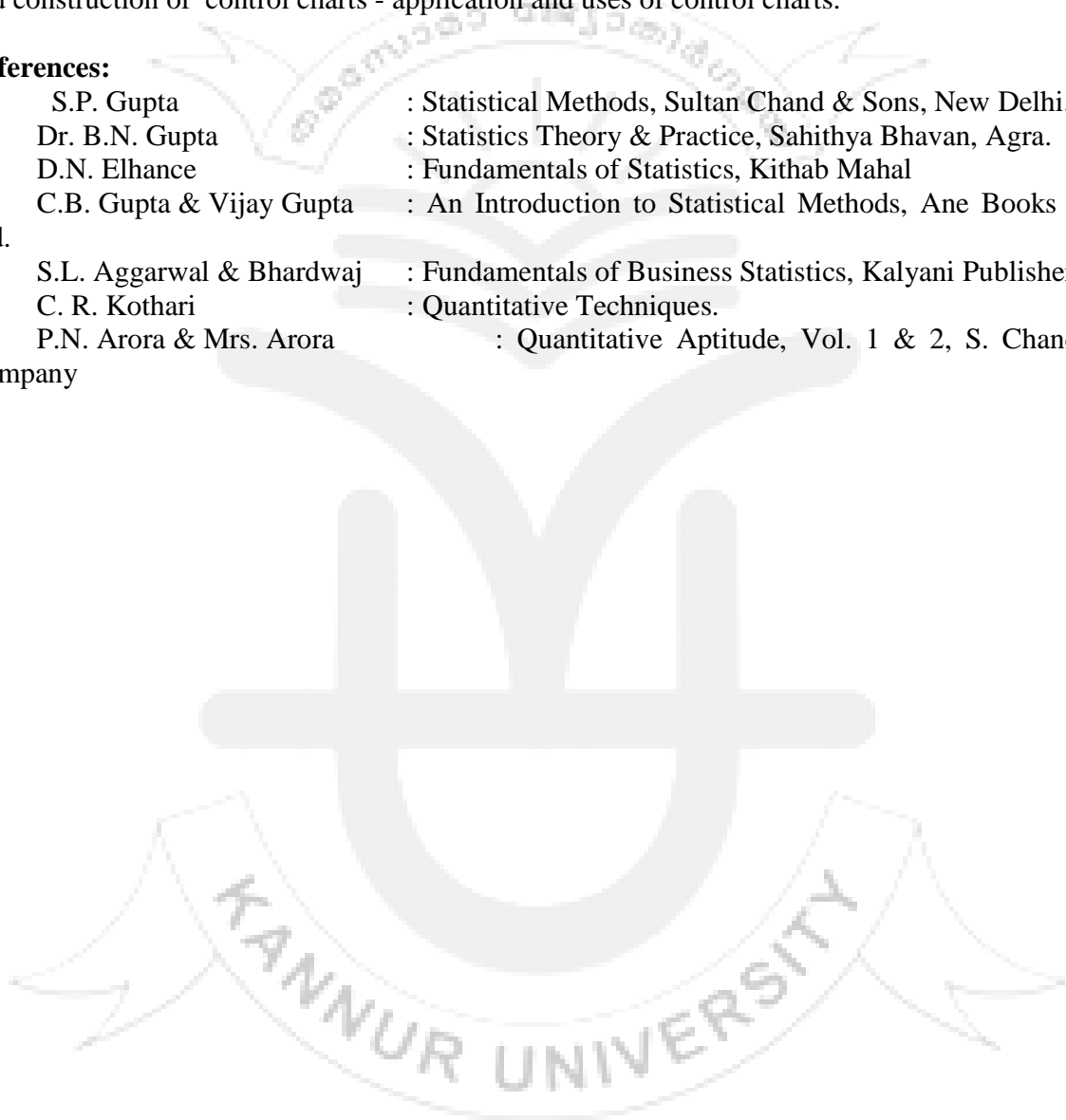
Probability - Meaning and definition –Theorems of probability-Application of permutation and combinations – Conditional probability-Bye's Theorem.-Probability Distributions:- Binomial, Poisson and Normal.

Module X:

Statistical Quality Control - Concepts of control charts - causes of variation in quality - types and construction of control charts - application and uses of control charts.

References:

- | | |
|--------------------------|---|
| S.P. Gupta | : Statistical Methods, Sultan Chand & Sons, New Delhi. |
| Dr. B.N. Gupta | : Statistics Theory & Practice, Sahithya Bhavan, Agra. |
| D.N. Elhance | : Fundamentals of Statistics, Kithab Mahal |
| C.B. Gupta & Vijay Gupta | : An Introduction to Statistical Methods, Ane Books Pvt. Ltd. |
| S.L. Aggarwal & Bhardwaj | : Fundamentals of Business Statistics, Kalyani Publishers |
| C. R. Kothari | : Quantitative Techniques. |
| P.N. Arora & Mrs. Arora | : Quantitative Aptitude, Vol. 1 & 2, S. Chand & Company |



SCHOOL OF DISTANCE EDUCATION ,KANNUR UNIVERSITY

B.B.A.. SECOND YEAR

(2011 ADMISSION ONWARDS)

**SDE-2A04-COM/BBA (Common IV -General):
DISASTER MANAGEMENT AND ENVIRONMENTAL STUDIES**

Number of credits:6

Course Objectives:

The main objective of the course is to study the emerging approaches in disaster reduction & management. *To give a general awareness to the students about the environment and sociology, and environmental pollutions.*

Module-I

Environmental Hazards, Environmental Disasters and Environmental Stress- Meaning-management of environmental hazards and disasters-different approaches – Landscape approach – Ecosystem approach- Perception approach- relation with human ecology

Module-II

Types of Environmental Hazards & Disasters – Natural Hazards and Disasters- Planetary Hazards/ Disasters: (a) Endogenous Hazards: Volcanic Eruption–Earthquakes- Landslides. (b) Exogenous Hazards: Infrequent events - Cyclones – Lightning – Hailstorms Cumulative atmospheric hazards/ disasters: Floods – Droughts – Cold waves – Heat waves. Extra Planetary Hazards/ disasters. Man induced Hazards & Disasters: Physical hazards/ Disasters-Soil Erosion – Chemical hazards/ disasters: - Release of toxic chemicals, nuclear explosion-Sedimentation processes. Biological hazards/ disasters - Population Explosion

Module III

Approaches in Disaster Management- Three Stages: 1)Pre-disaster stage (Preparedness) – Preparing hazard zonation maps ,predictability/forecasting and warning- Preparing disaster preparedness plan - Land use zoning - Preparedness through (IEC) Information, education & Communication Pre-disaster stage (mitigation) -1) Disaster resistant house construction - Population reduction in vulnerable areas - Awareness. 2) Emergency stage-Rescue training for search & operation at national & regional level – Immediate relief – Assessment surveys.3) Post Disaster stage-Rehabilitation: Political, administrative aspect – social aspect – economic aspect – environmental aspect

Module-IV

Natural Disaster Reduction & Management- Provision of immediate relief measures to disaster affected people – Prediction of hazards and disasters-measures of adjustment to natural hazards. .Integrated Planning- Contingency management preparedness –Education on disasters – Community involvement – The adjustment of human population to natural hazards & disasters.

Role of Media and International Organizations.

Module-V

Disaster Mitigation Institutions - . Meteorological Observatory – Seismological Observatory- Volcano logy Institution- Hydrology Laboratory -. Industrial Safety Inspectorate – Institution of Urban & Regional Planners- Chambers of Architects- Engineering Council- National Standards Committee

ModuleVI

Environment-Brief discussion on the components of the environment,-- Brief outline of the Environment (Protection) Act 1986 should be discussed including effect on companies, contravention, penalties and return requirement. -- Role of NGOs like green peace in Environmental protection.

ModuleVII

Ecology : Brief outline on Elements of Ecology; Brief discussion on Ecological balance and consequences of change,. Environmental Impact Assessment report (EIA) and requirement of EIA for startup manufacturing enterprise.

ModuleVIII

Air Pollution and Control : Sources and effects of pollutants in the industrial context- primary and secondary pollutants- acid rain, green house effect, depletion of ozone layer, global warming, standards and control measures required by industry in compliance to The Air (Prevention and Control of Pollution) Act 1989.

Module IX

Water Pollution and Control : Brief Discussion on Hydrosphere, natural water, pollutants: their origin and effects, river/lake/ ground water pollution, The financial implication of water pollution control and steps required to be taken by industry e.g. Sewerage treatment plant- water treatment plant- Standards and control in relation to the effect of legislation by Central and State Boards for prevention and control of Water Pollution.

Module X

Land Pollution : Brief understanding of lithosphere, Pollutants (municipal, industrial. commercial, agricultural, hazardous solid waste); their original effects, collection and disposal of solid waste, recovery & conversion methods in relation to an industrial enterprise with discussion about the financial implication in a business enterprise.

References:

1. R.B Singh(Ed) : Disaster Management, Rawat Publications, New Delhi
2. H.K Gupta(Ed) : Disaster Management, Universiters Press, India:
3. R.B Singh : Space Technology for Disaster Mitigation in India (INCED), University of Tokyo
4. Dr. Satender : Disaster Management in Hills, Concept Publishing Co., New Delhi
5. M.C Gupta : Manuals on Natural Disaster Management in India,

6. R.K Bhandani : National Centre for Disaster Management, IIPA, New Delhi.
: An Overview on Natural and Man made Disaster & their
Reduction, CSIR, New Delhi.
7. Kates B.I & White G.F: The Environment as Hazards, Oxfords, New York
8. Savinder Singh : Environmental Geography, Prayag Pustak Bhavan
9. . R.B Singh(Ed) : Environmental Geography, Heritage Publishers, New Delhi
- 10 Environmental Science Cunnigham, TMH
- 11 Environmental Studies : A.K.De & A.K.De, New Age International
- 12 Environmental Pollution
Control Engineering C.S.Rao, New Age International
- 13 Environmental Management N.K. Oberoi, EXCEL BOOKS
- 14 Ecosystem Principles
& Sustainable Agriculture Sithamparanathan, Scitech



SCHOOL OF DISTANCE EDUCATION ,KANNUR UNIVERSITY

B.B.A.. SECOND YEAR

(2011 ADMISSION ONWARDS)

SDE-2A05-COM/BBA (Common V-General):

ENTREPRENEURSHIP AND HUMAN RESOURCE MANAGEMENT

Number of credits:6

Objective:

The objective of this course is to familiarize the students with the basic principles of Human Resource Management and Entrepreneurship.

Module I:

Entrepreneurship- meaning- definition- entrepreneur- functions- types- intrapreneur- women entrepreneurship- problems- role of entrepreneurs in economic development.

Module II:

Factors affecting Entrepreneurial Growth-Rural entrepreneurship-role of entrepreneur in economic development

Module III:

Entrepreneurship Development Programme (EDP) - need- objectives- institutional effort and role of Government in developing entrepreneurship.

Module IV

Micro, Small & Medium Enterprises- small scale business- problems and prospects- incentives and subsidies- meaning of project report.

ModuleV:

Institutional Support to Small Entrepreneurs- NSIC- SIDO- SSIB- SSICS- SISI-DICs- Industrial Estates- specialized institutions- TCO's.

ModuleVI:

Introduction to Human Resource Management (HRM)- meaning- functions- nature and scope of HRM- position of HR Manager.

ModuleVII:

Manpower Planning (HR Planning)- recruitment- selection-training- induction- placement- job analysis- job specification- compensation- incentives and types of incentive plans.

ModuleVIII:

Performance Appraisal- methods and objectives- career planning and development.

Module IX:

HR Problems- absenteeism- lockouts- lay off- retrenchment- trade unions- meaning-functions- grievance redressal.

Module X:

Human Resource Information System-(HRIS)-Meaning-objectives-sub-systems of HRIS- functioning of HRIS-designing of HRIS-applications of computerized HRIS.

Reference:

1. Human Resource Management : L M Prasad
2. Human Resource Management : T N Chhabra
3. Human Resource Management : Dr. K Aswathappa
4. Entrepreneurial Development : P Saranvanvel
5. Entrepreneurship Development: S S Khark

SCHOOL OF DISTANCE EDUCATION ,KANNUR UNIVERSITY

B.BA. SECOND YEAR

(2011 ADMISSION ONWARDS)

SDE-2B02-BBA (Core-II): ADVANCED ACCOUNTING

Number of credits:8

Objectives of the Course:

To develop among the students a conceptual understanding of the fundamentals of financial accounting system and to equip them with basic skills for recording various types of business transactions.

To help the students to acquire the conceptual knowledge of Corporate Accounting and to help learn the techniques of preparing the financial statements.

Course Outline:

Module- I

Introduction: Accounting as a financial information system-Inputs and out puts of accounting system-Generally accepted accounting principles ,concepts and conventions. – Accounting process up to preparation of Trial Balance (An over view) – Measurement of business income – continuity doctrine and matching concept – revenue recognition

Module- II

Final Accounts of Sole Trading concern-Construction of Manufacturing ,Trading and Profit and Loss Account and Balance Sheet with adjustments. Rectification of errors.

Module- III

Joint Venture- Features-Difference between Joint Venture and Consignment-Methods of keeping accounts of Joint Venture business.

Module- IV

Royalty Accounts-Types-Minimum rent-Short workings-Recoupment-Lease and Sub-lease-Entries in the books of the parties.

Module- V

Self- Balancing System-Meaning and objects-Self balancing and Sectional balancing-Control accounts-Transfer entries-Set off-Correction of errors.

Module- VI

Inland Branch Accounts: Accounts of dependant and independent branches – Stock and Debtors & Final Accounts Method, at cost price and invoice price – Incorporation of branch transaction in the books of H.O. Reconciliation and preparation of consolidated accounts

Module- VII

Employee Share-based Payments and Bonus Shares –Forms of employee share based payments-Objectives and importance-Accounting treatment –Fair Value method
Bonus shares- Capitalization of profits –Sources-SEBI Guidelines-Accounting treatment

Module VIII

Acquisition & Profits prior to incorporation – Meaning -computation of purchase consideration – acquisition entries in the books of the company (closing entries in Vendor's books not necessary) – computation of profits prior to incorporation – treatment of prior profit or loss.

Module IX

Final Accounts of Companies – Preparation of final accounts – Balance Sheet – Profit & Loss Account – (in both old and new format) –

Module X

Accounts of Insurance Companies-Component of final accounts of life and general insurance business.

References :

1. Advanced Accounting : Prof. M. C.K.Nambiar
2. Advanced Accounting : M.C.Shukla & T.S.Grewal
3. Advanced Accounting : R.L.Guptha
4. Advanced Accounting : S.N.Maheshwari
5. Advanced Accounting : B.S.Raman
6. Advanced Accounting : Ashok Sehgal & Deepak Sehgal
7. Advanced Accounting : S.K.R.Paul

8. Advanced Accounts VolumeII : Shukla: M.C., T.S.Grewal and S.C.Guptha (S.Chand & Co., New Delhi)
9. Advanced Accountancy, Volume II : Guptha R.L. and M.Radhaswami (Sulthan) Chand & Sons, New Delhi)

10. Corporate Accounting : Maheshwari. S.N. and S.K.Maheshwari, (Vikas publishing House, New Delhi)
11. Corporate Accounting : Ashok Sehgal and Deepak Sehgal, (Taxman Publication, New Delhi)
12. Corporate Accounting : S.P. Jain and K.L.Narang (Kalyani Publishers, New Delhi)
13. Fundamentals of Corporate : Monga, J.R (Mayur Paper
backs, New Accounting Delhi)

14. Financial Accounting B.K.Banerjee(PHI Pvt.Ltd.New Delhi)

SCHOOL OF DISTANCE EDUCATION ,KANNUR UNIVERSITY

B.B.A.. SECOND YEAR
(2011 ADMISSION ONWARDS)
SDE-2B03-BBA (Core III):

INTERNATIONAL BUSINESS

Number of credits:7

Objectives:-

This course is intended to give the students an exposure to the basic concepts of international business and to the dynamics of conducting international business operations

Module 1

Introduction to International Business: Evolution of International Business-Why go international?-Drivers of globalization-Stages of internationalisation- International business approaches-Modes of entry-Goals of International business-Advantages of International Business-Problems of International Business.

Module 2

Globalization: Definition-Globalization of world economy-Globalization of business-Essential conditions for globalization-Advantages-Implications and impact-Policy options.

Module 3

Multinational Corporations: Definition-Concepts-Factors that contributed for the growth of MNCs-Advantages and disadvantages-Control over MNCs-Organisational structure of MNCs-MNCs in India-The Idealization of Transnationals.

Module 4

Global Trade and its Theories: Introduction-Mercantilism-Theory of absolute cost advantage-Comparative cost advantage theory- Comparative cost advantage with money-Relative factor endowment theory-Country similarity theory-Product life cycle theory-Global strategic rivalry theory-Porter's National Competitive Advantage-Competitive Advantage.

Module 5

Foreign Direct Investment: Meaning-Why FDI?-Theories of FDI: Product Life Cycle, Market Imperfections, Eclectic Theory, Market Power, Internationalization Approach-Factors influencing FDI-Reasons for FDI-Costs and benefits of FDI-Trends in FDI-FDI in India.

Module 6

GATT/WTO and Global Liberalization: Introduction-GATT-The Uruguay Round-World Trade Organization-Salient features of UR Agreement-GATS, TRIMS, TRIPS-IPRs and Developing countries-Patents and Dispute settlement-Anti-Dumping measures-WTO and developing countries-WTO and India.

Module 7

Trade Blocks and Business Centers: Economic integration-European Union (EU)-North American Free Trade Agreement (NAFTA)-The Association of South East Asian Nations (ASEAN)-European Free Trade Association-Latin American Integration Association-South Asian Association for Regional Co-operation (SAARC)-The Economic and Social Commission for Asia and the Pacific (ESCAP)-Asia Pacific Economic Co-operation (APEC)-MERCOSUR-ANDEAN-Implications of Trade Blocks for business.

Module 8

Export –Import Documentation: Introduction-Need-Kinds of documents-Principal documents: Commercial invoice, packing list, Marine insurance policy/certificate, Bill of exchange, Letter of credit, Bill of Lading, Airway bill, Combined transport document, GP/PPNPP/COD/SOFTEX Forms, Export inspection certificate, AR4/AR5 Forms, Shipping Bill, Certificate of origin, Shipment advice, Consular invoice-Auxiliary Documents: Shipping instruction form, Application for Export Inspection Agency, Shipping order, Mate receipt, Dock Challan.

Module 9

Social issues in International Business: Business ethics-Sources of Business ethics-Managing ethics-Corporate culture and ethical climate-Social responsibility and ethics in International Business-Responsibilities to different sections-Environmental issues- Labour issues.

Module 10

E-Business: Introduction-New information Technologies-Models of E-Business: Business to Business, Business to Consumer Model, Consumer to Consumer Model, Consumer to Business Model-Re-engineering the International Business Process- E-Business-Conceptual Analysis.

Books Recommended:

International Business Francis Cherunilam	PHI Learning Pvt. Ltd, New Delhi
:	
International Business K Aswathappa	Tata McHGrav Hill, New Delhi
:	
International Business P. Subba Rao	Himalaya Publishing House, New Delhi
:	
International Business V K Bhalla and S Shiva Ramu	Anmol Publications Pvt Ltd., New Delhi
:	
International Business: Charles Hill	

SCHOOL OF DISTANCE EDUCATION ,KANNUR UNIVERSITY

B.B.A.. SECOND YEAR

(2011 ADMISSION ONWARDS)

SDE-2B04-BBA (Core IV): PROJECT MANAGEMENT

		Project
Management -3		
Report -2		Project
		Total No.of
	Credits -5	

Objective:

The course aims at enabling the students to learn the process and issues relating to preparation, appraisal, review and monitoring of projects.

Module I

Promotion of a Venture – opportunities analysis – external environmental analysis – economic, social, technological – competitive factors – legal requirements for establishing a new unit .

Module II

Introduction to Project – concept – features – classification – project identification – sources – screening of ideas – project formulation- need – significance – feasibility study – sources of information – report.

Module III

Technical Analysis – elements – material inputs and utilities – technology – sources – factors – acquisition –transfer-appropriateness of technology - plant capacity- factors – Plant size – measures – factors – factory design – importance – factors- benefits – types of factory building – factors influencing – plant location – factors - ideal location- plant layout - factors influencing – types of layout – product mix – need for considering alternatives.

Module IV

Investment Outlay – major cost components – capital cost – operating cost – means of financing – planning capital structure- various financing schemes of financial institutions –

Module V

Financial Analysis- cost of production – break even analysis – projected profit and loss account, balance sheet and cash flow statement- provisions and considerations for computing taxable income.

Module VI

Appraisal Criteria – methods of appraisal under certainty and under risk and uncertainty – investment appraisal in practice- Payback – ARR – NPV – IRR—process followed by financial institutions – project appraisal techniques - Social cost-benefit analysis – methodology of SCBA- L&M approach and UNIDO approach – SCBA in India .

Module VII

Project Report Preparation – objectives – functions – contents – project management techniques – PERT and CPM techniques – critical path – event slacks and activity floats – scheduling – resources allocation – resources smoothing – time and cost overrun – project review – phases of project review – abandonment analysis.

Reference:

1. Prasanna Chandra : Project preparation, Appraisal and Implementation; Tata Mc Graw Hill, Delhi
2. IDBI : Manual for Industrial Project analysis in developing countries
3. OECD : (i) Manual for Preparation of Industrial feasibility studies (ii) Guide to practical project appraisal
4. Planning Commission: Manual for Preparation of Feasibility Report
5. Chaudhary S : Project Management; Tata Mc Graw Hill, Delhi
6. RL Pitale : Project Appraisal Techniques ; Oxford and IBH
7. Madan Mohan Pant : Project Evaluation

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B.B.A.. SECOND YEAR

(2011 ADMISSION ONWARDS)

SDE-2C02-BBA (Complementary II): BUSINESS REGULATORY FRAME WORK

No.of Credits -8

Objectives:

The objective of this course is to familiarize the students with the legal system affecting business in the country. To familiarize the students with the rules and regulations regarding company formation, raising of capital and corporate governance

Module I

Law of contracts : Definition of contract – Essentials of valid contract - classification of contracts – offer – Acceptance - communication of offer, acceptance and revocation – consideration – capacity of parties – consent – mistake – misrepresentation – Fraud – coercion – undue influence – unlawful agreements - void agreements – performance of contract – Discharge and breach of contract – Remedies for breach of contract.

Module II

Contracts of Indemnity and Guarantee: Definition – Distinction between indemnity and guarantee – surety – Rights and Liabilities of surety – Discharge of surety.

Module III

Sale of Goods: Definition – Goods – classification of goods – sale – Essentials of sale – Agreement to sell – Difference between sale and agreement to sell - Delivery to goods - rules regarding delivery of goods – Rules relating to passing of property in goods – condition and warranty - definition – implied conditions – implied warranty – Distinction between condition and warranty – Rights and Duties of Buyer and seller – unpaid seller - definition – Rights and duties of unpaid seller.

Module IV

Contract of Agency: Definition- Relations of principal and agent – rules of agency – creation of agency – classification of agents – duties of agent - rights of agent – Co-agent – personal liability of agent - termination of agency.

Module V

Introduction to Company legislation in India – Definition and nature of company - characteristics – Types of companies

Module VI

Formation and Incorporation of Companies : Stages of Formation – Promotion – functions of promoters –Incorporation procedure- Pre incorporation contracts – Capital subscription – Commencement of Business.

Module VII

Memorandum and Articles: Memorandum : Definition – importance – clauses of Memorandum (contents in detail) – Procedure of alteration of Memorandum of Association – Doctrine of ultra vires and its legal consequences. Articles of Association : Definition – Contents - procedure of Alteration of Articles of Association – constructive notice of Memorandum and Articles and its legal effect – Table A-

Module VIII

Prospectus : Definition – Importance – contents - statement in lieu of prospectus – Deemed Prospectus – Misleading Prospectus.

Module IX

Company Meetings – Statutory meeting – Statutory Report – Annual General meeting – statutory Report – Annual General meeting – Extra Ordinary General meeting - Notice and its requirements – Quorum – Agenda – Proxy – Voting – Resolution – Ordinary – Special – Resolution Requiring special notice.

Module X

Winding up of Companies : Different Types.

Reference:

1. Mercantile Law : M.C .Kuchal
2. A Manual of Mercantile Law : M.C. Shukla
3. Handbook of Mercantile Law : E. Venkitesan
4. Business Law : S.K .Agarwal
5. Elements of Mercantile Law : N.D .Kapoor
6. Business & Industrial Law : B.S. Moshal
7. Elements of Company Law : N.D.Kapoor
8. Indian Company Law : R.R.Gupta & V.S.Gupta
9. Text book Company Law : M.P. Tandon
10. Indian Company Law : Avtar Singh
11. Indian Companies Act, 1956 (With Amendment)

SCHOOL OF DISTANCE EDUCATION ,KANNUR UNIVERSITY

B.B.A..THIRD YEAR

(2011 ADMISSION ONWARDS)

SDE-3A06-COM/BBA (Common VI-General):

INFORMATICS SKILLS AND OFFICE AUTOMATION(Theory)

(Theory-4

Practical-2

Credits -6

Total No. of

Objective : *To update and expand basic informatics skills and attitudes relevant to the emerging knowledge society and also to equip the students to effectively utilize the digital knowledge resources for their chosen courses of study.*

Module I

Introduction to Information Technology- Computers- Definition- Features – Necessity – Generation – Problems of Computerization – Basic structure of computers – Types of computers - Information Technology – Definition - History of Information Technology – Advantages & disadvantages of IT- Data, Information & Knowledge – Meaning – Knowledge management- Academic search technique – Use of IT in teaching learning – Academic services – INFLIBNET –NICENET – BRNET

Module II

IT & Society – Issues and concern – Free software movement – IT & Industry – IT & Business- IT & Commerce – IT & Health care– E Governance – IT for national integration- Cyber Ethics – Cyber Crime – Security – Cyber Laws – Health Issues – E waste

Module III

Office Automation – Meaning – Definition – Advantages- Disadvantages – Historical background – Basics of Office automation – Data storage- Text handling – Desktop publishing – Image handling – Spread sheet program

Module IV

Office Automation Tools: Word Processing – Meaning - Features - MS Office – Folder creation – File creation – Editing – Creating Header and footer – Adding Tables – Inserting Pictures - Formatting - Mail merge – Power point Presentation (With Practical Knowledge)

Module V

Office Automation Tools: Spread sheet (Excel)- Introduction - Features – Advantages – Parts of work sheet – Formatting – Editing – Formula creation – Creating Charts – Mathematical Functions – Financial Functions – Application in accounting (With Practical Knowledge)

Module VI

Office Automation Tools: Accounting Package- Company Creation- Voucher Entry- Preparation of TB- Preparation of Final accounts with adjustments (With Practical Knowledge)

Reference:

1. Introduction to Information Technology - V Rajaraman – PHI Learning Pvt. Ltd New Delhi
2. Computer Today – Alexis Leon – Leon Vikas
3. Computer Fundamental – V K Jain
4. Management Information Technology – Vijaykumar Khurana
5. Hand book of automation – Shimon Y Nof
6. The Hand Book of Office Automation – Ralph Reilly
7. P C Software made e simple – R K Texali
8. MS Internet Explorer - Techmedia



SCHOOL OF DISTANCE EDUCATION ,KANNUR UNIVERSITY

B.B.A..THIRD YEAR

(2011 ADMISSION ONWARDS)

SDE-3B05-BBA (Core V): COST AND MANAGEMENT ACCOUNTING

No.of Credits -8

Objectives :

The objective of this course is to acquaint the students with the basic concepts and tools used in cost Accounting.

To provide the students an understanding about the use of accounting data, for planning, control and managerial decision making

Module I

Nature of Cost Accounting: Meaning – scope and importance of cost accounting- cost and cost unit – cost sheet - Distinction between cost and Financial Accounting.

Module II

Elements of Cost: *Materials* : Accounting for materials - Classification – Purchasing, store keeping, classification and codification, level settings – Economic Orders Quantity – Materials issues – material control, methods of pricing issues– specific price, FIFO, LIFO , simple average, weighted average – stock valuations – perpetual inventory, periodic inventory, ABC analysis and VED analysis.

Module III

***Labour*:** Definition and classification, computation of labour cost, Treatment of idle time, overtime wages, Leave with wages etc.- Principal methods of remuneration, various incentive wage systems.

Module IV

Overheads : Definition, importance, classification collection and accumulation of overheads – allocation, apportionment –methods- absorption of overheads.

Module V

Process costing : characteristics of process costing and job order costing -process losses – Normal and abnormal losses.

ModuleVI

Introduction to Management accounting Definition, meaning, nature, scope and objectives of management accounting - distinction between financial, cost and management accounting.

Module VII

Analysis and interpretation of financial statements – Balance sheet, profit and loss account - functions of financial statements - meaning objectives and importance and limitations of financial statements. Techniques of analysis – comparative, common size and trend analysis - ratio analysis – classification of ratios- profitability ratios, liquidity ratios, solvency ratios, activity ratios, leverage ratios - interpretation of financial statement

Module VIII

Fund flow statement and cash flow statements – concepts, definitions, uses- concept of working capital- schedule of changes in working capital-Fund flow statements- Preparations of cash flow statements

Module IX

Budgeting and Budgetary Control: Meaning of budgets, budgetary control -types of budgets – flexible budget – functional budgets – Production budget – cash budget- sales budget – material budget – advantages & limitations of budgetary control

Module X

Standard Costing and Variance Analysis: Meaning of standard cost and standard costing – steps involved in standard costing – advantages and limitations of standard costing – variance analysis – material variances, labour variances

Reference:

- | | | | |
|-----|--------------------------------|---|---------------------------|
| 1. | Cost Accounting | : | S.P.Jain & K.L.Narang |
| 2. | Cost Accounting | : | Babathosh Banerjee |
| 3. | Advanced Cost Accounting | : | V.K.Saxena & C.D.Vashit |
| 4. | Cost Accounting | : | T. Lucy |
| 5. | Management Accounting | : | Sharma R.K & Sasi Guptha |
| 6. | Management Accounting | : | N.M Singhvi & Bodhan Wale |
| 7. | Management Accounting | : | RSN Pillai & Bhagavathi |
| 8. | Management Accounting | : | S.K. Guptha & R.K Sharma. |
| 9. | Management Accounts | : | S N. Maheswari |
| 10. | Management Accounts | : | S.P. Guptha |
| 11 | Cost and Management Accounting | : | S.P. Jain & K.L. Narang |

SCHOOL OF DISTANCE EDUCATION ,KANNUR UNIVERSITY

B.B.A.. THIRD YEAR

(2011 ADMISSION ONWARDS)

SDE-3B06-BBA (Core VI):

INVESTMENT MANAGEMENT AND CAPITAL MARKET

Number of credits:8

Objectives:

To facilitate the students to understand the concepts of investments and to enable them to analyze the risk and returns characteristics of securities and portfolios in a dynamic market environment. To familiarize the students with the nature and functioning of capital markets in India and enable them to learn management of investments.

Module I

Introduction – Meaning, definition and need of investment–Investment environment–Investment attributes–Investment v/s speculation–gambling– Role in Economic Development .

Module II

Investment Factors – Elements of investment–Factors influencing investment– Return – Meaning – Types – Risk- Meaning – Sources of Risk.

Module III

Investment Avenues - : Corporate Securities - government bonds - post office saving certificate and deposits - public provident fund scheme, mutual fund schemes, bank deposits - LIC -Real Estate - Other emerging avenues

Module IV :

Securities: : Different types of securities – Equity, Debt, Preference shares–Stock market classification of shares– Mutual funds: Entities in mutual fund–types of schemes.

Module V

Capital Market–Meaning and importance–Structure of Indian Financial System–money market and capital market–Instruments in capital market–Recent trends in Indian capital market.

Module VI

Primary Market– Meaning and functions–Methods of flotation of new issue–Parties involved in the new issue–Listing.

Module VII:

Secondary Market-Stock exchanges in India-BSE and NSE-Sensex and Nifty-Trading mechanism in stock exchanges-Speculative traders vs. genuine traders-Type of speculators-Central Depository System-National Securities Depository Limited (NSD)-OTCEI.

Module VIII:

Regulation of capital market: Securities and Exchange Board of India (SEBI)-Constitution, Power and Functions – role of SEBI in regulating the primary and secondary markets-SEBI and investors protection.

Module IX:

Portfolio Management Process – Setting the objectives-Selection of asset mix-Formulation of portfolio strategy-Selection of securities-Portfolio execution-Portfolio revision-Performance evaluation.

Module X:

Security Analysis: Fundamental analysis – Economic, industry and company analysis – Technical analysis – Tools- Charting techniques-Trends, Indicators, Patterns, Advance, Decline – RSI – Market indices – Dow theory – Random Walk Theory.

Reference:

1. Investment Analysis & Portfolio Management : Prasanna Chandra, Tata McGraw Hill
2. Investment Management : Saram Harry , Prentice Hall
3. Portfolio Management : Francis & Aricher
4. Portfolio Management : S. Kevin
- 5.Security Analysis & Portfolio Management : Punithavathy Pandyan, Vikas Publishing House, Pvt. Ltd
- 6Investment Management V.A.Avadhani
- 7.Investment Management Preethi Singh
- 8.Portfolio Management S. Kevin
- 9.Stock Exchange Trading in India L.C.Gupta
- 10 How the Stock Market Works John M .Dalton

SCHOOL OF DISTANCE EDUCATION ,KANNUR UNIVERSITY

B.B.A.. THIRD YEAR

(2011 ADMISSION ONWARDS)

SDE-3B07-BBA (Core VII):

PRODUCTION AND MARKETING MANAGEMENT

Number of credits:8

Objective: To familiarize students with the basic principles of production management. To provide the students about with basic knowledge the concepts, principles, tools and techniques of marketing.

MODULE I

Production and Operation Management- Meaning and Importance- Plan Location , Factor affecting Location-Rural- Town-Sub-Urban-Plant Layout- Principles of plant layout-Steps in plant layout- Factors influencing plant layout- Types of plant layout

MODULE II

Production- Planning and Control: Objectives, Function and Importance-Work study- objectives and procedure-Method study- Meaning- Procedure-Work measurement- Meaning-- objectives and procedure

MODULE III

Material handling: Importance-Principles-Types of material handling and equipments

MODULE IV

Plant maintenance- Meaning- definition- importance- objectives- Area of maintenance- Types of Maintenance- Break down maintenance- preventive maintenance- predictive maintenance- Routine maintenance- planned maintenance

MODULE V

Quality control: Meaning- definition- importance- objectives-SQC- Acceptance Sampling (Theory Only) – Inspection

MODULE VI

Introduction to Marketing: Evolution of Marketing Concept- Traditional and Modern Concept- nature , scope and importance of marketing _ Recent trends in Marketing – Process of marketing management- marketing management task-segmentation , targeting and positioning- Marketing Mix

MODULE VII

Product Decision: Concept of Product:- Core product and augment Product- Product line and Product mix Decision- Product Life Cycle- New Product development process _ Branding na packaging- Marketing Myopia

MODULE VIII

Pricing Decision – Factors affecting Pricing Decision-Methods of Pricing - Pricing policies and Pricing Strategies

MODULE IX

Promotion: Nature and Importance of Promotion- Promotion Process- Types of Promotion- Sales Promotion – Public Relation – Advertising – Personal Selling- Sales Promotion Tools and Techniques- Advertisement Media – Advertisement Copy- Personal Selling and Sales marketing

MODULE X

Distribution Decision: Marketing Channel- Types of Channel- Marketing intermediaries- Wholesalers and retailers-Functions- Factors affecting choice of particular channel- Recent trends in channel Management

References:-

1. Production Management : Benga and Sharma
2. Operations Management : Aswathapa
3. Principles of Marketing : Philip Kotler
4. Marketing Management : V.S RamaSwamy and Namakumari

SCHOOL OF DISTANCE EDUCATION ,KANNUR UNIVERSITY
B.B.A.. THIRD YEAR
(2011 ADMISSION ONWARDS)
SDE-3B08-BBA (Core VIII): FINANCIAL MANAGEMENT

Number of credits:7

Objectives:

To acquaint the students with the fundamental concept of financial management and to equip them with the tools of effectively managing the finance of an enterprise

Module 1

Introduction - Meaning, scope and objectives of financial management –profit maximization-wealth maximization

Module II

Finance functions – investment – financing and dividend decisions – risk and return – basic concepts.

Module III

Cost of capital: - Meaning significance– computation of cost of cost of debt –cost of preference capital –cost of equity capital & retained earnings – Weighted average cost of capital.

Module IV

Capital Budgeting :- meaning– Process of capital budgeting – principles – problems – assumptions – importance – kinds of capital budgeting decisions – Accounting profit and cash flow analysis

Module V

Investment appraisal techniques – PB period – average rate of return – NPV – IRR – PI index – Discounted PB – capital rationing.

Module VI

Capital structure: - meaning – planning the pattern of capital structure – factors influencing the pattern of capital structure – theories of capital structure – NI approach – NOI approach – traditional theory – MM theory .

Module VII

capitalization – over and under capitalization – concept of leverage – operating, financial and combined leverage.

Module VIII

Working capital management: - Meaning and concepts of working capital – principles of working capital management - factors affecting working capital requirements - operating cycle - estimation of working capital .

Module IX

Sources of working capital finance - management of cash, receivables and inventory.

Module X

Dividend and retention policies - Dividend – meaning and kinds – dividend policies - Walters model – Gordon’s model – irrelevance of dividend policy – residual theory – MM approach.

References:

1. Financial Management : I.M. Pandey
2. Financial Management : M.Y. Khan and S.P. Jain
3. Financial Management : Dr. Prasannachandra
4. Financial Management : Ravi M. Kishore
5. Financial Management : Dr. S.N. Mahaswari
6. Financial Management : P.V. Khulkarni
7. Financial Management : R.K Sharma and Shasi K Gupta

SCHOOL OF DISTANCE EDUCATION ,KANNUR UNIVERSITY

B.B.A. THIRD YEAR
(2011 ADMISSION ONWARDS)

SDE-3D01-BBA (Open Course): E-COMMERCE

Number of credits:4

Objectives :

To give an understanding to the students about the need for E-commerce, its operational framework, the major areas of E- Commerce applications and to give an exposure to the cyber laws.

Module I

Introduction : _Business operations – Basic features – Elements- limitations of traditional commerce – E-commerce- origin- growth- basic technologies- features- components- advantages- limitations- types of E-commerce.

Module II

E-Commerce – operational framework & security .Computer system- Hardware – Software- Networks- Types- Extranet- Internet- Basics- feature- internet-services- Email – Internet Addressing – URL- www- web browsers- types- internet protocol- HTML – HTTP-

Module III

Cyber Security- Internet vulnerable- Hacking, Data theft, vandalism, cyber frauds, cookies, spanner etc- protection measures- pass words- firewalls, encryption , website protection .

Module IV

Web Commerce: Electronic market place- features- advertising and online marketing- purchase online- Handling money on net

Module V

Electronic Payment Systems- types- credit cards- electronic Cheque- Electronic Data Interchange – meaning, components- business application.

Module VI

E-commerce – Application Areas: E- banking special feature- EFT - E-Governance - models, online trading -E Commerce in auctions, Travel & Tourism, Supply chain management etc. - e shopping.

Module VII

Cyber Laws: Information Technology Act 2000 – scope- definitions – objectives- authentication of electronic records – powers of central Govt.- Certifying authority- duties of subscribers – digital signature- private key, public key- penalties and adjudication - CRAT- Offences.

Reference:

1. Information Technology : BS Jolly & K.S Jolly (Suchitha Prakashan)
2. A profile of information Technology
-Computer Digest : HR Banerjee (Jaico)
3. Electronic Commerce : Efraim Turban, Jae Lee, David King
& Michael Chung (Pearson Edn. Asia, Delhi)
- 4 Frontiers of electronic commerce : Ravi Kalkotta & Andrew B
Whinston (Wesley, Delhi)
5. E-Commerce John Wiley & Sons, Heary



SCHOOL OF DISTANCE EDUCATION ,KANNUR UNIVERSITY

**B.B.A. THIRD YEAR
(2011 ADMISSION ONWARDS)**

**SYLLABI
SDE-3B09-BBA (Core IX)
PLACEMENT TRAINING & PROJECT REPORT**

No. of credits : 3

I- INTRODUCTION –

Generating new knowledge and updating existing knowledge from the day to day experience is one of the aims of higher education. For this purpose a student is to be encouraged to search and research for finding new knowledge. Student should be able to apply the theoretical knowledge that they acquired in industrial and business environment in the real world situations by taking up any issue as a project that requires review, explanation or solution.

Placement Training refers to work experience that is relevant to professional development prior to graduation. Placement Training is an essential component in the development of the practical and professional skills required by a management student and is an aid to prospective employment.. It is a mechanism to ensure students acquire practical skills and experience professional practice,

. A project is a scientific and systematic study of real issue or a problem intended to resolve the issue with application of concepts, principles, theories and processes. It should entail scientific collection, analysis and interpretation of data to valid conclusions.

II -OBJECTIVES OF THE COURSE –

- a) To expose students to business experience and knowledge which is required in industry, but are not taught in the lecture rooms.
- b) To apply the knowledge taught in the lecture rooms in real industrial situations.
- c) To use the experience gained from the 'Placement Training' in discussions held in the lecture rooms.
- d) To get a feel of the work environment.
- e) To gain experience in writing reports in industrial works/projects.
- f) To expose students to the managers responsibilities and ethics.
- g) To provide pre-professional work experience with specific assignments and responsibilities.
- h) To help students make informed decisions and improve their marketability after graduation.
- i) To encourage students to apply the skills and knowledge gained in the classes to benefit the organizations.
- j) To nurture quality business graduates well verse with information technology, versatile, competitive, innovative and resourceful.

To develop the skills of Thinking, Reasoning, Enquiring, Analyzing, and Treatise (TREAT) on business or economic institutions or on issues or problems relating to business or economy, “think” conceptually, “reason” logically, “enquire” thoroughly, “analyze” scientifically and make the “Treatise” (i.e. a systematic report). And that is the work expected of you.

III -LEARNING OUTCOME –

After undergoing placement training a student will be acquiring knowledge and skill requirements of current and future business/industrial environments. On successful completion of the course a student is expected to produce a written report on the project in standard format.

IV -GENERAL GUIDELINES –

1. During the third year every student shall undergo a placement training and submit a project report
2. The student shall be given placement training Programme in an industry/business establishment.
3. The duration of the Programme must be three weeks
4. During the training period, the student shall study all the aspects of the establishment especially with regard to functional areas, Viz; Finance, personnel, purchase, production, marketing etc.
5. A student must submit a Attendance Certificate to the department issued at the end of the training period by the Organization
6. Industrial training will be monitored by the faculty in charge in consultation with the TPO.(Training and placement Officer/Supervisor)
7. All the students are required to report to their respective Training Supervisor in the organization appointed to them on time.
8. Instructions/ Assignments given by officials of the establishment should be strictly adhered.
9. Students may be divided into groups and each group will be assigned a faculty in charge for support and guidance. Each student is required to:
 - a. Keep continuous interactions with Faculty In charge regarding the Project proceedings.
 - b. Report once in a week to the Faculty In charge personally.
10. The project title can be confirmed in consultation with the Faculty In charge. Proper data is to be collected according to the report during the training period itself.
11. Students are required to prepare their project report during the training period itself. Compile and draft the project report and get it approved by the faculty in charge before binding.
12. All students will have to submit the synopsis and objectives of the training within the first week of their placement training.
13. The project work can be done either individually or by a team not exceeding five students. However, separate copy of reports must be submitted by each student
14. The team should be, to the extent possible, diverse in composition with different capabilities (weak, strong, creative, analytical etc.) and different orientation (liberal, conservative etc.) to enable cross learning
15. The project report should be unique with respect to **title, project content and project layout. No two project report of any students should be identical**, as this may lead to the cancellation of the project report by the University.

16. The four hours allotted for the project work for class room instruction shall be utilized for:
 - a) Equipping the students with methodology of project preparation,
 - b) Familiarizing the basic nature and structure of a project,
 - c) Preparing questionnaire,
 - d) Collecting data,
 - e) Analyzing data using Excel/SPSS software
 One hour per week by turn should be devoted to in-library reading and preparation of the dissertation and the teachers concerned are to monitor and guide the reading process and check the notes prepared in connection with the topic.
17. Divide the project up into a series of smaller steps or parts. Put the parts of the project into a time sequence (literature survey, acquiring a sampling frame, data, analysis etc.)
18. The candidate shall prepare at least two copies of the report: One copy for submission to the Department and one copy for retaining with the student. More copies may be prepared if the organization or the guide or both ask for one copy each.
19. Duly forwarded copy of the project report should be submitted to the Head of the Department two weeks before the last working day of the third year to enable timely dispatch to the university by HOD through proper channel.
20. It is the responsibility of each student to obtain her/his own industrial/business placement.

V - PLACEMENT TRAINING & PROJECT REPORT

A Placement Training report should be prepared at the end of the training period .The report is expected to demonstrate development of practical and professional skills in Industrial/business establishment through technical experience and application of theoretical knowledge. Development of skills in dealing with people, and communication skills form part of the training experience.. The student should be able to present the report as a complement to their degree. The following should be observed:

- i. Length of training
- ii. Preliminary information
- iii. Technical report/diary

References should be made in the text to books, technical papers, standards etc., used during the training period and should be listed. Finally, a conclusion should include comprehensive comments on the type and value of experience gained

VI- A MODEL PROJECT DESIGN-

The **project** work can be designed by considering the following **elements**.

1. Selection of a Topic
2. Pilot Survey – a trial run of questionnaire / interviews
3. Significance / Social relevance of the Study
4. Review of Literature
5. Formulation of Research Questions / Issues
6. Research Objectives (Minimum 2)
7. Coverage (Universe / Sample & period of study)

8. Data source (Primary/Secondary)
9. Methods of Analysis i.e., Tools and Techniques
10. Limitations of the study
11. Chapter outline
12. Result Chapter(s)
13. Conclusion

VII - FORMAT FOR PREPARATION OF PROJECT REPORT

I-Arrangement of Contents of Project Report

The sequence in which the project report should be arranged and bound is as follows:

1. Cover Page & Title Page
2. Certificate of Training issued by Industry/firm/company
3. Declaration by the student
4. Acknowledgement
5. Table of Contents
6. List of tables
7. List of Figures
8. List of Symbols, Abbreviations
9. Chapters I, II, III, IV, V
10. Appendices
11. References

CHAPTER I

INTRODUCTION

- 1.1 Introduction
- 1.2 Necessity
- 1.3 Objectives
- 1.4 Theme
- 1.5 Organization

CHAPTER II

LITERATURE SURVEY RELATED WITH TRAINING

Literature Survey Related information available in standard Books/Manuals, Journals, Transactions, Internet Websites etc. and services offered by companies

CHAPTER III

TRAINING WORK

Training Work Module Development

- Computational
- Experimental
- Mathematical
- Statistical
- Conceptual

(out of above methods at least one method is to be used for the training module)

CHAPTER IV EVALUATION OF TRAINING

Evaluation may be done based on following:

Analysis of training done

Methods normally used are Analytical /Computational/Statistical/Experimental/ or Mathematical

CHAPTER V CONCLUSIONS AND FUTURE SCOPE OF TRAINING

5.1 Conclusions & objectives achieved

5.2 Future Scope

5.3 Applications

2. Page dimension and typing instructions:

The dimension of the project report should be in A4 size. The project report should be printed in bond paper and bound using flexible cover of the thick white art paper or spiral binding. The general text of the report should be typed with 1.5 line spacing. The general text shall be typed in the font style 'Times New Roman' and font size 12. Paragraphs should be arranged in justified alignment with margins 1.25"each on top, bottom, left and right of the page with portrait orientation. **The content of the report shall be around 70 pages.**

3. Preparation format:

3.1 Cover Page & Title Page – A specimen copy of the Cover page & Title page of the project report are given in *Appendix I*.

3.2 Bonafide Certificate – The Bonafide Certificate shall be in double line spacing using Font Style Times New Roman and Font Size 14, as per the format in *Appendix II*. The certificate shall carry the supervisor's signature and shall be followed by the supervisor's name, academic designation (not any other responsibilities of administrative nature), department and full address of the institution where the supervisor has guided the student. The term 'SUPERVISOR' must be typed in capital letters above the supervisor's name and academic designation. It shall be countersigned by the HOD

3.3 Declaration by the student-Appendix III.

3.3.1 Acknowledgment by the student-It shall contain gratitude towards the help, service, facilities etc. offered by individuals and institutions for completing the project report

3.4 Table of Contents – The title page, Bonafide Certificate and Declaration by the Student will not find a place among the items listed in the Table of Contents but the page numbers of which are in lower case Roman letters.

3.5 List of Tables – The list should use exactly the same captions as they appear above the tables in the text. By the word Table, is meant tabulated numerical data in the body of the project report as well as in the appendices

3.6 List of Figures – The list should use exactly the same captions as they appear below the figures in the text. All other nonverbal materials used in the body of the project work and appendices such as charts, graphs, maps, photographs and diagrams may be designated as figures.

3.7 List of Symbols, Abbreviations and Nomenclature –Standard symbols, abbreviations should be used. wherever necessary

3.8 Chapters – The chapters may be broadly divided into 3 parts:

- (i) Introductory chapter,
- (ii) Chapters developing the main theme of the project work and
- (iii) Conclusion.

Depending on the nature of the project selected by the student the introductory chapter should invariably contain the background of study, the problem, objectives, limitations, methodology and review of earlier studies. The main text will be divided into several chapters and each chapter may be further divided into several sub-divisions.

- Each chapter should be given an appropriate title.
- Tables and figures in a chapter should be placed in the immediate neighborhood of the reference where they are cited.
- Endnotes may be given at the end of each chapter they should be typed single space, which refers to the material they annotate with font size of 11 points.

3.9 Appendices – Appendices are provided to give supplementary information, which is Included in the main text

may serve as a distraction and cloud the central theme.

- Appendices should be numbered using Roman numerals, e.g. Appendix I Appendix II, etc.
- Appendices, Tables and References appearing in appendices should be numbered and referred to at appropriate places just as in the case of chapters.
- Appendices shall carry the title of the work reported and the same title shall be made in the contents page also.

3.10 List of References –The listing of references should be typed 4 spaces below the heading “REFERENCES” in alphabetical order in single spacing with left aligned. The reference material should be listed in the alphabetical order of the first author. The name of the author/authors should be immediately followed by the year and other details.

4. No boarder line should be given to the pages.

VIII –PROJECT EVALUATION-

- 1) Evaluation of the Project Report shall be done externally under Direct Grading System.
- 2).External evaluation shall be done by an external examiner appointed by the University
- 3) Different **weightages** for assessment of different components for evaluation may be taken as below.:

External	
Component	Weight
Relevance of the topic	1
Statement of Objectives	2
Methodology	3
Presentation of Facts / Figures / Diagrams & organization of report.	5
Quality of Analysis/Use of Statistical Tools	4
Findings & Recommendations	4
References	1
TOTAL	20

4) External Examiners will be appointed by the University from the list of VI semester Board of Examiners

in consultation with the Chairperson of the Board

5) The chairman of the VI semester exam should form and coordinate the evaluation teams and their work

IX-PASS CONDITIONS-

1) Submission of the Project Report for external evaluation is compulsory. No grade shall be awarded to a candidate if she/he fails to submit the Project Report for external evaluation

2) A student shall be declared to pass in the Project Report course if she/he secures minimum **D Grade** for **external** evaluation.

3) If a candidate fails to secure a minimum D Grade in the external evaluation , the Project work may be redone and the report may be resubmitted

4) There shall be no improvement chance for the grade obtained in the Project Report.

X – APPENDICES –

APPENDIX - I

(A typical Specimen of Cover Page & Title Page)

TITLE OF PROJECT REPORT

<1.5 line spacing>

A PROJECT REPORT

Submitted by

<Italic>

NAME OF THE CANDIDATE

REG No.

Under the supervision of

(NAME OF THE SUPERVISOR)

in partial fulfilment for the award of degree in

<1.5 line spacing><Italic>

BACHELOR OF BUSINESS ADMINISTRATION

NAME OF THE COLLEGE

OF KANNUR UNIVERSITY

<1.5 line spacing>

MONTH & YEAR

APPENDIX II

(A typical specimen of Bonafide Certificate)

KANNUR UNIVERSITY

BONAFIDE CERTIFICATE

Certified that this project report “.....**TITLE OF THE PROJECT.....**”

is the bonafide work of “.....**NAME OF THE CANDIDATE.....**” —
who carried out the project work under my supervision.

<<Signature of the Head of the Department>>

<<Signature of the Supervisor>>

SIGNATURE

SIGNATURE

<<Name>>

<<Name>>

HEAD OF THE DEPARTMENT

SUPERVISOR

<<Academic Designation>>

<<Department>>

<<Department>>

<<Full address of the Dept & College >>

<<Full address of the Dept & College >>

APPENDIX III

DECLARATION

I,, hereby declare that the Project Work entitled..... (Title of the Project Work),[Eg: **“CONSUMER BRAND PREFERENCES WITH REGARD TO DECORATIVE PAINTS (A Comparative Study of Asian Paints and Berger paints)”**] has been prepared by me and submitted to Kannur University in partial fulfillment of requirements for the award of degree in Bachelor of Business Administration, is a record of original work done by me under the supervision of Dr./Prof.of Department of B.B.A,College.

I also declare that this Project Work has not been submitted by me fully or partly for the award of any Degree, Diploma, Title or Recognition before.

Place:

Date:

Signature of the Student

(Reg. No)

PATTERN OF QUESTION PAPERS

for

B.B.A. DEGREE (UNDER GRADUATE-SDE) PROGRAMME

(Under Choice Based Credit System and Grading)

B.B.A. DEGREE PROGRAMME (SDE)

GENERAL PATTERN-1

**(FOR COMMON (GENERAL), CORE AND COMPLEMENTARY COURSES
EXCLUDING SDE-3B05 BBA-INFORMATICS SKILLS AND OFFICE AUTOMATION
& SDE -3D01-BBA.OPEN COURSE)**

**Time :3 Hours
WGP:120**

Max.Weights:30

Max

Part	Type of questions	Total No.of questions	No. of questions to be answered	Weightage	Total weightage	Max.WGP
A	Objective/ Multiple choice	2bunches.Each Bunch consist of 4 Objective questions	All(2 bunches- 8 questions)	1/bunch	2x1=2	2x4x1=8
B	Short Answer	10	8	1/question	8x1= 8	8x4x1=32
C	Short Essay/Problems	8	6	2/question	6x2=12	6x4x2=48
D	Long Essay/Problems	3	2	4/question	2x4= 8	2x4x4=32
Total		29	24		30	120

GENERAL PATTERN-11

**(FOR CORE IV –SDE.-3B05 - BBA . INFORMATICS SKILLS & OFFICE
AUTOMATION (THEORY)
AND SDE-3D01-BBA. OPEN COURSE)**

**Time :2 Hours
WGP:80**

Max.Weights:20

Max

Part	Type of questions	Total No.of questions	No. of questions to be answered	Weightage	Total weightage	Max.WGP
A	Objective/ Multiple choice	2bunches.Each Bunch consist of 4 Objective questions	All(2bunches- 8 questions)	1/bunch	2x1=2	2x4x1=8
B	Short Answer	8	6	1/question	6x1= 6	6x4x1=24
C	Short Essay/Problems	6	4	2/question	4x2= 8	4x4x2=32
D	Long Essay/Problems	2	1	4/question	1x4= 4	1x4x4=16
Total		24	19		20	80

GENERAL PATTERN-111

(SDE.-3B05 - BBA . INFORMATICS SKILLS & OFFICE AUTOMATION (PRACTICAL)

**Time :1 Hour
WGP:40**

Max.Weights:10

Max

Three parts:A,B,C .Each part contains 2 questions. Attend 1 question from each part.

Part-A-Weightage:3 WGP;4x3=12

Part-B-Weightage:3 WGP;4x3=12

Part-C-Weightage:4 WGP;4x4=16

Time:3Hours

PART –A

This part consist of **two** bunches of question carrying **equal** weightage of **one** .
Each bunch consist of **four** objective type questions. Answer **all** questions.

I 1)The minimum number of members in a public company is :

- a)2
- b)5
- c)7
- d)50

2)An example of direct tax is:

- a)Income tax
- b)Sales tax
- c)Value added tax
- d)Excise duty

3)Pervasiveness of planning indicates that planning:

- a)Extends throught the organization
- b)Is a top management function
- c) Is the first element of management process
- d) Is future oriented activity

4)Which of the following is not relevant for problem identification in decision making?

- a) Research and Analysis
- b) Diagnosis
- c) Gap analysis
- d) Experimentation

[W=1]

11 5) Return on investment is related to _____.

- a) Profitability
- b) Liquidity
- c) Solvency
- d) Turnover

6) Data collected by the researcher for the first time is called _____.

- a) Primary data
- b) Informal data

c) Secondary data

d) Public data

7) The subject matter of communication is known as _____.

8) Controlling seeks to ensure _____ as per plan?

[W=1]

1

PART -B

Answer **any eight** questions in **one** or **two** sentences **each**. **Each** question carries a weightage of **one**.

9. Define innovation.
10. Define business.
11. What do you mean by managerialism?
12. Define entrepreneur.
13. What is a non banking company?
14. What is classical theory of management?
15. What are strategies?
16. What is authority?
17. Explain human resource planning.
18. What is job description?

[W=8x1=8]

PART-C

Answer **any six** questions. Answer **not** to exceed **one** page. **Each** carries a weightage of **two**.

19. What is division of labour? How is it done?
20. Explain different sectors of Indian economy.
21. What are the important sources of short-term funds?
22. What is a perfect market? What are its features?
23. What is planning? Explain the steps of planning.
24. Distinguish between formal and informal organization.
25. Explain the importance of staffing.
26. What is decision making? Explain the types of decision making.

[W=6x2=12]

PART-D

Answer **any two**. **Each** question carries a weightage of **four**.

27. Explain different ways of learning business information.
28. What is motivation? Explain Maslow's need theory of hierarchy.
29. What do you mean by trait theory of leadership? State the innate qualities of leadership.

[W=2x4=8]



Time:3Hours

PART –A

This part consist of **two** bunches of question carrying **equal** weightage of **one** .
Each bunch consist of **four** objective type questions. Answer **all** questions.

- I 1) Classification is the process of arranging the data in :
- a) Different columns
 - b) Different rows
 - c) Grouping of related parts into different classes
 - d) Different and columns
- 2) Diagrams and graphs are tools of :
- a) Collection of data
 - b) Analysis
 - c) Presentation
 - d) Summarization
- 3) Bernoulli distribution is another name for :
- a) Poisson distribution
 - b) Normal distribution
 - c) Binomial distribution
 - d) None of these
- 4) Regression equation of Y on X is used when we want to predict :
- a) Value of X for a given value of Y
 - b) Value of Y for a given value of X
 - c) Both of the above
 - d) None of these

[W=1]

- 11 5) The coefficient of correlation:
- a) Has no limits
 - b) Can be less than 1
 - c) Varies between ± 1
 - d) Can be more than 1
- 6) The median of 5, 8, 7, 10, 12, 13 & 9 is -----
- a) 10
 - b) 7
 - c) 9
 - d) None of these
- 7) If $P(A)=0.5$, $P(B) =0.6$ and $P(A \cap B)=0.2$, $P(A' \cap B')$ is equal to -----
- a) 0.1
 - b) 0.9
 - b) 0.3
 - d)0.5
- 8)The number of permutations possible, out of 5 different taking two at a time will be-----
- a)30
 - b)60
 - c)20
 - d)10

[W=1]

PART –B

Answer **any eight** questions in **one** or **two** sentences **each**. Each question carries a weightage of **one**.

9. What is qualitative data?
10. What do you mean by oral interview?
11. What is quota sampling?
12. What are the practical uses of Harmonic Mean?
13. What do you mean by coefficient of Quartile Deviation?
14. What is meant by cyclical variation?
15. Give an example of mutually exclusive events.
16. List any two methods of calculating correlation.
17. What is standard normal variate?
18. Name two methods to analyze time series trends.

[W=8x1=8]

PART-C

Answer **any six** questions. Answer **not** to exceed **one** page. **Each** carries a weightage of **two**.

19. State the requisites of a good average.
20. What are the properties of normal distribution?
21. What are the causes of variation in quality?
22. Find inter quartile range from the following

Marks	:	10	18	22	17	15	32
No. of students:		8	10	13	7	5	8
23. The mean value of 50 items were found to be 40. For the above calculation two values were taken as 22 and Instead of 32 and 21. Find the correct value of mean.
24. For a moderately skewed data, the arithmetic mean is 200, the correct coefficient of variation is 8
and Karl Pearson's coefficient of skewness is 0.3. Find the mode and median.
25. From the following data, the regression equation of X on Y

X : 5 6 7 3 2

Y :4 5 8 2 1

26. There are 6 boys and 4 girls. committee of 6 girls is to formed. In how many ways can this be done

if the committee has to contain at least two girls.

[W=6x2=12]

PART-D

Answer **any two**. Each question carries a weightage of **four**.

27. Define statistics .State its scope and functions.

28. Findout the appropriate Price Index from the following. Also prove, factor reversal and time test

reversal test is satisfied in it. Take 2005 as the base year

Commodities	2005		2011	
	Price Expense	Expense	Price	Expense
A	6	30	12	84
B	7	49	11	66
C	10	80	15	75
D	4	20	10	60

29. Given $P(B_1) = P(B_2) = P(B_3) = 1/3$. $P(A/B_1) = 1/2$ $P(A/B_2) = 1/4$ $P(A/B_3) = 1/5$.

Calculate $P(B_2/A)$

[W=2x4=8]