



NETAJI SUBHAS UNIVERSITY

Estd. Under Jharkhand State Private University Act, 2018

Department of Management

Bachelor of Business Administration(BBA) Course Curriculum (with CO, PO Structure)

w.e.f. 2018



NETAJI SUBHAS UNIVERSITY

DEPARTMENT OF MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

DETAIL SYLLABUS

UNDER CBCS CURRICULUM

(W.E.F.2018)

Head
Department of Management
Netaji Subhas University

Dean Academics
Netaji Subhas University
Jamshedpur, Jharkhand



Bachelor of Business Administration (B.B.A.) Program Outline

1. To provide adequate basic understanding about Management Education among the students and to equip them with theoretical concepts, good communication skills, and adequate business knowledge.
2. To prepare students to exploit opportunities being newly created in the Management Profession. The graduates turn out to be well-versed to opt for higher education or entry-level managerial assignments.
3. The program imparts intensive training for developing the overall personality and communication skills, as to inculcate self-confidence and team spirit among the students. The program also imparts requisite creative and ethical competency through intensive training for developing overall personality, thereby inculcating self-confidence and team spirit in the student.
4. The training pedagogy comprises of Case Analysis Presentations, Group Discussions, Problem-Solving Techniques appraising real-life business problems with analytical ability, and thus the students will be prepared to meet the expectations of the industry under a fast-changing virtual business environment.
5. To develop appropriate skills in the students so as to make them competent and provide themselves self-employment.

Academic System:

1. It is a three-year full-time program.
2. It adopts a Semester system consisting of six semesters with two semesters in an academic year.
3. The course structure includes Core Management subjects along with Functional electives in the areas of Finance, Marketing, and Human Resources Management. The programme follows a combination of Progressive and End Semester Evaluation of student performance.
4. **There will be two components of evaluation:** Continuous Internal Assessment and an End-Semester examination.

Internal Assessment: 30 marks

External Exam: 70 marks

5. **Summer Internship Program:** The 5th semester includes a mandatory Summer Internship Program carrying 100 marks. The evaluation criteria are as follows:

Internal Assessment: 30 marks

External Exam: 70 marks



FIRST SEMESTER						
Paper Code	Paper Name	L-T-P	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	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:

Upon successful completion of the **BBA program**, graduates will be able to:

PO1: Apply fundamental concepts of management, marketing, finance, human resources, and operations in business decision-making.

PO2: Develop problem-solving, analytical, and logical reasoning skills to evaluate business scenarios and make informed decisions.

PO3: Demonstrate proficiency in verbal and written communication skills for professional business settings.

PO4: Exhibit leadership qualities and collaborate effectively in teams to achieve business objectives.

PO5: Apply ethical principles, corporate social responsibility, and sustainability practices in business operations.

PO6: Develop entrepreneurial mindset, innovative thinking, and risk-taking abilities for business ventures.

PO7: Understand the impact of globalization, international trade, and cross-cultural management in business.

PO8: Apply financial and economic principles to analyze business performance and make investment decisions.

PO9: Digital and Technological Proficiency

Use business analytics, digital tools, and technology-driven solutions for business growth and efficiency.

PO10: Engage in business research, self-learning, and professional development to adapt to evolving business trends.

BBA PROGRAMME SPECIFIC OUTCOMES:

Upon completion of the **BBA program**, students will achieve the following **specific competencies**:

PSO1: Understand and implement strategic planning and decision-making processes in business.

PSO2: Develop and execute marketing strategies based on market research and consumer behavior analysis.

PSO3: Analyze financial statements, investments, and risks to enhance financial decision-making.

PSO4: Apply HRM practices and organizational behavior principles for effective people management.

PSO5: Create business plans, develop startup ideas, and explore entrepreneurial opportunities.

PSO6: Implement production, operations, and logistics strategies to enhance business efficiency.

PSO7: Utilize data-driven insights, digital marketing, and business intelligence for competitive advantage.

PSO8: Understand business laws, corporate governance, and ethical decision-making frameworks.

PSO9: Conduct business research, analyze industry trends, and develop data-driven solutions.

PSO10: Understand global business trends, international trade regulations, and foreign market strategies.



BBA

FIRST SEMESTER

Paper - : BBA-BC101

BUSINESS COMMUNICATION

Subject Objective

- 1) To provide an overview of Pre requisites 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.

Course Outcome:

CO1: Understand the communication process, components, types, and barriers in business.

CO2: Develop skills to write clear and effective business messages using the 3x3 writing process.

CO3: Master writing various business correspondences like letters, memos, resumes, and emails.

CO4: Understand and create formal, informal, and persuasive business reports.

CO5: Design and deliver engaging business presentations using visual aids and techniques.

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 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. Circulars- Guidelines for writing a circular- Languages and writing style of a circular- Format of a circular.



	<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.

Course Articulation Matrix (BBA-BC101: Business Communication)																				
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1: Communication Process, Components, Types, and Barriers	3	2	3	3	2	2	2	2	2	2	3	2	2	2	1	2	2	3	3	3
CO2: Writing Business Messages (3x3 Writing Process)	3	3	3	3	3	2	2	2	3	3	3	3	2	2	2	2	3	2	3	2
CO3: Writing Business Correspondences (Letters, Memos, Resumes, Emails)	3	2	3	3	2	2	3	3	2	2	3	3	3	2	2	2	3	3	3	2
CO4: Creating Business Reports (Formal, Informal, and Persuasive)	3	2	3	3	2	2	2	3	2	2	3	3	3	3	2	3	2	2	3	3
CO5: Designing and Delivering Business Presentations	2	2	3	3	3	3	3	3	3	2	2	2	2	2	3	3	3	3	3	3
3 = High Relevance																				
2 = Moderate Relevance																				
1 = Low Relevance																				
Blank = No Direct Mapping																				



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.

Course Outcomes

- CO1:** Understand the scope of business economics and the role of micro and macroeconomics in decision-making.
- CO2:** Analyze consumer behavior using Cardinal and Ordinal Utility theories, including equilibrium and income effects.
- CO3:** Explain demand laws, determinants, elasticity, and apply forecasting techniques in decision-making.
- CO4:** Understand production functions, diminishing returns, and evaluate producer equilibrium and returns to scale.
- CO5:** Analyze costs, cost curves, revenue concepts, and evaluate market structures like perfect competition and monopoly

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 & Market Structure: Types, Short Run Cost Curves, Long Run Average Cost Curve, Economies and Diseconomies of scale Concept of Revenue: Total, Average and Marginal Revenue.
	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-Udipato Roy(Asian Book: Kolkata
- 5) Samuelson, N., Economics (Tata-McGraw Hill: New Delhi) .

Course Articulation Matrix (BBA-ME102: Micro Economics)																					
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	
CO1: Scope of Business Economics, Micro & Macro in Decision-making	3	2	2	2	2	1	2	2	3	2	3	2	2	2	1	2	2	2	3	2	
CO2: Consumer Behavior (Cardinal & Ordinal Utility, Equilibrium, Income Effects)	2	3	2	2	1	2	2	3	2	2	2	3	3	2	1	2	2	2	2	2	
CO3: Demand Laws, Determinants, Elasticity, Forecasting Techniques	3	3	3	2	1	2	2	3	3	3	3	3	2	2	2	2	2	2	3	3	
CO4: Production Functions, Diminishing Returns, Producer Equilibrium, Returns to Scale	3	3	2	2	1	2	3	2	2	2	3	2	3	2	2	3	2	2	3	2	
CO5: Costs, Cost Curves, Revenue Concepts, Market Structures (Perfect Competition & Monopoly)	3	3	2	3	2	2	2	3	3	2	3	3	3	3	2	2	2	3	2	3	
3 = High Relevance																					
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Blank = No Direct Mapping																					



Subject Objective

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 ups and downs of the stock market.

Course Outcome

CO1: Understand the basics of management, including roles, skills, and functions.

CO2: Analyze the evolution and key theories of management, including Taylor, Fayol, and modern approaches.

CO3: Learn the types and importance of planning, business forecasting, and organizational structures.

CO4: Understand staffing processes, job analysis, and recruitment and selection procedures.

CO5: Explore motivation theories, leadership styles, and traits of effective leader

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's vs 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 .



	Controlling: Nature and Scope of control; Types of Control; Control process; Control techniques – traditional and modern; Effective Control System.
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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.

Course Articulation Matrix (BBA-POM103: Principles of Management)																					
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	
CO1: Basics of Management (Roles, Skills, Functions)	3	2	3	2	2	2	2	2	2	2	3	2	2	3	1	2	2	2	3	2	
CO2: Evolution and Theories of Management (Taylor, Fayol, Modern Approaches)	3	3	2	2	1	2	3	2	3	2	3	2	2	2	2	2	3	2	3	2	
CO3: Types and Importance of Planning, Business Forecasting, Organizational Structures	3	3	2	3	2	2	3	3	2	3	3	3	3	3	2	3	2	3	3	2	
CO4: Staffing Processes (Job Analysis, Recruitment & Selection)	3	3	3	3	2	2	2	2	2	2	3	2	3	3	2	3	3	2	3	2	
CO5: Motivation Theories, Leadership Styles, Effective Leadership Traits	3	3	3	3	3	3	3	2	2	2	3	3	2	3	2	2	3	3	3	2	
3 = High Relevance																					
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Blank = No Direct Mapping																					



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.

Course Outcome

CO1: Understand the fundamentals of marketing, market types, and functions of marketing.

CO2: Analyze the marketing environment using tools like SWOT and PESTEL for internal and external factors.

CO3: Explore consumer behavior, buying decisions, and market segmentation strategies.

CO4: Understand services marketing, service quality, and emerging trends like e-commerce and green marketing.

CO5: Understand Global Service marketing

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 & Recent Trends in 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.
	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.

Course Articulation Matrix (BBA-IMR104: Introduction to Marketing)																				
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1: Fundamentals of Marketing, Market Types, and Functions	3	3	2	2	2	2	2	2	2	2	3	3	2	2	2	2	2	3	2	
CO2: Analyzing Marketing Environment (SWOT, PESTEL)	3	3	3	2	2	2	3	3	2	2	3	3	3	2	2	2	2	3	3	
CO3: Consumer Behavior, Buying Decisions, Market Segmentation	3	3	3	3	2	2	3	3	2	2	3	3	3	2	2	2	3	3	3	2
CO4: Marketing Mix (Product, Pricing, Distribution, Promotion)	3	3	3	3	2	2	3	3	3	3	3	3	3	2	2	3	3	2	3	2
CO5: Services Marketing, Service Quality, E-commerce, Green Marketing	3	3	3	3	3	2	3	3	2	3	3	3	2	3	3	3	3	3	3	3
3 = High Relevance																				
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Blank = No Direct Mapping																				



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.

Course Outcome

- CO1:** Understand the basics of accounting, including double entry system, journal, ledger, and subsidiary books.
- CO2:** Learn to prepare final accounts with adjustments, including trading, profit & loss, and balance sheet.
- CO3:** Explore depreciation concepts, its determinants, and methods of calculating depreciation.
- CO4:** Understand the basic concepts of hire purchase and installment systems.
- CO5:** Learn about company accounts, including the issue of shares, debentures, and forfeiture and reissue of shares.

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.

Course Articulation Matrix (BBA-BA105: Introduction to Business Accounting)																				
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1: Basics of Accounting, Double Entry System, Journal, Ledger, Subsidiary Books	3	2	2	2	1	2	2	2	2	2	3	2	2	3	1	2	2	2	3	2
CO2: Preparing Final Accounts (Trading, Profit & Loss, Balance Sheet)	3	3	3	2	2	1	2	2	3	2	3	3	3	3	2	3	2	2	3	2
CO3: Depreciation Concepts, Determinants, Methods of Depreciation	3	3	2	2	1	2	2	2	3	2	3	3	3	2	2	2	3	2	2	
CO4: Hire Purchase and Installment Systems	3	3	2	2	1	2	2	3	2	3	2	3	2	3	2	2	3	3	2	
CO5: Company Accounts (Issue of Shares, Debentures, Forfeiture and Reissue of Shares)	3	3	3	3	2	3	3	2	3	2	3	3	3	3	2	3	3	2	3	
3 = High Relevance																				
2 = Moderate Relevance																				
1 = Low Relevance																				
Blank = No Direct Mapping																				



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.

Course Outcomes

CO1: Learn about computer evolution, software, and system basics.

CO2: Study input/output devices, memory, and storage systems.

CO3: Explore OS concepts, functions, booting, DOS commands, and batch files.

CO4: Gain skills in MS-Word, Excel, and Access.

CO5: Understand data communication, networking, and topologies

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

Course Articulation Matrix (BBA-FC106: Fundamentals of Computer Application)																				
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1: Learn about computer evolution, software, and system basics	3	2	2	2	2	2	2	2	2	3	2	2	3	2	2	2	2	2	2	2
CO2: Study input/output devices, memory, and storage systems	3	3	2	2	2	2	2	2	3	3	3	2	2	2	2	3	3	3	3	2
CO3: Explore OS concepts, functions, booting, DOS commands, and batch files	3	3	3	2	2	2	2	2	3	3	2	3	3	2	2	2	3	2	3	2
CO4: Gain skills in MS-Word, Excel, and Access	3	3	3	2	2	3	3	3	3	3	3	3	2	3	3	3	3	2	3	3
CO5: Understand data communication, networking, and topologies	3	3	2	3	2	2	3	3	3	2	3	3	2	2	2	2	3	3	2	3
3 = High Relevance																				
2 = Moderate Relevance																				
1 = Low Relevance																				
Blank = No Direct Mapping																				



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.

Course Outcomes

CO1: Learn ecosystem structure, biodiversity, and conservation.

CO2: Study sustainable development, global environmental efforts, and population effects. **CO3:** Explore renewable/non-renewable resources and energy types.

CO4: Understand pollution types, sources, impacts, and control methods.

CO5: Learn about EIA, EMS, and environmental protection laws.

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 Human Population Growth And Its Effects On The Environment:- Problem Of Population Growth, Poverty And Environment, Population Explosion. Family Welfare Programmed.
UNIT 3	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).



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,</p>
	<p>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>
UNITS	<p>Environmental Impact Assessment (EIA) And Environmental Management System (EMS) Introduction To EIA, Its Impacts And Case Study, Environmental Information System (EIS), Role Of Information Technology In Environment</p> <p>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.</p>



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

Course Articulation Matrix (BBA-EVS201: Environmental Science)																				
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1: Learn ecosystem structure, biodiversity, and conservation.	2	2	2	2	3	2	2	3	2	2	3	2	2	2	2	2	3	2	2	2
CO2: Study sustainable development, global environmental efforts, and population effects.	2	3	3	2	3	3	2	3	2	3	3	3	2	2	2	3	3	3	3	3
CO3: Explore renewable/non-renewable resources and energy types.	3	3	2	2	3	2	3	3	3	3	3	2	3	3	3	2	3	2	3	3
CO4: Understand pollution types, sources, impacts, and control methods.	3	2	3	2	3	3	2	3	3	2	3	3	3	2	3	3	3	2	2	3
CO5: Learn about EIA, EMS, and environmental protection laws.	2	3	3	2	3	2	3	3	2	2	3	2	3	2	3	2	3	2	3	3
3 = High Relevance																				
2 = Moderate Relevance																				
1 = Low Relevance																				
Blank = No Direct Mapping																				



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

CO1: Analyze the structure and trends of the Indian economy, including sectors and national income.

CO2: Evaluate economic planning, policies, and key issues like poverty and unemployment in India.

CO3: Understand the significance of foreign trade, foreign exchange, and export policies in India.

CO4: Examine emerging economic issues like WTO, FDI, and global trade agreements in India.

CO5: Apply case study analysis to understand practical economic challenges in India.

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
UNIT 5	Case Study



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

Course Articulation Matrix (BBA-MCE202: Macro Economics)																				
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1: Analyze the structure and trends of the Indian economy, including sectors and national income.	3	2	2	2	3	2	2	2	2	2	3	2	2	2	2	2	3	2	2	3
CO2: Evaluate economic planning, policies, and key issues like poverty and unemployment in India.	3	3	2	3	3	2	2	3	2	3	3	3	3	3	2	3	3	2	3	3
CO3: Understand the significance of foreign trade, foreign exchange, and export policies in India.	3	3	2	2	3	3	2	3	3	3	3	2	3	3	2	2	3	2	3	3
CO4: Examine emerging economic issues like WTO, FDI, and global trade agreements in India.	3	3	3	2	3	2	3	3	3	3	3	3	3	2	2	3	3	2	3	3
CO5: Apply case study analysis to understand practical economic challenges in India.	3	3	3	3	3	3	2	2	2	3	3	3	3	3	2	3	3	3	3	3
3 = High Relevance																				
2 = Moderate Relevance																				
1 = Low Relevance																				
Blank = No Direct Mapping																				



Paper – BBA-OB203

ORGANIZATIONAL BEHAVIOUR

Subject Objective

- 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

CO1: Understand the concept, significance, and models of organizational behavior.

CO2: Analyze individual and interpersonal behavior including attitudes, personality, and motivation.

CO3: Evaluate group dynamics, team development, and decision-making processes

CO4: Explore organizational culture, conflict management, and change management strategies.

CO5: Apply case study analysis to real-world organizational behavior challenges.

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
UNIT 5	Case Study

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.

Course Articulation Matrix (BBA-OB203: Organizational Behaviour)																				
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1: Understand the concept, significance, and models of organizational behavior.	3	3	2	2	3	2	2	2	2	2	3	3	2	3	2	3	2	2	2	3
CO2: Analyze individual and interpersonal behavior including attitudes, personality, and motivation.	3	3	3	2	3	2	2	2	2	3	3	3	3	3	2	3	2	2	2	3
CO3: Evaluate group dynamics, team development, and decision-making processes.	3	3	2	3	3	2	3	2	2	3	3	3	3	2	2	3	3	2	3	3
CO4: Explore organizational culture, conflict management, and change management strategies.	3	3	2	3	3	2	3	3	3	3	3	3	3	3	2	3	3	3	3	3
CO5: Apply case study analysis to real-world organizational behavior challenges.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
3 = High Relevance																				
2 = Moderate Relevance																				
1 = Low Relevance																				
Blank = No Direct Mapping																				



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.

Course Outcomes

CO1: Understand the concept, function, and types of integrated marketing communications (IMC) and sales promotion.

CO2: Analyze message design in IMC, focusing on communication process and creative visualization.

CO3: Explore media management strategies, media buying, and execution techniques.

CO4: Examine suppliers in IMC, types of advertising agencies, and client-agency relationships.

CO5: Understand digital media, advertising laws, ethics, and the role of digital platforms in marketing.

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 Advertising. Advertising Laws & Ethics: Advertising & Law, Advertising & Ethics, Pester Power, Intellectual Property Rights, ASCI. Buzz Marketing, Viral Marketing, Guerilla Marketing. Advertising Agency: Criteria for selecting the agencies and evaluation. Advertising objectives and Budgeting
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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

Course Articulation Matrix (BBA-IMC204: Integrated Marketing Communication)																				
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1: Understand the concept, function, and types of integrated marketing communications (IMC) and sales promotion.	3	2	2	2	3	2	3	2	3	2	3	3	2	2	3	2	3	2	3	3
CO2: Analyze message design in IMC, focusing on communication process and creative visualization.	3	3	3	3	3	2	3	3	3	3	3	3	3	2	3	3	3	3	3	3
CO3: Explore media management strategies, media buying, and execution techniques.	3	3	2	3	3	2	3	3	3	3	3	3	3	3	2	3	3	3	3	3
CO4: Examine suppliers in IMC, types of advertising agencies, and client-agency relationships.	3	2	2	3	3	2	3	3	2	2	3	3	3	3	3	2	3	2	3	2
CO5: Understand digital media, advertising laws, ethics, and the role of digital platforms in marketing.	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
3 = High Relevance																				
2 = Moderate Relevance																				
1 = Low Relevance																				
Blank = No Direct Mapping																				



Paper - BBA-COA205

BASICS OF COST ACCOUNTING

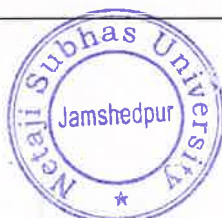
Subject Objectives

- 1) Ascertainment of the cost per unit of the different products that a business concern manufacturer.
- 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.

Course Outcomes

- CO1:** Understand the concept of cost accounting, its limitations, and the difference between financial and cost accounting.
- CO2:** Learn the elements of cost and the treatment of overheads, including classification and absorption methods.
- CO3:** Explore various costing methods such as job costing, contract costing, process costing, and operating costing.
- CO4:** Understand the principles of budgetary control, its types, and the objectives of budgeting.
- CO5:** Learn marginal costing concepts, standard costing, and variance analysis techniques, with practical problem-solving.

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	<p>Marginal Costing : Meaning and Various Concepts - Fixed Cost Variable Cost, Contribution, P/V Ratio, Break Event Point, Margin of Safety</p> <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: Simple Problems on: Cost Sheet Techniques of Costing Marginal Costing Budget and Budgetary Control–Flexible and Cash Budget 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, 2001 Vikas Publishing House Pvt. Ltd.
- 4) Gowda, J. Made; *Advanced Cost Accounting*, 1st Edition, Himalya Publishing House,
- 5) Advanced cost Accounting by Saxena and Vasistha.

Course Articulation Matrix (BBA-COA205: Basics of Cost Accounting)																			
COs \ POs / PSOs	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	PS O 1	PS O 2	PS O 3	PS O 4	PS O 5	PS O 6	PS O 7	PS O 8	PS O 9
CO1: Understand the concept of cost accounting, its limitations, and the difference between financial and cost accounting.	3	3	2	2	3	2	3	2	3	2	3	3	3	2	3	2	3	2	3
CO2: Learn the elements of cost and the treatment of overheads, including classification and absorption methods.	3	3	2	3	3	2	3	3	3	2	3	3	3	3	3	2	3	2	3
CO3: Explore various costing methods such as job costing, contract costing, process costing, and operating costing.	3	3	3	2	3	2	3	2	3	3	3	3	3	3	3	2	3	2	3
CO4: Understand the principles of budgetary control, its types, and the objectives of budgeting.	3	3	3	3	3	2	3	2	3	2	3	3	3	3	3	2	3	3	3
CO5: Learn marginal costing concepts, standard costing, and variance analysis techniques, with practical problem-solving.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
3 = High Relevance																			
2 = Moderate Relevance																			
1 = Low Relevance																			
Blank = No Direct Mapping																			



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.

Course Outcomes

CO1: Understand Excel's interface, basic navigation, and customization options.

CO2: Learn basic functions, referencing techniques, and formatting options in Excel.

CO3: Apply mathematical functions such as SUMIF, AVERAGEIF, and logical functions in Excel.

CO4: Use text functions like CONCATENATE, FIND, and MID for text manipulation in Excel.

CO5: Work with date/time functions, pivot tables, array formulas, lookup functions, and create charts with slicers in Excel.

UNIT 1	Excel Introduction: An Over View Of The Screen, Navigation And Basic Spreadsheet Concepts. Various Selection Techniques And Short Keys. Customizing Excel: Customizing The Ribbon, Using And Customizing Auto Correct, Changing Excel's Default Options.
UNIT 2	Basic Function: Using Functions – Sum, Average, Max, Min, Count, Counta. Absolute, Mixed and Relative Referencing. Formatting And Proofing: Currency Format, Format Painter, Formatting Dates, Formatting Cells With Numbers Formats, Font Formats, Alignment, Borders.
UNIT 3	Mathematical Functions: SumIf, SumIfs, CountIfs, Averagelfs, Nestedif, And , Or, Not.

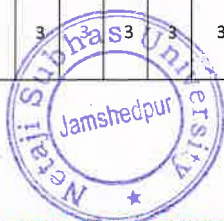


UNIT 4	Text Functions: <ul style="list-style-type: none"> • Upper, Lower, Proper • Left ,Mid ,Right • Trim, Len ,Exact • Concatenate • Find ,Substitute
UNIT 5	Date And Time Function: Today, Now Day, Month, Year. Date , Date If ,Date Add, E.g. month ,Weekday Pivot Tables: Creating Simple Pivot Tables, 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. Lookup Functions 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

Course Articulation Matrix (BBA-EXL206: Advance Excel)																				
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1: Understand Excel's interface, basic navigation, and customization options.	2	2	2	3	2	3	3	2	3	3	3	2	2	2	2	2	3	3	2	3
CO2: Learn basic functions, referencing techniques, and formatting options in Excel.	3	3	2	3	2	3	3	2	3	3	3	3	2	2	2	2	3	3	2	3
CO3: Apply mathematical functions such as SUMIF, AVERAGEIF, and logical functions in Excel.	3	3	2	2	3	3	3	2	3	3	3	3	3	2	2	3	3	3	3	3
CO4: Use text functions like CONCATENATE, FIND, and MID for text manipulation in Excel.	3	2	3	3	2	3	3	3	2	3	3	2	2	2	2	3	3	3	3	3
CO5: Work with date/time functions, pivot tables, array formulas, lookup functions, and create charts with slicers in Excel.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3



3 = High Relevance
2 = Moderate Relevance
1 = Low Relevance
Blank = No Direct Mapping

Paper - BBA-DM301

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.

Course Outcome

CO1: Understand the basics of business law, contract essentials, and types of contracts.

CO2: Learn about partnerships, including their formation, dissolution, and registration.

CO3: Comprehend the Sale of Goods Act and its provisions related to sales, conditions, and remedies.

CO4: Study negotiable instruments, including promissory notes, bills of exchange, and cheque dishonor.

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

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

Course Articulation Matrix (BBA-LAB301: Legal Aspects of Business)																			
COs \ POs / PSOs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8	PS O9
CO1: Understand the basics of business law, contract essentials, and types of contracts.	3	2	3	3	2	2	2	3	3	2	3	2	2	3	2	3	2	3	3
CO2: Learn about partnerships, including their formation, dissolution, and registration.	3	3	2	3	2	2	2	3	3	2	3	3	2	3	2	3	2	3	3
CO3: Comprehend the Sale of Goods Act and its provisions related to sales, conditions, and remedies.	2	2	2	2	3	2	2	3	2	3	3	2	2	3	2	3	3	3	2
CO4: Study negotiable instruments, including promissory notes, bills of exchange, and cheque dishonor.	3	3	3	3	3	3	2	3	3	3	3	2	2	2	3	3	3	3	3
CO5: Gain knowledge of the Companies Act, company types, shares, directors, and meetings.	3	3	2	3	3	3	2	3	3	3	3	2	3	3	3	3	3	3	3

3 = High Relevance

2 = Moderate Relevance

1 = Low Relevance

Blank = No Direct Mapping



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

Course Outcome

CO1: Understand the fundamentals of E- Business, its history, opportunities, and goals.

CO2: Learn about network infrastructure, protocols, and basic HTML for E-Commerce.

CO3: Explore E-Business requirements, architecture, business models, and security.

CO4: Gain knowledge of e-payment systems, their types, and security standards.

CO5: Understand E-Marketing, challenges, and legal & ethical issues in E-Business.

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)

Course Articulation Matrix (BBA-DM302: Digital Marketing & E-Commerce)																				
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1: Understand the fundamentals of E-Business, its history, opportunities, and goals.	3	3	2	2	3	3	3	3	3	2	3	3	3	2	3	3	3	3	3	3
CO2: Learn about network infrastructure, protocols, and basic HTML for E-Commerce.	3	3	2	3	2	3	3	3	3	3	3	3	2	2	3	3	3	3	3	3
CO3: Explore E-Business requirements, architecture, business models, and security.	3	3	2	3	3	2	3	3	3	3	3	3	3	2	3	3	3	3	3	3
CO4: Gain knowledge of e-payment systems, their types, and security standards.	3	2	3	2	3	3	3	3	3	2	3	3	3	2	3	3	3	3	3	3
CO5: Understand E-Marketing, challenges, and legal & ethical issues in E-Business.	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3
3 = High Relevance																				
2 = Moderate Relevance																				
1 = Low Relevance																				
Blank = No Direct Mapping																				



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.

Course Outcome

CO1: Understand the concept, scope, and evolution of HRM, and differentiate it from Personnel Management.

CO2: Learn about HR planning, job analysis, and the differences between job description and job specification.

CO3: Explore recruitment, selection processes, training methods, and career development strategies.

CO4: Understand compensation, job evaluation, and factors influencing employee remuneration.

CO5: Gain knowledge of performance appraisal methods, grievance handling, and disciplinary actions.

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	<p>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.</p> <p>Selection: Introduction, Meaning and Importance of Selection, Steps in Selection Process, Induction, Steps in Induction Process.</p> <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 4	<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 5	<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> <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



Course Articulation Matrix (BBA-HRM303: Human Resource Management)																					
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	
CO1: Understand the concept, scope, and evolution of HRM, and differentiate it from Personnel Management.	3	3	2	3	3	3	3	3	3	2	3	2	3	3	2	3	3	3	3	3	
CO2: Learn about HR planning, job analysis, and the differences between job description and job specification.	3	3	2	3	3	2	3	3	3	2	3	3	3	3	2	3	3	3	3	3	
CO3: Explore recruitment, selection processes, training methods, and career development strategies.	3	3	3	3	3	2	3	3	3	2	3	3	3	3	2	3	3	3	3	3	
CO4: Understand compensation, job evaluation, and factors influencing employee remuneration.	3	3	3	3	3	2	3	3	3	2	3	3	3	3	2	3	3	3	3	3	
CO5: Gain knowledge of performance appraisal methods, grievance handling, and disciplinary actions.	3	3	3	3	3	3	3	3	3	2	3	3	3	3	2	3	3	3	3	3	
3 = High Relevance																					
2 = Moderate Relevance																					
1 = Low Relevance																					
Blank = No Direct Mapping																					



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.

Course Outcome

CO1: Explore consumer personality, perception, and factors influencing individual perceptions.

CO2: Learn about consumer attitudes, attitude change strategies, and the impact of cultural influences on consumer behavior.

CO3: Understand the consumer buying decision process, including problem recognition, information search, and post-purchase behavior.

CO4: Gain insight into organizational buying behavior, buyer characteristics, and decision-making processes

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.
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UNIT 2	<p>Consumer Personality: Introduction, Self-concept, personality Theories, Brand Personality, emotions.</p> <p>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.</p>
UNIT 3	<p>Consumer Attitudes: Introduction, Functions of Attitude, Attitude Models, Factors that Inhibit Relationship between Beliefs, Feelings and Behaviour, Learning Attitudes, Changing Attitudes, Attitude Change Strategies</p> <p>Cultural Influences on Consumer Behaviour: Introduction; Characteristics of Culture, Values, Sub-cultures, Cross-cultural Influences, Cultural Differences in Non-verbal Communications.</p>
UNIT 4	<p>Consumer buying decision process: Problem Recognition, Information Search and Evaluation of Alternatives: Introduction, Problem Recognition, Information Search, Evaluation of Alternatives</p> <p>Consumer decision-making process: Outlet Selection, Purchase and Post Purchase Behaviour, Introduction, Outlet Selection and Purchase, Post Purchase Behaviour.</p>
UNIT 5	<p>Organizational Buying Behaviour: Introduction, Organizational Buyer Characteristics, Purchase and Demand Patterns, Factors Influencing Organizational Buyer Behaviour, organizational Buyer Decision Process, Organizational Buying Roles.</p>

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.



Course Articulation Matrix (BBA-CB304: Consumer Behaviour)																					
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	
CO1: Understand consumer behavior, its applications, and the consumer research process.	3	3	3	2	2	3	3	2	3	2	3	3	3	2	3	2	3	3	3	2	
CO2: Explore consumer personality, perception, and factors influencing individual perceptions.	3	3	3	2	2	3	3	2	3	2	3	3	3	3	3	2	3	3	3	2	
CO3: Learn about consumer attitudes, attitude change strategies, and the impact of cultural influences on consumer behavior.	3	3	3	3	2	3	3	2	3	2	3	3	3	3	3	2	3	3	3	2	
CO4: Understand the consumer buying decision process, including problem recognition, information search, and post-purchase behavior.	3	3	3	3	3	3	3	2	3	2	3	3	3	3	3	2	3	3	3	3	
CO5: Gain insight into organizational buying behavior, buyer characteristics, and decision-making processes.	3	3	3	3	3	2	3	2	3	2	3	3	3	3	3	2	3	3	3	3	
3 = High Relevance																					
2 = Moderate Relevance																					
1 = Low Relevance																					
Blank = No Direct Mapping																					



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.

Course Outcome:

CO1: Understand the nature, scope, and role of management accounting, and distinguish it from financial and cost accounting.

CO2: Analyze financial statements using various tools like comparative statements, common size statements, and trend percentages.

CO3: Interpret financial ratios and perform fund flow and cash flow analysis for better managerial decision-making.

CO4: Understand budgeting concepts, types of budgets, and variance analysis techniques for performance evaluation.

CO5: Apply marginal costing and profit planning techniques, including break-even analysis and cost-volume-profit relationship

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

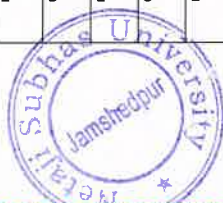


UNIT 3	Ratio Analysis, Fund Flow and Cash Flow Analysis: Ratio Analysis: Nature and Interpretation, Classification of Ratios, Profitability Ratios, Turnover Ratios, Financial Ratios, Utility and Limitations of Ratios, DUPONT Control Chart. Funds & Cash Flow Analysis: Concept of Funds Flow Statement, Sources and Uses of
	Funds, 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.
UNIT 4	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 Flexile Budgeting, Performance Budgeting and Zero Base Budgeting, Concept of Responsibility Accounting – Types of Responsibility Centres.
	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.
UNIT 5	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.

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, 2002 Third Edition.
- 3) Pandey, I.M.; Management Accounting, Vikas Publishing House, 2003 Third Edition.

Course Articulation Matrix (BBA-MA305: Basics of Management Accounting)																				
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1: Understand the nature, scope, and role of management accounting, and distinguish it from financial and cost accounting.	3	3	2	2	1	2	3	1	2	2	3	3	3	2	2	2	3	1	2	2
CO2: Analyze financial statements using various tools like comparative statements, common size statements, and trend percentages.	3	3	2	2	1	2	3	2	3	2	3	3	3	2	3	2	3	2	3	2



C03: Interpret financial ratios and perform fund flow and cash flow analysis for better managerial decision-making.	3	3	2	2	1	3	3	2	3	3	3	3	3	3	3	2	3	3	3	2
C04: Understand budgeting concepts, types of budgets, and variance analysis techniques for performance evaluation.	3	3	2	3	1	3	3	2	3	3	3	3	3	3	3	2	3	3	3	2
C05: Apply marginal costing and profit planning techniques, including break-even analysis and cost-volume-profit relationship.	3	3	2	3	1	3	3	2	3	3	3	3	3	3	3	2	3	3	3	2
3 = High Relevance																				
2 = Moderate Relevance																				
1 = Low Relevance																				
Blank = No Direct Mapping																				



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.

Course Outcome

CO1: Understand the basics of research, types of research, and the research process.

CO2: Formulate research problems and design research methodologies effectively.

CO3: Collect data using various methods and sampling techniques for market research.

CO4: Analyze data using quantitative methods, hypothesis testing, and qualitative research techniques.

CO5: Present research findings through effective diagrams, graphs, and report writing

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 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 3	<p>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</p> <p>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</p>
UNIT 4	<p>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.</p> <p>Data Analysis – Qualitative research</p> <p>Focus groups, Interviews, Ethnography, Grounded Theory, Participant observation and Content Analysis- Brief overview</p>
UNIT 5	<p>Presentation- Diagrams; graphs; chars. Report writing; layout of Research report; Types of Reports; Mechanism of writing a Research report; Precaution for writing report</p>

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)



Course Articulation Matrix (BBA-RM401: Research Methodology)																				
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1: Understand the basics of research, types of research, and the research process.	3	3	2	2	1	2	3	2	3	3	3	3	3	2	3	2	3	1	3	3
CO2: Formulate research problems and design research methodologies effectively.	3	3	2	3	2	2	3	2	3	3	3	3	3	3	3	2	3	1	3	3
CO3: Collect data using various methods and sampling techniques for market research.	3	3	2	2	1	2	3	2	3	2	3	3	3	2	3	2	3	2	3	2
CO4: Analyze data using quantitative methods, hypothesis testing, and qualitative research techniques.	3	3	3	3	2	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3
CO5: Present research findings through effective diagrams, graphs, and report writing.	3	3	3	3	2	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3
3 = High Relevance																				
2 = Moderate Relevance																				
1 = Low Relevance																				
Blank = No Direct Mapping																				



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.

Course Outcome

- CO1:** Understand the fundamental concepts and definitions under the Income Tax Act, 1961.
- CO2:** Compute taxable income under different heads, including salary, house property, business, and other sources.
- CO3:** Assess individuals' tax liabilities and understand the procedures for tax deductions and refunds.
- CO4:** Gain an introduction to corporate taxation and its application.
- CO5:** Learn the basics and features of excise, customs, service tax, VAT, and central sales tax.

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

Reference books:

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

Course Articulation Matrix (BBA-TAX402: Taxation)																				
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1: Understand the fundamental concepts and definitions under the Income Tax Act, 1961.	3	3	2	2	1	2	3	2	3	3	3	3	3	2	3	2	3	1	3	3
CO2: Compute taxable income under different heads, including salary, house property, business, and other sources.	3	3	2	3	2	2	3	2	3	3	3	3	3	3	3	2	3	1	3	3
CO3: Assess individuals' tax liabilities and understand the procedures for tax deductions and refunds.	3	3	2	3	2	2	3	2	3	3	3	3	3	3	3	2	3	1	3	3
CO4: Gain an introduction to corporate taxation and its application.	3	3	2	2	2	2	3	2	3	2	3	2	3	2	3	2	3	1	3	3
CO5: Learn the basics and features of excise, customs, service tax, VAT, and central sales tax.	3	3	3	3	2	3	3	2	3	3	3	3	3	2	3	3	3	2	3	3
3 = High Relevance																				
2 = Moderate Relevance																				
1 = Low Relevance																				
Blank = No Direct Mapping																				



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.
- 1) 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.

Course Outcome

CO2: Solve transportation and assignment problems to find optimal solutions.

CO3: Apply the Hungarian Method for assignment problems and understand game theory.

CO4: Use PERT and CPM for efficient project scheduling and time management.

CO5: Implement inventory control techniques

UNIT 1	Introduction to Operation Research: Meaning, Evolution, approaches, techniques and scopes of operations research, managerial application of Operation Research. Linear programming: Introduction, meaning characteristics, graphical approaches and its utility simplex method, dual linear programming, Mathematical Formulation of the Problem
UNIT 2	Transportation & Assignment Problem: The general structure of the problem, methods of initial allocation degeneracy, optimal solution of transportation problem
UNIT 3	Assignment Models: Balanced and Unbalanced Assignments Models, Hungarian Method Game Theory- Meaning and concept

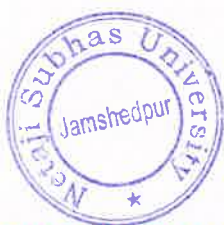


UNIT 4	Network Analysis: PERT/CPM background and development, stages in application PERT networking analysis, CPM, Determination of CPM, Determination of earliest expected & latest allowable times.
UNIT 5	Inventory control: Classification of Inventory control, EOQ model, inventory control system, ABC Analysis, Advantages of EOQ model in management.

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)

Course Articulation Matrix (BBA-POR403: Production and Operation Research)																				
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1: Understand and apply linear programming techniques for optimization problems.	3	3	2	3	1	3	3	2	3	2	3	2	3	3	3	3	3	1	3	2
CO2: Solve transportation and assignment problems to find optimal solutions.	3	3	2	3	1	3	3	2	3	2	3	2	3	3	3	3	3	1	3	2
CO3: Apply the Hungarian Method for assignment problems and understand game theory.	3	3	2	3	2	3	3	2	3	3	3	2	3	3	3	3	3	2	3	3
CO4: Use PERT and CPM for efficient project scheduling and time management.	3	3	3	3	1	3	3	3	3	3	3	3	3	3	3	3	3	1	3	3
CO5: Implement inventory control techniques like EOQ and ABC analysis for optimization.	3	3	2	3	2	3	3	2	3	3	3	3	3	3	3	3	3	1	3	3
3 = High Relevance																				
2 = Moderate Relevance																				
1 = Low Relevance																				
Blank = No Direct Mapping																				



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

CO1: Understand the objectives, processes, and forecasting methods in sales management.

CO2: Apply sales force management techniques, including recruitment, training, and performance evaluation.

CO3: Develop and manage sales budgets, quotas, and territories effectively.

CO4: Understand the structure of marketing channels, intermediaries, and logistics in distribution.

CO5: Analyze real-world sales and marketing scenarios through case studies.

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
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.
UNIT 5	Case Study

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

Course Articulation Matrix (BBA-SDM404: Sales & Distribution Management)																				
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1: Understand the objectives, processes, and forecasting methods in sales management.	3	3	2	2	1	3	3	2	3	2	3	3	3	2	3	3	3	1	3	2
CO2: Apply sales force management techniques, including recruitment, training, and performance evaluation.	3	3	3	3	1	3	3	2	3	2	3	3	3	3	3	3	3	2	3	3
CO3: Develop and manage sales budgets, quotas, and territories effectively.	3	3	2	3	1	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3
CO4: Understand the structure of marketing channels, intermediaries, and logistics in distribution.	3	3	2	3	2	3	3	3	3	3	3	3	3	2	3	3	3	2	3	3
CO5: Analyze real-world sales and marketing scenarios through case studies.	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3
3 = High Relevance																				
2 = Moderate Relevance																				
1 = Low Relevance																				
Blank = No Direct Mapping																				



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.

Course Outcome

- CO1:** Understand the basics, importance, and scope of statistics and differentiate between descriptive and inferential statistics.
- CO2:** Collect, edit, and present statistical data using various methods, including sampling and graphical representations.
- CO3:** Apply measures of central tendency and dispersion to analyze data.
- CO4:** Perform correlation and regression analysis to understand relationships between variables.
- CO5:** Understand and construct index numbers for analyzing economic 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 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
UNIT 4	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.
UNIT 5	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

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)

Course Articulation Matrix (BBA-BS405: Business Statistics)																				
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1: Understand the basics, importance, and scope of statistics and differentiate between descriptive and inferential statistics.	3	3	2	2	1	2	3	2	3	2	3	3	3	2	3	2	3	1	3	2
CO2: Collect, edit, and present statistical data using various methods, including sampling and graphical representations.	3	3	3	3	1	2	3	3	3	3	3	3	3	3	3	3	3	2	3	3
CO3: Apply measures of central tendency and dispersion to analyze data.	3	3	2	3	1	2	3	3	3	3	3	3	3	2	3	2	3	1	3	3
CO4: Perform correlation and regression analysis to understand relationships between variables.	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3
CO5: Understand and construct index numbers for analyzing economic data.	3	3	2	2	1	2	3	3	3	2	3	3	3	2	3	3	3	1	3	2
3 = High Relevance																				
2 = Moderate Relevance																				
1 = Low Relevance																				
Blank = No Direct Mapping																				



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.

Course outcome

CO1: Understand project management concepts and the project manager's role.

CO2: Analyze project feasibility and finalize implementation schedules.

CO3: Learn about project approval agencies, HR organization, and contracting.

CO4: Design project systems, work breakdown structures, and control systems.

CO5: Apply project appraisal criteria and use PERT/CPM for scheduling.

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

Course Articulation Matrix (BBA-PM501: Project Management)																				
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1: Understand project management concepts and the project manager's role.	3	3	2	3	2	2	3	2	3	3	3	3	3	3	3	2	3	1	3	3
CO2: Analyze project feasibility and finalize implementation schedules.	3	3	3	3	2	3	3	3	3	3	3	3	3	2	3	3	3	2	3	3
CO3: Learn about project approval agencies, HR organization, and contracting.	2	3	2	2	3	2	2	3	2	3	3	2	2	3	2	3	2	2	2	3
CO4: Design project systems, work breakdown structures, and control systems.	3	3	3	3	2	2	3	3	3	3	3	3	3	3	3	3	3	2	3	3
CO5: Apply project appraisal criteria and use PERT/CPM for scheduling.	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3
3 = High Relevance																				
2 = Moderate Relevance																				
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Blank = No Direct Mapping																				



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.

Course Outcome

- CO1:** Understand financial management concepts, objectives, and sources of financing.
- CO2:** Analyze capital structure, cost of capital, and leverage types.
- CO3:** Evaluate investment decisions using NPV and IRR techniques.
- CO4:** Manage working capital, including cash, inventory, and receivables.
- CO5:** Understand inventory management and corporate dividend policies.

UNIT 1	<p>Financial Management: Meaning, Scope, objectives of Financial Management --- Profit Vs. Wealth Maximization. Financial Management and other Areas of Management ---Finance Function.</p> <p>Sources of Financing: Classification of Sources of Finance, Security Financing, Loan Financing, Project Financing.</p> <p>Concept in Valuation: Valuation Concepts, Valuation of Securities viz., Debentures, Preference shares and Equity Shares.</p>
UNIT 2	<p>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> <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 3	Capital Budgeting: Nature of Investment Decisions, Investment evaluation criteria, Net Present value, Internal rate of return, Comparison between NPV and IRR.
UNIT 4	Working Capital Management: Concept, Management of Cash, Management of Inventories, Management of Accounts Receivable and Accounts Payable, over and under Trading.
UNIT 5	Inventory Management: Objectives of Inventory management. Dividend, Bonus and Rights: Dividend Policy, Relevance and Irrelevance Concepts of Dividend, Corporate Dividend Practices in India.

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.

Course Articulation Matrix (BBA-FM502: Financial Management)																				
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1: Understand financial management concepts, objectives, and sources of financing.	3	2	3	2	2	2	3	3	3	3	3	2	3	3	2	2	2	3	2	3
CO2: Analyze capital structure, cost of capital, and leverage types.	3	3	3	2	2	2	3	3	3	3	3	3	3	3	3	2	3	3	3	3
CO3: Evaluate investment decisions using NPV and IRR techniques.	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	2	3	3	3	3
CO4: Manage working capital, including cash, inventory, and receivables.	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO5: Understand inventory management and corporate dividend policies.	3	3	3	2	2	2	2	3	3	3	3	2	3	2	3	2	3	3	2	3
3 = High Relevance																				
2 = Moderate Relevance																				
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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.

Course Outcome

CO1: Understand the scope, trends, and challenges of international business.

CO2: Analyze various modes of entry into international business.

CO3: Evaluate the impact of social, economic, political, and technological environments on international business.

CO4: Understand the process of globalization, its advantages, and key international institutions.

CO5: Learn international trade theories and strategies for achieving global competitive advantage.

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.

Course Articulation Matrix (BBA-FIB503: Fundamentals of International Business)																				
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1: Understand the scope, trends, and challenges of international business.	3	2	3	2	2	3	3	3	2	3	3	2	3	2	3	3	3	3	3	3
CO2: Analyze various modes of entry into international business.	3	3	3	2	2	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3
CO3: Evaluate the impact of social, economic, political, and technological environments on international business.	3	3	3	2	2	3	3	3	3	3	3	3	3	2	3	2	3	3	3	3
CO4: Understand the process of globalization, its advantages, and key international institutions.	3	3	3	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO5: Learn international trade theories and strategies for achieving global competitive advantage.	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3
3 = High Relevance																				
2 = Moderate Relevance																				
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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

CO1: Understand the scope, evolution, and trends in the retailing industry.

CO2: Apply purchasing and pricing strategies to manage retail operations effectively.

CO3: Analyze retail marketing, promotion strategies, and customer behavior for effective retail management.

CO4: Use information systems and technology to enhance retail operations and decision- making.

CO5: Examine the retailing landscape in India and address ethical and legal issues in retail.

UNIT 1	Introduction to retailing: Definition and scope, evolution of retailing, types of retail, trends in retailing industry, benefits of retailing, retailing environment.
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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. 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.

Course Articulation Matrix (BBA 05 MM 01: Retail Management)																				
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1: Understand the scope, evolution, and trends in the retailing industry.	3	3	3	2	2	3	3	3	2	3	3	3	3	2	3	3	3	3	3	3
CO2: Apply purchasing and pricing strategies to manage retail operations effectively.	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO3: Analyze retail marketing, promotion strategies, and customer behavior for effective retail management.	3	3	3	2	2	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3
CO4: Use information systems and technology to enhance retail operations and decision-making.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3



CO5: Examine the retailing landscape in India and address ethical and legal issues in retail.	3	2	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
3 = High Relevance																				
2 = Moderate Relevance																				
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Blank = No Direct Mapping																				



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.

Course Outcome

- CO1:** Understand the role and functions of merchant banks and financial institutions in economic development.
- CO2:** Analyze the operations of merchant banking, including corporate advisory, underwriting, and fundraising methods.
- CO3:** Examine the different types of financial institutions and the structure of financial markets in India.
- CO4:** Explore financial services and instruments like leasing, mutual funds, insurance products, and investment banking.
- CO5:** Evaluate the regulatory framework, risk management, and challenges in merchant banking and financial institutions.

UNIT 1	Introduction to Merchant Banking and Financial Institutions Overview of Merchant Banking and Financial Institutions Functions of Merchant Banks: Issue management, corporate advisory, underwriting, and portfolio management Key Financial Institutions: RBI, SIDBI, EXIM Bank, NABARD Role of Financial Institutions in economic development
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UNIT 2	Operations of Merchant Banking Corporate advisory services: Mergers, acquisitions, and restructuring Underwriting process and issue management for IPOs and private placements Fundraising methods: Equity and debt financing Venture Capital Financing and its stages
UNIT 3	Financial Markets and Institutions Types of Financial Institutions: Commercial Banks, Development Banks, and NBFCs Money Markets vs. Capital Markets Role of Development Banks (SIDBI, NABARD, EXIM) Financial Market Structure in India
UNIT 4	Financial Services and Instruments Financial services: Leasing, factoring, hire purchase Mutual Funds: Types and functions Insurance Products and Asset Management Investment Banking Services and instruments (Equity, Bonds, Debentures)
UNIT 5	Regulation and Challenges in Merchant Banking Regulatory Framework: SEBI, RBI, and other regulations Risk management and ethical issues in financial institutions Trends and challenges in Merchant Banking Impact of global financial crises and regulatory reforms

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.

Course Articulation Matrix (BBA 05 FM 01: Merchant Banking & Financial Services)																				
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1: Understand the role and functions of merchant banks and financial institutions in economic development.	3	3	3	2	3	3	3	3	2	3	3	3	3	2	3	3	3	3	3	3
CO2: Analyze the operations of merchant banking, including corporate advisory, underwriting, and fundraising methods.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3



CO3: Examine the different types of financial institutions and the structure of financial markets in India.	3	3	3	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO4: Explore financial services and instruments like leasing, mutual funds, insurance products, and investment banking.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO5: Evaluate the regulatory framework, risk management, and challenges in merchant banking and financial institutions.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

3 = High Relevance
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Blank = No Direct Mapping

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.

Course Outcome

CO1: Understand the concepts and theories of compensation and wage determination.

CO2: Analyze wage and salary administration, job evaluation, and wage fixation methods in India.

CO3: Examine the role of wage boards, pay commissions, and collective bargaining in wage determination.

CO4: Explore executive compensation, contingent pay, and various pay systems.

CO5: Evaluate wage payment methods, incentive plans, and their impact on job satisfaction and productivity

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.
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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.
UNIT 3	Wage Boards: Structure, Scope and functions, The Pay Commission, Role of Collective bargaining in wage determination.
UNIT 4	Executive Compensation: Components, Contingent pay: Pay for performance; Knowledge based pay system & market based pay system.
UNIT 5	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.

Reference books:

- 1) Milkovich & 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

Course Articulation Matrix (BBA 05 HR 01: Compensation Management)																				
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1: Understand the concepts and theories of compensation and wage determination.	3	3	2	3	3	2	2	3	3	3	3	3	3	3	3	2	3	3	3	3
CO2: Analyze wage and salary administration, job evaluation, and wage fixation methods in India.	3	3	3	3	3	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3
CO3: Examine the role of wage boards, pay commissions, and collective bargaining in wage determination.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO4: Explore executive compensation, contingent pay, and various pay systems.	3	3	3	3	3	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3
CO5: Evaluate wage payment methods, incentive plans, and their impact on job satisfaction and productivity.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

3 = High Relevance

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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.

Course Outcome

CO1: Understand the definition, importance, and objectives of strategic management and the causes of its failure.

CO2: Learn the strategic management process, including vision, mission, goals, and objectives.

CO3: Conduct strategic analysis using tools like SWOT, Porter's Five Forces, and environmental scanning.

CO4: Formulate strategies based on core competencies, strategic planning, and effective implementation.

CO5: Differentiate between red ocean and blue ocean strategies and understand their characteristics and outcomes.

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 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 5	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.

Course Articulation Matrix (BBA-SM601: Strategic Management)																				
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1: Understand the definition, importance, and objectives of strategic management and the causes of its failure.	3	3	3	2	3	2	2	3	3	2	3	3	3	3	3	2	3	2	3	3
CO2: Learn the strategic management process, including vision, mission, goals, and objectives.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO3: Conduct strategic analysis' using tools like SWOT, Porter's Five Forces, and environmental scanning.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3



CO4: Formulate strategies based on core competencies, strategic planning, and effective implementation.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO5: Differentiate between red ocean and blue ocean strategies and understand their characteristics and outcomes.	3	3	2	3	3	3	2	3	3	2	3	3	3	3	3	2	3	3	3	3

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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

Course Outcome:

CO1: Understand entrepreneurship basics, theories, and legal aspects.

CO2: Recognize challenges and empowerment of women entrepreneurs.

CO3: Analyze opportunities, environment, and funding for ventures.

CO4: Explore entrepreneurial behavior, innovation, and EDPs.

CO5: Learn about institutions supporting small businesses and innovation

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 raising 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. Entrepreneurship & Innovation: Overview of Project identification, Search of a business idea, Identification of Project, Business Opportunities
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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.

Course Articulation Matrix (BBA-ED602: Entrepreneurship Development)																				
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1: Understand entrepreneurship basics, theories, and legal aspects.	3	3	2	3	3	3	2	3	3	2	3	3	3	3	3	3	3	3	2	3
CO2: Recognize challenges and empowerment of women entrepreneurs.	3	2	3	3	3	3	2	3	3	2	3	3	3	3	3	3	3	2	3	3
CO3: Analyze opportunities, environment, and funding for ventures.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO4: Explore entrepreneurial behavior, innovation, and EDPs.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO5: Learn about institutions supporting small businesses and innovation.	3	3	2	3	3	3	2	3	3	2	3	3	3	3	3	3	3	3	2	3

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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..

Course Outcome

CO1: Understand the evolution, scope, and challenges of the service economy.

CO2: Analyze service marketing opportunities, market segmentation, and targeting strategies.

CO3: Learn service design, development, and quality measurement models like SERVQUAL.

CO4: Explore service delivery systems, pricing methods, and integrated service marketing communication.

CO5: Apply services marketing concepts to sectors like health, hospitality, tourism, and IT

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, 5th Edition, Tata McGraw Hill, Pvt. Ltd.,
- 3) Services Marketing, 2nd Edition, Verma, Pearson Education India

Course Articulation Matrix (BBA-SM603: Service Marketing)																				
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1: Understand the evolution, scope, and challenges of the service economy.	3	3	2	3	3	3	2	3	2	2	3	3	3	2	2	2	3	3	3	3
CO2: Analyze service marketing opportunities, market segmentation, and targeting strategies.	3	3	3	3	3	3	2	3	3	2	3	3	3	3	3	3	3	2	3	3
CO3: Learn service design, development, and quality measurement models like SERVQUAL.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3
CO4: Explore service delivery systems, pricing methods, and integrated service marketing communication.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO5: Apply services marketing concepts to sectors like health, hospitality, tourism, and IT.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

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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.

Course Outcome

CO1: Understand advertising's importance, functions, types, and agency roles.

CO2: Learn how to create effective advertising messages for print and broadcast media.

CO3: Explore various advertising media types, their characteristics, and media planning.

CO4: Evaluate advertising effectiveness through pre-testing, post-testing, and regulatory aspects.

CO5: Understand personal selling, salesmanship, and the sales process, including sales quotas and territories.



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. Media Planning, Selection of Media Category. Their reach, frequency & impact, Cost and other factors influencing the choice of Media. Media Scheduling.
UNIT IV	Evaluation of Advertising effectiveness: Methods of measuring advertising effectiveness, Pre-testing and Post testing. Regulation of advertising in India, Misleading and deceptive advertising & false claims
UNIT V	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. Process of effective selling: Prospecting, Pre-approach, Approach Presentation & demonstration, handling objectives, Closing the sale & post-sale activities. Functions of Sales Manager.



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

Course Articulation Matrix (BBA 06 MM 02: Advertising and Sales Management)																				
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1: Understand advertising's importance, functions, types, and agency roles.	3	2	3	3	2	2	3	2	2	1	3	3	3	2	2	1	3	3	3	3
CO2: Learn how to create effective advertising messages for print and broadcast media.	3	3	3	3	3	3	3	2	2	1	3	3	2	2	2	2	3	3	3	3
CO3: Explore various advertising media types, their characteristics, and media planning.	3	3	3	3	3	3	3	3	2	2	3	3	3	3	3	3	3	3	3	3
CO4: Evaluate advertising effectiveness through pre-testing, post-testing, and regulatory aspects.	3	3	3	2	3	2	2	3	2	2	3	3	3	3	2	3	3	3	2	2
CO5: Understand personal selling, salesmanship, and the sales process, including sales quotas and territories.	3	3	3	3	3	3	3	3	2	2	3	3	3	3	3	3	3	3	2	3

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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.

Course Outcome

- CO1:** Understand the types, structure, and functions of financial markets and the role of SEBI.
- CO2:** Learn the valuation techniques for equity and debt securities, including DDM and YTM.
- CO3:** Apply fundamental and technical analysis to evaluate securities and market trends.
- CO4:** Analyze risk and return using various models, including CAPM and portfolio theory.
- CO5:** Explore different investment strategies, securities trading methods, and the role of derivatives.

UNIT 1	Introduction to Securities and Financial Markets Definition of securities and financial markets Types of securities: Equity, Debt, Derivatives Structure and functions of financial markets Role of SEBI and regulations Primary and secondary markets Stock exchanges and their functions
UNIT II	Securities and Their Valuation Equity securities: Common stock, Preferred stock Debt securities: Bonds, Debentures Valuation of equity: Dividend Discount Model (DDM), Price/Earnings (P/E) ratio Bond valuation: Present value of future cash flows, Yield to maturity (YTM) Concept of Intrinsic value
UNIT III	Security Market Analysis Fundamental analysis: Economic, industry, and company analysis Financial statement analysis: Profitability, Liquidity, and Leverage ratios Technical analysis: Chart patterns, Indicators (Moving Averages, RSI) Trend analysis and market indicators



UNIT IV	Risk and Return Analysis Concept of risk and return Types of risks: Systematic and unsystematic risk Measurement of risk: Standard deviation, Beta coefficient Capital Asset Pricing Model (CAPM) Portfolio theory: Diversification, Efficient Frontier Risk-adjusted return measures
UNIT V	Investment Strategies and Securities Trading Types of investment strategies: Value investing, Growth investing, and Income investing Securities trading: Market orders, Limit orders, Stop-loss orders Trading strategies for equities, bonds, and derivatives Role of institutional investors and mutual funds Overview of derivatives: Futures, Options, Swaps

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)

Course Articulation Matrix (BBA 06 FM 02: Securities and Securities Analysis)																				
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1: Understand the types, structure, and functions of financial markets and the role of SEBI.	3	2	3	2	2	1	3	3	3	1	3	2	3	3	2	1	3	3	3	2
CO2: Learn the valuation techniques for equity and debt securities, including DDM and YTM.	3	3	3	3	2	1	3	3	3	3	3	3	3	3	2	2	3	3	3	2
CO3: Apply fundamental and technical analysis to evaluate securities and market trends.	3	3	3	2	2	2	3	3	3	3	3	3	3	3	2	2	3	3	3	3
CO4: Analyze risk and return using various models, including CAPM and portfolio theory.	3	3	3	3	2	2	3	3	3	2	3	3	3	3	2	2	3	3	3	2
CO5: Explore different investment strategies, securities trading methods, and the role of derivatives.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

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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.

Course Outcome

- CO1:** Understand the concepts, values, and objectives of industrial relations and the role of trade unions.
- CO2:** Learn the grievance management process, industrial disputes, and methods for their prevention and settlement.
- CO3:** Analyze the collective bargaining process and the concept of workers' participation in management.
- CO4:** Understand key labor legislations in India, including the Factories Act, Industrial Disputes Act
- CO5:** Apply concepts learned to real-world industrial relations scenarios through case study analysis.

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.
UNIT V	Case Study





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.

Course Articulation Matrix (BBA 06 HR 02: Industrial Relations)																				
COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1: Understand the concepts, values, and objectives of industrial relations and the role of trade unions.	3	2	3	3	2	2	3	3	2	1	3	2	3	3	3	2	3	2	3	3
CO2: Learn the grievance management process, industrial disputes, and methods for their prevention and settlement.	3	3	3	3	2	2	3	3	3	1	3	3	3	3	3	2	3	3	3	2
CO3: Analyze the collective bargaining process and the concept of workers' participation in management.	3	3	2	3	3	1	3	3	3	2	3	2	3	3	3	2	3	3	3	2
CO4: Understand key labor legislations in India, including the Factories Act, Industrial Disputes Act, and other relevant laws.	3	2	3	3	3	2	3	2	3	3	3	2	3	3	3	2	3	2	3	
CO5: Apply concepts learned to real-world industrial relations scenarios through case study analysis.	3	3	3	3	3	2	3	3	2	3	3	3	3	3	3	3	3	3	3	

3 = High Relevance
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1 = Low Relevance
Blank = No Direct Mapping


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