

BBA Program
2019-20 Curriculum

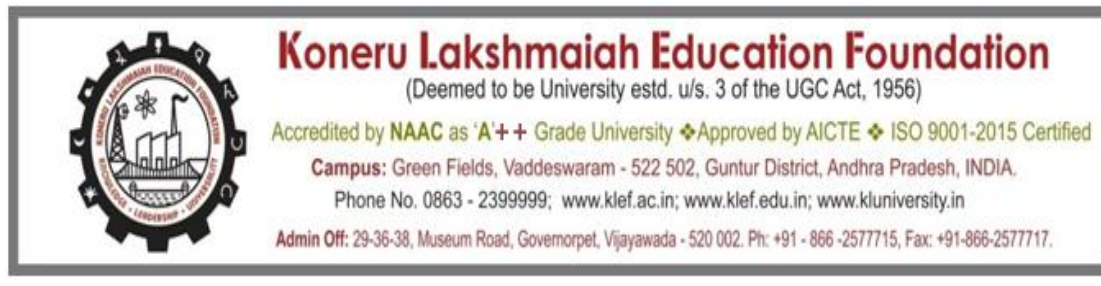


KLEF Vision

To be a globally renowned university.

KLEF Mission:

To impart quality higher education and to undertake research and extension with emphasis on application and innovation that cater to the emerging societal needs through all-round development of students of all sections enabling them to be globally competitive and socially responsible citizens with intrinsic values.



KL BUSINESS SCHOOL

KLBS VISION

To be a Centre of excellence for value based management education.

KLBS MISSION

1. To attain leadership in management education, research and consultancy.
2. To nurture the students industry ready and
3. To make them responsible citizens of nation.

OBJECTIVES

- a. To nurture young students to be effective managers capable of contributing value to organizations.
- b. To contribute to the body of knowledge through research and publications.
- c. To provide consultancy to industry for value creation by applying contemporary management concepts, theories and practices.
- d. To be a socially responsible business management and commerce education provider.

KLEF BUSINESS SCHOOL
BBA- MBA PROGRAM

PROGRAM EDUCATIONAL OBJECTIVES (PEOS)

To be a globally renowned university, as per our vision, we need to produce quality products (graduates) into the market who have potential strengths to meet all the professional and personal challenges prevailing at global levels and who can serve in all the possible positions of their respective job domains and contribute towards holistic growth of their respective employment providers as well as the nation, world. The graduates must also possess cutting edge R&D skills in their domain areas.

This, is exactly what has been framed into the University's Mission and thereby the Mission has converged into the following **Program Educational Objectives (PEOs)** which are best suited to Undergraduate Management program, and are those that compliment the university vision, mission.

PROGRAM EDUCATIONAL OBJECTIVES

- A. To educate the business graduates to respond effectively in meeting the competitive business needs of the society.
- B. To nurture the spirit of Entrepreneurship among the students that propagates the business world.
- C. To train the students in emerging as efficient managers equipped with innovation, rationality and application oriented decision-making in the context of the ever-changing business environment.

These PEOs are designed to be attained by all the graduates within 3 to 5 years of their graduation.

KL BUSINESS SCHOOL

BBA PEO'S & PO'S

PROGRAM EDUCATIONAL OBJECTIVES (PEOS) :

To be a globally renowned university, as per our vision, we need to produce quality products (graduates) into the market who have potential strengths to meet all the professional and personal challenges prevailing at global levels and who can serve in all the possible positions of their respective job domains and contribute towards holistic growth of their respective employment providers as well as the nation, world. The graduates must also possess cutting edge R&D skills in their domain areas.

This, is exactly what has been framed into the University's Mission and thereby the Mission has converged into the following **Program Educational Objectives (PEOs)** which are best suited to Post-graduate Management program, and are those that compliment the university vision, mission.

PROGRAM EDUCATION OBJECTIVES:

1. Make students to apply techniques of business analysis, data management and problem-solving skills in order to support business management decision-making in the field of relevance.
2. Inculcate leadership skills needed for implementing and coordinating organizational activities and managing change to explore business problems in depth for developing their functional knowledge to think strategically and to lead, motivate and manage teams across borders.
3. Nurture with abilities to integrate business knowledge and management techniques to aid planning and control in a changing environment and to enhance better career paths.

These PEOs are designed to be attained by all the post-graduates within 2 years of their education.

PROGRAM OUTCOMES (PO's)

PO Number	Description
a. Core Business Knowledge	Able to synthesize the knowledge, management skills, and tools acquired in the program, which will be helpful to shape the organizations effectively.
b. Career Planning and Decision Making	Able to excel in their chosen career paths, by learning on how to live, adapt and manage business environmental change through decision making.
c. Critical Thinking and Leadership	Able to reflect upon and explore business and research problems in depth, to demonstrate leadership skills and to demonstrate ability to pursue new knowledge necessary to succeed in dynamic domestic and international business environments.
d. Manager & Society	Able to emerge as efficient managers equipped with innovation, rationality and application oriented decision-making in the context of the ever-changing business environment.
e. Team Building & Business Communication	Able to communicate effectively and to perform different roles efficiently as an individual or in a team in multi-disciplinary streams with entrepreneurial edge.
f. Business perspective and Sustainability	Able to gain an understanding of professional, legal, financial, marketing, production & operational activities, logistics, ethical, social issues and responsibilities
g. Application of Statistical and Analytical tools	Able to gain knowledge of contemporary issues and develops an art of using current techniques, skills and necessary analytical tools for managerial practice.

PROGRAM SPECIFIC OUTCOMES –BBA- MBA INTEGRATED PROGRAM

1. Graduates will develop a goal-oriented sense of business purpose.
2. Graduates will be able to excel in their chosen career by experiential learning, critical and analytical thinking.

MISSION - PEO MAPPING
BBA-MBA PROGRAM

PEO	MISSION				
	To attain leadership in management education	To attain leadership in Research	To attain leadership in Consultancy	To nurture the students industry ready	To make the students as a responsible citizen of nation.
To educate the business graduates to respond effectively in meeting the competitive business needs of the society.	✓	✓		✓	✓
To nurture the spirit of Entrepreneurship among the students that propagates the business world.	✓			✓	
To train the students in emerging as efficient managers	✓	✓	✓	✓	✓
To equip with innovation, rationality and application oriented decision-making in the context of the ever-changing business environment.	✓	✓	✓	✓	✓

K L U BUSINESS SCHOOL
BBA- MBA PROGRAM PEO – PO MATRIX

PO	PEO		
	To educate the business graduates to respond effectively in meeting the competitive business needs of the society	To nurture the spirit of Entrepreneurship among the students that propagates the business world.	To train the students in emerging as efficient managers equipped with innovation, rationality and application oriented decision-making in the context of the ever-changing business environment.
a. Core Business Knowledge	✓		
b. Critical Thinking skills			✓
c. Global Perspective		✓	✓
d. Investigation of complex problems			✓
e. Application of Statistical and Analytical tools	✓		✓
f. The Manager and society		✓	
g. Legal Environment and sustainability	✓	✓	
h. Ethics & Corporate Social Responsibility	✓		
i. Individual and team work			✓
j. Communication			✓
k. Project management and finance	✓	✓	
l. Lifelong learning	✓	✓	✓

A. Program Articulation Matrix (Mapping of Courses with POs)

S.No	Course Code	Course Name	Category	L	T	P	S	Cr	PO												PSO			
									1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4
1	19BB11C0	Business Communication Skills I	HSS	0	0	4	0	2										4						
2	19BB12C0	Business Communication Skills II	HSS	0	0	4	0	2										3		3				
3	19BB21C0	Business Communication Skills - III	HSS	0	0	4	0	2										3		3				
4	19BB11K1	Foreign Language I	HSS	2	0	2	0	3					3					3						
5	19BB12K2	Foreign Language II	HSS	2	0	2	0	3					3					3						
6	19BB21K3	Foreign Language III	HSS	2	0	2	0	3					3					3						
7	19BB22K4	Foreign Language IV	HSS	2	0	2	0	3					3					3						
8	19BS114	Business Mathematics	BS	3	1	0	0	4	3	3			2											
9	19BS115	Business Statistics	BS	3	1	0	0	4	3	3			3											
10	19UC0009	Ecology and Environment	BS	2	0	0	0	2	2						1									
11	19BB11C2	Business Environment	PC	3	0	0	0	3		2	2													

S.No	Course Code	Course Name	Category	L	T	P	S	Cr	PO												PSO			
									1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4
12	19BB11C3	Business Economics	PC	3	0	0	0	3	3			3												
13	19BB11C4	Perspectives of Management	PC	3	0	0	0	3	3															
14	19BB11C6	Campus to Corporate 1	PC	0	0	2	0	1	1				1			1	1							
15	19BB12C1	Introduction to Financial Accounting	PC	3	1	0	0	4	1										2					
16	19BB12C3	Organizational Behaviour	PC	3	0	0	0	3	1							2	1							
17	19BB12C6	Campus to Corporate 2	PC	0	0	2	0	1	1					1			1	1						
18	19BB21C1	Management Accountancy	PC	3	1	0	0	4	1	1	2													
19	19BB21C2	Marketing Management	PC	3	0	0	0	3	3	1						1								
20	19BB21C3	Human Resource Management	PC	3	0	0	0	3	1								3							
21	19BB21C4	Business Research Methods	PC	3	0	0	0	3				3		2										
22	19BB21C6	Campus to Corporate 3	PC	0	0	2	0	1	1				1				1	1						
23	19BB22C0	Cost Accountancy	PC	3	1	0	0	4	1	1	1	1												

S.No	Course Code	Course Name	Category	L	T	P	S	Cr	PO												PSO			
									1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4
24	19BB22C1	Production and Operations Management	PC	3	1	0	0	4	3			2							2					
25	19BB22C2	Management Information Systems	PC	3	0	0	0	3					3											
26	19BB22C3	Business Law	PC	3	0	0	0	3										3						
27	19BB22C4	Financial Management	PC	3	1	0	0	4	1				3											
28	19BB22C6	Campus to Corporate 4	PC	0	0	2	0	1	1				1				1	1						
29	19BB31C0	Business analytics	PC	3	1	0	0	4		3		2												
30	19HS115	Soft Skills	PC	2	0	2	0	3										3						
31	19BB31C1	Fundamentals of Digital Marketing	PC	3	0	0	0	3	3										1					
32	19BB31C5	Introduction to Data Management	PC	2	0	2	0	3		1	2			2										
33	19BB31C6	Campus to Corporate 5	PC	0	0	2	0	1	1				1				1	1						
34	19BB32C0	Entrepreneurship	PC	3	0	0	0	3	1		1			1	1				1					
35	19BB32C1	Strategic Management	PC	3	0	0	0	3		2				1		2								

S.No	Course Code	Course Name	Category	L	T	P	S	Cr	PO												PSO			
									1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4
36	19BB32C7	Campus to Corporate 6	PC	0	0	2	0	1	1				1				1	1						
37	19BU11C2	Excel for Business Applications	PE (BA)	2	0	2	0	3					3											
38	19BU21C1	DBMS &SQL	PE (BA)	2	0	2	0	3	1				3											
39	19BU21C4	Research Methodology with SPSS	PE (BA)	2	0	2	0	3		1		2	2											
40	19BU22C1	Introduction to Business Analytics	PE (BA)	3	0	2	0	4				2	2					1		1				
41	19BU22C2	Basics of R programming	PE (BA)	2	0	4	0	4			1	1	3					1						
42	19BU22C4	Mini Project	PE (BA)				0	8					4					4						
43	19BU31C0	Time Series Econometrics	PE (BA)	3	0	2	0	4				1	3											
44	19BU31C1	Client Relationship Management	PE (BA)	3	0	0	0	3		1								1		1				
45	19BU31C2	Data Visualization with Tableau	PE (BA)	2	0	2	0	3					1					2		1				
46	19BU31C3	Spreadsheet Modeling Using VBA	PE (BA)	3	0	2	0	4		1		1	3					1						
47	19BU31C5	Optimization	PE (BA)	4	0	0	0	4																

S.No	Course Code	Course Name	Category	L	T	P	S	Cr	PO												PSO			
									1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4
48	19BU32C0	Business Intelligence & Data Mining	PE (BA)	3	0	0	0	3		1		2	3								1	1		
49	19BU32C2	Predictive Analytics & Decision Making	PE (BA)	2	0	4	0	4					1					3		2	1	1		
50	19BU32C3	Data Analysis with Python	PE (BA)	2	0	4	0	4	1			1	3								1	1		
51	19BB31M0	Product Management	PE(G)	3	0	0	0	3	2	1						1						2		
52	19BB31F0	Banking & Insurance Management	PE(G)	3	0	0	0	3	1	1			1											
53	19BB31H0	Personal Effectiveness and Self-Leadership	PE(G)	3	0	0	0	3		1				1		1	1							
54	19BB31M1	Basics of Sales Mgt	PE(G)	3	0	0	0	3	1			2		2								2		
55	19BB31F1	Direct Taxation	PE(G)	3	0	0	0	3	1				1		2									
56	19BB31H1	Talent Acquisition	PE(G)	3	0	0	0	3	2	2	3										3			
57	19BB32C2	Enterprise Resource Planning	PE(G)	3	0	0	0	3	2	2		1												
58	19BB32C3	Creativity & Innovation	PE(G)	3	0	0	0	3	1		1		2	2							2			
59	19BB32C4	Yoga & Health	PE(G)	3	0	0	0	3	1					3						1		1		

S.No	Course Code	Course Name	Category	L	T	P	S	Cr	PO												PSO			
									1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4
60	19BB32M2	Integrated Marketing Communication	PE(G)	3	0	0	0	3	2			3												
61	19BB32F2	Financial Markets	PE(G)	3	0	0	0	3	1	1				1					1			3		
62	19BB32H2	Cross Cultural Management	PE(G)	3	0	0	0	3	1	1	1	1										2		
63	19BB32M3	Services Marketing	PE(G)	3	0	0	0	3	3		1	2		1										
64	19BB32F3	Management of Personal Finance	PE(G)	3	0	0	0	3		1		1	1		1									
65	19BB32H3	Legal Aspects of HRM	PE(G)	3	0	0	0	3	1	2	3										3			
66	19LG11C2	Fundamentals of Logistics	PE(L)	3	0	0		3																
67	19LG11C3	Principles of Management	PE(L)	3	0	0		3	4	3						1								
68	19LG11C4	Business Statistics	PE(L)	3	1	0		4		3			4											
69	19LG11C5	Materials Management	PE(L)	3	1	0		4	4				4											
70	19LG11C6	Warehousing and Distribution Centre Operations	PE(L)	3	0	0		3	1		4				3									
71	19LG12C0	Materials Management – Practical	PE(L)	0	0	4		2	4				4											

S.No	Course Code	Course Name	Category	L	T	P	S	Cr	PO												PSO			
									1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4
72	19LG12C1	Warehousing Management – Practical	PE(L)	0	0	4		2	4				4											
73	19LG12XX	Allied Course (1 out of 2) – MOOC*	PE(L)	-	-	-		3	4				4											
74	19LG12C3	Apprenticeship – I	PE(L)	-	-	-		34																
75	19LG21C2	Freight Forwarding (Ocean & Air Cargo)	PE(L)	3	0	0		3	1		3				3									
76	19LG21C3	Forecasting and Inventory Management	PE(L)	3	1	0		4			4				3									
77	19LG21C4	Surface Transportation	PE(L)	3	0	0		3	4	2														
78	19LG21C5	Human Resources Management	PE(L)	3	0	0		3	4	3	1													
79	19LG21C6	Management and Cost Accounting	PE(L)	3	1	0		4	4	3														
80	19LG22C0	Surface Transportation – Practical	PE(L)	0	0	4		2	4	2														
81	19LG22C1	Forecasting and Inventory Management – Practical	PE(L)	0	0	4		2																
82	19LG22XX	Allied Course (1 out of 2) – MOOC	PE(L)	-	-	-		3																
83	19LG22C3	Apprenticeship – II	PE(L)	-	-	-		34																

S.No	Course Code	Course Name	Category	L	T	P	S	Cr	PO												PSO			
									1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4
84	19LG31C0	MIS for Logistics	PE(L)	3	1	0		4	3		1		1					1						
85	19LG31C1	International Logistics Management	PE(L)	3	0	0		3	4		4													
86	19LG31C2	Marketing Management	PE(L)	3	0	0		3	3	3			1			1								
87	19LG31C3	Retail Logistics and E-Commerce	PE(L)	3	0	0		3	4	2														
88	19LG31C4	Logistics Network Design	PE(L)	3	1	0		4	4	2														
89	19LG31C5	Port Terminal Logistics	PE(L)	3	0	0		3	2		1				2			1						
90	19LG31C6	Liner Logistics	PE(L)	3	0	0		3	1		4				2									
91	19LG32C0	Logistics Network Design- Practical	PE(L)	0	0	4		2	4	2														
92	19LG32C1	Freight Forwarding – Practical	PE(L)	0	0	4		2																
93	19LG32XX	Allied Course (1 out of 2) – MOOC*	PE(L)	-	-			3																
94	19LG32XX	Apprenticeship - III	PE(L)	-	-	-		34																
95	19CMA 1A	Financial Planning, Performance & Analytics	PE(SF)	3	1	0	0	4																

S.No	Course Code	Course Name	Category	L	T	P	S	Cr	PO												PSO			
									1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4
96	19CMA 1B	Financial Reporting & Control	PE(SF)	3	1	0	0	4																
97	19CMA 2A	Strategic Financial Management - I	PE(SF)	3	1	0	0	4																
98	19CMA 2B	Strategic Financial Management - II	PE(SF)	3	1	0	0	4																
99	19BB10E0	Enterprise Building and Corporate Readiness	Offered to BBA - Gen, BA, SF					6																
100	19BB20P1	Summer Internship Program	Offered to BBA - Gen, BA, SF					6																
101	19BB30P2	Project Work	Offered to BBA - Gen, BA, SF					6																