

FACULTY OF ECONOMICS & BUSINESS

SYLLABUS

for

Bachelor of Business Administration (B.B.A)

(Semester: I-VI)

(Under Continuous Evaluation System)

Session: 2020-21



The Heritage Institution

**KANYA MAHA VIDYALAYA
JALANDHAR
(Autonomous)**

B. B.A
Bachelor of Business Administration
Duration: 3 Years
Graduation Type: Degree

BBA is a three-year professional undergraduate course in Business Management. It is open to students from all three streams i.e., Science, Arts and Commerce. The BBA course offers knowledge and training in management and leadership skills to prepare them for managerial roles and entrepreneurship. B.B.A degree is structured to provide the students managerial skills in disciplines related to commerce. Also, by the end of the program, students gain an in-depth knowledge on core subjects like human resource management, marketing management, accounting, law, statistics, finance, marketing just to name a few.

A student holding a B.B.A Degree is well prepared to sustain as a corporate employee or as an entrepreneur. The student has adequate knowledge of adapting to the changes in the flexible business world, can focus internationally and has an in-depth understanding of the business world's market-relevant aspects.

Programme Specific Outcomes

Towards the end of the programme, students will be able to:

PSO1: Develop an ability to effectively communicate both orally and verbally

PSO2: Appreciate importance of working independently and in a team by learning the concept of leadership and motivation.

PSO3: Develop an ability to evolve strategies for organizational benefits

PSO4: Develop analytical and critical thinking abilities for business decision making.

PSO5: Understand required mathematical, analytical and statistical tools for financial and accounting analysis, financial analysis, project evaluation and cost accounting

PSO6: Gain knowledge of all disciplines of the course and training in management and develops leadership skills.

PSO7: Demonstrate use of appropriate techniques to effectively manage business challenges.

PSO8: Develop ability to define, analyse the solutions for different business problems and use logical reasoning patterns for evaluating information, materials, and data for practical implementation.

Kanya Maha Vidyalaya, Jalandhar(Autonomous)

SCHEME AND CURRICULUM OF EXAMINATION OF THREE YEAR DEGREE PROGRAMME

BACHELOR OF BUSINESS ADMINISTRATION

Session: 2020-21

Semester I							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
BBRL-1421 BBRL-1031 BBRL-1431	Punjabi(Compulsory) ¹ Basic Punjabi ² Punjab History &Culture	C	50	40	-	10	3
BBRL-1212	English (Compulsory)	C	50	40	-	10	3
BBRL-1323	Basic Accounting	C	50	40	-	10	3
BBRL-1324	Business Organization and System	C	50	40	-	10	3
BBRL-1175	Managerial Economics-I	C	50	40	-	10	3
BBRL-1106	Business Communication	C	50	40	-	10	3
BBRM-1127	Computer Applications for Business-I	C	50	25	15	10	3+1
AECD-1161	*Drug Abuse: Problem Management and Prevention (Compulsory)	AC	50	40	-	10	3
SECF-1492	*Foundation Course	AC	25	20	-	05	1
Total			350				

C-Compulsory

AC-Audit Course

¹ Special paper in lieu of Punjabi (Compulsory).

² Special paper in lieu of Punjabi (Compulsory) for those students who are not domicile of Punjab.

*Marks of these papers will not be added in total marks and only grades will be Provided.

Kanya Maha Vidyalaya, Jalandhar (Autonomous)

SCHEME AND CURRICULUM OF EXAMINATION OF THREE YEAR DEGREE PROGRAMME

BACHELOR OF BUSINESS ADMINISTRATION

Session: 2020-21

Semester II							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
BBRL-2421 BBRL-2031 BBRL-2431	Punjabi (Compulsory) ¹ Basic Punjabi ² Punjab History & Culture	C	50	40	-	10	3
BBRL-2212	English (Compulsory)	C	50	40	-	10	3
BBRL-2323	Business Laws	C	50	40	-	10	3
BBRL-2324	Principles of Management	C	50	40	-	10	3
BBRL-2175	Managerial Economics-II	C	50	40	-	10	3
BBRL-2326	Computer Based Accounting System	C	50	40	-	10	3
BBRL-2327	Fundamentals of Banking	C	50	40	-	10	3
AECD-2161	*Drug Abuse: Problem Management and Prevention (Compulsory)	AC	50	40	-	10	3
SECM-2502	*Moral Education Programme	AC	25	25	-	-	1
Total			350				

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SCHEME AND CURRICULUM OF EXAMINATION OF THREE YEAR DEGREE

PROGRAMME BACHELOR OF BUSINESS ADMINISTRATION

Session: 2020-21

Semester III							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
BBRL-3421 BBRL-3031 BBRL-3431	Punjabi (Compulsory) ¹ Basic Punjabi ² Punjab History & Culture	C	50	40	-	10	3
BBRL-3212	English (Compulsory)	C	50	40	-	10	3
BBRL-3173	Statistics for Business	C	50	40	-	10	3
BBRL-3324	Fundamentals of Human Resource Management	C	50	40	-	10	3
BBRL-3325	Fundamentals of Marketing Management	C	50	40	-	10	3
BBRL-3326	Indian Financial System	C	50	40	-	10	3
BBRL-3327	Management Accounting	C	50	40	-	10	3
AECE-3221	*Environmental Studies (Compulsory)	AC	100	60	20	20	3
SECP-3512	*Personality Development	AC	25	20		05	1
	TOTAL		350				

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Course

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SCHEME AND CURRICULUM OF EXAMINATION OF THREE YEAR DEGREE PROGRAMME

BACHELOR OF BUSINESS ADMINISTRATION

Session: 2020-21

Semester IV							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
BBRL-4421 BBRL-4031 BBRL-4431	Punjabi (Compulsory) ¹ Basic Punjabi ² Punjab History & Culture	C	50	40	-	10	3
BBRL-4212	English (Compulsory)	C	50	40	-	10	3
BBRL-4323	Financial Management	C	50	40	-	10	3
BBRL-4324	Production and Operations Management	C	50	40	-	10	3
BBRL-4325	Business Environment	C	50	40	-	10	3
BBRL-4326	Operations Research	C	50	40	-	10	3
BBRL-4327	Fundamentals of Insurance	C	50	40	-	10	3
SECS-4522	³ Social Outreach	AC	25	20		5	-
	TOTAL		350				

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After the end semester exams of semester IV and before the commencement of Semester V, students are required to go for compulsory Internship of 4 weeks and on the basis of this internship they are required to submit a project.

KANYA MAHA VIDYALAYA, JALANDHAR (Autonomous)
SCHEME AND CURRICULUM OF EXAMINATION OF THREE DEGREE
PROGRAMME BACHELOR OF BUSINESS ADMINISTRATION
Session: 2020-21

Semester V							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
BBRL-5421 BBRL-5031 BBRL-5431	Punjabi (Compulsory) ¹ Basic Punjabi ² Punjab History & Culture	C	50	40	-	10	3
BBRL-5212	English (Compulsory)	C	50	40	-	10	3
BBRL-5323	Company Law	C	50	40	-	10	3
BBRL-5324	Entrepreneurship and Small Business	C	50	40	-	10	3
BBRL-5325	Cost Accounting	C	50	40	-	10	3
BBRL-5326 (OPTION CI)	All these options to be selected from any one of the groups in the table given below	C	50	40	-	10	3
BBRL-5327 (OPTION CII)		C	50	40	-	10	3
BBRS-5328	SEMINAR based on Internship Project	C	50	-	50	-	
SECI-5541/ SECJ-5551	³ Innovation, Entrepreneurship and Development/ Job Readiness Course	AC	25	20	-	5	
	TOTAL		400	-	-	-	
Note: Students can opt for any one of the following groups:-							
Group A:							
Option AI	Consumer Behaviour						
Option A II	Advertising & Sales Management						
Group B:							
Option BI	Industrial relations & Labour Legislations						
Option BII	Organisation Change & Development						
Group C:							
BBRL-5326 (OPTION CI)	Management of Banking Operations						
BBRL-5327 (OPTION CII)	Insurance and Risk Management						

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KANYA MAHA VIDYALAYA, JALANDHAR (Autonomous)
SCHEME AND CURRICULUM OF EXAMINATION OF THREE DEGREE PROGRAMME
BACHELOR OF BUSINESS ADMINISTRATION
Session: 2020-21

Semester VI							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
BBRL-6421 BBRL-6031 BBRL-6431	Punjabi (Compulsory) ¹ Basic Punjabi ² Punjab History & Culture	C	50	40	-	10	3
BBRL-6212	English (Compulsory)	C	50	40	-	10	3
BBRL-6323	Income Tax	C	50	40	-	10	3
BBRL-6324	Fundamentals of Capital Markets	C	50	40	-	10	3
BBRV-6327	Viva-Voce	C	50		-		
BBRL-6325 (Option- BI)	sAll these options to be selected from any one of the groups in the table given below	C	50	40	-	10	3
BBRL-6326 (Option-BII)		C	50	40	-	10	3
	TOTAL		350				
	AGGREGATE MARKS		2150				
Note: Students can opt for any one of the following groups:-							
Group A:							
Option AI		Services Marketing					
Option A II		E-Marketing					
Group B:							
BBRL-6325 (Option BI)		Training and Development					
BBRL-6326 (Option-BII)		Contemporary Issues in Human Resource Management					
Group C:							
OPTION-C1		Security Analysis and Portfolio Management					
OPTION-CII		Contemporary Issues in Accounting					
Group D:							
OPTION-DI		Export- Import Management and Documentation					
OPTION-DII		Global Strategic Management					

C: COMPULSORY

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Session: 2020-21

Bachelor of Business Administration Semester I

Course Code: BBRL -1323

Course Title: Basic Accounting

Course Outcomes:

After successful completion of this course, students will be able to –

CO1: Acquire conceptual knowledge of basic accounting and gain skills required for recording various kinds of business transactions.

CO2: Recognize circumstances providing for increased exposure to fraud and define preventative internal control measures.

CO3: Prepare financial statements in accordance with Generally Accepted Accounting Principles

CO4: Prepare final accounts of sole proprietor (Trading account, Profit & Loss Account and Balance Sheet).

Session 2020-21
Bachelor of Business Administration Semester I
Course Code: BBRL-1324
Course Title: Business Organisation and Systems

Course Outcomes:

On successful completion of this course, students will be able to:

CO1. Understand the nature of business activities and the environment within which they function.

CO2. Develop an understanding of the role of business activities in the modern world.

CO3. Learn the theoretical and practical aspects of the operation of various types of business organizations.

CO4. Develop an awareness of the changing and integrated nature of business problems and an ability to explore and deal with these problems.

Session 2020-21
Bachelor of Business Administration Semester I
Course Code: BBRL-1106
Course Title: Business Communication

Course Outcomes:

After passing this course, the students will be able to:

CO1: Acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.

CO2: Learn effective business writing and business communication.

CO3: Develop and deliver effective presentations.

CO4: Acquire interpersonal communication skills that maximise team effectiveness.

CO5: Write job interview and application letters and how to prepare for an interview

Session: 2020-21
Bachelor of Business Administration Semester II
Course Code: BBRL -2323
Course Title: Business Laws

Course Outcomes:

After passing this course, the students will able to:

CO1: Demonstrate the relationship between law and economic activity through awareness of legal principles involved in economic relationships and business transactions.

CO2: Understand the Indian Contract laws and Contract of Sale of Goods laws

CO3: Understand the provisions regarding Limited Liability Partnership Act and Consumer Protection Act.

CO4: Develop the habit of analytical thinking and logical reasoning as a technique for decision making.

Session: 2020-21
Bachelor of Business Administration Semester II
Course Code: BBRL -2324
Course Title: Principles of Management

Course Outcomes:

After successful completion of this course, students will be able to –

- CO1. Demonstrate their knowledge of business and management principles.
- CO2. Understand the global environment in which business operates.
- CO3. Identify and evaluate social responsibility and ethical issues involved in business situations.
- CO4. Practice the process of managerial functions of management.
- CO5. Acquire critical thinking and problem-solving skills.
- CO6. Acquire the ability to recognize when change is needed in business and adapt to change as it occurs.
- CO7. Discuss and communicate management evolution and how it would affect future managers.

Session: 2020-21
Bachelor of Business Administration Semester II
Course Code: BBRL -2326
Course Title: Computer Based Accounting System

Course Outcomes:

After passing this course, the student will be able to:

CO1: Understand the role of computerised accounting software in the business environment.

CO2: Develop competence and expertise, to an advanced level, using different accounting software packages, in maintaining data and providing user information.

CO3: Become familiar with basic accounting software named TALLY ERP9.

CO4: Maintain accounts in TALLY ERP9.

Session: 2020-21
Bachelor of Business Administration Semester II
Course Code: BBRL -2327
Course Title: Fundamentals of Banking

Course Outcomes:

After the successful completion of this course, students will be able to:

CO1: Describe the commercial banks-evolution, nature and importance for economy.

CO2: Explain the different types of banks and their role in economic development

CO3: Elucidate the broad functions of banks; primary and secondary functions

CO4: Explain the role of RBI, and identify the techniques of credit control and credit creation

CO5: Understand the nature of negotiable instruments- cheques, bills of exchange, promissory notes and role of clearing house

SESSION 2020-21
Bachelor of Business Administration Semester III
Course Title: Fundamentals of Human Resource Management
Course Code: BBRL-3324

Course Outcomes:

After passing this course the student will be able to:

Co1: have understanding of basic legal and conceptual framework for managers.

Co2: become aware of the practices and techniques for evaluating performance, structuring teams.

Co3: understand the basic concepts, functions and processes of Human Resource Management.

Co4: become aware of role and functioning of human resource department of the organisation.

Co5: evaluate the developing role of human resources in global arena and develop the required skills for absorption in various organisations.

Session 2020-21
Bachelor of Business Administration Semester III
Course Title: Fundamentals of Marketing Management
Course Code: BBRL-3325

Course Outcomes:

After passing this course the student will be able to:

CO1: understand what marketing is and how it improves an organisation's profitability and competitiveness.

CO2: develop an understanding of marketing skills and knowledge that combine principles of marketing strategy and tactics to successfully manage and deliver marketing plans.

CO3: apply this knowledge of marketing principles to support their future career development.

CO4: describe core marketing concepts and make marketing-based decisions.

Session 2020-21
Bachelor of Business Administration Semester III
Course Title: Indian Financial System
Course Code: BBRL-3326

Course Outcomes:

On successful completion of this course, students will be able to:

CO1: understand the functioning of the Indian Financial System in present scenario.

CO2: develop an understanding of the role of financial markets, financial instruments & financial institutions in the development of Indian Economy.

CO3: understand the operations of secondary market mechanism.

CO4: acquire analytical skills in the market analysis in the context of raising medium & long term funds.

Session 2020-21
Bachelor of Business Administration Semester III
Course Title: Management Accounting
Course Code: BBRL-3327

Course Outcomes:

On successful completion of this course, students will be able to:

CO1: explain the role of management accounting information in assisting management in undertaking planning, performance measurement, controlling and decision-making.

CO2: understand the importance of analysis and interpretation of financial statements.

CO3: define and explain several ratios and their role in analyzing the financial statements and other financial activities of an organization.

CO4: understand the role of responsibility accounting and performance measurement.

CO5: evaluate the Funds Flow and Cash Flow Statements with practical examples.

CO6: explain how management accounting contributes to financial reporting.

CO7: evaluate the importance of effective working capital management and its role in meeting the firm's strategic objectives and its impact on value creation

Session 2020-21
Bachelor of Business Administration Semester IV
Course Code: BBRL -4323
Course Title: Financial Management

Course Outcomes:

On successful completion of this course, students will be able to:

CO1: understand both the theoretical and practical role of financial management in business corporations.

CO2: analyse the financial requirements of corporations and decide their capital structures.

CO3: apply various capital budgeting techniques for taking decisions regarding acceptance and rejection of proposals.

CO4: devise dividend policy of corporations.

Session 2020-21
Bachelor of Business Administration Semester IV
Course Title: Production and Operations Management
Course Code: BBRL -4324

Course Outcomes:

After passing this course students will be able to:

CO1: understand production and operations function.

CO2: understand the principles of just-in-time systems and total quality management.

CO3: evaluate location alternatives and discuss the importance of product design.

CO4: understand importance of quality control.

CO5: know the techniques for planning and control.

Session 2020-21
Bachelor of Business Administration Semester -IV
Course Title: Business Environment
Course Code:BBRL-4325

Course Outcomes:

After passing this course the student will be able to:

CO1: know the impact of the economic environment, political, legal and social factors on business.

CO2: identify and analyse issues in business situations and propose appropriate and welljustified solutions.

CO3: identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice.

CO4: identify social and cultural implications of business situations.

CO5: analyze multinational firms' responses to threats and opportunities in the business environment.

Session 2020-21
Bachelor of Business Administration Semester - IV
Course Title: Operations Research
Course Code: BBRL-4326

Course Outcomes:

After successful completion of this course, students will be able to:

CO1: have conceptual understanding of operations Research and its practical relevance

CO2: evaluate various complex problems which are beyond the control of management.

CO3: have comprehensive understanding of various quantitative techniques like LPP, Game Theory, PERT CPM, Assignment, Transportation, Queue Models etc.

CO4: apply appropriate Operation Research Techniques according to the nature of the problem.

CO5: suggest optimal solution to the complex problems with an overall quantitative approach of problem solving.

Session 2020-21
Bachelor of Business Administration Semester IV
Course Title: Fundamentals of Insurance
Course Code: BBRL-4327

Course Outcomes:

On successful completion of this course, students will be able to:

CO1: have conceptual clarity of basic concepts and principles of insurance and types of insurance policies.

CO2: understand the regulatory framework of Insurance in India.

CO3: acquire knowledge about reinsurance and various distributions channels of insurance. CO4: understand the process of underwriting and claims to get absorbed in any insurance company.

Session 2020-21
Bachelor of Business Administration Semester- IV
Course Title: Seminar
Course Code: BBRS-4328

Course Outcomes:

On successful completion of this course, students will be able to:

CO1: develop strong communication skills.

CO2: develop the skills that will help in enhancing and shaping their thoughts and creativity.

CO3: improve their conceptual knowledge and develop critical thinking.

Session 2020-21
Bachelor of Business Administration Semester V
Course Code: BBRL-5323
Course title: Company Law

COURSE OUTCOMES:

On successful completion of this course, students will be able to:

CO1: have in depth knowledge about formation of a company and its registration. CO2: draft the required documents like MOA and AOA.

CO3: learn the mode to register and fill the documents online.

CO4: have a clear conceptual understanding about the powers, duties and legal position of directors.

CO5: grasp the latest emerging issues that may arise.

Session 2020-21
Bachelor of Business Administration Semester V
Course Code: BBRL-5324

Course Title: Entrepreneurship and Small business

COURSE OUTCOMES :

On successful completion of this course, students will be able to:

1. understand basic concepts in the area of entrepreneurship, the role and importance of entrepreneurship for economic development,.
2. developing personal creativity and entrepreneurial initiative.
3. understanding the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures.
4. Construct a workable business plan that includes marketing, financial, and operating sections.
5. Describe marketing strategies and alternative promotion options that enhance a small business' competitive edge.
6. Explain the principles of management and their application to the small business

Session 2020-21
Bachelor of Business Administration Semester V
Course Code: BBRL-5325
Course Title: Cost Accounting

COURSES OUTCOMES:

On successful completion of this course, students will be able to:

CO1: Describe how cost accounting is used for decision making and performance evaluation. CO2: Explain the basic concepts of cost and its ascertainment & allocation.

CO3: Demonstrate how material, labour and overhead costs are determined.

CO4: Assess how cost-volume-profit are related and use CVP analysis as a planning and decision- making tool.

CO5: Prepare a budget and use budgetary control and other techniques like standard costing and marginal costing for performance evaluation and cost control.

Session 2020-21
Bachelor of Business Administration Semester V

Course Code: BBRL-5326(OPTION CI)
Course Title: Management of Banking Operations

COURSE OUTCOMES:

After passing this course the students will be able to:

Co1: have Banking knowledge and skills together with technology-familiarity and customer-orientation.

Co2: understand various services offered and risks faced by banks.

Co3: become aware of various banking innovations after nationalization.

Co4: They will have in-depth knowledge of Basel Norms & regulatory framework.

Session 2020-21
Bachelor of Business Administration Semester V
Course Code: BBRL-5327(OPTION CII)
Course Title: Insurance and Risk Management

COURSE OUTCOMES :

On successful completion of this course, students will be able to:

CO1: explain the nature and principles of insurance (life and general insurance) CO2: exchange regulatory framework of Insurance in India

CO3: identify and categorise the various risks

CO4: explain the various risk control measures available CO5:

apply the insurance mechanism in risk management

Session 2020-21
Bachelor of Business Administration Semester VI
Course Code: BBRL-6323
Course Title: Income Tax

Course Outcomes:

After successful completion of this course, students will be able to –

- CO1: understand the concept of Direct Tax Laws
- CO2: have the knowledge of latest provisions of Income Tax Act regarding different Heads of Income
- CO3: understand the concept of Assessment of Income
- CO4: compute tax liability of different assesses
- CO5: take tax-sensitive decisions in the real life.
- CO6: practice as Tax Advisor/Consultants.

Session 2020-21
Bachelor of Business Administration (B.B.A) (Semester -VI)
Course Title: Fundamentals of Capital Market
Course Code: BBRL-6324

On the successful completion of this course the students will be able to:

CO1: understand fundamental concepts, functions and regulatory framework of stock market

CO2: learn SEBI guidelines regarding organization and management of stock exchanges

CO3: have conceptual and detailed understanding of various participants of stock market and type of financial intermediaries.

CO4: learn significance of listing and guidelines of Indian stock exchanges regarding listing of securities

CO5: understand various stock market indices and the factors which are considered while constructing the market index.

Session 2020-21
Bachelor of Business Administration (B.B.A) (Semester-VI)
Couse Title: Training and Development
Course Code: BBRL-6325(Option -BI)

COURSE OUTCOMES:

On successful completion of this course, the student will have reliably demonstrated the ability to:

CO1: explain the role of training and development in human resources management.

CO2: describe the psychology of the learning process on which training is based.

CO3: analyze the training needs of an organization.

CO4: assess, design, access and implement various methods, techniques and sources of training.

CO5: evaluate the value of the training once completed from the individual employee and the organization's viewpoint.

**Session 2020-21 Bachelor of Business
Administration (B.B.A) (Semester -VI)
Course Title: Contemporary Issues in
Human Resource Management**

Course Outcomes:

After successful completion of this course, students will be able to-

CO1: evaluate the importance of human resources and their effective management in organizations.

CO2: demonstrate a basic understanding of different tools used in forecasting and planning human resource needs.

CO3: understand the terminology and tools used in managing employees effectively CO4: understand governmental regulations affecting employees and employers.

CO5: analyze the key issues related to administering the human elements such as motivation, compensation, appraisal, career planning, diversity, ethics and training

