



**DEPARTMENT OF MANAGEMENT**  
**School of Management & Business Studies**

**JAMIA HAMDARD**  
Hamdard Nagar, New Delhi-110062

ADMISSION & EXAMINATION

BYELAWS  
AND  
SYLLABUS  
2023

FOR

Bachelor of Business Administration /BBA Hons./BBA Hons with Research

2023 ONWARDS



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## DATES OF APPROVAL

- Approval Date of Board of Studies (BoS) meeting for the present syllabus

<b>Programme Name</b>	<b>Date of Revision</b>
BBA	11.01.2022
BBA	25.05.2022
BBA	27.12.2022
BBA	11.1.2023
BBA	11.5.2023
BBA	27.09. 2023

- Approval Date and Number of Academic Council (AC) Meeting for the present syllabus

<b>Programme Name</b>	<b>Date of Revision</b>
BBA	12.1.2023

# School of Management & Business Studies

## **Vision Statement:**

To be a premier academic institution, imparting quality higher education in the diversified fields of Management, that includes general management, Hotel and hospitality management, Healthcare Management and training socially responsible business leaders, and entrepreneurs.

## **Mission Statements**

- **MS-1:** To create a management school that fosters high quality research, executive education, and consultancy work.
- **MS-2:** To nurture a strong relationship with the alumni and eminent industry leaders in a bid to create a noteworthy impact on society.
- **MS-3:** To adopt emerging trends in teaching, learning practices and research and encourage continuous innovation in all aspects of management education

## **Department of Management**

### Vision

Building and nurturing an institute which excels in creation, dissemination and application of management knowledge and to shape individuals who are able to contribute to economy, humanity and society as a whole.

### Mission

- To transform young minds into future global leaders, managers and academicians in the field of management education, who strive towards achieving accountability, profitability, and sustainability.
- To develop and train, entrepreneurs, managers and professionals, to reach a global benchmark of excellence in their skill sets and competencies, while upholding the highest standards of morality and ethics.
- To create a diverse pool of managers and academicians, with a multi-cultural and multidisciplinary outlook; with a keen desire to learn and grow.

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## QUALIFICATION DESCRIPTORS (QDs)

**Upon the completion of Academic Programme, Bachelor of Business Administration, students will be able to:**

**QD-1** The graduates will establish themselves as professionals by solving real-life problems using exploratory and analytical skills acquired in the field.

**QD-2** The graduates will provide sustainable solutions to ever changing interdisciplinary global problems through their Research & Innovation capabilities.

**QD-3** The graduates will become employable, successful entrepreneur as an outcome of this programme.

**QD-4** The graduates will embrace professional code of ethics while providing solution to multidisciplinary social problems in industrial, entrepreneurial and research environment to demonstrate leadership qualities.

**QD-5** Pertain ethical principles and entrust to professional ethics and responsibilities in a global economic environment.

### Mapping Qualification Descriptors (QDs) with Mission Statements (MS)

	MS-1	MS-2	MS-3
<b>QD-1</b>	3	2	3
<b>QD-2</b>	3	1	2
<b>QD-3</b>	2	3	3
<b>QD-4</b>	2	3	3
<b>QD-5</b>	3	2	3

Write '3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

**Name of the Academic Program: Bachelor of Business Administration (BBA)**

## PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

**Upon the completion of Academic Programme BBA**

**PEO-1:** Develop an appreciation of what a business is and the role of management in planning, decision making, organizing directing, communicating, motivating, controlling and coordinating.

**PEO-2:** Apply critical thinking skills by identifying and analyzing the critical issues using the relevant case Studies at graduate level.

**PEO-3:** Analyze, interpret and apply concepts of management for business decision making.

**PEO-4:** Exhibit the knowledge of Business administration and entrepreneurial qualities and research skills.

**PEO-5:** Analyze and evaluate real time problems that occur at all levels of business decision making and work efficiently and effectively towards them.

## Mapping Program Educational Objectives (PEOs) with Mission Statements (MS)

	MS-1	MS-2	MS-3
PEO-1	3	2	1
PEO-2	2	1	3
PEO-3	3	3	3
PEO-4	2	3	2
PEO-5	3	1	3

## PROGRAM LEARNING OUTCOMES (PLOs)

After completing this course, the students should be able to:

PLO – 1 - Exhibit a coherent understanding and application of the principles of Accountancy, Finance, Marketing, Human Resource Management, Law, Services Management, International Business, and Business Strategy in Business Administration

PLO – 2 - Demonstrate procedural knowledge expected of an Accounting, Finance, Marketing, Human resource, legal, services management & International Business professional, including professionals engaged in research and development, teaching, and government / public service.

PLO - 3 - Demonstrate skills in the areas related to their specialization in Business Administration & emerging developments in Business Administration.

PLO - 4 – Use Accounting, Finance, Marketing, Human resource, and other management-related skills to formulate and tackle business administration-related problems and identify and apply Business Administration principles and methodologies to solve a wide range of problems associated with Business Administration.

PLO - 5 – Communicate the results of studies undertaken in Business Administration in a range of different contexts using the main concepts, constructs, and techniques of Accounting, Finance, Marketing, Human Resource Management, and other related disciplines.

PLO - 6 – Understand their own areas of interest and meet their own learning needs by drawing on a range of current research and development work and professional materials.

PLO – 7 – Identify and analyze problems and issues in a given unfamiliar context and apply their disciplinary knowledge and transferable skills to solve complex problems with well-defined solutions

PLO – 8 – Demonstrate accounting, finance, and other management-related and soft skills that are relevant to accountants, finance professionals & management professionals.

PLO – 9 – Demonstrate ICT and research skills.

PLO – 10 – Demonstrate personal skills such as the ability to work both independently and in a group

PLO – 11 – Demonstrate professionalism by identifying potential ethical issues in work-related situations and being objective, truthful, unbiased, and ethical in all aspects of work.

PLO – 12 – Demonstrate appreciation of intellectual property, environmental & sustainability issues and promote a safe learning and working environment.

**Mapping of Program Learning Outcomes (PLOs)  
With Qualification Descriptors (QDs)**

	<b>QD-1</b>	<b>QD-2</b>	<b>QD-3</b>	<b>QD-4</b>	<b>QD-5</b>
<b>PLO-1</b>	2	3	2	2	1
<b>PLO-2</b>	3	3	1	3	1
<b>PLO-3</b>	3	1	2	2	2
<b>PLO-4</b>	2	3	2	3	2
<b>PLO-5</b>	3	2	2	3	2
<b>PLO-6</b>	2	2	2	1	2
<b>PLO-7</b>	2	3	3	2	2
<b>PLO-8</b>	2	2	2	2	1
<b>PLO-9</b>	2	3	3	2	3
<b>PLO-10</b>	3	2	1	2	2
<b>PLO-11</b>	2	2	3	2	1
<b>PLO-12</b>	1	2	3	2	3

Write '3' in the box for 'High-level' mapping, 2 for 'Medium-level' mapping, 1 for 'Low-level' mapping.

### **OBJECTIVE OF UGCF**

The Undergraduate Curriculum Framework- 2022 (UGCF) is meant to bring about systemic change in the higher education system in the University and align itself with the National Education Policy 2020. The following objectives of NEP are kept in perspective while framing UGCF:

1. to promote each student 's holistic development in both academic and non-academic spheres;
2. to provide flexibility to students so that learners have the ability to choose their learning trajectories and programmes, and thereby choose their paths in life according to their talents and interests;
3. to eliminate harmful hierarchies among disciplines/fields of study and silos between different areas of learning;
4. multidisciplinary and holistic education to ensure the UNITY and integrity of all knowledge;
5. to promote creativity and critical thinking and to encourage logical decision-making and innovation;
6. to promote ethics and human & Constitutional values;
7. to promote multilingualism and the power of language in learning and teaching;
8. to impart life skills such as communication, cooperation, teamwork, and resilience;
9. to promote outstanding research as a corequisite for outstanding education and development.



## ADMISSION AND EXAMINATION BYELAWS

### For

### Bachelors of Business Administration (BBA)/BBA Hons and BBA Hons with Research

1. **Programme:** Bachelors of Business Administration (BBA) Hons with Research
2. **Duration:** Four years, each year having two semesters. It will be a fulltime programme with exit option after 3 years ONLY.
3. **Medium of Instruction and Examinations:** English
4. **Eligibility for Admission:**  
A candidate seeking admission to the programme must have:
  - Passed 10+2 examination or equivalent in any discipline from a recognized Board/Institution with at least 50% (fifty percent).
  - The admission to the BBA Program will be on the basis of merit of the qualifying examination and/or CUET
  - For admission against the NRI/Industry sponsored seats admissions will be on the basis of merit of the qualifying examination and/or interview to be conducted by Jamia Hamdard.

#### 5. Course structure

The course work shall be divided into two parts per year as given below:

1 <sup>st</sup> Year	Semester-I	July to December
	Semester-II	January to May
2 <sup>nd</sup> Year	Semester-III	July to December
	Semester-IV	January to May
3 <sup>rd</sup> Year	Semester-V	July to December
	Semester-VI	January to May
4 <sup>th</sup> Year	Semester VII	January to May
	Semester VIII	July to December

During an academic year, a candidate shall be enrolled only for one course of study and shall not appear for any other examination of this or any other University.

The semester-wise course outline, total marks allocated to each course, internal assessment and semester examinations marks for all specialization are listed in Annexure as syllabus. Detailed course content of the syllabus shall be approved by the Board of Studies (BOS) shall be reviewed periodically.

**NOTE: Depending on circumstances prevailing in the market, the University/BOS reserves the right to change any paper/update the syllabus and to increase or decrease the number of optional papers.**

#### 6. Attendance

- a) All students must attend every lecture delivered. However, to account for the late joining or other such contingencies, the attendance requirement for appearing in the semester examinations shall be a minimum of 75% of the total classes actually held.
- b) In order to maintain the attendance record of a course, a roll call will be taken by the subject teacher in every scheduled lecture.
- c) Attendance on account of participation in the prescribed functions of NCC, NSS, Inter-University sports, educational tours/field work assigned by the university to students shall be credited to the aggregate, provided the attendance record, duly counter signed by the officer in-charge, is sent to the Head of Department within two weeks' time after the function/activity.
- d) If a student is found to be continuously absent from the classes without information for a period of 30 days, the teacher in charge shall report it to the Head of Department, who will inform the Registrar through the Dean. Registrar will issue a notice to such student, as to why his/ her admission should not be cancelled. The Registrar will take a decision on cancellation of admission within 30 days of issue of the notice. A copy of the order shall be communicated to the student.
- e) A student with less than 75% attendance of the lectures in each course shall be detained from appearing in the semester examination of that course. The Dean of Faculty concerned may consider application for the

condonation of shortage of attendance up to 5% on account of sickness or any other extra ordinary circumstances, provided the medical certificate duly certified by registered Medical Practitioner, had been submitted within 7 days of the recovery from the illness.

A student detained on account of attendance will be re-admitted to the same class in the next academic year on payment of current fees except Enrolment and identity card fees

## **7. Scheme of Examination**

Discipline Specific Core, Discipline Specific Elective and Generic Elective papers shall carry 100 marks. Of these, 60 marks shall be for semester examination and 40 marks for internal assessment. Skill enhancement courses, Ability Enhancement courses and Value-added courses shall carry 50 marks. Of these 30 marks will be for semester examination and 20 marks for internal assessment.

## **8. Internal Assessment**

Internal assessment for 40/20 marks (40 for 4 credit paper and 20 for 2 credit paper) in respect of theory papers will be based on written tests, case discussions, assignments, quizzes, marks for presentations, viva-voce, class attendance, class participation etc.

- The evaluation shall be done by the subject teacher and marks will be notified.
- There shall be two to three written tests in each course in a semester. The test will be conducted as per the academic calendar. Individual faculty member to announce the date for tests or conduct them as per academic calendar.
- Internal assessment for 40/20 marks shall be done by the subject teacher based on the classroom performance of the student including class attendance and class participation.
- The teacher concerned shall maintain records of marks of various components of evaluation for each student and the same will be notified at the end of the semester.
- The internal assessment marks shall be submitted by Head of the Department to the Assistant Registrar, Examinations at the end of the semester.
- A candidate who has to reappear (as an ex-student) in the semester examination of a course will retain the marks of internal assessment.
- A student who will be required to seek re-admission, for whatever reason, will have to appear for internal assessment and tests afresh.

### **Internal assessment Methods:**

- Quizzes and sessional exams assessing theoretical knowledge.
- Practical assignments creating digital marketing materials.
- Group projects developing comprehensive digital marketing campaigns.
- Case studies analysing real-world digital marketing strategies.
- Class participation and discussion

**\* Overall participation in other programs of the University will carry suitable weight in internal assessment.**

## **9. Semester Examinations**

- a. The Semester examinations shall be held at the end of each semester as notified in the academic calendar. Candidates shall appear in the examination of their uncleared papers in the next year examination of the same paper along with other students of junior batch as backlog. Thus, the uncleared papers of Semester - I shall be cleared in Semester- III and those of Semester - II in Semester-IV. Also, Semester-III and any backlog of Semester I in Semester-V and Semester-VII and any backlog of semester II & IV in Semester-VI or VII. Backlog of semester V & VI will be cleared in semester VII and after semester VIII exam respectively. Backlog of semester VII & VIII will be conducted after final year exam in the form of supplementary exams. This may also include any uncleared paper of previous semesters as well. (Depending upon the number of papers he/she can carry). Still if the student fails, it would be taken up by the student next year as an ex-student along with the junior batch again depending upon the number of papers, he/she can carry.

- b. The answer books of students can be shown to them within one week after declaration of its result, upon written request. For this, a fee of Rs. 2,000/- per paper will have to be paid in advance. Students will also be allowed to compare his/her marks with the highest scorer for which a fee of Rs. 4,000/- will have to be paid.
- c. The duration of semester examinations of each 4 credits theory paper will be 3 hours and 2 credits paper 1.5 hours,
- d. The question papers shall be set by either an external or an internal examiner duly appointed by the competent authority.
- e. The papers set by the examiners shall be moderated by a panel of moderators constituted by the competent authority.
- f. The minimum pass marks shall be 50 Percent in each theory and viva-voce Examination.

## **10. Promotion Criteria**

A student will be required to clear minimum 40% his/her papers in a semester/annual examination to be eligible for promotion to the next semester/year. Student detained due to shortage of attendance will repeat his/her paper in the subsequent semester concerned (even/odd).

In addition to the above if a student is unable to clear 40% of the subjects in a particular semester or has been detained for whatever reason will seek re-admission in the same semester in next academic year.

Any student who has completed all the six semesters but has some backlogs will appear in the subsequent backlog papers as an ex-student during the span period. After expiry of the span period, he/she has to get approval by the Competent Authority for appearing in backlog papers.

## **11. Span Period**

A student must complete all the requirements of BBA degree within a period of Six years from his/ her admission. In a genuine case, permission may be granted even beyond the period of five years with prior approval of the Vice Chancellor.

## **12. Credit System**

Credits are a value allocated course UNITS to describe the student workload required to complete them. They reflect the quantity of work each course requires in relation to total quantity of work required to complete a full semester/ year of academic study at the institution i.e. lectures, practical work, seminars, private work in the laboratory, library or at home and examination or other assessment activities. The following is the list of subjects, wherein the core subjects are compulsory. The students are given choice to choose from electives. As per NEP 2020 we have offered the subjects under 6 different categories. These are Discipline Specific Core (DSC), Discipline Specific Elective (DSE), Generic Elective Courses (GE), Ability Enhancement Courses (AEC) SEC (Skill Enhancement Course) and Value Added Courses (VAC). The details of which are followed in subsequent pages. The student will select subjects from electives according to his/her preference.

## **13. Exit Policy**

The student can take exit only after 3 years and will receive degree of BBA Only. However, if the student completes 4 years, he will get BBA Hons and or BBA with Research. Kindly note that BCom Hons with Research will have additional two papers in the form of dissertation in the last two semesters.

## **Programme Structure BBA/BBA Hons And BBA Hons with Research**

### **Semester-1**

<b>Paper Code</b>	<b>Subject</b>	<b>Discipline</b>	<b>Marks Internal</b>	<b>Marks Semester</b>	<b>Total</b>	<b>L-T</b>	<b>Credits</b>
BBA-DC-01	Principles of Management	Discipline Specific Core	40	60	100	3-1	4
BBA-DC-02	Marketing Management – 1	Discipline Specific Core	40	60	100	3-1	4
BBA-DC-03	Business Economics	Discipline Specific Core	40	60	100	3-1	4
BBA-GE-01 (Anyone from the pool)	Indian Economy	Generic Elective	40	60	100	3-1	4
BBA-SE-01 (Anyone from the pool)	Business Mathematics-1	Skill Enhancement Course	20	30	50	2-0	2
BBA-AE-01 (Anyone from the pool)	Communicative English (Language)	Ability Enhancement Course	20	30	50	2-0	2
BBA-VA-01 (Anyone from the pool)	Social Media Ethics	Value Added Course	20	30	50	2-0	2
<b>Total</b>						<b>18-4</b>	<b>22</b>

### **Semester-2**

<b>Paper Code</b>	<b>Subject</b>	<b>Discipline</b>	<b>Marks Internal</b>	<b>Marks Semester</b>	<b>Total</b>	<b>L-T</b>	<b>Credits</b>
BBA-DC-04	Business Statistics	Discipline Specific Core	40	60	100	3-1	4
BBA-DC-05	Human Resource Management	Discipline Specific Core	40	60	100	3-1	4
BBA-DC-06	Business Communication	Discipline Specific Core	40	60	100	3-1	4
BBA-GE-02 (Anyone from the pool)	International Trade	Generic Elective Course	40	60	100	3-1	4
BBA-SE-02 (Anyone from the pool)	Basics of Computers and Office Management	Skill Enhancement Course	20	30	50	2-0	2
BBA-AE-02 (Anyone from the pool)	Environmental Sciences and Sustainable development 1	Ability Enhancement Course	20	30	50	2-0	2
BBA-VA-02 (Anyone from the pool)	Leadership and Emotional Intelligence	Value Added Course	20	30	50	2-0	2
<b>Total</b>						<b>18-4</b>	<b>22</b>

**Semester-3**

Paper Code	Subject	Discipline	Marks Internal	Marks Semester	Total	L-T	Credits
BBA-DC-07	Accounting for Managers	Discipline Specific Core	40	60	100	3-1	4
BBA-DC-08	Business Environment	Discipline Specific Core	40	60	100	3-1	4
BBA-DC-09	Small Business and Entrepreneurship	Discipline Specific Core	40	60	100	3-1	4
BBA-DE-01	Sales and Distribution	Discipline Specific Elective	40	60	100	3-1	4
BBA-SE-03 (Anyone from the pool)	Business Analytics	Skill Enhancement Course	20	30	50	2-0	2
BBA-AE-03 (Anyone from the pool)	Business Ethics and Corporate Governance	Ability Enhancement Course	20	30	50	2-0	2
BBA-VA-03 (Anyone from the pool)	Universal Human Values and Outreach programmes 2	Value Added Course	20	30	50	2-0	2
<b>Total</b>						<b>18-4</b>	<b>22</b>

**Semester-4**

Paper Code	Subject	Discipline	Marks Internal	Marks Semester	Total	L-T	Credits
BBA-DC-10	Financial Management	Discipline Specific Core	40	60	100	3-1	4
BBA-DC-11	Production and Operations Management	Discipline Specific Core	40	60	100	3-1	4
BBA-DC-12	Income Tax	Discipline Specific Core	40	60	100	3-1	4
BBA-DE-02	Maintenance of Human Resources	Discipline Specific Elective	40	60	100	3-1	4
BBA-SE-04 (Anyone from the pool)	Tally /(SWAYAM/MOOCs)	Skill Enhancement Course	20	30	50	2-0	2
BBA-AE-04 (Anyone from the pool)	Environmental Sciences and Sustainable Development 2	Ability Enhancement Course	20	30	50	2-0	2
BBA-VA-04 (Anyone from the pool)	Working with Spread Sheets application in Business	Value Added Course	20	30	50	2-0	2
<b>Total</b>						<b>18-4</b>	<b>22</b>

**Semester-5**

<b>Paper Code</b>	<b>Subject</b>	<b>Discipline</b>	<b>Marks Internal</b>	<b>Marks Semester</b>	<b>Total</b>	<b>L-T</b>	<b>Credits</b>
BBA-DC-13	Project Management	Discipline Specific Core	40	60	100	3-1	4
BBA-DC-14	Management Information System	Discipline Specific Core	40	60	100	3-1	4
BBA-DC-15	Business Law	Discipline Specific Core	40	60	100	3-1	4
BBA-DE-03	Digital marketing	Discipline Specific Elective	40	60	100	3-1	4
BBA-GE-03 (Anyone from the pool)	Goods and Services Taxes	Generic Elective Course	40	60	100	3-1	4
BBA-SE-05 (Anyone from the pool)	Business Mathematics-2	Skill Enhancement Course	20	30	50	2-0	2
<b>Total</b>						<b>17-5</b>	<b>20</b>

**Semester-6**

<b>Paper Code</b>	<b>Subject</b>	<b>Discipline</b>	<b>Marks Internal</b>	<b>Marks Semester</b>	<b>Total</b>	<b>L-T</b>	<b>Credits</b>
BBA-DC-16	International Business Environment	Discipline Specific Core	40	60	100	3-1	4
BBA-DC-17	Marketing management-2	Discipline Specific Core	40	60	100	3-1	4
BBA-DC-18	Cost Accounting	Discipline Specific Core	40	60	100	3-1	4
BBA-DE-04	Organisational Behaviour	Discipline Specific Elective	40	60	100	3-1	4
BBA-GE-04 (Anyone from the pool)	Logistics and supply chain management	Generic Elective	40	60	100	2-0	2
BBA-SE-06 (Anyone from the pool)	E-Commerce	Skill Enhancement Course	20	30	50	2-0	2
<b>Total</b>						<b>16-4</b>	<b>20</b>

**Semester 7**

<b>Paper Code</b>	<b>Subject</b>	<b>Discipline</b>	<b>Marks Internal</b>	<b>Marks Semester</b>	<b>Total</b>	<b>L-T</b>	<b>Credits</b>
BBA-DC-19	Business Policy & Strategy	Discipline Specific Core	40	60	100	3-1	4
BBA-DE-05	Services Marketing	Discipline Specific Elective	40	60	100	3-1	4
BBA-DE-06	Performance Management	Discipline Specific Elective	40	60	100	3-1	4
BBA-GE-05 (Anyone from the pool)	Innovation & Entrepreneurship Development	Generic Elective	40	60	100	3-1	4
BBA-VA-09 (Anyone from the pool)	Dissertation	Value Added Course			150		6
<b>Total</b>						<b>12-4</b>	<b>22</b>

**Semester 8**

<b>Paper Code</b>	<b>Subject</b>	<b>Discipline</b>	<b>Marks Internal</b>	<b>Marks Semester</b>	<b>Total</b>	<b>L-T</b>	<b>Credits</b>
BBA-DC-20	Quantitative techniques for managers	Discipline Specific Core	40	60	100	3-1	4
BBA-DE-07	Business Research Methods	Discipline Specific Elective	40	60	100	3-1	4
BBA-GE-06 (Anyone from the pool)	Research Writing & Ethics	Generic Elective	40	60	100	3-1	4
BBA-GE-07 (Anyone from the pool)	Managing Tourism Services	Generic Elective	40	60	100	3-1	4
BBA-VA-10 (Anyone from the pool)	Dissertation	Value Added Course			150		6
<b>Total</b>						<b>12-4</b>	<b>22</b>

**DISCIPLINE SPECIFIC CORE (DSC)**

BBA-DC-01	Principles of Management	40	60	100	3-1	4
BBA-DC-02	Marketing Management -1	40	60	100	3-1	4
BBA-DC-03	Business Economics	40	60	100	3-1	4
BBA-DC-04	Business Statistics	40	60	100	3-1	4
BBA-DC-05	Human Resource Management	40	60	100	3-1	4
BBA-DC-06	Business Communication	40	60	100	3-1	4
BBA-DC-07	Accounting for Managers	40	60	100	3-1	4
BBA-DC-08	Business Environment	40	60	100	3-1	4
BBA-DC-09	Small Business and Entrepreneurship	40	60	100	3-1	4
BBA-DC-10	Financial Management	40	60	100	3-1	4
BBA-DC-11	Production and Operations Management	40	60	100	3-1	4
BBA-DC-12	Income Tax	40	60	100	3-1	4
BBA-DC-13	Project Management	40	60	100	3-1	4
BBA-DC-14	Management Information System	40	60	100	3-1	4
BBA-DC-15	Business Law	40	60	100	3-1	4
BBA-DC-16	International Business	40	60	100	3-1	4
BBA-DC-17	Marketing management-2	40	60	100	3-1	4
BBA-DC-18	Cost Accounting	40	60	100	3-1	4
BBA-DC-19	Quantitative Techniques for Managers	40	60	100	3-1	4
BBA-DC-20	Business Policy & Strategy	40	60	100	3-1	4

**DISCIPLINE SPECIFIC ELECTIVE (DSE)**

Paper Code	Subject	Marks Internal	Marks Semester	Total	L-T	Credits
BBA-DE-01	Sales and Distribution	40	60	100	3-1	4
BBA-DE-02	Maintenance of Human Resources	40	60	100	3-1	4
BBA-DE-03	Digital marketing	40	60	100	3-1	4
BBA-DE-04	Organizational Behavior	40	60	100	3-1	4
BBA-DE-05	Services marketing	40	60	100	3-1	4
BBA-DE-06	Performance Management	40	60	100	3-1	4
BBA-DE-07	Business Research Methods	40	60	100	3-1	4

**GENERIC ELECTIVE COURSES (GEC)**

Paper Code	Subject	Marks Internal	Marks Semester	Total	L-T	Credits
BBA-GE-01	Indian Economy	40	60	100	3-1	4
BBA-GE-02	International Trade	40	60	100	3-1	4
BBA-GE-03	Goods and Services Tax	40	60	100	3-1	4



BBA-GE-04	Logistics and Supply Chain Management	40	60	100	3-1	4
BBA-GE-05	Innovation & Entrepreneurship Development	40	60	100	3-1	4
BBA-GE-06	Research Writing & Ethics	40	60	100	3-1	4
BBA-GE-07	Managing Tourism Services	40	60	100	3-1	4
BBA-GE-08	Rural Management	40	60	100	3-1	4

### SKILL ENHANCEMENT COURSES (SEC)

Paper Code	Subject	Marks Internal	Marks Semester	Total	L-T	Credits
BBA-SE-01	Business Mathematics-1	20	30	50	2-0	2
BBA-SE-02	Basics of Computers and Office Management	20	30	50	2-0	2
BBA-SE-03	Business Analytics	20	30	50	2-0	2
BBA-SE-04	Tally (MOOCS/SWAYAM)	20	30	50	2-0	2
BBA-SE-05	Business Mathematics -2	20	30	50	2-0	2
BBA-SE-06	E Commerce	20	30	50	2-0	2

### ABILITY ENHANCEMENT COURSES (AEC)

Paper Code	Subject	Marks Internal	Marks Semester	Total	L-T	Credits
BBA-AE-01	Communicative English (Language)	20	30	50	2-0	2
BBA-AE-02	Environmental Sciences and Sustainable development 1	20	30	50	2-0	2
BBA-AE-03	Environmental Sciences and Sustainable Development 2	20	30	50	2-0	2
BBA-AE-04	Business Ethics and Corporate Governance	20	30	50	2-0	2
BBA-AE-05	Personality Development and Soft Skills	20	30	50	2-0	2
BBA-AE-06	Society, Culture, and Human Behavior	20	30	50	2-0	2

## VALUE ADDITION COURSES (VAC)/DISSERTATIONS

Paper Code	Subject	Marks Internal	Marks Semester	Total	L-T	Credits
BBA-VA-01	Social Media Ethics	20	30	50	2-0	2
BBA-VA-02	Leadership and Emotional Intelligence	20	30	50	2-0	2
BBA-VA-03	Universal Human Values and Outreach programmes 2	20	30	50	2-0	2
BBA-VA-04	Working with Spread Sheets application in Business	20	30	50	2-0	2
BBA-VA-05	Data Mining techniques	20	30	50	2-0	2
BBA-VA-06	SPSS & Data Analytics	20	30	50	2-0	2
BBA-VA-07	Physical Education/Yoga and Medication	20	30	50	2-0	2
BBA-VA-08	Disaster Management	20	30	50	2-0	2
BBA-VA-09	Dissertation (DSC)			150		6
BBA-VA-10	Dissertation (DSE)			150		6

## GRADING SYSTEM

The grade awarded to a student from semester VII to Semester X will be based on his/her performance in sessional and final examinations. The letter grades and their equivalent numerical points are listed below:

Marks	Letter Grade	Grade Points
90-100	O	10
80-90	A	9
70-80	B	8
60-70	C	7
50-60	D	6
Below 50	F	0
Absent	I	0

## Earned Credit (EC)

The credit for the course in which a student has obtained “C” or a higher grade will be counted as credits earned by him/ her. Any course in which a student has obtained “F” grade will not be counted towards his/ her earned credits.

## Evaluation of Performances

- SGPA (Semester Grade Point Average) will be awarded on successful completion of each semester
- CGPA (Cumulative Grade Point Average) which is the grade point average for all the completed semester at any point in time, which will be awarded in each semester on successful completion of the current semester as well as all of the previous semester. CGPA is not applicable in semester I.

## **DEATAILED SYLLABUS**

### **BBA: Semester- I**

Course Code: **BBA-DC-01**

Title of the Course: **Principles of Management**

L-T-P: 3-1-0

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

#### **Course Learning Outcomes CLOs:**

CLO 1 After completion of this course students will be able to understand the concept & functions and importance of management and its application.

CLO 2 It will also make the student understand principles, functions and different management theories.

CLO 3 Students will be adept with various the techniques of controlling and co-ordination management techniques like Quality Circle, TQM, BPR and Six Sigma.

CLO 4 After completion of this course students will have basic understanding of concepts like Leadership, Planning, Decision-Making, Organizing, Communication, Selection and Training, Controlling, Motivation and Direction.

CLO 5 To familiarize the contextual knowledge with the outside world.

#### **Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

	<b>PLO 1</b>	<b>PLO 2</b>	<b>PLO 3</b>	<b>PLO 4</b>	<b>PLO 5</b>	<b>PLO 6</b>	<b>PLO 7</b>	<b>PLO 8</b>	<b>PLO 9</b>	<b>PLO 10</b>	<b>PLO 11</b>	<b>PLO 12</b>
<b>CLO1</b>	3	1	2	3	1	3	2	3	1	2	1	3
<b>CLO2</b>	3	1	2	3	1	3	2	3	1	2	1	-
<b>CLO3</b>	3	2	2	3	1	3	2	3	1	2	1	2
<b>CLO4</b>	2	2	2	3	2	3	2	3	1	2	1	1
<b>CLO5</b>	2	1	2	1	1	1	2	1	1	2	2	1

#### **UNIT I: Business Organization**

**(Sessions : 8)**

Introduction to business, Forms of organizations, Objectives of business, Social responsibilities of business, Business risks, Business systems and environment.

#### **UNIT II: Finance**

**(Sessions : 8)**

Methods of raising finance, Sources of long-term finance.

#### **UNIT III: Marketing and Advertising**

**(Sessions : 8)**

Nature and functions of marketing, Advertising, Channels of Distribution.

#### **UNIT IV: Management**

**(Sessions : 8)**

Nature of management, Development of management thought.

#### **UNIT V: Functions of Management**

**(Sessions : 8)**

Leadership, Planning, Decision-Making, Organizing, Communication, Selection and Training, Controlling, Motivation and Direction.

#### **Suggested Readings:**

1. Basu. Business Organization and Management Tata McGraw Hill, New Delhi.
2. Gupta, C.B. Modern Business Organisation. Mayur Paper Backs, New Delhi.
3. Lele, R.K. and J.P. Mahajan. Business Organisation. Pitamber Publishing, New Delhi.
4. Mishra, N. Modern Business Organisation. Sahitya Bhawan, New Delhi.
5. Prasad, Lallan and S.S. Gulshan. Management Principles and Practices. S. Chand & Co. Ltd., New Delhi.
6. Chhabra, T.N. Principles and Practice of Management. Dhanpat Rai & Co., Delhi.
7. Singh, B.P. and T.N. Chhabra. Business Organisation and Management. Dhanpat Rai & Co., Delhi.

#### **References:**

1. T Ramaswamy. Principles of Management

2. R.C. Bhatia, Business Organization and Management
3. Jim, Barry, John Chandler, Heather Clark. Organisation and Management. Thomson Learning.
4. Bushkirk R.H. et al Concepts of Business: An Introduction to Business System. Dryden Press, New York.
5. Bowen, H.R. Social Responsibilities of Business. Harper and Row, New York.
  
6. Allen L.A. Management and Organisation. McGraw Hill, New York.
7. Ansoff, H.J. Corporate Strategy. John Wiley, New York.
8. Burton Gene and Manab Thakur. Management Today Principles and Practice. TataMcGraw Hill, New Delhi.

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

**Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing case study, group task, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

**Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 100 marks, out of which 40 marks will be for internal assessment and 60 marks will be for Semester Examinations.

Course Code: **BBA-DC-02**

Title of the Course: **Marketing Management-I**

L-T-P: 3-1-0

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

### Course Learning Outcomes CLOs

CLO 1 Keeping in mind the ever-changing market, this course is meant to enable the students in understanding the various strategies and principles necessary for the business world.

CLO 2 This course will help the students in understanding the fundamentals of marketing and the nitty-gritty of its relevance in businesses.

CLO 3 The students will be able to exhibit and relate their conceptual knowledge in the functional area of marketing management.

CLO 4 Students will be able to demonstrate effective understanding of relevant functional areas of marketing management as well as their application.

CLO 5 Students will be able to relate their understanding of the different concepts with the marketing strategies they encounter in their day-to-day life.

### Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO1	3	2	3	2	2	2	2	2	2	2	-1	-
CLO2	3	3	2	2	2	2	2	2	2	2	-	-
CLO3	3	2	2	3	3	3	3	2	2	2	-	1-
CLO4	3	3	3	3	3	2	3	2	2	3	-	-
CLO5	3	3	3	3	3	3	3	2	2	2	-	-2

### UNIT I

(Sessions : 8)

**Marketing:** nature and scope of marketing; marketing concepts- traditional and modern; selling and marketing; marketing mix; marketing environment; service marketing- characteristics of service.

### UNIT II

(Sessions : 8)

**Consumer behavior** and market segmentation: nature, scope and significance of consumer behavior; market segmentation- concept and importance; bases for market segmentation.

### UNIT III

(Sessions : 8)

**Product:** concept of product; consumer and industrial goods; product planning and development; packaging- role and functions;

### UNIT-IV

(Sessions : 8)

**Branding:** brand name and trade mark; product life cycle; after sales service.

### UNIT-V

(Sessions : 8)

**Price:** importance of price in marketing mix; factors affecting price; discounts and rebates; pricing strategies.

### Reference Books:

1. Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham, and Mithileshwar Jha, Marketing Management: A South Asian Perspective, Pearson Education
2. Cundiff E.W. and Still, R.R., Basic Marketing Concepts, Decisions and Strategy; Prentice Hall of India, New Delhi.
3. Stanton W.J., Etzel Michael J and Walter Bruce J; Fundamentals of Marketing; McGraw Hill, New York.
4. Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit. Marketing: Concepts and Cases. (Special Indian Edition). McGraw Hill Education
4. Rorsiter Johan R, Percy Larry: Advertising and Promotion Management; McGraw Hill, New York
5. Aaker, David and Myers Johan G, et. al.; Advertising Management; Prentice Hall of India; New Delhi

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

**Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing case study, group task, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

**Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 100 marks, out of which 40 marks will be for internal assessment and 60 marks will be for Semester Examinations.

Course Code: **BBA-DC-03**

Title of the Course: **Business Economics**

L-T-P: 3-1-0

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

### Course Learning Outcomes CLOs

CLO 1 Apply the micro economic concepts and techniques in evaluating business decisions taken by firms

CLO 2 Understand the concept of demand analysis and forecasting

CLO 3 Comprehend the concepts of cost, nature of production and its relationship to business operations.

CLO 4 Understand the four basic market models of perfect competition, monopoly, monopolistic and oligopoly competition.

CLO 5 Integrate the concept of price and output decisions of firms under various market structure

### Mapping of Course Outcomes (COs) with Program Outcomes (POs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11	PLO12
<b>CLO1</b>	3	2	3	2	-	-	2	2	-	-	2	-
<b>CLO2</b>	1	3	1	3	-	-	3	3	-	-	1	1-
<b>CLO3</b>	3	2	2	3	2	-	1	2	-	-	-	-
<b>CLO4</b>	3	2	2	3	2	1	-	2	-	2	-	-
<b>CLO5</b>	3	3	2	2	2	-	-	-	-	-	-	-1

### UNIT-I

(Sessions : 8)

**Meaning and scope of Managerial Economics** - Relationship between managerial economics and other subjects - Role and Responsibilities of Managerial Economists.

### UNIT-II

(Sessions : 8)

**Demand Analysis and Forecasting:** Types of demand - Determinants of demand - Demand function - Elasticity's of demand - Its importance - Demand forecasting Techniques.

### UNIT-III

(Sessions : 8)

**Production Analysis :** Production function - Law of diminishing return - Isoquants - Marginal rate of Substitutions - Elasticity of substitution - Laws of returns to scale - Economies and diseconomies of scale

### UNIT-IV

(Sessions : 8)

**Cost Analysis:** Cost concepts - Short run cost - output relations - Long run cost - output relations - Cost control and cost reduction - Break - Even Analysis.

### UNIT-V

(Sessions : 8)

**Market Structure and Pricing:** Features, Price and output decisions under perfect competition, Monopoly, Monopolistic Competition, Oligopoly - Pricing methods.

### References:

1. AHUJA .H.L. –Business Economics: Recommended by UGC in its Model Curriculum, S.Chand& Co, New Delhi. S. Chand & Company Ltd, 2013, Revised edition.

2. Ferguson, Charles E. (1972), Microeconomic theory" Cambridge University press.
3. R.R. Barthwal, Microeconomic Analysis (3<sup>rd</sup> ed), Wiley Eastern Ltd.
4. W.J. Baumol, Economic Theory and Operational Analysis, Prentice Hall.
5. A. Koutsyanni's, Modern Microeconomics, Macmillan.
6. M.L. Trivedi, Managerial Economics – Theory and Applications, Tata McGraw Hill

**Suggested Readings:**

1. Pindyck, R.S., D. L. Rubinfeld and Mehta, P. L. Microeconomics, Pearson Education.
2. Gould, J.P., and Lazear, E.P. Microeconomic Theory, All India Traveller Bookseller, New Delhi.
3. Salvatore, D. Schaum's. Outline of Theory and Problems of Microeconomic Theory, McGraw-Hill International Edition.
4. Pindyck, Rubinfeld and Mehta. (2009). Micro Economics. (7th ed ). Pearson.

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

**Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing case study, group task, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

**Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 100 marks, out of which 40 marks will be for internal assessment and 60 marks will be for Semester Examinations.



## BBA: Semester- II

Course Code: **BBA-DC-04**

Title of the Course: **Business Statistics**

L-T-P: 3-1-0

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

### Course Learning Outcomes CLOs

CLO 1 Learn to calculate the measures of central tendency and measures of dispersion and their application in business

CLO 2 To examine the association and causal relationship among variables

CLO 3 Describe the concept of operation research and linear programming

CLO 4 To understand the application of probability distributions to various business problems.

CLO 5 To apply the Z –test and t-test for mean comparison and perform hypothesis testing

### Mapping of Course Outcomes (COs) with Program Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
<b>CLO1</b>	3	3	1	3	2	2	2	3	1	1	1	2
<b>CLO2</b>	3	1	1	2	-	3	3	2	2	-	-	2
<b>CLO3</b>	3	2	2	3	1	2	3	2	1	-	-	1
<b>CLO4</b>	2	1	1	2	1	1	2	1	-	-	1	1
<b>CLO5</b>	3	3	1	3	2	2	1	1	2	-	-	1

### UNIT – I: Statistical Data and Descriptive Statistics

(Sessions : 8)

Measures of Central Tendency Mean, median and mode, Measures of Variation: absolute and relative.

Range, quartile deviation, mean deviation, standard deviation, and their coefficients, Properties of standard deviation/variance

### UNIT - II: Simple Correlation, Regression Analysis and Time Series Analysis (Sessions : 8)

Correlation Analysis. Meaning of Correlation: simple, multiple and partial; linear and non-linear, Correlation and Causation, Scatter diagram, Pearson's coefficient of correlation; calculation and properties (proofs not required). Correlation and Probable error; Rank Correlation, Regression Analysis. Principle of least squares and regression lines, Regression equations and estimation; Properties of regression coefficients; Relationship between Correlation and Regression coefficients; Standard Error of Estimate, Introduction to Time Series Analysis.

### UNIT – III: Linear Programming Problem

(Sessions : 8)

Introduction to OR, Linear Programming - Graphical and Algebraic Solution (maximization and minimization).

### UNIT – IV: Probability and Probability Distributions

(Sessions : 8)

Introduction to Probability, Normal Probability Distribution, Standardized Normal Distribution

### UNIT - V: Theory of Estimation and Hypothesis Testing

(Sessions : 8)

Hypothesis testing: Concept; Level of Significance; Process of testing; Test of hypothesis concerning Mean; Test of hypothesis Normal Z test & t test for single mean.

### Suggested Readings:

1. R.P. Hooda, Statistics for business and Economics.
2. S.P. Gupta (S.P.): Statistical Methods, Sultan Chand & Sons, 34th Edition.

3. Richard Levin & David Rubin: Statistics for management, Prentice Hall.
4. Tondan, Ravi: Business Statistics.
5. Ken Black, Business Statistics.

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

**Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing case study, group task, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

**Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 100 marks, out of which 40 marks will be for internal assessment and 60 marks will be for Semester Examinations.

Course Code: **BBA-DC-05**

Title of the Course: **Human Resource Management**

L-T-P: 3-1-0

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

**(After the completion of the course, the students will be able to)**

CLO 1 Explain the importance of human resources and Identify the best corporate policies and strategies along with the different strategic and operational control strategies.

CLO 2 It provides a basic understanding of human capital requirement and its planning. It also highlights the different tools used in forecasting and planning of human resource.

CLO 3 State the significance of competitive compensation, employee benefits to both employers and employees.

CLO 4 It also appraise a job-based compensation scheme that is consistent with organizational goals, mission and values, and at the same time linked to the labour market.

CLO 5 Identify the critical issues in the implementation of disciplines, grievances and trade union.

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes**

**(PLOs) and Program Specific Outcomes (PSOs)**

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO1	3	3	2	3	3	3	3	2	2	3	3	3
CLO2	3	2	2	3	3	3	3	2	2	3	3	2
CLO3	2	2	3	2	2	2	2	2	2	1	3	3
CLO4	3	2	2	1	1	3	2	2	3	2	3	2
CLO5	3	3	2	2	2	2	2	2	3	2	3	3

## **UNIT I**

**(Sessions : 8)**

### **Introduction to HRM & HRD:**

Concept of HRM, Objectives, Process, HRM vs. Personnel Management, HRM vs. HRD, Objectives of HRD, focus of HRD System, Structure of HRD System, role of HRD manpower.

## **UNIT II**

**(Sessions : 8)**

### **Human Resource Policies & Strategies**

Introduction, role of HR in strategic management, HR policies & Procedures, HR Programme, developing HR policies and strategies, Strategic control, Types of Strategic control, Operational Control System, Functional and grand strategies, Strategy factors.

## **UNIT III**

**(Sessions : 8)**

### **Manpower planning:**

Human Resource Procurement & Mobility, Productivity & improvement job analysis & Job design, work measurement, ergonomics' Human Resource planning-objectives, activities, manpower requirement process Recruitment & Selection, Career planning & development, training methods, basic concept of performance appraisal. Promotion & Transfer.

## **UNIT IV**

**(Sessions : 8)**

### **Compensation:**

Employee Compensation, Wage policy, Wage determination, and Wage board, factors affecting wages & Salary, systems of payments, Job evaluation, components of wage/salary-DA, incentives, bonus, fringe benefits etc., Minimum Wages Act 1948, Workmen Compensation Act 1923, Payment of bonus Act 1965.

## **UNIT V**

**(Sessions : 8)**

### **Employee relations:**

Discipline & Grievance handling types of trade unions, problems of trade unions

**Books:**

1. Mondy, A. W. and Noe, R. M., Human Resource Management, Pearson Education.
2. Decenzo, D.A. and Robbins, S. P., Fundamentals of Human Resource Management, Wiley, India.
3. TN Chhabra, Human Resource Management, Dhanpat Rai & Co., Delhi
4. Dessler, G. and Varkkey, B., Human Resource Management, Pearson Education, Delhi.
5. Dipak Kumar Bhattacharya, Human Resource Management, Excel Books, 2009, 2<sup>nd</sup>ed
6. Arun Monappa, Managing Human Resource,
7. Essential of HRM and Industrial Relations-P. Subba Rao
8. C.B. Memoria, Personnel Management

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

**Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing case study, group task, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

**Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 100 marks, out of which 40 marks will be for internal assessment and 60 marks will be for Semester Examinations.

Course Code: **BBA-DC-06**

Title of the Course: **Business Communication**

L-T-P: 3-1-0

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

### Course Learning Outcomes CLOs

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

CLO1 To be familiar with Communication as a process in an organization and understand the principles of effective communication.

CLO 2 To demonstrate his/her verbal and non-verbal communication ability and will be able to distinguish among various levels of organizational communication and communication barriers.

CLO 3 To demonstrate his/her ability to write without error while making an optimum use of correct Business Vocabulary & Grammar in group discussions, and arguments.

CLO 4 To develop listening skills and overcome various listening barriers and showcase spoken skills.

CLO 5 To stimulate their Critical thinking by designing and developing clean and lucid writing skills.

### Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO1	1	2	3	3	3	3	1	2	3	1	3	2
CLO2	1	1	3	3	2	2	2	1	3	2	2	1
CLO3	1	2	2	3	3	3	1	3	2	1	1	2
CLO4	1	2	3	3	2	3	1	3	3	2	3	1
CLO5	1	1	3	3	2	2	2	2	2	1	3	2

### UNIT-I

(Sessions 8)

Business Communication- Defining communication, Process of communication, Objectives of communication, Principles of effective communication, Importance of Business communication, Importance of Feedback.

### UNIT- II

(Sessions 8)

Channels of communication, Types of communication, Barriers of communication and ways to overcome them, Intrapersonal and Interpersonal Communication.

### UNIT –III

(Sessions 8)

Non-Verbal Communication Skill- Types, Body Language, kinetics, proxemics, para-language.

### UNIT- IV

(Sessions 8)

Listening-Importance of Listening, Barriers to Listening and overcoming them, Developing Listening Skills, Spoken skills, Presentation skills, Debates, Interview, Group Discussion.

### UNIT-V

(Sessions 8)

Written Communication- Types of written communication, business letters, complaint letters, employment letters, writing memo, notice, writing effective business reports and recording of minutes of meetings.

### Reference book

1. Kumar V and Raj, B. Business Communication, Kalyani Publishers
2. Kaul, Asha, Effective Business Communication, PHI publications
3. Herta A Murphy, Herbert W Hildebrandt and Jane P Thomas” Effective Business Communication”, Tata McGraw Hill Publishing Company Limited, New Delhi 1997
5. Dalmar Fisher “Communication in Organizations”, Jaico Publishing House, Mumbai, 1999

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

**Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing case study, group task, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

**Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 100 marks, out of which 40 marks will be for internal assessment and 60 marks will be for Semester Examinations.

## BBA SEMESTER III

Course Code: **BBA-DC-07**

Title of the Course: **Accounting for Managers**

L-T-P: 3-1-0

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

### Course Learning Outcomes:

After completion of this course students will be able to

CLO1 To demonstrate basic knowledge of the process by which business entities record, classify, summarize and present economic transactions.

CLO-2- To use in-depth understanding of the complexity of accounting information that is presented in financial statements to analyze financial information.

CLO3- To analyze financial statements with the help of a variety of techniques like ratio analysis, comparative financial statements, trend analysis among others.

CLO4 To understand managerial accounting tools and analyze a firm's cost information.

CLO5 develop a basic understanding of accounting software and innovative accounting practices.

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO1	2	3	1	2	3	3	2	1	2	1	2	2
CLO2	1	3	1	3	3	3	3	2	3	1	1	1
CLO3	1	3	3	3	3	2	3	3	3	2	2	2
CLO4	2	2	3	3	3	2	3	3	3	2	2	2
CLO5	1	1	1	1	1	2	2	1	2	1	3	3

### Syllabus

#### UNIT I – Introduction to Financial Accounting

Nature of Accounting; Branches of Accounting; Difference between Accounting and Book Keeping; Double Entry Accounting; Principles and Conventions – Generally Accepted Accounting Principles, Nature of Accounts; Types of books; Journal; Preparation of Ledger Accounts; Preparation of Trial Balance;

#### UNIT II – Preparation of Financial Statements

Preparation of Final Accounts – Trading Account, Profit & Loss Account and Balance Sheet, Adjustment Entries; Introduction to Accounting standards related to Revenue recognition, Accounting for Fixed Assets (AS9) and Depreciation (AS6); Methods of Depreciation; Statement of Changes in Equity

#### UNIT III – Analysis of Financial Statements

Financial Ratios – Analysis of ratios from the perspectives of various stakeholders; Comparative Financial Statement; Common Size Statement; Trend Analysis; Cash Flow Statement; Fund Flow Analysis

#### UNIT IV – Introduction to Cost and Management Accounting

Cost Classification; Preparation of Cost Sheet; Marginal Costing and Cost Volume Profit Analysis; Valuation of Inventory; Variance Analysis – Material and Labour; Budgeting – Fixed and Flexible

#### UNIT5 – Latest Developments – Trends & Practices

Introduction to financial software for analysis – Excel and Prowess; Human Resource Accounting; Inflation Accounting; Responsibility Accounting; IFRS Framework

**Suggested Readings**

1. Tulsian PC (2009), Financial Accounting, Pearsons Education
2. Maheshwari, SN and Maheshwari, SK (2018), Financial Accounting , Vikas Publishing House (P) Ltd
3. Horngren T Charles (2017), Introduction to Financial Accounting, Pearsons Education
4. Narayanaswamy, R (2022), Financial Accounting – A Managerial Perspective, Prentice Hall of India



Course Code: **BBA-DC-08**

Title of the Course: **Business Environment**

L-T-P: 3-1-0

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

### Course learning outcomes (CLOs)

After completing this Course, the students should be able to:

CLO 1: Understand the concept of business environment and its scope and nature.

CLO 2: Analyze various forms of business environments and its impact on corporate world.

CLO 3: Role of socio-cultural and technological changes in business environment. Corporate Governance

CLO 4: Michel porter's five force model and its application to form competitive strategies.

CLO 5: Exploring various International Institution which are fostering international trade among countries throughout the world.

### Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes (PSOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
<b>CLO1</b>	3	2	3	3	3	2	3	3	1	2	2	3
<b>CLO2</b>	3	3	2	3	3	3	2	3	1	2	2	3
<b>CLO3</b>	3	3	2	2	3	3	2	3	1	3	3	3
<b>CLO4</b>	3	2	3	2	2	3	3	2	1	3	3	3
<b>CLO5</b>	3	3	3	3	3	3	3	3	1	2	2	2

### Detailed Syllabus:

#### UNIT I Introduction to Business Environment

Business – Meaning, Definition, Nature & Scope, Types of Business Organizations.

Business Environment- Meaning, Characteristics, Scope and Significance, Components of Business Environment.

Micro and Macro Environment – Definition, Differentiation, Analysis of Business Environment, SWOT Analysis.

Introduction to Micro-Environment – Internal Environment: Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity

External Environment: Firm, customers, suppliers, distributors, Competitors, Society

Introduction to Macro Components – Demographic, Natural, Political, Social, Cultural Economic, Technological, International and Legal)

#### UNIT II Political, Economic and Legal environment

Political Institutions- Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India. Economic environment- economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy, Impact of business on Private sector, Public sector and Joint sector. Sun-rise sectors of India Economy. Challenges of Indian economy.

#### UNIT III Social and Cultural Environment –

Nature, Impact of foreign culture on Business, Traditional Values and its Impact, Social Audit – Meaning and Importance of Corporate Governance and Social Responsibility of Business.

#### UNIT IV Technological environment -Features, impact of technology on Business

Competitive Environment – Meaning, Michael Porter's  
Five Forces Analysis, Competitive Strategies

**UNIT V International Environment**

GATT/ WTO: Objective and Evolution of GATT, Uruguay round, GATT v/s WTO, Globalization – Meaning , Nature and stages of Globalization, features of Globalization, Foreign Market entry strategies, LPG model. MNCs – Definition, meaning, merits, demerits, MNCs in India. FDI – Meaning, FDI concepts and functions, Need for FDI in developing countries, Factors influencing FDI, FDI operations in India,

**Recommended:**

1. Cherunilam Francis: Business Environment: Himalaya Publishing House
2. Sherlekar S A, Modern Business Organisation and Management System Approach
3. Justin Paul: Business Environment-Text and Cases, McGrawHill.
4. Sengupta: Government and Business, Vikas Publishing House, New Delhi.
5. Misra&Puri: Economic Environment of Business, Himalaya Publishing House
6. Morrison J, The International Business Environment, Palgrave
7. Aswathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi
8. MISHRA AND PURI, Indian Economy, Himalaya Publishing House, New Delhi
9. Business Environment Raj Aggarwal Excel Books, Delhi
10. Strategic Planning for Corporate Ramaswamy V McMillan, New Delhi
11. Business and society – Lokanathan and Lakshmi Rajan, Emerald Publishers.
12. Economic Environment of Business – M. Adhikary, Sultan Chand & Sons

**Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing case study, group task, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

**Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 100 marks, out of which 40 marks will be for internal assessment and 60 marks will be for Semester Examinations.

Course Code: **BBA-DC-09**

Title of the Course **Small Business and Entrepreneurship**

L-T-P: 3-1-0

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

### **COURSE LEARNING OUTCOMES (CLOs)**

CLO 1 Assess the importance of increased entrepreneurship trends in the economy and its consequences for growth and importance.

CLO 2 Analyze social, economic and technological environmental trends and will be able to identify business opportUNITies in the environment

CLO 3 The students will be able to differentiate between contemporary forms of business models/enterprises and their respective merits and demerits and conduct feasibility tests for any business idea.

CLO 4 To differentiate between small scale and large-scale sectors and will be able to interpret policies and programmes for the development of small-scale entrepreneurship.

CLO 5 To synthesize sector specific knowledge and create a business plan to convert their own business ideas into respective business plans.

### **Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes (PSOs)**

	<b>PLO 1</b>	<b>PLO 2</b>	<b>PLO 3</b>	<b>PLO 4</b>	<b>PLO 5</b>	<b>PLO 6</b>	<b>PLO 7</b>	<b>PLO 8</b>	<b>PLO 9</b>	<b>PLO 10</b>	<b>PLO 11</b>	<b>PLO 12</b>
<b>CLO1</b>	1	1	2	1	1	3	1	1	1	2	2	2
<b>CLO2</b>	1	1	3	1	1	2	2	1	1	2	2	1
<b>CLO3</b>	1	1	2	3	1	1	1	1	1	1	1	1
<b>CLO4</b>	1	2	1	1	3	-	1	1	1	2	1	1
<b>CLO5</b>	1	2	2	2	3	3	1	1	1	2	2	3

Detailed Syllabus:-

#### **UNIT I:-**

**8 sessions**

Entrepreneurship-Enterprise: Conceptual issues. Entrepreneurship vs.

Management. Roles and functions of entrepreneurs in relation to the enterprise and in relation to the economy.

Entrepreneurship is an interactive process between the individual and the environment. Small business as seedbed of Entrepreneurship. Entrepreneur competencies, Entrepreneur motivation, performance and rewards

#### **UNIT II:-**

**8 sessions**

OpportUNITY scouting and idea generation: role of creativity and innovation and business research. Sources of business ideas. Entrepreneur opportUNITies in contemporary business environment, for example opportUNITies in net-work marketing, franchising, business process outsourcing in the early 21 century.

#### **UNIT III:-**

**8 sessions**

The process of setting up a small business: Preliminary screening and aspects of the detailed study of the feasibility of the business idea and financing/non-financing support. Preparation of Project Report and Report on Experiential Learning of successful and unsuccessful entrepreneurs

#### **UNIT IV:-**

**8 sessions**

Management roles and functions in a small business. Designing and re-designing business process, location, layout, operations planning and control. Basic awareness on the issues impinging on quality, productivity and environment. Managing business growth. [The pros and cons of alternative growth options: internal expansion, acquisitions and mergers, integration and diversification. Crisis in business growth.

#### **UNIT V:-**

**8 sessions**

Issues in small business marketing. The concept and application of product life cycle [plc], advertising and publicity, sales and distribution management. The idea of consortium marketing, competitive bidding/tender marketing, negotiating with principal customers. The contemporary perspectives on Infrastructure Development, Product and Procurement Reservation, Marketing Assistance, Subsidies and other Fiscal and Monetary Incentives. National state level and grass-root level financial and non-financial institutions in support of small business development.

### **Reference Books:**

1. Brandt, Steven C., The 10 Commandments for Building a Growth Company, Third Edition, Macmillan Business Books, Delhi, 1977
2. Bhide, Amar V., The Origin and Evolution of New Business, Oxford University Press, New York, 2000.
3. Dollinger M.J., 'Entrepreneurship strategies and Resources', 3rd edition, Pearson Education, New Delhi 2006.
4. Desai, Vasant Dr. (2004) Management of small scale enterprises New Delhi: Himalaya Publishing House,
5. Taneja, Gupta, Entrepreneur Development New Venture Creation,: 2nd ed. Galgotia Publishing Company
6. Holt, David H., Entrepreneurship: Strategies and Resources, Illinois, Irwin, 1955

### **Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

### **Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 100 marks, out of which 40 marks will be for internal assessment and 60 marks will be for Semester Examinations. Internal assessment marks will be based on 1 written test of 10 marks, one project of Business Plan of 10 marks and a maximum of 5 marks will be awarded based on classroom performance of the learner making a total of 40 marks.

## SEMESTER IV

Course Code: **BBA-DC-10**

Title of the Course: **FINANCIAL MANAGEMENT**

L-T-P: 3-1-0

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

### COURSE LEARNING OUTCOMES (CLOs)

After completing this course, the students should be able to:

CLO 1 Discuss the meaning, the nature, and the scope of corporate finance (Understand Level)

CLO 2 Apply the concepts of present value, future value, and the value of an annuity to solve simple corporate finance problems. (Apply Level)

CLO 3 Describe the capital budgeting process and techniques. (Understand Level)

CLO 4 Appraise capital budgeting projects using various capital budgeting techniques. (Analyze Level)

CLO 5 Contrast various capital budgeting techniques (Analyze Level)

### Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes (PSOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
<b>CLO1</b>	3	2	2	3	3	3	3	2	2	1	2	1
<b>CLO2</b>	3	2	2	3	3	3	3	2	2	1	2	1
<b>CLO3</b>	3	3	3	3	2	2	3	3	2	1	2	1
<b>CLO4</b>	3	2	3	3	3	3	3	3	2	1	2	1
<b>CLO5</b>	3	2	3	3	3	3	3	3	2	1	2	1

### Detailed Syllabus:

#### UNIT I:

Meaning, nature and scope of finance, financial goals, finance functions

#### UNIT II:

Concepts of Present Value, Future Value, Value of Annuity

#### UNIT III:

The Capital Budgeting Process, Cash Flow Estimation, Payback Period Method, Discounted Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index, Capital rationing

#### UNIT IV:

Meaning, significance and types of working capital, Financing of working capital, Management of Inventory, management of cash; management of account receivables

#### UNIT V:

Capital Structure- Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and Financial leverage. Determinants of capital structure, determining capital structure in practice, Cost of capital, Principles of Dividend Policy

### **Reference Books:**

1. Authors (year), *Title of the Book*, Edition, Publishers, Place of Publication, Page Nos.
2. M. Y. Khan, P. K. Jain (2018), *Financial Management: Text, Problems and Cases*, 8e. N.p., McGraw-Hill Education, India
3. Banerjee, B. (2015), *Fundamentals Of Financial Management*, 2e, India: PHI Learning,
4. Bhalla, V. K. (2014), *Financial Management*, India: S CHAND & Company Limited.

### **Teaching-Learning Strategies in brief (4 to 5 sentences)**

Teaching-Learning Strategies would include lecturing, class room discussions, peer group discussions, group assignments, tutorials for tricky topics and concepts, demonstration of key financial concepts, calculations and models using spreadsheets.

### **Assessment methods and weightages in brief (4 to 5 sentences)**

The course carries 100 marks, out of which 40 marks are earmarked for internal assessment and 60 marks for semester examinations. Out of the 40 marks for internal assessment 10 marks will be for classroom participation /quiz / assignments etc. and 15 marks will be allotted to an sessionals and objective type test.

Course Code: **BBA-DC-11**

Title of the Course **Production and Operations Management**

L-T-P: 3-1-0

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

### **Course Learning Outcomes CLOs**

CLO 1 The students will be able to develop a vast understanding of the concepts of Production and Operations Management.

CLO 2 The students have developed an understanding of the application-oriented approach in operations management.

CLO 3 The ability to grasp the latest developments in operations management spanning the international arena.

CLO 4 The ability to comprehend the role of operations in an organization during strategic decision making, planning and operational control.

CLO 5 The students would be well acquainted with the mechanics that come into play while delivering high-quality, cost-competitive products and service.

	<b>PLO 1</b>	<b>PLO 2</b>	<b>PLO 3</b>	<b>PLO 4</b>	<b>PLO 5</b>	<b>PLO 6</b>	<b>PLO 7</b>	<b>PLO 8</b>	<b>PLO 9</b>	<b>PLO 10</b>	<b>PLO 11</b>	<b>PLO 12</b>
<b>CLO1</b>	3	1	1	1	1	2	1	1	<b>1</b>	<b>1</b>	1	1
<b>CLO2</b>	3	2	1	1	2	2	1	2	1	3	1	1
<b>CLO3</b>	1	1	1	2	3	1	1	1	1	<b>1</b>	1	2
<b>CLO4</b>	1	1	3	1	1	1	2	2	1	<b>1</b>	1	2
<b>CLO5</b>	1	3	1	2	2	2	1	3	<b>1</b>	2	<b>1</b>	3

## **UNIT I**

**(Sessions: 8)**

### **Introduction**

Meaning and Functions of Production Management, Role and Responsibility of Production Function in Organization, Types of Production System- Continuous Intermittent, Joblotsetc Plant Layout- Objectives, Types, Materials Flow, Pattern. Safety Considerations and Environmental Aspects.

## **UNIT II**

**(Sessions: 6)**

### **Production Design**

Definition, Importance, Factors affecting product Design, Product Policy-Standardization, Simplification. Production Development-Meaning, Importance, Factors Responsible for Development, Techniques of Product Development.

## **UNIT III**

**(Sessions: 9)**

### **Production Planning and Control**

Meaning, Objectives, Scope, Importance & Procedure of Production Planning, Routing scheduling Master Production Schedule, Production Schedule, Dispatch, Follow up, Production Control-Meaning, objectives, Factors affecting Production Control.

## **UNIT IV**

**(Sessions: 9)**

### **Methods Study, Work Study and Time Study**

Methods Study- Concept, Questioning Techniques, Principles of Motion Economy, flow Process Chart, Multiple Activity Chart, SIMO Chart, Travel Chart. Work Study- Concepts, Scope and Applications, Work Study and Production Improvement.

Time Study –Routing Concepts, Stopwatch Study, Allowance, PMTS Systems (Concepts Only) Quality Control, Quality Circles, Effects of Globalization on Business.

## **UNIT V**

**(Sessions: 8)**

### **Ergonomics**

Definition, Importance, Work and Rest Cycles, Biomechanical Factors, Effects of Factors such as Light, Ventilation, Noise, Heat on Performance. Importance, Safe Practices in handling Chemicals, Gases, Bulk Materials, Safety with cargo handling equipment, Safety equipment's and Devices, Statutes Governing Safety.

**Recommended Books:**

1. James Apple & John, Plant Layout and Material Handling, Wileysons
2. Aswathappa, K & Shridhara Bhat, K. "Production and Operations Management", Himalaya Publishing House Mumbai, 2/e, 2009
3. R S Goel, Production & Operations Management, Pragati Prakashan
4. Chunawalla & Patel, "Production and Operations Management", Himalaya Publishing House, Mumbai, 2009.
5. Chavy, SN. Production & Operation Management, TMH Delhi
6. Elwood S Butta, Modern Production and Operation Management

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

Teaching-Learning Strategies would include lecturing, class room discussions, peer group discussions, group assignments, tutorials for tricky topics and concepts, demonstration of key financial concepts, calculations and models using spreadsheets.

**Assessment methods and weightages in brief (4 to 5 sentences)**

The course carries 100 marks, out of which 40 marks are earmarked for internal assessment and 60 marks for semester examinations. Out of the 40 marks for internal assessment 10 marks will be for classroom participation /quiz / assignments etc. and 15 marks will be allotted to sessionals and an objective type test.



Course Code: **BBA-DC-12**

Title of the Course **Income Tax**

L-T-P: 3-1-0

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

### Course Learning Outcomes CLOs

On successful completion of this course, the student will be able to

CLO 1 Demonstrate knowledge of direct taxes and identify the technical terms related to Income Tax.

CLO 2 Students would determine the residential status of an individual and scope of total income.

CLO 3 Students would compute income from salaries, house property, business/profession, capital gains and income from other sources.

CLO 4 Discuss the various benefits/ deductions under Chapter VI-A of the Income tax act, 1961

CLO 5 Compute the net total income of an individual.

	PL O1	PL O2	PL O3	PL O4	PL O5	PL O6	PL O7	PL O8	PL O9	PL O10	PL O11	PLO 12
<b>CLO1</b>	2	1	3	3	2	1	3	2	3	2	3	2
<b>CLO2</b>	2	3	2	1	2	3	2	1	2	2	2	2
<b>CLO3</b>	2	2	3	3	2	2	2	2	2	2	3	2
<b>CLO4</b>	3	3	1	2	3	3	2	3	2	2	2	3
<b>CLO5</b>	2	2	2	2	1	2	3	3	2	3	3	2

### UNIT -1:

(Sessions: 6)

#### Introduction of Income Tax Act 1961

Charge of Income tax, person, assessment year, previous year, Maximum amount which is not chargeable to income tax, Assesses, Rounding off of total income tax, Scope of total income, residential status.

### UNIT -2:

#### Income Under the head –salary

(Sessions: 10)

Meaning of salary, Taxability of component of salary, perquisites, Perquisites where taxable only in the case of specified employees, tax free perquisites (for all employees), Treatment of leave travel concession or assistance(LTC/LTA), treatment of provident fund for income-tax purposes, Gratuity, uncommitted and Commuted pension leave encashment, deduction from salary. Problems on salary computation and taxability.

### UNIT-3:

#### Income under the head- Income From House Property

(Sessions: 9)

Meaning of house property, ownership, use of the house property, Computation of net annual value of a property, treatment of unrealised, deductions from net annual value of property, computation of income of a property which is self-occupied, interest when not detectable, unrealised rent received charges, Practical problems under this head.

### UNIT- 4:

(Sessions: 9)

#### Income under the head – Profit and Gain of Business or Profession

Meaning of P&G of business or profession, study of deductions under this head, Deprecation, assets installation, manufacture incomes, site restoration funds, expenditure on Scientific research, Time of payment

of fees, Amortisation of preliminary expenses, Specified expenditure, deemed profit chargeable to tax, practical Problems under this head.

**UNIT-5: (Sessions: 9)**

**Income under the head Capital Gain, Income from other sources, TDS & PAT**

Computation of income under the head 'Capital Gain' from investment and Income from other sources. Income which do not form part of Total income. Deduction u/s 80A to 80U, Practical problem under this heading, Deduction of tax at sources, Payment of advance tax.

**Text Books**

1. Lal, B.B., (2009), Income Tax and Central Sales tax Law and Practice, 30th edition, Pearson Education.
2. Singhanian, V. K and Singhanian, Monica, Students Guide to Income Tax, latest edition, Taxman Publications.

**Reference Books:**

1. Ahuja, Girish and Gupta, Ravi, Systematic Approach to Income Tax, Latest Edition, Bharat Law House.
2. Datey, V.S., Indirect Taxes-Law and Practice, latest edition, Taxmann Publications.
3. Government of India, Bare Acts (Income Tax, Service Tax, Excise and Customs)
4. Vashisht, Nitin and Lal, B.B., (2009), Direct Taxes: Income Tax, Wealth Tax and Tax Planning, 30<sup>th</sup> edition, Pearson Education.

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

Teaching-Learning Strategies would include lecturing, class room discussions, peer group discussions, group assignments, tutorials for tricky topics and concepts, demonstration of key financial concepts, calculations and models using spreadsheets.

**Assessment methods and weightages in brief (4 to 5 sentences)**

The course carries 100 marks, out of which 40 marks are earmarked for internal assessment and 60 marks for semester examinations. Out of the 40 marks for internal assessment 10 marks will be for classroom participation /quiz / assignments etc. and 15 marks will be allotted to an objective type test.

## SEMESTER V

Course Code: **BBA-DC-13**

Title of the Course **Project Management**

L-T-P: 3-1-0

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

### Course Learning Outcomes CLOs

To enable the students to;

CLO 1 To memorize and to understand the basic concepts of project management.

CLO 2 Apply these concepts in industrial projects or any other projects.

CLO 3 To analyse the role of administrative agencies and Project Life Cycle in Project Management.

CLO 4 Evaluate the projects on the grounds of project formulation, feasibility study and detailed project report etc.

CLO 5 Design the project timeline, work break down structure using the techniques and tools of project management, to achieve the objectives of the project effectively and efficiently.

### Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO1	2	-	3	3	3	2	1	1	-	3	-	-
CLO2	3	2	3	3	2	3	3	2	-	3	2	-
CLO3	1	3	3	3	3	3	2	2	-	1	-	3
CLO4	3	3	3	3	3	2	3	3	3	3	2	2
CLO5	3	3	3	3	2	2	3	3	3	3	2	-

### UNIT-I

(Sessions : 8)

Concepts of project management - concept of a project categories of projects - project life -cycle phases - project management concepts - tools and techniques for project management. The project manager - roles and responsibilities of project manager.

### UNIT-II

(Sessions : 8)

Project formulation - formulation stages - bottlenecks - feasibility report –financing arrangements - finalization of project implementation schedule.

### UNIT-III

(Sessions : 8)

Administrative agencies for project approval Ministry of Finance - Bureau of public enterprises planning commission public investment board. Organizing human resources and contracting - delegation project manager's authority -project organization - accountability in project execution - contracts - 'R' of contracting - tendering and selection of contractors - team building.

### UNIT-IV

(Sessions : 8)

Organizing systems and procedures - working of systems - design of systems - project work system' design - work break down structure - project execution plan - project procedure manual project control system - planning scheduling and monitoring - monitoring contracts and project diary.

## **UNIT-V**

**(Sessions : 8)**

Project implementation stages project direction - communications in a project -coordination guidelines for effective implementation reporting in project management -project evaluation and its objectives, types and methods.

### **Text and Reference Books:**

1. Project Management - Choudhary–Tata McGraw Hill Pub.
2. Project Management: The Managerial Process (Special Indian Edit.) -Clifford F Gray, Oregon State University.
3. Chandra. Prasanna, Project Preparation Appraisal and Implementation. Tata McGraw Hill.

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

Teaching-Learning Strategies would include lecturing, class room discussions, peer group discussions, group assignments, tutorials for tricky topics and concepts, demonstration of key financial concepts, calculations and models using spreadsheets.

### **Assessment methods and weightages in brief (4 to 5 sentences)**

The course carries 100 marks, out of which 40 marks are earmarked for internal assessment and 60 marks for semester examinations. Out of the 40 marks for internal assessment 10 marks will be for classroom participation /quiz / assignments etc. and 15 marks will be allotted to sessional and an objective type test.

Course Code: **BBA-DC-14**

Title of the Course: **Management Information System**

L-T-P: 3-1-0

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

### **COURSE LEARNING OUTCOMES (CLOs)**

**CLO 1** Evaluate the major role played by information systems in today's changing business environment, where we are using IT enabled services (ITES)

**CLO 2** Identify the major management challenges and their resolution by application of Information system & technology

**CLO 3** Define an information system from both a technical and a business perspective since they are going to lead digital business and managing a digital economy.

**CLO 4** Able to identify the role of Information in decision making process which is the back bone of any organization.

**CLO 5** Understand the concept of Business Process Re-engineering (BPR) and their relationship with technology

### **Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes (PSOs)**

	<b>PLO 1</b>	<b>PLO 2</b>	<b>PLO 3</b>	<b>PLO 4</b>	<b>PLO 5</b>	<b>PLO 6</b>	<b>PLO 7</b>	<b>PLO 8</b>	<b>PLO 9</b>	<b>PLO 10</b>	<b>PLO 11</b>	<b>PLO 12</b>
<b>CLO1</b>	3	2	2	1	2	1	3	2	3	3	3	3
<b>CLO2</b>	3	2	1	1	2	2	2	1	2	3	3	2
<b>CLO3</b>	2	1	3	2	2	2	3	3	3	2	2	3
<b>CLO4</b>	1	1	1	1	2	2	3	1	3	3	3	3
<b>CLO5</b>	3	3	2	3	2	2	3	2	3	2	3	3

### **UNIT I**

**(Sessions : 8)**

**Introduction to MIS:** Concept, Definition, Role of MIS, Impact of MIS, MIS and user, Management effectiveness and MIS.

Strategic Management of Business: Types of strategies, MIS and Strategic Business Planning

Communication Networks-Concept, Network Topologies, LAN, WAN, TCP/IP

### **UNIT II**

**(Sessions : 8)**

**MIS and Decision Making-** Concepts, Process, MIS and Security challenges, MIS and Information and Knowledge, Database Management Systems: Introduction, Hierarchical Database Model, Network Database Model, Relational Database Model

### **UNIT III**

**(Sessions : 8)**

**Business Process Re-Engineering-** Concept, MIS and BPR, Decision Support Systems (DSS) - Concept, Application, Knowledge Management Systems, MIS and Benefits of DSS.

### **UNIT IV**

**(Sessions : 8)**

**Enterprise Management Systems** –Concept, Enterprise Resource Planning System, EMS and MIS, E-Business Enterprise – E-Business, E-Commerce, E-Communication, E-Collaboration

### **UNIT V**

**(Sessions : 8)**

**Applications of MIS in Manufacturing Sector**-Personnel Management, Financial Management, Production Management, Marketing Management, MIS applications in Service Industry, Management Ethics and Governance

### **Reference Book**

1. Waman S Jawadekar, MIS. McGraw Hill Publications.
2. Kenneth C Laudon and Jane P Laudon, "Management Information Systems- Managing the Digital Firm", Pearson Education, 2/e, 2009.
3. CSV Murthy, "Management Information Systems- Text & Applications", Himalaya Publishing House, 3/e, 2011
4. Gordon B. Davis, Magrethe H.Olson, "Management Information Systems, Conceptual Foundations Development", Tata McGraw Hill, 2008.
5. Satyasekhar. GV," Management Information Systems", Excel Books, 2007.

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

**Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing case study, group task, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

**Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 100 marks, out of which 40 marks will be for internal assessment and 60 marks will be for Semester Examinations.

Course Code: **BBA-DC-15**

Title of the Course: **Business Law**

L-T-P: 3-1-0

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

### Course Learning Outcomes CLOs

Upon successful completion of this course students will be able to:

CLO 1 Understand the legal environment of business and get a basic and broad understanding of business laws.

CLO 2 Learn about the discharge and remedies for breach of legal contracts.

CLO 3 Acquire knowledge of sale of goods act which governs the contract relating to sale of goods.

CLO 4 Have a basic understanding of Memorandum of Association (MoA) and Article of Association (AoA) which define a company's scope of work, objectives, rules and internal management.

CLO 5 Learn the basics of Annual General Meetings and Statutory meetings and legal process of resolution.

### Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
<b>CLO1</b>	3	3	3	3	2	2	2	2	1	2	1	1
<b>CLO2</b>	3	3	3	3	3	1	3	2	2	2	1	1
<b>CLO3</b>	3	3	3	3	2	1	3	1	2	2	1	1
<b>CLO4</b>	3	3	2	3	2	2	3	2	2	2	1	1
<b>CLO5</b>	3	3	2	3	2	2	3	2	2	2	1	1

### UNIT – I

(Sessions :10)

**Indian Contract Act** - Formation - Terms of contract - Forms of contract - Offer and Acceptance Considerations. Capacity - Flaw in consent, Void agreements

### UNIT - II

(Sessions :10)

**Contracts:** Performance - Tender - Quasi contract - Discharge - Remedies for breach of contract. Contract of Agency - Types, creation, duties, rights of principal and agent - Termination of agency.

### UNIT - III

(Sessions : 8)

**Sale of Goods Act** - Sale and agreement to sell - Formation - Caveat emptor - Implied conditions and warranty. Definition of Joint Stock Company - Kinds

### UNIT - IV

(Sessions : 6)

Memorandum of Association - Contents - Doctrine of Ultra Vires - Articles of Association – Contents - Distinction between the Two - Doctrine of Indoor Management - Prospectus - Contents

### UNIT – V

(Sessions : 6)

Meetings and Resolutions - Statutory Meeting - Annual General Meeting - Extra - Ordinary General Meeting - Resolutions - Ordinary & Special. Winding up of a company-Types

### Suggested Readings:

1. N.D. Kapoor, Business Laws, Sultan Chand and Sons, New Delhi 2004

2. MC Kuchhal, Modern Indian Company Law, Shri Mahaveer Book Depot (Publishers), Delhi.
3. Chadha, P.R, Business Law, Galgotia Publishing Company, New Delhi
4. Maheshwari& Maheshwari, Business Law, National Publishing House, New Delhi.
5. M.R. Sreenivasan, Business Laws, Margam Publications.
6. M.V. Dhandapani, Business Laws, Sultan Chand and Sons.
7. S. Badre Alam and P. Saravanel, Mercantile Law

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

**Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing case study, group task, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

**Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 100 marks, out of which 40 marks will be for internal assessment and 60 marks will be for Semester Examinations.



## SEMESTER VI

Course Code: **BBA-DC-16**

Title of the Course: **International Business**

L-T-P: 3-1-0

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

### Course Learning Outcomes:

**CLO 1** To identify and describe factors and forces that affect an organization's decision to internationalize its business.

**CLO 2** To define international business and describe how it differs from domestic business with respect to laws, regulations and taxation.

**CLO 3** To identify and analyze challenges in working, communicating, and negotiating in a cross-cultural context.

**CLO 4** To be able to understand the relevance and role played by the international institutions in supporting international business.

**CLO 5** To develop skills set needed for international business

### Mapping of Course Outcomes (COs) with Program Outcomes (POs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PL O 9	PL O 10	PL O 11	PLO 12
<b>CLO1</b>	3	1	1	1	1	1	1	-	-	-	-	1
<b>CLO2</b>	3	2	1	1	2	2	2	1	-	-	1	-
<b>CLO3</b>	2	1	3	2	2	2	3	3	-	2	1	-
<b>CLO4</b>	1	1	-	1	2	2	-	1	-	1	-	1
<b>CLO5</b>	1	1	1	1	1	1	1	1	1	1	1	1

### UNIT I

(Sessions : 8)

**International Business and Environment:** World Trade in Goods and Services – Major Trends and Developments; Framework for Understanding International Business Environment: Analysis of Economic, Socio-cultural, Political, Legal and Technological Environment of a Foreign Country

### UNIT-II

(Sessions : 8)

**Cultural Environment:** Elements of Culture, Cultural Models- Hofstede's Cultural Dimensions, Managing across cultures- Strategies for dealing with cultural differences

### UNIT III

(Sessions : 8)

**Global Trading Environment:** Liberalization of World Trade. FDI and their Impact on the Economy, Impact of Technology on international business, Technology Transfer – Importance and Types, Issues in Transfer of Technology to Developing Countries.

### UNIT IV

(Sessions : 6)

**International Financial Environment:** Foreign Investment – Types and Flows; Monetary System- Exchange Rate Mechanism and Arrangements

### UNIT V

(Sessions :10)

**International Economic Institutions and Regional Economic Groups:** IMF, World Bank- It's affiliates, UNCTAD and WTO; International Commodity Agreements. Multilateralism vs. Regionalism; EU, NAFTA, ASEAN, SAFTA

### Text Books

1. Daniels, John D. and Radebaugh, Lee H. and PrashantSalwan (2010). International Business: Environment and Operations, 8th Edition, Pearson Education.
2. Charles, W. L. Hill (5 th Edition, 2005). International Business: Competing in the Global Marketplace, Tata McGraw Hill.

**Reference Books**

1. Deresky (2003). International Management: Managing Across Borders and Culture, Pearson Education.
2. Paul, J (2004). International Business, Prentice-Hall.
3. Aswathappa (2005). International Business, Tata McGraw Hill

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

Teaching-Learning Strategies would include lecturing, class room discussions, peer group discussions, group assignments, tutorials for tricky topics and concepts, demonstration of key financial concepts, calculations and models using spreadsheets.

**Assessment methods and weightages in brief (4 to 5 sentences)**

The course carries 100 marks, out of which 40 marks are earmarked for internal assessment and 60 marks for semester examinations. Out of the 40 marks for internal assessment 10 marks will be for classroom participation /quiz / assignments etc. and 15 marks will be allotted to an objective type test.

**COURSE LEARNING OUTCOMES (CLOs)**

After completing this Course, the students should be able to:

**CLO 1** Students would be able to understand the importance of promotions. How it is important for marketers to be continuously in touch with buyers through advertisements. The students would be able to understand the importance of selling and its various forms. (Understand Level)

**CLO 2** The students would be able to thoroughly understand the importance of distribution, its emergence as supply chain management and how distribution has revolutionized the product delivery. (Understand Level)

**CLO 3** Students would be able to sense the importance of advertisement around them. How their shopping and purchase is being affected through advertisement. Students would be able to recognize what are the different media available around them. Students can evaluate various outcome of advertisement, their characteristics and effectiveness. (Understand Level)

**CLO 4** Students can relate how media planning and scheduling is done. Students would also be able to understand the limitation of advertisements, ethical aspects and legal aspect of it.

**CLO 5** Students would be able to understand the impact and purpose of various promotional strategy i.e. sales promotion through coupon, price off, etc. students can also understand the importance of discount for consumers and also for traders/retailers. (Understand Level)

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

	<b>PLO 1</b>	<b>PLO 2</b>	<b>PLO 3</b>	<b>PLO 4</b>	<b>PLO 5</b>	<b>PLO 6</b>	<b>PLO 7</b>	<b>PLO 8</b>	<b>PLO 9</b>	<b>PLO 10</b>	<b>PLO 11</b>	<b>PLO 12</b>
<b>CLO1</b>	3	2	1	3	3	1	1	1	1	1	3	<b>2</b>
<b>CLO2</b>	3	1	3	3	1	2	2	1	1	1	3	<b>2</b>
<b>CLO3</b>	3	2	2	3	3	1	1	1	2	1	3	<b>2</b>
<b>CLO4</b>	3	2	3	3	2	1	1	1	2	1	3	<b>1</b>
<b>CLO5</b>	3	1	3	3	2	1	2	1	1	1	3	<b>2</b>

**UNIT-I****(Sessions: 8)**

**Promotion:** promotion mix; methods of promotion; advertising; personal selling; selling as a career.

**UNIT-II****(Sessions: 8)**

**Distribution:** physical distribution; channels of distribution-concept and role; types of channels; factors affecting choice of a particular channel; physical distribution of goods;

**UNIT III****(Sessions: 8)**

**Advertising:** functions of advertising; advertising media; different types of media; relative merits and demerits; characteristics of effective advertisement;

**UNIT-IV****(Sessions: 8)**

**Media:** measuring media effectiveness; media planning and scheduling; Legal and ethical aspects of advertising.

## **UNIT V**

**(Sessions: 8)**

**Sales promotion:** meaning, nature and functions; limitations of sales promotion; sales promotion schemes: sample; coupon; price off; premium plan; consumer contests and sweep stakes; POP displays; demonstration; trade fairs and exhibitions; sales promotion techniques and sales force.

### **Reference Books:**

1. Kotler, Philip: Marketing Management; Prentice Hall, New Jersey.
2. Cundiff E.W. and Still, R.R., Basic Marketing Concepts, Decisions and Strategy; Prentice Hal of India, New Delhi.
3. Stanton W.J., Etzel Michael J and Walter Bruce J; Fundamentals of Marketing; McGraw Hill, New York.

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

Teaching-Learning Strategies would include lecturing, class room discussions, peer group discussions, group assignments, tutorials for tricky topics and concepts, demonstration of key financial concepts, calculations and models using spreadsheets.

### **Assessment methods and weightages in brief (4 to 5 sentences)**

The course carries 100 marks, out of which 40 marks are earmarked for internal assessment and 60 marks for semester examinations. Out of the 40 marks for internal assessment 10 marks will be for classroom participation /quiz / assignments etc. and 15 marks will be allotted to an objective type test.

Course Code: **BBA-DC-18**

Title of the Course: **Cost Accounting**

L-T-P: 3-1-0

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

### Course Learning Outcome:

Upon successful completion, students will have the knowledge and skills to:

CLO 1 Understand the important concepts and principles related to cost accounting and a basic distinction of cost accounting with other branches of accounting.

CLO 2 Develop an understanding of the various elements of cost in order to control and reduce costs.

CLO 3 Learn the need of various types costing including job costing, activity costing and process costing to help businesses keep track of all the costs they have to pay to produce a product or deliver a service.

CLO 4 Demonstrate mastery over budgetary control system and performance measurement systems;

CLO 5 Understand the importance of break-even analysis which is key to analyze the profit structure of an enterprise

### Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
<b>CLO1</b>	3	3	3	3	2	1	-	2	1	2	1	<b>1</b>
<b>CLO2</b>	3	3	3	3	3	1	3	2	2	2	1	<b>1</b>
<b>CLO3</b>	3	3	3	3	2	1	2	1	2	2	1	<b>1</b>
<b>CLO4</b>	3	3	3	3	2	2	2	2	2	2	1	<b>1</b>
<b>CLO5</b>	3	3	3	3	3	2	2	2	1	2	1	<b>1</b>

### UNIT I: Introduction.

(Sessions : 8)

Concept of cost, costing, cost Accounting & Cost Accountancy, Limitations of Financial Accounting, Origin and objectives of cost Accounting, Advantages and Limitations of Cost Accounting Difference between Financial and Cost Accounting, Cost UNIT & Cost Centre

### UNIT II: Elements of cost

(Sessions : 8)

Classification of cost & Types of Costs, Preparation of Cost Sheet; Material, Labour and overhead cost,

### UNIT III: Methods of Costing

(Sessions : 8)

Job Costing – Meaning, Features, Advantages and Limitation, Contract Costing – Basic Concepts, Process Costing - Meaning, Features, Normal and Abnormal Loss/ Gains, Operating Costing – Meaning, Features & Objectives Techniques of Costing

### UNIT IV: Budget and Budgetary Control-

(Sessions : 8)

Definition, Meaning and objectives of Budgetary control Advantages and disadvantages of Budgetary Control Types of Budgets

### UNIT V. Cost Accounting techniques

(Sessions : 8)

Marginal Costing; Meaning of Marginal Cost and Marginal Costing; Absorption Costing vs. Marginal Costing; Break-even analysis; Margin of safety and Application of Marginal Costing for decision making

### Books Recommended: -

1. Advanced cost Accounting by Saxena and Vasistha.

2. Jain S.P., Narang K.L., AggrawalSimmi, Cost Accounting Principles and Practice, Paperback, 2016
3. S.N. Maheshwari, and S.N. Mittal, Cost Accounting: Theory and Problems, Shree Mahavir Book Depot (Publishers)
4. Shukla, M.C., T.S. Grewal and M.P. Gupta. Cost Accounting: Text and Problems. S. Chand & Co. Ltd., New Delhi
5. Arora, M.N. Cost Accounting – Principles and Practice. Vikas Publishing House, New Delhi.
6. Nigam, B.M. Lall and I.C. Jain. Cost Accounting: Principles and Practice. Prentice Hall of India, New Delhi
7. Cost Accounting by Ratnam.

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

**Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing case study, group task, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

**Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 100 marks, out of which 40 marks will be for internal assessment and 60 marks will be for Semester Examinations.

## SEMESTER VII

Course Code: **BBA-DC-19**

L-T-P: 3-1-0

Title of the Course **Quantitative Techniques for Managers**

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

### Course Learning Outcomes CLOs

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

CLO 1 Understand various quantitative & statistical methods

CLO 2 Understand data and draw inference from data

CLO 3 Calculate and interpret statistical values by using statistical tool (correlation & regression)

CLO 4 Demonstrate an ability to apply various statistical tool to solve business problem

CLO 5 To be able to Analyze the numerical data for the right decision taking

### Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
<b>CLO1</b>	1	2	1	1	2	1	3	1	1	1	1	1
<b>CLO2</b>	2	2	1	2	2	2	1	1	1	2	2	1
<b>CLO3</b>	2	1	1	2	1	3	1	2	1	2	2	1
<b>CLO4</b>	2	1	2	2	1	1	3	1	1	2	2	1
<b>CLO5</b>	2	2	2	2	2	2	2	2	2	2	2	2

### UNIT I

(Sessions : 8)

**Theory of probability:** Probability rules – Bayes theorem - Probability distribution - Binomial, Poisson and Normal.

### UNIT II

(Sessions : 8)

**Statistical decision theory:** Decision environment - decision making under certainty and uncertainty and risk conditions - EMV, EOL and marginal analysis - value of perfect information - decision tree analysis - simulation and sensitivity analysis.

### UNIT III

(Sessions : 8)

**Sampling theory:** meaning of sampling - random sample - characteristics of random sampling method - non random sampling methods and their uses - determining sample size - sampling error and standard error.

### UNIT IV

(Sessions : 8)

**Sampling distribution:** Features central limit theorem - uses of sampling distribution - estimation - estimating population parameters - point and interval estimates - estimating proportion, percentage and mean of population from large sample and small sample. Testing of hypothesis - testing of proportions and means of large samples - through small samples - one tailed and two tailed tests - testing differences P between two samples for mean and proportions - errors in hypothesis testing

### UNIT V

(Sessions : 8)

**Chi square distribution:** characteristics – applications - tests of independence and tests of goodness of fit - test of association - F distribution - testing of population variance - analysis of variance - one way and two way analysis.

Correlation and regression analysis - simple, partial and multiple correlation - computation methods - simple, partial and multiple regressions - computation methods - estimating values using regression equation - standard error of estimate - testing significance of correlation and regression coefficients - interpreting correlation - explained variation and unexplained variation - coefficient of determination.

**Reference Books:**

1. N.D.Vohra, “Quantitative Techniques in Management”, Tata McGraw Hill, 3<sup>rd</sup> edition.
2. Anderson, D. R., D. J. Sweeney and T. A. Williams. 2003. *Quantitative Methods for Business*. South-Western Educational Publishing.
3. Anderson, D. R., D. J. Sweeney, T. A. Williams and J. D. Camm. 2009. *Quantitative Methods for Business*. South-Western College Publishing.

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

Teaching-Learning Strategies would include lecturing, class room discussions, peer group discussions, group assignments, tutorials for tricky topics and concepts, demonstration of key financial concepts, calculations and models using spreadsheets.

**Assessment methods and weightages in brief (4 to 5 sentences)**

The course carries 100 marks, out of which 40 marks are earmarked for internal assessment and 60 marks for semester examinations. Out of the 40 marks for internal assessment 10 marks will be for classroom participation /quiz / assignments etc. and 15 marks will be allotted to an objective type test.

**SEMESTER VIII**

Course Code: **BBA-DC-20**

Title of the Course **Business Policy and Strategy**

L-T-P: 3-1-0

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

**Course Learning Outcomes CLOs**



After the completion of the intended course of Business Policy and Strategy, students should be able to:

CLO 1 To understand and explain business policy and strategy, long-range planning, strategic planning, etc.

CLO 2 To understand and explain the strategic management process and various factors affecting it like environmental factors, organizational factors, etc.

CLO 3 To understand and explain the environmental scanning process via discussion of various socio-cultural, economic, legal, and political factors.

CLO 4 To understand and explain the process of internal analysis of any business by using various tools like swot analysis, functional area profile and resource and development matrix, etc.

CLO 5 To understand and explain various strategy formulation approaches via strategy options like growth and expansion, diversification, retrenchment, BCG Model, stop-light strategy model etc.

#### **Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

	<b>PLO 1</b>	<b>PLO 2</b>	<b>PLO 3</b>	<b>PLO 4</b>	<b>PLO 5</b>	<b>PLO 6</b>	<b>PLO 7</b>	<b>PLO 8</b>	<b>PLO 9</b>	<b>PLO 10</b>	<b>PLO 11</b>	<b>PLO 12</b>
CLO1	3	3	2	2	2	2	2	3	2	2	3	3
CLO2	3	2	2	2	2	3	3	3	2	2	2	2
CLO3	3	2	2	3	2	3	3	2	2	2	2	2
CLO4	3	3	2	3	2	2	2	2	2	2	2	2
CLO5	3	3	3	3	3	2	2	2	2	2	2	2

#### **UNIT I**

**(Sessions : 8)**

Introduction: Nature, scope and importance of the course on Business Policy; Evolution of this course – Forecasting, Long-range planning, strategic planning and strategic management.

#### **UNIT II**

**(Sessions : 8)**

Strategic Management Process: Formulation Phase – vision, mission, environmental scanning, objectives and strategy; implementation phase – Strategic Activities, Evaluation and Control.

#### **UNIT III**

**(Sessions : 9)**

Environmental Analysis: Need, Characteristics and categorization of environmental factors; approaches to the environmental scanning process – structural analysis of competitive environment; ETOP a diagnosis tool.

#### **UNIT IV**

**(Sessions : 8)**

Analysis of Internal Resources: Strengths and Weakness; Resource Audit; Strategic Advantage Analysis; Value-Chain Approach to Internal Analysis; Methods of analysis and diagnosing Corporate Capabilities – Functional Area Profile and Resource, Deployment Matrix, Strategic Advantage Profile; SWOT analysis.

#### **UNIT V**

**(Sessions : 8)**

Formulation of Strategy: Approaches to Strategy formation; major strategy options –Stability, Growth and Expansion, Diversification, Retrenchment, Mixed Strategy; Choice of Strategy – BCG Model; Stop-Light Strategy Model

#### **Text Books**

1. Ghosh, P. K.; Strategic Planning and Management, Sultan Chand & Sons, New Delhi
2. Kazmi, Azhar; Business Policy, Tata McGraw-Hill, New Delhi

3. Suri R.K.; Business Policy & Strategic Management, Brijwasi Publisher & Distributor.

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

Teaching-Learning Strategies would include lecturing, class room discussions, peer group discussions, group assignments, tutorials for tricky topics and concepts, demonstration of key financial concepts, calculations and models using spreadsheets.

**Assessment methods and weightages in brief (4 to 5 sentences)**

The course carries 100 marks, out of which 40 marks are earmarked for internal assessment and 60 marks for semester examinations. Out of the 40 marks for internal assessment 10 marks will be for classroom participation /quiz / assignments etc. and 15 marks will be allotted to sessionals and an objective type test.

**DISCIPLINE SPECIFIC ELECTIVE**

Paper Code	Subject	Marks Internal	Marks Semester	Total	L-T	Credits
BBA-DE-01	Sales and Distribution	40	60	100	3-1	4
BBA-DE-02	Maintenance of Human Resources	40	60	100	3-1	4

BBA-DE-03	Digital marketing	40	60	100	3-1	4
BBA-DE-04	Organizational Behavior	40	60	100	3-1	4
BBA-DE-05	Services marketing	40	60	100	3-1	4
BBA-DE-06	Performance Management	40	60	100	3-1	4
BBA-DE-07	Business Research Methods	40	60	100	3-1	4

Course Code: **BBA-DE-01**

Title of the Course **Sales and Distribution Management**

L-T-P: 3-1-0

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

### Course Learning Outcomes CLOs

**Course Learning Outcomes (CLO):** At the end of the course, students will be able to:

CLO1: Identify issues related to design and implementation of Sales Strategy

CLO2: Apply concepts related to improving performance of Sales Team

CLO3: Analyze roles and responsibilities of a Sales and Marketing Manager

CLO4: It analyses Distribution and Sales Management and tries to explain relevant issues in salesmanship.

CLO5: The course also discusses the nature of communication in Distribution and Sales Management and how it affects attitudes.

### Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs) and Program Specific Outcomes (PSOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
<b>CLO1</b>	3	3	2	3	2	-	3	2	-	2	-	1
<b>CLO2</b>	-	2	3	2	3	3	2	-	1	3	2	1
<b>CLO3</b>	-	3	3	2	1	2	2	3	-	1	-	3
<b>CLO4</b>	2	2	3	2	2	1	2	3	-	2	2	2
<b>CLO5</b>	3	3	3	3	2	2	2	3	1	1	1	1

### UNIT I

(Session 8)

**Sales Management;** Objectives and Functions, Setting up a sales organization, Personal Selling, Management of Sales force, Recruitment & Selection, Training, Motivation and Evaluation, Compensating Sales Force

### UNIT II

(Session 8)

**Theories of Selling:** AIDAS, Right Set of circumstances, Buying formula theory. Sale forecasting, Territory Management, Sales Budget, Sales Quota.

### UNIT III

(Session 8)

**Distribution Management,** Design of Distribution Channel, Channel Conflict, Co-operation & Competition

### UNIT IV

(Session 8)

**Vertical marketing system,** Horizontal Marketing system, Designing Customer Oriented Marketing Channels: Wholesaling, Retailing.

### UNIT V

(Session 8)

**Transportation,** Warehousing, Inventory, Order Processing, Market Logistics Decision, SCM, Emerging Trends. Case analysis compulsory

### Recommended Books:

1.Havaladar, Cavale, Sales & Distribution Management Tata McGraw Hill.

2. Rusell, F. A. Beach and Richard H. Buskirk, Selling: Principles and Practices, Tata McGraw Hill.
3. Still, Richard R., Edward W. Cundiff and Norman A. P. Govoni, Sales Management: Decision Strategies and Cases, Prentice Hall of India Ltd., New Delhi.
4. S.L. Gupta, Sales & Distribution Management, Excel Books
5. Chunnwala, Sales & Distribution Management, –HPH
6. Salesmanship & Sales Management – Sahu&Raut – Vikas
7. Sales & Distribution Management, Panda and Sahadev, Oxford
8. Charles Futrell: Fundamentals of Selling, McGrawHill

**Note: Latest edition of the readings may be used.**

#### **Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing case study, group task, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

#### **Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 100 marks, out of which 40 marks will be for internal assessment and 60 marks will be for Semester Examinations.

Course Code: **BBA-DE-02**

L-T-P: 3-1-0

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

Title of the Course **Maintenance of Human Resources**

Credits: 4

#### **Course Learning Outcomes CLOs**

CLO 1 Understand and explain the career management process of employees and the role of HR management in career development. They will also be able to explain the concept of the psychosocial work environment.

CLO 2 Understand and explain the concept of high potential employees and how these employees can be identified, attracted, and retained in the organization.

CLO 3 To understand and explain various principles of labour welfare. Also will be having a good understanding of existing labour laws like factories Act, mines act, contract labour act, etc.

CLO 4 To understand and explain the importance of healthy working conditions in factories and what labour managers can do to elevate the levels of hygiene and safety within a factory UNIT.

CLO 5 To understand and explain the concept of social security in India and various government policies which exist to support these policies.

#### Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CO1	3	3	2	2	2	2	2	3	2	2	3	3
CO2	3	2	2	2	2	3	3	3	2	2	2	2
CO3	3	2	2	3	2	3	3	2	2	2	2	2
CO4	3	3	2	3	2	2	2	2	2	2	2	2
CO5	3	3	3	3	3	2	2	2	2	2	2	2

#### UNIT I

(Sessions : 8)

Career Management: Understanding Careers, Career planning and Management, Career paths, Career development, the role of HR department in Career management of Employees. The psychosocial work environment.

#### UNIT II

(Sessions : 8)

High potential employees: Definition and categories of high potential (HipO) employees; characteristics of high -potential employees; Identification and development of high potential employees; Retention of high potential employees.

#### UNIT III

(Sessions : 8)

Labour Welfare: Need for labour welfare, Principles of Labour Welfare, Types of Labour welfare, Classification of labour welfare, Administration of welfare facilities. Welfare Provisions under Factories Act, 1948, Mines Act 1952, Contract Labour (Regulation and Abolition) Act, 1970.

#### UNIT IV

(Sessions : 8)

Health and Safety: Healthy working Environment, Occupational Health Hazards, Safety of workers, Industrial Accidents, Industrial Safety programmes

#### UNIT V

(Sessions : 8)

Social Security Measures: Nature of social security, methods of social, social security in India

#### Recommended Books:

- (1.) A.M. Sharma, Industrial Jurisprudence & Labour Legislation, HPH
- (2.) Industrial and Labour Legislations, L.M. Porwal and Sanjeev Kumar - Vrinda
- (3.) Human Resource Management, Principles and practice, P.G'Aquinas
- (4.) Human Resource management, A.K.Singh, B.R.Duggal, Puneet Mohan, Sun India Publications
- (5.) Human Resource Management; Sharon Pande, SwapnalekhaBasak, Pearson

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

**Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 100 marks, out of which 40 marks will be for internal assessment and 60 marks will be for Semester Examinations.

**Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing case study, group task, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

**Course Code: BBA-DE-03**

**L-T-P: 3-1-0**

**(L=Lecture hours, T=Tutorial hours, P=Practical hours)**

**Title of the Course: Digital Marketing**

**Credits: 4**

**Course Learning Outcomes:**

At the end of the course the student would be able to:

CLO 1 Understand the core principles and concepts of digital marketing

CLO 2 Identify and analyse target audiences for different marketing campaigns.

CLO 3 Develop and implement effective digital marketing strategies using various platforms and tools.

CLO 4 Utilize social media, search engines, email marketing, and other channels for marketing purposes.

CLO 5 Understand the ethical and legal consideration in digital marketing.

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO1	2	3	1	2	3	3	2	1	2	1	2	2
CLO2	1	3	1	3	3	3	3	2	3	1	1	1
CLO3	1	3	3	3	3	2	3	3	3	2	2	2
CLO4	2	2	3	3	3	2	3	3	3	2	2	2
CLO5	1	1	1	1	1	2	2	1	2	1	3	3

**UNIT I: Introduction to Digital Marketing**

**(Sessions: 8)**

- Understanding the evolution of marketing in the digital age
- Concept, scope and importance of digital marketing, types of digital marketing.
- Differentiating between traditional and digital marketing.
- Exploring the various components of digital marketing

**UNIT II: Digital Marketing Strategy**

**(Sessions: 8)**

- Conducting market research and identifying target audience
- Digital-marketing mix. Segmentation, Targeting. Differentiation. and Positioning
- Setting SMART goals for digital marketing campaigns.
- Developing a digital marketing plan: channels, budgeting, and timeline.

**UNIT III: Digital Advertising and Search Engine Marketing**

**(Sessions: 8)**

- Digital Advertising, creating and managing advertising campaign on platforms like Google Ads and social media.
- Introduction to the concept of search engine marketing (SEM), scope and importance
- Introduction to pay-per-click (PPC) advertising, Cost-per-thousand impressions (CPM).
- Fundamentals of SEO and its importance, Keyword research and on page optimisation
- Off page SEO techniques: Link building and domain authority.

**UNIT IV: Basics of Social Media marketing**

**(Sessions: 8)**

- Social Media Marketing (SMM), concept and tools.

- Online commUNITies and social networks.
- Creating and curating engaging social media content.
- Developing a content marketing strategy
- Tailoring content to different digital channels: social media, blogs, videos, etc
- Creating valuable and shareable content.

#### **UNIT V: Ethical and Legal consideration**

**(Sessions: 8)**

- Privacy concern and data protection regulations.
- Ethical issues in digital marketing: transparency, authenticity, and honesty.
- Adhering to industry standards and best practices.
- Regulatory framework for digital marketing in India

#### **Suggested Reading:**

1. “Digital Marketing 101: Concepts and strategies” by Jane Doe
2. Singh Bhatia, Puneet; (2017) Fundamentals of Digital Marketing; Pearson, Indian Edition
3. Kotler, Philip; (2017) Marketing 4.0: Moving from Traditional to Digital; Wiley.
4. Ahuja, Vandana; (2015) Digital Marketing; Oxford Higher Education.

#### **Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed Course Outcomes through classroom teaching, learning by doing, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

#### **Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 100 marks, out of which 40 marks will be for internal assessment and 60 marks will be for Semester Examinations. Internal assessment marks will be based on 2 written tests of 10 marks each and a maximum of 5 marks will be awarded based on classroom performance of the learner making a total of 40 marks



Course Code: **BBA-DE-04**

Title of the Course: **Organisational Behaviour**

L-T-P: 3-1-0

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

### Course Learning Outcomes CLOs

**CLO 1** Analyze the organizational behaviour concepts, and correlate organizational behaviour concepts with individual and group behaviour.

**CLO 2** Evaluate personality types, perception and learning process on human behaviour. In addition to this, Analysis and implications of values and attitude in the corporate world.

**CLO 3** Recognize the importance of group and group formation stages in the organisation. Implications of various decision-making approaches in the organisation.

**CLO 4** Evaluation and analysis how the study of organizational behaviour can aid in improving the various management processes and practices such as controlling etc.

**CLO 5** Identify the critical issues organizational culture and organizational climate and factors influencing organizational culture.

### Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
<b>CLO1</b>	3	3	2	3	3	3	3	2	2	3	3	3
<b>CLO2</b>	3	2	3	3	3	3	3	2	2	3	3	3
<b>CLO3</b>	2	2	2	2	2	2	2	2	2	1	3	3
<b>CLO4</b>	3	2	2	1	1	3	2	2	3	2	3	2
<b>CLO5</b>	3	3	2	2	2	2	2	2	3	2	3	3

### UNIT I

(Sessions: 8)

**Organizational behavior:** Meaning, importance, historical development of organizational behavior. → Nature and models of Organization Behavior. Concept of Individual Behavior, Determinants of Individual behavior.

### UNIT II

(Sessions: 8)

**Personality** - Concept, Nature, determinants of personality, stages of personality development.

Various theories of personality, Learning and Behavior modification.

Perception – Nature and meaning of Perception, perceptual errors, Values and different types of values.

Attitude – concept and different forms of attitude.

### UNIT III

(Sessions: 8)

**Nature of group dynamics**, reasons for the formation of groups, characteristics of groups, theories of group formation, Importance of groups to the organization, Problems created by small groups, Team building, group decision making.

### UNIT IV

(Sessions : 8)

**Importance to organizations**, Process of controlling, some important management tools as means of controlling, Management of change: meaning, importance, resistance to change, factors contributing to organizational change, introducing change in large organizations, change agents.

### UNIT-V

(Sessions : 8)

**Organizational culture and effectiveness;** concept, distinction between organizational culture and organizational climate, factors influencing organizational culture. Organizational effectiveness indicators, achieving organizational effectiveness.

**Suggested Readings:**

1. Rao, VSP and Narayana, P.S. → Organization Theory & Behavior → Konark Publishers Pvt. Ltd., Delhi, 1987.
2. Prasad, L.M → Organizational Theory & Behavior → Sultan Chand & Sons, New Delhi, 1988.
3. Sekaran, Uma → Organizational Behavior→ text & cases →Tata McGraw Hill Pub Ltd., New Delhi, 1989.
4. Robbins, P.Stephen → Organizational Behavior→ concepts, controversies & Applications → Prentice Hall of India Ltd., New Delhi, 1988.
5. Chhabra T.N. &Taneja P.L. Organizational Behaviour, Dhanpat Rai and Company (P) Ltd., Delhi, India,2003

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

**Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing case study, group task, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

**Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 100 marks, out of which 40 marks will be for internal assessment and 60 marks will be for Semester Examinations

Course Code: **BBA-DE-05**

Title of the Course **Services Marketing**

L-T-P: 3-1-0

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

### **Course Learning Outcomes**

**(After the completion of the course, the students will be able to)**

CLO1: Analyze the role and importance of services in the business scenario.

CLO2: Comprehend on the service marketing mix and differentiate with traditional marketing-mix.

CLO3: Develop the understanding of customer interface management by applying the concepts of the understanding of service delivery, service blueprint and service design.

CLO4: Analyze the significance of positioning and CRM in services.

CLO5: Implement the concepts of service quality for value addition among customers.

### **Mapping of Course Outcomes (COs) with Program Outcomes (POs)**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	2	3	-	-	1	1	3	3	2	-
<b>CO2</b>	3	2	-	1	2	2	3	3	3	2
<b>CO3</b>	3	3	2	1	2	2	3	3	1	2
<b>CO4</b>	3	2	1	1	-	-	3	3	2	-
<b>CO5</b>	3	2	1	-	1	-	3	3	2	-

### **Course Content**

#### **UNIT I: Introduction to Service Products and Markets (Session 8)**

Defining Services, Importance of Services, Service Products versus customers service and after sales service, Service consumption stages: Pre-purchase stage; Service Encounter Stage and Post-encounter Stage.

#### **UNIT II: Applying Service Marketing-Mix (Session 8)**

Traditional Marketing-mix: Product Elements in Services, Place, Pricing Strategies and Promotion. Extended Marketing-mix for services: People, Process and Physical Evidence.

#### **UNIT III: Management of Customer Interface (Session 8)**

Service process design, Blueprint of service delivery, Setting service standards and targets, consumer perception and emotions, customer participation in services, significance of waiting time in services.

#### **UNIT IV: Service Positioning and Customer Relationships in Services (Session 8)**

Objectives of CRM in services, Reasons of failures of CRM, Targeting the right customer, service positioning, customer loyalty, relationship marketing, Complaint handling and service recovery.

#### **UNIT V: Service Quality and Excellence (Session 8)**

Concept of service quality, Service quality model (SERV-QUAL), RATER Model, Customer life time value.

**Text Books/ Reference Books:**

1. Lovelock, C.; Wirtz, J. and Chatterjee, J. Services Marketing: People, Technology, Strategy (7<sup>th</sup> Ed). Pearson Education.
2. Rao, K R M. Service Marketing (2<sup>nd</sup> Edition). Pearson Education
3. Srinivasan, R. (2<sup>nd</sup> Edition). Services Marketing: The Indian Context. Prentice Hall India (PHI).

**Note: The Latest Editions of the Reference Books maybe referred.**

**Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed Course Outcomes through classroom teaching, learning by doing, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

**Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 100 marks, out of which 40 marks will be for internal assessment and 60 marks will be for Semester Examinations. Internal assessment marks will be based on 2 written tests of 10 marks each and a maximum of 5 marks will be awarded based on classroom performance of the learner making a total of 40 marks.

Course Code: **BBA-DE -06**

Title of the Course **Performance Management**

L-T-P: 3-1-0

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

### Course Learning Outcomes CLOs

CLO 1 Discuss the difference between performance management and performance appraisal.

CLO 2 Identify the necessary characteristics of accurate performance management tools.

CLO 3 List and briefly discuss the purposes for performance appraisals

CLO 4 Identify and briefly discuss the options for “what” is evaluated in performance appraisal

CLO 5 Briefly discuss the commonly used performance measurement methods and forms

### Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
<b>CLO1</b>	3	3	3	3	3	3	3	1	-	1	1	-
<b>CLO2</b>	2	2	2	2	2	2	3	1	-	2	2	-
<b>CLO3</b>	2	1	1	3	3	3	3	2	-	2	2	-
<b>CLO4</b>	2	1	2	2	2	2	3	1	1	2	2	1
<b>CLO5</b>	1	1	2	2	1	1	2	3	2	2	1	1

### UNIT I

(Sessions : 8)

Performance Management (PM) Conceptual Frame Work: Introduction to Performance Management, importance, process of Performance Management, link between Performance Management and Performance Appraisal, Benefits of Performance Management

### UNIT II

(Sessions : 8)

Performance Planning, Role Analysis and Evaluating Performance Management. Performance Appraisal, Meaning of Performance appraisal, methods and approaches to performance appraisal, Obstacles in appraisal, Designing appraisal for better results.

### UNIT III

(Sessions : 8)

360° feedback, Assessment centres, Performance reviews, Coaching and Counselling, Performance Management in Manufacturing, Services and IT Sector, Strategies for improving performance. Performance Management and development, Performance Management and pay.

### UNIT IV

(Sessions : 8)

Performance Management Application & Improvement: Performance Management for Teams, Performance Management in practice, Analyzing Performance problems. Performance counselling- Concept, Principles and Skills competency based Performance Management.

### UNIT V

(Sessions : 8)

Performance Management linked Reward Systems: Reward Management, Objectives, Components of Reward System, Linkage of Performance Management to Reward and Compensation Systems “Do only what you get paid for” Syndrome, Types of pay for Performance Plans – Individual based, Team Based, Plant Wide Plans and Corporate Wide Plans.

### Recommended Books:

- (1.) Armstrong, M. & Hellen Murlis. Reward Management. A handbook of Remuneration Strategy.
- (2.) Dwivedi, R.S. Managing Human Resources; Personnel Management in the Indian Enterprises. Galgotia Publishing Co.
- (3.) Venkataratnam, C.S., & B. K. Srivastava. Personnel Management and Human Resources. Tata McGraw Hill.
- (4.) Thomas, J. Bergman, V.G. Scarpello and F.S. Hills. Compensation Decision Making. Dryden Press.

- (5.) Dunn, J.D. and F. M. Rachal. Wage and Salary Administration: Total Compensation System. McGraw Hill, New York.
- (6.) Human Resource Management; Sharon Pande, Swapna lekha Basak, Pearson

**Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing case study, group task, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

**Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 100 marks, out of which 40 marks will be for internal assessment and 60 marks will be for Semester Examinations.

Course Code: **BBA-DE07**

Title of the Course: **Business Research Methods**

L-T-P: 3-1-0

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

## **COURSE LEARNING OUTCOMES (CLOs)**

**After the completion of the course, the students will be able to**

**CLO 1** Understand the concepts of business research, identify critical business research problems, key variables and frame research questions-cum-hypotheses.

**CLO 2** Explore and apply research design techniques to solve specific business problems.

**CLO 3** Comprehend on the sampling design and sampling error for its application in research.

**CLO 4** Understand different measurement scales and be able to create questionnaire for conducting the research.

**CLO 5** Develop various techniques of coding and editing of data for statistical analysis.

### **Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

	<b>PLO 1</b>	<b>PLO 2</b>	<b>PLO 3</b>	<b>PLO 4</b>	<b>PLO 5</b>	<b>PLO 6</b>	<b>PLO 7</b>	<b>PLO 8</b>	<b>PLO 9</b>	<b>PLO 10</b>	<b>PLO 11</b>	<b>PLO 12</b>
<b>CLO1</b>	2	3	2	3	3	3	3	2	2	3	3	1
<b>CLO2</b>	3	2	3	3	3	3	3	2	2	3	3	1
<b>CLO3</b>	2	2	2	2	1	2	2	2	2	1	3	1
<b>CLO4</b>	3	2	2	2	2	3	2	2	3	2	3	1
<b>CLO5</b>	3	3	2	2	2	2	2	2	3	2	3	1

## **Syllabus**

### **UNIT I**

**(Sessions : 8)**

Business research: meaning and definition – features of business research, Business Research Process, Ethical issues in Research, process of problem definition – understanding background of the problem - determination of UNIT of analysis – determine the relevant variables and state the research questions – hypothesis and research objectives.

### **UNIT II**

**(Sessions : 6)**

Research Design: Meaning and Types. Exploratory research- objectives & methods, experience survey, secondary data analysis, case study, pilot study by focus group interview, Descriptive and Causal research – survey, experiments, secondary data studies and observation

### **UNIT III**

**(Sessions : 10)**

Sampling Design: simple random sampling – restricted random sampling – stratified, cluster and systematic - nonrandom sampling – convenient and judgment sampling – sampling error and non-sampling error.

UNIT IV (Sessions : 8) Measurement and scaling: nominal - ordinal – interval and ratio scale, designing questionnaire, Survey methods

## **UNIT V**

**(Sessions : 8)**

Data processing: processing stages, editing, coding and data entry, descriptive analysis under different types of measurements – percentages frequency table, measures of central tendency.

### **Reference Books:**

1. Donald R.Cooper and Pamela S. Schindler: Business Research Methods, Latest edition, Irwin McGraw-Hill International Editions, New Delhi.
2. John Adams, Hafiz T.A. khan, Robert Raeside, David white: Research Methods for graduate business and social science students, Response Books, New Delhi – 110044.
3. Naresh K. Malhotra: Marketing research, latest edition, Pearson Education.
4. William G. Zikmund, Business Research methods, Thomson
5. Wilkinson T.S. and Bhandarkar P.L.: Methodology and Techniques of social research, Himalaya Publishing House. Note: Latest edition of text books may be used.

### **Teaching-Learning Strategies in brief**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing, learning through case discussion among the peer group, experiential learning having hands on experience through data collection, tabulating and reporting.

### **Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 100 marks, out of which 40 marks will be for internal assessment and 60 marks will be for Semester Examinations. Internal assessment marks will be based on one project and two written test constituting a total of 20 marks and a maximum of 5 marks will be awarded based on classroom performance of the learner making a total of 40 marks.



## GENERIC ELECTIVE COURSES

Paper Code	Subject	Marks Internal	Marks Semester	Total	L-T	Credits
BBA-GE-01	Indian Economy	40	60	100	3-1	4
BBA-GE-02	International Trade	40	60	100	3-1	4
BBA-GE-03	Goods and Services Tax	40	60	100	3-1	4
BBA-GE-04	Logistics and Supply Chain Management	40	60	100	3-1	4
BBA-GE-05	Innovation & Entrepreneurship Development	40	60	100	3-1	4
BBA-GE-06	Research Writing & Ethics	40	60	100	3-1	4
BBA-GE-07	Managing Tourism Services	40	60	100	3-1	4
BBA-GE-08	Rural Management	40	60	100	3-1	4

Course Code: **BBA- GE-01**

Title of the Course **Indian Economy**

L-T-P: 3-1-0

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

### COURSE LEARNING OUTCOMES (CLOs):

**After completing the Course the student shall be able to:**

CLO 1 Explain the dynamics of Economic Development and issues related with environment and development

CLO 2 Understand the structure and conditions of Indian economy Pre & Post Independence

CLO 3 Demonstrate an understanding of growth and contribution of Indian Agriculture sector and its related policies

CLO 4 Analyze the impacts of the plannings and schemes undertaken by the Indian government for economic developments

CLO 5 Develop an understanding of Economic planning and Policies and their impact on growth and development of the country

### Mapping of Course learning Outcomes (CLOs) with Program learning Outcomes (PLOs)

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11	PLO12
<b>CLO1</b>	3	3	2	2	1	1	1	1	1	1	1	1
<b>CLO2</b>	2	2	1	1	3	1	1	1	1	1	1	1
<b>CLO3</b>	2	3	1	1	1	1	2	1	1	1	1	1
<b>CLO4</b>	2	1	1	2	3	2	1	1	1	1	1	1
<b>CLO5</b>	1	2	1	2	2	2	1	1	1	1	1	1

### UNIT I

(Sessions 8)

Economic Growth, Development and Underdevelopment Economic Growth, Development and Underdevelopment, Economic and Human Development, The environment and development.

### UNIT II

(Sessions 8)

Structure of Indian Economy; Colonialism and underdevelopment of the Indian Economy, Nature of the Indian Economy, Natural resources, Infrastructure, Human Resource Development.

### **UNIT III**

**(Sessions 9)**

Basic Issues in Agriculture; Indian Agriculture: Role, nature and cropping pattern, Issues in Indian Agricultural Policy and Rural development, Agricultural production and productivity trends, Land reforms.

### **UNIT IV**

**(Sessions 8)**

The Industrial Sector and Services In Indian Economy; Industrial development during the planning period, Some major Industries of India, Industrial Policy, Labour relations, social security and exit policy, Services sector in Indian economy.

### **UNIT V**

**(Sessions 8)**

Economic Planning and Policy; Economic planning-Rationale, features and objectives, Economic reforms and liberalization.

### **References:**

1. Todaro, Michael P. and Stephen C. Smith. Economic Development. Eighth edition.
2. Bettelheim. Charles India Independent.
3. Bhagwati, J. and Desai, P. India: Planning for industrialization, OUP,
4. Patnaik, Prabhat. Some Indian Debates on Planning. T. J. Byres (ed.). The Indian Economy: Major Debates since Independence, OUP.
5. Dandekar, V. M. Forty Years After Independence in BimalJalan. (ed.). The Indian Economy: Problems and Prospects, Viking, New Delhi.
6. Ahluwalia, Montek S. State-level Performance under Economic Reforms in India in A. O. Krueger. (ed.). Economic Policy Reforms and the Indian Economy, The University of Chicago Press.
7. Nagaraj, R. Indian Economy since 1980: Vitrious Growth or Polarisation? Economic and Political Weekly. pp. 2831-39.
8. Ray, S. K. Land Systems and its Reforms In India. Sections II & III, Indian Journal of Agricultural Economics. Vol. 51. Nos. 1 & 2.
9. Visaria, Pravin. Demographic Aspects of Development: The Indian Experience. Indian Journal of Social Sciences. Vol. 6. No. 3.
10. Deepashree, "Indian Economics, Performance and Polices", ANE Books Pvt. Ltd. New Delhi

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

### **Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

### **Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 100 marks, out of which 40 marks will be for internal assessment and 60 marks will be for Semester Examinations. Internal assessment marks will be based on 1 written test of 10 marks, one project of Business Plan of 10 marks and a maximum of 5 marks will be awarded based on classroom performance of the learner making a total of 40 marks.

Course Code: **BBA-GE-02**

Title of the Course **International Trade**

L-T-P: 3-1-0

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

### **COURSE LEARNING OUTCOMES (CLOs):**

**After completing the Course the student shall be able to:**

CLO 1 To provide a thorough analysis of modern trade theory, trade policy, and its welfare implications.

CLO 2 To analyze trade models in depth in order

CLO 3 To discuss the benefits and consequences of international trade and globalization.

CLO 4 To examine factor movements, imperfect markets, and the effect of trade on wages and income distribution

CLO 5 To develop an understanding of different exchange rate regimes, their effect on monetary/fiscal policy, and economic integration

### **Mapping of Course learning Outcomes (CLOs) with Program learning Outcomes (PLOs)**

	<b>PLO1</b>	<b>PLO2</b>	<b>PLO3</b>	<b>PLO4</b>	<b>PLO5</b>	<b>PLO6</b>	<b>PLO7</b>	<b>PLO8</b>	<b>PLO9</b>	<b>PLO10</b>	<b>PLO11</b>	<b>PLO12</b>
<b>CLO1</b>	3	3	2	2	1	1	1	1	1	1	1	1
<b>CLO2</b>	2	2	1	1	3	1	1	1	1	1	1	1
<b>CLO3</b>	2	3	1	1	1	1	2	1	1	1	1	1
<b>CLO4</b>	2	1	1	2	3	2	1	1	1	1	1	1
<b>CLO5</b>	1	2	1	2	2	2	1	1	1	1	1	1

### **UNIT I Classical Models of Trade**

**SESSION 8**

- Introduction to International Trade
- The Ricardian Model: Comparative Advantage
- The Heckscher-Ohlin Model: Factor Endowments
- Factor Mobility

### **UNIT II New Trade Theory**

**SESSION 8**

- Imperfect Competition and Economies of Scale
- Firm Heterogeneity

### **UNIT III Trade Policy**

**SESSION 8**

- Instruments of Trade Policy
- Political Economy of Trade
- Trade Policy in Developing Countries

### **UNIT IV Balance Of Trade And Balance Of Payments**

**SESSION 8**

- National Income Accounting and Balance of Payments
- Balance of Trade, Balance of Payment – Concepts – Causes of Disequilibrium, Disequilibrium – Fixed and Floating Exchange Rates – Dollar Marketing (An over View)

### **UNIT V International Organizations and Economic Integration**

**SESSION 8**

- International organizations: Its meaning and its functions – IMF, IDA, IBRD, ADB, UNCTAD, UNIDO
- Types of Exchange Rate Regimes
- Degrees of Economic Integration

## **Suggested Readings**

Krugman, P., Obstfeld, M., and Melitz, M. International Economics: Theory and Policy. Addison Wesley, 2014

Krugman, Paul. *Pop Internationalism*. MIT Press, 1997. ISBN: 9780262611336.

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

### **Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

### **Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 100 marks, out of which 40 marks will be for internal assessment and 60 marks will be for Semester Examinations. Internal assessment marks will be based on 1 written test of 10 marks, one project of Business Plan of 10 marks and a maximum of 5 marks will be awarded based on classroom performance of the learner making a total of 40 marks.

Course Code: **BBA-GE-03**

Title of the Course **Goods and Services Tax**

L-T-P: 3-1-0

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

### Course Learning Outcome:

After completion of this course the student would be able

CLO 1 Learn the concepts indirect tax and GST from the pre-GST period to post-GST period

CLO 2 To understand the importance of indirect taxes (GST) in the Indian and global economy and its contribution to the economic development

CLO 3 To comprehend the principles of taxations, objectives of taxes and its impact, shifting and incidence process of indirect taxes in the market orientated economy.

CLO 4 To understand the implications of GST on the taxable capacity consumers, dealers and of the society at large and its changes.

CLO 5 To make them to be a tax consultant in preparing the tax planning, tax management. Payment of tax and filing of tax returns.

### Mapping of Course Outcomes (COs) with Program Outcomes (POs)

	PL O1	PLO 2	PLO 3	PLO 4	PLO 5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11	PLO12
<b>CLO1</b>	2	1	1	2	2	3	3	1	2	3	1	1
<b>CLO2</b>	1	1	1	1	2	1	1	2	2	2	2	1
<b>CLO3</b>	2	2	2	1	1	1	1	1	1	2	3	1
<b>CLO4</b>	1	1	1	2	2	2	1	3	2	2	3	1
<b>CLO5</b>	2	2	2	2	1	1	1	1	1	2	1	1

### UNIT I

(Sessions 8)

Basic Concept of Indirect Taxes and Introduction of GST, Supply, Levy and collection Under GST

### UNIT II

(Sessions 8)

Exemption from GST, Taxability of Composite and Mixed supply, Location of the suppliers and place of supply of Goods and services under GST

### UNIT III

(Sessions 8)

Composition Levy (Composition Scheme), Time of supply and valuation of supply in GST,

### UNIT IV

(Sessions 8)

Input tax credit and its utilization, Tax invoice, Credit & Debit Notes, Registration, payment of tax and Returns under GST.

### UNIT-5

(Sessions 8)

Customs Law: Basic concepts, Territorial water, High Seas, Types of custom duties, valuation, Baggage Rule & Exemptions.

### Suggested Readings:

1. GST and Customs- Law & Practices- V.S. Datey, Taxmann
2. Indirect Taxes-Snowwhite Publications.
3. GST Ready Reacnor- Saxena

#### 4. Elements of Indirect Taxes- Law & Practices- V.S. Datey, Taxmann

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

Teaching-Learning Strategies would include lecturing, class room discussions, peer group discussions, group assignments, tutorials for tricky topics and concepts, demonstration of key financial concepts, calculations and models using spreadsheets.

**Assessment methods and weightages in brief (4 to 5 sentences)**

The course carries 100 marks, out of which 40 marks are earmarked for internal assessment and 60 marks for semester examinations. Out of the 40 marks for internal assessment 10 marks will be for classroom participation /quiz / assignments etc. and 15 marks will be allotted to sessionals and an objective type test.

Course Code: **BBA-GE-04**

Title of the Course **Logistics and Supply chain Management**

L-T-P: 3-1-0

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

**Course Outcomes:**

At the end of the course the student would be able to:

CLO1: Introduce the concept of marketing logistics and international logistics

CLO2: Develop the understanding of transportation with special attention to containerization, ICD and CFS, CONCOR in logistics management

CLO3: Explore the various types of shipping and its usage in international logistics

CLO4: Learn the air transport and its related issues

CLO5: Understand the various activities, roles and responsibilities in a warehouse

**Mapping of Course Outcomes (COs) with Program Outcomes (POs)**

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10
CLO1	3	1	3	3	2	3	1	2	1	2
CLO2	2	3	3	3	1	3	2	2	2	3
CLO3	2	2	3	3	2	2	3	3	1	2
CLO4	2	3	3	3	2	3	2	3	3	2
CLO5	2	3	3	3	3	1	1	3	1	1

**UNIT I: Understanding Supply Chain Management**

(Sessions 8)

Introduction, objective and scope of SCM, development chain, supply chain vs value chain, Process view of Supply chain, supplier relationship management. Strategic fit in SCM and related challenges, Drivers of supply chain performance.

**UNIT II: Distribution Network**

(Sessions 8)

Factors and Design in distribution network, Differences in distribution network in distinct sectors, network design and its framework, uncertainty factors. Global supply chain network, risks and challenges.

**UNIT III: Demand Forecasting in Supply Chain**

(Sessions 8)

Importance, role and characteristics of forecasting, Forecasting methods- Static and Adaptive, Components of forecasting- Level, Trend and Seasonality, Deseasonalised demand, seasonal factor, Forecasting error.

**UNIT IV: Supply Chain Performance**

(Sessions 8)

Important factors in supply chain improvement, Outsourcing and 3PLs, Fourth party logistics, Coordination & lack of supply chain management, Bullwhip effect in supply chain, Benchmarking.

**UNIT V: Logistics**

(Sessions 8)

Meaning and definition, Logistics Management, types of logistics, role of transportation in logistics, Application of IT in logistics, Future and risk of IT in supply chain, international logistics.

**Suggested Readings**

1. Chopra, S., Meindl, P., Supply Chain Management: Strategy, Planning, and Operation, ed.ii,2004, PHI.
2. Gaither N. and Frazier, G., Operations Management, ed. ix, 2002, Thomson.

3. Krajewski, L.J. and Ritzman, L.P., Operations Management: Processes and Value Chains, ed. vii, First impression, 2006, Pearson Education.
4. Simchi-Levi, D., Kaminsky, P. and Simchi-Levi, E., Designing and Managing the Supply Chain, ed. ii, 2004, TMH.
5. Ballou, Ronald (2005), “Business Logistics/ Supply Chain Management”, Pearson education
6. IcfaiCenter for Management Research (2003), “Supply Chain Management”.

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

**Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

**Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 100 marks, out of which 40 marks will be for internal assessment and 60 marks will be for Semester Examinations. Internal assessment marks will be based on 1 written test of 10 marks, one project of Business Plan of 10 marks and a maximum of 5 marks will be awarded based on classroom performance of the learner making a total of 40 marks.



Course Code: **BBA-GE-05**

Title of the Course **Innovation and entrepreneurship**

**Development**

L-T-P: 3-1-0

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

### **Course Learning Outcome:**

After completion of this course the student would be able

CLO 1 To assess the importance of increased entrepreneurship trends in the economy and its consequences for growth and importance.

CLO 2 To conduct feasibility tests for any business idea Analyze social, economic and technological environmental trends and will be able to identify business opportunities in the environment

CLO 3. To understand between small scale and large-scale sectors and will be able to interpret policies and programmes for the development of small-scale entrepreneurship

CLO 4 To differentiate between contemporary forms of business models/enterprises and their respective merits and demerits and.

CLO 5 To develop and synthesize sector specific knowledge and create a business plan to convert their own business ideas into respective business plans by

### **Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

	<b>PLO 1</b>	<b>PLO 2</b>	<b>PLO 3</b>	<b>PLO 4</b>	<b>PLO 5</b>	<b>PLO 6</b>	<b>PLO 7</b>	<b>PLO 8</b>	<b>PLO 9</b>	<b>PLO 10</b>	<b>PLO 11</b>	<b>PLO 12</b>
<b>CLO1</b>	1	1	2	2	1	3	2	1	1	1	2	1
<b>CLO2</b>	1	1	1	1	1	3	1	1	1	2	2	1
<b>CLO3</b>	1	2	1	1	1	3	1	2	1	3	1	1
<b>CLO4</b>	1	2	1	1	2	3	1	1	2	3	1	1
<b>CLO5</b>	1	2	2	1	1	3	1	1	1	3	2	1

### **UNIT I- Entrepreneurship**

**Sessions 8**

Concept of entrepreneurship: definition and characteristics, Role in economic development.

### **UNIT II- Idea Development**

**Sessions 8**

Opportunity recognition and Business Idea Development, Feasibility Studies, Setting up a startup: Process and Barriers, External Environment

### **UNIT III- Entrepreneurship: Culture and Ecosystem**

**Sessions 8**

Entrepreneurial Ecosystem: Institutions and Policies

### **UNIT IV- Innovation & Entrepreneurship**

**Sessions 8**

Creativity and Innovation, Disruption and Innovation, Innovative Business Models, Lean Canvas, Product and Design Innovation, Customer Innovation, Resource Driven Innovation, Revenue Model Innovation.

### **UNIT V- Case Studies**

## **Suggested Readings:**

### **Reference Books:**

1. Brandt, Steven C., The 10 Commandments for Building a Growth Company, Third Edition, Macmillan Business Books, Delhi, 1977
2. Bhide, Amar V., The Origin and Evolution of New Business, Oxford University Press, New York, 2000.
3. Dollinger M.J., 'Entrepreneurship strategies and Resources', 3rd edition, Pearson Education, New Delhi 2006.
4. Desai, Vasant Dr. (2004) Management of small scale enterprises New Delhi: Himalaya Publishing House,
5. Taneja, Gupta, Entrepreneur Development New Venture Creation,: 2nd ed. Galgotia Publishing Company
6. Holt, David H., Entrepreneurship: Strategies and Resources, Illinois, Irwin, 1955

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

### **Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

### **Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 100 marks, out of which 40 marks will be for internal assessment and 60 marks will be for Semester Examinations. Internal assessment marks will be based on 1 written test of 10 marks, one project of Business Plan of 10 marks and a maximum of 5 marks will be awarded based on classroom performance of the learner making a total of 40 marks.

Course Code: **BBA-GE-06**

Title of the Course **Research Writing & Ethics**

L-T-P: 3-1-0

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

### **Course Learning Outcomes:**

At the end of the course the student would be able to:

CLO 1 Understand the fundamentals of research writing, including the organization and structure of academic papers.

CLO 2 Demonstrate proficiency in citing sources using appropriate citation styles (e.g., APA, MLA, Chicago)

CLO 3 Recognize and avoid plagiarism through proper paraphrasing, quoting, and citation practices.

CLO 4 Comprehend the ethical principles and guidelines governing research, including the importance of informed consent, confidentiality, and respect for participants.

CLO 5 Apply ethical considerations in decision-making related to research design, data collection, and reporting

### **Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO1	1	1	2	2	1	3	2	1	1	1	2	1
CLO2	1	1	1	1	1	3	1	1	1	2	2	1
CLO3	1	2	1	1	1	3	1	2	1	3	1	1
CLO4	1	2	1	1	2	3	1	1	2	3	1	1
CLO5	1	2	2	1	1	3	1	1	1	3	2	1

### **UNIT I: Fundamentals of Research Writing, Citation Style**

**(Sessions: 8)**

- Understand the components and structure of a research report/paper
- Demonstrate proficiency in crafting effective titles, abstracts, and references.
- Proper use of in-text citations and bibliographies. APA, MLA, Chicago styles

### **UNIT II Research Design**

**(Sessions : 8)**

- Research Design: Meaning and Types.
- Exploratory research- objectives & methods, experience survey,
- secondary data analysis, case study, pilot study by focus group interview,
- Descriptive and Causal research – survey, experiments, secondary data studies and observation

### **UNIT III Sampling Design:**

**(Sessions : 8)**

- simple random sampling
- restricted random sampling
- stratified, cluster and systematic
- nonrandom sampling
- convenient and judgment sampling
- sampling error and non-sampling error

- Measurement and scaling: nominal - ordinal – interval and ratio scale, designing questionnaire, Survey methods

#### **UNIT V Data processing:**

**(Session 8)**

processing stages, editing, coding and data entry, descriptive analysis under different types of measurements – percentages frequency table, measures of central tendency

#### **UNIT V: Plagiarism Prevention and Ethical Considerations in Research**

**(Sessions: 8)**

- Defining plagiarism and its types
- Ethics with respect to science and research. Intellectual honesty and research integrity
- Ethics with respect to science and research. Intellectual honesty and research integrity
- Strategies for paraphrasing, quoting, and citation to avoid plagiarism
- Types of research misconduct (fabrication, falsification, plagiarism) Consequences of unethical behavior in research.
- Recognize the implications of ethical choices in data collection and reporting.

#### **Suggested Reading:**

1. "A Manual for Writers of Research Papers, Theses, and Dissertations" by Kate L. Turabian
2. "Publication Manual of the American Psychological Association (APA)" by American Psychological Association
3. "On Plagiarism" by Jonathan Lethem (available online)
4. "Research Ethics: A Philosophical Guide to the Responsible Conduct of Research" by Gary L. Comstock
5. "Research Ethics: Cases and Materials" by Robin Levin Penslar

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

#### **Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

#### **Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 100 marks, out of which 40 marks will be for internal assessment and 60 marks will be for Semester Examinations. Internal assessment marks will be based on 1 written test of 10 marks, one project of Business Plan of 10 marks and a maximum of 5 marks will be awarded based on classroom performance of the learner making a total of 40 marks.

Course Code: **BBA-GE-07**

Title of the Course **Managing Tourism Services**

L-T-P: 3-1-0

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

### Course Learning Outcome

After completing this course, the students will be able to

CLO 1 Understand the concepts of tourism and its classification to resolve practical problems.

CLO 2 Apply and contextualize Tourism organization for the growth of tourism.

CLO 3 Analyze the role of Ministry of Tourism and the Tourist Destination Life Cycle in solving complex Management problems.

CLO 4 Evaluate the concept of Tourism product and understands its different forms and characteristics.

CLO 5 Create Tourist Resources strategies and understand the Role of Travel Agencies in Tourism.

### Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
<b>CLO1</b>	3	3	2	3	2	-	3	2	-	2	-	1
<b>CLO2</b>	-	2	3	2	3	3	2	-	1	3	2	1
<b>CLO3</b>	-	3	3	2	1	2	2	3	-	1	-	3
<b>CLO4</b>	2	2	3	2	2	1	2	3	-	2	2	2
<b>CLO5</b>	3	3	3	3	2	2	2	3	1	1	1	1

### UNIT I

(Sessions : 8)

8)

Concepts, definitions, origin and development of Tourism Industry, Types of tourism, domestic, international, regional, inbound, outbound, components of tourism. Nature, characteristics, significance and scope of tourism.

### UNIT II

(Sessions : 8)

Growth and development of tourism, Components & typology of tourism. Tourism organizations: World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council, (WTTC)

### UNIT III

(Sessions : 8)

Role and function of Ministry of Tourism, Govt. of India, ITDC, visitor, tourist, traveler, excursionist. Tourist Destination Life Cycle.

### UNIT IV

(Sessions : 8)

Concept of tourism product. Characteristics of Tourism Product, forms of tourism product both natural & man-made. Heritage Monuments, arts, craft, Flora, Fauna Environmental Ecology.

### UNIT V

(Sessions : 8)

Tourist Resources -- Definition & Differentiation, Types, religious & spiritual centers, fairs & Festivals. Yoga meditation & others centers. Role of Travel Agencies in Tourism, MICE Tourism

**Suggested Readings**

- 1.Introduction to Tourism & Hotel Industry, Zulfikar,SPD
- 2.Marketing Mgmt. for Travel &Tourism,Nelson Thrones
- 3.Marketing of Hospitality ---- Kotler , Bowen , Makens.
- 4.Event Management in leisure & tourism – David Watt
- 5.Tourism Development Principles and Practices,A K Bhatia6.Travel and Tourism Manohar Puri , Gian Chand

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

**Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

**Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 100 marks, out of which 40 marks will be for internal assessment and 60 marks will be for Semester Examinations. Internal assessment marks will be based on 1 written test of 10 marks, one project of Business Plan of 10 marks and a maximum of 5 marks will be awarded based on classroom performance of the learner making a total of 40 marks.

Course Code: **BBA-GE-08**

Title of the Course **Rural Management**

L-T-P: 3-1-0

Credits: 4

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

### **Course Learning Objective:**

Rural Management courses intends to achieve the

1. To give an understanding of Rural India and contextualize
2. To train students about rural areas, entrepreneurial opportunity, their planning, management, and supervision that can result in their development. Also, the course would be able
3. To develop a broad understanding on rural society and different rural development approach and experiments in the post independent India.
4. To help students gain insights in the area of rural marketing
5. To develop skills of analyzing rural policies and governance

### **Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

	<b>PLO 1</b>	<b>PLO 2</b>	<b>PLO 3</b>	<b>PLO 4</b>	<b>PLO 5</b>	<b>PLO 6</b>	<b>PLO 7</b>	<b>PLO 8</b>	<b>PLO 9</b>	<b>PLO 10</b>	<b>PLO 11</b>	<b>PLO 12</b>
<b>CLO1</b>	3	3	2	3	2	-	3	2	-	2	-	<b>1</b>
<b>CLO2</b>	-	2	3	2	3	3	2	-	1	3	2	<b>1</b>
<b>CLO3</b>	-	3	3	2	1	2	2	3	-	1	-	<b>3</b>
<b>CLO4</b>	2	2	3	2	2	1	2	3	-	2	2	<b>2</b>
<b>CLO5</b>	3	3	3	3	2	2	2	3	1	1	1	<b>1</b>

### **UNIT I: Introduction to Rural Development and Management (08 Sessions)**

Rural Development: Concepts of Rural Development, Rural Infrastructure,

Agricultural Development: Agricultural practices and technologies, Crop and livestock management,

Rural Infrastructure Development: Rural transportation and connectivity, housing and sanitation, Rural healthcare and education

### **UNIT II: Rural Sociology, Rural Livelihoods and Poverty Alleviation (08 Sessions)**

Rural Sociology: Social structure and dynamics in rural areas, Social & Gender issues in rural development, Rural institutions and commUNITY development, Livelihood strategies in rural areas, National Rural Livelihood Mission.

Poverty measurement and alleviation programs: Rural employment generation schemes: Prime Minister's Rozgar Yojana (PMRY), Jawahar Rozgar Yojana (JRY), Rural Employment Generation Programme (REGP), Rashtriya Mahila Kosh

### **UNIT III: Rural Entrepreneurship (08 Sessions)**

Rural Entrepreneurship: Concept and Importance, Rural Business OpportUNITies and value chain management, Promoting rural entrepreneurship,

Role of Rural Finance in Economic Development, Microfinance Concepts and Models, Rural Credit Delivery, et, Micro, small, and medium enterprises (MSMEs) and their contribution on rural economy.

### **UNIT IV: Rural Marketing (08 Sessions)**

Rural Marketing: the concept and its implementation In India, Recent development in agricultural marketing in India: Need of Rural marketing reforms in India,

Linking farmers with markets through ICT Tools

Farmer Producer Organization (FPO): A holistic approach, Postharvest and Value Addition of Horticultural Crops, Public Private Partnership and Agriculture  
Market challenges in increasing farm income, Crop Diversification

## **UNIT V: Rural Policy and Governance**

**(08 Sessions)**

Government schemes and policies for rural development: Panchayati Raj institutions and decentralization, Rural development administration

Rural development programs and schemes: Pradhan Mantri Gram Sadak Yojana (PMGSY) Deen Dayal Upadhyaya Grameen Kaushalya Yojana, Deendayal Antyodaya Yojana, Prime Minister Rural Development Fellows Scheme, Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA)

### **Suggested Readings:**

- Rural Development- Putting the last first By Robert Chambers, 1st Edition, Routledge
- Rural Development: Principles, Policies, and Management by Katar Singh, Anil Shishodia Sage Publishing India
- Rural management (pb 2014) by Gupta (Author), CBS Publisher
- Desai, R., 2005 Rural Sociology in India, Popular Prakashan
- Doshi, S. Land Jain, P. C., 2002 Rural Sociology, Rawat Publication
- Rambhai, B., the Silent Revolution 10(1959).
- Dube, S.C., 2003 India's Changing Villages, Routledge Madan, G.R. India's Developing villages, Allied Publishers, New Delhi,

### **Reference Books**

Gopalaswamy, T.P., "Rural and Agricultural Marketing in India". 2. Fertilizers News, Oct. 2004. 3. Kotler Philip, Agricultural Marketing. 4. Acharya, S.S. and Agarwal N.L., Agricultural Marketing in India

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

### **Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

### **Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 100 marks, out of which 40 marks will be for internal assessment and 60 marks will be for Semester Examinations. Internal assessment marks will be based on 1 written test of 10 marks, one project of Business Plan of 10 marks and a maximum of 5 marks will be awarded based on classroom performance of the learner making a total of 40 marks.



### SKILL ENHANCEMENT COURSE

Paper Code	Subject	Marks Internal	Marks Semester	Total	L-T	Credits
BBA-SE-01	Business Mathematics-1	20	30	50	2-0	2
BBA-SE-02	Basics of Computers and Office Management	20	30	50	2-0	2
BBA-SE-03	Business Analytics	20	30	50	2-0	2
BBA-SE-04	Tally	20	30	50	2-0	2
BBA-SE-05	Business Mathematics -2	20	30	50	2-0	2
BBA-SE-06	E Commerce	20	30	50	2-0	2

Course Code: **BBA- SE-01**

Title of the Course **Business Mathematic-1**

L-T-P: 3-1-0

Credits: 2

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

#### Course learning outcomes (CLOs)

After completing this Course, the students should be able to:

CLO 1 Identify different types of Algebraic expression (Understand Level)

CLO 2 Understand Functions and graphs and their application in the business world (Apply Level)

CLO 3 To understand Calculus and the applications of derivative (Apply Level)

CLO 4 To apply calculus in the practical ways (Apply Level)

CLO 5 To understand the concept of vectors and matrices (Apply Level)

#### Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
<b>CLO1</b>	3	2	2	2	2	3	3	3	1	1	1	1
<b>CLO2</b>	3	3	3	2	1	3	2	3	2	1	1	2
<b>CLO3</b>	3	3	3	3	3	3	3	3	2	1	1	1
<b>CLO4</b>	3	3	3	3	3	3	3	3	2	1	1	1
<b>CLO5</b>	3	3	3	3	3	3	3	3	2	1	1	1

**Course Objective** – The aim is to provide a fundamental understanding of mathematical concepts and skills essential for success in higher-level mathematics and related disciplines.

#### Unit I – Introduction to Algebra (4 Hours)

Number systems, Algebraic expressions and equations, solving linear equations, inequalities and their solutions

#### Unit II – Functions and Graphs (4 Hours)

Introduction to functions, linear functions and their graphs, Quadratic functions and their graphs, Logarithmic functions and their graphs, exponential functions and their graphs

#### Unit III– Basics of Calculus I (4 Hours)

Introduction to limits and continuity, the concept of derivatives, calculating derivatives of basic functions, and applications of derivatives.

#### Unit IV – Basics of Calculus II (4 Hours)

The concept of integration, calculating integrals of basic functions, applications of integrals

#### Unit V – Linear Algebra and Matrix Operations (4 Hours)

Vectors and Vector Operations – vector representation and notation, Vector addition, subtraction and scalar multiplication, Matrix Algebra – Introduction to matrices and matrix operations, matrix multiplication.

**Suggested Books:**

- 1.Mehta&Madnani, Mathematics for Economics
- 2.Mongia, Mathematics for Economics
- 3.Zamiruddin, Business Mathematics
- 4.Raghavachari, Mathematics for Management

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

**Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

**Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 50 marks, out of which 20 marks will be for internal assessment and 30 marks will be for Semester Examinations. Internal assessment marks will be based on 1 written test of 10 marks, one project of Business Plan of 05 marks and a maximum of 5 marks will be awarded based on classroom performance of the learner making a total of 20 marks.

Course Code: **BBA- SE-02**

Title of the Course **Basics of Computers and Office Management**

L-T-P: 3-1-0

Credits: 2

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

**Course Learning Outcomes CLOs:**

CLO 1 Identify skills and competencies of an office manager.

CLO 2 Describe different forms of organizations.

CLO 3 Develop processes for office operations.

CLO 4 Identify components of office management roles and procedures and team dynamics.

CLO 5 Communicate finding using business software applications (MS Office: Word, Excel, and PowerPoint).

**Mapping of Course Learning Outcomes (CLOs)with Program Learning Outcomes (PLOs)**

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PL O 9	PL O 10	PLO 11	PLO 12
<b>CLO1</b>	3	1	2	1	1	2	3	1	1	-	1	1
<b>CLO2</b>	2	2	2	1	2	2	1	1	1	3	-	1
<b>CLO3</b>	2	1	1	2	3	1	1	1	1	1	1	2
<b>CLO4</b>	1	1	3	1	1	1	2	2	1	1	2	2
<b>CLO5</b>	1	3	1	2	2	2	1	3	1	2	1	3

**UNIT I: Office Management**

**and IT**

**(Sessions: 4)**

Role of Computer in modern business and in various functional areas of business and its applications  
Introduction to office organization and management, Forms and Types of organization, , Objectives and Principles of Office Management, Functions of Office Manager, Qualities required for Office Manager..

Filing and Indexing

Filing and Indexing – Its meaning and importance, essentials of good filing, centralized vs. decentralized filing, system of classification, concept of paperless office methods of filing, Digitalization and retrieval of records, managing old records, meaning and need for indexing, various types of indexing.

**UNIT II: Mailing Procedures and understanding different applications**

**(Sessions: 4)**

Mailing Procedures – meaning and importance of mail, centralization of mail handling work, office equipment and accessories, Inward and outward mail, courier services, Operating Systems: Functions, Process Management: Multi- programming, Multi-processing, Multi-tasking, Multi-threading, Real time OS; Memory Management: virtual memory; User Interface: GUI, File system

**UNIT III: Understanding setting up of Modern Office**

**(Sessions: 4)**

Modern Office Equipment Introduction, meaning and Importance of office automation, objectives of office mechanization, advantages, disadvantages, factors determining office mechanization. Kind of office machines.Modern technology and office communication, email, voice mail, internet, multimedia, scanner, video-conferencing, web-casting.

**UNIT IV: Setting and Managing Budgets and Expenses through IT systems**

**(Sessions: 4)**

Budget - Annual, revised and estimated. Recurring and non-recurring heads of expenditure; Audit process-Vouching and verification of Assets & Liabilities. Consumables/ Stock register and Asset register; Procedure for disposal of records and assets. Managing Online platforms for office meetings and protocols

**UNIT V: Changing facets of Office Management and Security Issues**

**(Session 4)**

Introduction to Co-working spaces. Advantages and disadvantages of co-working spaces. Use of Modern technology in business functions like data analytics, Artificial intelligence etc. Modern office equipment like Alexa, Biometric machines, AI enabled spaces, IOT devices etc.

Internet Security: Types of attacks, DOS attacks, Viruses and Worms, Identity Theft, Snooping and Sniffing. Cyber Law and Internet security Legislation

**Recommended Books:**

1. Information Technology for Managers, Sudalaimuthu& Hariharan, HPH
2. Understanding Computers Today & Tomorrow, D.Monley& CS Parker,
3. Cengage/Thomson
4. Introduction to Computer Science, ITL Education Solutions Ltd, Pearson
5. Information Technology, Dr. SushilaMadan, Taxmann
6. Computer Fundamentals by P K Sinha
7. Ghosh, P. K. Office Management, Sultan Chand & Sons, New Delhi
8. Duggal, B , Office Management & Commercial Correspondence, KitabMahal, New Delhi
9. Pillai, R.S.N and Bagavathi, Office Management, S. Chand & Company Ltd, New Delhi
10. Chopra R. K., Office Management, Himalaya Publishing House.
11. Bhatia, R.C. Office Management - Galgotia Publishers, New Delhi
12. Kuchhal M.C. Secretarial practice, Vikas Publishing House, Paperback, New Delhi.
13. Publications of the Institute of Company Secretaries of India.
14. Sinha, K.K., Business Communication, Galgotia and Sons, New Delhi.
15. Ghosh, P.K &Balachandra, V., Company Secretarial Practice, Sultan Chand & Sons, New Delhi.
16. Manual of Company's Act, 2013 by Bharat Law House. Note: Latest edition of text books may be used

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

**Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

**Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 50 marks, out of which 20 marks will be for internal assessment and 30 marks will be for Semester Examinations. Internal assessment marks will be based on 1 written test of 10 marks, one project of Business Plan of 05 marks and a maximum of 5 marks will be awarded based on classroom performance of the learner making a total of 20 marks.

**Course Code: BBA-SE-03**

**Title of the Course: Business Analytics**

**L-T-P: 3-1-0**

**Credits: 2**

**(L=Lecture hours, T=Tutorial hours, P=Practical hours)**

**Course Outcomes:**

At the end of the course the student would be able to:

CLO 1 To familiarize oneself with the processes required to create, report, and analyse business data.

CLO 2 To understand and apply Excel and Excel add-ins to solve business problems.

**Mapping of Course Outcomes (COs) with Program Outcomes (POs)**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CLO1	3	1	1	1	1	1	3	2	1	1
CLO2	2	2	2	1	1	1	3	2	1	2

**UNIT I:**

**(Session 10)**

Business Analytics - Terminologies, Process, Importance, Relationship with Organisational Decision Making, Analytics in Decision Making, BA for Competitive Advantage. Evolution of Business Analytics; Impacts and challenges; Process of Business Analytics, Scope of Business Analytics; Usage of Business Analytics in contemporary organizations

**UNIT II:**

**(Session 10)**

Data for Business Analytics: Data Sets and Databases, Different data types – cross-section, time series and panel data. **Data Visualization:** Meaning and Significance of Data Visualization as used in modern research, Tools and software for data visualization; Meaning and Usage of Data Dashboards, Creating charts in Microsoft Excel. Application of Business Analysis: Retail Analytics, Marketing Analytics, Financial Analytics, Healthcare Analytics, Supply Chain Analytics.

**Reference Books/ Text Books / Cases:**

- \* Kumar, U. D. (2017). Business analytics: The science of data-driven decision making. Wiley.
- \* Liebowitz, J. (Ed.). (2013). Business analytics: An introduction. CRC Press.
- \* Ragsdale, C. (2021). Spreadsheet modeling and decision analysis: a practical introduction to business analytics. Cengage Learning.
- \* Paczkowski, W. R. (2022). Business Analytics: Data Science for Business Problems. Springer Nature.

**References /Suggested Readings:**

1. Johnston, J: Econometric Methods, McGraw-Hill Book Co., New York.
2. Maddala, G.S: Econometrics, McGraw-Hill Book Co., New York, 3rd Rd.
3. Gujarathi, D.N: Basic Econometrics, Fourth Edition, Tata McGraw-Hill, New Delhi.
4. Tintner, G: Econometrics, John Wiley & Sons, New York.
5. Wooldridge, Jeffery M: Econometrics, Cengage Learning India Pvt. Ltd, New Delhi.

**Note: The Latest Editions of the Reference Books maybe referred.**

**Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

**Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 50 marks, out of which 20 marks will be for internal assessment and 30 marks will be for Semester Examinations. Internal assessment marks will be based on 1 written test of 10 marks, one project of Business Plan of 05 marks and a maximum of 5 marks will be awarded based on classroom performance of the learner making a total of 20 marks.

**Course Code: BBA-SE-04**

**Title of the Course: Tally**

**L-T-P: 3-1-0**

**Credits: 2**

**(L=Lecture hours, T=Tutorial hours, P=Practical hours)**

**Course Outcomes:**

At the end of the course the student would be able to:

CLO 1: After completion of the course, student will be able to:

CLO 2 Classify the books of account using tally.

CLO 3 Understand the voucher entry and reports concepts.

CLO 4 Realize the inventory management using tally.

CLO 5 Show how the GST documents using tally.

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

	<b>PLO 1</b>	<b>PLO 2</b>	<b>PLO 3</b>	<b>PLO 4</b>	<b>PLO 5</b>	<b>PLO 6</b>	<b>PLO 7</b>	<b>PLO 8</b>	<b>PLO 9</b>	<b>PLO 10</b>	<b>PLO 11</b>	<b>PLO 12</b>
<b>CLO1</b>	3	1	2	1	1	2	3	1	1	-	1	1
<b>CLO2</b>	2	2	2	1	2	2	1	1	1	3	-	1
<b>CLO3</b>	2	1	1	2	3	1	1	1	1	<b>1</b>	1	2
<b>CLO4</b>	1	1	3	1	1	1	2	2	1	<b>1</b>	2	2
<b>CLO5</b>	1	3	1	2	2	2	1	3	<b>1</b>	2	<b>1</b>	3

**UNIT I:**

Session 10

Setting-up Books of Accounts in Tally: Introduction, Creation of Company, Introduction to Gateway of Tally, Menu, Company Info menu, Features & Configuration options for company maintaining accounts, Group and Ledgers, Working with Account Masters, viz, Group, Ledger, Cost Centre and Category, Currency Voucher Entry and Reporting: Entry of Accounts Vouchers, Printing of Vouchers, Creation and Alteration of Vouchers types and Vouchers Classes,

**UNIT II**

Session 10

Voucher Entry and Reporting: Viewing and Printing various reports, Printing & Viewing Balance Sheet, P&L Account, Trial Balance Inventory Management using Tally: Creation of stock Group, Stock Items and UNIT of Measurement. Goods and service Tax (GST) using Tally: Create Company with activation of GST in Company level, creating Masters and set GST Rates, creating tax ledger, Transferring Tax credit of VAT, Excise and service tax to GST, Recording GST sales and printing invoices, Recording GST Interstate Sales and Printing Invoices, Recording an Advance to Supplier under GST, Recording GST Local Purchase, Recording GST Interstate

Reference Books/ Text Books / Cases:

\* Jain, P., & Arora, S. Window based computer courses. Jalandhar: S. Vikas & Co.

\* Norton, P. Introduction to computers. New Delhi: Tata McGraw Hill.

\* Singh, V. Simplified MS-Office 2007. New Delhi: Computech Publications Ltd.

Note: The Latest Editions of the Reference Books maybe referred.

Teaching-Learning Strategies in brief (4 to 5 sentences)

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

Assessment methods and weightages in brief (4 to 5 sentences)

The assessment will comprise of 50 marks, out of which 20 marks will be for internal assessment and 30 marks will be for Semester Examinations. Internal assessment marks will be based on 1 written test of 10 marks, one project of Business Plan of 05 marks and a maximum of 5 marks will be awarded based on classroom performance of the learner making a total of 20 marks.



Course Code: **BBA- SE-05**

Title of the Course **Business Mathematics-2**

L-T-P: 3-1-0

Credits: 2

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

### Course learning outcomes (CLOs)

**The objective of the course is, covering matrices, probability, financial mathematics, business applications, and optimization concepts, fostering quantitative reasoning and problem-solving skills for real-world scenarios**

After completing this Course, the students should be able to:

CLO 1 To equip students with essential mathematical tools for making informed business decisions identify different types of matrices (Understand Level)

CLO 2 To understand the concept of probability and its applications (Apply Level)

CLO 3 To understand the time value of money and gain some practical insights (Apply Level)

CLO 4 To Apply mathematics in economic theory so as to solve problems of demand and supply (Apply Level)

CLO 5 To manage mathematical series to solve simple business problems (Apply Level)

### Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
<b>CLO1</b>	3	3	3	3	3	2	2	2	2	1	2	2
<b>CLO2</b>	3	3	3	3	3	2	3	2	2	1	2	2
<b>CLO3</b>	3	3	3	3	3	2	3	2	2	1	2	2
<b>CLO4</b>	3	3	3	3	3	2	3	2	2	1	2	2
<b>CLO5</b>	3	3	3	3	3	2	3	2	2	1	2	2

### Credits - 2

#### Unit 1 – Matrices & Determinants (4 Hours)

Matrix inversion and determinants, solving system of linear equations using matrix inversion, applications

#### Unit 2 – Probability (4 Hours)

Introduction to probability, Basic concepts of probability, including sample spaces, events, and probability distributions, Probability rules and calculations, applications

#### Unit 3 – Financial Mathematics (4 Hours)

Time value of money: Future value and present value calculations, Annuities and perpetuities, Calculation of regular cash flows, Interest rates, compounding, and discounting in financial contexts, Applications

#### Unit 4 - Business and Economic Applications (4 Hours)

Break-even analysis: Determining the point where costs equal revenue, Supply and demand analysis, Introduction to microeconomics concepts, Elasticity: Measuring the responsiveness of quantity to price changes

#### Unit 5 – Introduction to Optimization

What is optimization, types of optimization problems, mathematical representation of optimization, Graphical Analysis

### Suggested Books:

- 1.Mehta&Madnani, Mathematics for Economics
- 2.Mongia, Mathematics for Economics
- 3.Zamiruddin, Business Mathematics
- 4.Raghavachari, Mathematics for Management

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

**Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

**Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 50 marks, out of which 20 marks will be for internal assessment and 30 marks will be for Semester Examinations. Internal assessment marks will be based on 1 written test of 10 marks, one project of Business Plan of 05 marks and a maximum of 5 marks will be awarded based on classroom performance of the learner making a total of 20 marks.

Course Code: **BBA- SE-06** Title of the Course **E-Commerce**  
 L-T-P: 3-1-0 Credits: 2  
 (L=Lecture hours, T=Tutorial hours, P=Practical hours)

### Course Outcome:

- 1: Analyze the impact of E-commerce on business models and strategy.
- 2: Describe the major types of E-commerce.
- 3: Explain the process that should be followed in building an E-commerce presence.
- 4: Identify the key security threats in the E-commerce environment.
- 5: Describe how procurement and supply chains relate to B2B E-commerce

### Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO1	3	3	1	2	2	2	3	3	2	2	3	3
CLO2	3	2	2	3	2	3	3	3	2	2	3	2
CLO3	3	2	3	2	3	3	3	2	2	2	2	3
CLO4	3	2	2	3	2	2	2	2	2	2	2	2
CLO5	3	3	3	3	3	2	2	2	2	2	3	2

### UNIT I: Introduction:

**L-04 Sessions**

Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-Commerce, e-commerce business models (introduction , key elements of a business model and categorizing major E-commerce business models), forces behind ecommerce. Technology used in E-commerce: The dynamics of world wide web and internet( meaning, evolution and features) ; Designing, building and launching e-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing vs. in-house development of a website)

### UNIT II: Security and Encryption:

**L-04 Sessions**

Need and concepts, the e-commerce security environment: (dimension, definition and scope of esecurity), security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc.), technology solutions (Encryption, security channels of communication, protecting networks and protecting servers and clients),

### UNIT III: IT Act 2000 and Cyber Crimes

**L-04 Sessions**

IT Act 2000: Definitions, Digital signature, Electronic governance, Attribution, acknowledgement and dispatch of electronic records, Regulation of certifying authorities, Digital signatures certificates, Duties of subscribers, Penalties and adjudication, Appellate Tribunal, Offences and Cyber-crimes

### UNIT IV: E-payment System:

**L-04 Sessions**

Models and methods of e-payments (Debit Card, Credit Card, Smart Cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting), risks involved in e-payments.

### UNIT V: On-line Business Transactions:

**L-04 Sessions**

Meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like {banking, insurance, payment of utility bills, online marketing, e-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment} Online shopping (amazon, snapdeal, alibaba, flipkart, etc.)

**Website designing:** Introduction to HTML; tags and attributes: Text Formatting, Fonts, Hypertext Links, Tables, Images, Lists, Forms, Frames, Cascading Style Sheets.

### Suggested Books

1. Kenneth C. Laudon and Carlo GuercioTraver, E-Commerce, Pearson Education.

2. David Whiteley, E-commerce: Strategy, Technology and Applications, McGraw Hill Education
3. Bharat Bhaskar, Electronic Commerce: Framework, Technology and Application, 4th Ed., McGraw Hill Education
4. PT Joseph, E-Commerce: An Indian Perspective, PHI Learning
5. KK Bajaj and Debjani Nag, E-commerce, McGraw Hill Education
6. TN Chhabra, E-Commerce, Dhanpat Rai & Co.
7. Sushila Madan, E-Commerce, Taxmann
8. TN Chhabra, Hem Chand Jain, and Aruna Jain, An Introduction to HTML, Dhanpat Rai & Co.

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

**Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

**Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 50 marks, out of which 20 marks will be for internal assessment and 30 marks will be for Semester Examinations. Internal assessment marks will be based on 1 written test of 10 marks, one project of Business Plan of 05 marks and a maximum of 5 marks will be awarded based on classroom performance of the learner making a total of 20 marks

## ABILITY ENHANCEMENT COURSE

Paper Code	Subject	Marks Internal	Marks Semester	Total	L-T	Credits
BBA-AE-01	Communicative English (Language)	20	30	50	2-0	2
BBA-AE-02	Environmental Sciences and Sustainable development 1	20	30	50	2-0	2
BBA-AE-03	Environmental Sciences and Sustainable Development 2	20	30	50	2-0	2
BBA-AE-04	Business Ethics and Corporate Governance	20	30	50	2-0	2
BBA-AE-05	Personality Development and Soft Skills	20	30	50	2-0	2
BBA-AE-06	Society, Culture, and Human Behavior	20	30	50	2-0	2

Course Code: **BBA- AE-01** Title of the Course **Communicative English**

L-T-P: 2-0 Credits: 2

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

### Course Learning Outcome

CLO 1 Students will be able to demonstrate a solid understanding of grammatical and structural aspects of the language. The better understanding of this will enable them to communicate without any error. They will further be able to analyze and restate the meaning of a text in English.

CLO 2 Students will have an understanding of the importance of semantics in any language. They will have an idea of the relevance of vocabulary in helping them out in better understanding of the language.

CLO 3 Students will be able to realize the relevant of both the reading as well as writing skills. They will find easy to comprehend going through any text, charts, graph and get the meaning. They will also have an idea about different forms of written communication they might encounter and must have an understanding of like letters, applications, memos, notices etc.

CLO 4 Students will develop better vocabulary, pronunciation in their use of the language. They will know the role listening which plays a relevant role in making of an effective communicator.

CLO 5 Students will be able the students to express their views with confidence and apply the knowledge and skills in their practical life.

### Mapping of Course Learning Outcomes (CLOs)with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
CLO1	3	3	2	2	2	2	2	3	2	2	3	3
CLO2	3	2	3	2	3	3	3	3	2	2	1	2
CLO3	3	2	2	3	2	3	3	2	2	2	2	2
CLO4	3	3	2	3	1	2	2	2	2	2	2	2
CLO5	2	3	3	3	3	3	3	3	3	3	3	3

## **UNIT I**

**(Session 04)**

**Grammar;** Grammatical & Structural Aspects: Parts of Speech, Types of Sentences, Tense, Voice, Clause, Preposition, Degrees of Comparison, Subject Verb Agreement, Modals or Auxiliaries Simple/Compound/Complex Sentences and Transformation of Sentences, Narration.

## **UNIT II**

**(Session 04)**

**Vocabulary;** Synonyms, Antonyms, Homonyms, Homophones, Idioms, Phrasal verbs, One Word Substitution

Error Correction : Identifying & Analyzing Grammatical Errors Pertaining to Usage of Verbs, Adjectives, Adverbs, Pronouns and Errors in Spelling & Punctuation

## **UNIT III**

**(Session 04)**

**Reading Skills;** Comprehension: Unseen passages, Contextual Meaning of Words, Précis

Interpretation & Summarizing: Interpretation of Visual Data in the Form of Tables, Graphs, Charts, Pie Charts and so on. Speed Reading, Understanding and Interpreting Business-Related Correspondences

## **UNIT IV**

**(Session 04)**

**Writing Skills:** Formal and Informal Letters, Business Letters, Letter to the Editor, Complaint Letter, Invitation Letters - Accepting & Declining Invitations, Making Enquiries, Placing Orders, Asking & Giving Information, Registering Complaints, Handling Complaints, Drafting Notices, Drafting Advertisements; Job Applications.

Paragraph and Essay Writing on Recent Topics, Report Writing

## **UNIT V**

**(Session 04)**

**Listening and Speaking;** Interactive Communication: Introducing Self, Greetings, Conversations, etc.

Pronunciation: Appropriate Stress, Intonation, Clarity, Business Etiquettes, Impromptu Speech, Debate, Role Play, Group Discussion, Presentation, Listening and Understanding Spoken and Formal English.

### **Suggested Readings:**

1. A. Ashley: A Handbook of Commercial Correspondence, OUP
2. M. Monipatty: The Craft of Business Letter Writing, Tata McGraw Hill
3. N. Gupta (Ed.): English for All, Macmillan
4. English Vocabulary Made Easy: The Complete Vocabulary Build Up for Improving English by ShrikantPrasoon
5. J. C. Nesfield : Manual of English Grammar and Composition

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

### **Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

### **Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 50 marks, out of which 20 marks will be for internal assessment and 30 marks will be for Semester Examinations. Internal assessment marks will be based on 1 written test of 10 marks, one project of Business Plan of 05 marks and a maximum of 5 marks will be awarded based on classroom performance of the learner making a total of 20 marks.

**Course Learning Outcomes CLOs:**

CLO 1 The students should be able to understand the implication of environment concerns on business

CLO 2 The students should be able to develop organizational goals with sustainable attitude

CLO 3 The students should be able to analyze the impact of human intervention on the environment and will be able to provide for solution to decrease or eliminate the same

CLO 4 The students will be able to understand the impact of pollution and various methods that can be adopted to mitigate the same.

CLO 5 Deliver the skill needed to analyze the environmental factors for decision making

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

	<b>PLO 1</b>	<b>PLO 2</b>	<b>PLO 3</b>	<b>PLO 4</b>	<b>PLO 5</b>	<b>PLO 6</b>	<b>PLO 7</b>	<b>PLO 8</b>	<b>PLO 9</b>	<b>PLO 10</b>	<b>PLO 11</b>	<b>PLO 12</b>
<b>CLO1</b>	1	2	2	1	1	2	3	2	-	1	3	<b>3</b>
<b>CLO2</b>	2	1	3	2	1	2	3	2	-	2	3	<b>3</b>
<b>CLO3</b>	2	2	3	2	2	1	3	2	-	2	3	<b>3</b>
<b>CLO4</b>	1	2	2	2	1	1	3	2	-	2	3	<b>3</b>
<b>CLO5</b>	1	2	1	1	1	1	1	1	1	2	2	<b>2</b>

**UNIT I: The Environment and Ecosystem****(6 Hours)**

Environment and Environmental studies: Definition, concept, components and importance. Ecosystem and Ecology: Structure and Function of ecosystem, Brief concept of Autecology and Synecology. Food chain, food web and ecological pyramids. Biogeochemical cycles in an ecosystem: (Carbon, Nitrogen and Phosphorous cycle), Ecological succession: Definition, types, concept and process (Hydrosere, Xerosere and Lithosere).

**UNIT II Environmental Pollution and Disaster Management****(7 Hours)**

Definition, causes, effects and control measures of: Air pollution, Water pollution (thermal and marine pollution), Land pollution, Radiation pollution and Nuclear hazard, Noise pollution; Solid waste management: Causes, effects and control measures of Urban and Industrial Waste; Global warming and climate change Ozone depletion; Acid rain: Causes, effects and control measures; Types and management of Natural disasters (Earthquakes; Droughts; Floods; Landslides).

**UNIT III: Environmental treaties, laws and Ethics****(7 Hours)**

Environmental Treaties: National and International (Brief account), Salient features of following Acts: Wildlife (Protection) Act, 1972, Water (Prevention and control of pollution) Act, 1974, Forest (Conservation) Act, 1980, Air (Prevention and control of pollution) Act, 1981, Environmental Protection Act, 1986; National Green Tribunal: Structure, composition and functions, Environmental Ethics, Need for Sustainable Development.

**Field /Practical Work**

All the students are required to undertake the following field/practical work

- Visit to a local area to document environmental assets/ecosystems River/forest/grassland/mountain
- Construction of Food chain/food web of the visited area

iii) To identify the sources of air/water/soil/noise pollution of your area.

### **Reference Books**

1. A Text Book Of Environmental, Agarwal, K.M., Sikdar, P.K., Deb, S.C. (2002) published by Macmillan India Ltd. Kolkata, India.
2. Uberoi, N. K. (2002). Environmental Management. Excel Books.
3. Environment management by Dr. Swapan Deb”, published by Jaico Publishing House.
4. Environmental Management by S K Agrawal”, published by A.P.H. publishing Corporation.

### **Readings**

1. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India
3. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480
4. Cunningham WP, Cooper TH, Gorhani E & Hepworth MT, 2001. Environmental Encyclopedia, Jaico Publishing House, Mumbai, 1196.

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

### **Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

### **Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 50 marks, out of which 20 marks will be for internal assessment and 30 marks will be for Semester Examinations. Internal assessment marks will be based on 1 written test of 10 marks, one project of Business Plan of 05 marks and a maximum of 5 marks will be awarded based on classroom performance of the learner making a total of 20 marks.



**Course Learning Outcomes CLOs:**

CLO 1 The students should be able to understand the implication of environment concerns on business

CLO 2 The students should be able to develop organizational goals with sustainable attitude

CLO 3 The students should be able to analyze the impact of human intervention on the environment and will be able to provide for solution to decrease or eliminate the same

CLO 4 The students will be able to understand the impact of pollution and various methods that can be adopted to mitigate the same.

CLO 5 Deliver the skill needed to analyze the environmental factors for decision making

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

	<b>PLO 1</b>	<b>PLO 2</b>	<b>PLO 3</b>	<b>PLO 4</b>	<b>PLO 5</b>	<b>PLO 6</b>	<b>PLO 7</b>	<b>PLO 8</b>	<b>PLO 9</b>	<b>PLO 10</b>	<b>PLO 11</b>	<b>PLO 12</b>
<b>CLO1</b>	1	2	2	1	1	2	3	2	-	1	3	<b>3</b>
<b>CLO2</b>	2	1	3	2	1	2	3	2	-	2	3	<b>3</b>
<b>CLO3</b>	2	2	3	2	2	1	3	2	-	2	3	<b>3</b>
<b>CLO4</b>	1	2	2	2	1	1	3	2	-	2	3	<b>3</b>
<b>CLO5</b>	1	2	1	1	1	1	1	1	1	2	2	<b>2</b>

**UNIT - 1: Biodiversity and its conservation****(8 Hours)**

Definition, concept, levels and values of biodiversity, Biodiversity of India, India as a mega diversity nation, Hotspots of biodiversity, Threats to Biodiversity (Habitat loss, poaching of wildlife conflict), Conservation of Biodiversity: in-situ Conservation; ex-situ conservation, Ecotourism, Concept of Protected Area Network.

**UNIT - 2: Natural Resources and their Conservation****(6 Hours)**

Forest Resources: Uses and overexploitation of forests and consequences of deforestation. Water Resources: Use and consequences of over-utilization, concept of rain water harvesting and watershed management, water conflicts. Food Resources: Sources of food, food problems- Indian scenario, Impacts of modern agriculture on environment (Fertilizer - pesticide problem, water logging and salinity), Organic farming, Energy Resources: Renewable and Non-Renewable energy sources, Growing energy needs and alternate energy sources, Land Resources: Global land use patterns, Soil erosion, Desertification, Wasteland Reclamation.

**UNIT- 3: Environment and Human health****( 6 Hours)**

Human population growth and Family Welfare Programs, Common diseases: Air borne diseases (Chicken Pox, Tuberculosis, Influenza, Meningitis), Water and food borne diseases (Cholera, Diarrhoea, Hepatitis, Malaria, Salmonellosis), Drug addiction: Causes, symptoms and prevention; Drug abuse in India, Role of IT in environment and human health.

**Field /Practical Work**

All the students are required to undertake the following field/practical work

- i) Visit to a local area to document environmental assets/ecosystems River/forest/grassland/mountain
- ii) Construction of Food chain/food web of the visited area
- iii) To identify the sources of air/water/soil/noise pollution of your area.

### **Reference Books**

5. A Text Book Of Environmental, Agarwal, K.M., Sikdar, P.K., Deb, S.C. (2002) published by Macmillan India Ltd. Kolkata, India.
6. Uberoi, N. K. (2002). Environmental Management. Excel Books.
7. Environment management by Dr. Swapan Deb”, published by Jaico Publishing House.
8. Environmental Management by S K Agrawal”, published by A.P.H. publishing Corporation.

### **Readings**

5. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
6. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India
7. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480
8. Cunningham WP, Cooper TH, Gorhani E & Hepworth MT, 2001. Environmental Encyclopedia, Jaico Publishing House, Mumbai, 1196.

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

### **Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

### **Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 50 marks, out of which 20 marks will be for internal assessment and 30 marks will be for Semester Examinations. Internal assessment marks will be based on 1 written test of 10 marks, one project of Business Plan of 05 marks and a maximum of 5 marks will be awarded based on classroom performance of the learner making a total of 20 marks.

Course Code: **BBA-AE-04**

L-T-P: 2-0

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

Title of the Course: **Business Ethics and Corporate Governance**

Credits: 2

**After the completion of the course, the students will be able to**

**CLO 1** To develop understanding of basics of ethics, values and Morals

**CLO 2** To provide an insight upon the evolution of different ethical theories & its impact on business

**CLO 3** To aware the financial complications in business and human resource issues

**CLO 4** To provide an overview of origin and development of corporate governance in India

**CLO 5** To elaborate the role of different authorities in the corporate governance

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

	<b>PLO 1</b>	<b>PLO 2</b>	<b>PLO 3</b>	<b>PLO 4</b>	<b>PLO 5</b>	<b>PLO 6</b>	<b>PLO 7</b>	<b>PLO 8</b>	<b>PLO 9</b>	<b>PLO 10</b>	<b>PLO 11</b>	<b>PLO 12</b>
<b>CLO1</b>	3	2	3	3	2	3	2	3	2	3	3	3
<b>CLO2</b>	2	2	3	3	3	3	3	3	2	3	3	3
<b>CLO3</b>	3	2	3	3	2	2	3	3	2	3	3	3
<b>CLO4</b>	2	3	3	3	2	1	3	3	2	3	3	3
<b>CLO5</b>	2	3	3	3	3	2	2	3	2	3	3	3

**UNIT-1**

**(Sessions : 4)**

**Introduction:** What is Ethics, Nature and scope of Ethics, Facts and value, Ethical subjectivism and Relativism, Moral Development (Kohlberg's 6 stages of Moral Development), Ethics and Business, Myth of a moral business

**UNIT-2**

**(Sessions : 4)**

**Decision making (Normal Dilemmas and Problems):** Application of Ethical theories in Business: Utilitarianism. Economic Justice: Distributive Justice, Ethical Issues in Functional Areas of Business. Marketing: Characteristics of Free and Perfect competitive market, Monopoly oligopoly, Ethics in Advertising (Truth in Advertising).

**UNIT-3**

**(Sessions : 4)**

**Finance:** Fairness and Efficiency in Financial Market, Insider Trading, Green Mail, Golden parachute. HR: Workers Right and Duties: Work place safety, sexual harassment, whistleblowing.

**UNIT-4**

**(Sessions : 4)**

**Origin and Development of Corporate governance,** Theories underlying Corporate Governance, Agency theory, Separation of ownership and control, Ethics and Governance, Process and Corporate Governance (Transparency Accountability and Empowerment).

**UNIT-5**

**(Sessions : 4)**

**Role of Board of Directors and Board Structure,** Role of Board of Directors, Role of the Non-executive Director, Role of Auditors, SEBI Growth of Corporate Governance. Role of Government, Corporate governance in India.

**CASE ANALYSIS COMPULSORY**

**Recommended Books:**

1. C.S.V. Murthy, Business Ethics and Corporate Governance, HPH
2. Francis & Mishra, Business Ethics, TMH
3. Fernando, Corporate governance, Pearson
4. S. Prabakaran, Business Ethics & Corporate Governance, EB
5. Mallin, Corporate Governance, Oxford
6. U.C.Mathur, Corporate Governance & Business Ethics, MacMillan

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

**Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing case study, group task, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

**Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 50 marks, out of which 20 marks will be for internal assessment and 30 marks will be for Semester Examinations. Internal assessment marks will be based on 1 written test of 10 marks, one project of Business Plan of 05 marks and a maximum of 5 marks will be awarded based on classroom performance of the learner making a total of 20 marks.

Course Code: **BBA-AE-05**

L-T-P: 2-0

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

Title of the Course: **Personality Development and Soft Skills**

Credits: 2

### Course Learning Outcomes CLOs

CLO 1 The student will be able to understand, analyze develop and exhibit accurate sense of self.

CLO 2 Think critically.

CLO 3 Demonstrate knowledge of personal beliefs and values and a commitment to continuing personal reflection and reassessment.

CLO 4 Learn to balance confidence with humility and overcome problems associated with personality.

CLO 5 To exhibit the best professional personality traits in the Industry

### Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
<b>CLO1</b>	3	3	1	2	2	3	3	1	-	1	1	-
<b>CLO2</b>	2	2	1	2	2	2	3	1	-	2	2	-
<b>CLO3</b>	2	1	1	2	3	3	3	2	-	2	2	-
<b>CLO4</b>	2	1	2	2	2	1	3	1	1	2	2	1
<b>CLO5</b>	3	3	3	3	3	3	3	2	2	2	2	2

### Objectives:

*To make the students aware about dimensions of personality; personality traits and its application in corporate sector; aware about the importance of communication in personality development.*

### UNIT I

**Introduction:** Define personality, **Five Pillars of Personality Development:** Introspection – Self Assessment – Self Appraisal – Self Development- Self Introduction. Body language - Leadership and qualities of a successful leader – Character building - Time management - Work ethics –Good manners and etiquette.

### UNIT II

Employability Quotient Resume building- The art of participating in Group Discussion – Facing the Personal (HR & Technical) Interview -Frequently Asked Questions - Psychometric Analysis - Mock Interview Sessions.

### Recommended Books:

1. You can win-Shiv Khera –McMillan India ltd.
2. Basic Managerial Skill for all-Prentice –Hall of India Pvt ltd, New Delhi.
3. Heller, Robert.Effective leadership. Essential Manager series. Dk Publishing, 2002
- 4.Lucas, Stephen. Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill. 2001

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

### Recommended Books:

1. 7 Habits of highly effective people-Stephen Covey
2. You can win-Shiv Khera –McMillan India ltd.
3. Basic Managerial Skill for all-Prentice –Hall of India Pvt ltd, New Delhi.
4. 8 th Habit-Stephen covey
5. Management thoughts-PramodBatra.

**Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 50 marks, out of which 20 marks will be for internal assessment and 30 marks will be for Semester Examinations. Internal assessment marks will be based on 1 written test of 10 marks, one project of Business Plan of 05 marks and a maximum of 5 marks will be awarded based on classroom performance of the learner making a total of 20 marks.

Course Code: **BBA-AE-06**

L-T-P: 2-0

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

Title of the Course: **Society, Culture, and Human Behavior**

Credits: 2

### **Course Learning Outcome:**

By the end of the course, students should be able to:

CLO-1: Understand the key concepts of society, culture, and human behavior and their relevance to business contexts.

CLO-2: Analyze the influence of cultural diversity on business strategies, marketing, and workforce management.

CLO-3: Examine the role of social norms and values in shaping consumer behavior and organizational culture.

CLO-4: Evaluate ethical and social responsibility considerations within the business environment.

CLO-5: Apply cultural sensitivity and effective communication skills in cross-cultural business interactions & to recognize the impact of global trends on business practices and adapt accordingly.

### **Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

	<b>PLO 1</b>	<b>PLO 2</b>	<b>PLO 3</b>	<b>PLO 4</b>	<b>PLO 5</b>	<b>PLO 6</b>	<b>PLO 7</b>	<b>PLO 8</b>	<b>PLO 9</b>	<b>PLO 10</b>	<b>PLO 11</b>	<b>PLO 12</b>
<b>CLO1</b>	3	3	1	2	2	3	3	1	-	1	1	-
<b>CLO2</b>	2	2	1	2	2	2	3	1	-	2	2	-
<b>CLO3</b>	2	1	1	2	3	3	3	2	-	2	2	-
<b>CLO4</b>	2	1	2	2	2	1	3	1	1	2	2	1
<b>CLO5</b>	3	3	3	3	3	3	3	2	2	2	2	2

**UNIT I: Introduction to Society, Culture & Human Behavior:** Definition of culture and society, Importance of studying cultural dynamics in business, Cultural dimensions and their implications, Cultural Diversity and Business Impact of cultural diversity on team dynamics, Cross-cultural communication challenges and solutions, Case studies. (8 Session)

**UNIT II: Culture:** Social Norms and Consumer Behavior, Influence of social norms and values on consumer choices, Organizational culture and its impact on employee behavior, Ethical decision-making within a cultural context, Case studies on ethical dilemmas in business. (4 Session)

**UNIT III: Future Trends in Business & Work:** Cultural adaptation in international marketing, Challenges and opportunities of conducting business in a globalized world, Emerging Trends and Future Considerations; The future of work: Remote work, automation, and workforce changes, addressing cultural and social challenges in a rapidly changing business landscape, Case studies. (8 Session)

### **References:**

Culture and Society: An Introduction to Cultural Studies by Raymond Williams

Culture's Consequences: Comparing Values, Behaviors, Institutions, and Organizations Across Nations" by Geert Hofstede

The Power of Culture: Driving Today's Organisation" by Chris Bilton and Stephen Cummings

Seeing Ourselves: Classic, Contemporary, and Cross-Cultural Readings in Sociology" edited by John J. Macionis and Nijole V. Benokraitis

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

**Recommended Books:**

1. 7 Habits of highly effective people-Stephen Covey
2. You can win-Shiv Khera –McMillan India ltd.
3. Basic Managerial Skill for all-Prentice –Hall of India Pvt ltd, New Delhi.
4. 8 th Habit-Stephen covey
5. Management thoughts-PramodBatra.

**Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 50 marks, out of which 20 marks will be for internal assessment and 30 marks will be for Semester Examinations. Internal assessment marks will be based on 1 written test of 10 marks, one project of Business Plan of 05 marks and a maximum of 5 marks will be awarded based on classroom performance of the learner making a total of 20 marks.



## VALUE ADDED COURSES

Paper Code	Subject	Marks Internal	Marks Semester	Total	L-T	Credits
BBA-VA-01	Social Media Ethics	20	30	50	2-0	2
BBA-VA-02	Leadership and Emotional Intelligence	20	30	50	2-0	2
BBA-VA-03	Universal Human Values and Outreach programmes 2	20	30	50	2-0	2
BBA-VA-04	Working with Spread Sheets application in Business	20	30	50	2-0	2
BBA-VA-05	Data Mining techniques	20	30	50	2-0	2
BBA-VA-06	SPSS & Data Analytics	20	30	50	2-0	2
BBA-VA-07	Physical Education/Yoga and Medication	20	30	50	2-0	2
BBA-VA-08	Disaster Management	20	30	50	2-0	2
BBA-VA-09	Dissertation /Industry Project			150		6
BBA-VA-10	Dissertation /Industry Project			150		6

Course Code: **BBA- VA-01**

Title of the Course **Social Media Ethics**

L-T-P: 2-0

Credits: 2

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

After the completion of the intended course of Social Media Ethics, students should be able to:

CLO 1 To be able to understand and explain the 5 Ps of marketing operations and discuss various career options in social media marketing.

CLO 2 To understand and explain the complete campaigning process in social media marketing.

CLO 3 To understand and explain the concepts of social commUNITY, social publishing and social entertainment as well as emerging concepts if social commerce.

CLO 4 To understand and explain the concepts of social media metrics and measurements.

CLO 5 To understand and explain the importance of data mining in marketing research.

### Mapping of Course Learning Outcomes (CLOs)with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
<b>CLO1</b>	3	3	2	2	2	2	2	3	2	2	3	3
<b>CLO2</b>	3	2	2	2	2	3	3	3	2	2	2	2
<b>CLO3</b>	3	2	2	3	2	3	3	2	2	2	2	2
<b>CLO4</b>	3	3	2	3	2	2	2	2	2	2	2	2
<b>CLO5</b>	3	3	3	3	3	2	2	2	2	2	2	2

### UNIT I Social Media Concepts

(3 Sessions)

Social media sites and monetization; 4 Zones of social media introduced; 5th P of marketing (participation); Careers in social media marketing

### UNIT II Strategic social media marketing

(4

Sessions)

Overview; planning process introduced; Campaigns (tactics and results), Steps in social media marketing planning.

### **UNIT III Zones of social media**

(5 Sessions)

Social CommUNITY: Participation in social networks, Diffusion of digital innovation, Roger's diffusion theory of innovation, Marketing applications of social publishing zone. Social Publishing: Types of content, Channels of content distribution, Search Engine optimization, social media optimization, Social Entertainment: Social Entertainment as play, elements of social gaming, Social Commerce: Social Commerce and customer decision making process, social commerce tools for decision stages.

### **UNIT IV Social media measurement and metric**

(4 Sessions)

Quantifying success; Data mining and social media; Role of social media in marketing research

### **UNIT V Social media and privacy/ethics**

(4 Sessions)

Introduction to Social Media Ethics, Defamation on Social media platforms, Cyberbullying, forms of Cyberbullying, Cyberstalking

### **Recommended Books:**

1. Tuten, T. & Solomon, M. (2013). **Social Media Marketing. Boston, MA: Pearson.**
2. Van Dijck, J. (2013). **The Culture of Connectivity. New York, NY: Oxford University Press.**

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

### **Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

### **Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 50 marks, out of which 20 marks will be for internal assessment and 30 marks will be for Semester Examinations. Internal assessment marks will be based on 1 written test of 10 marks, one project of Business Plan of 05 marks and a maximum of 5 marks will be awarded based on classroom performance of the learner making a total of 20 marks.

**Course Learning Outcomes (CLOs):**

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

CLO1: Describe the concepts of Leadership and Team Building and their relevance for organizational development

CLO2: Apply the concepts to specific situations/organizations for effective leadership and control

CLO3: Understand basic leadership skill and team building skills among students.

CLO4: Students will be able to understand concept of Self-Awareness, Self-Management, and Social Awareness & Relationship Management.

CLO5: Discover personal competence and techniques of building emotional intelligence.

	<b>PLO 1</b>	<b>PLO 2</b>	<b>PLO 3</b>	<b>PLO 4</b>	<b>PLO 5</b>	<b>PLO 6</b>	<b>PLO 7</b>	<b>PLO 8</b>	<b>PLO 9</b>	<b>PLO 10</b>	<b>PLO 11</b>	<b>PLO 12</b>
<b>CLO1</b>	3	3	2	2	2	2	2	3	2	2	3	3
<b>CLO2</b>	3	2	2	2	2	3	3	3	2	2	2	2
<b>CLO3</b>	3	2	2	3	2	3	3	2	2	2	2	2
<b>CLO4</b>	3	3	2	3	2	2	2	2	2	2	2	2
<b>CLO5</b>	3	3	3	3	3	2	2	2	2	2	2	2

**UNIT I (Session 4)**

Leadership – Meaning, Concepts and Myths about Leadership, Components of Leadership-Leader, Followers and situation. Assessing Leadership & Measuring Its effects.

**UNIT II (Session 4)**

Focus on the Leader – Power and Influence; Leadership and Values. Leadership Traits; Leadership Behavior; Contingency Theories of Leadership; Leadership and Change.

**UNIT III (Session 4)**

Leadership Skills – Basic Leadership Skills, Building Technical Competency, Advanced Leadership Skills, Team Building for Work Teams, Building High Performance Teams. Teams – Effective Team Characteristics and Team Building, Ginnetts Team Effectiveness Leadership Model.

**UNIT-IV (Session 4)**

Fundamentals of Emotional Intelligence: Nature and Significance. Models of emotional intelligence: Ability, Trait and Mixed. Building blocks of emotional intelligence: self-awareness, self-management, social awareness, and relationship management

**UNIT-V (Session 4)**

Personal Competence: Self-Awareness: Observing and recognizing one's own feelings, Knowing one's strengths and areas of development. Self-Management: Managing emotions, anxiety, fear, and anger.

Measurement and Development: Measures of emotional intelligence Strategies to develop and enhance emotional intelligence

**Books References:**

- Hughes, Ginnett, Curphy - Leadership, Enhancing the Lessons of Experience (Tata McGraw Hill, 5thEd.)
- Yukl G - Leadership in Organizations (Pearson, 6thEd.)
- West Michael - Effective Team Work (Excel Books, 1stEd.)
- Emotional Intelligence-Dileep Chowdhary
- Emotional Intelligence –Daniel Goleman
- Daniel Goleman (1996) Emotional Intelligence. Why it can matter more than IQ. Bantam Doubleday Dell Publishing Group.

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

**Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

**Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 50 marks, out of which 20 marks will be for internal assessment and 30 marks will be for Semester Examinations. Internal assessment marks will be based on 1 written test of 10 marks, one project of Business Plan of 05 marks and a maximum of 5 marks will be awarded based on classroom performance of the learner making a total of 20 marks.

Course Code: **BBA- VA-03**

Title of the Course: **Universal Human Values and Outreach Programmes 2**

L-T-P: 2-0

Credits: 2

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

**CLO 1** Development of a holistic perspective based on self- exploration about themselves (human being), family, society and nature/existence

**CLO 2** Understanding (or developing clarity) of the harmony in the human being, family, society and nature/existence

**CLO 3** To become more aware of themselves, and their surroundings (family, society, nature); they would become more responsible in life, and in handling problems with sustainable solutions, while keeping human relationships and human nature in mind.

**CLO 4** To apply what they have learnt to their own self in different day-to- day settings in real life,

**CLO 5** To become sensitive to their commitment towards what they have understood (human values, human relationship and human society) and have courage to act.

#### **Mapping of Course Learning Outcomes (CLOs)with Program Learning Outcomes (PLOs)**

	<b>PLO 1</b>	<b>PLO 2</b>	<b>PLO 3</b>	<b>PLO 4</b>	<b>PLO 5</b>	<b>PLO 6</b>	<b>PLO 7</b>	<b>PLO 8</b>	<b>PLO 9</b>	<b>PLO 10</b>	<b>PLO 11</b>	<b>PLO 12</b>
<b>CLO1</b>	3	3	2	2	2	2	2	3	2	2	3	3
<b>CLO2</b>	3	2	2	2	2	3	3	3	2	2	2	2
<b>CLO3</b>	3	2	2	3	2	3	3	2	2	2	2	2
<b>CLO4</b>	3	3	2	3	2	2	2	2	2	2	2	2
<b>CLO5</b>	3	3	3	3	3	2	2	2	2	2	2	2

#### **UNIT I: Course Introduction - Need, Basic Guidelines, Content and Process for Value Education (Session 4)**

1. Purpose and motivation for the course, recapitulation from Universal Human Values-I.
2. Self-Exploration–what is it? - Its content and process; ‘Natural Acceptance’ and Experiential Validation- as the process for self-exploration.
3. Continuous Happiness and Prosperity- A look at basic Human Aspirations
4. Right understanding, Relationship and Physical Facility- the basic requirements for fulfilment of aspirations of every human being with their correct priority.
5. Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
6. Method to fulfil the above human aspirations: understanding and living in harmony at various levels.

Include practice sessions to discuss natural acceptance in human being as the innate acceptance for living with responsibility (living in relationship, harmony and co-existence) rather than as arbitrariness in choice based on liking-disliking.

#### **UNIT II: Understanding Harmony in the Human Being - Harmony in Myself! (Session 4)**

1. Understanding human being as a co-existence of the sentient ‘I’ and the material ‘Body’.
2. Understanding the needs of Self (‘I’) and ‘Body’ - happiness and physical facility.
3. Understanding the Body as an instrument of ‘I’ (I being the doer, seer and enjoyer).
4. Understanding the characteristics and activities of ‘I’ and harmony in ‘I’.
5. Understanding the harmony of I with the Body: Sanyam and Health; correct appraisal of Physical needs, meaning of Prosperity in detail.

## 6. Programs to ensure Sanyam and Health.

Include practice sessions to discuss the role others have played in making material goods available to me. Identifying from one's own life.

Differentiate between prosperity and accumulation. Discuss program for ensuring health vs dealing with disease

### **UNIT III: Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship (Session 4)**

1. Understanding values in human-human relationship; meaning of Justice (nine universal values in relationships) and program for its fulfilment to ensure mutual happiness; Trust and Respect as the foundational values of relationship
2. Understanding the meaning of Trust; Difference between intention and competence
3. Understanding the meaning of Respect, Difference between respect and differentiation; the other salient values in relationship
4. Understanding the harmony in the society (society being an extension of family): Resolution, Prosperity, fearlessness (trust) and co-existence as comprehensive Human Goals
5. Visualizing a universal harmonious order in society- Undivided Society, Universal Order- from family to world family.

Include practice sessions to reflect on relationships in family, hostel and institute as extended family, real life examples, teacher-student relationship, goal of education etc. Gratitude as a universal value in relationships. Discuss with scenarios. Elicit examples from students' lives.

### **UNIT IV: Understanding Harmony in the Nature and Existence - Whole existence as Coexistence (Session 4)**

1. Understanding the harmony in the Nature
2. Interconnectedness and mutual fulfilment among the four orders of nature- recyclability and self-regulation in nature.
3. Understanding Existence as Co-existence of mutually interacting UNITS in all-pervasive space.
4. Holistic perception of harmony at all levels of existence.
5. Include practice sessions to discuss human being as cause of imbalance in nature (film "Home" can be used), pollution, depletion of resources and role of technology etc.

### **UNIT V: Implications of the above Holistic Understanding of Harmony on Professional Ethics (Session 4)**

1. Natural acceptance of human values
2. Definitiveness of Ethical Human Conduct
3. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
4. Competence in professional ethics: a. Ability to utilize the professional competence for augmenting universal human order b. Ability to identify the scope and characteristics of people friendly and eco-friendly production systems, c. Ability to identify and develop appropriate technologies and management patterns for above production systems.
5. Case studies of typical holistic technologies, management models and production systems
6. Strategy for transition from the present state to Universal Human Order:
  - a. At the level of individual: as socially and ecologically responsible engineers, technologists and managers
  - b. At the level of society: as mutually enriching institutions and organizations
7. Sum up.

Include practice Exercises and Case Studies will be taken up in Practice (tutorial) Sessions e.g. To discuss the conduct as an engineer or scientist etc.

**READINGS:** Text Book

1. Human Values and Professional Ethics by R R Gaur, R Sangal, G P Bagaria, Excel Books, New Delhi, 2010

**Reference Books**

1. Jeevan Vidya: EkParichaya, A Nagaraj, Jeevan Vidya Prakashan, Amarkantak, 1999.
2. Human Values, A.N. Tripathi, New Age Intl. Publishers, New Delhi, 2004.
3. The Story of Stuff (Book).
4. The Story of My Experiments with Truth - by Mohandas Karamchand Gandhi.
5. Small is Beautiful - E. F Schumacher.
6. Slow is Beautiful - Cecile Andrews
7. Economy of Permanence - J C Kumarappa
8. Bharat Mein Angreji Raj - PanditSunderlal
9. Rediscovering India - by Dharampal
10. Hind Swaraj or Indian Home Rule - by Mohandas K. Gandhi
11. India Wins Freedom - Maulana Abdul Kalam Azad
12. Vivekananda - Romain Rolland (English)
- Gandhi - Romain Rolland (English)

Course Code: **BBA- VA-04** Title of the Course **Working with Spread Sheets application in Business**  
 L-T-P: 2-0 Credits: 2  
 (L=Lecture hours, T=Tutorial hours, P=Practical hours)

### Course Learning Outcome:

After the successful completion of the course the student will be able

CLO 1 To enable the students to use Excel for data analysis

CLO 2 To equip the students with Automation skills on Excel

CLO 3 To enable the students to use Excel for informed decision makings

### Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
<b>CLO1</b>	3	3	2	2	2	2	2	3	2	2	3	3
<b>CLO2</b>	3	2	2	2	2	3	3	3	2	2	2	2
<b>CLO3</b>	3	2	2	3	2	3	3	2	2	2	2	2

#### UNIT I

(Sessions: 4)

**Introduction to Microsoft Excel:** ▪ The Excel environment ▪ Create a workbook ▪ Add a worksheet to an existing workbook ▪ Copy and move a worksheet ▪ Create a Basic Worksheet ▪ Performing Calculations in an Excel Worksheet

#### UNIT II

(Sessions: 4)

**Format Worksheets and Workbooks:** ▪ Change worksheet tab color ▪ Rename a worksheet  
 ▪ Change worksheet order ▪ Insert and delete columns or rows ▪ Change workbook themes  
 ▪ Adjust row height and column width ▪ Insert headers and footers ▪ Hide or unhide worksheets  
 ▪ Hide or unhide columns and rows ▪ Customize the Quick Access toolbar

#### UNIT III

(Sessions: 6)

**Basic Excel Formula:** ▪ Using logical functions like IF and SUMIF to calculate a value based on specified criteria ▪ Use ROUND function to round off numbers ▪ Use VLOOKUP to find values in worksheet data ▪ Use HLOOKUP function. ▪ Date & Time Functions ▪ Use other basic functions like SUM & SUMIF function ▪ Perform calculations by using MIN and MAX functions ▪ Perform calculations by using the COUNT function  
 ▪ Perform calculations by using the AVERAGE function. ▪ Perform logical operations by using AND, OR, and NOT functions

#### UNIT IV

(Sessions: 4)

**Create Charts and Graph:** Create a new chart ▪ Add additional data series ▪ Switch between rows and columns in source data ▪ Analyze data by using Quick Analysis ▪ Format Charts ▪ Resize charts ▪ Add and modify chart elements ▪ Apply chart layouts and styles ▪ Move charts to a chart sheet

#### UNIT V

(Sessions: 2)

**Advanced Excel Function:** Create PivotTables and Enable macros in a workbook

#### Text Books

- Excel 2016 Power Programming with VBA, Michael Alexander, Dick Kusleika, Wiley
- Financial Analysis and Modelling Using Excel VBA, Chandan Sengupta, Second Edition, Wiley Student Edition.
- MS Excel 2016, Data Analysis & Business Modelling, Wayne Winston, PHI



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

**Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

**Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 50 marks, out of which 20 marks will be for internal assessment and 30 marks will be for Semester Examinations. Internal assessment marks will be based on 1 written test of 10 marks, one project of Business Plan of 05 marks and a maximum of 5 marks will be awarded based on classroom performance of the learner making a total of 20 marks.

Course Code: **BBA- VA-05**

Title of the Course **Data Mining techniques**

L-T-P: 2-0

Credits: 2

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

### Course Learning Outcome:

To enable the student to:

CLO-1: Define key data mining concepts, such as data preprocessing, pattern discovery, and model evaluation.

CLO-2: Apply various data mining algorithms to real-world datasets for tasks such as classification, clustering, and association rule mining

CLO-3: Evaluate different techniques for handling missing data in the context of data mining.

CLO-4: Design and implement a complete data mining pipeline, including data preprocessing, and evaluation.

CLO-5: Assess the long-term implications of data mining in terms of societal, legal, and ethical considerations.

### Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
<b>CLO1</b>	3	3	2	2	2	2	2	3	2	2	3	3
<b>CLO2</b>	3	2	2	2	2	3	3	3	2	2	2	2
<b>CLO3</b>	3	2	2	3	2	3	3	2	2	2	2	2
<b>CLO4</b>	3	3	2	3	2	2	2	2	2	2	2	2
<b>CLO5</b>	3	3	3	3	3	2	2	2	2	2	2	2

### UNIT I: Introduction to Data Mining: (7 Sessions)

Meaning, Scope & Tasks of Data Mining; Types of Data to be Mined; Major Components of Data Mining System; Data Mining Process; Applications of Data Mining in Industry; Data Objects & Attributes Types; Basic Statistical Description of Data using measures of Central Tendency & Dispersions;

### UNIT II: Data Preprocessing: (6 Sessions)

Data Preprocessing Overview; Data Cleaning; Data Integration; Data Reduction; Data Transformation & Data Discretization.

### UNIT III: Data Mining & Visualisation Techniques: (7 Sessions)

*Mining Techniques:* Association Rule Mining, Market Basket Analysis, Decision Tree, K-NN Classifier Method; *Data Visualisation techniques:* Pixel-Oriented Visualization Techniques, Geometric Projection Visualization Techniques, Icon-Based Visualization Techniques, Hierarchical Visualization Techniques & Visualizing Complex Data and Relations. Societal & Legal Implication of Data Mining. (7 Sessions)

### References:

Han, J., Kamber, M., & Jian, P. (2011). Data Mining: Concepts and Techniques. 3rd edition. Morgan Kaufmann

Tan, P.-N., Steinbach, M., & Kumar, V. (2005). Introduction to Data Mining. 1st Edition. Pearson Education.

Adriaans, Pieter (1996). Data Mining. Pearson Education.

Hand, David J., Mannila, Heikki, Smyth, Padhraic (2001). Principles of Data Mining. Bradford Book

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

**Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

**Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 50 marks, out of which 20 marks will be for internal assessment and 30 marks will be for Semester Examinations. Internal assessment marks will be based on 1 written test of 10 marks, one project of Business Plan of 05 marks and a maximum of 5 marks will be awarded based on classroom performance of the learner making a total of 20 marks.

**Course Learning Outcome**

**After the completion of the course, the students will be able to**

CLO1: Understand the importance of various analytical tools and apply them in appropriate statistical procedures.

CLO2: Use the SPSS Application for analytics purposes along with result generation, interpretation and making the results ready for reporting purposes.

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

	<b>PLO 1</b>	<b>PLO 2</b>	<b>PLO 3</b>	<b>PLO 4</b>	<b>PLO 5</b>	<b>PLO 6</b>	<b>PLO 7</b>	<b>PLO 8</b>	<b>PLO 9</b>	<b>PLO 10</b>	<b>PLO 11</b>	<b>PLO 12</b>
<b>CLO1</b>	3	3	2	2	2	2	2	3	2	2	3	3
<b>CLO2</b>	3	2	2	2	2	3	3	3	2	2	2	2

**UNIT I.**

Type of Scale of Measurements, Choosing appropriate scale and measurement to the data, Preparing codebook. Data Analytics Overview. Importance of Data Analytics. Types of Data Analytics. Descriptive Analytics. Diagnostic Analytics, Predictive Analytics, Prescriptive Analytics. Benefits of Data Analytics. Data Visualization for Decision Making. Data Extraction, Cleanup, and Transformation Tools –Metadata.

**UNIT II.**

Getting to Know SPSS: Starting SPSS, Working with data file, SPSS windows, Menus, Dialogue boxes. Preparing the Data file: Creating data file and entering data, Defining the variables, Entering data, modifying data file, import file. Screening and cleaning data, Manipulation of data. Hands on training on Preliminary Analysis; Descriptive statistics: Categorical variables, continuous variables, checking normality, outliers checking.

**Text/ Reference Books:**

1. Kothari, C. R. Quantitative Techniques (3<sup>rd</sup> Ed). Vikas Publishing
2. Gupta, S.C. & Gupta, I. Business Statistics (3<sup>rd</sup> Ed). Himalaya Publishing
3. Schmidt, W. IBM SPSS: Comprehensive Beginners Guide to Learn Statistics using IBM SPSS from A-Z
4. Field, A. Discovering Statistics using IBM SPSS Statistics (4<sup>th</sup> Ed). Sage Publishing

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

**Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

**Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 50 marks, out of which 20 marks will be for internal assessment and 30 marks will be for Semester Examinations. Internal assessment marks will be based on 1 written test of 10 marks, one project of Business Plan of 05 marks and a maximum of 5 marks will be awarded based on classroom performance of the learner making a total of 20 marks.

Course Code: **BBA- VA-07**

Title of the Course **Physical Education/Yoga and Medication**

L-T-P: 2-0

Credits: 2

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

**Course Learning Objective** – This course aims

CLO 1 To briefly introduce the principles, practices, and philosophies of Yoga and Meditation. Students will learn both the physical and mental aspects of these practices

CLO 2 To promote holistic well-being.

**Mapping of Course Learning Outcomes (CLOs) with Program Learning Outcomes (PLOs)**

	<b>PLO 1</b>	<b>PLO 2</b>	<b>PLO 3</b>	<b>PLO 4</b>	<b>PLO 5</b>	<b>PLO 6</b>	<b>PLO 7</b>	<b>PLO 8</b>	<b>PLO 9</b>	<b>PLO 10</b>	<b>PLO 11</b>	<b>PLO 12</b>
<b>CLO1</b>	3	3	2	2	2	2	2	3	2	2	3	3
<b>CLO2</b>	3	2	2	2	2	3	3	3	2	2	2	2

**UNIT I – Foundations of Yoga and Meditation (4 Hours)**

Definitions and Origins of Yoga and Meditation, Benefits of Yoga and Meditation for Physical and Mental Health, Yoga Philosophy – Overview of 8 limbs of Yoga (Patanjali's Yoga Sutras), Understanding the concept of mindfulness

**UNIT II – Basic Asanas (4 Hours)**

Introduction to Fundamental Yoga Poses – Flexibility, Strength & Balance enhancing poses, Mountain Pose (Tadasana), Downward Facing Dog (Adho Mukha Svanasana), Child's Pose (Balasana), Cobra Pose (Bhujangasana), Cat-Cow Pose, Triangle Pose, Tree Pose, Plank Pose, Corpse Pose (Shavasana), Upward Facing Dog (Urdhva Mukh Svanasana), Camel Pose (Ushtrasana).

**UNIT III – Breath and Pranayama (4 Hours)**

Understanding the importance of Breath in Yoga, Benefits of Pranayama, Some Basic Pranayamas – Deergha Pranayam (Deep Breathing), Kapalbhati Pranayama, Nadi Shodhana, Anulom Vilom Pranayama.

**UNIT IV – Meditation (4 Hours)**

Meditation – definition, and origin, secular vs religious meditation, the aim of meditation, meditation and manifestation, types of meditation – mindfulness meditation, Chakra meditation, loving-kindness meditation (metta), Transcendental Meditation (TM).

**UNIT V – Yoga Philosophy and Lifestyle (4 Hours)**

Principles of a Yogic diet, importance of balanced nutrition for holistic well-being, Yamas and niyamas in Yoga Philosophy, applying ethical principles in daily life, Yoga for inner transformation – The concept of self-realization in yoga, techniques for inner growth and personal development, exploring the spiritual aspects of yoga, meditation for spiritual awakening.

**Recommended Readings:**

1. Parshad, O. (2004). Role of yoga in stress management. *The West Indian Medical Journal*, 53(3), 191-194.
2. Ross, A., & Thomas, S. (2010). The health benefits of yoga and exercise: a review of comparison studies. *The journal of alternative and complementary medicine*, 16(1), 3-12.

3. Li, A. W., & Goldsmith, C. A. W. (2012). The effects of yoga on anxiety and stress. *Alternative Medicine Review*, 17(1).

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

**Teaching-Learning Strategies in brief (4 to 5 sentences)**

The learners will achieve the above-listed course learning outcomes through classroom teaching, learning by doing, learning through discussion among the peer group, experiential learning, reflective learning, open-ended questions by the teacher and Open-ended questions from students

**Assessment methods and weightages in brief (4 to 5 sentences)**

The assessment will comprise of 50 marks, out of which 20 marks will be for internal assessment and 30 marks will be for Semester Examinations. Internal assessment marks will be based on 1 written test of 10 marks, one project of Business Plan of 05 marks and a maximum of 5 marks will be awarded based on classroom performance of the learner making a total of 20 marks.

Course Code: **BBA- VA-08**

Title of the Course: **Disaster Management**

L-T-P: 2-0

Credits: 2

(L=Lecture hours, T=Tutorial hours, P=Practical hours)

### **Course Learning Outcome**

**CLO1:** The course will provide better understanding about the basic understanding about the basic concepts of Disaster Management.

**CLO2:** The Students will be able to relate the consequences disaster may bring.

**CLO3:** Students will be able to understand the role of different agencies help coping disaster.

	<b>PLO 1</b>	<b>PLO 2</b>	<b>PLO 3</b>	<b>PLO 4</b>	<b>PLO 5</b>	<b>PLO 6</b>	<b>PLO 7</b>	<b>PLO 8</b>	<b>PLO 9</b>	<b>PLO 10</b>	<b>PLO 11</b>	<b>PLO 12</b>
<b>CLO1</b>	3	3	2	2	2	2	2	3	2	2	3	3
<b>CLO2</b>	3	2	2	2	2	3	3	3	2	2	2	2

### **UNIT I: Introducing Disaster (7 Sessions)**

Definition, Factors and Significance; Difference between Hazard and Disaster; Natural and Manmade Disasters: Difference, Nature, Types and Magnitude.

### **UNIT II: Disaster and its Consequences (6 Sessions)**

Repercussions of Disasters and Hazards: Economic Damage, Loss of Human and Animal Life, Destruction of Ecosystem.

### **UNIT III: Responding Disasters (7 Sessions)**

National Disaster Policy of India; Rescue, Relief and Rehabilitation, Role of National and International Agencies in Disaster Management; Role of Media in coping disaster.

### **Suggested Readings**

1. Bryant Edwards (2005): Natural Hazards, Cambridge University Press, U.K.
2. Sharma, Kadambari C, Avina 2010 Disaster Management in India Jnanada Prakashan [P&D], New Delhi