



Rayat Shikshan Sanstha's

Sadguru Gadage Maharaj College , Karad

(An Autonomous College)
Affiliated to Shivaji University, Kolhapur

Faculty of Commerce and Management

Syllabus For

BBA Part I (Sem I & II) (CBCS)

**(Regulations in accordance with National
Education Policy to be implemented from
AcademicYear2022-23)**

(Subject to the modifications that will be made from
time to time)



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Shivaji University, Kolhapur

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

Program

Under the Faculty of Commerce and Management

(Regulations in accordance with National Education Policy to be implemented from Academic Year 2022-23)

Guidelines, Rules and Regulations

1. Title

The degree shall be titled as 'Bachelor of Business Administration' under the faculty of commerce with effect from the academic year

B.B.A. Sem I & II from Academic Year 2022-23

B.B.A. Sem III & IV from Academic Year 2023-24

B.B.A. Sem V & VI from Academic Year 2024-25

B.B.A. Sem VII & VIII from Academic Year 2025-26

2. Program Objectives

The prime objective of this program is to prepare students to take up startups and entrepreneurship on the basis of availability of local resources so to help the nation self-reliance. This program also designs to the students to take up jobs in the commerce and industry of local, regional and national repute.

The program is going to develop student to take up higher education and verticals in the education at tier – I level of reputed educational institutes.

Program Educational Outcomes (PEOs):

After completing the BBA course, the students would be able to:

PEO1: Acquire the managerial professional attributes and be capable of decision making by applying the knowledge of management discipline.

PEO2: Acquire certain basic skills and aptitudes to be helpful in taking up any particular activity in a business.

PEO3: Explore the entrepreneurial quality, aptitude and start new business venture with innovative ideas.

PEO4: Become knowledgeable in specialized area of management like human resource, finance, marketing, business analytics, computer application etc.

PEO5: To inculcate global view of the industrial and organization establishment and their functions which support the business system.

PEO6: Demonstrate competency in the business disciplines.

PEO7: Prepare students to undertake post graduation management programme.

Program Outcomes (POs):

After completing the BBA course, the students would be able to:

PO1. Identify the different functional aspects of business world and recognize different opportunities of business.

PO2. Acquire the different employability skills, entrepreneurial skills necessary for the professional attitudes.

PO3. Recognize and solve business problem in an ethical manner.

PO4. Demonstrate a global outlook with the ability to identify aspects of the global business and cross cultural understanding.

PO5. Identify the problems and challenges and inculcate the capability to cope with the spontaneous changes.

PO6. Analyze the importance of innovation and research, tackle the contemporary needs and accordingly grab the opportunities.

PO7. Develop effective and oral communication especially in business applications, with the use of appropriate technology.

3. Pattern of CBCS and New Education Policy

The pattern for the purpose of Semester End Examination shall be as mentioned below:

- I. **B.B.A Sem I & II:** 60 Marks University Semester End Examination and 40 marks Internal Examination for each Theory Paper in each semester.
- II. **B.B.A. Sem III & IV:** 60 Marks University Semester End Examination and 40 Marks Internal Examination for each Theory Paper in each semester except Environmental Science. Only for Environment Science in Semester IV, 70 Marks shall be for University examination for Theory paper and 30 Marks for Project work.
- III. **B.B.A. Sem V & VI:** 60 Marks University Semester End Examination and 40 Marks Internal Examination for each theory paper in each semester

For Mini-Project-Sem-V, 60 Marks for Mini-Project work report and 40 Marks for Internal Viva-Voce.

For Major-Project-Sem-VI, 70 Marks for Major-Project work report and 30 Marks for External University Viva-Voce.
- IV. **BBA Sem VII & VIII:** 60 Marks University Semester End Examination and 40 Marks Internal Examination for each theory paper in semester-VII.

For Dissertation-Sem-VIII, 250 Marks for Dissertation University Viva Voce and 250 Marks for Internship (100) and Dissertation Report (150).

Skill Enhancement Course (SEC)

For Skill Enhancement Courses (Multidisciplinary) follow the guidelines extended by Shivaji University, Kolhapur

4. Credit distribution chart for B.B.A Program

| Sr. No. | Course Name | Total Courses (Papers) | Total Credits | % in Total Courses |
|---------|---|------------------------|---------------|--------------------|
| 1 | CC :Core Course | 29 | 116 | 54.72 |
| 2 | AECC: Ability Enhancement Compulsory Course | 05 | 20 | 9.43 |
| 3 | GEC: Generic Elective Course | 02 | 08 | 3.77 |
| 4 | DSE: Discipline Specific Elective | 08 | 44 | 15.09 |
| 5 | SEC: Skill Enhancement Course SB: Skill Based VB: Value Based | 09 | 16 | 16.98 |
| | Total | 53 | 204 | 100.00 |

5. Duration

1. The program shall be a Full Time program.
2. The duration of program shall be four years.
3. The program shall be run on self supporting basis.
4. Student has to complete the program within eight years i.e. 4+4 years.

6. Number of Students

A batch shall consist of not more than 80 students.

7. Eligibility

A candidate for being eligible for admission to the Degree Course in Business Administration shall have passed XII Std. (10+2) Examination with 45% marks at qualifying examination and 40% for candidate belonging to reserve Category, in any stream of the Maharashtra Board of Higher Secondary Education or its equivalent or any Diploma in Technology/Engineering/Agriculture/Pharmacy or MCVC of not less than two years from any recognized Board or Vocational stream.

A candidate who has completed qualifying education from any Foreign Board /University must obtain an Equivalence Certificate from Association of Indian Universities (AIU) or competent body in India.

8. Medium of Instruction

The medium of instructions shall be in English.

9. Teachers Qualification

As per rules and regulations of Shivaji University, Kolhapur and Govt. of Maharashtra.

10. Fee Structure

As per University norms.

11. Requirements

i) Core Faculty

| | |
|------------------------------------|----------------------|
| For First Year Sem I & Sem II | -1 Full Time Faculty |
| For Second Year Sem III & Sem IV | -1 Full Time Faculty |
| For Third Year Sem V & Sem VI | -1 Full Time Faculty |
| For Fourth Year Sem-VII & Sem-VIII | -1 Full Time Faculty |

Total – 4 Full Time Faculties

In addition, there shall be visiting faculty drawn from academicians/professionals from different fields.

One full time faculty having M.Com. as educational qualification and three full time faculty having MBA educational qualification(any Subject/Elective/Specialization).

The eligibility norms for the post of Assistant Professor are as per UGC norms. The additional workload should be covered through faculty appointed on CHB basis to give justice to the subject.

ii) Lab Assistant

One Lab Assistant having qualification B.C.A./B.C.S./B.Sc.in Computer Science/Diploma in Computer Engineering/PG DCA and also AEC/DSE/GE based lab courses.

iii) Non-Teaching Staff

One Clerk and 2 Peons.

iv) Computer Lab

Well-equipped networked Lab with backup facility, Application and system software's as per syllabi and internet facility.

v) Library

The entire library fees collected from the students shall be invested on library (including books, magazines and journals, e-resources etc.)

vi) Class Room, Seminar Hall, Training and Placement Cell Room

At least 4 classrooms of seating capacity of 80 students with LCD in which at least two Digital Classrooms, At least 3 classrooms for Elective subjects with minimum 60 students capacity and 1 Seminar Hall, 1 Training and Placement Cell Room.

Rules and Regulations

R. B. B. A. 1 : Scheme of Examination

B.B.A. Program will be conducted through CBCS Semester pattern.

There shall be an examination at the end of each semester. Each course (subject) during each semester will carry 100 marks. Out of this, 60 marks will be allotted to University theory papers and 40 marks to be given by each college through internal evaluation. Out of this, 40 marks 10 marks for Test , 10 marks for Oral/Seminar/Book Review/Case study and 20 marks for Practical Work/Field-work.

| Sem. | Internal/Teamwork Marks-Evaluation Criteria | | | Total (40) |
|-------------|--|---|------------------------------------|-----------------------|
| | Category-I (20 marks) | Category-II (10 marks) | Category-III (10 Marks) | |
| Sem-I | Practical Work/Field Work | Oral | Test | 40 |
| Sem-II | Practical Work/Field Work | Seminar Presentation | Test | 40 |
| Sem-III | Practical Work/Field Work | Book Review Presentation | Test | 40 |
| Sem-IV | Practical Work/Field Work | Seminar Presentation | Test | 40 |
| Sem-V | Practical Work/Field Work | Case Study Presentation/Seminar Presentation | Test | 40 |
| Sem-VI | Practical Work/Field Work | Book Review/ Case Study Presentation | Test | 40 |
| Sem-VII | Practical Work/Field Work | Case Study Presentation/ Book Review Presentation | Test | 40 |
| Sem-VIII | Internship | | | 100 |
| | Dissertation Report | | | 150 |

The record of all internal marks should be strictly maintained by faculty member. Each student should prepare Seminar/Case Study /Book Review PowerPoint Presentation as per guidelines of subject teacher and submit its hardcopy or softcopy to respective subject teacher.

Mini-Project Report-Field visit: Sem V

The candidate shall visit to respective firms/organizations/ markets/companies for whole semester and prepare a Mini Project for respective elective on field visit. Mini Project Report carries 100 marks (60 Marks for Project Report and 40 marks for Internal Viva-Voce) Student has to submit One Project Work Report Spiral copy to the institute. The faculty shall organize and guide to the student regarding field visit and for preparing the report. The report shall evaluate by the faculty at the end of Semester V. It is mandatory that the student will make presentation in the presence of teachers and students. The student is expected to answer to the queries and questions raised in such a meeting. (Internal Viva-Voce). Internal Viva-Voce Committee should be formed by Head of Department and Principal/Director which will include 3 faculty members-1 as a Chair-person and 2 as committee members. A viva-voce examination will be conducted before the university examination for Semester V. Committee should submit the marks online as well as hard copy. The faculty should keep the record properly.

Major- Project Report and Viva-voce: Sem VI

- I. The project report in the sixth semester carries 100 marks (70 marks for project report and 30 marks for University Viva-Voce. There shall be single evaluation of project report and this will be done simultaneously along with vive-voce.
- II. Examiners (university appointed) shall evaluate project report and conduct viva- voce and chairman should fill online marks and submit hard copy to the University examination department. The viva-voce committee appointed by University should have three experts for Viva-Voce, One as Chairman appointed by university and another two as a member, One as External Examiner appointed by university and another as Internal Examiner for Viva-

Voce. The internal examiner should be appointed at institute level by the head of the Higher Education Institution (HEI) and internal examiner's name should be communicated in advance to University Exam section. Viva-Voce remuneration should be given to all three committee members as per university norms.

Dissertation and Viva-Voce: Sem -VIII

- I. The Dissertation in the Eighth semester carries 500 marks (250 marks for Dissertation (150 marks for dissertation and 100 Internship) and 250 marks for viva-voce). There shall be single evaluation of project report and this will be done simultaneously along with vive-voce.

- II. Examiners (university appointed) shall evaluate Dissertation and conduct viva- voce and chairman should filling online marks and submit hard copy to the University examination department. The viva-voce committee appointed by University should have three experts for Viva-Voce, One as Chairman and another two as a member, One as External Examiner and another as Internal Examiner for Viva-Voce. The internal examiner should be appointed at institute level by the head of the Higher Education Institution (HEI) and internal examiner's name should be communicated in advance to University Exam section. Viva-Voce remuneration should be given to all three committee members as per university norms.

Nature of Question Paper and scheme of marking

QUESTION PAPER PATTERN

FOR ALL SEMESTERS

Duration: 2.5 Hours

Total Marks – 60

Instructions: -

- 1) All Questions are compulsory
- 2) Figures to the right indicate marks

| | |
|-------------------------------------|----|
| Q.1 Broad Question | 15 |
| OR | |
| Q.1 Broad Question | 15 |
| Q.2 Write Short Answers (Any Three) | 30 |
| a) | |
| b) | |
| c) | |
| d) | |
| e) | |
| Q.3 Write Short Notes (Any Three) | 15 |
| a) | |
| b) | |
| c) | |
| d) | |
| e) | |

Note:-

The above nature of question paper is applicable for all the subjects of B.B.A. Course for all eight semesters.

12. Workload (Period/Lectures for each Course)

For every semester 60 periods (60 minutes per period) are allotted to complete the syllabus of each Course (Subject).

R. B. B. A. 2 : Standard of Passing

- 1) A candidate must obtain minimum 40% of the marks in each University and internal examination paper as well as Mini and Major Project Report , Internship and Dissertation.

- 2) For Environmental Science, Semester IV the candidate shall have to score 28 marks, out of 70 marks theory paper and 12 marks out of 30 for project report-work.
- 3) There shall be a separate head of passing in Theory and Internal examination. However, ATKT rules shall be made applicable in respect of theory paper (University Examination) only.
- 4) A candidate who fails in any number of subjects during semester – I & II shall be admitted to B.B.A. Part-II (appear for Semester –III & Semester IV examination)
- 5) However, the candidate shall not be admitted to B.B.A. Part-III (Semester-V) unless he/she passed in all the subjects at B.B.A. Part-I (Semester-I & Semester-II)
- 6) A candidate who fails in any number of subjects during Semester-III & IV shall be admitted for B.B.A. Part-III & allowed to appear for Semester –V & VI examinations.
- 7) A candidate who fails in any number of subjects during Semester-V & VI shall be admitted for B.B.A. Part-IV & allowed to appear for Semester –VII & VIII examinations.
- 8) However, the candidate shall not be admitted to B.B.A. Part-IV (Semester-VII) unless he/she passed in all the subjects at B.B.A. Part-II (Semester-III & Semester-IV).
- 9) However under the National Education Policy the rules extended by University, time to time, regarding ATKT will be applicable.

R. B. B. A. 3 : Gradation Chart

| Marks Obtained (Grade) | Numerical (Grade Point) | CGPA | Letter Grade |
|---------------------------|----------------------------|--------------|------------------|
| Absent | 0(Zero) | - | - |
| 0-40 | 0 to 4 | 0.0 to 3.99 | Fail |
| 41-50 | 5 | 4.00 to 4.99 | C |
| 51-60 | 6 | 5.00 to 5.99 | B |
| 61-70 | 7 | 6.00 to 6.99 | B+ |
| 71-80 | 8 | 7.00 to 7.99 | A |
| 81-90 | 9 | 8.00 to 8.99 | A+ |
| 91-100 | 10 | 9.00 to 10.0 | O Outstanding |

Note:

- i) Marks obtained ≥ 0.5 shall be rounded off to next higher digit
- ii) The SGPA & CGPA shall be rounded off to 2 decimal points

Calculation of SGPA & CGPA

| |
|---|
| Semester Grade Point Average (SGPA) SGPA = $\frac{\text{Course credits} \times \text{Grade Points obtained of a semester}}{\text{Course credits of respective semester}}$ |
| Cumulative Grade Point Average (CGPA) CCPA = $\frac{\text{Total credits of a semester} \times \text{SGPA of respective semester of all semesters}}{\text{Total course credits of all semesters}}$ |

Shivaji University, Kolhapur
Bachelor of Business Administration (BBA) Program

| Sem. | DSC Discipline Specific Course (Core Course) | GEC Generic Elective Course | AECC Ability Enhancement Compulsory Course | SEC Skill Enhancement Course(Multidisciplinary) (Skill Based and Value Based) | Total |
|---|---|--|---|--|--------------|
| I | CC-A1 | GEC-G1 | AECC-C1 | SEC-SB1*(Multi-disciplinary) | 26 |
| | CC-A2 | | | SEC-VB1*(Multi-disciplinary) | |
| | CC-A3 | | | | |
| | CC-A4 | | | | |
| II | CC-A5 | GEC-G2 | AECC-C2 | SEC-SB2*(Multi-disciplinary) | 26 |
| | CC-A6 | | | | |
| | CC-A7 | | | | |
| | CC-A8 | | | Total Credits | 52 |
| Exit option with Certificate in Management (with the completion of courses equal to a minimum of 52 credits) *Note :For Skill Enhancement Courses (Multidisciplinary) follow the guidelines extended by Shivaji University, Kolhapur | | | | | |
| III | CC-B1 | | | SEC-SB3*(Multi-disciplinary) | 26 |
| | CC-B2 | | AECC-C3 | | |
| | CC-B3 | | | | |
| | CC-B4 | | | | |
| | CC-B5 | | | | |
| IV | CC-B6 | | | SEC-SB4*(Multi-disciplinary) | 30 |
| | CC-B7 | | AECC-C4 | | |
| | CC-B8 | | AECC-EVS-C5 | | |
| | CC-B9 | | | | |
| | CC-B10 | | | | |
| Total Credits | | | | | 56 |
| Exit option with Diploma in Management (with the completion of courses equal to a minimum of 108 credits) *Note :For Skill Enhancement Courses (Multidisciplinary) follow the guidelines extended by Shivaji University, Kolhapur | | | | | |
| V | CC-C1 | DSE-1 | | SEC-SB5* (Multi-disciplinary) | 26 |
| | CC-C2 | DSE-2 | | | |
| | CC-C3 | DSE-3 | | | |
| VI | CC-C4 | DSE-4 | | SEC-SB6*(Multi-disciplinary) | 26 |

| | | | | | |
|---|---|-------|--|-------------------------------|------------|
| | CC-C5 | DSE-5 | | | |
| | CC-C6 | DSE-6 | | | |
| | | | | Total Credits | 52 |
| | Exit option with Bachelor in Business Management(with the completion of courses equal to a minimum of 160 credits) *Note :For Skill Enhancement Courses (Multidisciplinary) follow the guidelines extended by Shivaji University, Kolhapur | | | | |
| VII | CC-D1 | DSE-7 | | SEC-SB7* (Multi-disciplinary) | 22 |
| | CC-D2 | | | | |
| | CC-D3 | | | | |
| | CC-D4 | | | | |
| VIII | CC-D5 | DSE-8 | | SEC-SB8* (Multi-disciplinary) | 22 |
| | | | | | 44 |
| Total BBA program credits of four years: Eight Semesters *Note :For Skill Enhancement Courses (Multidisciplinary) follow the guidelines extended by Shivaji University, Kolhapur | | | | | 204 |

Credit Distribution chart for B.B.A. Program

| Sr. No. | Course Name | Total Courses (Papers) | Total Credits | % in Total Courses |
|---------|---|------------------------|---------------|--------------------|
| 1 | CC :Core Course | 29 | 116 | 54.72 |
| 2 | AECC: Ability Enhancement Compulsory Course | 05 | 20 | 9.43 |
| 3 | GEC: Generic Elective Course | 02 | 08 | 3.77 |
| 4 | DSE: Discipline Specific Elective | 08 | 44 | 15.09 |
| 5 | SEC: Skill Enhancement Course SB: Skill Based VB: Value Based | 09 | 16 | 16.98 |
| | Total | 53 | 204 | 100.00 |

CBCS BBA Structure Sem -I and II

Structure-1

SEMESTER-I-DURATION-06 MONTHS

| SR. NO. | TEACHING SCHEME | | | | EXAMINATION SCHEME | | | | | | |
|--------------|-----------------|---------------|-----------|----------------|--------------------|-------------|------------|---------------|--|--|-----|
| | THEORY(TH) | | | PRACTICAL (PR) | UNIVERSITY EXAM | | | INTERNAL EXAM | | | |
| | COURSE TYPE | NO.OF LECTURE | HOURS | | CREDITS | PAPER HOURS | MAX | MIN | INTERNAL | MAX | MIN |
| 1 | CC-A1 | 4 | 4 | 4 | NO PRACTICAL | 2.5 | 60 | 24 | PRACTICAL OR FIELDWORK (20)+TEST(10)+ ORAL(10) | 40 | 16 |
| 2 | CC-A2 | 4 | 4 | 4 | | 2.5 | 60 | 24 | | 40 | 16 |
| 3 | CC-A3 | 4 | 4 | 4 | | 2.5 | 60 | 24 | | 40 | 16 |
| 4 | CC-A4 | 4 | 4 | 4 | | 2.5 | 60 | 24 | | 40 | 16 |
| 5 | GEC-G1 | 4 | 4 | 4 | | 2.5 | 60 | 24 | | 40 | 16 |
| 6 | AECC-C1 | 4 | 4 | 4 | | 2.5 | 60 | 24 | | 40 | 16 |
| 7 | SEC-SB1& VB1 | - | - | 2 | | - | - | - | | - | - |
| TOTAL | | 24 | 24 | 26 | | - | 360 | - | 240 | | |
| | | | | | | | | | | Theory Marks + Internal Marks = Total Marks | |
| | | | | | | | | | | 360 (Theory) + 240 (Internal) = 600 | |

SEMESTER-II DURATION-06 MONTHS

| SR. NO. | TEACHING SCHEME | | | | EXAMINATION SCHEME | | | | | | |
|---------|-----------------|---------------|-------|----------------|--------------------|-------------|-----|---------------|----------|-----|-----|
| | THEORY(TH) | | | PRACTICAL (PR) | UNIVERSITY EXAM | | | INTERNAL EXAM | | | |
| | COURSE TYPE | NO.OF LECTURE | HOURS | | CREDITS | PAPER HOURS | MAX | MIN | INTERNAL | MAX | MIN |

| | | | | | | | | | | | |
|--------------------|---------|-----------|-----------|-----------|-----------------|----------|------------|----------|--|--|----|
| 1 | CC-A5 | 4 | 4 | 4 | NO PRACTICAL | 2.5 | 60 | 24 | PRACTICAL OR FIELDWORK (20)+TEST(10)+ SEMINAR(10) | 40 | 16 |
| 2 | CC-A6 | 4 | 4 | 4 | | 2.5 | 60 | 24 | | 40 | 16 |
| 3 | CC-A7 | 4 | 4 | 4 | | 2.5 | 60 | 24 | | 40 | 16 |
| 4 | CC-A8 | 4 | 4 | 4 | | 2.5 | 60 | 24 | | 40 | 16 |
| 5 | GEC-G2 | 4 | 4 | 4 | | 2.5 | 60 | 24 | | 40 | 16 |
| 6 | AECC-C2 | 4 | 4 | 4 | | 2.5 | 60 | 24 | | 40 | 16 |
| 7 | SEC-SB2 | - | - | 2 | | - | - | - | | - | - |
| TOTAL | | 24 | 24 | 26 | | - | 360 | - | 240 | Theory Marks + Internal Marks = Total Marks 360 (Theory) + 240 (Internal) = 600 | |
| GRAND TOTAL | | 48 | 48 | 52 | | - | 720 | - | 720 (THEORY) + 480 (INTERNAL) = 1200 | | |

NOTE: 1.CC: Core Course 2.GEC: Generic Elective Course 3.AECC: Ability Enhancement Compulsory Course 4.SEC: Skill Enhancement Course (VB :Value Based, SB:Skill Based)

CBCS BBA Structure Sem -III and IV

| Structure-2 | | | | | | | | | | | |
|---------------------------------|-----------------|----------------------|-------|-------------|-------------------|--------------------|-----|-----|--|---------|-----|
| SEMESTER-III-DURATION-06 MONTHS | | | | | | | | | | | |
| SR. NO. | TEACHING SCHEME | | | | | EXAMINATION SCHEME | | | | | |
| | COURSE TYPE | THEORY (TH) | | | PRACTICAL (PR) | UNIVERSITY EXAM | | | INTERNAL EXAM | | |
| | | NO.OF LECTUR E | HOURS | CREDIT S | | PAPER HOURS | MAX | MIN | INTERNAL | MA X | MIN |
| 1 | CC-B1 | 4 | 4 | 4 | NO PRACTICAL | 2.5 | 60 | 24 | PRACTICAL OR FIELDWORK (20)+TEST(10)+ BOOK REVIEW PRESENTATION(10) | 40 | 16 |
| 2 | CC-B2 | 4 | 4 | 4 | | 2.5 | 60 | 24 | | 40 | 16 |
| 3 | CC-B3 | 4 | 4 | 4 | | 2.5 | 60 | 24 | | 40 | 16 |
| 4 | CC-B4 | 4 | 4 | 4 | | 2.5 | 60 | 24 | | 40 | 16 |
| 5 | CC-B5 | 4 | 4 | 4 | | 2.5 | 60 | 24 | | 40 | 16 |
| 6 | AECC-C3 | 4 | 4 | 4 | | 2.5 | 60 | 24 | | 40 | 16 |
| 7 | SEC-SB3 | - | - | 2 | | - | - | - | | - | - |

| | | | | | | | | | | |
|--------------|-----------|-----------|-----------|--|----------|------------|----------|--|--|--|
| TOTAL | 24 | 24 | 26 | | - | 360 | - | 240 | | |
| | | | | | | | | Theory Marks + Internal Marks = Total Marks 360 (Theory) + 240 (Internal) = 600 | | |

SEMESTER-IV DURATION-06 MONTHS

| SR. NO. | TEACHING SCHEME | | | | | EXAMINATION SCHEME | | | | | |
|--------------------|------------------------|-----------------------|--------------|----------------|-----------------------|---------------------------|------------|------------|--|------------|------------|
| | THEORY (TH) | | | | PRACTICAL (PR) | UNIVERSITY EXAM | | | INTERNAL EXAM | | |
| | COURSE TYPE | NO. OF LECTURE | HOURS | CREDITS | | PAPER HOURS | MAX | MIN | INTERNAL | MAX | MIN |
| 1 | CC-B6 | 4 | 4 | 4 | NO PRACTICAL | 2.5 | 60 | 24 | PRACTICAL OR FIELDWORK (20)+TEST(10)+ SEMINAR(10) | 40 | 16 |
| 2 | CC-B7 | 4 | 4 | 4 | | 2.5 | 60 | 24 | | 40 | 16 |
| 3 | CC-B8 | 4 | 4 | 4 | | 2.5 | 60 | 24 | | 40 | 16 |
| 4 | CC-B9 | 4 | 4 | 4 | | 2.5 | 60 | 24 | | 40 | 16 |
| 5 | CC-B10 | 4 | 4 | 4 | | 2.5 | 60 | 24 | | 40 | 16 |
| 6 | AECC-C4 | 4 | 4 | 4 | | 2.5 | 60 | 24 | | 40 | 16 |
| 7 | AECC-EVS-C5 | 4 | 4 | 4 | | 3 | 70 | 28 | EVS PROJECT | 30 | 12 |
| 8 | SEC-SB4 | - | - | 2 | | - | - | - | | - | - |
| TOTAL | | 28 | 28 | 30 | | - | 430 | - | 270 | | |
| GRAND TOTAL | | 52 | 52 | 56 | | | 790 | | Theory Marks + Internal Marks = Total Marks 430 (Theory) + 270 (Internal) = 700 | | |
| GRAND TOTAL | | 52 | 52 | 56 | | | 790 | | 790 (THEORY) + 510 (INTERNAL) = 1300 | | |

NOTE: 1.CC: Core Course 2.GEC: Generic Elective Course 3.AECC: Ability Enhancement Compulsory Course 4.SEC: Skill Enhancement Course (VB :Value Based, SB:Skill Based)

CBCS BBA Structure Sem -V and VI

Structure-3

SEMESTER-V -DURATION-06 MONTHS

| SR. | TEACHING SCHEME | | | | EXAMINATION SCHEME | |
|------------|------------------------|--|--|------------------|---------------------------|----------------------|
| | THEORY (TH) | | | PRACTICAL | UNIVERSITY EXAM | INTERNAL EXAM |

| NO. | COURSE TYPE | NO.OF LECTURE | HOURS | CREDITS | (PR) | PAPER HOURS | MAX | MIN | INTERNAL | MAX | MIN |
|-------|-------------|---------------|-------|---------|--------------|-------------|-----|-----|---|-----|-----|
| | | | | | - | | | | | | |
| 1 | CC-C1 | 4 | 4 | 4 | NO PRACTICAL | 2.5 | 60 | 24 | PRACTICAL OR FIELDWORK (20)+TEST(10)+CASE STUDY PRESENTATION/SEMINAR (10) | 40 | 16 |
| 2 | CC-C2 | 4 | 4 | 4 | | 2.5 | 60 | 24 | | 40 | 16 |
| 3 | CC-C3 | 4 | 4 | 4 | | 2.5 | 60 | 24 | | 40 | 16 |
| 4 | DSE-1 | 4 | 4 | 4 | | 2.5 | 60 | 24 | | 40 | 16 |
| 5 | DSE-2 | 4 | 4 | 4 | | 2.5 | 60 | 24 | | 40 | 16 |
| 6 | DSE-3 | - | - | 4 | | - | - | - | MINI-PROJECT INTERNAL VIVA-VOCE EXAMINATION 60 Marks for Mini-Project Report +40 Marks for Internal Viva-voce (Minimum Marks 40% in each head) | 100 | 40 |
| 7 | SEC-SB5 | - | - | 2 | | - | - | - | - | - | - |
| TOTAL | | 20 | 20 | 26 | - | 300 | - | 300 | Theory Marks + Internal Marks = Total Marks 300 (Theory) + 300 (Internal & Viva) = 600 | | |

SEMESTER-VI DURATION-06 MONTHS

| SR. NO. | TEACHING SCHEME | | | | | EXAMINATION SCHEME | | | | | |
|---------|-----------------|---------------|-------|---------|----------------|--------------------|-----|-----|---------------|-----|-----|
| | THEORY(TH) | | | | PRACTICAL (PR) | UNIVERSITY EXAM | | | INTERNAL EXAM | | |
| | COURSE TYPE | NO.OF LECTURE | HOURS | CREDITS | | PAPER HOURS | MAX | MIN | INTERNAL | MAX | MIN |
| 1 | CC-C4 | 4 | 4 | 4 | - | 2.5 | 60 | 24 | PRACTICAL OR | 40 | 16 |

| | | | | | | | | | | | |
|--------------------|---------|----|----|----|---------------------|--|-----|---|---|----|--|
| 2 | CC-C5 | 4 | 4 | 4 | NO PRACTI CAL | 2.5 | 60 | 24 | FIELDWORK (20)+TEST(10)+ +BOOK REVIEW/CASE STUDY(10) | 40 | 16 |
| 3 | CC-C6 | 4 | 4 | 4 | | 2.5 | 60 | 24 | | 40 | 16 |
| 4 | DSE-4 | 4 | 4 | 4 | | 2.5 | 60 | 24 | | 40 | 16 |
| 5 | DSE-5 | 4 | 4 | 4 | | 2.5 | 60 | 24 | | 40 | 16 |
| 6 | DSE-6 | - | - | 4 | | MAJOR PROJECT UNIVERISTY VIVA- VOCE EXAMINATION (Max:30 Marks, Min: 12Marks) | | | MAJOR PROJECT REPORT | 70 | 28 |
| 7 | SEC-SB6 | - | - | 2 | | - | - | - | - | - | - |
| TOTAL | | 20 | 20 | 26 | | - | 330 | - | 270 | | Theory Marks + Internal Marks = Total Marks 330 (Theory & Viva) + 270 (Internal) = 600 |
| GRAND TOTAL | | 40 | 40 | 52 | - | 630 | - | 630 (THEORY) + 570 (INTERNAL) = 1200 | | | |

NOTE: 1.CC: Core Course 2.GEC: Generic Elective Course 3.AECC: Ability Enhancement Compulsory Course 4.SEC: Skill Enhancement Course (VB: Value Based, SB: Skill Based)

CBCS BBA Structure Sem -VII and VIII

| Structure-4 | | | | | | | | | | | |
|----------------------------------|----------------|------------------|-------|-------------|-------------------|--------------------|-----|-----|--|-----|-----|
| SEMESTER-VII -DURATION-06 MONTHS | | | | | | | | | | | |
| SR. NO. | COURSE TYPE | TEACHING SCHEME | | | | EXAMINATION SCHEME | | | | | |
| | | THEORY(TH) | | | PRACTICAL (PR) | UNIVERSITY EXAM | | | INTERNAL EXAM | | |
| | | NO.OF LECTURE | HOURS | CREDIT S | | PAPER HOURS | MAX | MIN | INTERNAL | MAX | MIN |
| 1 | CC-D1 | 4 | 4 | 4 | NO PRACTICAL | 2.5 | 60 | 24 | PRACTICAL OR FIELDWORK(20)+ TEST(10)+ CASE | 40 | 16 |
| 2 | CC-D2 | 4 | 4 | 4 | | 2.5 | 60 | 24 | | 40 | 16 |
| 3 | CC-D3 | 4 | 4 | 4 | | 2.5 | 60 | 24 | | 40 | 16 |
| 4 | CC-D4 | 4 | 4 | 4 | | 2.5 | 60 | 24 | | 40 | 16 |

| | | | | | | | | | | | |
|--------------|---------|-----------|-----------|-----------|---|-----|------------|----|--|----|----|
| 5 | DSE-7 | 4 | 4 | 4 | S | 2.5 | 60 | 24 | STUDY /BOOK REVIEW PRESENTATION(10) | 40 | 16 |
| 6 | SEC-SB7 | - | - | 2 | | - | - | - | - | - | - |
| TOTAL | | 20 | 20 | 22 | | - | 300 | - | 200 Theory Marks + Internal Marks = Total Marks 300 (Theory) + 200 (Internal) = 500 | | |

SEMESTER-VIII DURATION-06 MONTHS

| | | TEACHING SCHEME | | | | EXAMINATION SCHEME | | | | | |
|--------------------|----------------|------------------|-------|-------------|----------------------|---------------------------|----------------|-----|--|----------|-----|
| SR. NO. | COURSE TYPE | THEORY(TH) | | | PRACTICAL (PR) | UNIVERISTY VIVA - VOCE | | | INTERNAL EXAM | | |
| | | NO.OF LECTURE | HOURS | CREDIT S | | - | PAPER HOURS | MAX | MIN | INTERNAL | MAX |
| 1 | CC-D5 | - | - | 4 | NO PRACTICAL S | - | - | - | Internship | 100 | 40 |
| 2 | DSE-8 | - | - | 16 | | - | - | - | Dissertation Report | 150 | 60 |
| 3 | SEC-SB8 | - | - | 2 | | - | - | - | - | - | - |
| | | | | | | 250 | 100 | | | 250 | 100 |
| TOTAL | | - | - | 22 | | - | - | - | 250 University Viva-voce + Internal Marks=Total marks 250 (Viva) + 250 (Internal) = 500 | | |
| GRAND TOTAL | | - | - | 44 | | - | 550 | - | 550 (THEORY) + 450 (INTERNAL) = 1000 | | |

NOTE: 1.CC: Core Course **2.GEC:** Generic Elective Course **3.AECC:** Ability Enhancement Compulsory Course **4.SEC:** Skill Enhancement Course (VB: Value Based, SB: Skill Based)

CBCS BBA List of Courses (Subject)

| First Year B.B.A. | | | |
|--|---|--------------------|---|
| Semester-I | | Semester-II | |
| Course Code | Course(Subject) | Course Code | Course(Subject) |
| Core Course | | | |
| CC-A1 | Fundamental of Business Management | CC-A5 | Human Resource Management |
| CC-A2 | Principles of Marketing | CC-A6 | Accounting for Managers |
| CC-A3 | Micro Economics | CC-A7 | Macro Economics |
| CC-A4 | Information Technology in Business Management | CC-A8 | Business Environment |
| General Elective Course | | | |
| GEC-G1 | Insurance and Banking | GEC-G2 | Management Information System |
| Ability Enhancement Compulsory Course | | | |
| AECC-C1 | Business Communication | AECC-C2 | Soft Skills and Personality Development |
| Skill Enhancement Course/Value Based Course | | | |
| SEC-SB1 | | SEC-SB2 | |
| SEC- VB1 | | | |
| <p>*The syllabus for Skill Enhancement Courses (Skill Based and Value based Course) are provided on university website, which are common for all graduate.</p> | | | |

CBCS BBA List of Courses (Subject)

| Second Year B.B.A. | | | |
|--|---------------------------------|--------------------|--------------------------------------|
| Semester-III | | Semester-IV | |
| Course Code | Course(Subject) | Course Code | Course(Subject) |
| Core Course | | | |
| CC-B1 | Fundamental of Entrepreneurship | CC-B6 | Entrepreneurship Project Management |
| CC-B2 | Cost Accountancy | CC-B7 | Management Accounting |
| CC-B3 | Service Marketing | CC-B8 | Rural and Retail Marketing |
| CC-B4 | E-commerce | CC-B9 | Production and Operations Management |
| CC-B5 | Forms of Business Organization | CC-B10 | Research Methodology |
| Ability Enhancement Compulsory Course | | | |
| AECC-C3 | Statistical Techniques | AECC-C4 | Statistics for Business |
| - | - | AECC-EVS-C5 | Environmental Science |
| *Skill Enhancement Course/Value Based Course | | | |
| SEC-SB3 | | SEC-SB4 | |
| <p>*The syllabus for Skill Enhancement Courses (Skill Based and Value based Course) are provided on university website, which are common for all graduate.</p> | | | |

| Third Year B.B.A. | | | |
|---|--|--------------------|--|
| Semester-V | | Semester-VI | |
| Course Code | Course (Subject) | Course Code | Course (Subject) |
| Core Course | | | |
| CC-C1 | Fundamental of Business Law | CC-C4 | Fundamentals of Taxation |
| CC-C2 | Human Skills | CC-C5 | Business Ethics |
| CC-C3 | Management Historians | CC-C6 | Organizational Behavior |
| *Skill Enhancement Course/Value Based Course | | | |
| SEC-SB5 | | SEC-SB6 | |
| Discipline Specific Elective-Marketing | | | |
| DSE-A1 | Digital Marketing | DSE-A4 | Consumer Behavior |
| DSE-A2 | Sales and Distribution Management | DSE-A5 | Advertising and Brand Management |
| DSE-A3 | Mini-Project(Field Visit-Work) | DSE-A6 | Major Project(Field Visit-Work) |
| Discipline Specific Elective-Finance | | | |
| DSE-B1 | Financial Management | DSE-B4 | Business Finance |
| DSE-B2 | Security Analysis & Portfolio Management | DSE-B5 | International Finance |
| DSE-B3 | Mini-Project(Field Visit-Work) | DSE-B6 | Major Project(Field Visit-Work) |
| Discipline Specific Elective-Human Resource Management | | | |
| DSE-C1 | Human Resource Planning and Procurement | DSE-C4 | Strategic HRM and International Perspective |
| DSE-C2 | Compensation Management & Human Resource Development | DSE-C5 | Industrial Relations and Labour Laws |
| DSE-C3 | Mini-Project(Field Visit-Work) | DSE-C6 | Major Project(Field Visit-Work) |
| Discipline Specific Elective-Business Analytics | | | |
| DSE-D1 | Business Analytics for Management | DSE-D4 | Business Analytics using R - Programming |
| DSE-D2 | Data Visualization using Python | DSE-D5 | Business Data Management and Cloud Computing |
| DSE-D3 | Mini-Project(Field Visit-Work) | DSE-D6 | Major Project(Field Visit-Work) |
| Discipline Specific Elective-Computer Application | | | |
| DSE-E1 | Web Technology | DSE-E4 | Enterprise Resource Planning |
| DSE-E2 | Data Mining and Warehousing | DSE-E5 | Python Programming & Software Project Management |
| DSE-E3 | Mini-Project(Field Visit-Work) | DSE-E6 | Major Project(Field Visit-Work) |
| Discipline Specific Elective-Event Management | | | |
| DSE-F1 | Fundamentals of Event Management | DSE-F4 | Event Risk Management |
| DSE-F2 | Event Marketing and Production | DSE-F5 | IT for Event Management |
| DSE-F3 | Mini-Project(Field Visit-Work) | DSE-F6 | Major Project(Field Visit-Work) |
| Discipline Specific Elective- Family Business Management | | | |
| DSE-G1 | Dynamics of Family Business | DSE-G4 | Start-Up :Creativity and Innovation |

| | | | |
|--|--|--------|---|
| DSE-G2 | Strategic Family Business Management | DSE-G5 | Venture Capital and Funding agencies |
| DSE-G3 | Mini-Project(Field Visit-Work) | DSE-G6 | Major Project(Field Visit-Work) |
| Discipline Specific Elective-Hospitality Management | | | |
| DSE-H1 | Fundamentals of Hospitality Management | DSE-H4 | Hotel Management |
| DSE-H2 | Hospitality Marketing and Law | DSE-H5 | Soft Skills in Hospitality |
| DSE-H3 | Mini-Project(Field Visit-Work) | DSE-H6 | Major Project(Field Visit-Work) |
| Discipline Specific Elective-International Business | | | |
| DSE-I1 | Principles of International Business | DSE-I4 | Export and Import |
| DSE-I2 | Cross-Cultural Management | DSE-I5 | Issues in International Business |
| DSE-I3 | Mini-Project(Field Visit-Work) | DSE-I6 | Major Project(Field Visit-Work) |
| Discipline Specific Elective- Travel and Tourism Management | | | |
| DSE-J1 | Basics of Travel and Tourism | DSE-J4 | Principles and Practices of Travel and Tourism Management |
| DSE-J2 | Geography of Tourism and Attractions of Indian Tourism | DSE-J5 | Tourism Issues and Strategies |
| DSE-J3 | Mini-Project(Field Visit-Work) | DSE-J6 | Major Project(Field Visit-Work) |
| <p>*The syllabus for Skill Enhancement Courses (Skill Based and Value based Course) are provided on university website, which are common for all graduate.</p> | | | |

| Fourth Year B.B.A. | | | |
|---|---|----------------------|-------------------------|
| Semester-VII | | Semester-VIII | |
| Course Code | Course (Subject) | Course Code | Course (Subject) |
| Core Course | | | |
| CC-D1 | Advanced Research Methodology | CC-D5 | Internship |
| CC-D2 | Research Ethics | | |
| CC-D3 | Data Analytics | | |
| CC-D4 | Advanced Statistics | | |
| *Skill Enhancement Course/Value Based Course | | | |
| SEC-SB7 | | SEC-SB8 | |
| Discipline Specific Elective-Marketing | | | |
| DSE-A7 | Research in Marketing | DSE-A8 | Dissertation |
| Discipline Specific Elective-Finance | | | |
| DSE-B7 | Research in Finance | DSE-B8 | Dissertation |
| Discipline Specific Elective-Human Resource Management | | | |
| DSE-C7 | Research in Human Resource Management | DSE-C8 | Dissertation |
| Discipline Specific Elective-Business Analytics | | | |
| DSE-D7 | Research in Business Analytics | DSE-D8 | Dissertation |
| Discipline Specific Elective-Computer Application | | | |
| DSE-E7 | Research in Computer Application | DSE-E8 | Dissertation |
| Discipline Specific Elective-Event Management | | | |
| DSE-F7 | Research in Event Management | DSE-F8 | Dissertation |
| Discipline Specific Elective-Family Business Management | | | |
| DSE-G7 | Research in Family Business Management | DSE-G8 | Dissertation |
| Discipline Specific Elective- Hospitality Management | | | |
| DSE-H7 | Research in Hospitality Management | DSE-H8 | Dissertation |
| Discipline Specific Elective- International Business | | | |
| DSE-I7 | Research in International Business | DSE-I8 | Dissertation |
| Discipline Specific Elective- Travel And Tourism Management | | | |
| DSE-J7 | Research in Travel and Tourism Management | DSE-J8 | Dissertation |
| *The syllabus for Skill Enhancement Courses (Skill Based and Value based Course) are provided on university website, which are common for all graduate. | | | |

| BBA-I-Sem-I Fundamental of Business Management CC-A1 | | |
|---|--|---------------------------|
| Course Outcomes | After the completion of the course, students will be able to : 1. Know, comprehend, apply, analyze, synthesize and evaluate the basic fundamentals of managing organizations. Students will complete specific activities, as identified in the syllabus, related to each of the four functions of management: planning, organizing, leading and controlling. 2. Develop a working knowledge of fundamental terminology and frameworks in the four functions of management: Planning, Organizing, Leading and Controlling. 3. Analyze organizational case situations in each of the functions of management. 4. Identify and apply appropriate management techniques for managing contemporary organizations 5. Understand Indian ethos in managerial practices and trends in management. 6. Understand skills, abilities, and tools needed to obtain a job on a management track in an organization of their choice. | |
| Total hours of Teaching : 60 | Lecture /week : 04 | Credit Points : 04 |
| Total Marks : 100 | Theory : 60 | Internal : 40 |
| Syllabus Contents: | | |
| Unit:I | An Introduction to Management Meaning and Definition of Management, Evolution of Management thoughts, Contribution of F.W.Taylor, Frank and Lillian Gilbreth, Role of managers and Managerial Skill, Levels of Management, Concept of PODSCORB | 15 Hours |
| Unit:II | Functions of Management A) Planning: Meaning, Forecasting Vs. Planning, steps in Planning process, types of planning B) Organizing: Meaning, Process, Types of organizational structure, MBO concept and process. C) Staffing- concept, Functions and Process of Staffing, Recruitment concept and sources, Selection Process D) Directing- concept, Elements of Directing: Supervision- Motivation-Leadership-Communication, Techniques of Directing E) Controlling – concept, steps in control process, Techniques of controlling | 15 Hours |
| Unit:III | Indian Ethos in Managerial Practices A) Meaning, features, history, Principles practiced by Indian Companies, Elements, Role of Indian Ethos in Managerial Practices. B) Management Lessons from Religion Scriptures: Management Lessons from Vedas, Mahabharata. Bible, Quran ,Management, Lessons from Kautilla’s Arthashastra, Indian Heritage in Business | 15 Hours |

| | | |
|--|---|----------|
| | Management, Ethics v/s Ethos | |
| Unit:IV | <p>Trends in Management</p> <p>A) Business Ethics- Definition and its relevance to Business, Historical Perspective of Ethics, Global perspectives on business ethics. Approaches to managerial ethics.</p> <p>B) Social Responsibility-concept, History & Evolution of CSR, areas of Social Responsibility in business</p> <p>C) Strategic Management: Concept, Levels of Strategy, Different type of Strategies.</p> | 15 Hours |
| <p>Suggested Practical Work or Field Work:</p> <ol style="list-style-type: none"> 1. Visit a factory in your area and prepare the organization chart showing various levels of management and their functions. 2. Visit a foundry or other manufacturing unit in your area and enlist the motions performed by the workers and comment on their necessity and sequence. 3. Study the staffing policy and sources of a local co-operative sugar factory /spinning mill or a private company. 4. Study how management functions are performed in any organization. 5. Study the annual report of any public limited company/bank for recording the activities under the CSR. 6. Study the product strategy adopted by big automobile manufacturing like Suzuki, Tata, Hyundai. 7. Study the management lessons from Vedas and their applications in a particular company. 8. Study Bible from the view point of management philosophy. 9. Enlist the management lessons narrated in Quran 10. Any other practical based on the syllabus. <p>Note: Each student should prepare report for practical /Field work including detailed information as per guidelines of subject teacher.</p> | | |
| <p>Reference Books:</p> <ol style="list-style-type: none"> 1. Essentials of Management by Koontz and Weihrich ,McGraw-Hill Publication 2. Principles of Business Management-Dr.S.C.Saxena-Sahitya Bhawan Publication 3. Principles of Management by R.N.Gupta- S.Chand Publication 4. Principles of Management by Rajeesh Vishwanthan- Himalaya Publishing House 5. Taxmann’s Principles of Management with Case studies by Dr.Neeru Vasistha 6. Case studies in Management by Prem Vrat, KK Ahuja and PK Jain by Vikas Publication 7. Modern Business Administration and Management- Sherlekar S.A. Himalaya Publishing House 8. Case studies in Management by Dr.Akhilesh Chandra Pandey-Wiley Publication 9. Principles and Practice of Management by L.M.Prasad, Sultan Chand and Sons -Publication. 10. Indian Ethos in Management: Tushar Agarwal and Nidhi Chandorkar: Himalaya Publishing House 11. Indian Ethos-Modern Management Mantra- Kumardatta A.Ganjre,Prafulla Pawar and Laxman Renapure,Himalaya Publishing House 12. Indian Ethos And Values In Management, R.Nandgopal, McGraw Hill Education 13. Business Ethics and Value System: H.C.Mrutunjaya, PHI Learning Publication | | |

BBA-I-Sem-I
Principles of Marketing
CC-A2

| | |
|------------------------|---|
| Course Outcomes | After this course students will be able to: 1. Understand the fundamentals of marketing. 2. Aware of the 4P's & 4C's of marketing mix. 3. Understand the consumer behavior and importance of market segmentation |
|------------------------|---|

| | | |
|-------------------------------|---------------------------|--------------------------|
| Hours of Teaching : 60 | Lecture /week : 04 | Credit Points :04 |
| Marks : 100 | Theory : 60 | Internal :40 |

Syllabus Contents:

| | | |
|-----------------|---|----------|
| Unit:I | Introduction to Marketing Meaning and Definition Importance, core concepts of marketing-Need, Wants Demands, Value and Satisfaction. Different approaches of marketing-Product, Production, Selling, Marketing and Societal Marketing. Marketing Environment–Micro Environment, Macro Environment -PESTLE Analysis | 15 Hours |
| Unit:II | Consumer Behavior Factors affecting consumer behavior. Consumer Modeling: - The economic model – Learning model- psychoanalytic model – The sociological model-The Howard Sheth model of buying behavior – The Nicosia model-The Engel –Kollat-Blackwell Model | 15 Hours |
| Unit:III | Market Segmentation Meaning and Importance of market segmentation, Basis for market segmentation. Requisites of sound market segmentation. Market Segmentation strategies, Targeting, Product positioning | 15 Hours |
| Unit:IV | Marketing Mix Meaning, scope & importance, 4 P's of marketing. Product-meaning, concept, types of product, levels of product. Price-meaning, concepts, types of pricing, methods of pricing. Place-Meaning, concept, Channel of distribution, Promotion- meaning, concept, types of promotion, methods of promotion. Evolution of 4 P's to 4 C's -Consumer, Costs, Convenience, Communication | 15 Hours |

- Suggested Practical Work or Field Work:**
1. Visit any super market or big retail store in your area and study the 4 elements of marketing.
 2. Prepare a report on marketing of vegetables in local mandi.
 3. Study the factors affecting consumer behavior towards purchase of readymade garments.
 4. Study strategies adopted by Consumer durable product companies for selling their products.
 5. Compare the pricing policy of big organizational retail stores and small, local un-organized stores.
 6. Study the product design of leading 4G Mobile phones
 7. Study the market segmentation in case of clothing items.
 8. Study the application of core concepts of marketing in case of soft drinks and beverages.
 9. Study the advertisements of organized jewellers in your area.
 10. Any other practical/field work based on the syllabus.

Note: Each student should prepare report for practical /Field work including detailed information as per guidelines of subject teacher.

Reference Books:

1. Marketing Management–Philip Kotler, Pearson Publication
2. Marketing Management– Rajan Saxena, McGraw Hill Publication
3. Marketing Management–V.S. Ramswami & Namkumari, SAGE Publications India Pvt.Ltd.
4. Fundamentals of Marketing Management– William J. Stanton & Michael J. Etzel, Bruce J. Walker-Mcgraw Hill Publication
5. Marketing Management: concepts and Cases-S.A.Sherlekar and R.Krishnamurthy, Himalaya Publishing House.
6. Marketing Management–Strategies and Programs-Joseph P. Guiltinam & Gordon Paul, Mcgraw Hill Publication.
7. Basics of Marketing Management-Theory and Practice-Dr.R.B.Rudani-S.Chand Publication.
8. Marketing Management-C.N.Sontakki, Neeti Gupta and Anuj Gupta-Kalyani Publication
9. Case studies in Marketing-Kanwal Nayan Kapil and Jaydeep Mukherjee-Pearson Publication.
10. Case studies in Marketing-The Indian Context-R.Shrinivasan-PHI Learning Publication.

**BBA-I-Sem-I
Micro Economics
CC-A3**

| | | | |
|------------------------------|---|---------------------------|--------------------------|
| Course Outcomes | After this course, students will be able to : 1. Explain meaning and scope of business economics 2. Apply the concept and theories of demand and consumer behavior. 3. Apply concepts of factor pricing and production function in business practices 4. Understand different markets and its pricing practices | | |
| Hours of Teaching: 60 | | Lecture /week : 04 | Credit Points: 04 |
| Marks: 100 | | Theory:60 | Internal:40 |
| Syllabus Contents: | | | |
| Unit:I | Introduction to Economics Definition ,Nature, Scope and Significance of Economics, Difference between Micro and Macro Economics, Basic Economic Problem, Business Economics and Business Decisions | | 15 Hours |
| Unit:II | Consumer Behavior & Demand Analysis Concept of Utility-Law of Diminishing Marginal Utility Indifference curve analysis- Properties – consumer’s equilibrium Law Demand - Determinants of demand, Elasticity of demand Measurement of Elasticity of demand and its applications | | 15 Hours |
| Unit:III | Factor Pricing and Production Function Cost and Revenue - Concepts and Curves Innovation theory of Profit, Risk and Uncertainty theory of Profit Loanable fund theory of Interest -Liquidity Preference theory of Interest, Production function -Long Run & Short Run Production Function | | 15 Hours |
| Unit:IV | Market Structure Perfect Competitive Market-Characteristics and Price determination Monopoly-Characteristics and Price determination Monopolistic Competition-Characteristics and Price determination Oligopoly-Characteristics and Concept of Price Leadership | | 15 Hours |

Suggested Practical Work/Field Work:

1. Arrange a debate on a basic economics problems faced by industrials and the country.
2. Explain the law of diminishing marginal utility by taking the example of pizza consumption.
3. Explain the how the law of determined works in care of swab making during Diwali session.
4. Ramesh has annual income of Rs. 10 lakhs and expenditure of Rs. 8 lakhs. He needs a motor car and is ready to repay the bank loan in 5 years. Explain what tractors would attend his demand and how should he processed.
5. Due to increasing prices of petrol and how should mileage, people are turning to CNG based Vehicles as an automobile manufacturer CNG Kit filled vehicles?
6. Explain the concept and types of price elasticity of demand by taking examples for day to day life.
7. Prepare a report on market structure of Indian railways.
8. Explain the price leadership strategy adopted by reliance Jio in India Telecommunication market and its impact on other players.
9. Explain the concept of factor pricing as applicable to pizza making business along with cost and revenue curves.
10. Any other practical based on the syllabus.

Note: Each student should prepare report for practical /Field work including detailed information as per guidelines of subject teacher.

Reference Books:

1. Micro Economics-M.L.Seth-Laxmi Narayan Agrwal Publication,Agra
2. Micro Economic Theory-M.L.Jhingan-Vikas Publication, New Delhi
3. Managerial Economics-G.S.Gupta-Tata Mac Graw Hill Publication, New Delhi
4. Managerial Economics Theory and Applications-Himalaya Publishing House, New Delhi
5. Advanced Economic Theory, H.L.Ahuja-Seth Publication
6. Managerial Economics-M.N.Shinde-Ajab Publication, Kolhapur
7. Modern Business Economics-R.R.Doshi, Modern Publication ,New Delhi
8. Business Economics Theory and Applications-D.D. Chaturvedi-International Book House Ltd., Ahmedabad

| BBA-I-Sem-I Information Technology in Business Management CC-A4 | | |
|---|--|---------------------------|
| Course Outcomes | After completion of this course ,students will be able to: 1. Understand basics of computer technology. 2. Identify software and networking technology for business. 3. Prepare documents, files and folders with the help of Ms-Words 4. Prepare power point presentations. 5. Analyze Business data using MS – Office. | |
| Hours of Teaching : 60 | Lecture /week : 04 | Credit Points : 04 |
| Marks : 100 | Theory:60 | Internal:40 |
| Syllabus Contents: | | |
| Unit:I | Introduction to Computer Computer-definition and meaning, characteristics ,Generation of computers, Types of computer, Block diagram, Input- output devices, Memory, Types of memory, Storage devices. | 15 Hours |
| Unit:II | Computer Software and Networks Software Definition and Types, Computer network – types, topologies, Internet, intranet, extranet. Search engine – concept and working of search engine | 15 Hours |
| Unit:III | MS-Word and MS-PowerPoint Microsoft Word: - Introduction to word components, working with word document, Formatting documents, working with tables, tools Microsoft PowerPoint: Introduction to PowerPoint components, working with PowerPoint, Creating presentation, formatting presentation, Adding effects to presentation. | 15 Hours |
| Unit:IV | MS-Excel Introduction to excel, spreadsheet, Formatting worksheet, working with graphics in excel, types of charts, mathematical and statistical functions in Excel | 15 Hours |
| 1. Note: This subject should be taught preferably in the computer laboratory conducting practicals. | | |
| Suggested Practical Work/Field Work | | |
| <ol style="list-style-type: none"> 1. Identify various types of computer system (Desktop, Laptop etc.) available in market with its different parts and functions. 2. Identify various input, output devices, storage devices with its features and prices in market. 3. Visit to any nearest organization (Hospital/Bank/Industry/Institutes etc.) where network is in use and study a) Network topology b) Components of network. 4. Study use of Internet, Intranet, and Extranet in any Bank. 5. List various search options, advanced techniques used by Google/Yahoo search engine. 6. Apply different word formatting options for preparing resume. 7. Demonstrate word’s mail merge facility for inviting friends on your birthday occasion. 8. Prepare power point presentation for presenting features of mobile. 9. Use Excel sheet for storing information like- Name, class, stream, subject wise marks at 12th standard of 25 candidates and calculate – Total, Result, Percentage, Class obtained, also draw chart showing | | |

student wise percentage.

10. Collect sales data from any organization and apply mathematical and statistical formulae for identifying product wise, region wise, and customer wise sales with suitable graphs.
11. Any other practical based on the syllabus.

Note: Each student should prepare report for practical /Field work including detailed information as per guidelines of subject teacher.

Reference Books:

1. Computer Fundamentals: Concepts, Systems & Applications, Priti Sinha, Pradeep K., Sinha, BPB Publications
2. Computer Today -Basandra Suresh K..Galgotia Publications Pvt. Ltd.
3. Fundamentals of Computer – V.Rajaraman, Prentice Hall India Learning Private Limited
4. Computer Fundamentals, R.S.Salaria, Khanna Book Publishing Company
5. Mastering MS Office: Concise Handbook With Screenshots, Bittu Kumar , V&S Publishers, New Delhi
6. Foundations of Information Technology- Sangeeta Panchal, Alka Sabharwal, Oxford University Press
7. Information Technology for Management: Advancing Sustainable, Profitable Business Growth- Turban , Volonino , Wood , O.P. Wali , Wiley Publication
8. Information Technology in Business Management ,Mukesh Dhunna,,Laxmi Publications
9. Information Technology and Its Application in Business, Dr.Anant Kumar Srivastav, Sahitya Bhawan Publication
10. Information Technology for Management, Ramesh Behl, McGraw Hill Publication

| BBA-I-Sem-I Insurance and Banking GEC-G1 | | |
|--|--|---------------------------|
| Course Outcomes | After completion of this course, students will be able to: 1. Understand insurance concept and development in insurance sector 2. Differentiate different types of insurances 3. Know the relevance of Banking Sector in India 4. Understand different E-Banking and Legal Framework for Banking Sector | |
| Total Hours of Teaching : 60 | Lecture /week : 04 | Credit Points : 04 |
| Marks : 100 | Theory : 60 | Internal : 40 |
| Syllabus Contents: | | |
| Unit: I | Introduction to Insurance A) Insurance: Meaning, Definition ,Nature and Functions of Insurance, Evolution of Insurance, Principles of Insurance, Types of Insurance, Role and Importance of insurance, B)Life Insurance: History and Formation of Life Insurance Corporation (LIC)of India, Nature of Life Insurance contract, Classification of Policies, Calculation of Premium, Privatization of Life Insurance Industry, Progress of Life Business of LIC, | 15 Hours |
| Unit: II | General (Non-Life)Insurance General Insurance: Introduction, Kinds of General Insurance A)Fire Insurance :Nature and Use of Fire Insurance, Fire Insurance Contract, Types of Fire Insurance, Policy Conditions, Progress of Fire Insurance B)Health Insurance: Meaning ,Various types of Policies C)Motor Insurance: Meaning ,Law and Procedure | 15 Hours |
| Unit: III | Introduction to Banking Introduction to Bank, Evolution of Banking in India ,Classification of Banks ,RBI :role in Indian Banking System , Regulatory Framework for Banking in India and Amendments : RBI Act 1934 , Banking Regulation Act 1949 Amendments Negotiable Instruments Act 1881 , Money Laundering Act, 2002 & Bankers Responsibilities | 15 Hours |
| Unit: IV | Recent Trends in Banking A)E-Banking: Core Banking System -Nature, Mechanism and Facilities Use of Artificial Intelligence in Banking Sector, Mobile Banking: Meaning, Features and Mobile Banking Apps ,IMPS, Bharat Bill Payment Services, NPCI Products B)Banking Policies for Social Development :Priority Sector Lending Scheme - Recent Amendments ,MUDRA Scheme: Objectives, Salient Features and Recent Issues ,Financial Inclusion - Meaning and Policy Initiatives ,Micro Finance Institutions - Meaning, Policy Initiatives and Importance | 15 Hours |
| Suggested Practical Work/Field Work: | | |
| 1. Write an essay on progress of LIC of India. 2. Study the Motor Insurance of Public and Private insurance companies | | |

3. Prepare a report on Health Insurance products offered by Private Insurance in India
4. Study the Mobile Banking and methods used by a corporate bank in your area
5. Study the core banking system started by local co-operative bank.
6. Study the operations of Mudra Loan Scheme at your local level.
7. Write a Comparative report on the product and service offered by public and private insurers.
8. Study the different loan schemes available to traders and businessmen from banks in your areas for meeting working capital requirements.
9. Study the procedure of taking a life insurance policy with mock example and documents.
10. Any other practical based on the syllabus.

Note: Each student should prepare report for practical /Field work including detailed information as per guidelines of subject teacher.

Reference Books:

1. Fundamentals of Insurance-P.K.Gupta-Himalaya Publication
2. Insurance industry in India-Features, Reforms and Outlook-Uma Narang,New Century Publications, New Delhi
3. Insurance –Principles and Practice-M.N.Mishra and Dr.S.B.Mishra-S.Chand Publication
4. Legal Aspects of Insurance-P.K. Gupta-Himalaya Publishing House.
5. Banking-Somashekhar N.T.-New Age International Publishers
6. Banking and Insurance- Dr. Sunil Kumar, Galgotia Publishing Company
7. Essentials of Banking And Insurance , Sunil Kumar, JSR Publishing House LLP
8. Principles of Banking and Insurance, Dr.Bishwa Mohan Jena, Shri Vinayak Publication
9. Banking and Insurance-Agarwal O.P.-Himalaya Publication
10. Banking and Insurance Law and Practices-Taxman Publication Pvt.Ltd.
11. Banking Law and practice-PN Varshney-Sultan and Sons
12. Banking –Theory and Practice-KC Shekhar and Lekshmey Shekhar-Vikas Publishing House Pvt.Ltd.,Noida.

| B.B.A. Part I Semester I Business Communication AECC-C1 | | |
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| Course Outcomes | After the completion of the course, students will be able to : 1. Apply business communication skills. 2. Develop vocabulary skills. 3. Develop effective writing skills. 4. Learn effective reading skills. | |
| Total hours of Teaching : 60 | | Lecture /week : 04 |
| Total Marks : 100 | | Theory : 60 |
| Credit Points : 04 | | |
| Internal : 40 | | |
| Syllabus Contents : | | |
| Unit : I | <p>Introduction to Communication skill Introduction , Meaning , Definition , Objective of communication,, Types of communication, Process of communication, Principles of effective communication , Barriers to effective communication, Overcoming barriers</p> <p>Effective English: Word formulation process - Basic sentence patterns, types of sentences - Simple, complex, compound, Prefixes, suffixes, Developing vocabulary skills.</p> | 15 Hours |
| Unit : II | <p>Effective Listening, Speaking , Reading ,Writing skills (LSRW)</p> <p>A) Listening Skills: Listening, Active listening and Passive listening, Blocks to effective listening, Guidelines for Effective listening, importance of silence in communication.</p> <p>B) Speaking Skills: Process of speaking -Pronunciation, Speech mechanism, aspects of effective speaking- accents, intonation, pitch, etc. Greetings, Apology, Permission.</p> <p>C) Reading Skills: Introduction, what is reading? Types of reading - slow, fast, silent, SQ3R technique of reading.</p> <p>D) Writing Skills: Importance of writing skills, Essentials of good writing, Grammar skills.</p> | 15 Hours |
| Unit : III | <p>Oral Communication</p> <p>A) Meaning, Nature, Scope, characteristics, Principles of effective oral communication, Importance of body language in oral communication. Confidence building, Ways to build confidence, Importance of eye contact.</p> <p>B) Job Interviews - conducting and giving interviews, Do's and Don'ts of job interview.</p> <p>C) Group Discussion - nature, do's and don'ts of group discussion, Opening of topic, discussion, summary and observer's comments.</p> | 15 Hours |

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| <p>Unit : IV</p> | <p>Organizational communication A) Written communication- significance in business writing , Language of business writing, Structure of Business letters , Types of business letters - order, enquiries and replies, sales letters, complaints, claims and adjustment letters, goodwill letters., Communication in Organization - Formal Channels – Vertical, Horizontal, Diagonal communication., Internal Channels - Informal channels : Grapevine , rumors, Mannerisms and etiquettes at workplace. B)Modern tools of Communication: Telex, Telegram, Fax, Voice Mail, Teleconferencing, Videoconferencing, SIM Card , Dictaphone , SMS, MMS, Internet , Social Media Sites.</p> | <p>15 Hours</p> |
| | <p>Suggested Practical Work/Fieldwork:</p> <ol style="list-style-type: none"> 1. Visit any local bank, educational institution, co-operative society and study the channels applied there for communication. 2. Write two letters of complaints –one using polite language and other using arrogant and indecent language. 3. Draft a letter enquiring the details and price of laptops and other terms and conditions. 4. Draft a letter of quotation about supply of 100 computers to a bank 5. Perform an exercise of speaking on a current topic for 10 minutes. 6. Perform as exercise of reading a small topic of the subject. 7. Write a note on management education in India. 8. Conduct an exercise of listening and reproduction of what listened. 9. Visit a business firm and observe the manners and etiquettes of employees. 10. Any other practical based on the syllabus. <p>Note: Each student should prepare report for practical /Field work including detailed information as per guidelines of subject teacher.</p> | |
| | <p>Reference Books:</p> <ol style="list-style-type: none"> 1. Business Communication-R.K.Madhukar-Vikas Publication 2. Business Communication, Urmila Rai, S. M. Rai, Himalaya Publishing House, Mumbai. 3. Linguistics and the process of communication, Dr. Vipul V. Makodia, Mark Publisher 4. Communicative Spoken English, Rajneesh Nayar, Mark Publishers, Jaipur 5.Enriching your competence in English, A.R.Thorat, B.S.Valke, S.B.Gokhale, Orient Longman Pvt.Ltd., Hyderabad (A.P) 6. Essential Communication Skills, Shalini Aggarwal , Ane Books Pvt. Ltd., New Delhi 7. Communication Skills and Soft Skills , Avani Sharma, Yking Books, Jaipur 8.Business Communication Skills, Varinder Kumar, Bodh Raj, Manocha, Kalyani Publishers, New Delhi, latest edition. 9. An Approach to Communication Skills Indrajit Bhattacharya, Dhanpat Rai & Co. | |

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| | <p>10. Art and Science of Business Communication-P.D.Chaturvedi and Mukesh Chaturvedi,Pearson India Publication</p> <p>11. Business Communication (Essential Strategies for 21st Century Managers)-Shalini Verma- S.Chand Publication.</p> <p>12. Business Communication for Managers-Payal Mehta-Pearson India Publication</p> | |
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**B.B.A. Part I Semester I
Corporate Etiquettes (Paper-I)
Subject code – SEC- SB1**

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| Course Outcomes | <p>After the completion of the course students will be able to:</p> <p>1Make the first impression & Improve the effectiveness of your email communication.</p> <p>2Structure your presentations to deliver your key messages and maximize your presentation skills,</p> <p>3Learn to focus on and achieve personal goals</p> <p>4Manage the stress at work place & Greater confidence to interact with people from all walks of life</p> |
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| TotalhoursofTeaching:60 | Lecture/week:02 | Credit Points:04 |
| TotalMarks:50 | Theory :50 | |

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| Syllabus Contents: | | |
| Unit: I | <p>Corporate Etiquette Making the First Impression, Importance of Handshakes, Business Card Etiquette, Grooming Etiquette and Personal Hygiene, Boy Language, Telephone and email Etiquette.</p> | |
| Unit: II | <p>Presentation Skills Fundamentals of an Effective Presentation, 5 P's of an Effective Presentation, Importance of Visual Aids, Understanding and Overcoming Fear, Public Speaking , Importance of Managing Voice and Language, Managing Question and Answer Session</p> | |
| Unit :III | <p>Goal Setting Establishing SMART Goals, Importance of Mission Statement, Formulation of Goals, Procrastination, Visualization of Goals.</p> | |

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| <p>Unit :IV</p> | <p>Time Management Prioritization, Dealing with Difficult Tasks, Getting Organized, How to get away from Distractions, Work-Life Balance.</p> | |
| | <p>Suggested Practical Work/Fieldwork:</p> <ol style="list-style-type: none"> 1. Visit a business firm and observe the manners and etiquettes of employees. 2. Any other practical based on the syllabus. <p>Note: Each student should prepare report for practical/Field work including detailed information as per guidelines of subject teacher.</p> | |
| | <p>Reference Books:</p> <ol style="list-style-type: none"> 1. Managing Soft Skills for Personality Development- B.N.Ghosh- McGraw Hill Education 2. InterpersonalSkillsandCareerManagement- Dr.C.S.G.KrishnaMacharyuluandDr.LalithaRamakrishnan- Himalaya Publishing House Pvt. Ltd. 3. Personality Development- R.C.Bhatia- Ane Books Pvt.Ltd. 4. SoftSkills- PersonalityDevelopmentForLifeSuccess,PrashantSharma,BPBPublications 5. Personality Development and Soft Skills-V B Rao, B S Publication 6. Self Grooming and Personality Development by Mrityunjoy Seal, 24by7Publishing . 7. Soft Skills For Business, Appannaiah HR, Himalaya Publishing House. 8. Personality Development Guide for students ,J.M.Mehta, Prabhat Prakashan 9. Self Management-for individual and organizational success- Prof. Shrikanta Patnayak, Partridge Publishing India 10. Self Management,Prof Srikanta Patnaik, Partridge Publishing India 11. Time Management is Life Management, Rinkal Sharma,Diamond Pocket Books Pvt. Ltd. 12. Soft Skills- An Integrated ApproachtoMaximisePersonality- GajendraSinghChauhan-WileyPublisher | |

BBA-I-Sem-II
Human Resource Management
CC-A5

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| Course Outcomes | After completion of this course, Student will be able to : 1. Understand the basic concepts of HRM and its functions. 2. Gain the insight of Job Analysis concepts and writing job description and job specification 3. Develop an understanding of human resource planning at different levels and benefits of HR Planning 4. Develop the knowledge to identify effective recruitment sources. 5. Enhance necessary critical thinking skills in order to evaluate the selection process 6. Gain the knowledge of employee maintenance through the provision of Factories Act 1948 and employee welfare facilities | | |
| Hours of Teaching : 60 | Lecture /week : 04 | Credit Points : 04 | |
| Marks : 100 | Theory:60 | Internal:40 | |
| Syllabus Contents: | | | |
| Unit: I | Introduction to the Human Resource Management(HRM) Meaning ,Objectives, Nature, Importance, Functions of HRM, Personnel Management Vs. Human Resource Management, HRM Vs. HRD, Traditional Vs. Strategic Human Resource Management | | 15 Hours |
| Unit: II | Procurement of Human Resource HR Planning-Meaning, Objectives, Benefits and HRP at different levels, Job Analysis-Concept, Uses, Job Description and Job Specification. Recruitment-Meaning ,Objectives ,importance, sources of recruitment-Traditional Sources ,Modern Sources Selection-Meaning, Selection Procedure, Concept of Placement and Induction | | 15 Hours |
| Unit: III | Development and Compensation Training-Meaning, Process and Techniques of Training, Management Development-Concept and Techniques of Management Development, Training Vs. Development. Compensation-Meaning, Objectives and factors affecting Wage and salary levels ,Concepts of Minimum Wage ,Fair Wage And Living Wage | | 15 Hours |
| Unit: IV | Maintenance Employee Health and Safety-Meaning of Health, Importance ,Occupational Hazards and Diseases, Protection against hazards, Safety-Significance of industrial safety, statutory provisions concerning health and safety as per Factories Act,1948,Welfare and Recreational Facilities for employees. | | 15 Hours |

Suggested Practical/Fieldwork:

1. Visit any large size business unit in your area and report on how human resource planning is done there.
2. Visit any mall or big retail store and write job analysis description and job satisfaction of a Saksman.
3. Prepare a report on recruitment potions followed by industrial units for unskilled workers.
4. Record the selection procedure followed by local Co-operative banks/sugar factories for various administrative posts.
5. Report on training methods used in units in industrial estate or banks adopted for various staff.
6. Report on wage practice followed by medium and large size firm in your area.
7. Prepare a report on health and safety.
8. Record welfare and recreational facilities provided by manufacturing units in your area.
9. Prepare a list of records maculated by HR Depuration in any large size manufacturing trading or service unit.
10. Any other practical based on the syllabus.

Note: Each student should prepare report for practical /Field work including detailed information as per guidelines of subject teacher.

Reference Books:

1. Personnel and Human Resource Management-text and Cases-P.Subba Rao ,Himalaya Publishing House
2. Human Resource Management-Dr.C.B.Gupta-Sultan Chand and Sons
3. Human Resource Management-L.M.Prasad-Himalaya Publishing House
4. Human Resource Management –Garry Desslar-Pearson Education Asia
5. Human Resource Management-Text and Cases-Dr.S.S.Khanka- Sultan Chand and Sons.
6. Human Resource Management and Personnel Management-Ashwathappa,McGraw Hill Publication ,New Delhi
7. Human Resource Management-An Experimental Approach by H.John Bernandin and Joyee E.A.Russel

BBA-I-Sem-II
Accounting for Managers
CC-A6

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| Course Outcomes | After completion of this course, students will be able to: 1. Understand the basic concepts & principles of Financial Accounting. 2. Learn Depreciation Methods 3. Understand preparation of Final Accounts for sole proprietorship and partnership firm | |
| Hours of Teaching: 60 | Lecture /week : 04 | Credit Points: 04 |
| Marks:100 | Thoery:60 | Internal:40 |

Syllabus Contents:

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| Unit:I | Financial Accounting Meaning, Need and Objectives of Accounting, Book-Keeping vs. Accounting, Users of Accounting, Branches of Accounting, Accounting Principles-Concepts and Conventions, Accounting Standards | 10 Hours |
| Unit:II | Accounting Process Journalizing Transactions, Ledger Posting, Trial Balance , Subsidiary Books, Bank Reconciliation Statement | 20 Hours |
| Unit:III | Depreciation Concept, Causes for Depreciation, Basis for Depreciation, Methods of Depreciation- Straight Line Method – Written Down Method- Change in Depreciation Method | 15 Hours |
| Unit:IV | Final Accounts Introduction, Preparation of Trading A/C, Profit & Loss A/C and Balance Sheet for Sole Proprietorship and Partnership Firm | 15 Hours |

Suggested Practical Work/Field Work

1. Visit any local grocery shop or professional firm and record the list of books maintained there.
2. Prepare a flow chart of accounting journey from financial transaction to Balance sheet and comment on it.
3. Compare the bank account in the books of trader and his/her Bank Pass book for a period of 3 to 12 months and prepare Bank Reconciliation statement.
4. Collect the forms of bill receipt vouchers used in medium size business units in your area.
5. Collect and compare the Balance Sheet of any company for a period of three years
6. Collect the information from a local shop keeper and prepare his/her final account.
7. Compare between the straight Line Method and Written Down Value Method of Depreciation by taking a Fixed Assets having a life of 10 years.
8. Prepare a Trial Balance of Partnership firm by taking 30 financial items of purchase ,Sales, income and expenditure and personal accounts.
9. Prepare Purchase Book, Sales Book, Purchase Return Book and Sales Return Book by taking 40 transactions.
10. Any other Practical based on syllabus

Note: Each student should prepare report for practical /Field work including detailed information as

per guidelines of subject teacher.

Reference Books:

1. Advance Accountancy: Volume I- M.C. Shukla And Grewal ,S.Chand & Company Pvt.Ltd.,New Delhi
2. Advance Accountancy: S.P. Jain And K.L. Narang,Kalyani Publishers,New Delhi
3. Advance Accountancy: R.L. Gupta and M.Radhaswamy,Sultan Chand & Sons,New Delhi
4. Advance Accountancy: M.E.Thukaram Rao,New Age International Publishers,New Delhi
5. Book Keeping and Accountancy-Dr.M.Sharma, Dr.D.K.Bhardwaj ,Sanjay Biyani, Ramesh Book Depot, Jaipur
6. Financial Accounting-V.Rajasekaran and R.Lalitha, Pearson Publications, Noida,Utter Pradesh
7. Accounting for Managers, S.K.Tripathi ,Laxmi Publications Pvt. Ltd
8. Basic Accounting ,K.M.Bansal and Ritu Gupta, Taxmann Publication
9. Accounting For Managers, Dr.P.Vijayakumar ,P.S.Ravindra and Mr.V.Krankumar, Himalaya Publishing House.
- 10.Accounting for Managers, Gurindhar Singh ,Mahendra Kumar Jain, Ruchika Gupta, PHI Publication

| BBA-I-Sem-II Macro Economics CC-A7 | | |
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| Course Outcomes | After completion of this course, students will be able to: 1. Understand concepts of national income and demand of supply of money 2. Apply the principles and theories of inflation and business cycle 3. Understand different concepts of public finance | |
| Hours of Teaching: 60 | Lecture /week : 04 | Credit Points: 04 |
| Marks: 100 | Thoery:60 | Internal:40 |
| Syllabus Contents: | | |
| Unit: I | Introduction to Macro Economics Meaning and Scope of Macro Economics, Circular Flow of National Income - Five Sector Model of National Income, Concepts of National Income- GDP, GNP, NNP, PCI, PI & DI, National Income Accounting - Income, Expenditure and Production Method | 15 Hours |
| Unit: II | Demand and Supply of Money Meaning, Evolution and Functions of Money, Supply of Money- Constituents of Money Supply, Money Multiplier and High Power Money, Demand for Money- Liquidity Preference Theory | 15 Hours |
| Unit: III | Inflation and Business Cycles Meaning and types and impact of Inflations, Causes and remedies for controlling inflations, Meaning, types and Phases of business cycles, Theories of business cycle- Hawtrey and Schumpeter's theory | 15 Hours |
| Unit: IV | Public Finance Meaning and Scope of Public Finance, Public Budget - Meaning, Types and Components, Public Revenue-Tax and Non-tax Revenue- Public Expenditure & Public debt-Sources and causes of its increasing trends | 15 Hours |
| Suggested Practical Work/Field Work | | |
| <ol style="list-style-type: none"> 1. Arrange the presentations of National Income concepts in comparative manner (GDP,GNP,NNP,PCI,PI,DI) 2. Explain the concept of National Income accounting and take the examples of Indian National Income Accounting or compare last 3 years data if Indian National Income 3. Explain the how the Personal Income is calculated and calculate any 5 persons (Personal Income) at individual level. 4. Explain the concept of supply of money and prepare survey of problem facing when shortage of money in market. 5. Explain the concept of demand for money by considering examples from day-today life. 6. Explain the concept of GDP by comparing last 5 years Indian GDP data. 7. Prepare report on controlling inflation 8. Prepare report on public budget by comparing examples of local agencies public budget. 9. Prepare report on Tax and Non-Tax Revenue and give necessary examples. 10. Any other practical based on the syllabus. | | |
| Note: Each student should prepare report for practical /Field work including detailed information as | | |

per guidelines of subject teacher.

Reference Books :

- 1 . Macro Economics Theory and Policy, Ahuja H.L., S. Chand and Company.
2. Macro Economics Theory and Policy, Branson William H. , Harper Collins India Pvt.Ltd.
3. An Outline of Money, Crowther Geoffrey , Thomas Nelson and sons Ltd. London
4. Business Cycles and national Income, Duesenberry James, S. ,Georg Allen and Union, London
5. Macro Economics, Derburg and McDougal , McGraw Hill Education, New York
6. Modern Economic Theory, Dewtt K.K.,, S. Chand and Company.
7. Macro Economics: Theory and Applications, Gupta G.S., Tata McGraw Hill Education
8. Monetary Economics, Gupta S.B.,S. Chand and Company.
9. An Outline of Monetary Theory, Hanson J.L. McDonalds and Evans Ltd. London
10. Theory of International Trade, Haberler Gottfried William Hodge and Company
11. Monetary Theory and Policy, Hanson Alvin H. , McGraw Hill Publication
12. Monetary Theory and Practice, Hanson J.L., McDonalds and Evans Ltd. London
13. Public Finance, Hicks U.K., James Nisbet and Comp.,London
14. Macro Economics ,Lindauer John Univers Inc. Bloomington USA
15. Macro Economic Theory, Jinghan M.L Vinda Publication Pvt.Ltd. New Delhi

| BBA-I-Sem-II Business Environment CC-A8 | | |
|--|---|--------------------------|
| Course Outcomes | After completion of this course, students will be able to: 1. Understand the concept of Business Environment and its elements. 2. Analysis Economic Environment and Technological Environment 3. Compare Social and Cultural Environment and Natural Environment 4. Analysis Political ,legal environment and Global Environment | |
| Hours of Teaching: 60 | Lecture /week : 04 | Credit Points: 04 |
| Marks: 100 | Thoery:60 | Internal:40 |
| Syllabus Contents: | | |
| Unit: I | Business Environment Meaning, Definition, Features, Importance: Micro and Macro Elements of environment, Internal and External environment of business. | 15 Hours |
| Unit: II | Economic Environment and Technological Environment A) Economic Environment: Meaning, Nature. Economic Factors, New Economic Policy and its impact on Business Environment, Global economic environment and its impact. B) Technological Environment: What is Technology? Features of Technology, Impact of Technology-a)Technology and Society b)technology and Economy c)Plant Level and technology ,Status of Technology in India | 15 Hours |
| Unit:III | Social and Cultural Environment and Natural Environment A). Social and Cultural Environment – Meaning, Nature, Components of Socio-Cultural Environment, Its impact on business organizations. B) Natural Environment: Nature components- Its impact on business organizations. Environment Management: Environment pollution, Ozone Depletion, Global Climate change, Waste management. Environmental Regulations – Environmental Regulation in India , Environment Protection | 15 Hours |
| Unit:IV | Political , Legal Environment and Global Environment Political And Legal Environment: Concept and components of political and legal environment. Political institution – legislature, Executive, Judiciary. Legal Environment for Business. Nature and extent of State Regulation – Reasons of State Intervention, Extent of Intervention, Problems of control. Global Environment Meaning, Nature, Stages of Globalization, Essentials Conditions for Globalization, Globalization of Indian Business, International Corporations-MNCs, TNCs’ , SNCs, Indian MNCs | 15 Hours |

Suggested Practical work/Field work:

1. Visit the medium size Kirana Merchant in your area and record the changes in their daily business due to adoption of modern technology.
2. Visit a local Co-operative bank and find out the use of technology for account opening, withdrawal, balance enquiry and fund transfer.
3. Visit Street Food Joints in your area and prepare a report on changing food items and eating habits of people over a period of 1st five years.
4. Study the impact of ban on plastic carry bag on the retail shop-keepers.
5. Study the impact of adoption of western culture on cosmetic apparels and entertainment performances of people in your area.
6. Study the effect of government policy on start-up in your area.
7. Study the impact of global players in mobile market on Indian Players.
8. Study the impact of government policy of Hybrid fund in the metros or local people.
9. Study the impact of global food chains like Mcdonald, KFC and Domestic Food producers/Players.
10. Any other practical from the syllabus

Note: Each student should prepare report for practical /Field work including detailed information as per guidelines of subject teacher.

Reference Books:

1. Essentials of Business Environment- K.Aswathappa-Himalaya Publishing House.
2. Business Environment-Dr.Amit Kumar-Sahitya Bhawan Publication
3. Business Environment and Indian Economy-S.S.Taggar and Manpreet Saini,Thankur Publication
4. Business Environment- Veena Keshav Pailwar-PHI Publication
5. Business Environment-Text and Cases-Justin Paul-Mcgraw Hill Publication
6. Economic Environment-with Case studies-VK Puri and SK Misra, Himalaya Publishing House.
7. Business Environment - Francis Cherunilam, Himalaya Publishing House
8. Business Environment, Dr. V. C. Sinha , Dr. Ritika Sinha, SPBD Publishing House

| BBA-I-Sem-II Management Information System GEC-G2 | | |
|--|--|--------------------------|
| Course Outcomes | After this course, Students will be able to : 1. Understand basics Information System. 2. Understand working and applications of different information systems. 3. Learn study system development lifecycle. 4. Learn analyze the system requirement. | |
| Hours of Teaching: 60 | Lecture /week : 04 | Credit Points: 04 |
| Marks: 100 | Thoery:60 | Internal:40 |
| Syllabus Contents: | | |
| Unit:I | Introduction to Information System: Concept of data, information, system, information system, Characteristics of system, need of information system, Concept of decision, types of decisions, phases in decision making, difference between computer literacy and IS literacy | 15 Hours |
| Unit:II | Types of IS – (Operational & Knowledge Level) Information need at different levels in organization, TPS: Introduction, need and significance, applications OAS: Introduction, need and significance, applications KWS: Introduction, need and significance, applications | 15 Hours |
| Unit:III | Types of IS –(Management and Strategic Level) MIS: Introduction, need, characteristics and significance, applications DSS: Introduction, need, characteristics and components, applications ESS: Introduction, need, characteristics and components, applications. | 15 Hours |
| Unit:IV | System Analysis and Development - Overview of System Development System analysis, design and completing system development process. System building methods: System life cycle, prototyping, application software packages, end user development and outsourcing | 15 Hours |
| Suggested Practical work/Field Work : | | |
| <ol style="list-style-type: none"> 1. Analyze need of information system to hospital/bank etc. 2. Determine role of information system in decision making in marketing department. 3. Visit any Government/Private organization and study different levels of information system working in it. 4. Study different types of information generated at different level in supermarket/retail shop etc. 5. Identify operational level and knowledge level information generated in any organization. 6. Identify role of information system in education institutions 7. Analyze use of Decision Support System (DSS) in any organization. 8. Identify scope of Executive Information System (EIS) in insurance sector. 9. Study importance of application software implemented in organization. | | |

10.Any other practical based on syllabus

Reference Books:

1. Management Information System: W.S Jawadekar, McGraw Hill Education India
2. Basics of Management Information System-Dr .G.Hemantha Kumar, Dr.T.Vasudev, Dr. Chandrajeet M and Dr. Naveena M ,Dreambook Publishing
3. Management Information system – D.P. Goyal, Macmillan Publication
4. Management of information systems – James A. O'Brien , George M. Marakas , Ramesh Behl , McGraw Hill Publication.
5. Management Information Systems, Kenneth C. Laudon, Prentice Hall Publication
6. Managing Information Systems In Business, Government And Society, Rahul De, Wiley India
7. Management Information Systems: Best Practices and Applications in Business, T.A.Adikesavan, Prentice Hall of India Pvt.Ltd.
8. Management Information System, Anshika Rajvanshi ,Vayu Education of India Publication
9. Management Information System,Nitin Kamat,Himalaya Publishing House
10. Cases in Management Information System-Dr.Milind M.Oka-Himalaya Publishing House

BBA-I-Sem-II
Soft Skills and Personality Development
AECC-A2

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| Course Outcomes | After the completion of the course, students will be able to : 1. Understand the basics of soft skills. 2. Understand how to develop personality traits and Self-Management. 3. Improve critical thinking skills. 4. Learn about problem management and conflict resolution skills. | | |
| Hours of Teaching: 60 | Lecture /week : 04 | Credit Points: 04 | |
| Marks: 100 | Theory:60 | Internal :40 | |
| Syllabus Contents: | | | |
| Unit: I | Basics of soft skills Soft Skills - Meaning, Importance of Soft Skill. Interpersonal Skills, Motivation. Negotiating and Conflict Resolution, Assertiveness. Leadership, Team-Building, Decision-making. Time Management- Importance and Techniques of Time management. Stress and emotional management. | | 15 Hours |
| Unit: II | Personality Development A) Concept, Characteristics of personality, Factors influencing personality, Types of personality - Internal and External Personality B) Critical thinking Skills: Introduction, Definition, Importance of critical thinking, Critical thinking process, Developing critical thinking habits C) Developing Good Habits: Guiding principles, Identifying good and Bad Habits, Breaking Bad Habits, Forming Habits Of Success | | 15 Hours |
| Unit: III | Self Management : A) Self Management -Self evaluation, Self discipline, Self criticism, Recognition of one's own strengths and weaknesses, Goal setting B) Positive Thinking and Attitude - Development of positive thinking and attitude. | | 15 Hours |
| Unit :IV | Conflict resolution and problem solving Skill: Identification and classification of problems, problem resolution techniques. Types Of Conflicts - Inter - Personal Conflicts , Becoming a conflict resolution expert , Seeking Win-Win Solution | | 15 Hours |
| Suggested Practical Work or Field Work | | | |
| <ol style="list-style-type: none"> 1. Conduct a Mock Negotiation Exercise on sale of Sedan Car. 2. Ask student to comment on their type of personality weaknesses and strength 3. Form a team of 7 to 10 students, assign them a task and roles of team members and team managers and reward their functioning. 4. Arrange elocution competition on any of current business issue; assess the critical thinking process and assertiveness in presentation. 5. Create a conflicting situation and observe the behavior of students in conflict resolution 6. Prepare teams of students for cleanliness of college campus and reward their performance 7. Ask the students to enlist their good and bad habits and efforts taken to break the bad habits. 8. Ask the students to narrate the ways in which they can transform their problem creator nature into problem solving nature. | | | |

9. Record the behavior of student in a stressful situation and effect on their health and the methods adopted for stress control.
10. Any other practical based on the syllabus.

Note: Each student should prepare report for practical /Field work including detailed information as per guidelines of subject teacher.

Reference Books:

1. Managing Soft Skills for Personality Development-B.N. Ghosh-McGraw Hill Education
2. Interpersonal Skills and Career Management-Dr. C.S.G.Krishna Macharyulu and Dr. Lalitha Ramakrishnan-Himalaya Publishing House Pvt. Ltd.
3. Personality Development-R.C. Bhatia-Ane Books Pvt. Ltd.
4. Soft Skills-Personality Development For Life Success, Prashant Sharma,BPB Publications
5. Personality Development and Soft Skills-VB Rao,BS Publication
6. Self Grooming and Personality Development by Mrityunjoy Seal , 24by7Publishing .
7. Soft Skills For Business, Appannaiah H R,Himalaya Publishing House.
8. Personality Development Guide for students, J. M. Mehta, Prabhat Prakashan
9. Self Management-for individual and organizational success-Prof.Shrikanta Patnayak, Partridge Publishing India
10. Self Management, Prof Srikanta Patnaik, Partridge Publishing India
11. Time Management is Life Management, Rinkal Sharma, Diamond Pocket Books Pvt. Ltd.
12. Soft Skills-An Integrated Approach to Maximise Personality -Gajendra Singh Chauhan-Wiley Publisher

Suggested Case studies: Caselet 1: Harsha Real Estates- Soft Skills: Caselet 2: TSMPL Steel, Caselet 3: IBM India Pvt. Limited –Soft Skills

BBA-I-Sem-II
Corporate Etiquettes (Paper-II)
Subject code – SEC- SB1

| | | |
|----------------------------|---|-------------------------|
| Course Outcomes | After the completion of the course, students will be able to: 1 Achieve results in communicating with others 2 Develop inner power and strength 3 Deal with the conflicts arising at the work place 4 Enhance your active listening skills to anticipate and avoid common misunderstandings | |
| Hours of Teaching:- | Lecture/week:- | Credit Points:02 |
| Marks: 50 | Thoery:50 | |
| Syllabus Contents: | | |
| Unit: I | Corporate Etiquette Etiquette, Business Etiquette, Meeting Etiquette, Conference Etiquette, Dining table Etiquette, Common Etiquette Mistakes. | |
| Unit: II | Conflict Management Creating a Win-Win situation, Negotiation and Persuasion, Dealing with Aggressive Behavior Different Styles of Handling Conflicts , Dealing with Emotions, Conflict Resolution Strategies, Tools and Techniques for Conflict Management. | |
| Unit: III | Building Confidence Overcoming Nervousness, Deal with Conflicts Effectively, Developing Positive Attitude, Increase Public Speaking Skills, Reach your Personal and Professional Goals, Strengthening your Self-Esteem, Developing Social Skills, | |
| Unit: IV | Interpersonal and Team Skills Initiating Small Talks, Establishing Trust, Managing Relationships, Acclimatize to Others, Understanding the Cultural Diversity, Team building Process and Techniques, Coordination in Teams, Assertive Communication while Dealing with Teams, Balancing Team Needs and Individual Needs, Importance of Feedback in Team Building. | |

Suggested Practical Work or Field Work

1. Conduct a Mock Negotiation Exercise on sale of Sedan Car.
2. Ask student to comment on their type of personality weaknesses and strength
3. Form a team of 7 to 10 students, assign them a task and roles of team members and team managers and reward their functioning.
4. Arrange elocution competition on any of current business issues; assess the critical thinking process and assertiveness in presentation.
5. Create a conflicting situation and observe the behavior of students in conflict resolution
6. Prepare teams of students for cleanliness of college campus and reward their performance
7. Ask the students to enlist their good and bad habits and efforts taken to break the bad habits.
8. Ask the students to narrate the ways in which they can transform their problem creator nature into Problem solving nature.

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