

PROGRAM OUTCOME (PO)

PROGRAM SPECIFIC OUTCOME (PSO)

COURSE OUTCOME (CO)

Programme Outcomes

Acquire Knowledge of management associations, business administration theories and modelling of computer based system.

To provide thorough understanding of nature, scope and application of business administration and use of computer in business.

To develop interdisciplinary approach among the students.

Exhibit clarity on both conceptual and application-oriented skills of Computing, programming for higher studies in Post Graduate programs.

Programme Specific Outcomes

- ✓ To pursue further studies to get specialization in Business Administration , Economics, business values.
- ✓ To pursue the career in corporate sector can opt for MBA ,M.Com. and other management courses.
- ✓ To Work in the MNC's sector as business administrator, executives etc.
- ✓ To work in public sector undertakings/private sectors and Government organizations.
- ✓ For teaching in Schools and Colleges.
- ✓ Students will able to understand, analyse and develop marketing strategies , computer programs in the areas related to business administration,
- ✓ Apply standards for marketing practices and strategies in values development using open source as per present environment to deliver a quality of product/service for business success as per present scenario.
- ✓ Student will able to know various issues, latest trends in Finance & marketing technology development and thereby innovate new ideas and solutions to existing problems in present competition scenario.

COURSE OUTCOMES (COS)

DEPARTMENT: BUSINESS ADMINISTRATION	CLASS: BBA	
SYLLABUS (2020-21) ONWARDS		
UNIT	Course Objectives / Outcomes	Specific Outcome
COURSE CONTENT FOR SEMESTER – I		
PAPER I: FUNDAMENTALS OF MANAGEMENT (BBA-101)		
I	Unit – I: Introduction Concepts, Objectives, Nature Scope and Significance of management Evolution of management thought-Contribution of Taylor, Weber and Fayol management.	In this unit students know about the Introduction Concepts, Objectives, Nature Scope of management.
II	Unit – II: Planning: Concept, Objectives, Nature, Limitation, Process of planning, Importance, Forms, Techniques and Process of decision making.	In this unit students know about the Planning: Concept, Objectives of business.
III	Unit – III: Organizing: Concept, Objectives, Nature of organizing, Types of Organization, delegation of authority, Authority and responsibilities, Centralization and Decentralization, Span of control.	In this unit students know about the organization responsibilities towards society.
IV	Unit – IV: Directing: Concept, Principles & Techniques of directing and Coordination Concept of leadership-Style. Importance, Styles, Supervision, Motivation, Importance & Theory of Motivation, Communication.	In this unit students know about the Directing: Concept, Principles & Techniques of directing and Coordination Concept of leadership-Styles.

V	Unit – V: Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling.	In this unit students know about the Process and Techniques of Controlling of in the business.
PAPER II: ORGANISATION BEHAVIOUR (BBA-102)		
I	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.	In this subject students know about Challenges and opportunities for OB, Organization Goals, Models of OB.
II	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	In this students know about different type of theories of motivation.
III	Unit – III: Behavior Dynamics: Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and Prevailing Leadership styles in Indian Organizations.	In this students know about Interpersonal behavior, Communication, Transaction Analysis, The Johari Window etc.
IV	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.	In this students know about the group decision making of teams and other aspects of business.
V	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.	In this students know about Approaches to managing organizational change, Organizational effectiveness and other aspects.
PAPER III: MANEGERIAL ECONOMICS (BBA-103)		
I	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 relationshipwithother subjects	In this subject students know about the Relevance of Economics in Business Management, Nature
II	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.	

III	Unit – III: Market analysis-Nature of market, Types of markets and their characteristics Pricing under different market structures-Perfect, Monopoly, oligopoly and Monopolistic completion.	and Scope of Managerial Economics, Economic Growth and Development, Business Cycles in organizations.
IV	Unit – IV: National Income: Concepts and Measurements, instruments of fiscal policy, Tools of monetary policy.	
V	Unit – V: Economic Growth and Development, Business Cycle, The balance of payments, Inflation.	

PAPER IV: ACCOUNTING AND FINANCIAL ANALYSIS (BBA 104)

I	Unit – I: Introduction to course Basic rules. Accounting concepts and conventions, Accounting information system: Mechanism of financial accounting, Accounting records ,Journal ledger, Trial Balance.	In this subject students know about the Mechanism of financial accounting, Accounting records ,Journal ledger, Trial Balance. Cash flow: cash flow statement etc.
II	Unit – II: Concept of balance Sheet, Income statement and basic Accounting equations, Introduction and definition of Income statement ,Comprehensive exercising banking income statement and Balance sheet.	
III	Unit – III: Depreciation: meaning, methods and importance Accounting statement of depreciation.	
IV	Unit – IV: Cash flow: cash flow statement, preparation and interpretation of cash flow statement.	
V	Unit –V: Introduction of financial statement analysis. Cost value profit analysis. Ratio analysis: using Ratio in financial assessment, manufacturing firms, preparation of financial statements.	

PAPER V: BUSINESS LAW (BBA-105)

I	Unit – I: Indian Contract Act: Offer, Acceptance, Agreement and Contract; Capacity of parties; Essentials of Contract; Performance of Contracts; Termination of Contract, Consequence and Remedies for Termination of Contract.	In this subject students know about the Indian Contract Act: Offer, Acceptance,
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II	Unit – II: Void Contracts; Contingent Contracts; Quasi Contract; Contract of Indemnity and Guarantee; Bailment, Lien, Pledge and Agency.	Agreement and Contract; Capacity of parties; Essentials of Contract; Performance of Contracts; Termination of Contract, Sales of Goods Act: Definition, Features, and Formation of Sale Contract; Condition and Warranty, Negotiable Instruments: Definition, Features, Types, Recognition, Crossing And Endorsement of Nis for business .
III	Unit – III: Sales of Goods Act: Definition, Features, and Formation of Sale Contract; Condition and Warranty, Ownership of Goods; Performance of Sale Contract; Rights of Unpaid Sellers; Auction Sale.	
IV	Unit – IV: Limited liability Partnership: Definition; Incorporation; Eligibility to be Partner, Relationship of partners, Partners as a agent, Penalty for False statement; winding up	
V	Unit – V: Negotiable Instruments: Definition, Features, Types, Recognition, Crossing And Endorsement of NIs.	

PAPER VI: BUSINESS ORGANIZATION AND ETHICS (BBA-106)

I	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.	In subject unit students know about the Business Unit, Establishing a new business unit, Meaning of Promotion. Features for business, Plant location, Plant Layout & size of business unit Gandhian Philosophy, Organizational Culture, Technological Development and Social Change, Social Responsibility of Business towards society.
II	Unit – II: Business Unit, Establishing a new business unit. Meaning of Promotion. Features for business, Plant location, Plant Layout & size of business unit.	
III	Unit – III: Forms of Business Organization. Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives.	
IV	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	
V	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	

PAPER VII: ENVIRONMENTAL STUDIES (CODE (BBA-008))

I	<p>Unit-1: The Multidisciplinary Nature of Environmental Studies: Definition, Scope and Importance, Need for Public Awareness.</p>	
II	<p><u>Unit-2: Natural Resources</u></p> <p>❖ Renewable and Non-renewable Resources:</p> <p><u>Natural resources and associated problems: -</u></p> <ul style="list-style-type: none">a) Forest Resources: use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.b) Water Resources: use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.c) Mineral Resources: use and exploitation, environmental effects of extracting and using mineral resources, case studies.d) Food Resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.	<p>In this subject students know about the Different sources of natural problems, pollutions, energy resources, Biodiversity And Its Conservation etc.</p>

	<p>e) Energy Resources: Growing energy needs, renewable and nonrenewable energy sources, use of alternate energy sources, case studies</p> <p>f) Land Resources: Land as a resource; land degradation, man induced landslides, soil erosion and desertification.</p> <ul style="list-style-type: none"> ❖ Role of an individual in conservation of natural resources. ❖ Equitable use of resources for sustainable lifestyles 	
III	<p>Unit-3: Ecosystems</p> <ul style="list-style-type: none"> ❖ 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:- <ul style="list-style-type: none"> a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries) 	
IV	<p>Unit-4: Biodiversity And Its Conservation</p> <ul style="list-style-type: none"> ❖ Introduction – Definition: genetic, species and ecosystem diversity. 	

	<ul style="list-style-type: none"> ❖ 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. 	
V	<p>Unit-5: Environmental Pollution Definition:</p> <ul style="list-style-type: none"> ❖ Causes, effects and control measures of:- <ul style="list-style-type: none"> 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 land slides. 	

VI	<p><u>Unit-6: Social Issues And The Environment</u></p> <ul style="list-style-type: none"> ❖ 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. CaseStudies ❖ Environmental Ethics: Issues and possible solutions. ❖ Climate change, global warming, acid rain, ozone layer depletion, nuclearaccidents 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 	
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VII	<p><u>Unit-7: Human Population And The Environment</u></p> <ul style="list-style-type: none"> ❖ 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 	
VIII	<p><u>Unit-8: Field Work</u></p> <ul style="list-style-type: none"> ❖ 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 5lecture hours 	

COURSE CONTENT FOR SEMESTER – II

PAPER I: QUANTATUVE TECHNIQUES FOR BUSINESS (BBA-201)

I	UNIT – I: Matrix: Introduction, Types of Matrix, Addition, Subtraction & Multiplication of Matrix, Inverse of Matrix, Solution of Linear equations by matrix inversion Method.	<p>In this subject students know about the Statistics: Types of Data, Classification & Tabulation of Data, Frequency Distribution, Graphical Presentation, Measures of Central Tendency, Sampling: Methods of sampling, sampling and non-sampling errors.</p> <p>Testing of Hypothesis, Type I and Type II Errors, Large Sample tests for better productions solutions in business.</p>
II	UNIT – II: Statistics: Types of Data, Classification & Tabulation of Data, Frequency Distribution, Graphical Presentation, Measures of Central Tendency (Mean, Median & Mode) Measures of Dispersion (Range, Mean Deviation & Standard Deviation).	
III	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	
IV	UNIT – IV: Probability: Definitions of Probability, Additive and Multiplicative Rules of probability, Bay’s Theorem (Simple numerical) Probability Distributions: Binomial, Poisson and Normal.	
V	UNIT – V: Sampling: Methods of sampling, sampling and non-sampling errors. Testing of Hypothesis, Type I and Type II Errors, Large Sample tests.	

PAPER II: BUSINESS COMMUNICATION(BBA-202)

I	Unit – I: Meaning and objective of Business communication, Forms of Communication, Communication model and process, Principles of Effective Communication	<p>In this subject students know about the Corporate Communication: Formal and Informal Communication, Network Grapevine, Barriers in Communication, Ora l& Non-verbal communication: Principles of Oral Presentation Factors affecting Presentation, effective Presentation skills in business.</p>
II	Unit – II: Corporate Communication: Formal and Informal Communication, Network Grapevine, Barriers in Communication ,Groups discussion, Mock Interviews, Seminars, Individual and Group Presentations.	
III	Unit – III : Essential of effective Business letters, Writing Important Business letters including correspondence with Bank and Insurance companies	
IV	Unit – IV: Ora l& 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	
V	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 misspelt, common errors in English.	
PAPER III: HUMAN RESOURCE MANAGEMENT (BBA-203)		
I	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.	In this subject students know about the human resources management its policies, Procurement & Mobility Productivity, Employee Compensation Wage policy, Employee relations Discipline & Grievance handling types of trade unions, problems of trade unions etc.
II	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.	
III	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.	
IV	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.	
V	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	

PAPER IV: MARKETING MANAGEMENT (BBA-204)

I	Unit – I: Marketing: Definition, nature, scope & importance, Marketing Management, Core concepts of marketing, selling concept, production concept, modern marketing concept, Socialmarketing, Understanding of Consumer Behavior, Purchase decision Process.	In this subject students know about the marketing management theories, Core concepts of marketing, selling concept, production concept, modern marketing concept, Marketing Research: Importance, Process and Elementary knowledge of Information system, green marketing, digital marketing, Service marketing etc.
II	Unit – II: Segmentation: Concept, basis of segmentation, Importance in marketing; Targeting: Concept Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning.	
III	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.	
IV	Unit – IV: Price: Meaning, objective, factors influencing pricing, methods of pricing. Promotion: Promotional mix, tools, objectives, media selection & management	
V	Unit – V: Marketing Research: Importance, Process and Elementary knowledge of Information system, green marketing, digital marketing, Service marketing	

PAPER V: BUSINESS ENVIRONMENT (BBA-205)

I	Unit – I: Concept, Significance, Components of Business environment, Factor affecting Business Environment, Social Responsibilities of Business.	In this subject students will understand about the Economic Systems, Factor affecting Business Environment, Social Responsibilities of Business, Monetary and Fiscal Policy; EXIM Policy, FEMA, Start-ups, Skill development, Thrust on make in India.
II	Unit – II: Economic Systems: Capitalism, Socialism, Communism, Mixed Economy-Public Sector & Private Sector	
III	Unit – III: Industrial Policy – Its historical perspective (In brief); Socio-economic implications of Liberalisation, Privatisation, Globalisation	
IV	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	
V	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.	

PAPER V: FUNDAMENTALS OF COMPUTER (BBA-206)

I	Unit – I: Computer Basic: Introduction, History of Computer, Types of Computer, Generations of Computer, and Basic Components of PC.	In this subject students will understand about the Computer, and Basics and its Components of PC Network, Security and Networking: LAN, WAN, MAN, SAN, CAN, Topology (Ring, Star, Bus, Mesh), Introduction, Filter, Commands for Excel . Power Point: Introduction, Creating a Presentation etc.
II	Unit – II: Hardware and Software: Introduction, Types of Software, Input Devices and Output Devices, Relationship between Hardware and Software, RAM and ROM.	
III	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.	
IV	Unit – IV: Windows (latest Version): Introduction, Features, Installation, Activation, Security Features , MS Word with all the applications and uses.	
V	Unit – V: Excel(latest Version): Introduction, Filter, Commands for Excel . Power Point: Introduction, Creating a Presentation, Using Templates, Inserting Charts, Inserting Tables.	

PAPER V ASSESSMENT ON SOFT SKILL BASED ON PRESENTATION/G.D./P.D (BBA-207)

I	Unit – I: Group discussion: Group Discussion improves verbal communication nonverbal behavior, Decision making ability and cooperation.	In this subject students will learn about the Its improves Team Work, Internships, Volunteering, Leadership Skills, Communication Skills
II	Unit – II: Management Games: It improves Team Work, Internships, Volunteering, Leadership Skills	

III	Unit – III: 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	Leadership, Interpersonal Skills etc.
IV	Unit – IV: Presentation skills: It helps in making clear objectives, Well-rehearsed, Information clearly featured and it includes call to action	
V	Unit – V: Communication Skills <ol style="list-style-type: none"> 1. Verbal Communication 2. Body Language 3. Physical Communication 4. Writing 5. Visual Communication 6. Listening 7. Presentation Skills 8. Public Speaking 9. Interviewing 	
VI	Unit – VI: Leadership <ol style="list-style-type: none"> 1. Team Building 2. Mentoring 3. Delegation 4. Dispute Resolution 5. Giving Feedback 6. Decision Making 7. Supervising 8. Managing 	
VII	Unit – VII: Interpersonal Skills <ol style="list-style-type: none"> 1. Networking 2. Interpersonal Relationships 	

	<ol style="list-style-type: none"> 3. Dealing with Difficult People 4. Conflict Resolution 	
VIII	<p>Unit – VIII: Personal Skills</p> <ol style="list-style-type: none"> 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 	
IX	<p>Unit – IX: Professional Skills</p> <ol style="list-style-type: none"> 1. Time Management Technology 2. Meeting Management 3. Technology Savvy 4. Trend Awareness 5. Business Trend Awareness 6. Business Etiquette 	
X	<p>Unit – X: Creativity</p> <ol style="list-style-type: none"> 1. Problem Solving 2. Critical Thinking 3. Innovation 4. Troubleshooting 5. Design Sense 	

COURSE CONTENT FOR SEMESTER – III

PAPER I: ADVERTISING MANAGEMENT(BBA-301)

I	Unit – I: Advertising: Introduction, Scope, importance in business: Role of advertising, function of advertising, key players in advertising, types of advertising.	In this subject students will learn about the advertising management, Public Relation and Publicity Meaning of Public Relation, Difference between public relations and advertising, Media Planning and Strategies Of business.
II	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.	
III	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.	
IV	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.	
V	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.	

PAPER II: TEAM BUILDING &LEADERSHIP (BBA-302)

I	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	Team building has always been found to have a lot of positive impacts on the productivity of employees. Knowing this as a fact, many corporate houses look forward to organising team building events that bring a lot of positivity and confidence in the team. These events need to be organised on a regular
II	UNIT – II: Evaluating team performance, Goal Setting of Team, Defining roles and Responsibility of team members; External and Internal factors affecting team building.	
III	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.	

IV	UNIT – IV: Personality: Meaning & Concept of Personality; Types of personality; Personality Determinants; Evaluation of Personality	basis helping employees to maintain their high confidence and productivity levels. High-spirited employees bring amazing results which do a lot well for the business.
V	UNIT -V: Meaning of Group; Formation of group; Roles, Structure, and Size of Group; Types of Group; Characteristics of an Effective Group.	

PAPER III: INDIAN ECONOMY (BBA-303)

I	Unit – I: Meaning of Economy, Economic growth & development, characteristics of Indian Economy, Factors affecting economic development.	To enable students to understand how optimum real life decisions are taken by individuals under situations of scarcity. To enable students to understand how optimum decisions are taken by firms in the economy. Analyze the decisions taken by firms and households due to scarcity of resources. 2. Calculate the elasticity of demand and supply. 3. Describe the laws and various concepts in production and costs
II	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.	
III	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.	
IV	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.	
V	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.	

PAPER IV: CUSTOMER RELATIONSHIP MANAGEMENT (BBA-304)

I	UNIT – I Introduction to CRM: Definition and concepts of CRM, Components of CRM, Understanding the goal of CRM and Customer Touch Points	To make the students understand the organizational need, benefits and process of creating long-term value for individual
II	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.	customers . To disseminate knowledge regarding the concept of e-CRM and e-CRM technologies.
III	UNIT – III Developing CRM Strategy: Role of CRM in business strategy, Understanding Service Quality: Technical, Functional, and dimensions of service quality, Managing Customer communications.	
IV	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.	To enable the students understand the technological and human issues relating to implementation of Customer Relationship Management in the organizations
V	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.	

PAPER V: MANAGEMENT INFORMATION SYSTEM(BBA-305)

I	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.	In this subject students try to know about the the role of information technology and information systems in business.
II	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.	Record the current issues of information technology and relate those issues to the firm. Develop the necessary skills to construct a theoretical database model given a specific application case study, Develop the skills necessary to recognize potential vulnerabilities and threats and be able to counteract those vulnerabilities with a secure system design
III	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.	
IV	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.	

V	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	
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PAPER VI: INCOME TAX LAW & PRACITCE (BBA-306)

I	Unit – I: Basic Concept: Income, Agriculture Income, Casual Income, and Assessment Year. Previous Year. Gross Total Income, Total Income, Person, Tax Evasion, Avoidance and Tax Planning	<p>In this subject students try to know about the Describe the rules applicable in clubbing and aggregation of income and identify the order of set off of losses.</p> <p>Compute the income from capital gains of an individual.</p> <p>Prepare the statement showing computation of income from other sources of an individual.</p> <p>Compute Gross Total Income, Total Income and the tax liability of an individual.</p> <p>Identify and fill the different types of return.</p>
II	Unit – II: Charge: Scope of Total Income, Basis of Residence and Tax Liability, Income whichdoes not form part of Total Income	
III	Unit – III: Heads of Income: Income from Salaries, Income from House Properties.	
IV	Unit – IV: Heads of Income: Profit and Gains of Business or Profession, Including Provisions relating to specific business, Capital Gains, Income from other sources.	
V	Unit – V: Aggregation of Income, Set off and Carry forward of losses, deduction from gross total Income.	

COURSE CONTENT FOR SEMESTER – IV

PAPER I: CONSUMER BEHAVIOUR (BBA-401)

I	Unit – I: Consumer Behaviour: Nature, characteristics, Scope, Relevance & Application; Importance of consumer behaviour in marketing decisions; Consumer Vs Industrial Buying Behaviour	<p>Identify the major influences in consumer behavior,Distinguish between different consumer behaviour influences and their relationships</p> <p>Establish the relevance of consumer behaviour theories and concepts to marketing decisions</p> <p>Implement appropriate combinations of theories and concepts,Recognise social and ethical</p>
II	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	implications of marketing actions on consumer behavior. Use most appropriate techniques to apply market solutions
III	Unit – III: 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	Assess and evaluate the factors, internally and externally, through which we understand consumer behavior, Apply relevant consumer behaviour theories in understanding the impact of marketing strategies, Develop critical and reflexive understandings of the nature of consumption, markets and culture, Apply appropriate research techniques , Appreciate the complexity of consumer behavior.
IV	Unit – IV: Consumer Involvement: Role of Consumer Involvement; Customer Satisfaction; Consumer behaviour- interdisciplinary approach	
V	Unit – V: Researching Consumer Behaviour: Online Customer Behaviour; Diversity of Consumer Behaviour; Role of Consumer Behaviour in Marketing Strategy	

PAPER II: FINANCIAL MANAGEMENT (BBA-402)

I	Unit – I: Introductory: Concept of Financial management, Finance functions, objectives of financial management- Profitability vs. shareholder wealth maximization. Time value of Money- Compounding & Discounting.	In this subject students try to know about the Demonstrate understanding of the finance function
II	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, Financial& Operating leverage.	Demonstrate understanding of the goals of the finance manager, Identify the basic financial environment and institutions, Perform analytical reviews of financial results, proposals, and plans Identify funding sources, instruments, and markets
III	Unit – III: Management of Fixed Capital: Cost of Capital, Nature & Scope of Capital budgeting- payback NPV, IRR and ARR methods and their practical applications. Analysis of risk & uncertainty.	Demonstrate knowledge of the value of money over time and its uses, Demonstrate knowledge of a basic financial vocabulary,
IV	Unit – IV: Management of Working Capital: Concepts of working Capital, Approaches to the financing of current Assets determining capital (with numerical problems) Management of different components of working capital.	

V	Unit – V: Management of Earning: Concept & relevance of Dividend decision. Dividend Models- Walter, Gordon's, MM Hypothesis. Dividend policy-determinants of dividend policy.	Recognize the importance of ethics in finance.
PAPER III: PRODUCTION & OPERATON MANAGEMENT (BBA-403)		
I	Unit – I: Nature & Scope of Production Management, Functions of Production Management, Production Systems, responsibilities of Production manager. Production Planning & Control (PPC), Objectives of PPC.	In this subject students try to know about the concept of operations management in manufacturing and service sector and will be able to plan and implement production and service related decisions. students can design maintenance schedules in manufacturing units, identify and propose material handling equipments and implement industrial safety rules regarding employees.
II	Unit – II: Types of manufacturing Systems: Intermitted & Continuous Systems etc, Product design & development.	
III	Unit – III: Plant Location & Plant layout. Introduction to method study and work study.	
IV	Unit – IV: Materials Management & Inventory Control: Purchasing Economic lot quality/Economic order quantity (EOQ), Lead time, Reorder level. Brief of ABC analysis, Stock Keeping. Quality	
V	Unit – V: Control: Quality, Quality assurance, Quality Circles, TQM, JIT, Statistical Quality Control	
PAPER IV: SALES & DISTRIBUTION MANAGEMENT (BBA-404)		
I	Unit – I: Sales Management :- Evolution of sales function- Objectives of sales management positions - Functions of Sales executives- Relation with other executives	In this subject students try to know about the Course should be able to understand & appreciate the diverse variables affecting the sales & distribution function . Be able to develop sales and distribution plans Course participants should be able to link distribution with other marketing variables .
II	Unit – II: Sales Organization and relationship: Purpose of sales organization - Types of sales organization structures - Sales department external relations Distributive Network relations.	
III	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	
IV	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 Sales	
V	Unit – V: Force Management, Recruitment and Selection, Sales Training, Sales Compensation	
PAPER V: RESEARCH METHODOLOGY (BBA-405)		
I	Unit – I: Introduction – Meaning of Research; Objectives of Research; Types of Research; Research Process; Research Problem formulation, various problems encountered by researchers	In this subject students try to know about the different methodologies and techniques used in research work, basic computer skills necessary for the conduct of research.
II	Unit – II: Methods of Data Collection, Research Design; Features of a Good design; Different Research Designs ; Measurement in Research; Construction of Questionnaire.	
III	Unit – III: Sampling Design- Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling.	Assess the basic function and working of analytical instruments used in research.
IV	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.	Propose the required numerical skills necessary to carry out research.
V	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, Writing a research paper	
PAPER VI: ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT (BBA-406)		
I	Unit – I: Introduction : concept of entrepreneurship, theories of entrepreneurship traits of entrepreneur , Different types of entrepreneurs, problems faced by entrepreneurs.	Demonstrate knowledge on the dynamic role of entrepreneurship and small businesses.
II	Unit – II: Entrepreneurial Development, Role and functions of measure support institutions such as SIB,CSIO,SSDO,SISIs etc., EDPs and Role of Women Entrepreneurs	Explain the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures.
III	Unit – III: Concept, definition, and framework of Small Business, Social benefits and incentives for small industry in India; application for registration and organizational structure of a small business.	Perform key steps in the elaboration of business idea. Demonstrate and present successful work, collaboration and division of tasks in a
IV	Unit –IV: Transformation of Idea into Reality :Project classification ,identification and selection, Project formulation and Project Appraisal plant Lay out	

		multidisciplinary and multicultural team.
V	Unit – V: Organizational locations, steps in starting a small industry, incentives and subsidies available, export possibilities. Teething problem in setting small units: location, technology, marketing, recoveries, labour and planning	
PAPER VII: Computer oriented Practical & Viva-Voce (BBA-407)		
I	Unit I: Network: Services and its classification : Knowledge management using internet search engines, techniques to use search engine effectively: <i>practical</i> use of <i>MS Office, MS Word, MS Excel, MS PowerPoint, MS Paint etc.</i> 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, Face book, LinkedIn, Twitter, Poster making using canvas	This a basic course for students to familiarize them with the computer and its applications in the relevant fields and also to make them aware of other related papers of IT. Technical Expertise: Implement fundamental knowledge of core courses for developing domain 1,2 ,4 , 7,8 , 10 effective computing solutions by incorporating creativity and logical reasoning.
II	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.	
III	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.	
IV	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	
V	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. <i>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</i>	

	Cryptography	
COURSE CONTENT FOR SEMESTER – V		
PAPER I: ARITHMATIC APTITUDE (BBA-501)		
I	Unit – I: Ratio & Proportion, Logarithm, Simple Interest, Compound Interest, Profit & Loss, true Discount, Partnership, Permutation & Combination.	In this subject students try to know about the Different. Understand and practice quantitative aptitude Understand and practice Logical reasoning . Understand and practice verbal reasoning Understand different placement practice techniques.
II	Unit – II: Problem on Age, Problem on Numbers, Calendar, Clock, Time & Work, Time & Distance Area. Sets, Function & Relation	
III	Unit – III: H.C.F., L.C.M., Decimal Fraction, Problem on Trains, Boat & Stream Syllogism Direction Tests, Seating Arrangements.	
IV	Unit – IV: Data Interpretation :Description of Data, Tabulation, Bar Diagrams, Pie Chart, Line Graph, Sequence& series, Number Series.	
V	Unit – V: Probability, Definitions of Probability, Mutually Exclusive Events, Equally Likely Events, Favourable & Unfavourable Events, Joint Events.	
PAPER II: APTITUDE REASONING (BBA-502)		
I	Unit – I : Emotional & Social Intelligence, Critical Thinking, Non-Verbal Reasoning, Verbal reasoning, Series, Data Structures	The main aim of introducing “Quantitative Aptitude”for mathematics students is to develop skill to meet the competitive examinations for better job opportunity. Effort has been made to accommodate fundamental, mathematical aspects to instill confidence among students. Enrich their knowledge and to develop their logical reasoning thinking ability.
II	Unit – II: Blood Relations, Venn Diagram, Word Formation, Matrix, Puzzle, Coding-Decoding, logical sequences, Proposition, Direction Sense, Sets &subsets.	
III	Unit – III : Analogy, Classification, Calendars, Cubes and Clocks, Syllogisms, Logical sequences statement conclusion, Syllogistic reasoning, Data Arrangement ,Family Tree ,Binary Logic, Seating Arrangement	
IV	Unit – IV: Similarities and Differences, Space visualization, Spatial orientation, Problem solving, Analysis, Judgment, Decision making	
V	Unit – V: Visual memory, Discrimination, Observation, Arithmetical reasoning and figural classification, Arithmetic number series, Tables & Pie Charts, Data Sufficiency, Bars & Line Graphs	

PAPER III: GENERAL BUSINESS AWARENESS (BBA-503)

I	<p>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).</p> <p>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</p> <p>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</p>	<p>Understand diverse cultural perspectives and apply general business knowledge in the global market, Identify and evaluate ethical, social, and environmental impacts in business, Articulate ideas persuasively and logically and collaborate with others toward a common goal, Utilize analytical skills to devise innovative and creative solutions to problems, Integrate core concepts and theories across functional areas of business.</p>
II	<p>UNIT II: Geography: General questions from geographical features from India and across the world. Questions on theoretical aspects of Geography.</p> <p>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.</p>	<p>Working of the Indian Political System political parties, pressure groups . Also, as far as the constitution is concerned, further, features of major social schemes launched by the central government recently.</p>
III	<p>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. Questions are generally of the School level.</p>	
IV	<p>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.</p>	
V	<p>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.</p> <p>Current Business Development: Latest events and developments in the business world especially</p>	

Indian subcontinent as mergers, takeovers, and new product launch etc.

PAPER IV: GENERAL ENGLISH (BBA-504)

I	Unit – I: Active and Passive Voice, Cloze Tests, Commonly Misspelled Words, Comprehension, Direct & Indirect Speech.	Read and understand simple texts in English Answer simple comprehension questions and match sentences about texts
II	Unit – II: Editing, Error Spotting, Fill in the Blanks, Grammar, Idioms and Phrases, Jumble Words, Jumbled up sentences.	Reconstruct texts by reordering sentences
III	Unit – III: Multiple Meaning /Error Spotting, Miscellaneous, One word Substitution, Paragraph Completion, Passage Making.	Understand the main idea of a text
IV	Unit – IV: Phrase Substitution, Reading Comprehension, Sentence Correction, Sentence Framing, Sentence Improvement.	Identify specific information in a text
V	Unit – V: Spelling Test, Spotting Errors, Synonyms & Antonyms, Verbal Ability, Vocabulary.	Greetings and introductions Make conversations in familiar situations (e.g. café, chatting about family, weekend) Ask and respond to simple questions with modelling Describe things Talk about past and future events

Elective Paper M-1: RURAL MARKETING

I	Unit: I Definition of Rural Marketing, Indian Rural Market, Environment: Population and its locations, occupation pattern, expenditure pattern, infrastructure facilities.	Rural marketing are gaining importance in emerging economies.
II	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.	A large number of businesses are involved in the marketing of various products in the rural areas of India and elsewhere.
III	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.	The main objective of this programme is to develop a strong foundation of applied knowledge, concepts, approaches and analytical skills in the participants for successful marketing of products and services to rural consumers and users.
IV	Unit IV: Marketing of Agricultural Produce, Formation of Cooperative marketing and processing societies, marketing of rural / cottage industry / artisan products	
V	Unit V: Rural Marketing Strategies: Rural Market Segmentation, Strategies on product, price, promotion and distribution.	

Elective Paper M-2: SERVICE MARKETING

	UNIT-1:INTRODUCTION TO SERVICES 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	Demonstrate an extended understanding of the similarities and differences in service-based and physical product based marketing activities; Demonstrate a knowledge of the extended marketing mix for services;
	UNIT- 2 UNDERSTANDING CONSUMER BEHAVIOR AND SERVICE DESIGN: Strategies forServices Marketing: Segmentation, Targeting &Positioning, Differentiation. Understanding ConsumerBehaviour: Services vis-à-vis goods, Consumer Behaviour in Services, Customer Expectations and Perceptions of Services .	Develop and justify marketing planning and control systems appropriate to service-based activities; Specify, analyse and select markets for specific service products;

		<p>Prepare, communicate and justify marketing mixes and information systems for service-based organisations;</p> <p>Demonstrate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty</p> <p>Exhibit the capability to work effectively within a team environment.</p> <p>Apply relevant services marketing theory, research and analysis skills to contemporary case studies and communicate outcomes employing professional discourse and formats.</p>
	<p>UNIT- 3 DELIVERING, PRICING AND MANAGING SERVICE PROMISE (7 hrs): 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</p>	
	<p>UNIT- 4 SERVICE PROCESS: Service process – Blue printing – Physical evidence. Pricing of Services: Pricing Considerations and Strategies, Revenue Management, Managing Service Promise: Role of Advertising, Personal Selling, Sales Promotion, Publicity and Public Relations in service marketing</p>	
	<p>UNIT- 5 SERVICE PERFORMANCE: Evaluating Success of Service Offering: Service quality and measurement, Complaint handling, Recovery management, Service Guarantees. Role of CRM, The Gaps Model Of Service Quality, Latest issues in service marketing with reference to Uber, Ola, OYO, Swiggy, Zomato.</p>	

Elective Paper: BBA-F-1:CORPORATE DIRECT TAX AND INDIRECT TAX

I	Unit-I: Income Tax Act 1961-special provisions relating to assessment of companies only.	In this subject students try to know about the special provisions relating to assessment of companies, Basis for changing indirect tax, constitutional framework of indirect tax before GST, structure of GST, Custom law: introduction levy and collection.
II	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.	
III	Unit-III: Introduction of Indirect tax, definition and nature, Basis for changing indirect tax, constitutional framework of indirect tax before GST, structure of GST, slab of GST,GST council, GST Network.	
IV	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.	
V	Unit-V: Custom law: introduction levy and collection, taxable event, valuation of import and export, refund & recovery.	

Elective Paper: BBA-F-2: FINENCIAL INSTITUTIONS AND INVESTMENT MANAGEMENT

I	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.	In this subject students try to know about the demonstrate the applicability of the concept of Financial Management to understand the managerial Decisions and Corporate Capital Structure.Apply the Leverage and EBIT ,EPS Analysis associate with Financial Data in the corporate . Analyse the complexities associated with management of cost of funds in the capital Structure. Demonstrate how the concepts of financial
II	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	
III	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.	
IV	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.	
V	Unit V: Mutual Funds : Concept, Types, Significance of Mutual Funds, NAV, Evolution &	

	Growth of Mutual Funds, Role of Registrar, Underwriter according to SEBI guidelines.	management and investment, financing and dividend policy decisions could integrate while identification and resolution of problems pertaining to LSCM Sector. Demonstrate how risk is assessed.
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Summer Training Project Report based Viva-voce

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

COURSE CONTENT FOR SEMESTER – VI

PAPER I: STRATEGIC MANAGEMENT & BUSINESS POLICY (BBA-601)

I	Unit – I: Nature & importance of Business Policy, Development & Classification of Business Policy; Mechanism or Policy making.	<p>Critically analyse the internal and external environments in which businesses operate and assess their significance for strategic planning.</p> <p>Apply understanding for the theories, concepts and tools that support strategic management in organizations.</p> <p>Build understanding of the nature and dynamics of strategy formulation and implementation processes at corporate and business level.</p> <p>Enhanced ability to identify strategic issues and design appropriate courses of action.</p>
II	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.	
III	Unit – III: Corporate Planning; Concept of long term planning, Strategic Planning, Nature, Process & Importance.	
IV	Unit – IV: Corporate Strategy: Concept, Components, Importance, and Strategy Formulation: Concept, Process & Affecting Factors. Strategy Evaluation: Process, Criteria, Environmental Analysis, Resource Analysis	
V	Unit – V: Porter’s Five Forces Model, Concept of Synergy: Types, Evaluation of Synergy. Capability Profiles, Synergy as a Component of Strategy & its relevance	

PAPER 2: OPERATION RESEARCH (BBA-602)

I	Unit – I: Nature, Definition & characteristics of operations research, Methodology of OR, Models in OR; OR & managerial Decision making, OR techniques.	<p>One or more advanced courses on applications in: supply chain and manufacturing systems; data analysis; information engineering; financial engineering; or service systems.</p>
II	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)	<p>A collaborative systems design experience.</p> <p>Collaborative project experiences involving both written and oral presentations.</p> <p>Courses with significant experiential learning components.</p> <p>Experiences with identifying, accessing, evaluating, and interpreting information and data in support of assignments, projects, or research.</p> <p>Course experiences with large-scale datasets.</p>
III	Unit – III: Transportation-North West Corner Rule, Method of matrix Minima & VAM Methods, Degenerating, MODI Method. Assignment Problems	
IV	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.	
V	Unit – V: PERT & CPM-Introduction, Network Analysis, Time Estimates in Network Analysis, Critical Path Method; Programme Evaluation & Review Technique.	
PAPER III: FUNDAMENTAL OF E-COMMERCE (BBA-603)		
I	Unit – I: E-Commerce: Introduction, meaning and concept; Needs and advantages of e-commerce; Traditional commerce; Types of E-Commerce, Basic requirements of E-Commerce.	Analyze the impact of E-commerce on business models and strategy.
II	Unit – II: Internet: Concept & evaluation, Characteristics of Internet: email, WWW. Ftp, telnet, Intranet & Extranet, Limitation of internet, Hardware & Software requirement of Internet, searches Engines.	Describe the major types of E-commerce.
III	Unit – III : Customer relationship with business via e-commerce Electronic Payment Systems: E-Cash, e-cheque, credit cards, debit cards, smart cards, E-Banking, Manufacturing information systems.	<p>Explain the process that should be followed in building an E-commerce presence.</p> <p>Identify the key security threats in the E-commerce</p>

		environment. Describe how procurement and supply chains relate to B2B E-commerce.
IV	Unit – IV: EDI introduction, networking infrastructure of EDI, Functions & Components of EDI File types of EDI.	
V	Unit – V: Security issues of e-commerce: Firewall, E-locking, Encryption; Cyber laws-aims salient provisions; PKI (Public key infrastructure)	
PAPER IV: ECONOMIC AND INDUSTRIAL LAW (BBA-604)		
I	Unit I: Factory act 1948: Definitions, Inspecting Staff, Provisions Regarding Health, Safety & Welfare, Hazardous Process, Working Hours of Adults & Holidays, Employment of Young Persons, Employment of Women, Annual Leave with Wages. Workmen compensation act 1923:Definitions, Aims & Object, Determination of Amount of Compensation, Appointment & Powers of Commissioner, Latest provisions of Workmen's Compensation (Amendment) Act, 2009.	Develop ideas of the basic characteristics of Indian economy, its potential on natural resources. Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.
II	Unit II: Industrial dispute act 1947: Scope of Industry, Industrial Disputes machineries, Authorities under the Act, Procedure, Power and Duties of Authorities, Courts or Tribunal. 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	Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government.
III	Unit III: Employee state insurance act 1948: Object and Scope, Definitions under the act, Benefits under the Act: Sickness benefit, Maternity Benefit, Disablement Benefit, Dependent's Benefit, Medical Benefit, Employee's State Insurance Corporation - Dispute and Claim Settlement under the Act, Latest provisions of Employee state insurance (amendment) Act, 2010	Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole
IV	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.	

V	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	
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PAPER V: RETAIL MANAGEMENT (BBA-605)

I	Unit I: Introduction to Retailing: Concept of retailing, Functions of retailing, Terms & Definition, Retail formats and types, Retailing Channels, Retail Industry in India, Importance of retailing, changing trends in retailing.	<p>In this subject students will know about the Organised retail sector and its operations.</p> <p>Understand the various strategies involved with the retail sector.</p> <p>Learn how to deal with customers and understand their needs to sustain in the market.</p> <p>Understanding how to manage retail during crisis.</p>
II	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.	
III	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.	
IV	Unit IV: Merchandise Management: Meaning of Merchandising, Factors influencing Merchandising, Functions of Merchandising Manager, Merchandise planning, Merchandise buying, Analysing Merchandise performance.	
V	Unit V: Merchandise Management: Meaning of Merchandising, Factors influencing Merchandising, Functions of Merchandising Manager, Merchandise planning, Merchandise buying, Analysing Merchandise performance.	

Elective Paper M-4: DIGITAL MARKETING

I	UNIT-1: Introduction of Digital Marketing, Importance of Digital Marketing, General Overview of Web Concept and Hosting Domain, Website Planning.	<p>Translate some of the key marketing and business models that will help to shape your digital marketing strategy</p> <p>Review the history of digital marketing to give</p>
II	UNIT-2: What is Search Engine Optimization (SEO), What is Black HAT and White HAT SEO, Importance of Search Engine Optimization (SEO), What is SEO On Page, What is SEO Off Page, What is Local SEO, How to do SEO, Importance of Google Webmaster Tool.	

III	UNIT -3: What is Social Media Marketing, How to Promote 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.	some perspective to your digital strategic plan. Describe online market presence, segmentation and the 4 Ps of marketing and their implications for digital marketing.
IV	UNIT-4: What is Google Adwords, Importance of Google Paid Campaign, How many type of Google Advertisement, What is Search Display Mobile Shopping Video Advertisement, How to Create Paid Campaign on Google Adwords, Bing Advertisement, Tracking Performanceand Measurement with Google Analytics.	The opportunities and risks of integrated digital marketing
V	UNIT-5: Email Marketing, Lead Generation, Content Marketing, Importance of Content Writing, How to Promote Brand though 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, How to do Freelancing, Internet Marketing Planning and Strategy.	Outline an approach to developing a digital marketing plan. The key digital marketing activities needed for competitive success.

Elective Paper BBA-F-3: ACCOUNTING FOR MANAGERIAL DECISION AND ANALYSIS

I	Unit-I: Introduction: Nature and Scope of Cost Accounting, Cost, concepts and Classification, Methods and Techniques, Installation of Costing System.	Demonstrate the applicability of the concept of Accounting to understand the managerial
II	Unit -II: Budgetary Control, Standard costing, Fund flow & Cash flow analysis.	Decisions and financial statements .
III	Unit -III: Element of Cost, Assessment of Cost-Preparation of Cost Sheet and Statement of Cost. Management Accounting - Meaning, Nature, Scope, Functions Relationship of Management Accounting,	Apply the Financial Statement Analysis associate with Financial Data in the organization.
IV	Unit-IV: Financial Accounting and Cost Accounting.Marginal Costing and Absorption Costing, ratio analysis, responsibility accounting	Analyse the complexities associated with management of cost of product and services in the Organization .
V	Unit-V: Finencial derivative: Definition, evolution and features of derivatives, Types of derivatives, futures and options market. forward contracts and forward market in India.	Demonstrate how the concepts of accounting and

		costing could integrate while identification and resolution of problems pertaining to LM Sector.
	Elective Paper BBA-F-4: GOODS AND SERVICE TAX	
I	Unit- I: Introduction, indirect tax, definition & nature, Basis for changing indirect tax, constitutional frame work of indirect tax before GST. Structure of GST, GST council, GST network, Slab of GST.	To acquaint the students with basic principles underlying the provisions of indirect tax laws and to develop a broad understanding of the tax laws and accepted tax practices.
II	Unit-II: 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, Taxability of reimbursement of expense, exemption from GST: Small supplier and composition scheme, classification of goods and service.	To give an understanding of the relevant provisions of Goods & Service Tax.
III	Unit-III: Input tax credit and value of supply: eligible and ineligible input tax credit, apportionments of credit and blocked credit, tax credit in respect of capital goods, recovery of excess tax credit. Payment of tax: refund, TDS, TCS, job work valuation procedure.	Expose the participants to real life situations involving taxation and to equip them with techniques for taking tax-sensitive decisions.
IV	Unit-IV: Registration, tax invoice, credit and debit notes, audit GST, GST Return assessment: self assessment, summary and security: offence and penalties, appeal.	
V	Unit-V: Custom law: introduction levy and collection, taxable event, valuation of import and export, refund & recovery.	Students will learn to define various aspect of indirect taxes (GST) like, Registration, Concept of Supply etc. Students will acquaint with the sources of revenues of the government. Students will learn to analyse and evaluate the effect of an indirect tax on consumers, producers and the government.

		<p>Student will learn to differentiate between GST and VAT.</p> <p>Student's Capability to apply theoretical knowledge in practical situation will be increased.</p>
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Comprehensive Viva-Voce BBA-607

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

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SYLLABUS (2017-2018) ONWARDS

UNIT	Course Objectives / Outcomes	Specific Outcome
COURSE CONTENT FOR SEMESTER – I		
PAPER I: Business Organisation (BBA-101)		
I	UNIT-I Meaning and definition of business essentials & scope of business Classification of Business Activities, Meaning, Definition, Characteristics and objectives of Business Organisation, Evolution of Business Organisation . Modern Business,Business &Profession.	<p>Stand the different types businesses.</p> <ul style="list-style-type: none"> • Different ways of classifying businesses: by size, industry sector and ownership type • Apply these ideas to a real business through a video case study.
II	UNIT-II Business Unit, Establishing a new business unit. Meaning of Promotion. Featuresfor business, Plant location, Plant Layout & size of business unit.	
III	UNIT-III Forms of Business Organisation. Sole Proprietorship, Partnership, Joint StockCompanies & Co-operatives.	
IV	UNIT-IV Business Combination Meaning Causes, Objectives, Types and Forms Mergers,Takeovers and Acquisitions.	
V	UNIT-V Business Finance: Financial need of Business methods & sources of finance. SecurityMarket, MoneyMarket, StudyofStockExchange& SEBI.	
PAPER II: Business Mathematics (BBA-102)		
I	UNIT-I Matrix: Introduction, Square Matrix, Row Matrix, Column Matrix, Diagonal Matrix, Identity Matrix, Addition, Subtraction & Multiplication of Matrix, Use of Matrix in Business Mathematical Induction	<p>Students have the versatility to work effectively in a broad range of analytic, scientific, government, financial, health, technical and other positions.</p> <p>A broad background in Mathematics and Statistics, an appreciation of how its various sub-disciplines are related, the ability to use techniques from different areas, and an in-depth</p>
II	UNIT-II Inverse of Matrix, Rank of Matrix, Solution to a system of equation by theadjoint matrix methods & Guassian Elimination Method.	
III	UNIT-III Percentage, Ratio and Proportion, Average, Mathematical Series-Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest.	

		<p>knowledge about topics chosen from those offered through the department.</p> <p>Be mathematically, statistically and numerically literate. In particular, graduates will: recognize the importance and value of mathematical and statistical thinking, training, and approach to problem solving, on a diverse variety of disciplines; be familiar with a variety of examples where mathematics or statistics helps accurately explain abstract or physical phenomena; recognize and appreciate the connections between theory and applications; be able to independently read mathematical and statistical literature of various types, including survey articles, scholarly books, and online sources; and be life-long learners who are able to independently expand their mathematical or statistical expertise when needed, or for interest's sake.</p>
IV	UNIT-IV Set theory- Notation of Sets, Singleton Set, Finite Set, Infinite Set, Equal Set Null Set, Subset, Proper Subset, Universal Set, Union of Sets, Inter-section of Sets, Use of set theory in business, Permutation & Combination	
V	UNIT-V Concept of Differentiation and Integration, Maxima and Minima in Differentiation, Application of Differentiation & Integration in Business (No proof of theorems. Etc)	
PAPER III: Principles of Economics (BBA-103)		
I	UNIT-I Definition, Nature, Scope & Limitation of Economics as an art or Science. Relevance of Economics	Use employment and national income statistics to

	in Business Management, Utility analysis, Marginal Theory of utilities and Equi-Marginal theory of utility.	describe and analyze the economy in quantitative terms.
II	UNIT-II Meaning of demand. Demand theory and objectives, Demand analysis. Demand schedule. Demand Curve and Nature of Curves, Laws of Demand Elasticity of Demand Types & Measurement, Indifference curves analysis Consumer Equilibrium & Consumer Surplus. Price, Income and substitution effect.	Describe the contemporary banking and monetary system, and analyze the role of money, credit, and Federal Reserve monetary policy.
III	UNIT-III Production-Meaning and Analysis Production function. Laws of production, Laws of increasing returns & Laws of constant returns. Equal product curves and Producer equilibrium.	Interpret macroeconomic events using aggregate demand and aggregate supply model, describe the interrelationships among prices, income and interest rates as they affect consumption, savings and investment.
IV	UNIT-IV Market analysis-Nature of market, Types of markets and their characteristics Pricing under different market structures-Perfect Monopoly, oligopoly and Monopolistic completion. Price discrimination under monopoly competition.	Apply the principle of comparative advantage to international trade and evaluate the impact of exchange rates to domestic economic activity. Analyze fiscal and monetary policy decisions to counter business cycle swings by using macro-economic models.
V	UNIT-V Theories of factor pricing, factor pricing v/s product pricing. Theories of rent theories of interest theories of wages theories of profit, Concept of profitmaximization	
PAPER IV: Book Keeping and Basic Accounting (BBA-104)		
I	UNIT-I Meaning of book keeping. Process of book keeping and accounting, Basic terminology of accounting, subsidiary books of accounts, Difference between accounting &	Analyze transactions to determine which accounts are involved and the subsequent effects on the

	book keeping, Importance & Limitations of Accounting, Various users of Accounting Information, Accounting Principles, conventions & Concepts.	basic accounting equation and financial statements.
II	UNIT-II Accounting Equation, Dual Aspect of Accounting Types of accounting Rules of debit & Credit, Preparation of Journal and Cash book including banking transaction, Ledger and Trial balance	Journalize, Post to Ledger, Trial Balance, Adjusting Entries, Adjusted Trial Balance, preparation of Financial Statements (income statement, balance sheet and statement of cash flows).
III	UNIT-III Rectification of errors preparation of bank reconciliation Statement, Bills of Exchange And promissory notes.	Timely reporting and better measurement of a company's economic performance (Double-entry system, effects of credit and delayed cash receipts).
IV	UNIT-IV Valuation of stocks, Accounting treatment of depreciation. Reserve and provision, Preparation of final accounts along with adjustment entries.	
V	UNIT-V Issue of shares and debentures, Issue of bonus shares and right issue, Redemption preference shares and debentures	
PAPER V: Business Law (BBA-105)		
I	UNIT-I Indian Contract Act: Definition and essentials, Contracts agreements, Offer & Acceptance Consideration, Capacity of parties Free Consent, Performance of Contracts, Terminal of Contract, Consequence and Remedies of Contract terminal.	On completion of this course, learners will be able to: appreciate the relevance of business law to individuals and businesses and the role of law in an economic, political and social context. Identify the fundamental legal principles behind contractual agreements. Examine how businesses can be held liable in tort for the action of their employees. Understand the legal and fiscal structure of different forms of business organizations and their responsibilities as an employer.
II	UNIT-II Contingent contract, Implied, Quasi contract, Indemnity Contract, Guarantee contract, Bailment, Lien, Pledge contract, Agency contract.	
III	UNIT-III Sales of Goods Act: Sale contract-Definition, Features, Formation of Contract Contents of sale contract-Goods, Price, Condition and Warranty, Ownership of goods and transfer, Performance of sale contract, Delivery, Rights of unpaid sellers, Auction Sale.	
IV	UNIT-IV Indian Partnership Act: Definition and Nature of Partnership, Partnership deed Mutual and Third parties relation of Partners, Registration of Partnership Dissolution of Partnership.	
V	UNIT-V Definition Features Types Recognition And Endorsement of Negotiable Instruments	

PAPER VI: Fundamental of Management (BBA-106)		
I	UNIT-I Introduction Concepts, Objectives, Nature Scope and significance of management Evolution of management thought- Contribution Taylor, Weber and Fayol management.	The influence of historical forces on the current practice of management.
II	UNIT-II Planning: Concept, Objectives, Nature, Limitation, Process of planning, Importance, Forms, Techniques and Process of decision making.	Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
III	UNIT-III Organizing: Concept, Objectives, Nature of organizing, Types of Organization, Delegation of authority, Authority and responsibilities, Centralization and Decentralization Span of Control.	Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment.
IV	UNIT-IV Directing: Concept, Principles & Techniques of directing and Coordination Concept of leadership-Meaning. Importance, Styles, Supervision, Motivation Communication	Describe the process of management's four functions: planning, organizing, leading, and controlling.
V	UNIT-V Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling.	Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences. Evaluate leadership styles to anticipate the consequences of each leadership style.

PAPER VII: Business Ethics (BBA-107)

I	UNIT-I Business Ethics- An overview-Concept, nature, evolving ethical values,Arguments against business Ethics.	Understand the importance of ethics and CSR in the day-to-day working of organizations . Learn the issues involved in maintaining ethics and how to deal with such situations. Learn scope of business ethics in Compliance, finance, Human resources, marketing, and production.
II	UNIT-II Work life in Indian Philosophy: Indian ethos for work life, Indian values for the work place, Work-life balance.	
III	UNIT-III Relationship between Mission Statement, TQM. Ethics Code of & Corporate Excellence-Corporate Ethics, Organizational Culture,	
IV	UNIT-IV Gandhian Philosophy of Wealth Management-Philosophy of Trusteeship, Gandhiji's Seven Greatest Social Sins	
V	UNIT-V : Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit.	

COURSE CONTENT FOR SEMESTER – II

PAPER I: Organisation Behaviour (BBA-201)

I	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.	At the end of the course students will be able to have clarity of fundamentals of organizational behaviour, individual behaviour, group behaviour, behavioural dynamics in organization, organizational culture and structure, organizational change, conflict and power. Thus, at the end of the course student will be able to understand different dynamism in organization.
II	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	
III	Unit – III : Behavior Dynamics: Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and Prevailing Leadership styles in Indian Organisations.	
IV	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.	

V	Unit – V : Management of Change: Change and Organisational development, Resistance to change, Approaches to managing organizational change, Organisational effectiveness, Organisational culture, Power and Politics in Organisational Quality of work life, Recent advances in OB.	
PAPER II: Business Communication (BBA-202)		
I	Unit – I : Meaning and objective of Business communication, Forms of Communication, Communication model and process, Principles of Effective Communication	To be familiar with the complete course outline/Course Objectives/Learning Outcomes/ Evaluation Pattern & Assignments.
II	Unit – II : Corporate Communication: Formal and Informal Communication, Networks, Grapevine, Barriers in Communication, Groups discussion, Mock Interviews, Seminars, Individual and Group Presentations	To participate in an online learning environment successfully by developing the implication-based understanding of Paraphrasing, deciphering instructions, interpreting guidelines, discussion boards & Referencing Styles.
III	Unit – III : Essential of effective Business letters, Writing Important Business letters including correspondence with Bank and Insurance companies.	
IV	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	
V	Unit – V : Modern forms of communication, International communication, Cultural sensitiveness and cultural context, Writing and presenting in international situations.	To demonstrate his/her ability to write error free while making an optimum use of correct Business Vocabulary & Grammar. To distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization. To draft effective business correspondence with brevity and clarity.

PAPER III: Indian Economy (BBA-203)		Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.
I	Unit – I: Meaning of Economy, Economic growth & development, characteristics of India Economy, Concepts of Human development, Factors affecting economic development.	Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.
II	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.	Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government.
III	Unit – III: Economic planning in India; Planning commission, Critical evaluation of current Five Year Plan.	
IV	Unit – IV: Problems and prospects of Indian Agriculture, agriculture development during plan period. Position, Problems and Prospects of Large Scale Industries. (Iron, Steel, Sugar, Cotton, Textile)	
V	Unit – V: Service and Entrepreneurial Sector, role of Commercial Bank and Financial Institutions, Role of Small Scale Industries in Indian Economy.	
PAPER IV: Business Statistics (BBA-204)		
I	Unit – I: Statistics: Concept, significance & Limitation Type of Data, Classification & Tabulation, Frequency Distribution & graphical representation.	Calculate and apply measures of location and measures of dispersion -- grouped and ungrouped data cases.
II	Unit – II: Measures of Central Tendency (Mean, Median, Mode) Measures of Variation: Significance & Properties of a good measure of variation: Range, Quartile Deviation, Mean Deviation and Standard Deviation, Measures of Skewness & Kurtosis	How to apply discrete and continuous probability distributions to various business problems.
III	Unit – III: Correlation: Significance of Correlation, Types of correlation, Simple correlation, Scatter Diagram method, Karl Pearson Coefficient of Correlation. Regression: Introduction, Regression lines, and Regression Equation & Regression coefficient.	Perform Test of Hypothesis as well as calculate confidence interval for a population parameter for single sample and two sample cases. Understand the concept of p-values.
IV	Unit – IV : Probability: Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Baye's theorem [Simple numerical], Probability Distribution: Binomial, Poisson and Normal.	
V	Unit – V: Sampling Method of sampling, Sampling and Non-sampling errors. Test of Hypothesis, Type- I and Type -II Errors, Large sample tests	Learn non-parametric test such as the Chi-Square

		<p>test for Independence as well as Goodness of Fit.</p> <p>Compute and interpret the results of Bivariate and Multivariate Regression and Correlation Analysis, for forecasting and also perform ANOVA and F-test. Further, understand both the meaning and applicability of a dummy variable and the assumptions which underline a regression model. Be able to perform a multiple regression using computer software.</p>
	PAPER V: Business Environment (BBA-205)	
I	Unit – I: Concept, Significance, Components of Business environment, Factor affecting Business Environment, Social Responsibilities of Business.	Examine how different factors and trends in the external environment are likely to impact upon a proposed business venture.
II	Unit – II: Economic Systems: Capitalism, Socialism, Communism, Mixed Economy-Public Sector & Private Sector	Conduct a business analysis of the local and national environment.
III	Unit – III: Industrial Policy - Its historical perspective (In brief); Socio-economic implications of Liberalisation, Privatisation, Globalisation.	Employ business models and tools to evaluate changes in an organization's business environment.
IV	Unit – IV: Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA	<p>Present a business environmental analysis and recommendations to reduce the risk of the identified issues.</p> <p>Describe what business operations encompass. Explain the structure, process and function of business management.</p> <p>Explore the role of marketing in business.</p>
V	Unit – V: Overview of International Business Environment, Trends in World Trade: WTO- Objectives and role in international trade.	

PAPER VI: Principles of Accounting (BBA-206)		
	Unit – I : Accounting standards in India, Concept of GAAP (Generally Accepted Accounting Principles) International Accounting Standards, Accounting for Price level changes.	Articulate the language of business by demonstrating the ability to translate economic events into journal entries and accounting documents using accrual accounting concepts. Analyze and prepare financial statements for service or merchandising companies in accordance to generally accepted accounting principles. Illustrate an understanding of ethics and internal control.
	Unit – II: Accounting of Non-trading Institutions, Joint Venture and Consignment.	
	Unit – III : Accounts of banking companies and General Insurance companies, Department and Branch account.	
	Unit – IV: Accounts related to Hire Purchase and Installment payment transactions, Royalty Accounts	
	Unit – V : Partnership Accounts: Final Account, Reconstitution of Partnership firms- admission, retirement and death of a partner, Dissolution of Partnership (Excluding insolvency of Partner).	
COURSE CONTENT FOR SEMESTER – III		
PAPER I: Advertising Management (BBA-301)		
I	Unit – I : Advertising: Introduction, Scope, importance in business: Role of advertising in social and economic development of India: Ethics and truths in Indian Advertising	Understand the basic concepts in Marketing, Marketing environment and develop an understanding about communication, Marketing Communication and its usage. Understand the various types of Advertising, its applications and its usage with effect to marketing scenario, Role of advertising on the global marketing, usage of advertising campaign
II	Unit – II : Integrated Communication Mix (IMC)-meaning, importance; Communication meaning, importance, process, communication mix- components, role in marketing, Branding-meaning, importance in advertising.	
III	Unit – III : Promotional objectives - importance determination of promotional objectives, setting objective DAGMAR; Advertising Budget importance, establishing the budget-approaches allocation of budget.	
IV	Unit – IV : Advertising Copy-meaning components types of advertising copy, importance of creativity in advertising; Media planning-importance, strategies, media mix.	

		<p>and estimation of advertising budget.</p> <p>Analyses the critical aspects of ad-agency ,explaining the history of ad-agency, understand the applicability of advertising media, media planning, media scheduling, and evaluation of advertng effectiveness.</p> <p>Analyse the importance of personal selling and salesmanship, process of effective selling and involment of salesmen in sales organization.</p> <p>Development and usage of management of sales force, methodology for Recruitment, selection, training, motivational and moral of sales force activity.</p>
V	Unit – V : Advertising research - importance, testing advertising effectiveness market testing for ads; International Advertising-importance, international Vs localadvertising.	
PAPER II: Indian Banking System (BBA-302)		
I	Unit – I : 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.	<p>Students discuss the impact of government policy and regulations on the banking industry.</p> <p>Evaluate the performance of the banking industry.</p>
II	Unit – II : State Bank of India: Brief History; Objectives Functions; Structure and organization; Working and progress	Discuss bank lending policies and procedures.
III	Unit – III : Banking Regulation Act, 1949: History; Social Control; Banking Regulation Act as applicable to banking companies and public sector banks; Banking Regulation Act as applicable to Cooperative banks.	To elucidate the broad functions of banks.
IV	Unit – IV : Regional Rural and Co-operative banks in India: Functions; Role of regionalrural and co-operative bank in rural India; Progress and performance.	To understand the working of the Reserve Bank

		<p>of India.</p> <p>To grasp the conduct of monetary policy and its effect on the interest rate, credit availability, prices, and the inflation rate.</p> <p>To express opinions about banking in written and oral form, based on the basic knowledge and skills acquired.</p>
V	Unit – V : Reserve Bank of India; Objectives; Organization; functions and working; monetary policy credit control measures and their effectiveness.	
	PAPER III: Human Resources Management (BBA-303)	Ritically assess existing theory and practice in the field of HRM
I	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.	<p>Develop an ability to undertake qualitative and quantitative research</p> <p>Apply knowledge about qualitative and quantitative research to an independently constructed piece of work</p>
II	Unit – II : Human Resource Policies & Strategies Introduction, role of HR in strategic management, HR policies & Procedures, HR Programme., developing HR policies and strategies, Strategic control, Types of Strategic control, Operational Control System, Functional and grand strategies, Strategy factors.	Respond positively to problems in unfamiliar contexts
III	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.	Identify and apply new ideas, methods and ways of thinking
IV	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., Minimum Wages Act 1948, Workmen Compensation Act 1923, Payment of bonus Act 1965.	<p>Demonstrate competence in communicating and exchanging ideas in a group context</p> <p>Be able to advance well-reasoned and factually</p>

		<p>supported arguments in both written work and oral presentations</p> <p>Work effectively with colleagues with diverse skills, experience levels and way of thinking</p> <p>Be able to evaluate HRM related social, cultural, ethical and environmental responsibilities and issues in a global context</p>
V	Unit – V : Employee relations Discipline & Grievance handling types of trade unions, problems of trade unions	
	PAPER IV: Marketing Management (BBA-304)	
I	Unit – I : Marketing: Definition, nature, scope & importance, Marketing Management, Core concepts of marketing, selling concept, production concept, modern marketing concept, Societal marketing.	<p>Students of HRM will be able to possess the skill set required by today's HR professionals.</p> <p>Students are enabled make an appropriate staffing decision which includes recruitment and selection. They will be able to design, implement and evaluate training programmes.</p>
II	Unit – II : Segmentation: Concept, basis of segmentation, Importance in marketing; Targeting: Concept Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning.	<p>Students are empowered to understand HR compensation subjects including employee benefits, incentives and regulations governing</p> <p>They will be able to apply the policies and practices governing the undertaking.</p>

III	<p>Unit – III: Marketing Mix:</p> <p>Product: Product Mix, New Product development, levels of product, types of product, Product life cycle, Branding and packaging.</p> <p>Distribution: Concept, importance, different types of distribution channels etc.</p>	
IV	<p>Unit – IV: Price: Meaning, objective, factors influencing pricing, methods of pricing.</p> <p>Promotion: Promotional mix, tools, objectives, media selection & management.</p>	
V	<p>Unit – V: Marketing Research: Importance, Process & Scope</p> <p>Marketing Information Systems: Meaning Importance and Scope</p> <p>Consumer Behavior: Concept, Importance and factors influencing consumer behavior</p>	
<p>PAPER V: Company Accounts (BBA-305)</p>		
I	<p>Unit – I : Joint Stock Companies- its types and share capital, Issue, Forfuture and Re- issue of shares, Redemption of preference shares, Issue and Redemption of Debenture.</p>	To apply basic terms of integration in solving practical problems field of as of business.
II	<p>Unit – II: Final Accounts: Including Computation of managerial Remuneration and disposal of profit.</p>	To explain basic methods of business calculus, types and methods of interest account and their basic applications in practice.
III	<p>Unit – III: Accounting for Amalgamation of companies as per Accounting Standard 14</p> <p>Accounting for Internal reconstruction.</p>	
IV	<p>Unit – IV: Consolidated Balance Sheet of Holding Companies with one Subsidiary Only.</p>	To solve problems in the areas of business calculus, simple and compound interest account, use of compound interest account, loan and consumer credit.
V	<p>Unit – V: Liquidation of Company, Statement of Affairs and Deficiency/Surplus, Liquid for final statement of A/c Receivers Receipt and Payment A/c.</p>	To discuss effects of various types and methods

		of interest account. connect acquired knowledge and skills with practical problems in economic practice
	PAPER VI: Company Law (BBA-306)	
I	Unit – I: Corporate Personality: Kinds of Company, Promotion and Incorporation ofCompanies.	Gain basic knowledge of the provisions of the Companies Act, 2013 in relation to types of
II	Unit – II: Memorandum of Association, Articles of Association Prospectus.	companies, Memorandum of Association, Articles of Association, Administration of
III	Unit – III: Shares; Share Capital, Members, Share Capital- Transfer and Transmission, Directors-Managing Director, Whole Time Director.	Company Law CO . Comprehend the classification of Directors, key managerial personnel, Meetings of
IV	Unit – IV: Capital Management-Borrowing powers, mortgages and charges, debentures, Company Meetings-kinds quorum, voting resolutions, minutes.	Companies and the Committees connected with the affairs of a Company. Gain insight on the law related to maintenance of Books of Accounts, Auditor’s and Auditors Report. Be familiarized with the concept of winding up of a company and the modes of winding up along with the legal provisions related to Insider Trading and Whistle Blowing . Understand the varied forms of Intellectual Property and procedures with regard to registration of Patent, Design, Copyright and

		Trading. Get acquainted with the remedies available for violation of Intellectual Property Rights
V	. Unit – V: Majority Powers and minority Rights Prevention oppress andmismanagement, winding up-Kinds and Conduct.	

COURSE CONTENT FOR SEMESTER – IV

BBA Semester Four IV CONSUMER BEHAVIOUR BBA- 401				
27	Consumer Behaviour	BBA-401	<p>Unit – I:Introduction to consumer Behavior (CB)- Importance, Scope, need for studyingCB, Consumer research process.</p> <p>Unit – II:Consumer models: Economic model, Psychoanalytic model, Sociological model, Howard & Seth model, Nicosia model, Engel-kollat-Blackwell model.</p> <p>Unit – III : Individual determinates: Perceptual process, consumer learning process, consumer attitude formation, attitude measurement, meaning and nature ofpersonality, self concept.</p> <p>Unit – IV:Influences & Consumer Decision making : Family, reference group, personal, social and cultural influence on CB, Consumer Decision making process, Consumer Communication process, consumer satisfaction.</p>	<p>Demonstrate how knowledge of consumer behaviour can be applied to marketing.</p> <p>Identify and explain factors which influence consumer behaviour.</p> <p>Relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.</p> <p>Use appropriate research approaches including sampling, data collection and questionnaire design for specific</p>

			<p>Unit – V: Industrial Buying Behaviour : Participants, characteristics of industrial markets, factors influencing industrial markets, stages of industrial buying process, Customer and marketing of services.</p>	<p>marketing situations.</p> <p>In a team, work effectively to prepare a research report on consumer behaviour issues within a specific context. Catalogue Description.</p>
			<p>FINANCIAL MANAGEMENT BBA- 402</p>	
28	Financial Management	BBA-402	<p>Unit – I :Introductory: Concept of Financial management, Finance functions, objectives of financial management- Profitability vs. shareholder wealth maximization. Time value of Money-Compounding & Discounting.</p> <p>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.</p> <p>Unit – III : Management of Fixed Capital: Cost of Capital, Nature & Scope of Capital budgeting-payback NPV, IRR and ARR methods and their practical applications. Analysis of risk & uncertainty.</p> <p>Unit – IV : Management of Working Capital: Concepts of working Capital, Approaches to the financing of current Assets determining capital (with numerical problems) Management of different components of working capital.</p> <p>Unit – V :Management of Earning: Concept & relevance of Dividend decision. Dividend Models-Water, Gordons, MM Hypothesis. Dividend</p>	<p>Demonstrate the applicability of the concept of Financial Management to understand the managerial Decisions and Corporate Capital Structure .</p> <p>Apply the Leverage and EBIT EPS Analysis associate with Financial Data in the corporate .</p> <p>Analyse the complexities associated with management of cost of funds in the capital Structure.</p> <p>Demonstrate how the concepts of financial management and investment, financing and dividend policy decisions could integrate while identification and resolution of problems pertaining to LSCM Sector .</p> <p>Demonstrate how risk is assessed.</p>

			policy-determinants of dividend policy.	
			PRODUCTION & OPERATION MANAGEMENT BBA-403	
29	Production Management	BBA-403	<p>Unit – I : Nature & Scope of Production Management, Functions of Production Management, Production Systems, responsibilities of Production manager. Production Planning & Control (PPC), Objectives of PPC.</p> <p>Unit – II:Types of manufacturing Systems: Intermitted & Continuous Systems etc.,Product design & development.</p> <p>Unit – III:Plant Location & Plant layout.</p> <p>Unit – IV : Materials Management & Inventory Control : Purchasing Economic lot quality/Economic order quantity(EOR), Lead time, Rorder level. Brief of ABC analysis, Stock Keeping. Quality</p> <p>Unit – V:Control: Quality, Quality assurance, Quality Circles, TQM, JIT, StatisticalQuality Control</p>	<p>Studenys will learn ‘operations’ and ‘operations management’.</p> <p>Identify the roles and responsibilities of operations managers in different organisational contexts.</p> <p>Apply the ‘transformation model’ to identify the inputs, transformation processes and outputs of an organisation.</p> <p>Identify operational and administrative processes.</p> <p>Describe the boundaries of an operations system, and recognise its interfaces with other functional areas within the organisation and with its external environment.</p>
			SALES & DISTRIBUTION MANAGEMENT BBA-404	
30	Sales & Distribution Management	BBA-404	<p>Unit – I: Sales Management :</p> <ul style="list-style-type: none"> - Evolution of sales function - Objectives of sales management positions - Functions of Sales executives 	<p>Identify issues related to design and implementation of Sales Strategy.</p> <p>Apply concepts related to improving performance of Sales Team Analyze</p>

			<ul style="list-style-type: none"> - Relation with other executives <p>Unit – II: Sales Organisation and relationship: - Purpose of sales organization - Types of sales organization structures - Sales department external relations Distributive network relations.</p> <p>Unit – III:Salesmanship :</p> <ul style="list-style-type: none"> - Theories of personal selling - Types of Sales executives - Qualities of sales executives - Prospecting, pre-approach and post-approach- Organising display, showroom& exhibition <p>Unit – IV:Distribution network Management</p> <ul style="list-style-type: none"> - Types of Marketing Channels - Factors affecting the choice of channel - Types of middleman and their characteristics - Concept of physical distribution system Sales <p>Unit – V:Force Management</p> <ul style="list-style-type: none"> - Recruitment and Selection - Sales Training - Sales Compensation 	roles and responsibilities of a Sales and Marketing Manager Design and implement channel strategies.
			RESEARCH METHODOLOGY BBA-405	
31	Research Methodology	BBA-405	<p>Unit – I: Introduction - Meaning of Research ; Objectives of Research; Types</p> <p>Unit – II : The Design of Research-Research Design; Features of a Good</p>	Identify and discuss the role and importance of research in the social sciences.

			<p>design; Different Research Designs ; Measurement in Research; Data types; Sources of Error.</p> <p>Unit – III : Sampling Design- Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling.</p> <p>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.</p> <p>Unit – V : Presentation- Diagrams; graphs; charts. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precaution for writing report.</p>	<p>Identify and discuss the issues and concepts salient to the research process.</p> <p>Identify and discuss the complex issues inherent in selecting a research problem, selecting an appropriate research design, and implementing a research project.</p> <p>Identify and discuss the concepts and procedures of sampling, data collection, analysis and reporting.</p>
			OPERATION RESEARCH	
32	Operation Research	BBA-406	<p>Unit – I : Nature, Definition & characteristics of operations research, Methodology of DR, Models in OR; OR & managerial Decision making, OR techniques.</p> <p>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)</p> <p>Unit – III : Transportation-North West Corner Rule, matrix Minima & VAM Methods, Degenerating, MODI Method. Assignment Problems</p> <p>Unit – IV : Decision making under Uncertainty-Criteria of Maximax, maximin, Maximax Regret, Laplace & Hurwinz. Decision making under Risk-Criteria of EMV & EOL, Decision Tree approach & its applications.</p>	<p>Formulate and solve problems as networks and graphs. develop linear programming (LP) models for shortest path, maximum flow, minimal spanning tree, critical path, minimum cost flow, and transshipment problems. solve the problems using special solution algorithms</p>

			<p>Unit – V : PERT & CPM-Introduction, Network Analysis, Time Estimates in Network Analysis, Critical Path Method; Programme Evaluation & Review Technique.</p>	
BBA Semester- V			MANAGERIAL ECONOMICS	BBA-501
35	Managerial Economics	BBA-501	<p>Unit – I : Nature and Scope: Nature and Scope of Managerial Economics, its relationship with other subjects. Fundamental Economic Tools- Opportunity cost concept, Intermental concept, Principle of time perspective, Discounting principle and Equimarginal principle.</p> <p>Unit – II : Demand Analysis: Concept and importance of Demand & its determinants Income & Substitution effects. Various elasticities of demand, using elasticities in managerial decisions, revenue concepts, and relevance of demandforecasting and methods of demand forecasting.</p> <p>Unit – III : Cost Concept: Various cost concepts and classification, Cost output relationship in short run & long run cost curves). Economics and diseconomies of scale, Cost control and Cost reduction, Indifferent curves.</p> <p>Unit – IV : Pricing: Pricing methods, Price and output decisions under different market structures-perfect competition, Monopoly and Monopolistic Competition,Oligopoly.</p> <p>Unit – V : Profit Management & Inflation: Profit, Functions of profit, Profit maximization, Break Even analysis. Elementary idea of Inflation.</p>	<p>To increase students understanding of economic way of thinking to business decision making problems .</p> <p>To develop students critical thinking and analytical abilities is resolving business problems by employing various tools. and techniques of managerial economics</p> <p>To make students understand the rigors of various economic models and their applications.</p>

			ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT BBA-502	
36	Entrepreneurship & Small Business Management	BBA-502	<p>Unit – I : Name & Scope Role & Importance in Indian Economy, Theories of Entrepreneurship traits of entrepreneur, entrepreneurs Vs professional managers, problems faced by entrepreneurs.</p> <p>Unit – II: Entrepreneurial Development Entrepreneurial Development, Significance and role of environment infrastructural network, environmental analysis, E.D. programmes (EDP), problems of EDP.</p> <p>Unit – III:Transportation-North West Corner Rule, matrix Minima & VAM Methods,Degenerating, MODI Method. Assignment Problems</p> <p>Unit – IV : Project & Reports Search for business idea, transformation of idea into reality: projects and classification. Identification of projects, project design and network analysis, project appraisal plant layout.</p> <p>Unit – V: Small industry setup Types of organization-sole proprietorship, partnership,joint stock company, co-operative organization, their merits, limitations, suitability. Organisational locations, steps in starting a small industry, incentives and subsidies available, export possibilities.</p>	<p>Demonstrate an understanding of basic concepts in organizational behavior .</p> <p>Demonstrate an understanding of the intricacies of marketing planning and overall marketing.</p> <p>Demonstrate an understanding of the concepts underlying corporate financial decision making.</p> <p>Demonstrate an understanding of the role of entrepreneurship and small business in the FSM economy.</p> <p>Demonstrate basic knowledge of international business</p> <p>Demonstrate an understanding of economic development issues.</p> <p>Demonstrate an understanding of statistical methods of sampling and estimating population statistics.</p>
			INCOME-TAX BBA-503	
37	Income Tax	BBA-503	<p>Unit – I : Basic Concept: Income, Agriculture Income, Casual Income, Assessment Year. Previous Year. Gross Total Income, Total Income, Person,</p>	<p>Build a strong foundation in accounting, management and business subjects .</p>

		<p style="text-align: center;">Tax Evasion, Avoidance and Tax Planning.</p> <p>Unit – II: Basis of Charge: Scope of Total Income, Residence and Tax Liability, Income which does not form part of Total Income.</p> <p>Unit – III: Heads of Income: Income from Salaries, Income from House Properties.</p> <p>Unit – IV : Heads of Income: Profit and Gains of Business or Profession, Including Provisions relating to specific business, Capital Gains, Income from other sources.</p> <p>Unit – V: Aggregation of Income, Set off and Carry forward of losses, deduction from gross total Income.</p>	<p>Seek variety of career options in accounting, management and business related fields.</p> <p>Equip with skills and knowledge to excel in their future careers .</p> <p>Develop critical thinking skills in students</p>
		<p style="text-align: center;">COST AND MANAGEMENT ACCOUNTING BBA- 504</p>	<p>Describe the three fundamental purposes of cost and management accounting. As part of this learning, students will be able to appreciate the <i>use of different costs for different purposes</i>.</p> <p>Explain traditional and contemporary approaches to cost allocation.</p> <p>Describe different product costing scenarios in job-order and process environments.</p> <p>Identify relevant information for decision making purposes in order to produce financial analyses for a range of decisions such as product-mix, pricing, outsourcing and special orders.</p>

				Use standard costs to prepare budgets for planning and control purposes.
38	Cost and Management Accounting	BBA-504	<p>Unit – I : Introduction: Nature and Scope of Cost Accounting, Cost, concepts and Classification, Methods and Techniques, Installation of Costing System.</p> <p>Unit – II : Accounting for Material, Labour and Overheads.</p> <p>Unit – III : Element of Cost, Assessment of Cost-Preparation of Cost Sheet and Statement of Cost.</p> <p>Unit – IV : Management Accounting - Meaning, Nature, Scope, Functions Relationship of Management Accounting, Financial Accounting and Cost Accounting.</p> <p>Unit – V : Marginal Costing and Absorption Costing.</p>	
			INDUSTRIAL LAW BBA- 505	
39	Industrial Law	BBA-505	<p>Unit – I: Factory act 1948.</p> <p>Unit – II: Workmen compensation act 1923</p>	<p>Students should able to elaborate the concept of Industrial Relations.</p> <p>The students should able to illustrate the role of trade union in the</p>

			<p>Unit – III:Industrial dispute act 1947, Minimum wages act 1948</p> <p>Unit – IV:Employee state insurance act 1948.</p> <p>Unit – V:Employee provident fund act 1952 Payment of gratuity act 1972.</p>	<p>industrial setup.</p> <p>Students should able to disputes. Outline the important causes & impact of industrial Students should able to elaborate Industrial Dispute settlement procedures.</p>
			FUNDAMENTAL OF COMPUTER BBA- 506	
40	Fundamental of Computer	BBA-506	<p>Unit – I : History of computing, Characteristics of computers, Limitations of computers, Basic computer organization, Generations of computers.</p> <p>Unit – II: Input-Output Devices : Keyboard, Mouse, Light pen, touch screens, VDU, Scanners, MICR, OCR, OMR, Printers and its type, Plotters, Microfilm, Microfiche, Voice Recognition and Reponse Devices.</p> <p>Unit – III : Storage Devices : Primary and Secondary Storage devices- RAM, ROM, Cached Memory, Registers, Storage Concept, Hard disk, Floppy disk, CD-ROM, Magnetic tapes and cartridges, comparison of sequential and direct- Access devices.</p> <p>Unit – IV:Computer Software : Relationship between hardware and software, Computer languages-Machine language Assembly language, High-level languages, Compilers & interpreters, Characteristics of good language.</p> <p>Unit – V:Operating System & Internet: Definition and functions of O.S. Batch Processing, Multipurposing, Multiprogramming, time sharing, On-line process, Real time process. Introduction to window-98, Internet & its uses, terminology of internet, Browser, Search engines, E-Mail, Video conferencing.</p>	<p>Bridge the fundamental concepts of computers with the present level of knowledge of the students.</p> <p>Familiarise operating systems, programming languages, peripheral devices, networking, multimedia and internet.</p> <p>Understand binary, hexadecimal and octal number systems and their arithmetic.</p> <p>Understand how logic circuits and Boolean algebra forms as the basics of digital computer.</p> <p>Demonstrate the building up of Sequential and combinational logic from basic gates.</p>

41	BBA Semester Sixth VI		INTERNATIONAL TRADE BBA- 601	
42	International Trade	BBA-601	<p>Unit – I : Basics of international trade: Basics of international trade, international trade theories, drivers of international trade, restraining forces, recent trends in world trade.</p> <p>Unit – II:Foreign trade & economic growth: Foreign trade & economic growth, balanceof trade, balance of payments, free trade, forms and restrictions.</p> <p>Unit – III:International economic institutions: International economic institutions, IMF, World Bank, WTO (in brief), Regional economic groupings NAFTA, EU,ASEAN, SAARC.</p> <p>Unit – IV : Recent trends in India’s foreign trade: Recent treds in India’s foreign trade, institutional infrastructure for export promotion in India, projects & consultancyexports.</p> <p>Unit – V:India’s Trade Policy: India’s Trade policy, export assistance, marketing plan forexports.</p>	The purpose of this course is to provide students with a thorough grounding in the theory of international trade as well as international trade policy and to demonstrate the relevance of the theory in the analysis of (a) existing patterns of international trade and what determines them, (b) the conduct of trade policy and (c) the economic implications of international trade and trade policy both for individual economies such as India and the wider intern.
			STRATEGIC MANAGEMENT & BUSINESS POLICY BBA-602	

43	Strategic Management and Business Policy	BBA-602	<p>Unit – I: Nature & importance of Business Policy, Development & Classification of Business Policy; Mechanism or Policy making.</p> <p>Unit – II : Responsibilities & tasks of Top Management: objectives of Business Characteristics, Classification, Types of objectives and their overall Hierachy, Setting of objectives, Key areas involved.</p> <p>Unit – III: Corporate Planning; Concept of long term planning, Strategic Planning, Nature, Process & Importance.</p> <p>Unit – V : Corporate Strategy: Concept, Components, Importance, and Strategy Formulation: Concept, Process & Affecting Factors. Strategy Evaluation: Process, Criteria, Environmental Analysis, Resource Analysis</p> <p>Unit – V: Concept of Synergy: Types, Evaluation of Synergy. Capability Profiles, Synergy as a Component of Strategy & its relevance</p>	<p>Students will be able to describe major theories, background work, concepts and research output in the field of strategic management.</p> <p>Students will demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.</p> <p>Students will be able to demonstrate effective application of concepts, tools & techniques to practical situations for diagnosing and solving organisational problems.</p> <p>Students will be able to demonstrate capability of making their own decisions in dynamic business landscape.</p> <p>Students will be able to develop their capacity to think and execute strategically.</p>
44	Vat & Service	BBA-	<p style="text-align: center;">VAT & SERVICE TAX BBA-603</p> <p>Unit – I : Legislative background, Basic concept of VAT-white paper on VAT,</p>	<p>In this subject students will know about the VAT, Importance Definition under</p>

	Tax(GST)	603	<p>Report of Empowered Committee of State Finance Ministers, constitutional provisions, liability under VAT, Importance Definition under VAT, Difference between Sales Tax System and VAT</p> <p>Unit – II : Computation(VAT Variants), Procedural aspects including registration, Rates of tax, Assessment, Input Tax Credit, Filling of Returns, Refunds, Audit, Appeals, Revision and Appearances.</p> <p>Unit – III: Appointment, jurisdiction and powers of authorities under VAT, Concept ofVAT on Services, Central Sales Tax; Goods and Service Tax.</p> <p>Unit – IV : Background, Statutory provisions, Taxable services, valuation, administrative mechanism and registration under service tax, rate and computation of service tax.</p> <p>Unit – V:Assessment, levy, collection and payment of service tax, exemptions CENVAT credit for service tax, Filing of Returns, Appeals, Revisions.</p>	<p>VAT, Difference between Sales Tax .</p> <p>System, Statutory provisions, Taxable services, valuation, administrative mechanism and registration under service tax, rate and computation of Service Tax.</p>
		MANAGEMENT INFORMATION SYSTEM BBA- 604		
45	Management Information System	BBA-604	<p>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.</p> <p>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.</p>	<p>Relate the basic concepts and technologies used in the field of management information systems;</p> <p>Compare the processes of developing and implementing information systems.</p> <p>Outline the role of the ethical, social, and</p>

			<p>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.</p> <p>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.</p> <p>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</p>	<p>security issues of information systems.</p> <p>Translate the role of information systems in organizations, the strategic management processes, with the implications for the management.</p> <p>Apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization.</p>
			AUDITING BBA- 605	
46	Auditing	BBA-605	<p>Unit – I : Introduction: Meaning and objectives of Auditing, Types of Audit, Internal Audit, Audit Programme, Audit Notebook, Routine Checking and Test Checking.</p> <p>Unit – II: Internal Check System: Internal Control, audit Procedure: Vouching Verification of Assets and Liabilities.</p> <p>Unit – III: Audit of Limited Companies: Company Auditor- Appointment, Powers, Duties and Liabilities. Auditor’s Report and Audit Certificate.</p>	<p>Demonstrate an understanding of the nature and scope of auditing and related services.</p> <p>Students will Describe and discuss the regulatory framework of auditing and related services.</p> <p>Show understanding and explain the</p>

			<p>Unit – IV : Special Audit, Audit of Banking Companies, Audit of Insurance Companies, Audits of Educational Institutions, Audit of Cooperative Societies, Efficiency Audit, Social Audit etc.</p> <p>Unit – V : Recent trends in Auditing: Nature and Significance of Cost Audit, Tax Audit, Management Audit.</p>	<p>ethical standards of an auditor.</p> <p>Students will explain the stages of an audit and methods of gathering audit evidence.</p> <p>Students will show understanding and be able to interpret different types of audit reports.</p>
			FUNDAMENTAL OF E-COMMERCE BBA-606	
47	Fundamental of E-Commerce	BBA-606	<p>Unit – I : E-Commerce: Introduction, meaning and concept; Needs and advantages of e-commerce; Traditional commerce; Types of E-Commerce, Basic requirements of E-Commerce.</p> <p>Unit – II : Internet: Concept & evaluation, Characteristics of Internet: email, WWW. Ftp, telnet, Intranet & Extranet, Limitation of internet, Hardware & Software requirement of Internet, searches Engines.</p> <p>Unit – III : Electronic Payment Systems: E-Cash, e-cheque, credit cards, debit cards, smart cards, E-Banking, Manufacturing information systems.</p> <p>Unit – IV : EDI introduction, networking infrastructure of EDI, Functions & Components of EDI File types of EDI.</p> <p>Unit – V : Security issues of e-commerce: Firewall, E-locking, Encryption; Cyber infrastructure)</p>	<p>Analyze the impact of E-commerce on business models and strategy.</p> <p>Describe the major types of E-commerce. Explain the process that should be followed in building an E-commerce presence.</p> <p>Identify the key security threats in the E-commerce environment.</p> <p>Describe how procurement and supply chains relate to B2B E-commerce.</p>

			QUALIFYING PAPER : Environmental Studies BBA-008	
48	QUALIFYING PAPER Environmental Studies	BBA-008	<p>Unit-1: The Multidisciplinary Nature of Environmental Studies: Definition, Scope and Importance, Need for Public Awareness.</p> <p>Unit-2: Natural Resources</p> <p>❖ Renewable and Non-renewable Resources:</p> <p>Natural resources and associated problems: -</p> <p>a) Forest Resources: use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.</p> <p>b) Water Resources: use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams- benefits and problems.</p> <p>c) Mineral Resources: use and exploitation, environmental effects of extracting and using mineral resources, case studies.</p> <p>d) Food Resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.</p> <p>e) Energy Resources: Growing energy needs, renewable and nonrenewable energy sources, use of alternate energy sources, case studies</p> <p>f) Land Resources: Land as a resource; land degradation,</p>	<p>Gaining in-depth knowledge on natural processes that sustain life and govern economy.</p> <p>Predicting the consequences of human actions on the web of life, global economy and quality of human life.</p> <p>Developing critical thinking for shaping strategies (scientific, social, economic and legal) for environmental protection and conservation of biodiversity, social equity and sustainable development.</p> <p>Acquiring values and attitudes towards understanding complex environmental- economic-social challenges, and participating actively in solving current environmental problems and preventing the future ones.</p> <p>Adopting sustainability as a practice in life, society and industry.</p>

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.
- ❖ Biogeographical 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 5lecture hours).	
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