



PSGR Krishnammal College for Women



College of Excellence, **nirf** 2022-6th Rank
Autonomous and Affiliated to Bharathiar University
Reaccredited with A⁺⁺ grade by NAAC, An ISO 9001:2015 Certified Institution
Peelamedu, Coimbatore-641004

**DEPARTMENT OF BUSINESS ADMINISTRATION (BUSINESS
PROCESS MANAGEMENT)**

CHOICE BASED CREDIT SYSTEM (CBCS)

(Semester – V)

BACHELOR OF BUSINESS ADMINISTRATION (BPM)

2020-21 batch



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Program Learning Outcomes (PLO's):

PLO1. To provide students with experience in integrating the concepts and techniques from the various functional areas of business and generating solutions for contemporary business problems.

PLO2. To manifest the students with high level of knowledge and skills including theoretical, analytical and critical thinking, decision making, intellectual independence, leadership, planning and organization, and problem solving with paramount ability to communicate ideas effectively.

PLO3. To transform the student to play a pioneering and leading role in the community, enabling her to take responsibilities and contribute to solving problems through innovative thinking, collective work, reflection, and self-development.

PLO4. To demonstrate competence in applying the tools and techniques of Business Management to industry and to enable students to take intrapreneurial and entrepreneurial activities.

PLO5. To develop competence to become global citizens through appreciating diversity, acquiring skills in digital technologies and demonstrating awareness to professional values, ethics and sustainability issues to solve complex business problems.



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PROGRAMME SPECIFIC OUTCOME(PSO'S)

Upon the completion of BBA (Business Process Management) programme, the graduates will be able to

PSO1: Enrich their knowledge and skills in various domains of business process services to become Industry ready.

PSO2: Develop corporate etiquettes, critical thinking, and exhibit a spirit of co-operation, leadership and teamwork.

PSO3: Understand the framework of controls and compliances in various domains of BPS.

PSO4: Gain expertise on modern methods and techniques used in Business Process Industry.



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DEPARTMENT OF BBA (BUSINESS PROCESS MANAGEMENT)
(Applicable to students admitted during the academic year 2020-21)

Sem	Part	Subject Code	Title of the Paper	Instruction hours/Week	Lecture Hrs	Tutorial Hrs	Practical Hrs	Total Hrs	Exam Duration (ESE)	Exam Marks			Credit
										CIA	ES E	TO TAL	
SEMESTER V													
V	III	ACA2002	Core 11 : Cost and Management Accounting[#]	5	71	4	-	75	3	40	60	100	5
V	III	AMS2010	Core 12- Management Information System[#]	5	71	4	-	75	3	40	60	100	4
V	III	BA20CO9	Core 13: Managing Business Processes I	5	71	4	-	75	3	40	60	100	4
V	III	ARM2011/ BB20E05	AOS I-Research Methods for Management[#] / Business Ethics And Corporate Social Responsibility[#]	5	71	4	-	75	3	40	60	100	5
V	III	BA20E01 / BA20E02	AOS II – Capital Markets for Business Process Services /Enterprise Resource Planning	5	71	4	-	75	3	40	60	100	4
V	IV	BA20SBCE	Skill based Subject-Coursera/SBS3	3	41	4	-	45	1	40	60	100	3

Sem	Part	Subject Code	Title of the Paper	Instruction hours/Week	Lecture Hrs	Tutorial Hrs	Practical Hrs	Total Hrs	Exam Duration (ESE)	Exam Marks			Credit
										CIA	ESE	TOTAL	
			Data Analysis with Excel										
V	III	BA20AC1/ IB20AC2	Advanced Learner Course- Knowledge Management/ Event Management*	-	-	-	-	-	3	25	75	100	5
V		NM13IS1	Information Security (Level I)	2	26	4	-	30	-	100	-	100	Grade
V			Personality Development	-	-	-	-	-	-	-	-	100	-
V	IV	INST1	Field Work/Institutional training	-	-	-	-	-	-	-	-	100	2
V	III	BA16CE	Comprehensive Examination	-	-	-	-	-	-	-	-	100	Grade

CIA: Continuous Internal Assessment

ESE: End Semester Examination

#Common for BBA and BBA(BPM)

*Common for BBA(IB) and BBA(BPM)

COURSE NUMBER- BA20C08	COURSE NAME – MANAGING BUSINESS PROCESSES I	Category	L	T	P	Credit
		Theory	71	4	-	4

Preamble

1. To provide the understanding of Business Processes, process mapping techniques and customer needs in BPS industry
2. To provide an overview about the Quality management, Quality Control Vs. Quality Assurance, Need for first pass yield, Components of Cost of Quality

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Recognize the Business Processes in various businesses and understand the customer needs and expectations	K1
CO2	Explain the importance of Quality Management, setting of Standard Operating Procedure and fixing SLA	K2
CO3	Employ Process Mapping techniques to bring forth a clear understanding of a process	K3
CO4	Prepare Value Stream Mapping for any business processes	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	Strong	Strong	Strong	Strong	Strong
CO2	Strong	Strong	Strong	Strong	Strong
CO3	Strong	Strong	Strong	Strong	Strong
CO4	Strong	Strong	Strong	Strong	Strong

UNIT I: (14Hrs)

Introduction to Process Management: Process Definition – Recognition of Business Processes – Core Processes Vs Support Processes – Components of Process Management – Understanding Internal Customer Vs End User.

UNIT –II (15Hrs)

BPS Overview – Outsourcing Environment – Need for Outsourcing – Business Processes outsourced to India. BPS Life Cycle – Sales/Solutioning – Transition – Steady State – Value Creation.

UNIT III: (14Hrs)

Metrics Management – Service Level Agreements – Business Metrics Vs Operations Metrics – Target Setting.

UNIT IV: (15Hrs)

Process Mapping Techniques – Process Levels – Process Mapping – Symbols, SIPOC,SIPOC Fundamentals. Kano Model – Customer Expectations in Business Process Outsourcing

UNIT V: (13Hrs)

Risk - Risk Types - Operational Risk - Information Security Risk - Financial Risk- Strategic Risk - Risk Mitigation Plans.

Text Book

TCS Material

COURSE NUMBER BA20E01	COURSE NAME - CAPITAL MARKETS FOR BUSINESS PROCESS SERVICES	Category	L	T	P	Credit
		Theory	71	4	-	4

Preamble

1. This course provides an insight into the characteristics and the functions of the capital market.
2. The course content helps to gain awareness and importance of the different types of investments
3. To gain insight about the risk management practices in capital markets.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Describe the overview of capital markets	K1
CO2.	Identify and familiarize the different types of securities and funds	K2
CO3.	Describe the basics of investment banking	K1
CO4.	Associate the link between the investment banking functions and the various processes in investment banking.	K2
CO5.	Apply risk management techniques in capital markets.	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1.	Strong	Strong	Strong	Strong	Strong

CO2.	Strong	Strong	Strong	Strong	Strong
CO3.	Strong	Strong	Strong	Medium	Medium
CO4.	Strong	Strong	Strong	Strong	Strong
CO5.	Strong	Strong	Strong	Strong	Strong

Unit I (15 Hrs)

Introduction to capital market – Meaning – Importance of capital market-features -role of capital market – Regulatory framework for capital market. New issue market – Instruments of issues-functions – Players in the new issue Market-SEBI Guidelines of public issue-Recent Trends. Secondary market-features-Role – Importance-organization – stock exchanges-NSE & BSE-listing of securities on stock exchanges-Trading mechanism -E-Trading.

Unit II (14 Hrs)

Types of securities – Equity – fixed income and government securities-OTC Products-Derivatives – Meaning- advantages of derivatives-Types of Derivatives: Features-Forward-Future-Options – SWAP- Participants in Trade

Unit III (14Hrs)

Funds: Mutual funds- Definition – objectives–advantages – NAV – classification –structure-Asset management company- role of fund manager-players in mutual fund industry-new fund offers. **Hedge funds** – Meaning –characteristics of Hedge funds – structure of Hedge funds - types of hedge funds. **Private equity**– Meaning – characteristics of Private equity – structure of private equity funds- types of Private equity- key components of private equity investments. Reconciliations in Asset management

Unit IV (14Hrs)

Basics of investment banking: Investments –Meaning and Importance- forms – Factors favorable for Investments-problems – sources of Investment information. Investment banking – meaning – function-Trade life cycle – clearing and settlement – Role of clearing house-Reconciliations-types of securities lending – prime brokerage – collateral management – corporate actions: purpose– types.

Unit V (14Hrs)

Risk management– Measures of risk – definition - systematic and unsystematic risk-relation between risk and return-types of risk-financial Risk management-hedging risk –risk modelling-the risks that banks face.

TEXT BOOKS:

TCS MATERIAL

COURSE NUMBER BA20E02	COURSE NAME - ENTERPRISE RESOURCE PLANNING	Category	L	T	P	Credit
		Theory	71	4	-	4

Preamble

To understand about ERP systems, ERP software and modules, Implementation of ERP, and Emerging trends on ERP.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Enhanced Evaluation of ERP systems, Business Analytics, Future trends in ERP	K1
CO2	Describe how an integrated information system can support effective and efficient business processes	K1
CO3	Classify different processes of the organization and relationship among all processes	K2
CO4	examine systematically the planning mechanisms in an enterprise, and identify all components in an ERP system and the relationships among the components	K2
CO5	apply the concepts of ERP to support business operations and decision-making,	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
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CO1	Strong	Strong	Strong	Medium	Strong
CO2	Strong	Strong	Medium	Strong	Medium
CO3	Strong	Strong	Strong	Medium	Strong
CO4	Medium	Strong	Strong	Medium	Strong
CO5	Medium	Strong	Strong	Medium	Strong

UNIT I (14 hours)

Introduction - Overview of enterprise systems – Evolution – Risks - Functions and benefits - Fundamental technology - Issues to be consider in planning design and implementation of cross functional integrated ERP systems.

UNIT II (14 hours)

Erp Solutions And Functional Modules - Overview of ERP software solutions- Small medium and large enterprise vendor solutions, BPR, Business Engineering and best Business practices - Business process Management. Overview of ERP modules –features and functions-sales and Marketing, Accounting and Finance, Materials and Production Management.

UNIT III (15 hours)

ERP Implementation - Planning Evaluation and selection of ERP systems-Implementation life cycle - ERP implementation, Methodology and Frame work-Training – Data Migration. People Organization in implementation-Consultants, Vendors and Employees.

UNIT IV (14 hours)

Post Implementation Maintenance of ERP- Organizational and Industrial Impact; Success and Failure factors of and ERP Implementation

UNIT V (14 hours)

Emerging Trends on ERP - Extended ERP systems and ERP add-ons -CRM,SCM, Business analytics etc- Future trends in ERP systems-web enabled, Wireless Technologies so on.

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication

1	Alexis Leon	ERP demystified	Tata McGraw-Hill	2007.
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REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Jagan Nathan Vaman	ERP in Practice	Tata McGraw-Hill	2008
2	Alexis Leon	Enterprise Resource Planning	Tata McGraw-Hill	2008
3	MahadeoJaiswal and Ganesh Vanapalli	ERP	Macmillan India	2009
4	Vinod Kumar Grag and N.K. Venkitakrishnan	ERP- Concepts and Practice	Prentice Hall of India	2006

COURSE NUMBER BA20AC1	COURSE NAME - KNOWLEDGE MANAGEMENT	Category	L	T	P	Credit
		Theory	-	-	-	5

Preamble

1. To introduce the students the concept of knowledge management.
2. To highlight the managerial perspective of knowledge management.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	At the completion of this course class members will be able to demonstrate a thorough understanding of different types of knowledge assets in an organization and to be able to design and implement successful strategies for leveraging them.	K1
CO2	Developing a basic understanding of the importance of knowledge as a resource in knowledge based economies	K2
CO3	Identifying and applying approaches in managing individual, group und organizational level knowledge processes.	K2
CO4	Apply Knowledge Management objectives in projects across diverse fields.	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	Strong	Strong	Strong	Strong	Strong
CO2	Strong	Strong	Strong	Strong	Strong
CO3	Strong	Medium	Strong	Strong	Strong

CO4	Strong	Strong	Strong	Medium	Strong
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Syllabus

Unit I

Introduction: Knowledge management - relevance and significance - need - Organizational knowledge management drivers – knowledge based drivers - technology drivers - human resource drivers, process drivers and economic drivers.

Unit II

Knowledge Management Process: Organizational creation - acquisition –organizing – sharing – renewal – networks - culture.

Unit III

KM Cycle: Knowledge creation, capturing tacit knowledge, Types of knowledge and its implications for KM

Unit IV

Knowledge Management System, Tools, KM system: Analysis design and development: Analysis, design and development of KM system - knowledge management system requirement.

Unit V

Evaluation of KM effectiveness: KM innovation and Learning organization -the future of KM.

TEXT BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Ganesh Natarajan, NitinNohria, SandhyaShekhar,	Knowledge Management	Tata Mcgraw Hill Education,	2019.

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Fernandez I. B. and Sabherwal, R.	Knowledge Management: System and Resources.	PHI Delhi.	2018

