

SYLLABUS OF
BACHELOR OF BUSINESS ADMINISTRATION (BBA)



NETAJI SUBHAS UNIVERSITY
JAMSHEDPUR

BACHELOR OF BUSINESS ADMINISTRATION
NETAJI SUBHAS UNIVERSITY
(BBA) 1st to 6th SEMESTER
2023 ONWARDS

FIRST SEMESTER						
Paper Code	Paper Name	L-T-P	Total Credit	Internal	External	Total Marks
BBA-BC101	Business Communication	3-0-0	3	20	30	50
BBA-ME102	Micro Economics	4-0-0	4	30	70	100
BBA-POM103	Principles of Management	4-0-0	4	30	70	100
BBA-IMR104	Introduction to Marketing	4-0-0	4	30	70	100
BBA-BA105	Introduction to Business Accounting	4-0-0	4	30	70	100
BBA-FC106	Fundamentals of Computer Application	3-0-0	3	20	30	50
	TOTAL		22	160	340	500
SECOND SEMESTER						
Paper Code	Paper Name	L-T-P	Credit	Internal	External	Total Marks
BBA-EVS201	Environmental Science	3-0-0	3	20	30	50
BBA-MCE202	Macro Economics	4-0-0	4	30	70	100
BBA-OB203	Organizational Behaviour	4-0-0	4	30	70	100
BBA-IMC204	Integrated Marketing Communication	4-0-0	4	30	70	100
BBA-COA205	Basics of Cost Accounting	4-0-0	4	30	70	100
BBA EXL206	Advance Excel	3-0-0	3	20	30	50
	TOTAL		22	160	340	500
THIRD SEMESTER						
Paper Code	Paper Name	L-T-P	Credit	Internal	External	Total Marks
BBA-LAB301	Legal Aspects of Business	4-0-0	4	30	70	100
BBA-DM302	Digital Marketing & E-Commerce	4-0-0	4	30	70	100

BBA-HRM303	Human Resource Management	4-0-0	4	30	70	100
BBA-CB304	Consumer Behaviour	4-0-0	4	30	70	100
BBA-MA305	Basics of Management Accounting	4-0-0	4	30	70	100
	TOTAL		20	150	350	500
FOURTH SEMESTER						
Paper Code	Paper Name	L-T-P	Credit	Internal	External	Total Marks
BBA-RM401	Research Methodology	4-0-0	4	30	70	100
BBA-TAX402	Taxation	4-0-0	4	30	70	100
BBA-POR403	Production and Operation Research	4-0-0	4	30	70	100
BBA-SDM404	Sales & Distribution Management	4-0-0	4	30	70	100
BBA-BS405	Business Statistics	4-0-0	4	30	70	100
	TOTAL		20	150	350	500
FIFTH SEMESTER						
Paper Code	Paper Name	L-T-P	Credit	Internal	External	Total Marks
BBA-PM501	Project Management	5-0-0	5	30	70	100
BBA-FM502	Financial Management	5-0-0	5	30	70	100
BBA-FIB503	Fundamentals of International Business	5-0-0	5	30	70	100
BBA-05-PJ	Summer Internship	0-0-4	4	30	70	100
FIFTH SEMESTER (ELECTIVE 1 - SPECIALIZATION PAPER)						
	MARKETING					
BBA 05 MM 01	Retail Management	5-0-0	5	30	70	100
	FINANCE					
BBA 05 FM 01	Merchant Banking & Financial Service	5-0-0	5	30	70	100
	HUMAN RESOURCE					
BBA 05 HR 01	Compensation Management	5-0-0	5	30	70	100
	TOTAL		34	210	490	700
SIXTH SEMESTER						
Paper Code	Paper Name	L-T-P	Total Credit	Internal	External	Total Marks
BBA-SM601	Strategic Management	5-0-0	5	30	70	100

BBA-ED602	Entrepreneurship Development	5-0-0	5	30	70	100
BBA-SM603	Service Marketing	5-0-0	5	30	70	100
SIXTH SEMESTER (ELECTIVE 2 - SPECIALIZATION PAPER)						
	MARKETING					
BBA 06 MM 02	Advertising And Sales Management	5-0-0	5	30	70	100
	FINANCE					
BBA 06 FM 02	Securities and Securities Analysis	5-0-0	5	30	70	100
	HUMAN RESOURCE					
BBA 06 HR 02	Industrial Relations	5-0-0	5	30	70	100
	TOTAL		30	180	420	600

DEPARTMENT OF MANAGEMENT

COURSE - BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA PROGRAM OUTCOME:

Bachelor of Business Administration programme will be able:

- 1) To develop students professionally to handle business issues.
- 2) To develop students to be a better team worker.
- 3) To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.
- 4) To develop socially, ethically responsible business leaders.
- 5) To sharpen soft and hard skills among the students.
- 6) To promote entrepreneurial skills among students.

BBA PROGRAMME SPECIFIC OUTCOMES:

After successfully completing the programme, the student will be able to:

- 1) Demonstrate maturity, professionalism and team working skills.
- 2) Have a general idea of operations in business.
- 3) Have specialized skills to deal with area specific issues of concern.
- 4) Apply technological knowhow for business advancements.
- 5) Analyze, investigate and solve critical business issues.

BBA
FIRST SEMESTER

S.NO.	PAPER CODE	PAPER NAME	COURSE OUTCOMES
1.	BBA-BC101	BUSINESS COMMUNICATION	<ol style="list-style-type: none"> 1) To be familiar with the complete course outline/Learning Outcomes & Assignments. 2) Understanding of Paraphrasing, interpreting guidelines & Referencing Styles. 3) To demonstrate his/her ability to write error free 4) Making an optimum use of correct Business Vocabulary & Grammar. 5) To distinguish among various levels of organizational communication and communication barriers.
2.	BBA-ME102	MICRO ECONOMICS	<ol style="list-style-type: none"> 1) The course exposes the students to the basic principles of micro economic theory and illustrates how micro economic concepts can be applied to analyze real life situations. 2) The main outcome to explain how mathematical techniques can be applied to economic theory. 3) The course transmits the body of basic mathematic that enables the study of economic theory specifically, micro economic theory, statistics and econometrics. 4) Equip the students with mathematical, statistical and econometric tools to analyze economic problems. 5) Formally analyze the theory of consumer behavior, producer behavior, markets, factor pricing, cost structure and revenue through advanced micro economic theory. 6) Also analyze the aspects of demand and supply.

S.NO.	PAPER CODE	PAPER NAME	COURSE OUTCOMES
3.	BBA-POM103	PRINCIPLES OF MANAGEMENT	<ol style="list-style-type: none"> 1) Describe the influence of historical forces on the current practice of management. 2) Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues. 3) Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment. 4) Describe the process of management & four functions: planning, organizing, leading, and controlling. 5) Understand the dynamic and complex working environment of Business. 6) How motivation and leadership co-exist in the working of the business environment.
4.	BBA-IMR104	INTRODUCTION TO MARKETING	<ol style="list-style-type: none"> 1) Formulate a marketing plan that will meet the needs or goals of a business or organization. 2) Develop an integrated marketing communications plan for a product, concept, good and/or service based on an identified market need or target. 3) Formulate strategies for developing new and/or modified products, concepts, goods and services that respond to evolving market needs. 4) Develop strategies for the efficient and effective placement/distribution of products, concepts, goods, and services that respond to evolving markets. 5) Understanding the impact of service marketing. 6) How recent trends have shaped the

NO.	PAPER CODE	PAPER NAME	COURSE OUTCOMES
5.	BBA-BA105	INTRODUCTION TO BUSINESS ACCOUNTING	<p>marketing strategies.</p> <ol style="list-style-type: none"> 1) Recognize commonly used financial statements, their components and how information from business transactions flows into these statements. 2) Preparation of books of original entry, secondary entry and other related books of accounts. 3) Demonstrate progressive learning in the elements of managerial decision making, including planning, directing and controlling activities in a business environment. 4) Understand how hire-purchase and installment systems work. 5) Preparation of Company Accounts can help to prepare strategies.
6.	BBA-FC106	FUNDAMENTALS OF COMPUTER APPLICATION	<ol style="list-style-type: none"> 1) Identify and analyze computer hardware, software and network components 2) Install, configure and remove software and hardware Solve basic information systems problems by applying systems development, word-processing, spreadsheet and presentation software techniques 3) Apply standard statistical inference procedures to draw conclusions from data 4) Retrieve information and create reports from relational databases. 5) Make intelligent purchase decision

SECOND SEMESTER

S.NO.	PAPER CODE	PAPER NAME	COURSE OUTCOMES
1.	BBA-EVS201	ENVIRONMENTAL SCIENCE	<ol style="list-style-type: none">1) After completing the major in Environmental Studies, students will be able to: Articulate the interconnected and interdisciplinary nature of environmental studies.2) Demonstrate an integrative approach to environmental issues with a focus on sustainability.3) Use critical thinking, problem-solving, and the methodological approaches of the social sciences, natural sciences, and humanities in environmental problem solving.4) Impact of the different types of pollution on the environment.5) Knowledge about the various laws associated.
2.	BBA-MCE202	MACRO ECONOMICS	<ol style="list-style-type: none">1) Associate the current economic phenomenon with existing theory and put their views on contemporary economic issues.2) Apply the principle of Macroeconomics in explaining the behavior of Macroeconomic variables at national as well as global level.3) Extend the concepts of Macroeconomics in unfolding the dynamics of energy sectors.4) Collection, generating concepts for various facets of economic studies.
3.	BBA-OB203	ORGANIZATIONAL BEHAVIOUR	<ol style="list-style-type: none">1) Students will be able to identify the components of Individual Behavior and apply the concept of Learning, Perception, Attitudes and values.2) The students will be able to distinguish between the various theories of motivation and their application in organizations and also be able to apply these theories to practical problems in organizations. They will also be

			<p>able to distinguish between a number of different leadership theories; styles and contribute to the effective performance of a team as the team leader or a group member.</p> <p>3) The future managers/ students will be able to analyze the behavior of individuals and groups in organizations in terms of the key.</p> <p>4) Provide the students to analyze specific strategic human resources demands for future action.</p>
4.	BBA-IMC204	INTEGRATED MARKETING COMMUNICATION	<p>1) Demonstrate an ability to develop a strategic integrated marketing communication plan.</p> <p>2) Create appropriately targeting media materials in a variety of formats to include PR, Advertising, Video, VR, Sales and Social Media.</p> <p>3) Develop a theoretical base for sales and promotion.</p> <p>4) Knowledge of Advertising objectives and Budgeting</p> <p>5) Demonstrate ethical research, planning and execution of integrated marketing communication efforts that integrates faith with the responsibility.</p> <p>To serve and engage communities and social justice globally.</p>

S.NO.	PAPER CODE	PAPER NAME	COURSE OUTCOMES
5.	BBA-COA205	BASICS OF COST ACCOUNTING	<p>1) Acquire conceptual knowledge of basics of accounting.</p> <p>2) Identify events that need to be recorded in the accounting records.</p> <p>3) Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP.</p> <p>4) Describe the role of accounting information and its limitations.</p> <p>5) Help in the preparation of budgets and implementation of budgetary control.</p>

			6) To provide specialized services for cost audit in order to prevent errors and frauds.
6.	BBA-EXC206	ADVANCE EXCEL	<ol style="list-style-type: none"> 1) Use advanced functions and productivity tools to assist in developing worksheets. 2) Manipulate data lists using Outline, Autofilter and PivotTables. 3) Use consolidation to summarise and report results from multiple worksheets. 4) Record repetitive tasks by creating Macros. 5) Use Hyperlinks to move around worksheets. 6) Expand and collapse or drill down into levels of data to focus on areas of interest. 7) Filtering, sorting, and grouping data or subsets of data.

THIRD SEMESTER

S.NO.	PAPER CODE	PAPER NAME	COURSE OUTCOMES
1.	BBA-LAB301	LEGAL ASPECT OF BUSINESS	<ol style="list-style-type: none"> 1) Know the rights and duties under various legal acts. 2) Understand the consequences of applicability of various laws on business situations. 3) Develop critical thinking through the use of law cases. 4) Gain knowledge of the branches of law which relate to business transactions, certain corporate bodies and related matters. 5) Understand the applications of these laws to practical commercial situations.
2.	BBA-DM302	DIGITAL MARKETING & E-COMMERCE	<ol style="list-style-type: none"> 1) Understand the basic concepts and technologies used in the field of management information. 2) Have the knowledge of the different types of management information systems. 3) Understand the processes of developing and implementing

			information systems. 4) Be aware of the ethical, social, and security issues of information systems.
3.	BBA-HRM 303	HUMAN RESOURCE MANAGEMENT	<ol style="list-style-type: none"> 1) Develop the understanding of the concept of human resource management and to understand its relevance in organizations. 2) Develop necessary skill set for application of various HR issues. 3) Analyze the strategic issues and strategies required to select and develop manpower resources. 4) Integrate the knowledge of HR concepts to take correct business decisions. 5) Learn grievance handling 6) Determine the performance appraisal.

S.NO.	PAPER CODE	PAPER NAME	COURSE OUTCOMES
4.	BBA-CB304	CONSUMER BEHAVIOUR	<ol style="list-style-type: none"> 1) Demonstrate how knowledge of consumer behavior can be applied to marketing. 2) Identify and explain factors which influence consumer behavior. 3) Relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make. 4) Use appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situations. 5) In a team, work effectively to prepare a research report on consumer behavior issues within a specific context. 6) Give the students a perspective to understand the application of market research in framing effective marketing strategies.

5.	BBA-MA305	BASICS OF MANAGEMENT ACCOUNTING	<ol style="list-style-type: none"> 1) Understand various costing systems and management systems. 2) Analyze and provide recommendations to improve the operations of organizations through the application of Cost and Management accounting techniques. 3) Evaluate the costs and benefits of different conventional and contemporary costing systems. Differentiate methods of schedule costs as per unit of production. 4) Differentiate methods of calculating stock consumption. 5) Analyze cost-volume-profit techniques to determine optimal managerial decisions.
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FOURTH SEMESTER

S.NO.	PAPER CODE	PAPER NAME	COURSE OUTCOMES
1.	BBA-RM 401	RESEARCH METHODOLOGY	<ol style="list-style-type: none"> 1) Minimize the risk of injury or illness to laboratory workers by ensuring that they have the training, information, support and equipment needed to work safely in the laboratory. 2) Use chemistry related software's such as Gaussian, Gauss view and chemdraw. 3) Use databases such as SciFinder, Scopus and Cambridge structure database. 4) Develop skills for systematic, articulate, and orderly presentation of research work in a written form containing relevant information on the research work carried out. 5) Develop the ability to critically evaluate current research and research techniques and methodologies. 6) Have self-direction and originality in tackling and solving problems.

2.	BBA-TAX 402	TAXATION	<ol style="list-style-type: none"> 1) Students would identify the technical terms related to Income Tax. 2) Students would determine the residential status of an individual and scope of total income. 3) Students would compute income from salaries, house property, business/profession, capital gains and income from other sources. 4) Students would discuss the various benefits/ deductions under Chapter VI-A of the Income tax act, 1961. 5) Students would compute the net total income of an individual.
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S.NO.	PAPER CODE	PAPER NAME	COURSE OUTCOMES
3.	BBA-POR403	PRODUCTION AND OPERATION RESEARCH	<ol style="list-style-type: none"> 1) Developing an understanding of the principles and methods of operations research and its applications in production and operations management. 2) Gaining knowledge of mathematical and statistical tools used in operations research such as linear and non-linear programming, simulation, and decision analysis. 3) Developing the ability to use operations research techniques to analyze and solve problems related to production and operations management, such as inventory control, scheduling, and facility location. 4) Building skills in using optimization techniques and software to design and improve production systems and processes. 5) Understanding the role of technology and automation in production and operations management, and the impact of these factors on efficiency and productivity.

<p>4.</p>	<p>BBA-SDM404</p>	<p>SALES AND DISTRIBUTION MANAGEMENT</p>	<ol style="list-style-type: none"> 1) Understanding of the principles and practices of sales and distribution management, including sales strategy, pricing, promotions, and distribution channels. 2) Knowledge of the key concepts and tools used in sales and distribution management, such as market research, data analysis, and relationship management. 3) Ability to analyze market trends and competitor activity, and use this information to develop effective sales and distribution strategies. 4) Skills in identifying and pursuing new business opportunities, managing relationships with key accounts and partners, and leading a successful sales team. 5) Understanding of the importance of customer service and satisfaction, and the ability to develop and implement strategies to improve these areas.
<p>5.</p>	<p>BBA-BS405</p>	<p>BUSINESS STATISTICS</p>	<p>Subject Outcome</p> <ol style="list-style-type: none"> 1) Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis 2) Critically evaluate the underlying assumptions of analysis tools 3) Solve a range of problems using the techniques covered 4) Conduct basic statistical analysis of data.

FIFTH SEMESTER

S.NO.	PAPER CODE	PAPER NAME	COURSE OUTCOMES
1.	BBA-PM501	PROJECT MANAGEMENT	<ol style="list-style-type: none">1) Understand project characteristics and various stages of a project.2) Understand the conceptual clarity about project organization and feasibility analyses – Market, Technical, Financial and Economic.3) Analyze the learning and understand techniques for Project planning, scheduling and Execution Control.4) Understand the contract management, Project Procurement, Service level Agreements and productivity.5) Capable to analyze, apply and appreciate contemporary project management tools and methodologies in Indian context.
2.	BBA-FM502	FINANCIAL MANAGEMENT	<ol style="list-style-type: none">1) Explain the concept of fundamental financial concepts, especially time value of money.2) Apply capital budgeting projects using traditional methods.3) Analyze the main ways of raising capital and their respective advantages and disadvantages in different circumstances.4) Integrate the concept and apply the financial concepts to calculate ratios and do the capital budgeting.5) Enhancing student's ability in dealing short-term dealing with day-to-day working capital decision; and also longer-term dealing, which involves major capital investment decisions and raising long-term finance.

S.NO.	PAPER CODE	PAPER NAME	COURSE OUTCOMES
3.	BBA-FIB503	<p style="text-align: center;">FUNDAMENTALS OF INTERNATIONAL BUSINESS</p>	<ol style="list-style-type: none"> 1) To make overview of business environment, as well as main actors, stakeholders and motives of company international activities. 2) To introduce basic theoretical approaches and principles, the founders and key followers of management theory. 3) To understand core principles, ideas and instruments of international management. 4) Build up and stimulate an interest to the course and knowledge-formation process. Stimulate self-work (cabinet and field studies) for in-depth understanding of the course material. 5) Provide an advice on the search in Internet of the most reliable, respectful and knowledge-based websites, web-pages and video-recourses 6) Motivate for excellent results of research projects and its presentations in-class. 7) To give you an opportunity to refine oral and written communication skills, as well as ability to put competent questions, work effectively in teams, i.e. improve the skills essential to a business career.

ELECTIVE PAPER 1 (BBA-EL1-504)

S.NO.	PAPER CODE	PAPER NAME	COURSE OUTCOMES
1.	BBA05-MM01	RETAIL MANAGEMENT	<ol style="list-style-type: none">1) Clarify the concept and related terms in retailing.2) Comprehend the ways retailers use marketing tools and techniques to interact with their customers.3) Understand various formats of retail in the industry.4) Recognize and understand the operations-oriented policies, methods, and procedures used by successful retailers.5) Foster the development of the student's critical and creative thinking skills.
2.	BBA05-FM01	MERCHANT BANKING AND FINANCIAL INSTITUTION	<ol style="list-style-type: none">1) Apply knowledge of management theories and practices to solve business problems.2) Foster analytical and critical thinking abilities for databased decision making3) Ability to develop value based leadership ability.4) Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.
3.	BBA05-FM01	COMPENSATION MANAGEMENT	<ol style="list-style-type: none">1) Recognize how pay decisions help the organization achieve a competitive advantage.2) Analyze, integrate, and apply the knowledge to solve compensation related problems in organizations.3) Design rational and contemporary compensation systems in modern organizations.4) Demonstrate comprehension by constructing a compensation system encompassing; a) internal & external competitiveness b) employee contributions, c) organizational benefit systems.

SIXTH SEMESTER

S.NO.	PAPER CODE	PAPER NAME	COURSE OUTCOMES
1.	BBA-SM601	STRATEGIC MANAGEMENT	<ol style="list-style-type: none">1) Understand the basic concepts and principles of strategic management; analyze the internal and external environment of business.2) Expose students to various perspectives and concepts in the field of Strategic Management.3) Develop and prepare organizational strategies that will be effective for the current business environment.4) Devise strategic approaches to managing a business successfully in a global context.5) Help students develop skills for applying these concepts to the solution of business problems.
2.	BBA-ED602	ENTREPRENEURSHIP DEVELOPMENT	<p>Subject Outcome:</p> <ol style="list-style-type: none">1) Identify qualities of entrepreneurs.2) Write project proposal.3) Use various entrepreneurship models.4) Understand various schemes supporting entrepreneurship.5) Think creative and innovative.6) Organize interaction with successful entrepreneurs.
3.	BBA-SM603	SERVICE MARKETING	<ol style="list-style-type: none">1) Understand the Concept of Services and intangible products.2) Discuss the relevance of the services Industry to Industry.3) Examine the characteristics of the services industry and the modus operandi.4) Analyze the role and relevance of Quality in Services.5) Visualize future changes in the Services Industry.

ELECTIVE PAPER 2 (BBA-EL2-602)

S.NO.	PAPER CODE	PAPER NAME	COURSE OUTCOMES
1.	BBA06-MM01	ADVERTISING AND SALES MANAGEMENT	<ol style="list-style-type: none">1) Understand the basic concepts of advertisements & the way these advertisements are created.2) Acquire knowledge about the type of media used and planning/scheduling of media.3) Understand the ethics to be practiced in advertising.4) Identify the concept and role of Sales management.5) Understand the hiring process of sales force management and role of technology in sales.
2.	BBA06-FM01	SECURITIES AND SECURITIES ANALYSIS	<ol style="list-style-type: none">1) Students would appreciate the importance of forming a portfolio of investments with varied risk and reward patterns.2) Students would appreciate and understand the need of various fundamental analysis3) Students would be acquainted with various technical analysis tools like deviations, Variance and other statistical indicators.
3.	BBA06-HR01	INDUSTRIAL RELATIONS	<ol style="list-style-type: none">1) Describe fundamental concepts and nature of Industrial Relations.2) To understand the nature and role of trade unions for workers and industries3) To study the relevance of collective bargaining and its impact on employee-management relations.4) To understand industrial disputes and ways to resolve them.5) To apply various industrial legislations in business.

BBA
FIRST SEMESTER
Paper - : BBA-BC101
BUSINESS COMMUNICATION

Subject Objective

- 1) To provide an overview of Prerequisites to Business Communication.
- 2) To put in use the basic mechanics of Grammar.
- 3) To provide an outline to effective Organizational Communication.
- 4) To impact the correct practices of the strategies of Effective Business writing.

Subject Outcomes

- 1) To be familiar with the complete course outline/Learning Outcomes/ & Assignments.
- 2) Understanding of Paraphrasing, interpreting guidelines & Referencing Styles.
- 3) To demonstrate his/her ability to write error free while making an optimum use of correct Business Vocabulary & Grammar.
- 4) To distinguish among various levels of organizational communication and communication barriers.

UNIT 1	Basics of Communication: Process of communication, components of communication, factors of communication, types of communication, and barriers to communication.
UNIT 2	Introduction to the Writing Process: Formats of letter writing, Basics of Business Writing – 3 x 3 : Writing Process: Pre-writing, Writing and Revising; Pre- writing: Analyze –Anticipate –Adapt , Organizing And Writing Business Messages – Researching Data and Gathering Ideas, Organizing Data , Composing the First Draft, Revising, Proofreading; Evaluating Business Message
UNIT 3	Business Correspondence: Routine Letters and Goodwill Messages: Direct and Indirect Pattern, Types of Routine Letters - Request Letters, Reply Letters, Recommendation Letter, Claims and Adjustment Letters, Complaint letters

	<p>Memo- Principles of précis writing- Approaches to memo writing- Characteristics of a memo, Language and writing style of a memo, Format of a Memo, Kinds of Memos – Procedure and Information Memos, Request and Reply Memos, Confirmation Memos.</p> <p>Circulars- Guidelines for writing a circular- Languages and writing style of a circular- Format of a circular.</p> <p>Notices- Purpose, Format, Important points to remember while writing a notice.</p> <p>Resumes- Types of Resumes – Chronological, Functional and Combination.</p> <p>Application Letters – AIDA Approach, Reference Request Letter, Job Inquiry Letter, Resume Follow up Letter, Interview Follow Up Letter, Rejection Letter; Interviewing for Employment.</p> <p>Writing E-mail- Principles of E-mail, E-mail Etiquette, Overcoming Problems in E-mail Communication.</p>
UNIT 4	<p>Report writing: meaning and significance: structure of reports: negative persuasive and special reporting: Informal reports – proposals; formal reports; organization of press report.</p>
UNIT 5	<p>Presentation Skills: Presentation, elements of presentation, designing of presentation, audio visuals: types, use, placement, tables, graphs, figures.</p>

Reference books:

- 1) Jerry C, Wofford, Edwin, A. Gerloff and Robert C. Cummins: Organisational Communication the Key stone of Managerial Effectiveness.
- 2) Biswajit Das: Business Communication Personality Development - Excel Publications.
- 3) Mc Grath: Basic Managerial Skills for All - 5th Editions, Prentice Hall of India.
- 4) Urmila Rai & S.M. Rai: Business Communication - Himalaya Publishers, Mumbai.

Paper - BBA-ME102
MICRO ECONOMICS

Subject Objective

- 1) To expose the students to the basic concepts of micro economics and macroeconomic theory.
- 2) To equip the students with mathematical, statistical and econometric tools to analyze economic problems.
- 3) To formally analyze the theory of consumer behavior, producer behavior, markets, factor pricing, cost structure and revenue through advanced micro economic theory.

Subject Outcomes

- 1) The course exposes the students to the basic principles of micro economic theory and illustrates how micro economic concepts can be applied to analyze real life situations
- 2) The main outcome to explain how mathematical techniques can be applied to economic theory.
- 3) The course introduces the students to the basic concepts of macro economics.
- 4) The course transmits the body of basic mathematic that enables the study of economic theory specifically, micro economic theory, macro economic theory, statistics and econometrics.

UNIT 1	Nature and scope of Business Economics: Meaning and Characteristics, Scope of Micro and Macro Economics Purpose of Managerial Economics in Business Decision Making
UNIT 2	Theory of Consumer Behavior: Cardinal Utility Theory (assumptions, law of diminishing marginal utility, law of equimarginal utility, consumer's equilibrium, derivation of demand curve), Ordinal Utility Theory (assumptions, meaning and properties of indifference curve, marginal rate of substitution, consumer's equilibrium, income & substitution effects of normal goods under Hicksian approach), Revealed preference theory
UNIT 3	Demand: Law of Demand-Demand Curve, Movement vs Shift of the Demand Curve, Determinants of Demand, Elasticity of Demand (Types-price, income and cross elasticity, Measurement of elasticity of demand) Demand Forecasting: Purpose, Techniques (survey method, statistical method-trend fitting, econometric

	regression method) Supply & Law of Supply
UNIT 4	Theory of Production: Production Function (meaning), Law of Diminishing Returns, Three stages of Production in Short Run, Producer's Equilibrium in Long Run, Law of Returns to Scale
UNIT 5	Theory of Cost: Types, Short Run Cost Curves, Long Run Average Cost Curve, Economies and Diseconomies of scale Concept of Revenue: Total, Average and Marginal Revenue
UNIT6	Market Structure: Perfect Competition (features of pure and perfect competition, determination of price, short and long run equilibrium of a firm, shut down point and its significance), Monopoly (features, causes, short run equilibrium of a firm, concept & conditions of Price Discrimination, Third degree price discrimination), Monopolistic Competition (features, short and long run equilibrium of a firm)

Reference books:

- 1) Dwivedi, D. N, Managerial Economics (Vikas Publishing House: New Delhi)
- 2) Varshney & Maheshwari, Managerial Economics (Sultan Chand & Sons: New Delhi)
- 3) Dholakia & Oza, Microeconomics for Management Students (Oxford University Press: New Delhi)
- 4) Managerial Economics-Udipto Roy(Asian Book: Kolkata
- 5) Samuelson, N., Economics (Tata-McGraw Hill: New Delhi) .

Paper - : BBA-POM103
PRINCIPLES OF MANAGEMENT

Subject Objective

- 1) Analyse the theoretical knowledge with the practical aspects of Organizational setting and techniques or management.
- 2) Understand the dynamic and complex working environment of Business.
- 3) Understand the problems faced by the business sector in the Current scenario.
- 4) Analyse the wps and downs of the stock market.

Subject Outcome

- 1) Describe the influence of historical forces on the current practice of management.
- 2) Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
- 3) Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment.
- 4) Describe the process of management& four functions: planning, organizing, leading, and controlling.

Unit 1	Introduction to Management: Definition, Nature, Role of Managers, Managerial skills and Levels, Basic Functions of Management, Management as an Art, Science or Profession
UNIT 2	Evolution of Management Theory: Scientific Management F.W. Taylor, Henry L Gantt, Frank and Lillian Gilbreth, Theory of Henry Fayol, Fayol’svs Taylor’s comparison. Behavioural Model of Management (Hawthorne studies), Modern Theories of Management (Systems Management School, Situational Approach School)
UNIT 3	Planning: Definition, Nature, Importance, Types of Planning, Steps in Planning; Business forecasting; Concept, Definition, Formal and Informal Organization, Organizational Structure (Functional Organization, Product/ Market Organization and Matrix Structure), Span of Management
UNIT 4	Staffing: Definition, Factors affecting Staffing—The External and Internal

	Environment Identification of Job Requirements, Job analysis-concept, Recruitment, Selection (process and limitations of Selection Process), Nature and importance of Staffing
UNIT 5	Motivating and Leading: Meaning, Nature and Importance of motivation; Types of motivation; Theories of motivation-Maslow, Herzberg, X, Y and Z; Leadership – meaning and importance; Traits of a leader; Leadership Styles .
UNIT 6	Controlling: Nature and Scope of control; Types of Control; Control process; Control techniques – traditional and modern; Effective Control System.

Reference books:

- 1) Koontz, H. and Weihrich, H, Essentials Of Management (Tata McGraw Hill: New Delhi).
- 2) Bose, D. Chandra, Principles of Management and Administration, (Prentice Hall India: New Delhi).
- 3) Stoner, Freeman and Gilbert, Management (Prentice Hall of India: New Delhi).
- 4) Principles and Practices of Management, Haynes, W., New Central Book.

Paper – BBA-IMR104
INTRODUCTION TO MARKETING

Subject Objective

- 1) Define customer behavior and the difference between needs and wants.
- 2) Understand the customer decision-making process.
- 3) Consider the commonalities and differences of business-to-business (B2B) and business-to-consumer (B2C) marketing throughout the purchasing life cycle.
- 4) Define market research - customer behaviour and the difference between needs and wants
- 5) Explain the differences between qualitative and quantitative research.

Subject Outcomes

- 1) Formulate a marketing plan that will meet the needs or goals of a business or organization.
- 2) Develop an integrated marketing communications plan for a product, concept, good and/or service based on an identified market need or target.
- 3) Formulate strategies for developing new and/or modified products, concepts, goods and services that respond to evolving market needs.
- 4) Develop strategies for the efficient and effective placement/ distribution of products, concepts, goods, and services that respond to evolving markets.
- 5) Evaluate the impact of using different marketing strategies for a product, concept, good and/or service, on the finances, Return Investment (ROI) and business goals of an organization.

UNIT 1	Marketing – An Overview: Introduction, Definition of Market, Types of Markets, Meaning and Definition of Marketing, Scope of Marketing, Importance of Marketing, Functions of Marketing, Difference between Marketing and Selling
UNIT 2	Marketing Environment: Introduction, Need and Importance of Environmental Analysis, Methods of Analysis – SWOT, PESTEL, Internal Environment of the Organization, External Environment
UNIT 3	Consumer Behavior: Introduction, definitions, factors influencing consumer behavior, Types of buying decisions, Stages of the buying process, Market segmentation – Need and basis of Segmentation – Targeting – Positioning

UNIT 4	Marketing Mix: Introduction, Components of the “Marketing mix”, Product related decisions, Pricing decisions, Distribution strategy, Promotion Mix, Additional components in the mix, Importance of marketing mix in marketing decisions
UNIT 5	Services Marketing: Introduction, Definition of services, Characteristics of services, Distinction between goods and services, Marketing mix for services, Types of services, Service Quality and its Dimensions, GAP Model.
UNIT 6	Recent Trends in Marketing: Introduction, E-commerce, E-marketing, E-Retailing, Relationship marketing, Mobile marketing, Green marketing

Reference books:

- 1) Philip Kotler , Kevin Lane Keller “ Marketing Management” 15th Edition, Person Publications Limited, 2017.
- 2) Noel Capon and Siddharth Shekar Singh,” Managing Marketing–An Applied Approach”, Wiley India Pvt Limited 2017.
- 3) Kenneth E.Clow. Donald Baack, “Cases in Marketing Management,” 5th edition, Person India Ltd, 2014.
- 4) Arunkumar and Meenakshi, “Marketing Management,” Vikas Publishing House, 2015.
- 5) Ramasamy and Namakumari, Marketing management–Global perspective –Indian context, 5th edition, Macmillan Publishers India Ltd, 2014.

Paper - BBA-BA105

INTRODUCTION TO BUSINESS ACCOUNTING

Subject Objective

- 1) To impart the knowledge basic accounting principles and the latest application oriented corporate accounting methods.
- 2) To develop the decision is making skill through costing methods and practical application of management accounting principles.
- 3) To enhance the computer literacy and its applicability in business through latest version on tally and e-commerce principles.

Subject Outcome

- 1) Students will recognize commonly used financial statements, their components and how information from business transactions flows into these statements.
- 2) Students will demonstrate progressive learning in the elements of managerial decision making, including planning, directing and controlling activities in a business environment.
- 3) Students will be able to demonstrate progressive learning of various tax issues and tax forms related to individuals.

UNIT 1	Basics of Accounting: Basics of Accounting, Accounting Mechanics- Double Entry System, Classification, Rules of Debit and Credit, Accounting Principles. Journal, Ledger and Trial Balance, Mechanics of Posting, Subsidiary Books of Accounting (Cash Book, Purchase Day Book, Sales Day Book, Purchase Return Book, Sales Return Book, Bills Receivable Book, Bills payable Book), Accounting Equation.
UNIT 2	Final Account with Adjustments: Trading Account, Profits & Loss Account, Balance Sheet, Assets & Their Classification, Liabilities & Their Classification, Uses & Limitations of Final Accounts.
UNIT 3	Depreciation: Meaning, Determinant Factors, Methods & Significance.
UNIT 4	Hire Purchase & Installments: Basic concepts of hire purchase and Installments.
UNIT 5	Company Accounts: Issue of Shares, Debentures, Forfeiture and Reissue of Shares.

Reference books:

- 1) Maheshwari, S.N. and S. K. Maheshwari; An Introduction to Accountancy, Eighth Edition, Vikas Publishing House, 2003.
- 2) Goyal & Goyal – An Introduction to Accounting Principles & Practices.
- 3) Gupta, R.L. and V.K. Gupta; Financial Accounting: Fundamentals, Sultan Chand Publishers, 2003.
- 4) Monga, J.R., An Introduction to Financial Accounting, First Edition, Mayoor Paperbooks, 2005.
- 5) S.A Siddiqui-Comprehensive Accounting
- 6) Monga, J.R. and Girish Ahuja; Financial Accounting, Eighteenth Edition, Mayoor Paper Backs, 2003.

Paper - BBA-FC106

FUNDAMENTALS OF COMPUTER APPLICATION

Subject Objective

- 1) Focuses on preparing student for roles pertaining to computer applications and IT industry.
- 2) Start from the basics and in every semester learns each and everything about computers.
- 3) Develop programming skills, networking skills, learn applications, packages, programming languages and modern techniques of IT.
- 4) Get skill and info not only about computer and information technology but also in common, organization and management.
- 5) Information about various computer applications and latest development in IT and communication system is also provided.

Subject Outcomes

- 1) Identify and analyze computer hardware, software and network components.
- 2) Install, configure and remove software and hardware Solve basic information systems problems by applying systems development, word-processing, spreadsheet and presentation software techniques.
- 3) Apply standard statistical inference procedures to draw conclusions from data.
- 4) Retrieve information and create reports from relational databases.
- 5) Make intelligent purchase decisions.

UNIT1	Basics of Computer and Its Evolution: Evolution of computer, Data and Information, Characteristics of computers, Various fields of application of computers, Various fields of computer (Hardware, Software, Human ware and Firmware), Advantages and Limitations of computer, Block diagram of computer, Function of different units of computer, Classification of computers, Types of software (System and Application), Compiler and Interpreter, Generation of language (Machine Level, Assembly, High Level, 4GL)
UNIT 2	Input and Output Devices, Computer Memory: Primary Memory (ROM and its type – PROM, EPROM, EEPROM, RAM) Secondary memory- SASD, DASD Concept, Magnetic Disks – Floppy disks, Hard disks, Magnetic Tape,

	Optical disks – CD ROM and it's type (CD ROM, CD ROM-R, CD ROM - EO, DVD ROM Flash Memory
UNIT 3	Operating System Concept: Introduction to operating system; Function of OS, Types of operating systems, Booting Procedure, Start-up sequence, Dos – History, Files and Directories, Internal and External Commands, Batch Files
UNIT 4	Editors and Word Processors : Basic Concepts: MS-Word, Introduction to desktop publishing Spreadsheets and Database packages: Purpose, usage, commands - MS-Excel Creation of files in MS-Access, MS -PowerPoint
UNIT 5	Concept of Data Communication and Networking: Networking Concepts, Types of networking (LAN, MAN AND WAN), Communication Media, Mode of Transmission (Simplex, Half Duplex, Full Duplex), Analog and Digital Transmission. Synchronous and Asynchronous Transmission, Different Topologies.

Reference books:

- 1) Leon and Leon; Introduction to Information Technology, Leon Tech World.
- 2) Microsoft Office-2000 Complete- BPB Publication.
- 3) Sinha, Kr. Pradeep and Preeti Sinha; Foundations of Computing, BPB Publication.
- 4) Jain, V.K.; Computers and Beginners

SECOND SEMESTER

Paper - BBA-EVS201

ENVIRONMENTAL SCIENCE

Subject Objective

- 1) Understand core concepts and methods from ecological and physical sciences and their application in environmental problem-solving.
- 2) Appreciate key concepts from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions. Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
- 3) Appreciate that one can apply systems concepts and methodologies to analyze and understand interactions between social and environmental processes.

Subject Outcomes

- 1) After completing the major in Environmental Studies, students will be able to: Articulate the interconnected and interdisciplinary nature of environmental studies.
- 2) Demonstrate an integrative approach to environmental issues with a focus on sustainability.
- 3) Use critical thinking, problem-solving, and the methodological approaches of the social sciences, natural sciences, and humanities in environmental problem solving.

UNIT 1	Ecosystems and How They Work:- Structure And Function Of An Ecosystem, Types of An Ecosystem, Producer, Consumers And Decomposers, Food Chain, Food Web And Ecological Pyramid, Energy Flow In An Ecosystem. Sphere of An Earth (Atmosphere, Lithosphere, Biosphere And Hydrosphere) Biodiversity And Biotic Resource (Types, Importance Of Biodiversity, Values, Major Issues, Biosphere Reserves, National Parks And Sanctuaries).
UNIT 2	Concept of Sustainability And International Efforts For Environmental Protection:- Concept of Sustainable Development, Emergence Of Environmental Issues, International Agreement on Environmental Management

	<p>Human Population Growth And Its Effects On The Environment:- Problem Of Population Growth, Poverty And Environment, Population Explosion. Family Welfare Programmed.</p>
UNIT 3	<p>Renewable And Non Renewable Resources:-Defining Resources, Classification Of Resources, Role of Polluting And Non-Polluting Sources Of Energy (Solar Energy, Wind, Water, Geothermal, Natural Gas, And Bio-Fuel).</p>
UNIT 4	<p>Pollution And Public:</p> <p>Water Pollution: Meaning of Water Pollution, Types Of Water Pollution, Sources of Water Pollution, Impacts of Water Pollution On Human Health, Impacts of Water on Animals, Impacts of Plants Due To Water, Impacts Of Water Pollution on Marine Life. Recycling And Management Of Water And Waste Water (Domestic And Industrial) Water Borne Diseases.</p> <p>Air Pollution: Air Pollution Definition, Sources of Air Pollutants (Natural Source of Pollutants ,Anthropogenic Sources of Pollutants)Types Of Air Pollutants ,Impacts of Air Pollutants on Human Health ,Impacts Of Air Pollutants on Plants ,Impacts of Air Pollutants On Materials. Control Devices For Particulate Matter (Settling Chambers, Centrifugal Collectors, Wet Collectors, Fabric Filters) Control of Gaseous Pollutants (Adsorption , Absorption, Condensation). Ambient Air Quality Standards, Steps Taken By Government To Control Air Pollution.</p> <p>Noise Pollution: Noise Pollution Definition, Source of Noise Pollution, Control And Abatement Methods, Preventive Measures of Noise Control, Impacts on Human /Animals.</p> <p>Solid Waste: Municipal Solid Waste Management, Segregation, Disposal Methods, Composting , Landfill Sites.</p> <p>Hazardous Waste Management: Hazardous Waste Management Definition, Classification, Types of Hazardous Waste, Source of Hazardous Waste.</p> <p>Biomedical Waste: Biomedical Waste Definition, Sources of Biomedical Waste, Categories of Biomedical Waste.</p>
UNIT5	<p>Environmental Impact Assessment (EIA) And Environmental Management</p>

	System (EMS) Introduction To EIA, Its Impacts And Case Study, Environmental Information System (EIS), Role Of Information Technology In Environment
UNIT 6	INDIAN ENVIRONMENTAL LAWS: Legal Framework: Constitutional Provisions ,The Indian Penal Code, Role Of Judiciary In Environmental Protection ,Wildlife (Protection)Act 1972,Water (Prevention And Control Of Pollution) Act 1974,Environment(Protection)Act 1986,Air (Prevention And Control of Pollution) Act 1981, Forest Conservation Act 1980.

Reference books:

- 1) Environmental pollution control Engineering, C S Rao, New age international Ltd.
- 2) Text book of Environmental Science and Technology, M. Anji Reddy, BS Publications.
- 3) Environment Pollution: Hazards And Control, R.D. Gupta, concept publishing company.
- 4) Environmental Pollution and Health, V. K. Ahluwalia, The Energy and Resources
Institute

Paper – BBA-MCE202
MACRO ECONOMICS

Subject Objectives

- 1) Capabilities of developing ideas based on them Prepare and motivate students for research studies in Economics especially by developing questionnaire, collecting primary data through field surveys.
- 2) Provide knowledge of a wide range of econometric techniques using excel or other statistical software Motivate students to extract or utilize different websites for secondary data.
- 3) Collection, generating concepts for various facets of economic studies.

Subject Outcomes

- 1) Associate the current economic phenomenon with existing theory and put their views on contemporary economic issues.
- 2) Apply the principle of Macroeconomics in explaining the behavior of Macroeconomic variables at national as well as global level.
- 3) Extend the concepts of Macroeconomics in unfolding the dynamics of energy sectors.

UNIT 1	Structure of Indian Economy Concept of Economic Growth and Economic Development, Growth and Development. Basic Characteristics of Indian Economy Changes in structure of Indian Economy (Primary Sector, Secondary Sector & Tertiary Sector). Trends in National Income Occupational Distribution, Work Force Participation and Changes in Occupational Structure in India.
UNIT 2	Planning and Economic Development and Problems in Indian Economy Objective of Economic Planning in India, Tenth Five Year Plan. Industrial Policy-1991, Disinvestments of Public Enterprises. Economic Problems: Poverty, Inequality, Parallel Economy, Unemployment, Concentration of Economic Power
UNIT 3	Indian Economy & Foreign Trade Concept, Significance, Foreign Exchange Reserve, Balance of Payment, Balance of Trade, Export Import Policy (2002-2007), Foreign Exchange Management Act (FEMA), and Export Promotion.
UNIT 4	Economy – Emerging Issues WTO & Indian Economy (Emerging Areas),

	GATT, TRIMS, TRIPS, Foreign Direct Investment, Portfolio Investment & Foreign Institutional Investors
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Reference books:

- 1) Dhingra, I.C.; Indian Economy, Sultan Chand.
- 2) Aggarwal, A.N., Indian Economy, Vishwa Prakashan,
- 3) Mishra S.K. & V.K. Puri; Problems of Indian Economy, Himalaya Publishing House,
- 4) Datt, Ruddar; Sundhram, Indian Economy, Sultan Chand.

Paper – BBA-OB203
ORGANIZATIONAL BEHAVIOUR

Subject Objectives

- 1) To help the students to develop cognizance of the importance of human behaviour.
- 2) Enable the students to describe how people behave under different conditions and understand why people behave as they do.
- 3) To provide the students to analyze specific strategic human resources demands for future action.

Subject Outcomes

- 1) Students will be able to identify the components of Individual Behavior and apply the concept of Learning, Perception, Attitudes and values.
- 2) The students will be able to distinguish between the various theories of motivation and their application in organizations and also be able to apply these theories to practical problems in organizations. They will also be able to distinguish between a number of different leadership theories; styles and contribute to the effective performance of a team as the team leader or a group member.
- 3) The future managers/ students will be able to analyze the behavior of individuals and groups in organizations in terms of the key

UNIT 1	Introduction: Concept, Nature and Significance of Organizational behaviour; Contributing disciplines to the field of O.B.; O.B. Models; Need to understand human behaviour; Challenges and Opportunities.
UNIT 2	Individual & Interpersonal Behaviour: Biographical Characteristics; Ability; Values; Attitudes-Formation, Theories, Organisation related attitude, Relationship between attitude and behavior; Personality – determinants and traits; Emotions; Motivation and Leadership Learning- Theories and reinforcement schedules, Perception –Process and errors.
UNIT 3	Group Behaviour & Team Development: Concept of Group and Group Dynamics; Types of Groups; Formal and Informal Groups; Stages of Group Development, Theories of Group Formation; Group Norms, Group

	Cohesiveness; Group Think and Group Shift. Group Decision Making; Inter Group Behaviour; Concept of Team Vs. Group; Types of teams; Building and managing effective teams.
UNIT 4	Organization Culture and Conflict Management: Organizational Culture- Concept, Functions, Socialization; Creating and sustaining culture; Managing Conflict – Sources, types, process and resolution of conflict; Managing Change; Managing across Cultures; Empowerment and Participation, Organisational Development

Reference books:

- 1) Prasad, L.M.; *Organizational Behaviour*, Sultan Chand & Sons, 2003.
- 2) Stephen P., Robbins; *Organizational Behaviour*; “Prentice Hall of India Pvt. Ltd.”, New Delhi, 2003.
- 3) Luthans, Fred; *Organizational Behaviour*, Tata McGraw Hill, New Delhi, 2003
- 4) Chhabra, T.N. & Singh, B.P., *Organization Behavior*, Sultan Chand & Sons.
- 5) Khanka, S.S.; *Organizational Behaviour*, Sultan Chand and Sons, New Delhi.

Paper – BBA-IMC204

INTEGRATED MARKETING COMMUNICATION

Subject Objectives

- 1) Gain broad knowledge about fundamentals, principles, and practices of marketing management.
- 2) Develop a theoretical base for sales and promotion.
- 3) Learn fundamentals of the subject ‘Service marketing’ and ‘Retailing Management’
- 4) Get inclined to develop research skills related to international marketing and ‘Retailing Management’
- 5) Learn the practical application of various concepts, theories, and principles related to consumer behavior.

Subject Outcomes

- 1) Demonstrate an ability to develop a strategic integrated marketing communication plan.
- 2) Create appropriately targeting media materials in a variety of formats to include PR, Advertising, Video, VR, Sales and Social Media.
- 3) Demonstrate ethical research, planning and execution of integrated marketing communication efforts that integrates faith with the responsibility.
- 4) To serve and engage communities and social justice globally.

UNIT 1	Concept and Process of Integrated Marketing Communications (IMC): – Definition, Appeal, Executional Framework, Function, Strategy, Theory, Spokesperson, Types Sales Promotion-Different types of Sales Promotion, relationship between Sales promotion and advertising Publicity – Types of Publicity, relationship between advertising and publicity Personal Selling, Direct marketing and direct response methods
UNIT 2	IMC Message Design: Understanding communication process: Source, Message and channel factors, AIDA model, Considerations for creative idea visualization
UNIT 3	Media Management – Media Process – Media Jargons – Media Buying- Strategies and execution

UNIT 4	Suppliers in IMC: Hoarding Contractors/Printers etc. Advertising - Types of agencies, Services offered by various agencies, Departments of Advertising Agency, Client Servicing-client Agency relationship
UNIT 5	Digital Media & Advertising: Digital Media, Evolution of Technology, Convergence of Digital Media, E- Commerce and Digital Media, Advertising on Digital Media, Social Media, Mobile Adverting. Advertising Laws & Ethics: Adverting & Law, Advertising & Ethics, Pester Power, Intellectual Property Rights, ASCI.
UNIT 6	Buzz Marketing, Viral Marketing, Guerilla Marketing. Advertising Agency: Criteria for selecting the agencies and evaluation. Advertising objectives and Budgeting

Reference books:

- 1) Advertising Management, Jaishri Jethwaney & Shruti Jain, Oxford University Press
- 2) Advertising & Promotions: An IMC perspective, Kruti Shah and Alan D'Souza, Tata McGraw Hill
- 3) Advertising Management, Aakar, Batra and Myers, Prentice
- 4) Advertising & Promotions, S H Kazmi and Satish K Batra, Excel
- 5) Advertising; Principles and Practice, Wells, Moriarty and Burnett, Pearson

Paper - BBA-COA205
BASICS OF COST ACCOUNTING

Subject Objective

- 1) Ascertainment of the cost per unit of the different products that a business concern manufacturers.
- 2) Provide requisite data and help in fixing the price of products manufactured or services rendered.
- 3) Present and interpret data for management planning, decision-making, and control.
- 4) Help in the preparation of budgets and implementation of budgetary control.
- 5) To provide specialized services for cost audit in order to prevent errors and frauds.

Subject Outcomes

- 1) Acquire conceptual knowledge of basics of accounting.
- 2) Identify events that need to be recorded in the accounting records.
- 3) Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP.
- 4) Describe the role of accounting information and its limitations.

UNIT 1	Introduction of cost accounting concept :- 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 2	Elements of cost and overheads:- Elements of Cost: Elements of cost, Material, Labour and other Expenses, Classification of cost & Types of Costs, Preparation of Cost Sheet Overheads: Meaning and Classification of Overheads – Treatment of specific items of overheads in cost accounts – stages involved in distribution of overheads – methods of absorption of overheads – treatment of under and over absorption of overheads.
UNIT 3	Methods of Costing :- 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 4	Budget and Budgetary Control: Definition, Meaning and objectives of Budgetary control Advantages and disadvantages of Budgetary Control Types of Budget
UNIT 5	Marginal Costing : Meaning and Various Concepts - Fixed Cost Variable Cost, Contribution, P/V Ratio, Break Event Point, Margin of Safety
UNIT 6	<p>Standard Costing : Definition and Meaning of Various Concepts ,Advantages and limitations of Standard Costing ,Variance Analysis–Material and labour Variances only</p> <p>Area of Practical Problems:</p> <p>Simple Problems on:</p> <p>Cost Sheet</p> <p>Techniques of Costing</p> <p>Marginal Costing</p> <p>Budget and Budgetary Control–Flexible and Cash Budget</p> <p>Standard Costing – Material and Labour Variances only</p>

Reference books:

- 1) Maheshwari, S. N. and S. N. Mittal; *Cost Accounting – Theory and Problems*, 22nd Revised Edition, ShriMahavir Book Depot, New Delhi, 2003.
- 2) Jain and Narang; *Cost Accounting*, Kalyani Publishers, 2002.
- 3) Arora,M.N.,*Cost Accounting* 2nd Edition, 2001Vikas Publishing House Pvt. Ltd.
- 4) Gowda, J. Made; *Advanced Cost Accounting*, 1st Edition, Himalya Publishing House,
- 5) Advanced cost Accounting by Saxena and Vasistha.

Paper - BBA-EXC206
ADVANCE EXCEL

Subject Objective

- 1) Handle large amounts of data.
- 2) Aggregate numeric data and summaries into categories and subcategories.
- 3) Expand and collapse or drill down into levels of data to focus on areas of interest.
- 4) Filtering, sorting, and grouping data or subsets of data.
- 5) Use automation (Macros) to generate pivot tables.
- 6) Present concise visual reports of complex data.

Subject Outcomes

- 1) Use advanced functions and productivity tools to assist in developing worksheets
- 2) Manipulate data lists using Outline, Auto filter and PivotTables
- 3) Use Consolidation to summarise and report results from multiple worksheets
- 4) Record repetitive tasks by creating Macros
- 5) Use Hyperlinks to move around worksheets

UNIT 1	Excel Introduction: An Over View Of The Screen, Navigation And Basic Spreadsheet Concepts. Various Selection Techniques And Short Keys.
UNIT 2	Customizing Excel: Customizing The Ribbon, Using And Customizing Auto Correct, Changing Excel's Default Options.
UNIT 3	Basic Function: Using Functions – Sum, Average, Max, Min, Count, Counta. Absolute, Mixed and Relative Referencing.
UNIT 4	Formatting And Proofing: Currency Format, Format Painter, Formatting Dates, Formatting Cells With Numbers Formats, Font Formats, Alignment, Borders.
UNIT 5	Mathematical Functions: Sumlf, Sumlfs, Countlfs, Averagelfs, Nestedif, And , Or, Not.
UNIT6	Text Functions: <ul style="list-style-type: none"> • Upper, Lower, Proper • Left ,Mid ,Right

	<ul style="list-style-type: none"> • Trim, Len ,Exact • Concatenate • Find ,Substitute
UNIT 7	Date And Time Function: Today, Now Day, Month, Year. Date , Date If ,Date Add, E.g. month ,Weekday
UNIT 8	Pivot Tables: Creating Simple Pivot Tables, Basic And Advanced Value Field Setting, Classic Pivot Table, Choosing Field, Filtering Pivot tables, Modifying Pivot table Data, Grouping Based On Numbers And Dates, Calculated Field & Calculated Items Arrays Functions: What Are The Array Formulas Use Of The Array Formulas? Basic Examples of Arrays (Using Ctrl + Shift + Enter). Array With If, Len And Mid Functions Formulas. Array with Lookup Functions. Advanced Use Of Formulas With Array.
UNIT 9	Lookup Functions
UNIT 10	Charts and Slicers: Various Charts I.E. Bar Charts / Pie Charts / Line Charts, Using SLICERS, Filter Data with Slicers, Manage Primary and Secondary Axis

Reference books:

- 1) Microsoft Excel 365 Bible: The Comprehensive Tutorial Resource, Wiley Publications.
- 2) Excel 2019 All-in-One for Dummies by George Harvey 1st edition

THIRD SEMESTER

Paper - BBA-LAB301

LEGAL ASPECT OF BUSINESS

Subject Objective

- 1) To gain knowledge of the branches of law which relate to business transactions, certain corporate bodies and related matters.
- 2) Also to understand the applications of these laws to practical commercial situations.

Subject Outcome

- 1) Know the rights and duties under various legal Acts.
- 2) Understand the consequences of applicability of various laws on business situations.
- 3) Develop critical thinking through the use of law cases.

UNIT 1	Nature, Meaning and Significance of law, Society, state and Rule of law, sources of Business Laws, Indian Contract Act, 1872 (Fundamental Knowledge) Essentials of valid contract, discharge of contract, remedies for breach of contract. Contracts of Indemnity, Guarantee, Bailment, Pledge and Agency
UNIT 2	Indian Partnerships Act, 1932: Definition and Nature of partnership, Relation of partners Inters with Third parties, Incoming and outgoing partners, Dissolution of firms, Registration of Firms
UNIT 3	Sale of Goods Act 1930: Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, Rights of an unpaid seller, Remedies for breach of contract of sale of goods, Auction Sales
UNIT 4	The Negotiable Instruments Act, 1881 – Essentials of a Negotiable instruments, Kinds of Negotiable Instrument Holder and Holder in Due Course, Negotiation by endorsements, Promissory Notes, Bills of Exchange and cheques, Parties to Negotiable Instruments, crossing of a cheque & Dishonour of a cheque
UNIT 5	The Companies Act, 1956 (Basic elementary knowledge) Essential characteristics of a company, types of companies, memorandum and articles of association, prospectus, shares –kinds, allotment and transfer, debentures, essential conditions for a valid meeting, kinds of meetings and resolutions. Directors, Managing Directors-their

	appointment, qualifications, powers and limits on their remuneration, prevention of oppression and mismanagement
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Reference books:

- 1) Maheshwari, S.N. and S.K. Maheshwari; A Manual of Business Law, 2nd Edition, Himalaya Publishing House, 2004.
- 2) Kuchhal M.C., "Modern Indian Company Law", 2004, Shree Mahavir Book Depot
- 3) Kuchhal, M. C.; Business Law, Vikas Publishing House, New Delhi, 2004.
- 4) Kapoor, N. D.; Elements of Mercantile Law, Sultan Chand & Sons, New Delhi, 2003
- 5) Gulshan S.S. and Kapoor G.K., "Business Law including Company Law", 2003, New Age International Private Limited Publishers.
- 6) Aggarwal S.K., "Business Law, 2003", Galgotia Publishing Company.
- 7) Kapoor, N. D.; Elements of Company Law, Sultan Chand & Sons, New Delhi, 2003.

Paper - BBA-DM302

DIGITAL MARKETING & E-COMMERCE

Subject Objective

- 1) This course provides an introduction to information systems for business and management.
- 2) It is designed to familiarize students with organizational and managerial foundations of systems, the technical foundation for understanding information systems

Subject Outcome

- 1) Understand the basic concepts and technologies used in the field of management information
- 2) Have the knowledge of the different types of management information systems
- 3) Understand the processes of developing and implementing information systems
- 4) Be aware of the ethical, social, and security issues of information systems

UNIT 1	E-Business Framework: Definition of E-Business, Origin of E-Business, History of the Internet, E-Business Opportunities for Businesses, Working of E-Business, E-Business Vs the Traditional Business Mechanism, Advantages of E-Business, Disadvantages of E-Business, Main Goals of E-Business.
UNIT 2	Network Infrastructure for E-Commerce: Local Area Network (LAN), Ethernet: IEEE 802.3: Local Area Network (LAN) Protocols, Wide Area Network (WAN), The Internet, TCP/IP Reference Model, Domain Names, Hyper Text Markup Language (HTML), Simple Exercises in HTML. Common Gateway Interface (CGI), Multimedia Objects, Network Access Equipment, Network Cables, Broadband Telecommunication.
UNIT 3	E-Business: Requirements and Architecture: Requirements of E-Business, Functions of E-Business, E-Business Framework Architecture, I-way or Information Highway. Business Models: Evolution of Internet Business Models, Business Models in Practice, Business Model: The Six Components. Security In Electronic Business: Intranet and Extranet Security: Threats and Protection, Protection Methods, Data and Message Security, Firewalls.
UNIT 4	E-Payment Systems: Introduction of e-payment system, difference between traditional payment and e-payment system. B2B Electronic Payments, Third-

	Party Payment Processing, Electronic Payment Gateway–Security Standard for Electronic Payment System. Different types of e-payment systems and its advantages and disadvantages.
UNIT 5	E-Marketing: Challenges of Traditional Marketing, Retailing in E-Business Space, Internet Marketing, Advertisement and Display on the Internet, E-Business for Service Industry. Legal and Ethical Policy Issues: Protection of Privacy and Intellectual Property, Strategy Planning for E-Business.

Reference books:

- 1) Agarwala & Agarwala, E-Commerce
- 2) Bajaj & Nag, E-Business (TMH: New Delhi)

Paper - BBA-HRM 303

HUMAN RESOURCE MANAGEMENT

Subject Objective

- 1) To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations.
- 2) To help the students focus on and analyze the issues and strategies required to select and develop manpower resources.
- 3) To develop relevant skills necessary for application in HR related issues.
- 4) To enable the students to integrate the understanding of various HR concepts along with the domain concept in order to take correct business decisions.

Subject Outcome

- 1) Develop the understanding of the concept of human resource management and to understand its relevance in organizations.
- 2) Develop necessary skill set for application of various HR issues.
- 3) Analyze the strategic issues and strategies required to select and develop manpower resources.
- 4) Integrate the knowledge of HR concepts to take correct business decisions.

UNIT 1	Human Resource Management: Introduction: Concept, nature, scope, objectives and importance of HRM; Evolution of HRM; Challenges of HRM; Personnel Management vs HRM, Difference between HRM and Personnel Management.
UNIT 2	Acquisition of Human Resources: HR Planning: Definition, Objectives, Need, Importance and the Process. Job analysis: Meaning of job analysis, steps of job analysis, difference between job description and job specification.
UNIT 3	Recruitment: Meaning and Importance, Sources of Recruitment ,Methods of Recruitment, Recruitment Process, Recruitment v/s Selection, New Trends in Recruitment a) Out Sourcing b) Poaching/ Raiding c) E-Recruitment. Selection: Introduction, Meaning and Importance of Selection, Steps in Selection Process, Induction, Steps in Induction Process.

UNIT 4	<p>Training and Development: Concept and importance of training, types of training, methods of training ,design of training programme , evaluation of training effectiveness, difference between training and development .</p> <p>Career Planning: Introduction, steps in career development, methods and importance of career development.</p>
UNIT 5	<p>Compensation and Maintenance: Compensation: Elements of Compensation, Base Compensation, factors Affecting Compensation, Fringe Benefits, Time Wage and Piece Wage Systems.</p> <p>Job evaluation: Concept, process and significance; components of employee remuneration – base and supplementary;</p>
UNIT 6	<p>Performance Appraisal, Significance of Performance Appraisal, Objectives of Performance Appraisal, Performance Appraisal and Career Development, Challenges of Performance Appraisal, Process of Performance Appraisal, Performance Appraisal Methods, Traditional Approach, Modern Approach.</p>
UNIT 7	<p>Grievances - Introduction of Grievance Handling Procedure, Model Grievance Procedure, and Essentials of a Sound Grievance Procedure, Discipline, Principles and Procedure for Disciplinary Action, Employee Exit</p>

Reference books:

- 1) Human Resource Managements: by V. S. P. Rao | 30 November 2010
- 2) Essentials of HRM and Industrial Relation by Subba Rao P | 6 October 2014
- 3) Human Resource Management, Text & Cases by K Aswathappa | 4 July 2018
- 4) Human Resource Management | Fifteenth Edition | By Pearson by Gary Dessler and Biju Varrkey | 26 December 2017

Paper - BBA-CB304
CONSUMER BEHAVIOUR

Subject Objective

- 1) To understand consumer behavior in an informed and systematic way.
- 2) To analyze personal, socio-cultural, and environmental dimensions that influence consumer decisions making.
- 3) To enable students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behavior.
- 4) To give the students a perspective to understand the application of market research in framing effective marketing strategies.

Subject Outcome

- 1) Demonstrate how knowledge of consumer behavior can be applied to marketing.
- 2) Identify and explain factors which influence consumer behavior.
- 3) Relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.
- 4) Use appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situations.
- 5) In a team, work effectively to prepare a research report on consumer behavior issues within a specific context.

UNIT 1	Introduction to Consumer Behaviour and Consumer Research: Introduction, Consumer Behaviour – Definition, Consumer and Customers, Buyers and Users, Organizations as Buyers, Development of Marketing Concept, Consumer Behaviour and its Applications in Marketing, Consumer Research Process.
UNIT 2	Consumer Personality: Introduction, Self-concept, personality Theories, Brand Personality, emotions.
UNIT 3	Consumer Perception: Introduction, Sensation (Exposure to Stimuli), Perceptual Selection, Perceptual Organisation, Factors that Distort Individual

	Perception, Price Perceptions, Perceived Product and Service Quality, Consumer Risk Perceptions.
UNIT 4	Consumer Attitudes: Introduction, Functions of Attitude, Attitude Models, Factors that Inhibit Relationship between Beliefs, Feelings and Behaviour, Learning Attitudes, Changing Attitudes, Attitude Change Strategies
UNIT 5	Cultural Influences on Consumer Behaviour: Introduction, Characteristics of Culture, Values, Sub-cultures, Cross-cultural Influences, Cultural Differences in Non-verbal Communications.
UNIT 6	Consumer buying decision process: Problem Recognition, Information Search and Evaluation of Alternatives: Introduction, Problem Recognition, Information Search, Evaluation of Alternatives
UNIT 7	Consumer decision-making process: Outlet Selection, Purchase and Post Purchase Behaviour, Introduction, Outlet Selection and Purchase, Post Purchase Behaviour.
UNIT 8	Organizational Buying Behaviour: Introduction, Organizational Buyer Characteristics, Purchase and Demand Patterns, Factors Influencing Organizational Buyer Behaviour, organizational Buyer Decision Process, Organizational Buying Roles.

Reference books:

- 1) Consumer Behaviour, Schiffman Kanuk And S. Ramesh Kumar, Pearson, Latest Edition
- 2) Consumer Behaviour, Concepts and Applications, Loudon and Bitta, TMH, Latest Edition.
- 3) Consumer Behavior, Blackwell and Engel, Cengage Publication, Indian Edition.

Paper - BBA-MA305

BASICS OF MANAGEMENT ACCOUNTING

Subject Objective:

- 1) To enhance the abilities of learners to develop the concept of management accounting and its significance in the business.
- 2) To enhance the abilities of learners to analyze the financial statements.
- 3) To enable the learners to understand, develop and apply the techniques of management accounting in the financial decision making in the business corporate.
- 4) To make the students develop competence with their usage in managerial decision making and control.

Subject Outcome:

- 1) Understand various costing systems and management systems.
- 2) Analyze and provide recommendations to improve the operations of organizations through the application of Cost and Management accounting techniques.
- 3) Evaluate the costs and benefits of different conventional and contemporary costing systems. Differentiate methods of schedule costs as per unit of production.
- 4) Differentiate methods of calculating stock consumption.
- 5) Identify the specifics of different costing methods.
- 6) Analyze cost-volume-profit techniques to determine optimal managerial decisions.

UNIT 1	Management Accounting: Nature and Scope, Financial Accounting, Cost Accounting and Management Accounting, Advantages and Limitations of Management Accounting, Role of Management Accountant
UNIT 2	Financial Statement Analysis: Financial Statements and their Limitations, Concepts of Financial Analysis, Tools of Financial Analysis: Comparative Financial Statements, Common Size Financial Statements, Trend Percentages

UNIT 3	<p>Ratio Analysis, Fund Flow and Cash Flow Analysis:</p> <p>Ratio Analysis: Nature and Interpretation, Classification of Ratios, Profitability Ratios, Turnover Ratios, Financial Ratios, Utility and Limitations of Ratios, DUPONT Control Chart.</p> <p>Funds & Cash Flow Analysis: Concept of Funds Flow Statement, Sources and Uses of Funds, Managerial Uses of Funds Flow Analysis, Construction of Funds Flow Statement, Distribution of Cash from Funds, Utility of Cash Flow Statement, Accounting Standard 3 (AS 3: Revised), Construction of Cash Flow Statement.</p>
UNIT 4	<p>Budgets and Budgetary Control: Concept of Budgets and Budgetary Control, Advantages and Limitations of Budgetary Control, Establishing a System of Budgetary Control, Preparation of Different Budgets, Fixed and Flexible Budgeting, Performance Budgeting and Zero Base Budgeting, Concept of Responsibility Accounting – Types of Responsibility Centres.</p> <p>Standard Costing and Variance Analysis: Meaning of Standard Cost, Relevance of Standard Cost for Variance Analysis, significance of Variance Analysis, Computation of Material, Labour Variances.</p>
UNIT 5	<p>Marginal Costing and Profit Planning: Marginal Costing differentiated from Absorption Costing, Direct Costing, Differential Costing, Key Factor, Break-even Analysis, Margin of Safety, Cost-Volume-Profit Relationship, Advantages, Limitations and Applications of Marginal Costing.</p>

Reference books:

- 1) Maheshwari , S.N.; Principles of Management Accounting, Sultan Chand & Sons,2003 Fourteenth Edition
- 2) Khan & Jain; Management Accounting, Tata McGraw Hill Publishing House, 2002Third Edition.
- 3) Pandey, I.M.; Management Accounting, Vikas Publishing House, 2003 Third Edition.

FOURTH SEMESTER

Paper - BBA-RM 401

RESEARCH METHODOLOGY

Subject Objective

- 1) Have a thorough knowledge of the literature and a comprehensive understanding of scientific methods and techniques applicable to their own research.
- 2) Be able to demonstrate originality in the application of knowledge, together with a practical understanding of how research and enquiry are used to create and interpret knowledge in their field.
- 3) Have developed the ability to critically evaluate current research and research techniques and methodologies.
- 4) Have self-direction and originality in tackling and solving problems.

Subject Outcome

- 1) Minimize the risk of injury or illness to laboratory workers by ensuring that they have the training, information, support and equipment needed to work safely in the laboratory.
- 2) Use chemistry related software's such as Gaussian, Gauss view and chemdraw.
- 3) Use databases such as SciFinder, Scopus and Cambridge structure database.
- 4) Develop skills for systematic, articulate, and orderly presentation of research work in a written form containing relevant information on the research work carried out.

UNIT 1	Research – An Introductory Approach: Meaning, Characteristics and Importance, Types of Research: Fundamental and Applied Research The Basic Research Process: An Overview and Steps
UNIT 2	Research Problems: Meaning, Components and Steps to be Followed While Formulating a Research Problem/ Criteria of a Good Research Problem
UNIT 3	Research Design: Meaning, Characteristics of good research design; Components of a Research design, Different Research Designs; Measurement in Research; Data types; Sources of Error.
UNIT 4	Methods of Data Collection: Various sources of market Information: Methods

	of collecting Market information, Primary Data, Secondary data, Collection of Data through Random Sampling, Questionnaire & Interview Schedule, Difference between questionnaire & interview schedule, Case Study Method
UNIT 5	Sampling Design: Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-(simple random, stratified random, systematic and cluster samplings, Probability & Non Probability sampling. Tabulation: Meaning and Rules for Tabulation and Parts of a Table
UNIT 6	Data analysis: Quantitative Analysis Frequency Distributions: Cross tabulation, Graphing: Stem and Leaf Plot and Box-and whiskers-Plot, Indices: Ratios, rates, percentages and Proportions, Measures of Central Tendency and Variability, Measures of Relation: Correlation and Regression, Probability and Probability Distributions, Tests of Hypothesis: Z-Test, F-Test, t-Test and Chi-square Test. Data Analysis – Qualitative research Focus groups, Interviews, Ethnography, Grounded Theory, Participant observation and Content Analysis- Brief overview
UNIT 7	Presentation- Diagrams; graphs; charts. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precaution for writing report

Reference books:

- 1) Ghosh, B.N. *Scientific Method and Social Research* (Sterling: New Delhi)
- 2) Krishnaswami *Methodology of Research in Social Science* (Himalaya Publishing House:, O.R.Mumbai.)
- 3) Kothari, C.R. *Research Methodology – Methods and Techniques* (New Age: New Delhi)

Paper - BBA-TAX 402

TAXATION

Subject Objective

- 1) To know the basic concepts of Agriculture Income, Casual Income, Assessment year etc.
- 2) To know the Income from salaries.
- 3) To know that how to make a computation of the head Income from House property, Profits & Gains from Business & Profession.
- 4) To know that how to make a computation of Income from Capital Gains, Other Sources.
- 5) To know the Deductions to be made from Gross Total Income.

Subject Outcome

- 1) Students would identify the technical terms related to Income Tax.
- 2) Students would determine the residential status of an individual and scope of total income.
- 3) Students would compute income from salaries, house property, business/profession, capital gains and income from other sources.
- 4) Students would discuss the various benefits/ deductions under Chapter VI-A of the Income tax act, 1961.
- 5) Students would compute the net total income of an individual.

UNIT 1	Income Tax Act 1961: Fundamental Concepts and definitions under Income Tax Act, 1961; Objectives of Income Tax, Taxation Structure in India, Residential status and Tax incidence
UNIT 2	Computation of taxable Income under different heads of Income: Income from Salary: Salient features, Meaning of salary, Allowances and tax liability, perquisites and their valuation, deductions from salary Income from House Property: Basics of chargeability, Annual Value, Self-occupied and let out property, deductions allowed Profits and gains from Business or Profession: Definition-deductions expressly allowed and disallowed, Chargeability- meaning and concept of short term and long term capitalgains, Permissible deductions Income from other sources

UNIT 3	Assessment of Individuals and Tax liabilities
UNIT 4	Miscellaneous: Tax deducted at source-return of Oncome, Advance payment of Tax, Refund of Tax
UNIT 5	An introduction to Corporate Taxation
UNIT 6	Introduction and basic features of : Excise, Customs, Service Tax, VAT, Central Sales Tax

Reference books:

- 1) H.C Malhotra; Indian Income Tax Act
- 2) Singhanian Dr., V. K.andSinghanian Monica; Students Guide to Income Tax,
Taxman Publications.
- 3) V.K Singhanian-Direct Taxes-Law and Practice
- 4) Ahuja, Girish and Gupta Dr. Ravi; Practical approach to Direct and Indirect Taxes

Paper – BBA-POR403

PRODUCTION AND OPERATION RESEARCH

Subject Objective

- 1) Developing an understanding of the principles and methods of operations research and its applications in production and operations management.
- 2) Gaining knowledge of mathematical and statistical tools used in operations research such as linear and non-linear programming, simulation, and decision analysis.
- 3) Developing the ability to use operations research techniques to analyze and solve problems related to production and operations management, such as inventory control, scheduling, and facility location.
- 4) Building skills in using optimization techniques and software to design and improve production systems and processes.
- 5) Understanding the role of technology and automation in production and operations management, and the impact of these factors on efficiency and productivity.

Subject Outcome

- 1) Developing an understanding of the principles and methods of operations research and its applications in production and operations management.
- 2) Gaining knowledge of mathematical and statistical tools used in operations research such as linear and non-linear programming, simulation, and decision analysis.
- 3) Developing the ability to use operations research techniques to analyze and solve problems related to production and operations management, such as inventory control, scheduling, and facility location.
- 4) Building skills in using optimization techniques and software to design and improve production systems and processes.
- 5) Understanding the role of technology and automation in production and operations management, and the impact of these factors on efficiency and productivity.

UNIT 1	Introduction to Operation Research: Meaning, Evolution, approaches, techniques and scopes of operations research, managerial application of Operation Research.
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	<p>Linear programming: Introduction, meaning characteristics, graphical approaches and its utility simplex method, dual linear programming, Mathematical Formulation of the Problem</p>
<p>UNIT 2</p>	<p>Transportation & Assignment Problem: The general structure of the problem, methods of initial allocation degeneracy, optimal solution of transportation problem</p> <p>Assignment Models: Balanced and Unbalanced Assignments Models, Hungarian Method</p> <p>Game Theory- Meaning and concept</p>
<p>UNIT 3</p>	<p>Network Analysis: PERT/CPM background and development, stages in application PERT networking analysis, CPM, Determination of CPM, Determination of earliest expected & latest allowable times.</p> <p>Inventory control: Classification of Inventory control, EOQ model, inventory control system, ABC Analysis, Advantages of EOQ model in management.</p>

Reference books:

- 1) Kanti Swarup, Gupta, P.K. and Manmohan, Operations Research (Sultan Chand: New Delhi)
- 2) Gupta-Manmohan, Problems in Operations Research (Sultan Chand: New Delhi)
- 3) Satyanarayana, M. and Raman, L. Management Operations Research Hill – Liberman, Introduction to Operations Research (Tata McGraw Hill: New Delhi)

Paper - BBA-SDM404

SALES AND DISTRIBUTION MANAGEMENT

Subject Objective

- 1) Developing an understanding of the principles and practices of sales and distribution management, including sales strategy, pricing, promotions, and distribution channels.
- 2) Gaining knowledge of key concepts and tools used in sales and distribution management, such as market research, data analysis, and relationship management.
- 3) Developing the ability to analyze market trends and competitor activity, and use this information to develop effective sales and distribution strategies.
- 4) Understanding the role of sales and distribution management in the broader context of the organization, and how it contributes to the overall performance of the company.

Subject Outcome

- 1) Understanding of the principles and practices of sales and distribution management, including sales strategy, pricing, promotions, and distribution channels.
- 2) Knowledge of the key concepts and tools used in sales and distribution management, such as market research, data analysis, and relationship management.
- 3) Ability to analyze market trends and competitor activity, and use this information to develop effective sales and distribution strategies.
- 4) Skills in identifying and pursuing new business opportunities, managing relationships with key accounts and partners, and leading a successful sales team.
- 5) Understanding of the importance of customer service and satisfaction, and the ability to develop and implement strategies to improve these areas.

UNIT 1	Sales Management – Objectives – Market Potential – Analysing Market Potential –Sales potential- Market Indexes – Personal selling process-Sales Forecast - Sales Forecasting Methods-Understanding online tools used along with traditional methods-Nature of Sales Management Positions – Functions of the Sales Executive, Sales Organization – Purpose -Setting up a Sales Organization - Basic types of Sales Organizational Structures – Organization of the sales department -Schemes for dividing Line Authority in the Sales Organization
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UNIT 2	Sales Force Management – Job Analysis – Job Description - Organization for Recruiting and Selection –Sources of Sales Force Recruits – The Recruiting Effort – Selecting Sales Personnel .Training , Motivation Compensation of Sales Force and performance evaluation : Building Sales Training Programs – Selecting Training Methods – Organization for Sales Training – Evaluating Sales Training Programs
UNIT 3	The Sales Budget: Purpose of the Sales Budget – Form and Content – Budgetary Procedure - Quotas: Objectives in using Quotas - Types of Quotas and Quota-Setting Procedures— Sales Territories: Sales Territory Concept – Reasons for Establishing Sales Territories – Procedures for Setting up Sales Territories – Routing and Scheduling Sales Personnel.
UNIT 4	Marketing Channels, their Structure: Channel Intermediaries-Role and Types; Wholesaling and Retailing; Logistics of Distribution; Channel Planning, Organizational Patterns in Marketing Channels: Assessing Performance of Marketing Channels; International Marketing Channels.

Reference books:

- 1) Spiro, R., Stanton, W., and Rich, G., *Management of a Sales Force*, Tata McGraw - Hill Education
- 2) Still, R. R., Edward, C. W., and Govoni, A. P., *Sales Management: Decisions, Strategies and Case*, Pearson Education
- 3) Venugopal, P., *Sales and Distribution Management: An Indian Perspective.*, Response Books.
- 4) Coughlan, A., Anderson, E., Stern, L. W., and El-Ansary, A., *Marketing Channels*, Pearson

Paper - BBA-BS405
BUSINESS STATISTICS

Subject Objective

- 1) To demonstrate knowledge of probability and the Standard statistical distribution.
- 2) To study and compute each of the following three measures of central tendency (mean, median, mode).
- 3) To study and calculate the range and quartile range and also realize that these are relatively crude measures.

Subject Outcome

- 1) Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis.
- 2) Critically evaluate the underlying assumptions of analysis tools.
- 3) Solve a range of problems using the techniques covered.
- 4) Conduct basic statistical analysis of data.

UNIT 1	Introduction Definition of Statistics, Importance and Scope of Statistics, Limitation of Statistics, Descriptive and Inferential Statistics
UNIT 2	Collection, Editing and Presentation of Data: Statistical data, Primary and Secondary data, Methods of collection of data, Survey sampling population parameters and sample statistics, principles of sampling, sampling methods (probability sampling methods & non-random sampling methods), concept of sampling distributions Presentation of data: textual and tabular presentations; Construction of a table and the different components of a table. Frequency distribution, Diagrammatic Representation of frequency distribution, Diagrammatic representation of data: Line diagrams, Bar diagrams, Pie charts and divided-bar diagrams
UNIT 3	Measures of Tendency: Meaning of central tendency, Common measures of central tendency, Relationship among A.M, G.M and H.M, Weighted means, Quartiles, Deciles, Percentiles

	<p>Measures of Dispersion: Meaning and objective of dispersion; Characteristics of a good measure of dispersion; Different measures of dispersion – Range, Quartile deviation, Mean deviation, Mean Absolute deviation, Standard deviation; Comparison of the different measures of dispersion. Measures of relative dispersion – Coefficient of Variation. Combined mean and standard deviation, Graphical measure of dispersion</p>
UNIT 4	<p>Correlation and Regression: Analysis of Bivariate data. Correlation Analysis – Meaning of correlation; Scatter Diagram; Karl Pearson’s coefficient of linear correlation; Calculation of the correlation coefficient from grouped data; Properties of the correlation coefficient; Advantages and limitations of the coefficient of correlation; Idea of rank correlation; Spearman’s rank correlation coefficient. Regression Analysis – Two lines of regression; Some important results relating to regression lines; Correlation Coefficient and the two Regression Coefficients; Coefficient of determination; Concept of multiple regression.</p>
UNIT 5	<p>Index Number: Meaning of Index Number, Problems in construction of Index Number, Type of Index Numbers, Different formulae, Cost of living index number, Uses of index numbers</p>

Reference books:

- 1) Gupta, S.P, Gupta, M.P Gupta (Sultan Chand & Sons)
- 2) Statistics for Management – Richard Levin, David S. Rubin
- 3) Das, N.G. Statistical Methods (.M. Das & Co.: Kolkata).
- 4) Hogg, Introduction to Mathematical Statistics (Pearson: New Delhi)

FIFTH SEMESTER
Paper –BBA-PM501
PROJECT MANAGEMENT

Subject Objective

- 1) To make them understand the concepts of Project Management for planning to execution of projects.
- 2) To make them understand the feasibility analysis in Project Management and network analysis tools for cost and time estimation.
- 3) To enable them to comprehend the fundamentals of Contract Administration, Costing and Budgeting.
- 4) Make them capable to analyze, apply and appreciate contemporary project management tools and methodologies in Indian context.

Subject outcome

- 1) Understand project characteristics and various stages of a project.
- 2) Understand the conceptual clarity about project organization and feasibility analyses – Market, Technical, Financial and Economic.
- 3) Analyze the learning and understand techniques for Project planning, scheduling and Execution Control.
- 4) Understand the contract management, Project Procurement, Service level Agreements and productivity.

UNIT 1	Introduction: Generation and screening of project ideas, Concepts of project management Concept and categories of projects, Project life-cycle phases, Project management concepts, Tools & Techniques for project management, Roles and responsibilities of a project manager.
UNIT 2	Project Formulation: Project Formulation stages, Bottlenecks, Feasibility Study of Project- Market Analysis, Technical Analysis and Financial Analysis, Financing arrangements - finalization of project implementation schedule

UNIT 3	Administrative Agencies: Administrative agencies for project approval: Ministry of Finance, Bureau of public enterprises, Planning commission, Public investment board. Organizing Human Resources and Contracting, Delegation of project manager’s authority, Project Organization, Accountability in project execution, Contracts, ‘R’ of contracting, Tendering and Selection of contractors, Team building.
UNIT 4	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 5	Project Implementation: Stages of project direction, Communications in a project, Coordination guidelines for effective implementation, Reporting in project management, Types & Methods of Project Evaluation and its Objectives Project Appraisal Criteria: NPV (Net Present Value), IRR (Internal Rate of Return) and Pay Back Period (PBP) Network Techniques for Project Management: Development of project Work, PERT and CPM Model and Network Cost System, Project cash flows, Incremental principle, Long term funds principle, Exclusion of financing costs principle.

Reference books:

- 1) Project Management - Choudhary - TataMcGraw Hill Pub.
- 2) Project Management: The Managerial Process (Special Indian Edit.) -Clifford F Gray
- 3) Projects: Planning, Analysis, Selection, Financing, implementation and Review - Chandra, Prasanna

Paper –BBA-FM502
FINANCIAL MANAGEMENT

Subject Objective

- 1) Provide an in-depth view of the process in financial management of the firm.
- 2) Develop knowledge on the allocation, management and funding of financial resources.
- 3) Improving students' understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario.
- 4) Enhancing student's ability in dealing short-term dealing with day-to-day working capital decision; and also longer-term dealing, which involves major capital investment decisions and raising long-term finance.

Subject Outcome

- 1) Explain the concept of fundamental financial concepts, especially time value of money.
- 2) Apply capital budgeting projects using traditional methods.
- 3) Analyze the main ways of raising capital and their respective advantages and disadvantages in different circumstances.
- 4) Integrate the concept and apply the financial concepts to calculate ratios and do the capital budgeting.

UNIT 1	Financial Management: Meaning, Scope, objectives of Financial Management --- Profit Vs. Wealth Maximization. Financial Management and other Areas of Management ---Finance Function. Sources of Financing: Classification of Sources of Finance, Security Financing, Loan Financing, Project Financing.
UNIT 2	Concept in Valuation: Valuation Concepts, Valuation of Securities viz., Debentures, Preference shares and Equity Shares.
UNIT 3	Capital Structure: Meaning, Capital Structure and Financial Structure, Patterns of Capital Structure, Optimum Capital Structure, Capital Structure Theories, Factors Determining Capital Structure, Capital Structure Practices in India.

	<p>Cost of Capital: Concept, Importance, Classification and Determination of Cost of Capital.</p> <p>Leverages: Concept, Types of leverages and their significance.</p>
UNIT 4	<p>Capital Budgeting: Nature of Investment Decisions, Investment evaluation criteria, Net Present value, Internal rate of return, Comparison between NPV and IRR.</p>
UNIT 5	<p>Working Capital Management: Concept, Management of Cash, Management of Inventories, Management of Accounts Receivable and Accounts Payable, over and under Trading.</p>
UNIT 6	<p>Inventory Management: Objectives of Inventory management.</p> <p>Dividend, Bonus and Rights: Dividend Policy, Relevance and Irrelevance</p> <p>Concepts of Dividend, Corporate Dividend Practices in India.</p>

Reference books:

- 1) Maheshwari S.N., "Financial Management", Principles and Practice, Sultan Chand & Sons, 9th Edition 2004.
- 2) Khan M.Y, Jain P.K., "Financial Management", Tata McGraw Hill, 2001, 3rd Edition.
- 3) Pandey I. M., "Financial Management", Vikas Publishing House, Revised Ed., 2003
- 4) Hampton, Joh. J, Financial Decision Making, Prentice Hall of India, 4th Edition, 1998.

Paper –BBA-FIB503

FUNDAMENTALS OF INTERNATIONAL BUSINESS

Subject Objective

- 1) To make overview of business environment, as well as main actors, stakeholders and motives of company international activities.
- 2) To introduce basic theoretical approaches and principles, the founders and key followers of management theory.
- 3) To understand core principles, ideas and instruments of international management.
- 4) Build up and stimulate an interest to the course and knowledge-formation process. Stimulate self-work (cabinet and field studies) for in-depth understanding of the course material.
- 5) Provide an advice on the search in Internet of the most reliable, respectful and knowledge-based websites, web-pages and video-recourses
- 6) Motivate for excellent results of research projects and its presentations in-class.

Subject Outcome

- 1) Has enhanced problem-solving skills in management by offered set of analytical tools (i.e., theories, frameworks, concepts, and techniques).
- 2) Interpret basic management functions, as well as structures, processes and procedures
- 3) To give you an opportunity to refine oral and written communication skills, as well as ability to put competent questions, work effectively in teams, i.e. improve the skills essential to a business career.

UNIT 1	Overview: International Business- Introduction, Concept, Definition, Scope, Trends, Challenges and opportunities, Difference between International and Domestic Business, International monetary systems and EPRG Framework
UNIT 2	Modes of entry into International Business- Exporting, Licensing, Franchising, Contract Manufacturing, Contract Marketing, Management Contract, Turnkey Projects, Merger and Acquisition, Joint Venture, FDI Benefits and Disadvantages.
UNIT 3	International Business Environment- Social and Cultural Environment, Technological Environment, Economic Environment,

	Political & Legal Environment.
UNIT 4	Globalization: Introduction, Parameters, Features, Process, Types or Components Rationale for globalization, Advantages and Disadvantages. Liberalization- Economic Reforms International Institution- IMF, World Bank, IBRD, IDA, IFC, MIGA, ICSID, WTO, UNCTAD .
UNIT 5	International Trade Theories: Mercantilism; Absolute Advantage, Comparative Advantage, Hecksher Ohlin Theory (H-O Theory), Country Similarity Theory, Product Life Cycle Theory, New Trade Theory, National Competitive Advantage, International Business Strategies, International Human Resource Management.Strategy making and international business- Structure of global organizations, Types of strategies used in strategic planning for achieving global competitive advantage, Meaning, Concept and scope of distinctive competitive advantage

Reference books:

- 1) Bhalla, V.K. and S. Shivaramu; *International Business: Environment and Management*, Anmol Publication Pvt. Ltd., 2003 Seventh Revised Edition.
- 2) Goldsmith, Arthur A; *Business Government Society*, Erwin Book Team
- 3) Rao, P. Subba; *International Business*, Himalaya Publishing House, 2002 Second Revised Edition.

Paper –BBA-SI 504
SUMMER INTERNSHIP

The students of the respective specialization are supposed to undergo an approximately 300 hours of Research Project spread over 30 to 40 days (Summer Internship) with a corporate house/ business organization of repute. The Research project should start immediately after the completion of the Fourth Semester Examination. The students will also prepare a presentation on the industries they will be visiting in their fifth semester. Based on the assigned projects, the students have to submit a Project Report to the department. The students will then be evaluated for 100 marks (50 marks for Viva- Voce and 30 marks for Project Writing and 20 marks for Industrial visit presentation) based on the practical assignment they have gone through during their Research Project by external evaluators from the industry.

ELECTIVE PAPER 1(EL1-505)

Paper –BBA05-MM01

RETAIL MANAGEMENT

Subject Objective

- 1) To have students develop marketing competencies in retailing and retail consulting.
- 2) To prepare students for positions in the retail sector or positions in the retail divisions of consulting companies.
- 3) To foster the development of the student's critical and creative thinking skills.

Subject Outcome

- 1) Clarify the concept and related terms in retailing.
- 2) Comprehend the ways retailers use marketing tools and techniques to interact with their customers.
- 3) Understand various formats of retail in the industry.
- 4) Recognize and understand the operations-oriented policies, methods, and procedures used by successful retailers.

UNIT 1	Introduction to retailing: Definition and scope, evolution of retailing, types of retail, trends in retailing industry, benefits of retailing, retailing environment.
UNIT 2	Retail purchasing and pricing: Purchase management:- Merchandise purchasing, open to buy, open to buy planning, analyzing the merchandise performance, Pricing strategies:-every day pricing, competitive based pricing, price skimming, market-oriented pricing, marginal cost pricing. Retail price strategies: - mark-up pricing, vendor pricing, competitive pricing, psychological pricing.
UNIT 3	Retail marketing and promotion: Nature and scope:-relationship marketing, market strategies, retail research. Understanding the retail customer: Retail market, population analysis, demographic analysis, consumer behavior. Retail promotion Mix: Retail promotion programme, retail advertising media,

	promotional budget. Customer services: - customer services, services quality gaps, service recovery.
UNIT 4	Information system in retailing: Acquiring and using information strategies, technology in retail, information sources, retail information system.
UNIT 5	Retailing in India: Evolution and trends in organized retailing, Indian organized retail market, FDI in Indian organized retail sector, retail scenario in India, future trends of retail in India.
UNIT 6	Ethical and legal issues in Retailing: Dealing with ethical issues, social responsibility, environmental orientation, waste reduction at retail stores.

Reference books:

- 1) Berman & Evarv: Retail Management, Prentice Hall.
- 2) Gibson G Vedamani: Retail Management: Functional principles & practices, Jaico Publishing House
- 3) Cullen & Newman: Retailing Environment & Operations, Cengage Learning EMEA
- 4) Bajaj, Tuli & Srivastava: Retail Management- Oxford University Publications
- 5) Harjit Singh: Retail Management, S. Chand Publication.

Paper –BBA05-FM01

MERCHANT BANKING AND FINANCIAL INSTITUTION

Subject Objective

- 1) To equip the students with requisite knowledge skills and right attitude necessary to get placed as efficient managers in corporate companies.
- 2) To create effective entrepreneurs by enhancing their critical thinking, problem solving and decision-making skill.
- 3) To make sustained efforts for holistic development of the students by encouraging them towards research and development.
- 4) To produce proficient professionals with strong integrity to contribute to society.

Subject Outcome

- 1) Apply knowledge of management theories and practices to solve business problems.
- 2) Foster analytical and critical thinking abilities for databased decision making
- 3) Ability to develop value based leadership ability.
- 4) Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.
- 5) Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
- 6) Foster and enhance employability skills through subject knowledge.
- 7) Equipped with skills and competencies to become an entrepreneur
- 8) Succeed in career endeavors and contribute significantly to the community.

UNIT 1	Evolution of Banking: Bank- Meaning, Definition, Features & Classification, Concepts of Different Types of Banking System; an overview of Indian Banking System.
UNIT 2	Commercial Bank: Basic Concept of Commercial Bank; Role of Commercial Bank In Financial System; Creation of Credit by Commercial Banks; Credit Control by Central Bank.
UNIT 3	Central Bank: Meaning, Functions, Methods of Credit Control. Monetary Policy: Meaning and Objective.

UNIT 4	E-Banking: Concept, ATM, Core Banking, Virtual Banking, Electronic Payment System (EPS).
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Reference books:

- 1) Banking Law and Practice—P.N. Varshney
- 2) Indian Banking- R. Parameswaran and S. Natrajan.
- 3) Money, Banking and International Trade- M.C. Vaish
- 4) Shekhar & Shekhar – by Vikash Publishers- Banking Concepts and Practices.
- 5) Canon- Banking Concepts and Practices.

Paper –BBA05-FM01
COMPENSATION MANAGEMENT

Subject Objective

- 1) To learn the basic compensation concepts and the context of compensation practice.
- 2) To illustrate different ways to strengthen the pay-for-performance link.
- 3) To learn the concepts of Payment and employee benefits issues for contingent workers.
- 4) To understand the legally required employee benefits.
- 5) To learn some of the implications for strategic compensation and possible employer approaches to managing legally required benefits.

Subject Outcome

- 1) Recognize how pay decisions help the organization achieve a competitive advantage.
- 2) Analyze, integrate, and apply the knowledge to solve compensation related problems in organizations.
- 3) Design rational and contemporary compensation systems in modern organizations.
- 4) Demonstrate comprehension by constructing a compensation system encompassing;
a) internal consistency, b) external competitiveness c) employee contributions, d) organizational benefit systems, and e) administration issues.

UNIT 1	Introduction to Compensation: Explanation of Terminology, Compensation, dimensions, Conceptual Framework and components of Compensation programme, Wage vs. Salary; Theories of wages: Subsistence theory, Wage Fund Theory, Marginal Productivity theory, Bargaining theory, Equity theory, Tournament Theory.
UNIT 2	Wage and Salary Administration: Principles of wage and salary administration, Job Evaluation: Concept, Scope, Methods and techniques, Criteria of wage fixation, Wage Policy in India, Methods of wage determination in India. Wage Boards: Structure, Scope and functions, The Pay Commission, Role of Collective bargaining in wage determination.
UNIT 3	Executive Compensation: Components, Contingent pay: Pay for performance; Knowledge based pay system & market based pay system.

UNIT 4	Wage Payments: Methods of payment, Incentive based pay systems and types of incentive plans, short term based incentive and long term based incentive, Compensation management and impact on job satisfaction, motivation and productivity.
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Reference books:

- 1) Milkvich & Newman: Compensation - TMH
- 2) Henderson, Compensation Management in a Knowledge Based world- Pearson
- 3) Sharma A.M., Understanding Wage System – Himalaya
- 4) Sinha P.R.N., Wage Determination in India
- 5) K.N. Subramarniam, Wages in India

SIXTH SEMESTER

Paper-BBA-SM601

STRATEGIC MANAGEMENT

Subject Objective

- 1) To expose students to various perspectives and concepts in the field of Strategic Management.
- 2) To understand the principles of strategy formulation, implementation and control in organizations.
- 3) To help students develop skills for applying these concepts to the solution of business problems.

Subject Outcome

- 1) Understand the basic concepts and principles of strategic management; analyze the internal and external environment of business.
- 2) Develop and prepare organizational strategies that will be effective for the current business environment.
- 3) Devise strategic approaches to managing a business successfully in a global context.

UNIT 1	Introduction to Strategic Management: Introduction, Strategy management -defining strategy, importance of strategy, Strategic Management – Definition, Meaning and Role, Objectives of Strategic Management, Benefits of Strategic Management, Importance of Strategic Management, Causes for failure of Strategic Management.
UNIT 2	Strategic Management Process: Introduction, Strategic Management Process, levels at which strategy operates Strategic Intent (vision, mission, goals, and objective), strategic planning and strategic management. step of strategic management process , Role of Strategic Management in Policy Making.
UNIT 3	Strategic Analysis: Introduction, Strategic Analysis – definition, Need for Strategic Analysis & Environmental Scanning, Concept of Environment and its components. Environmental Scanning ,step of

	environmental scanning , factors impacting environmental analysis A) internal forces and b) external analysis ,Techniques of environmental scanning- ETOP, SAP, SWOT Analysis, SWOT Matrix Understanding environment of business for strategic analysis. Industry analysis – porter’s five forces model ,porter’s diamond method .Organizational analysis and appraisal – RBV(Resource Based View),VRIO method ,and Value Chain Analysis.
UNIT 4	Strategy Formulation: Introduction, Types of Strategies, Steps in Strategy Formulation, Core Competencies and their Importance in Strategy Formulation
UNIT 5	Strategic Planning and Implementation: Introduction, Strategic Planning Process, Types of Strategies, Stability, Expansion or Growth, Mergers and Acquisitions, Activating Strategy, Issues in Strategy Implementation, Integrating the Functional Plan and Policies.
UNIT 6	Red Ocean and Blue Ocean Strategy: Introduction of red ocean, Theory of red oceans, Characteristics of red oceans theory, Outcomes of red ocean strategy. Introduction of blue ocean, Theory of blue oceans, Characteristics of blue oceans theory, Outcomes of blue ocean strategy.

Reference books:

- 1) Ghosh, P. K.; Strategic Planning and Management, Sultan Chand & Sons, New Delhi.
- 2) Kazmi, Azhar; Business Policy, Tata McGraw-Hill, New Delhi, 2020.
- 3) Suri R.K.; Business Policy & Strategic Management, Brijwasi Publisher & Distributor, 2005
- 4) Thompson, Arthur A. and A. J. Strickland; Strategic Management, McGraw Hill, New York.

Paper-BBA-ED602

ENTREPRENEURSHIP DEVELOPMENT

Subject Objective:

- 1) Introduce various qualities required for entrepreneurship
- 2) Explain various entrepreneurship models
- 3) Organize interaction with successful entrepreneurs

Subject Outcome:

- 1) Identify qualities of entrepreneurs.
- 2) Write project proposal.
- 3) Use various entrepreneurship models.
- 4) Understand various schemes supporting entrepreneurship.
- 5) Think creative and innovative.

UNIT 1	Introduction: Entrepreneurship: meaning, importance of entrepreneurship, concepts, Characteristics, classifications of entrepreneurship, theories of entrepreneurship problems faced by entrepreneurs in India. Entrepreneur v/s Intrapreneur, entrepreneurial models, and Legal issues for Entrepreneur: Intellectual property rights: Copyrights, Trademarks, Trade secrets, Patents.
UNIT 2	Women Entrepreneurs: Working environment, challenges in the path of women entrepreneurs, empowerment, and Grassroots entrepreneurs through self help groups (SHG).
UNIT 3	Promotion of a Venture: Opportunities analysis; external environmental analysis economic, social and technological; competitive factors; legal requirements of establishment of a new unit and rising of funds; Venture capital sources and documentation required.
UNIT 4	Entrepreneurial Behavior: Innovation and entrepreneur; entrepreneurial behaviour and psycho-theories, social responsibility. Entrepreneurial Development Programme (EDP): EDP, their role, relevance and achievements; role of government in organizing EDP's critical evaluation.

UNIT 5	Institutions supporting small business enterprises: Introduction, Central level institutions, state level institutions, other agencies. Sickness in small business enterprises: Definition and status of Sickness of SSI's in India, causes of sickness, Symptoms and cure of sickness.
UNIT 6	Entrepreneurship & Innovation: Overview of Project identification, Search of a business idea, Identification of Project, Business Opportunities

Reference books:

- 1) Arya kumar; Entrepreneurship: Creating and Leading an Entrepreneurial Organization; Pearson education India, 2012.
- 2) Khanka S. S; Entrepreneurial Development , S Chand & Co Ltd.
- 3) Pandey, I.M.; Venture Capital –The Indian Experience, Prentice Hall of India, 2021.
- 4) Prof. (Dr). Moloy Ghoshal ,Fundamental of Entrepreneurship Development , 2021.
- 5) Dr. G.K. Varshney; Fundamentals of Entrepreneurship, Sahitya Bhawan, 2019.
- 6) Srivastava S.B.; A practical guide to industrial entrepreneurs, Sultan Chand & Sons, New Delhi.
- 7) Chandra, Prasana; Project Preparation, Appraisal, Implementation, TMH, New Delhi.

Paper-BBA-SM603
SERVICE MARKETING

Subject Objective

- 1) The course brings out the emerging service environment in India and the world.
- 2) It emphasizes the distinctive aspects of Services Marketing.
- 3) It aims at equipping students with concepts and techniques that help in taking decisions relating to various services marketing situations..

Subject Outcome

- 1) Understand the Concept of Services and intangible products.
- 2) Discuss the relevance of the services Industry to Industry.
- 3) Examine the characteristics of the services industry and the modus operandi.
- 4) Analyze the role and relevance of Quality in Services.
- 5) Visualize future changes in the Services Industry.

UNIT I	Definition – Service Economy – Evolution and growth of service sector – Nature and Scope – Unique characteristics - Challenges and issues
UNIT II	Service Marketing Opportunities: Assessing service market potential - Classification of services – Expanded marketing mix – Environment and trends – market segmentation, targeting and positioning
UNIT III	Service Design & Development: Service Life Cycle – New service development – Service Blue Printing – GAP’s model of service quality – Measuring service quality – SERVQUAL – Service Quality function development
UNIT IV	Service Delivery & Promotion: Positioning of services – Designing service delivery System, Service Channel– Pricing of services, methods – Service marketing triangle - Integrated Service marketing communication- understanding importance of services feedback and E-Word of mouth of services
UNIT V	Services marketing for health – Hospitality – Tourism – Financial – Educational – Information technology & communication services-Entertainment Sectors

Reference books:

- 1) Palmer, Adrian, "Principles of Services marketing", McGraw Hill
- 2) Services Marketing, Valarie Zeithaml et al, 5thEdition, Tata McGraw Hill ,Pvt.Ltd.,
- 3) Services Marketing, 2ndEdition, Verma, Pearson Education India

ELECTIVE PAPER 1(EL2-602)

Paper –BBA06-MM01

ADVERTISING AND SALES MANAGEMENT

Subject Objective

The course aims at providing fundamental knowledge and exposure to the students regarding the concepts, trends and practices in the field of advertising and sales management.

Subject Outcome

- 1) Understand the basic concepts of advertisements & the way these advertisements are created.
- 2) Acquire knowledge about the type of media used and planning/ scheduling of media.
- 3) Understand the ethics to be practiced in advertising.
- 4) Identify the concept and role of Sales management.
- 5) Understand the hiring process of sales force management and role of technology in sales.

UNIT I	Definition, Importance and Functions of Advertising. Advertising Agencies: their role, Functions, and Importance. Types of Advertising: Commercial, Non-commercial, Primary demand and Selective Demand, Classified and Display advertising, Comparative advertising, Co-operative advertising. PACT and DAGMAR Approaches, Setting of Advertising Objectives.
UNIT II	Advertising Appeals, Advertising message: Preparing an effective advertising Copy. Elements of a Print Copy: Headlines illustration, body copy, slogan, logo, seal, role of colour. Elements of Broadcast copy
UNIT III	Advertising media: Types of Media Print Media (Newspaper & Magazines, Pamphlets, Posters& Brochures), Electronic Media (Radio, Television, Audio Visual Cassettes), Other Media (Direct Mail, Outdoor Media), Characteristics, merits & Demerits of above media.
UNIT IV	Media Planning, Selection of Media Category. Their reach, frequency & impact, Cost and other factors influencing the choice of Media. Media Scheduling.
UNIT V	Evaluation of Advertising effectiveness: Methods of measuring advertising

	effectiveness, Pre-testing and Post testing.
UNIT VI	Regulation of advertising in India, Misleading and deceptive advertising & false claims
UNIT VII	Nature and importance of Personal Selling and Salesmanship. Where Personal Selling is more effective than Advertising. Types of Sales Persons and Selling situations. Buying Motives. Qualities of successful salesman.
UNIT VIII	Process of effective selling: Prospecting, Pre-approach, Approach Presentation & demonstration, handling objectives, Closing the sale & post-sale activities. Functions of Sales Manager.
UNIT IX	Sales Quota: Objectives, principles of sales quota, administration of sales quota, uses of sales quota. Sales territory - Consideration in allocation of sales territory.

Reference books:

- 1) Aaker, David A and Myera John G.: Advertising Management (Prentice Hall of India)
- 2) Wells W., Burnet J. and Moriarty S. Advertising: Principles & Practice, Pearson Education
- 3) Border, W.H, Advertising, John Wiley N.Y.
- 4) Ogilvy D. Ogilvy on Advertising, Longman publication
- 5) Chunnawala, Advertising Management, Himalya

Paper –BBA06-FM01

SECURITIES AND SECURITIES ANALYSIS

Subject Objective

- 1) To introduce the concept of Securities Analysis and make students acquainted with the process.
- 2) To discuss the fundamental analysis required to be done for building up an ideal portfolio.
- 3) To enable the students to be acquainted with the various techniques used for doing technical analysis.
- 4) To enable the students to examine and describe the analysis of risk and return.

Subject Outcome

- 1) Students would appreciate the importance of forming a portfolio of investments with varied risk and reward patterns.
- 2) Students would appreciate and understand the need of various fundamental analysis
- 3) Students would be acquainted with various technical analysis tools like deviations, Variance and other statistical indicators.

UNIT 1	Securities: Introduction, Concept, Types, Speculation, Gambling, Primary and Secondary Market, Recent Trends in Securities Market, Bonds, Stocks, Convertible Security, Organized Security Markets over the Counter, Market Trading Arrangements, Efficient Markets, Regulations of Securities Markets, Regulatory Bodies- SEBI- Role and Functions
UNIT 2	Risk, Return and Analysis: Risk Classification, Systematic and Unsystematic Risk Measurement, Standard Deviation, Variance, Regression Equations, Correlation Co-efficient, Probability Distribution, Statistical Method

Reference books:

- 1) Investment Management- Singh Preti
- 2) Investment Management- Bhalla V.K.
- 3) Security Analysis- Graham Dodd, Cottle
- 4) Security Analysis- Avdhani V.A. (Asia Publishing House)

Paper –BBA06-HR01
INDUSTRIAL RELATIONS

Subject Objective

The course aims at providing fundamental knowledge and exposure to the industrial relations and related aspects prevailing in industries and to familiarize the students with various Labor Legislations applicable to businesses.

Subject Outcome

1. Describe fundamental concepts and nature of Industrial Relations.
2. To understand the nature and role of trade unions for workers and industries
3. To study the relevance of collective bargaining and its impact on employee-management relations.
4. To understand industrial disputes and ways to resolve them.
5. To apply various industrial legislations in business.

UNIT I	Industrial Relations: Concept, values, scope and objectives, Actors in IR System, Approaches to Industrial relations: Unitary, Pluralistic, Radical and System; Prerequisites for Successful Industrial Relations, Emerging Trends in Industrial Relations; Trade Unionism - Concept, function and structure, union registration and recognition, Problems of Trade unions, Role and Future of trade Unions
UNIT II	Grievance Management: Grievances management, Model Grievance Settlement Procedure; Industrial Disputes: Concept, types, causes, and procedure for prevention and settlement of disputes.
UNIT III	Collective Bargaining and WPM: Collective Bargaining - Nature, scope and functions, Stages & Bargaining Process; Workers' participation in Management: Concept, scope and objectives, forms and levels of WPM, Workers' participation in Indian Industries.
UNIT IV	Labour Legislations: Introduction to Labour Legislation - Concept, need, objectives, scope & classification, principles of labour legislation. Factories Act 1948, Industrial Disputes Act 1947, Trade Union Act 1926, Contract Labour (Regulation and Abolition) Act 1970, The Industrial Employment (Standing Orders) Act, 1946.

Reference books:

- 1) Arun Monappa, Industrial Relations, Tata McGraw Hill, New Delhi, 2001
- 2) B D Singh, Industrial Relations and Labour Laws, Excel Books, 2008.
- 3) Mamoria and Mamoria, Dynamics of Industrial relations, Himalaya.
- 4) Garg, Ajay (2007). Nabhi's Labour Laws. (22nd ed.), Nabhi Publications, New Delhi.
- 5) Kumar, H.L. (2007). Employer's Rights under Labour Laws. (3rd ed.). Universal Law Publication, New Delhi.