

HIMACHAL PRADESH TECHNICAL UNIVERSITY, HAMIRPUR



**Syllabus**

*for*

**Bachelor of Business Administration  
BBA /BBA(Honours) /BBA (Honours with  
Research)**

**As per National Education Policy (NEP-2020)**

(w.e.f. the Academic Year 2023-2024)

**Department of Management Studies  
School of Commerce and Management**

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H.P. Technical University  
Hamirpur - 177 001, HP

## Approved by the Board of Studies

### 1. Preamble

The assessment Scheme and Syllabus for BBA /BBA(Honours) /BBA (Honours with Research) program is designed to enhance the skills, knowledge & leadership of management under graduates to maximize the employment opportunities in various practical areas. The guidelines of Model Curriculum of UGC are duly considered by incorporating relevant emerging areas in all specializations offered during the program. It has also followed the guidelines of National Education Policy 2020 (NEP 2020) and National Higher Education Qualification Framework 2023 (NHEQF 2023) to emphasize skill building through project and practical work specifying each subject's objectives and learning outcomes. This Program has been designed to provide multiple entry and exit system to the students and different Levels defined in NHEQF.

The syllabus under NEP-2020 is expected to enhance the level of understanding among the students and maintain the high standards of graduate program offered in the country. Effort has been made to integrate the use of recent technology and MOOCs to assist teaching-learning process among students. The major objective of the graduate program is to elevate the subject knowledge among students, and making them as critical thinkers thereby students can address the issues related to industry and other business sectors. In a nutshell, the course serves as plethora of opportunities in different fields' right from Accounting, Financial Markets, Banking, Marketing and Human Resource Management.

Management education is dynamic and driven by socio-economic and technological changes as well as innovations. Hence, it is expected that latest updates from research, industry practices and cases must be discussed extensively during teaching to achieve the desired levels of knowledge and skills with practical outlook among students. The detailed syllabus has introduced case studies and latest updates also. Visits to Manufacturing Units, Malls, Warehouse & Logistic Hubs, Ports etc. It will help in orienting the students towards entrepreneurship and to start their own start-ups. Today IT is enabled in all areas of management like: HR, Finance, Marketing. Hence technological integrations with all functions have changed the face of planning and decision making in all manufacturing and service industries. The Supply Chain processes are driven by ERP System and High-End Technologies for real time tracking and identifications during transportation for better customer support. Therefore, in the real time scenario, while designing the syllabus, we have given equal emphasis on the quantitative and analytics approaches which will help the students to understand the practical know how of corporate world and will understand the pattern & interpretation of large data.

Vision of this course is to be recognized as a centre of excellence in management education globally by imparting a cross-functional values-based management education driven by high impact research to develop future leaders and entrepreneurs who can manage competitive business organization effectively and to offer innovative management solutions to society and industry by integrating technology and management for a sustainable development.

  
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## 2. Program Objectives (POs)

- To develop a positive attitude and life skills to become a multi facet personality with a sense of environmental consciousness and ethical values.
- Manifest appropriate professional and ethical behaviour.
- Exhibit managerial knowledge and its integrated application in the business context for effective decision making.
- Demonstrate analytical, critical and creative thinking abilities for problem solving.
- Lead self and others in the achievement of goals while contributing effectively to a team environment.
- Present information accurately, clearly, logically and concisely in oral and written communications.
- To remember the conceptual knowledge with an integrated approach to various functions of management.
- To develop leadership and communication skills to become successful business leaders and managers.
- To encourage and develop critical thinking, analysis and initiative ability skills.
- To develop problem-solving skills through experiential learning and innovative pedagogy to ensure utilization of knowledge in professional careers.
- To apply the various concepts, theories and models in the area of HR, Marketing, Finance.

## 3. Program Learning Outcomes (PLOs)

- **Management knowledge:** Acquire adequate knowledge through principles, theory and models of business management, Accounting, Marketing, Finance, IT, Operations and Human Resource.
- **Communication:** Demonstrate proficiency for Business Communication for effective and professional business management.
- **Technical Knowledge:** Acquire employability skills through practical exposure of IT and its usage in management.
- **Investigation of Business Problems:** Analyze and comprehend the applicability of management principles in solving complex business issues.
- **Entrepreneurial Perspective:** Develop entrepreneurial skills to become an entrepreneur.

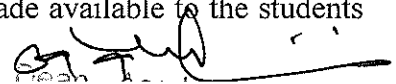


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- **Environment and Sustainability:** To build perspective about global environment including cultural, social and sustainability issues.
- **Leadership Skills:** Ability to develop group behavior and lead a team to achieve the individual, group and organizational goals.
- **Ethics:** Understand importance of ethics in business decision-making and inculcate the spirit of social responsibility.
- **Global Perspective:** Comprehend the applicability of management principles in the situations pertaining to global business world.
- **Area Specific Expertise:** Apply various concepts, theories and models in the functional areas of business like Marketing, HR and Finance in the Organizations.
- **Cross-Disciplinary Integration and Strategic Perspective:** Acquire and apply knowledge of economics, mathematics, statistics and production and operation management and its integration relevant to business decisions.
- **Legal Knowledge:** Obtain legal knowledge of various business operations for effective decision-making.

#### 4. Curriculum Structure

- Bachelor's in business administration, Bachelor in Business Administration (Honours) and Bachelor in Business Administration (Honours with Research) degree program will have a curriculum with Syllabus consisting of the following type of courses:
- **Core Course (CC):** A course, which a candidate should compulsorily study as a core requirement is termed as a Core course.
- **Discipline Specific Elective (DSEC) Course:** Elective courses may be offered by the main discipline/subject of the study is referred to as Discipline Specific Elective.
- **Value addition (VA), Skill Enhancement (SEC) & Inter-Departmental Elective Course (IDEC):** Generally, a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/interdepartmental subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's values/proficiency/skill is called an Elective Course. These courses are value-based and skill-based and are aimed at providing hands-on-training, competencies, skills and to improve the employability skills of students.
- **Course Name:** Bachelor's in business administration, Bachelor in Business Administration (Honours) and Bachelor in Business Administration (Honours with Research)
- **Course Level/Duration/System:** Undergraduate / Three or Four years/6 or 8 Semesters with multiple entry and exit. The following option will be made available to the students





joining BBA Research Program:

- a) **One year:** Undergraduate Certificate in Business Administration
- b) **Two years:** Undergraduate Diploma in Business Administration
- c) **Three years:** Bachelor's in Business Administration (BBA)
- d) **Four years:** Bachelor's in Business Administration with Honours: BBA (Honours) and Bachelor's in Business Administration Honours with Research: BBA (Honours with Research)

**Minimum eligibility criteria for opting the course in the fourth year will be as follows:**

- **BBA (Honours with Research):** Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.
- **For BBA (Honours):** BBA Degree

**Note:** The students who are eligible for BBA (Honours with Research) shall have choice to pursue either BBA (Honours) or BBA (Honours with Research).

<b>3 Years BBA Program</b>	<b>Total Credits = 120</b>
<b>4 Years BBA (Honours) and BBA (Honours with Research)</b>	<b>Total Credits = 160</b>

## 5. Scheme of Examination

The pass percentage in each subject will be 40%.

- **Theory Examination**

Irrespective of credits, each paper will be of 100 marks (60 marks for theory exam and 40 marks for internal assessment) and duration of paper will be 3 hours.

- **Practical Examination**

Each paper will be of 100 marks (60 marks for external practical exam and 40 marks for internal assessment) and duration of paper will be 3 hours.

- **Research Project/Capstone Project**

In the eighth semester the students shall do the final research project work compulsorily. This research project will enhance their business acumen and critical thinking abilities. At the end of eighth semester as per the dates decided by the university, students would be required to submit their final project reports. Students are expected to work on a real-life problem. The student can formulate a project problem with the help of her/his Guide and submit the final project proposal of the same in the department. Approval of the final project proposal is mandatory which will be evaluated by internal examiner appointed by respective college Principal or Director or university. If approved, the student can commence working on it and complete it by using the latest versions of the software packages / research tools for the completion of the final project report.

  
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- **Instruction for paper setter**

In each theory paper, nine questions are to be set. Two questions are to be set from each Unit and the candidate is required to attempt at least one question from each unit. Question number nine will be compulsory, which will be of short answer type questions with 6 or 8 parts, covering entire syllabus. In all, five questions are to be attempted. The question paper for the end semester examination may have the following patterns:

**Section A** (UNIT I) Two questions of long answer type of which one is to be attempted for 12 Marks.

**Section B** (UNIT II) Two questions of long answer type of which one is to be attempted for 12 Marks.

**Section C** (UNIT III) Two questions of long answer type of which one is to be attempted for 12 Marks.

**Section D** (UNIT IV) Two questions of long answer type of which one is to be attempted for 12 Marks.

**Section E** (Compulsory) 6 or 8 short answer type questions for 2 or 1.5 marks each and total for 12 Marks.

Total marks (A + B + C + D+ E) 12+ 12 + 12 +12+12 = 60 marks

### **End Semester Examination (ESE)**

For the theory course, the question paper for the final examination will consist of five sections-A, B,C, D & E. Sections A, B, C, D will have two questions each from the corresponding units I, II, III & IV of the syllabus. Section E will be compulsory and will have short answer type questions covering the whole syllabus. Each question will be of 12 or 8, 4 or 6, 6 marks. The candidates will attempt five questions in all, i.e. one question each from the sections A, B, C, D, and the compulsory question from section E. The question paper is expected to contain problems with a minimum weightage of 25% of the total marks from each unit.

### **Induction Program**

The Essence and Details of Induction program can also be understood from the 'De tailed Guide on Student Induction program', as available on AICTE Portal, (Link:<https://www.aicteindia.org/sites/default/files/Detailed%20Guide%20on%20Student%20Induction%20program.pdf>). For more, Refer Appendix I.

  
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Induction program (mandatory)	Three-week duration
Induction program for students to be offered right at the start of the first year.	<ul style="list-style-type: none"> <li>• Physical activity</li> <li>• Creative Arts</li> <li>• Universal Human Values</li> <li>• Literary</li> <li>• Proficiency Modules</li> <li>• Lectures by Eminent People</li> <li>• Visits to local Areas</li> <li>• Familiarization to Dept./Branch &amp; Innovations</li> </ul>

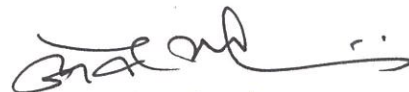
**Mandatory Visits/ Workshop/Expert Lectures:**

- It is mandatory to arrange one industrial visit every semester for the students of each branch.
- It is mandatory to conduct a One-week workshop during the winter break after fifth semester on professional/ industry/ entrepreneurial orientation.
- It is mandatory to organize at least one expert lecture per semester for each branch by inviting resource persons from domain specific industry.

**For Summer Internship / Projects / Seminar etc.**

- Evaluation is based on work done, quality of report, performance in viva-voce, presentation etc.

**Note:** The internal assessment is based on the student's performance in mid semester tests (two best out of three), quizzes, assignments, class performance, at tendance, viva-voce in practical, lab record etc.



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*Template for End Semester Examination (4, 3, 2 credits)*

Roll No. \_\_\_\_\_

Total Pages: 00

Month-Year (Month-Year)

BBA /BBA(Honours) /BBA (Honours with Research) Examination

Code

Title

Semester-X (NEP)

Max. Time: 3 Hour

Max. Marks: 60

*The candidates shall limit their answers precisely within the answer book (40 pages) issued to them and no supplementary/continuation sheet will be issued.*

**Note:** Attempt five questions in all by selecting one question from each section A, B, C and D. Section-E is compulsory.

SECTION – A

(1\*12 or 8\*4 or 6\*6)

- 1.
- 2.

SECTION – B

(1\*12 or 8\*4 or 6\*6)

- 3.
- 4.

SECTION – C

(1\*12 or 8\*4 or 6\*6)

- 5.
- 6.

SECTION – D

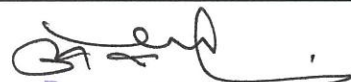
(1\*12 or 8\*4 or 6\*6)

- 7.
- 8.

SECTION – E (Compulsory)

(6\*2=12 or 8\*1.5=12)

- 9.
- (a-f)

  
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### Mid Semester Examination (MSE)

During one semester, there will be two MSE for theory and practical subjects. The question paper will consist of three sections A, B and C having total 20 marks. Section A will be compulsory and will have short answer type questions consisting of five parts, each of one mark covering the syllabus mentioned. Sections B and C will contain descriptive type questions of five and ten marks respectively. Sections B and C will have two questions and the candidates will attempt three questions in all, i.e. one question each from the sections B and C. Section-A is compulsory.

#### Template for Mid Semester Examination (4, 3, 2 credits)

Roll No. \_\_\_\_\_

Total Pages: 00

Month-Year (Month-Year)

BBA /BBA(Honours) /BBA (Honours with Research) Examination

Code

Title

Semester-X (NEP)

Max. Time: 2 Hour

Max. Marks: 20

**Note:** Attempt three questions in all by selecting one question from each section B and C. Section-A is compulsory.

#### SECTION – A (Compulsory)

(1\*5=5)

1. (a-5)

#### SECTION – B

(1\*5=5)

2.

3.

#### SECTION – C

(1\*10=10)

4.

5.

  
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## 6. Subject Code System

Each subject code is denoted by alpha-numerals, alphabets before hyphen indicates course name and four numerals after hyphen indicates level, semester, and subject number respectively.

- For Example: BBA-6702
- First three alphabets “BBA” is degree indicator.
- First number “6” defines the Level.
- Second number “7” defines the semester.
- Third and fourth numbers are for subject number.

## 7. Assessment & Evaluation

### IA-Internal Assessment (Theory)

**Mid Semester Examination (MSE) = Weightage of 20 Marks for all courses.**

**Teacher’s Assessment (Assignment/Quizzes/Seminars/overall behaviour) = 15 Marks**

**Attendance = 05 Marks**

Sr. No.	Percentage of Lecture Attended	Marks Awarded
1	From 75% to 80%	01
2	Above 80% to 85%	02
3	Above 85% to 90%	03
4	Above 90% to 95%	04
5	Above 95%	05

**ESE-End-Semester Examination = 60 for all courses.**

**Total = (20 + 15 + 05 + 60 =100) for all courses.**

### IA-Internal Assessment & External Assessment

**Mid-Semester Examination (MSE) (including performance & Internal Viva-Voce) = 20**

**Teacher’s Assessment (File Work & Lab performance + Attendance) = 15+05**

**ESE-End-Semester Examination (written script, performance, External viva-voce etc.) = 60**

**Total = 20+20+60 =100**

Research Project / Seminar Assessment / Institutional Training / Internship / Survey / SWAYAM  
/ MOOC / NPTEL etc. courses



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### **For Internal Assessment**

- Attendance in presentation and interaction during the work plan/framework: 10 Marks
- Knowledge/work done of Subject along with Q/A handling during course work: 10 Marks
- Presentation about the outcomes of the study during research: 20 Marks

Total = 10 + 10 + 20 = 40

### **For External Assessment**

- Overall Project Presentation about the work done/results & viva-voce  
(In presence of External as well as Internal examiners): 60 Marks.

Total = 60



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## Template for-IA-Internal Assessment (Theory)

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**Department of Management Studies, School of Commerce and Management Studies**

### AWARD SHEET THEORY (INTERNAL ASSESSMENT)

Name of the Institution:			Distribution of Marks					Total Marks
Programme:			Periodical Examinations		Teacher's Assessment		Attendance	
Subject:	Sub. Code:		1 <sup>st</sup> Periodical Examination	2 <sup>nd</sup> Periodical Examination	Assignment discussion/ presentation	Overall behavior		
Branch:	Semester:							
MAX. MARKS:			MIN. MARKS:					
Sr. No.	University Roll No.	Name of Student	10	10	10	05	05	40
Name of Internal Examiner			Head of Dept		Head of the Institution			
Signature.....			Signature.....		Signature.....			
Date.....			Date.....		Date.....			

  
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## Template for-IA-Internal Assessment (Practical/Project/Seminar/Viva-Voce)

**HIMACHAL PRADESH TECHNICAL UNIVERSITY**

Department of Management Studies, School of Commerce and Management Studies

**AWARD SHEET THEORY (INTERNAL ASSESSMENT)**

**(Practical/Project/Seminar/Viva-Voce)**

Name of the Institution:			Distribution of Marks					Total Marks
Programme:			Periodical Examination		Teacher's Assessment		Attendance	
Subject:		Sub. Code:	Written/Presentation	Viva-voce	Lab performance /work performance	Report/File work		
Branch:		Semester:						
MAX. MARKS:		MIN. MARKS:						
Sr. No.	University Roll No.	Name of Student	10	10	10	05	05	40
Name of Internal Examiner			Head of Dept		Head of the Institution			
Signature.....			Signature.....		Signature.....			
Date.....			Date.....		Date.....			

*\*Note: The distribution of marks for Institutional training, Internship, Survey, SWAYAM, MOOCs, NPTEL courses (if any) would be same as above.*

  
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**Template for-External Examination**

**(Practical/Project/Seminar/Viva-Voce)**


**HIMACHAL PRADESH TECHNICAL UNIVERSITY**

**Department of Management Studies, School of Commerce and Management Studies**

**(Practical/Project/Seminar/Viva-Voce)**

Name of the Institute: .....				
Programme: .....				
Subject Name:..... Subject Code:.....				
Branch: ..... Semester .....				
Max Marks ..... Min. Marks:.....				
Sr. No.	University Roll No.	Name of Student	Marks in Figure	Marks in Words
Name of Internal Examiner: ..... External Examiner.....				
Signature..... Signature.....				
Date..... Date.....				

*\*Note: The distribution of marks would be on the basis of Work done/Task performance (20 marks), Performance (written/presentation) (20 marks) and viva-voce (20 marks), total=60 marks.*

  
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## Guidelines for the Preparation of Report

- The purpose of the research project in BBA /BBA (Honours) /BBA (Honours with Research) is to implement the basic research methodologies to the students. It may consist of review of research papers, development of a field survey, working out managerial issues, participation in some on-going research activity, analysis of data etc. The work can be carried out in any thrust areas of management under the guidance of faculty members of the department.
- The students must submit their project report in the Department as per the date announced for the submission. Internal assessment of the project work will be carried out by respective faculty members assigned to them as mentor/supervisor as per evaluation scheme. External assessment of the project report will be carried out by an external examiner (nominated by the Head/Chairperson of the Department) as per evaluation scheme.
- The project report will contain a cover page, certificate signed by student and supervisor, table of contents, introduction, methodology, result and discussion conclusion, suggestions and references etc. The paper size to be used should be A-4 size. The font size should be 12 with Times New Roman font. The text of the report may be typed in 1.5 (one and a half) space. The print out of the report shall be done on both sides of the paper.
- The candidate shall be required to submit two hard copies of the report in the department as per the date announced. Report will be evaluated internally by the supervisor allotted to the student during the semester and the candidate will present his/her work through presentation/viva before the External examiner at the end of semester and will be awarded marks.
- **For each research project, each lecture/contact hour per week will be considered as one credit. The duration of written and viva-voce examination shall be decided by the internal and external examiners.**
- For Institutional Training/ Research Project/ Summer Internship /Survey /SWAYAM /MOOC /NPTEL courses the list of topics will be choose by the student with the consent of supervisor. The evaluation will be done on the basis of presentation/vivo-voce.
- Guidelines for the online courses from SWAYAM/MOOC/NPTEL etc. may be taken after the registration through online portal. Each student has to register for online course after the permission/approval from concerned Department/University and has to pass the selected online course within the duration of running semester.
- The students have to complete their Industrial Training/Project Report/Summer Internship/Survey/SWAYAM/MOOC/NPTEL under the guidance of the supervisor (taken from the same Department) allotted by Head/Coordinator of the concerned Department. For these courses, the students will prepare presentation. Acceptance of SWAYAM/MOOC/NPTEL courses will be as per the verification of faculty involved.



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- Value added and Interdepartmental courses offered by the Department for the students of BBA (Management Studies) may also be taken by the students of other Departments.
- The Department may offer more than one optional/elective courses depending upon the specialization and strength of the faculty members. The final decision will be taken by the Head/Coordinator of the Department.

### 8. Overall General Instructions

- There will be theory papers of 100 (60 % ESE & 40 % IA) marks for all courses of each semester.
- Each lecture hour per week will be considered as one credit and two practical hours as one credit.
- For each theory course of 04 credits, there will be 4 lecture hours of teaching per week and for each theory course of 02 credits, there will be 2 lecture hours of teaching per week.
- For each practical course of 02 credits, there will be 4 lecture hours of teaching per week.
- Duration of end semester theory examination shall be 3 hours for all courses.
- For Institutional Training, Research Work, Summer Internship, Survey, SWAYAM, MOOC, NPTEL; the internal and external assessment shall be same as that of theory courses i.e. 100 (60 % ESE & 40 % IA) marks for all courses.
- Teaching hours for each 04-credit theory course will be minimum 60 hours and of 02 credit theory course will be minimum 30 hours.
- For Project Report / SWAYAM / MOOC / NPTEL / Industrial Internship / Survey, the time frame for the duration of classes, examination, format for writing the report and evaluation system will be decided by the Department / University itself or organizing / collaborative institutions and the work load will be counted same as the theory paper teaching load of the teacher.
- Students having the attendance below 75% in each course will not be allowed to appear in the final examination.
- Duration: One year divided into two semesters.
- Medium of instruction: English.
- Passing Standard: As mentioned in the Ordinance.

  
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**SUBJECT COMBINATIONS ALLOWED FOR BBA**  
**THE DETAILS OF CREDIT DISTRIBUTION**  
 School of Commerce and Management  
 Program: BBA

<b>Scheme of Teaching and Examination</b>												
<b>BBA (Bachelor of Business Administration)</b>												
<b>Semester-I</b>												
Subject Code	Course Category	Subject Title/ Subject Name	Periods			Credits	Evaluation Scheme					Total
			L	T	P		ESE	Internal Assessment			Total	
							PE	TA	A			
BBA-4101	DSC	Management Principles & Practice	3	0	0	3	60	20	15	05	40	100
BBA-4102	DSC	Fundamentals of Accounting	3	0	0	3	60	20	15	05	40	100
BBA-4103	DSC	Marketing Management	3	0	0	3	60	20	15	05	40	100
BBA-4104	SEC	Digital Fluency	1	0	2	2	60	20	15	05	40	100
BBA-4105	OEC	Business Organization	3	0	0	3	60	20	15	05	40	100
BBA-4106	AECC	Office Organization and Management	2	0	0	2	60	20	15	05	40	100
HS-111	FC	Communication Skills	2	0	0	2	60	20	15	05	40	100
ENV- 101	MC	Introduction to Environmental Sciences	2	1	0	3	60	20	15	05	40	100
<b>Lab:</b>												
HS-111P	FC	Communication Skills Lab	0	0	2	1	30	10	7.5	2.5	20	50
<b>Total</b>						<b>22</b>	<b>510</b>	<b>170</b>	<b>127.5</b>	<b>42.5</b>	<b>340</b>	<b>850</b>



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**Scheme of Teaching and Examination  
BBA (Bachelor of Business Administration)**

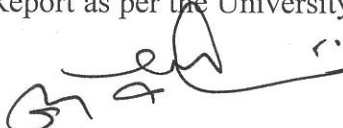
**Semester-II**

Subject Code	Course Category	Subject Title/ Subject Name	Periods			Credits	Evaluation Scheme					Total
			L	T	P		ESE	Internal Assessment				
								PE	TA	A	Total	
BBA-4201	DSC	Financial Accounting & Reporting	3	0	0	3	60	20	15	05	40	100
BBA-4202	DSC	Human Resource Management	3	0	0	3	60	20	15	05	40	100
BBA-4203	DSC	Business Environment	3	0	0	3	60	20	15	05	40	100
BBA-4204	AECC	Environmental Studies	2	0	0	2	60	20	15	05	40	100
BBA-4205	OEC	People Management	2	0	0	2	60	20	15	05	40	100
BBA-4206	AECC	Public Administration and Business	3	0	0	3	60	20	15	05	40	100
BBA-4207	AECC	Macro Economics	3		0	3	60	20	15	05	40	100
HS-112	MC	Universal Human Values and Awareness about Himachal Pradesh	3	0	0	3	60	20	15	05	40	100
<b>Lab:</b>												
HS-122P	MC	Holistic Health and Yoga	0	0	2	1	60	20	15	05	40	100
<b>Total</b>						<b>23</b>	<b>540</b>	<b>180</b>	<b>135</b>	<b>45</b>	<b>360</b>	<b>900</b>

Exit Criteria after First Year of BBA Programme

**Undergraduate Certificate in Business Administration** will be awarded after completing first two semesters with minimum of 40 Credits and successful completion of 10 Credit bridge course of two-month duration, including at least 6 credit-specific internships (Training/Internship) and MOOC /NPTEL/ Swayam Online Certification).

The exiting students will clear the subject / submit the Internship Report as per the University schedule.

  
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### Re-entry Criteria in to Second Year (Third Semester)

The student who takes an exit after one year with an award of certificate may be allowed to re-enter in to Third Semester for completion of the BBA Program as per the respective University /Admitting Body schedule after earning requisite credits in the First year.

Bridge Course				
Subject Code	Course Type	Subject Title/ Subject Name	Credits	Total Marks
BBC-0001	BC	Training / Internship Report and Viva-Voce	6	100
BBC-0002	BC	MOOC /NPTEL/ Swayam Certification/ Online Certification	4	100
<b>Total</b>			<b>10</b>	<b>200</b>

  
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**Scheme of Teaching and Examination  
BBA (Bachelor of Business Administration)**

**Semester-III**

Subject Code	Course Category	Subject Title/ Subject Name	Periods			Credits	Evaluation Scheme					Total
			L	T	P		ESE	Internal Assessment				
								PE	TA	A	Total	
BBA-5301	DSC	Entrepreneurship Skills	3	0	0	3	60	20	15	05	40	100
BBA-5302	DSC	Operations Management	3	0	0	3	60	20	15	05	40	100
BBA-5303	DSC	Cost Accounting	3	0	0	3	60	20	15	05	40	100
BBA-5304	AECC	Organizational Behavior	3	0	0	3	60	20	15	05	40	100
BBA-5305	OEC	Statistics for Business Decisions	3	0	0	3	60	20	15	05	40	100
BBA-5306	AECC	Artificial Intelligence	1	0	2	2	60	20	15	05	40	100
BBA-5307	AECC	Social Media Marketing	3	0	0	3	60	20	15	05	40	100
<b>Total</b>						<b>20</b>	<b>420</b>	<b>140</b>	<b>105</b>	<b>35</b>	<b>280</b>	<b>700</b>

  
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**Scheme of Teaching and Examination  
BBA (Bachelor of Business Administration)**

**Semester-IV**

Subject Code	Course Category	Subject Title/ Subject Name	Periods			Credits	Evaluation Scheme					Total
			L	T	P		ESE	Internal Assessment				
								PE	TA	A	Total	
BBA-5401	AECC	Rural Marketing	3	0	0	3	60	20	15	05	40	100
BBA-5402	AECC	Management Science	3	0	0	3	60	20	15	05	40	100
BBA-5403	DSC	Management Accounting	3	0	0	3	60	20	15	05	40	100
BBA-5404	DSC	Business Analytics	3	0	0	3	60	20	15	05	40	100
BBA-5405	DSC	Financial Management	3	0	0	3	60	20	15	05	40	100
BBA-5406	AECC	Constitution of India	2	0	0	2	60	20	15	05	40	100
BBA-5407	DSC	Business Leadership Skills and Personal Wealth Management	3	0	0	3	60	20	15	05	40	100
<b>Total</b>						<b>20</b>	<b>420</b>	<b>140</b>	<b>105</b>	<b>35</b>	<b>280</b>	<b>700</b>

**Exit Criteria after Second Year of BBA Programme**

**Undergraduate Diploma in Business Administration** will be awarded after completing first four semesters with minimum of 80 Credits and successful completion of 10 Credit bridge course of two-month duration, including at least 6 credit-specific internships (Training/Internship) and MOOC /NPTEL/ Swayam Online Certification).


The exiting students will clear the subject / submit the Internship Report as per the University / Admitting Body schedule.

**Re-entry Criteria in to Third Year (Fifth Semester)**

The student who takes an exit after second year with an award of Diploma may be allowed to re-enter in to fifth Semester for completion of the BBA Program as per the respective University / Admitting Body schedule after earning requisite credits in the Second year.

  
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<b>Bridge Course</b>				
<b>Subject Code</b>	<b>Course Type</b>	<b>Subject Title/ Subject Name</b>	<b>Credits</b>	<b>Total Marks</b>
BBC-0001	BC	Training / Internship Report and Viva-Voce	6	100
BBC-0002	BC	MOOC /NPTEL/ Swayam Certification/ Online Certification	4	100
<b>Total</b>			<b>10</b>	<b>200</b>



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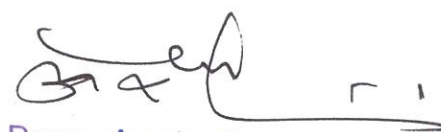
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**Scheme of Teaching and Examination  
BBA (Bachelor of Business Administration)**

**Semester-V**

Subject Code	Course Category	Subject Title/ Subject Name	Periods			Credits	Evaluation Scheme					Total
			L	T	P		ESE	Internal Assessment				
								PE	TA	A	Total	
BBA-5501	CC	Strategic Management	3	0	0	3	60	20	15	05	40	100
BBA-5502	CC	Logistic and Supply Chain Management	3	0	0	3	60	20	15	05	40	100
BBA-55**	DSE	Elective-1	3	1	0	4	60	20	15	05	40	100
BBA-55**	DSE	Elective-2	3	1	0	4	60	20	15	05	40	100
BBA ID-5500	ID	Any Interdepartmental from the pool offered by other department	1	1	0	2	60	20	15	05	40	100
BBA-5509	SEC	Internship/Capstone Project	-	-	-	4	60	20	15	05	40	100
BBA-5612	SEC	Major Project (Evaluation in sixth semester)	-	-	-	0	-	-	-	-	-	0
<b>Total</b>						<b>20</b>	<b>360</b>	<b>120</b>	<b>90</b>	<b>30</b>	<b>240</b>	<b>600</b>

**Note: Discipline Elective in Finance/ Marketing/ HR. L-T-P for Discipline Electives depends on the subject that the University offers.**



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**Scheme of Teaching and Examination  
BBA (Bachelor of Business Administration)**

**Semester-VI**

Subject Code	Course Category	Subject Title/ Subject Name	Periods			Credits	Evaluation Scheme					Total
			L	T	P		ESE	Internal Assessment				
								PE	TA	A	Total	
BBA-5601	CC	Project Management	3	1	0	4	60	20	15	05	40	100
BBA-5602	CC	Business Taxation	2	0	0	2	60	20	15	05	40	100
BBA-56**	DSE	Elective-3	3	1	0	4	60	20	15	05	40	100
BBA-56**	DSE	Elective-4	3	1	0	4	60	20	15	05	40	100
BBA-5609	SEC	Corporate Governance	2	0	0	2	60	20	15	05	40	100
BBA-5610	SEC	Major Project (Initiated in 5 <sup>th</sup> semester)	-	-	-	4	60	20	15	05	40	100
BBA-5611	DSE*	Auditing	3	0	0	0	60	20	15	05	40	100
<b>Total</b>						<b>20</b>	<b>420</b>	<b>140</b>	<b>105</b>	<b>35</b>	<b>280</b>	<b>700</b>

**Bachelor's degree in business administration** will be awarded after completing first six semesters with minimum of 120 Credits provided all electives passed successfully.

\*DSE: DSE as an audit course (Non-credit but compulsory) can be opted by the student.

**Note: Discipline Elective in Finance/ Marketing/ HR. L-T-P for Discipline Electives depends on the subject that the University**

\*DSE as an Audit Course (Non-Credit but compulsory) can be opted by the student.


**Note:**

1. Bachelors in business administration degree will be awarded, if a student wishes to exit at the end of Third year.

**Exit Criteria after Third Year of BBA Programme**

The students shall have an option to exit after 3rd year of Business Administration Program and will be awarded with a bachelor's in business administration.

**Re-entry Criteria in to Fourth Year (Seventh Semester)**

  
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The student who takes an exit after third year with an award of BBA may be allowed to re-enter in to Seventh Semester for completion of the BBA (Honours) or BA (Hon ours with Research) Program as per the respective University / Admitting Body schedule after earning requisite credits in the Third year.

Minimum eligibility criteria for opting the course in the fourth year will be as follows:

- **BBA (Honours with Research):** Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.
- **For BBA (Honours):** BBA Degree



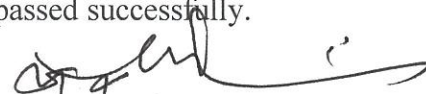
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## BBA (Bachelor of Business Administration) (Honours)

Scheme of Teaching and Examination BBA (Bachelor of Business Administration) (Honours)												
Semester-VII												
Subject Code	Course Category	Subject Title/ Subject Name	Periods			Credits	Evaluation Scheme					Total
			L	T	P		ESE	Internal Assessment				
								PE	TA	A	Total	
BBA-6701	OE	AI for Business; Diversity, Equity and Inclusion; Digital Ethnography or Online Course	3	1	0	4	60	20	15	05	40	100
BBA-6702	CC	Entrepreneurial Leadership	2	2	0	4	60	20	15	05	40	100
BBA-67**	DSC	Elective-5	3	1	0	4	60	20	15	05	40	100
BBA-67**	DSE	Elective-6	3	1	0	4	60	20	15	05	40	100
BBA-6709	SEC	Dissertation Work (Evaluation in Eight Semester)	-	-	-	-	-	-	-	-	-	-
BBA-6710	SEC	Summer Internship-II	-	-	-	4	60	20	15	05	40	100
<b>Total</b>						<b>20</b>	<b>300</b>	<b>100</b>	<b>75</b>	<b>25</b>	<b>200</b>	<b>500</b>

Scheme of Teaching and Examination BBA (Bachelor of Business Administration) (Honours)												
Semester-VIII												
Subject Code	Course Category	Subject Title/ Subject Name	Periods			Credits	Evaluation Scheme					Total
			L	T	P		ESE	Internal Assessment				
								PE	TA	A	Total	
BBA-6801	DSC	Elective-7	3	1	0	4	60	20	15	05	40	100
BBA-6802	DSC	Elective-8	3	1	0	4	60	20	15	05	40	100
BBA-6803	DSC	Elective-9	3	1	0	4	60	20	15	05	40	100
BBA-6804	SEC	Dissertation Work (Started in 7 <sup>th</sup> semester)	-	-	-	8	60	20	15	05	40	100
<b>Total</b>						<b>20</b>	<b>240</b>	<b>80</b>	<b>60</b>	<b>20</b>	<b>160</b>	<b>400</b>

**Bachelor's degree in business administration (Honours)** will be awarded after completing eight semesters with minimum of 160 Credits provided all electives passed successfully.

  
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## BBA (Bachelor of Business Administration) (Honours with Research)

Scheme of Teaching and Examination												
BBA (Bachelor of Business Administration) (Honours with Research)												
Semester-VII												
Subject Code	Course Category	Subject Title/ Subject Name	Periods			Credits	Evaluation Scheme					Total
			L	T	P		ESE	Internal Assessment				
								PE	TA	A	Total	
BBA-6801	CC	Advance Data Analysis Tool	2	0	4	4	60	20	15	05	40	100
BBA-6802	CC	Advance Research Methodology	2	0	4	4	60	20	15	05	40	100
BBA-6803	SEC	Research Internship Report and Viva-Voce	-	-	-	4	60	20	15	05	40	100
BBA-6804	DSC	Elective-10	3	1	0	4	60	20	15	05	40	100
BBA-6806	DSC	Elective-11	3	1	0	4	60	20	15	05	40	100
<b>Total</b>						<b>20</b>	<b>300</b>	<b>100</b>	<b>75</b>	<b>25</b>	<b>200</b>	<b>500</b>

**Bachelor's degree in business administration (Honours with Research)** will be awarded after completing eight semesters with minimum of 160 Credits provided all electives passed successfully.

  
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Scheme of Teaching and Examination											
BBA (Bachelor of Business Administration) (Honours with Research)											
Semester-VIII											
Subject Code	Course Category	Subject Title/ Subject Name	Periods			Credits	Evaluation Scheme				Total
			L	T	P		ESE	Internal Assessment			
								PE	TA	A	
	SEC	Dissertation (For Research Track) *	-	-	-	20					100
<b>Total</b>						<b>20</b>					<b>100</b>

**Bachelor's degree in business administration (Honours with Research)** will be awarded after completing eight semesters with minimum of 160 Credits provided all electives passed successfully.

\*The Dissertation work will start from the beginning of fourth year of BBA (Honours with Research) Program.

Students of Fourth Year shall be assessed for Project Work and Research Internship Report and Viva –Voce and Dissertation (For Research Track).

List of Discipline Specific Elective [It's indicative, University / Institute can add as per the requirements].



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**List of Discipline Specific Elective [It's indicative, University / Institute can add as per the requirements]**

<b>Discipline Specific Electives – V Semester</b>		
<b>Finance</b>	<b>Marketing</b>	<b>Human Resource Management</b>
<b>BBA-5510</b> - Advanced Corporate Financial Management	<b>BBA-5520</b> - Consumer Behavior	<b>BBA-5530</b> - Compensation and Performance Management
<b>BBA-5511</b> - International Financial Management	<b>BBA-5521</b> - Sale Marketing	<b>BBA-5531</b> - HRD Systems and Strategies

<b>Discipline Specific Electives – VI Semester</b>		
<b>Finance</b>	<b>Marketing</b>	<b>Human Resource Management</b>
<b>BBA-5610</b> - Security Analysis and Portfolio Management	<b>BBA-5620</b> - Advertising Management & Sales promotion	<b>BBA-5630</b> - Employee Welfare & Social Security
<b>BBA-5611</b> – Business analysis and valuation	<b>BBA-5621</b> – Retail Marketing	<b>BBA-5631</b> – Change management and organisational development

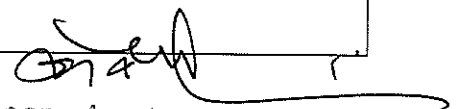


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<b>Discipline Specific Electives – VII Semester (BBA-Honours)</b>		
<b>Finance</b>	<b>Marketing</b>	<b>Human Resource Management</b>
<b>BBA-6710</b> - Strategic Financial Management	<b>BBA-6720</b> – Green Marketing	<b>BBA-6730</b> - Labor Laws & IR
<b>BBA-6711</b> – Financial Modelling & Derivatives	<b>BBA-6721</b> – Marketing of Services	<b>BBA-6731</b> – Training & Development

<b>Discipline Specific Electives – VIII Semester (BBA-Honours)</b>		
<b>Finance</b>	<b>Marketing</b>	<b>Human Resource Management</b>
<b>BBA-6810</b> - Financial Analytics	<b>BBA-6820</b> - Digital Marketing	<b>BBA-6830</b> - Negotiation Skills
<b>BBA-6811</b> – Wealth Management	<b>BBA-6821</b> – Employee Life Cycle Management	<b>BBA-6831</b> – Cross Culture HRM
<b>BBA-6812</b> – Cost & Management Accounting	<b>BBA-6822</b> – International Marketing	<b>BBA-6832</b> – HR Analytics

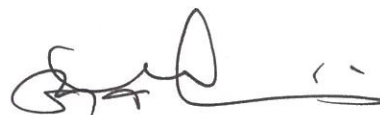
<b>Discipline Specific Electives – VII Semester (BBA-Honours with Research)</b>		
<b>Finance</b>	<b>Marketing</b>	<b>Human Resource Management</b>
<b>BBA-6840</b> – Behavioral Finance	<b>BBA-6850</b> – B2B Marketing	<b>BBA-6860</b> - Team Building in the organizations
<b>BBA-6841</b> – Neuro-Finance	<b>BBA-6851</b> – Neuro-Marketing	<b>BBA-6861</b> – Talent acquisition and management



**Scheme of Teaching and Examination  
Bachelor of Business Administration (BBA)**

**Basket of Interdisciplinary Courses**

Subject Code	Course Category	Subject Title/ Subject Name	Periods			Credits	Evaluation Scheme					Total
			L	T	P		ESE	Internal Assessment				
								PE	TA	A	Total	
BBA ID-5500												
(i)	ID	Innovation, Incubation and Creativity	1	1	0	2	60	20	15	05	40	100
(ii)	ID	Entrepreneurship and Start-Up Management	1	1	0	2	60	20	15	05	40	100
(iii)	ID	Leadership Development	1	1	0	2	60	20	15	05	40	100



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# Semester-1<sup>st</sup>



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BBA-4101 MANAGEMENT PRINCIPLES & PRACTICE							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
3	0	0	3	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

**Guidelines for setting Question Paper:** Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and section E will cover whole syllabus.

**Course Objectives:-**

- To understand concepts of business management, principles and function of management.
- To explain the process of planning and decision making.
- To create organization structures based on authority, task and responsibilities.
- To explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.
- To understand the requirement of good control system and control techniques.

SYLLABUS:	HOURS
<b>UNIT-1: INTRODUCTION TO MANAGEMENT</b>	<b>12</b>
Introduction –Meaning, Evolution of management thought, Pre-Scientific Management Era, Classical Management Era, Neo-Classical Management Era, Modern Management Era; Nature and Characteristics of Management - Scope and Functional areas of Management; Management as a Science, Art or Profession; Management and Administration; Principles of Management.	
<b>UNIT-2: PLANNING AND DECISION MAKING &amp; ORGANIZING AND STAFFING</b>	<b>20</b>
Nature, Importance and Purpose of Planning - Planning Process; Objectives; Types of plans (Meaning only); Decision making- Importance and steps; MBO. Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization - Departmentation, Committees; Centralization Vs Decentralization of Authority and Responsibility, Span of Control; Nature and importance of Staffing.	

  
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<b>UNIT-3: DIRECTING AND COMMUNICATING</b>	<b>14</b>
<p>Meaning and Nature of Direction, Principles of Direction; Communication - Meaning and Importance, Communication Process, Barriers to Communication, Steps to overcome Communication Barriers, Types of Communication; Motivation theories – Maslow's Need Hierarchy Theory, Herzberg's Two Factor Theory, Mc Gregor's X and Y theory. Leadership – Meaning, Formal and Informal Leadership, Characteristics of Leadership; Leadership Styles – Autocratic Style, Democratic Style, Participative Style, Laissez Faire Leadership Styles, Transition Leadership, Charismatic Leadership Style.</p>	
<b>UNIT-4: COORDINATING AND CONTROLLING &amp; BUSINESS SOCIAL RESPONSIBILITY AND MANAGERIAL ETHICS</b>	<b>14</b>
<p>Coordination–Meaning, Importance and Principles. Controlling–Meaning and steps in controlling, Essentials of Effective Control system, Techniques of Control(in brief).  Business Social Responsibility - Meaning, Arguments for and against Business Social Responsibility; Green management - Meaning, Green Management Actions; Managerial Ethics – Meaning - Importance of Ethics in Business, Factors that determine Ethical or Unethical behavior.</p>	
<p><b>Skill Developments Activities:</b></p> <ul style="list-style-type: none"> <li>• Two cases on the above syllabus should be analysed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.</li> <li>• Draft different types of Organization structure.</li> <li>• Draft Control charts.</li> </ul>	
<p><b>Text Books:</b></p> <ul style="list-style-type: none"> <li>• Harold Koontz and Heinz Weihrich (2017), Essentials of Management: An International and Leadership Perspective, McGraw Hill Education, 10th Edition.</li> <li>• Stephen P Robbins and Madhushree Nanda Agrawal (2009), Fundamentals of Management: Essential Concepts and Applications, Pearson Education, 6th Edition.</li> <li>• James H. Donnelly, (1990) Fundamentals of Management, Pearson Education, 7th Edition.</li> <li>• P C Tripathi &amp; P N Reddy (2005), Principles of Management, TMHPublications, 3rd Edition.</li> <li>• LM Prasad, Principles of management, Sultan Chand and Sons</li> <li>• Appanniah and Reddy, Management, HPH.</li> <li>• T. Ramaswamy : Principles of Management, HPH.</li> </ul> <p><b>Note: Latest edition of text books may be used.</b></p>	

  
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BBA-4102 FUNDAMENTALS OF ACCOUNTING							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
3	0	0	3	Maximum Marks: 40 Minimum Marks: 16	Maximum Marks: 60 Minimum Marks: 24	100 40	3 Hours

**Guidelines for setting Question Paper:** Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and section E will cover whole syllabus.

**Course Objectives:-**

- To understand the framework of accounting as well accounting standards.
- To study how to pass journal entries and prepare ledger accounts.
- To prepare various subsidiary books.
- To prepare trial balance and final accounts of proprietary concern.
- To construct final accounts through application of accounting software tally.

SYLLABUS:	HOURS
<b>UNIT-1: INTRODUCTION TO FINANCIAL ACCOUNTING</b>	10
Introduction – Meaning and Definition – Objectives of Accounting – Functions of Accounting-Significance of Accounting– Users of Accounting Information – Limitations of Accounting – Accounting Cycle - Accounting Principles- Accounting Concepts and Accounting Conventions. Accounting Standards – objectives- significance of accounting standards. List of Indian Accounting Standards.	
<b>UNIT -2: ACCOUNTING PROCESS</b>	12
<b>Meaning of Double entry system – Process of Accounting – Kinds of Accounts –Rules -</b> Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trial Balance –Problems on Journal, Ledger Posting and Preparation of Trial Balance.	
<b>UNIT-3: SUBSIDIARY BOOKS &amp; FINAL ACCOUNTS OF PROPRIETARY CONCERN</b>	24
Meaning – Significance – Types of Subsidiary Books –Preparation of Purchases Book,	

  
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Sales Book, Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book -Problems. Bank Reconciliation Statement – Preparation of Bank Reconciliation Statement.

Preparation of Statement of Profit and Loss and Balance Sheet of a proprietary concern with special adjustments like depreciation, outstanding expenses and prepaid expenses, outstanding incomes and incomes received in advance and provision for doubtful debts, interest on drawings and interest on capital.

#### UNIT NO-4: COMPUTERIZED ACCOUNTING

14

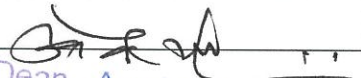
Introduction-Meaning of accounting software, types accounting software-- Accounting software Tally-Meaning of Tally software – Features – Advantages. Creating a New Company, Basic Currency information, other information, Company features and Inventory features. Configuring Tally - General Configuration, Numerical symbols, accounts/inventory info – master configuration  
-voucher entry configuration. Working in Tally: Groups, Ledgers, writing voucher, different types of vouchers, voucher entry Problem on Voucher entry - Generating Basic Reports in Tally-Trail Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal register, Statement of Accounts, Trading and profit account and Balance Sheet.

#### Skill Development Activities:

- List out the accounting concepts and conventions.
- Prepare a Bank Reconciliation Statement with imaginary figures
- Prepare a cash Book with imaginary figures.
- Collect the financial statement of a proprietary concern and record it.
- List out pre-determined Groups and ledgers created by tally software.

#### Text Books:

- ICAI Study Materials on Principles & Practice of Accounting, Accounting and Advanced Accounting.
- Robert N Anthony, David Hawkins, Kenneth A. Merchant, (2017) Accounting: Text and Cases, Mc Graw-Hill Education, 13th Edition.
- S.Anil Kumar, V.Rajesh Kumar and B.Mariyappa – Financial Accounting, Himalaya Publishing House, New Delhi.
- SP Iyengar (2005), Advanced Accounting, Sultan Chand & Sons, Vol.1.
- Charles T. Horngren and Donna Philbrick, (2013) Introduction to Financial Accounting, Pearson Education, 11th Edition.

  
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- S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi, 6th Edition.
- B.S. Raman (2008), Financial Accounting Vol. I & II, United Publishers & Distributors
- Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants of India, New Delhi.

**Note: Latest edition of text books may be used.**



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BBA-4103 MARKETING MANAGEMENT							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
3	0	0	3	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

**Guidelines for setting Question Paper:** Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and section E will cover whole syllabus.

**Course Objectives:-**

- To understand the concepts and functions of marketing.
- To analyze marketing environment impacting the business.
- To segment the market and understand the consumer behavior.
- To describe the 4 P's of marketing and also strategizes marketing mix.
- To describe 7 P's of service marketing mix.

SYLLABUS:	HOURS
<b>UNIT-1: INTRODUCTION TO MARKETING</b>	<b>10</b>
Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. Recent trends in Marketing-E- business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, social media marketing and E-tailing (Meaning only).	
<b>UNIT-2: MARKETING ENVIRONMENT</b>	<b>07</b>
Micro Environment – The company, suppliers, marketing intermediaries competitors, public and customers; Macro Environment- Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment.	
<b>UNIT-No. 3: MARKET SEGMENTATION AND CONSUMER BEHAVIOUR</b>	<b>08</b>
Meaning and Definition, Bases of Market Segmentation, Requisites of Sound Market Segmentation; Consumer Behavior-Factors influencing Consumer Behavior; Buying Decision Process.	

  
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**UNIT-4: MARKETING MIX & SERVICES  
MARKETING**

**20**

Meaning, Elements of Marketing Mix (Four P's) – Product, Price, Place, Promotion. Product-Product Mix, Product Line, Product Lifecycle, New Product Development, Reasons for Failure of New Product, Branding, Packing and Packaging, Labeling, Pricing – Objectives, Factors influencing Pricing Policy, Methods of Pricing; Physical Distribution– Meaning, Factors affecting Channel Selection, Types of Marketing Channels. Promotion – Meaning and Significance of Promotion, Personal Selling and Advertising (Meaning Only)  
Meaning and definition of services, difference between goods and services, features of services, seven P's of services marketing (concepts only).

**Skill Development Activities:**

- Two cases on the above syllabus should be analyzed and recorded in the skill development
- Design a logo and tagline for a product of your choice
- Develop an advertisement copy for a product.
- Prepare a chart for distribution network for different products.

**Reference Materials**

- Philip Kotler, Marketing Management, Prentice Hall.
- Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI, New Delhi
- William J. Stanton, Michael J. Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill
- Bose Biplab, Marketing Management, Himalaya Publishers.
- J.C. Gandhi, Marketing Management, Tata McGraw Hill.
- Ramesh and Jayanti Prasad: Marketing Management, I.K. International
- Sontakki, Marketing Management, Kalyani Publishers.
- Saxena Rajan, (2017) Marketing Management, Tata McGraw-Hill Publishing Company Ltd., New Delhi. Fifth Edition.

**Note: Latest edition of text books may be used.**

  
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BBA-4104 DIGITAL FLUENCY							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
1	0	2	2	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

**Guidelines for setting Question Paper:** Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and section E will cover whole syllabus.

**Course Objectives:-**

- To understand Digital Technologies: Students should gain a comprehensive understanding of various digital technologies, including internet platforms, social media, cloud computing, data analytics, artificial intelligence, and other emerging technologies.
- To embrace Innovation: Students should develop a mindset that embraces digital innovation and be able to identify opportunities for digital transformation in business processes and models.
- To enhance Communication: Students should improve their communication skills in digital contexts, such as email etiquette, virtual meetings, and online collaboration tools.
- To demonstrate Digital Fluency: Students should demonstrate competence in navigating digital environments, understanding digital concepts, and effectively using digital tools for business purposes.

SYLLABUS:	HOURS
<b>UNIT-1: INTRODUCTION TO DIGITAL FLUENCY AND TECHNOLOGY FUNDAMENTALS</b>	<b>08</b>
Understanding Digital Fluency: Definition, importance, and relevance in the modern business landscape, Technology Fundamentals: Basic concepts of hardware, software, networks, and the internet, Digital Tools and Productivity: Exploring common digital tools for communication, collaboration, and project management, Cyber security Awareness: Basic understanding of online security, threats, and best practices.	
<b>UNIT-2: DIGITAL COMMUNICATION AND INFORMATION MANAGEMENT</b>	<b>08</b>
Effective Digital Communication: Strategies for clear and concise communication through email, messaging, and other digital channels, Online Etiquette and Netiquette: Understanding	

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the do's and don'ts of online behavior and communication, Digital Presence and Personal Branding: Creating a positive and professional digital presence on social media and professional platforms, Information Management: Techniques for organizing and retrieving information efficiently using digital tools and databases.

**UNIT-3: DIGITAL MARKETING AND SOCIAL MEDIA**

07

Digital Marketing Fundamentals: Overview of digital marketing channels, including SEO, SEM, email marketing, and content marketing, Social Media Strategy: Developing a social media strategy aligned with business objectives and target audience, Social Media Advertising: Understanding the use of paid advertisements on social media platforms, Analyzing Digital Marketing Metrics: How to measure and interpret key performance indicators (KPIs) for digital marketing campaigns

**UNIT-4: DATA ANALYTICS AND DECISION MAKING**

07

Introduction to Data Analytics: Understanding the role of data in business decision-making and problem-solving, Data Collection and Analysis: Techniques for collecting and analyzing data using digital tools and software, Data Visualization: Communicating insights effectively through data visualization techniques, Data-Driven Decision Making: Leveraging data to make informed business decisions and optimize processes.

**Skill Developments Activities:**

- Social Media Campaign Project: Divide students into groups and have them create and execute a social media marketing campaign for a fictitious or real business. This activity will help them understand social media dynamics, target audiences, and data analytics for measuring campaign success.
- Case Studies on Digital Transformation: Analyze real-life case studies of businesses that successfully underwent digital transformation and discuss the challenges and opportunities they encountered.
- Gamified Learning Platforms: Integrate gamified learning platforms or educational apps that offer interactive exercises and quizzes to reinforce digital skills in a fun and engaging manner.

**Text Books:**

- Digital Fluency: Building Success in the Digital Age" by Patrick J. Sweeney II.
- The New Digital Age: Reshaping the Future of People, Nations and Business" by Eric Schmidt and Jared Cohen.
- The Digital Transformation Playbook: Rethink Your Business for the Digital Age" by David L. Rogers.
- The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail" by Clayton M. Christensen.

**Note: Latest edition of text books may be used.**



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BBA-4105 BUSINESS ORGANIZATION							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
3	0	0	3	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

**Guidelines for setting Question Paper:** Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and section E will cover whole syllabus.

**Course Objectives:-**

- To understand the nature, objectives and social responsibilities of business.
- To describe the different forms of organizations.
- To understand the basic concepts of management.
- To understand functions of management.
- To understand different types of business combinations.

SYLLABUS:	HOURS
<b>UNIT No. 1: INTRODUCTION TO BUSINESS</b>	<b>10</b>
Business: Meaning, Nature, Scope and Social responsibility of Business, Objectives, Essentials of successful business; Functional areas of business. Concept of Business Organisation.	
<b>UNIT No. 2: FORMS OF BUSINESS ORGANIZATION:</b>	<b>11</b>
Sole proprietorship: Definitions, Features, Merits and Demerits. Partnership: Definitions, partnership deed, Features, Merits and Demerits. Joint Stock Company: Definitions, Features, Merits and Demerits. Co-operatives: Definitions, Features, Merits and Demerits.	
<b>UNIT No. 3: PUBLIC ENTERPRISES</b>	<b>08</b>
Departmental Undertaking: Definitions, Features, Merits and Demerits. Public Corporations: Definitions, Features, Merits and Demerits. Government Companies: Definitions, Features, Merits and Demerits	

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**UNIT No. 4: BUSINESS COMBINATIONS & MANAGEMENT OF ORGANIZATIONS**

**16**

Meaning Definitions, Causes, Types, Forms, merits and demerits of Business Combinations, Recent Trends in Business Combinations.

Management- Meaning, Definitions, Difference between Management and Administration, Levels of Management, Objectives of Management, Functions of management- planning, organizing, staffing, directing, coordinating, controlling, Principles of Management.

**Skill Development Activities:**

- Two cases on the above syllabus should be analyzed and recorded in the skill development.
- Design a logo and tagline for a product of your choice
- Develop an advertisement copy for a product.
- Prepare a chart for distribution network for different products.

**Text Books:**

- C B. Gupta - Business Organisation and Management, Sultan Chand & Sons.
- Dr. S. C. Saxena - Business Administration & Management, Sahitya Bhawan.
- M. C. Shukla - Business Organisation and Management. S Chand & Company Pvt. Ltd.
- S.A Sherlekar - Business Organization, Himalaya Publishing House.
- Y.K. Bhushan. Fundamentals of Business Organisation and Management, Sultan Chand & Sons.
- R.K. Sharma, Business Organisation & Management Kalyani Publishers.
- Dr. I.M. Sahai, Dr. Padmakar Asthana, ' Business Organisation & Administration', Sahitya Bhawan Publications Agra.

**Note: Latest edition of text books may be used.**



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### BBA-4106 OFFICE ORGANIZATION AND MANAGEMENT

Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
3	0	0	3	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

**Guidelines for setting Question Paper:** Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and section E will cover whole syllabus.

**Course Objectives:-**

- To understand the basic knowledge of office organisation and management.
- To demonstrate skills in effective office organization.
- Ability to maintain office records.
- Ability to maintain digital record.
- To understand of different types of organisation structures and responsibilities as future office managers.

SYLLABUS:	HOURS
<b>UNIT-1: FUNDAMENTALS OF OFFICE MANAGEMENT</b>	<b>10</b>
Introduction: Meaning, importance and functions of modern office Modern Office Organisation: Meaning; Steps in office organisation; Principles of Office organisation, Organisation structure types, Nature of office services: Types of services in a modern office, decentralization and centralization of office services, Departmentation of Office, Office management: Meaning, Elements and major processes of Office management Office Manager: Functions and qualifications of Office manager.	

  
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<b>UNIT-2: ADMINISTRATIVE ARRANGEMENT AND FACILITIES &amp; OFFICE ENVIRONMENT</b>	<b>18</b>
<p>Office Accommodation and its Importance: Location of Office, Choice of Location: Urban vs Suburban, Factors to be Considered in Selecting the Site, Securing Office Space, Office Lay-out: Objectives of Office Lay-out, Principles of Office Lay-out, Steps in Lay-out Planning, Advantages of a Good Lay-out.</p> <p>Types of offices: Open Office and Private Office- advantages and disadvantages.</p> <p>Meaning and Components of Office Environment Interior Decoration: Colour Conditioning, Floor Coverings, Furnishings, Furniture and Fixtures: Types of Furniture, Choice between Wooden and Steel Furniture, Principles Governing Selection of Furniture Lighting and Ventilation, Noise: Internal Noise, External Noise Cleanliness, Sanitation and Health Safety and Security</p>	
<b>UNIT-3: RECORDS MANAGEMENT</b>	<b>10</b>
<p>Introduction to records: Importance of Records, types of office records,</p> <p>Records Management: Meaning, Principles of Record Keeping, Functions of 'Records Management. Filing: Elements of Filing and Filing Functions, Objectives and Importance of Filing, Advantages of Filing, Essentials of a Good Filing System, Classification of Files, Filing Procedure or Routine. Filing Methods: Horizontal Filing -meaning, types and advantages, Vertical Filing-meaning, equipment used, advantage and disadvantages.</p> <p>Centralization and Decentralization of Filing- Centralized filing and Decentralized Filing</p> <p>Office manual: contents, Importance, types of office manuals. Indexing: Meaning, importance, advantages and essentials of good indexing, type of index. Retention and disposal of files: Meaning and benefits of record retention, need for disposal of files, life-cycle stages of files.</p>	
<b>UNIT-4: OFFICE MECHANISATION AND DATA PROCESSING</b>	<b>07</b>
<p>Meaning, Importance and Objectives of Office Mechanisation, Advantages and disadvantages of Office Mechanisation, Factors Determining Office Mechanisation, Kinds of Office Machines: Duplicating Machines and Photocopying Machines, Accounting, tabulating and computing machines, communication machines</p> <p>Introduction to Data and Information: Distinction between Data and Information, Importance of Data and Information, Classification of Data, Classification of Information, Data Lifecycle (chart), Data Collection Methods- Primary and secondary data collection methods Data presentation Methods of Presentation of Data Data processing using computers: Components of Computers, Input and Output Devices, Software used in Computers (names and uses only), Computer Applications in Office' Management, Advantages and Limitations of Computerization</p>	

  
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**Skill Development Activities:**

- Visit an office and enlist the different types of machines used in the office
- Identify the different types of stationery used in offices today
- Draw a data life cycle chart
- Draw charts indicating different types of office layouts.

**Text Books:**

- Muninarayanappa and Raghunath Reddy (2021), Office Organisation and Management, Jayvee International Publication, Bangalore.
- S.P.Arora, Office Organisation and Management, Vikas Publishing House Pvt
- M.E Thakuram Rao, Office organisation and Management, Atlantic
- Judith Read, Mary Lea Ginn, Record Management, 10th Edition, CengageLearning.

**Note: Latest edition of text books may be used.**



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HS-111 COMMUNICATION SKILLS							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
3	0	0	3	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

**Guidelines for setting Question Paper:** Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and section E will cover whole syllabus.

**Course Objectives:-**

- To identify deviant use of English both in written and spoken forms and understand the importance of writing in academic life.
- To reorganizes and correct the errors of usage to write simple sentences without committing errors of spelling and grammar and to understand and appreciate English spoken by people from different regions.

SYLLABUS:	HOURS
<b>UNIT-1: ESSENTIALS OF COMMUNICATION:</b>	12
The meaning, types & process of communication, Barriers to communication and removal of these barriers, Shannon & weaver model of communication, Berlos' model of communication, The Seven Cs of Effective Communication - Completeness, Conciseness, Consideration, Concreteness, Clarity, Courtesy, Correctness, Types of information- order, advise, suggestion, motivation, persuasion, warning and education. Mass Communication –function of mass communication – Media of mass communication, Advantages and disadvantages of social media.	
<b>UNIT-2: ESSENTIALS OF GRAMMAR:</b>	12
Types of sentences: Declarative Sentence, Imperative Sentence, Interrogative Sentence, Exclamatory Sentence, simple, compound & complex sentences, conversion of one type of sentence into other, Parts of speech, Tenses, articles and prepositions, Model Auxiliaries Types of diction, ways to improve diction, Paragraph writing.	

  
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<b>UNIT-3: TECHNICAL COMMUNICATION:</b>	<b>10</b>
<p>Report writing: Characteristics of a good report, parts &amp; types of reports, drafting of reports. Business letters: planning a business letter, parts of a letter, classification of business letters – inviting and sending quotations, letter placing orders, letter of complaint, letter of adjustment, and letter of Job, letter negotiating a job offer and Resume writing, Drafting memorandum, notices, agenda and minutes of meeting, preparing effective e- mail messages and power-point presentations.</p>	
<b>UNIT-4: SOFT SKILLS &amp; PERSONALITY DEVELOPMENT:</b>	<b>11</b>
<p>Soft skills: Classification of soft skills, Delivering effective presentations, Capturing audience, Impromptu speech, speech initiators, telephone etiquette - Good practice when making and receiving a call; Becoming a good leader and team-player, Personal SWOT analysis., body language, Types of interviews, preparing for a job interview, Strategies for managing emotions &amp; controlling stress.</p>	
<p><b>Textbooks:</b></p> <ul style="list-style-type: none"> <li>• Communication Skills, Sanjay Kumar and Pushp Lata, Oxford University Press.</li> <li>• Effective Communication and soft Skills, Nitin Bhatnagar and Mamta Bhatnagar, Pearson Publication.</li> <li>• Communicative English for Engineers and professionals, Nitin Bhatnagar and Mamta Bhatnagar, Pearson Publication.</li> <li>• Personality and Soft Skills by B. K. Mitra Oxford press.</li> <li>• An Introduction to Professional English and Soft Skills: by Bikram K. Das, Kalyani Samantray, Cambridge Press.</li> <li>• Business correspondence and Report Writing: by R. C. Sharma &amp; Krishna Mohan.</li> <li>• Mastering Interviews and Group Discussions by Dinesh Mathur CBS</li> <li>• English Conversation Practice by Grant Taylor</li> <li>• Handbook of Practical Communication Skill by Chrissie Wright (Ed.) JAICO Books.</li> <li>• English Conversation Practice by Grant Taylor</li> <li>• Business correspondence and Report Writing: by R. C. Sharma &amp; Krishna Mohan.</li> </ul>	



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**ENV- 101 INTRODUCTION TO ENVIRONMENTAL SCIENCES**

Teaching Scheme				Credit	Marks Distribution			Duration of End Semester Examination
L	T	P	C		Internal Assessment	End Examination	Semester Total	
2	1	0	3		Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
					Minimum Marks: 16	Minimum Marks: 24	40	

**Guidelines for setting Question Paper:** Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 10 marks each and section E has short answer type questions consisting of ten parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered by Unit- I, Unit- II, Unit- III and Unit- IV respectively and Section-E will cover the whole syllabus.

**Course Objective (CO's)**

The main objective of this course is to provide knowledge about the components of environment and their inter relatedness. It provides understanding of all the resources available, their origin, the ways to conserve them for sustainable future, understand various measures undertaken by Government and laws related to protection of environment.

**Course Contents:**

<b>Unit I</b>	<b>09 Lectures</b>
<b>Introduction to environmental sciences:</b> definition, types: natural and anthropogenic environment, components: biotic and abiotic components, multidisciplinary nature of environmental studies, scope and importance of environmental sciences, environmental education, need for public awareness.	
<b>Unit II</b>	<b>09 Lectures</b>
<b>Ecology and ecosystem:</b> definition, types of ecosystem: forest ecosystem, grassland ecosystem, desert ecosystem aquatic ecosystem, wetland ecosystem, tundra ecosystem, structure of ecosystem: physical components: atmosphere, hydrosphere and lithosphere and living components: producers, consumers and decomposers. Function of ecosystems: food chain, food web. Ecological pyramids.	
<b>Unit III</b>	<b>09 Lectures</b>



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**Environmental pollution:** introduction, pollutants, sources of pollutants: point and non-point sources, air pollution: origin, sources, adverse effects, and preventive measures related to air pollution, Bhopal gas tragedy. Water pollution: origin, sources, adverse effects and preventive measures related to water pollution, Minamata disease, Ganga river pollution, soil pollution origin, sources, adverse effects and preventive measures related to soil pollution. Noise pollution: origin, sources, adverse effects and preventive measures related to noise pollution.

**Unit IV**

**09 Lectures**

**Global environmental issues:** greenhouse effect: cause, effect and greenhouse gases like carbon dioxide, methane, CFCs, climate change: introduction, causes: volcanoes, deforestation, mining, fossil fuels, overexploitation of natural resources, industrialization. Ozone depletion, ozone depleting substances: CFCs, halons, hydrofluorocarbons.

**Course Learning Outcomes (CLO's)/ Course Outcomes (CO's)**

The students will be able to:

1. Discover knowledge in ecological perspective and value of environment.
2. Understand the significance of various natural resources and their management.
3. Demonstrate a comprehensive understanding of the world's biodiversity and the importance of its conservation.
4. Understand environmental laws and sustainable development

**Suggestive Reading:**

1. Santra, Environmental Science, New Central Book Agency (P) Ltd. (2022)
2. Dave, Katewa, Textbook of Environmental Studies, Cengage(2017)
3. V.K., Ahluwalia, Environmental Studies: Basic Concepts, The Energy and Resource Institute. (2015)
4. Poonia, Sharma, Kumar, Environmental Studies (Concepts, impacts, mitigation and management), Khanna Book Publishing Co., (2023)
5. O' Callagan, P.W., Energy Management, Mc Graw Hill Book Co. Ltd.(1993).
6. Peavy H.S. and Rowe D.R. Environmental Engineering, McGraw Hill(2013)

*Further Reading:*

1. <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=0Xvq9yUM2ILDrJ07FvlArQ==>

  
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HS-111P COMMUNICATION SKILLS LAB							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
0	0	2	2	Maximum Marks: 20	Maximum Marks: 30	100	3 Hours
				Minimum Marks: 8	Minimum Marks: 12	20	

**NOTE:** Following is the list of experiments out of which 8-10 experiments must be performed in the lab. The additional experiments may be performed by the respective institution depending on the infrastructure and student intake.

SYLLABUS:	HOURS
<b>UNIT-1: LEARNING CORRECT PRONUNCIATION:</b>	12
Organs of speech, IPA symbols (consonant & vowel sounds), classification of consonants as per place & manner of articulation. finding out the correct pronunciation of words with the help of a dictionary, phonetic transcription of words presented orally, conversion of words presented through IPA symbols into normal orthography, syllable division and stress marking (in words presented in IPA form). Intonation (rising & falling tone).	
<b>UNIT-2: LISTENING SKILLS:</b>	
Listening with a focus on pronunciation (ear-training), stress and intonation; the students will be exposed, to the following varieties of English during listening practice: Standard Indian, British and American. Learning the differences between British & American pronunciation, Listening practice of the dialogues and speeches in British & American English.	
<b>UNIT-3: SPEAKING SKILLS:</b>	
Delivering impromptu speeches, reading aloud of dialogues, poems, excerpts from plays, Situational conversations: Introducing oneself, describing a person, place, situation and event, giving instructions, making inquiries – at a bank, post-office, air-port, hospital, reservation counter etc. Mock interviews and group discussions.	
<b>UNIT-4: WRITING SKILLS:</b>	
Identifying common mistakes made by students in written communication and improving them, writing emails: sending and responding to emails, preparing and delivering power - point presentations, answering comprehension, translation practice (Hindi to English & vice-versa).	

  
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**Textbooks:**

- Moaveni, S., Energy, Environment and Sustainability, Cengage(2018).
- Down to Earth, Environment Reader for Universities, CSE Publication(2018).
- Chapman, J.L. and Reiss, M.J., Ecology Principles and Application, Cambridge University Press (LPE) (1999).
- Eastop, T.P. and Croft, D.R., Energy Efficiency for Engineers and Technologists, Longman and Harow(2006).
- O' Callagan, P.W., Energy Management, Mc Graw Hill Book Co. Ltd.(1993).
- Peavy H.S. and Rowe D.R. Environmental Engineering, McGraw Hill(2013).



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# Semester-2<sup>nd</sup>



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BBA-4201 FINANCIAL ACCOUNTING & REPORTING							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

**Guidelines for setting Question Paper:** Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and section E will cover whole syllabus.

**Course Objectives:-**

- To understand the conversion of single entry into double entry.
- To prepare final accounts of partnership firms.
- To understand the process of public issue of shares and accounting for the same
- To prepare final accounts of joint stock companies.
- To prepare and evaluate vertical and horizontal analysis of financial statements

SYLLABUS:	HOURS
<b>UNIT-1: CONVERSION OF SINGLE-ENTRY SYSTEM INTO DOUBLE ENTRY SYSTEM</b>	<b>15</b>
Single entry system- Meaning – Features – Merits – Demerits – Types. Conversion into Double Entry system – Need for Conversion – Preparation of Statement of Affairs – Cash book – Memorandum Trading Account – Total Debtors Account – Total Creditors Account – Bills Receivable Account – Bills Payable Account – Trading and Profit & Loss Account and Balance Sheet.	
<b>UNIT-2: FINAL ACCOUNTS OF PARTNERSHIP FIRMS</b>	<b>10</b>
Meaning of Partnership Firm- features of Partnership. Partnership deed-contents of partnership deed. Preparation of Final accounts of partnership firms-Trading and Profit and Loss Account, Profit and Loss Appropriation Account, Partner's Capital Account and Balance Sheet.	
<b>UNIT-3: ISSUE OF SHARES AND DEBENTURES</b>	<b>15</b>
Meaning of Share, Types of Shares – Preference shares and Equity shares – Issue of Shares at	

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par, at Premium, at Discount: Pro-Rata Allotment; Journal Entries relating to issue of shares and debentures; Preparation of respective ledger accounts; Preparation of Balance Sheet in the Vertical form -Problems

**UNIT-4: FINAL ACCOUNTS OF JOINT STOCK COMPANIES & ANALYSIS OF FINANCIAL STATEMENTS**

20

Statutory Provisions regarding preparation of Company's Financial statements – Treatment of Special Items, Tax deducted at source, Advance payment of Tax, Provision for Tax, Depreciation, Interest on debentures, Dividends, Rules regarding payment of dividends, Transfer to Reserves, Preparation of Statement of Profit and Loss and Balance Sheet Schedule -III of Companies Act, 2013

Meaning of financial analysis-Types of Analysis – Methods of Financial Analysis – Comparative Statements – Common Size Statements – Trend Analysis – Problems.

**Skill Development Activities:**

- Prepare different accounts with imaginary figures to find out missing items while converting single entry into double entry system.
- Refer annual reports of two companies and present it in comparative form.
- Prepare a Balance sheet of a company as per schedule III part I of the companies Act 2013 with imaginary figures.
- Collect financial statement of a company for five years and analyze the same using trend analysis.

**Text Books:**

- Nirmala. M and Raghu V.N, Financial Accounting, Jayvee International Publication, Bangalore.
- Anil Kumar, Rajesh Kumar and Mariyappa, Advanced Financial Accounting, HPH
- Arulanandam & Raman; Advanced Accountancy, HPH.
- Hanif and Mukherjee, Corporate Accounting, Mc Graw Hill Publishers.
- S P Jain and K. L. Narang, Financial Accounting, Kalyani Publication.
- Soundarajan & K. Venkataramana, Financial Accounting, SHBP.
- Dr. Janardhanan: Advanced Financial Accounting, Kalyani Publishers.
- Radhaswamy and R.L. Gupta, Advanced Accounting, Sultan Chand.
- M.C. Shukla and Grewal, Advanced Accounting

**Note: Latest edition of text books may be used.**

**BBA-4202 HUMAN RESOURCE MANAGEMENT**



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Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

**Guidelines for setting Question Paper:** Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and section E will cover whole syllabus.

**Course Objectives:-**

- To describe the role and responsibility of Human resourcesmanagement functions on business.
- To describe HRP, Recruitment and Selection process.
- To describe to induction, training, and compensation aspects.
- To explain performance appraisal and its process.
- To demonstrate Employee Engagement and Psychological Contract.

<b>SYLLABUS:</b>	
<b>UNIT-1: INTRODUCTION TO HUMAN RESOURCE MANAGEMENT</b>	<b>12</b>
Meaning and Definition of HRM – Features Objectives, Differences between Human Resource Management and Personnel Management, Importance, Functions and Process of HRM, Role of HR Manager, Trends influencing HR practices	
<b>UNIT-2: HUMAN RESOURCE PLANNING, RECRUITMENT&amp; SELECTION</b>	<b>16</b>
Human Resource Planning: Meaning and Importance of Human Resource Planning, Process of HRP, HR Demand Forecasting- Meaning and Techniques (Meanings Only) and HR supply forecasting. Succession Planning – Meaning and Features Job Analysis: Meaning and Uses of Job Analysis, Process of Job Analysis – Job Description, Job Specification, Job Enlargement, Job Rotation, Job Enrichment (Meanings Only), Recruitment – Meaning, Methods of Recruitment, Factors affecting Recruitment,	

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Sources of Recruitment, Selection – Meaning, Steps in Selection Process, Psychometric tests for Selection, Barriers to effective Selection, Making Selection effective; Placement, Gratification – Meaning and Features	
<b>UNIT-3: INDUCTION, TRAINING AND COMPENSATION</b>	<b>12</b>
<p>Induction: Meaning, Objectives and Purpose of Induction, Problems faced during Induction, Induction Program Planning.</p> <p>Training: Need for training, Benefits of training, Assessment of Training Needs and Methods of Training and Development; Kirkpatrick Model; Career Development.</p> <p>Compensation: Direct and Indirect forms of Compensation (Meaning Only), Compensation Structure.</p>	
<b>UNIT-4: PERFORMANCE APPRAISAL, PROMOTION &amp; TRANSFERS &amp; EMPLOYEE ENGAGEMENT AND PSYCHOLOGICAL CONTRACT</b>	<b>20</b>
<p>Performance appraisal: Meaning and Definition, Objectives and Methods of Performance Appraisal – Uses and Limitations of Performance Appraisal, Process of Performance Appraisal. Promotion: Meaning and Definition of Promotion, Purpose of Promotion, Basis of promotion. Transfer: Meaning of Transfer, Reasons for Transfer, Types of Transfer, Right Sizing of Work Force, Need for Right Sizing. Employee Engagement (EE): Meaning and Types of EE, Drivers of Engagement - Measurement of EE, Benefits of EE. Psychological contract: Meaning and features</p>	
<p><b>Skill Development Activities:</b></p> <ul style="list-style-type: none"> <li>• Preparation of Job Descriptions and Job specifications for a Job profile</li> <li>• Choose any MNC and present your observations on training program</li> <li>• Develop a format for performance appraisal of an employee.</li> <li>• Discussion of any two Employee Engagement models.</li> <li>• Analysis of components of pay structure based on the CTC sent by the Corporate to the institute for the various jobs of different sectors.</li> </ul>	
<p><b>Text Books:</b></p> <ul style="list-style-type: none"> <li>• Rajkumar S, and Nirmala M (2021); Jayvee International Publications, Bangalore.</li> <li>• Aswathappa, Human Resource Management, McGraw Hill</li> <li>• Edwin Flippo, Personnel Management, McGraw Hill</li> </ul>	



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- C.B.Mamoria, Personnel Management, HPH
- Subba Rao, Personnel and Human Resources Management, HPH
- Reddy & Appanainah, Human Resource Management, HPH
- Madhurimalal, Human Resource Management, HPH
- S.Sadri & Others: Geometry of HR, HPH
- Rajkumar: Human Resource Management I.K. Intl
- Michael Porter, HRM and Human Relations, Juta & Co.Ltd.
- K. Venkataramana, Human Resource Management, SHBP
- Chartered Accountants of India, New Delhi.

**Note: Latest edition of textbooks may be used.**



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BBA-4203 BUSINESS ENVIRONMENT							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
3	0	0	3	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

**Guidelines for setting Question Paper:** Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and section E will cover whole syllabus.

#### Course Objectives:-

- To understand the components of business environment.
- To analyse the environmental factors influencing business organisation.
- To demonstrate Competitive structure analysis for select industry.
- To explain the impact of fiscal policy and monetary policy on business.
- To analyse the impact of economic environmental factors on business.

SYLLABUS:	HOURS
<b>UNIT-1: INTRODUCTION BUSINESS ENVIRONMENT</b>	12
Meaning of business, scope and objectives Business, business environment, Micro and Macro-environment of business (social, cultural, economic, political, legal technological and natural) Impact of these factors on decision making in business, Environmental analysis, and Competitive structure analysis of Business.	
<b>UNIT-2: GOVERNMENT AND LEGAL ENVIRONMENT</b>	12
Government Functions of the State, Economic role of government, State intervention in business- reasons for and types of state intervention in business. Impact of Monetary policy, Fiscal policy, Exim policy and industrial policy on business.	

  
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Legal environment - Various laws affecting Indian businesses.	
<b>UNIT-3: ECONOMIC ENVIRONMENT AND GLOBAL ENVIRONMENT</b>	<b>10</b>
<p>An overview of economic environment, nature of the economy, structure of economy, factors affecting economic environment.</p> <p>Globalisation of business; meaning and dimensions, stages, essential conditions of globalisation, foreign market entry strategies, merits and demerits of globalisation of business, Impact of Globalisation on Indian businesses, Forms of globalisation of businesses - MNCs, TNCs etc..</p>	
<b>UNIT-4: TECHNOLOGICAL ENVIRONMENT &amp; NATURAL ENVIRONMENT</b>	<b>11</b>
<p>Meaning and features; types of innovation, Impact of Technological changes on business, Technology and Society, Technological Acquisition modes, IT revolution and business, Management of Technology.</p> <p>Meaning and nature of physical environment. Impact of Natural environment on business.</p>	
<p><b>Skill Development Activities:</b></p> <ul style="list-style-type: none"> <li>• List out key features of recent Monetary policy published by RBI impacting businesses.</li> <li>• Give your observation as to how technology has helped society.</li> <li>• Draft Five Forces Model for Imaginary business.</li> <li>• Identify the benefits of Digital transformation in India.</li> </ul>	
<p><b>Text Books:</b></p> <ul style="list-style-type: none"> <li>• Muninarayanappa. M, Nagarajan. G (2021); Business Environment, Jayvee International Publications, Bangalore.</li> <li>• Aswathappa. K, Essentials Of Business Environment</li> <li>• Sundaram &amp; Black: The International Business Environment; Prentice Hall</li> <li>• Chidambaram: Business Environment; Vikas Publishing</li> <li>• Upadhyay, S: Business Environment, Asia Books</li> <li>• Chopra, BK: Business Environment in India, Everest Publishing</li> <li>• Suresh Bedi: Business Environment, Excel Books</li> <li>• Economic Environment of Business by M. Ashikary.</li> <li>• Business Environment by Francis Cherrinulam.</li> </ul> <p><b>Note: Latest edition of text books may be used.</b></p>	

  
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BBA-4204 ENVIRONMENTAL STUDIES							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
2	0	0	2	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

**Guidelines for setting Question Paper:** Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and section E will cover whole syllabus.

#### Course Objectives:-

- To understand Environmental Laws and Regulations: Comprehend the importance of environmental laws and regulations and their implications for businesses in adhering to sustainable practices and complying with legal requirements.
- To promote Corporate Social Responsibility (CSR): Understand the role of businesses in promoting CSR, including environmental stewardship, and evaluate the benefits of CSR on the company's reputation and relationship with stakeholders.
- To recognize Environmental Challenges: Identify and analyze various environmental challenges faced by businesses and their potential impacts on the economy, society, and the organization's performance.
- To Develop Sustainable Business Plans: Create sustainable business plans that consider environmental factors and outline strategies for achieving long-term profitability while minimizing negative environmental impacts.

SYLLABUS:	HOURS
<b>UNIT-1: ENVIRONMENT AND NATURAL RESOURCES:</b>	<b>08 Hours</b>
Meaning, nature, Scope and Importance of Environment, Components of Environment. Atmosphere, Hydrosphere, Lithosphere, and Biosphere, Brief account of Natural Resources and associated problems: Land Resource, Water, Resource, Energy Resource, Concept of Sustainability and Sustainable Development	
<b>UNIT-2: BIOME, ECOSYSTEM AND BIODIVERSITY:</b>	<b>07 Hours</b>
Major Biomes: Tropical, Temperate, Forest, Grassland, Desert, Tundra, Wetland, Estuarine and Marine, Ecosystem: Structure function and types their Preservation & Restoration, Biodiversity and its conservation practices. Keywords: Biome, Ecosystem, Biodiversity	

  
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<b>UNIT-3: ENVIRONMENTAL POLLUTION, MANAGEMENT AND SOCIAL ISSUES</b>	<b>08 Hours</b>
<p>Pollution: Types, Control measures, Management and associated problems, Environmental Law and Legislation: Protection and conservation Acts, International Agreement &amp; Programme, Environmental Movements, communication and public awareness programme, National and International organizations related to environment monitoring, Role of information technology in environment and human health.</p>	
<b>UNIT-4: SUSTAINABLE BUSINESS PRACTICES</b>	<b>07 Hours</b>
<p>Sustainable development principles, Renewable energy sources and energy efficiency, Waste reduction and recycling strategies, Role of international agreements and organizations in environmental protection, Stakeholder engagement and environmental decision-making</p>	
<p><b>Skill Development Activities:</b></p> <ul style="list-style-type: none"> <li>• <b>Environmental Impact Assessment (EIA):</b> -Divide students into groups and assign them different development projects, such as building construction or infrastructure development. Have each group conduct an Environmental Impact Assessment to evaluate the potential environmental consequences of the project and propose mitigation measures.</li> <li>• <b>Case Studies:</b> -Present students with real-world case studies of companies that have implemented successful environmental initiatives. Ask students to analyze these case studies, identify key strategies, and discuss how these initiatives have positively impacted the companies' bottom line and reputation.</li> <li>• <b>Environmental Policy Debate:</b> - Divide the class into groups and assign them different environmental policies or regulations. Have each group prepare arguments and counterarguments related to the policy's effectiveness, impact on businesses, and potential challenges in implementation.</li> <li>• <b>Business Plan for Sustainable Start-up:</b> - Assign students the task of creating a business plan for a sustainable start-up. They must consider environmental factors, such as the product's life cycle, carbon footprint, and potential positive impact on the environment</li> </ul>	
<p><b>Text Books:</b></p> <ul style="list-style-type: none"> <li>• Environmental Management: Text and Cases" by Peavy, Rowe, and Tchobanoglous</li> <li>• Environmental Science for Business Professionals" by Alan L. Kolok</li> <li>• Environmental Economics and Management: Theory, Policy, and Applications" by Scott J. Callan and Janet M. Thomas</li> <li>• Introduction to Environmental Engineering and Science" by Gilbert M. Masters and Wendell P. Ela</li> </ul> <p><b>Note: Latest edition of text books may be used.</b></p>	

  
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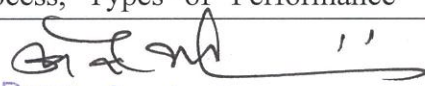
BBA-4205 PEOPLE MANAGEMENT							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
3	0	0	3	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

**Guidelines for setting Question Paper:** Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and section E will cover whole syllabus.

**Course Objectives:-**

- To examine the difference between People Management with Human resource Management
- To explain the need for and importance of People Management.
- To explain role of manager in different stages of performance management process
- To list modern methods of performance and task assessment.
- To analyse the factors influencing the work life balance of an working individual.

SYLLABUS:	HOURS
<b>UNIT-1: INTRODUCTION TO PEOPLE MANAGEMENT</b>	<b>08</b>
Diversity in organisation: age, gender, ethnicity, race, and ability. People Management: Meaning, Features, Significance of people management, Difference between People Management and Human Resource Management, impact of individual and organizational factors on people management.	
<b>UNIT-2: GETTING WORK DONE AND ASSESSMENT AND EVALUATION</b>	<b>10</b>
Getting work done: Challenges of getting work done, significance of prioritization and assigning work to team members. Performance Management: meaning, role of a manager in the different stages of the performance management process, Types of Performance	

  
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assessment, Assessment and Evaluation Process of evaluation of tasks in the organisation. Modern tools of assessment and evaluation of tasks and performance.

**UNIT-3: BUILDING PEER NETWORKS AND ESSENTIALS OF COMMUNICATION**

**10**

Building Peer Networks: Understanding the importance of peer networks in an organization; being able to influence those on whom you have no authority; challenges Peer networking and different types of people networking in the workplace.

**Essentials of Communication:** Concept of the communication process with reflection on various barriers to effective communication and ways to overcome, Types of Communication and Channels of Communication.

**UNIT-4: MOTIVATION & MANAGING SELF**

**17**

Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation.

Reflection on what does it mean to be a people manager; building a personal development plan for oneself, Self-Stress Management: Causes for stress, work life Balance, Importance of Work life balance, Factors influencing Work life Balance.

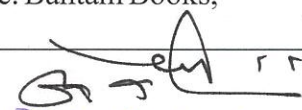
**Skill Development Activities:**

- Analyse two cases on any of the above content indicated above.
- List out the modern tools to performance assessment and evaluation.
- Conduct a survey of work life balance of working individuals
- Draft a Career development of working individual in the middle level management.

**Text Books:**

- Nirmala. M and Nitu Sharma (2021); People Management, Jayvee International Publication, Bangalore
- McShane, Steven L. and Mary Ann Von Glinow, Organizational Behavior: Emerging Knowledge and Practice for the Real World. McGraw-Hill, latest edition, ISBN: 0-07-115113-3.
- Bernardin, H. John and Joyce E. A. Russell. Human Resource Management: An Experiential Approach. McGraw-Hill, 6/e. ISBN: 0078029163
- Argyris, C. (1974). Personality vs. Organization. Organizational Dynamics. Vol. 3. No. 2, Autumn.
- Blume, B. Baldwin, T. and Ryan, K. (2013). Communication Apprehension.
- A barrier to student's leadership, adaptability and multicultural appreciation. Academy of Management Learning & Education, Jun, Vol. 12 Issue 2, p158-172.
- Colquitt, J.A., LePine, J.A., & Wesson, M.J. (2009) Organizational Behavior: Improving Performance and Commitment in the Workplace (International edition). New York: McGraw-Hill.
- Goleman, D. (1998). Working with Emotional Intelligence. Bantam Books,

**Note: Latest edition of text books may be used.**

  
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BBA-4206 PUBLIC ADMINISTRATION AND BUSINESS							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
3	0	0	3	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

**Guidelines for setting Question Paper:** Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and section E will cover whole syllabus.

**Course Outcomes:** On successful completion of the course, the Students will be able to

- To explain the basic concept of public administration and its relevance for business;
- To explain the difference between Public administration and Business Administration;
- To analyze the concept of good society and its impact on business;
- To analyze the impact of political system on business environment in India;
- To evaluate the impact of judicial system on business environment in India;
- To assess the impact of governance and public policies on business.

SYLLABUS:	HOURS
<b>UNIT-1: INTRODUCTION</b>	<b>10</b>
Public Administration- meaning, nature and scope and limitations; Concept and functions of a welfare state; Emergence of civil society; Factors leading to emergence of civil society; Concept of liberty, Theories of liberty; Concept of equality, Dimensions of equality; Concept of justice, dimensions of justice. Similarity and Dissimilarity between Public Administration and Business Administration.	
<b>UNIT-2: IDEA OF A GOOD SOCIETY</b>	<b>08</b>
Good society: Need and Importance, Moral Reasoning, Theories of Moral Reasoning; Diversity, Equity and Equality; Leadership; Responsibility, Accountability; Globalization and society; Cross cultural issues; Ethical Conduct of National and Multinational Corporations.	

  
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<b>UNIT-3: POLITICAL SYSTEM AND BUSINESS</b>	<b>09</b>
<p>Constitution of India- Preamble, Fundamental rights, Directive Principles of state policies; India's federal system, NITIAYOG-role and functions; Impact of political system on business environment- policies, programmes and procedure; Ease of doing business; Start-up India, Stand Up India, Make in India, Recent trends in taxation policies-impact on investment and business.</p>	
<b>UNIT-4: JUDICIAL SYSTEM AND BUSINESS &amp; GOVERNANCE AND PUBLIC POLICY</b>	<b>18</b>
<p>Judicial System- features and structure; Jurisdiction, Powers and Functions, Judicial Review, Judicial Activism and business, Human Rights and business- challenges and opportunities, Social Justice. Public Interest Litigation and writs- challenges and opportunities for business.</p> <p>Governance- Concept and Nature; Public accountability; Redressal of public grievances with special reference to RTI, Lokpal and Lokayukta, Election Commission, Association for Democratic Reforms (ADR), Bringing people closer to Administration: E-governance; Political Representation, Decentralization of Governance- Panchayati Raj System, Urban Local Bodies.</p>	
<p><b>Skill Development Activities:</b></p> <ul style="list-style-type: none"> <li>• Analyze cases from real life regarding fundamental rights, freedom of expression, and civil society</li> <li>• Discuss case studies from real life regarding equity and equality in the context of organisations.</li> <li>• Evaluate the ease of doing business parameters in the context of a specific sector. Practice session as Mock Parliament.</li> <li>• Discuss case study on decentralization of governance and present key learnings.</li> </ul>	
<p><b>Text Books:</b></p> <ul style="list-style-type: none"> <li>• Fadia, B. L., &amp; Fadia, K. (2017). Indian Government and Politics. Uttar Pradesh: Sahitya Bhawan.</li> <li>• Granville, A. (1999). The Indian Constitution: Cornerstone of a Nation. Oxford: Oxford University Press.</li> <li>• Granville, A. (2003). Working a Democratic Constitution: A History of the Indian Experience. Oxford: Oxford University Press.</li> <li>• Kashyap, S. C. (2011). Our Constitution. New Delhi: National Book Trust.</li> <li>• Sapru, R. K. (2012). Public Policy: Formation, Implementation and Evaluation. New York: Sterling Publishers.</li> </ul> <p><b>Note: Latest edition of text books may be used.</b></p>	

  
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BBA-4207 MACRO ECONOMICS							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
3	0	0	3	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

**Guidelines for setting Question Paper:** Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and section E will cover whole syllabus.

**Course Outcomes:** On successful completion of the course, the Students will be able to

- To understand the determination of key macroeconomic variables- outputs, prices and rate of interest.
- To analyze the effect of fiscal and monetary policy.
- To describe the mechanics of money supply.
- To understand the working of an open economy.

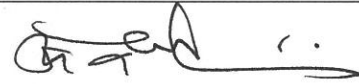
SYLLABUS:	HOURS
<b>UNIT 1: MEASUREMENT OF MACROECONOMIC VARIABLES:</b>	10
National Income Accounts, Gross Domestic Product, National Income, Personal and Personal disposable income; Classical theory of income and employment, Quantity Theory of Money – Cambridge version, Classical aggregate demand curve, Classical theory of interest rate, effect of fiscal and monetary policy.	
<b>UNIT-2: SIMPLE KEYNESIAN MODEL</b>	10
components of aggregate demand; equilibrium income; changes in equilibrium, multiplier (investment, Government expenditure, lump sum tax, foreign trade); determination of equilibrium rate of interest; effect of fiscal and monetary policy; composition of output and policy mix; policy mix in action.	



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<b>UNIT-3: PROPERTIES OF ISLM CURVES</b>	<b>09</b>
factors affecting the position and slope of ISLM curves; determination of equilibrium income and interest rates; effect of monetary and fiscal policy; relative effectiveness of monetary and fiscal policy; Keynesian aggregate demand curve; flexible price – fixed money wage model; flexible price-variable money wage model.	
<b>UNIT-4: MONEY STOCK DETERMINATION, MONEY MULTIPLIER &amp; BRIEF INTRODUCTION TO BALANCE OF PAYMENT ACCOUNT</b>	<b>16</b>
Instruments of monetary control; money multiplier and bank loans; Inflation: meaning, demand and supply side factors; consequences of inflation, anti- inflationary policies; natural rate theory; monetary policy-output and inflation; Phillips curve (short run and long run). Market for foreign exchange and exchange rate; monetary and fiscal policy in open economy; Mundell Fleming model (perfect capital mobility and imperfect capital mobility under fixed and flexible exchange rate).	
<p><b>Text Books:</b></p> <ul style="list-style-type: none"> <li>• Froyen, R.P. (2011). Macroeconomics-theories and policies (8th Edition). Pearson.</li> <li>• Dornbusch and Fischer (2010). Macroeconomics (9th Edition). Tata McGraw Hill.</li> <li>• N Gregory Mankiw (2010). Macroeconomics (7th Edition). Worth Publisher.</li> </ul> <p><b>Note: Latest edition of text books may be used.</b></p>	



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## HS-112 UNIVERSAL HUMAN VALUES AND AWARENESS ABOUT HIMACHAL PRADESH

Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
3	0	0	3	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

**Guidelines for setting Question Paper:** Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and section E will cover whole syllabus.

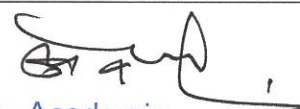
### Course Objectives:-

- Understand the significance of value inputs in a classroom and start applying them in their life and profession.
- Distinguish between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual etc.

SYLLABUS:	HOURS
<b>UNIT-1: INTRODUCTION TO VALUE EDUCATION:</b>	<b>10</b>
Difference between moral and human values. Five core human values: Truth, Righteous conduct, Peace, Love and Non-violence. Classification of moral values, Value crisis in contemporary Indian society at different levels: Individual, family, Society, and culture. Values in Indian constitution: Justice, liberty, equality and fraternity, Fundamental Rights under Indian constitution: Fundamental duties of Indian citizens.	
<b>UNIT-2: HARMONY WITH THE SELF, FAMILY &amp; SOCIETY:</b>	<b>08</b>
Program to ensure the health of the body Distinguishing between the Needs of the Self and the Body, living in harmony with the self, family & society, steps to achieve self-discipline. Noble Eightfold Path: Right Understanding, Thought, Speech, Action, Livelihood, Effort, Mindfulness, and Concentration.	

  
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<b>UNIT-3: UNDERSTANDING MENTAL HEALTH &amp; EMOTIONAL WELL-BEING:</b>	<b>06</b>
<p>Characteristics of a mentally healthy person, causes of mental-health issues in contemporary society, possible solutions to improve mental health. Emotional intelligence: elements of emotional intelligence, Advantages of higher emotional intelligence &amp; improving emotional intelligence, Maslow's hierarchy of needs &amp; self-actualization</p>	
<b>UNIT-4: AWARENESS ABOUT HIMACHAL PRADESH &amp; GEOGRAPHY AND CUSTOMS OF HIMACHAL PRADESH</b>	<b>11</b>
<p>General knowledge including the knowledge of different places of historic, national and cultural importance &amp; tourist attraction, hydro power projects, industries, highways, educational and other institutions of the state, knowledge about the famous personalities from the state, current affairs of Himachal Pradesh, history of Himachal- from medieval to present time.</p> <p>Geography including the weather, borders, rivers, mountain-ranges, passes, peaks, knowledge of customs and culture of HP : including the costumes, customs, fairs and festivals etc.</p>	
<p><b>Textbooks:</b></p> <ul style="list-style-type: none"> <li>• A Foundation Course in Human Values and Professional Ethics, R R Gaur, R Asthana, G P Bagaria, 2nd Revised Edition, Excel Books, New Delhi, 2019.</li> <li>• Human Values, A.N. Tripathi, New Age Intl. Publishers, New Delhi, 2004.</li> <li>• The Wonderland Himachal Pradesh An Encyclopedia, Jag Mohan Balokhra, H. G. Publications New Delhi</li> </ul>	



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HS-122P HOLISTIC HEALTH AND YOGA							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
0	0	2	2	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

**Guidelines for setting Question Paper:** Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and section E will cover whole syllabus.

SYLLABUS:	HOURS
<b>UNIT-1: INTRODUCTION, TRADITIONAL SCHOOLS OF YOGA</b>	10
Introduction of Yoga, Different Definitions of Yoga. General Guidelines for Yogic Practices. (Bhakti yoga, karma yoga, Gyana yoga, Hatha yoga, Mantra yoga, Laya yoga, Raja yoga) Ashtanga Yoga of Sage Patanjali.	
<b>UNIT-2: CONCEPT OF SHATKRIYAS, CONCEPT OF SURYA NAMASKAR</b>	08
Dhauti, Basti, Neti, Nauli, Trataka and Kapalbhathi. Shatkriyas (Cleansing Process): Jala neti, Sutra neti. Kunjala, Vastra Dhauti, Danda Dhauti, kapalbhati, Surya namaskar. Introduction, Technique, benefit, precaution.	
<b>UNIT-3: CONCEPT OF ASANAS, CONCEPT OF PRANAYAMA</b>	06
Introduction, Types, Technique, benefit, precaution, Asanas: 1. <b>Standing Poses:</b> Tadasana, Kati chakrasana, tiryak tadasana, vrikshasana, veer bhadrasana, garudasana, trikonsana, 2. <b>Sitting Poses:</b> Padmasana, Swastikasana, Vajrasana, Bhadrasana, Gomukhasana, Mandukasana, Singhasana. Introduction, Types, Technique, benefit, precaution.	
<b>UNIT-4: MEDITATION, LYING DOWN POSES</b>	06
Concept, technique, benefit, and precaution. Dhyana: <b>Sthoola</b> Dhyana, Jyoti Dhyana, Sukshama Dhyana, (According to Gheranda Samhita). Mantra Chanting- Omkar (Pranav Jaap), Gayatri Mantra, Maha Mrityunjaya Mantra, Shanti Mantr <b>Spine Position:</b> uttanpadasana, Pawan muktasana, Naukasana, markatasana, halasana,	

  
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sarvangasana, matsyasana, setubandhasana, chakarasana and shavasana.

**Prone Position:** Bhujangasana, Shalabhasana, Dhanurasana, Vipreet naukasana

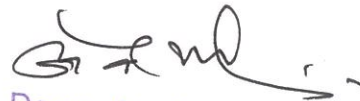
**Text Books:**

- BKS Iyengar (2012), Light on Yoga
- Basvaraddi & S.P.Pathak (2016), Yogic Suksham Vyayam Evem Sthula
- Vyayam Swami Satyananda Saraswati (2012), Asana Pranayama Mudra
- Modern Trends and Physical Education by Prof. Ajmer Singh.



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# Semester-3rd



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BBA-5301 Entrepreneurship Skills							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

**Guidelines for setting Question Paper:** Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and section E will cover whole syllabus.

**Course Objectives:-**

- To develop an understanding of the fundamental concepts and theories of entrepreneurship.
- To cultivate entrepreneurial mindset, skills, and attitudes essential for identifying and pursuing business opportunities.
- To equip students with the knowledge and tools necessary for business planning, feasibility analysis, and venture creation.
- To enhance students' capacity for creativity, innovation, and problem-solving in entrepreneurial contexts.
- To foster an appreciation for the role of entrepreneurship in economic development and societal progress.

SYLLABUS:	HOURS
<b>UNIT-1: Introduction to Entrepreneurship</b>	<b>10</b>
Understanding the concept of entrepreneurship, Historical perspective and evolution of entrepreneurship, Role of entrepreneurship in economic development	

  
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<b>UNIT -2: Entrepreneurial Mindset and Opportunity Identification</b>	<b>12</b>
Developing entrepreneurial mindset and characteristics, Identifying business opportunities and evaluating feasibility, Creativity and innovation in entrepreneurship	
<b>UNIT-3: Business Planning and Strategy</b>	<b>24</b>
Business planning process and components of a business plan, Strategic planning for startups and small businesses, Financial planning, forecasting, and budgeting	
<b>UNIT NO-4: Entrepreneurial Execution and Growth</b>	<b>14</b>
Execution of business ideas and strategies, Managing resources and operations, Scaling up and sustaining growth	
<p><b>Skill Development Activities:</b></p> <ul style="list-style-type: none"> <li>• Students will demonstrate an understanding of key entrepreneurial concepts and theories.</li> <li>• Students will develop an entrepreneurial mindset characterized by creativity, resilience, and adaptability.</li> <li>• Students will be able to create comprehensive business plans and strategies for entrepreneurial ventures.</li> <li>• Students will possess the skills to identify viable business opportunities and assess their feasibility.</li> <li>• Students will be prepared to embark on entrepreneurial endeavors with confidence, equipped to navigate challenges and pursue success.</li> </ul>	
<p><b>Text Books:</b></p> <ul style="list-style-type: none"> <li>• Entrepreneurship: Theory, Process, and Practice, by Donald F. Kuratko</li> <li>• The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, by Eric Ries</li> <li>• Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, by Alexander Osterwalder and Yves Pigneur</li> <li>• Scaling Up: How a Few Companies Make It... and Why the Rest Don't by Verne Harnish</li> </ul> <p><b>Note: Latest edition of text books may be used.</b></p>	

  
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BBA-5302 Operations Management							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

**Guidelines for setting Question Paper:** Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and section E will cover whole syllabus.

**Course Objectives:-**

- The course aims at developing knowledge about various steps of product, design, development, plant location, storage, production planning and control.
- Understand ever growing importance of Production and Operations management in uncertain business environment.
- Gain an in-depth understanding of resource utilization of an organization.
- Appreciate the unique challenges faced by firms in services and manufacturing.
- Understand the subject as a crucial part of functional management.

SYLLABUS:	HOURS
<b>UNIT-1: Introduction of Operations Management</b>	<b>10</b>
Concept, Functions. Product Design and development – Product design and its characteristics:	

  
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Product development process (Technical): Product development techniques .Process selection- Project, job, Batch, Mass and Process types of Production Systems.	
<b>UNIT-2: Facility Location</b>	<b>07</b>
Importance, Factors in Location Analysis: Location Analysis Techniques. Facility Layout – Objectives: Advantages: Basic types of layouts. Capacity Planning – Concepts: Factors Affecting Capacity Planning, Capacity Planning Decisions. Production Planning & Control (PPC) – Concepts, Objectives, Functions.	
<b>UNIT-No.3: Introduction to modern productivity techniques</b>	<b>08</b>
Just in time, Kanban System. Total Quality Management & six sigma. Functions of Purchasing Management – Objectives, Functions: Methods: Procedure. Value analysis – Concepts. Stock control systems. Virtual factory concept	
<b>UNIT-4: Inventory Management</b>	<b>20</b>
Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy: Inventory costs: Basic EOQ Model: Re-order Level: ABC Analysis. Quality Management - Quality Concepts, Difference between Inspections, Quality Control, Quality Assurances, Total Quality Management: Control Charts: acceptance sampling.	
<p><b>Skill Development Activities:</b></p> <ul style="list-style-type: none"> <li>• Two cases on the above syllabus should be analyzed and recorded in the skill development.</li> </ul>	
<p><b>Reference Materials:-</b></p> <ul style="list-style-type: none"> <li>• Nair, Production &amp; Operations management, 1st Edition, Tata McGraw Hill</li> <li>• Adam and Eben, Production &amp; Operations management, 5th Edition, Prentice Hall, India.</li> <li>• Krajewski &amp;Ritzman, Operations Management, 5th Edition, Pearson Education.</li> <li>• Buffa &amp; Sarin, Modern Production/Operations Management, 8th Edition, John Wiley</li> <li>• Chary, Production &amp; Operations Management, 2 nd Edition, Tata McGraw Company Ltd., New Delhi. Fifth Edition.</li> </ul> <p><b>Note: Latest edition of text books may be used.</b></p>	

  
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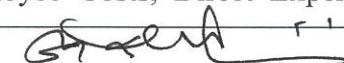
BBA-5303 Cost Accounting							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
3	1	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

**Guidelines for setting Question Paper:** Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and section E will cover whole syllabus.

**Course Objectives:-**

- Understanding Cost Concepts: Introduce students to fundamental cost concepts such as direct costs, indirect costs, fixed costs, variable costs, and how these concepts apply in different business scenarios.
- To familiarize students with various methods of measuring costs, including job order costing, process costing, activity-based costing (ABC), and throughput accounting.
- Discuss ethical issues related to cost accounting practices, including cost manipulation, cost allocation methods, and the role of management accountants in maintaining integrity and transparency.

SYLLABUS:	HOURS
<b>UNIT-1: Introduction to Cost Accounting</b>	<b>10</b>
Definition, Scope, Objectives and Significance of Cost Accounting, Cost Object, Cost Centers and Cost Unit – Elements of Cost, Classification of Cost.	
Cost Ascertainment - Elements of Cost: -Material Cost, Employee Costs, Direct Expenses,	

  
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Overheads.	
<b>UNIT-2</b>	<b>12</b>
Cost Accounting Records, Ledgers and Cost Statements, Items excluded from Cost and Normal and Abnormal Items/Cost, Integral Accounts, Reconciliation of Cost Accounting Records with Financial Accounts.	
<b>UNIT-3:</b>	<b>24</b>
Job Costing, Batch Costing, Contract Costing, Process Costing – Joint & By-Products, Operating Costing or Service Costing – Transport, Hotel and Hospital	
<b>UNIT NO-4:</b>	<b>14</b>
Standard Costing and Variance Analysis: Meaning of Standard Cost, Relevance of Standard Cost, Significance of Variance Analysis, Computation of Material, Labour Variances.	
<p><b>Skill Development Activities:</b></p> <ul style="list-style-type: none"> <li>• To identify, classify, and apply various cost concepts in real-world business situations to analyze costs accurately.</li> <li>• To develop strong analytical skills to interpret cost data, analyze cost behavior, and make informed decisions to enhance organizational performance.</li> <li>• To prepare budgets, develop standard costs, and use these tools for effective planning, control, and performance evaluation.</li> <li>• To demonstrate an understanding of ethical considerations in cost accounting practices and exhibit ethical behavior in applying cost accounting techniques and making decisions.</li> </ul>	
<p><b>Text Books:</b></p> <ul style="list-style-type: none"> <li>• "Cost Accounting: A Managerial Emphasis" by Charles T. Horngren, Srikant M. Datar, and Madhav V.</li> <li>• "Cost Accounting: Foundations and Evolutions" by Michael R. Kinney and Cecily A. Raiborn–</li> <li>• "Cost Accounting for Dummies" by Kenneth W. Boyd</li> <li>• "Managerial Accounting: Tools for Business Decision Making" by Jerry J. Weygant, Paul D. Kimmel, and Donald E. Kieso</li> <li>• "Cost Management: A Strategic Emphasis" by Edward Blocher, David E. Stout, Paul E. Juras, and Gary Cokins</li> </ul> <p><b>Note: Latest edition of text books may be used.</b></p>	

  
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BBA-5304 Organizational Behaviour							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

**Guidelines for setting Question Paper:** Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and section E will cover whole syllabus.

**Course Objectives:-**

- To comprehend the fundamental concepts and theories related to individual behavior in organizational settings. This includes understanding personality, perception, motivation, and attitudes, and how they affect behavior at work.
- To explore the dynamics of groups and teams within organizations, including topics such as group formation, leadership, communication, conflict resolution, and decision-making processes.

SYLLABUS:	HOURS
UNIT-1:	10
Organizational Behavior: concept and significance; Relationship to other fields; OB Model, ethics and ethical behaviour in organizations. Learning: meaning and definition, process, theories of learning, OB in learning organization.	

  
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<b>UNIT -2:</b>	<b>12</b>
Attitude: meaning and definition, components, functions, formation, changing of attitude, prejudice and attitude. Personality: meaning and definition, the big five personality model, the MyersBriggs Type Indicator, additional work related aspects of personality.	
<b>UNIT-3:</b>	<b>24</b>
Perception: meaning and definition, process, factors influencing perception, perceptual errors or distortions. Group Dynamics and Team Development: Group dynamics- definition and importance, types of groups, group formation, group development, group performance factors, group norms, group status, group size, cohesiveness, social loafing. Team: types, team composition factors, team development.	
<b>UNIT NO-4:</b>	<b>14</b>
Organizational Conflict: Dynamics and management; sources, patterns, levels, and types of conflict; Traditional and modern approaches to conflict; Functional and dysfunctional Organizational conflicts; Resolution of conflict. Organizational development: Concept; Need for change, resistance to change; Theories of planned change; Organizational diagnosis; OD intervention.	
<p><b>Skill Development Activities:</b></p> <ul style="list-style-type: none"> <li>• Students will gain a comprehensive understanding of the concept of Organizational Behaviour and Relationship to other fields and Learning.</li> <li>• Students will understand about the Attitude, changing of attitude and aspects of personality. Students will learn about the Perception, factors influencing perception, Group Dynamics and Team Development.</li> <li>• Students to learn about Organizational Conflict, its Dynamics, Traditional and modern approaches to conflict and Organizational development</li> </ul>	
<p><b>Text Books:</b></p> <ul style="list-style-type: none"> <li>• Griffin, Ricky W: Organizational Behaviour, Houghton Mifflin co., Boston.</li> <li>• Hellreigel, Don, John W. Slocum, Jr., and Richards W. Woodman.</li> <li>• Organizational Behavior, south western college Publishing, Ohio.</li> <li>• Hersey, Paul, Kenneth H. Blanchard and Dewey E Johnson: Management of Organizational Behaviour.</li> <li>• Utilising Human Resources, Prentice Hall, New Delhi.</li> <li>• Ivancevich; John and Micheol T. Matheson: Organizational Behaviour and Management, Tata McGraw-Hill, New Delhi.</li> <li>• Luthans, Fred: Organizational Behaviour, McGraw-Hill, New York</li> </ul> <p><b>Note: Latest edition of text books may be used.</b></p>	

  
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BBA-5305 Statistics for Business Decisions							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

**Guidelines for setting Question Paper:** Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and section E will cover whole syllabus.

**Course Objectives:-**

- To understand the basic principles and definitions of statistics, including the process of statistical investigation and the development of frequency distributions.
- To master the techniques of correlation and regression analysis, gaining a foundational understanding of multiple and partial correlation, as well as probability theory and distributions.
- To develop skills in statistical estimation and hypothesis testing, including point and interval estimation, and performing tests like T-Test, F-Test, and ANOVA.
- To learn about non-parametric tests and their advantages, and apply these tests in different scenarios, including Chi-Square and Kruskal-Wallis tests.
- To analyze time series data, understand trend analysis methods, and measure cyclical and seasonal variations.

SYLLABUS:	HOURS
<b>UNIT-1:</b>	<b>10</b>
Introduction, Definition of Statistics, Process of Statistical Investigation, Frequency Distribution, and their Analysis – Measures of Central Tendency and Dispersion.	
<b>UNIT-2:</b>	<b>12</b>
Correlation Analysis, Introduction to Multiple and Partial Correlation, Regression Analysis: Estimation using Regression Lines. Probability Theory and Probability Distributions – Binomial, Poisson, and Normal Distributions.	

  
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<b>UNIT-3:</b>	<b>24</b>
<p>Estimation – Point Estimation and Interval estimation. Hypothesis Testing – One Sample Test, Two Sample Test, T-Test, F-Test, And Analysis of Variance.</p> <p>Non-Parametric Tests, Advantages of Non-Parametric Test, Chi-Square Test, The Sign Test, Rank Sum Test, The Kruskal-Wallis Test, Spearman’s Rank Correlation Test.</p>	
<b>UNIT NO-4:</b>	<b>14</b>
<p>Time Series – Variations in Time Series Trend Analysis, Methods of Measuring Trend Cyclical Variations, Seasonal Variations</p>	
<p><b>Skill Development Activities:</b></p> <ul style="list-style-type: none"> <li>• Students will be able to describe and apply measures of central tendency and dispersion to analyze and interpret data effectively.</li> <li>• Students will perform correlation and regression analyses, understand the concepts of multiple correlations, and apply probability distributions in business contexts.</li> <li>• Students will be capable of conducting hypothesis tests, including one-sample and two-sample tests, and utilize ANOVA for analyzing variances in business data.</li> <li>• Students will proficiently apply non-parametric tests to real-world data when parametric test assumptions do not hold, using tests such as the Sign Test and Spearman’s Rank Correlation Test.</li> <li>• Students will interpret and forecast based on time series analysis, recognizing patterns such as trends, cycles, and seasonal variations in business data.</li> </ul>	
<p><b>Text Books:</b></p> <ul style="list-style-type: none"> <li>• Sharma, J. K. (2017). Business Statistics (3rd ed.). Pearson Education.</li> <li>• Anderson, D. R., Sweeney, D. J., &amp; Williams, T. A. (2019). Statistics for Business and Economics (14th ed.). Cengage Learning.</li> <li>• Black, K. (2019). Business Statistics: For Contemporary Decision Making (9th ed.). Wiley.</li> <li>• Levine, D. M., Stephan, D., Szabat, K. A., &amp; David, M. F. (2020). Statistics for Managers Using Microsoft Excel (9th ed.). Pearson.</li> <li>• Siegel, A. F. (2019). Practical Business Statistics (7th ed.). Academic Press.</li> <li>• Triola, M. F. (2018). Elementary Statistics (13th ed.). Pearson.</li> </ul> <p><b>Note: Latest edition of text books may be used.</b></p>	

  
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BBA-5306 Artificial Intelligence							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
1	0	2	2	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

**Guidelines for setting Question Paper:** Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and section E will cover whole syllabus.

**Course Objectives:-**

- To understand foundational AI concepts, including the history, development, and main technologies such as machine learning and neural networks.
- To gain knowledge on how AI is applied in data management and business analytics, emphasizing its role in enhancing decision-making.
- To explore AI's role in marketing and customer relationship management, learning about the use of AI tools like chatbots and recommendation systems.
- To develop insights into the integration of AI across business operations, focusing on practical applications in areas like supply chain management and financial services.
- To assess the ethical and legal implications of AI in business, understanding concerns about bias, privacy, and regulatory requirements.

SYLLABUS:	HOURS
<b>UNIT-1: Introduction to Artificial Intelligence</b>	10
Overview of AI including its definitions, historical development, and the role of AI in modern business. Foundational AI Technologies: Introduction to machine learning, neural networks, and natural language processing.	
<b>UNIT -2: AI in Data Management</b>	12
Importance of data in AI, data collection, and management strategies. Introduction to Business	

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Analytics: Basic principles of using data analytics for business decision-making.	
<b>UNIT-3: AI in Marketing and CRM</b>	<b>24</b>
Utilization of AI technologies such as chatbots, recommendation systems, and customer segmentation in marketing. Case Studies in AI: Examination of successful AI applications in customer relationship management and marketing strategies. AI Integration in Business Operations: Practical applications of AI in various business operations including supply chain management, financial services, and human resources. AI and Decision Support Systems: How AI supports decision-making processes, including predictive analytics and decision support systems.	
<b>UNIT NO-4: Ethical and Legal Implications of AI</b>	<b>14</b>
Discussion on the ethical issues surrounding AI including bias and privacy, alongside the legal framework governing AI technology. Future Trends in AI: Exploring the evolving role of AI in business and its future implications.	
<p><b>Skill Development Activities:</b></p> <ul style="list-style-type: none"> <li>• Identify and describe the key concepts and technologies underpinning AI, such as machine learning, neural networks, and natural language processing.</li> <li>• Analyze the role of AI in data management and analytics, demonstrating how AI can be utilized to enhance business decision-making processes.</li> <li>• Evaluate AI applications in marketing and customer relationship management and explain how these technologies can optimize business strategies and customer interactions.</li> <li>• Discuss the ethical and legal considerations of AI in business, including addressing issues of data privacy, bias, and compliance with regulatory standards.</li> <li>• Apply AI knowledge to solve real-world business problems, particularly in improving operations across various departments like supply chain and finance.</li> </ul>	
<p><b>Text Books:</b></p> <ul style="list-style-type: none"> <li>• Mitchell, M. (2019). Artificial Intelligence: A Guide for Thinking Humans. Farrar, Straus and Giroux. Lee, K.-F. (2018).</li> <li>• AI Superpowers: China, Silicon Valley, and the New World Order. Houghton Mifflin Harcourt. Siegel, E. (2016).</li> <li>• Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die (Revised and updated edition). Wiley. O'Neil, C. (2016).</li> <li>• Weapons of Math Destruction: How Big Data Increases Inequality and Threatens Democracy. Crown. Russell, S., &amp; Norvig, P. (2020).</li> <li>• Artificial Intelligence: A Modern Approach (4th ed.). Pearson Education.</li> </ul>	
<b>Note: Latest edition of text books may be used.</b>	

  
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BBA-5307 Social Media Marketing							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
3	0	0	3	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

**Guidelines for setting Question Paper:** Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and section E will cover whole syllabus.

**Course Objectives:-**

- Establish a Video Marketing Strategy and learn YouTube Advertising.
- Demonstrate how to effectively brand their Twitter profile and use Twitter Ads.
- Understand how Consumer Generated Content and New Technologies are changing the Future of Social Media Marketing

SYLLABUS:	HOURS
<b>UNIT-1: Introduction</b>	<b>10</b>
Introduction to Social Media, What is Social Media? - How Social Media developed, Managing Information – Aggregators, Google Alerts, Blogs. Getting your company ready for Social Media Content Management - 08 Touchpoint analysis, Scheduling, Creating content, Managing content programs, Planning Worksheets.	
<b>UNIT-2: Blogs</b>	<b>10</b>
Blogger, Tumblr, Wordpress, Influencers Who are they? How to find them How to use them to benefit your brand, Facebook & Instagram- Creating groups and pages, Tips and Guides – Posts, Paid Promotion Ads, Contests	



<b>UNIT-3: YouTube</b>	<b>12</b>
Long - form video platforms, Setting up a channel, Managing content - Video Flow - Google Pages for YouTube Channel - Verify Channel Webmaster Tool – Adding Asset - Associated Website Linking - Custom Channel URL - Channel ART - Channel Links - Channel Keywords - Branding Watermark - Featured Contents on Channel - Channel Main Trailer - Uploading Videos - Uploading Defaults - Creator Library - Practical Examples.	
<b>UNIT-4: Twitter</b>	<b>12</b>
Set-up and usage Tips LinkedIn - Tips and Guides Review of profiles. Pinterest - Visual social media and bookmarking, Set-up and manage Collaborative Marketing & Crowd Sourcing - Consumer-generated content (Encouraged Organic), New Technologies – Chat Bots/Messenger Bots and Artificial Intelligence.	
<p><b>Skill Development Activities:</b></p> <ul style="list-style-type: none"> <li>• Two cases on the above syllabus should be analyzed and recorded in the skill development</li> <li>• Develop social media marketing goals, objectives and content.</li> <li>• Design and develop an effective Blog.</li> <li>• Prepare Facebook Ads and Instagram Ads and understand how to effectively brand their Social Media Pages.</li> <li>• Establish a Video Marketing Strategy and learn YouTube Advertising.</li> <li>• Demonstrate how to effectively brand their Twitter profile and use Twitter Ads</li> </ul>	
<p><b>Text Books:</b></p> <ul style="list-style-type: none"> <li>• Social Marketing in India 1st Edition (Sameer Deshpande, Philip Kotler, Nancy R. Lee)</li> <li>• Marketing with Social Media (Linda Coles)</li> <li>• The Social Media Marketing Book (Dan Zarrella)</li> <li>• Social Media Marketing 1st Edition (Michael R. Solomon, Tracy Tuten)</li> <li>• The Art of Social Media: Power Tips for Power Users (Guy Kawasaki, Peg Fitzpatrick)</li> </ul> <p><b>Note: Latest edition of textbooks may be used.</b></p>	

  
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# Semester-4th



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BBA-5401 Rural Marketing							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
3	0	0	3	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

**Guidelines for setting Question Paper:** Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and section E will cover whole syllabus.

#### Course Objectives:-

- To familiarize students with the unique characteristics and dynamics of rural markets.
- To develop an understanding of consumer behavior and preferences in rural areas.
- To equip students with strategies for effective product adaptation and branding in rural markets.
- To provide insights into distribution channels and logistics management specific to rural areas.
- To prepare students to devise and implement marketing campaigns tailored to rural consumers' needs.

SYLLABUS:	HOURS
UNIT-1: Introduction to Rural Marketing	10
Understanding rural markets: characteristics, challenges, and opportunities, Importance of rural marketing in the context of Indian economy, Market segmentation, targeting, and positioning in rural areas	

  
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<b>UNIT -2: Rural Consumer Behavior</b>	<b>12</b>
Factors influencing rural consumer behavior, Buying decision process in rural markets, Role of culture, social structure, and demographics in rural consumer behavior	
<b>UNIT-3: Product and Brand Management in Rural Markets</b>	<b>24</b>
Product adaptation and innovation for rural markets, Branding and positioning strategies for rural consumers, Distribution channels and logistics management in rural areas	
<b>UNIT NO-4: Promotional Strategies and Communication in Rural Marketing</b>	<b>14</b>
Marketing communication tools and strategies for rural markets, Role of advertising, sales promotion, and personal selling in rural areas, Challenges and opportunities in rural marketing communication.	
<p><b>Skill Development Activities:</b></p> <ul style="list-style-type: none"> <li>• Students will demonstrate an understanding of the distinct features and challenges of rural markets.</li> <li>• Students will analyze rural consumer behavior and preferences, facilitating targeted marketing strategies.</li> <li>• Students will design product and branding strategies suitable for rural market segments.</li> <li>• Students will develop proficiency in managing distribution channels and logistics in rural contexts.</li> <li>• Students will be capable of creating and executing marketing plans tailored to the rural market landscape.</li> </ul>	
<p><b>Text Books:</b></p> <ul style="list-style-type: none"> <li>• Rural Marketing: Targeting the Non-Urban Consumer, by Pradeep Kashyap and Siddhartha Raut</li> <li>• Rural Marketing: Concepts, Practices, and Challenges, by C.S. Grewal and Gagan Kaur</li> <li>• Rural Marketing: Text and Cases, by R.V. Rajan and S. Rajendran</li> <li>• Rural Marketing: Indian Perspective, by Sanjay Dixit</li> </ul> <p><b>Note: Latest edition of text books may be used.</b></p>	

  
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BBA-5402 Management Science							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
3	0	0	3	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

**Guidelines for setting Question Paper:** Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and section E will cover whole syllabus.

**Course Objectives:-**

- To grasp the foundational concepts of Management Science, including its methodology, role in decision-making, and the basics of linear programming for problem-solving.
- To acquire the skills necessary to formulate and solve Transportation, Assignment, and Trans shipment problems, and understand the nuances between Linear and Goal Programming.
- To explore decision-making under different conditions such as risk and uncertainty, and apply Decision Tree Analysis and Game Theory to practical scenarios.
- To understand the structure and function of queuing systems and apply Network Analysis techniques like PERT/CPM in project management settings.
- To learn about stochastic processes, specifically Markov Chains, and the fundamentals of Simulation and Dynamic Programming, focusing on their business applications.

  
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<b>SYLLABUS:</b>	<b>HOURS</b>
<b>UNIT-1: Management Science</b>	<b>10</b>
Basic concept and its role in decision-making; Methodology of Management Science; Models and modelling in Management Science. Linear Programming Problems: Basic Concepts and Assumptions, Problem Formulation and Solution by Graphical and Simplex Methods.	
<b>UNIT -2: Transportation and Assignment Problems</b>	<b>12</b>
Formulation and Solution. Transshipment Problems. Introduction to Integer Programming Problems and Goal Programming Problems. Difference Linear programming (LP) and goal programming (GP).	
<b>UNIT-3: Decision Theory</b>	<b>24</b>
Decision-making environments, decision-making under risk, and uncertainty; Decision Tree Analysis. Game Theory: two-person zero-sum games, pure strategies, mixed strategies, rule of dominance. Queuing Theory: a Queuing System's general structure, operating characteristics and performance measures; Queuing Models (Single Server models only). Network Analysis in Project Management: PERT/CPM- determination of Critical Path and Floats.	
<b>UNIT NO-4: Markov Chains</b>	<b>14</b>
Introduction, applications and characteristics. Simulation: introduction types and steps in the simulation process. Introduction to Dynamic Programming and Non-linear Programming.	
<p><b>Skill Development Activities:</b></p> <ul style="list-style-type: none"> <li>• Students will be able to define and apply the principles of Management Science and linear programming to develop and solve models for optimizing business decisions.</li> <li>• Students will demonstrate the ability to solve complex programming problems, differentiating between various optimization techniques and their applications.</li> <li>• Students will analyze decision-making environments using theoretical frameworks and apply these concepts to derive solutions under different scenarios.</li> <li>• Students will apply queuing theory to assess and optimize service systems and utilize network analysis tools to manage and execute projects effectively.</li> <li>• Students will understand and apply Markov Chains and simulation methods to predict</li> </ul>	



outcomes and optimize processes within various business contexts.

**Text Books:**

- Taha, H. A. (2017). Operations Research: An Introduction (10th ed.). Pearson Education. Taylor, B. W. (2019).
- Introduction to Management Science (13th ed.). Pearson Education. Goodwin, P., & Wright, G. (2014).
- Decision Analysis for Management Judgment (5th ed.). Wiley. Gross, D., & Harris, C. M. (2008).
- Fundamentals of Queueing Theory (4th ed.). Wiley. Law, A. M. (2014). Simulation Modeling and Analysis (5th ed.). McGraw-Hill Education.

**Note: Latest edition of text books may be used.**

  
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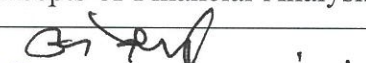
BBA-5403 Management Accounting							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
3	1	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

**Guidelines for setting Question Paper:** Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and section E will cover whole syllabus.

**Course Objectives:-**

- Students should comprehend the role of accounting information in managerial decision-making processes.
- Develop an understanding of various cost concepts and techniques for cost analysis, including cost behavior, cost-volume-profit analysis, and relevant costing.
- Learn about budgeting techniques, variance analysis, and their significance in planning and controlling organizational activities.

SYLLABUS:	HOURS
<b>UNIT-1: Management Accounting</b>	<b>10</b>
Nature and Scope, Financial Accounting, Cost Accounting and Management Accounting, Advantages and Limitations of Management Accounting, Role of Management Accountant. Financial Analysis: Financial Statements and their Limitations, Concepts of Financial Analysis,	

  
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Tools of Financial Analysis: Comparative Financial Statements, Common Size Financial Statements, Trend Percentages, Ratio Analysis, Fund Flow and Cash Flow Analysis.

**UNIT -2: Ratio Analysis**

**12**

Nature and Interpretation, Classification of Ratios, Profitability Ratios, Turnover Ratios, Financial Ratios, Utility and Limitations of Ratios, DUPONT Control Chart. Funds & Cash Flow Analysis: Concept of Funds Flow Statement, Sources and Uses of Funds, Construction of Funds Flow Statement, Distribution of Cash from Funds, Utility of Cash Flow Statement, Construction of Cash Flow Statement.

**UNIT-3: Budgets and Budgetary Control**

**24**

Concept of Budgets and Budgetary Control, Advantages and Limitations of Budgetary Control, establishing a System of Budgetary Control, Preparation of Different Budgets, Fixed and Flexible Budgeting, Performance Budgeting and Zero-Base Budgeting, Concept of Responsibility Accounting – Types of Responsibility

**UNIT NO-4: Marginal Costing and Profit Planning**

**14**

Marginal Costing Differentiated from Absorption Costing, Direct Costing, Differential Costing, Key Factor, Break-even Analysis, Margin of Safety, Cost-Volume-Profit Relationship, Advantages, Limitations and Applications of Marginal Costing. Decisions Involving Alternative Choices: Concept of Relevant Costs, Steps in Decision Making, Decisions Regarding Determination of Sales Mix, Exploring new Markets, Discontinuance of a Product Line, Make or Buy, Equipment Replacement, Change Versus Status Quo, Expand or Contract and Shut-Down or Continue.

**Skill Development Activities:**

- Students should be able to analyze financial data to provide insights into cost structures, profitability, and performance trends within organizations.
- Acquire the ability to use management accounting tools and techniques to support various managerial decisions, such as pricing strategies, resource allocation, and performance improvement initiatives.
- Develop effective communication skills to convey financial information and analysis to non-financial managers and stakeholders, facilitating informed decision-making.
- Gain a strategic perspective on management accounting, understanding its role in

  
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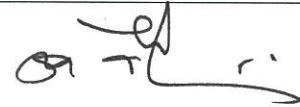


aligning organizational goals with operational activities and external market dynamics.

**Text Books:**

- "Management Accounting: Information for Decision-Making and Strategy Execution" by Anthony A. Atkinson, Robert S. Kaplan, S. Mark Young, and Ella Mae Matsumura.
- Cost Accounting: A Managerial Emphasis" by Charles T. Horngren, Srikant M. Datar, and Madhav V. Rajan.
- Management Accounting: Principles and Applications" by Hugh Coombs, David Hobbs, and Patricia Briers.
- Management Accounting: A Strategic Approach" by Charles E. Davis and Elizabeth Davis.

**Note: Latest edition of text books may be used.**



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BBA-5404 Financial Markets and Services							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

**Guidelines for setting Question Paper:** Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and section E will cover whole syllabus.


**Course Objectives:-**

- To introduce students to the structure, functions, and regulatory framework of financial markets.
- To develop an understanding of various financial instruments and services offered by financial institutions.
- To provide insights into investment analysis, portfolio management, and risk assessment.
- To explore the role of financial markets in capital allocation, economic growth, and development.
- To equip students with the knowledge and skills necessary to navigate financial markets effectively.



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<b>SYLLABUS:</b>	<b>HOURS</b>
<b>UNIT-1: Introduction to Financial Markets</b>	<b>10</b>
Overview of financial markets and their functions, Types of financial markets: Money market, Capital market, and Derivatives market, Regulatory framework and institutions in financial markets.	
<b>UNIT -2: Money Market and Capital Market</b>	<b>12</b>
Understanding the money market: instruments, participants, and operations, Introduction to the capital market: primary and secondary markets, Securities and investment products in the capital market.	
<b>UNIT-3: Financial Institutions and Services</b>	<b>24</b>
Role and functions of financial institutions: banks, non-banking financial institutions, insurance companies, etc., Financial services: banking services, investment services, insurance services, etc., Trends and challenges in financial services industry.	
<b>UNIT NO-4: Investment Analysis and Portfolio Management</b>	<b>14</b>
Basics of investment analysis: risk and return, valuation methods, Portfolio management techniques: asset allocation, diversification, and portfolio performance evaluation, Investment strategies and decision-making in financial markets.	
<p><b>Skill Development Activities:</b></p> <ul style="list-style-type: none"> <li>• Students will demonstrate comprehension of financial market structures, functions, and regulatory frameworks.</li> <li>• Students will analyze financial instruments and services offered by financial institutions, facilitating informed investment decisions.</li> <li>• Students will apply investment analysis techniques to evaluate securities and manage portfolios.</li> <li>• Students will understand the impact of financial markets on economic activities and development.</li> <li>• Students will develop proficiency in utilizing financial market tools and strategies for decision-making.</li> </ul>	

  
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**Text Books:**

- Financial Markets and Services, by Gordon and Natarajan
- Financial Markets and Institutions, by Mishkin and Eakins
- Financial Markets and Institutions, by Madura
- Investments: Analysis and Management, by Charles P. Jones

**Note: Latest edition of text books may be used.**



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BBA-5405 Financial Management							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
4	0	0	4	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	


**Guidelines for setting Question Paper:** Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and section E will cover whole syllabus.

**Course Objectives:-**

- To develop a conceptual clarity and basic understanding of the fundamentals of corporate finance among the students. Further help them comprehend its practical applicability in the corporate world.
- To Apply financial data for use in decision making by applying financial theory to problems faced by business enterprises.
- To Apply foundational finance theories and to analyse a forecast using relevant data and to conduct preliminary measurement of leverage analysis.
- To Apply time value of money techniques to various pricing and budgeting problems.
- To Apply modern techniques in capital budgeting analysis.

  
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<b>SYLLABUS:</b>	
<b>UNIT-1: Financial management -Introduction</b>	<b>12</b>
<p>Meaning, nature and Scope, Goals of Financial Management-Profit Maximization vs. Wealth Maximization; Finance functions-investment, Financing, Liquidity and dividend decisions. Sources of finance-Long term and short term. Concept of Time Value of Money-present value, future value, annuity, Present Value of a series of payments.</p>	
<b>UNIT-2: Cost of Capital</b>	<b>16</b>
<p>Meaning and significance of cost of capital; cost of equity shares; cost of preference shares; cost of debt, weighted average cost of capital. Form of Capital: Introduction to Capital Structure; theories- NI approach; NOI approach; MM approach; Traditional approach, determinants of capital structure. Operating and Financial Leverage: Measurement of leverages; Financial and operating leverage, combined leverage.</p>	
<b>UNIT-3: Investment Decision Making</b>	<b>12</b>
<p>Meaning, importance, nature of investment decisions. Investment evaluation criteria, Capital budgeting Techniques-Non-discounted cash flow Pay back methods; Post Payback period; Accounting rate of return method, Discounted cash flow techniques-Net Present value method; Internal rate of return method; Profitability index method.</p>	
<b>UNIT-4: Working Capital</b>	<b>20</b>
<p>Meaning, significance, types, approaches, Factors affecting working capital management capital. Dividend Policies: Issues in dividend decisions. Forms of dividend- Theories of relevance and irrelevance of dividends.</p>	
<p><b>Skill Development Activities:</b></p> <ul style="list-style-type: none"> <li>• Two cases on the above syllabus should be analyzed and recorded in the skill development</li> <li>• Choose any MNC and present your observations on financial structure.</li> </ul>	
<p><b>Text Books:</b></p> <ul style="list-style-type: none"> <li>• Khan, M. Y. and Jain P. K.(2011),”Financial Management, Text, Problems &amp; Cases”,</li> </ul>	

  
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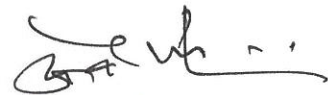
Tata McGraw Hill Company, New Delhi.

- Pandey, I.M.(2015), “Essentials of Financial Management”, 4 th Edition, Vikas Publishing House Pvt. Ltd., New Delhi.
- Maheshwari, S.N.(2019), “Financial Management – Principles & Practice”, 15th Edition, Sultan Chand & Sons, New Delhi.

IV. Rustagi,Dr.R.P.(2017), “Basic Financial Management”, 8 th Edition, Sultan Chand & Sons, New Delhi.

V. Patel, Bhavesh(2014),” Fundamentals of Financial Management”, Vikas Publishing House Pvt. Ltd., New Delhi

**Note: Latest edition of textbooks may be used.**



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BBA-5406 Constitution of India							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
2	0	0	2	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

**Guidelines for setting Question Paper:** Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and section E will cover whole syllabus.

**Course Objectives:-**

- Understand the historical background and the making of the Indian Constitution, including its key features, structure, and significance.
- Explore the directive principles and their role in shaping state policies towards social justice, economic welfare, and international relations.
- Analyze the fundamental rights guaranteed to citizens and the corresponding duties, along with the mechanisms for their enforcement.

SYLLABUS:	HOURS
UNIT-1:	10
Framing of the Constitution, Constituent Assembly at Work, the Preamble, Salient Features of the Constitution Chapter, Citizenship, Fundamental Rights Chapter, Directive Principles of State Policy, Fundamental Duties.	



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<b>UNIT -2:</b>	<b>12</b>
Union Legislatures: Rajya Sabha and Lok Sabha: Composition, Powers and Functions Chapter, State Legislatures: Vidhana Sabha and Vidhana Parishad - Composition, Powers and Functions.	
<b>UNIT-3:</b>	<b>24</b>
Union Executive: President and Vice-president – Elections, Powers and Functions; Prime Minister and Council of Ministers – Powers and Functions.	
<b>UNIT NO-4:</b>	<b>14</b>
State Executive: Governor, Chief Minister and Council of Ministers – Powers and Functions, Judiciary: Supreme Court– Composition, Jurisdiction and Functions; Judiciary: High Courts – Composition, Jurisdiction and Functions, Judicial Review, Public Interest Litigation.	
<p><b>Skill Development Activities:</b></p> <ul style="list-style-type: none"> <li>• Understanding the fundamental rights and duties of Indian citizens as guaranteed by the Constitution, and the mechanisms available for their enforcement.</li> <li>• Analyzing key constitutional amendments and landmark judicial decisions that have shaped the interpretation and application of the Constitution over time.</li> <li>• Critically evaluating contemporary issues and debates related to constitutional law and governance in India, such as federalism, minority rights, and social justice.</li> </ul>	
<p><b>Text Books:</b></p> <ul style="list-style-type: none"> <li>• Introduction to the Constitution of India" by D.D. Basu.</li> <li>• Indian Polity" by M. Laxmikanth.</li> <li>• Constitutional Law of India" by J.N. Pandey</li> <li>• Our Constitution: An Introduction to India's Constitution and Constitutional Law" by Subhash C. Kashyap.</li> </ul> <p><b>Note: Latest edition of text books may be used.</b></p>	



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BBA-5407 Business Leadership Skill & Personal Wealth Management							
Teaching Scheme			Credit	Marks Distribution			Duration of End Semester Examination
L	T	P		Internal Assessment	End Semester Examination	Total	
3	0	0	3	Maximum Marks: 40	Maximum Marks: 60	100	3 Hours
				Minimum Marks: 16	Minimum Marks: 24	40	

**Guidelines for setting Question Paper:** Question paper of end semester examination will be of 60 marks. The question paper will consist of five sections A, B, C, D and E. Sections A, B, C and D will have 2 questions of 12 marks each and section E has short answer type questions consisting of six parts of 02 marks each. The candidates will attempt five questions in all, i.e. one question each from sections A, B, C, D and the compulsory question from section E. In the question paper, the questions available in sections A, B, C and D will be covered from Unit-I, Unit-II, Unit-III and Unit-IV respectively and section E will cover whole syllabus.

**Course Objectives:-**

- The objective of the course is bring about personality development with regard to the different behavioral dimensions that have far reaching significance in the direction of organizational effectiveness.

SYLLABUS:	HOURS
<b>UNIT-1: Introduction to business leadership</b>	<b>10</b>
concept , meaning , definition , evolution and growth of leadership , functions & latest trends in business leadership , nature & importance of leadership.	
<b>UNIT-2: Quality of effective leaders</b>	<b>10</b>
Roles of leaders , levels of leadership, Trait theory , situational leadership theory , transformational leadership theory , Blake and Mouton's managerial grid.	

  
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<b>UNIT-3: Techniques in Personality development</b>	<b>12</b>
a) Self confidence b) Mnemonics c) Goal setting d) Time Management and effective planning. Written communication, Basics of Letter writing, memorandum, notice, email, and report writing. Resume writing.	
<b>UNIT-4: Communication skills and Personality Development</b>	<b>10</b>
a) Intra personal communication and Body Language b) Inter personal Communication and Relationships c) Leadership Skills d) Team Building and public speaking, Corporate Grooming, Dressing Etiquette, Preparing for Interview,	
<b>Skill Development Activities:</b> <ul style="list-style-type: none"> <li>• Two cases on the above syllabus should be analyzed and recorded in the skill development.</li> </ul>	
<b>Text Books:</b> <ol style="list-style-type: none"> <li>1. Jamel Ahmed , Leadership Strategies</li> <li>2. Daniel Goleman , Primal leadership</li> </ol> <b>Note: Latest edition of textbooks may be used.</b>	



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