

Name of Faculty	:	Faculty of Commerce and Management
Name of Program	:	Bachelor of Business Administration (BBA)
Course Code	:	2BBA04
Course Title	:	Industry Evolution & Design
Type of Course	:	Value Added
Year of Introduction	:	2023-24

Prerequisite	:	--
Course Objective	:	India. is developing economy. Industrialization has a major role to play in the economic development of a country. The government of India launched the process of industrialization as conscious and deliberate policy of economic growth in early fifties.
Course Outcomes	:	At the end of this course, students will be able to:
	CO1	To expose students to a new approach to the study of the Indian Industries.
	CO2	To help the students in analyzing the present of the Indian Industries & Services
	CO3	To acquaint students with the emerging issues in Industrial & Service sector in the light of policies of liberalisation and globalisation.
	CO4	To decision and policy making in business and industry

Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
				Theory Marks		Practical Marks		Total Marks
L	T	P	C	SEE	CIA	SEE	CIA	
2	0	0	0	50	25	00	00	75

Legends: L-Lecture; T-Tutorial/Teacher Guided Theory Practice; P – Practical, C – Credit, SEE – Semester End Examination, CIA – Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

Unit No.	Topics	Teaching Hours	Weightage (%)	Mapping with COs
1	Introduction Meaning of industry and industrialization Significance of industrialization in India Factors hampering India Weber's theory location and factors affecting location	5	20%	CO1
2	Public Sector in Indian Economy. Role of PSUs in India, Performance of PSUs and problems of PSUs, Private Sector in Indian Economy: Role of Private sector in India, Performance of Private sector in the post Liberalisation phase in India problems of private Sector Growth and Contribution: Service Sector in India	8	20%	CO2
3	Small Scale and Cottage industries: Meaning, characteristics and classification (cottage, modern SSI and tiny units), Importance of SSI in Indian economy, problems faced by SSIs , policy measures for SSIs (Government Assistance to SSIs	9	30%	CO3
4	Industrial policy: An outline of the industrial policies in the pre-reform (1991) period, Provisions of the industrial policy after 1991 Policies for Industrial Sickness: Meaning of industrial sickness, causes of industrial sickness in India, Government's measures for sick industrial Industries and the Energy problem: Sources of Energy, Energy Crisis and Measures to solve Energy Crisis	8	30%	CO4

Suggested Distribution of Theory Marks Using Bloom's Taxonomy						
Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
Weightage	15	20	15	25	15	10

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Reference Books

Sr. No.	Name of Reference Books
1	Indian Economy by Datt & Sundaram (S.Chand publication) Topics for Assignment
2	Classification of Industries
3	Measures to improve efficiency of PSUs
4	Five Year Plan & Small-Scale Industries
5	Occupational Structure in India

List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc

Sr. No.	Name of Journals / Periodicals / Magazines / Newspapers / Web resources, etc
1	Growth Performance and Productivity of Rubber & Plastic Products Industry
2	Food Processing and Contract Farming in Andhra Pradesh: A Small Farmer Perspective
3	The Dimensions of Industrial Growth in Tamil Nadu, India: Three Decades of Experience