



BLDE **(DEEMED TO BE UNIVERSITY)**

Choice Based Credit System (CBCS)

Curriculum

UG Programme in
BBA in Hospital and Health
System Management

2020-21

Published by

BLDE

(DEEMED TO BE UNIVERSITY)

Declared as Deemed to be University u/s 3 of UGC Act, 1956

The Constituent College

SHRI B. M. PATIL MEDICAL COLLEGE, HOSPITAL & RESEARCH CENTRE, VIJAYAPURA

Smt. Bangaramma Sajjan Campus, B. M. Patil Road (Sholapur Road), Vijayapura - 586103, Karnataka, India.

BLDE (DU): Phone: +918352-262770, Fax: +918352-263303, Website: www.bldedu.ac.in, E-mail: office@bldedu.ac.in

College: Phone: +918352-262770, Fax: +918352-263019, E-mail: bmpmc.principal@bldedu.ac.in



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SHRI B. M. PATIL MEDICAL COLLEGE, HOSPITAL AND RESEARCH CENTRE
BLDE(DU)/REG/AHS-BBA/2020-21/ 127/3

May 12, 2020

NOTIFICATION

Sub: Curriculum for BBA in Hospital and Health System Management with Semester Scheme

Ref: 1. Minutes of the meeting of the 5th Standing Committee Academic Council of the University held on 06- 05-2020.

2. Approval of Board of Management dtd. 08-05-2020

3. Approval of Hon'ble Vice-Chancellor vide order no.1834, dtd.09-05-2020

In accordance with the Rule-09 (ii) of the Memorandum of Association (MoA) of the Deemed to be University, the Board of Management (BoM) has approved the Curriculum for **'BBA in Hospital and Health System Management'** following Choice Based Credit System (CBCS) with Semester Scheme.

The Curriculum shall be effective from the Academic Session 2020-21 onwards, in the Constituent College of the University viz. Shri B. M. Patil Medical College, Hospital and Research Centre, Vijayapura.

REGISTRAR
REGISTRAR

BLDE (Deemed to be University)
Vijayapura-586103, Karnataka

To,
The Dean, Faculty of Allied Health Sciences,
Shri B. M. Patil Medical College,
Hospital and Research Centre,
Vijayapura

Copy to:

- The Secretary, UGC, New Delhi
- The Dean, Faculty of Medicine & Principal
- The Controller of Examinations
- The Dean, Student Affairs
- The Prof. & HoDs of Pre, Para and Clinical Departments
- The Coordinator, IQAC
- PS to the Hon'ble Chancellor
- PS to the Hon'ble Vice-Chancellor

Vision:

- To be a leader in providing quality medical education, healthcare & to become an Institution of eminence involved in multidisciplinary and translational research, the outcome of which can impact the health & the quality of life of people of this region.

Mission:

- To be committed to promoting sustainable development of higher education, including health science education consistent with statutory and regulatory requirements.
- To reflect the needs of changing technology
- Make use of academic autonomy to identify dynamic educational programs
- To adopt the global concepts of education in the health care sector

**BBA – HOSPITAL AND HEALTH CARE MANAGEMENT PROGRAMME
EDUCATIONAL OBJECTIVES (PEO)**

The program is expected to enable the students to

- PEO I** Demonstrate competency across business disciplines, specifically apply the essential elements of core business principles to analyze and evaluate problems and to construct and implement solutions in the business environment
- PEO II** Perform teamwork and leadership skills in the evaluation of organizational conditions using a system perspective to determine necessary action.
- PEO III** Practice high level of professionalism necessary to deliver the knowledge, expertise and skill of students through the application of research to business problems and issues
- PEO IV** Demonstrate an understanding and appreciation of ethical principles at both the professional and community levels.
- PEO V** Apply critical reasoning process to specifically employ appropriate analytical models to evaluate evidence, select among alternatives, and generate creative options in furtherance of effective decision making.
- PEO VI** Develop superior oral and written communication skills relevant to business process effective communication skills, specifically write business documents clearly, and analytically and speak in groups and in public clearly, concisely and analytically, with appropriate use of visual aids.
- PEO VII** Be employed in a broad range of positions including chairman and chief executive officer, president, chief operating officer, chief financial officer, general manager, executive vice president, managing director, and manager in a variety of industries

PROGRAM OUTCOMES (ALIGNED WITH GRADUATE ATTRIBUTES) (PO)

At the end of this program, graduates will be able to

- PO1** To develop comprehensive professional skill that are required for a business administration graduate and To develop language abilities of students to inculcate writing skills and Business correspondence
- PO2** To apply the knowledge of accounting fundamentals, and financial management to the solution of complex accounting & management problems
- PO3** To develop Self-employment of young entrepreneurs and to create corporate professionals
- PO4** To create awareness of Law and Legislations related to healthcare and business and Practical orientation in the area of hospitals and healthcare
- PO5** To develop wide spectrum of managerial skills along with competency building, qualities in specific areas of business studies
- PO6** To have successful career in all Economics, accounting, finance and to pursue higher education and research
- PO7** Problem solving through the application of appropriate theories, principles and data

PROGRAM SPECIFIC OUTCOMES (PSO)

- PSO1:** Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment.
- PSO2:** Demonstrate ability to recognize and identify ethical conflicts, apply ethical reasoning and assess response options relative to the needs and interests of relevant stakeholders to address issues in a business context.
- PSO3:** Identify, evaluate, analyze, interpret and apply information to address problems and make reasoned decisions in a business context.
- PSO4:** Communicate in a business context in a clear, concise, coherent and professional manner.
- PSO5:** Demonstrate the understanding and ability to apply professional standards, theory, and research to address business problems within specific concentrations.

SEMESTER – I							
COURSE CODE	COURSE NAME	L	T	P	C	S	TCH
BBA 1.1	Language	3	0	0	3	0	3
BBA 1.2	English	3	0	0	3	0	3
BBA 1.3	Financial Accounting – I	3	1	0	4	0	4
BBA 1.4	Business Communication	3	0	0	3	0	3
BBA 1.5	Principles of Micro Economics	3	0	0	3	0	3
BBA 1.6	Enrichment Course - I*	0	0	4	2	0	4
Total		15	1	4	18	0	20

SEMESTER – II							
COURSE CODE	COURSE NAME	L	T	P	C	S	TCH
BBA 2.1	Language	3	0	0	3	0	3
BBA 2.2	ENGLISH – II	3	0	0	3	0	3
BBA 2.3	Financial Accounting – II	3	1	0	4	0	4
BBA 2.4	Principles of Management	3	0	0	3	0	3
BBA 2.5	Principles of Macro Economics	3	0	0	3	0	3
BBA 2.6	Enrichment Course - II*	0	0	4	2	0	4
TOTAL		15	1	4	18	0	20

SEMESTER – III							
COURSE CODE	COURSE NAME	L	T	P	C	S	TCH
BBA 3.1	Cost & Management Accounting	3	1	0	4	0	4
BBA 3.2	Business Law	3	0	0	3	0	3
BBA 3.3	Business Statistics	3	1	0	4	0	4
BBA 3.4	Enterprise Systems	3	0	0	3	0	3
BBA 3.5	Business Mathematics	3	1	0	4	0	4
BBA 3.6	Enrichment Course - III*	0	0	4	2	0	4
		15	3	4	20	0	22

SEMESTER – IV							
COURSE CODE	COURSE NAME	L	T	P	C	S	TCH
BBA 4.1	Basics of Healthcare Management	3	0	0	3	0	3
BBA 4.2	Essentials of Medical Terminology	3	0	0	3	0	3
BBA 4.3	Basics of Community Medicine and Epidemiology	3	0	0	3	0	3
BBA 4.4	Hospital Management Information System	3	0	0	3	0	3
BBA 4.5	Human Behavior at Work	3	0	0	3	0	3
BBA 4.6	Hospital Hands on Learning	0	0	4	2	0	4
		15	0	4	17	0	19

SEMESTER – V							
COURSE CODE	COURSE NAME	L	T	P	C	S	TCH
BBA 5.1	Principles of Hospital Administration	3	0	0	3	0	3
BBA 5.2	Hospital Planning, Design and Management	3	0	0	3	0	3
BBA 5.3	Service Quality Management	3	0	0	3	0	3
BBA 5.4	Hospital Records Management	3	0	0	3	0	3
BBA 5.5	Hospital Dietary Services Management	3	0	0	3	0	3
BBA 5.6	Human Resource Management	3	1	0	4	0	4
BBA 5.7	Value Education	1	0	0	0	0	1
		19	1	0	19	0	20

SEMESTER – VI							
COURSE CODE	COURSE NAME	L	T	P	C	S	TCH
BBA 6.1	Marketing of Hospital Services	3	0	0	3	0	3
BBA 6.2	Health Care Technology	3	1	0	4	0	4
BBA 6.3	Legal Framework for Hospitals	3	0	0	3	0	3
BBA 6.4	Customer Relationship Management	3	1	0	4	0	4
BBA 6.5	Extension Activities	0	0	2	1	0	2
BBA 6.6	Project Work	0	0	6	4	0	6
		12	2	8	19	0	22

Rules and Regulations of Curriculum

BBA Hospital and Health System Management

2.0 Admission

2.1. The admission policy and procedure shall be decided from time to time by the Board of Management (BOM) of the Institute based on the guidelines issued by the UGC/ Ministry of Human Resource Development (MHRD), Government of India. The number of seats in each discipline of the Liberal Arts /Applied Science programme will be decided by the Board of Management of the Institute as per the directives of AICTE/ UGC / MHRD, Government of India, taking into account the market demands. Seats are also made available up to 20% of the sanctioned intake for Non-Resident Indians and foreign nationals, who satisfy the admission eligibility norms of the Institute.

2.2. Eligibility for Admission

(i) Regular Entry

The Candidate should have qualified in 10 + 2 examination and should have Obtained at least 50% marks (45% in case of candidate belonging to reserved category) in the qualifying examination.

(ii) Lateral Entry (Applicable for Fashion Design)

The candidates possessing a Diploma in in the relevant discipline of specialization with minimum 50% marks awarded by the State Boards of Technical Education, India or any other competent authority as accepted by the Board of Management of the Institute as equivalent thereto are eligible for admission to the 3rd Semester of the Fashion Design degree programme.

2.3 The candidate has to fulfil all the prescribed admission requirements / norms of the Institute.

2.4. In all matters relating to admission to the Undergraduate Degree programme in Liberal Arts / Applied Science stream, the decision of the Board of Management of the Institute shall be final.

2.5. At any time after admission, if found that a candidate has not fulfilled one or many of the requirements stipulated by the Institute, or submitted forged certificates, the Institute has the right to revoke the admission and will forfeit the fee paid. In addition, legal action may be taken against the candidate as decided by the Board of Management.

3.0 Student Discipline

Every student is required to observe utmost discipline and decorum both inside and outside the campus and not to indulge in any activity which may affect adversely the prestige/ reputation of the Institute.

- 3.1** Any act of indiscipline of a student reported to the Dean (Student affairs) and Head of the Departments will be referred to a Discipline Committee constituted for the purpose. The Committee will enquire into the charges and decide on a suitable punishment if the charges are substantiated. The committee will also authorize the Dean (Student Affairs) to recommend to the Vice – Chancellor the implementation of the decision. The student concerned may appeal to the Vice – Chancellor whose decision will be final.
- 3.2** Ragging in any form is a criminal and non-bailable offence in our country. The current State and Central legislations provide stringent punishments including imprisonment. Once the involvement of a student is established in ragging, offending fellow students/staff, harassment of any nature to the fellow students/staff etc. the student(s) will be liable to be dismissed from the Institute, as per the laid down procedures of the UGC / Govt. /Institute. Every senior student of the Institute, along with their parent, shall give an undertaking every year in this regard and the same should be submitted at the time of Registration.

4.0 Structure of the Undergraduate Degree Programme in Liberal Arts and Applied Science stream

Choice Based Credit System (CBCS) was introduced from the Academic year 2015-16 in the curriculum to provide students a balanced approach to their educational endeavour.

- 4.1** All Undergraduate UG degree programmes in Liberal Arts / Applied Science stream for three years will have the curriculum and syllabi (course contents) as approved by the respective Board of Studies and Academic Council of the Institute.
- 4.2** Credits are the weightages are assigned to the courses based on the following general pattern:
- | | | |
|-------|---|--------------|
| 4.4.1 | One lecture / Tutorial period per week | --- 1 credit |
| 4.4.2 | Up to Two periods of Practical per week | --- 1 credit |
- 4.3** The curriculum for Arts & Science degree programmes is designed to have a minimum of 110 credits + 4 Non – CGPA credits distributed across SIX semesters of study for the award of degree.

Under CBCS, the degree programme will consist of the following categories of courses:

i) General Core foundation (CF) courses comprising of Humanities courses; Language Courses, Courses specific to the selected program etc.,

ii) Compulsory Courses (CC) consisting of

- a. **Professional Core (PC):** These courses expose the students to the foundation of specified Course topics related to the chosen programme of study comprising of theory and Practical/ field work/ Design project/ Project
- b. **Departmental Elective (DE):** These courses enable the students to take up a group of courses of their interest in the area of specialization offered by the parent Department / School.

- c. **Non –Departmental Electives (NE):** These courses are offered by departments (across disciplines) other than their parent Department. Two groups of Electives are available under NE namely, Electives offered by Core Departments and Open Electives offered by Non – Core departments.
- d. **Indexed Journal / Conference Publications:** If a student publishes a research paper in indexed Journal / Conference as main author, the same can be considered as equivalent to two credit course under NE.
- e. **Non-CGPA courses** offered in certain semesters are compulsory, but are not used for calculation of GPA and CGPA. However, the credits will be mentioned in the grade sheet.

4.4 Non-CGPA courses

The student shall select any two courses /activity from the following Table 1 during the entire period of study. The student has to make his / her own efforts for earning the credits. The grades given will be Pass / Fail (P/F). The respective class teachers have to encourage monitor and record relevant activities of the students, based on the rules issued from time to time by the Institute and submit the End semester report to the Head of the Department.

Table 1. Non CGPA Courses

No.	Course / Activity	Credits
1.	Start ups	2
2.	Industrial Training	2
3.	Technical conference, seminar, competitions, Professional Societies	2
4.	Management courses	2
5.	Technical Certification Course	2
6.	Sports	2
7.	NCC	2
8.	NSS	2
9.	YRC	2
10.	Art and Cultural activities	2
11.	English Proficiency Certification	2
12.	Aptitude Proficiency Certification	2
13.	Foreign Languages Level II and above	2
14.	Publication in Conferences / Seminar	2
15.	Indexed Journal Publication per paper	2

- 4.5** A student must earn compulsorily the credits under each category shown in Table 2 and also a minimum total of 114 credits (110 credits + 4 Non - CGPA credits) for the award of undergraduate in Arts & Science stream. For Lateral entry students, the 41 credits earned in their Diploma programme is considered as equivalent to the credits earned in the first year courses of the respective UG Degree Programme. However, they have to earn a minimum of 118 credits (114 credits + 4 Non - CGPA credits) for the award of the degree.
- 4.6** Students are eligible for award of the respective UG (Hons.) Degree upon successful completion of 126 credits (110 regular credits + 12 Additional Credits+ 4 Non - CGPA credits) maintaining a CGPA of 8.0 with no history of arrears, as detailed in clause 7.0.
- 4.7** Students are eligible for the award of the respective UG Degree with minor specialisation upon successful completion of 126 credits (110 regular credits + 12 Additional Credits+ 4 Non - CGPA credits), as detailed in clause 8.0

Table 2. Distribution of Credits

No	Category	Credits	Percentage
1	Basic Sciences & Humanities Courses	32	29
2	Professional Allied	18	16
3	Professional Core	38	35
4	Department Elective	6	5
5	Non – Department Electives	4	4
6	Enrichment Course	8	7
7	Project	4	4
	Total Credits	110	100
NON – CGPA			
8	Professional Development	4	---

- 4.8** The medium of instruction is English for all courses, examinations, seminar presentations and project reports.

5.0 Faculty Advisor

To help the students in planning their selection of courses and programme of study and for getting general advice on the academic programme, the concerned department will assign a certain number of students to a faculty member who will be called their Faculty Advisor. Such Faculty Advisor will continue to mentor the students assigned to him for the entire duration of the programme.

5.1 Class Committee

Every section / batch of the UG Degree programme will have a Class Committee consisting of Faculty and students.

The constitution of the Class Committee will be as follows:

- a. One Professor not associated with teaching the particular class shall be nominated by the Head of the Department to act as the Chairman of the Class Committee as approved by the Dean of the respective school;
- b. Course coordinator of each of the lecture based courses (for common courses);
- c. Four students from the respective class nominated by Head of the Department
- d. Faculty Advisors of the respective class.

5.2 Course Committee

Course committee shall be constituted by the HoD for all the common courses, with the faculty who are teaching the courses and with a Professor of the core department as the Chairman. The Course committee shall meet periodically to ensure the quality of progression of the course in the semester.

5.3 The basic responsibilities of the Class Committee and Course committee are

- a. To review periodically the progress of the students.
- b. To discuss issues concerning curriculum and syllabi and the conduct of the classes.
- c. To inform the students about the method of assessment as recommended by the Department Exam Committee (“DEC”) at the beginning of the semester. Each class committee / course committee will communicate its recommendations and the minutes of the meetings to the Head of the Department, Dean (Academics) and the Dean (Student Affairs).
- d. To conduct meetings at least thrice in a semester as per the Academic Plan issued by the Dean – Academics.
- e. To review the academic performance of the students including attendance, internal assessment and other issues like discipline, maintenance etc.

6.0 Registration for courses in a Semester

6.1 A student will be eligible for registration of courses in any semester only if the student satisfies regulation clause 12.0 (progression) 13.0 (maximum duration of the programme) and only if he/she has cleared all dues to the Institute, Hostel and Library up to the end of the previous semester provided that student is not debarred from enrolment on disciplinary grounds.

6.2 Except for the first - year courses, registration for a semester will be done during a specified week before the start of the semester as per the Academic Schedule. Late registration /enrolment will be permitted by the Dean - Academics, on recommendation by the Head of the respective department, with a late fee as decided from time to time.

6.3 The student shall make the choice of course in consultation with the Faculty Advisor and as stipulated from time to time.

6.4 Students may have to pay additional fee for registering in certain elective courses under Non - Departmental Electives / Additional Credit Courses offered by certain specific Departments and for higher level Foreign Languages, as decided from time to time.

7.0 Under Graduate Degree (Honours) Programme

A new academic programme, under graduate (Hons.) degree is introduced in order to facilitate the students to choose the specialized courses of their choice and build their competence in a specialized area. The features of the new programme include:

- a. Students in UG degree regular stream can opt for UG (Hons.), degree provided they have CGPA of 8.0 up to the end of fourth semester, without any history of arrears.
- b. The students opting for this program have to take four additional courses of their specialization of a minimum of 3 credits each from 3rd to 6th semester with not more than 2 additional courses in a semester.
- c. The student can also opt for post graduate level courses.
- d. The faculty advisor will suggest the additional courses to be taken by the students based on their choice and level of their academic competence.
- e. Students securing “E” or “U” grade or “DE” category (ref: clause 16.0 – Grading) in any course, including the additional credit courses, are not eligible for Liberal Arts and Applied Science. (Hons) degree.
- f. The students have to pay the requisite fee for the additional courses.

8.0 Under graduate degree with Minor specialization in Liberal Arts / Applied Science stream

- a. Students, who are desirous of pursuing their special interest in areas other than the chosen discipline of Arts/ Fashion/ Humanities/ Management/ Basic Sciences, may opt for additional courses in minor specialisation groups, offered by a department other than their parent department. Such students shall select the stream of courses offered with pre – requisites by the respective departments and earn a Minor Specialization. The number of credits to be earned for Minor specialization is 12 credits. The students are permitted to register for their minor specialization courses from the V semester onwards Course to a maximum of 6 credits per semester.
- b. The students have to pay the requisite fee for the additional courses

9.0 Attendance

The teacher handling a course must finalise, the attendance 3 calendar days before the last instructional day of the course.

A student has to obtain minimum 75% cumulative attendance for all the courses put together in a semester.

The remaining 25% allowance in attendance is given to account for activities under NCC / NSS / Cultural / Sports / Minor Medical conditions etc

9.1 Irrespective of the reason for the shortfall of the attendance, a student with a **cumulative attendance** of less than 75%, will **not** be permitted to appear for the end semester examination for all the courses in that semester and will be categorized as “**DE**”, meaning Detained due to shortage of attendance. The students with “DE” category cannot proceed to the subsequent semester.

Such students shall register for all the courses of the semester in which DE has occurred, in the subsequent year by paying the prescribed fee.

Additional condonation may be considered in rare and genuine cases which includes, approved leave for attending select NCC / Sports Camps, cases requiring prolonged medical treatment and critical illness involving hospitalization.

9.2 For medical cases, submission of complete medical history and records with prior information from the parent / guardian to Dean (Student Affairs) is mandatory. The assessment of such cases will be done by the attendance sub – committee on the merit of the case and put up recommendations to the Vice – Chancellor. Such condonation is permitted **only twice** for a student in the entire duration of the programme.

The Vice Chancellor, based on the recommendation of the attendance sub - committee may then give condonation of attendance, only if the Vice Chancellor deems it fit and deserving, but in any case the condonation cannot exceed 10%

10.0 Assessment Procedure

Every course shall have two components of assessment namely,

- a. Continuous Internal Assessment “CIA”: This assessment will be carried out throughout the semester as per the AcademicSchedule
- b. End Semester Examination “ESE”: This assessment will be carried out at the end of the Semester as per the AcademicSchedule

The weightages for the various categories of the courses for CIA and ESE is given in Table 3.

Table 3 Weightage of the CIA and ESE for various categories of the courses

No.	Category of Courses	CIA weightage	ESE	ESE Minimum	Passing minimum (CIA + ESE)
1	Theory Course	50%	50%	40%	40%
2	Practical Course	80%	20%	40%	40%
3	Theory Course with Practical Components	60%	40%	40%	40%
4	Department Elective (DE)/ Non –Department Elective (NE)	50%	50%	40%	40%
5	Design Project / Case Studies	100%	---	---	40%
6	Comprehension	100%	---	---	40%
7	Internship / Personality Development	100%	---	---	40%
8	Project and Viva Voce	50%	50%	40%	40%

10.1 Theory Course / DE / NE Assessment weightages:

The general guidelines for the assessment of Theory Courses, Department Electives and Non – Department Electives shall be done on a continuous basis as given in

Table 4.

Table 4: Weightage for Assessment

No.	Assessment	Weightage	Duration
1.	First Periodical Assessment	10%	1 period
2.	Second Periodical Assessment	10%	1 Period
3.	Third Periodical Assessment	10%	1Period
4.	Seminar/Assignments/Project/ Lab	10%	--
5.	Surprise Test / Quiz / Lab	10%	--
6.	End Semester Exam	50%	2 to 3 hours

10.2 Practical Course: For practical courses, the assessment will be done by the course teachers as below:

Weekly assignment/Observation / lab records and viva as approved by the Department Exam Committee (“DEC”)

- | | | |
|-----------------------------------|----|-----|
| a. Continuous Internal Assessment | -- | 80% |
| b. End Semester Examination | -- | 20% |

10.3 Theory courses with practical Component: For theory courses with practical Component, the assessment will be calculated as approved by the “DEC” as follows.

- | | | |
|-----------------------------------|----|-----|
| a. Continuous Internal Assessment | -- | 60% |
| b. End Semester Exam | -- | 40% |

10.4 Design Project – Assessment

The general guidelines for assessment of Design Project is given in Table 5

Table 5: Assessment pattern for Design Project

No.	Review / Examination scheme	Broad Guidelines	Weightage
1.	First Review	Concept	20%
2.	Second Review	Design	30%
3.	Third Review	Experiment/Analysis	20%
4.	Project report and Viva – Voce	Results and Conclusion	30%

10.5 Comprehension – Assessment

The general guidelines for assessment of Comprehension is given in Table 6.

Table 6: Assessment pattern for Comprehension

No.	Review / Examination scheme	Broad Guidelines	Weightage
1.	First Periodical Assessment-MCQ	Basic Arts and Sciences	20%
2.	Second Periodical Assessment - MCQ	Allied core	50%
3.	Third Periodical Assessment – Presentation	Emerging Areas	30%

10.6 Internship

A student has to compulsorily attend Summer / Winter internship during 3rd year for a minimum period of one month.

In lieu of Summer / Winter internship, the student is permitted to register for undertaking case study / project work under a faculty of the Institute and carry out the project for minimum period of one month.

In both the cases, the internship report in the prescribed format, duly certified by the faculty in-charge shall be submitted to the HoD. The evaluation will be done through presentation and viva - voce. The course will have a weightage of 1 credit or as defined in the respective curriculum.

- 10.7** For final year Project / Dissertation / Design Project/ Internship, the assessment will be done on a continuous basis as given in Table 7

Table 7: Assessment of Project work

No.	Review / Examination scheme	Weightage
1.	First Review	10%
2.	Second Review	20%
3.	Third Review	20%
4.	Project report and Viva – Voce	50%

For the final year project and Viva – Voce semester examination, the student shall submit a Project Report in the prescribed format issued by the Institute. The first three reviews will be conducted by a Committee constituted by the Head of the Department. The end – semester assessment will be based on the project report and a viva on the project conducted by a Committee constituted by the Registrar / Controller of examination. This may include an external expert.

- 10.8** For Non – CGPA courses, the assessment will be graded “Satisfactory/Not Satisfactory” and grades of Pass/Fail will be awarded.

10.9 Flexibility in Assessment

The respective Departments under the approval of the Department Exam Committee (**DEC**) may decide the mode of assessment, based on the course requirements.

11.0 Procedures for Course Repetition

If a student is detained in any semester for shortage of attendance (under “DE” Category), he/she shall re-register in the subsequent academic year, by paying the requisite fee for the semester in which he/she was detained and gain required attendance to become eligible to appear for the end semester examination.

12.0 Maximum Duration of the Programme

A student may complete the programme at a slower pace than the regular pace, but in any case in **not more than 5 years for Liberal Arts / Applied Science, and not more than 4 years for lateral entry students (as applicable)** excluding the semesters withdrawn as per clause **13.0**.

A student completing the degree programmes in the extended period will not be eligible for Institute ranking.

13.0 Temporary withdrawal from the Programme

- a. A student is permitted to take a break, up to a maximum of 2 semesters, during the entire programme to clear the backlog of arrears.
- b. A student may be permitted by the Vice- Chancellor to withdraw from the entire programme for a maximum of two semesters for reasons of ill health, Start – up venture or other valid reasons as recommended by a committee consisting of Head of Department, Dean of School, Dean (Academic) and Dean (Student Affairs).

14.0 Declaration of results

- 14.1 A student shall secure the minimum marks as prescribed in Clause 10.0 (Table 3) in all categories of courses in all the semesters to secure a pass in that course.
- 14.2 **Supplementary Examinations:** If a candidate fails to secure a pass in a Theory / DE / NE courses (“U” grade) – as per clause 16.1 he/she shall register, pay the requisite fee and re-appear for the End Semester Examination during the following semesters. Such examinations are called Supplementary Examinations. The Internal Assessment marks secured by the candidate will be retained for all such attempts.
- 14.3 A candidate can apply for the revaluation of his/her end semester examination answer script in a theory course, after the declaration of the results, on payment of a prescribed fee.
- 14.4 **After 4 years**, the internal assessment marks obtained by the candidate will not be considered in calculating the passing requirement. A candidate who **secures 40%** in the end semester examination will be declared to have passed the course and earned the specified credits, irrespective of the score in internal assessment marks.
- 14.5 If a candidate fails to secure a pass in Practical/Theory with Practical component/Design Project / Internship / Comprehension courses “U” grade – as per clause 16.1 he/she shall register for the courses in the subsequent semester when offered by the departments and shall pay the prescribed fee.
- 14.6 Revaluation is **not** permitted for Practical/Theory with Practical component/Design Project / Internship / Comprehension courses. However, only for genuine grievances as decided by the Exam Grievance Committee a student may be permitted to apply for revaluation.
- 14.7 Candidate who earns required credits for award of degree after 5 years (on expiry of extended period of 2 semesters over and above normal duration of Programme) he/she will be awarded only *second class* irrespective of his/her CGPA. However, the period approved under temporary withdrawal, if any, from the programme (13.0) will be excluded from the maximum duration as mentioned above.
- 14.8 **Semester Abroad Programme:** Students who are allowed to undergo internship or Training in Industries in India or abroad during their course work or attend any National / International Institute under semester abroad programme (SAP) up to a maximum of 2 semesters will be granted credit equivalence for the Course Work/project work done by them in the Industry /Foreign Institute as per the recommendations of the credit transfer committee.

15.0 Grading

A grading system as shown in Table 10 will be followed.

Table 10: Grading system

Range of Marks	Letter Grade	Grade Points	Remarks
90 – 100	S	10	Outstanding
80-89	A	09	Excellent
70-79	B	08	Very Good
60-69	C	07	Good
50-59	D	06	Average
40 – 49	E	05	Pass
<40	U	00	To Reappear for end-semester examination

15.2 GPA and CGPA

GPA is the ratio of the sum of the product of the number of credits C_i of course “i” and the grade points P_i earned for that course taken over all courses “i” registered and successfully

$$\sum C_i P_i$$

completed by the student to the sum of C_i for all “i”. That is,

$$\frac{GPA}{i} = \frac{\sum C_i P_i}{\sum C_i}$$

CGPA will be calculated in a similar manner, in any semester, considering all the courses enrolled from the first semester onwards.

15.3 The Grade card will not include the computation of GPA and CGPA for courses with letter grade “U” until those grades are converted to the regular grades.

15.4 A course successfully completed cannot be repeated.

16.0 Grade Sheet

Letter grade

Based on the performance, each student is awarded a final letter grade at the end of the semester in each course. The letter grades and corresponding grade points are given in Table 10.

- 16.1** A student is considered to have completed a course successfully and earned credits if he/she secures a letter grade other than U in that course.
- 16.2** After results are declared, grade sheet will be issued to each student which will contain the following details:
- Program and discipline for which the student has enrolled.
 - Semester of registration.
 - The course code, name of the course, category of course and the credits for each course registered in that semester
 - The letter grade obtained in each course
 - Semester Grade Point Average (GPA)
 - The total number of credits earned by the student up to the end of that semester in each of the course categories.
 - The Cumulative Grade Point Average (CGPA) of all the courses taken from the first semester.
 - Credits earned under Non – CGPA courses.
 - Additional credits earned for the respective UG degree (Hons.), or respective UG degree with Minor specialization.

17.0 Class/Division

Classification is based on CGPA and is as follows:

$CGPA \geq 8.0$: **First Class with distinction**

$6.5 \leq CGPA < 8.0$: **First Class**

$5.0 \leq CGPA < 6.5$: **Second Class.**

- 17.2** (i) Further, the award of '**First class with distinction**' is Course to the candidate becoming eligible for the award of the degree, having passed the examination in all the courses in his/her first appearance **with effect from II semester** and within the minimum duration of the programme.
- (ii) The award of '**First Class**' is further Course to the candidate becoming eligible for the award of the degree, having passed the examination in all the courses **within 5 years.**
- (iii) The period of authorized break in study (vide clause 14.0) will not be counted for the purpose of the above classification.
- (iv) To be eligible for award of **UG (Hons.) Degree** the student must have earned total of **126 credits (110 regular credits + 12 additional credits offered by their school + 4 Non CGPA credits) and should have 8.0 CGPA, without any history of arrears and should not have secured E, DE, U, in any course, during the entire programme.**
- (v) To be eligible for award of **the respective UG Degree with Minor Specialization**, the student must have successfully earned **126 credits (110 regular credits + 12 Additional credits in Minor Specialisation + 4 Non – CGPA Credits)**

18.0 Transfer of credits

18.1. Within the broad framework of these regulations, the Academic Council, based on the recommendation of the Credit Transfer Committee so constituted may permit students to earn part of the credit requirement in other approved Universities of repute & status in the India or abroad.

18.2 The Academic Council may also approve admission of students who have completed a portion of course work in another approved Institute of repute under lateral entry, based on the recommendation of the credit transfer committee on a case to case basis.

18.3 Admission norms for working Professionals

Separate admission guidelines are available for working / experienced professionals for candidates with the industrial / research experience who desire to upgrade their qualification as per recommendation of Credit Transfer Committee.

19.0 Eligibility for Award of the UG Degree, /UG (Hons.) Degree/ UG Degree with Minor Specialisation

19.1 A student shall be declared to be eligible for award of the respective UG Degree / UG (Hons.) / UG Degree with Minor specialisation if he/she has satisfied the clauses 4.6 /

7.0 / 8.0 respectively within the stipulated time (clause 12, 13).

- a. Earned the specified credits in all the categories of courses (vide clause 4.6) as specified in the curriculum corresponding to the discipline of his/ her study.
- b. No dues to the Institute, Hostels, Libraries etc.; and
- c. No disciplinary action is pending against him / her.

The award of the degree shall be recommended by the Academic Council and approved by the Board of Management of the Institute.

20.0 Change of Discipline

20.1 If the number of students in any discipline of Liberal Arts /Applied Science. class as on the last instructional day of the First Semester is less than the sanctioned strength, then the vacancies in the said disciplines can be filled by transferring students from other disciplines Course to eligibility. All such transfers will be allowed on the basis of merit of the students. The decision of the Vice-Chancellor shall be final while considering such requests.

20.2 All students who have successfully completed the first semester of the course will be eligible for consideration for change of discipline Course to the availability of vacancies and as per norms.

21.0 Power to modify

Notwithstanding all that has been stated above, the Academic Council is vested with powers to modify any or all of the above regulations from time to time, if required, Course to the approval by the Board of Management.

SEMESTER – I
BBA 1.2 ENGLISH I

C O	COURSE OUTCOMES	PO
1.	Demonstrate an understanding of importance of listening Skills and understanding the nuances to develop listening skills.	2, 1
2.	Demonstrating speaking skills and ways to improve.	3, 2
3	Understanding and appreciating poetry	7, 1, 2
4.	Enabling to draft mail and emails.	3, 1, 2
5.	Eliciting and imparting the knowledge of English using comprehension skills	1, 2
Prerequisites: Basic English competency		
MODULE – 1: LISTENING SKILL		(9)
Listening & Note taking-- Pre-reading & While-reading activities --Reading comprehension-- Functional grammar--Enriching word power- Extensive reading--Functional writing--Reading for pleasure-- Making formal speech--Academic writing--Speech practice--Pronunciation practice— Interpretation—Acronyms--Grammatical accuracy--Poetry appreciation – Telling humorous anecdotes (real and imaginary) and jokes. Self-evaluation through Self-test.		
MODULE – 2: READING COMPREHENSION		(9)
Listening & Note taking-- Critical thinking--Reading comprehension Reference skills-- Critical reading— Interpretation--Poetry appreciation—Project--Soft skills---Enriching word power Pronunciation practice--Academic writing -- Extensive reading Reading & Note making-- Functional grammar -- Proverb expansion Self-test –Developing conversational skills by telling jokes.		
MODULE – 3: POETRY APPRECIATION		(9)
Listening and Note taking -- Critical thinking -- Reading and Note making-- Reference skills -- Functional grammar -- Reading for pleasure -- Poetry appreciation – Developing public speaking skills by telling humorous anecdotes and jokes about oneself and others.		
MODULE – 4: WRITING SKILL		(9)
Speech practice -- Reading and Note making -- Critical thinking Summarizing -- Poetry appreciation -- Group, pair & individual work Extended writing -- Enriching word power -- E mail writing Reference skills -- Pronunciation practice—Developing creative writing skills through writing jokes about classmates, friends etc.		
MODULE – 5: COMPREHENSION SKILLS		(9)
Silent reading and testing comprehension skills—Reading aloud and accuracy in pronunciation— Making short speeches before small groups to check fluency—Writing small pieces of discourse meant for day to day communication—Writing short academic pieces for exam purposes—Doing self- check grammar tests to improve grammatical accuracy.		

TEXT BOOKS	
1	Functioning in English Book I & II by Dr. P. Bhaskaran, Emerald Publishers, 2018
E BOOKS	
1	https://thinkedc.com/wp-content/uploads/2016/10/Effective-Listening-Skills-eBook.pdf
MOOC	
1	https://click.linksynergy.com/fs-bin/click?id=SAyYsTvLiGQ&subid=&offerid=323058.1&type=10&u1=cc_table_listings&tmpid=14538&RD_PARM1=https%3A%2F%2Fwww.udemy.com%2Flearn-english-grammar-upgrade-your-speaking-and-listening%2F%26u1%3Dcc_table_listings

1.3 FINANCIAL ACCOUNTING– I

C O	COURSE OUTCOMES	PO
1.	Demonstrate a critical understanding of the Basics of Accounting and the importance of Double Entry Book Keeping	2,4
2.	Analyzing the various transactions, preparing Final Accounts and arriving at the net profits	7& 6
3.	Understanding the various concepts like average due date and account current for calculating the debt payments and also reconciling the difference between cash book and pass book	2
4.	Understanding the role of wear and tear in machines and need for replacing the machinery at the appropriate time	7
5.	Analysing the problems in Single entry and converting it into double entry system	2& 4
Prerequisites: Basic Concepts in Accounting		
MODULE – 1: DOUBLE ENTRY BOOK KEEPING		(9)
Meaning and scope of Accounting, Basic Accounting Concepts and Conventions, Objectives of Accounting, Accounting Transactions, Double Entry Book Keeping, Journal, Ledger, Preparation of Trial Balance, Preparation of Cash Book		
MODULE – 2: FINAL ACCOUNTS & ACCOUNTS OF NON TRADING CONCERNS		(9)
Preparation of Final Accounts of a Sole Trading Concern, Adjustments, Receipts and Payments Account, Income & Expenditure Account and Balance Sheet of Non Trading Organizations		
MODULE – 3: BANK RECONCILIATION STATEMENT		(9)
Average Due date, Account Current, Bank Reconciliation Statement		
MODULE – 4: DEPRECIATION		(9)
Depreciation, Meaning, Causes, Types, Straight Line Method, Written Down Value Method Insurance Policy Method, Sinking Fund Method & Annuity Method. Insurance claims, Average Clause (Loss of stock & Loss of Profit)		
MODULE – 5: SINGLE ENTRY		(9)
Single Entry, Meaning, Features, Defects, Differences between Single Entry and Double Entry System, Statement of Affairs Method, Conversion Method		
TEXT BOOKS		
1	R.L.Gupta&V.K.Gupta, Advanced Accounting - Sultan Chand & Sons - New Delhi.	
2	Jain &Narang, Financial Accounting - Kalyani Publishers - New Delhi.	
3	T.S. Reddy &A.Murthy, Financial Accountign - Margham Publications –Chennai	

E BOOKS	
1	https://corporatefinanceinstitute.com/resources/ebooks/
2	https://www.saylor.org/site/textbooks/Financial%20Accounting.pdf
MOOC	
1	https://www.mooc-list.com/course/introduction-financial-accounting-coursera

BBA 1.4 BUSINESS COMMUNICATION

CO	COURSE OUTCOMES	PO
1.	Understanding the basic principle of communication, the importance of communication, and applying the concept in oral and written communication	1 & 5
2.	Understanding the importance of effective communication and applying the concept in overcoming barriers to communication	1 & 5
3.	Applying the concept in reading, listening, and presentation skills and making an effective communication	5
4.	Applying the concept for career advancement through presenting oneself in interviews and group discussions	2
5.	Understanding the importance of modern forms of communication and thereby achieving the objective of paperless office and resorting to environmental concern	1
Prerequisites: Thorough knowledge in English and grammar, exposure in written communication		
MODULE – 1: INTRODUCTION		(9)
Communication – Definition, Nature – Process of Communication, Objectives of Communication, Forms and Dimensions of Communication, Oral and Written Communication		
MODULE – 2: PRINCIPLES		(9)
Principles of Effective Communication, Barriers to Communication, Measures to overcome barriers to communication, Media and Modes of Communication		
MODULE – 3: COMMUNICATION SKILLS		(9)
Reading Skills, Listening Skills, Presentation Skills, Negotiation Skills, Meetings and Conferences		
MODULE – 4: CAREER ADVANCEMENT		(9)
Communication for Career Advancement - Interview Skills and Group Discussion		
MODULE – 5: MODERN FORMS OF COMMUNICATION		(9)
Modern Forms of Communication: Fax – E-mail – Video Conferencing – Internet – Websites and their use in Business.		
TEXT BOOKS		
1.	Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication - Sultan Chand & Sons - New Delhi.	
2.	Shirley Taylor, Communication for Business - Pearson Publications - New Delhi.	
3.	Bovee, Thill, Schatzman, Business Communication Today - Pearson Education Private Ltd - New Delhi.	
E-BOOKS		
1.	https://is.muni.cz/el/1456/jaro2016/MPV_COMA/um/E-book_II_Business-Communication.pdf	
2.	https://bookboon.com/en/business-communication-ebook	
MOOC		
1.	https://www.class-central.com/Course/communication-skill	

BBA 1.5 PRINCIPLES OF MICRO ECONOMICS

C O	COURSE OUTCOMES	PO
1.	Understanding of basic economics and difference of micro and macro economics with different authors	6
2.	Examining the importance of demand and supply with demand forecasting	6
3	Illustrating consumer behavior with help of utility analysis and its properties	6
4.	Analyzing the producer's equilibrium and production, cost relations with its proportions	4
5.	Understanding pricing policy with various market structures and its types.	4
Prerequisites: Basic concept of Economics, Market structure, Pricing policies		
MODULE – 1: INTRODUCTION OF ECONOMICS		(9)
Wealth, Welfare and Scarcity Views on Economics , Positive and Normative Economics Definition, Scope and Importance of Business Economics , Concepts: Production Possibility frontier ,economic growth & stability , Micro economies and Macro economies		
MODULE – 2: DEMAND AND SUPPLY FUNCTIONS		(9)
Meaning of Demand , Determinants and Distinctions of demand , Law of Demand , Elasticity of Demand and supply , Firm's equilibrium demand and supply , Demand Forecasting		
MODULE – 3: CONSUMER BEHAVIOUR		(9)
Law of Diminishing Marginal utility ,Equi-marginal Utility , Consumer's Equilibrium, Indifference Curve , Definition, Properties and equilibrium		
MODULE – 4: PRODUCTION		(9)
Law of Variable Proportion , Laws of Returns to Scale , Producer's equilibrium ,economies and diseconomies of scale, Relation between Production and cost function , cost analysis , short-run and long-run , Break Even Analysis.		
MODULE – 5: PRICING POLICY		(9)
Market structure and classification, Price and Output Determination under Perfect Competition, Monopoly, Discrimination monopoly, Monopolistic Competition, Oligopoly,Duopoly,Price Discrimination, Pricing objectives and Methods.		
TEXT BOOKS		
1.	S.Shankaran, Business Economics - Margham Publications - 2017	
2.	P.L. Mehta, Managerial Economics – Analysis, Problems & Cases - Sultan Chand & Sons - NewDelhi 2012	
3.	C.M.Chaudhary, Business Economics - RBSA Publishers - Jaipur – 2013	
E BOOKS		
1.	http://www.eighbooks.com/read-now.php?q=principles-of-microeconomics-7th-edition	
2.	https://www.doviak.net/microbook_3e.pdf	
MOOC		
1	https://www.mooc-list.com/course/microeconomics-principles-coursera	

BBA 1.6 ENRICHMENT COURSE – I

C O	COURSE OUTCOMES	PO
1	Demonstrate a critical understanding of the importance of letter writing and develop a thorough understanding of the impact of letters in communication	1
2	Analyzing the various situations in an Office environment and drafting the letter appropriate for the situation in precise and concise manner	2
3	Applying the concept of letter writing in external business correspondence and the importance of persuading etc. in the letter	2,8
4	Understanding the power of Resume while applying for a job and the impact it is likely to create.	4
5	Applying the communication concepts for writing reports effectively and persuasively.	6
Prerequisites: Thorough knowledge in Sentence making, Punctuation, basic business vocabulary Thorough knowledge in Sentence making, Punctuation, basic business vocabulary		
MODULE – 1: LETTER WRITING		(12P)
Letter Writing, Sales Letter, Claim And Adjustment Letter And Social Correspondence		
MODULE – 2: INTER-OFFICE CORRESPONDENCE		(12P)
Memorandum, Inter-Office Memo, Notices, Agenda, Minutes		
MODULE – 3: EXTERNAL CORRESPONDENCE		(12P)
Inviting Quotation, Sending Quotation, Placing Orders, Inviting Tenders		
MODULE – 4: JOB APPLICATION		(12P)
Job Application Letter, Preparing Resumes		
MODULE – 5: REPORT WRITING		(12P)
Report Writing, Types Of Reports, Basic Formats Of Reports And Importance Of Including Visuals Such As Including Tables And Charts		
LAB / MINI PROJECT/FIELD WORK		
Mock Interview – arrange External HR person, Construction of Resume		
TEXT BOOKS		
1	Powell. In Company. MacMillan. 8th Edition 2016	
2	Pease, Allan. 1998. Body Language: How to Read Others Thoughts by their Gestures. Sudha Publications. New Delhi. 5th Edition 2015	
REFERENCE BOOKS		
1.	Gardner, Howard. 2011. Multiple Intelligences: The Theory in Practice: A Reader. Basic Books. New York.	
2.	De Bono, Edward. 2015. Six Thinking Hats. 4th Edition. Penguin Books	
E BOOKS		
1	http://www.mantex.co.uk/improve-your-writing-skills/	
2	https://www.bloomsbury-international.com/images/ezone/ebook/writing-skills-pdf.pdf	
MOOC		
1	https://www.mooc-list.com/course/writing-your-world-finding-yourself-academic-space-coursera	

SEMESTER – II
BBA 2.2 ENGLISH II

CO	COURSE OUTCOMES	PO
1.	Communicate effectively with grammatical accuracy and sociocultural with friends, classmates and other members in the social circle	1,2,5
2.	Design and formulate one's own ideas, investigate and develop solutions for problems and make effective presentations	2,4,5
3.	Create, select and apply appropriate techniques use modern tools for communication such as mails, advertisements, publicity materials, brochures, bills, vouchers, and other essential modes of written discourse	2,3,8
4.	Apply reasoning informed by contextual knowledge from media discourse so as to arrest the attention of the reader (print media) and the viewer (of the visual media)	2,3,4,
5.	Select techniques using modern tools and learning materials such as MOOC, NPTEL and display a passion for extensive reading going by one's taste and choice both in the literary and non-literary areas and involve in project	2,4,5
Prerequisites : Plus Two English-Intermediate Level		
MODULE 1 – COMMUNICATIVE WRITING		(9)
<p>Messages (informal, formal) - Memos - Formal letters of invitation - personal letters of invitation - Writing formal letters (a) business (b) official - Short paragraphs - Describing objects, places, landscapes, people, natural processes, describing processes(man-made) - Expanding short aphorisms, proverbs, quotes, idioms etc. into short paragraphs - Making posters for various occasions such as World Wildlife Day, AIDS Awareness, Anti-Ragging etc.</p> <p>Suggested Activities: Writing (a)Short publicity materials,(b) Brochures (c) user manuals, (d)warranty cards (e) captions</p>		
MODULE 2 – SKILLS FOR ACADEMIC PURPOSES		(9)
<p>Enriching word power -- Language in use -- Listening comprehension -- Group discussion -- Note making -- Intensive reading -- Interpretation -- Interview skills – E mail writing -- Synthesizing information from various sources --Expanding quotes - Job applications — Preparing CV – Preparing the profiles of organizations and institutions — Presentation skills – Effective seminar participation</p> <p>Suggested activities: Preparation and Writing of Slides, Embellishments - Oral presentation - Self Evaluation - Listening and note taking, Identifying hard spots, Framing questions & Raising doubts / Seeking clarifications (Seminar)</p>		
MODULE – 3 : BUSINESS COMMUNICATION (Written)		(9)
<p>Writing project proposals (pre-project stage) — writing project proceedings (while-project stage) — writing project reports (post-project stage) — writing project evaluation — Writing reviews of journal articles — Business correspondence for various purposes such as placing orders, reminding,</p>		

<p>complaining, notifying damage of consignment and demanding replacement, sales promotion</p> <p>Suggested Activities:</p> <p>writing gist of articles for putting them together in an edited form — Writing transcripts of lectures and speeches on academic interest</p>	
<p>MODULE – 4 : WRITING FOR MEDIA: PRACTICE (9)</p>	
<p>From events to news story — the various stages of development of news reporting – Editing — Basics of editing; (i) At the level of contents & (ii) at the level of language – Advertisements - Electronic media and their advantages and limitations - Proof reading</p> <p>Suggested activities:</p> <p>Identifying and listing natural ways of functioning in contexts, based on short extracts taken from news reading, advertisements, plays, or dialogues from media</p>	
<p>MODULE - 5 : COMPREHENSION STRATEGIES (9)</p>	
<p>Silent reading and testing comprehension skills — Reading aloud and accuracy in pronunciation — Making short speeches before small groups to check fluency — Writing small pieces of discourse meant for day to day communication — Writing short academic pieces for exam purposes — Doing self-check grammar tests to improve grammatical accuracy</p> <p>Suggested Activities:</p> <p>Reading primary sources—reading secondary sources and supporting the points already gathered from the primary sources</p>	
<p>TEXT BOOKS</p>	
1.	Functioning in English Book I & II by Dr. P. Bhaskaran, Emerald Publishers, 2018
<p>REFERENCE BOOKS</p>	
1.	Embark, English for Undergraduates by Steve Hart et al, Cambridge University Press, 2016, edition
2.	English for Life and the Workplace Through LSRW&T skills, by Dolly John, Pearson Publications, 2014 edition
3.	Cambridge Academic English, An integrated skills course for EAP by Martin Hewings and Craig Thaine, by Cambridge University Press, 2014
<p>E BOOKS</p>	
1.	http://www.bbc.co.uk/learningenglish/english/features/pronunciation
2.	http://www.bbc.co.uk/learningenglish/english/
3.	http://www.antimoon.com/how/pronunc-soundsipa.htm
4.	http://www.cambridgeenglish.org/learning-english/free-resources/write-and-improve/
<p>MOOC</p>	
1.	https://www.mooc-list.com/tags/english
2.	https://www.mooc-list.com/course/adventures-writing-stanford-online
3.	http://www.cambridgeenglish.org/learning-english/free-resources/mooc/

BBA 2.3 FINANCIAL ACCOUNTING – II

CO	COURSE OUTCOMES	PO
1.	Demonstrate a critical understanding of the Branch Accounts and its importance in finding out the profits or losses in running a branch	3
2.	Analyzing the various issues underlying in departmental accounting and understanding of the contribution of departments to the overall organization.	6
3.	Using the guidelines provided to calculate the interest to be paid in Hire purchase and understanding the importance of hire purchase in the present day context and the importance of fire insurance in present day context.	2
4.	Understanding the importance of partnership and its provision in admission and retirement	2&3
5.	Analyzing the problems in Death and Insolvency of a partner and calculating the Revaluation account for smooth closing of business	1&7
Prerequisites : Basic knowledge on accounting concepts, and final accounts		
MODULE 1: BRANCH ACCOUNTS		
(12)		
Branch Accounts: - Dependent branches – Stock and debtors system – Distinction between wholesale profit and retail profit – Independent branch (foreign branches excluded)		
MODULE – 2: DEPARTMENTAL ACCOUNTS (12)		
Departmental Accounts: - Basis for allocation of expenses – Inter departmental transfer at cost or selling price		
MODULE – 3 : HIRE PURCHASE & INSTALMENT (12)		
Hire Purchase and installment – Default and repossession – Problems on Hire Purchase trading account only, Installment Purchase System, Insurance Claim, types of insurance policies, computation of claim to be logged for loose of stock, gross profit ratio, claims for loose of profits.		
MODULE – 4 : ADMISSION OF PARTNER (12)		
Admission of a partner – Retirement of a partner – Death of a partner		
MODULE 5: DISSOLUTION OF A PARTNER (12)		
Dissolution of a partnership – Insolvency of a partner (Application of Indian Partnership Act 1932) – Insolvency of all partners – Gradual realization of assets and piecemeal distribution		
TEXT BOOKS		
1.	R.L.Gupta&V.K.Gupta, Advanced Accounting - Sultan Chand & Sons - New Delhi. 2014	
2.	T.S. Reddy &A.Murthy, Financial Accountign - Margham Publications Chennai, 2012	
REFERENCE BOOKS		
1.	S.Parthasarathy and A.Jaffarulla, Financial Accounting - Kalyani Publishers - New Delhi, 2011	
2.	Shukls&Grewal, Advanced Accountign – S Chand - New Delhi, 2014	

E BOOKS	
1.	https://corporatefinanceinstitute.com/resources/ebooks/
2.	https://www.saylor.org/site/textbooks/Financial%20Accounting.pdf
MOOC	
1.	https://www.mooc-list.com/course/introduction-financial-accounting-coursera

BBA 2.4 PRINCIPLES OF MANAGEMENT

CO	COURSE OUTCOMES	PO
1.	Demonstrate an understanding of effective management principles as outlined in selected text learning objectives.	3
2.	Enabling the importance of planning and decision making techniques to apply the same.	1
3.	Illustrating leadership & motivation theories for developing managerial skills.	2&3
4.	Analyzing the business environment and through effective communication skills.	7
5.	Understanding of Pro – Active and its' importance before the deviation through Control mechanisms.	3
Prerequisites : Practice and knowledge in shapes, shades, light, patterns and textures		
MODULE – 1: FUNCTIONS OF MANAGEMENT		(9)
Nature & Definition of Management, Management as a Science or Art, Evolution of Management Thought, Functions of Management, Role and function of Managers Contemporary Issues and Challenges in Management of 21st Century.		
MODULE – 2: PLANNING & TYPES OF BUSINESS ORGANISATION		(9)
Nature and Definition of Planning, Importance and Steps in planning, Types of Plans, Forecasting and Decision Making, Decision making techniques. Organizing, Nature and purpose, Principles of Organization, Types of Organization, Authority and Responsibility.		
MODULE – 3: LEADERSHIP & MOTIVATION		(9)
Directing-Principles, Theory X & Y, Motivation and Behavior, Theories of Motivation, Leadership: Styles and Theories, Co-ordination, Cooperation, Techniques of Coordination, Control.		
MODULE – 4: ANALYSIS & DIRECTING		(9)
Macro and Micro environmental factors of business, SWOT analysis, Communication, Barriers of communication, Organisation Culture.		
MODULE – 5: CONTROLLING		(9)
Process of controlling, Types of control, Budgetary and Non-Budgetary control, Purchase Control, Cost Control, Quality Control, & Maintenance control, Planning Operations.		
TEXT BOOKS		
1.	L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons - New Delhi, 2013	
2.	B.Gupta, Management Theory & Practice - Sultan Chand & Sons - New Delhi. 2014	
REFERENCE BOOKS		
1.	P.C. Tripathi & P.N Reddy, Principles of Managements - Tata Mc.Graw Hill - New Delhi, 2012	
2.	Weihrich and Koontz, Management – A Global Perspective, 2012	
E BOOKS		
1.	http://open.lib.umn.edu/principlesmanagement/	
2.	http://iaear.weebly.com/uploads/2/6/2/5/26257106/ba7101_-_principles_of_management.pdf	
MOOC		
1.	https://www.mooc-list.com/course/principles-management-saylororg	

BBA 2.5 PRINCIPLES OF MACRO ECONOMICS

CO	COURSE OUTCOMES	PO
1.	Introduction of Macroeconomics and difference between micro and macro	2
2.	Examining the importance of National income and its components	4
3.	Illustrating fiscal and monetary policy	1&2
4.	Analyzing Trade policy and multiplier, balance of payment	6
5.	Understanding Inflation and Deflation	5
Prerequisites: Basic concept of Economics, Market structure, Pricing policies		
MODULE – 1: INTRODUCTION OF MACRO ECONOMICS		(9)
Introduction of Macro Economics, Nature and Scope of Macro Economics, Relationship between, Micro and Macro Economics, Circular Flow of National Income in two, three and four Sector Economy.		
MODULE – 2: NATIONAL INCOME		(9)
National Income, Definition, Concept and Measurement of National Income, Multiplier Effect		
MODULE – 3: MONETARY POLICY AND FISCAL POLICY		(9)
Monetary Policy and Fiscal Policy, Instruments, Objectives, Product and Money Market Equilibrium, ISLM, Business Cycle Theories		
MODULE – 4: INTERNATIONAL TRADE		(9)
International trade , Trade Multiplier , Trade Theories , Role of Trade Policy , Balance of Trade , Balance of Payment , Difference between BOP and BOT		
MODULE – 5: INFLATION		(9)
Inflation , Stagflation , Demand Pull and Cost Push , Deflation , Unemployment		
TEXT BOOKS		
1.	Jha, R. (2011) Contemporary Macroeconomics Theory and Policy, Wiley Eastern Ltd., New Delhi	
2.	Ackley, G (2013), Macroeconomics: Theory and Policy, Macmillan, New York.	
REFERENCE BOOKS		
3.	S.Shankaran, Macroeconomics - Margham Publications - Ch -2017	
4.	H.L. Ahuja, Business Economics – Micro & Macro - Sultan Chand & Sons, 2016	
E BOOKS		
1.	http://iaear.weebly.com/uploads/2/6/2/5/26257106/ba7101_-principles_of_management.pdf	
2.	http://www.nios.ac.in/media/documents/VocInsServices/m1-4f.pdf	

BBA 2.6 ENRICHMENT COURSE - II

CO	COURSE OUTCOMES	PO
1.	Clear understanding of the words that are important in oral communication and need for the apt pronunciation.	4
2.	Demonstrate the ability to effectively deliver formal presentations before a variety of audiences	4
3.	Demonstrate the ability to gather information and present it to the audience to make an impact.	5,7
4.	Developing the skill of making effective presentation with persuasion and clarity of thought	2,6
5.	Applying the oral communication and written communication to prepare an effective speech for different occasion.	4
Prerequisites : Thorough knowledge in Sentence making, Punctuation, basic business vocabulary		
MODULE – 1: VOCABULARY		(12)
Importance of business language, Vocabulary words often confused, often misspelled, common errors in English		
MODULE – 2: ORAL PRESENTATION		(12)
Oral Presentation, Importance, characteristics, presentation plan, power point presentation, visual aids		
MODULE – 3: PUBLIC SPEAKING – 1		(12)
Communicating in Teams, Groups, Meetings and Public Speaking		
MODULE – 4: PUBLIC SPEAKING – 2		(12)
Overcoming Fear of Speaking, Analyzing and Adapting to Audiences		
MODULE – 5: SPEECHES		(12)
Preparing and Presenting Informative Speeches; Preparing and Presenting Argument Speeches		
TEXT BOOKS		
1.	Mile, D.J. (2004). Power of positive thinking. Delhi: Rohan Book Company.	
2.	Hurlock, E.B. (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill	
REFERENCE BOOKS		
1.	Pravesh Kumar. (2005). All about self-motivation. New Delhi: Goodwill Publishing House.	
2.	Dudley, G.A. (2004). Double you are learning power. Delhi: Konark Press. Thomas publishing Group Ltd.	
E BOOKS		
1.	https://www.mindtools.com/page8.html	
2.	https://www.makeuseof.com/tag/improve-communication-skills-7-websites/	
3.	https://smartenings.com/product/public-speaking-improve-speaking-skills-ebook/	
4.	https://www.pdfdrive.net/speaking-english-books.html	
MOOC		
1.	https://www.mooc-list.com/course/speaking-inform-discussing-complex-ideas-clear-explanations-and-dynamic-slides-coursera	

SEMESTER – III
BBA 3.1 COSTS & MANAGEMENT ACCOUNTING

CO	COURSE OUTCOMES	PO
1.	Understanding the concept of cost accounting, cost concepts, and cost and profit centers	3
2.	Applying the concept of cost and financial accounts and reconciling the accounts to know the accurate position	2
3.	Understanding the concept of budgets and using the tools as effective control of funds, materials and others.	1,5
4.	Applying the concept of standard costing for finding out the variances in materials, labour and overheads and taking necessary corrective actions.	6,7
5.	Applying the concept of marginal costing for taking managerial decisions regarding the cost, profit and volume	3,4
Prerequisites: Thorough understanding of financial concepts and cost concepts, and their application in business		
MODULE – 1: INTRODUCTION TO COST ACCOUNTING		(10)
Nature and scope of Cost Accounting, Cost analysis, concepts and Classifications. Installation of costing systems, cost centres and profit centers		
MODULE – 2: RECONCILIATION OF ACCOUNTS		(10)
Reconciliation and Integration of Cost and Financial Accounts: Reconciliation of Cost and Financial Accounts, Integration of Cost and Financial Accounts		
MODULE – 3: BUDGETARY CONTROL		(14)
Budgets And Budgetary Control: Essentials of Effective Budgeting, Functional Budgets, Master Budget, Fixed and Flexible Budgets, Zero Based Budgeting (ZBB), Performance Budgeting		
MODULE – 4: STANDARD COSTING		(14)
Standard Costing And Variance Analysis: Material Variances, Labour Variances, Overhead Variances, Sales Variances, Analysis & Interpretation of Variances		
MODULE – 5: MARGINAL COSTING		(14)
Costing For Decision And Control Purposes: Marginal and Absorption Costing, Cost-Volume-Profit Analysis, CVP Analysis and Decision Making		
TEXT BOOKS		
1.	Arora. M (2012) – Cost and Management Accounting, Vikas publishing house Pvt Lts.	
2.	Jain S.P. and Narang K.L. – Cost Accounting, 4 th Edition, 2013	
REFERENCE BOOKS		
1.	Khanna B.S., Pandey I.M. Ahuja G.K. and Arora M.N. – Practical costing.	
2.	T.S. Reddy and Y. Hariprasad Reddy – Cost Accounting	

E BOOKS	
1.	http://library.ku.ac.ke/wp-content/downloads/2011/08/Bookboon/Accounting/managerial-and-cost-accounting.pdf
2.	https://www.icsi.edu/docs/webmodules/Publications/2.%20CMA-Executive.pdf
MOOC	
1.	https://www.mooc-list.com/course/managerial-accounting-cost-behaviors-systems-and-analysis-coursera

BBA 3.2 BUSINESS LAW

CO	COURSE OUTCOMES	PO
1.	Analyse and evaluate the nature and meaning of contracts, the regulation of the form of contracts, and evaluate the impact of legislation upon contract law	7
2.	Determine the circumstances where a contract may be illegal or void and assess the consequences.	3,4
3.	Evaluate, analyse and specify the different circumstances and consequences that result in a contract being discharged and analyse the various remedies available when a contract is breached.	2
4.	Understand the essentials of sale of goods and the importance of buyer's acumen while buying the product	5
5.	Understanding the rights of the unpaid seller and the remedies available	6
Prerequisites: Basic understanding of business concepts		
MODULE – 1: CONTRACT ACT		(9)
Indian Contract Act, Formation, Terms of contract, Forms of contract , Offer and acceptance, consideration		
MODULE – 2: CONTRACT ACT		(9)
Capacity, Flaw in consent, Void agreements , Illegal agreements		
MODULE – 3: CONTRACT ACT		(9)
Performance , Tender , Quasi contract, Discharge , Remedies for breach of contract, Constitutional Provisions and Implications for business		
MODULE – 4: SALE OF GOODS ACT		(9)
Sale of Goods Act , Sale and agreement to sell , Formation, Caveat emptor		
MODULE – 5: SALE OF GOODS ACT		(9)
Conditions and warranty, Rights of unpaid seller.		
TEXT BOOKS		
1.	Business Laws-N.D. Kapoor , Sultan Chand and Sons	
2.	Business Laws – M.R. Sreenivasan , Margham Publications	
REFERENCE BOOKS		
1.	Business Laws – M.V. Dhandapani, Sultan Chand ad Sons	
2.	Business Law – R.S.N. Pillai – S. Chand	
E BOOKS		
1.	https://bookboon.com/en/law-ebooks	
2.	http://197.14.51.10:81/pmb/DROIT/1405899646.pdf	
MOOC		
1.	https://www.coursera.org/learn/eu-law-doing-business/lecture/K83OQ/fundamental-company-law-concepts	

BBA 3.3 BUSINESS STATISTICS

CO	COURSE OUTCOMES	PO
1.	Able to understand the concept of statistics	2
2.	Able to understand the concept of measures of central tendency	1
3.	Able to understand the concept of measures of dispersion	3
4.	Able to understand the concept of forecasting	6
5.	Able to understand the concept of sampling techniques	7
Prerequisites: Basic concepts in Statistics and its rules		
MODULE – 1: INTRODUCTION TO STATISTICS		(9)
Introduction of Statistics, Collection and tabulation of Statistical data, Diagrammatic and graphical representation of data.		
MODULE – 2: MEASURES OF CENTRAL TENDENCY		(9)
Introduction - Arithmetic mean, median, mode, harmonic mean and geometric mean.		
MODULE – 3: MEASURES OF DISPERSION		(9)
Range – Standard Deviation – Mean Deviation – Quartile Deviation.		
MODULE – 4: TIME SERIES		(9)
Analysis of Time series - Methods of measuring trend and seasonal variations.		
MODULE – 5: SAMPLING		(9)
Sampling procedures - Hypothesis testing - Large sample Test - Small sample test - T,F, Chi – square (without proof).		
TEXT BOOKS		
1.	Business mathematics & Statistics - P.R. Vittal,	
2.	Business Statistics - S.C.Gupta & V.K. Kapoor	
REFERENCE BOOKS		
1.	Ken Black, Applied Business Statistics: Making Better Business Decisions, 5 editions, 2012	
2.	Norean Radke Sharpe, Richard D. De Veaux, Paul F. Velleman, Business Statistics , 39 editions, 2009	
E BOOKS		
1.	http://www.ddegjust.ac.in/studymaterial/mcom/mc-106.pdf	
2.	http://gurukpo.com/Content/BBA/BBA_III_sem_Statistical_Methods.pdf	
MOOC		
1.	https://www.mooc-list.com/course/business-statistics-and-analysis-capstone-coursera	

BBA 3.4 ENTERPRISE SYSTEMS

CO	COURSE OUTCOMES	PO
1.	Demonstrate an understanding of Computers & its concepts	3
2.	Enabling the importance of MS Word in Business Applications	4,5
3.	Illustrating the importance of Ms Excel & PowerPoint in Business Applications	3
4.	Analyzing the uses of Collaborative Technologies & Enterprise Support Systems	6
5.	Understanding the fundamentals of Expert & Artificial Intelligent Systems	7
Prerequisites: DBMS, MS OFFICE, Basics of Internet Concepts, Fundamentals of Expert Systems		
MODULE – 1: INTRODUCTION TO COMPUTER CONCEPTS		(9)
Elements of computer – Characteristics of a Computer – Classification of Computers – Basic Computer Architecture – Input output Devices - Software Concepts: Types of software – Software: its nature and qualities.		
MODULE – 2: BASICS OF MS OFFICE IN BUSINESS APPLICATIONS		(9)
Applications of MS Office- Applications of MS Word in Business Correspondence: letters, tables, mail merge, labels		
MODULE – 3: APPLICATIONS OF MS EXCEL & POWERPOINT IN BUSINESS APPLICATIONS		(9)
Applications of MS Excel: Graphs and Charts – Calculation of various financial functions - Ms Access: Tables and Queries - Applications of MS Power Point: Introduction – Toolbar, their Icons and Commands – Navigating in Power point - Creation of slides, animation, and templates - Designing Presentations – Slide show controls		
MODULE – 4: ENTERPRISE SUPPORT SYSTEMS		(9)
Collaboration, communication, and enterprise support systems: Networked Decision Support: The Internet, Intranets, and Collaborative Technologies, Group Decision Support Systems, Executive Information and Support Systems		
MODULE – 5: FUNDAMENTALS OF EXPERT SYSTEMS & INTELLIGENT SYSTEMS		(9)
Knowledge Acquisition and Validation, Knowledge Representation, Inferences, Explanations, and Uncertainty, Building Expert Systems: Process and Tools		
TEXT BOOKS		
1.	Deepak Bharihoke. (2008) Fundamentals of IT, Excel Books, New Delhi.	
2.	Rajagopalan, SP. (2010) Computer Application in Business, Vikas Publishing House, New Delhi	

REFERENCE BOOKS	
1.	Bhatnagar. S.C, and K.V. Ramani, (2007) Computers and Information Management, Prentice Hall of India, New Delhi.
2.	Martin. (2010) Principles of Data Base Management, Prentice Hall of India, New Delhi.
E BOOKS	
1.	https://ocw.mit.edu/courses/aeronautics-and-astronautics/16-852j-integrating-the-lean-enterprise-fall-2005/lecture-notes/14_ent_info_sys.pdf
2.	Management%208th%20edition%20(2011)/13.%20Chapter%2010%20-%20Enterprise%20Information%20Systems.pdf
MOOC	
1.	https://www.mooc-list.com/course/management-information-systems-saylororg

BBA 3.5 BUSINESS MATHEMATICS

LEARNING LEVEL		
CO	COURSE OUTCOMES	PO
1.	Able to understand the concept of matrices	2
2.	Able to understand the features of Differential Calculus	4,5
3.	Able to understand the Integral Calculus	3
4.	Able to demonstrate the concept of Permutation and Combination	6
5.	Able to understand basic knowledge on Probability	7
MODULE 1: MATRICES		(9)
Definition of a Matrix and Types – determinants – Adjoint of a square matrix – Inverse of a Matrix – Rank of a Matrix – solution by Cramer’s rule.		
MODULE 2: DIFFERENTIAL CALCULUS		(9)
Methods of differentiation of functions – Product and Quotient rules – Inverse trigonometric functions – Maxima and minima of functions for single variable.		
MODULE 3: INTEGRAL CALCULUS		(9)
Integration – Methods of integration – Substitution method - Integration by parts – Integration using partial fraction - Bernoulli’s formula.		
MODULE 4: PERMUTATION AND COMBINATION		(9)
Permutation and Combination, Binominal Theorem, Exponential and Logarithmic Series		
MODULE 5: PROBABILITY		(9)
Basics of probability – Axioms of probability – Addition theorem on probability – Multiplication theorem on probability.		
TEXT BOOKS		
1.	Business Mathematics – P.R. Vittal	
2.	Business Mathematics – D.C. Sancheti and V.K. Kapoor	
REFERENCE BOOKS		
1.	Business Mathematics – B.M. Agarwal	
2.	Business Mathematics – R.S. Soni	
E BOOKS		
1.	http://www.dphu.org/uploads/attachements/books/books_5117_0.pdf	
2.	http://www.cognella.com/pdf/Step-by-Step-Business-Math-and-Statistics_sneak_preview.pdf	

BBA 3.6 ENRICHMENT COURSE - III

CO	COURSE OUTCOMES	PO
1.	Demonstrate the importance of Tally software for simplifying the accounting methods and procedures	3
2.	Demonstrate the ability to create/load the company, group, security control, back-up etc.	2
3.	Demonstrate the ability to create groups	4
4.	Developing the skill to create vouchers	5
5.	Applying the knowledge to become proficient towards creating the accounting records and extract the financial statements.	6,7
Prerequisites: Basics of Accounting – Journal, Ledger, Trial Balance & Preparation of Trial Balance		
MODULE – 1: INTRODUCTION TO TALLY		(9)
Tally origin, General Features, accounting features, inventory features, starting TALLY, Start-up screen component, Processing icons, Multilingual feature of TALLY, Quit TALLY		
MODULE – 2: CREATION OF COMPANY		(9)
Company Creation – Creating, Selecting, Deleting, shutting a company, altering company details, Changing data directory, auto selection of company		
MODULE – 3: CREATION OF GROUPS		(9)
Predefined groups in Tally, Primary groups, sub groups, creation of user defined primary groups, display, alteration of groups, ledger accounts, creations, display, alteration, deletion		
MODULE – 4: VOUCHERS		(9)
Tally Vouchers, Meaning, payment, vouchers, receipt, vouchers-entering, deletion, cancelling, printing a voucher, Post-dated vouchers		
MODULE – 5: PREPARATION OF FINAL ACCOUNTS		(9)
Preparation of Trail Balance, Preparation of Profit and Loss account, Balance Sheet		
TEXT BOOKS		
1.	Nadhani, Simple Tally 9	
2.	Shraddha Singh, Tally Erp 9	
REFERENCE BOOKS		
1.	Namrata Agrawal, Comdex Tally 9 Course Kit	
2.	Nadhani, Simple Tally 9	
E BOOKS		
1.	http://www.infinsys.com/v1/downloads/tally_erp_9_doc.pdf	
2.	http://alitally.blogspot.com/2013/01/learn-tallyerp-9-free-pdf-ebook.html	

SEMESTER – IV
BBA 4.1 BASICS OF HEALTHCARE MANAGEMENT

CO	COURSE OUTCOMES	PO
1.	Understanding the basic importance of personal healthcare in terms of diet, yoga and spiritual practice	1& 5
2.	Understanding the importance of family healthcare in terms of family hygiene, diet patterns, sanitation , vaccination etc	1& 5
3.	Applying the concept of personal and family healthcare in terms of environmental hygiene and communal healthcare	5
4.	Applying the concept of health awareness by governmental and non-governmental agencies.	2
5.	Understanding the importance health disaster management	1
Prerequisites: Health Hygiene, Personal, Family and Communal Health Care		
MODULE – 1: PERSONAL (SELF) HEALTH CARE		(9)
Personal Hygiene - Personal Diet pattern - Self health maintenance by yoga and other spiritual practice		
MODULE – 2: FAMILY HEALTH CARE		(9)
Family hygiene - group health care by vaccination - propitiation and prevention - Sanitation and diet patterns		
MODULE – 3: COMMUNAL HEALTH CARE		(9)
Mass - Hygiene (Social Hygiene) - Environmental Hygiene - Communal health care centres - Hospitals - Statistical bodies - Government and Non government organizations (NGO) for propagation of nutritious diet patterns - maintained by voluntary health organizations and government schemes.		
MODULE – 4: HEALTH AWARENESS		(9)
Health awareness programme organized by governmental and non governmental agencies. Communal amenity programme.		
MODULE – 5: HEALTH DISASTER MANAGEMENT		(9)
First Aid - Disaster management techniques like epidemic eruption control, management and eradication. .		
TEXT BOOKS		
1.	Social and preventive Medicine, K. Park, Brimnot publishers.	
REFERENCE BOOKS		
1.	Back to Basics: Foundations of Healthcare Management Paperback – October, 2000, Health Administration Press	

E BOOKS	
1.	http://www.worldcat.org/title/introduction-to-health-care-management/oclc/925426632?referer=di&ht=edition
MOOC	
1.	https://www.mooc-list.com/course/leading-healthcare-quality-and-safety-coursera

BBA 4.2 ESSENTIALS OF MEDICAL TERMINOLOGY

CO	COURSE OUTCOMES	PO
1.	Understanding the basic importance of medical terms into their component parts.	1 & 5
2.	Analyze and spell words correctly.	4
3.	Applying the words from singular to plural form.	5
4.	Analysing a medical report displaying use of medical terms.	4
5.	Identify combining forms, prefixes, suffixes and terminology associated with each of the body systems.	5
Prerequisites: Body Systems, Prefix, Suffix		
MODULE – 1: - Basic Word Structure		(9)
Medical terminology is a special vocabulary used by health care professionals. It is needed to aid in communication. The medical language can be overwhelming, some of the terms can be long, but there are methods that can aid in learning and remembering words. You will study methods used in dividing a word into its component parts that will make it easier to learn the meaning of the individual parts and actually understand and remember many new words.		
MODULE – 2: Suffixes		(9)
The focus of this module is on general medical suffixes and also includes suffixes used to indicate pathological conditions, diagnostic procedures, and surgical procedures.		
MODULE – 3: Prefixes		(9)
The focus of this module is on general medical prefixes and those referring to direction and position, negative prefixes, prefixes referring to numbers, and those that have same meanings.		
MODULE – 4: Body Systems I		(9)
The focus of this module is on medical terms that relate to body organization including cavities and regions.		
MODULE – 5 : Body Systems II		(9)
Body Systems II focuses on the study of medical terms as they relate to the nervous system, respiratory system, Urinary system, reproductive systems, and the integumentary system		
TEXT BOOKS		
1.	Davies, Juanita. Essentials of Medical Terminology. 3rd edition. New York. Delmar. 2008.	
E BOOKS		
1.	https://www.cengage.com/c/essentials- davies/9781401890193	
MOOC		
1.	https://www.coursera.org/courses?languages=en&query=medical+terminology	

BBA 4.3 BASICS OF COMMUNITY MEDICINE AND EPIDEMIOLOGY

CO	COURSE OUTCOMES	PO
1.	Understanding the basic concepts of epidemiology	1&5
2.	Understanding the importance of society and health	1& 5
3.	Understanding the importance of health care delivery system	1& 5
4.	Applying the concept of structure of health service	5
5.	Applying the concept of contemporary issues in health services	5
Prerequisites: Health, Disease, Population		
MODULE – 1: EPIDEMIOLOGY		(9)
History; definition; Epidemiological approach. Investigation of an epidemic outbreak of disease. Basic measures in epidemiology; measurement of mortality , morbidity, disability, natality; characteristics of diseases and Health care facilities of an epidemic out		
MODULE – 2: SOCIETY AND HEALTH		(9)
Community and Health, Concept of health, definition & concepts, Determinants of health, Sociology of health Health in developing countries, Health transition & Health seeking Behaviour, Health information & Communication, Health and environment: Sanitation and Pollution, Health economics “ ways of measuring health”		
MODULE – 3: HEALTH CARE DELIVERY SYSTEM		(9)
At National and State levels; comprehensive health care models of community health; Mental hygiene movement; Assessing community Health needs; Health Delivery system, Primary Health Care		
MODULE – 4: STRUCTURE OF HEALTH SERVICE		(9)
Evolution of health care system – five year plans - recommendation of committees (Bhore, Mudaliar, Chadah, Mukerjee, Kartar Singh, Tungalwala Committee) – development of rural health service in India – Administration of health care service In India – Administration of health care service at central, state and municipal level – decentralized block level institutes - Primary health centers – Changing concepts and phases in health care.		
MODULE – 5 : NATIONAL HEALTH PROGRAMMES		(9)
Organisation and function of various National Health Programmes – Health planning in India- Introduction – Development planning in India - National Health Services		
TEXT BOOKS		
1.	Epidemiology in Health Services Management, (1984) - G.E.Alan Dever, Asper publication. In Gaithersburg, Maryland	
2.	Control of hospitals infection - A practical handbook, (1997), 3 rd edition - G.A.J. Ayliffe, E.J.L. Lawbury, A.N.Geddes, J.D. Willians, Chapman & Hall Medical Chennai.	

REFERENCE BOOKS	
1.	Oxford Textbook of Public Health, Vol.3
2.	Textbook of Preventive & social Medicine, (1997) 15 th edition - J.E. Park
E BOOKS	
1.	https://novanet-primo.hosted.exlibrisgroup.com/primo
MOOC	
1.	https://www.mooc-list.com/course/public-health-humanitarian-crises-coursera

BBA 4.4 HOSPITAL MANAGEMENT INFORMATION SYSTEM

CO	COURSE OUTCOMES	PO
1.	Understanding the importance of information system in hospitals	1&5
2.	Understanding the managerial effectiveness of information system in hospitals	1
3.	Understanding the importance of internet and e-commerce	1 & 5
4.	Applying the concepts of information system in medical records dept	5
5.	Applying critical thinking and decision making ability with the help of hospital information system	1 & 5
Prerequisites: Hospital Information system, Internet, Medical Records		
MODULE – 1: INTRODUCTION TO INFORMATION SYSTEMS IN BUSINESS		(9)
The need for Information systems – the Increasing Value of Information Technology – the Networking of computing – Business Process Re engineering – IT as a tool for competitive advantage.		
MODULE – 2: MANAGERIAL OVERVIEW – HARDWARE / SOFTWARE		(9)
Computer Peripherals – Input Technology Trends – Voice Recognition and Response Optical Scanning – Output Technology and Trends – Video Output – Storage Trends Application software for End Users – word Processing and Desktop Publishing – systems Software – Operating Systems – Programming Languages. The Database Management Approach – Types of Databases types of Databases – Database structure – Data Mining – Benefits and Limitations of Database management.		
MODULE – 3: THE INTERNET AND ELECTRONIC COMMERCE		(9)
Business Use of the Internet – Interactive marketing – E-Commerce Application – Business to Consumer – Business – to Business Commerce.		
MODULE – 4: MEDICAL RECORDS		(9)
Role of Medical Records in Health Care Delivery – General Medical Records Standards and Policies – Legal Aspects of Medical Records –Medical Audit Computerization of Medical Records – Information Needs in the Hospital – sources of Health Information – User of Health and Hospital Data.		
MODULE – 5 : HOSPITAL INFORMATION SYSTEMS		(9)
Management decision and Related Information Requirement – Clinical Information Systems – Administration Information systems = Support Service Technical Information Systems – Medical Transcription.		
TEXT BOOKS		
1.	Management Information System, James A. O'Brien, Tata Mc-graw Hill	
2.	Managing a Modern Hospital, A.V.Srinivasan, Response Books	
REFERENCE BOOKS		
1.	Health Management Information System, Jack Smith, Open University Publication, U.K	

E BOOKS	
1	https://books.google.co.in/books/about/Management_Information_System
2	https://www.mooc-list.com/course/hi-five-health-informatics
MOOC	
1	https://www.mooc-list.com/course/hi-five-health-informatics

BBA 4.5 HUMAN BEHAVIOUR AT WORK

CO	COURSE OUTCOMES	PO
1.	Understanding Organizational Behavior concepts and determinants.	3
2.	Ability to categorize Personality and values associated.	1,2
3.	Illustrate using communication for effective team work.	5
4.	Understand and use motivation and leadership theories appropriately.	6
5.	Explore ways to effectively implement Organizational change.	4
Prerequisites: NIL		
MODULE – 1: INTRODUCTION		(9)
Introduction-Organisational Behaviour-concepts- determinants- challenges and opportunities- Organizational Behaviour Models- Diversity in Organizations		
MODULE – 2: PERSONALITY & VALUES		(9)
Personality types- Factors influencing personality-Values at workplace and Attitudes- Concept and types of values- Component of attitude- Job related attitudes- Learning- Concept- Learning theories- Emotional Intelligence.		
MODULE – 3: GROUP DECISION MAKING AND COMMUNICATION		(9)
Concept and nature of decision making process- Individual versus group decision making- Work Teams Behaviour -Communication and Feedback- Transactional Analysis-Johari Window.		
MODULE – 4: MOTIVATION		(9)
Meaning and Importance- Motivation Theories- Motivation and organizational effectiveness- Meaning and concept of Leadership- Leadership Theories-Power and Influence.		
MODULE – 5: DYNAMICS OF ORGANISATIONAL BEHAVIOUR		(9)
Organisational Culture and climate- Concept and determinants of Organisational culture- Organisational change- Importance, Managing Change- Individual and Organisational factors to stress-Prevention and Management of stress.		
TEXT BOOKS		
1.	Robbins; S.P., Organisational Behaviour, Prentice Hall of India Pvt. Ltd., New Delhi.	
2.	Luthans, Fred, Organisational Behaviour, McGraw Hill International, New York.	
REFERENCE BOOKS		
1.	Greenberg, Jerald, and Robert A Baron, Organisational Behaviour, Prentice Hall of India Pvt. Ltd., NewDelhi	
2.	Singh, A.K., and B.P. Singh, Organisational Behaviour, Excel Books Pvt. Ltd, New Delhi.	
E BOOKS		
1.	http://www.myorganisationalbehaviour.com/personality-in-organisations/	
MOOC		
1.	https://www.mooc-list.com/course/big-data-measuring-and-predicting-human-behaviour-futurelearn	

BBA 4.6 HOSPITAL HANDS ON LEARNING

OBJECTIVE
To have a practical exposure of various departments of a hospital. It is included in the curriculum to make the students aware of the functioning and operations of different departments of hospital.
PEDAGOGY
It will consist of different departments in own hospital or outside during the course of 'Hospital Hands-on Learning' in fourth Semester during second year of study.
EVALUATION
Evaluation of Practical session will be made at the end of Fourth Semester through the submission of Hands-on Report by students.

SEMESTER – V
BBA 5.1 PRINCIPLES OF HOSPITAL ADMINISTRATION

CO	COURSE OUTCOMES	PO
1.	Understanding the importance of hospital planning	1,5
2.	Understanding the importance of opd & ip planning	1,5
3.	Understanding the importance of diagnostic services in hospital	1, 5
4.	Applying the advanced facilities in hospital	1
5.	Understanding the importance of supportive services in hospital	1,5
Prerequisites: They should have watched TV Serial, Film.		
MODULE – 1: INTRODUCTION		(9)
Conception of idea, formation of hospital planning team, market survey , feasibility study, selection of location, Financial planning of hospitals, Macro level planning Conception to commissioning-site development, architects brief working drawings and specifications, engineering drawing drawing, equipment planning, bed distribution, space allocation , interior designing and construction of building-commissioning, shake down period		
MODULE – 2: PLANNING – OPD & IP		(9)
Planning for the outpatient services, accident and emergency services and day care services - Planning for patient care units –Inpatient services and intensive care units. Planning for surgical suites .Planning for labour and delivery suites-LDRP suites		
MODULE – 3: PLANNING – DIAGNOSTIC SERVICES & BLOOD BANK		(9)
Planning for laboratory service and blood banking. Planning for image logical services-x-rays, ultra sonography, MRI, CT-scan PET scan and other advances in image logical services		
MODULE – 4: ADVANCED FACILITIES IN HOSPITAL		(9)
Planning for advanced facilities- Cardiac catheterization laboratory, various endoscopy units, Extra corporeal shock wave lithotripsy, radiotherapy unit, IVF unit, Dialysis unit		
MODULE – 5 : SUPPORTIVE SERVICES IN HOSPITAL		(9)
Planning for supportive services-medical gases, HVAC, housekeeping ,CSSD, Food and beverages,		
TEXT BOOKS		
1.	Shakti gupta sunil kant,chandra sekhar and sidharth satpathy,Modern trends in planning and design of hospitals,Jaypee brothers New delhi	
2.	Hospital Planning, WHO, Geneva, 1984	
3.	Kunders G.D., Gopinath S., and Katakama a., Hospital Planning, Design and Management, Tata Mc.Graw Hill, New Delhi, 1999	
REFERENCE BOOKS		
1.	Arun Kumar, (ed) Encyclopedia of Hospital Administration and Development, Anmol	

	Publications, New Delhi, 2000.
2.	Srinivasan A. V. (ed), Managing a modern hospital, Chapter 2, Response Books New Delhi, 2000
3.	Padmanand V. and P.C. Jain, Doing Business in India, Response Books, New Delhi, 2000
E BOOKS	
1.	https://www.kobo.com/us/en/ebooks/hospital-administration-care
MOOC	
1.	https://www.mooc-list.com/course/international-hospitality-healthcare-services-marketing-coursera

BBA 5.2 HOSPITAL PLANNING, DESIGN AND MANAGEMENT

CO	COURSE OUTCOMES	PO
1.	Understanding the basic concepts of hospital services management	1,5
2.	Understanding the importance of front office in hospital	1,5
3.	Understanding the importance of records management	1,5
4.	Applying the concept of lab services and housekeeping department in hospital	5
5.	Applying the concept of pharmacy and intensive care in hospital	5
Prerequisites: Layout, Design, Planning, Maintenance		
MODULE – 1: INTRODUCTION		(9)
Functional areas in hospital services management – Difference types of hospital services – Human Capital in hospitals- Specific characteristics of hospital services- Principles of hospital planning and execution-Government – Private – Corporate and public hospital systems in India.		
MODULE – 2: MANAGING FRONT OFFICE		(9)
Front office –Administration of outpatient and inpatient –Emergency services in hospital- Communication system – Admission and discharge procedures.		
MODULE – 3: RECORDS MANAGEMENT		(9)
Significance of record keeping- Types of medical records – Management – Medical statistics – Materials records –Creation and management of patient records and personnel records – Discharge records – Legal and other operational records- Automated hospital services management solution.		
MODULE – 4: LABORATORY SERVICES AND HOUSE KEEPING		(9)
Need for managing laboratories- Classification, functions and management of laboratories – Accreditation of laboratory procedure and process – Case studies. Sanitation of hospital environment- Basic and special cleaning –Odour control Waste disposal –Safety – Pest control- Interior decoration – outsourcing hospital housekeeping services.		
MODULE – 5 : PHARMACY AND INTENSIVE CARE		(9)
Location, layout and functions duties of Chief pharmacist – Equipment and facilities – Pricing –Drug information centre. Types of ICU – Functions and Objective – Daily Scheduling –Safety issues and other problems – Major responsibilities of nursing service – Relationship with non- nursing personnel		
TEXT BOOKS		
1.	Goel, S.L and Kumar, Hospital Supportive Services Deep and Deep Publications, New Delhi, 2004.	
2.	Hospital Administration and Planning, Dr.A.G.Chandrokar, Paras Publishing, Hyderabad	
REFERENCE BOOKS		
1.	Syed Amin Tabish Hospital and Health Services Administration Jaypee Brothers Medical Publishers, New Delhi, 2001.	
2.	G. D. Kunders Designing for Total Quality in Healthcare Prism Books Pvt., Ltd, Bangalore,2004.	

E BOOKS	
1.	https://books.google.co.in/books/about/Hospitals.html?id=N_mvAAAACAAJ&redir_esc=y
MOOC	
1.	https://books.google.co.in/books/about/Hospitals.html?id=N_mvAAAACAAJ&redir_esc=y

BBA 5.3 SERVICE QUALITY MANAGEMENT

CO	COURSE OUTCOMES	PO
1.	Understanding the importance of quality management in hospitals	1, 5
2.	Understanding the concepts of services quality	1
3.	Applying the process of quality in hospitals	1, 5
4.	Applying the tools and techniques for service quality	5
5.	Understanding the quality systems implementation in hospitals	1, 5
Prerequisites: Total Quality Management, 5S, Six Sigma		
MODULE – 1: INTRODUCTION TO QUALITY MANAGEMENT		(9)
Quality – vision, mission and policy statements. Customer Focus - Part of Customer focus – customer perception of quality, Translating needs into requirements, customer retention. Dimensions of service quality. Cost of services quality.		
MODULE – 2: CONCEPTS OF SERVICES QUALITY		(9)
Definitions of Service Quality and its Significance -Measuring Service Quality -Service Quality Gap Model - Service Quality Standards - Strategies for Improving Service Quality - Monitoring Service Quality. Concepts of Quality circle, Japanese 5S principles applicable to services.		
MODULE – 3: APPLYING STATISTICAL PROCESS CONTROL TO SERVICES		(9)
Statistical process control (SPC) – application of SPC to services. Six sigma for services. Reliability concepts – definitions, reliability in series and parallel, and product life characteristics curve. Business process Improvement (BPI) – principles, applications, process, benefits and limitations.		
MODULE – 4: TOOLS AND TECHNIQUES FOR SERVICE QUALITY		(9)
Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Applying the seven old and new tools for service quality. Bench marking in services.		
MODULE – 5: QUALITY SYSTEMS IMPLEMENTATION FOR SERVICES		(9)
ISO certification for services – quality management systems – guidelines for performance improvements. Quality Audits – Walkthrough audits. TQM culture –Leadership, quality council, employee involvement, motivation, empowerment, recognition and reward – TQM framework, benefits, awareness and obstacles.		
TEXT BOOKS		
1.	Shridhara Bhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, First Edition 2002.	
2.	Valarie A Zeithmal and Parasuraman, Service Quality, Marketing Science Institute, Massachusetts.	
REFERENCE BOOKS		
1.	M. Raghavachari & KV Ramani, Delivering Service Quality: Managerial Challenges for 21st Century, Macmillan Publishers India, Third Edition 2011.	
E BOOKS		
1.	https://books.google.co.in/books/about/Hospitals.html?id=N_mvAAAACAAJ&redir_esc=y	
MOOC		
1.	https://www.mooc-list.com/course/six-sigma-analyse-improve-control-edx	

BBA 5.4 HOSPITAL RECORDS MANAGEMENT

CO	COURSE OUTCOMES	P O
1.	Understanding the basic importance of medical records	1,5
2.	Understanding the importance of initiation of records	1,5
3.	Understanding the importance of organization and staffing	1,5
4.	Applying the concept of classification and application	5
5.	Understanding the legal importance of medical records	1,5
Prerequisites: Medical records, Classification of diseases		
MODULE – 1: MEDICAL RECORDS		(9)
Definition – Importance with reference to patient doctor, hospital & research. Brief mention about ownership rights & privileges, policies governed, procedures with reference to numbering system, unit system, International Classification of disease & & barcoding and its applications in Hospital.		
MODULE – 2: STEPS IN INITIATING RECORDS		(9)
Register book, patient index, disease index, doctor index, Active/ inactive records storage, listing of various I P / OP Records. Maintenance of medical records.		
MODULE – 3: ORGANISATION & STAFFING		(9)
Role of hospital administration - role of Medical records Dept. in Medical Audit and Legal systems. Records processing application of data analysis & computer technologies. Legal potentialities of Medical research in our city.		
MODULE – 4: CLASSIFICATION & APPLICATION		(9)
International classification of diseases, Bar coding & its application in medicine & Hospital Services		
MODULE – 5 : LEGAL ASPECTS		(9)
Role of Medical record department in Medical Audit & legal system (consumer protection Act) Medico legal cases.		
TEXT BOOKS		
1.	Medical Record Management by Edna K. Huffman Published August 1994 by Physicians' Record Company	
REFERENCE BOOKS		
1.	1. Organization and Management of Medical Records, T.Keshava Rao, Jaypee Bros Publishers	
E BOOKS		
1.	https://www.cma.ca/Assets/assets-library/document/en/practice-management-and-wellness/MEDED-12-00307-PMC-Module-6-e.pdf	
MOOC		
1	https://www.mooc-list.com/course/hi-five-health-informatics-innovation-value-enrichment-administrativeit-perspective-coursera	

BBA 5.5 HOSPITAL DIETARY SERVICES MANAGEMENT

CO	COURSE OUTCOMES	PO
1.	Understanding the basic importance of food and nutrition	1& 5
2.	Understanding the importance of food hygiene	1& 5
3.	Understanding the importance of dietary department in hospital	1& 5
4.	Understanding the importance of supply services in hospital	1
5.	Applying the methods to monitor inventory control in hospital kitchen	1&5
Prerequisites: : Food, Nutrition, Diet, Inventory		
MODULE – 1: FOOD & NUTRITION		(9)
Food – meaning, concept and types. Nutrition – definition, role of nutrition in growth & development, Food pyramid, Energy suppliers of nutrition with caloric value		
MODULE – 2: FOOD HYGIENE		(9)
Hygienic practices to be followed by food handlers & suppliers.		
MODULE – 3: DIETARY DEPT		(9)
Location, Layout, role of dietary department in diseases & treatment facilities, equipment, staff distribution		
MODULE – 4: SUPPLY SERVICES		(9)
Role & responsibilities of dietician, Dietary officer, centralized & decentralized system of supply, Different types of diet – cardiac, diabetes, ECU patients, new born & under five		
MODULE – 5 : INVENTORY CONTROL		(9)
Inventory control of Dietary department, purchase procedure, stock verification, stocking, wastage, Management in kitchen role of store keeper.		
TEXT BOOKS		
1.	Text Book of Social and Preventive Medicine – K Park - 2012	
REFERENCE BOOKS		
1.	Preventive and Social Medicine – Prabhakar Rao - 2014	
E BOOKS		
1.	http://www.bdu.ac.in/syllabi/affcol/equivalent/courses/ug_science	
MOOC		
1.	https://www.mooc-list.com/course/international	

BBA 5.6 HUMAN RESOURCE MANAGEMENT

CO	COURSE OUTCOMES	PO
1.	Demonstrate an understanding of Human Resources and varied applications.	1 & 5
2.	Ability to implement Human Resource Planning.	1 & 5
3.	Explore Recruitment methods and arrive at best fits.	1 & 5
4.	Analyzing the training needs and effectively use an appropriate technique.	1 & 5
5.	Explore and identify appraisal method and audit for continuous improvement	1 & 5
Prerequisites: Personality theories, Motivation theories		
MODULE – 1: INTRODUCTION		(9L+3T)
Nature and scope of Human Resources Management – Differences between personnel management and HRM – Environment of HRM – Changing roles of HR Managers		
MODULE – 2: HUMAN RESOURCE PLANNING		(9L+3T)
Concept of HR planning –Characteristics–Steps in HR planning –Job Analysis–Succession Planning–Auditing of HR resources-ERP technologies-Outsourcing.		
MODULE – 3: RECRUITMENT AND SELECTION		(9L+3T)
Factors affecting recruitment–internal and external sources of recruitment –Selection Process – Curriculum Vitae –Psychological Testing –Types of interviews –Appointment Order.		
MODULE – 4: TRAINING AND DEVELOPMENT		(9L+3T)
Induction – Training – Methods – Techniques – Identification of the training needs – Training and Development –Competency Mapping- Transfer – Promotion and termination of services – Career development		
MODULE – 5: APPRAISAL AND REMUNERATIONS		(9L+3T)
Objectives of appraisals–Steps in appraisals - performance appraisals methods-Remuneration – Components of remuneration – Incentives – Benefits – Motivation – Welfare and social security measures-Human Resource Audit – Approaches.		
TEXT BOOKS		
1.	Human Resource Management – V S P Rao –Vikas Publishing	
2.	Human Resource Management (Texts and Cases)– K Ashwathappa-McGraw-Hill Education (India) Pvt Limited	
REFERENCE BOOKS		
1.	Human Resource Management – Gary Dessler –Pearson	
2.	Human Resource Management – Wendell L French- Houghton Mifflin	
E BOOKS		
1.	https://www.scribd.com/doc/251300603/Human-Resource-Management-EBOOK-pdf	
MOOC		
2.	https://www.mooc-list.com/course/human-resources-open2study	

BBA 5.7 VALUE EDUCATION

CO	COURSE OUTCOMES	PO
1.	Understanding the basic concept of values and value system and importance of body, soul and intellectual level	2
2.	Applying the concept of values and importance of self esteem and punctuality	2
3.	Understanding human rights and universal declaration of human rights	2
4.	Understanding the importance of environment and ecological balance	2
5.	Understanding the social evils and analysing the effects of social evils in personal life	2
Prerequisites: : Basic knowledge on concepts of values, ethics and environment		
MODULE – 1: INTRODUCTION		(3)
Value education-its purpose and significance in the present world – Value system – The role of culture and civilization-Holistic living – Balancing the outer and inner – Body, Mind and Intellectual level- Duties and responsibilities.		
MODULE – 2: VALUES OF LIFE		(3)
Salient values for life- Truth, commitment, honesty and integrity, forgiveness and love, empathy and ability to sacrifice, care, unity , and inclusiveness, Self esteem and self confidence, punctuality – Time, task and resource management – Problem solving and decision making skills- Interpersonal and Intra personal relationship – Team work – Positive and creative thinking		
MODULE – 3: HUMAN RIGHTS		(3)
Human Rights – Universal Declaration of Human Rights – Human Rights violations – National Integration – Peace and non-violence – Dr. A P J Kalam’s ten points for enlightened citizenship – Social Values and Welfare of the citizen – The role of media in value building.		
MODULE – 4: ENVIRONMENT		(3)
Environment and Ecological balance – interdependence of all beings – living and non-living. The binding of man and nature – Environment conservation and enrichment.		
MODULE – 5: SOCIAL EVILS		(3)
Social Evils – Corruption, Cyber crime, Terrorism – Alcoholism, Drug addiction – Dowry – Domestic violence – untouchability – female infanticide – atrocities against women How to tackle them		
TEXT BOOKS		
1.	M.G.Chitakra: Education and Human Values, A.P.H.Publishing Corporation, New Delhi, 2003	
REFERENCE BOOKS		
1.	For Life, For the future : Reserves and Remains – UNESCO Publication	

SEMESTER- VI
BBA 6.1 MARKETING OF HOSPITAL SERVICES

CO	COURSE OUTCOMES	PO
1.	Understanding the importance of services marketing	1&5
2.	Understanding the concepts of special services in hospital	1& 5
3.	Applying the pricing methods	1& 5
4.	Applying the latest methods of communication in hospitals	5
5.	Understanding the importance of service quality in hospital	1&5
Prerequisites: : Services Marketing, Revenue, Quality		
MODULE – 1: UNDERSTANDING SERVICES MARKETING		(9)
Introduction, services in modern economy, classification of services, differences in goods versus services, reasons for growth in services sector, services triangle.		
MODULE – 2: MARKETING SPECIAL SERVICES IN HOSPITALS		(9)
Women’s Health Care and Maternity Services – Marketing Birthing Rooms – Geriatric Services Educational Programme for Marketing to the elderly – Psychiatric Care Referral sources Special clinics – Pediatric Service – Dental service – Cardiac Services – Trauma Care – Neurology Service – Preventive Medicine – Promotion Mix – Public Standing of a Hospital – employees first line of PR – function of Public Relations – Promotional tools.		
MODULE – 3: SERVICE PRODUCT AND REVENUE MANAGEMENT		(9)
Planning and creating services, identifying and classifying supplementary services, branding service products, new service development, objectives and foundations for setting prices, methods of service pricing, revenue management.		
MODULE – 4: COMMUNICATION-MIX AND DISTRIBUTION OF SERVICES		(9)
Challenges and opportunities in communicating services, objectives for marketing communications, branding and communications, Distribution in a service context, options for service delivery, decisions about place and time, service delivery in cyberspace.		
MODULE – 5 : MANAGING SERVICE DELIVERY PROCESS AND SERVICE QUALITY		(9)
Blue printing services, service process redesign, the customer as co-producer, fluctuations in demand for services, integrating service quality and productivity strategies, measuring and improving service quality.		
TEXT BOOKS		
1.	Services Marketing-People, technology and strategy by Christopher Lovelock, Jochen Wirtz and Jayanta Chatterjee, Pearson education 2006.	
2.	Services Marketing by K.Rama Mohana Rao, Pearson education 2005	
REFERENCE BOOKS		
1.	Services Marketing by S.M. Jha, Himalaya publishers,2006.	
E-BOOK:		
1.	https://www.mmm-online.com/welcome?from=http%3a%2f%2fwww.mmm-online.com	
MOOC		
	https://www.edx.org/course/healthcare-india-strategic-perspectives-iimbx-st260x-1	

BBA 6.2 HEALTH CARE TECHNOLOGY

CO	COURSE OUTCOMES	PO
1.	Understanding the importance of medical equipment in hospital	1& 5
2.	Understanding the concepts of operations strategy in hospitals	1& 5
3.	Applying the value analysis and quality control in hospitals	1& 5
4.	Applying the latest technologies of engineering in hospitals	5
5.	Understanding the importance of maintenance services in hospital	1&5
Prerequisites: : Equipment Planning, Value analysis, Technology		
MODULE – 1: INTRODUCTION TO MEDICAL EQUIPMENT		(12)
List of common medical equipments, Justification of purchase proposal, hospital need assessment, Equipment selection guideline, estimation of cost and planning, purchase, installation, commissioning, Replacement and buy back policy, International and indigenous standards		
MODULE – 2: OPERATIONS STRATEGY		(12)
Operations strategy a competitive tool, elements, technology selection and process: development, developing operations strategy. Operations of clinical services, supportive services, and administrative services general introduction to the various specialties, super specialties and other subspecialties		
MODULE – 3: VALUE MANAGEMENT		(12)
Value engineering, value analysis, quality control, applications in hospital		
MODULE – 4: TECHNOLOGY MANAGEMENT IN HOSPITALS		(12)
Evolution of technology in hospitals, advanced technology in diagnostics and therapeutics, telemedicine concepts and applications, artificial intelligence and robotics in Healthcare.		
MODULE – 5 : MAINTENANCE MANAGEMENT		(12)
Objectives, types of maintenance systems, equipment maintenance, quality and reliability, equipment history and documents, maintenance planning, maintenance information system, maintenance and monitoring of biomedical equipments, predictive maintenance, equipment availability, spares management, replacement policy, depreciation and loss of value, economic life, costing, cost of standby, maintenance in hospital. Bio-Medical Technology, application in hospital environment, calibration tests, maintenance features, hazards.		
TEXT BOOKS		
1.	Barry, Jay Hazier, Principles of Operations Management, Prentice Hall, New Jersey, 9th edition, 2013.	
2.	Medical Technology, application in hospital environment, calibration tests	
REFERENCE BOOKS		
1.	Roger G., Operations Management - Decision Making, RawHill, New Delhi, 1993.	
E-BOOK:		
1.	https://www.newgenapps.com/resources/healthcare-ebook	
MOOC		
	https://www.mooc-list.com/course/power-data-health-and-social-care-futurelean	

BBA 6.3 LEGAL FRAMEWORK FOR HOSPITALS

CO	COURSE OUTCOMES	PO
1.	Understanding the basic concepts of law in hospital	1& 5
2.	Understanding the importance of personnel related to legal issues in hospital	1& 5
3.	Understanding the importance of information management	1& 5
4.	Applying the protection issues to patients	5
5.	Applying the ethics in hospital	5
Prerequisites: : Law, Protection, Ethics		
MODULE – 1: INTRODUCTION		(9)
Introduction to law – Sources of law – Contract and antitrust – Purpose of contract – Types of contracts – Legality of object – Conditions – Remedies – Contracts of Adhesion – Employment contracts – Restraint of trade – Civil procedure and trial practice – Discovery and examination before trial – Memorandum of law – Evidence – Jury deliberation and determination – Damages – Appeals – Execution of judgments – Corporate liability – Authority of health care corporation – Duties of healthcare corporations.		
MODULE – 2: PERSONNEL		(9)
Medical staff – Organization – Privileges – Bylaws – Reappointments – Physician-patient relationship – Nursing and law – Practice of nursing – Nurse licensure – Nurse practice roles - Liability by departments and health care professionals – Ambulatory care centers – Emergency departments – Certification of Health care professionals – Licensing Health care professionals.		
MODULE – 3: INFORMATION MANAGEMENT		(9)
Introduction – Managing information – Patient consent – Consent definition – Patient self-determination act – Proof of consent – Refusal of treatment – Statutory consent – Consent and judicial intervention – Defence and failure to inform - Legal reporting requirements – Child abuse – Communicable diseases – Births and deaths – Risk management and incident reporting.		
MODULE – 4: PROTECTION		(9)
Issues of Procreation – Circuit and district court decisions – Wrongful birth, life, and conception – Patient rights and responsibilities – Patient rights – Admission – Discharge – Transfer – Patient bill of rights – Patient responsibilities – Patient Advocacy – Acquired immune deficiency syndrome – AIDS and health care workers – AIDS and the right to know – The right to treatment – News media and confidentiality – Negligence – Occupational safety and health act.		
MODULE – 5 : ETHICS		(9)
Health care ethics – Ethics committee – End of life issues – Organ donations – Malpractice insurance - Insurance policy – Liability of professional – Medical Liability Insurance – Self insurance – Medical staff insurance coverage – Labour relations – Unions and health care organization – Labour rights – Patients rights during labour disputes – Employment discipline and discharge – Public policy issues – Interference with employment activities.		
TEXT BOOKS		
1.	George D Pozgar, “Legal Aspects of Health Care”, Ninth edition, Jones and Bartlett Publishers, Inc, 2012	

REFERENCE BOOKS	
1.	Dana C Mcway, “Legal Aspects of Health Information Management”, Thomson Delmar Learning, Second Edition, 2009.
E-BOOK:	
1.	https://www.slideshare.net/NcDas/legal-aspect-of-medical-care
MOOC	
1	http://ebooks.iospress.nl/volume/a-legal-framework-for-security-in-european-health-care-telematics

BBA 6.4 CUSTOMER RELATIONSHIP MANAGEMENT

CO	COURSE OUTCOMES	PO
1.	The ideas behind customer equity and its components – brand equity, value equity and relationship equity	2
2.	Economics of CRM: Customer Life Time Value, Customer Life Cycle Analysis	1
3.	The costs of customers and costs of serving customers in the different channels	3
4.	Dealing with unprofitable customers and recovering from crises.	5
5.	Identification and Selection of customers (for both consumer and business markets).	7
Prerequisites: : CRM		
MODULE – 1: INTRODUCTION TO CRM		(9)
Meaning and definition of CRM, benefits of CRM, why should businesses adopt CRM, the why's and how's of building relationships with customers.		
MODULE – 2: ECONOMICS OF CRM		(9)
Lifetime value of customer, Activity based costing for customer profitability analysis, Learning about your customers in Emerging Markets		
MODULE – 3: BUILDING CUSTOMER RELATIONSHIPS		(9)
Developing Customer Intelligence and a CRM Strategy, Managing Unprofitable Customers, Understanding the Role of Employee Incentives in CRM.		
MODULE – 4: CRM APPLICATIONS		(9)
Applications of CRM in different industries, Incorporating New Media: Adding Social Media to the Marketing Mix, CRM practices in Business Markets.		
MODULE – 5 : CRM IMPLEMENTATION		(9)
CRM implementation process, precautions related to CRM implementation.		
TEXT BOOKS		
1.	Customer Relationship Management by Francis Buttle (2nd Edition), Elsevier Ltd., 2009	
REFERENCE BOOKS		
1.	Balasubramaniyan, K., Essence of Customer Relationship Management, learn Tech press	
E-BOOK:		
1.	http://library.imtdubai.ac.ae/content/e_books/E0013.pdf	
MOOC		
	http://library.imtdubai.ac.ae/content/e_books/E0013.pdf	

BBA 6.6 PROJECT WORK

CO	COURSE OUTCOMES	PO
1.	Understanding the concept the projects, applying the various concepts learned in the previous chapters and preparing a report based on the project undergone	7

Prerequisites: : Research Methods

MODULE

The main focus of the Project should be on the chosen area of Specialization such as General Management /Retail Management / Human Resource Management / Marketing Management / Financial Services/Hospital Management for BBA.

The project work may be carried out by identifying research / application problem in any one of the business / manufacturing / service organizations that suits the chosen area of the specialization **Major**

Types of Project

The project to be undertaken may be of various types:

▣ **Exploratory type**

The Students to explore the possible causes of a phenomena or status

▣ **Descriptive** – to support or disprove existing facts with quantitative data

▣ **Survey type**

includes designing questionnaire for collection of data through field study, collecting data from target respondents, processing and analyzing the data and arriving at conclusions

▣ **Experimental study**

Conduct of experiments to find the cause and effect relations between experimental variables and dependent variables

e.g. Impact of training programme on performance, impact of advertisements on sales

▣ **Desk research based on secondary data**

Making use of published data, analyzing and interpreting such data and arriving at meaningful conclusions.

Project evaluation: For Project work, the assessment will be done on a continuous basis as follows:

Review / Exam	Weightage
First Review	10%
Second Review	20%
Third Review	
	20

% End - semester Exam

50

%

For end – semester exam, the student will submit a Project Report in a format specified by the Director (Academic). The first three reviews will be conducted by a Committee constituted by the Head of the Department. The end – semester examination will be conducted by a Committee constituted by the Registrar / Controller of examination. This will include an external expert.

