

Chaudhary Charan Singh University Meerut

National Education Policy-2020

Bachelor in Business Administration

Bachelor in Business Administration (Honours)

Bachelor in Business Administration (Honours with Research)

Course Structure, Credits & Syllabus

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT



(To be effective from the session 2025-2026)

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GENERAL COURSE STRUCTURE & CREDIT DISTRIBUTION

Program Name: Bachelor in Business Administration, Bachelor in Business Administration (Honours) and Bachelor in Business Administration (Honours with Research) Degree program

Program Level/Duration/Semester: Undergraduate / Three or Four years/6 or 8 Semesters with

multiple entry and exit.

Maximum period to complete the Degree: Seven Years

Options available to students joining Bachelor in Business Administration (BBA) Degree Program:

- One year (two semesters) Under Graduate Certificate in Business Administration
- Two years (four semesters) Under Graduate Diploma in Business Administration
- Three years (six semesters) Bachelor in Business Administration [BBA]
- Four years (eight semesters) Bachelor in Business Administration (Honours) [BBA (Honours)] or Bachelor in Business Administration (Honours with Research) [BBA (Honours with Research)]

Minimum Eligibility Criteria for BBA:

Intermediate or senior secondary form any discipline with recognized board.

Minimum eligibility criteria for opting the course in the fourth year:

- BBA (Honours with Research):** BBA Degree with 75% marks as per the prescribed regulations

Note: Admission will be done against the one fourth seats through merit by the Institution itself.

- BBA (Honours):** BBA Degree as per the prescribed regulations

Note: Admission will be done against the three fourth seats by the Institution itself. In case of the vacancy of seats in BBA (Honours with Research), seats may be converted to BBA (Honours) with the permission of the authorities.

Definition of Credit:

1 Hr. Lecture (L) per week	1 credit
1 Hr. Tutorial (T) per week	1 credit
1 Hr. Practical (P) per week	0.5 credit

Abbreviation and Definition:

L	Lecture
T	Tutorial
P	Practical
MJDSCC	Major Discipline Specific Core Course

Model curriculum for UG Degree in BBA

MJDSEC	Major Discipline Specific Elective Course
MNGEC	Minor Generic Elective Course
SEC	Skill Enhancement Course
AEC	Ability Enhancement Course
VAC	Value Addition Course
VIAPCW	Vocational Course / Internship/ Apprenticeship/ Project/ Community Outreach/ Workshop

Mapping of Marks to Grades:

Each course (Theory/ Practical/ Dissertation/ Viva-Voce) is to be assigned 100 marks, irrespective of the number of credits. Mapping of marks to grades may be done as per the following table:

Letter Grade	Description	Interval of Marks	Grade Point
O	Outstanding	91-100	10
A ⁺	Excellent	81-90	9
A	Very good	71-80	8
B ⁺	Good	61-70	7
B	Above Average	51-60	6
C	Average	41-50	5
P	Pass	36 (Theory Course/ Course with two components theory and practical/ Practical Course) 40 (SVIAC/ Internship/ Capstone Project/ Research project/ Dissertation Viva voce etc)	4
F	Fail	0-35 (Theory Course/ Course with two components theory and practical/ Practical Course) 0-39 (SVIAC/ Internship/ Capstone Project/ Research project/ Dissertation Viva voce etc.)	4
AB	Absent	Absent	0
Q	Qualified	36-100 (Theory Course/ Course with two components theory and practical/ only Practical	

Model curriculum for UG Degree in BBA

		Course)	
		40-100 (SVIAC/ Internship/ Capstone Project/ Research project/ Dissertation Viva voce etc.)	
NQ	Not Qualified	0-35 (Theory Course/ Course with two components theory and practical/ only Practical Course) 0-39 (SVIAC/ Internship/ Capstone Project/ Research project/ Dissertation Viva voce etc.)	
<p>Note:</p> <p>Note:</p> <ol style="list-style-type: none"> F: Fail due to marks less than 36 in theory course/ course with two components theory and practical/ only practical course (must appear in Back Paper according to the University rules) or less than 40 in the SVIAC/ Internship/ Capstone Project/ Research project/ Dissertation. F^R: Fail due to short Attendance (course/ program must be repeated) AB: Absent but attendance criterion is fulfilled (may appear in the corresponding semester external exams as X student) In any case no provision of rescheduling or reappearing in any component of internal assessment will be permitted 			

Exit criteria after first year (two semesters) of BBA Program with UG Certificate in Business Administration:

Total 44 credits in two semesters, including mandatory 4 credits through a Skill based subject or Vocational Course / Internship/ Apprenticeship/ Project/ Community Outreach/ Workshop (VIAPCW) program in a relevant field of a minimum duration of 8 weeks/ 120 hours in the summer break after the second semester.

Re-entry criteria in the second year (third Semester) of BBA Program:

Eligibility: Certificate in Business Administration with requisite 44 credits including mandatory 4 credits through a Skill based subject or Vocational Course / Internship/ Apprenticeship/ Project/ Community Outreach/ Workshop (VIAPCW) program in a relevant field of a minimum duration of 8 weeks/ 120 hours.

Exit criteria after second year (four semesters) of BBA Program with UG Diploma in Business Administration:

Total 84 credits in four semesters, including mandatory 4 credits through a Skill based subject or Vocational Course / Internship/ Apprenticeship/ Project/ Community Outreach/ Workshop (VIAPCW) program in a relevant field of a minimum duration of 8 weeks/ 120 hours in the

Re-entry criteria in the third year (fifth Semester) of BBA Program:

Eligibility: Diploma in Business Administration with requisite 84 credits (including mandatory 4 credits through a Skill based subject or Vocational Course / Internship/ Apprenticeship/ Project/ Community Outreach/ Workshop (VIAPCW) program in a relevant field of a minimum duration of 8 weeks/ 120 hours) in the First/ second year.

Exit criteria after third year (six semesters) of BBA Program with UG Degree in Business Administration (BBA):

Total 124 credits in six semesters, including mandatory 4 credits through a Skill based subject or Vocational Course / Internship/ Apprenticeship/ Project/ Community Outreach/ Workshop (VIAPCW) program in a relevant field of a minimum duration of 8 weeks/ 120 hours in the summer break after the second/ fourth semester.

Re-entry criteria in the fourth year (seventh semester) of BBA (Honours) Program:

Eligibility: UG Degree in Business Administration (BBA) with requisite 124 credits (including mandatory 4 credits through a Skill based subject or Vocational Course / Internship/ Apprenticeship/ Project/ Community Outreach/ Workshop (VIAPCW) program in a relevant field of a minimum duration of 8 weeks/ 120 hours) in the First/ second year.

Re-entry criteria in the Fourth Year (seventh semester) of BBA (Honours with Research) Program:

Eligibility: UG Degree in Business Administration (BBA) with requisite 124 credits (including mandatory 4 credits through a Skill based subject or Vocational Course / Internship/ Apprenticeship/ Project/ Community Outreach/ Workshop (VIAPCW) program in a relevant field) of a minimum duration of 8 weeks/ 120 hours) in the First/ second year.

Note: Admission will be granted based on the other eligibility criteria and process determined by the University for BBA (Honours with Research).

. Examination and Evaluation

13.1. 75% attendance in individual paper/ course is mandatory to appear in the internal/ external examination of the corresponding paper. In extra-ordinary situation the Vice-Chancellor may provide a relaxation within the rules. However, in any case, the relaxation in the attendance criterion will not be the right of a student.

13.2. Attendance criterion will not be concerned with the allotment of marks.

13.3. In case of short attendance in an individual paper/ semester, the student must take readmission in the corresponding semester.

13.4. Absentee in any of the component of the internal examination will be allotted with zero marks in that component.

13.5. In case of absent or fail in one or more components belonging to the internal assessment of a code, there will be no provision of back papers for internals. Whatever marks (zero or more) obtained by the student will be the final internal marks.

13.6. Absentee/ fail in the internal examinations will be allowed for the corresponding External examinations. But short attendance students will not be allowed for the same.

13.7 If a student with minimum 75% attendance remains absent/ fails in the external examination(s), he may

appear as Ex/ in Back paper(s) in the corresponding Code in the corresponding semester in the subsequent sessions under the prescribed rules of the University.

13.8 In case of Ex or back, marks (zero or more) originally obtained in the internal examinations will be final marks to be considered. There will be no provision of X or back in internal examinations.

13.9 Each course/ paper whether major, minor, SAC, AEC or VAC will be a 100 marks credit course irrespective of the credits assigned to it.

13.10 In each major, minor, Skill Enhancement theory Course (except for the summer Internships/ Trainings etc., falling under SEC), and AEC there will be a continuous Internal Assessment of 25% marks and external assessment of 75% marks.

13.11 The internal assessment of major, minor, SEC and AEC theory papers will be based on the student's performance in three components: one semester test (subjective for major and minor/ subjective or objective/ MCQ type for the courses falling under SEC and AEC as per the nature of the course) (60% of the max internal marks i.e. Max 15 marks), one quiz (20% of the max internal marks i.e. Max 5 marks), one assignment/ or presentations/ or equivalent component (20% of the max internal marks i.e. Max 5 marks).

13.12 In external assessment of individual theory paper of major, minor, SEC, and AEC needs to secure minimum 30% marks, i.e. minimum 23 marks from maximum 75 marks.

13.13 In aggregate in individual paper (comprising of only theory or theory plus practical) of major, minor, SEC or AEC, 36% marks in theory paper and 36% individually in theory and practical in case of two components i.e. minimum 36 marks out of 100 marks are required to pass in the particular course/ paper.

13.14. The Value-Added Course (VAC) will be a qualifying credit course of 100 marks.

13.15. For VAC courses offered from the Swayam Portal, the internal exam will be conducted by the portal itself and the external exam consisting of 70 MCQ type questions will be conducted by the University. Marks obtained through the SWAYAM Portal and given by the University will be added. In case of the VAC course exclusively offered by the University, only external exam consisting of 100 objective/ MCQ type questions will be conducted by the University. Passing percentage of the VAC course will be 30% in external and 36% in aggregate in case of SWAYAM portal, and 36% in case of the course offered by the university itself.

13.16. The assessment of completely practical course/ practical part of a course (in any category) will be based on the following components:

- **Work done – 25% marks**
- **Presentation – 25% marks**
- **Lab record – 25% marks**
- **Viva voce – 25% marks**

The evaluation will be conducted jointly by a Board of Examiners consisting of one internal and one external examiner, appointed by the Hon'ble Vice-Chancellor or a nominee designated by the Vice-Chancellor.

13.17. A minimum of 36% marks are required to pass the practical course.

13.18. Summer Internship/ project/ dissertations or equivalent will be evaluated on the bases of the work done (Max 25 marks), quality of report (Max 25 marks), performance in viva-voce (Max 25 marks), and ppt presentation (Max 25 marks). The same will combinedly be evaluated by a Board of Examiners (one internal and one external) appointed by the Hon'ble Vice-Chancellor or by the

person nominated by the Vice Chancellor. Minimum 40 marks are required to pass in the concerned code.

13.19 Projects/ Dissertations are to be done in the guidance of any full-time teacher. Student must submit the report of Project/ Dissertation for evaluation.

13.20. For papers with both theory and practical components, the total 100 marks will be divided into theory and practical as per given in the table. Accordingly internal assessment of theory part will be divided into three components: semester test (of 60% of the max internal marks), one quiz (of 20% of the max internal marks), one assignment/ or presentations/ or equivalent component (of 20% of the max internal marks).

13.21. Passing and Back Paper Criteria:

13.21.1. Students must secure at least 30% marks in external theory paper/ theory part of a paper, 36% marks in practical/ practical components of a paper and 36% in aggregate to pass the course other than the paper based on Summer Internship/ project/ dissertations or equivalent.

13.21.2. If a student fails in the practical/ practical part of a paper, he will be considered failed in the respective paper/code. However, if he fails only the theory part of a paper, he can reappear for the theory exam, while the marks obtained in the practical exam will be carried forward.

13.21.3. An aggregate of 40% marks is required to pass a semester.

13.21.4. For SEC/ VAC courses taken through SWAYAM or similar portals, the evaluation will follow the policy of the online course provider. The external exam may be conducted by the University, the online course provider, or an authorized agency.

13.21.5. The Value-Added Course (VAC) will be a qualifying credit course of 100 marks. Passing percentage of the VAC course will be 36% in aggregate.

13.21.6. Candidate may be awarded 80 or more marks in Research Project/ Dissertation only in the condition when research paper based on the Project/ Dissertation would be published/accepted for publication in a UGC care list (if exists)/Scopus/Web of science indexed journal or two research papers have been presented in national/ international seminar or workshop.

13.21.7. No grace marks would be allowed in any category of exam (external and internal)

13.21.8. To clear the superscribed program and to exit the said program minimum 5 CGPA is compulsory to attain after completion of first, second, third and fourth year individually.

13.21.9. Candidate will be allowed only in taking of external exam when they wish to upscale degree or marks. In such cases already secured marks of CCE (Continuous cumulative evaluation) will be considered as such.

13.21.10. Facility to appear as Ex-student or in back paper will be governed by the university exams rules: odd semester exams while conduction of odd semester exam and even semester exams while conduction of even semester exams.

13.21.11. A student who fails in maximum 50% theory/ practical can be allowed to appear in the back paper exams of those courses, but he cannot be allowed to appear in back papers of any two semesters together.

13.21.12. In case of failure in more than 50% of the theory/ practical, the student will be failed in the complete semester.

13.21.13. In case of being fail in a semester by any reason, a student would not be allowed to appear as X or in

back papers of that semester together with papers of any other semester.

13.21.14A student will be allowed as X student or in back paper as per the current syllabus of the concerned course/ paper of a program.

13.21.15.A student can appear in external examinations of the course/paper opted by him within the defined limit (exhaustion of defined duration) multiple time.

14.A student will not be allowed to change a course of any category once it has been opted.

15. A student who exits with Certificate in Computer Applications will always carry additional 4 credits, earned through a Summer Internship after second semester, mandatory for exit with Certificate in Business Administration.

16. Promotion to the next semester:

16.1 Whatever be the result of the current odd semester, a student can always be promoted to the next semester provided his current semester attendance is completed.

16.2 In the first semester, it is compulsory to fill the exam form which will be forwarded by the course Coordinator/ HoD in case of the attainment of 75% attendance. In case of failure to fulfill the mandatory attendance, admission of the candidate will be assumed as cancelled. (Decision of Academic council dated 29/5/2024 vide no.-3).

17. Calculation of Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

17.1 SGPA, CGPA and consecutive percentage may be calculated as per the following formulae:

Table VI

Sl.No.	Formula	Definition
1	$SGPA (S_j) = \frac{\sum C_i \times G_i}{\sum C_i}$	<ul style="list-style-type: none"> S_j stands for the SGPA of the jth semester. C_i stands for number of the credits of the ith course in the jth semester. G_i stands for grade points of the ith course in jth semester.
2	$CGPA = \frac{\sum (C_j \times S_j)}{\sum C_j}$	<ul style="list-style-type: none"> S_j stands for the SGPA of the jth semester. C_j stands for the total number of credits of all courses in the jth semester.
3	$Consecutive \% = CGPA \times 9.5$	

17.2 While calculating SGPA and CGPA, credits of VAC category courses will not be included.

18. Allotment of Division:

TABLE VII

Sl. No.	CGPA	Division
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1	6.50 or > 6.50	First Division
2	5.00 or > 5.00 but < 6.50	Second Division
3	4.00 or > 4.00 but < 5.00	Third Division

19. Category of Courses:

Four-Year Under Graduate (Honours/ Honours with Research) Degree program will comprise following category of courses:

19.1. Major Discipline Specific Core Course (MJDSCC): MJDSCC are the core credit courses of the specific discipline spreading across the semesters giving adequate knowledge of the Major Discipline.

19.2. Major Discipline Specific Elective Course (MJDSEC): MJDSEC are the discipline-specific open elective courses offered from a pool of courses by the department itself.

19.3 Minor Generic Elective Course (MNGEC): MNGEC courses will provide multi-disciplinary or interdisciplinary knowledge to students.

19.4 Skill Enhancement Course (SEC): These courses are aimed at imparting practical skills, hands-on training, soft skills, etc., to enhance the employability of students. Except for the summer Internship mandatory for Certificate in Computer Applications, all other Internships/ Projects/ Dissertations defined in the scheme will fall under SEC.

19.5. Ability Enhancement Course (AEC): AEC courses will aim to create awareness about Indian Knowledge System.

19.6. Value Addition Course (VAC): These courses will be based on ethics, culture, Indian Knowledge systems, constitutional values, etc. to understand India, sports education, Yoga education, Health and Fitness education, environmental education, digital and technological solutions, and similar courses.

19.7. Skill-Based Course/ Work-Based Vocational Course/ Internship/Apprenticeship/ Community Outreach (SVIAC), Capstone project and Research Project/ Dissertation:

19.7.1 Skill-Based Course (S): A specialized course aimed at enhancing technical and practical expertise in computer applications.

19.7.2 Work-Based Vocational Course (V): A vocational course during the summer vacations, focused on building practical, industry-relevant skills.

19.7.3 Internship/Apprenticeship (I/A): A professional internship or apprenticeship offering hands-on experience in a relevant field.

19.7.4 Community Outreach/ Capstone Project (C): Involvement with an NGO or community-based organization, contributing to social initiatives and applying computer application knowledge to solve real-world challenges. **Capstone Project:** A capstone project after fourth semester and sixth semester to integrating the skills and knowledge gained so far through the program. It can be an independent or group project.

19.7.5 Research Project / Dissertation: To be done by those who get admission in Four Year Under Graduate (Honours with Research).

Semesterwise Structure and Curriculum for UG Course in BBA

SEMESTER-I						
S.No.	Course Code	Course Title	L	T	P	Credit
3 WEEKS COMPULSORY INDUCTION PROGRAM (UHV-I)						
1	MJDS CC	Principles and Practices of Management	3	1	0	4
2	AEC	Business Communication-I	1	1	0	2
3	MJDS CC	Financial accounting	3	1	0	4
4	MJDS CC	Business Statistics and Logic	3	1	0	4
5	AEC	General English	1	1	0	2
6	MNGEC	Indian Knowledge System^	2	0	0	2
7	VAC	Environmental Science and sustainability	2	0	0	2
TOTAL						20

SEMESTER II

S.No.	Course Code	Course Title	L	T	P	Credit
1	MJDSCC	Human Behaviour and Organization	3	1	0	4
2	MJDSCC	Marketing Management	3	1	0	4
3	MJDSCC	Business Economics	3	1	0	4
4	SEC	Emerging Technologies and application	1	0	2	2
5	MNGEC	Media Literacy and Critical Thinking	1	1	0	2
6	VAC	Indian Constitution	2	0	0	2
7	AEC	Business Communication-II	1	1	0	2
TOTAL						20

SEMESTER III

S. No.	Course Code	Course Title	L	T	P	Credit
1	MJDSCC	Management Accounting	3	1	0	4
2	MJDSCC	Legal and Ethical issues in business	3	1	0	4
3	MJDSCC	Human Resource Management	3	1	0	4
4	MNGEC	Indian Systems of Health and Well-ness	1	1	0	2
5	SEC	Management Information System (MIS)	2	0	4	4
6	VAC	Yoga/Sports/NCC/NSS/Disaster Management	0	0	4	2
TOTAL						20

SEMESTER IV

S. No.	Course Code	Course Title	L	T	P	Credit
1	MJDSCC	Entrepreneurship and Startup Ecosystem	3	1	0	4
2	MJDSCC	Operations Management	3	1	0	4
3	MJDSCC	Financial Management	3	1	0	4
4	MJDSCC	Business Research methodology	3	1	0	4
5	VAC	Business environment and public policy or International Business or Geo Politics and impact on business or Public Health and management	2	0	0	2
6	SEC	Enterprise System and platforms	0	1	2	2
TOTAL						20

SEMESTER V

S. No.	Course Code	Course Title	L	T	P	Credit
1	MJDSCC	Strategic Management	3	1	0	4
2	MJDSCC	Logistics and Supply Chain Management	3	1	0	4
3	MJDSEC	Discipline Specific Electives-I	3	1	0	4
4	MJDDSEC	Discipline Specific Electives-II	3	1	0	4
5	SEC	Internship/capstone Project	-	-	-	4
6	SEC	Major Project [evaluation in sixth semester]	-	-	-	0
7	MJDDSE*	Discipline Specific Elective (Audit Course)	3	1	0	0
TOTAL						20

Note: Discipline Elective in Finance/Marketing/HR/Business Analytics/Family Business/Entrepreneurship/ Sports Management/Tourism and Travel Management

L-T-P for Discipline Electives depends on the subject that the University offers

*

Model curriculum for UG Degree in BBA
SEMESTER VI

S. No.	Course Code	Course Title	L	T	P	Credit
1	MJDSCC	Project Management	3	1	0	4
2	MJDSCC	Business Taxation	2	0	0	2
3	MJDSEC	Discipline Specific Electives-III	3	1	0	4
4	MJDDSE C	Discipline Specific Electives-IV	3	1	0	4
5	SEC	Corporate Governance	2	0	0	2
6	SEC	Major Project [Initiated in 5 th Semester]	-	-	-	4
7	MJDSE*	Discipline Specific Elective (Audit Course)	3	1	0	0
TOTAL						20

Note: 1) Discipline Elective in Finance/Marketing/HR/Business Analytics/Family Business/Entrepreneurship/Sports Management/Tourism and Travel Management

2) L-T-P for Discipline Electives depends on the subject that the University offers

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

SEMESTER VII-(BBA(Honours))

S. No.	Course Code	Course Title	L	T	P	Credit
1	OE	AI for Business; Diversity, Equity and Inclusion; Digital Ethnography or Online Course	3	1	0	4
2	MJDSCC	Entrepreneurial Leadership	2	2	0	4
3	MJDSEC	Discipline Specific Electives-V	3	1	0	4
4	MJDSEC	Discipline Specific Electives-VI	3	1	0	4
5	SEC	Dissertation work [evaluation in Eight semester]	-	-	-	-
6	SEC	Summer Internship-II	-	-	-	4
TOTAL						20

L-T-P w.r.t Open Elective and Discipline Specific Elective depends on the Courses offered by the University

SEMESTER VIII-(BBA(Honours))

S. No.	Course Code	Course Title	L	T	P	Credit
1	MJDSEC	Discipline Specific Electives-VII	3	1	0	4
2	MJDSEC	Discipline Specific Electives-VIII	3	1	0	4
3	MJDSEC	Discipline Specific Electives-IX	3	1	0	4
4	SEC	Dissertation work [Started in Seventh semester]	-	-	-	8
TOTAL						20

SEMESTER VII-(BBA-(Honours with Research))

S. No.	Course Code	Course Title	L	T	P	Credit
1	MJDSCC	Advanced Data Analysis Tools	2	0	4	4
2	MJDSCC	Advanced Research Methodology	2	0	4	4
3	SEC	Research Internship Report and Viva –Voce	-	-	-	4
4	MJDSEC	Discipline Specific Electives-X	3	1	0	4
5	MJDSEC	Discipline Specific Electives-XI	3	1	0	4
TOTAL						20

SEMESTER VIII-(BBA-(Honours with Research))

S. No.	Course Code	Course Title	L	T	P	Credit
1	SEC	Dissertation (For Research Track)*	-	-	-	20
TOTAL						20

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

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

Semester Wise Credit Distribution:

Model curriculum for UG Degree in BBA

Sem.	Major Discipline Specific Core Course (MJDS CC)	Major Discipline Specific Elective Course (MJDSE C)	Minor Generic Elective Course (MNGEC)	Skill Enhancement Course (SEC)	Ability Enhancement Course (AEC)	Value Addition Course (VAC)	Dissertation/ project	Total Credits
I	12	-	2	-	4	2		20
II	12	-	2	2	2	2		20
III	12	-	2	4	-	2		20
IV	16	-	-	2	-	2		20
V	8	8	-	4	-	-		20
VI	6	8	-	6	-	-		20
VII (BBA Honours)	4	8	4	4	-	-		20
VIII (BBA Honours)	-	12	-	8	-	-		20
VII (BBA Honours with Research)	8	8	-	4	-	-		20
VIII (BBA Honours with Research)		-	-	20	-	-		20

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

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

Category-wise Credit Distributio

Certificate/ Diploma/ Degree	Major Discipline Specific Core Course (MJDSCC)	Major Discipline Specific Elective Course (MJDSEC)	Minor Generic Elective Course (MNGEC)	Skill Enhancemen t Course (SEC)	Ability Enhancemen t Course (AEC)	Value Addition Course (VAC)	Total Credits
Certificate in Business Administrati on	24	-	4	2	6	4	40+ 4 cred its thro ugh VIA PC W
Diploma in Business Administrati on	52	-	6	8	6	8	80 + 4 cre dit s thr ou gh VI AP C W
BBA Degree	64	16	6	20	6	8	120 + 4 credit s throu gh VIAP CW
BBA (Honours) Degree	68	36	10	32	6	8	160+ 4 credit s throu gh VIAP CW
BBA (Honours with Research) Degree	96	24	6	20	6	8	160+ 4 credit s throu gh VIAP CW

SEMESTER-I

SEMESTER-I

Principle sand Practices of Management

CC101	Principles and Practices of Management	4L:0T:0P	4Credits
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CourseDescription:

This course introduces the student to the key aspects of management -planning, organizing, leading, and controlling by integrating both classical and contemporary management practices. Through case studies, interactive sessions, and practical exercises, students will learn to apply these principles to real-world scenarios that will prepare them for leadership roles in diverse organizational settings. The goal isto equip students with the tools and insights necessary to manage effectively and drive organizational success.

CourseObjectives:

1. Tounderstandthebasicconcepts,principles,andtheoriesofmanagement.
2. Toexaminetheessentialfunctionsofmanagers.
3. Toanalyzetheimpactofglobalization,diversity,andethicsonmanagement.
4. Todevelopskillsinstrategicplanning,decision-making,andleadership.

*CourseContent:***Unit1:Introductionto Management**

Definition, nature, and significance of management, principles of management, management and administration, levels of management, role of managers and managerial skills; Evolution of management thought: Classical, Behavioral, Quantitative, Systems, Contingency and Modern approaches; Management as a science and an art; Functions of management: Planning, organizing, leading, and controlling

Unit2:Planning,OrganizingandStaffing

Nature, Importance and Purpose of planning in management; Types of plans:Strategic,tactical,operational;Planningprocessandtechniques;Decision-making-Importance and steps, decision making models and tools; Organizational structureanddesign;typesoforganizationalstructures:Functional,divisional,matrix;Authority, responsibility, and delegation, Centralization Vs Decentralizationofauthorityandresponsibility–SpanofControl;Coordination and integration, MBO and MBE; Nature and Importance of staffing – Process of selection and recruitment

Unit 3: Leading, Directing and Controlling

Meaning and nature of directing, Leadership theories (trait, behavioral, contingency, participative, charismatic, transformational, level-5 leader), Motivation theories and practices (Maslow, Herzberg two factor, McGregor's theory x & theory y), Hawthorne effect, Communication (meaning and importance) in management, Team building and group dynamics; Controlling-meaning and steps in controlling, control process and systems, essentials of sound control system, methods of establishing control, types of control; Performance measurement and management.

Unit 4: Strategic Management, Ethics and Social Responsibility

Overview of strategic management, SWOT analysis and strategic formulation, Implementing and evaluating strategies. Ethical issues in management, Corporate social responsibility (CSR), Sustainable management practices.

Text Books (Latest Editions):

1. Rao, V. S. P. Management Principles and Applications. Taxmann Publications.
2. Bright, D. et al. Principles of Management. OpenStax Textbooks, Houston
3. Kapoor, Premvir, Principles of Management, Khanna Book Publishing.
4. Jones, G. R., and George, J. M. Essentials of contemporary management. New York, NY: McGraw-Hill Education.
5. Robbins, S. P. & Coulter, M. A. Management. Pearson.

References:

1. Indian Business Rising: The Contemporary Indian Way of Conducting Business-And How It Can Help You Improve Your Business | Harvard Business Review Press | 5813BC-PDF-ENG | <https://hbsp.harvard.edu/product/5813BC-PDF-ENG>

Reflective Exercises and Cases:

1. *Entrepreneurial Leadership in Forming High Tech Enclaves: Lessons from the Government of Andhra* | F. Warren McFarlan, Espen Andersen, Ramiro

2. *ATH Technologies by Robert Simons and Jennifer Packard*
<https://www.hbs.edu/faculty/Pages/item.aspx?num=52711>
3. Article review and discussion:
 Application of Ancient Indian Philosophy in Modern Management
 (http://www.irdindia.in/journal_ijrdmr/pdf/vol5_iss4/8.pdf)
4. *Review of Lincoln Electric Co. by Norman Berg.*
5. *Review of Hawthorne case.*
6. *Leadership Lessons from India* | Peter Cappelli, Harbir Singh, Jitendra V. Singh, Michael Useem | Harvard Business Review | R1003G-PDF-ENG |
<https://hbsp.harvard.edu/product/R1003G-PDF-ENG?>
7. *Traditional Way of Learning Ayurveda and Practising It: A Dialogue with Vaidya Bhaskar bhai Hardikar* | Mukund Dixit, Sanjay Verma | IIM Ahmedabad | A00135-PDF-ENG |
<https://hbsp.harvard.edu/product/A00135-PDF-ENG?>
8. *Forest Essentials: Demystifying India's Luxury Ayurveda Brand* | Veena Vohra, Seema Khanvilkar | Ivey Publishing | W28410-PDF-ENG |
<https://hbsp.harvard.edu/product/W28410-PDF-ENG?>
9. *Atijeevan Foundation: Transforming Scars into Strength* | Shubham Sharma, Satyendra C Pandey | Ivey Publishing | W36939-PDF-ENG |
<https://hbsp.harvard.edu/product/W36939-PDF-ENG?>
10. *How Do Great Leaders Overcome Adversity? By Mayo (2024)*
<https://hbspwk.hbs.edu/item/cold-call-how-do-great-leaders-overcome-adversity>
11. *Leadership principles from Hindu scriptures*
 (<https://blog.hua.edu/blog/leadership-principles-from-hindu-scriptures>)
12. *5 Principles of Purposeful Leadership* | Hubert Joly | Harvard Business Review | H06YSB-PDF-ENG |
<https://hbsp.harvard.edu/product/H06YSB-PDF-ENG?>
13. *Bharti Airtel (A)* | C.K. Prahalad, M.S. Krishnan, Sheel Mohnot | WDI Publishing | W88C34-PDF-ENG |
<https://hbsp.harvard.edu/product/W88C34-PDF-ENG?>
http://www.ibscdc.org/Case_Studies/Leadership/Leadership%20Organizational_Change_and_CEOs/LDS0028.htm

Course Outcomes:

1. Demonstrate how management principles are used to solve practical business problems
2. Compare and contrast different management theories and their effectiveness in various organizational contexts

3. Design a management strategy for a hypothetical or real organization using a mix of management theories and practices
4. Propose innovative management solutions to enhance efficiency and effectiveness in given business scenarios.

AEC101	Business Communication-I	1L:1T:0P	2 Credits
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Course Description:

This course focuses on bringing in perspective the importance of Business Communication for organizations and individual employees in the context of multicultural workforce in a digital world. The course will focus on instilling effective communication skills in students for organizational setup. The course will be taught using texts, cases and classroom exercises for improving both written and oral communication in students.

Course Objectives:

1. To understand the concept, process, and importance of Business Communication.
2. To help students in understanding the basic principles and techniques of business communication.
3. To train students to acquire and master written communication for the corporate world.
4. To sensitize students to understand Business Communication in Global and Cross-Cultural context.

Course Content:

Unit 1: Introduction to Communication in Organizations

Introduction to Business Environment and Communication, Models of communication, Basics of Communication (types, channels and barriers), 7Cs of communication, Formal and informal communication, Listening Skills, communication on social media platforms.

Unit 2: Written Communication

Planning and executing different types of messages, emails, formal letters (Planning & Layout of Business Letter) and informal messages on e-platforms, negative messages: indirect & direct negative messages; Persuasive messages, request letters to various stakeholders, Sales Letters, Complaint & Follow up Letters, Promotion Letters, Job application Letters, cover letters, resume, Resignation Letters.

Unit3-InterpersonalCommunication

Team communication, managing communication during online meeting, communication with virtual team, communication in gig economy; Presentation skills (Verbal and non-verbal); Powerpoint presentation skills; Infographics, introduction to contemporary alternatives (such as- Prezi, Visme, Microsoft Sway, Zoho)

Unit4-DigitalCommunication

Social media and individual, social media & organizations, Media Literacy; Strong Digital communication skills—email, instant messaging, video conferencing, e-meetings, Digital collaboration, digital citizenship—digital etiquettes & responsibilities; introduction to personal and organizational websites.

Text Books (Latest Editions):

1. AICTE's Prescribed—Communication Skills in English, Khanna Book Publishing.
2. Lesikar, R. V. & M. E. Flatley, "Business Communication: Connecting in a Digital World", McGraw-Hill Education.
3. Murphy, H. A., Hildebrandt, H. & Thomas, J. P., Effective Business Communication. McGraw Hill.
4. Mukerjee H. S., Business Communication: Connecting at Work. Oxford Publication
5. Boove, C. L., Thill, J. V. & Raina, R. L., Business Communication Today, Pearson.

References:

1. Rao, M. T. (2023) Minor Hints: Lectures Delivered to H. H. the Maharaja Gaekwar, Sayaji Rao III. Gyan Publishing
2. Getting Ready for the Real World: HBR, 2020: The Science of Strong Business Writing.
<https://hbr.org/2021/07/the-science-of-strong-business-writing>

Reflective Exercises and Cases:

1. Review of Bharat Muni's Natya Shastra (Rasa, Sahridayata & Sadharanikaran)
2. Preparing an curriculum vitae/resume and cover letter
3. Reading of annual reports
4. The Future of Internal Communication | Rita Lin Juan Men, Shannon A. Bowen
| Business Expert Press | BEP336-PDF-ENG
<https://hbsp.harvard.edu/product/BI:P336-PDF-ENG>

5. Change Management and Internal Communication | Rita Linjuan Men, Shannon A. Bowen | Business Expert Press | [BEP334-PDF-ENG]
<https://hbsp.harvard.edu/product/BEP334-PDF-ENG>
6. Lighting the Fire: Crafting and Delivering Broadly Inspiring Messages | Tsedal Neeley, Tom Ryder | Harvard Business School | [416046-PDF-ENG]
<https://hbsp.harvard.edu/product/416046-PDF-ENG?>
7. Bad Writing Is Destroying Your Company's Productivity (2016) by Josh Bernoff
<https://hbr.org/2016/09/bad-writing-is-destroying-your-companys-productivity>
8. Students are expected to display proficiency in writing the following Business Communication (and be evaluated for internal assessment): Persuasive Letters, Promotion letters and cover Letters; Prepare Elevator Pitch

Course Outcomes:

1. Apply the skills of effective letter writing and be able to create various kinds of Business letters.
2. Understand various barriers to communication and apply pre-emptive measures, including feedback, to minimize the same.
3. Students shall be able to effectively analyze and evaluate various kinds of business correspondence and e-correspondence.
4. Able to present in front of audience with confidence and expertise.

CC102	Financial Accounting	4L:0T:0P	4Credits
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Course Description:

This course intends to introduce basic accounting principles and practices. The students will have knowledge about the fundamental accounting processes such as journalizing, ledger posting, preparation of trial balance and final accounts in sole trading and company form of business. It also deals with providing an overview of accounting standards on sustainability accounting as value creation for business.

Course Objectives:

1. To provide an understanding of application of various principles and practice of Accounting.
2. To demonstrate the knowledge on the process of accounting cycle and basic steps involved in Accounting.
3. To apply the knowledge of systematic maintenance of books of accounts to real life business.
4. To estimate Annual Financial statements of Sole proprietorship and Company form of business.

Course Content:

Unit-I: Introduction to Accounting, Accounting system and process

Meaning, Need for accounting and accounting information system, Stakeholder using accounting information, Qualitative aspects of financial accounting, Accounting standards in India and International (outline), Branches of Accounting, Types of Business Organisations, Accounting taxonomy, Accounting concepts and conventions, Accounting concept of income and expenditure, Classification of capital and revenue- expenditure and income, accounting equation of assets equals capital and liabilities, accounting process, contingent assets and liabilities, Fictitious assets.

Unit-II: Recording transactions and Trial balance

Transactions -nature, Entry in Journal, Purchases, sales, Returns, Receivables, and payables, Inventory, Depreciation and amortizations, reserves, Intangible assets accounting, GST transactions, Entry in Ledger, Accounting accuracy through Trial balance, correction of errors.

Unit-III: Final Accounts

Preparation of Trading and Profit and Loss account, cash books, and Balance Sheet of sole trading concerns, importance of disclosures in final accounts

Unit-IV: Company Final Accounts

Introduction to company-kinds, share capital, issue of shares, schedule to accounts, Financial statements as per Companies Act- 2013, Provisions as to Preparation of Financial Statements, Preparation of Income statement and Balance sheet (horizontal and Vertical).

Green Accounting and Sustainable Reporting-Need and objectives, Sustainability reporting need and methods, data collection, analysis for sustainable reporting to improve value of business, IFRS Financial sustainability disclosure standards.

Text Books (Latest Editions):

1. Jain S.P., & Narang K.L.. Basic Financial Accounting I, New Dehli, Kalyani publishers.
2. Kimmel, Financial accounting, Wiley Publications
3. Gupta, A.. Financial Accounting for Management: An Analytical Perspective, Noida, Pearson Education.
4. S.N. Maheshwari, and S.K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.
5. Ashish k Battacharya, Essentials of financial accounting for Business Managers, Six, PHL learning.
6. Accounting for sustainability: www.ifac.org
7. Peter Bartelmus, E K Seifert, Green Accounting, London, Routledge Publications
8. IFRS sustainability standards: www.ifrs.org

Suggested Cases

1. Smokey Valley Café
2. Irrigation Equipment's Limited
3. Monarch Trading Company

Course Outcomes:

On having completed this course students should be able to:

1. Identify the application of various principles and practice of Accounting in preparation of accounting statements.
2. Demonstrate the knowledge on the process of accounting cycle.
3. Apply the knowledge of systematic maintenance of books of account to real life business.
4. Estimate Annual Financial statements of Sole proprietorship and Company form of business.

CC103	Business Statistics and Logic	3L:1T:0P	4Credits
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Course Description:

Quantitative Aptitude tests have been one of the key components in all competitive exams across the globe in recent years. All tests include such aptitude problems to assess a candidate's arithmetic precision, conceptual numerical ability, analytical ability and rational thinking applicability. Hence this course on Business Statistics and Logic has been introduced as part of BBA programs.

Business Statistics helps us to make business decisions under uncertainties. Such decisions must be objective and unbiased and based on quantitative data. This necessitates an analysis of data using appropriate statistical tools and hence understanding of these techniques and models. With the business entities keen on making data-driven decisions it is essential for individuals working in this uncertain environment to possess such skills to make better decisions backed by data.

Course Objectives:

1. To establish importance of logical reasoning in human inquiry.
2. To demonstrate data handling skills and summarized data with clarity.
3. To extend an understanding of application of relevant concepts of Statistics to a given business scenario.
4. To understand business problems and make decisions using appropriate statistical models and explain trends
5. To demonstrate the knowledge on the process of organizing data and conduct statistical treatment.

Pedagogy: This course could be dealt using multiple pedagogies like interactive lecture, students' discussions, case studies and experiential learning.

Unit-I: Measures of Central Tendency, Dispersion, Measures of Skewness and Kurtosis

Classification and tabulation of data, frequency distribution, diagrams and graphs, measure of central tendency- arithmetic mean, weighted arithmetic mean, median, mode, geometric mean and harmonic mean (theory only) and meaning of partition values- quartiles, deciles, percentiles, measures of dispersion - range, quartile deviation, mean deviation from mean and median, standard deviation and coefficient of variation.

Skewness - meaning, difference between dispersion and skewness, Karl Pearson's and Bowley's measures of skewness, concept of kurtosis, types of kurtoses and importance.

Unit-II: Correlation and Regression

Meaning, definition and use of correlation, covariance, scatter diagram, types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation coefficient, probable error. regression- meaning and utility of regression analysis, comparison between correlation and regression, regression lines - x on y , y on x , regression equations and regression coefficients. meaning,

Unit-III: Probability and Probability distributions

Introduction to probability, basic concepts of probability- classical definition, addition and multiplication rules, probability distributions - binomial, poisson and normal distributions, expected value.

Unit-IV: Introduction to Logic

Number series, coding decoding and odd man out series, direction sense test, seating arrangements - linear and circular, blood relations, arithmetic and geometric progressions, Inductive and deductive reasoning.

Practical Component:

Understanding basic concepts of statistics is possible by incorporating data sets from real life situations. In every unit one hour could be set aside to handle realistic data such as number of steps taken on a day, daily expenditures of students, air

quality index in various months in various cities, stock prices etc. using EXCEL and make their interpretations. Students may make short presentations of their analysis to add to the learning experience.

Readings:

Textbooks (Latest Editions):

1. Levin R. I. & Rubin D. S. *Statistics for Management*. Delhi: Pearson.
2. Pillai & Bagavathi. *Statistics, Theory and Practice*, S Chand Publishing
3. SP Gupta. *Statistical Methods*, Sultan Chand and Sons
4. SC Gupta. *Fundamentals of Statistics*, Himalaya Publishing House
5. Sharma, Gupta, *The Practice of Business Statistics*, Khanna Publishing House.
6. Sharma J. K. *Business Statistics*, Vikas Publishing House

Reference Research Paper:

- Fildes, R., & Goodwin, P. (2007). Against your better judgment? How organizations can improve their use of management judgment in forecasting. *Interfaces*, 37(6), 570-576.
- Stanovich, K. E., & West, R. F. (2000). Individual differences in reasoning: Implications for the rationality debate? *Behavioral and Brain Sciences*, 23(5), 645-665.

Course Learning Outcomes:

On having completed this course students should be able to:

1. Demonstrate data handling skills with clarity and logical reasoning.
2. Outline the relevant concepts of Statistics to a given context/business scenario
3. Organize business data and conduct statistical treatment.
4. Evaluate and interpret data using appropriate statistical techniques.
5. Explain data trends using appropriate statistical models.

AEC102	General English-I	1L:1T:0P	2Credits
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Course Objective:

1. To provide learning environment to practice listening, speaking, reading and writing skills.
2. To assist the student to carry on the tasks and activities through guided instructions and materials.
3. To effectively integrate English language learning with employability skills and training.
4. To provide hands-on experience through case-studies, mini-projects, group and individual presentations.

Course Content:

Unit-I: Vocabulary Building

The concept of Word Formation, Root words from foreign languages and their use in English, Acquaintance with prefixes and suffixes from foreign languages in English to form derivatives, Synonyms, antonyms, and standard abbreviations.

Unit-II: Basic Writing Skills

Sentence Structures, Use of phrases and clauses in sentences, Importance of proper punctuation, Creating coherence, Organizing principles of paragraphs in documents, Techniques for writing precisely

Unit-III: Identifying Common Errors in Writing

Subject-verb agreement, Noun-pronoun agreement, Misplaced modifiers, Articles, Prepositions, Redundancies

Unit-IV: Nature and Style of sensible Writing

Describing, Defining, Classifying, providing examples or evidence, writing introduction and conclusion, Module V: Writing Practices, Comprehension, Précis Writing, Essay Writing

Unit-V: Oral Communication (This Module involves interactive practice sessions in Language Lab)

Listening Comprehension, Pronunciation, Intonation, Stress and Rhythm, Common Everyday Situations: Conversations and Dialogues, Communication at Workplace, Interviews, Formal Presentations

Unit- VI: Oral Communication (This Module involves interactive practice sessions in Language Lab)

Listening Comprehension, Pronunciation, Intonation, Stress and Rhythm, Common Everyday Situations: Conversations and Dialogues, Communication at Workplace, Interviews, Formal Presentations

Text/Reference Books (Latest Editions):

1. AICTE's Prescribed Textbook: Communication Skills in English (with Lab Manual), Anjana Tiwari, Khanna Book Publishing Co.,
2. Effective Communication Skills. Kul Bhushan Kumar, Khanna Book Publishing,
3. Practical English Usage. Michael Swan. OUP.
4. Remedial English Grammar. F.T. Wood. Macmillan.
5. On Writing Well. William Zinsser. Harper Resource Book.
6. Study Writing. Liz Hamp-Lyons and Ben Heasley. Cambridge University Press.
7. Communication Skills. Sanjay Kumar and Pushp Lata. Oxford University Press.
8. Exercises in Spoken English. Parts. I-III. CIEFL, Hyderabad. Oxford University Press.

Alternative NPTEL/SWAYAM Course:

S.No.	NPTEL/SWAYAM Course Name	Instructor	Host Institute
1	English language for competitive exams	Prof. Ayshaiqbal	IITMADRAS
2	Technical English for engineers	Prof. Ayshaiqbal	IITM

Course Outcomes: The student will acquire basic proficiency in English including reading and listening comprehension, writing and speaking skills

MDE101	Indian Knowledge System	2L:0T:0P	2 Credits
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*For Detailed Course Refer APPENDIX-2

VAC101	Environmental Science and Sustainability	2L:0T:0P	2Credits
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Course description:

This course aims to familiarize students with fundamental environmental concepts and their relevance to business operations, preparing them to address forthcoming sustainability challenges. It is designed to equip students with the knowledge and skills needed to make decisions that account for environmental consequences, fostering environmentally sensitive and responsible future managers. The course content is divided into four comprehensive units. Unit 1 introduces basic environmental principles, the man-environment relationship, and sustainability issues. Unit 2 focuses on ecosystems, biodiversity, and sustainable practices. Unit 3 addresses environmental pollution, waste management, and sustainable development strategies. Finally, Unit 4 explores social issues, environmental legislation, and practical applications through hands-on fieldwork. Through this holistic approach, students will gain a deep understanding of environmental processes, the importance of sustainable practices, and their role in promoting sustainability within business contexts.

Course Objective(s):

1. This course aims to familiarize students with basic environmental concepts, their relevance to business operations, and forthcoming sustainability challenges.
2. This course will equip students to make decisions that consider environmental consequences.
3. This course will enable future business graduates to become environmentally sensitive and responsible managers.

Course Content:***Unit 1: Understanding Environment, Natural Resources, and Sustainability***

Fundamental environmental concepts and their relevance to business operations; Components and segments of the environment, the man-environment relationship, and historical environmental movements. Concept of sustainability; Classification of natural resources, issues related to their overutilization, and strategies for their conservation. Sustainable practices in managing resources, including deforestation, water conservation, energy security, and food security issues. The conservation and equitable use of resources, considering both intergenerational and intergenerational equity, and the importance of public awareness and education.

Unit 2: Ecosystems, Biodiversity, and Sustainable Practices

Various natural ecosystems, learning about their structure, functions, and ecological characteristics. The importance of biodiversity, the threats it faces, and the methods used for its conservation. Ecosystem resilience, homeostasis, and carrying capacity, emphasizing the need for sustainable ecosystem management. Strategies for in situ and ex situ conservation, nature reserves, and the significance of India as a mega diverse nation.

Unit 3: Environmental Pollution, Waste Management, and Sustainable Development

Various types of environmental pollution, including air, water, noise, soil, and marine pollution, and their impacts on businesses and communities. Causes of pollution, such as global climate change, ozone layer depletion, the greenhouse effect, and acid rain, with a particular focus on pollution episodes in India. Importance of adopting cleaner technologies; Solid waste management; Natural and man-made disasters, their management, and the role of businesses in mitigating disaster impacts.

Unit 4: Social Issues, Legislation, and Practical Applications

Dynamic interactions between society and the environment, with a focus on sustainable development and environmental ethics. Role of businesses in achieving sustainable development goals and promoting responsible consumption. Overview of key environmental legislation and the judiciary's role in environmental protection, including the Water (Prevention and Control of Pollution) Act of 1974, the Environment (Protection) Act of 1986, and the Air (Prevention and Control of Pollution) Act of 1981. Environmental justice, environmental refugees, and the resettlement and rehabilitation of affected populations; Ecological economics, human population growth, and demographic changes in India.

Readings:

Text Books (Latest Editions):

- Poonia, M.P. *Environmental Studies*, Khanna Book Publishing Co.
- Bharucha, E. *Textbook of Environmental Studies*, Orient Blackswan Private Ltd.
- Dave, D., & Katewa, S.S. *Textbook of Environmental Studies*. Cengage Learning India Pvt Ltd.
- Rajagopalan, R. *Environmental studies: from crisis to cure*, Oxford University Press.

- Miller, G.T. & Spoolman, S. *Living in the Environment*. Cengage.
- Basu, M., & Xavier Savarimuthu, S.J. *Fundamentals of environmental studies*. Cambridge University Press.
- Roy, M. G. *Sustainable Development: Environment, Energy and Water Resources*. Ane Books.
- Pritwani, K. *Sustainability of business in the context of environmental management*. CRC Press.
- Wright, R.T. & Boorse, D.F. *Environmental Science: Toward a Sustainable Future* (13th ed.). Pearson.

References Web

links:

- <https://www.ourplanet.com>
- <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>
- www.myfootprint.org
- <https://www.globalchange.umich.edu/globalchange1/current/lectures/king/ecosystem/ecosystem.html>

Course Outcome(s):

1. Explore the basic environmental concepts and issues relevant to the business and management field.
2. Recognize the interdependence between environmental processes and socio-economic dynamics.
3. Determine the role of business decisions, policies, and actions in minimizing environmental degradation.
4. Identify possible solutions to curb environmental problems caused by managerial actions.
5. Develop skills to address immediate environmental concerns through changes in business operations, policies, and decisions.

SEMESTER–II

SEMESTER-II

CC201	Human Behaviour and Organization	4L:0T:0P	4Credits
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Course Description:

This course will cover principles and concepts to understand how individuals interact with each other and their environment in organizational contexts. Students will explore topics such as motivation, perception, personality, leadership, group decision-making, culture, and conflict resolution through a blend of theoretical frameworks and real-world applications.

Course Objectives:

1. To develop basic understanding of the concept of human behavior and organization.
2. To highlight the importance of OB in modern organizations.
3. To understand individual and group behavior in the workplace to improve the effectiveness of an organization.
4. To critically evaluate leadership styles and strategies.

Course Content:

Unit 1: Introduction to Human Behavior and Organization

Meaning, importance, and historical development of organizational behavior; Factors influencing organizational behavior; Contributing disciplines of OB; OB models

Unit 2 : Individual Behavior

Foundations of Individual Behavior; Personality- Determinants of personality, Type A and B, Big Five personality types, stages of personality development;

Attitude - components, job-related attitudes; Learning- concept, theories, and reinforcement; Perception - concept, perceptual process, factors influencing perception; Values- concept and types: terminal values and instrumental values.

Motivation – Concept, importance, and theories of motivation- Early Theories of motivation (Need Hierarchy, Theory X and Theory Y, Two Factors Theory); Contemporary Theories of motivation (Self-Determination Theory, Goal-setting Theory, Reinforcement Theory, Self-efficacy Theory).

Unit 3: Group & Team Behaviour

Groups and Work Teams: Concept: Five Stage model of group development; Groupthink and shift; Indian perspective on group norms, Group, and teams; Types of teams; Creating team players from individual building. Individual & Group conflict; e-teams.

Unit 4: Leadership & Power

Leadership: Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories, Authentic leadership; Mentoring, self-leadership; Inspirational Approaches (transformational, charismatic): Comparison of Indian leadership styles with other countries. Bases of Power.

Organizational Culture : Concept of culture; Impact (functions and liability); Creating and sustaining culture: Employees and culture; Creating positive and ethical cultures; Need and importance of Cross-Cultural management, Stress, and its Management.

Readings:

Text Books (Latest Editions):

1. Robbins, Stephen - Organizational Behavior Prentice Hall of India Ltd., New Delhi.
2. Luthans Fred - Organizational Behavior: An Evidence-Based Approach - McGraw Hill Publishers Co. Ltd., New Delhi.
3. Prasad, L.M - Organizational Theory Behavior - Sultan Chand & Sons, New Delhi.
4. Rao, VSP - Organization Behavior - Himalaya Publishing House.
5. Aswathappa, K. - Organizational Behavior - Himalaya Publishing House, Mumbai, 18th Edition.

Reflective Exercises and supplementary readings:

Unit I

1. Personality assessment through a questionnaire (MBTI/16PF etc.)
2. Personality assessment through Indian scriptures.
3. Review Literature of the book "Personality Development" by Swami Vivekananda by Exotic India Art.
4. Translating Swami Vivekananda into Management Practice
5. https://link.springer.com/chapter/10.1007/978-981-19-1158-3_17

Unit 2

1. Assess the ways of self-directed Learning.

Unit 3

1. Watch the movie "Rukhna Faisla" / 12 Angry Men on group decision-making.
2. Reflective essay on group behaviour on "Draupadi Cheer Haran"
3. Identify a firm and analyze how business decisions are made in a particular situation as Individuals versus a team. Also, state which form is better and why.
4. Understanding Belbin Individual Team Roles
<https://belbin.scot/wp-content/uploads/2022/08/Belbin-8-SPI-Report-Sample.pdf>.

Unit 4

1. Reflective exercise on the concept of leadership in Mahabharata versus Ramayana.
2. HBR, 2022: *How Great Leaders Communicate*.
3. (<https://hbr.org/2022/11/how-great-leaders-communicate>)
https://www.researchgate.net/publication/340607402_LEADERSHIP_AND_INNOVATION_AT_APPLE_INC

Unit 5

1. Practice stress management techniques
2. *Leading strategic and organizational change at Tata Steel: the role of culture* <https://www.cambridge.org/core/books/abs/leading-strategic-change/leading-strategic-and-organizational-change-at-tata-steel-the-role-of-culture/AEBA5AF709A6E343>

Learning Outcomes:

After completing this Course Students will be able to:

1. Describe individual and group behavior in organizational settings.
2. Demonstrate theoretical knowledge of human behavior in human life setting in management.
3. Judge the lacunae in the system to be able to improve the organization health and other OB outcomes.
4. Formulate a more productive system and high-performance work culture operating on the principles of OB.

CC202	Marketing Management	4L:0T:0P	4Credits
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Course Description:

Marketing management course is designed to help undergraduate students gain a broad, foundational understanding of the basic components of modern marketing. This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course is intended to bring in key principles and activities crucial for the role that marketing has in an organization.

Course Objective(s):

1. Develop understanding about marketing management concepts and frameworks, and apply these to a new or existing business.
2. Develop skills to analyze and synthesize information and derive insights related to marketing management, from several perspectives
3. It also explores best practices in managing marketing activities within an organization and how to measure the impact on demand and attempt to forecast and influence its future levels, magnitude and timing.

Course Content:

Unit 1:
Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation-Production concept, Product concept, selling concept, Marketing concept, Holistic marketing concept; Marketing Environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context); Market and competition analysis, Market Analysis and Creating and Delivering Customer Value. types of marketing (B2C, B2G, B2B, C2C)

Unit 2:
Segmentation, Targeting and Positioning: Concept; Level of Market Segmentation, Basis for Segmenting Consumer Markets; Consumer Behavior, The Rise of Consumer Democracy, Stimulus Response Model of Consumer Behavior, Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context, Consumer Buying Decision Process, Business Customer's Buying Decision Process, and Traditional vs. Experiential Marketing's View of Customer

Unit 3:

Product decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling. Portfolio approach – Boston Consulting Group (BCG) matrix. Introduction to Brand Management and Innovation and New Product Development.

Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), and Adapting Price.

Promotion Decisions: Factors determining promotion mix, Promotional Tools – Fundamentals of advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling. Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers, Introduction to Retail Management.

Unit 4:

Marketing of Services: unique characteristics of services, marketing strategies for service firms – 7Ps. Contemporary issues in Marketing, E-commerce, Digital Marketing, Ethics and social responsibility in Marketing, Integrated Marketing, Online Payments, Rural Marketing, Social Marketing, Green Marketing (Introductory aspects only).

Readings:

Text Books (Latest Editions):

1. Kotler P., Keller K., et al. *Marketing Management* (16th edition). Pearson Education Pvt. Ltd.
2. Aaker, D.A. and Moorman Christine., *Strategic Market Management: Global Perspectives*. John Wiley & Sons.
3. Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth | *Marketing Management*. Pearson Higher Education
4. Kotler, P., Armstrong, G., and Agnihotri, P. Y. *Principles of Marketing* (17th edition). Pearson Education.
5. Ramaswamy, V.S. & Namakumari, S. *Marketing Management: Indian Context Global Perspective* (6th edition). Sage Publications India Pvt. Ltd.
6. Sheth, J.N., & Sisodia, R.S. (Eds). *Does Marketing Need Reform?: Fresh Perspectives on the Future*. Routledge.
7. Percy, L. *Strategic Integrated Marketing Communications*. Routledge.
8. Chaffey, D., & Ellis-Chadwick, F. *Digital Marketing* (7th edition). Pearson Higher Education.

9. Biswas A.K. *Strategic Market Management: Managing Markets for profit and growth* Notion Press.
10. Schmitt, B. *Experiential marketing*. Bilbao: Deusto.
11. Kumar, N. *Marketing as Strategy: Understanding the CEO's Agenda for driving Growth and Innovation*. Harvard Business Review Press.
12. Treacy, M., and Wiersema, F. *The discipline of market leaders: Choose your customers, narrow your focus, and dominate your market*. Basic Books.
13. Treacy, M. *Double-digit Growth: How Great Companies Achieve It--No Matter what?* Penguin.
14. Capon, N. *The marketing mavens*. Crown Business.
15. Levitt T. *Marketing Myopia*.
16. Hamel & Prahalad *Competing for the Future*
17. Peter Doyle : *Value-Based Marketing*
18. Forsyth, Gupta, Haldar: *A Segmentation You Can Act on*.
19. Daniel Yankelovich and David Meer (HBS): *Rediscovering Market Segmentation*
20. C.K. Prahalad: *The Fortune at the Bottom of the Pyramid*
21. Al Ries & Jack Trout: *Positioning: The battle for your mind*

Course Outcome(s):

1. Understand fundamental marketing concepts, theories and principles; the role of marketing in the organization context.
2. Recognize various elements marketing mix for effective functioning of an organization.
3. Critically analyze an organization's marketing strategies.
4. Learn appropriate tools and techniques of marketing with focus on Indian experiences, approaches and cases.
5. Evaluate marketing implementation strategies and formulate and assess strategic, operational and tactical marketing decisions.

Business Economics

CC203	Business Economics	4L:0T:0P	4Credits
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Course Objective:

Business economics uses economic concepts and principles by emphasizing on demand and supply analysis, production & cost analysis and different market structures which are fundamental for further study. This course also introduces important macroeconomic concepts which are indispensable for understanding the functioning of an economy that might affect business performance.

- It equips students with fundamental concepts of microeconomics.
- Business economics delves into the complexities of market structures, helping students navigate challenges such as competition, regulatory environments, and technological disruptions.
- It fosters critical thinking by analyzing real-world case studies, enabling students to propose innovative solutions to business problems.
- A grasp of business economics is essential for aspiring entrepreneurs, managers, and analysts seeking to thrive in today's dynamic and interconnected business landscape.

Course Content:**Unit-1: Fundamentals and Basic Elements of Microeconomics**

- The Economic Problem: Scarcity and Choice, Nature and Scope-Positive and Normative Economics.
- Scope of Study and Central Problems of Micro and Macroeconomics
- Demand Schedule: Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Movement and Shift among Demand Curve, Elasticity of Demand.
- Supply Schedule: individual and market supply, determinants of supply, law of supply, Elasticity of supply. Determination of demand and supply, effect of a shift in demand and supply.

Unit-2: Producer and Consumer Behavior

- Theory of Production-Factors of Production, Production Function, Law of Variable Proportions, Return to Scale, Producers' Equilibrium.
- Theory of Cost- Short Run and Long Run Average, Marginal and Total Cost Curves.

- Cardinal Utility Approach-Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility, Indifference Curves, Budget Lines and Consumer Equilibrium.

Unit-3: Analysis of Market

- Concept of Market and Main Forms of Market.
- Price and Output Determination Under Perfect Competition, Monopoly, Monopolistic Competition, and oligopoly.

Unit-4: National Income and Various Indian Economy Challenges

- Circular Flow of Income. Concept of GDP, GNP, NDP, NNP (At Market Price and Factor Cost), Methods of Calculating National Income.
- A Brief Introduction of Indian Economy-Pre-and Post-Independence.
- Current Challenges Facing by Indian Economy-Human Capital Formation, Poverty, Dynamic
- Business Environment, Trade with Various Nations, Sustainable Economic Development.

Readings:

Text Books (Latest Editions):

1. Varian, H.R: Micro Economics A modern Approach
2. Mc Connell & Brue: Micro Economics Principal, problems & policies. McGraw Hills Professional Publication.
3. Ahuja, H.L. Advanced Economic theory
4. Jain K.P. Advanced Economic theory
5. Jhingan M.L. Modern Micro Economics
6. J. Shapiro: Macro Economic Theory and Policy
7. W.H. Branson: Macro-Economic Analysis
8. M.L. Jhingan: Macro-Economic Theory and Policy
9. M.C. Vaishya: Macro-Economic Theory
10. Sunil Bhaduri: Macro Economic Analysis
11. H.L. Ahuja: Micro Economic Theory; Modern Publisher, Gulab Bhawan, 6, Bahadurshah Zafar Marg, New Delhi.
12. Samuelson & William D. Nordhaus: Economics; McGraw Hills.
13. A.N. Agarwal: Indian Economy.
14. M. Maria John Kennedy: Advanced Micro Economic Theory; Himalaya Publishing House, Delhi.
15. I.C. Dhingra & V.K. Garg: Economic Development & Planning in India.
16. D.M. Mithani: Macro Economics; Himalaya Publishing House.
17. Macroeconomics "by N. Gregory Mankiw"

18. Macroeconomics: Principles, Applications, and Tools" by Arthur O'Sullivan, Steven Shiffrin, and Stephen Perez
19. Macroeconomics" by Olivier Blanchard

ferences

Pedagogy and Teaching Method (Teachers should use the following strategies to achieve various outcomes of the course):

- Different methods of teaching and media to be used to attain classroom attention.
- Massive open online courses (MOOCs) may be used to teach various topics/sub topics.
- 15-20% of the topics which are relatively simpler or of descriptive nature should be given to the students for self-learning and assess the development of competency through classroom presentations.
- Micro-projects may be given to group of students for hand-on experiences.
- Encouraging students to visit to sites such as local or seasonal markets and research establishment around the institution.

Course outcomes:

At the end of the course students will be able to:

1. Understand basic concepts of microeconomics and solve the problem of reallocation and
2. distribution of the scarce resources.
3. To analyze the form and nature of the market and their pricing strategies.
4. Understand the calculation of national income and true measure for increasing economic welfare.
5. Understand various challenges associated with the Indian economy and help to balance the economy

SEC201	Emerging Technologies and Applications	1L:0T:2P	2Credits
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Course Objective:

- To provide a comprehensive understanding of emerging technologies such as block chain, IoT, cloud computing, robotics, AR/VR, etc.
- To explore the applications, implications, and strategic advantages of emerging technologies in business for competitive advantage.

Contents:

Unit-1: Cloud Computing

Cloud service models (IaaS, PaaS, SaaS) – Deployment models (public, private, hybrid)
 - Cloud-based -enterprise solutions – Cost-benefit analysis and scalability – Security and Governance – Data security and compliance in the cloud – Cloud governance frameworks

Unit-2: Internet of Things (IoT) & Industry 4.0

Sensor technologies and connectivity-IoT Applications in Smart cities and infrastructure – Industrial IoT and manufacturing – IoT data processing and storage –Real-time analytics and decision-making – Concept of Industry 4.0 – Automation and smart manufacturing–Cyber-physical systems and digital twins–Robotics and advanced manufacturing technologies–Impact on Business Models–Transformation of production and supply chains–Business process optimization

Unit-3: Blockchain Technology

Fundamentals of Block chain – Decentralization and distributed ledger – Cryptography and consensus mechanisms–Smart contracts–Financial services and digital identity–Challenges and Opportunities–Security and privacy issues–Regulatory and compliance considerations

Unit-4: Augmented Reality (AR) and Virtual Reality (VR)

Introduction to AR/VR – Key concepts and differences between AR and VR – Historical development and current state - AR/VR applications in marketing and customer experience–Training and development through immersive technologies–Challenges and Opportunities – Technological limitations and advancements – Integration with existing business processes.

Practical (Suggestive List):

- Hands-on sessions on utilizing popular cloud platforms for development and deployment, offering hands-on experience with free tiers and trial accounts.

- Hands on sessions on block chain technologies, focusing on the basics development and deployment of decentralized applications.

Readings:

Text Books (Latest Editions):

1. Emerging Technologies by Errol S. van Engelen
2. Internet of Things by Jeeva Jose, Khanna Book Publishing.
3. Digital Transformation: A Strategic Approach to Leveraging Emerging Technologies, Anup Maheshwari
4. Virtual & Augmented Reality by Rajiv Chopra, Khanna Book Publishing.
5. Emerging Technologies for Effective Management by Rahul Dubey, Cengage Publications.
6. IoT Fundamentals: Networking Technologies, Protocols, and Use Cases for the Internet of Things by David Hanes, Jerome Henry, Rob Barton, Gonzalo Salgueiro and Patrick Grossetete.
7. Blockchain for Business by Jai Singh Arun, Jerry Cuomo and Nitin Gaur.
8. Blockchain & Cryptocurrencies by Anshul Kausik, Khanna Book Publishing.
9. Industry 4.0 Technologies for Business Excellence: Frameworks, Practices, and Applications by Edited By Shivani Bali, Sugandha Aggarwal, Sunil Sharma.
10. Blockchain, Artificial Intelligence, and the Internet of Things: Possibilities and Opportunities" by Pethuru Raj, Ashutosh Kumar Dubey, Abhishek Kumar, Pramod Singh Rathore.

Readings:

- Abdi, S., Kitsara, I., Hawley, M. S., & de Witte, L. P. (2021). Emerging technologies and their potential for generating new assistive technologies. *Assistive Technology*, 33(sup1), 17–26. <https://doi.org/10.1080/10400435.2021.1945704>
- Seokbeom Kwon, Xiaoyu Liu, Alan L. Porter, Jan Youtie, Research addressing emerging technological ideas has greater scientific impact, *Research Policy*, Volume 48, Issue 9, 2019, 103834, <https://doi.org/10.1016/j.respol.2019.103834>.
- Philip, J. (2022), "A perspective on embracing emerging technologies research for organizational behavior", *Organization Management Journal*, Vol. 19 No. 3, pp. 88-98. <https://doi.org/10.1108/OMJ-10-2020-1063>

seStudies

1. Software and/or Data: Dilemmas in an AI Research Lab of an Indian IT Organization, Rajalaxmi Kamath; Vinay V Reddy, <https://hbsp.harvard.edu/product/IMB889-PDF-ENG?Ntt=emerging%20technologies>
2. Volkswagen Group: Driving Big Business With Big Data, Ning Su; Naqaash Pirani, <https://hbsp.harvard.edu/product/W14007-PDF-ENG?Ntt=emerging%20technologies>

urser Outcomes:

1. Students will **understand** foundational knowledge of emerging technologies such as blockchain, IoT, cloud computing, AR/VR, etc., comprehending their principles, components, and functionalities.
2. Students will **analyze** the practical applications of these technologies in various business contexts, evaluating how they can optimize operations, enhance decision-making, and drive innovation.
3. Students will **evaluate** the strategic implications of adopting emerging technologies, including potential challenges, risks, and opportunities, to formulate informed strategies for competitive advantage.
4. Students will develop skills to plan and manage the integration of emerging technologies into business processes, ensuring alignment with organizational goals and effective change management.

MDE201	Media Literacy and Critical Thinking	1L:1T:0P	2 Credits
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This course equips students with essential media literacy and critical thinking skills to analyze and navigate various media forms. It covers the dynamics of media production and ownership in India, ethical and regulatory considerations, and enhances digital literacy for responsible online engagement. Through comprehensive study and practical exercises, students will learn to critically engage with media content, uncover biases, and make informed decisions in media consumption and production.

Course Objective(s):

1. Develop critical thinking skills to analyse various media forms effectively and identify underlying biases.
2. Foster media literacy principles for navigating digital media landscapes and evaluating credibility.
3. Explore media production dynamics and ownership structures in the Indian context.
4. Address ethical and regulatory considerations in media practices.
5. Enhance digital media literacy for responsible online engagement and combating misinformation.

Course Content:

Unit 1: Foundations of Media Literacy and Critical Thinking

Core principles of media literacy and critical thinking; Definition and significance of media literacy, its historical evolution within the Indian context; Understanding media as a powerful communication tool and its role in shaping societal perceptions and behaviors.

Unit 2: Deconstructing Media Texts

Forms of media texts, including print, broadcast, digital, and social media; Textual analysis and the deconstruction of visual media using semiotics; The impact of media representations on individual perceptions and societal attitudes, from relevant case studies in the Indian context.

Unit 3: Media Consumption and Production Dynamics

Dynamics of media production, distribution, and consumption in India: Influence of ownership and control structures on media content; Techniques for critically evaluating media content and analysing audience consumption patterns

Unit 4: Ethics, Regulation, and Digital Media Literacy

Ethical and regulatory considerations inherent in media practices and the evolving landscape of digital media literacy. Ethical principles in media, the regulatory framework governing media content, and the role of self-regulatory bodies in upholding ethical standards; Digital media's impact on contemporary media literacy practices, strategies for navigating online information, and promoting digital citizenship.

Text Books (Latest Editions):

1. Potter, W. J. Media literacy (8th ed.). SAGE Publications.
2. Hobbs, R. Media literacy in the digital age. Routledge.
3. Halpern, D. F. Thought & knowledge: An introduction to critical thinking (5th ed.). Psychology Press.
4. Kahneman, D. Thinking, fast and slow. Farrar, Straus and Giroux.
5. Baran, S. J., & Davis, D. K. Mass communication theory: Foundations, ferment, and future (8th ed.). Cengage Learning.
6. Kahne, J., & Bowyer, B. Media literacy education in action: Theoretical and pedagogical perspectives. Routledge.
7. Barbour, K., & Marshall, J. The media literacy handbook. ASCD.
8. Bhaskar, N. K. Media laws and ethics in India. Lexis Nexis.
9. West, R., & Turner, L. H. Understanding intercultural communication: Negotiating a grammar of culture (2nd ed.). Routledge.
10. Aufderheide, P., & Jaszi, P. Reclaiming fair use: How to put balance back in copyright (2nd ed.). University of Chicago Press.
11. Hammond, J. S., Keeney, R. L., & Raiffa, H. Smart choices: A practical guide to making better decisions. Harvard Business Review Press.
12. Covey, S. R. The 7 habits of highly effective people: Powerful lessons in personal change (30th anniversary ed.). Simon & Schuster.

Course Outcome(s):

1. Demonstrate proficiency in analysing media texts and identifying implicit messages and ideologies.
2. Apply media literacy principles to make informed decisions about media consumption and production.
3. Understand the complexities of media production, distribution, and audience behavior.
4. Adhere to ethical standards in media content creation and consumption.
5. Promote responsible digital citizenship by navigating online information critically and combating misinformation.

VAC201	Indian Constitution	2L:0T:0P	2Credits
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Course Description:

This course offers a unique perspective on the Constitution of India, focusing on its economic dimensions and impact on business. It delves into the historical and ideological underpinnings of the Constitution as an economic document, tracing its evolution from post-colonial economic governance to contemporary debates. Students explore constitutional battles over land reforms, economic liberalization, and fiscal federalism, gaining insights into competing economic ideologies and interests. Through case studies and legal analysis, they examine fundamental rights related to business, fiscal federalism, and constitutional issues shaping India's economic landscape.

By the end of the course, students will develop a nuanced understanding of the Constitution's role in shaping economic policies and its implications for business practices, equipping them with valuable insights for careers in business management and policy advocacy.

Course Objective(s):

1. Develop an understanding of the Indian Constitution beyond legal and political lenses, emphasizing its significance for business students.
2. Recognize the importance of comprehending constitutional basics and their impact on trade, economy, and business practices.
3. Analyze the inclusion of economic justice in the preamble and its implications for post-colonial economic policies.
4. Explore the legal history of competing claims between economic development and principles of equity and justice in India.
5. Examine the transition from state-led industrialization to liberalization, highlighting the constitutional underpinnings of these economic shifts.
6. Investigate the constitutional provisions relevant to business, such as the fundamental right to practice any profession, occupation, trade, or business as enshrined in Article 19.

Course Content:**Unit I: An Economic History of the Constitution of India**

Historical understanding of the constitution as an economic document. Understanding the Preamble, Starting from the land reform cases in the 1950s to the validity of the bitcoin ban imposed by the RBI, this module signposts all of the important economic moments in the constitutional history of post-colonial India; Constitutional design, Legal Regulation and economic justice

Unit 2: Fundamental Rights and Business in India

Article 19(1)(g), grantsevery citizen the right, to practise any profession, or to carry on any profession, occupation, trade, or business. Like other fundamental rights, this right is subject to reasonable restrictions imposed by the state. This particular provision of the Constitution has been one of the most severely litigated freedoms. Fundamental Duties.

Unit 3: Fiscal Federalism

Article articles 301 to 307 of the Constitution pertain to Trade, Commerce and Intercourse within the Territory of India; Challenges associated with fiscal federalism in India including the vertical fiscal imbalance; Article 280 of the Constitution.

Unit 4: Constitutional battles that shaped the economy

This module will be taught through key case studies that demonstrate the complex and fascinating overlap between the constitution and business and shall use Saurabh Kirpal's book *Fifteen Judgments: Cases that Shaped India's Financial Landscape* as our guide through this landscape. The case studies include the banning of diesel engine cars, Telecom regulation and ownership of broadcast media, Demonetisation, Aadhaar, the lifting of restrictions on dealing in cryptocurrencies

eadings:

References:

- The Oxford Handbook of the Indian Constitution, Oxford university press.

Cases

- Rustom Cavasjee Cooper v. Union of India, (1970) 1 SCC 248
- State of Rajasthan v. Mohan Lal Vyas, AIR 1971 SC 2068 (confirmation of a private monopoly, not a violation of fundamental right)
- Mithilesh Garg v. Union of India, (1992) 1 SCC 168 : AIR 1992 SC 221 (Right to carry on business, not breached when it is liberalised)
- Chintaman Rao v. The State of Madhya Pradesh, AIR 1951 SC 118 (scope of reasonable restrictions in relation to trade and occupation)
- Cooverjee B. Bharucha v. Excise Commissioner, Ajmer, AIR 1954 SC 220 (the reasonableness of the restriction imposed may depend upon the nature of the business and prevailing conditions including public health and morality)
- T.B. Ibrahim v. Regional Transport Authority, Tanjore, AIR 1953 SC 79
- Harman Singh v. RTA, Calcutta, AIR 1954 SC 190
- Dwarka Prasad Laxmi Narain v. State of U.P., AIR 1954 SC 224
- State of Bombay v. R.M.D. Chamarbaugwala, AIR 1957 SC 699
- Parbhani Transport Coop. Society Ltd. v. Regional Transport Authority, Aurangabad, AIR 1960 SC 801

Course Content:

Unit 1: Written communication: intra organizational/ departmental/ workplace communication

Need and Types, Basics of Writing Office Circulars, Agenda, Notice, Office Memoranda, Office Orders, News Letters; Positive and Negative Messages, Use of Technology for Communication, Effective IT communication tools-Electronic mail: advantages, safety and smartness in writing email, E-mail etiquettes; Use of online social media for communication and Public Relations; Ethical dilemmas in use of social media for communication. Report Writing: Types of Business Reports, responding to request for proposals (RFP), response to RFP, Formal Report- Components and Purpose, Organizing Information- Outlining & Numbering Sections, Section Headings, Sub-Headings, & Presentation; Reporting in Digital Age, Writing Reports on Field Work/Visits to Industries, Business Proposals; Summarizing Annual Reports of Companies- Purpose, Structure and Principles; Drafting Minutes of a Meeting; Corporate Communication- channels of corporate communication, target segments of corporate communication, types of corporate communication; Managing Crisis- Communication; Managing communication during change; Culture as communication

Unit 2: Oral Communication, Professionalism and teamwork

Meaning, Nature, and Scope of Effective Oral Communication; Techniques of Effective Speech, Media for Oral Communication- Face-to-Face Conversation, Teleconferences, Press Conference, Telephonic Conversations, Radio Presentation, Public address and Podcast. Constructing Oral Report; Group Discussion, Teams communication; Communication during online meeting; Online and offline professional etiquettes; Conducting appraisals, conducting interviews.

Unit 3: Negotiation Skills and Cross-Cultural Communication

Negotiation communication with vendors, suppliers, employees and other stakeholders; BATNA & communication during negotiations; Body language and negotiation;

Impact of globalization on organizational communication; Cross-Cultural frameworks (ex. Geert Hofstede); Culture & appropriate communication; Etic and Emic approaches to Culture; Communication to a diverse workforce; Overcoming barriers and biases in Cross-Cultural Communication; Building Inter-Cultural Workplace Skills; Cross-cultural etiquettes across clusters/countries.

Unit 4: Contemporary Communication

Digital communication- individual communicating via social media, organizations communicating via social media, Media Literacy; Strong Digital communication skills – email, instant messaging, video conferencing, e-meetings, digital collaboration, digital citizenship – digital etiquettes & responsibilities; Introduction to personal and organizational websites; communication through podcasts.

Job Searching in Digital Age; Creating Resume (CV, cover letter), Creating Customized Cover Messages for Job Applications, Purposes and Types of Employment Interviews, Performing Optimally in a Job Interview- Do's and Don'ts Before, During and After the Interview.

Readings:

Text Books (Latest Edition):

1. AICTE's Prescribed Textbook: Communication Skills in English (with Lab Manual), Anjana Tiwari, Khanna Book Publishing Co.
2. Lesikar, R.V. & M.E. Flatley, "Business Communication: Connecting in a Digital World", McGraw-Hill Education.
3. Murphy, H.A., Hildebrandt, H. & Thomas, J.P. Effective Business Communication. McGraw Hill.
4. Mukerjee H.S., Business Communication: Connecting at Work. Oxford Publication
5. Boove, C.L. et al., Business Communication Today, Pearson.

References:

1. Culture as Communication (2001) by Stever Robbins
<https://hbsp.harvard.edu/product/C0108A-HCB-ENG>
2. The Future of Internal Communication | Rita Linjuan Men, Shannon A. Bowen
| Business Expert Press | BEP336-PDF-ENG | <https://hbsp.harvard.edu/product/BEP336-PDF-ENG>

Suggested Exercise and cases:

1. Negotiation exercise as vendor/seller
2. Analyzing verbal and non-verbal aspects of speeches of great leaders and orators.
3. Delivering Effective Presentations using presentation tools/software and use of infographics.
4. Cases on business communication
5. Summarizing Annual Report of a Company.
6. Preparing elevator pitch
7. Preparing curriculum vitae/resume/letter
8. Communicating Effectively in Group Discussion and personal interviews
9. How to Communicate Organizational Change (2020) by Angela Fisher Ricks
a. <https://online.hbs.edu/blog/post/how-to-communicate-organizational-change>
10. Change Management and Internal Communication | Rita Linjuan Men, Shannon A. Bowen
| Business Expert Press | BEP334-PDF-ENG | <https://hbsp.harvard.edu/product/BEP334-PDF-ENG>

11. Lighting the Fire: Crafting and Delivering Broadly Inspiring Messages|Tsedal Neeley, Tom Ryder|Harvard Business School|416046-PDF-ENG|
<https://hbsp.harvard.edu/product/416046-PDF-ENG?>
12. Bad Writing Is Destroying Your Company's Productivity (2016) by Josh Bernoff
a. <https://hbr.org/2016/09/bad-writing-is-destroying-your-companys-productivity>
13. Group Communication and Decision-Making Simulation: Wildfire Mitigation|
Matthew Koschmann| FO0001-HTML-ENG|
<https://hbsp.harvard.edu/product/FO0001-HTML-ENG>
14. Three Rules for Communicating During a Crisis|Nancy Koehn| 5238AV-AVO- ENG
| <https://hbsp.harvard.edu/product/5238AV-AVO-ENG>
ENG|[https://hbsp.harvard.edu/product/5238AV-AVO-ENG?tit=BUSINESS COMMUNICATION](https://hbsp.harvard.edu/product/5238AV-AVO-ENG?tit=BUSINESS%20COMMUNICATION)

Course Outcomes:

1. Apply the skills for writing various workplace written communications.
2. Effectively analyze and evaluate Business Reports.
3. Demonstrate competence in delivering impressive power-point presentations.
4. Create objective and succinct Resumes and be prepared to perform optimally in Job Interviews.

Appendix-2: Indian Knowledge System (IKS)

Institutions are advised to choose any one of the following module as per the available resources/ university norms.

1. IKS-I: Introduction to Indian Culture and Civilization (with some present practices)
2. IKS-II: Indian Culture and Civilisation with its Knowledge Systems and Traditions
3. IKS III Vision for a Human Society (*Vishva Kalyan* thru *Vasudhaiva Kutumbkam*)*¹
4. IKS IV Indian Science, Engineering and Technology- Past, Present & Future*¹
5. IKS V Indian Town Planning and Architecture*¹
6. IKS VI Indian Mathematics and Astronomy*¹
7. IKS VII Indian Aesthetics (including Music & Musical Instruments)/ Arthashastra*¹
8. IKS VIII Indian Health, Wellness and Psychology- including Ayurved*¹

Other Possible Courses in IKS -

- Indian System of Proof and Logic (including Nyay Shastra)
- Indian Linguistics and Phonetics (including Panini's grammar, languages)
- Indian Governance, Administration and Management Systems (including Arthshastra) Indian Physics (e.g. Vaisheshik)
- Textile Industry in India Shipbuilding and Maritime Trade Transport Systems in India
- Principles and practice of Mechanics and Machines Water Management in India
- Ecology and Geography in India
- Natural Agriculture and horticulture (e.g. vriksha ayurved)
- Practices in India Indian Economics (Arthshastra)

IKS-I: Indian Knowledge Systems and Traditions

Course Objectives

- To sensitize the students about context in which they are embedded i.e. Indian culture and civilisation including its Knowledge System and Tradition.
- To help student to understand the knowledge, art and creative practices, skills and values in ancient Indian system.
- To help to study the enriched scientific Indian heritage.
- To introduce the contribution from Ancient Indian system & tradition to modern science & Technology

Detailed contents:

Module 1: Introduction to IKS

(Any eight of total sessions assigned for Literary activity)

Introductory lecture on the **any eight** topics below:

1. Indian Knowledge System
2. Indian Culture & Civilization
3. Ancient Indian Chemistry
4. Ancient Indian Metallurgy
5. Ancient Indian Mathematics
6. Ancient Indian Astronomy
7. Indian Astronomical Instruments
8. Indian Knowledge System (Upveda: Ayurveda)
9. Indian Knowledge System (Upveda: Gandharveda)
10. Indian Knowledge System (Vedangas: Shiksha, Kalpa, Vyakrana)
11. Indian Knowledge System (Vedangas: Jyotisha, Nirukta, Chandas)
12. Indian Architecture I: Sthapatya-Veda
13. Indian Architecture II: Temples
14. Indian Architecture III: Town & Planning
15. Indian Philosophical System

Module 2: Introduction to Creative Practices

(Twenty Lectures with at least Five different topics of total session under Creative activity)

Introductory lecture on the topics below:

1. Dhatuvada: art of metallurgy
2. Akara jnana: art of mineralogy
3. Vastuvidya: art of engineering
4. Yantramatrika: art of mechanics
5. Takshana: art of carpentry
6. Chalitakayoga: art of practicing as a builder of shrines
7. Raupyaratnapariksha: art of testing silver and jewels
8. Maniraga jnana: art of tinging jewels

9. Sucivayakarma: art of needleworks and weaving
10. Vadya vidya: art of playing on musical instruments
11. Geet vidya : art of singing
12. Nritya vidya: art of dancing
13. Natya vidya: art of theatricals
14. Alekhya vidya: art of painting
15. Viseshakacchedya vidya: art of painting the face and body with color
16. Udakavadya: art of playing on music in water
17. Manasi kavyakriya: art of composing verse
18. Bhushanayojana: art of applying or setting ornaments
19. Citrasakapupabhakshyavikarakriya: art of preparing varieties of delicious food
20. Dasanavasanangaraga: art of applying preparations for cleansing the teeth, cloths and painting the body
21. Utsadana: art of healing or cleaning a person with perfumes
22. Vastragopana: art of concealment of cloths
23. Balakakridanaka: art of using children's toys
24. Tandulakusumabalivikara: art of preparing offerings from rice and flowers
25. Pushpastarana: art of making a covering of flowers for a bed

References:

1. Textbook on IKS by Prof. B Mahadevan, IIM Bengaluru
2. Kapur K and Singh A.K (Eds) 2005). Indian Knowledge Systems, Vol. 1. Indian Institute of Advanced Study, Shimla. Tatvabodh of sankaracharya, Central chinmay mission trust, Bombay, 1995.
3. The Cultural Heritage of India. Vol.I. Kolkata:Ramakrishna Mission Publication, 1972.
4. Nair, Shantha N. Echoes of Ancient Indian Wisdom. New Delhi: Hindology Books, 2008.
5. Dr. R. C. Majumdar, H. C. Raychaudhuri and Kalikinkar Datta: An Advanced History of India (Second Edition) published by Macmillan & Co., Limited, London, 1953.
6. Rao, N. 1970. The Four Values in Indian Philosophy and Culture. Mysore: University of Mysore.
7. Avari, B. 2016. India: The Ancient Past: A History of the Indian Subcontinent from c. 7000 BCE to CE 1200. London: Routledge.

Chaudhary Charan Singh University, Meerut



Syllabus

[Effective from the Session: 2020-21 onwards]

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

Chaudhary Charan Singh University, Meerut

THREE YEARS BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) PROGRAMME

COURSE CONTENTS

<i>SEMESTER – I</i>	Theory	INT.	Total
BBA-101: Fundamentals of Management	75	25	100
BBA-102: Organizational Behavior	75	25	100
BBA-103: Managerial Economics	75	25	100
BBA-104: Accounting and Financial Analysis	75	25	100
BBA-105: Business Law	75	25	100
BBA-106: Business Organization and Ethics	75	25	100
BBA-008: Environmental Studies (Qualifying paper)			100
 <i>SEMESTER – II</i>			
BBA-201: Quantitative Techniques for Business	75	25	100
BBA-202: Business Communication	75	25	100
BBA-203: Human Resource Management	75	25	100
BBA-204: Marketing Management	75	25	100
BBA-205 : Business Environment	75	25	100
BBA-206: Fundamentals of Computer	75	25	100
BBA-207: Assessments on Soft Skill Based on Presentations/ G.D/ Personality traits			100
 <i>SEMESTER – III</i>			
BBA-301: Advertising Management	75	25	100
BBA-302: Team Building & Leadership	75	25	100
BBA-303 Indian Economy	75	25	100
BBA-304: Customer Relationship Management	75	25	100
BBA-305: Management Information System	75	25	100
BBA-306: Income Tax Law & practice	75	25	100
 <i>SEMESTER – IV</i>			
BBA-401: Consumer Behavior	75	25	100
BBA-402: Financial Management	75	25	100
BBA-403: Production & Operation Management	75	25	100
BBA-404: Sales & Distribution Management	75	25	100
BBA-405: Research Methodology	75	25	100
BBA-406: Entrepreneurship & Small Business Management	75	25	100
BBA-407: Computer Oriented Practical & Viva- Voce			100

SEMESTER – V

BBA-501:Arithmetic Aptitude	75	25	100
BBA-502:Aptitude Reasoning	75	25	100
BBA-503:General Business Awareness	75	25	100
BBA-504:General English	75	25	100
BBA-505:Elective Paper M-1/ F-1	75	25	100
BBA-506:Elective Paper M-2 / F-2	75	25	100
BBA-507:Summer Training Project Report based Viva- Voce			100

Note: Paper code BBA-501, BBA-502, BBA-503 and BBA-504 will be of multiple-choice objective type questions.

SEMESTER – VI

BBA-601:Strategic Management & Business Policy	75	25	100
BBA-602:Operation Research	75	25	100
BBA-603:Fundamentals of E Commerce	75	25	100
BBA-604:Economic and Industrial Law	75	25	100
BBA-605:Elective Paper M-3/ F-3	75	25	100
BBA-606:Elective Paper M-4/ F-4	75	25	100
BBA-607: Comprehensive Viva-Voce			100

The Elective papers in the functional specialization will be as follows:

Marketing:

- M-1 Rural Marketing
- M-2 Service Marketing
- M-3 Retail Management
- M-4 Digital Marketing

Finance:

- F-1 Corporate Taxes-Direct and Indirect Tax
- F-2 Financial Institutions & Investment Management
- F-3 Cost and Management Accounting
- F-4 Company Accounts

COURSE CONTENT FOR SEMESTER – I

BBA-101: FUNDAMENTALS OF MANAGEMENT

Unit – I: Introduction Concepts, Objectives, Nature Scope and Significance of management Evolution of management thought- Contribution of Taylor, Weber and Fayol management.

Unit – II: Planning: Concept, Objectives, Nature, Limitation, Process of planning, Importance, Forms, Techniques and Process of decision making.

Unit – III: Organizing: Concept, Objectives, Nature of organizing, Types of Organization, delegation of authority, Authority and responsibilities, Centralization and Decentralization, Span of control

Unit – IV: Directing: Concept, Principles & Techniques of directing and Coordination Concept of leadership-Style. Importance, Styles, Supervision, Motivation, Importance & Theory of Motivation, Communication.

Unit – V: Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling.

Suggested Readings:

1. Pagare Dinkar; Principles of Management
2. L M Prasad; Principles and Practice of Management
3. Satya Narayan and Raw VSP ; Principles and Practice of Management
4. Srivastava and Chunawalla; Management Principles and Practice

BBA-102: ORGANISATION BEHAVIOUR

Unit – I: Introduction, nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.

Unit – II: Individual Behavior - Individual behavior, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation- Hygiene theory, Vrooms Expectancy theory.

Unit – III: Behavior Dynamics: Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and Prevailing Leadership styles in Indian Organizations.

Unit – IV: Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter group problems in organizational group dynamics, Management of conflict.

Unit – V: Management of Change: Change and Organizational development, Resistance to change, Approaches to managing organizational change, Organizational effectiveness, Organizational culture, Power and Politics in Organizational Quality of work life, Recent advances in OB.

Suggested Readings:

1. Bennis, W.G.; Organization Development
2. Breech Islwar; Organization -the frame-Work of Management
3. Dayal, Keith ; Organizational Development
4. Sharma, R.A. ; Organizational Theory and Behavior
5. L.M Prasad ; Organizational Behavior

BBA-103: MANEGERIAL ECONOMICS

Unit – I: Definition, Nature, Scope & Limitation of Economics as an art or Science. Relevance of Economics in Business Management, Nature and Scope of Managerial Economics, its relationship with other subjects.

Unit – II: Meaning of demand. Demand theory and objectives, Demand analysis. Demand schedule. Demand Curve, Laws of Demand, Elasticity of Demand Types & Measurement, Supply Analysis, Demand Forecasting.

Unit – III: Market analysis-Nature of market, Types of markets and their characteristics pricing under different market structures-Perfect, Monopoly, oligopoly and Monopolistic completion.

Unit – IV: Pricing methods and Pricing Policies, Price Discrimination, National Income: Concepts and Measurements.

Unit – V: Economic Growth and Development, Business Cycle, The balance of payments, Inflation.

Suggested Readings:

1. Adhikari M ; Management Economics
2. Gupta G.S. ; Managerial Economics
3. Lal S.M ; Principles of Economics
4. Vaish & Sunderm; Principles of Economics
5. Gupta, K.G.; Managerial Economics

BBA-104: ACCOUNTING AND FINANCIAL ANALYSIS

Unit – I Overview : Nature, Objectives and Functions of Accounting, Accounting Concepts, Conventions and Principles, Accounting Equation, International Accounting Principles and Standards; Matching of Indian Accounting Standards with International Accounting Standards.

Unit – II: Mechanics of Accounting : Double Entry System of Accounting, Journalizing of Transactions; Preparation of Final Accounts, Profit & Loss Accounts, Profit & Loss Appropriation Accounts and Balance sheet, Policies related with Depreciation, Inventory and Intangible assets like copyright, Trademark, Patents and Goodwill.

Unit – III: Analysis of Financial Statement : Ratio Analysis – Solvency Ratios, Profitability Ratios, Activity Ratios, Liquidity Ratios, Market Capitalization Ratios; Common Size Statement; Comparative Balance Sheet and Trend Analysis of manufacturing, Service and Banking Organizations.

Unit – IV: Fund Flow Analysis : Meaning, Concept of Gross and Net Working Capital, Preparation of Schedule of Changes in Working Capital, Preparation of Fund Flow Statement and it's Analysis.

Unit –V: Cash Flow Analysis : Various Cash and Non Cash Transactions, Flow of Cash, Preparation of Cash Flow Statement and it's Analysis.

Suggested Readings:

1. Agarwal B.D ; Advanced Accounting
2. Chawla & Jain ; Financial Accounting
3. Chakrawarti K.S ; Advanced Accounts.
4. Gupta R.L. & Radhaswamy ; Fundamentals of Accounting
5. Jain & Narang ; Advanced Accounts
6. Shukla & Grewal ; Advanced Accounts
7. K. G. Gupta : Accounting and Financial Analysis.

BBA-105: BUSINESS LAW

Unit – I: Indian Contract Act: Offer, Acceptance, Agreement and Contract; Capacity of parties; Essentials of Contract; Valid Contracts ; Performance of Contracts; Termination of Contract, Consequence and Remedies for Breach of Contract.

Unit – II: Void Contracts; Contingent Contracts; Quasi Contract; Contract of Indemnity and Guarantee; Bailment, Lien, Pledge and Agency Contracts.

Unit – III: Sales of Goods Act: Definition, Features, and Formation of Sale Contract; Condition and Warranty, Transfer of Ownership of Goods; Performance of Sale Contract; Rights of Unpaid Sellers; Auction Sale.

Unit – IV: Limited liability Partnership: Definition; Incorporation; Eligibility to be Partner, Relationship of partners, Partners as agent, Penalty for False statement; winding up

Unit – V: Negotiable Instruments: Definition, Features, Types, Recognition, Crossing And Endorsement of NIs.

Suggested Readings:

1. N.D. Kapoor ; Elements of Mercantile law (including Company Law and Industrial Law)
2. Gulshan S and Kapoor ; Lectures on Business & Economics Laws
3. Kuchall ; Business Laws
4. Mandal C ; Economics and other Legislations
5. Awtar Singh : Principles of Mercantile Law

BBA-106: BUSINESS ORGANIZATION AND ETHICS

Unit –I : Meaning and definition of business essentials & scope of business Classification of Business Activities, Meaning, Definition, Characteristics and objectives of Business Organization, Evolution of Business Organization . Modern Business, Business & Profession.

Unit – II: Business Unit, Establishing a new business unit. Meaning of Promotion. Features for business, Size of Business Unit, Determinants of Establishment of a new Business Unit.

Unit – III: Forms of Business Organization. Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives.

Unit – IV: Business Ethics- An overview-Concept, nature, evolving ethical values, Arguments against business Ethics. Relationship between Ethics & Corporate excellence – Corporate mission and statement, Code of Ethics and culture, Indian Ethics.

Unit – V: Business and Society Changing Concepts and Objectives of Business, Professionalization, Business ethics, Gandhian Philosophy, Organizational Culture, Technological Development and Social Change, Social Responsibility of Business, Social Audit

Suggested Readings

1. Koltar Philip ; Marketing Management
2. Stanton, Etzel Walker; Fundamentals of Marketing
3. Saxena Rajan; Marketing Management
4. Chottorjee S.K.Business Organisation
5. JagdishPrakash Business Organistaton and Management
6. Om Prakash Business Organisation

QUALIFYING PAPER

ENVIRONMENTAL STUDIES (CODE-008)

Unit-1: The Multidisciplinary Nature of Environmental Studies:

Definition, Scope and Importance, Need for Public Awareness.

Unit-2: Natural Resources

- ❖ Renewable and Non-renewable Resources:

Natural resources and associated problems: -

- Forest Resources:** use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- Water Resources:** use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams- benefits and problems.
- Mineral Resources:** use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- Food Resources:** World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- Energy Resources:** Growing energy needs, renewable and nonrenewable energy sources, use of alternate energy sources, case studies
- Land Resources:** Land as a resource; land degradation, man induced landslides, soil erosion and desertification.

- ❖ Role of an individual in conservation of natural resources.
- ❖ Equitable use of resources for sustainable lifestyles

Unit-3: Ecosystems

- ❖ Concept of an ecosystem
- ❖ Structure and function of an ecosystem
- ❖ Producers, consumers and decomposers
- ❖ Energy flow in the ecosystem
- ❖ Ecological succession
- ❖ Food chains, food webs and ecological pyramids
- ❖ Introduction, types, characteristic features, structure and function of the following ecosystem:-
 - a) Forest ecosystem
 - b) Grassland ecosystem
 - c) Desert ecosystem
 - d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit-4: Biodiversity And Its Conservation

- ❖ Introduction – Definition: genetic, species and ecosystem diversity.
- ❖ Bio geographical classification of India
- ❖ Value of biodiversity: Consumptive use, productive use, social, ethical, and aesthetic and option values.
- ❖ Biodiversity at global, National and local levels.
- ❖ India as a mega-diversity nation
- ❖ Hot-spots of biodiversity.
- ❖ Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts.
- ❖ Endangered and endemic species of India
- ❖ Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Unit-5: Environmental

Pollution Definition:

- ❖ Causes, effects and control measures of:-
 - a) Air pollution
 - b) Water pollution
 - c) Soil pollution
 - d) Marine pollution
 - e) Noise pollution
 - f) Thermal pollution
 - g) Nuclear pollution
- ❖ Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
- ❖ Role of an individual in prevention of pollution
- ❖ Pollution case studies
- ❖ Disaster Management: Floods, earthquake, cyclone and landslides.

Unit-6: Social Issues And The Environment

- ❖ From Unsustainable to Sustainable development
- ❖ Urban problems related to energy.
- ❖ Water conservation, rain water harvesting, watershed management
- ❖ Resettlement and rehabilitation of people; its problems and concerns. Case Studies
- ❖ Environmental Ethics: Issues and possible solutions.
- ❖ Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies.
- ❖ Wasteland reclamation.
- ❖ Consumerism and waste products
- ❖ Environment Protection Act.
- ❖ Air (Prevention and Control of Pollution) Act
- ❖ Water (Prevention and Control of Pollution) Act
- ❖ Wildlife Protection Act
- ❖ Forest Conservation Act
- ❖ Issues involved in enforcement of environmental legislation
- ❖ Public awareness

Unit-7: Human Population And The Environment

- ❖ Population growth, variation among nations.
- ❖ Population explosion: Family Welfare Programme.
- ❖ Environment and human health
- ❖ Human Rights
- ❖ Value Education
- ❖ Women and Child Welfare
- ❖ Role of Information Technology in Environment and human health
- ❖ Case Studies

Unit-8: Field Work

- ❖ Visit to a local area to document environmental assets-river / forest / grassland / hill / mountain.
- ❖ Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
- ❖ Study of common plants, insects, birds.
- ❖ Study of simple ecosystems-pond, river, hill slopes, etc. (Field work Equal to 5 lecture hours).

COURSE CONTENT FOR SEMESTER – II

BBA-201: QUANTITATIVE TECHNIQUES FOR BUSINESS

UNIT – I: Statistics: Types of Data, Classification & Tabulation of Data, Frequency Distribution, Census and Sample Investigation, Diagrammatical and Graphical Presentation of Data.

UNIT – II, Measures of Central Tendency (Mean, Median & Mode) Measures of Dispersion (Range, Mean Deviation & Standard Deviation).

UNIT – III: Correlation : significance of Correlation, Types of Correlation, Scatter Diagram Method, Karl Pearson coefficient of correlation, Spearman's coefficient of Rank correlation. Regression: Introduction, Regression Lines and Regression Equations & Regression Coefficients.

UNIT – IV: Analysis of Time Series, Index Numbers, Interpolation and Extrapolation.

UNIT – V: Probability: Definitions of Probability, Additive and Multiplicative Rules of probability, Bay's Theorem (Simple numerical) Probability Distributions: Binomial, Poisson and Normal.

Suggested Readings:

1. Raghavachari; Mathematics for Management
2. Zamiruddin; Business Mathematics
3. Gupta S.P.& Gupta M.P; Business statistics
4. Elhance,D.N ; fundamentals of Statistics
5. Gupta C.B; introduction of statistical Methods
6. K. G. Gupta ; Quantitative Techniques

BBA-202: BUSINESS COMMUNICATION

Unit – I: Meaning and objective of Business communication, Forms of Communication, Communication model and process, Principles of Effective Communication

Unit – II: Corporate Communication: Formal and Informal Communication, Network Grapevine, Barriers in Communication ,Groups discussion, Mock Interviews, Seminars, Individual and Group Presentations.

Unit – III : Essential of effective Business letters, Writing Important Business letters including correspondence with Bank and Insurance companies.

Unit – IV: Oral & Non-verbal communication: Principles of Oral Presentation Factors affecting Presentation, effective Presentation skills, conducting Surveys. Body Language, Para Language ,Effective Listening, Interviewing skill, Writing resume and Letter or application.

Unit – V: Modern forms of communication, International communication, Cultural sensitiveness and cultural context, Writing and presenting in international Situations. Importance of business language, vocabulary words often confused, words often miss spelt, common errors in English.

Suggested Readings:

1. Bapat & Davar; A Text book of Business Correspondence
2. Bhende D.S.; Business Communication
3. David Berio; The Process of Communication
4. Gowd & Dixit ; Advance Commercial Correspondence
5. Gurky J.M. ; A reader in human communication

BBA-203: HUMAN RESOURCE MANAGEMENT

Unit – I: Introduction to HRM & HRD Concept of HRM, Objectives, Process, HRM vs. Personnel Management, HRM Vs. HRD, Objectives of HRD, focus of HRD System, Structure of HRD System, role of HRD manpower.

Unit – II: Human Resource Policies & Strategies Introduction, role of HR in strategic management, HR policies & Procedures, HR Program, developing HR policies and strategies, International HRM, Domestic HRM compared to International HRM.

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

Unit – IV: Employee Compensation Wage policy, Wage determination, Wage board, factors affecting wages & Salary, systems of payments, Job evaluation, components of wage/salary-DA, incentives, bonus, fringe benefits etc.

Unit – V: Employee relations Discipline & Grievance handling types of trade unions, problems of trade unions, the e-HRM, Nature, e-activities, recruitment, selection, performance management, compensation.

Suggested Readings:

1. Human Resource Management; Dipak Kumar Bhattacharya
2. Managing Human Resource; Arun Monappa
3. Essential of HRM and Industrial Relations; P. Subba Rao
4. Personnel Management; C.B. Memoria
5. Human Resource Management; K. Ashwathappa

BBA-204: MARKETING MANAGEMENT

Unit – I: Marketing: Definition, nature, scope & importance, Marketing Management, Core concepts of marketing, selling concept, production concept, modern marketing concept, Social marketing, Understanding of Consumer Behavior, Purchase decision Process.

Unit – II: Segmentation: Concept, basis of segmentation, Importance in marketing; Targeting: Concept Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning.

Unit – III: Marketing Mix: Product: Product Mix, New Product development levels of Product, Product life cycle, Branding and packaging, Distribution: Concept, Importance, different types of distribution channels etc.

Unit – IV: Price: Meaning, objective, factors influencing pricing, methods of pricing. Promotion: Promotional mix, tools, objectives, media selection & management

Unit – V: Marketing Research: Importance, Process and Elementary knowledge of Information system, green marketing, digital marketing, Service marketing

Suggested Readings:

1. Marketing Mgt. ; Philip Kotlar (PHI)
2. Marketing by ; Etzet, Walker, Stanton
3. Marketing Management ; Rajan Saxena
4. International Marketing ; Cateora Graham
5. Marketing Management; Ramaswamy V.S. & NamaKumar . S

BBA-205: BUSINESS ENVIRONMENT

Unit – I: Concept, Significance, Components of Business environment, Factor affecting Business Environment, Social Responsibilities of Business.

Unit – II: Economic Systems: Capitalism, Socialism, Communism, Mixed Economy-Public Sector & Private Sector

Unit – III: Industrial Policy – Its historical perspective (In brief); Socio-economic implications of Liberalisation, Privatisation, Globalisation.

Unit – IV: Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA, Start-ups, Skill development, Thrust on make in India.

Unit – V: Overview of International Business Environment, Trends in World Trade: WTO- Objectives and role in international trade, Increasing trends of e-commerce with respect to e-platform like flipcart, Amazon, Myntra.

Suggested Readings:

1. Francis Cherunilum ; Business Environment
2. K.Aswathapa ; Business Environment
3. PAUL ; Business environment
4. V. Neelamegum ; Business Environment

BBA-206: FUNDAMENTALS OF COMPUTER

Unit – I: Computer Basic: Introduction, History of Computer, Types of Computer, Generations of Computer, and Basic Components of PC.

Unit – II: Hardware and Software: Introduction, Types of Software, Input Devices and Output Devices, Relationship between Hardware and Software, RAM and ROM.

Unit – III: Network, Security and Networking: LAN, WAN, MAN, SAN, CAN, Topology (Ring, Star, Bus, Mesh), Digital Piracy Management, Cyber Security / Cyber Laws, Internet Information, Internet Service, Difference Between Internet, Extranet and Ethernet.

Unit – IV: Windows (latest Version): Introduction, Features, Installation, Activation, Security Features, MS Word with all the applications and uses.

Unit – V: Excel(latest Version): Introduction, Filter, Commands for Excel . Power Point: Introduction, Creating a Presentation, Using Templates, Inserting Charts, Inserting Tables.

Suggested Readings:

1. Computer Fundamental:- V. K. Singh
2. Fundamentals of Computers:- G. B. Jain
3. Operating System:- Godbol
4. Window-98:- Manual

BBA-207: ASSESSMENT ON SOFT SKILL BASED ON PRESENTATION/G.D./P.D

Broad frame work is being given here however Instructor/Trainer/Faculty /Expert will have freedom to design his /her program e in such manner so that effective learning will take place.

The phrase ‘soft skills’ incorporates a wide variety of personality traits, communication and people skills, social attitudes and emotional intelligence. These qualities (also known as ‘core skills’) are increasingly important for success in the workplace – and not just for those in leadership positions. Everyone can benefit from some focused training and development to help them realise their full potential.

Group discussion: Group Discussion improves verbal communication nonverbal behavior, Decision making ability and cooperation.

Management Games: It improves Team Work, Internships, Volunteering, Leadership Skills

Grooming Sessions: It improves Communication, Interaction, helps in admitting your flaws and Weakness, helps in discovering things and new ideas. It makes you more adaptable and accommodative.

Presentation skills: It helps in making clear objectives, Well-rehearsed, Information clearly featured and it includes call to action

Communication Skills

1. Verbal Communication
2. Body Language
3. Physical Communication
4. Writing
5. Visual Communication
6. Listening
7. Presentation Skills
8. Public Speaking
9. Interviewing

Leadership

1. Team Building
2. Mentoring
3. Delegation
4. Dispute Resolution
5. Giving Feedback
6. Decision Making

7. Supervising
8. Managing

Interpersonal Skills

1. Networking
2. Interpersonal Relationships
3. Dealing with Difficult People
4. Conflict Resolution

Personal Skills

1. Stress Management
2. Tolerance of Change and Uncertainty
3. Taking Criticism
4. Self Confidence
5. Adaptability
6. Resilience
7. Self-Leadership
8. Self-Assessment
9. Enthusiasm
10. Empathy

Professional Skills

1. Time Management Technology
2. Meeting Management
3. Technology Savvy
4. Trend Awareness
5. Business Trend Awareness
6. Business Etiquette

Creativity

1. Problem Solving
2. Critical Thinking
3. Innovation
4. Troubleshooting
5. Design Sense

COURSE CONTENT FOR SEMESTER – III

BBA-301: ADVERTISING MANAGEMENT

Unit – I: Advertising: Introduction, Scope, importance in business: Role of advertising, function of advertising, key players in advertising, types of advertising.

Unit – II: Public Relation and Publicity: Meaning of Public Relation, Difference between public relations and advertising, Role of Public Relations, Process of Public Relation, Advantages and disadvantages of Public Relations, Publicity, Advantages and disadvantages of publicity.

Unit-III: Sales Management and Sales Promotional: Defining Sales Management, Objectives of Sales Management, Sales Management Strategies, Functions of Sales Executive, Scope and Role of sales promotion.

Unit – IV: Print Media and Broadcasting: Characteristics of the press, Basic media concepts, newspapers, magazines, Factors to be considered for print media advertising,, Meaning of Broadcasting, Radio as a medium, television as a medium, internet advertising.

Unit –V: Media Planning and Strategies: Growth and Importance of Media, Meaning and role of media planning, Media Plan, Market Analysis, Media Objectives, Developing and implementing Media Strategies.

Suggested Readings:

1. Advertising and Promotion: George E. Beich & Michael A. Belch. T.M.H.
2. Advertising Management: Concept and Cases Manendra Mohan, TMH
3. Advertising Management: Rajeev Batra, PHI
4. Advertising Management: Thakur publications Rajeev S, N. S. Rana

BBA-302: TEAM BUILDING & LEADERSHIP

UNIT – I: Team Building Process: Overview of team; Difference between Groups and Teams. Types of Teams- Problem-solving Teams, Self-Managed Teams, Cross-functional teams, Virtual Teams.

UNIT – II: Evaluating team performance, Goal Setting of Team, Defining roles and Responsibility of team members; External and Internal factors affecting team building.

UNIT – III: Leadership – Meaning, Concepts and Myths about Leadership, Components of Leadership, Leadership Skills – Basic Leadership Skills, Building Technical Competency, Advanced Leadership Skills, Building High Performance Teams.

UNIT – IV: Personality: Meaning & Concept of Personality; Types of personality; Personality Determinants; Evaluation of Personality.

UNIT -V: Meaning of Group; Formation of group; Roles, Structure, and Size of Group; Types of Group; Characteristics of an Effective Group.

Suggested Readings:

1. Yukl G - Leadership in Organizations (Prentice hall, 7thEd.)
2. Lall& Sharma – Personal Growth Training & Development (Excel Books)
3. Janakiraman- Training & Development(Biztantra)
4. UdaiPareek - Understanding Organizational Behavior (Oxford, 2ndEd.)
5. Rao, V.S.P. Human Resource Management, New Delhi. Excel Books.

BBA-303: INDIAN ECONOMY

Unit – I: Meaning of Economy, Economic growth & development, characteristics of Indian Economy, Factors affecting economic development.

Unit – II: An overview of Economic Resources of India, Human Resources of India, Concept of Population Explosion Interrelation of Population and Economic Development, Population policy of India, Problem of Unemployment in India.

Unit – III: Agriculture: Land Reforms and land tenure system, Green Revolution and capital formation in agriculture industry, trends in composition and growth, role of public and private sector, small scale and cottage industries.

Unit – IV: Problems and prospects of Indian Agriculture, Plan period Position, Problems and Prospects of Large Scale Industries. (Iron, Steel, Sugar, Cotton, Textile). Role of small scale industry in Indian economy.

Unit – V: Indian Banking System : Structure and organization of banks; Reserve bank of India; Apex banking institutions; Commercial banks; Regional rural banks; Co-Operative banks; Development banks .NITI Aayog: formation ,Function and contribution of NITI Aayog.

Suggested Readings:

1. Kenes J.M. General Theory of Employment, Interest and Money
2. Brooman Macro Economics
3. Seth, M..L. Monetary Theory
4. Vaish, M.C. Monetary Theory
5. Singh, S.P. Macro Economics

BBA-304: CUSTOMER RELATIONSHIP MANAGEMENT

UNIT – I Introduction to CRM: Definition and concepts of CRM, Components of CRM, Understanding the goal of CRM and Customer Touch Points.

UNIT – II CRM Process: Introduction and Objectives of a CRM Process; an Insight into CRM and e-CRTA/online CRM, The CRM cycle i.e. Assessment Phase; Planning Phase; The Executive Phase; Modules in CRM, 4C's (Elements) of CRM Process, CRM Process for Marketing Organization, CRM Affiliation in Retailing Sector.

UNIT – III Developing CRM Strategy: Role of CRM in business strategy, Understanding Service Quality: Technical, Functional, and dimensions of service quality, Managing Customer communications.

UNIT – IV CRM Implementation: Choosing the right CRM Solution; Framework for Implementing CRM: a Step-by-Step Process: Five Phases of CRM Projects: Development Customizations; Beta Test and Data Import; Train and Retain; Roll out and System Hand-off Support.

UNIT – V Sales Force Automation - Sales Process, Activity, Contact, Lead and Knowledge Management: Field Force Automation. CRM Links in E-Business: E-Commerce and Customer Relationships on the Internet, Supplier : Role and Importance.

Suggested Readings:

1. Alok Kumar Rai: Customer Relationship Management: Concepts and Cases (Second Edition)-PHILearning
2. Bhasin: Customer Relationship Management (Wiley Dreamtech)
3. Dyche: Customer relationship management handbook prentice hall
4. Peelan: Customer relationship management prentice hall
5. Kristin Anderson, Carol Kerr: Customer relationship management, McGraw-Hill Professional
6. Chaturvedi: Customer Relationship Management(Excel Books)
7. Sheth J N, Parvatiyar A. and Shainesh G: Customer relationship management: Emerging

BBA-305: MANAGEMENT INFORMATION SYSTEM

Unit – I: Management Information System(MIS): Concept & definition, Role of MIS, Process of Management, MIS-A tool for management process, Impact of MIS, MIS & computers, MIS & the user, IMS- a support to the Management.

Unit – II: Planning & Decision making: The concept of corporate planning, Strategic planning Type of strategic, Tools of Planning, MIS-Business Planning; Decision making concepts, Methods, tools and procedures, Organizational Decision making, MIS & Decision making concepts.

Unit – III: Information &System: Information concepts, Information: A quality product classification of the information, Methods of data & information collection, Value of information, MIS &System concept, MIS & System analysis ,Computer System Design.

Unit – IV: Development of MIS: Development of long range plans of the MIS. Ascertaining the class of information, determining the Information requirement, Development and implementation of the MIS, Management of quality in the MIS, organization for development of the MIS, MIS: the factors of success and failure.

Unit – V: Decision Support System (DSS): Concept and Philosophy, DSS: Deterministic Systems, Artificial intelligence(AI) System, Knowledge based expert system(KBES), MIS & the role of DSS, Transaction Processing System(TPS), Enterprise Management System(EMS), Enterprise Resource Planning (ERP) System, Benefits of ERP, EMS & ERP

Suggested Readings:

1. Management Information System, Jawadekar W S
2. Managing with information, Kanter, Jerome
3. Management Information System, Louden & Louden
4. Information system for Modern Management, Murdick& Ross, R.claggetti

BBA-306: INCOME TAX LAW & PRACTICE

Unit – I: Basic Concept: Income, Agriculture Income, Casual Income, and Assessment Year. Previous Year. Gross Total Income, Total Income, Person, Tax Evasion, Tax Avoidance and Tax Planning

Unit – II: Basis of Charge: Scope of Total Income, Residential Status and Tax Liability, Income which does not form part of Total Income.

Unit – III: Heads of Income: Income from Salaries, Income from House Properties.

Unit – IV: Heads of Income: Profit and Gains of Business or Profession, Including Provisions relating to specific business, Capital Gains, Income from other sources.

Unit – V: Set off and Carry forward of losses, deduction from gross total Income, Deemed Income, Aggregation of Income.

Suggested Readings:

1. Mehrotra, H.C.: -Income Tax Law and Account
2. Chandra Mahesh and Shukla D.C.: - Income Tax Law and Practice
3. Agarwal, B.K.: - Income Tax
4. Jain, R.K.: -Income Tax
5. Prasad, Bhagwati: -Income Tax Law and Practice

COURSE CONTENT FOR SEMESTER – IV

BBA-401: CONSUMER BEHAVIOUR

Unit – I: Consumer Behaviour: Nature, characteristics, Scope, Relevance & Application; Importance of consumer behaviour in marketing decisions; Consumer Vs Industrial Buying Behaviour

Unit – II: Determinants of Consumer Behaviour: Role of Motivation; Personality and Self Concept; Attention and Perception; Consumer Learning; Consumer Attitudes- Formation and Change; Consumer Values and Lifestyles
External Determinants of Consumer Behaviour: Influence of Culture and Sub Culture; Social Class; Reference Groups and Family Influences; Basic models of consumer behaviour

Unit – II: Consumer Decision Making Process: Problem Recognition- methods of problem solving; Pre-Purchase search influences- information search; alternative evaluation and selection; outlet selection and purchase decision; Post Purchase Behaviour; Situational Influences; Cognitive Dissonance.
Diffusion of Innovation: Definition of innovation, product characteristics influencing diffusion, resistance to innovation, adoption process

Unit – IV: Consumer Involvement: Role of Consumer Involvement; Customer Satisfaction; Consumer behaviour- interdisciplinary approach

Unit – V: Researching Consumer Behaviour: Online Customer Behaviour; Diversity of Consumer Behaviour; Role of Consumer Behaviour in Marketing Strategy, Consumer Behaviour in Indian Perspectives.

Suggested Readings:

1. Consumer Behaviour by Leon G. Schiffman & Leslie L. Kanuk, Prentice Hall Publication
2. Consumer Behaviour by R.D. Blackwell, P.W. Miniard, & J.F. Engel, Cengage Learning
3. Consumer Behaviour in Indian Perspective Suja. R. Nair
4. Consumer Behaviour Schiffman & Kanuk
5. Consumer Behaviour Louden & Bitta

BBA-402: FINANCIAL MANAGEMENT

Unit – I: Introductory: Concept of Financial management, Finance functions, objectives of financial management- Profitability vs. shareholder wealth maximization. Time value of Money- Compounding & Discounting.

Unit – II: Capital Structure: Planning, Capitalization Concept, Basis of Capitalization, Consequences and Remedies of Over and Under Capitalization, Determinants of Capital Structure, Capital Structure Theories, Leverage Analysis.

Unit – III: Capital Budgeting and Cost of Capital: Nature & Scope of Capital budgeting- payback, NPV, IRR and ARR methods and their practical applications. Analysis of Risk & Uncertainty, Computation of Cost of Capital.

Unit – IV: Management of Working Capital: Concepts of working Capital, Approaches to the Computation of Working Capital (with numerical problems), Management of Different Components of Working Capital.

Unit – V: Management of Earning: Concept & relevance of Dividend decision. Dividend Models- Walter, Gordon's, MM Hypothesis. Dividend policy-determinants of dividend policy.

Suggested Readings:

1. Financial Management: K. G. Gupta
2. Financial Management; Khan & Jain
3. Financial Management; M.Pandey
4. Financial Management; Dr.A.K. Garg
5. Financial Management;S.N. Maheshwari

BBA-403: PRODUCTION & OPERATON MANAGEMENT

Unit – I: Nature & Scope of Production Management, Functions of Production Management, Production Systems, responsibilities of Production manager. Production Planning & Control (PPC), Objectives of PPC.

Unit – II: Types of manufacturing Systems: Intermitted & Continuous Systems etc, Product design & development.

Unit – III: Plant Location & Plant layout. Introduction to method study and work study.

Unit – IV: Materials Management & Inventory Control: Purchasing Economic lot quality/Economic order quantity (EOQ), Lead time, Reorder level. Brief of ABC analysis, Stock Keeping

Unit – V: Quality Control: Quality, Quality assurance, Quality Circles, TQM, JIT, Statistical Quality Control

Suggested Readings:

1. Production Operation management B.S.Goel
2. Production & Operation Management Buffa
3. Production & Operation Management S.N Chany
4. Operation Management: K. G. Gupta.

BBA-404: SALES & DISTRIBUTION MANAGEMENT

Unit – I: Sales Management :- Evolution of sales function- Objectives of sales management positions - Functions of Sales executives- Relation with other executives

Unit – II: Sales Organization and relationship: Purpose of sales organization - Types of sales organization structures - Sales department external relations Distributive Network relations.

Unit – III: Salesmanship: Theories of personal selling, Types of Sales executives, Qualities of sales executives, prospecting, pre-approach and post-approach- Organizing display, showroom & exhibition

Unit – IV: Distribution network Management, Types of Marketing Channels, Factors affecting the choice of channel, Types of middleman and their characteristics, Concept of physical distribution system.

Unit – V: Sales Force Management; Recruitment and Selection, Training, Leadership, Controlling and Motivation.

Suggested Readings:

1. Sales Management- Cundiff, Still, Govoni
2. Salesmanship & Publicity - Pradhan, Jakate, Mali
3. Sales Management - S.A. Chunawalla

BBA-405: RESEARCH METHODOLOGY

Unit – I: Introduction – Meaning of Research; Objectives of Research; Types of Research; Research Process; Research Problem formulation, various problems encountered by researchers

Unit – II: Methods of Data Collection, Research Design; Features of a Good design; Different Research Designs ; Measurement in Research; Construction of Questionnaire.

Unit – III: Sampling Design- Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling.

Unit – IV: Processing & Analysis of Data- Processing operations; problems in processing; types of analysis Hypothesis Testing-Chi-square test, Z test, t-test, f-test. Elementary Knowledge of SPSS.

Unit – V: Presentation-; Graphs; charts. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precaution For writing report, Oral report, Formulation of business problems in research, Elementary Knowledge for Writing a research paper

Suggested Readings:

1. Research Methodology; C.R. Kothari
2. Research Methods; Patrick McNeill
3. Research Process; Gary Bouma
4. Research Methodology; Ranjit Kumar
5. Business Research Methodology; Dr. Arun Kumar.

BBA-406: ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT

Unit – I: Introduction: concept of entrepreneurship, theories of entrepreneurship traits of entrepreneur , Different types of entrepreneurs, problems faced by entrepreneurs.

Unit – II: Entrepreneurial Development, Role and functions of measure support institutions such as SIB,CSIO,SSDO,SISIs etc., EDPs and Role of Women Entrepreneurs

Unit – III: Concept, definition, and framework of Small Business, Social benefits and incentives for small industry in India; Elementary Knowledge of Make in India, Start up, Stand up India, Mudra Loan, Schemes of Union Government and it's Initiative on ATAMNIRBHAR BHARAT and Vocal for Local.

Unit –IV: Transformation of Idea into Reality :Project classification ,identification and selection, Project formulation and Project Appraisal and Preparing Project Report.

Unit – V: Steps in starting a small industry, incentives and subsidies available, export possibilities. Teething problem in setting small units: location, technology, marketing, Labour and Planning

Suggested Readings:

1. Entrepreneurship Development; Vasant Desai
2. Entrepreneurship Development; Shobha Singh Khanka
3. Entrepreneurship - Strategies and Resources ; Mark Dollinger
4. Entrepreneurship – Small Business Approach by Charles E. Bamford

BBA-407: COMPUTER ORIENTED PRACTICAL & VIVA VOCE

Broad frame work is being given here however Instructor/Trainer/Faculty /Expert will have freedom to design his /her program e in such manner so that effective learning will take place.

Course Objectives:

This course offers a good practical understanding of basics of Information Technology. The students will proficiency in the use of personal computers, specifically in the use of spreadsheets and database packages will enhance. The curriculum is so designed as to provide required expertise in the use of personal computer as an effective management tool.

Unit I :Network: Services and its classification : Knowledge management using internet search engines, techniques to use search engine effectively: *practical* use of *MS Office, MS Word, MS Excel, MS PowerPoint, MS Paint etc.* web page designing using any software: application of computers in project management: features, capabilities and limitation of project management software (with reference to popular software viz.ms-project), Official use of Blogs, Facebook, LinkedIn, Twitter, Poster making using canwa

Unit II: Digitization: Digital signature, e-Governance, Application of Digital Financial Services, Basics of E- mail, Electronic payment system, Digital signature, Mobile app based operations, Modern functions of smart phones, Android phone applications etc.

Unit III: Mobile computing & its application: Introduction, issues in mobile computing, overview of wireless telephony: cellular concept, GSM: air-interface, channel structure, location management, CDMA, GPRS.

Unit IV: Online Transaction and Trading: Understand the E-Commerce and E-Commerce Transition in India Recognize the benefits and limitations of E-Commerce Analyze different E-Commerce business models Understand E-Marketing and E-CRM

Unit V: Network security & its application: Application security (Database, E-mail and Internet), Data Security Considerations Backups, Archival Storage and Disposal of Data, Security Technology- Firewall and VPNs, Intrusion Detection, Access Control. *Security Threats-Viruses, E-mail viruses, Macro viruses*, Network and Security Threats to E-Commerce Electronic Payment System, e- Cash, Credit/Debit Cards. Digital Signature, public Key Cryptography.

Suggested Readings:

1. P.K. Sinha : Fundamental of Computers, BPB Publishers.
2. Leon & A. Leon: Internet for Everyone, Leon Tech World.
3. Curtin, Foley, Sen& Martin: Information Technology, Tata McGraw Hill.
4. Ron Masfield : MS-Office, Tech Publication.
5. V.K. Jain: Information Technology ,Atlantis.
6. D. Anfinson& K. Quamme: Information Technology Essentials, Pearson Education

COURSE CONTENT FOR SEMESTER – V

BBA-501: ARITHMATIC APTITUDE

Unit – I: Ratio & Proportion, Logarithm, Simple Interest, Compound Interest, Profit & Loss, true Discount, Partnership, Permutation & Combination.

Unit – II: Problem on Age, Problem on Numbers, Calendar, Clock, Time & Work, Time & Distance Area. Sets, Function & Relation

Unit – III: H.C.F., L.C.M., Decimal Fraction, Problem on Trains, Boat & Stream Syllogism Direction Tests, Seating Arrangements.

Unit – IV: Data Interpretation :Description of Data, Tabulation, Bar Diagrams, Pie Chart, Line Graph, Sequence & series, Number Series.

Unit – V: Matrix: Introduction, Types of Matrix, Addition, Subtraction and Multiplication of Matrix, Inverse of Matrix, Solution of linear Equations by Matrix Inversion Method.

Suggested Readings:

1. R.S. Aggarwal - Quantitative Aptitude for Competitive Examinations.
2. Arun Sharma - Quantitative Aptitude for CAT.
3. Arihant Publications - Fast Track Objective Arithmetic.
4. R.D. Sharma - Mathematics Class 11th and 12th.
5. Sarvesh K. Verma- Quantitative Aptitude Quantum CAT Common Admission Tests.

BBA-502: APTITUDE REASONING

Unit – I :Emotional & Social Intelligence, Critical Thinking, Non-Verbal Reasoning, Verbal reasoning, Series, Data Structures.

Unit – II: Blood Relations, Venn Diagram, Word Formation, Matrix, Puzzle, Coding-Decoding, logical sequences, Proposition, Direction Sense, Sets & subsets.

Unit – III :Analogy, Classification, Calendars, Cubes and Clocks, Syllogisms, Logical sequences statement conclusion, Syllogistic reasoning, Data Arrangement ,Family Tree ,Binary Logic, Seating Arrangement.

Unit – IV: Similarities and Differences, Space visualization, Spatial orientation, Problem solving, Analysis, Judgment, Decision making.

Unit – V: Visual memory, Discrimination, Observation, Arithmetical reasoning and figural classification, Arithmetic number series, Tables& Pie Charts, Data Sufficiency, Bars & Line Graphs.

Suggested Readings:

1. R.S. Aggarwal -A Modern Approach to Logical Reasoning
2. Arun Sharma -How to Prepare for Logical Reasoning for the CAT
3. PeeyushBharadwaj -Analytical and Logical Reasoning for CAT & Other Management Exams

BBA-503 GENERAL BUSINESS AWARENESS

UNIT I: International Organizations (IMF, World Bank, IMO etc): Major world organizations including economic organizations like WTO, IMF, and WB are important. Various political global groupings like UN and regional groups like ASEAN, SAARC, etc. are also important. One can expect regarding headquarters, chairpersons, functions of the organization or any other major reform/ event that took place (pertaining to the organization).

Business Awareness : Company, chair persons, board members, CEO, MDs, company v/s Industry, profession, logos of companies, branding, company and its product, companies and their origin, basic structure of a company, entrepreneurs, trademarks, globalisation, liberalisation

UNIT II: Geography: General questions from geographical features from India and across the world. Questions on theoretical aspects of Geography.

History: Vedic culture, Name of the Kings who built, important ancient Temples and Institutions and historic monuments, contribution of Indian continent to world in ancient time.

UNIT III: Everyday Science: Application of science rather than theoretical aspects of Physics and Chemistry. Further, expect questions on technologies involved in communication, IT, space etc.

Current Affair and General Knowledge: Population Census ,Important Books and their writers, First sports achievement for India and the world like first Olympic, first Asian Game, etc., State Animals and Symbols, Awards and their importance, Name of the Scientist who got Noble prize for important discoveries, Important Days

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UNIT IV: Economy: Questions from theoretical as well as practical aspects of Indian and World Economy, with a special focus on India's macroeconomic indicators, like inflationary trends, GDP etc.

Current Business Development: Latest events and developments in the business world especially Indian subcontinent as mergers, takeovers, and new product launch etc

UNIT V: Constitution & Polity: Working of the Indian Political System e.g. political parties, pressure groups etc. Also, as far as the constitution is concerned, further, features of major social schemes launched by the central government recently, Institution of President, the governor, PM, then CM, Parliament and then State Legislature, Supreme Court and then High court, speaker of the house.

Suggested Readings:

1. Latest Business newspapers and magazines
2. Economic Times
3. Business world magazines
4. Financial Express
5. Business Today

BBA-504: GENERAL ENGLISH

Unit – I: Active and Passive Voice, Cloze Tests, Commonly Misspelled Words, Comprehension, Direct & Indirect Speech.

Unit – II: Editing, Error Spotting, Fill in the Blanks, Grammar, Idioms and Phrases, Jumble Words, Jumbled up sentences.

Unit – III: Multiple Meaning /Error Spotting, Miscellaneous, One word Substitution, Paragraph Completion, Passage Making.

Unit – IV: Phrase Substitution, Reading Comprehension, Sentence Correction, Sentence Framing, Sentence Improvement.

Unit – V: Spelling Test, Spotting Errors, Synonyms & Antonyms, Verbal Ability, Vocabulary.

Suggested Readings:

1. S.P. Bakshi : Objective General English
2. R.S. Agarwal : Objective General English
3. S.C. Gupta : General English for Competitive Exams

BBA-M-1: RURAL MARKETING

Unit: I Definition of Rural Marketing, Indian Rural Market, Environment: Population and its locations, occupation pattern, expenditure pattern, infrastructure facilities.

Unit II: The Rural Consumer: Characteristics, factors influencing his purchase decision, Rural demand: Nature, types of requirements, hierarchy of markets and rural market index, Problems in rural marketing as Warehousing and Transportation.

Unit III: Marketing of Agriculture Inputs: Consumable inputs and durable inputs: Marketing of Consumables and Durables: Composition of Products, Price, distribution, promotion, product redesign or modification needs.

Unit IV: Marketing of Agricultural Produce, Formation of Cooperative marketing and processing societies, marketing of rural/cottage industry/artisan products.

Unit V: Rural Marketing Strategies: Rural Market Segmentation, Strategies on product, price, promotion and distribution.

Suggested Readings:

- 1 Pradeep Kashyap Rural Marketing-2 edition Pearson education
2. Jha, S.M. & Singh, L.P.: Marketing Management in Indian Perspective, Himalaya, Bombay
- 3.Velayudhan – Rural Marketing (Sage)
4. Mathur- Rural Marketing (Excel Books)
5. Philip Kotler: Marketing Management.

BBA-M-2: SERVICE MARKETING

UNIT-1:Introduction of Service Marketing: Introduction: Definition, Characteristics and Classification of Services, Difference between Product and Services marketing, Paradigms in Services Marketing, Present Marketing Environment, Services Marketing Mix: Understanding the 7 P's OF SERVICE MARKETING &UPCOMING CONCEPTS, Difficulties & Challenges in Service Marketing

UNIT- 2 Understanding Consumer Behaviour and Service Design; Strategies for Services Marketing: Segmentation, Targeting &Positioning, Differentiation. Understanding Consumer Behaviour: Services vis-à-vis goods, Consumer Behaviour in Services, Customer Expectations and Perceptions of Services .

UNIT- 3 Delivering, Pricing and Managing Service Promise (07 Hours): Service Development Design & Standards: New Service Development, Process Service Standards, Demand and Capacity Management in Delivering Services: Role of Employees and Customers in service delivery; Quality in Service marketing.

UNIT- 4 Service Process – Blue printing – Physical evidence. Pricing of Services: Pricing Considerations and Strategies, Managing Service Promise: Role of Advertising, Personal Selling, Sales Promotion, Publicity and Public Relations in service marketing

UNIT- 5 Service Performance: Evaluating Success of Service Offering: Service quality and measurement, Complaint handling, Service Guarantees. Role of CRM, The Gaps Model Of Service Quality, Latest issues in service marketing with reference to Uber, Ola, OYO, Swiggy, Zomato.

Suggested Readings:

- 1.Services Marketing, Zeithaml Valerie and Mary Jo Bitner, Gremler&Pandit, Tata McGraw Hill.
2. Services Marketing, Lovelock, Christopher. PrenticeHall.
3. Services Marketing, Nargundkar, Rajendra. Tata McGraw Hill.
4. The Essence of Services Marketing, Adrian Payne. PHI.
5. Services Marketing, Ravi Shankar. Excel Publishing

BBA-F-1: CORPORATE TAXES-DIRECT AND INDIRECT TAX

Unit-I: Income Tax Act 1961-special provisions relating to assessment of companies.

Unit- II: Concept of tax planning, tax avoidance and tax evasions, tax planning for new business with reference to location, nature and form of business.

Unit-III: Introduction of Indirect tax, definition and nature, Basis for charging indirect tax, constitutional framework of indirect tax before GST, structure of GST, slab of GST,GST council, GST Network.

Unit-IV: Levy and collection of GST: Taxable event – supply of goods and services, place of supply, within state, interstate, import and export, time of supply, valuation for GST- Valuation rules, excess tax, refund, TDS, registration of GST.

Unit-V: Custom law: introduction levy and collection, taxable event, valuation of import and export, refund & recovery.

Suggested Readings:

1. Direct Taxes: Singhania V. K.
2. GST- Bare Act.

BBA-F-2: FINANCIAL INSTITUTIONS AND INVESTMENT MANAGEMENT

Unit I: Overview of Capital Market: Market of securities, Stock Exchange and New Issue Markets – their nature, structure, functioning and limitations; Trading of securities: equity and debentures/ bonds. Regulatory Mechanism: SEBI and its guidelines.

Unit II: Portfolio Analysis and Selection: Portfolio concept, Portfolio risk and return, Selection of Portfolio: Capital market theorem, CAPM (Capital Asset Pricing Model) and Arbitrage Pricing Theory. Portfolio Management and Mutual Fund Industry

Unit III: DFIs in India - IDBI, ICICI, IFCI, NABARD, RRBs, State Level Institutions; NBFCs – Their status, types, working and strategies for commercial viability ; Insurance organizations – Their status , types, working and strategies for commercial viability.

Unit IV: Leasing and Hire Purchase: Industry. Size and scope. Parties involved, Evaluation of Lease transaction, Types of lease and their implications, Hire purchase and lease - differences and implications for the business. Consumer Credit and Plastic Money – concept, working uses of each.

Unit V: Mutual Funds :Concept, Types, Significance of Mutual Funds, NAV, Evolution & Growth of Mutual Funds, Role of Registrar, Underwriter according to SEBI guidelines.

Suggested Readings:

- 1) Khan M Y - Financial Services (Tata McGraw Hill, 1998)
- 2) Machiraju H R - Indian Financial System (Vikas, 2004)
- 3) Bhole L M - Financial Institutions and Markets (Tata McGraw-Hill, 3rd edition, 2003)
- 4) Srivastava ,R.M& Nigam Divya - Management of Financial Institutions (Himalaya, 2003)

BBA-601: STRATEGIC MANAGEMENT & BUSINESS POLICY

Unit – I: Nature & importance of Business Policy, Development & Classification of Business Policy; Mechanism or Policy making.

Unit – II: Responsibilities & tasks of Top Management: objectives of Business Characteristics, Classification, Types of objectives and their overall Hierarchy, Setting of objectives, Key areas involved.

Unit – III: Corporate Planning; Concept of long term planning, Strategic Planning, Nature, Process & Importance.

Unit – IV: Corporate Strategy: Concept, Components, Importance, and Strategy Formulation: Concept, Process & Affecting Factors. Strategy Evaluation: Process, Criteria, Environmental Analysis, Resource Analysis

Unit – V: Porter's Five Forces Model, Concept of Synergy: Types, Evaluation of Synergy. Capability Profiles, Synergy as a Component of Strategy & its relevance

Suggested Readings:

- 1) AzharKazmi Business Policy
- 2) Peter F. Drucker Management Task & Responsibilities
- 3) IgorAnsoff Corporate Strategy
- 4) Hatton& Hatton Strategic Management
- 5) Christian, Anderson, Bower Business Policy
- 6) McCarthy, IninChiello, Curran Business Policy & Strategy

BBA-602: OPERATION RESEARCH

Unit – I: Nature, Definition & characteristics of operations research, Methodology of **OR**, Models in OR; OR & managerial Decision making, OR techniques.

Unit – II: Linear programming: Introduction, Advantages of Linear Programming, Applications areas of Linear Programming. LPP-problem formulation, Graphic Method, Simplex Method (including Big M method)

Unit – III: Transportation-North West Corner Rule, Method of matrix Minima & VAM Methods, Degeneracy Problems, MODI Method. Assignment Problems

Unit – IV: Decision making under Uncertainty-Criteria of Maximax, Maximin, Minimax Regret, Decision making under Risk-Criteria of EMV & EOL, Decision Tree approach & its applications.

Unit – V: Job Sequence Analysis PERT & CPM-Introduction, Network Analysis, Time Estimates in Network Analysis, Critical Path Method; Programme Evaluation & Review Technique.

Suggested Readings:

1. Operation Research; V.K. Kapoor
2. Operation Research; S.D. Sharma
3. Operation Research - An Introduction; Hamdy A.Taha
4. Operation Research; K. G. Gupta

BBA-603: FUNDAMENTAL OF E-COMMERCE

Unit – I: E-Commerce: Introduction, meaning and concept; Needs and advantages of e-commerce; Types of E-Commerce, Basic requirements of E-Commerce, Consumer Buying Through E-Platforms like Flipcart, Amazon, Ebay, Snapdeal etc.

Unit – II: Internet: Concept & evaluation, Characteristics of Internet: email, WWW. Ftp, telnet, Intranet & Extranet, Limitation of internet, Hardware & Software requirement of Internet, searches Engines.

Unit – III :Customer relationship with business via e-commerce Electronic Payment Systems: E-Money, e-cheque, credit cards, debit cards, smart cards, E-Banking.

Unit – IV:EDI(Electronic Data Interchange) introduction, networking infrastructure of EDI, Functions & Components of EDI File types of EDI, Payment Through UPI, Mobile Wallet, Phone Banking, Net Banking,

Unit – V:Security issues of e-commerce: Firewall, E-locking, Encryption; Cyber laws, Payment Gateways, Visa, Rupay and Mastercards.

Suggested Readings:

1. Frontiers of E-Commerce Ravi Kalkota, TMH
2. O, Brien J Management Information System, TMH
3. Oberoi, Sundeep E-Security and You, TMH
4. Young, Margret Levine The complete reference to Internet, TMH
5. David Whiteley; E-Commerce: Strategy, Technologies and Applications, Mcgraw Hill Education.

BBA-604: ECONOMIC AND INDUSTRIAL LAW

Unit I: Factory Act 1948: Definitions and Important Provision.

Workmen compensation Act 1923: , Determination of Amount of Compensation, Latest provisions of Workmen's Compensation (Amendment) Act, 2009.

Unit II: Industrial Dispute Act 1947: Important Provisions

Minimum Wages Act 1948: Meaning of wage under the Act Procedure for fixing Minimum wage, Obligation of employer to pay minimum wage, Authorities and Remedies under the Act.

Unit III:

Employee State Insurance Act 1948: Object and Scope, Definitions under the Act Important Benefits under the Act: Employee's State Insurance Corporation - Dispute and Claim Settlement under the Act, Latest provisions of Employee State Insurance (amendment) Act, 2010

Unit IV:

Employee Provident Fund Act 1952: Employee's pension scheme and fund, Employee's deposit linked insurance scheme, administration of the schemes, Recovery of money from employer and contractor, Appellate tribunal, penalties and offences.

Unit V:

Payment of Gratuity Act, 1972: Scope of the Act, Meaning of Employee, Employer, Continuous Service, etc., Conditions for Payment and Forfeiture of Gratuity, Authorities under the Act and their powers and functions.
IBC law and Arbitration.

Suggested Readings:

1. Kapoor, N.D., "Element of industrial law", Sultan Chand & Sons, (2013)
2. Padhi, P.K., "Labour & Industrial laws", PHI Learning Pvt. Ltd (2012)
3. Misra, S. N., "Labour and Industrial Laws", Central Law Publications, (2014)
4. Monappa, "Industrial Relations and Labour Laws", McGraw Hill Education, (2012)
5. Srivastava, S. C., "Industrial Relations and Labour Laws", Vikas Publishing House, (2014)

BBA-M-3: RETAIL MANAGEMENT

Unit I: Introduction to Retailing: Concept of retailing, Functions of retailing, Retail formats and types, Retailing Channels, Retail Industry in India, Importance of retailing, changing trends in retailing.

Unit II: Understanding the Retail Consumer: Retail consumer behaviour, Factors influencing the Retail consumer, Customer decision making process, Types of decision making, Market research for understanding retail consumer.

Unit III: Retail Market Segmentation and Strategies: Market Segmentation and its benefits, Kinds of markets, Definition of Retail strategy, Strategy for effective market segmentation, Strategies for penetration of new markets, Growth strategies, Retail value chain.

Unit IV: Retail Location Selection: Importance of Retail locations, Types of retail locations, Factors determining the location decision, Steps involved in choosing a retail locations, Measurement of success of location.

Unit V: Merchandise Management: Meaning of Merchandising, Factors influencing Merchandising, Functions of Merchandising Manager, Merchandise planning, Merchandise buying, Analysing Merchandise performance.

Suggested Readings:

1. Retail Management 3rd Edition, Suja Nair, Himalaya Publishing House, Mumbai, 2008
2. Retail Management, 6th Edition, Michael Levy, Barton AWeitz and Ajay Pandit, Tata McGraw Hill Publishing Co. Limited, New Delhi.
3. Retail Management, Text and Cases 2nd Edition, Swapna Pradhan, Tata McGraw Hill Publishing Co. Limited, New Delhi.
4. The Art of Retailing, 2nd Reprint A.J Lamba, Tata McGraw Hill Publishing Co. Limited, New Delhi

BBA-M-4: DIGITAL MARKETING

UNIT-1: Introduction of Digital Marketing, Importance of Digital Marketing, General Overview of Web Concept and Hosting | Domain, Website Planning.

UNIT-2: Search Engine Optimization (SEO), Black HAT and White HAT SEO, Importance of Search Engine Optimization (SEO), SEO On Page, What is SEO Off Page, Local SEO, SEO, Importance of Google Webmaster Tool.

UNIT -3: Social Media Marketing, Brand through Social Media Marketing (SMM), Importance of Social Media Marketing, How to Optimize Social Media, How Many Platform of Social Media, How to Make Business Pages or Profile on Social Media (Facebook, Twitter, Instagram, LinkedIn, Pinterest etc.) How to Create Paid Advertising on Social Media.

UNIT-4: Google Ad words, Importance of Google Paid Campaign, Types of Google Advertisement, Search | Display | Mobile | Shopping | Video Advertisement, Create Paid Campaign on Google Ad words, Bing Advertisement, Tracking Performance and Measurement with Google Analytics.

UNIT-5: Email Marketing, Lead Generation, Content Marketing, Importance of Content Writing, How to Promote Brand through Content, Online Reputation Management and Review Management, Affiliate Marketing, Internet Entrepreneurship with Google AdSense, How to get Project from USA| UK| CA and other Country, Freelancing, Internet Marketing Planning and Strategy.

Suggested Readings:

1. Puneet Singh Bhatia; Fundamentals Of Digital Marketing
2. Lan Dodson; The Art Of Digital Marketing
3. Damian Ryan; Understanding Digital Marketing
4. Vandana, Ahuja; Digital Marketing, Oxford University Press India (November, 2015).
5. Eric Greenberg, and Kates, Alexander; Strategic Digital Marketing: Top Digital Experts
6. Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page (3rd Edition, 2014).

BBA-F-3: COST AND MANAGEMENT ACCOUNTING

Unit–I: Introduction: Nature and Scope of Cost Accounting, Cost, concepts and Classification, Methods and Techniques, Concept of Management Accounting, Relationship of Cost and Management Accounting.

Unit –II: Elements of Cost, Assessment of Cost, Classification of Costs, Preparation of Cost Sheet and Statement of Cost, Tender Costing.

Unit –III: Cost–Volume Profit Analysis; Break Even Analysis and Decision Making, Marginal Costing and Absorption Costing.

Unit–IV: Budgetary Control, Standard Costing and Analysis of Variances.

Unit–V: Responsibility Accounting, Transfer Pricing, Activity Based Pricing, Value Chain Analysis, Target Costing, Life Cycle Costing.

Suggested Readings:

1. Maheshwari S.N.: Advanced Problem and Solutions in Cost Accounting
2. Khan& Jain: Management Accounting
3. Gupta, S.P.: Management Accounting
4. K. G. Gupta : Cost and Management Accounting.

BBA-F-4: Company Accounts

Unit- I: Issue of Shares and Debentures: Issue, Forfeiture and re-issue of Shares, Redemptions of Preference Shares; Issue and redemption of Debentures.

Unit-II: Accounting for special issue: Bonus issue, Employee stock option plan, Buy back of Shares.

Unit-III: Profit prior to Incorporation, Disposal of Profits, Valuation of Shares.

Unit-IV: Final Accounts: As per latest format prescribed under the Companies Act. 2013.

Unit-V: Consolidated Balance Sheet of Holding Companies with one subsidiary only.

Suggested Readings:

1. Company Accounts; K. G. Gupta
2. Advanced Accounts; Shukla & Grewal
3. Corporate Accounts; Himalya Publications
4. Advanced Accounts; Jain & Narang