

SEMINAR TOPICS BBA SUBJECT: BUSINESS REGULATORY FRAME WORK

TOPIC NO:	TOPICS
BRF 1	Definition of Contract - Law of Contracts
BRF 2	Nature of Contract - Classifications
BRF 3	Essential Elements of Contract - Offer and Acceptance
BRF 4	Consideration –Capacity of Parties - Free Consent
BRF 5	Legality of Object and Considerations -
BRF 6	Performance of Contract
BRF 7	Discharge of Contract -
BRF 8	Breach of Contract
BRF 9	Remedies for Breach of Contract
BRF 10	Indemnity - Definition - Nature of Liability of Surety
BRF 11	Rights of Surety –Discharge of Surety
BRF 12	Meaning and Definition of Guarantee
BRF 13	Essentials - Bailment and Pledge
BRF 14	Bailment - Definition
BRF 15	Essential Elements - Rights and Duties of Bailor and Bailee
BRF 16	Finder of Lost Goods - Pledge - Essentials
BRF 17	Rights and Duties of Pawner and Pawnee
BRF 18	Law of Agency - Kinds of Agents
BRF 19	Rights and Duties of Agent and Principal
BRF 20	Creation of Agency - Termination of Agency
BRF 21	Sub Agents and Substituted Agents - Relationships
BRF 22	Sale of Goods Act-Formation of Contract of Sale - Essentials of Contract
BRF 23	Sale Goods and Their Classifications -
BRF 24	Condition on Warranties
BRF 25	Transfer of Property in Goods - Performance of Contract of Sale - Unpaid Seller and his Rights
BRF 26	Consumer Protection Act-Consumerism- Objectives of the Act
BRF 27	Rights of A Consumer Consumer Protection Council-Central and State
BRF 28	Dispute Redressal Agencies - Forums and Commission-
BRF 29	Filing of Appeals at The District Level
BRF 30	State Level - National Level- Other legislations: National Food Security Act, 2013
BRF 31	Goods and Services Tax- Evolution of GST in India Meaning
BRF 32	Definitions - Objectives - Features - Basic Concepts
BRF 33	Challenges and Opportunities – Dual GST
BRF 34	Applicability of CGST and SGST- indirect taxes include under GST

SEMINAR TOPICS BBA SUBJECT: HUMAN RESOURCE MANAGEMENT

TOPIC NO:	TOPICS
HR 1	Introduction
HR 2	Definition
HR 3	Scope and significance
HR 4	Approaches to HRM
HR 5	Personnel management Vs Human Resource Management
HR 6	functions of HRM
HR 7	role of human resource manager
HR 8	Systems approach to HRM
HR 9	Human Resource Planning (HRP)
HR 10	Need and importance
HR 11	process of HRP
HR 12	Job analysis, Job description
HR 13	Job design, Recruitment
HR 14	Meaning, sources
HR 15	Selection
HR 16	meaning and importance
HR 17	steps in selection procedure
HR 18	interview- types of interview
HR 19	Induction- Placement
HR 20	Training and Development- meaning
HR 21	importance
HR 22	methods of training
HR 23	Development- objectives- types of management development
HR 24	Performance Appraisal and Compensation- Performance appraisal
HR 25	meaning nature- objectives- process and methods of performance appraisal
HR 26	Compensation to employees
HR 27	Wage System- Incentive wage plan
HR 28	Profit sharing- Morale- Fringe benefits
HR 29	Development Initiative- Workers participation in management
HR 30	Team building- Collective bargaining-
HR 31	Absenteeism and turnover
HR 32	QWL- Definition
HR 33	Concepts- Constitution of QWL
HR 34	Quality circle- Outsourcing

SEMINAR TOPICS BBA SUBJECT: MARKETING MANAGEMENT

TOPIC NO:	TOPICS
MM 1	Nature, Scope and Importance of Marketing
MM 2	Evolution of Marketing
MM 3	Core marketing concepts- Production concept
MM 4	Core marketing concepts- Product concept
MM 5	Core marketing concepts- Selling concept
MM 6	Core marketing concepts- Marketing concept
MM 7	Core marketing concepts- Holistic marketing concept
MM 8	Marketing Environment: Demographic, economic, political
MM 9	Marketing Environment : legal, socio cultural, technological environment (Indian context)
MM 10	Marketing Environment technological environment (Indian context)
MM 11	Portfolio approach – Boston Consultative Group (BCG) matrix
MM 12	Segmentation, Targeting and Positioning:
MM 13	Levels of Market Segmentation
MM 14	Basis for Segmenting Consumer Markets
MM 15	Difference between Segmentation Targeting and Positioning
MM 16	Product and Pricing Decisions: Concept of Product Life Cycle (PLC)
MM 17	PLC marketing strategies, Product Classification
MM 18	Product Line Decision,
MM 19	Product Mix Decision
MM 20	Branding Decisions, Packaging & Labelling
MM 21	New Product Development- Pricing Decisions
MM 22	Determinants of Price, Pricing Methods (Non-mathematical treatment)
MM 23	Adapting Price -Geographical Pricing, and
MM 24	Promotional Pricing
MM 25	Differential Pricing)
MM 26	Promotion Mix: Factors determining promotion mix
MM 27	Promotional Tools – basics of Advertisement
MM 28	Sales Promotion, Public Relations & Publicity and Personal Selling
MM 29	Place (Marketing Channels): Channel functions,
MM 30	Channel Levels
MM 31	Types of Intermediaries: Types of Retailers, Types of Wholesalers
MM 32	Types of Intermediaries: Types of Wholesalers
MM 33	Marketing of Services - Unique Characteristics of Services
MM 34	Marketing strategies for service firms – 7Ps

BBA (2021)S2 SEMINAR

Sl no	Enrollment Number	Name of Candidate	HRM	MM	BRF
1	862211002	RAMZEENA S	HRM 9	MM 13	BRF 6
2	862211003	RESHMA I			
3	862211004	AROMAL S			
4	862211005	ABIN B			
5	862211006	SAHEER KHAN S			
6	862211007	SHIMNA N			
7	862211008	R ASHOK RAJ			
8	862211009	THUSHARA VINAY CHANDRAN	HRM 11	MM 6	BRF 14
9	862211013	JYOTHI S M			
10	862211016	MEENAKSHI ANILKUMAR			
11	862211017	TEENA BABU			
12	862211018	REMYA MANIKANDAN			
13	862211021	JESEENA K	HRM 23	MM 5	BRF 21
14	862211022	ANSIYA A			
15	862211024	MANU MICHAEL			
16	862211025	KISHORE K			
17	862211026	AKASH S S			
18	862211028	SREELEKSHMI D	HRM 16	MM 7	BRF 13
19	862211029	NIDHIN PRASAD A			
20	862211030	REMYA T			
21	862211032	ANUPAMA RAJ D S			
22	862211033	SEENA SURENDRAN V S			
23	862211034	SRUTHI S I	HRM 2	MM 11	BRF 29
24	862211035	PRASAD.S.R			
25	862211036	RESHMA S			
26	862211037	AUGUSTEENA JAMES			
27	862211038	GOPIKA S KUMAR			
28	862211039	VYSHNAV M S			
29	862211040	NIKHIL RAJ A			

30	862211043	AKSHAY BABU	HRM 32	MM 16	BRF 33
31	862211044	PETER JAMES			
32	862211045	ANEESH P S			
33	862211046	NADANIYA JAFAR	HRM 6	MM 25	BRF 12
34	862211047	FAIHA FOUZ VAZEER			
35	862211049	SYAMILI M S			
36	862211050	VYSHNAV R KRISHNAN			
37	862211051	NIDHIN GOUTHAM M V	HRM 22	MM 26	BRF 20
38	862211052	MOHISINA S			
39	862211055	GITHU.T			
40	862211056	BINSHA S			
41	862211058	PRICHIN C P			
42	862211059	GANESHAN V P	HRM 18	MM 4	BRF 22
43	862211060	LUBAINA JALAL			
44	862211061	KAVYESH LAL S D			
45	862211063	JANITH			
46	862211064	NIKHIL JAYARAJ			
47	862211065	SHIHINA N	HRM 7	MM 3	BRF 11
48	862211066	NAIZAM I S			
49	862211067	BHARATH K AJITH			
50	862211070	ARUN M			
51	862211071	MUHAMMED FAHAD	HRM 5	MM 18	BRF 2
52	862211072	MUHAMMAD SAHIL H			
53	862211073	NIHAL N			
54	862211074	NOUFAL S			
55	862211075	SAHEER S			
56	862211076	SAIDALI SHAJAHAN	HRM 3	MM 20	BRF 28
57	862211077	SAJINA SALIM			
58	862211078	SHAMNAD S			
59	862211079	SHARON S			
60	862211080	SIDHARDH SUNIL			
61	862211081	SIDHARTHAN R			
62	862211082	SONU JINU VARGHESE			
63	862211083	SOOFIYA NAVAS			
64	862211084	SWATHI KRISHNA KUMAR			

65	862211085	USMAN DILEEP	HRM 34	MM 2	BRF 30
66	862211086	VIMAL L K			
67	862211087	VISHNU VIJAY			
68	862211088	SHAFI SIYAD	HRM 19	MM 15	BRF 10
69	862211089	MUHAMMAD SAIDALI			
70	862211090	ABDUL REHMAN.F			
71	862211091	AL AMEEN			
72	862211092	AL SATHIL AJITH	HRM 33	MM 27	BRF 23
73	862211093	AMAL SUNEER			
74	862211094	AMEEN HUSSAIN			
75	862211095	ANFAZ AHAMAD N			
76	862211096	AMEEN JALAL			
77	862211097	ANSHAD	HRM 4	MM 10	BRF 15
78	862211098	ANVAR F			
79	862211099	ASHIQ A			
80	862211100	ASHNA SHANAVAS			
81	862211101	ATHIL ANVAR	HRM 20	MM 14	BRF 9
82	862211103	HARIKRISHNAN B			
83	862211104	HARIKRISHNAN.R.S			
84	862211105	JASAR HUSSAIN N			
85	862211106	MOHAMMED ALFIN ROSHAN			
86	862211107	MOHAMMED FIROZ			
87	862211108	MOHMED ASIF.S	HRM 10	MM 21	BRF 27
88	862211109	ARAVIND V			
89	862211111	GAUTHAM S KUMAR			
90	862211112	SANJAY THOMAS			
91	862211114	ANCY S	HRM 21	MM 31	BRF 31
92	862211117	NIMITHA.M.N			
93	862211121	SWAFDIL A SALAM			
94	862211122	GANAS G			
95	862211123	LEKSHMI S			
96	862211124	R RATISH KUMAR			
97	862211125	ANGEL C			
98	862211128	ALEX R			
99	862211129	AKSHAY MUKUND .P.V			

100	862211130	KANNAN R	HRM 24	MM 17	BRF 19
101	862211132	SHEMEER KHAN A			
102	862211133	GOPU P U			
103	862211134	AKASH ANAND A S	HRM 12	MM 1	BRF 3
104	862211135	SAJITHBABU.B.P			
105	862211137	AKHIL RAVI			
106	862211138	ANCY T S			
107	862211139	ASWINI A S	HRM 28	MM 32	BRF 16
108	862211140	VISHAK B S			
109	862211141	BLESSON Y			
110	862211142	SHAMEER S			
111	862211144	A A RAHMAN	HRM 8	MM 9	BRF 1
112	862211151	RESMI G NAIR			
113	862211152	NEETHU RAJ M			
114	862211153	ABHIJITH S			
115	862211156	ELIZABETH A JOHN	HRM 26	MM 30	BRF 32
116	862211157	SARANYA.U. M			
117	862211159	RENJITH M L			
118	862211160	ARUNIMA N S			
119	862211161	NISHA S	HRM 17	MM 33	BRF 34
120	862211164	AMBILY R			
121	862211165	LIYANA MOHAMMED SALAM			
122	862211166	BIJO JOSE			
123	862211168	BIJIN BABOY	HRM 13	MM 12	BRF 26
124	862211169	ASHIK NAZEER			
125	862211170	A JISHAL MON			
126	862211171	RINI RAHEL RAJU			
127	862211172	ANZIL N	HRM 30	MM 24	BRF 17
128	862211173	AKSHAY A			
129	862211176	AHAMMED H			
130	862211177	ALLEN JOY			
131	862211178	SRUTHI C DAS	HRM 31	MM 29	BRF 7
132	862211180	ANJU C S			
133	862211181	RAJESH RJ			
134	862211183	AFIZE ANSARI			

135	862211184	NIKHIL V P			
136	862211185	MANYA SAJEEV	HRM 14	MM 8	BRF 25
137	862211186	ARYAN.A			
138	862211192	ANEESH ALEX			
139	862211200	SHREERAM RAMESH			