



Department of Commerce, Manipal

Outcome Based Education (OBE) Framework

Three Year full-time Undergraduate Programme

Bachelor of Business Administration  
[BBA]

2023 Regulations  
(Applicable from 2023-24 Admissions)



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**Department of Commerce, Manipal Campus  
Manipal Academy of Higher Education**

**Regulations governing the undergraduate degree programmes of  
Department of Commerce, Manipal Campus  
Manipal Academy of Higher Education**

## **1. PREAMBLE**

Manipal Academy of Higher Education (MAHE), an institution of eminence deemed to be university, established the Department of Commerce (DoC) at its Manipal (Karnataka, India) Campus in the year 2007 to provide quality education in the Commerce and Management domain. After introducing the Bachelor of Business Management (BBM) in eBanking and Finance in the year 2007, the Department of Commerce has witnessed tremendous growth in the number of graduates each year by introducing new programmes and specialisations catering to the demand from the industry and career opportunities for students. The Department offers (a) Bachelor of Business Administration programme with eleven specialisation streams, (b) Bachelor of Commerce (Professional), (c) Bachelor of Commerce (Business Process Management), (d) Master of Commerce (Professional), (e) Master of Commerce (Banking Technology), (f) Master of Commerce (Logistics and Supply Chain), (g) Master of Science (Financial Economics), (h) Master of Science (Health Economics), (i) Master of Science (Business Analytics), (j) Master of Arts (Digital and Creative Marketing), and (k) Post Graduate Diploma in Logistics and Supply Chain programmes as in the year 2023. Being part of the Manipal Academy of Higher Education, an institution of eminence deemed to be university, the Department of Commerce has pioneered introducing courses and specialisations that are industry-relevant, professional certifications, and industry-accredited programmes.

## **2. TITLE AND COMMENCEMENT**

These regulations shall be called the “regulations governing the undergraduate degree programmes of Department of Commerce, Manipal Campus, Manipal Academy of Higher Education”. These regulations shall come into force from the academic year 2023-24.

## **3. MINIMUM QUALIFICATION FOR ADMISSION**

- 3.1. Admission to the undergraduate degree programmes is open to all candidates who possess a 50% aggregate marks at 10+2 or equivalent level of education from a recognized board.
- 3.2. The selection for the undergraduate degree programmes is purely on merit basis.
- 3.3. Indian Nationals can apply under the General category. Foreign nationals/Non-Resident Indians/Indian nationals supported by NRI relatives can apply under the Foreign/NRI Category.

## **4. PROGRAMME DURATION AND ACADEMIC CALENDAR**

- 4.1. The undergraduate degree programmes shall be of three years’ duration with six semesters. Students will be permitted to extend the study for one more year (two semesters) and obtain undergraduate honours degree if they meet the eligibility requirements as stated in clause 5.14.
- 4.2. Each semester will have fifteen weeks (90 days) of course work including internal examination weeks.
- 4.3. The student shall be allowed a maximum of six years of duration to become eligible for the award of the undergraduate degree. If a student fails to be eligible within the maximum duration allowed, he/she shall have to register for the programme as a fresh candidate.
- 4.4. Academic calendar approved by the Registrar, MAHE will be followed throughout the academic year.

## **5. ATTENDANCE AND PROGRESSION**

- 5.1. Each course in the semester will be treated as a separate component to determine the attendance of the students.
- 5.2. A student shall be considered to have satisfied the attendance requirements of a course (excluding research dissertation, semester abroad, Industry Internship/apprenticeship) if he/she has attended not less than 75 percent of the classes conducted in that course.



- 5.3. A student, who does not satisfy the attendance requirements mentioned in clause 5.2 in any course shall not be eligible to appear for the end semester examination in that course.
- 5.4. Students may be deemed to be eligible to appear for end semester assessments/examinations research dissertation/field works/seminars on submission of a certificate from the guide allotted by the department certifying satisfactory completion of the course work.
- 5.5. Students may be deemed to be eligible to appear for end semester assessments/examinations in apprenticeship/industry internship/field works on submission of a certificate from the organisation in which apprenticeship/industry internship/field works was undertaken by the student certifying satisfactory completion apprenticeship/internship and on submission of a certificate from the guide allotted by the department certifying satisfactory completion of the course work.
- 5.6. The department office shall intimate attendance status of students regularly to them.
- 5.7. The list of the students not eligible to appear for end semester examinations as per clauses 5.2, 5.3, 5.4, and 5.5 shall be sent to the Registrar (Evaluation), MAHE at least one week prior to the commencement of the end semester examinations.
- 5.8. Students considered not eligible as per clauses 5.2, 5.3, 5.4, and 5.5, shall re-register for the course, by paying prescribed fees, in a subsequent academic year when that course is offered along with the regular semester (higher semester) courses.
- 5.9. Student progression to higher year of study will be on fulfilling the following criteria specific to the undergraduate programmes.
  - 5.9.1. A student shall accumulate a minimum of 28 credits at the end of the first year and 68 credits at the end of second year to progress to second and third year respectively in Bachelor of Commerce (Professional) and Bachelor of Commerce (Business Process Management) programmes.
  - 5.9.2. A student shall accumulate a minimum of 25 credits at the end of the first year and 65 credits at the end of second year to progress to second and third year respectively in Bachelor of Business Administration programme.
  - 5.9.3. A student opting for fourth year of study must fulfil the criteria specified in clause 5.14.
- 5.10. A student will get two attempts to complete a course – end-semester examinations and one make-up/supplementary examination immediately following the end-semester examinations. If a student fails to complete the course in two attempts, he/she must re-register for the course in a subsequent academic year when that course is offered along with the regular semester (higher semester) courses. A student not registering or absenting an examination, without prior approval from MAHE is considered as an attempt by the student towards completing the course.
- 5.11. On re-registration for any course, the student will be deemed to be fresh candidate for the course and will have to fulfil the requirements of the course as per the applicable regulations in force in the academic year in which re-registration is done.
- 5.12. A student may re-register for a maximum of 12 credits from the lower semester during a given semester, excluding MOOCs and courses that are evaluated through viva-voce examination, in addition to the regular courses of the higher semester in which the student is studying.
- 5.13. The undergraduate degree will be awarded by Manipal Academy of Higher Education, Manipal on completion of three years of study with requisite credits (or equivalent) as per the programme structure of the programme with minimum CGPA of 5.0 and minimum “E” grade in all courses.
- 5.14. Students eligible for the award of undergraduate degree with a CGPA of 8 or above in aggregate from the first four semesters of the programme can opt to extend the study for one more year (two semesters) to obtain undergraduate honours degree subject to maintaining the CGPA of 8 or above at the end of sixth semester and completion of the degree within minimum stipulated time. On enrolment to study the fourth year of the programme, students will not be awarded undergraduate degree at the end of third year of study.
- 5.15. The undergraduate honours degree will be awarded by Manipal Academy of Higher Education, Manipal on completion of four years of study with requisite credits (or equivalent) as per the programme structure of the programme with minimum “E” grade in all courses.



## 6. PROGRAMME/COURSE CREDIT STRUCTURE AND PEDAGOGY

- 6.1. The undergraduate degree programmes are structured on outcome-based education framework. Each programme shall have specific programme educational objectives, graduate attributes, qualification descriptors, and programme outcomes and each course in a programme shall have specific course outcomes.
- 6.2. A credit is a unit by which the coursework required to be fulfilled in a course is measured. It determines the number of hours of instruction required per week over the duration of semester. Each course may have lecture component, tutorial component, and practicum component as per the requirements of the course. MAHE guidelines for academic semester credit system shall be followed for all courses in the programmes.
- 6.3. The pedagogy of the undergraduate programmes includes classroom lectures, lab, case discussions, quizzes, seminars, activity-based learning, assignments, participative learning, MOOCs, certification courses, and field study. Emphasis is on computer-aided learning through software applications and use of statistical packages, project work, assignments and use of libraries, online journals, and databases.
- 6.4. Students shall undergo an apprenticeship/industry internship/semester abroad/field work during the undergraduate programmes as per the requirements of the specific programme.
- 6.5. At the end of the apprenticeship/internship/field work, students shall submit a report to the department through their respective guides for evaluation. Guidelines for the same shall be issued by the department prior to the start of apprenticeship/internship.
- 6.6. Students opting for semester abroad must accumulate credits equivalent to MAHE credits from the foreign university as per the requirements of the undergraduate programmes. Accumulation of credits through semester abroad will be the responsibility of the student opting for semester abroad.
- 6.7. Applicable MOOCs as per the requirements of each undergraduate programme shall be suggested by the academic committee of the Department.
- 6.8. Credits accumulated through semester abroad, MOOCs, certificate courses from recognised external bodies, and courses completed through institutions of MAHE other than Department of Commerce shall be transferred to the applicable undergraduate programme but shall not be considered for grading and GPA/CGPA calculation.
- 6.8. Students opting for the fourth year of study shall undertake a research dissertation work in the eighth semester under the supervision of a guide. Guidelines for the same shall be issued by the department prior to the start of research work.

## 7. EXAMINATIONS/ASSESSMENTS

- 7.1. Each course in the programme - excluding lab-based courses, MOOCs, and semester abroad - shall be evaluated out of 100 marks with 50% weightage for internal/continuous assessment and 50% weightage for end-semester examination.
- 7.2. Internal/continuous assessment shall be out of 50 Marks in each course - excluding lab-based courses, MOOCs, semester abroad, apprenticeship, industry internship, field works, seminars, and research dissertation - as per the following scheme:

Mid-term Examination	20 Marks
Quiz/Class Participation**	10 Marks
Presentations/Assignments/Viva/Case Studies**	20 Marks
<b>Total</b>	<b>50 marks</b>

*\*\*Concerned faculty will announce the weightage for each component based on the requirement of the course. Any of the components can be excluded based on weightage given to other components.*

- 7.3. Internal/continuous assessment shall be out of 50 Marks for apprenticeship, industry internship, field works, seminars, research dissertation as per the following scheme:

Mid-term Viva Voce Examination (Online/Offline) based on progress report/synopsis.	30 Marks
Continuous assessment by the guide	20 Marks
<b>Total</b>	<b>50 marks</b>

- 7.4. The details of internal assessment shall be maintained by the office for at least one month after the announcement of the results for the verification by MAHE officials.



- 7.5. The internal assessment mark-sheets shall bear the signature of the concerned faculty/guide and the Program Coordinator.
- 7.6. The internal assessment marks shall be intimated to the students by the concerned faculty/office prior to sending to the Registrar (Evaluation), MAHE.
- 7.7. Internal assessment marks of all courses must be communicated to the Registrar (Evaluation), MAHE prior to the commencement of end-semester examinations. No corrections of the internal assessment marks shall be entertained after submission of marks to the Registrar (Evaluation), MAHE.
- 7.8. Assessment and Grading of MOOCs: Students shall submit the course completion certificate, prior to the commencement of end-semester examinations for other courses, from the institution/platform offering MOOCs recommended by the academic committee of the department. On production of such certificate, a student is considered to have satisfactorily completed course and will be awarded 'S' grade otherwise 'NS' grade will be allotted. Grading in MOOCs shall not be considered for GPA/CGPA calculation. There shall be no internal/continuous assessment and end-semester assessment for MOOCs.
- 7.9. Certificate courses through recognised external bodies and courses through institutions of MAHE other than Department of Commerce shall be assessed by the concerned organisations and students shall submit the course completion certificate, prior to the commencement of end-semester examinations for other courses. On production of such certificate, a student is considered to have satisfactorily completed course and will be awarded 'S' grade otherwise 'NS' grade will be allotted. Grading in such courses shall not be considered for GPA/CGPA calculation.
- 7.10. Evaluation of practical/lab-based courses shall be conducted by the concerned faculty delivering the course with 60% weightage for internal/continuous assessment and 40% weightage for end-semester lab-based examination. Concerned course faculty after discussing with Program Coordinator should finalise the components of Internal Assessments. The marks allotted shall be communicated to the Registrar (Evaluation), MAHE immediately after the examination.
- 7.11. End-Semester evaluation shall be out of 50 Marks in each course excluding lab-based courses, MOOCs, and semester abroad.
- 7.12. Appearing in end-semester examinations in each course, excluding semester abroad and MOOCs, is mandatory. A student is deemed to have completed a course if he/she secures 35 percent marks in end-semester examination and secures 35 percent marks in aggregate of internal/continuous assessment and end-semester examination. Students will earn credits assigned to the completed courses and will be eligible for grading in those courses.
- 7.13. Relative grading system is followed in the evaluation except for practical/lab-based courses wherein absolute grading will be followed. No grading shall be done for the courses completed through semester abroad, MOOCs, certificate courses from recognised external bodies, and courses completed through institutions of MAHE other than Department of Commerce.
- 7.14. End-semester evaluation of the apprenticeship/industry internship/field work/seminar shall be based on the report submitted by the students and their performance in the viva-voce examination conducted by a panel of two examiners appointed by MAHE. The marks allotted by the examiners shall be communicated to the Registrar (Evaluation), MAHE immediately after the examination.
- 7.15. End-semester evaluation of the elective courses of seventh semester shall be based on the term paper, an original manuscript of not less than 5000 words with similarity less than or equal to 10%, prepared by the students under the supervision of the faculty handling the course. The term paper must be evaluated, through viva voce examination, by a panel of two examiners appointed by MAHE. The marks allotted by the examiners shall be communicated to the Registrar (Evaluation), MAHE immediately after the examination.
- 7.16. End-semester evaluation of the research dissertation shall be based on the dissertation thesis, with similarity less than or equal to 10%, submitted by the students and their performance in the viva-voce examination conducted by a panel of two examiners appointed by MAHE. The marks allotted by the examiners shall be communicated to the Registrar (Evaluation), MAHE immediately after the examination.

## **8. LETTER GRADING SYSTEM**

- 8.1. The Letter Grading System will be adopted to evaluate the performance of the students. The evaluation is done as per the provisions mentioned in clause 7.





8.2. The Grade Point Average (GPA) is the weighted average of grade points earned by a student. The weighted average of GPAs of all semesters is the Cumulative Grade Point Average (CGPA).

Letter Grade	Grade Point
A+	10
A	9
B	8
C	7
D	6
E	5
S	0
NS	0
F	0

Courses	Credits	Letter Grade	Credit Value	Grade Point
Business And Technology	3	C	7	21
Financial Accounting	4	B	8	32
Cost and Management Accounting	4	C	7	28
Environmental Studies	4	A	9	36
Computer Applications	3	B	8	24
Business Communication	4	A	9	36
<b>Total Grade Points</b>	<b>22</b>			<b>177</b>

*An Example:*

Generally

$$GPA = \frac{\sum_{i=1}^n C_i G_i}{\sum_{i=1}^n C_i}$$

$$CGPA = \frac{\sum_{i=1}^N (GPA_i \times \sum C_i)}{\sum_{i=1}^N (\sum C_i)}$$

Where,

n = No. of Courses

C<sub>i</sub> = Course Credit

N = No. of Semesters

G<sub>i</sub> = Corresponding Grade

$$GPA = \frac{\text{Total Grade Points}}{\text{Total Credits}} = \frac{177}{22} = 8.05$$

Suppose the GPA in two semesters are 8.05 and 9.05 respectively, and total course credits of the two semesters are 22 each, then the

$$CGPA = \frac{(8.05 \times 22) + (9.05 \times 22)}{(22 + 22)} = \frac{177.1 + 199.1}{44} = 8.55$$

8.3. The Grade Sheet shall contain the list of courses for that semester and the grades obtained by the student. In any case, the marks scored by the candidate will not be disclosed in any manner.



8.4. The candidates who are absent for the end semester examination due to genuine medical reasons/to attempt professional examinations with due approval from MAHE will be marked “I” (Incomplete) in the grade sheet. In all other cases of absence for end-semester examinations will be considered as an attempt taken and will be awarded “F” grade.

## **9. DECLARATION OF RESULTS**

9.1. End semester examination results shall be declared within the stipulated period of time as per MAHE norms.

## **10. REVALUATION OF ANSWER PAPERS**

10.1. Students can apply for revaluation within the prescribed date given by MAHE after the declaration of results by submitting the prescribed application and paying the fees fixed by MAHE from time to time.

## **11. MAKE-UP/SUPPLEMENTARY EXAMINATION**

11.1. About 2 weeks after the declaration of the results of regular examinations in the current semester courses, there will be make-up/supplementary examinations. The make-up/supplementary examinations will be for the current semester courses only. Students who have F/I grade in one or more courses are eligible to appear for the make-up/supplementary examinations in the relevant courses.

11.2. Those students who obtained ‘F’ grade in the first attempt in any course will be allowed a maximum of “C” grade irrespective of the grade earned in make-up/supplementary examination in that course.

11.3. Those who have missed the regular examinations due to genuine medical reasons/to attempt professional examinations with due approval from MAHE and were awarded ‘I’ grade are deemed to have completed one attempt towards completion of the course however they will be allowed to retain the actual grade they achieve in make-up/supplementary examinations. If a student with ‘I’ grade fails to complete a course in make-up/supplementary examination, such student will have to re-register for the course as per the provisions of clauses 5.10 and 5.11.

11.4. Students who were not eligible (NE) for the regular attempt are deemed to have completed one attempt towards completion of the course and will be allowed a maximum of “C” grade irrespective of the grade earned in make-up/supplementary examination in that course. If such student fails to complete the course in make-up/supplementary examination, such student will have to re-register for the course as per the provisions of clauses 5.10 and 5.11.

11.5. The conditions in clause 11.2, 11.3, and 11.4 apply to all forms of end-semester evaluations.

11.6. There will not be any make-up/supplementary examination after six months of the regular end-semester examination.

## **12. ENTRY TO AND EXIT FROM PROGRAMME**

12.1. A student will be allowed to enter UG programmes only at the odd semester and can only exit after the even semester. Entry to the programmes, as lateral entrants, will be based on the earned credits and in-take capacity available with the department. Department of Commerce may test the proficiency of students prior to accepting admission of lateral entrants.

## **13. AWARD OF THE DEGREE**

13.1. The undergraduate degree will be awarded by Manipal Academy of Higher Education, Manipal on completion of three years of study with requisite credits (or equivalent) as per the programme structure of the programme with minimum CGPA of 5.0 and minimum “E” grade in all courses. Nomenclature of degree programmes shall be as follows.

- Bachelor of Commerce (Professional)
- Bachelor of Commerce (Business Process Management)
- Bachelor of Business Administration (Banking)
- Bachelor of Business Administration (Financial Markets)
- Bachelor of Business Administration (Professional)
- Bachelor of Business Administration (Logistics and Supply Chain Management)
- Bachelor of Business Administration (Marketing Management)
- Bachelor of Business Administration (Human Resources Management)
- Bachelor of Business Administration (Insurance)



- Bachelor of Business Administration (Family Business Management)
- Bachelor of Business Administration (Economic Studies)
- Bachelor of Business Administration (Business Analytics)
- Bachelor of Business Administration (Sports Management)

13.2. The undergraduate honours degree will be awarded by Manipal Academy of Higher Education, Manipal on completion of four years of study with requisite credits (or equivalent) as per the programme structure of the programme with minimum “E” grade in all courses. Nomenclature of degree programmes shall be as follows.

- Bachelor of Commerce (Honours) Professional
- Bachelor of Commerce (Honours) in Business Process Management
- Bachelor of Business Administration (Honours) in Banking
- Bachelor of Business Administration (Honours) in Financial Markets
- Bachelor of Business Administration (Honours) in Professional
- Bachelor of Business Administration (Honours) in Logistics and Supply Chain Management
- Bachelor of Business Administration (Honours) in Marketing Management
- Bachelor of Business Administration (Honours) in Human Resources Management
- Bachelor of Business Administration (Honours) in Insurance
- Bachelor of Business Administration (Honours) in Family Business Management
- Bachelor of Business Administration (Honours) in Economic Studies
- Bachelor of Business Administration (Honours) in Business Analytics
- Bachelor of Business Administration (Honours) in Sports Management

#### **14. READMISSION AFTER BREAK OF STUDY**

14.1. Readmitting students after a break in their studies will be handled on a case-by-case basis. If a student takes a break after completing his/her first, third, fifth, or seventh semester, he/she may return to the program for their second, fourth, sixth, or eighth semester. However, it is must that the student completes his/her graduation within the maximum duration allowed as specified in clause 4.3. If the student fails to do so, the/she will have to take admission as a fresh candidate to the program.

**20. The University reserves the right to amend these regulations from time to time to meet the changing needs and requirements of the programmes.**

## **CURRICULUM**

### **Bachelor of Business Administration Programme**

#### **1. Nature and Extent of the Program**

BBA stands for Bachelor of Business Administration. It is a bachelor’s degree course that focuses on management and administration studies. This course designed to produce motivated, energetic, and skilled graduates to meet the challenging and growing needs of the dynamic industry. Generally, the course doesn’t focus on any specific discipline or sub-field within the field of management. It covers all the basic elements of management education. The BBA course offers knowledge and training in management and leadership skills to prepare students for managerial roles and entrepreneurship. BBA course is the gateway to numerous job opportunities in a plethora of sectors like Marketing, Education, Finance, Sales, and Government to name just a few. During the tenure of the course, students learn various aspects of business administration and management through classroom lectures, case studies, and practical projects like industry internship.

The BBA Course duration is 3 years, which is divided into six semesters. This program is designed to equip students with the skills and self-confidence to stay ahead of the game and effectively manage a wide range of business environments. Students need to complete a range of compulsory courses that cover concepts relevant across the business world. Students will study topics including accounting, economics, law, marketing, strategy, and more. Students will graduate with the skills to confidently lead people and projects. During the course, students will hear from industry guest lecturers, examine real-life case studies, and undertake projects, placements, and internships with leading businesses.

Graduates of the Bachelor of Business Management are distinguished by their professional readiness, self-reliance, and integrity. Graduates from the Department of Commerce typically take leading roles in organisations across the private, public, and not-for-profit sectors, and are ready to pursue opportunities that range from small start-ups to holding top management positions in large multinational organisations. The range of ten different specializations is offered to cater to the needs of students. It enables the students to carve out a meaningful career in the field of various functional areas of management, including Finance, Marketing, HR, Logistics, Family Business, Banking, Insurance, Financial Market, Business analytics, and Economics. This program also facilitates higher studies both in India and abroad in reputed universities.



## 2. Program Education Objectives (PEO)

PEO No	Program Education Objectives
PEO 1	Students will be able to undertake diverse careers in global management, business analyst, and entrepreneurship.
PEO 2	Students would develop their expertise and domain knowledge in the field of business management
PEO 3	Students will develop expertise in the area of leadership, interpersonal skills, entrepreneurship, Insurance, economics, business analytics, marketing, finance, and accounting
PEO 4	Students will be able to develop valuable life skills of students and transform them into a total personality so that they are enabled to think independently, argue critically, solve problems and communicate effectively at a level that reflects their core competency.
PEO 5	Students will be able to demonstrate professional competence to do higher studies, research, lifelong learning for continuous growth and development.
PEO 6	Students will prove to be responsible citizens and leaders to empower business organizations through their ethical, social, and legal business solutions.

## 3. Graduate Attributes (GA):

S No.	Attribute	Description
GA1	Disciplinary Knowledge	Knowledge of business management theories and practices. Acquiring knowledge of different aspects of management, learning various analytical and decision-making tools related to business management
GA2	Understanding different subsets of Business Management	Understanding the fundamentals and practices of Banking, Financial Markets, Professional accounting, Logistics and Supply Chain Management, Marketing Management, Human Resources Management, Insurance, Family Business Management, Economic Studies, Business Analytics, Taxation, Corporate Governance and Business ethics, and creating learning and thinking.
GA3	Measurable Skills and Industry-ready Professionals	Strengthening the abilities of a learner by skills, gaining knowledge of the present scenario in the domain of business management.
GA4	Effective and Influencing communication	Effective and Influencing communication ability to share thoughts, ideas, and applied skills of communication in its various perspectives like written communication, speech communication, etc.
GA5	Leadership readiness/Qualities	Make learners fluent in multiple facets of leadership. Creating the ability & enhancing the qualities to be an efficient leader. Cultivating key characteristics in learners, to be visionary leaders who can inspire the team to greatness.
GA6	Critical/ Reflective thinking & language efficiency	Build critical and reflective thinking ability among the students and to create a sense of awareness of oneself and society.
GA7	Technologically Efficient Professional	Develop the capability of students to use various communication technologies and the ability to utilize multiple software for content creation, content editing for various forms of publishing platforms.
GA8	Ethical Awareness	Facilitate the students to understand the importance of ethical values and their application in professional life.
GA9	Lifelong Learning	Every student should progress into a lifelong learner and consistently update himself or herself with current knowledge, skills, and technologies. Acquiring Knowledge and creating an understanding of learners that learning will continue throughout life.
GA10	Research-related Skills	A sense of inquiry and investigation for raising relevant and contemporary questions, synthesizing, and articulating.
GA11	Cooperation/ Teamwork	Building a team, motivating and inspiring the team members to work up with cooperation to their utmost efficiency.

## 4. Qualification Descriptors (QDs):

- Demonstrate a systematic, extensive and coherent knowledge and understanding in the field of business management as a whole and its applications, and links to related disciplinary areas/subjects of study; including a critical understanding of the established theories, principles, and concepts, and many advanced and emerging issues in the field of management and commerce;
- Procedural knowledge that creates different types of professionals related to the sectors of financial markets, professional accounting in the manufacturing sector, banking and insurance, logistics, business, and data analytics, HR and marketing consulting, including research and development, teaching and government and public service;



- Professional and communication skills in the domain marketing, finance, and accounting communication, data analytics, including a critical understanding of the latest developments, and an ability to use established techniques in the domain of business and commerce.
- Demonstrate comprehensive knowledge about materials, including current research, scholarly, and/or professional literature, relating to essential and advanced learning areas on the field of business and commerce, and techniques and skills required for identifying problems and issues associated.
- Demonstrate skills in identifying information needs, collection of relevant quantitative and/or qualitative data on a wide range of sources, for the analysis and interpretation to take business decisions
- Methodologies as appropriate to the subject(s) for formulating evidence-based solutions and arguments. Use knowledge, understanding, and skills for a critical assessment of a wide range of ideas and complex problems and issues relating to business and commerce.
- Address one's own learning needs relating to current and emerging areas of study, making use of research, development, and professional materials as appropriate, including those related to new frontiers of knowledge.
- Apply one's disciplinary knowledge and transferable skills to new/unfamiliar contexts and to identify and analyse problems and issues and seek solutions to real-life problems.

### 5. Program Outcomes:

After successful completion of Bachelor of Business Administrative (BBA) Program , Students will be able to:

Program Outcome(PO)	Attribute	Competency
PO 1	Domain knowledge	Apply the fundamental knowledge of Business Management and Commerce.
PO 2	Problem analysis	Identify, formulate, and analyse business problems reaching substantiated conclusions using management principles related to marketing, finance, human resource, accounting, logistics, and Supply chain, economics and business analytics
PO 3	Design/develop solutions	Design solutions for business problems through appropriate strategies by applying the fundamentals and practices of different functional areas of management and accounting.
PO 4	Conduct investigations of complex problems	Use research techniques and contemporary business management knowledge, including the design of experiments, analysis, and interpretation of business data, and synthesis of the information to provide valid conclusions.
PO 5	Modern tool usage	Create, select, and apply appropriate analytical techniques, resources, and IT tools for better business decisions.
PO 6	Business and society	Apply reasoning and business domain knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to the professional management practice.
PO 7	Environment and sustainability	Understand the impact of the business solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
PO 8	Ethics	Apply ethical principles, professional ethics, responsibilities, and norms to the business practice.
PO 9	Individual / Teamwork	Function effectively as an individual, member or leader in diverse teams, and multidisciplinary settings.
PO 10	Communication	Communicate effectively on complex business activities and solutions with the community and with society at large, such as being able to comprehend and write effective reports and design documentation, make effective presentations
PO 11	Project management and finance	Demonstrate knowledge and understanding of financial management principles and apply these to evaluate new and existing projects for effective decision making.
PO 12	Life-long learning	Recognize the need for, and ability to engage in independent and life-long learning in the broadest context of technological change.



## 6. Programme Structure<sup>1</sup>

### First Year

Semester 1					
Subject Code	Subject Title	L	T	P	C
BBAC1101	Principles of Management	4	0	0	4
BBAC1102	Managerial Economics	4	0	0	4
BBAC1103	Accounting For Managers	4	0	0	4
BBAC1104	Business Communication	4	0	0	4
BBAC1105	Statistics for Managers	4	0	0	4
	TOTAL	20	0	0	20

Semester 2					
Subject Code	Subject Title	L	T	P	C
BBAC1201	Marketing management	4	0	0	4
BBAC1202	Managing People and Organizations	4	0	0	4
BBAC1203	Cost and Management Accounting	4	0	0	4
<b>BBAC1204</b>	<b>Analytics using Computer Applications<sup>2</sup></b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>
BBAC1205	Consumer Affairs	3	0	0	3
	Open Elective 1#(any one)				
BBA12OE1	Cultural Studies: Cultural and Communication	3	0	0	3
BBA12OE2	Introduction to Art Appreciation: Culture and Creativity	3	0	0	3
BBA12OE3	Foreign languages BBA12OE3.1: French BBA12OE3.2: Spanish	3	0	0	3
BBA12OE4	Certification program	3	0	0	3
BBA12OE5	Cross Cultural Dimensions	3	0	0	3
BBA12OE6	Retail Sales Associate	3	0	0	3
BBA12OE7	Global Conflict Management and Negotiations	3	0	0	3
BBA12OE8	Principles and Practice of Sports Management	3	0	0	3
	TOTAL	18	0	4	20

### Second Year

Semester 3					
Subject Code	Subject Title	L	T	P	C
BBAC2301	Operations Management	3	0	0	3
BBAC2302	Corporate Finance	4	0	0	4
BBAC2303	Business Law	3	0	0	3
BBAC2304	Environmental Studies	2	1	0	3
BBAC2305	Research Methods in Management	4	0	0	4
	Open Elective 2# (any one):				
BBA23OE1	Calculus	3	0	0	3
BBA23OE2	Certification Program	3	0	0	3
BBA23OE3	Creative Problem Solving	3	0	0	3
BBA23OE4	Managing Performance	3	0	0	3
BBA23OE5	Retail Sales Specialist	3	0	0	3
BBA23OE6	Media Society and Politics	3	0	0	3
BBA23OE7	Food and Nutrition	3	0	0	3
<b>BBA23OE8</b>	<b>Financial Accounting Using Tally<sup>3</sup></b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>3</b>
	TOTAL	23	1	0	20

Semester 4					
Subject Code	Subject Title	L	T	P	C
	(Any ONE Option)				
BBA24S1	Option 1*. Internship (16 Weeks duration)	--	--	--	12

<sup>1</sup> Applicable to 2023-24 Admission Batch Onwards. Courses added and revised are shown in bold font in the programme structure.

<sup>2</sup> Syllabus Revision Approved in 74<sup>th</sup> ACM dt. 13.05.23

<sup>3</sup> New course introduced Approved in 74<sup>th</sup> ACM dt. 13.05.23



BBA24S2.1	Option 2*. Internship (08 Weeks duration)	--	--	--	6
BBA24S2.2	Field Work (08 Weeks duration)	--	--	--	6
BBA24S3	Option 3*. Study aboard program	--	--	--	12
BBA24S4	Option 4*. Apprenticeship Training	--	--	--	20
BBA24MC1**	MOOC (Strategic Management)	--	--	--	4
BBA24MC2**	MOOC (Entrepreneurship)	--	--	--	4
	Total	--	--	--	20

\* Students have to choose any one option

\*\* Students selecting Option 1, Option 2, or Option 3 have to complete the two MOOCs.

Third Year
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Semester 5					
Subject Code	Subject Title	T	L	P	C
BBAC3501	Business Taxation	4	0	0	4
BBA35*1	Specialization Elective One	4	0	0	4
BBA35*2	Specialization Elective two	4	0	0	4
BBA35*3	Specialization Elective three	4	0	0	4
	Open Elective 3 #(any one):				
BBA35OE1	Essential Skills and Personality Development	4	0	0	4
BBA35OE2	International Political and Economic System	4	0	0	4
BBA35OE3	Innovation and Start-Up Management	4	0	0	4
BBA35OE4	Principles of Hospitality and Tourism	4	0	0	4
BBA35OE5	Health and Fitness	4	0	0	4
	Total	20	0	0	20

Semester 6					
Subject Code	Subject Title	T	L	P	C
BBAC3601	Corporate Governance and Business Ethics	4	0	0	4
BBAC3602	International Business Management	4	0	0	4
BBA36*1	Specialization Elective four	4	0	0	4
BBA36*2	Specialization Elective five	4	0	0	4
BBA36*3	Specialization Elective six	4	0	0	4
	Total	20	0	0	20

\*Students can select a specialization from the ten options offered at the Department of Commerce, MAHE, Manipal

#Additional Electives / Courses would be added to the list of electives from time to time as recommended by the Academic Review Committee of the Department.

Fourth Year
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Semester 7					
Course Code	Course Title	L	T	P	C
BBAC4701	Research Ethics	1	1	0	2
BBAC4703	Systematic Review	1	3	0	4
BBAC4704	Data Analysis Tools and Techniques for Researchers	0	0	4	2
	Advanced Study Electives (any three)				
BBAE4702.1	Asset Pricing	2	2	0	4
BBAE4702.2	Behavioural Finance	2	2	0	4
BBAE4702.3	Developmental Economics	2	2	0	4
BBAE4702.4	Research Trends in Marketing	2	2	0	4
BBAE4702.5	Research Trends in Banking and Insurance	2	2	0	4
BBAE4702.6	Designing and Managing Human Resource Systems	2	2	0	4
BBAE4702.7	Managing the Supply Chain	2	2	0	4
	Total	8	12	0	20

Semester 8					
Course Code	Course Title	L	T	P	C
BBA48S1	Research Dissertation	0	0	0	20
	Total	0	0	0	20





SPECIALIZATION
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Banking
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Semester: 5					
Subject Code	Subject Title	L	T	P	C
BBA35BB1	Modern banking	4	0	0	4
BBA35BB2	Banking Law and Practice	4	0	0	4
BBA35BB3	Credit operations and Recovery	4	0	0	4
	TOTAL	12	0	0	12

Semester: 6					
Subject Code	Subject Title	L	T	P	C
BBA36BB1	Capital management by banks	4	0	0	4
BBA36BB2	Banking Technology and Products	4	0	0	4
BBA36BB3	International Banking	4	0	0	4
	TOTAL	12	0	0	12

Financial Markets
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Semester: 5					
Subject Code	Subject Title	L	T	P	C
BBA35FM1	Investment Banking and Financial Services	4	0	0	4
BBA35FM2	Business Valuation	4	0	0	4
BBA35FM3	Security Analysis and Portfolio Management	4	0	0	4
	TOTAL	12	0	0	12

Semester: 6					
Subject Code	Subject Title	L	T	P	C
BBA36FM1	Financial Risk Management	4	0	0	4
BBA36FM2	Financial Derivatives	4	0	0	4
BBA36FM3	International Financial Management	4	0	0	4
	TOTAL	12	0	0	12

Professional
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Semester: 5					
Subject Code	Subject Title	L	T	P	C
BBA35PR1	Strategic Financial Management	4	0	0	4
BBA35PR2	Advanced Management Accounting	4	0	0	4
BBA35PR3	Financial Statement Analysis	4	0	0	4
	TOTAL	12	0	0	12

Semester: 6					
Subject Code	Subject Title	L	T	P	C
BBA36PR1	Digital strategy for Financial Transformation	4	0	0	4
BBA36PR2	Corporate restructuring and Business Valuation	4	0	0	4
BBA36PR3	Risk Management	4	0	0	4
	TOTAL	12	0	0	12

Logistics and Supply Chain Management
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Semester: 5					
Subject Code	Subject Title	L	T	P	C
BBA35LS1	Inventory and Warehouse Management	4	0	0	4
BBA35LS2	Logistics and Supply Chain Management	4	0	0	4
BBA35LS3	Procurement and Purchasing Management	4	0	0	4
	TOTAL	12	0	0	12

Semester: 6					
Subject Code	Subject Title	L	T	P	C
BBA36LS1	Supply Chain Planning	4	0	0	4





BBA36LS2	Global Transportation Systems	4	0	0	4
BBA36LS3	Export and Import Logistics	4	0	0	4
	TOTAL	12	0	0	12

#### Human Resources Management

Semester 5					
Subject Code	Subject Title	L	T	P	C
BBA35HM1	Human Resource Practices	4	0	0	4
BBA35HM2	Labour Legislation	4	0	0	4
BBA35HM3	Interpersonal Skills and Leadership Excellence	4	0	0	4
	TOTAL	12	0	0	12

Semester 6					
Subject Code	Subject Title	L	T	P	C
BBA36HM1	Global Human Resource Management	4	0	0	4
BBA36HM2	Performance Management	4	0	0	4
BBA36HM3	Human Resource Development	4	0	0	4
	TOTAL	12	0	0	12

#### Marketing Management

Semester 5					
Subject Code	Subject Title	L	T	P	C
BBA35MM1	Sales Management	4	0	0	4
BBA35MM2	Digital Marketing	4	0	0	4
BBA35MM3	Consumer Behaviour	4	0	0	4
	TOTAL	12	0	0	12

Semester 6					
Subject Code	Subject Title	L	T	P	C
BBA36MM1	Advertising and Branding	4	0	0	4
BBA36MM2	Services Marketing	4	0	0	4
BBA36MM3	Marketing Analytics	4	0	0	4
	TOTAL	12	0	0	12

#### Insurance

Semester 5					
Subject Code	Subject Title	L	T	P	C
BBA35IN1	Practice of Life Insurance	4	0	0	4
BBA35IN2	Health Insurance	4	0	0	4
BBA35IN3	Practice of General Insurance	4	0	0	4
	TOTAL	12	0	0	12

Semester 6					
Subject Code	Subject Title	L	T	P	C
BBA36IN1	Insurance Risk Management	4	0	0	4
BBA36IN2	Life Assurance Underwriting	4	0	0	4
BBA36IN3	Reinsurance	4	0	0	4
	TOTAL	12	0	0	12

#### Family Business Management

Semester 5					
Subject Code	Subject Title	L	T	P	C
BBA35FB1	Entrepreneurial Finance	4	0	0	4
BBA35FB2	Entrepreneurial Marketing And Negotiation	4	0	0	4
BBA35FB3	Managing Family Business	4	0	0	4
	TOTAL	12	0	0	12

Semester 6					
Subject Code	Subject Title	L	T	P	C
BBA36FB1	New Venture Creation	4	0	0	4



BBA36FB2	Optimization and Quality Control Techniques	4	0	0	4
BBA36FB3	Technology Selection and Management	4	0	0	4
	TOTAL	12	0	0	12

#### Economic Studies

Semester 5					
Subject Code	Subject Title	L	T	P	C
BBA35ES1	Urban Economics	4	0	0	4
BBA35ES2	Macro Economics	4	0	0	4
BBA35ES3	Econometrics	4	0	0	4
	TOTAL	12	0	0	12

Semester 6					
Subject Code	Subject Title	L	T	P	C
BBA36ES1	Health Economics	4	0	0	4
BBA36ES2	International Economics	4	0	0	4
BBA36ES3	Public Finance	4	0	0	4
	TOTAL	12	0	0	12

#### Business Analytics

Semester 5					
Subject Code	Subject Title	L	T	P	C
BBA35BA1	Econometrics	4	0	0	4
BBA35BA2	Analytics for Business	4	0	0	4
BBA35BA3	Database Management System	1	1	4	4
	TOTAL	9	1	4	12

Semester 6					
Subject Code	Subject Title	L	T	P	C
BBA36BA1	Visual Analytics	1	1	4	4
BBA36BA2	Optimization and Quality Control Techniques	4	0	0	4
BBA36BA3	Programming for Analytics	1	1	4	4
	TOTAL	6	2	8	12

#### Sports Management

Semester 5					
Course Code	Subject Title	T	L	P	C
BBA35SM1	SportS Media and Revenue Generation	3	0	2	4
BBA35SM2	Sports Marketing and Sponsorship	3	0	2	4
BBA35SM3	Sports Psychology	4	0	0	4

Semester 6					
Course Code	Subject Title	T	L	P	C
BBA36SM1	Sports Event and Facility Management	2	0	4	4
BBA36SM2	Sports Analytics	2	0	4	4
BBA36SM3	Sports Coaching and Mentoring	2	0	4	4

#### Syllabus<sup>4</sup>

Course Title	Analytics using Computer Application
Course Code	BBAC1204
Year/Semester	1 <sup>st</sup> Year, 2 <sup>nd</sup> Semester
Credits	2
Prerequisites	Basic knowledge of computers

<sup>4</sup> Syllabus of new courses introduced and the syllabus of the courses wherein revisions are made. Syllabus of all other courses are the same as that in 2020 Regulations of Bachelor of Business Administration Programme.



Synopsis	The main aim objective of this course is to provide a foundation of computing principles and business practices for effectively using/managing information systems. This course provides students with working knowledge of Ms Office application.
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Course Outcomes	
On successful completion of this course, students will be able to	
CO1	Understand the basic concepts of computers and its applications
CO2	Demonstrate formatting skills on paragraphs, tables, graphics and lists
CO3	Understanding the process of creating table of contents, Mail merge
CO4	Analysing data using built-in functions, relative and absolute references
CO5	Creating summaries using Subtotals, pivot tables and charts
CO6	Creating and recording macros in excel

Mapping of Course Outcomes to Programme Outcomes													
		Programme Outcomes											
		1	2	3	4	5	6	7	8	9	10	11	12
Course Outcomes	1	x				x					x		
	2			x		x					x		
	3			x		x					x		
	4		x			x					x		
	5			x		x					x		
	6			x		x					x		

Syllabus		
Unit No. and Title	Contents	No. of Hours
Unit 1: Introduction to Computers	Basic applications of computers, Characteristics of computers, Computer Types and Languages. Basics of Operating System. Security and Networking. Hardware and Software. Introduction to Business Analytics and its types	6
Unit 2: Introduction to Ms Word	Ms Word Essentials - Working with text, Formatting text and Editing and Review Tools, Formatting List, Paragraphs and Documents, Drop Cap, Change Case Ms Word Fundamentals - Working with Tables, Columns, Graphic elements, Charts, Header & Footer, Page setup, Section Breaks and Bookmark.	10
Unit 3: Introduction to Data Analysis using Excel	Data Handling & Formatting, Text Functions, Date & Time Functions, Arithmetic functions, If statements, Data Filters, Data Sorting, Condition Formatting, Data Validations, Graphs and Charts, Subtotals.	18
Unit 4: Introduction to Advanced Excel	Pivot Tables, Lookup functions - Vlookup, Whatif Analysis, GoalSeek, Protecting Workbook and worksheets, Recording Macros	8

Competency mapping with the syllabus		
Contents	Competencies	No. of Hours
Unit 1	Brief history and generation of computers	1
	Characteristics, types and languages of computer system	1
	Hardware and software components of computer	1
	Operating system, network and its classification	1
	Explain the classification of business analytics and its uses	2
Unit 2	Introduction to features of Ms Word, working with formatting tools (Text and paragraph format)	1
	Using bullets and numbering list	1
	Creating tables and applying design template	2
	Inserting charts and graphs and columns	3
	Applying section breaks, bookmarks, header/footer, page setup	1



	Working with Mail Merge	1
	Using Reference and Review Tab	1
Unit 3	Introduction to features of Ms Excel, Data Handling and Formatting	2
	Working with Text Functions (Upper/Lower/Trim/Value/Join/Concatenate/Right/Left/mid/Proper/find/replace/len)	3
	Working with Arithmetic functions (sum/sumif/sumifs/average/count/round/mod)	3
	Date & Time functions, If statements	2
	Data Filters (Auto and Advanced Filter)	2
	Data Sorting and Data Validations	2
	Conditional Formatting, Inserting charts ,subtotals	4
Unit 4	Creating Pivot table, pivot chart and using Lookup function	2
	Working with Review Tab, Sparklines, Flash fill, Whatif Analysis, Goal Seek	3
	Protecting Sheets and Page setup features	1
	Creating macros and Recording macros	2

Learning strategies, contact hours and student learning time:		
Learning strategy	Contact Hours	Student learning time (Hours)
Lecture	6	15
Seminar		
Small Group Discussion		
Self-directed learning	6	20
Problem Based Learning		
Case Based Learning		
Practical	22	70
Revision	5	-
Assessment	3	-
<b>TOTAL</b>	<b>42</b>	<b>105</b>

Mapping of assessment with Course Outcomes:						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Mid Term Examination	x	x	x			
Quizzes	x	x	x	x	x	
Assignments			x	x	x	x
End Semester Examination	x	x	x	x	x	x

Feedback Process	<ul style="list-style-type: none"> <li>• Mid-Semester feedback</li> <li>• End-Semester Feedback</li> </ul>
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Reference Material
<ul style="list-style-type: none"> <li>• E Balagurusamy. Fundamentals of Computers. McGraw Hill Education</li> <li>• Wayne Winston (2022). Microsoft Excel Data Analysis and Business Modeling (Office 2021 and Microsoft 365) (Business Skills)</li> </ul>

Course Title	Financial Accounting Using Tally
Course Code	BBA23OE8
Year/Semester	2 <sup>nd</sup> Year 3 <sup>rd</sup> Semester
Credits	3
Prerequisites	Basic knowledge of accounting
Synopsis	The course provides fundamental theoretical and practical basis of accounting software. The Course will also emphasis on subsidiary books, categorizing suppliers and understanding relevant terminologies. Further the course will also focus on preparing payment vouchers, verify and validate supplier information

Course Outcomes	
On successful completion of this course, students will be able to	
CO1	Explain relevant accounting terminologies used in Tally
CO2	Outline the accounting and inventory voucher types



CO3	Create Accounting and inventory related ledgers
CO4	Determine the documents related to accounting vouchers
CO5	Discuss the importance of stock categories in Tally
CO6	Interpret the financial statements

		Programme Outcomes											
		1	2	3	4	5	6	7	8	9	10	11	12
Course Outcomes	1	x				x							
	2	x	x								x		
	3	x		x						x			
	4	x	x								x		
	5	x				x							
	6	x			x						x		

Syllabus		
Unit No. and Title	Contents	No. of Hours
Unit 1: Introduction to accounting	Types of accounts, Golden Rules of Accounting, Accounting Principles, Double and Single Entry System of Book Keeping, Introduction to accounting software, Features and Advantages of Accounting Software.	6
Unit 2 Introduction to Accounting Masters in Tally	Company features, Configurations, Creating and setting up of a company, Chart of accounts, Single ledger, multiple ledger, GST ledgers	10
Unit 3: Introduction to Inventory Masters	Stock Groups, Stock Categories, Units, Stock Items, Location Creation, Bill of Material, Batchwise Details, Entering GST for goods, GST adjustments	20
Unit 4: Introduction to Voucher Entries	Types of vouchers, Accounting vouchers, Inventory vouchers, Invoicing	25
Unit 5 Generating Reports in Tally	Trading A/c, Balance Sheet, Profit and Loss A/c, Accounts Books, Inventory Books, Exception Report, Trial Balance, Day Book	5
Unit 6: Technological Advances in Tally	Security control setup, Tally vault, Tally Audit, Backup and Restore, Group and Split company data, Import and Export of data, Printing reports	6

Competency mapping with the syllabus		
Contents	Competencies	No. of Hours
Unit 1	Explain the types of accounts with example	1
	What are the Golden Rules of Accounting	1
	Difference between manual accounts and accounting software	1
	Different accounting softwares and its role	1
	State the features and advantages of accounting Software.	1
	Importance of Security control in Tally	1
Unit 2	Setting of Company features in Tally	1
	How to configure the tally features	1
	Steps to create and setup company in tally	1
	Different types of chart of accounts	4
	Maintain Single and multiple ledgers	2
Unit 3	Creating GST Ledgers	1
	Creating Stock Groups and stock Categories in Tally with GST Units	5
	What is Simple and Compound unit of measure	5



	Creating Stock items with GST enabling. (Item rate value and On value type of GST Tax)	5
	Creating Location, Bill of Material, Batchwise Details	5
Unit 4	Explain the types of vouchers with examples, Accounting vouchers, Inventory vouchers, Invoicing	3
	Creating new vouchers	1
	Explain accounting vouchers (Purchase/Sales/Receipt/Payment/Contra/Journal/Reversing Journal/Memorandum/Debit Note/Credit Note)	13
	Explain Inventory Voucher (Physical Stock/Stock Journal/Manufacturing Journal)	2
	Explain Invoicing Vouchers (Purchase Order/Sales Order/Delivery Note/Receipt Note/Rejection In and Out)	6
Unit 5	How to generate Trading A/c, Balance Sheet, Profit and Loss A/c, Accounts Books, Inventory Books, Exception Report, Trial Balance	3
	How to alter and edit the day book	2
Unit 6	Assign Security access to users	1
	Set up Tally Vault and Tally audit feature	1
	Creating backup and restore of company data	1
	Group and split company data	1
	Import and Export of data	1
	Printing of different books of accounts	1

Learning strategies, contact hours and student learning time:

Learning strategy	Contact Hours	Student learning time (Hours)
Lecture	6	15
Seminar		
Small Group Discussion		
Self-directed learning	10	20
Problem Based Learning		
Case Based Learning		
Practical	46	70
Revision	5	-
Assessment	5	-
TOTAL	72	105

Mapping of assessment with Course Outcomes:

Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Mid Term Examination	x	x	x			
Quizzes	x	x	x	x	X	
Assignments			x	x	x	X
End Semester Examination	x	x	x	x	x	X

Feedback Process	<ul style="list-style-type: none"> <li>• Mid-Semester feedback</li> <li>• End-Semester Feedback</li> </ul>
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Reference Material

<ul style="list-style-type: none"> <li>• Asok K Nadhani, BPS Publication: GST Accounting with Tally</li> <li>• Guide To Financial Accounting Using Tally Prime, Bpb Publication</li> </ul>
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<b>CONTRIBUTION OF THE COURSES IN ATTAINMENT OF PROGRAMME OBJECTIVES</b>
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Course Code	Semester	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
		Domain knowledge	Problem analysis	Design/ develop solutions	Conduct investigations of complex problems	Modern tool usage	Business and society	Environment and sustainability	Ethics	Individual / Teamwork	Communication	Project management and finance	Life-long learning
BBAC1204	II	◆	◆	◆		◆					◆		
BBA23OE8	III	◆	◆	◆	◆	◆				◆	◆		