

# **DON BOSCO ARTS & SCIENCE COLLEGE**

## **ANGADIKADAVU**

*(Affiliated to Kannur University Approved by Government of Kerala)*

**ANGADIKADAVU P.O., IRITTY, KANNUR – 670706**



## **COURSE PLAN**

### **BBA**

**(2018 – 21)**

### **SEMESTER - VI**

### **ACADEMIC YEAR - (2020-21)**

## VI Semester BBA (2018 - 21)

SL. No.	Name of Subjects with Code	Name of the Teacher	Duty Hours per week
1.	6B16 BBA - Strategic Management	Athira P	4
2.	6B17 BBA - Capital Market & Investment Management	Meenu Maria Tom	5
3.	6B 18 BBA - International Business	Sunitha K S	4
4.	6B 19 BBA - Event Management	Fr. Shino	4
5.	6B 20 BBA - Management Accounting	Vidya K P	5
6.	6B 21 BBA - Placement Training & Project Report	Sunitha K S, Meenu Maria Tom & Vidya K P	3
	<b>Name of Class Incharge</b>	Vidya K P	

## TIME TABLE

Day	09.50 Am - 10.45 Am	10.45 Am -11.40 Am	11.55 Am -12.50 Pm	01.40 Pm - 02.35 Pm	02.35 Pm - 03.30 Pm
1	Vidya K P <b>6B 20 BBA</b>	Fr. Shino <b>6B 19 BBA</b>	Meenu Maria Tom <b>6B 17 BBA</b>	Athira P <b>6B 16 BBA</b>	Sunitha K S <b>6B 18 BBA</b>
2	Meenu Maria Tom <b>6B 17 BBA</b>	Fr. Shino <b>6B 19 BBA</b>	Sunitha K S <b>6B 18 BBA</b>	Vidya K P <b>6B 20 BBA</b>	Vidya K P <b>6B 21 BBA</b>
3	Athira P <b>6B 16 BBA</b>	Fr. Shino <b>6B 19 BBA</b>	Vidya K P <b>6B 20 BBA</b>	Meenu Maria Tom <b>6B 17 BBA</b>	Sunitha K S <b>6B 21 BBA</b>
4	Sunitha K S <b>6B 18 BBA</b>	Athira P <b>6B 16 BBA</b>	Vidya K P <b>6B 20 BBA</b>	Meenu Maria Tom <b>6B 17 BBA</b>	Meenu Maria Tom <b>6B 21 BBA</b>
5	Vidya K P <b>6B 20 BBA</b>	Fr. Shino <b>6B 19 BBA</b>	Sunitha K S <b>6B 18 BBA</b>	Athira P <b>6B 16 BBA</b>	Meenu Maria Tom <b>6B 17 BBA</b>

<b>Subject Code:</b>	<b>6B16 BBA</b>
<b>Subject Name:</b>	<b>Strategic Management</b>
<b>No. of Credits:</b>	<b>4</b>
<b>No. of Contact Hours:</b>	<b>72</b>
<b>Hours per Week:</b>	<b>4</b>
<b>Name of the Teacher:</b>	<b>Athira P</b>

**Objective: -**

The course intends to provide a theoretical frame work of strategic management and to develop an understanding about the strategic processes and their impact on a firm

**Module I: Evolution of Business Policy and Strategic Management:** - Nature and meaning of strategy - Strategic planning - Tactical planning - Strategic management process - Benefits and relevance of strategic management - Growing relevance of strategic management in India.

**Module II: Strategic formulation:** Mission and Purpose - Environmental appraisal - Environmental scanning - Appraising the environment - Organizational appraisal - Tools used for organizational appraisal

**Module III: Classification of strategies** - corporate portfolio analysis - industry, competitor and SWOT analysis

**Module IV: Strategy Implementation** - Nature of strategy implementation - project implementation

**Module V: Strategy evaluation and control** - strategic control - operational control - technique of strategic evaluation and control.

**Books for Reference**

1. Business Policy: Strategy formulation and Management Action: William Glueck
2. Business Policy: Azhar Kasmi
3. The new Corporate Strategy: A. J. Ansoff
4. Strategic Management: Pearce and Robinson
5. Competitive Strategy: Michael E. Porter
6. Competitive Advantage: Michael E. Porter
7. Business Policy and Strategic Management: Donal F Harvey
8. Management policy and strategic Management: R.M. Srivastava

## TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
<b>1</b>	16-11-2020 To 20-11-2020	1	Introduction to strategic management –evolution
		2	Strategy and Strategic Management-elements
		3	Strategic Decisions Approaches
		4	Vision – Mission - Objectives
<b>MM</b>	23-11-2020 To 27-11-2020	5	Characteristics and elements of strategic management
		6	Strategic management process and model
		7	Importance and benefits of strategic management
		8	Levels and type of strategy
<b>3</b>	30-11-2020 To 04-12-2020	9	Corporate governance - Importance and benefits
		10	Pillars of governance - Governance mechanism
		11	Unit test 1
		12	Strategy formulation - Approaches
<b>4</b>	07-12-2020 To 11-12-2020	13	Development process
		14	Environmental analysis
		15	Importance and features of environmental analysis
		16	Techniques of environmental analysis
<b>5</b>	14-12-2020 To 18-12-2020	17	Corporate level strategies
		18	Expansion, Stability, strategies
		19	Retrenchment and Combination Strategies
		20	Business Level Strategies
<b>6</b>	21-12-2020 To 25-12-2020	21 December	<b>Christmas Vacation</b>
		22 December	<b>Christmas Vacation</b>
		23 December	<b>Christmas Vacation</b>
		24 December	<b>Christmas Vacation</b>
		25 December	<b>Christmas</b>
<b>7</b>	28-12-2020 To 01-01-2021	21	Internal analysis
		22	Swot analysis
		23	Value chain analysis
		24	Core competence
<b>8</b>	04-01-2021 To 08-01-2021	25	Relationship between core competence and competitive advantage
		26	Sustaining competitive advantage
		27	Unit test 2
		28	Strategic analysis and choice
<b>9</b>	11-01-2021	29	Portfolio analysis

No of Weeks	Dates	Session	Topic
	To 15-01-2021	30	BCG matrix
		31	Industry analysis
		32	Competitive analysis
<b>10</b>	18-01-2021 To 22-01-2021	33	Porters five force model
		34	Developing alternate strategies
		35	Mergers and acquisition
		36	SBU
<b>11</b>	25-01-2021 To 29-01-2021	37	Michael porters generic strategies
		26 January	Republic Day – Holiday
		38	Industry life cycle model
		39	Game theory model
<b>12</b>	01-02-2021 To 05-02-2021	40	Blue ocean strategy
		41	Global strategy
		42	Customer driven strategy
		43	Govt., public sector & not for profit strategy
<b>13</b>	08-02-2021 To 12-02-2021	44	Warfare strategy
		45	Unit test 3
		46	Strategy implementation introduction
		47	Nature and importance of implementation
<b>14</b>	15-02-2021 To 19-02-2021	48	McKinney's 7s model
		49	Major issues in strategy implementation
		50	Project Implementation
		51	Procedural Implementation
<b>15</b>	22-02-2021 To 26-02-2021	52	Resource allocation
		53	Importance - Approaches of resource allocation
		54	Techniques and criteria of resource allocation
		55	Factors affecting resource allocation
<b>16</b>	01-03-2021 To 05-03-2021	56	Allocation process
		57	Structural Implementation
		58	Behavioural Implementation
		59	Functional and Operational Implementation
<b>17</b>	08-03-2021 To 12-03-2021	60	Strategic leadership
		61	Managing strategic change
		62	Functional strategies
		11 March	Maha Sivarathri – Holiday
<b>18</b>	15-03-2021 To	63	Strategic evaluation and control
			VI Semester UG Internal Exam
			VI Semester UG Internal Exam

No of Weeks	Dates	Session	Topic
	19-03-2021		<b>VI Semester UG Internal Exam</b>
<b>19</b>	22-03-2021 To 26-03-2021	64	Nature of evaluation and control
		65	Importance of evaluation and control criteria of evaluation and control
		66	Operational control, Mechanisms of strategic control
		67	Limitations of strategic evaluation and control
<b>20</b>	22-03-2021 To 26-03-2021	68	Guidelines for proper evaluation and control
		69	Social audit
		70	Unit test 4
		71	Revision
<b>21</b>	29-03-2021 To 02-04-2021	29 March	<b>Talent Hunt</b>
		72	Revision
		31 March	<b>Easter vacation</b>
		01 April	<b>Easter vacation</b>
		02 April	<b>Easter vacation</b>
<b>22</b>	05-04-2021 To 09-04-2021	05 April	<b>Easter vacation</b>
		06 April	<b>Easter vacation</b>
		07 April	<b>Easter vacation</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
<b>23</b>	05-04-2021 To 09-04-2021		<b>Study Leave</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
<b>24</b>	12-04-2021		<b>VI Semester UG University Exam Begin</b>

<b>Subject Code:</b>	<b>6B17 BBA</b>
<b>Subject Name:</b>	<b>Capital Market &amp; Investment Management</b>
<b>No. of Credits:</b>	<b>4</b>
<b>No. of Contact Hours:</b>	<b>90</b>
<b>Hours per Week:</b>	<b>5</b>
<b>Name of the Teacher:</b>	<b>Meenu Maria Tom</b>

**Objective: -**

To give an overview of the conceptual aspects of Capital Market and Investment Management

**Module I: Securities Market:** Primary & secondary - Structure and functioning of the Market, stock exchanges - listing ,trading and settlement procedures - NSE , BSE, Indo - next, important international stock exchanges - depositories - recent developments - stock Market indices - BSE SENSEX, Nifty and others, SEBI - Functions.

**Module II: Economic , Industry & Company Analysis:** economic forecasting & investment decision - economic forecasting methods - industry analysis - classification schemes - key characteristics - industry life cycle -company analysis - financial and non-financial factors - efficient Market theory

**Module III: Technical Analysis:** concept -types of charts -Dow theory -price pattern - support and resistance levels - relative strength analysis - moving averages - breadth of the Market - volume - momentum -confidence index - contrary opinion theory oscillators – stochastic - Elliot wave theory

**Module IV: Investment:** Various Investments Instruments - Mutual funds - concepts & objectives - types and classification - organization &management - services provided - advantages - Indian scenario

**Books for Reference**

1. Security And Portfolio Management: Kevin
2. Security Analysis and Portfolio Management: Fischer & Jordan
3. Technical Analysis Explained: Martin J Pring
4. Investments: Alexander, Sharpe& Bailey
5. Managing Investments: Prasanna Chandra
6. Stock Exchanges& Investments: Raghunathan

## **TEACHING SCHEDULE**

No of Weeks	Dates	Session	Topic
<b>1</b>	16-11-2020 To 20-11-2020	1	Syllabus introduction
		2	Financial Markets
		3	Classification of Financial market
		4	Primary and secondary Market
		5	Primary and secondary Market
<b>2</b>	23-11-2020 To 27-11-2020	6	Primary and secondary Market
		7	Structure and functioning of the Market
		8	Structure and functioning of the Market
		9	Stock exchanges
		10	Benefits and Features of Stock Exchange
<b>3</b>	30-11-2020 To 04-12-2020	11	Listing of Securities
		12	Trading Mechanism
		13	Settlement Procedures
		14	Members in Stock Exchange
		15	Speculation – Types of speculators
<b>4</b>	07-12-2020 To 11-12-2020	16	NSE
		17	BSE
		18	Indo-next
		19	Stock Indices
		20	Indices of BSE & NSE
<b>5</b>	14-12-2020 To 18-12-2020	21	Dematerialization and Rematerialization
		22	Depository system
		23	NSDL
		24	CDSL
<b>6</b>	21-12-2020 To 25-12-2020	21 December	<b>Christmas Vacation</b>
		22 December	<b>Christmas Vacation</b>
		23 December	<b>Christmas Vacation</b>
		24 December	<b>Christmas Vacation</b>
		25 December	<b>Christmas</b>
<b>7</b>	28-12-2020 To 01-01-2021	25	Recent Developments in secondary market
		26	Recent Developments in secondary market
		27	SEBI
		28	Importance and Functions of SEBI
		29	Class Test
<b>8</b>	04-01-2021	30	Fundamental Analysis – Economic Analysis



No of Weeks	Dates	Session	Topic
	To 08-01-2021	31	Economic Forecasting
		32	Industry Analysis
		33	Industry Life cycle
		34	Company Analysis
<b>9</b>	11-01-2021 To 15-01-2021	35	Technical Analysis
		36	Types of Chart in Technical Analysis
		37	Types of Chart in Technical Analysis
		38	Mathematical Indicators - Market indicators
		39	Mathematical Indicators - Market indicators
<b>10</b>	18-01-2021 To 22-01-2021	40	Eliot Wave Theory
		41	Eliot Wave Theory
		42	Price pattern
		43	Price pattern
		44	Support and resistance levels
<b>11</b>	25-01-2021 To 29-01-2021	45	Support and resistance levels
		26 January	Republic Day – Holiday
		46	Relative strength analysis
		47	Relative strength analysis
		48	Dow Theory
<b>12</b>	01-02-2021 To 05-02-2021	49	Dow Theory
		50	Moving averages
		51	Moving averages
		52	Breadth of the Market
		53	Confidence index
<b>13</b>	08-02-2021 To 12-02-2021	54	Volume
		55	Volume
		56	Classification of Industry
		57	Class Test
		58	Investment - Meaning, Characteristics
<b>14</b>	15-02-2021 To 19-02-2021	59	Objectives of Investments
		60	Contrary opinion theory
		61	Contrary opinion theory
		62	Oscillators
		63	Oscillators
<b>15</b>	22-02-2021 To 26-02-2021	64	Stochastic
		65	Stochastic
		66	Class Test
		67	Investment Avenues

No of Weeks	Dates	Session	Topic
		68	Investment Avenues
<b>16</b>	01-03-2021 To 05-03-2021	69	Objectives Of Investment Avenues
		70	Mutual Fund
		71	Mutual Fund
		72	Types of Mutual Funds
		73	Types of Mutual Funds
<b>17</b>	08-03-2021 To 12-03-2021	74	Types of Mutual Funds
		75	Objectives of Mutual Fund
		76	Seminar on any Mutual Fund Companies
		77	Advantages of Mutual Funds
		11 March	Maha Sivarathri – Holiday
<b>18</b>	15-03-2021 To 19-03-2021	78	Mutual Funds in India
			<b>VI Semester UG Internal Exam</b>
			<b>VI Semester UG Internal Exam</b>
			<b>VI Semester UG Internal Exam</b>
		79	Mutual Funds in India
<b>19</b>	22-03-2021 To 26-03-2021	80	Organization of Mutual Fund
		81	Organization of Mutual Fund
		82	Management of Mutual Funds
		83	Management of Mutual Funds
		84	Operations of Mutual Funds
<b>20</b>	22-03-2021 To 26-03-2021	85	Operations of Mutual Funds
		86	Class Test
		87	Seminar
		88	Revision
		89	Revision
<b>21</b>	29-03-2021 To 02-04-2021	29 March	<b>Talent Hunt</b>
		90	Question paper discussion
		31 March	<b>Easter vacation</b>
		01 April	<b>Easter vacation</b>
		02 April	<b>Easter vacation</b>
<b>22</b>	05-04-2021 To 09-04-2021	05 April	<b>Easter vacation</b>
		06 April	<b>Easter vacation</b>
		07 April	<b>Easter vacation</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
<b>23</b>	05-04-2021 To		<b>Study Leave</b>
			<b>Study Leave</b>
			<b>Study Leave</b>

No of Weeks	Dates	Session	Topic
	09-04-2021		Study Leave
			Study Leave
24	12-04-2021		VI Semester UG University Exam Begin

<b>Subject Code:</b>	<b>6B 18 BBA</b>
<b>Subject Name:</b>	<b>International Business</b>
<b>No. of Credits:</b>	<b>3</b>
<b>No. of Contact Hours:</b>	<b>72</b>
<b>Hours per Week:</b>	<b>4</b>
<b>Name of the Teacher:</b>	<b>Sunitha K S</b>

**Objective: -**

To enlighten the students on International Business Environment, which includes international Financial management, International Marketing and international Currency and to study the impact of globalization on Indian Industry.

**Module I: Introduction to International Business:** Globalisation and its growing importance in world economy- Impact of globalisation – International business vs. domestic business- complexities of International business- Modes of entry into international business. International Business Environment-Trends in India's foreign trade.

**Module II: Theories of international trade:** Commercial policy instruments-tariff and non-tariff measures- Balance of Payment account and its components. International organisations and arrangements; WTO, IMF, World Bank – Regional Economic co-operations.

**Module III: International Financial Environment:** Foreign exchange Markets and risk management- Foreign investment- types and flows- Financing of foreign trade and payment terms. Organisational structure for international business operations; key issues involved in making international production, finance, Marketing and human resources decisions.

**Module IV: Foreign trade promotion measures and organisations in India;** SEZ and EOUs. International business negotiations- international business and outsourcing- international business and ecological consideration.

**Books for Reference**

- 1) International Business: Francis Cherunilam
- 2) International Business Environment: Sundaram and Black
- 3) International Business Environment: Bhalla and Raju
- 4) International Financial Management: P.G. Apte
- 5) International Business: Justin Paul

## TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
<b>1</b>	16-11-2020 To 20-11-2020	1	Globalisation
		2	Evolution of Globalisation
		3	Driving Force of Globalisation
		4	Growing importance in world economy
<b>2</b>	23-11-2020 To 27-11-2020	5	Impact of globalisation
		6	Globalisation in India
		7	International business
		8	Reason behind internationalisation
<b>3</b>	30-11-2020 To 04-12-2020	9	Approaches of internationalisation
		10	Modes of entry in to International Business
		11	Modes of entry in to International Business
		12	International Business vs. domestic business
<b>4</b>	07-12-2020 To 11-12-2020	13	Complexities of International business.
		14	International Business Environment
		15	Political Environment
		16	Social and cultural environment
<b>5</b>	14-12-2020 To 18-12-2020	17	Technical environment
		18	Trends in India's foreign trade
		19	Trends in India's foreign trade
		20	Theories of international trade
<b>6</b>	21-12-2020 To 25-12-2020	21 December	<b>Christmas Vacation</b>
		22 December	<b>Christmas Vacation</b>
		23 December	<b>Christmas Vacation</b>
		24 December	<b>Christmas Vacation</b>
		25 December	<b>Christmas</b>
<b>7</b>	28-12-2020 To 01-01-2021	21	Theory of cost advantage
		22	Theory of comparative advantage
		23	International Fisher Effect
		24	Interest Rate Parity Theory
<b>8</b>	04-01-2021 To 08-01-2021	25	Class Test
		26	Commercial policy instruments
		27	Tariff Measures
		28	Non-tariff Measures
<b>9</b>	11-01-2021	29	Balance of Payment account
		30	Components of BOP

No of Weeks	Dates	Session	Topic
	To 15-01-2021	31	Components of BOP
		32	Reason for Unfavourable BOP
<b>10</b>	18-01-2021 To 22-01-2021	33	India And BOP Position
		34	International organisations and arrangements
		35	GATT
		36	WTO
<b>11</b>	25-01-2021 To 29-01-2021	37	IMF
		26 January	Republic Day – Holiday
		38	World Bank
		39	Regional Economic co-operations
<b>12</b>	01-02-2021 To 05-02-2021	40	EU
		41	NAFTA, SAFTA
		42	SAARC
		43	Class Test
<b>13</b>	08-02-2021 To 12-02-2021	44	Question Paper Discussion
		45	International Financial Environment
		46	Foreign exchange Markets
		47	Foreign exchange risk management
<b>14</b>	15-02-2021 To 19-02-2021	48	Foreign investment
		49	Foreign Investment types
		50	Investment flows
		51	Financing of foreign trade
<b>15</b>	22-02-2021 To 26-02-2021	52	Payment terms
		53	GDR
		54	ADR etc.
		55	Documentation of international trade
<b>16</b>	01-03-2021 To 05-03-2021	56	Financial documents
		57	Commercial documents etc.
		58	Organisational structure for international operations
		59	International production
<b>17</b>	08-03-2021 To 12-03-2021	60	International marketing
		61	International investment
		62	International technology
		11 March	Maha Sivarathri – Holiday
<b>18</b>	15-03-2021 To 19-03-2021	63	Key issues involved in making international production, finance, Marketing and human resources decisions
			<b>VI Semester UG Internal Exam</b>
			<b>VI Semester UG Internal Exam</b>

No of Weeks	Dates	Session	Topic
			<b>VI Semester UG Internal Exam</b>
<b>19</b>	22-03-2021 To 26-03-2021	64	Class Test
		65	Foreign trade promotion measures and organisations in India
		66	Seminar
		67	SEZ, EOUs.
<b>20</b>	22-03-2021 To 26-03-2021	68	Seminar
		69	International business negotiations, International business and outsourcing
		70	International business and ecological consideration
		71	Question Paper Discussion
<b>21</b>	29-03-2021 To 02-04-2021	29 March	<b>Talent Hunt</b>
		72	Revision
		31 March	<b>Easter vacation</b>
		01 April	<b>Easter vacation</b>
<b>22</b>	05-04-2021 To 09-04-2021	02 April	<b>Easter vacation</b>
		05 April	<b>Easter vacation</b>
		06 April	<b>Easter vacation</b>
		07 April	<b>Easter vacation</b>
			<b>Study Leave</b>
<b>23</b>	05-04-2021 To 09-04-2021		<b>Study Leave</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
<b>24</b>	12-04-2021		<b>VI Semester UG University Exam Begin</b>

<b>Subject Code:</b>	<b>6B 19 BBA</b>
<b>Subject Name:</b>	<b>Event Management</b>
<b>No. of Credits:</b>	<b>3</b>
<b>No. of Contact Hours:</b>	<b>72</b>
<b>Hours per Week:</b>	<b>4</b>
<b>Name of the Teacher:</b>	<b>Fr. Shino</b>

**Objective: -**

1. To enable the students to understand the essentials of planning an event
2. To study the concept and significance of event management
3. To expose students to Practical aspects of organizing events of various forms.

**Module I: Introduction to Event Management:** concepts - nature - scope - Evolution of professional event management - significance and components of events - starring and managing event business - event co-ordination.

**Module II: Conceptualizing and designing Event:** key elements of events - activities in event management - planning - organizing - staffing - leading - co-ordination - controlling - event management information system.

**Module III: Event Production** - Staging an event - choosing the event site - developing the theme - conducting rehearsals - providing services - arranging catering - inter personal skills and public relations - necessity of human resource management and human relationships.

**Module IV: Celebrity Management:** Corporate event management, Experiential Marketing, Event Marketing, Finance Management in events, Statutory requirements for events, Safety and security in event.

**Module V: Evaluation of Event Performance:** basic evaluation process - measuring performance - formative evaluation - objective evaluation - summative evaluation - correcting deviations - critical evaluation points. Event management industry: India / international / present - future

**Books for Reference**

1. Event Marketing and Management: Sanjaya Singh Gaur & Sanjay.V.Saggere
2. Successful event management: Anton Shorie, Bryn Parry
3. Event Management: A.K. Bhatia
4. Best Practices in Modern event Management : Gold Blatt
5. Professional Event co-ordination: Julia Rutherford Silvers
6. Event Planning: Judy Allen
7. Hand book of conferences and meetings by David seeking



## **TEACHING SCHEDULE**

No of Weeks	Dates	Session	Topic
<b>1</b>	16-11-2020 To 20-11-2020	1	Introduction to Event Management: Concepts
		2	Nature - Scope
		3	Evolution of professional event management
		4	Significance and components of events
<b>2</b>	23-11-2020 To 27-11-2020	5	Starring and managing event business
		6	Event co-ordination.
		7	Unit test 1
		8	Conceptualizing and designing Event
<b>3</b>	30-11-2020 To 04-12-2020	9	Key elements of events
		10	Activities in event management-planning
		11	Organizing
		12	Staffing
<b>4</b>	07-12-2020 To 11-12-2020	13	Leading
		14	Coordination
		15	Controlling
		16	Event management information system.
<b>5</b>	14-12-2020 To 18-12-2020	17	Unit test 2
		18	Event production
		19	Staging an event - Choosing the event site
		20	Developing the theme - Conducting rehearsals
<b>6</b>	21-12-2020 To 25-12-2020	21 December	<b>Christmas Vacation</b>
		22 December	<b>Christmas Vacation</b>
		23 December	<b>Christmas Vacation</b>
		24 December	<b>Christmas Vacation</b>
		25 December	<b>Christmas</b>
<b>7</b>	28-12-2020 To 01-01-2021	21	Providing services - Arranging catering
		22	Inter personal skills and public relations
		23	Necessity of human resource management and human relationships.
		24	Unit test 3
<b>8</b>	04-01-2021 To 08-01-2021	25	Seminar
		26	Celebrity management
		27	Corporate event management
		28	Corporate event management
<b>9</b>	11-01-2021	29	Experiential marketing,

No of Weeks	Dates	Session	Topic
	To 15-01-2021	30	Event marketing
		31	Event marketing
		32	Finance Management in events,
10	18-01-2021 To 22-01-2021	33	Finance Management in events,
		34	Statutory requirements for events
		35	Statutory requirements for events
		36	Safety and security in event
11	25-01-2021 To 29-01-2021	37	Unit test 4
		26 January	Republic Day – Holiday
		38	Evaluation of Event Performance
		39	Basic evaluation process
12	01-02-2021 To 05-02-2021	40	Measuring performance
		41	Formative evaluation
		42	Objective evaluation
		43	Objective evaluation
13	08-02-2021 To 12-02-2021	44	Summative evaluation
		45	Summative evaluation
		46	Correcting deviations
		47	Correcting deviations
14	15-02-2021 To 19-02-2021	48	Critical evaluation points
		49	Critical evaluation points
		50	Event management industry: India / International / Present - Future
		51	Event management industry: India / International / Present - Future
15	22-02-2021 To 26-02-2021	52	Event management industry: India / International / Present - Future
		53	Event management industry: India / International / Present - Future
		54	Unit test
		55	Seminar
16	01-03-2021 To 05-03-2021	56	Seminar
		57	Seminar
		58	Seminar
		59	Seminar
17	08-03-2021 To	60	Question paper discussion
		61	Question paper discussion
		62	Question paper discussion

No of Weeks	Dates	Session	Topic
	12-03-2021	11 March	Maha Sivarathri - Holiday
18	15-03-2021 To 19-03-2021	63	Question paper discussion
			VI Semester UG Internal Exam
			VI Semester UG Internal Exam
			VI Semester UG Internal Exam
19	22-03-2021 To 26-03-2021	64	Revision
		65	Revision
		66	Revision
		67	Revision
20	22-03-2021 To 26-03-2021	68	Revision
		69	Revision
		70	Revision
		71	Revision
21	29-03-2021 To 02-04-2021	29 March	Talent Hunt
		72	Revision
		31 March	Easter vacation
		01 April	Easter vacation
		02 April	Easter vacation
22	05-04-2021 To 09-04-2021	05 April	Easter vacation
		06 April	Easter vacation
		07 April	Easter vacation
			Study Leave
			Study Leave
23	05-04-2021 To 09-04-2021		Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
24	12-04-2021		VI Semester UG University Exam Begin

<b>Subject Code:</b>	<b>6B 20 BBA</b>
<b>Subject Name:</b>	<b>Management Accounting</b>
<b>No. of Credits:</b>	<b>4</b>
<b>No. of Contact Hours:</b>	<b>90</b>
<b>Hours per Week:</b>	<b>5</b>
<b>Name of the Teacher:</b>	<b>Vidya K P</b>

### **Objective: -**

To provide the students an understanding about the managerial use of data, for planning, control and decision making.

**Module I: Introduction to Management:** Meaning-Definitions, Scope and Objectives, Uses - Limitations of Financial Accounting- distinction between Financial, Cost and Management Accounting.

**Module II: Analysis and interpretation of Financial Statements:** concepts, types of analysis, tools of analysis (Comparative Financial Statements, Common-size Financial Statements and Trend Analysis) Ratio Analysis - Concepts, Definition, Advantages, limitations, Types of Ratio, Solvency Ratio, Activity Ratio, Profitability Ratio(Construction of Financial Statements are not expected) Cash Flow Statement - Concept , Definitions, Uses - Concept of Working Capital- Preparation of Cash Flow Statement Only

**Module III: Marginal Costing:** Concept, Definition- Features-CAP Analysis, Meaning, Importance and Limitations-UPBEAT- P/V Ratio-BEEP Chart-Margin of Safety-Managerial uses of Marginal Costing (Price fixation, Make or Buy Decisions, Key factor)

**Module IV: Budgetary Control:** Concepts, Objectives, Classification- Preparation of Budgets (Cash Budget and Flexible Budget only)

**Module V: Standard Costing:** Concepts, Uses, Steps and Limitations- Variance Analysis (Material and Labour only)

### **Books for Reference**

1. Management Accounting: Sharama R.K & Sasi Guptha
2. Management Accounting: N.M Singhvi & BodhanWale
3. Management Accounting: RSN Pillai Bhagavathi
4. Management Accounting: S.K Guptha& R.K Sharama
5. Management Accounts: S.NMaheswari
6. Management Accounts: S.P Guptha

## TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
<b>1</b>	16-11-2020 To 20-11-2020	1	Introduction to Management Accounting
		2	Meaning and Definitions of Management accounting
		3	Objectives of Management accounting
		4	Uses of Management accounting
		5	Scope of Management Accounting
<b>2</b>	23-11-2020 To 27-11-2020	6	Management accounting v/s financial accounting
		7	Management accounting v/s cost accounting
		8	Class test
		9	Analysis and interpretation of financial statements
		10	Tools of analysis
<b>3</b>	30-11-2020 To 04-12-2020	11	Tools of analysis
		12	Comparative Financial statements
		13	Problem
		14	Problem
		15	Problem
<b>4</b>	07-12-2020 To 11-12-2020	16	Problem
		17	Common size Financial statements
		18	Problems
		19	Trend analysis
		20	Problem
<b>5</b>	14-12-2020 To 18-12-2020	21	Problem
		22	Problem
		23	Problem
		24	Ratio analysis
<b>6</b>	21-12-2020 To 25-12-2020	21 December	<b>Christmas Vacation</b>
		22 December	<b>Christmas Vacation</b>
		23 December	<b>Christmas Vacation</b>
		24 December	<b>Christmas Vacation</b>
		25 December	<b>Christmas</b>
<b>7</b>	28-12-2020 To 01-01-2021	25	Advantages, limitations
		26	Types of ratios
		27	Liquidity ratios
		28	Problem
		29	Problem

No of Weeks	Dates	Session	Topic
<b>8</b>	04-01-2021 To 08-01-2021	30	Solvency ratios
		31	Problem
		32	Problem
		33	Activity ratios
		34	Problem
<b>9</b>	11-01-2021 To 15-01-2021	35	Problem
		36	Profitability ratios
		37	Problem
		38	Problem
		39	Market test ratios
<b>10</b>	18-01-2021 To 22-01-2021	40	Problem
		41	Cash flow statements - Concept, Definition
		42	Features of cash flow statements
		43	Uses of cash flow statements
		44	Preparation of cash flow statement
<b>11</b>	25-01-2021 To 29-01-2021	45	Problem
		26 January	Republic Day – Holiday
		46	Problem
		47	Problem
		48	Problem
<b>12</b>	01-02-2021 To 05-02-2021	49	Problem
		50	Problem
		51	Class Test
		52	Marginal Costing - Concept, Definitions
		53	Features of marginal costing
<b>13</b>	08-02-2021 To 12-02-2021	54	CVP Analysis
		55	B.E.P
		56	P/V Ratio
		57	Problem
		58	Problem
<b>14</b>	15-02-2021 To 19-02-2021	59	Problem
		60	Problem
		61	Simple BEP Chart
		62	Problem
		63	Problem
<b>15</b>	22-02-2021 To	64	Applications of marginal costing - Price fixation
		65	Problem
		66	Application of marginal costing - Make or buy decisions

No of Weeks	Dates	Session	Topic
	26-02-2021	67	Problem
		68	Applications of marginal costing - Problem of key factor
16	01-03-2021 To 05-03-2021	69	Problem
		70	Class Test
		71	Budgetary control - Concepts
		72	Objectives of budgetary control
		73	Classification of budgets
17	08-03-2021 To 12-03-2021	74	Preparation of Cash and Flexible budgets
		75	Problem
		76	Problem
		77	Problem
		11 March	Maha Sivarathri – Holiday
18	15-03-2021 To 19-03-2021	78	Standard Costing - Concepts, Definition
			VI Semester UG Internal Exam
			VI Semester UG Internal Exam
			VI Semester UG Internal Exam
		79	Uses and limitations
19	22-03-2021 To 26-03-2021	80	Procedure for setting standards
		81	Analysis of variance - Material Variance
		82	Problem
		83	Labour variance
		84	Problem
20	22-03-2021 To 26-03-2021	85	Class test
		86	Question paper discussion
		87	Question paper discussion
		88	Revision
		89	Revision
21	29-03-2021 To 02-04-2021	29 March	Talent Hunt
		90	Revision
		31 March	Easter vacation
		01 April	Easter vacation
		02 April	Easter vacation
22	05-04-2021 To 09-04-2021	05 April	Easter vacation
		06 April	Easter vacation
		07 April	Easter vacation
			Study Leave
			Study Leave
23	05-04-2021		Study Leave
			Study Leave

No of Weeks	Dates	Session	Topic
	To 09-04-2021		Study Leave
			Study Leave
			Study Leave
24	12-04-2021		VI Semester UG University Exam Begin