

Name of College: B.R.C.M. College of Business Administration						
Faculty	Management		Program	BBA (Hons.)		
Year	Second		Version	2.0		
Semester	3		Effective From	June 2024		
Course Code	BMBA21301		Course Name	Business Environment		
Teaching Scheme						
Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	Continues Assessments (CA)	Term end examinations (TEE)	Total
4	4	0	0	50	50	100

Course Objectives:

1. To sensitize the class, that there are continuous changes taking place in the environment. These changes are beyond the control of the organisation but they have significant impact on organizational functioning.
2. To help understand the importance of scanning the business environment on a continuous basis.
3. To sensitise with external factors (micro and macro) that can have potential impact on organisation.

Course Learning Outcomes:

This course will enable students to:

CLO 1	know different types of business environments with their meanings.
CLO 2	Understand the economic and political elements and their impact on business.
CLO 3	Learn about technological and social factors affecting business.
CLO 4	acquire the knowledge about the relevance of global business environment

Teaching Pedagogy: Teachers are expected to impart knowledge along-with traditional teaching through new and innovative pedagogical approaches like Reading, Lectures, Class room activities, Assignments, Quizzes, Tests, Case Studies, Presentations, etc.

Sr. No	Module	Description	Hours
1	Introduction to Business Environment	Concepts and Importance of Business Environment, Business – Definition, Environment-Definition, Business Environment Definition and Objectives, Environmental Analysis- Definition, Uses and Limitation, Process of Environmental Analysis, Types of Environments: 1) Internal Environment, 2) External Environment- Micro, Macro	12
2	Domestic Business Environment – Group A	Economic and Legal and Political Environment: Nature & structure of Economic Environment, Economic Systems, Economic policies , Privatisation, Monetary Policy, Fiscal Policy, Three political Institutions-Judiciary, Legislation, Executive, Price and distribution Control: Objectives, Different types of price Controls, Public Distribution System, Competition Policy and law: Nature and Scope, Government policies and distortions to competitions, interface of FDI and competition law, Pre requisites for a competition policy, contours of competition law, Competition Act,2013., Impact of Crisis on Indian Economy/Business.	18
3	Domestic Business Environment – Group B	Technological and Socio-Cultural Environment Meaning and Features, Impact of Technology on Society, Economy, Organization; Management of Technology; Transfer of Technology, Concept and Significance of socio-cultural environment; Nature of Culture and factors determining culture; Impact of culture on business; Responsibilities towards different stakeholders.	18
4	Global Business Environment	Globalization of World Economy, Drivers and Hurdles of globalization, Advantages and Disadvantages of Globalization, Policy issues in Globalization, WTO-Functions, Final Act, Implications (For and Against)	12

REFERENCES

1	Essentials of Business Environment by K Ashwathapa, Himalaya Publishing House.
2	Business Environment: Text and Cases by Francis Cherunilam, Himalaya Publishing House.

Assessment Pattern:

Continuous Assessment Theory + Practical (Internal Evaluation)	Term End Examination (External Evaluation)
50 Marks	50 Marks

Internal Evaluation:

Mid Semester Examination	15 Marks
Quiz (At the end of each module)	10 Marks
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	10 Marks
Live/ Practical Assignment /Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	05 Marks
Attendance	10 Marks
Total Continuous Evaluation	50 Marks

Name of College: B.R.C.M. College of Business Administration			
Faculty	Management	Program	BBA (Hons.)
Year	Second	Version	2.0
Semester	3	Effective From	June 2024
Course Code	BMBA21302	Course Name	Marketing Management
Course Type	Major		

Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	Continues Assessments (CA)	Term end examinations (TEE)	Total
4	4	0	0	50	50	100

Course Objectives:

- To develop orientation amongst students towards Marketing Management discipline.
- To make students understand the concept of segmentation, Targeting, positioning and buying behavior.
- To make students understand the marketing mix elements- product and Price.
- To make students understand the marketing mix elements- place and Promotion.

Course Learning Outcomes:

This course will enable students to:

CLO1	demonstrate strong conceptual knowledge in the area of marketing management.
CLO2	design marketing strategies using segmentation, targeting and positioning. differentiate between consumer buying behaviour and business buying behaviour.
CLO3	design marketing strategies using marketing mix elements --Product and Price.
CLO4	design marketing strategies using marketing mix elements –Place and Promotion.

Teaching Pedagogy: Teachers are expected to impart knowledge along-with traditional teaching through new and innovative pedagogical approaches like Lectures, Group Discussions, Role plays, Assignments, Quizzes, Tests, Case Studies, Presentations, Watching Educational and Informative Videos, Experiential Exercises.

Sr. No	Module	Description	Hours
1	Conceptual framework	<ul style="list-style-type: none"> • Introduction to Marketing and Marketing Management, Marketing in 21st Century, Scope of Marketing. • Core concepts of Marketing: Market, Metamarket, Marketers and Prospects, Need, Want and Demand, Value and Satisfaction, Exchange, Marketing Channels, Supply Chain, Customer Relationship Management • Firm's Orientation towards marketplace: Production Concept, Product Concept, Selling Concept, Marketing Concept-Difference between Selling and Marketing, Customer Concept, Holistic Marketing Concept • The Changing Marketing Landscape: Social Media Marketing, Sustainable Marketing • Case Discussion and Contemporary issues in Marketing 	15
2	a. Segmentation, Targeting, Positioning and Differentiation b. Buying Behaviour	<ul style="list-style-type: none"> • Meaning of Segmentation, Levels of Market Segmentation, Criteria for effective segmentation, Basis for segmenting consumer market, basis for segmenting business market. • Meaning of Targeting, Evaluating and selecting target market, Segment by Segment Invasion Plan • Meaning of Positioning, Importance of effective positioning, Positioning variable. • Meaning of Differentiation, Variables for differentiation • Meaning of Consumer Behavior, Factors affecting Consumer buying behavior, Consumer buying process (5 steps) • Meaning of Business Buying, Difference between consumer buying and business buying, Factors affecting business buying behaviour, Business buying process (8 steps) • Case Discussion and Contemporary issues in Marketing 	15
3	Marketing Mix I	<ul style="list-style-type: none"> • Product: Concept of Product, Product Types and Levels, Product item, Product line and Product mix, Concept of Product Life Cycle and Marketing Strategy for PLC, Packaging: Meaning and Objectives, Labeling: Meaning and Objectives. 	15

		<ul style="list-style-type: none"> • Pricing: Concept of Pricing, Pricing Process, Discriminatory Pricing, Product Mix Pricing Strategy • Case Discussion and Contemporary issues in Marketing 	
4	Marketing Mix II	<ul style="list-style-type: none"> • Place: Meaning, functions and levels of Channels of Distribution, Factors affecting choice of Channels of distribution, Retailing: Meaning, functions and marketing strategies, Wholesaling: Meaning, functions and marketing strategies, other major types of intermediaries. • Promotion: Meaning, Elements of Promotion Mix with its merits and demerits, Process of effective communication. • Case Discussion and Contemporary issues in Marketing 	15

REFERENCES

1.	Marketing Management - Philip Kotler and Kevin Lane Keller, 15 th Edition, Pearson
2.	Marketing Management – Ramaswamy and Namakumari, Sage
3.	Marketing – Etzel, Walker and Stanton, TMH

Assessment Pattern:

Continuous Assessment Theory (Internal Evaluation)	Term End Examination (External Evaluation)
50	50

Continuous Assessment:

Mid Semester Examination	15 Marks
Quiz (At the end of each module)	10 Marks
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	10 Marks
Practical Assignment (One per course) Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	05 Marks
Attendance	10 Marks
Total Continuous Assessment Theory	50 Marks

Name of College: B.R.C.M. College of Business Administration						
Faculty	Management		Program	BBA (Hons.)		
Year	Second		Version	2.0		
Semester	3		Effective From	June 2024		
Course Code	BMBA21303		Course Name	Human Resource Management		
Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	Continues Assessments (CA)	Term end examinations (TEE)	Total
4	4	0	0	50	50	100

Course Objectives:

- ☞ To explain concept & techniques of essential functions of HRM
- ☞ To impart application of fundamental HR skills necessary during the initial stages of career
- ☞ To illustrate the techniques and methods through which human resources are trained, appraised and compensated in the organization

Course Learning Outcomes:

This course will enable students to:

CLO 1	Identify various functions of human resource management in the organisation
CLO 2	Determine and manage Human Resource Planning efficiently
CLO 3	Prepare procurement strategies of human resources in the organisation
CLO 4	Ascertain training and development requirements of the organisation
CLO 5	Execute the practices of managing employee performance in the organisation
CLO 6	Recognize Reward and Compensation strategies used in the organisation
CLO 7	Apply strategies of maintaining smooth employee relations

Teaching Pedagogy: Teachers are expected to impart knowledge along-with traditional teaching through new and innovative pedagogical approaches like Reading, Lectures, Class room activities, Assignments, Quizzes, Tests, Case Studies, Presentations, etc.

Sr. No	Module	Description	Hours
1	Introduction to HRM	<ul style="list-style-type: none"> ■ Concept of Human Resource ■ Human Resource as a source of sustained competitive Advantage ■ Meaning, Definition and Objectives of HRM ■ Scope of HRM: HRM (Brief), HRD (Meaning and definition, Goals and challenges), Employee relations (brief), Labour codes and 	15

		evolution of labour laws (in brief) ■ Functions of HRM (Special focus on separation and internal mobility) ■ Role of HR manager ■ Changing environment of HRM ■ HRM issues in Indian Organization	
2	Procurement Functions	■ Introduction of HRP, Definition, Objectives and Benefits of HRP ■ HRP process ■ HRIS ■ Concept, process and uses of Job Analysis ■ Recruitment – Definition and sources of recruitment ■ E-recruitment Skill check: Designing recruitment AD ■ Meaning and definition of Selection and Selection process Conducting Preliminary Interview ■ Orientation and Placement ■ Career and Succession Planning	15
3	Development Functions	■ Employee training – concept and need ■ Systematic approach to training ■ On the job and off the job training methods ■ Concept of management development ■ Difference between training and development ■ Concept of Performance Management ■ Uses of Performance management ■ Methods of Performance Management System (in brief) ■ Reward, Reward Management, and Total reward ■ Factors influencing compensation levels ■ Stages of determining compensation ■ Designing salary structure ■ Job Evaluation ■ Components of pay structure ■ Social security ■ Wage differentials ■ Incentives	15
4	Integration and Maintenance Functions	■ Industrial Relations - Introduction and definition, parties of IR ■ Objectives of IR ■ Recent Developments in IR and Labour Codes ■ Trade Union - Definition, Functions and Problems of trade union ■ Industrial Dispute - Concept, causes, strike and lockout, Machinery for settlement of dispute ■ Collective Bargaining - Concept, Types and Process ■ Grievance: Concept, Causes and Grievance Redressal Machinery ■ Discipline - Concept, Aspects of Discipline, And Disciplinary Policy	15

REFERENCES

1	Human resource management: Text and cases. By K. Aswathappa Tata McGraw-Hill Education. (2013)
2	Human Resource Management. By Pravin Durai Pearson Education India. (2011)
3	Dynamics of Industrial Relations. By C. B. Mamoria, C. B. Mamoria, Satish P. Subba Rao 16th edition Himalaya Publications

Assessment Pattern:

Continuous and Comprehensive Evaluation (Internal Evaluation)	Semester End Examination (External Evaluation)
50 Marks	50 Marks

Internal Evaluation:

Mid Semester Examination	15 Marks
Quiz (At the end of each module)	10 Marks
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	10 Marks
Live/ Practical Assignment /Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	05 Marks
Attendance	10 Marks
Total Continuous Evaluation	50 Marks

Name of College: B.R.C.M. College of Business Administration						
Faculty	Management		Program	BBA (Hons.)		
Year	Second		Version	2.0		
Semester	3		Effective From	June 2024		
Course Code	BMBA23304		Course Name	Quantitative Techniques		
Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	Continues Assessments (CA)	Term end examinations (TEE)	Total
4	4	0	0	50	50	100

Course Objectives:

- ☞ To enable students to understand the functional relationship between variables used in business and economics.
- ☞ To explain the basic concepts of calculus to handle the management situation.
- ☞ To impart the important mathematical concepts of differentiation that students should be familiar with in order to solve quantitative problems in business field.
- ☞ To elucidate how to apply techniques of integration to resolve problem related to economics and management.

Learning Outcomes:

This course will enable students to:

CLO 1	Understand the functional relationships that exists among business variables.
CLO 2	Know the concept of limit which are helpful in an understanding of calculus which is useful in business.
CLO 3	Apply the differentiation in economic conditions and business problems.
CLO 4	Use integration in management situations.

Teaching Pedagogy:

Traditional teaching methodology like lectures in chalk-duster mode with innovative pedagogical approach like Practical examples from business world, assignments, quizzes, tests, case studies.

Sr No.	Module	Description	No. of Hours
1	Function	<ul style="list-style-type: none"> ■ Types of Functions: Constant, Explicit, Implicit, Polynomial, Logarithmic, Exponential, Rational ■ Applications in business and economics 	15
2	Limit	<ul style="list-style-type: none"> ■ Limit of different types of functions ■ Fundamental Theorems and some special limits ■ Derivative of basic rules of differentiation 	15

3	Differentiation	<ul style="list-style-type: none"> ■ Fundamental rules of differentiation ■ Differentiation of different functions: algebraic, Implicit, explicit, Logarithmic, Exponential, Parametric ■ Application of derivative in business and economics 	15
4	Integration	<ul style="list-style-type: none"> ■ Basic rules of integration ■ Integration of different functions: Addition, Subtraction, Multiplication of two function definite, Indefinite integrals ■ Application of integration in business 	15

REFERENCES

Sr. No.	Title of the Book	Authors	Publication and Edition
1	Mathematics and Statistics	Ajay Goyal Alka Goyal	Taxmann
2	Mathematics and Statistics for Managers	K B Akhilesh S Balasubrahmanyam	Vikas
3	Mathematics for Economics and Business	R S Bharadwaj	Excel Books
4	Business Mathematics II	J K Singh and Deepti Rani	Himalaya Publishing House
5	Business Mathematics and Statistics	B M Aggarwal	Ane Books Pvt Ltd

Assessment Pattern:

Continuous and Comprehensive Evaluation (Internal Evaluation)	Semester End Examination (External Evaluation)
50 Marks	50 Marks

Internal Evaluation:

Mid Semester Examination	15 Marks
Quiz (At the end of each module)	10 Marks
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Presentation)/ or any other component designed by the instructor	10 Marks
Live/ Practical Assignment / Case Study/ Statistical Report Analysis	05 Marks
Attendance	10 Marks
Total Continuous Evaluation	50 Marks

Name of College: B.R.C.M. College of Business Administration						
Faculty	Management		Program	BBA (Hons.)		
Year	Second		Version	2.0		
Semester	3		Effective From	June 2024		
Course Code	BMBA23305		Course Name	Introduction to Mass Communication		
Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	Continues Assessments (CA)	Term end examinations (TEE)	Total
4	4	0	0	50	50	100

Course Objectives:

- To explain the major classification of means of mass communication.
- To impart writing and creative skills that can be utilized in any format of mass communication.
- To understand the implications and applications of its various types.

Course Learning Outcomes:

This course will enable students to:

CLO 1	Understand the concept of mass communication and its relevance in today's time.
CLO 2	Identify the various channels of mass communication and the differing audience for each channel.
CLO 3	Design various content as per the different channels of mass communication effectively.
CLO 4	Acquire the required skills to differentiate and apply the created messages in the appropriate medium for its relevant audience.
CLO 5	Formulate strategies to spread created messages to its audiences and undertake process of media planning.

Teaching Pedagogy: Lectures, Presentations, Case Discussions, Role Plays, Field Assignments, Class Tests.

Sr. No	Module	Description	Hours
1	Introduction & Understanding of Mass Communication	<ol style="list-style-type: none"> 1. Introduction, Meaning and Definition of mass communication 2. Characteristics of mass communication 3. Elements of mass communication 4. Objectives of mass communication 5. Role of mass communication 6. Classification of tools 7. Merits & Demerits of mass communication 8. Ethics in mass communication 9. Careers in various fields of mass communication 	08
2	Print & Outdoor Media: Brief understanding of various forms of print media, writing and content creation	<ol style="list-style-type: none"> 1. Introduction to Print Media 2. Types of print media 3. Fundamentals of journalism 4. How to write a news report 5. Basics of feature writing 6. Introduction to outdoor media 7. Forms of outdoor media 8. Understanding the process of creating various forms of outdoor mediums 9. Placement & distribution of the forms (hoardings, billboards, catalogs, flyers, brochures etc.) of outdoor media 	16
3	Introduction to Advertising: Television & Radio	<ol style="list-style-type: none"> 1. Elements of an ad: logo, tag line, body, visuals, storyboards. 2. Importance of colors in designing an ad 3. Content creation and its techniques related to advertising. 4. Audio Visual Mediums: Television & Radio 5. Importance of TV 6. Various aspects of TV as a medium of mass communication. 7. Radio & its history. 8. Enhancing listenership 	18

		<ol style="list-style-type: none"> 9. Elements of radio ad 10. Media planning & buying 	
4	Introduction to Photography, Cinema, Public Relations & its Scope, Digital Media:	<ol style="list-style-type: none"> 1. Various elements to be considered in photography 2. Importance of photography in mass communication 3. Introduction to Public Relations (PR) 4. PR & its types 5. Tools & activities of PR. 6. Introduction to Cinema 7. Various genres of cinema. 8. Award winning films & film makers 9. Introduction to Digital Media 10. New Media & its theory 11. Digital Marketing & its importance 	18

REFERENCES

Sr. No.	Name of Book	Author's name	Publication
1	Introduction to Mass Communication	Abhay Chawla	Pearson
2	Mass Communication: Theory & Practice	K.B. Dutta	Akansha Publishing
3	Introduction to Mass Communication	Ashish Sharma	Evince publishing
4	Mass Communication: Living in a media world	Ralph E Hanson	Sage Publishing

Assessment Pattern:

Continuous and Comprehensive Evaluation (Internal Evaluation)	Semester End Examination (External Evaluation)
50 Marks	50 Marks

Internal Evaluation:

Mid Semester Examination	15 Marks
Quiz (At the end of each module)	10 Marks

Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	10 Marks
Live/ Practical Assignment /Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	05 Marks
Attendance	10 Marks
Total Continuous Evaluation	50 Marks

Name of College: B.R.C.M. College of Business Administration						
Faculty	Management		Program	BBA (Hons.)		
Year	Second		Version	2.0		
Semester	3		Effective From	June 2024		
Course Code	BMBA23306		Course Name	Indian Society		
Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	Continues Assessments (CA)	Term end examinations (TEE)	Total
4	4	0	0	50	50	100

Course Objectives:

- To inculcate compassionate understanding of social values.
- To develop life skills in students to help them survive in the diverse and dynamic professional world.
- To improve insight of differing human behavioural patterns and varying thought processes.

Course Learning Outcomes:

This course will enable students to:

CLO 1	Perform thoughtfully as professionals in competitive business world.
CLO 2	Practice values in culturally diverse corporate world.
CLO 3	Contribute effectively in contemporary social development.

Teaching Pedagogy: Teachers impart knowledge along-with traditional teaching also through new and innovative pedagogical approaches like Reading, Group Discussions, Lectures, Role plays, Assignments, Quizzes, Tests, Case Studies, Presentations, Participation in academic and extra – curricular activities.

Sr. No	Module	Description	Hours
1	Salient Features of Indian Society Role of Women and women's organization	Unity and Diversity Diversity: Indian Context Region Factors Resisting Social Change Pluralism Women's constitutional and legal rights Success journey of Indian Women: Since Independence Problems of Indian Women: 21 st Century	15

		Women Empowerment Policies and Programs	
2	Urbanization: problems and remedies	Concept of Urbanization Reasons for Urban Population Growth Characteristics of Indian Urbanization Problems of Urbanization in India Urbanization and Social Mobility Remedies and Suggestions to Urban Problems State Policy to Address Urban Problems Governmental Schemes to Address the Issue of Urbanization	15
3	Effects of Globalization on Indian Society Secularism	Globalization and India Social Dimension of Globalization New Middle Classes Progressive effects of Globalization on Indian Society Globalization and its cultural dimension Secularism and Differing Facets Historical Roots of Secularism Secular Imprints in Modern India Secular Ideals in the Indian Constitution Comparison of Indian and Western Secularism Theories on Secularism Is Secularism suitable for India? Advantage of Being a Secular State Challenges and Threats to Secularism Does Secularism Threaten Our Cultural Practices Steps taken to Promote Secularism	15
4	Social Empowerment	Introduction and Definition of Social Empowerment Necessity of Social Empowerment Economic Empowerment leads to Social Empowerment Socially Disadvantaged Sections of the Society Socially Backward Class Old Age Population Disabled section of Population People Affected by Social Crimes	15

REFERENCES

1	1.Indian Society by M.Senthil Kumar, S.Rijesh Pearson Third Edition 2023
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Assessment Pattern:

Continuous In-Semester Evaluation (Internal Evaluation)	End Semester Examination (External Evaluation)
50 Marks	50 Marks

Internal Evaluation:

Mid Semester Examination	15 Marks
Quiz (At the end of each module)	10 Marks
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	10 Marks
Live/ Practical Assignment /Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	05 Marks
Attendance	10 Marks
Total Continuous Evaluation	50 Marks

Name of College: B.R.C.M. College of Business Administration			
Faculty	Management	Program	BBA (Hons.)
Year	Second	Version	2.0
Semester	3	Effective From	June 2024
Course Code	BMBA23307	Course Name	IT and GST
Course Type	Multi-Disciplinary		

Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	Continues Assessments (CA)	Term-end examinations (TEE)	Total
4	4	0	0	50	50	100

Course Objectives:

- Instilling Fundamental Concepts of Income Tax and GST.
- Bridging Theory with Practice in Income Computation and in-depth insight into procedural aspects.
- To acquire a detailed understanding of procedural aspects in income tax assessment and GST compliance, emphasizing process accuracy.

Course Learning Outcomes:

This course will enable students to:

CLO 1	Demonstrate understanding of the concepts of Income Tax and GST.
CLO 2	Identify and apply the principles to compute income tax under various heads, showcasing analytical and application skills.
CLO 3	Illustrate the procedural aspects of computation of total income and tax planning.
CLO 4	Analyse different types of supply of goods & services and comprehend their tax implications in the GST framework.

Teaching Pedagogy: Traditional teaching augmented with new and innovative pedagogical approaches like Reading, Lectures, Class room activities, Assignments, Quizzes, Tests, Case Studies, Viva, etc.

Sr. No	Module	Description	Hours
1	Income Tax Concepts	▣ Previous Year ▣ Assessment Year ▣ Person ▣ Assessee ▣ Income (including agricultural income) ▣ Residential	15

		Status and their incidence of tax ■ Gross Total Income, Total Income ■ Income which does not form part of total income ■ Tax Evasion ■ Tax Avoidance ■ Procedure for assessment: E-filing of return	
2	Computation of Income Under the Head Salary	■ Concept of Salary ■ Basis of Charge of Salary ■ Different forms of Salary ■ Different forms of allowances ■ Perquisite - Taxable/Non-taxable, valued for tax purpose ■ Permissible deductions from salary ■ Tax treatment for provident fund ■ Deductions under 80C ■ Computation of Salary income	18
3	Computation of Income Under the Head- House Property	■ Basis of Charge ■ Property income not charged to tax ■ Income from a let out house property ■ Taxable income from self occupied property ■ Computation of property income ■ Deductions from gross total income as applicable to an individual and Business Units ■ Computation of total income and tax liability of an individual and Business Units	12
4	Indirect Tax - GST	■ Introduction and concept of GST ■ Levy & Collection of Tax ■ Concept of Supply ■ Input Tax Credit ■ Registration ■ Tax Invoice, Debit Note, Credit note ■ Return	15

REFERENCES

1.	Corporate Tax Planning and Business tax procedures with case studies by Vinod K. Singhania, Dr. Monica Singhania, Taxmann
2.	Simplified Approach to Corporate Tax by Ahuja & Gupta, Flair Publication Pvt. Ltd.

Assessment Pattern:

Continuous Assessment Theory (Internal Evaluation)	Term End Examination (External Evaluation)
50 Marks	50 Marks

Continuous Assessment:

Mid Semester Examination	15 Marks
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Quiz (At the end of each module)	10 Marks
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	10 Marks
Practical Assignment (One per course) Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	05 Marks
Attendance	10 Marks
Total Continuous Assessment Theory	50 Marks

Name of College: B.R.C.M. College of Business Administration						
Faculty	Management		Program	BBA (Hons.)		
Year	Second		Version	2.0		
Semester	3		Effective From	June 2024		
Course Code	BMBA23311		Course Name	Basic French for Beginners		
Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	Continues Assessments (CA)	Term end examinations (TEE)	Total
4	4	0	0	50	50	100

Objective of the course:

- To foster international linguistic abilities in future managers for organisational success.
- To let the professionals acquire the multifaceted aptitude in the culturally diverse and dynamic business world.
- To amend the communication skills of students in the digital world today.

Course Learning Outcomes:

- This course will enable students to:

CLO 1	Demonstrate French language compatibility as managers in competitive business world.
CLO 2	Determine confidently in culturally diverse corporate house.
CLO 3	Converse efficiently at workplace in technologically advanced businesses today

Teaching Pedagogy: Teachers impart knowledge along-with traditional teaching also through new and innovative pedagogical approaches like Reading, Group Discussions, Lectures, Role plays, Assignments, Quizzes, Tests, Case Studies, Presentations, Participation in academic and extra – curricular activities.

Sr. No	Module	Description	Hours
1	Introduction to French and Everyday Vocabulary.	<ol style="list-style-type: none"> 1. Greetings and common expressions. 2. Pronunciation of basic sounds. 3. Introduction to the French alphabet, Numbers 1-100 4. Basic conversational phrases. 5. Cultural insights: French-speaking countries. 	15

		<ol style="list-style-type: none"> 6. Days of the week and months, Simple phrases for telling time. 7. Common objects and daily activities. 8. Ordering food and drinks. 9. Family and personal introductions. 10. Expressing likes and dislikes. 	
2	Grammar Essentials and Practical Application.	<ol style="list-style-type: none"> 1. Introduction to gender (masculine/feminine). 2. Articles and basic sentence structure. 3. Present tense of regular verbs, Describing daily routines. 4. Possessive adjectives, Talking about hobbies. 5. Introduction to negation, Forming simple questions, Shopping vocabulary, 6. Describing clothing, Leisure activities and expressing preferences, Making basic plans. 7. Roleplay, Common phrases, Review of key concepts and Basic conversational practice. 	15
3	Eating Out, Health, Emergencies and French Culture.	<ol style="list-style-type: none"> 1. More food vocabulary and ordering at a restaurant. 2. Understanding French dining etiquette, Shopping for food and ingredients. 3. Basic health vocabulary and visiting the pharmacy, expressing symptoms and talking to a doctor. 4. Understanding emergency phrases and asking for help. 5. Introduction to French culture, customs, and etiquette. 6. Famous places in France and Francophone countries. 7. Overview of French media (music, movies, literature). 	15
4	Health and Emergencies, Eating Out and Food, Review, Practice, and Cultural Project.	<ol style="list-style-type: none"> 1. Vocabulary related to health, the body, and visiting the doctor. 2. Phrases useful in emergencies, imperative mood for formal commands. 3. Cultural insight: Health care practices in Spanish-speaking countries. 4. Ordering in a restaurant, special dietary needs vocabulary, Cooking and recipes, imperative for informal commands (recipes). 5. Practice: Role-play ordering food and preparing a simple dish. 6. Comprehensive review through interactive activities and conversation practice. 	15

		7. Final project: Prepare a short presentation about a Spanish-speaking country's culture, including food, holidays, and interesting facts.	
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REFERENCES

1	"French Basics" workbook.
2	Flashcards for vocabulary reinforcement.

Assessment Pattern:

Continuous In-Semester Evaluation (Internal Evaluation)	End Semester Examination (External Evaluation)
50 Marks	50 Marks

Internal Evaluation:

Mid Semester Examination	15 Marks
Quiz (At the end of each module)	10 Marks
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	10 Marks
Live/ Practical Assignment /Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	05 Marks
Attendance	10 Marks
Total Continuous Evaluation	50 Marks

Name of College: B.R.C.M. College of Business Administration						
Faculty	Management		Program	BBA (Hons.)		
Year	Second		Version	2.0		
Semester	3		Effective From	June 2024		
Course Code	BMBA23312		Course Name	Basic Spanish for Beginners		
Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	Continues Assessments (CA)	Term end examinations (TEE)	Total
4	4	0	0	50	50	100

Objective of the course:

- To inculcate foreign language abilities in future managers for organisational success.
- To develop the multidimensional intelligence in the professionals to help them survive in the culturally diverse and dynamic business world.
- To improve the communication skills of students in the digital world today.

Course Learning Outcomes:

- This course will enable students to:

CLO 1	Demonstrate foreign language compatibility as managers in competitive business world.
CLO 2	Decide consciously in culturally diverse corporate house.
CLO 3	Carry on with interactions efficiently at workplace in technologically advanced businesses today

Teaching Pedagogy: Teachers impart knowledge along-with traditional teaching also through new and innovative pedagogical approaches like Reading, Group Discussions, Lectures, Role plays, Assignments, Quizzes, Tests, Case Studies, Presentations, Participation in academic and extra – curricular activities.

Sr. No	Module	Description	Hours
1	Introduction to Spanish, Basic Grammar and Vocabulary, Everyday Language and Conversations.	<ol style="list-style-type: none"> 1. Introduction to the Spanish alphabet, pronunciation, and basic greetings. 2. Numbers 1-30, days of the week. 3. Cultural insight: Introduction to Spanish-speaking countries and their diversity. 	15

		<ol style="list-style-type: none"> 4. Subject pronouns, verbs ser and estar, Introduction to gender and number in nouns and adjectives 5. Practice with simple sentences describing people and things. 6. Everyday Language and Conversations, Common verbs and phrases. 7. Ordering food and drinks, vocabulary for food items. 8. Cultural insight: Spanish cuisine and eating habits. 	
2	Talking about Your Routine, Shopping and Directions, Review and Practice.	<ol style="list-style-type: none"> 1. Days of the week, daily routine vocabulary, reflexive verbs. 2. Telling time, making appointments, Practice: Describe your day. 3. Vocabulary for shopping, clothes, colors, and asking for prices. 4. Asking for and giving directions, prepositions of place, Cultural insight: Markets and shopping in Spanish-speaking countries. 5. Review of content covered in Weeks 1-5 through interactive activities, games, and conversation practice. 	15
3	Family and Descriptions, Leisure Activities and Interests, Past Tense Introduction.	<ol style="list-style-type: none"> 1. Family vocabulary, describing people (physical and personality). 2. Possessive adjectives, Cultural insight: Family structure and significance in Spanish-speaking cultures. 3. Vocabulary for hobbies, sports, and leisure activities, Likes and dislikes, verb gustar. 4. Planning a trip, vocabulary for travel and accommodation. 5. Introduction to the preterite tense for regular verbs. 6. Introduction to the imperfect tense, the difference between preterite and imperfect. <p>Practice: Talk about past events and childhood.</p>	15
4	Health and Emergencies, Eating Out and Food, Review, Practice, and Cultural Project.	<ol style="list-style-type: none"> 1. Vocabulary related to health, the body, and visiting the doctor. 2. Phrases useful in emergencies, imperative mood for formal commands. 3. Cultural insight: Health care practices in Spanish-speaking countries. 4. Ordering in a restaurant, special dietary needs vocabulary, Cooking and recipes, imperative for informal commands (recipes). 	15

		<p>5. Practice: Role-play ordering food and preparing a simple dish.</p> <p>6. Comprehensive review through interactive activities and conversation practice.</p> <p>7. Final project: Prepare a short presentation about a Spanish-speaking country's culture, including food, holidays, and interesting facts.</p>	
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REFERENCES

1	"Spanish Basics" workbook.
2	Flashcards for vocabulary reinforcement.

Assessment Pattern:

Continuous In-Semester Evaluation (Internal Evaluation)	End Semester Examination (External Evaluation)
50 Marks	50 Marks

Internal Evaluation:

Mid Semester Examination	15 Marks
Quiz (At the end of each module)	10 Marks
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	10 Marks
Live/ Practical Assignment /Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	05 Marks
Attendance	10 Marks
Total Continuous Evaluation	50 Marks

Name of College: B.R.C.M. College of Business Administration						
Faculty	Management		Program	BBA (Hons.)		
Year	Second		Version	2.0		
Semester	3		Effective From	June 2024		
Course Code	BMBA24308		Course Name	Communication and Soft Skills -2		
Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	Continues Assessments (CA)	Term end examinations (TEE)	Total
2	2	0	0	25	25	50

Course Objectives:

- To inculcate communication and soft skills in future managers for organisational success.
- To develop the essential communication and soft skills in the professionals to help them survive in the diverse and dynamic business world.
- To improve the communication and soft skills of students in the digital world today.

Course Learning Outcomes:

This course will enable students to:

CLO 1	Demonstrate soft skills competently as managers in competitive business world.
CLO 2	Use accurate communication skills in culturally diverse corporate house.
CLO 3	Communicate effectively at workplace in technologically advanced businesses today.

Teaching Pedagogy: Teachers impart knowledge along-with traditional teaching also through new and innovative pedagogical approaches like Reading, Group Discussions, Lectures, Role plays, Assignments, Quizzes, Tests, Case Studies, Presentations, Participation in academic and extra – curricular activities.

Sr. No	Module	Description	Hours
1	Adaptability	Importance of Adaptability at workplace Ways to develop Adaptability.	09

	Developing Positive Attitude Handling Criticism	How to develop positive attitude How to drive out negative attitude Be an active listener. Analyze feedback. Be professional.	
2	Time Management Business Etiquettes	Importance of time management Time logs Time wasters Strategies for planning the time. Dressing to make a good impression. Introducing yourself and others Shaking hands Basic dining behavior Basic table settings Basic table manners	12
3	Professionalism and Work ethic	Beliefs, Values, Virtues defined. Ethics, politics, and diversity at workplace Making ethical choices	09

REFERENCES

Sr. No.	Title of the Book	Authors	Publication and Edition
1	Soft skills: Know Yourself and Know the World	Dr. K. Alex S.CHAND	Paperback
2	English and Soft skills	S.P.Dhanavel	Paperback
3	Life Skills (Jeevan Kaushal)	Facilitators' Guidelines	UGC New Delhi
5	Managing Soft Skills for Personality Development	by B.N.Ghosh	Tata McGraw-Hill 2012
6	The Ace of Soft Skills_ Attitude, Communication, Etiquette for Success	by Gopalaswamy Ramesh, Mahadevan Ramesh	Pearson Education 2011
7	Communication Skills and Soft Skills An Integrated Approach	by E. Suresh kumar and Sreepihari	Pearson Education 2011
8	professionalism- Skills for workplace success	by Lydia E. Anderson	Pearson 2015

Assessment Pattern:

Continuous Assessment Theory (Internal Evaluation)	Term End Evaluation (External Evaluation)
25 Marks	25 Marks

Continuous Assessment Theory:

Mid Semester Examination	08 Marks
Quiz (At the end of each module)	05 Marks
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	04 Marks
Live/ Practical Assignment /Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	03 Marks
Attendance	05 Marks
Total Continuous Assessment Theory	25 Marks

Name of College: B.R.C.M. College of Business Administration						
Faculty	Management		Program	BBA (Hons.)		
Year	Second		Version	2.0		
Semester	3		Effective From	June 2024		
Course Code	BMBA25309		Course Name	Negotiation and Team Management		
Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	Continues Assessments (CA)	Term end examinations (TEE)	Total
2	2	0	0	25	25	50

Course Objectives:

- ☞ To enable students to learn techniques of influencing people
- ☞ To explain strategies for effective negotiation
- ☞ To explicate importance of listening, trust and collaboration for effective team management
- ☞ To describe importance of high performing team in management

Course Learning Outcomes:

This course will enable students to:

CLO 1	Understands and implement common tactics used in negotiations
CLO 2	Learn importance of listening, trust and collaboration in team
CLO 3	Acquire techniques of influencing people
CLO 4	Identify the effective goals for team management
CLO 5	Understand importance and characteristics of high performing team

Teaching Pedagogy: Teachers are expected to impart knowledge along-with traditional teaching through new and innovative pedagogical approaches like Reading, Lectures, Role plays, Assignments, Quizzes, Tests, Case Studies, Games, Exercises, Participation in academic and extra – curricular activities

Sr. No	Module	Description	Hours
1	Negotiation	<ul style="list-style-type: none"> ■ Negotiation ■ Negotiation Strategies ■ The negotiation process ■ The four essentials of negotiators ■ Closing deals ■ Listening as a team skill ■ Introduction to Listening ■ Techniques of Effective Listening ■ Salary Negotiation ■ Sales Negotiation 	10
2	Gaining power and influence	<ul style="list-style-type: none"> ■ Trust and Collaboration ■ Social and Cultural Etiquette ■ Abuse of power ■ Sources of personal power ■ Sources of positional power ■ Transforming power into influence ■ influence strategies – The three Rs ■ Exercising Upward Influence— A Special Case of the Reason Strategy ■ The uses of power in negotiation 	10
3	Team Management	<ul style="list-style-type: none"> ■ The advantages of teams ■ attributes of high performing teams ■ developing credible team ■ Establish S.M.A.R.T. and Everest goals ■ Assigning advantageous roles ■ Unproductive Roles ■ Rules for effective team feedback ■ Management skills for high performing teams ■ Exercises on team performance/ management 	10

REFERENCES

1	Developing Management Skills By David A. Whetten, Kim S. Cameron Pearson publication (9 th Edition)
2	Essentials of Organizational Behaviour By Robbins, Stephen Judge, Timothy 13 th Edition Pearson Education India
3	Life Skills (Jeevan Kaushal), Facilitators' Guidelines - UGC
5	Negotiation By Brian Tracy American Management Association
6	Negotiation By David S. Hames; Sage Publication
7	Training in Interpersonal Skills: Tips for Managing People at Work By Stephen P. Robbins Phillip L. Hunsaker; Pearson, 6/E

Assessment Pattern:

Continuous and Comprehensive Evaluation (Internal Evaluation)	Semester End Examination (External Evaluation)
25 Marks	25 Marks

Internal Evaluation:

Mid Semester Examination	8 Marks
Quiz (At the end of each module)	5 Marks

Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	4 Marks
Live/ Practical Assignment /Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	3 Marks
Attendance	5 Marks
Total Continuous Evaluation	25 Marks

Name of College: B.R.C.M. College of Business Administration						
Faculty	Management		Program	BBA (Hons.)		
Year	Second		Version	2.0		
Semester	3		Effective From	June 2024		
Course Code	BMBA26310		Course Name	Indian Art and Culture		
Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	Continues Assessments (CA)	Term end examinations (TEE)	Total
2	2	0	0	25	25	50

Course Objectives:

- To familiarize learners with various aspects of the culture and art of India
- To enable learners to appreciate the composite nature of Indian culture.
- To develop among learners a feeling of love and a sense of belonging towards the nation

Course Learning Outcomes:

This course will enable students to:

CLO 1	Adapt their own culture and its values
CLO 2	Articulate and appreciate aesthetic traditions of Indian culture
CLO 3	Display the unity in diversity of the country India in their behaviour.
CLO 4	Integrate architectural tradition, performing art, visual art, and Indian cinema

Teaching Pedagogy: Teachers are expected to impart knowledge along-with traditional teaching through new and innovative pedagogical approaches like Lectures, Group Discussions, Role plays, Assignments, Quizzes, Tests, Case Studies, Presentations, Watching Educational and Informative Videos, Experiential Exercises.

Sr. No	Module	Description	Hours
1	Indian Visual Art	Post Independent time and experimentation in architectures ■ Indian Visual Arts ■ History of Visual art ■ Elements of Indian art ■ Ancient Indian art ■ Medieval	09

		<p>period and iconography of Buddhist/Hindu/Jain/Islamic</p> <ul style="list-style-type: none"> ■ sculptures and miniature manuscript tradition ■ Company paintings ■ Swadeshi art movement and searching for identity in Indian art ■ Modernist approaches ■ Post Independence time and reflection of Industrialization 	
2	Indian Performing Arts	<p>Indian Performing Arts ■ Indian Theatre ■ The origin, early phase, ritual, and theatre ■ Theatre of the people. Dionysus in India ■ Indian concept of Drama. modern Indian dramas</p> <ul style="list-style-type: none"> ■ Contemporary Indian drama and challenges 	12
3	Indian Cinema	<p>Indian Cinema ■ Narrative of Indian Cinema ■ Early stage of Indian cinema and Black & white films ■ Nation and Discontents ■ Elements of Films and style of writing ■ Heroes, Heroines, Romance, and social history ■ Indian cinema and promotional trends by Bollywood ■ Role of Biopics as source of motivation</p>	09

REFERENCES

1	Indian Culture Art and Heritage by Devdatt Pattnaik Pearson
2	The Oxford Readings in Indian Art by B.M.Goswamy Oxford University Press
3	Changing Trends of Indian Cinema by Shushmita Bala Kanishka Publishers

Assessment Pattern:

Continuous Assessment Theory (Internal Evaluation)	Term End Evaluation (External Evaluation)
25 Marks	25 Marks

Continuous Assessment Theory:

Mid Semester Examination	8 Marks
Quiz (At the end of each module)	5 Marks
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	4 Marks
Live/ Practical Assignment /Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	3 Marks
Attendance	5 Marks
Total Continuous Evaluation	25 Marks

