

# **SRI KRISHNA ARTS AND SCIENCE COLLEGE**

An Autonomous College Affiliated to Bharathiar University  
Coimbatore-641008, Tamil Nadu, India

## **LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (LOCF)**

**BBA**  
**(I to VI Semester)**

**for 2024-25 admitted Students**

**DEPARTMENT OF MANAGEMENT SCIENCE**



**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
COIMBATORE – 641008

**DEPARTMENT OF MANAGEMENT SCIENCE**  
**(2024-2025)**

**I. PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)**

Graduates from the BBA Programme are expected to achieve the following PEOs

<b>PEO 1</b>	Graduates will be able to excel in business or profession with social awareness and responsibility.
<b>PEO 2</b>	Graduates will communicate with their fellow and other discipline professionals to contribute their expertise towards the economic growth of the country.
<b>PEO 3</b>	Graduates will be successful in pursuing their higher studies in management or their chosen field.

**II. PROGRAMME LEARNING OUTCOMES (PLOs)**

The Graduates of BBA programme will be able to:

<b>PLO1</b>	<b>Knowledge:(Cognitive)</b> Identify the programming and technical knowledge acquired in the current computational demands.
<b>PLO2</b>	<b>Critical Thinking Skills:(Cognitive)</b> Analyze the complex problems and identify solutions through critical thinking skills.
<b>PLO3</b>	<b>Practical Skills:(Psychomotor)</b> Adapt to the latest tools and techniques used to develop domain based innovative solutions with the acquired technical and operational skills
<b>PLO4</b>	<b>Teamwork Skills:(Affective)</b> Function and contribute as a team in the diversified environment in taking competitive decision
<b>PLO5</b>	<b>Communication Skills:(Affective)</b> Communicate effectively with the computing community as well as society to comprehend effective documentation and presentation
<b>PLO6</b>	<b>Digital Skills:(Affective)</b> Incorporate advanced digital skills in designing, developing, managing and deploying in media and technical field.
<b>PLO7</b>	<b>Numeracy Skills:(Cognitive)</b> Apply quantitative, numerical and statistical skills to solve challenging problems with effective solutions.
<b>PLO8</b>	<b>Leadership Skills:(Affective)</b> Articulate leadership skills in motivating the team towards the target in a multi-disciplinary environment
<b>PLO9</b>	<b>Lifelong Learning Skills:(Affective)</b> Recognize the need and ability to involve independent and life-long learning in the changing era of technology.

<b>PLO10</b>	<b>Entrepreneurial Skills:(Affective)</b> Interpret the impact of professional business solutions on business environment for sustainable development
<b>PLO11</b>	<b>Ethics &amp; Professional Skills:(Affective)</b> Follow ethical principles and commit to professional responsibilities for a relevant technical practice

**III. Programme Learning Outcomes vs Graduate Attributes vs Taxonomy of Verbs**

PLO	Graduate Attributes										Blooms			
	Knowledge	Critical Thinking	Practical Skills	Team work	Communication skills	Digital skills	Numeracy	Leadership skills	Lifelong learning	Entrepreneurial skills	Ethics & Professionalism	Cognitive	Psychomotor	Affective
1	√											√		
2		√										√		
3			√										√	
4				√										√
5					√									√
6						√								√
7							√					√		
8								√						√
9									√					√
10										√				√
11											√			√

**IV. Programme Learning Outcomes Vs Programme Educational Objectives**

	PEO 1	PEO 2	PEO 3
PLO 1	√		
PLO 2	√		
PLO 3		√	
PLO 4		√	
PLO 5		√	
PLO 6		√	
PLO 7	√		
PLO 8		√	
PLO 9			√
PLO 10		√	
PLO 11		√	

V.ADDITIONAL PROGRAMME OUTCOMES (APOs)	
<b>APO 1</b>	Graduates will have an ability to have Social Intelligence with Social Intelligent Quotient and Emotional Quotient ( <b>SIQ &amp; EQ</b> )
<b>APO 2</b>	Graduates have virtual collaborative ability to enhance learning retention and motivation and encourage knowledge sharing and support. (VCA)
<b>APO 3</b>	Graduates will have critical thinking and innovative skills to stay competitive in their future careers and excel beyond the content knowledge (CTI)
<b>APO 4</b>	Graduates will have good digital foot print in the area of management in embarking lifelong learning techniques. (GDFP)

VI.PROGRAMME SPECIFIC OUTCOMES (PSOs)	
<b>PSO 1</b>	Develop proficiency in various fields of management and administration.
<b>PSO 2</b>	Utilize the acquired practical skills in finance, marketing, human resources, systems management and general management in their chosen profession.
<b>PSO 3</b>	Pursue professional courses in Management for becoming a successful professional.

**VII. Mapping of PEOs with PSOs**

	PSO 1	PSO 2	PSO 3
PEO 1		✓	
PEO 2	✓		
PEO 3			✓

## VIII. Curriculum Structure for BBA

## Course Components, Credits &amp; Marks Distribution

Part No	Group	Basic Structure: Distribution of Courses	Number of Courses	Total Marks	Total Credits
I - III	1	AEC – Ability Enhancement Courses	10	1000	24
III & IV	2	DSC – Discipline Specific Courses	15	1500	60
	3	DSE – Discipline Specific Electives	10	1000	40
	4	GEC – Generic Elective Courses	4	400	12
	5	SEC – Skill Enhancement Courses	2	100	4
IV	6	ANCC I & II – Audit Non-Credit Courses	2	Completed	
V		ANCC III – Audit Non-Credit Courses	1		
-	7	Drive Through Courses (DTCs) – (SWAYAM-NPTEL, Coursera, any courses certified by statutory bodies, etc.)	Any number	-	Additional Credits
<b>Total</b>				<b>4000</b>	<b>140</b>

## Group 1. Ability Enhancement Courses (AECs) (10 Courses)– Part (I–IV)

AEC are the courses based upon the content that leads to knowledge enhancement. Ability Enhancement Courses (AEC) are the following:

S. No.	Course Code	Course Title	Semester	Ownership Department	Contact Hours	Marks	Credits
1	24AEC01/ 24AEC07/ 24AEC11	<b>AEC Part I:</b> Language I: Tamil – I- Tamil Vanam-I/ Hindi – I/ French – I	I	Language	5	100	3
2	24AEC21	<b>AEC Part II:</b> English-I: Basic Business Communication	I	English	5	100	3
3	24AEC03/ 24AEC08/ 24AEC12	<b>AEC Part I:</b> Language – II Tamil – II- Tamil Vanam-II/ Hindi – II/ French – II	II	Language	5	100	3
4	24AEC23	<b>AEC Part II:</b> English – II: Advanced Business Communication	II	English	5	100	3
5	24AEC38	<b>AEC Part III:</b> Academic Skills for Commerce and Management	II	Management	2	100	2
6	24AEC56	<b>AEC Part III:</b> Business Ethics	IV	Management	2	100	1

7	24AEC83	<b>AEC Part IV:</b> Communication Enhancement Course: Communication Excellence	IV	English	2	100	1
8	24AEC49	<b>AEC Part III:</b> Comprehensive Project for Management	III	Management	-	100	4
9	24AEC77	<b>AEC Part III:</b> Digital Technology	VI	Management	4	100	3
10	24AEC81/ 24AEC82	<b>AEC Part IV:</b> Spoken Hindi/Spoken Tamil	III	Language	2	100	1
<b>Total</b>						<b>1000</b>	<b>24</b>

### Group 2. Discipline Specific Courses (DSCs) (15 Courses) – Part III

These courses are to be studied compulsorily by the students as a core requirement. The students are required to take DSCs across six semesters. The courses designed under this category aim to cover the basics that a student is expected to imbibe in the particular discipline. It includes major project.

S. No.	Course Code	Course Title	Semester	Contact Hours	Marks	Credits
1	24MSU01	Introduction to Management and Business	I	5	100	4
2	24MSU02	Accounting for Business	I	5	100	4
3	24MSU03	Financial Accounting for Business	II	6	100	4
4	24MSU04	Organisational Behaviour	II	5	100	4
5	24MSU05	Economic Analysis for Business Decisions	III	5	100	4
6	24MSU06	Marketing Management	III	5	100	4
7	24MSU07	Cost and Management Accounting for Business	III	5	100	4
8	24MSU08	Business Research Methods	IV	5	100	4
9	24BMU01	Business Law	IV	5	100	4
10	24MSU09	Human Resource Management	IV	5	100	4
11	24MSU10	Operations Management	V	6	100	4
12	24MSU11	Global Business Management	V	6	100	4
13	24MSU12	Strategic Management	VI	6	100	4
14	24BMU02	Logistics and Supply chain Management	VI	5	100	4
15	24MSU13	Major Project	VI	5	100	4
<b>Total</b>					<b>1500</b>	<b>60</b>

### Project Work

During the Sixth semester each student should undertake a project work and submit the report. A guide will be allotted to each student by the Department. A student can select any research topic in discussion with the guide. The project report shall be subject to internal evaluation followed by a Viva-Voce. The project should be demonstrated at the time of examination.

#### **Internal Evaluation:**

Reviews (3)	– 60 Marks
Report	– 20 Marks
Attendance	– 20 Marks
Total	– 100 Marks will be converted to 40 (Internal) Marks

**End Semester Viva-Voce** will be conducted for 60 Marks.

(Dissertation - 40 Marks & Viva-voce - 20 Marks)

### Group 3. Discipline Specific Elective (DSEs) (10 Courses) – Part III

Discipline Specific Elective courses offered under the main discipline of study which may be specialized or advanced or supportive to the discipline of study. Students can choose any one course from two courses each in the list of following DSEs.

S. No.	Course Code	Course Title	Ownership Department	Contact Hours	Marks	Credits
1	24MSU14	Professional Office Suite- Practical	Management	3	100	3
2	24MSU15	Spreadsheet for Business- Practical	Management	3	100	3
3	24MSU16	Managerial Competencies and Leadership	Management	5	100	4
4	24MSU17	Tally- Practical	Management	3	100	3
5	24MSU18	Industrial Exposure Training	Management	4Weeks	100	4
6	24MSU19	Security Analysis and Portfolio Management	Management	6	100	5
	24MSU20	Industrial Relations and Labour Welfare	Management			
	24MSU21	Services Marketing	Management			
7	24BMU03	Entrepreneurship Development and Innovation	Management	5	100	4
8	24MSU22	Research Methodology- Practical	Management	4	100	4
9	24MSU23	Banking and Insurance	Management	5	100	5
	24MSU24	Performance Management				
	24MSU25	Brand Management				
10	24MSU26	Financial Services and Technology	Management	5	100	5
	24MSU27	Learning and Development				
	24MSU28	Digital Marketing				

**Industrial Exposure Training (IET)**

Students can opt for Industrial Exposure Training during fifth semester for a period of 4 weeks.

The Continuous Internal Assessment mark distribution for IET is as follows:

Component	Mode of Conduct	Project Coverage	Marks
3 Reviews	Presentation	Phase by Phase	60
Work Diary	Written	Phase by Phase	20
Report	Submission	Entire Process	20
<b>Total</b>			<b>100*</b>

\*100 Marks will be converted to 40 (Internal) Marks

The end semester examination of the Industrial Exposure Training will be given based on the report and viva-voce for 60 marks, conducted by the Department.

Report: 40 Marks

Viva-voce: 20 Marks

**Group 4. Generic Elective Courses (GECs) (4 Courses)– Part III**

Generic Elective Courses are interdisciplinary in nature. They are additional courses based on expertise, specialization, requirements, scope, and need of the department.

Sl. No.	Course Code	Course Title	Semester	Ownership Department	Contact Hours	Marks	Credits
1	24GEU03	Statistics for Management	I	Mathematics	5	100	3
	24GEU04	Mathematics for Management					
2	24GEU05	Operations Research for Management	II	Mathematics	5	100	3
	24GEU06	Mathematics for Business					
3	24GEU58	Business Taxation	III	Commerce	5	100	3
	24GEU60	Corporate Governance					
4	24GEU59	Financial Management	IV	Commerce	5	100	3
	24GEU61	Corporate Finance					
<b>Total</b>						<b>400</b>	<b>12</b>

**Group 5. Skill Enhancement Courses (SECs) (2 Courses)**

SEC I: Compulsory Course : Talent Enhancement Course : Career Guidance

SEC II: A Bucket of Skill based Courses are offered for the Under Graduate programmes by the departments aimed at imparting skill. A Student has to subscribe one course from list offered by the department.

S.No	Course Code	Course Title	Ownership Department
1.	24SEC01D	Mathematics for Competitive Examination	Mathematics
2.	24SEC13	Advanced Spreadsheet for Business - Practical	Management
3.	24SEC14	Fundamentals of Python Programming - Practical	Computer Science
4.	24SEC15	Soft Skills –Practical	Management



**Group 6. Audit Non-Credit Courses (ANCC)– Part IV & V**

Non-Credit Courses are intended for students who want to gain general knowledge, learn a new skill, upgrade existing skills, enrich their understanding of a wide range of topics, or develop personal interests. A student has to complete any two courses during Semester I and II.

Part IV- ANCC			
S. No.	Course Code	Course Title	Ownership Department
ANCC 1 (Semester I)			
1	24ANC01	Environmental Studies	Bioscience
ANCC 2 - Values & Ethics (Semester II)			
2	24ANC02	Human Rights	Social Work
3	24ANC03	Women's Rights	Social Work
4	24ANC04	Yoga for Human Excellence	Psychology
5	24ANC05	Indian Culture and Heritage	English
6	24ANC06	Introduction to Cyber Security	CS
7	24ANC07	Consumer Protection	Commerce
8	24ANC08	Constitution of India	Commerce
9	24ANC09	Waste Management	Bioscience
10	24ANC10	Sustainable Development Goals	Management

Student has to take part in any one extension activity during their course of study.

Part V- ANCC		
ANCC 3 - Extension Activities		
S. No.	Course Code	Course Name
1	24ANC11	National Service Scheme
2	24ANC12	National Cadet Corps
3	24ANC13	Youth Red Cross
4	24ANC14	Red Ribbon Club
5	24ANC15	Rotaract Club
6	24ANC16	Sports
7	24ANC17	Association Activities
8	24ANC18	Club Activities

**Group 7.****i) Drive-Through Courses (DTCs) I & II– Additional Credits**

These courses are intended to bring out and promote the self-learning initiative of the students – where their own motivation is what drives them to complete the course and not external compulsions. This fosters the habit of keeping oneself updated always by means of self-study. It gives opportunities to the students to explore new areas of interest and earn additional credits. Students can take any number of courses under this cafeteria system. The credits will not be taken for CGPA calculation. Additional 4/3/2 credits per course will be given on submission of certificate.

1. Coursera
2. NPTEL
3. Any courses certified by statutory bodies.

**ii) Drive-Through Course (DTC – III)**

**Internship Training/Mini Project/ Spoken Tutorial/etc.**

Students individually or with the maximum of four members per batch should take up either Internship training or mini project for a period of fifteen days during IV Semester vacation. The report will be evaluated and viva-voce examination will be conducted during V semester. Otherwise, the students have to complete one spoken tutorial course or any certification course suggested by the department.

**IX. Semester-wise Scheme**

Semester I										
Course Code	Course Title	T/P/E	Ins. Hrs/ Week	ESE Dur. Hrs	CIA Marks	ES Marks	Total Marks	Credits	SD/ EM/ EN	L/ R/ N/ G
24AEC01/ 24AEC07/ 24AEC11	<b>AEC 1: Language I</b> Tamil-I- Tamil Vanam-I/ Hindi-I French-I	T	5	3	25	75	100	3	SD	L/ R/ N/ G
24AEC21	<b>AEC 2: English- I:Basic</b> Business Communication	T	5	3	25	75	100	3	SD	G
24MSU01	<b>DSC 1:</b> Introduction to Management and Business	T	5	3	25	75	100	4	EM/ SD	G
24MSU02	<b>DSC 2:</b> Accounting for Business	T	5	3	25	75	100	4	EM	N
24MSU14	<b>DSE 1:</b> Professional Office Suite - Practical	P	3	3	40	60	100	3	SD	G
24GEU03/ 24GEU04	<b>GEC 1:</b> Statistics for Management/ Mathematics for Management	T	5	3	25	75	100	3	EM	G
24ANC01	<b>ANCC1 (NF2F)</b> Environmental Studies	T	2	-	-	-	Completed		SD	G
Drive Through Course I: Additional Credit Courses							Additional Credits			
<b>Total</b>			<b>30</b>				<b>600</b>	<b>20</b>		
Semester II										
Course Code	Course Title	T/P/E	Ins. Hrs/ Week	ESE Dur. Hrs	CIA Marks	ES Marks	Total Marks	Credits	SD/ EM/ EN	L/ R/ N/ G
24AEC03/ 24AEC08/ 24AEC12/	<b>AEC 3: Language II</b> Tamil-II- Tamil Vanam-II/ Hindi-II French-II	T	5	3	25	75	100	3	SD	L/ R/ N/ G
24AEC23	<b>AEC 4: English-II:</b> Advanced Business Communication	T	5	3	25	75	100	3	SD	G
24AEC38	<b>AEC 5:</b> Academic Skills for Commerce and Management	T	2	-	100	-	100	2	SD/ EM/ EN	G
24MSU03	<b>DSC 3:</b> Financial Accounting for Business	T	6	3	25	75	100	4	EM	N
24MSU04	<b>DSC 4:</b> Organisational Behaviour	T	5	3	25	75	100	4	EM	G
24GEU05/ 24GEU06	<b>GEC 2:</b> Operations Research for Management / Mathematics for Business	T	5	3	25	75	100	3	EM	G

24ANC02/ 24ANC03/ 24ANC04/ 24ANC05/ 24ANC06// 24ANC07/ 24ANC08/ 24ANC09/ 24ANC10	<b>ANCC2 (NF2F)</b> Human Rights/ Women's Rights/Yoga for Human Excellence/ Indian Culture and Heritage/ Introduction to Cyber Security/ Consumer Protection/ Constitution of India/ Waste Management/ Sustainable Development Goals	T	2	-	-	-	Completed	SD	G	
Drive Through Course II: Additional Credit Courses							Additional Credits			
<b>Total</b>			<b>30</b>				<b>600</b>	<b>19</b>		
Semester III										
Course Code	Course Title	T/P/E	Ins. Hrs/ Week	ESE Dur. Hrs	CIA Marks	ES Marks	Total Marks	Credits	SD/ EM/ EN	L/ R/ N/ G
24AEC49	<b>AEC 6:</b> Comprehensive project for Management	T	-	3	100	-	100	4	SD/ EM/ EN	L/R/N/ G
24AEC81/ 24AEC82	<b>AEC 7:</b> Spoken Hindi/ Spoken Tamil	T	2	2	100	-	100	1	SD	L/R
24MSU05	<b>DSC 5:</b> Economic Analysis for Business Decisions	T	5	3	25	75	100	4	EM	G
24MSU06	<b>DSC 6:</b> Marketing Management	T	5	3	25	75	100	4	EM/ SD	G
24MSU07	<b>DSC 7:</b> Cost and Management Accounting for Business	T	5	3	25	75	100	4	EM	N
24MSU15	<b>DSE2:</b> Spreadsheet for Business- Practical	P	3	3	40	60	100	3	SD	G
24MSU16	<b>DSE3:</b> Managerial Competencies and Leadership	T	5	3	25	75	100	4	SD	N
24GEU58/ 24GEU60	<b>GEC 3:</b> Business Taxation/ Corporate Governance	T	5	3	25	75	100	3	SD	G
<b>Total</b>			<b>30</b>				<b>800</b>	<b>27</b>		
Semester IV										
Course Code	Course Title	T/P/E	Ins. Hrs/ Week	ESE Dur. Hrs	CIA Marks	ES Marks	Total Marks	Credits	SD/ EM/ EN	L/ R/ N/ G
24AEC83	<b>AEC 8:</b> Communication Enhancement Course: Communication Excellence	T	2	2	100	-	100	1	SD/ EM/ EN	L/ R/ N/ G
24AEC56	<b>AEC 9:</b> Business Ethics	T	2	3	25	75	100	1	EN	N
24MSU08	<b>DSC 8</b> Business Research Methods	T	5	3	25	75	100	4	SD/ EM	G

24BMU01	<b>DSC 9</b> Business Law	T	5	3	25	75	100	4	EM	N
24MSU09	<b>DSC 10</b> Human Resource Management	T	5	3	25	75	100	4	EM/SD	N/G
24MSU17	<b>DSE 4:</b> Tally – Practical	P	3	3	40	60	100	3	SD/EM	L/R
24GEU59/ 24GEU61	<b>GEC 4:</b> Financial Management/ Corporate Finance	T	5	3	25	75	100	3	SD	G
24SEC01D	<b>SEC 1 :</b> Mathematics for Competitive Examination	T	3	3	50	-	50	2	SD	N
<b>Total</b>			<b>30</b>				<b>750</b>	<b>22</b>		

**Semester V**

Course Code	Course Title	T/P/E	Ins. Hrs/Week	ESE Dur. Hrs	CIA Marks	ES Marks	Total Marks	Credits	SD/EM/EN	L/ R/ N/ G
24MSU18	<b>DSE 5</b> Industrial Exposure Training	-	4Weeks	-	40	60	100	4	EM	G
24MSU10	<b>DSC 11:</b> Operations Management	T	6	3	25	75	100	4	EM	G
24MSU11	<b>DSC 12:</b> Global Business Management	T	6	3	25	75	100	4	EM	G
24MSU19/ 24MSU20/ 24MSU21	<b>DSE 6: Elective-I</b> Security Analysis and Portfolio Management/ Industrial Relations and Labour Welfare/ Services Marketing	T	6	3	25	75	100	5	EM/SD/EN	N/G
24BMU03	<b>DSE 7:</b> Entrepreneurship Development and Innovation	T	5	3	25	75	100	4	EN	L
24MSU22	<b>DSE 8:</b> Research Methodology – Practical	P	4	3	40	60	100	4	SD	G
24SEC13/ 24SEC14/ 24SEC15	<b>SEC 2:</b> Advanced Spreadsheet for Business- Practical/ Fundamentals of Python Programming- Practical/ Soft Skills - Practical	P	3	3	20	30	50	2	SD	G
Drive Through Course III – Internship Training /Mini Project/Spoken Tutorial							Completed			
<b>Total</b>			<b>30</b>				<b>650</b>	<b>27</b>		

**Semester VI**

Course Code	Course Title	T/P/E	Ins. Hrs/Week	ESE Dur. Hrs	CIA Marks	ES Marks	Total Marks	Credits	SD/EM/EN	L/ R/ N/ G
24AEC77	<b>AEC 10:</b> Digital Technology	T	4	3	25	75	100	3	EM	G
24MSU12	<b>DSC 13:</b> Strategic Management	T	6	3	25	75	100	4	EN	G

24BMU02	<b>DSC 14:</b> Logistics and Supply Chain Management	T	5	3	25	75	100	4	EM	G	
24MSU13	<b>DSC 15:</b> Major Project	-	5	3	40	60	100	4	EN	G	
24MSU23/ 24MSU24/ 24MSU25	<b>DSE 9: Elective-II</b> Banking and Insurance/ Performance Management/ Brand Management	T	5	3	25	75	100	5	SD/ EM/ EN	N/G	
24MSU26/ 24MSU27/ 24MSU28	<b>DSE 10 Elective-III</b> Financial Services and Technology/ Learning and Development/ Digital Marketing	T	5	3	25	75	100	5	SD/E M/EN	N/G	
24ANC11/ 24ANC12/ 24ANC13/ 24ANC14/ 24ANC15/ 24ANC16/ 24ANC17/ 24ANC18/	<b>ANCC 3</b> Extension Activities National Service Scheme /National Cadet Corps / Youth Red Cross / Red Ribbon Club /Rotaract Club / Sports / Association Activities /Club Activities	-	-	-	-	-	Grade	-	SD	G	
<b>Total</b>			<b>30</b>				<b>600</b>	<b>25</b>			
<b>Total</b>							<b>4000</b>	<b>140</b>			
<b>Drive-Through Courses (DTCs):</b> Courses offered in Coursera OR NPTEL OR Any courses certified by statutory bodies.		Additional 4 credits per course will be given on submission of Certificate					During Semester I to Semester VI				

The courses focus on the following needs	
SD	Skill Development
EM	Employability
EN	Entrepreneurship
L	Local
R	Regional
N	National
G	Global

### Semester-wise Distribution of Marks and Credits

Semester	Total Marks	Total Credits
I	600	20
II	600	19
III	800	27
IV	750	22
V	650	27
VI	600	25
<b>Total</b>	<b>4000</b>	<b>140</b>

**OFFERED BY**

**List of Courses Offered by Mathematics Department**

Semester	Course Code	Course Name	Programme	T/P/E	Ins. Hrs	CIA	ES	Total Marks	Credit	SD/EM/EN	L/R/N/G
I	24GEU03/ 24GEU04	Statistics for Management / Mathematics for Management	BBA	T	5	25	75	100	3	EM	G
II	24GEU05/ 24GEU06	Operations Research for Management/ Mathematics for Business	BBA	T	5	25	75	100	3	EM	G

**List of Courses Offered by Commerce Department**

Semester	Course Code	Course Name	Programme	T/P/E	Ins. hrs	CIA	ES	Total Marks	Credit	SD/EM/EN	L/R/N/G
III	24GEU58/ 24GEU60	Business Taxation/ Corporate Governance	BBA	T	5	25	75	100	3	SD	G
IV	24GEU59/ 24GEU61	Financial Management/ Corporate Finance	BBA	T	5	25	75	100	3	SD	G

**OFFERED TO**

**List of Courses Offered to **CSHM** Department**

Semester	Course Code	Course Name	Programme	T/P/E	Ins. Hrs	CIA	ES	Total Marks	Credit	SD/EM/EN	L/R/N/G
IV	24GEU66	Fundamentals of Entrepreneurship	CSHM	T	5	25	75	100	3	EN	G
IV	24GEU67	Marketing Management	CSHM	T	5	25	75	100	3	SD/EM	G
VI	24GEU68	Human Resource Management	CSHM	T	5	25	75	100	3	SD/EM	G

**List of Courses Offered to B Com BPS Department**

Semester	Course Code	Course Name	Programme	T/P/E	Ins. hrs	CIA	ES	Total Marks	Credit	SD/EM/EN	L/R/N/G
III	24GEU69	Brand Management	Commerce	T	5	25	75	100	3	EM	G
III	24GEU70	Services Marketing	Commerce	T	5	25	75	100	3	EM	G