



BAGALKOT UNIVERSITY

**MUDHOL ROAD, JAMKHANDI-587301
DIST: BAGALKOTE**

**The Draft
OPEN ELECTIVE COURSES FROM
Bachelor of Business Administration(BBA)**

**As per NEP 2020 and adapted from RCU Belagavi
applicable from the Academic Year 2023-24**

BBA I SEMESTER OEC

NOTE-

Students from Other Departments/Subjects may choose one OE course from BBA department.

1) BBA I ST SEMESTER OEC

	126BBA01XXXOEC01T	1)Personality Development							
1	126BBA01XXXOEC02T	2)E- Commerce	OEC	3+0+0	60	40	100	3	

Sl.No.	Parameters for the Evaluation	Marks
1. Continuous Internal Evaluation (CIE)		
A.	Continuous & Comprehensive Evaluation (CCE)	20 Marks
B.	Internal Assessment Tests (IAT)	20 Marks
Total of CIE (A+B)		40 Marks
2. Semester End Examination (SEE)		
C.	Semester End Examination (SEE)	60 Marks
Total of CIE and SEE (A + B + C)		100 Marks

a. **Continuous & Comprehensive Evaluation (CCE):** The CCE will carry a maximum of 20% weightage (20 marks) of total marks of a course. Before the start of the academic session in each semester, a faculty member should choose for his/her course, minimum of four of the following assessment methods with five marks each:

- i. Individual Assignments
- ii. Seminars/Class Room Presentations/ Quizzes
- iii. Group Discussions /Class Discussion/ Group Assignments
- iv. Case studies/Case lets
- v. Participatory & Industry-Integrated Learning/ Filed visits
- vi. Practical activities / Problem Solving Exercises
- vii. Participation in Seminars/ Academic Events/Symposia, etc.
- viii. Mini Projects/Capstone Projects
- ix. Any other academic activity

b. **Internal Assessment Tests (IAT):** The IAT will carry a maximum of 20% weightage (20 marks) of total marks of a course, under this component, two tests will have to be conducted in a semester for 25 marks each and the same is to be scaled down to 10 marks each. Standard format is given below.

c. In case of 50 percentage of CIE weightage courses, faculty members can choose assessments methods accordingly for the required marks as mentioned above.

6. Suggestive Template for IAT

Internal Assessment Test Bachelor / Master of Business Administration (BBA/MBA.) Course Code: Name of the Course:

Duration: 1 Hour

Total Marks: 25

SECTION-A

I. Answer any two of the following questions. Questions are asked on Remembering.

(2 x 2= 4)

1.

2.

3.

SECTION- B

II. Answer any two of the following questions. Questions are asked on Understanding and Applying.

(2 x5= 10)

4.

5.

6.

SECTION- C

III. Answer any one of the following questions. Questions are asked on analyzing and evaluating.

(1x 11=11)

7.

8.

Note: Internal Test question papers format is prepared based on Revised Bloom's Taxonomy.
(https://www.apu.edu/live_data/files/333/blooms_taxonomy_action_verbs.pdf)

7. Semester End Examination (SEE):

The Semester End Examination for all the courses for which students who get registered during the semester shall be conducted. SEE of the course shall be conducted after fulfilling the minimum attendance requirement as per the Universities/Institutes' norms.

Name of the Program: Bachelor of Business Administration (BBA)
Course Code: (Open Elective Course)
126BBA01XXXOEC01T

Name of the Course: 1. PERSONALITY DEVELOPMENT

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3+0+0	42 Hrs

Pedagogy: Classroom lecture, Case studies, Group discussion, Seminar & field work etc.,

Course Outcomes: On successful completion of the course, the Students will be able to

1. Students will possess the personality development techniques and communication skills
2. Students will be able to acquire the skills to manage stress and conflict.
3. Groom their personality and prove themselves as good Samaritans of the Society.
4. Develop an understanding of and practice personal and professional responsibility.
5. Demonstrate knowledge of personal beliefs and values and a commitment to continuing personal reflection and reassessment.

Module	Syllabus	Teaching Hours
I	<p>INTRODUCTION: Meaning and concept of personality - Dimensions of personality - Theories of Freud & Erickson - Significance of personality development- Concept of success and failure: Hurdles in achieving success - Overcoming hurdles - Factors responsible for success - Failure: Causes of failure- SWOT analysis.</p>	8
II	<p>ATTITUDE & MOTIVATION: Attitude: Concept- Significance- Factors affecting attitudes – Positive attitude - Advantages- Negative Attitude- Disadvantages - Ways to develop positive attitude - Differences between personalities having positive and negative attitude- Motivation: Significance - Internal and External motives - Importance of self-motivation - Factors leading to de-motivation.</p>	10
III	<p>SELF ESTEEM: Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low self-esteem - Symptoms - Personality having low self-esteem - Positive and negative self-esteem. Interpersonal Relationships – Defining the difference between aggressive, submissive and assertive behavior – Lateral thinking.</p>	8
IV	<p>OTHER ASPECTS OF PERSONALITY DEVELOPMENT: Leadership - Qualities of a successful leader - Body language - Problem-solving - Conflict and Stress Management - Decision making skills - Character building -Team work - Time management - Work ethics- Good manners and etiquette.</p>	8
V	<p>EMPLOYABILITY QUOTIENT: Resume building- The art of participating in Group Discussion – Acing the Personal (HR & Technical) Interview - Frequently asked questions - Psychometric Analysis - Mock interview sessions.</p>	8

Skill Developments Activities:

- Prepare a SWOT analysis of yourself.
- Read the biography of any two great personalities and identify unique traits.
- Visit any organization and identify the factors which motivates the employees
- Conduct an activity to demonstrate the interpersonal relationship and identify different types of behavior.
- Conduct group discussion on different topics in the classroom.
- Any other activities, which are relevant to the course.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: 126BBA01XXXOEC01T

Name of the Course: E-Commerce

Course Credit	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hours	45 Hours

Pedagogy: Classroom lecture, Tutorials, Group discussion, Seminar, Case studies & Field work etc

Course Outcomes: On successful completion of the course, the Students will demonstrate:

- To facilitate the students to gain knowledge about different aspects of ecommerce and trends

Syllabus	Hours
Module 1: INTRODUCTION TO E-COMMERCE	8 Hours

E-Commerce - meaning, nature, concepts - types; e-commerce business models B2B concept - major activities - types of B to B market (independent, buyer oriented, supplier oriented - e-market place, B2C portals, e-tailor - content provider - transaction broker - real life examples of B2C, C2C, C2B, etc.; forces behind e-commerce – e-Governance meaning - types - significance - real life examples.

Module 2: ELECTRONIC PAYMENT SYSTEM	10 Hours
--	-----------------

Methods of e-payments Debit Card, Credit Card, Smart Cards, eMoney, electronic or digital wallet, digital signature (concepts), payment gateways Core Banking Solution or CBS, Mobile Payment, UPI, NCPI, International Payments - Social Commerce - Digital Marketing - E-CRM – SCM

Module 3: COMPUTER APPLICATION IN BUSINESS	12 Hours
---	-----------------

Word Opening Screen Elements, Creating, Opening and Saving of Word Document, Formatting, Margin, Paper Selection, Undo-Redo, Spell Check, Alignment, Insert Table, Mail Merge; MS-Word Shortcut Keys. Features, Advantages, MS-Excel Program, Window Elements, Managing Workbooks, Create, Open, Save and Close, Managing, Worksheets - Naming, Inserting, Moving, Copying and Deleting. Navigation in MS-Excel; Standard Toolbar Elements; Types of Cell Data etc.

Module 4: E-COMMERCE APPLICATIONS	8 Hours
--	----------------

E-commerce applications in various industries, Emerging trends in e-commerce, Mobile commerce, Economic, Technological Framework

Module 5: SECURITY ISSUES IN E-COMMERCE	7 Hours
--	----------------

Need and Concepts, Electronic commerce, Security environment, Security threats in e-commerce environment, basics of encryption and decryption.

Text Books:

1. P. T. Joseph, E-Commerce: An Indian Perspective, PHI Learning
2. Henry Chan, Raymond Lee and others, E-Commerce: Fundamentals and Applications
3. Wiley, Landon, E-Commerce, Pearson Education India
4. Schneider G., E-Business, Cengage Publications
5. Bhaskar, B., E-Commerce, McGraw Hill
6. Dave Chaffey – E-Business and E-Commerce Management –Strategy, Implementation and Practice, Pearson Education
7. Schneider Gray – Electronic Commerce – Cengage Learning

BBA II SEMESTER OEC

NOTE-

Students from Other Departments/Subjects may choose one OE course from BBA department.

2)BBA II ND SEMESTER OEC

1.

2	126BBA02XXXOEC03T	1) Tourism & Hospitality Management	OEC	3+0+0	60	40	100	3
	126BBA02XXXOEC04T	1) Retail Management						

Sl.No.	Parameters for the Evaluation	Marks
1. Continuous Internal Evaluation (CIE)		
A.	Continuous & Comprehensive Evaluation (CCE)	20 Marks
B.	Internal Assessment Tests (IAT)	20 Marks
Total of CIE (A+B)		40 Marks
2. Semester End Examination (SEE)		
C.	Semester End Examination (SEE)	60 Marks
Total of CIE and SEE (A + B + C)		100 Marks

d. **Continuous & Comprehensive Evaluation (CCE):** The CCE will carry a maximum of 20% weightage (20 marks) of total marks of a course. Before the start of the academic session in each semester, a faculty member should choose for his/her course, minimum of four of the following assessment methods with five marks each:

x. Individual Assignments

xi. Seminars/Class Room Presentations/ Quizzes

xii. Group Discussions /Class Discussion/ Group Assignments

xiii. Case studies/Case lets

xiv. Participatory & Industry-Integrated Learning/ Filed visits

xv. Practical activities / Problem Solving Exercises

xvi. Participation in Seminars/ Academic Events/Symposia, etc.

xvii. Mini Projects/Capstone Projects

xviii. Any other academic activity

e. **Internal Assessment Tests (IAT):** The IAT will carry a maximum of 20% weightage (20 marks) of total marks of a course, under this component, two tests will have to be conducted in a semester for 25 marks each and the same is to be scaled down to 10 marks each. Standard format is given below.

f. In case of 50 percentage of CIE weightage courses, faculty members can choose assessments methods accordingly for the required marks as mentioned above.

8. Suggestive Template for IAT

Internal Assessment Test Bachelor / Master of Business Administration (BBA/MBA.) Course Code: Name of the Course:

Duration: 1 Hour

Total Marks: 25

SECTION-A

IV. Answer any two of the following questions. Questions are asked on Remembering.

(2 x 2= 4)

1.

2.

3.

SECTION- B

V. Answer any two of the following questions. Questions are asked on Understanding and Applying.

(2 x5= 10)

4.

5.

6.

SECTION- C

VI. Answer any one of the following questions. Questions are asked on analyzing and evaluating.
(1x 11=11)

7.

8.

Note: Internal Test question papers format is prepared based on Revised Bloom's Taxonomy.

(https://www.apu.edu/live_data/files/333/blooms_taxonomy_action_verbs.pdf)

9. Semester End Examination (SEE):

The Semester End Examination for all the courses for which students who get registered during the semester shall be conducted. SEE of the course shall be conducted after fulfilling the minimum attendance requirement as per the Universities/Institutes' norms.

Name of the Program: Bachelor of Business Administration (BBA) Course Code: 126BBA02XXXOEC02T (OEC) Name of the Course: RETAIL MANAGEMENT		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate ; a) An understanding of the types and forms of Retail business. b) Ability to examine Consumer Behaviour in various environment. c) Ability to analyse various Retail operations and evaluate them. d) Ability to analyse various marketing mix elements in retail operations. e) An understanding of Information Technology in retail business.		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO RETAIL BUSINESS		08
Definition – functions of retailing - types of retailing – forms of retail business ownership. Retail theories – Wheel of Retailing – Retail life cycle. Retail business in India: Influencing factors – present Indian retail scenario.		
Module No. 2: CONSUMER BEHAVIOUR IN RETAIL BUSINESS		08
Buying decision process and its implication on retailing – Influence of group and individual factors, Customer shopping behaviour, Customer service and customer satisfaction.		
Module No. 3: RETAIL OPERATIONS		08
Factors influencing location of Store - Market area analysis – Trade area analysis – Rating Plan method - Site evaluation. Retail Operations: Stores Layout and visual merchandising, Stores designing, Space planning, Inventory management, Merchandise Management, Category Management.		
Module No. 4: RETAIL MARKETING MIX		14
Introduction -Product : Decisions related to selection of goods (Merchandise Management revisited) – Decisions related to delivery of service. Pricing : Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Place : Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies. Promotion : Setting objectives – communication effects - promotional mix.		
Module No. 5: INFORMATION TECHNOLOGY IN RETAILING		07
Non store retailing (e-retailing) - The impact of Information Technology in retailing - Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system.		
Skill Developments Activities:		
1. Draw a retail life cycle chart and list the stages 2. Draw a chart showing a store operations 3. List out the major functions of a store manager diagrammatically 4. List out the current trends in e-retailing 5. List out the Factors Influencing in the location of a New Retail outlet		

Text Books:

1. Suja Nair; Retail Management, HPH
2. Karthic – Retail Management, HPH
3. S.K. Poddar& others – Retail Management, VBH.
4. R.S Tiwari ; Retail Management, HPH

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: 126BBA02XXXOEC02T (OEC)

Name of the Course: Tourism And Hospitality Management

Course Credit	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hours	45 Hours

Pedagogy: Classroom lecture, Tutorials, Group discussion, Seminar, Case studies & Field work etc

Course Outcomes: On successful completion of the course, the Students will demonstrate:

- To prepare the learners with the knowledge and skills essential to know what is tourism, its types and the Nations contribution to the industry
- Gain an overview about the hospitality and tourism industry
- Identify the major areas of coverage of hospitality industry
- Describe the hospitality industry from various perspectives of hotel, tourism, travel and transport

Syllabus	Hours
Module 1: INTRODUCTION	7 Hours

Tourism – Definitions and Concepts - Components of Tourism, Geographic components of tourism – Types of Tourists, Visitor, Traveler and Excursionist – Role and functions of International agencies in Hospitality Industry

Module 2: TOUR PLANNING	8 Hours
--------------------------------	----------------

Tour Packaging and Costing – Importance of Tour Packaging – Classification of Tour Packages – Components of Package Tours – Concept of Costing – Types of Costs – Components of Tour Costs – Preparation of Cost Sheet – Tour Pricing – Calculation of Tour Price – Pricing Strategies

Module 3: TOURISM MANAGEMENT	10 Hours
-------------------------------------	-----------------

Tourism Infrastructure – Tourism Organization – Travel Motivators – Leisure or Holiday Tourism, Visiting Friends and Relatives (VFR) – Cultural Tourism – Adventure Tourism – Sports Tourism – Religious Tourism – Business Tourism – Medical Tourism – Alternative Forms of Tourism – Tourism Products and Types

Module 4: HOSPITALITY INDUSTRY	10 Hours
---------------------------------------	-----------------

Origin and Growth – Tourism Industry – Importance of Tourism – Factors affecting Hospitality and Tourism Industry – Definition of Tourism- Features – Types of Tourists – Tourism Activities – Components of Tourism Infrastructure – Employment opportunities in Hospitality

Hotel Industry – Classification of Hotels – Major Departments of Hotel – Star Ratings of Hotels – Global Standards for Hotels

Module 5: TRAVEL & TRANSPORT	10 Hours
---	-----------------

History, Growth and Present Status of Travel Agency – Travel Formalities – Linkages and arrangements with Hotels, Airlines and Transport Agencies – Transport System – Different Types of Transport

Hospitality and its Related Sectors – Theme Parks – Conventions – Cruising – Special Events – Recreation and leisure – Tourism and Hospitality in 21st Century.

Skill Development Activities:

1. Visit any local Tourism/Travel Agency and prepare a report on its tour plan
2. Visit to a hotel and study their working
3. Visit to a tourist place and studying the environment
4. Studying the map and creating a tour plan with a budget

Text Books

1. Rajat Gupta, Nishant Singh, Ishita Kirar & Mahesh Kumar Bairwa, Hospitality and Tourism, Vikas Publishing House Pvt Ltd
2. Foster Dennis L., The Business of Travel Agency Operations and Administration (1993) Macmillan/McGraw, Singapore
3. Tourism Operations and Management, Sunetra Roday, Archana Biwal & Vandana Joshi, Oxford University Press
4. Clayton W. Barrows, Tom Powers and Dennis Reynolds (2012) Introduction to Management in the Hospitality Industry, Tenth Edition. John Wiley & Sons, Inc
5. Lockwood A & Medlik S, Tourism & Hospitality in the 21st Century, Elsevier, 2001
6. Jha S.M. (2008) Hospital Management, Himalaya Publishing House

References

Tourism Principles and Practices, Sampad Kumar Swain & Jitendra Mohan Mishra, Oxford University Press