



# **BENGALURU CITY UNIVERSITY**

**CHOICE BASED CREDIT SYSTEM**

**(as per SEP 2024)**

## **Syllabus for I & II Semester BBA (Business Analytics)**

**2024-25**

**BBA (Business Analytics)**

## Proceedings of BOS Meeting

Proceedings of the BOS meeting for UG-B.COM (Regular), B.COM(FINTECH), B.COM AEDP (BFSI), B.Com AEDP(ROM),B.COM(BDA), B.Com (A&F), B.Com (LSCM), B.VOC(A&T), BBA, BBA(Aviation Management), BBA(Business Analytics), programmes as per the SEP structure for the Academic Year 2024-25 held on 3<sup>rd</sup> and 4<sup>th</sup> July 2024 in the Department of Studies and Research in Commerce, PK Block, Bengaluru City University, Bengaluru-560009.

The board has reviewed and approved the course matrix for 1<sup>st</sup> Semester to 6<sup>th</sup> Semester and syllabus for 1<sup>st</sup> and 2<sup>nd</sup> semesters of the above mentioned courses. The board authorized the Chairman to make the necessary changes.

**MEMBERS PRESENT:**

1.	Prof. Jalaja .K.R	Dean and Chairperson , Department of Commerce, BCU	Chairperson
2.	Dr. R. Sarvamangala	Dean and Chairperson , Department of Commerce, BUB	Member
3.	Dr. Nagaraju.N	Professor, Department of Commerce, University of Mysore	Member
4.	Dr. B.G.Baskar	Principal , Sheshadripuram College, Bengaluru	Member
5.	Dr. Padmaja. P.V	Principal , MLA Academy of Higher Education, Bengaluru	Member
6.	Dr. Parvathi	Principal, VET First Grade College, Bengaluru	Member
7.	Dr. Raja Jebasingh	Vice-Principal, St. Joseph's College of Commerce(Autonomous)	Member
8	Dr. K. Ramachandra	Professor, Department of Commerce, Maharani Cluster University.	Member

### Co-Opted Members Present

9	Prof. Ritika Sinha	Chairperson, Department of Management, Bengaluru City University	Member
10	Prof. G.Venugopal	Principal VVN Degree College, Bengaluru	Member
11	Dr. Savita. K	Principal, BEL First Grade College, Bengaluru	Member

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12	Dr. Bhavani. H	Associate Professor, Department of Commerce, Vivekananda Degree College, Bengaluru	Member
13	Mr. H.N Gururaja Rao.	Associate Professor, Department of Commerce, Vijaya College, Bengaluru	Member
14	Dr. Swamynathan. C	Associate Professor, Department of Commerce, GFGC Malleshwaram College, Bengaluru	Member
15	Prof. H R Padmanabha	Vice-Principal, Sai Vidya First Grade College, Yelahanka.	Member
16	Dr. Srihari	Associate Professor, Department of Commerce, SSMRV College, Bengaluru	Member
17	Dr. Nagaraja.C	Assistant Professor, Department of Commerce, GFGC Yelahanka College, Bengaluru	Member
18	Dr. Asha.N	Principal, Sindhi College, Bengaluru	Member
19	Mr. Sharath M	Assistant Professor, Sindhi College.	Member
<b>Industry Experts</b>			
20	CMA .Geetha Sauthanagopalan	Partner GM Associates, Bengaluru.	Member
21	CMA .Abhijeet S Jain	Chairman, Bengaluru Chapter of the Institute of Cost Accountants of India	Member
22	Mr. G Vijay Raghavan	Founder- Stockathon Academy, Bangalore	Member

  
**Dr. JALAJA. K R, M.COM., MBA., Ph.D**  
 Dean & Chairperson  
 Department of Commerce  
 Bengaluru City University

## **BBA (Business Analytics)**

### **REGULATIONS PERTAINING TO BACHELOR OF BUSINESS ADMINISTRATION BUSINESS ANALYTICS (BBA- Business Analytics)**

#### **1. INTRODUCTION**

As per the Government Order No. ED 166 UNE 2023, Bangalore dated 08.05.2024, all Universities under the Karnataka State Higher Education department are required to implement the State Education Policy from the academic year 2024-25. Therefore, all students seeking admission for BBA (BUSINESS ANALYTICS) programme from the academic year 2024-25 will be following the State Education Policy 2024.

According to the Government order, it has been instructed to revise syllabus of Degree courses in accordance to the curriculum structure and guidelines as per the order from the academic year 2024-2025. In furtherance of the said Government order, the Program Structure of the courses prepared by the BOS will be applicable to students admitted to the BBA (BUSINESS ANALYTICS) programme in Department of Commerce and Management, Bengaluru City University, its constituent and affiliated colleges.

The Board of Studies resolved to provide the framework for Under Graduate Courses with Discipline Specific Core programs and Discipline Specific Elective programs for various BBA (BUSINESS ANALYTICS) courses as resolved in the meeting of the BOS chairpersons of the University and the Govt. of Karnataka order, No. Ed. 166/UNE 2023 Bengaluru, dated 08.05.2024. Along with the framework for general Undergraduate Degree courses, the framework for standalone/specialized BBA (BUSINESS ANALYTICS) Degree programme of the University were prepared.

#### **2. OBJECTIVES:**

- a) To create manpower for global middle level management equipped with core managerial competencies along with relevant IT skills.
- b) To cater to the requirements of Industries.
- c) To prepare students to take up Higher Education to become business scientists, researchers consultants and teachers, with core competencies.
- d) To develop Ethical Managers with Inter Disciplinary and Holistic approach.
- e) To prepare students to pursue careers in Finance, Marketing, Human Resources, Data Analytics and allied functions in the Corporate Sector.
- f) To develop human resources to act as think tank for Business Development related issues.
- g) To develop students for competitive examinations of UPSC, KPSC, Staff Selection Commission, Recruitment of Banking, Insurance companies etc.
- h) To develop entrepreneurs.
- i) To develop IT enabled global middle level managers for solving real life business problems and addressing business development issues with a passion for quality competency and holistic approach.
- j) To develop ethical managers with interdisciplinary approach.

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- k) To prepare students for professions in the field of Accountancy, Chartered Accountancy, Cost and Management Accountancy, Company Secretary, Professions in Capital and Commodity Markets, Professions in life and non-life insurance and professions in Banks by passing the respective examinations of the respective professional bodies.
- l) Also to develop the students for competitive examinations of UPSC, KPSC, BSRB, Staff Selection Commission, etc.
- m) To prepare students to fit in to the job roles of Business analyst, Financial Analyst, Marketing and HR Associates.
- n) To develop Analysts and Advisors for Capital Markets, Commodity Markets and Insurance Companies

### **3. ELIGIBILITY FOR ADMISSION:**

Candidates who have completed Two-year Pre-University course of Karnataka State or 10+2 years of education in Karnataka and other states or its equivalent are eligible for admission into this program.

### **4. DURATION OF THE PROGRAMME:**

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

### **5. MEDIUM OF INSTRUCTION**

The medium of instruction shall be English. However, a candidate will be permitted to write the examination either in English or in Kannada. All practical question paper are provided only in English, However, theory examination paper will be provided in Kannada and English

### **6. CLASS ROOM STRENGTH OF STUDENTS**

Maximum number of students in each section will be as per University Regulations

### **7. ATTENDANCE:**

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

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### **8. COURSE MATRIX**

Annexure-1 for **BBA (BUSINESS ANALYTICS)**

### **9. TEACHING AND EVALUATION:**

M.Com/MBA/MFA/MBS graduates with B.Com, B.B.M, BBA (BUSINESS ANALYTICS)& BBS as basic degree from a recognized university are only eligible to teach and to evaluate the subjects (excepting languages, compulsory additional subjects and core Information Technology related subjects) mentioned in this regulation. Languages and additional subjects shall be taught by the graduates as recognized by the respective Board of Studies.

### **10. SKILL DEVELOPMENT/RECORD MAINTENANCE AND SUBMISSION:**

a. Every college is required to establish a dedicated business lab for the purpose of conducting practical/on line assignments to be written in the record.

b. In every semester, the student should maintain a Record Book in which a minimum of 5 exercises/programs per subject are to be recorded. This Record has to be submitted to the Faculty for evaluation at least 15 days before the end of each semester.

### **11. SCHEME OF EXAMINATION:**

- a. There shall be a university examination at the end of each semester. The maximum marks for the university examination in each paper shall be 80.
- b. 20 marks of Internal Assessment, 10 marks shall be based on best of two tests (20 Marks each). Each test shall be of at least 01 hour duration to be held during the semester. The average of two tests shall be taken as the internal assessment marks. The remaining 10 marks of the Internal Assessment shall be based on Attendance and Assignment/skill development record of 05 marks each.
- c. The marks based on attendance shall be awarded as given below:  
76% to 80% = 02 marks  
81% to 85% = 03 marks  
86% to 90% = 04 marks.  
91% to 100% = 05 marks.
- d. Marks for skill development shall be awarded by the faculty concerned based on Skill Development exercises provided in the syllabus of each paper. The student is required to prepare/workout the concerned exercises in a Record Book maintained by him/her and shall submit it the faculty concerned at least 15 days before the last date of the semester.

### **12. APPEARANCE FOR THE EXAMINATION:**

- a) A candidate shall apply for all the parts in each examination when he/she appears for the first time. A candidate shall be considered to have appeared for the examination only if he/she has submitted the prescribed application for the examination along with the required fees to the university.

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- b) A candidate who has passed any language under Part-1 shall be eligible to claim exemption from the study of the language if he/she has studied and passed the language at the corresponding level.
- c) Further, candidates shall also be eligible to claim exemption from studying and passing in those commerce subjects which he/she has studied and passed at the corresponding level, subject to the conditions stipulated by the university.
- d) A candidate who is permitted to seek admission to this degree course on transfer from any other University shall have to study and pass the subjects which are prescribed by the University. Such candidates shall not however, be eligible for the award of ranks.

### **13. MINIMUM FOR A PASS:**

Candidates who have obtained a minimum of 35% marks in university examination (i.e. 28 marks out of 80 marks of theory examination) and 40% in aggregate (i.e., total of university examination and internal assessment marks) in each subject shall be eligible for a pass or exemption in that subject. There is no minimum marks to pass in Internal Assessment including other Internal Assessments such as Viva-Voce, Internship Report and Field Survey Report.

### **14. CLASSIFICATION OF SUCCESSFUL CANDIDATES:**

- a. The results of the First to Sixth semester degree examination shall be declared and classified separately as follows:
  - i. First Class: Those who obtain 60% and above of the total marks of parts I, II and III.
  - ii. Second Class: Those who obtain 50% and above but less than 60% of total marks of parts I, II and III.
  - iii. Pass Class: Rest of the successful candidates who secure 40% and above but less than 50% of marks in part I, II and III.
- b. Class shall be declared on the basis of the aggregate marks obtained by the candidates in this degree course (excluding languages (part I) and non-core subjects (Part III)) as a whole. However, only those candidates who have passed each semester university examination in the first attempt only shall be eligible for award of ranks. The first ten ranks only shall be notified.

### **15. MEDALS AND PRIZES:**

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

### **16. TERMS AND CONDITIONS:**

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



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### 17. PATTERN OF QUESTION PAPER:

Each theory question paper shall carry 80 marks and the duration of examination is 3 hours. The Question paper shall ordinarily consist of four sections, to develop testing of conceptual skills. Understanding skills, comprehension skills, articulation and application of skills. The question paper setter shall be asked to prepare TWO sets of papers with a maximum of 10% repetition. The Question Paper will be as per the following Model:

Section A	Conceptual questions (5 questions out of 8)	$5 * 2 = 10$
Section B	Analytical questions (4 questions out of 6)	$4 * 5 = 20$
Section C	Essay type questions (3 questions out of 5)	$3 * 15 = 45$
Section D	Skill Based questions	$1 * 5 = 5$
Total		80 marks

### 18. PROVISION FOR IMPROVEMENT OF RESULTS:

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

### 19. REMOVAL OF DIFFICULTY AT THE COMMENCEMENT OF THESE REGULATIONS:

If any difficulty arises while giving effect to the provision of these Regulations, the Vice Chancellor may in extraordinary circumstances, pass such orders as he may deem fit.

### 20. MANDATORY VISITS/ WORKSHOP/EXPERT LECTURES

• **Induction Program:** It is mandatory to conduct a three day Induction Program for students at the commencement of the first semester. The program shall include activities such as Yoga, talks on Human Values, lectures from professionals and experts, training in Computer Proficiency, English Proficiency, Cultural Activities, Creative Arts, and more.

• **Industrial/Field Visits:** It is mandatory to arrange one Industrial/Field visit every semester for the students.

• **5th Semester Activities:**

1. Employability Skills Training: 10 hours of training on Employability Skills.
2. Entrepreneurship and Start-up Orientation: 5 hours of orientation on Entrepreneurship and Start-ups.

• **Expert Lectures:** It is mandatory to organize at least one expert lecture per semester for each course (subject) by inviting resource persons from domain-specific industries or organizations.



## BBA (Business Analytics)

### I SEMESTER

	Subjects	Paper	Instruction hrs./week	Duration Of Exam (hrs.)	Marks			Credits
					IA	Uni. Exam	Total	
Part 1 Languages	Language -I Kannada/Sanskrit/Urdu /Tamil/ Telugu/Malayalam/Add itional English / Marathi/ Hindi		4	3	20	80	100	3
	Language – II: English		4	3	20	80	100	3
Part 2 DSC	Principles of Management	1.1	4	3	20	80	100	4
	Spreadsheet for Data Analytics	1.2	4	3	20	80	100	4
	Statistics for Business Decisions-I	1.3	4	3	20	80	100	4
	Financial Accounting	1.4	4	3	20	80	100	4
Part 3 CC	Constitutional Values -1		3	1.5	10	40	50	2
	<b>TOTAL</b>				<b>130</b>	<b>520</b>	<b>650</b>	<b>24</b>

### II SEMESTER

	Subjects	Paper	Instruction hrs./week	Duration of Exam (hrs.)	Marks			Credits
					IA	Uni. Exam	Total	
Part 1 Languages	Language-I Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English / Marathi/ Hindi		4	3	20	80	100	3
	Language – II: English		4	3	20	80	100	3
Part 2 DSC	Human Resource Management and Practices	2.1	4	3	20	80	100	4
	DBMS and SQL for Data Analytics	2.2	4	3	20	80	100	4
	Statistics for Business Decisions-II	2.3	4	3	20	80	100	4
	Corporate Accounting	2.4	4	3	20	80	100	4
Part 3 CC	Constitutional Values-2		3	1.5	10	40	50	2
	<b>TOTAL</b>				<b>130</b>	<b>520</b>	<b>650</b>	<b>24</b>

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**III SEMESTER**

	Subjects	Paper	Instruction hrs./week	Duration of Exam (hrs.)	Marks			Credits
					IA	Uni. Exam	Total	
Part 1 Language	Language: I Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English / Marathi/ Hindi		4	3	20	80	100	3
	Language – II: English		4	3	20	80	100	3
Part 2 DSC	Principles of Marketing	3.1	4	3	20	80	100	4
	Organizational Behaviour	3.2	4	3	20	80	100	4
	Business Data Analytics	3.3	4	3	20	80	100	4
	Data Analytics using R	3.4	4	3	20	80	100	4
Part 3 SEC	Business Communication Skills	3.5	2	2	10	40	50	2
	<b>TOTAL</b>				<b>130</b>	<b>520</b>	<b>650</b>	<b>24</b>

**IV**

**SEMESTER**

	Subjects	Paper	Instruction hrs./week	Duration of Exam (hrs.)	Marks			Credits
					IA	Uni. Exam	Total	
Part 1 Language	Language: I Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English / Marathi/ Hindi		4	3	20	80	100	3
	Language – II: English		4	3	20	80	100	3
Part 2 DSC	Entrepreneurship and Start-up Eco System	4.1	4	3	20	80	100	4
	Business Regulations	4.2	4	3	20	80	100	4
	Data Analytics using Python	4.3	4	3	20	80	100	4
	Financial Management	4.4	4	3	20	80	100	4
Part 3 SEC	C Programming	4.5	2	1.5	10	40	50	2
	<b>TOTAL</b>				<b>130</b>	<b>520</b>	<b>650</b>	<b>24</b>

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**V Semester**

	Subjects	Paper	Instruction hrs./week	Duration of Exam (hrs.)	Marks			Credits
					IA	Uni. Exam	Total	
Part I	Income Tax Law & Practice- I	5.1	4	3	20	80	100	4
	Management Accounting	5.2	4	3	20	80	100	4
	HR Analytics	5.3	4	3	20	80	100	4
	Marketing Analytics	5.4	4	3	20	80	100	4
Part II CC	Research Methodology	5.5	4	3	20	80	100	4
	Survey project*	5.6	2		100**		100	4
TOTAL					200	400	600	24

**INSTRUCTIONS:** During the V Semester, students shall be assigned Survey Projects and it shall be monitored by the Mentors. Faculty from Commerce and Management department only shall be appointed as Mentors. Survey project shall be undertaken in any area of Commerce and Management on any domain in a Small, Medium or large organization.

\*A Maximum of 50 Students shall be allotted to each Mentor. 2 hours of mentorship / workload shall be allotted to a teacher. Attendance shall be monitored as per University criteria (minimum 75%). The Field survey report shall be submitted before the end of the semester for assessment and viva-voce examination.

\*\*The marks shall be awarded on the following basis:

- 60 marks for Survey Project and 20 marks for Viva- Voce examination to be evaluated by a panel of examiners appointed by the BOE, BCU
- 20 marks for maintenance of Log Book to be awarded by the mentor

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### VI SEMESTER

	Subjects	Paper	Instruction hrs./week	Duration of Exam (hrs.)	Marks			Credits
					IA	Uni. Exam	Total	
Part I DSC	Income Tax Law & Practice- II	6.1	4	3	20	80	100	4
	International Business	6.2	4	3	20	80	100	4
	Strategic Management	6.3	4	3	20	80	100	4
	Financial Analytics	6.4	4	3	20	80	100	4
	Data Analytics using Power Bi	6.5	4	3	20	80	100	4
Part II CC	Internship**	6.6	4	3	100**		100	4
TOTAL					200	400	600	24

**INSTRUCTIONS:** During the VI Semester, students should be assigned **Internship** and it shall be monitored by the Mentors. Faculty from Commerce and Management Department only shall be appointed as Mentors. Internship may be undertaken in any Tiny, Small, Medium or Large organization.

\* **A Maximum 50 Students** shall be allotted to each Mentor. **2 hours** of Mentorship / Workload shall be allotted to a teacher. Attendance shall be monitored as per University criteria (minimum 75%).

Minimum of **90 hours** of Internship shall be undertaken by the student after the class hours during the semester. The Report shall consist of the **concerned Industry's Profile, Specific Organisational Profile, Functions and Operations, Nature of work (Internship) undertaken by the student, Experience & Learning Outcomes and suggestions & conclusion.**

**The report shall be prepared** in about **50-60** pages and include the Internship Certificate along with the log sheet from the Organization and submitted **before the end of the semester** for **assessment and viva-voce examination.**

The marks shall be uploaded by the college on the University Portal along with IA marks.

\*\*The marks shall be awarded on the following basis.

- 60 marks for Internship Report and 20 marks for Viva- Voce examination to be evaluated by a panel of examiners appointed by the BOE, BCU
- 20 marks for maintenance of Log Book to be awarded by the mentor

**BBA (Business Analytics)**

<b>Name of The Program:</b> Bachelor of Business Administration <b>Course Code:</b> BBA (BUSINESS ANALYTICS) 1.1 <b>Name of the Course:</b> <b>PRINCIPLES OF MANAGEMENT</b>		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
<b>Pedagogy :</b> Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.		
<b>Course Outcomes:</b> On successful completion of the course, the Students will be able to. <ul style="list-style-type: none"> <li>a) Understand concepts of business management, principles and function of management</li> <li>b) Explain the process of planning and decision making.</li> <li>c) Create organization structures based on authority, task and responsibilities. .</li> <li>d) Explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles</li> <li>e) Explain the requirement of good control system and control techniques.</li> </ul>		
<b>SYLLABUS:</b>		<b>HOURS</b>
<b>Unit - 1: NATURE AND FUNCTIONS OF MANAGEMENT</b>		<b>10</b>
Management: Meaning and Definition, Features and Importance of Management; Functions; Levels of Management; Management as a Science, Art and Profession; Management and Administration (meaning and differences).		
<b>Unit - 2: PLANNING</b>		<b>8</b>
<b>Planning:</b> Meaning, Features, Importance, Steps in Planning Process, Types of Planning- (Strategic planning, administrative planning, operational Planning, Contingent planning), Barriers to effective planning, Measures to make planning effective.		
<b>Unit - 3: ORGANISING AND ORGANISATION STRUCTURE</b>		<b>14</b>
<b>Organizing Process</b> –Concept of organization:- As an entity, as group of people, as a structure, as a process (meanings only); Principles of organizing; <b>Organizational structure - Formal Organizational structure:</b> – Meaning, Types - Line Organization, Line and Staff, Functional, Project, Matrix and Virtual. <b>Informal Organization:</b> – Meaning, Characteristics, Importance, Limitations, Difference between Formal and Informal Organization; Factors influencing the organization structure-(Environment, strategy, technology, size, people).		

<b>Unit - 4: : DIRECTION</b>	<b>16</b>
<p><b>Direction:</b> Meaning Importance and principles of directing.</p> <p><b>Motivation:</b> Concept, Importance, Features of Motivation; Motivational theories- Maslow's need hierarchy theory, Herzberg's Hygiene Theory, McGregor's Theory X and Theory Y.</p> <p><b>Leadership:</b> Meaning, Leadership Styles- Autocratic, Democratic, Participative, Free Reign, Benevolent &amp; Transformational Leadership (meaning and features of each)</p> <p><b>Communication:</b> Meaning, Communication Process, Types, Barriers to Communication and measures to overcome the barriers in communication.</p>	
<b>Unit - 5: COORDINATION AND CONTROLLING</b>	<b>8</b>
<p><b>Coordination-</b> Meaning and need, requisites for effective coordination</p> <p><b>Controlling –</b> Meaning, Importance, Control Process, Essentials of an Effective Control System, Control techniques- PERT&amp; CPM (meaning and uses only).</p>	
<p><b>Skill Development Activities:</b></p> <ol style="list-style-type: none"> <li>1. Compare the different types of leadership styles</li> <li>2. Draw an organizational chart showing the line of authority and responsibility</li> <li>3. Identify five control techniques used for better productivity of any organisation</li> <li>4. Draw a chart showing the process of communication</li> </ol>	
<p><b>Books for References:</b></p> <ol style="list-style-type: none"> <li>1. L M Prasad, Principles and Practice of Management, Sultan Chand and Sons, New Delhi</li> <li>2. Harold Koontz and Heinz Weihrich (2017), Essentials of Management: An International and Leadership Perspective, McGraw Hill Education, 10th Edition.</li> <li>3. Stephen P Robbins and Madhushree Nanda Agrawal (2009), Fundamentals of Management: Essential Concepts and Applications, Pearson Education, 6th Edition.</li> <li>4. James H. Donnelly, (1990) Fundamentals of Management, Pearson Education, 7th Edition.</li> <li>5. P C Tripathi &amp; P N Reddy (2005), Principles of Management, TMH Publications, 3rd Edition.</li> </ol>	

**BBA (Business Analytics)**

<b>Name of The Program:</b> Bachelor of Business Administration <b>Course Code:</b> BBA (BUSINESS ANALYTICS) 1.2 <b>Name of the Course:</b> SPREADSHEET FOR DATA ANALYTICS		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
<b>Pedagogy:</b> Classroom lectures, tutorials & lab work etc.,		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to <ol style="list-style-type: none"> <li>1. To learn how to start working with MSEXCEL right from basics to Tables.</li> <li>2. To understand the various table formatting</li> <li>3. To equip students with various Functions in MS EXCEL</li> <li>4. To equip students with Data analysis functions</li> <li>5. Understand the use of macros and VBA.</li> </ol>		
SYLLABUS:		HOURS
<b>Unit 1: INTRODUCTION TO SPREADSHEET</b>		<b>10</b>
Spreadsheets basics, Need for Spreadsheets, Work-Book, Work –Sheet, Parts of a MS-Excel Work-Sheet- Program area, Work area, Contents of Title-Bar, Manu-Bar, Contents of Manu Ribbons, Meaning of Cell- Cell address, Formula-Bar, Row Numbers, Column-Letters, Selecting Cell and Range of Cells, Merging of Cells, Entering and Saving Data in the Cell, Named Cells, Need of Naming Cells, Entering, Storing, Copying Formula, Using different Arithmetic and logical Operators in Formula, Moving Cell with contents, Copying and Pasting of Cell and Cell Content, Freezing Cells, Editing of Cell Contents, using Cell Formatting Options – Editing Cell Size (increasing Column and Row size of a cell), Text Alignment, using Border, Comments option usage in Cell, Editing and Deleting Comments, Fill, Formatting Fonts, Text Warping, Text Rotate, Using Auto-fit to Adjust Rows and Columns Using of Short Cuts and Short-Cut Menu, Clear Contents in a Cell, Adding, Deleting and Copying Work-Sheet with in a Work-Book, Renaming a File or Work-Sheet, Inserting Multiple Work-Sheet at a time, Formatting a Work-Sheet Automatically, Sorting Textual & Numerical DATA, Sort Dates or Times, Sort by Cell Colour, Font Colour, or by icon, Sort by a custom list, Sort Rows, sort by more than column or row and other issues in sorting.		
<b>Unit 2: TABLES AND FORMATTING</b>		<b>10</b>
Creating a Table, Changing the look of a table, Navigating in a Table, Selecting parts of a Table, Adding, Deleting New Rows / Columns, Moving a Table, Working with the Total Row, Removing Duplicate rows from a table. Sorting and Filtering a table. Formatting tools on the Home Tab, Mini Toolbar, Fonts, Text Alignment, Wrapping text to fit a cell, Colours and Shading, Borders and Lines, Miming Styles Conditional Formatting and Reporting: Format all Cells by using a Two Colour Scale, Format all Cells by using Data Bars quick formatting, referencing – Relative, Absolute, Mixed Referencing. Working with Formulas and Functions, Introduction to Chart Wizard		



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<b>Unit 3: FUNCTIONS IN SPREADSHEET</b>	<b>20</b>
Mathematical Functions: ROUND, COUNT, COUNIF, MIN, MAX, ROUND, INT, SQRT, Logical Functions: AND, FALSE, IF, IFERROR, NOT, OR, TRUE. Text Functions, Date and Time Functions Statistical Functions -Descriptive statistics- AVERAGE -MEAN, MEDIAN, MOD, STDEV, VAR, RSQ, DEVSQ, COVAR. Inferential Statistics - CHISQ.TEST, FTEST, TTEST, ZTEST. Financial Functions: Future Value (FV), FVSCCHEDULE, Present Value (PV), Net Present, Value (NPV), XNPV, PMT, PPMT, Internal Rate of Return (IRR), Modified Internal Rate of Return (MIRR), XIRR, NPER, RATE, EFFECT, NOMINAL DB, SYD, SLD, Lookup Functions: Vlookup and Hlookup, transpose.	
<b>Unit 4: DATA &amp; DATA ANALYSIS</b>	<b>10</b>
Formula Auditing: Trace Precedents, Trace Dependents Show Formula, Error Checking, using data menu in data analysis: Get external data: Getting data from– from web, from text, from other sources, sorting and filtering of data, Data tools: Remove Duplicate data, data validation, group and ungroup data, finding sub-totals, Data consolidation, What-if Analysis- Goal Seek, Scenario Manager, Tables. Pivot – table: Generating pivot-table, and generating pivot charts	
<b>Unit 5: USE OF MACRO AND VBA IN SPREADSHEET</b>	<b>6</b>
Use of Macro – definition and use, record a macro, assign a macro, run a macro, store a macro, entering formula in macro, use relative references, Introduction to VBA Programming, Create a basic calculator with VBA in Excel. Write some code in VBA (Visual Basic for Application) to manipulate records in Excel spreadsheet and work with VBA user form to build graphic user interface application.	
<b>Skill Development Activities:</b> <ol style="list-style-type: none"> <li>1. What is the difference between formulas and functions with Example</li> <li>2. What are the various categories of functions available in Excel?</li> <li>3. Write the differences between Absolute cell Referencing and Relative cell Referencing</li> <li>4. How to Create a basic calculator with VBA in Excel</li> </ol>	
<b>Books for References:</b> <ol style="list-style-type: none"> <li>1. Rajkumar S and Nagarajan G and Naveen Kumar M, Fundamentals of MS Excel, Jayvee International Publications, Bangalore.</li> <li>2. Microsoft Excel Latest Version Inside Out – Mark Doge and Craig Stinson – PHI Learning Private Limited, New Delhi – 110001.</li> <li>3. Excel 2013 Bible ;John Walkenbach, Wiley</li> <li>4. Financial Analysis and Modeling using Excel and VAB: Chandan Sengupta, Wiley</li> <li>5. Excel Data Analysis – Modeling and Simulation: Hector Guerreor, Springe</li> <li>6. Microsoft Excel 2013: Data Analysis and Business Modeling: Winston, PHI</li> </ol> Excel Functions and Formulas: Bernd Held, BPB Publications	

**BBA (Business Analytics)**

<b>Name of the Program: Bachelor of Business Administration</b> <b>Course Code: BBA (BUSINESS ANALYTICS) 1.3</b> <b>Name of the Course: Statistics for Business Decisions-1</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>56 Hrs</b>
<b>Pedagogy :</b> Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.		
<b>Course Outcomes: On successful completion of the course, the Students will demonstrate</b> a. Understand the requirements of statistical framework b. Construct and visualize the data. c. Determine measures of central tendency and dispersion. d. Construct index numbers		
<b>Syllabus:</b>		<b>Hours</b>
<b>Unit.1: INTRODUCTION TO STATISTICS</b>		<b>6</b>
Introduction – Meaning, Definition of Statistics, Origin and Development of Statistics, Importance and Scope of Statistics, Limitation of Statistics, Distrust of Statistics.		
<b>Unit.2: DATA COLLECTION ORGANISATION &amp; VISUALISATION</b>		<b>12</b>
Data in Business environment, Collection of Data - Techniques of Data Collection – Census Technique and Sampling Technique (Concepts). Classification: Meaning, and Methods of Classification of Data, Tabulation: Meaning, Parts of a Table – Simple problems on Tabulation; Diagrammatic Presentation: Bar Diagrams – Simple Bars, Multiple Bars, Percentage Sub-divided Bar Diagram; Two Dimensional Diagrams – Pie Diagram.		
<b>Unit.3: MEASURES OF CENTRAL TENDENCY</b>		<b>12</b>
Measures of Central Tendency: Calculation of Arithmetic Mean, Median and Mode for Individual, Discrete and Continuous Series – Problems (Direct Method only); Geometric Mean (Simple problems), Empirical relation between Mean, Median and Mode.		
<b>Unit.4: MEASURE OF DISPERSION</b>		<b>12</b>
Dispersion: Mean Deviation, Variance, Standard Deviation, Coefficient of Variance, Quartile Deviation, Coefficient of QD, Covariance. Measures of Skewness: Calculation of Karl Pearson's co-efficient of skewness (Uni-modal).		

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<b>Unit.5: INDEX NUMBER</b>	<b>14</b>
Index number, Construction of Index number, Methods of Index number: Simple aggregative method, Weighted method (Fishers Ideal Index number). Tests of Adequacy (TRT, FRT). Consumer Price Index number.	
<b>Skill Developments Activities:</b> <ol style="list-style-type: none"> <li>1. Prepare a Pie Chart with imaginary figures.</li> <li>2. Prepare a Blank Table and mention the parts of the table.</li> <li>3. Prepare a Sub- Divided Bar Chart with imaginary figures.</li> <li>4. Draw a Histogram using imaginary data and identify Mode.</li> <li>5.</li> </ol>	
<b>Text Books:</b> <ol style="list-style-type: none"> <li>1. S P Gupta: Statistical Methods- Sultan Chand</li> <li>2. Dr. B N Gupta: Statistics, Sahithya Bhavan</li> <li>3. S.C Gupta: Business Statistics, HPH</li> <li>4. N.V.R Naidu: Operation Research I.K. International Publishers</li> <li>5. Elhance: Statistical Methods, Kitab Mahal</li> <li>6. Sanchethi and Kapoor: Business Mathematics, Sultan Chand</li> <li>7. Veerachamy: Operation Research I.K. International Publishers</li> <li>8. S. Jayashankar: Quantitative Techniques for Management</li> <li>9. D.P Apte; Statistical Tools for Managers</li> <li>10. Chikoddi &amp; Satya Prasad: Quantitative Analysis for Business Decision, HPH</li> <li>11. Dr. Alice Mani: Quantitative Analysis for Business Decisions - I, SBH</li> </ol>	

**BBA (Business Analytics)**

<b>Name of The Program:</b> Bachelor of Business Administration <b>Course Code:</b> BBA (BUSINESS ANALYTICS) 1.4 <b>Name of the Course:</b> <b>FINANCIAL ACCOUNTING</b>		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
<b>Pedagogy :</b> Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to: a) Understand the framework of accounting as well accounting standards. b) Pass Journal entries, Posting to Ledger accounts and prepare Trial balance c) Prepare various Subsidiary books d) Prepare different Cash Book e) Prepare Final accounts of proprietary concern.		
<b>SYLLABUS:</b>		<b>HOURS</b>
<b>Unit.1: Introduction to Financial Accounting</b>		<b>12</b>
Introduction – Meaning, Definition, Scope, Objectives, Functions of Accounting – Terminologies used in Accounting - Users of Accounting Information – Limitations of Accounting; Accounting Principles- Accounting Concepts Conventions; Meaning of Double entry system – Process of Accounting – Types of Accounts – Traditional and Modern Accounting – Golden Rules of Debit and Credit. Accounting Standards (Ind AS)- Meaning, Definition, Need and Objectives – List of Accounting Standards issued by ICAI; Accounting Equations - Problems on Accounting Equations.		
<b>Unit.2: Journal, Ledger &amp; Trial Balance</b>		<b>12</b>
Meaning of Journal, Ledger & Trial Balance – Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trial Balance – Simple Problems on Journal, Ledger Posting and Preparation of Trial Balance.		
<b>Unit.3: Subsidiary Books</b>		<b>10</b>
Meaning – Types of Subsidiary Books – Preparation of Purchases Book- Purchase Returns Book - Proforma Invoice; Sales Book -Sales Return Book - Account Sales; Bills Receivable Book - Bills Payable Book. Simple Problems on the Purchases – Purchases Returns – Sales – Sales Returns – Bills Receivable and Payable Books.		

<b>Unit.4: Cash Book</b>	<b>10</b>
Introduction - Types of Cash Book- Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book -Problems.	
<b>Unit.5: Final Accounts of Proprietary Concern</b>	<b>12</b>
Preparation of Statement of Profit and Loss and Balance Sheet of a proprietary concern with special adjustments like depreciation, outstanding expenses and prepaid expenses, outstanding incomes and incomes received in advance and provision for doubtful debts, interest on drawings and interest on capital. (Vertical Form)	
<b>Skill Development Activities:</b> <ol style="list-style-type: none"> <li>1. List out the Accounting Standards issued by ICAI</li> <li>2. Prepare a Trial Balance with imaginary figures</li> <li>3. Prepare a Cash Book with imaginary figures.</li> <li>4. Prepare a Profit and Loss Account and Balance Sheet of a Proprietary Concern with imaginary figures</li> </ol>	
<b>Books for References:</b> <ol style="list-style-type: none"> <li>1. Robert N Anthony, David Hawkins, Kenneth A. Merchant, (2017) Accounting: Text and Cases, Mc Graw-Hill Education, 13thEdition.</li> <li>2. S.Anil Kumar, V.Rajesh Kumar and B.Mariyappa – Financial Accounting, Himalaya Publishing House, New Delhi.</li> <li>3. SPiyengar (2005), Advanced Accounting, Sultan Chand &amp; Sons, Vol.1.</li> <li>4. Charles T. Horngren and Donna Philbrick, (2013) Introduction to Financial Accounting, Pearson Education, 11thEdition.</li> <li>5. J.R. Monga, Financial Accounting: Concepts and Applications. Mayur Paper Backs, New Delhi, 32ndEdition.</li> <li>6. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi, 6th Edition.</li> <li>7. B.S. Raman (2008), Financial Accounting Vol. I &amp; II, United Publishers &amp; Distributors</li> </ol>	

**BBA (Business Analytics)**

<b>Name of the Program: Bachelor of Business Administration</b> <b>Course Code: BBA (BUSINESS ANALYTICS)2.1</b> <b>Name of the Course: HUMAN RESOURCE MANAGEMENT PRACTICES</b>		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
<b>Pedagogy:</b> Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.		
<b>Course Outcomes:</b> On successful completion of the Course, the students will be able to: a) Describe the role and responsibility of Human resources manager b) Understand the HRP process, Recruitment and Selection process c) Demonstrate the ability to understand the on-boarding process and Learning & Development aspects. d) Analyse the criteria and methods of Employees' Performance Appraisal. e) Understand the Compensation Structure in Organisations.		
<b>SYLLABUS:</b>		<b>HOURS</b>
<b>Unit-1: Introduction to Human Resource Management</b>		<b>10</b>
Meaning and Definition of HRM – Features, Objectives, Importance, Functions and Process of HRM; Role of HR Manager, Trends influencing HR practices.		
<b>Unit-2: Human Resource Planning, Recruitment &amp; Selection</b>		<b>14</b>
<b>Human Resource Planning:</b> Meaning and Importance of Human Resource Planning, Factors affecting HRP, Process of HRP; <b>Recruitment</b> –Meaning, Methods of Recruitment, Factors affecting Recruitment, Sources of Recruitment; <b>Selection</b> –Meaning, Process of Selection, Evaluation of Selection Process, Barriers to effective Selection, Steps for effective selection.		
<b>Unit-3: On-boarding, Training, Development and Career Planning</b>		<b>12</b>
<b>On-Boarding-</b> Meaning, Purpose of On-Boarding, Planning the On-Boarding program, Problems faced in On-boarding; <b>Training:</b> Need for training, Benefits of training, Methods of Training and Development; Evaluation of effectiveness of Training; <b>Career Planning and Development-</b> Need for Career Planning; Types -Horizontal and Vertical Progression, Technical, Managerial and Functional progression (Concepts only)		
<b>Unit-4: Performance Appraisal</b>		<b>12</b>
<b>Performance appraisal:</b> Meaning, Objectives and Process of Performance Appraisal; Methods of Performance Appraisal- Traditional and Modern methods of Performance Appraisal; Uses and Limitations of Performance Appraisal.		

<b>Unit-5: Compensation Management</b>	<b>08</b>
<b>Compensation Management-</b> Meaning and Components of compensation structure; Factors influencing employee compensation; <b>Incentives-</b> Meaning, types of incentives-Monetary and Non-monetary incentives, Individual and Group Incentives; Incentives as a component of CTC	
<b>Skill Development Activities:</b> <ol style="list-style-type: none"> <li>1. Choose any MNC and present your observations on training programs conducted for employees.</li> <li>2. Draw a chart showing different methods of Performance appraisal.</li> <li>3. Draft a Pay structure based on the CTC of any Company.</li> <li>4. List out the latest trends in Human Resource practices followed in companies.</li> </ol>	
<b>Books for References:</b> <ol style="list-style-type: none"> <li>1. Aswathappa, Human Resource Management- Text and Cases (9<sup>th</sup> Edition), McGraw Hill Education (India) Private Ltd.</li> <li>2. Edwin Flippo, Personnel Management, McGraw Hill</li> <li>3. C. B. Mamoria, Personnel Management, HPH</li> <li>4. K. Venkataramana, Human Resource Management, SHBP</li> <li>5. SuBBA (Data Analytics) Rao, Personnel and Human Resources Management, HPH</li> <li>6. Reddy &amp; Appanaiah, Human Resource Management, HPH</li> <li>7. S. Sadri &amp; Others: Geometry of HR, HPH</li> <li>8. Michael Porter, HRM and Human Relations, Juta &amp; Co. Ltd.</li> </ol>	



## BBA (Business Analytics)

<b>Name of the Program: Bachelor of Business Administration</b> <b>Course Code: BBA (BUSINESS ANALYTICS)2.2</b> <b>Name of the Course: DBMS and SQL for Data Analytics</b>		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
<b>Pedagogy:</b> Classroom lectures, tutorials, lab work etc.,		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able 1. To Understand Database System Concept and Data Models Management Systems 2. To Understand Database design 3. To Understand the Concept of Operation and Management. 4. To Understand the application of SQL		
<b>SYLLABUS:</b>		<b>HOURS</b>
<b>Unit. 1: INTRODUCTION TO DATABASE MANAGEMENT SYSTEMS</b>		<b>10</b>
Meaning and Definition of Database, Objectives of Database, Features of Database, Database System Concept and Architecture, Data models: HDBMS, NDBMS, RDBMS, OODBMS, Desktop and Server-level Database, Recent Trends in Database.		
<b>Unit. 2: DATABASE DESIGN</b>		<b>14</b>
Data Modeling Using the Entity Relationship Model: ER Model Concepts, Notation for ER Diagram, Mapping Constraints, Keys, Concepts of Super Key, Candidate Key, Primary Key, Generalization, Aggregation, Reduction of an ER Diagrams to Tables, Relationship of Higher Degree. Relational data Model and Language: Relational Data Model Concepts, Integrity Constraints, Entity Integrity, Referential Integrity, Keys Constraints, Domain Constraints, Relational Algebra, Normalization: Functional dependencies, normal forms, first, second, third normal forms, BCNF		
<b>Unit. 3: Operations Management</b>		<b>12</b>
Client / Server and Databases – Data Warehousing – Query Processing – Concurrency Management – Recovery – Security, Back-up and Recovery. Distributed Databases: Structure of Distributed Database; Trade-offs in Distributing the Database, Advantages of Data Distribution, Disadvantages of Data Distribution; Design of Distributed Databases, Data Replication, Data Fragmentation		
<b>Unit. 4: SQL STRUCTURED QUERY LANGUAGE</b>		<b>10</b>
Introduction on SQL: Characteristics of SQL, Advantage of SQL. SQL Data Type and Literals. Types of SQL Commands. SQL Operators and Their Procedure. Tables, Views and Indexes. Queries and Sub Queries. Aggregate Functions. Insert, Update and Delete Operations, Joins, Unions, Intersection, Minus.		
<b>Unit. 5: PRACTICAL PROBLEMS AND LAB-WORK ON SQL</b>		<b>10</b>
Practical Problems And Lab-Work On SQL		

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### Skill Development Activities:

1. Draw an ER Diagram for Company Database
2. Explain SQL Joins in Detail
3. Explain Aggregate Functions in SQL with Examples.
4. Given BOOK (Bookid, Bookname, Authorid, Publisher) and AUTHOR (Authorid, Authurname, Country,age)
  - Create the above two tables with proper primary key and foreign key constraint.
  - Insert 5 rows to the table.
  - Show the foreign key violation.
  - Delete the column age in Author table
  - Retrieve bookname and publisher from Book table.

### Books for References:

1. Gary W.Hansen and James V.Hansen, -Database Management and Design|| Prentice Hall
2. C.S.V.Murthy – Data Base Management Systems-HPH
3. C.Laudon. management information-systems, 6 th edition, published in the year 2000. p. 6.
4. DR. Milind M. Oka. Management information systems. Everest Publishing House,p.3
5. Gordon. B. Davis & M. H. Olson. Management Information Systems.. Conceptual Foundations, structure and development. Second Edition. P. 6
5. Jacek Błażewicz, et al., -Handbook on parallel and distributed processing||, Springer Science & Business Media, 2013.
6. O'Brien James — A Management Information Systems, Tata Mc Graw Hill, New Delhi.

## BBA (Business Analytics)

<b>Name of the Program: Bachelor of Business Administration</b> <b>Course Code: BBA (BUSINESS ANALYTICS) 2.3</b> <b>Name of the Course: Statistics for Business decisions-2</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>56 Hrs</b>
<b>Pedagogy :</b> Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.		
<b>Course Outcomes: On successful completion of the course, the Students will be able to:</b> <ol style="list-style-type: none"> <li>Develop Proficiency in Statistical Methods</li> <li>Understand and Apply Time Series Analysis</li> <li>Perform Interpolation and Extrapolation</li> <li>Evaluate Population Theories and Techniques</li> <li>Analyze Demographic and Vital Statistics</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Unit.1: CORRELATION, REGRESSION ANALYSIS</b>		<b>12</b>
<b>Coefficient of Correlation:</b> Covariance, Karl Pearsons Coefficient of Correlation. <b>Simple Linear Regression:</b> Introduction to Simple Linear regression, Determining Equation of Regression Line (x on y and y on x), Measure of Variation (Coefficient of Determination, Standard Error of the Estimate), Statistical Inference about the slope and Testing the Overall Regression Model.		
<b>Unit.2: TIME SERIES ANALYSIS</b>		<b>12</b>
Introduction, Components of a Time Series: Secular trend, Short term variation, Random or irregular variation. Components of Time series, Time Series Models (Additive, Multiplicative), Measurement of trend: Graphical or free hand curve fitting method, Semi-Average method, Least square method, Moving average method (2 yearly, 3yearly, 4yearly and 5yearly moving averages)		
<b>Unit.3: INTERPOLATION AND EXTRAPOLATION</b>		<b>10</b>
Introduction: Assumptions, uses of interpolation and extrapolation. Methods of Interpolation: Graphic Method, Newton's forward difference method, Newton's backward difference method, Introduction to Binomial expansion method (derivation only).		
<b>Unit.4: VITAL STATISTICS</b>		<b>12</b>
Meaning of demography and Vital statistics. Methods of collection of Vital Statistics and uses. Fertility, growth and mortality rates. Definition of fertility and fecundity. Fertility rates- CBR, ASFR, GFR and TFR (Problems). Growth rate- Gross reproduction rate and Net reproduction rate (Problems). Mortality rates- CDR, ASDR, S.T.D.R.(Problems) IMR, NMR and MMR (Theory Only).		

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Unit.5: Statistical Quality Control	12
Introduction to SQC, Uses of SQC, Process and Product Control, Control Charts: Upper Control Limit, Lower Control Limit, Central Line. Construction and Statistical basis of 3- $\sigma$ Control charts ( X-bar & R-chart, X-bar & s-chart np-chart, p-chart, c-chart and u-chart)[Theory Only], Rational Sub-grouping.	
<b>Skill Developments Activities:</b> <ol style="list-style-type: none"> <li>1. Calculate Regression for an imaginary dataset.</li> <li>2. Differentiate between additive and multiplicative time series models.</li> <li>3. Calculate Correlation for an imaginary dataset.</li> <li>4. List any five uses of Statistical Quality Control</li> </ol>	
<b>Textbooks:</b> <ul style="list-style-type: none"> <li>• S C Gupta: Fundamentals of Statistics – Himalaya Publishing House</li> <li>• Andrew F Siegel: Practical Business Statistics – Elsevier Inc.</li> <li>• Anderson: Statistics for Business &amp; Economics – Cengage.</li> <li>• Nathan Keyfitz , Hal Caswell: Applied Mathematical Demography</li> <li>• S P Gupta: Statistical Methods- Sultan Chand</li> <li>• Dr. B N Gupta: Statistics, Sahithya Bhavan</li> <li>• Elhance: Statistical Methods, Kitab Mahal</li> <li>• Sanchethi and Kapoor: Business Mathematics, Sultan Chand</li> <li>• Veerachamy: Operation Research I.K. International Publishers</li> <li>• S. Jayashankar: Quantitative Techniques for Management</li> <li>• D.P Apte; Statistical Tools for Managers.</li> </ul>	

<b>Name of The Program: Bachelor of Business Administration</b> <b>Course Code: BBA (BUSINESS ANALYTICS) 2.4</b> <b>Name of the Course: CORPORATE ACCOUNTING</b>		
<b>COURSE CREDITS</b>	<b>NO. OF HOURS PER WEEK</b>	<b>TOTAL NO. OF TEACHING HOURS</b>
4 CREDITS	4 HOURS	56 HOURS
<b>Pedagogy :</b> Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.		
Course Outcomes: On successful completion of the course, the students will be able to: a) Understand Issue of Shares. b) Determine the Liability of underwriters as per underwriting agreement. c) Find out Capital and Revenue profits by preparing the Statement of P/L. d) Prepare Final Account of Companies as per Schedule – III of Companies Act, 2013. e) Prepare Liquidator's Final Statement of Account		
<b>SYLLABUS:</b>		<b>HOURS</b>
<b>Unit.1: ISSUE OF SHARES</b>		<b>10</b>
Meaning of Share, Types of Shares – Preference shares and Equity shares – Issue of Shares at par, at Premium, at Discount: Journal Entries relating to issue of shares –Calls -in-arrears – Forfeiture and Re-issue of Shares.		
<b>Unit.2: UNDERWRITING OF SHARES</b>		<b>12</b>
Meaning of Underwriting – SEBI regulations regarding underwriting; Underwriting commission – Types of underwriting agreement – Conditional and Firm; Determination of Liability in respect of underwriting contract – fully underwritten and partially underwritten – with and without firm underwriting.		
<b>Unit.3: Profit Prior to Incorporation</b>		<b>10</b>
Introduction - Meaning – calculation of sales ratio – time ratio – weightedratio – treatment of capital and revenue expenditure – Ascertainment of pre-incorporation and post-incorporation profits by preparing statement of Profit and Loss (Vertical Format) as per schedule III of Companies Act, 2013.		
<b>Unit.4: Final Accounts of Joint Stock Companies</b>		<b>12</b>
Statutory Provisions regarding preparation of Company's Financial Statements – Treatment of Special Items, Tax deducted at source, Advance payment of Tax, Provision for Tax, Depreciation, Interest on debentures, Dividends, Rules regarding payment of dividends, Transfer to Reserves (Theory) Problems on Preparation of Statement of Profit and Loss and Balance Sheet as per Schedule – III of Companies Act, 2013.		

Unit.5: Corporate Financial Reporting Practices	12
<p>Corporate Financial Reporting - Meaning, Types, Objectives, Characteristics of Corporate Financial Report, Users of Corporate Financial Report, Components of Corporate Financial Report; General Corporate Information, Financial Highlights, Letter to the shareholders from the CEO, Management's Discussion and Analysis</p> <p>Financial Statements (Theory Only)- Balance sheet, Income Statement, Cash flow Statement and Notes to Accounts, Meaning and Contents of Auditors Report, Corporate Governance Report and CSR Report</p>	
<p><b>Skill Development Activities:</b></p> <ol style="list-style-type: none"> <li>1. Give Accounting Treatment in the form of Journal for Issue of Shares at par, at Premium and at Discount with imaginary figures.</li> <li>2. Prepare with imaginary figures computation of Unmarked Application at the time of Underwriting of Shares.</li> <li>3. List the contents of an Annual Report.</li> <li>4. Prepare Balance Sheet with imaginary figures as per Schedule – III of Companies Act,2013</li> </ol>	
<p><b>Books for References:</b></p> <ol style="list-style-type: none"> <li>1. Hanif and Mukherjee, Corporate Accounting, Mc. Graw Hill Publishers</li> <li>2. S P Jain and K. L. Narang, Financial Accounting, Kalyani Publication</li> <li>3. Dr. S Anil Kumar, Dr. V Rajesh Kumar and Dr. B Mariyappa, Corporate Accounting, HPH</li> <li>4. Dr. S.N. Maheswari, Financial Accounting, Vikas Publication</li> <li>5. Soundrajan &amp; K. Venkataramana, Financial Accounting, SHBP.</li> <li>6. A Bannerjee; Financial Accounting.</li> <li>7. Radhaswamy and R.L. Gupta, Advanced Accounting, Sultan Chand</li> <li>8. M.C. Shukla and Grewal, Advanced Accounting.</li> </ol>	