

National Education Policy-2020 (NEP-2020) & Curriculum and Credit Framework for Under Graduate Programmes (CCFUGP)

**Undergraduate Programme Full-Time Four Year
Bachelor of Business Administration
(B.B.A.)**

SCHEME

AND

SYLLABI

**From Session
2023-24**

**Department of Management (DOM)
Faculty of Commerce and Management
Chaudhary Ranbir Singh University, Jind**
(Established by Government of Haryana Legislature Act No. 28 of 2014)
(Recognized Under section 2(f) and 12 (B) of UGC Act, 1956)



CURRICULUM AND CREDIT FRAMEWORK FOR UNDERGRADUATE PROGRAMMES (CCFUGP)

For

Bachelor of Business Administration (BBA)

(Applicable from the Academic Session 2023-24)



**Department of Management
Faculty of Commerce and Management
Chaudhary Ranbir Singh University, Jind
(A State Govt. University Established Under Haryana Act 28 of 2014)**

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1. About The Department

Department of Management (DOM) originated in 2007 with the Faculty of Management as a part of the Kurukshetra University Post Graduate Regional Centre, Jind, to promote academics and research in emerging areas of business studies. The regional centre grew into a full-fledged State University-Chaudhary Ranbir Singh University (CRSU) on 25th July 2014. The Department of Management (DOM) offers Master of Business Administration (MBA) with dual specializations in Finance, Marketing, Human Resource Management, and Business Analytics and Intelligence. In 2015, the department began Doctorate of Philosophy (PhD) in management. In addition, in 2022, the department started BBA four-year full-time programme at the Undergraduate level. Bachelor of Business Administration is a four-year professional undergraduate course in Business Administration based on National Education Policy (NEP), 2020, with multiple entries and existing options. The department also offers Certificate Course in Entrepreneurship Development (Three months duration) and Post Graduate Diploma in Krishak Udhyaimita (One year duration) to impart the students' entrepreneurial skills in labelling, packaging, positioning and branding of farm products.

The department is enriched with young, energetic, qualified and diversified faculty members, providing a broader view and understanding of business studies. The approach to pedagogy blends industrial visits and research studies with a strong emphasis on issues relevant to societal transformation. Our alums have been serving different spheres of society, covering the corporate world and government administration, and many of them are successful entrepreneurs as well.

The department actively organizes seminars, workshops, faculty development programmes for university and college teachers, and lecture series inviting prominent industrialists, business professionals and academicians.

Vision

Reaching new heights of academic excellence and setting a new performance parameter in teaching, research, consultancy, extension learning and evaluation, students support and progression, and healthy practices. Following the broader vision of the University, the Department of Management (DOM) aspires to be recognized worldwide for excellence in parameters and as a catalyst for intellectual, social, cultural and economic development.

Mission

The Department of Management (DOM) is committed to transforming lives and serving society through excellence in teaching and research on all aspects of management education, innovation, lifelong learning and professional enrichment.

Objectives

- To impart quality management education.
- To act as a catalyst in the industrial development of the region.
- To identify and develop the entrepreneurial talents of this area.
- To develop an ethical and human value-oriented management education model based on theory, practice and self-realization.
- To pertinence of management concepts and theories in the innovative areas relevant to the country's socioeconomic development.
- Improving infrastructural facilities for teaching, research and administration.
- Ensuring delivery of the best quality of education and teaching through audio and visual aids.
- Strengthen the students and faculties by organizing seminars/conferences/workshops, guest lectures by eminent scholars, and academic exchange programs at national and international levels.
- Collaboration of the University with leading business schools, universities and industry.
- Restructuring the courses per the demand of UGC, industry, and the economic scenario.

2. Programme Objectives (PO)

The objectives of the BBA Programme are:

PO1: To remember the conceptual knowledge with an integrated approach to various functions of management.

PO2: To develop leadership and communication skills to become successful business leaders and managers.

PO3: To encourage and develop critical thinking, analysis, and initiative ability skills.

PO4: To develop problem-solving skills through experiential learning and innovative pedagogy to ensure the utilization of knowledge in professional careers.

PO5: To apply the various concepts, theories, and models in the area of HR, Marketing, and Finance.

PO6: To develop a positive attitude and life skills to become a multi-facet personality with a sense of environmental consciousness and ethical values.

2.1 Programme Learning Outcomes (PLO)

The expected outcomes after completing the program would be:

PLO1: Acquire adequate knowledge through principles, theory, and models of business management, Accounting, Marketing, Finance, IT, Operations, and Human Resources.

PLO2: Demonstrate proficiency in Business Communication for effective and professional business management.

PLO3: Acquire employability skills through practical exposure to IT and its usage in management.

PLO4: Analyze and comprehend the applicability of management principles in solving complex business issues.

PLO5: Develop entrepreneurial skills to become an entrepreneur.

PLO6: To build perspective about the global environment including cultural, social, and sustainability issues.

PLO7: Ability to develop group behavior and lead a team to achieve individual, group, and organizational goals.

PLO8: Ethics: Understand the importance of ethics in business decision-making and inculcate the spirit of social responsibility.

PLO9: Comprehend the applicability of management principles in situations pertaining to the global business world.

PLO10: Apply various concepts, theories, and models in the functional areas of business like Marketing, HR, and Finance in the Organizations.

PLO11: Acquire and apply knowledge of economics, mathematics, statistics, and production and operation management and its integration relevant to business decisions.

PLO12: Obtain legal knowledge of various business operations for effective decision-making.

2.2 Program Specific Outcomes (PSO)

PSO1 Acquire Practical learning through a summer internship, industrial visits, Business Plan, etc.

PSO2 Demonstrate analytical and problem-solving skills through a core elective area of specialization in Finance, Human Recourse, and Marketing to solve business issues.

PSO3 Understand and develop the new dimensions of knowledge through open electives to cater to the need of the industry.

About NEP:

Education plays a significant role in the holistic development of the student. A robust, flexible, multidisciplinary education framework with “Learner Centric Pedagogy” could effectively transform a student into a global citizen of tomorrow to catalyze nation’s growth and development. The National Education Policy 2020 (NEP 2020) outlines the goals, objectives, and policies for the development and improvement of education across all levels. The NEP 2020 is a comprehensive and ambitious policy that aims to transform the Indian education system and makes it more student-centric, holistic and to align with the needs of the 21st century. Some of the key features of the NEP 2020 include:

Multidisciplinary, flexible and equitable education framework for the holistic development of learners

- ✓ Emphasis on skill-based education, vocational education and apprenticeship/internship
- ✓ Encourage critical thinking, creativity and problem-solving skills
- ✓ Increase the Gross Enrollment Ratio (GER) in higher education to 50% by 2035
- ✓ Promotion of Indian languages, art, culture and heritage
- ✓ Emphasis on Multidisciplinary, Interdisciplinary, and Transdisciplinary research to develop innovative solutions to overcome societal issues.

3. **Choice Based Credit System (CBCS):** The CBCS provides choice for students to select from the prescribed courses [Core, Elective, Ability Enhancement Compulsory (AECC) & Skill Enhancement (SEC)]

Course: Course refers to a paper having specified credits which is a component of a programme in a subject. The course defines the learning objectives and learning outcomes. A course may be designed comprising credits for lectures/tutorials/laboratory work/ field work/outreach activities/project work/internship/vocational training etc. or combination thereof.

Credit Based Semester System (CBSS): Under the CBSS, the requirement for awarding a degree is prescribed in terms of number of credits to be completed by the students

Credit: Credit is the weightage given to each course of study. It is the numerical value assigned to a course according to the relative importance of the contents and the contact hours required to teach the prescribed syllabi of the programme.

Credit Point: It is the product of grade point and number of credits for a course.

Credit: A unit by which the course work is measured. It determines the number of

hours of instructions required per week. One credit is equivalent to one hour of teaching (lecture or tutorial) or two hours of practical work/field work per week.

Cumulative Grade Point Average (CGPA): It is a measure of overall cumulative performance of a student over all semesters. The CGPA is the ratio of total credit points secured by a student in various courses in all semesters and the sum of the total credits of all courses in all the semesters. It is expressed up to two decimal places.

Grade Point: It is a numerical weight allotted to each letter grade on a 10-point scale.

Letter Grade: It is an index of the performance of students in a said course. Grades are denoted by letters O, A+, A, B+, B, C, P and F. k)

Semester Grade Point Average (SGPA): It is a measure of performance of work done in a semester. It is ratio of total credit points secured by a student in various courses registered in a semester and the total course credits taken during that semester. It shall be expressed up to two decimal places.

Semester: Each semester will consist of 18 weeks of academic work equivalent to 90 actual teaching days and 3-4 weeks approximately of examination etc. The odd semester may be scheduled from July to December and even semester from January to June.

Transcript or Grade Card or Certificate: Based on the grades earned, a grade certificate shall be issued to all the registered students after every semester. The grade certificate will display the course details (code, title, number of credits, grade secured) along with SGPA of that semester and CGPA earned till that semester.

Internal Evaluation: Continuous Assessment Test conducted during the semester.

Total Marks For Each Course	: For 100 marks	For 75 Marks	For 50 marks
Continuous assessment (C1)	: 15 marks	12 marks	08 marks
Continuous assessment (C2)	: 10 marks	08 marks	04 marks
<u>Attendance</u>	<u>: 5 marks</u>	<u>05 marks</u>	<u>03 marks</u>
Total	: 30 Marks	25 Marks	15Mark

C1- Sessional Examination/Mid Term Examination/Class Test.

C2- Individual Presentation/Group Discussion/Quiz/Case Study/ Class Participation.

External Evaluation: End-Term examination held at the end of each semester.

Rounding off Marks: shall mean, that if part is one-half or more, its value shall be increased to one and if part is less than half then its value shall be ignored for getting letter grade and grade point.

Minimum For a Pass:

- I. No candidate shall be declared to have passed the Semester Examination as the case may be under each course/paper unless he/she obtains not less than 40% marks in end examination examination / practical examination and 40% marks in end examination/ practical examination and internal assessment separately in each of the courses and 40% marks (including IA 40% marks) in Project work and viva wherever prescribed. The student who passed in IA can appear in external examination.
- II. A candidate shall be declared to have passed the program if he/she secures at least 40% of marks or a CGPA of 4.0 (Course Alpha-Sign Grade P) in separately of both internal assessment and semester end examination marks put together in each unit such as theory papers / practical / field work / internship / project work / dissertation / viva-voce, provided the candidate has secured at least 40% of marks in the semester end examinations in each unit.
- III. The candidates who pass all the semester examinations in the first attempts are eligible for ranks provided they secure at least CGPA of 6.00 (Alpha-Sign Grade B+).
- IV. The results of the candidates who have passed the last semester examination but not passed the lower semester examinations shall be declared as NCL (Not Completed the Lower Semester Examinations). Such candidates shall be eligible for the degree only after completion of all the lower semester examinations.
- V. If a candidate fails in a subject, either in theory or in practical's, he/she shall appear for that subject only at any subsequent regular examination, as prescribed for completing the programme. He/she must obtain the minimum marks for a pass in that subject (theory and practical's, separately) as stated above

5. Types of Courses:

Discipline Specific Course (DSC): A Major Course as discipline specific course is the field in which a student focuses during the course of his/her degree.

Minor Course (MIC): Minor Course aims to expand student's knowledge beyond the major field of study.

Vocational Course (VOC): Vocational Course assists student in developing workforce-relevant skills and enhance the employability of student.

Multidisciplinary Course (MDC): A Multidisciplinary Course is an option to explore disciplines of interest beyond the choices of learners made in their major and minor disciplines.

Ability Enhancement Course (AEC): Ability Enhancement Course aims to achieve competency in language and communication skills.

Skill Enhancement Course (SEC): Skill Enhancement Course aims to promote skills pertaining to a particular field of study, impart practical skills, hands-on training, soft skills, etc., in order to enhance the student's employability.

Internship: Internship is a course to develop a professional ability through an appropriate learning. The Internship is for eight weeks.

Research Project: Research Project is a course involving applications of knowledge in exploring, analyzing and solving real-life situations/problems.

Value Added Course (VAC): Value Added Course aims to add the knowledge of learner beyond academic disciplines.

Semester/Academic Year: A semester comprises 90 working days and an academic year is divided into two semesters.

6. Admission Eligibility

A candidate who has passed Senior Secondary Certificate Examination (10+2 Standard) from the Board of School Education, Haryana or its equivalent examination with English as one of the subjects shall be eligible to join First semester of the BBA course.

7 Programme Structure

BBA - an eight-semester undergraduate programme consisting of Core Courses (CC), Discipline Specific Elective Courses (DSC), Skill Enhancement Courses (SEC), Multidisciplinary Courses (OEC) and Value Added Courses (VAC)

Table Shows Courses and Credits Scheme

Level	Semester	Core Courses (CC)		Discipline Specific Courses (DSC)		Minor/Vocational Courses		Skill Enhancement Courses (SEC)		Ability Enhancement Courses (AECC)		Multidisciplinary Courses (MDC)/ Practicum Courses		Value Added Courses (VAC)		Total Credits	Minimum credits Required
		No. of Courses	Total Credits	No. of Courses	Total Credits	No. of Courses	Total Credits	No. of Courses	Total Credits	No. of Courses	Total Credits	No. of Courses	Total Credits	No. of Courses	Total Credits		
I	I	3	12			1	2	1	3	1	2	1	3	1	2	24	48+4* =52
	II	3	12			1	2	1	3	1	2	1	3	1	2	24	
II	III	3	12			1	4	1	3	1	2	1	3			24	92+4* =96
	IV	3	12			1	4			1	2			1	2	20	
III	V	3	12			1	4	1	4*							20	132
	VI	3	12			2	8									20	
IV	VII	3	12	1	4	1	4					1	4			24	180
	VIII	3	12	1	4	1	4					1	4			24	
Total		24	96	2	8	9	32	5	13	4	8	5	17	3	6	180	
%age		Core Courses	53	Discipline Specific Courses	5	Minor/Vocational Courses	18	Skill Enhancement Courses	7	Ability Enhancement Courses	4	Multi-disciplinary Courses/ Practicum Courses	10	Value Added Courses	3	100	
OR																	
IV**	VII	3	12	1	4	1	4					1	4			24	180
	VIII	2	8	1	12							1	4			24	
Total		23	92	2	16	8	28	4	13	4	8	5	17	3	6	180	
%age		Core Courses	51	Discipline Specific Courses	9	Minor/Vocational Courses	16	Skill Enhancement Courses	7	Ability Enhancement Courses	5	Multi-disciplinary Courses/ Practicum Courses	9	Value Added Courses	3	100	

*Exit option: i) Students exiting the programme after second semester and securing 52 credits including 4 credits of summer internship of 4-6 weeks will be awarded UG Certificate in Business Administration.

ii) Students exiting the programme after fourth semester and securing 96 credits including 4 credits of summer internship of 4-6 weeks will be awarded UG Diploma in the Business Administration.

NSQF Level	Name of Programme	Credits
I	Under Graduate Certificate in Business Administration	with 52 Credits
II	Under Graduate Diploma in Business Administration	with 96 credits
III	Bachelor of Business Administration	with 132 credits
IV	Bachelor of Business Administration (Honours)	with 180 credits
IV**	Bachelor of Business Administration (Honours with Research)	with 180 credits

7.1 Major and Minor disciplines

Major discipline is the discipline or subject of main focus and the degree will be awarded in that discipline. Students should secure the prescribed number of credits (about 50% of total credits) through core courses in the major discipline.

Minor discipline helps a student to gain a broader understanding beyond the major discipline. For example, if a student pursuing an Economics major obtains a minimum of 12 credits from a bunch of courses in Statistics, then the student will be awarded B.A. degree in Economics with a Minor in Statistics.

7.2 Awarding UG Certificate, UG Diploma, and Degrees

UG Certificate: Students who opt to exit after completion of the first year and have secured 48 credits (44 credits in case of single major) will be awarded a UG certificate if, in addition, they complete one vocational course of 4 credits during the summer vacation of the first year. These students are allowed to re-enter the degree programme within three years and complete the degree programme within the stipulated maximum period of seven years.

UG Diploma: Students who opt to exit after completion of the 2nd year and have secured 96 credits (94 credits in case of single major) will be awarded the UG diploma if, in addition, they complete one vocational course of 4 credits during the summer vacation of the second year. These students are allowed to re-enter within a period of three years and complete the degree programme within the maximum period of seven years.

3- year UG Degree: Students who wish to undergo a 3-year UG programme will be awarded UG Degree in the Major discipline after successful completion of three years, securing 132 credits (136 credits in case of single major) and satisfying the minimum credit requirement as given in Table 1.

4- year UG Degree (Honours): A four-year UG Honours degree in the major discipline will be awarded to those who complete a 4-year degree programme with 180 credits and have satisfied the credit requirements as given in Table 1.

4-year UG Degree (Honours with Research): Students who secure 75% marks and above in the first six semesters and wish to undertake research at the undergraduate level can choose a research stream in the fourth year. They should do a research project or dissertation under the guidance of a faculty member of the University/College. The research project/dissertation will be in the major discipline. The students, who secure 180 credits, including 12 credits from a research project/dissertation, are awarded UG Degree (Honours with Research).

Table 2: Curriculum and Credit Framework for Bachelor of Business Administration (BBA) Scheme: D

Semester	Discipline-Specific Courses (DSC)	Minor(MIC)/ Vocational (VOC)	Multidisciplinary courses(MDC)	Ability Enhancement courses(AEC)	Skill Enhancement Courses(SEC)/ Internship /Dissertation	Value-Added Courses (VAC)	Total Credits
I	DSC - A1 @ 4 credits	MIC1 @ 2 credits	MDC1 @ 3 credits	AEC1 @ 2 credits	SEC1@ 3 credits	VAC1 @ 2 credits	24
	DSC - B1 @ 4 credits						
	DSC - C1 @ 4 credits						
II	DSC - A2 @ 4 credits	MIC2 @ 2 credits	MDC2 @ 3 credits	AEC2 @ 2 credits	SEC2 @ 3 credits	VAC2 @ 2 credits	24
	DSC - B2 @ 4 credits						
	DSC - C2 @ 4 credits						
Students exiting the programme after second semester and securing 52 credits including 4 credits of summer internship will be awarded UG Certificate in the relevant Discipline /Subject							
III	DSC - A3 @ 4 credits	MIC3 @ 4 credits	MDC3 @ 3 credits	AEC3 @ 2 credits	SEC3@ 3 credits	-----	24
	DSC - B3 @ 4 credits						
	DSC - C3 @ 4 credits						
IV	DSC - A4 @ 4 credits	MIC4(VOC)@ 4 credits	-----	AEC4 @ 2 credits	-----	VAC3 @ 2 credits	20
	DSC - B4 @ 4 credits						
	DSC - C4 @ 4 credits						
Students exiting the programme after fourth semester and securing 96 credits including 4 credits of summer internship will be awarded UG Diploma in the relevant Discipline /Subject							
V	DSC - A5 @ 4 credits	MIC5(VOC)@ 4 credits	-----	-----	Internship @4 credits#	-----	20
	DSC - B5 @ 4 credits						
	DSC - C5 @ 4 credits						
VI	DSC - A6 @ 4 credits	MIC6 @ 4 credits MIC7(VOC)@ 4 credits	-----	-----	-----	-----	20
	DSC - B6 @ 4 credits						
	DSC - C6 @ 4 credits						
Students will be awarded 3-year UG Degree with major in the relevant Discipline /Subject upon securing 132 credits.							
VII*	DSC - H1 @ 4 credits	MIC8 @ 4 credits	-----	-----	-----	-----	24
	DSC - H2 @ 4 credits						
	DSC - H3 @ 4 credits						
	DSC - H4 @ 4 credits						
	DSC - H5 @ 4 credits						
VIII* (4yr UG Hon.)	DSC - H6 @ 4 credits	MIC9 @ 4 credits	-----	-----	-----	-----	24
	DSC - H7 @ 4 credits						
	DSC - H8 @ 4 credits						
	DSC - H9 @ 4 credits						
	DSC - H10 @ 4 credits						
VIII* (4yr UG Hon. with Research)	DSC - H6 @ 4 credits	MIC9 @ 4 credits	-----	-----	Research project/ Dissertation@ 12 credits	-----	24
	DSC - H7 @ 4 credits						

						Total	180

*Student should select one major discipline (Out of A, B, or C studied during first three years of UG Programmes) in which he/she wishes to pursue Honors. This framework is subject to modification as per UGC guidelines at the University level. The universities may decide to offer the Honors degree Programmes subject to the fulfillment of credit point table

#Four credits of internship earned by a student during summer internship after 2nd semester or 4th semester will be counted in 5th semester of a student who pursue 3 year UG Programmes without taking exit option.

NOTE:

DSC	Discipline Specific Course: Credit of a DSC major could be the combination of lecture credits, tutorial credits, and practical credits. DSC includes core courses, subject elective and subject skill enhancement courses.
MDC	Multidisciplinary Course: All UG students must undergo three introductory level multidisciplinary courses relating to Natural Sciences, Physical Sciences, Humanities, Arts & Social Sciences, Commerce & Management, Interdisciplinary Studies. Students are not allowed to choose or repeat courses already undergone at the higher secondary level (12th class) or opted as major and minor stream under this category.
AEC	Ability Enhancement Course: Ability Enhancement (Language) courses may be designed to achieve competency in the Modern Indian Language and English, with a special emphasis on language and communication skills.
SEC	Skill Enhancement Course: Skill Enhancement Courses may be primed to impart practical skills, hands-on training, soft skills, etc., to enhance the student's employability.
Summer Internship	Internships will require 120 hours (1 credit: 30 hrs of engagement) of involvement working with local industry, government or private organizations, business organizations, artists, crafts persons, and similar entities during summers. #Four credits of internship earned by a student during summer internship after 2nd semester or 4th semester will be counted in 5th semester of a student who pursue 3 year UG Programmes without taking exit option.
Research Project	Research Project/ Dissertation for UG degree (Honours with research) will be completed in the eighth semester under the guidance of a college and university faculty member.
VAC	Value Added Course: All UG students must undergo at least three Value Added Courses
MIC including VOC	Minor Course (MIC) with minimum 24 Credits including Vocational Course (VOC)
	For students who choose to pursue single major after 2nd semester of multidisciplinary Programmes The 16 credits earned during first year in the two subjects, other than the subject which is continued as Single Major, will be counted towards minor

DSC Major and Minor in I& II Semesters will have Foundation or Introductory level courses. DSC Major and Minor in III & IV semesters will be Intermediate Level Courses. Whereas DSC Major and minor in V & VI shall be of higher level courses and in VII & VIII semesters, advanced level courses will be offered.

7.3. Credit hours for different types of courses

The workload relating to a course is measured in terms of credit hours. A credit is a unit by which the coursework is measured. It determines the number of hours of instruction required per week over the duration of a semester (minimum 15 weeks).

Each course may have only a lecture component or a lecture and tutorial component or a lecture and practicum component or a lecture, tutorial, and practicum component, or only practicum component. For example, a three-credit lecture course in a semester means three one-hour lectures per week with each one-hour lecture counted as one credit. In a semester of 15 weeks duration, a three-credit lecture course is equivalent to 45 hours of teaching. Required contact hours to earn credits will be as follows:

Nature of Work	Course Credits	Contact hours per week	Contact hours per semester (15 weeks)
Lecture	01	01	15
Tutorial per paper	01	01	15
Practical, Seminar, internship, field practice/ project, or community engagement, etc.	01	02	30

A course can have a combination of lecture credits, tutorial credits, and practicum credits. For example, a 4-credit course with three credits assigned for lectures and one credit for practicum shall have three 1-hour lectures per week and one 2-hour duration field-based learning/project or lab work, or workshop activities per week. In a semester of 15 weeks duration, a 4-credit course is equivalent to 45 hours of lectures and 30 hours of practicum. Similarly, a 4-credit course with 3-credits assigned for lectures and one credit for tutorial shall have three 1-hour lectures per week and one 1-hour tutorial per week. In a semester of 15 weeks duration, a four-credit course is equivalent to 45 hours of lectures and 15 hours of tutorials.

The following types of courses/activities constitute the programmes of study. Each of them will require a specific number of hours of teaching/guidance and laboratory/studio/workshop activities, field-based learning/projects, internships, and community engagement and service

8.0 Curricular components of the undergraduate programmes

The curriculum includes courses in language, skill, environmental education, India comprehension, digital and technological solutions, health and wellness, yoga education, sports and fitness, and more. It also includes courses from major streams, minor streams, and other disciplines.

8.1 *Disciplinary/ Interdisciplinary Major:* A student's major would give them the opportunity to study a specific subject or field in depth. The major would provide the opportunity for a student to pursue in-depth study of a particular subject or discipline. Students may be allowed to change major within the broad discipline at the end of the second semester by giving her/him sufficient time to explore interdisciplinary courses during the first year. Advanced-level disciplinary/interdisciplinary courses, a course in research methodology, and a project/dissertation will be conducted in the seventh semester. The final semester may comprise seminar presentation, preparation, and submission of project report/dissertation. The project work/dissertation will be on a topic in the disciplinary programme of study or an interdisciplinary topic.

8.2 *Disciplinary/ Interdisciplinary Minor:* Courses from disciplinary or interdisciplinary minors, as well as skill-based courses related to a chosen vocational education programme, will be available to students. Students who complete a sufficient number of courses outside of their intended major can pursue a minor in that field or in the selected interdisciplinary field. After completing a variety of courses in the second semester, students can declare their preferred minor and vocational stream.

8.3 *Vocational Education and Training:* In addition to imparting theoretical and practical knowledge, the undergraduate programme will incorporate vocational education and training to impart skills. A minimum of 12 credits will be awarded to students in the "Minor" stream of vocational education and training. These credits may be related to the student's preferred major or minor or choice of the student. These classes will be helpful in locating employment for students who drop out before finishing the programme.

8.4 *Multidisciplinary courses:* All UG students are required to undergo 3 introductory-level courses relating to any of the broad disciplines given below. These courses are intended to broaden the intellectual experience and form part of liberal arts and science education. Students are not allowed to choose or repeat courses already undergone at the

higher secondary level (12th class) or opted as major and minor stream under this category.

- I. ***Life Sciences:*** Biochemistry, Biotechnology, Botany, Bioinformatics, Medical Biotechnology, Environmental Sciences, Food Technology, Forensic Sciences, Genetics, Microbiology, Zoology, Chemistry and other Life & Natural Sciences and other Natural Science disciplines are among the foundational courses that students can choose from.
- II. ***Physical Sciences:*** Chemistry, Physics, Mathematics, Computer Sciences, Statistics, Energy and Environmental Sciences and other Physical Science disciplines are among the foundational courses that students can choose from. The courses in this category will assist students in utilizing and putting techniques and tools into use in both their major and minor fields. Training in applications languages like STATA, SPSS, Tally, and other programming languages like Python could be a part of the class. When it comes to data analysis and the use of quantitative tools, the fundamental courses in this category will be beneficial to science and social science.
- III. ***Commerce and Management:*** The courses cover topics like Accounting, Commerce, Business Studies, Human Resource Management, Finance, Production & operations International Business, Business Economics, E – Business, Travel & Tourism Management Financial institutions, Financial Technology, Data Science, English, Sociology, Psychology and other areas.
- IV. ***Arts, Humanities and Social Sciences:*** Through courses in the social sciences like Economics, History, Geography, Sanskrit, Music, Visual Arts, Political science, Psychology, Sociology, Defence Studies, English, Hindi, Public Administration, Library Sciences, Journalism, Mass Media and Communication among others, students will be able to comprehend people and their social behavior, society, and country. Survey methods and India-specific large-scale databases will be taught to students. History, archaeology, comparative literature, the arts and creative expressions, creative writing and literature, language(s), philosophy, and other related fields are just a few examples of courses that fall under the heading "humanities," as well as courses that are related to the humanities that are taught across disciplines.
- V. ***Interdisciplinary Studies:*** Taking courses in interdisciplinary fields like Environmental Sciences, Yoga Sciences, Gender Studies, Political Economy and

Development, Global Environment & Health, Cognitive Science, International Relations, Political Economy and Development, Sustainable Development, and so on will help the learners to understand society.

8.5 Language Enhancement Courses: Students must demonstrate proficiency in English and a Modern Indian Language (MIL), with an emphasis on their language and communication skills, in order to graduate. The primary objective of the classes is to assist students in developing and demonstrating fundamental linguistic skills like critical reading, expository writing, and academic writing. These skills help students understand the significance of language as a medium for knowledge and identity, as well as how to express their ideas in a clear and coherent manner. They would enable students to become familiar with the cultural and intellectual heritage of the chosen MIL and English languages, in addition to providing students with a reflective understanding of the complexity and structure of the language and literature related to both languages. The courses will also place an emphasis on the development and enhancement of skills like communication and the capacity for discussion and debate.

8.6 Skills Enhancement Courses (SEC): By giving students practical knowledge, hands-on experience, soft skills, etc., these courses aim to improve students' employability. The universities may design courses based on the needs of the students and the resources at its disposal.

8.7 Value-Added Courses (VAC) Common to All UG Students

Understanding India: The course aims at enabling the students to acquire and demonstrate the knowledge and understanding of contemporary India with its historical perspective, the basic framework of the goals and policies of national development, and the constitutional obligations with special emphasis on constitutional values and fundamental rights and duties. The course would also focus on developing an understanding among student- teachers of the Indian knowledge systems, the Indian education system, and the roles and obligations of teachers to the nation in general and to the school/community/society. The course will attempt to deepen knowledge about and understanding of India's freedom struggle and of the values and ideals that it represented to develop an appreciation of the contributions made by people of all sections and regions of the country, and help learners understand and cherish

the values enshrined in the Indian Constitution and to prepare them for their roles and responsibilities as effective citizens of a democratic society.

Environmental science/education: The course seeks to equip students with the ability to apply the acquired knowledge, skills, attitudes, and values required to take appropriate actions for mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biological diversity, management of biological resources, forest and wildlife conservation, and sustainable development and living. The course will also deepen the knowledge and understanding of India's environment in its totality, its interactive processes, and its effects on the future quality of people's lives. ***Digital and technological solutions:*** Courses in cutting-edge areas that are fast gaining prominences, such as Artificial Intelligence (AI), 3-D machining, big data analysis, machine learning, drone technologies, and Deep learning with important applications to health, environment, and sustainable living that will be woven into undergraduate education for enhancing the employability of the youth.

Health & Wellness, Yoga education, sports, and fitness: Course components relating to health and wellness seek to promote an optimal state of physical, emotional, intellectual, social, spiritual, and environmental well-being of a person. Sports and fitness activities will be organized outside the regular institutional working hours. Yoga education would focus on preparing the students physically and mentally for the integration of their physical, mental, and spiritual faculties, and equipping them with basic knowledge about one's personality, maintaining self-discipline and self-control, to learn to handle oneself well in all life situations. The focus of sports and fitness components of the courses will be on the improvement of physical fitness including the improvement of various components of physical and skills-related fitness like strength, speed, coordination, endurance, and flexibility; acquisition of sports skills including motor skills as well as basic movement skills relevant to a particular sport; improvement of tactical abilities; and improvement of mental abilities. The Universities may introduce other innovative value-added courses relevant to the discipline or common to all UG programmes.

8.8 Summer Internship/Apprenticeship: key aspect of the new UG programme is

induction into actual work situations. All students will also undergo internships / Apprenticeships in a firm, industry, or organization or Training in labs with faculty and researchers in their own or other HEIs/research institutions during the summer term. Students will be provided with opportunities for internships with local industry, business organizations, health and allied areas, local governments (such as panchayats, municipalities), Parliament or elected representatives, media organizations, artists, crafts persons, and a wide variety of organizations so that students may actively engage with the practical side of their learning and, as a by-product, further improve their employability. Students who wish to exit after the first two semesters will undergo a 4-credit work-based learning/internship during the summer term in order to get a UG Certificate.

Community engagement and service: The curricular component of ‘community engagement and service’ seeks to expose students to the socio-economic issues in society so that the theoretical learnings can be supplemented by actual life experiences to generate solutions to real-life problems. This can be part of summer term activity or part of a major or minor course depending upon the major discipline.

Field-based learning/minor project: *The field-based learning/minor project will attempt to provide opportunities for students to understand the different socio-economic contexts. It will aim at giving students exposure to development-related issues in rural and urban settings. It will provide opportunities for students to observe situations in rural and urban contexts, and to observe and study actual field situations regarding issues related to socioeconomic development. Students will be given opportunities to gain a first-hand understanding of the policies, regulations, organizational structures, processes, and programmes that guide the development process. They would have the opportunity to gain an understanding of the complex socio-economic problems in the community, and innovative practices required to generate solutions to the identified problems. This may be a summer term project or part of a major or minor course depending on the subject of study.*

8.9 Research Project/Dissertation: Students choosing a 4-Year Bachelor’s degree (Honours with Research) are required to take up research projects under the guidance of a faculty member. The students are expected to complete the Research Project in the eighth

semester. The research outcomes of their project work may be published in peer-reviewed journals or may be presented in conferences /seminars or may be patented.

Other Activities: This component will include participation in activities related to National Service Scheme (NCC), National Cadet Corps (NCC), adult education/literacy initiatives, mentoring school students, and other similar activities.

Additional Seats: The HEIs may create 10% additional seats over and above the sanctioned strength to accommodate the request for a change of major. Any unfilled or vacant seats may be filled with those seeking a change of Major. Preference will be given to those who have got highest CGPA with no arrears in the first year.

8.10 Levels of Courses

- i. **Foundation or introductory courses (First Year):** These courses will focus on foundational theories, concepts, perspectives, principles, methods, and procedures for deciding the subject or discipline of interest. These courses will impart general education required for the advanced studies. These courses will expose students to the different fields of study will lay the foundation for higher-level course work.
- ii. **Intermediate-level courses (Second Year):** These courses will include subject-specific courses to fulfill the credit requirements for minor or major areas of learning.
- iii. **Higher-level courses (Third Year):** These courses will be of disciplinary/inter disciplinary area of study are required for majoring for the award of a degree.
- iv. **Advanced courses (Fourth Year):** These courses will include lecture courses with practicum, research methodology, advanced laboratory experiments / software training, research projects, hands-on-training, internship/apprenticeship projects at the undergraduate level.

9 Programme and course learning outcomes: Individual programmes of study will have defined learning outcomes which must be attained for the award of a specific certificate/diploma/degree. Course learning outcomes are specific to the learning for a given course of study related to a disciplinary or interdisciplinary/multi-disciplinary area. Course-level learning outcomes must be aligned to programme learning outcomes. The achievement by students of course-level learning outcomes leads to the attainment of the programme learning outcomes.

10. Learning assessment

A variety of assessment methods that are appropriate to a given disciplinary/subject area and a programme of study will be used to assess progress toward the course/programme learning outcomes. Priority will be accorded to formative assessment. Evaluation will be based on continuous assessment, in which sessional work and the terminal examination will contribute to the final grade. Sessional work will consist of class tests, mid-semester examination(s), homework assignments, etc., as determined by the faculty in charge of the courses of study. Progress towards achievement of learning outcomes will be assessed using the following: time-constrained examinations; closed-book and open-book tests; problem-based assignments; practical assignment laboratory reports; observation of practical skills; individual project reports (case-study reports); team project reports; oral presentations, including seminar presentation; viva voce interviews; computerized adaptive assessment, examination on demand, modular certifications, etc.

The proportion of external and internal assessment in any course shall be preferably 70%:30%. However, this proportion may vary depending upon the nature of course.

11. Letter Grades and Grade Points: The Semester Grade Point Average (SGPA) is computed from the grades as a measure of the student's performance in a given semester. The SGPA is based on the grades of the current term, while the Cumulative GPA (CGPA) is based on the grades in all courses taken after joining the programme of study.

The HEIs may also mention marks obtained in each course and a weighted average of marks based on marks obtained in all the semesters taken together for the benefit of students.

Marks (%)	Letter Grade	Grade Point
> 85	O(outstanding)	10
> 75 to 85	A+(Excellent)	9
> 65 to 75	A(Very good)	8
> 55 to 65	B+(Good)	7
> 50 to 55	B(Above average)	6
> 40 to 50	C(Average)	5
40	P (Pass)	4
Less than 40	F(Fail)	0
	Ab(Absent)	0

11.1. Computation of SGPA and CGPA

The UGC recommends the following procedure to compute the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

- i. The SGPA is the ratio of the sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e.

$$SGPA (S_i) = \frac{\sum(C_i \times G_i)}{\sum C_i}$$

Where C_i is the number of credits of the i^{th} course and G_i is the grade point scored by the student in the i^{th} course.

Example for Computation of SGPA

Semester	Course	Credit	Letter Grade	Grade point	Credit Point (Credit x Grade)
I	Course 1	3	A	8	3X8= 24
I	Course 2	4	B+	7	4X7= 28
I	Course 3	3	B	6	3X6= 18
I	Course 4	3	O	10	3X 10 =30
I	Course 5	3	C	5	3X5= 15
I	Course 6	4	B	6	4X6= 24
		20			139
SGPA					139/20= 6.95

- ii. The Cumulative Grade Point Average (CGPA) is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a programme, i.e.

$$CGPA = \frac{\sum(C_i \times S_i)}{\sum C_i}$$

where S_i is the SGPA of the i^{th} semester and C_i is the total number of credits in that semester.

Example for Computation of CGPA

Semester1	Semester2	Semester3	Semester4	Semester5	Semester6
Credit:21 SGPA:6.9	Credit:22 SGPA:7.8	Credit:25 SGPA:5.6	Credit:26 SGPA:6.0	Credit:26 SGPA:6.3	Credit:25 SGPA:8.0
CGPA=6.73 (21 x6.9+22x7.8+25x5.6+26 x6.0+26x6.3+25 x8.0)/145					

The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

Transcript: University will issue a transcript for each semester as well as a cumulative transcript that reflects performance across all semesters based on the recommendations made above regarding letter grades, grade points, and SGPA and CCPA.

Chaudhary Ranbir Singh University, Jind
Scheme of Examination for BACHELOR OF BUSINESS ADMINISTRATION
Under Choice Based Credit System in accordance to NEP-2020 w.e.f. 2023-2024

Semester I

Domain	Course Title	Course Code	Lecture	Tutorials	Practical	Internal Marks	External marks	Practical/ External Evaluation Marks	Credits	Total Marks
Core Course –A 1	Management Concepts and Principles	BBA-CC-101	3	1	0	30	70	0	4	100
Core Course –B 1	Basic Statistics	BBA-CC-102	3	1	0	30	70	0	4	100
Core Course –C 1	Fundamentals of Accounting	BBA-CC-103	3	1	0	30	70	0	4	100
Core Course Minor-M1	Computer Applications in Management	BBA- CC(M)-101	2	0	0	15	35	0	2	50
Multidisciplinary Courses-MDC1	Each student will opt one multidisciplinary course from the discipline which is different from the discipline of business administration								3	75
Ability Enhancement Courses- AEC1	Each student will opt one Ability Enhancement course provided by the university								2	50
Skill Enhancement Courses-SEC1	Each student will opt one Skill Enhancement Courses provided by the university								3	75
Value Added Courses-VAC1	Each student will opt Value Added Courses provided by the university								2	50
Total									24	600

*Note- student have to choose one subject (Theory/Theory + Practical) subject from the pool of the University Multidisciplinary Courses offered by UTD

*A student will opt for multidisciplinary course from the subject which is different from the discipline. Student are not allowed to choose or repeat courses already undergone at the higher secondary level (12th class) or opted as major and minor discipline under this category provided further that if a multidisciplinary course across. The discipline cannot be offered by the department/institute/college, due to its constraints and available resources, then

- i) MDC can be opted out of MOOCs through SWAYAM
- ii) MDC can be completed out of online courses offered by Chaudhary Ranbir Singh University, Jind

Semester II										
Domain	Course Title	Course Code	Lecture	Tutorials	Practical	Internal Marks	External marks	Practical/ External Evaluation Marks	Credits	Total Marks
Core Course –A 2	Organisational Behaviour	BBA-CC-201	3	1	0	30	70	0	4	100
Core Course –B 2	Principles of Marketing	BBA-CC-202	3	1	0	30	70	0	4	100
Core Course –C 2	Corporate Accounting	BBA-CC-203	3	1	0	30	70	0	4	100
Core Course Minor - M2	Business Mathematics	BBA- CC(M)-201	1	1	0	15	35	0	2	50
Multidisciplinary Courses-MDC2	Each student will opt one multidisciplinary course from the discipline which is different from the discipline of business administration								3	75
Ability Enhancement Courses- AEC2	Each student will opt one Ability Enhancement course provided by the university								2	50
Skill Enhancement Courses-SEC2	Each student will opt one Skill Enhancement Courses provided by the university								3	75
Value Added Courses- VAC2	Each student will opt Value Added Courses provided by the university								2	50
Total									24	600

*Note- student have to choose one subject (Theory/Theory + Practical) subject from the pool of the University Multidisciplinary Courses offered by UTD

*A student will opt for multidisciplinary course from the subject which is different from the discipline. Student are not allowed to choose or repeat courses already undergone at the higher secondary level (12th class) or opted as major and minor discipline under this category provided further that if a multidisciplinary course across. The discipline cannot be offered by the department/institute/college, due to its constraints and available resources, then

i) MDC can be opted out of MOOCs through SWAYAM

ii) MDC can be completed out of online courses offered by Chaudhary Ranbir Singh University, Jind

Exit Option: Any student opting for exit option after first year will get **Undergraduate Certificate in Business Administration** provided he/she completes 48 Credits of first two semesters and additional 4 credits of summer training report (100 External Marks) based on summer training of 4-6 weeks undertaken in a business organization. Thus, he/she will be eligible to exit the course with the said 52 Credits. In addition, the summer internship report would be evaluated by external expert from panel approved by UGBOS of Department of Management (DOM), CRSU, Jind. Furthermore, the credits of summer internship report would be included/mention in the **Undergraduate Certificate in Business Administration** as follow:

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits
BBA-SEC-202	Summer Internship Report	Internship	-	100*	-	100	4

*The summer internship report would be evaluated by external expert from panel approved by UGBOS of Department of Management (DOM), CRSU, Jind.

Semester III										
Domain	Course Title	Course Code	Lecture	Tutorials	Practical	Internal Marks	External marks	Practical/ External Evaluation Marks	Credits	Total Marks
Core Course –A3	Personnel Management	BBA-CC-301	3	1	0	30	70	0	4	100
Core Course –B3	Managerial Economics	BBA-CC-302	3	1	0	30	70	0	4	100
Core Course –C3	Fundamentals of Financial Management	BBA-CC-303	3	1	0	30	70	0	4	100
Core Course Minor-M3	Statistics For Managers	BBA- CC(M)-301	3	1	0	30	70	0	4	100
Multidisciplinary Courses-MDC3	Each student will opt one multidisciplinary course from the discipline which is different from the discipline of business administration								3	75
Ability Enhancement Courses- AEC3	Each student will opt one Ability Enhancement course provided by the university								2	50
Skill Enhancement Courses-SEC3	Each student will opt one Skill Enhancement Courses provided by the university								3	75
Total									24	600

*Note- student have to choose one subject (Theory/Theory + Practical) subject from the pool of the University Multidisciplinary Courses offered by UTD

*A student will opt for multidisciplinary course from the subject which is different from the discipline. Student are not allowed to choose or repeat courses already undergone at the higher secondary level (12th class) or opted as major and minor discipline under this category provided further that if a multidisciplinary course across. The discipline cannot be offered by the department/institute/college, due to its constraints and available resources, then

- i) MDC can be opted out of MOOCs through SWAYAM
- ii) MDC can be completed out of online courses offered by Chaudhary Ranbir Singh University, Jind

Semester IV										
Domain	Course Title	Course Code	Lecture	Tutorials	Practical	Internal Marks	External marks	Practical/ External Evaluation Marks	Credits	Total Marks
Core Course –A4	Business Research Methods	BBA-CC-401	3	1	0	30	70	0	4	100
Core Course –B4	Marketing of Services	BBA-CC-402	3	1	0	30	70	0	4	100
Core Course –C4	Cost and Management Accounting	BBA-CC-403	3	1	0	30	70	0	4	100
Core Course (Vocational)- V1	Data Analysis	BBA-CC(V)-401	3	1	0	30	70	0	4	100
Ability Enhancement Courses-AEC4	Each student will opt one Ability Enhancement course provided by the university								2	50
Value Enhancement Courses –VEC3	Each student will opt Value Added Courses provided by the university								2	50
Total									20	500

Exit Option: Any student opting for exit option after second year will get **Undergraduate Diploma in Business Administration** provided he/she completes 92 credits of first four semesters and additional 4 credits of summer training report (100 external marks) based on summer training of 4-6 weeks in a business organization undertaken after completion of second semester or fourth semester. Thus, he/she will be eligible to exit the course with the said 96 Credits. In addition, the summer internship report would be evaluated by external expert from panel approved by UGBOS of Department of Management, CRSU, Jind. Furthermore, the credits of summer internship report would be included/mention in the **Undergraduate Diploma in Business Administration** as follow:

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits
BBA-SEC-401	Summer Internship Report	Internship	-	100*	-	100	4

*The summer internship report would be evaluated by external expert from panel approved by UGBOS of Department of Management, CRSU, Jind.

Note: The student seeking admission in fifth semester would have to undergo a compulsory 4-6 weeks summer internship in a business organization after fourth semester and credits for the same will be included in fifth semester.

THIRD YEAR: SEMESTER V

Semester V										
Domain	Course Title	Course Code	Lecture	Tutorials	Practical	Internal Marks	External marks	Practical/ External Evaluation Marks	Credits	Total Marks
Core Course –A 5	Corporate Finance	BBA-CC-501	3	1	0	30	70	0	4	100
Core Course –B 5	International Business	BBA-CC-502	3	1	0	30	70	0	4	100
Core Course –C 5	Business Law	BBA-CC-503	3	1	0	30	70	0	4	100
Core Course (Vocational)- V2	Each student will opt one course from pool of vocational courses provided below in table of pool of vocational courses		3	1	0	30	70	0	4	100
Skill Enhancement Courses	Summer Internship Report	BBA-SEC-506							4	100
Total									20	500

POOL OF VOCATIONAL COURSES

Domain	Course Code	Nomenclature of Vocational Course	Credits
Core Course (Vocational)- V2	BBA-CC(V)-504	Event Management	4
Core Course (Vocational)- V2	BBA-CC(V)-505	Security Analysis and Portfolio Management	4

*The summer internship report would be evaluated by external expert from panel approved by UGBOS of Department of Management (DOM), Chaudhary Ranbir Singh University, Jind.

THIRD YEAR: SEMESTER VI

POOL OF VOCATIONAL COURSES (VI)

Semester VI										
Domain	Course Title	Course Code	Lecture	Tutorials	Practical	Internal Marks	External marks	Practical/ External Evaluation Marks	Credits	Total Marks
Core Course –A 6	Analysis of Financial Statements	BBA-CC-601	3	1	0	30	70	0	4	100
Core Course –B 6	Entrepreneurship Development	BBA-CC-602	3	1	0	30	70	0	4	100
Core Course –C 6	Comprehensive Viva-Voce	BBA-CC-603						0	4	100*
Core Course Minor-M4	Each student will opt one course from pool of vocational courses provided below in table of pool of minor courses	BBA-CC(M)-604 Or BBA-CC(M)-605	3	1	0	30	70	0	4	100
Core Course (Vocational)- V3	Each student will opt one course from pool of vocational courses provided below in table of pool of vocational courses	BBA-CC(V)-606 Or BBA-CC(V)-607	3	1	0	30	70	0	4	100
Total									20	500

Domain	Course Code	Nomenclature of Minor Course
Core Course (Vocational)- V3	BBA-CC(V)-606	Statistical Software Package (Excel)
Core Course (Vocational)- V3	BBA-CC(V)-607	Statistical Software Package (SPSS)

POOL OF MINOR COURSES FOR SEMESTER VI

Domain	Course Code	Nomenclature of Minor Course
Core Course Minor-M4	BBA-CC(M)-604	E-Commerce
Core Course Minor-M4	BBA-CC(M)-605	Business Tax Planning

*Comprehensive viva-voce would be conducted by external expert from panel approved by UGBOS of Department of Management (DOM), Chaudhary Ranbir Singh University, Jind.

Exit option: Any student who exit after 6 semesters must complete 132 credits and he/she would be awarded with **Bachelor of Business Administration**.

Notes:

1. A student will opt for Multidisciplinary Course (MDC) from the subject which is different from the discipline of business administration. Students are not allowed to choose or repeat courses already undergone at the higher secondary level (12th class) or opted as major and minor courses under this category. Provided further that if a Multidisciplinary Course across the discipline cannot be offered by the Department/Institute/College, due to its constraints and available resources, then
 - i. MDC can be opted out of MOOCs through SWAYAM.
 - ii. MDC can be completed out of online courses offered by the Chaudhary Ranbir Singh University, Jind.
 - iii. MDC can be completed from a cluster college, i.e., from a neighboring college/institute.
2. 4-year BBA (Honours) or (Honours with Research) will be offered after completion of 3 year BBA programme to those students who have completed at least 60 credits in the concerned discipline. In addition to the above, 4-year BBA (Honours with Research) will be offered only to those students who have obtained CGPA 7.5 or more in the 3 year BBA programme.
3. BBA (Honours) or (Honours with Research) will be awarded after successful completion of the four year programme securing 180 credits.
4. Student opting for Honours with Research will work on a Research Project or do research during the eighth semester. The dissertation work will be of 12 credits. 8 credits will be earmarked for the evaluation report of the dissertation and viva-voce examination will carry weightage of 4 credits.

Bachelor of Business Administration (Honours)

Fourth Year: Semester VII

Semester VII

Domain	Course Title	Course Code	Credits	Lecture	Tutorials	Practical	Internal Marks	External marks	Practical/ External Evaluation Marks	Total Marks
Core Course –H1	Management Process and Organizational Behavior	BBA-CC-H1-711	4	3	1	0	30	70	0	100
Core Course –H1	Microeconomics for Managers	BBA-CC-H1-712	4	3	1	0	30	70	0	100
Core Course –H1	Statistics for Management	BBA-CC-H1-713	4	3	1	0	30	70	0	100
Core Course –H1	Essentials of Business Communication	BBA-CC-H1-714	4	3	1	0	30	70	0	100
Discipline Specific Course- DSE-H1	Financial Reporting and Analysis	BBA-DSE-H1-715	4	3	1	0	30	70	0	100
Practicum Courses- H1	Seminar	BBA-PC-H1-716	2	-	-	-	-	-	50*	50
Minor Core Courses- HM1	Business Eco-System and Environment	BBA-CC-MH1-717	4	3	1	0	30	70	0	100
Total			26							650

*Seminar would be assessed by a presentation based on relevant topic assigned to the student by the institute/college and evaluation of the same will be done by the a two members committee comprising of an external expert from panel approved by UGBOS of Department of Management (DOM), Chaudhary Ranbir Singh University, Jind. and Head of Department (or his/her nominee) in concerned college/institute.

Fourth Year: Semester VIII

Semester VIII

Domain	Course Title	Course Code	Credits	Lecture	Tutorials	Practical	Internal Marks	External marks	Practical/ External Evaluation Marks	Total Marks
Core Course –H4	Management Science	BBA-CC-H4-811	4	3	1	0	30	70	0	100
Core Course –H5	Research Methodology	BBA-CC-H5-812	4	3	1	0	30	70	0	100
Core Course –H6	Marketing Management in New Age Businesses	BBA-CC-H6-813	4	3	1	0	30	70	0	100
Core Course –H7	Human Resource Management	BBA-CC-H6-814	4	3	1	0	30	70	0	100
Discipline Specific Course- DSE-H2	Production and Operations Management	BBA-DSE-H2-815	4	3	1	0	30	70	0	100
Practicum Courses- H2	Corporate Finance	BBA-PC-H2-816	4	3	1	0	30	70	0	100
Minor Core Courses- HM2	Comprehensive Viva-Voce	BBA-CC-MH2-817	2	-	-	-	-	-	50*	80
Total			26							650

*Comprehensive viva-voce would be conducted by external expert from panel approved by UGBOS of Department of Management (DOM), Chaudhary Ranbir Singh University, Jind

Note: Student completing 180 credits would be eligible to obtain **Bachelor of Business Administration (Honours)**.

Bachelor of Business Administration (Honours with Research)

Fourth Year: Semester VII

Semester VII

Domain	Course Title	Course Code	Credits	Lecture	Tutorials	Practical	Internal Marks	External marks	Practical/ External Evaluation Marks	Total Marks
Core Course –H1	Management Process and Organizational Behaviour	BBA-CC-H1-711	4	3	1	0	30	70	0	100
Core Course –H1	Microeconomics for Managers	BBA-CC-H1-712	4	3	1	0	30	70	0	100
Core Course –H1	Statistics for Management	BBA-CC-H1-713	4	3	1	0	30	70	0	100
Core Course –H1	Essentials of Business Communication	BBA-CC-H1-714	4	3	1	0	30	70	0	100
Discipline Specific Course- DSE-H1	Financial Reporting and Analysis	BBA-DSE-H1-715	4	3	1	0	30	70	0	100
Practicum Courses- H1	Seminar	BBA-PC-H1-716	2	-	-	-	-	-	50*	50
Minor Core Courses- HM1	Business Eco-System and Environment	BBA-CC-MH1-717	4	3	1	0	30	70	0	100
Total			26							650

*Seminar would be assessed by a presentation based on relevant topic assigned to the student by the institute/college and evaluation of the same will be done by the a two members committee comprising of an external expert from panel approved by UGBOS of Department of Management (DOM), Chaudhary Ranbir Singh University, Jind, and Head of Department (or his/her nominee) in concerned college/institute.

Fourth Year: Semester VIII

Semester VIII

Domain	Course Title	Course Code	Credits	Lecture	Tutorials	Practical	Internal Marks	External marks	Practical/ External Evaluation Marks	Total Marks
Core Course –H4	Management Science	BBA-CC-H2-811	4	3	1	0	30	70	0	100
Core Course –H5	Research Methodology	BBA-CC-H2-812	4	3	1	0	30	70	0	100
Minor Core Courses- HM2	Comprehensive Viva- Voce	BBA-CC-MH2-817	4	-	-	-	-	-	100*	100
Practicum Courses- H2 Project/Dissertation	Research Project	BBA-PC-H2-818	8+4	-	-	-	-	200**	100***	300
			2							50
Total			26							650

*Comprehensive viva-voce would be conducted by external expert from panel approved by UGBOS of Department of Management (DOM), Chaudhary Ranbir Singh University, Jind.

**Project Report will be evaluated by external examiner from panel approved by UGBOS of Department of Management (DOM), Chaudhary Ranbir Singh University, Jind.

***Viva-Voce on Project Report will be conducted by External Examiner from panel approved by UGBOS of Department of Management (DOM), Chaudhary Ranbir Singh University, Jind.

Note: Students completing 180 credits would be eligible to obtain **Bachelor of Business Administration (Honours with Research)**.

POOL OF MULTIDISCIPLINARY COURSES (MDC)

Multidisciplinary courses are based on introductory knowledge in a subject. These courses are offered to students of other discipline than discipline of business administration/management.

Course	Course Code	Nomenclature of Multidisciplinary Course	Credits
MDC-1	BBA-MDC-101	Social Media Marketing	3
MDC-2	BBA-MDC-201	Entrepreneurship & Start-ups	3
MDC-3	BBA-MDC-301	Fundamentals of Investing	3

POOL OF SKILL ENHANCEMENT COURSES (SEC)

Course	Course Code	Nomenclature of Skill Enhancement Course	Credits
SEC-2	BBA-SEC-204	Integrating Marketing Communications	3
SEC-2	BBA-SEC-214	Business Communication	3
SEC-3	BBA-SEC-301	GST Return Filing	3
SEC-3	BBA-SEC-302	Communication in Personal Life	3

POOL OF VALUE ADDED COURSES (VAC)

Course	Course Code	Nomenclature of Value Added Course	Credits
VAC-4	BBA-VAC-401	Business Ethics	2
VAC-4	BBA-VAC-402	Financial Literacy	2
VAC-4	BBA-VAC-403	Logistic Management	2

POOL OF VOCATIONAL COURSES (VOC)

Course	Course Code	Nomenclature of Vocational Course	Credits
V1	BBA-CC(V)-401	Data Analysis	4
V2	BBA-CC(V)-504	Event Management	4
V2	BBA-CC(V)-505	Security Analysis and Portfolio Management	4
V3	BBA-CC(V)-606	Statistical Software Package (Excel)	4
V3	BBA-CC(V)-607	Statistical Software Package (SPSS)	4

POOL OF MINOR COURSES (M)

Course	Course Code	Nomenclature of Vocational Course	Credits
M1	BBA-CC(M)-101	Computer Applications in Management	2
M2	BBA-CC(M)-201	Business Mathematics	2
M3	BBA-CC(M)-301	Statistics for Managers	4
M4	BBA-CC(M)-604	E-Commerce	4

M4	BBA-CC(M)-605	Business Tax Planning	4
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Detailed Syllabus

Part A – Introduction			
Subject	Business Administration		
Semester	I		
Name of the Course	Management Concept and Principles		
Course Code	BBA-CC-101		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-A1		
Level of the course (As per Annexure-I)	Foundation-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After the successful completion of the course, students will be able to:</p> <p>CLO1: Gain insight about various management styles and apply them in real business conditions and understand their implications.</p> <p>CLO2: Understand the process of planning. Analyze and apply the best management practices in the organization.</p> <p>CLO3: Determine and Construct various controlling measures to solve various problems.</p> <p>CLO4: Gain insight about various leadership and motivational styles and apply them in real business conditions and understand their implications.</p> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	4	0	4
Contact Hours	60	0	60
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 14 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Introduction: Nature, Scope and Significance of Management; Process of Management; Role of Managers; Principles of Management; Levels of Management; Evolution of Management Thought: Classical, Neoclassical and Contingency	15
II	Planning: Meaning, Importance, and Process; Effective Planning; Types of Plans; Decision Making: Concept, Nature, Types of Decision, Process, and Techniques; Management by Objectives: Concept & Applications	15
III	Organizing: Nature, Importance, Principles and Process; Departmentalization; Decentralization; Centralization; Delegation; Authority and Responsibility Relationship: Line, Staff and Functional; Formal vs. Informal Organizations	15
IV	Leadership: Meaning and Nature; Motivation: Meaning and Nature; Process and Content Theory of Motivation Control: Nature, Process and Significance; Control Methods: Pre-action Control, Steering Control and Post-action Control; Control Techniques	15
V*		

Suggested Evaluation Methods	
<p>Internal Assessment:</p> <ul style="list-style-type: none"> ➤ Theory ● Class Participation: 5 ● Seminar/presentation/assignment/quiz/class test etc.: 10 ● Mid-Term Exam: 15 ➤ Practicum ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam: 	End Term Examination: 70
Part C-Learning Resources	
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Koontz, H. & Weihrich, H. (2012). <i>Essentials of Management: An International Perspective</i> (8th ed.). McGraw Hill. 2. Robbins S. P., & Coulter, M. (2020). <i>Management</i> (15th ed.). Pearson. 3. Kreitner, R., & Mohapatra, M. (2008). <i>Management</i>. Dreamtech Press. 4. Stoner, J. A. F., Gilbert, D. R., & Freeman, R. E. (2003). <i>Management</i> (6th ed.). Pearson. 5. Rao, V. S. P. (2006). <i>Human Resource Management: Text and Cases</i>. Excel Books. 	

*Applicable for courses having practical component.

Part A – Introduction			
Subject	Business Administration		
Semester	I		
Name of the Course	Basic Statistics		
Course Code	BBA-CC-102		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-B1		
Level of the course (As per Annexure-I)	Foundation-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After successful completion of the course, the students will be able to:</p> <p>CLO1: Apply a basic knowledge of statistics to business disciplines;</p> <p>CLO2: Apply appropriate graphical and numerical descriptive statistics for different types of data</p> <p>CLO3: Develop the ability to analyze and summarize the data to provide meaningful information to know about the data;</p> <p>CLO4: Use simple regression and correlation models to analyse the underlying relationships between the variables</p> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	4	0	4
Contact Hours	60	0	60
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 14 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	<p>Meaning and Scope: Origin and development of Statistics, Importance, scope and limitation of statistics, Concept of Statistical population and sample.</p> <p>Data Classification and Presentation: Classification: rules of classification, bases of classification, frequency distribution, Presentation: Tabular, Diagrammatic and Graphical Difference between diagrams and graphs.</p>	15
II	<p>Measures of Central Tendency: Concept and objectives of an average, Requisites of a measure of central tendency; types of averages, mathematical averages and positional averages applications and limitations.</p>	15
III	<p>Measures of Dispersion, Skewness: Concept and objectives and significance of measuring dispersion, Requisites of a measure of dispersion, absolute and relative measures of dispersion, Types of measures of dispersion- Range, quartile deviation, mean deviation, standard deviation, and their coefficients. Skewness: Meaning and absolute and relative measures of skewness. Concept of Kurtosis.</p>	15
IV	<p>Correlation Analysis: Meaning and types of Correlation; Correlation Vs Causation; Types of correlations, Method of correlation analysis- Scatter diagram, Karl Pearson’s, Spearman Rank, and con-current method; Coefficient of determination</p>	15
V*		

Suggested Evaluation Methods

Internal Assessment:

➤ **Theory**

- Class Participation: **5**
- Seminar/presentation/assignment/quiz/class test etc.: **10**
- Mid-Term Exam: **15**

➤ **Practicum**

- Class Participation:
- Seminar/Demonstration/Viva-voce/Lab records etc.:
- Mid-Term Exam:

End Term Examination: 70

Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. Anderson, D. R. (2014). Statistics for learners of Economics and Business. Boston: Cengage Learning.
2. Gupta, S. P., & Gupta, A. (2014). Business Statistics: Statistical Methods. New Delhi: S. Chand Publishing.
3. Gupta, S.C (2022). Fundamental of Statistics. Himalaya publishing House
4. Levin, R., Rubin, D. S., Rastogi, S., & Siddqui, M. H. (2022). Statistics for Management. London: Pearson Education.
5. Sharma, J. K. (2022). Business Statistics, New Delhi: Vikas Publishing House Pvt. Ltd.

*Applicable for courses having practical component.

Part A – Introduction			
Subject	Business Administration		
Semester	I		
Name of the Course	Fundamentals of Accounting		
Course Code	BBA-CC-103		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-C1		
Level of the course (As per Annexure-I)	Foundation-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After completing the course, the student will be able to:</p> <p>CLO1: Apply the generally accepted accounting principles in recording financial transactions and preparing financial statements.</p> <p>CLO2: Demonstrate accounting process under computerized accounting system.</p> <p>CLO3: Evaluate the importance of depreciation in financial statements.</p> <p>CLO4: Prepare financial statements of corporate business entities.</p> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	4	0	4
Contact Hours	60	0	60
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 14 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Accounting: Nature, Scope, Functions and Limitations; Types of Accounting and Accounting System; Accounting Concepts and Conventions; Accounting Equation	15
II	Accounting Process: Journal and Ledger, Trial Balance, Subsidiary Books	15
III	Capital and Revenue; Classification of Income, Expenditure, and Receipts; Preparation of Final Accounts: Trading Account, Profit and Loss Account, Balance Sheet (with adjustments)	15
IV	Depreciation: Concept, Causes, Features, Objectives, and Methods; Valuation of Stock, Bank Reconciliation Statement; Introduction of IASB & IFRS Role of Computer in Accounting; Flow Chart, Software Packages for Accounting, Accounting for Non-Profit Organizations	15
V*		

Suggested Evaluation Methods

<p>Internal Assessment:</p> <ul style="list-style-type: none"> ➤ Theory ● Class Participation: 5 ● Seminar/presentation/assignment/quiz/class test etc.: 10 ● Mid-Term Exam: 15 ➤ Practicum ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam: 	<p>End Term Examination: 70</p>
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Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. Bhattacharya, K., & Dearden J.: *Accounting for Management - Text and Cases*. Vikas Publishing House
2. Gupta, A. (2004): *Financial Accounting for Management*. Pearson, Delhi, 2004.
3. Jelsy Joseph Kuppapally, J. J. (2010): *Accounting for Managers*. Prentice Hall.
4. Narayanaswamy R. (2011): *Financial Accounting*. Prentice Hall.
Maheshwari, S.N., Maheshwari, S.K., Maheshwari, S.K. *Financial Accounting*. New Delhi: Vikas Publishing House Pvt. Ltd.

*Applicable for courses having practical component.

Part A – Introduction			
Subject	Business Administration		
Semester	II		
Name of the Course	Organizational Behaviour		
Course Code	BBA-CC-201		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-A2		
Level of the course (As per Annexure-I)	Foundation-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After successful completion of the course, the students will be able to:</p> <p>CLO1: To understand the conceptual framework of the discipline of OB and its practical applications in the organizational set up</p> <p>CLO2: To deeply understand the role of individual, groups and structure in achieving organizational goals effectively and efficiently.</p> <p>CLO3: To accept and embrace in working with different people from different cultural and diverse background in the workplace.</p> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	4	0	4
Contact Hours	60	0	60
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 14 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Organizational Behavior (OB): Meaning, Need, and Scope; Contributing Disciplines to the OB field; Challenges and Opportunities for OB	15
II	Understanding Individual Behavior: Attitudes and Job Satisfaction, Emotions and Moods, Emotional Labor, Emotional Intelligence, Personality and Values	15
III	Perception and Individual Decision-making: Motivation Concepts and Applications	15
IV	Foundations of Group Behavior: Meaning and Nature, Stages of Group Development, Types of Groups, Group properties; Work Teams Power and Politics: Conflict and Negotiation; Organizational Culture; Organizational Change and Development	15
V*		

Suggested Evaluation Methods

<p>Internal Assessment:</p> <ul style="list-style-type: none"> ➤ Theory ● Class Participation: 5 ● Seminar/presentation/assignment/quiz/class test etc.: 10 ● Mid-Term Exam: 15 ➤ Practicum ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam: 	<p>End Term Examination: 70</p>
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Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. Ivancevich, J. M., Konopaske, R., & Matteson, M. T. (2008). *Organizational Behavior and Management*(1st reprint). Tata McGraw-Hill.
2. Kreitner, R, & Kinicki, A. (2008). *Organizational Behavior* (8th ed.). McGraw Hill
3. Luthans, F. (2011). *Organizational Behavior: An Evidence-Based Approach* (12th ed.) McGraw-Hill/Irwin.
4. Newstrom, J. W. (2017), *Organizational Behavior: Human Behavior at Work* (12th ed.). McGraw Hill.
5. Parikh, M., & Gupta, R. (2010). *Organizational Behaviour*. McGraw Hill.
6. Robbins, S. P., & Judge, T. A. (2013). *Organizational Behavior* (15th ed.). Pearson.
7. Morgan, C. T. and King, Introduction to Psychology, McGraw Hill, New Delhi.
Parsad L. M., Organizational Behaviour, Sultan Chand and Sons, New Delhi.

Part A – Introduction			
Subject	Business Administration		
Semester	II		
Name of the Course	Principles of Marketing		
Course Code	BBA-CC-202		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-B2		
Level of the course (As per Annexure-I)	Foundation-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After successful completion of the course, the students will be able to:</p> <p>CLO1: Understand the concept of marketing and related concepts.</p> <p>CLO2: An in-depth understanding to various elements marketing mix for effective functioning of an organization.</p> <p>CLO3: Learn some of the tools and techniques of marketing with focus on Indian experiences, approaches and cases.</p> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	4	0	4
Contact Hours	60	0	60
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 14 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation – Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept. Marketing Environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context).	15
II	Segmentation, Targeting and Positioning: Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets. Market Targeting, Product positioning concept and Tools	15
III	Product decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling.	15
IV	Marketing Mix: Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), Adapting Price. Promotion Decisions: Factors determining promotion mix, Promotional Tools – Fundamentals of advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling. Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers. Marketing of Services: unique characteristics of services, marketing strategies for service firms – 7Ps	15
V*		

Suggested Evaluation Methods	
<p>Internal Assessment:</p> <ul style="list-style-type: none"> ➤ Theory ● Class Participation: 5 ● Seminar/presentation/assignment/quiz/class test etc.: 10 ● Mid-Term Exam: 15 ➤ Practicum ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam: 	End Term Examination: 70
Part C-Learning Resources	
<p>Recommended Books/e-resources/LMS:</p> <ol style="list-style-type: none"> 1. Philip Kotler, Gray Armstrong, Prafulla Agnihotri, Principles of Marketing, 17e. Pearson Education, 2018. 2. Rosalind Masterson, Nichola Phillips, David Pickton, Marketing An Introduction, 5 e, SAGE South Asia edition, 2021 3. Ramaswamy Namakumari, Marketing Management-Indian Context, Global Perspective, 6e. Sage Texts, 2018. 4. K.S. Chandrashekar, Market Management-Text & Cases, Tata Mc Graw Hill, 2010. 5. Paul Baines, Chris Fill, Sara Rosengren, and Paolo Antonetti, Marketing Oxford University Press, 2020. 	

*Applicable for courses having practical component.

Part A – Introduction			
Subject	Business Administration		
Semester	II		
Name of the Course	Corporate Accounting		
Course Code	BBA-CC-203		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-C2		
Level of the course (As per Annexure-I)	Foundation-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After successful completion of the course, the students will be able to:</p> <p>CLO1: Understand the features and accounting treatment of Shares and Debentures.</p> <p>CLO2: Know the procedure of redemption of Preference Shares and Debentures</p> <p>CLO3: Know the procedure of valuation of goodwill and shares.</p> <p>CLO4: Prepare of Company's Final Accounts.</p> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	4	0	4
Contact Hours	60	0	60
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 14 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Issue of Shares and Debentures: Issue, Forfeiture and re-issue of shares, Redemption of preference shares; Issue and redemption of debentures	15
II	Accounting for special issue: Bonus issue, Employee’s stock option plan, Buy back of shares.	15
III	Valuation of goodwill and shares, Underwriting of shares	15
IV	Final accounts: As per latest format Prescribed under companies Act, 2013. Consolidated balance sheet of holding companies with one subsidiary only.	15
V*		

Suggested Evaluation Methods

Internal Assessment:

➤ **Theory**

- Class Participation: **5**
- Seminar/presentation/assignment/quiz/class test etc.: **10**
- Mid-Term Exam: **15**

➤ **Practicum**

- Class Participation:
- Seminar/Demonstration/Viva-voce/Lab records etc.:
- Mid-Term Exam:

End Term Examination: 70

Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. Groves, R.E.V., Pendlebury, M., Company Accounts: Analysis, Interpretation and Understanding, Van Nostrand Reinhold publisher.
2. Maheshwari, S.N., Corporate Accounting, Vikas Publishing House, New Delhi
3. Shukla, M.C., Grewal, T.S. and Gupta, S.C., Advanced Accounts, S. Chand & Co., New Delhi
4. Moore, C.L. and Jaedicke, R : K.K. Managerial Accounting, South-western *Publishing* Company.

*Applicable for courses having practical component.

Part A – Introduction			
Subject	Business Administration		
Semester	III		
Name of the Course	Personnel Management		
Course Code	BBA-CC-301		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-A3		
Level of the course (As per Annexure-I)	Intermediate-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After successful completion of the course, the students will be able to:</p> <p>CLO1: Understand basic nature and importance of personnel management.</p> <p>CLO2: Analyze the current theory and practice of recruitment and selection.</p> <p>CLO3: Realize the importance of performance management system in enhancing employee performance.</p> <p>CLO4: Recommend actions based on results of the compensation analysis and design compensation schemes that are cost effective, that increase productivity of the workforce, and comply with the legal framework.</p> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	4	0	4
Contact Hours	60	0	60
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 14 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Personnel Management: Concept, Nature, Scope and Significance of Personnel Function in Modern Organization, Evaluation and Philosophy of Management of Human Resource, Dimensions of Human Resource, Management Policies, Present Status of Human Resource Management In India.	15
II	Planning and Staffing Policy: Job Evaluation, Job Analysis, Job Description, Manpower Planning.	15
III	Action Areas: Selection, recruitment, placement, performance appraisal, transfer, promotion, demotion and discharge	15
IV	Development of Human Resources - HRD Philosophy and Process, Nature, Objectives, Scope of Training, Development and Performance Appraisal. Compensation: Need for National Wage Policy, Job Evaluation, Wage Structure, Fringe Benefits, Financial and Non-Financial Benefits, Personnel Control Research and Audit.	15
V*		

Suggested Evaluation Methods

Internal Assessment:

➤ Theory

- Class Participation: **5**
- Seminar/presentation/assignment/quiz/class test etc.: **10**
- Mid-Term Exam: **15**

➤ Practicum

- Class Participation:
- Seminar/Demonstration/Viva-voce/Lab records etc.:
- Mid-Term Exam:

End Term Examination: **70**

Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. Dessler, Gary, "Human Resource Management", New Delhi, Pearson Education Asia.
2. Durai, Pravin, "Human Resource Management," New Delhi, Pearson.
3. Noe, Raymond A., Hollenbeck, John R, Gerhart, Barry, Wright, Patrick M., "Human Resource Management: Gaining a Competitive Advantage," New Delhi, McGraw-Hill.
4. Mathis, Robert L. and Jackson, John H., "Human Resource Management," New Delhi, Thomson.
5. Aswathappa, K., "Human Resource Management", Text and Cases. New Delhi, Tata McGraw – Hill.

*Applicable for courses having practical component.

Part A – Introduction			
Subject	Business Administration		
Semester	III		
Name of the Course	Managerial Economics		
Course Code	BBA-CC-302		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-B3		
Level of the course (As per Annexure-I)	Intermediate-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After successful completion of the course, the students will be able to:</p> <p>CLO1: Define the basic elements of business economic aspects of firm.</p> <p>CLO2: Forecast demand for a product.</p> <p>CLO3: Know what to produce, where to, when to, how to, for whom to produce.</p> <p>CLO4: Gain insight about concepts of theory of firm and market organisation.</p> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	4	0	4
Contact Hours	60	0	60
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 14 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Managerial Economics: Meaning, Nature and Scope & its Significance; Objectives of the firm, & Relationship with other disciplines, Role of managerial economics in decision Making.	15
II	Theory of Demand: Nature of demand for a product, individual demand, market demand, determinants of demand. Law of demand, Elasticity of demand and its determinants. Theory of Consumer Behavior: Cardinal Utility analysis, indifference curve analysis, applications of indifference curves.	15
III	Theory of Production and Costs: The concept of production function, production with one and two variable inputs, theory of cost in short run and long run, revenue function.	15
IV	Theory of Firm and Market Organization: pricing under perfect competition, pricing under monopoly, price discrimination, pricing under monopolistic competition, selling cost, pricing under oligopoly.	15
V*		

Suggested Evaluation Methods

<p>Internal Assessment:</p> <ul style="list-style-type: none"> ➤ Theory ● Class Participation: 5 ● Seminar/presentation/assignment/quiz/class test etc.: 10 ● Mid-Term Exam: 15 ➤ Practicum ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam: 	<p>End Term Examination: 70</p>
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Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. Jole, D, *Managerial Economics*, PrenticeHall.
2. V. Mote, Paul, S., &G. Gupta (2017), *Managerial Economics: Concepts and Cases*. McGraw Hill.
3. Truett, C. J.,& D. B. Truett(1984): *Managerial Economics* (2nd ed.). Cincinnati, South Western Publication.
4. Dwivedi, D. N. (2015): *Managerial Economics* (8th ed.). Vikas Publication
5. Koutsoyiannis, A. (2003): *Modern Microeconomics* (Indian 2nd ed.).Palgrave Macmillan

*Applicable for courses having practical component.

Part A - Introduction			
Subject	Business Administration		
Semester	III		
Name of the Course	Fundamentals of Financial Management		
Course Code	BBA-CC-303		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-C3		
Level of the course (As per Annexure-I)	Intermediate-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After successful completion of the course, the students will be able to:</p> <p>CLO1: To understand the basis and goals of an organisation.</p> <p>CLO2: Evaluate the time value of money estimation of cash flows.</p> <p>CLO3: To apply capital budgeting tools in the business.</p> <p>CLO4: To evaluate the various sources of finance available in the market.</p> <p>CLO5: To know the performance of current assets and current liabilities in business..</p> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	4	0	4
Contact Hours	60	0	60
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 14 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Introduction to Financial Management: Introduction, Meaning, Definition and types of finance, Scope and objectives of Financial Management. Time value of money: Introduction, need of time value of money.	15
II	Financial Planning and Strategy: Introduction, Strategic Decision making and planning, Interface between Financial planning and strategic management, financial forecasting, basics of capital budgeting, capital budgeting decisions Payback period, Accounting Rate of Return and Net Present Value	15
III	Sources of Financing: Introduction, Role of Financial Markets, Financial Markets: Segments, Product and Services, Long Term Source of finance-Equity, Domestic Capital Markets, Global Depository Receipts, Exist Options, Long Term Source of Finance, internal finance and loan financing	15
IV	Working Capital Management: Introduction, Meaning of Working Capital, concept of working capital, nature of working capital, planning of working capital, principles of working capital management, factors affecting working capital management, working capital and operating cycle, net working capital and gross working capital.	15
V*		

Suggested Evaluation Methods	
<p>Internal Assessment:</p> <ul style="list-style-type: none"> ➤ Theory ● Class Participation: 5 ● Seminar/presentation/assignment/quiz/class test etc.: 10 ● Mid-Term Exam: 15 ➤ Practicum ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam: 	End Term Examination: 70
Part C-Learning Resources	
<p>Recommended Books/e-resources/LMS:</p> <ol style="list-style-type: none"> 1. C. Paramasivan, T. Subramanian, Financial Management, New age international (p) limited,2009. 2. I M Pandey, Financial Management, 12 e, Pearson Publications, 2021. 3. M.Y Khan, P K Jain, Financial Management-Text and Problems, 8e, Mc Graw Hill,2019. 4. Prasanna Chandra, Financial Management, 10e, Mc Graw Hill, 2019. 5. Arindam Banerjee, Financial Management, Oxford Publications, 2016. 	

*Applicable for courses having practical component.

Part A - Introduction			
Subject	Business Administration		
Semester	IV		
Name of the Course	Business Research Methods		
Course Code	BBA-CC-401		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-A4		
Level of the course (As per Annexure-I)	Intermediate-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After successful completion of the course, the students will be able to:</p> <p>CLO1: Provide an exposure pertaining to the nature and extent of research orientation and give an understanding of the components, concept, constructs, and variables.</p> <p>CLO2: Provide an understanding of the research design and measurement scales.</p> <p>CLO3: Provide an understanding of the sample design.</p> <p>CLO4: Provide an understanding of the basic techniques and tools of business research.</p> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	4	0	4
Contact Hours	60	0	60
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 14 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Business Research: Meaning, Types, Managerial value of Business Research; Theory and Research – Components, Concept, Constructs, variables, Proposition and Hypothesis, Deductive and Inductive theory; Nature, Process and Importance of Problem Definition; Purpose and types of Research Proposal, Ingredients of Research Proposal.	15
II	Research Design: Meaning, Classification and Elements of Research Design; Methods and categories of Exploratory Research; basic issues in Experimental Design, classification of Experimental Design; Concept and their measurement, Measurement Scales.	15
III	Sample Design and Sampling Procedure, Determination of Sample Size; Research Methods of collecting Primary data; and Issues in construction of Questionnaire.	15
IV	Statistical techniques of Data Analysis; Nature and Types of Descriptive Analysis, Univariate and Bivariate tests of Statistical Significance; Meaning and Types of Research Report, Ingredients of Research Report.	15
V*		

Suggested Evaluation Methods	
<p>Internal Assessment:</p> <ul style="list-style-type: none"> ➤ Theory ● Class Participation: 5 ● Seminar/presentation/assignment/quiz/class test etc.: 10 ● Mid-Term Exam: 15 ➤ Practicum ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam: 	End Term Examination: 70

Part C-Learning Resources
<p>Recommended Books/e-resources/LMS:</p> <ol style="list-style-type: none"> 1. Cooper, D., Schindler, P., and Sharma, J. K. <i>Business Research Methods</i>. McGraw Hill Education. 2. Bajpai, N. <i>Business Research Methods</i>. Pearson Education. 3. Zikmund, William G., Babin, Barry J., Carr, Jon C., and Griffin, M. <i>Business Research Methods</i>. Cengage India Private Limited.

*Applicable for courses having practical component.

Part A - Introduction			
Subject	Business Administration		
Semester	IV		
Name of the Course	Marketing of Services		
Course Code	BBA-CC-402		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-B4		
Level of the course (As per Annexure-I)	Intermediate-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After successful completion of the course, the students will be able to:</p> <p>CLO1: Describe the fundamentals of services marketing</p> <p>CLO2: Explain the strategic and tactical aspects of services marketing.</p> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	4	0	4
Contact Hours	60	0	60
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 14 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Services – Meaning, Characteristics & Nature. Growth in Service Sector, Growth in Services Sector, Marketing of Services-Conceptual Framework, Marketing Mix in Services, Services Marketing Environment, Services Triangle	15
II	Services Consumer Behaviour: Designing Service Marketing Strategy, STP (Segmenting, Targeting and Positioning)-Approach in Service Sector, New Service Design and Development	15
III	Service Demand Management: Role of Customers in Services, Role of Employees in Services, Service Quality, Gap Analysis, SERVQUAL, Customer Satisfaction and Relationship Marketing in Services	15
IV	Services Pricing: Objectives & Approaches, Managing Physical Evidence, Integrated Marketing Communication in Services. Relationship Marketing in Services. Delivery & Distribution of Services: Global Strategies in Services Management, Service Failure and Recovery, Role of Technology in Services, Recent Trends in Services	15
V*		

Suggested Evaluation Methods

Internal Assessment:

➤ **Theory**

- Class Participation: **5**
- Seminar/presentation/assignment/quiz/class test etc.: **10**
- Mid-Term Exam: **15**

➤ **Practicum**

- Class Participation:
- Seminar/Demonstration/Viva-voce/Lab records etc.:
- Mid-Term Exam:

End Term Examination: 70

Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. Jochen Wirtz, Christopher Lovelock, Jayanta Chatterjee; Services Marketing: People, Technology, Strategy; Pearson 2017 / Edition 8th .
2. Valeire Zeithnal, Mary Jo Bitner, Dwayne D. Gremier, Ajay Pandit; Services Marketing: Integrating Customer Focus Across the Firm; McGraw Hill 2017 / Edition 6th
3. K. Rama Mohan Rao; Services Marketing; Pearson 2011 / Edition 2nd
4. Rajendra Nargundkar; Services Marketing; McGraw Hill 2010 / Edition 3rd
5. Priyanka B. Joshi; Services Marketing; Everest 2015 / Edition 1st
6. R. Srinivasan; Services Marketing: The Indian Context; PHI 2014 / Edition 4th

*Applicable for courses having practical component.

Part A - Introduction			
Subject	Business Administration		
Semester	IV		
Name of the Course	Cost and Management Accounting		
Course Code	BBA-CC-403		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-C4		
Level of the course (As per Annexure-I)	Intermediate-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After successful completion of the course, the students will be able to:</p> <p>CLO1: Understand the basis of conventional and contemporary costing systems</p> <p>CLO2: Determine the costs of products and services</p> <p>CLO3: Critically analyse relevant costs and provide recommendations for decision making</p> <p>CLO4: Prepare plans and budgets and analyse variances from standard cost to pinpoint areas that need control</p> <p>5*.</p>		
Credits	Theory	Practical	Total
	4	0	4
Contact Hours	60	0	60
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 14 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Nature, Scope of Management Accounting: Meaning, definition, nature and scope of Management Accounting; Cost concepts: , Cost Control, and Cost Reduction; Elements of Cost, Components of total Cost, Cost Sheet. Classification of Costs.	15
II	Cost-Volume-Profit Analysis: Marginal cost, Contribution per unit and Total contribution. Profit- Volume Ratio, Break-even Analysis : Cost Break-even Point, Composite Break-even Point, Cash Break-even Point, Margin of safety. Relevant Costs and Decision Making such as : Key Factor, Pricing, Product Profitability, Dropping a product line, Make or Buy, Export Order, Sell or Process Further, Shut down vs. Continue operations.	15
III	Budgets and Budgetary Control: Meaning, Types of Budgets, Steps in Budgetary Control, Fixed and Flexible Budgeting, Sales budget, Production Budget, Raw material consumption Budget, Raw Material Purchase Budget, Overhead Budgets, Cash Budget, and Master Budget. Zero based budgeting.	15
IV	Standard Costing and Variance Analysis: Meaning of Standard Cost and Standard Costing, Advantages, Limitations and Applications; Material Cost Variance, Price and Usage Variance and Mix and yield Variance; Labor Cost Variance, Rate and Usage Variance, Idle time, Mix and Yield variance	15
V*		

Suggested Evaluation Methods

Internal Assessment:

➤ **Theory**

- Class Participation: **5**
- Seminar/presentation/assignment/quiz/class test etc.: **10**
- Mid-Term Exam: **15**

➤ **Practicum**

- Class Participation:
- Seminar/Demonstration/Viva-voce/Lab records etc.:
- Mid-Term Exam:

End Term Examination: **70**

Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. Jain S.P., Narang K.L Cost and Management Accounting BBA . 1st 2010 Rept. 2012, Kalyani Publishers
2. BBM Sharma R.K., Gupta Shashi Cost & Management Accounting, 1st 2010 Rept. 2012 , Kalyani Publishers
3. S.N.Maheswari - Cost and Management Accounting – Sultan Chand Publications
4. Earl K. Stice and James. D. Stice, “Financial Accounting – Reporting and Analysis”, 2009, 7th Ed. South western, Cengage Learning.
5. Shashi K Gupta and Sharma, Management Accounting – Kalyani Publishers

*Applicable for courses having practical component.

Part A - Introduction			
Subject	Business Administration		
Semester	V		
Name of the Course	Corporate Finance		
Course Code	BBA-CC-501		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-A5		
Level of the course (As per Annexure-I)	Intermediate-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After successful completion of the course, the students will be able to:</p> <p>CLO1: Define the concept of the time value of money</p> <p>CLO2: Discuss the basics of bonds and stocks</p> <p>CLO3: Explain the capital budgeting techniques</p> <p>CLO4: Estimate cash flows for investment decision</p> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	4	0	4
Contact Hours	60	0	60
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70	Time: 3 Hours		

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 14 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Nature of Financial Management: Finance and related disciplines; Scope of Financial Management; Profit Maximization, Wealth Maximization - Traditional and Modern Approach; Functions of finance – Finance Decision, Investment Decision, Dividend Decision; Objectives of Financial Management; Organisation of finance function; Concept of Time Value of Money, present value, future value, and annuity.	15
II	Concept and Measurement of Cost of Capital: Explicit and Implicit costs; Measurement of cost of capital; Cost of debt; Cost of perpetual debt; Cost of Equity Share; Cost of Preference Share; Cost of Retained Earning; Computation of over-all cost of capital based on Historical and Market weights;	15
III	Capital Structures: Approaches to Capital Structure Theories - Net Income approach, Net Operating Income approach, Modigliani-Miller (MM) approach, Dividend Policy Decision - Dividend and Capital; The irrelevance of dividends: General, MM hypothesis; Relevance of dividends: Walter's model, Gordon's model; Leverage Analysis: Operating and Financial Leverage; EBIT -EPS analysis; Combined leverage.	15
IV	Dividend Policies: Issues in Dividend Decisions; Relevance Theory; Walter's Model; Gordon's Model; Irrelevance Theory; M-M hypothesis; Dividend Policy in Practice; Forms of Dividends; Stability in Dividend Policy; Corporate Dividend Behaviour	15
V*		

Suggested Evaluation Methods	
<p>Internal Assessment:</p> <ul style="list-style-type: none"> ➤ Theory ● Class Participation: 5 ● Seminar/presentation/assignment/quiz/class test etc.: 10 ● Mid-Term Exam: 15 ➤ Practicum ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam: 	End Term Examination: 70
Part C-Learning Resources	
<p>Recommended Books/e-resources/LMS:</p> <ol style="list-style-type: none"> 1. I.M. Pandey: Financial Management: Theory and Practices, Vikas Publishing House 2. R. P. Rustogi: Financial Management: Theory Concepts and Practices, Taxmann Publication. 3. M.Y. Khan & P.K. Jain: Financial Management Text Problem and Cases, Tata McGraw Hill Pubilshlng Co. Ltd. 4. R.A. Brealey, S.C. Myers, F. Allen& P. Mohanty: Principles of Corporate Finance, McGraw Hill Higher Education 5. J.V. Horne & J.M. Wachowicz: Fundamentals of Financial Management Prentice 	

*Applicable for courses having practical component.

Part A - Introduction			
Subject	Business Administration		
Semester	V		
Name of the Course	International Business		
Course Code	BBA-CC-502		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-B5		
Level of the course (As per Annexure-I)	Intermediate-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After successful completion of the course, the students will be able to:</p> <p>CLO1: Demonstrate an in-depth understanding of environmental forces affecting International Business.</p> <p>CLO2: Identify the critical issues in International Business.</p> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	4	0	4
Contact Hours	60	0	60
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70	Time: 3 Hours		

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 14 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	International business: Meaning, modes, scope, importance, benefits, International business environment, economic-political-legal-cultural and technological	15
II	Methods of entry into International markets: Entry strategies- Licensing- Franchising-Joint Ventures-Acquisitions-Strategic Alliances- Trade barriers-Trade blocks .Multinational Corporations- its nature and characteristics-Indian companies become Global- problems and prospects	15
III	Export Import procedures and documentation: Terms of export import order-documentary bill (D/A, D/P bill) -Letter of credit-Bill of lading- Balance of payment Balance of trade-FEMA capital account convertibility	15
IV	International Financial Organisations and Marketing strategies: UNO,WTO, IMF, World Bank, ADB, IFC, UNCTAD,IDA and IBRD- International marketing strategies. Globalisation of Indian Business: Indias competitive advantage in Industries like IT, Textiles, GEMS jewellery- Indias strength and weakness in International Business- International Barriers -trade and non trade	15
V*		

Suggested Evaluation Methods	
<p>Internal Assessment:</p> <p>➤ Theory</p> <ul style="list-style-type: none"> ● Class Participation: 5 ● Seminar/presentation/assignment/quiz/class test etc.: 10 ● Mid-Term Exam: 15 <p>➤ Practicum</p> <ul style="list-style-type: none"> ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam: 	End Term Examination: 70
Part C-Learning Resources	
<p>Recommended Books/e-resources/LMS:</p> <ol style="list-style-type: none"> 1. Global Business Today- Charles W L Hill, University of Washington. 2. John Daniels, Lee Radebaugh, Daniel Sullivan, International Business: Environments & Operations- Prentice Hall, New Delhi 3. VK Bhalla, International Business, S Chand and Company Pvt Ltd. Mumbai. 4. Francis Cherunilayam, International Business- Text and Cases (Fifth Edition), PHI Learning, New Delhi 5. Donald Ball, Michael Geringer, Michael Minor & Jeanne Mc Nett. International Business: The Challenge of Global Competition-, McGraw Hill, New York. 	

*Applicable for courses having practical component.

Part A - Introduction			
Subject	Business Administration		
Semester	V		
Name of the Course	Business Law		
Course Code	BBA-CC-503		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-C5		
Level of the course (As per Annexure-I)	Intermediate-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After successful completion of the course, the students will be able to:</p> <p>CLO1: Familiarize the concept and nature of law, business laws.</p> <p>CLO2: Understand fundamental concept, principles and legal frameworks of business laws.</p> <p>CLO3: Develop comprehensive understanding about the existing law in India</p> <p>CLO4: Demonstrate an understanding of the contract act and partnership act of Business</p> <p>CLO5: To make the students aware regarding consumer rights</p> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	4	0	4
Contact Hours	60	0	60
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 14 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	The Indian Contract Act: Nature of contract, Elements of valid contract, Offer & Acceptance, Communication of offer, acceptance & revocation, Capacity of contract, Coercion, Free concert, Duress & undue influence, Fraud, Misrepresentation, Mistake, Legality of object, Contingent Contract, Quasi Contract, Performance of Contract, Breach of Contract.	15
II	Law of Partnership: Partnership distinguished from similar organization, Types of partner, Duties of partner, Liability of partner, Dissolution of partnership. Sale of Goods Act: Goods & Their classification, Price, Conditions & Warranties, Passing of properties & goods, Performance of a contract of sales, Buyers right	15
III	Negotiable Instruments Act: Definition, Features, Assumptions, Promissory Notes, Bill of Exchange, Cheque, Material alterations, Payments in new courts, Conditions when bankers must refuse payments, Negotiations, Endorsements, indorsement, Kinds of bills, their expectancies, Presentment, Dishonour, Compensation, Hundies & their Kinds.	15
IV	Consumer Protection Act 1986: Objectives and machinery for consumer protection, defects and deficiency removal, rights of consumers.	15
V*		

Suggested Evaluation Methods

<p>Internal Assessment:</p> <ul style="list-style-type: none"> ➤ Theory ● Class Participation: 5 ● Seminar/presentation/assignment/quiz/class test etc.: 10 ● Mid-Term Exam: 15 ➤ Practicum ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam: 	<p>End Term Examination: 70</p>
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Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. M.C.Kucchal: Business Law/Mercantile Law, Vikas Publishing.House (P) Ltd.
2. M.C.Kucchal,& Vivek Kucchal: Business Legislation for Management, Vikas Publishing House (P) Ltd.
3. Dr. G. K. Kapoor & Sanjay Dhamija: Company Law and Practice-A comprehensive textbook on Companies Act 2013, latest edition, Taxmann.
4. Gulshan Kapoor: Business Law, New Age International Pvt Ltd Publishers.
5. N. D. Kapoor: Mercantile Law, Sultan Chand Publications.

*Applicable for courses having practical component.

Part A - Introduction			
Subject	Business Administration		
Semester	VI		
Name of the Course	Analysis of Financial Statements		
Course Code	BBA-CC-601		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-A6		
Level of the course (As per Annexure-I)	Intermediate-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After successful completion of the course, the students will be able to:</p> <p>CLO1: To examine the financial statements</p> <p>CLO2: To apply the tools and techniques for analyzing the financial statements</p> <p>CLO3: To comprehend ratios and their importance for analyzing the company</p> <p>CLO4: To apply for analyzing and interpreting the financial position of the company</p> <p>CLO5: To prepare and analyze Fund Flow statement</p> <p>CLO6: To prepare and analyze Cash flow statement</p> <p>CLO7: To develop a greater level of understanding of financial measures</p> <p>CLO8: To examine the process of statutory financial reporting.</p> <p>_____</p> <p>5*.</p>		
Credits	Theory	Practical	Total
	4	0	4
Contact Hours	60	0	60
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 14 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Financial Statements Analysis: Comparative Financial Statements; Common Size Financial Statements; Trend Percentages. Ratio Analysis: Uses of Ratio Analysis; Classification of Ratios; Liquidity Ratios; Leverage Ratios; Turnover or Activity Ratios; Profitability Ratios; DuPont Analysis.	15
II	Fund flow Analysis: Concept of Fund flow statement; Uses of Fund Flow Statement; Changes in Working Capital; Calculation of Funds from Operations; Construction of Fund Flow Statement.	15
III	Cash Flow Analysis: Concept of Cash Flow statement; Uses - Calculation of Cash from operation; Preparation of Cash Flow Statement; Distinction between Fund Flow and Cash Flow Analysis	15
IV	Financial Reporting: Meaning; Types; Statutory financial reports; Factors affecting statutory financial reports; Monitoring and enforcement mechanisms; Alternative sources of information; Desirable qualities of accounting information; Recent developments in Financial Reporting in India	15
V*		

Suggested Evaluation Methods	
<p>Internal Assessment:</p> <p>➤ Theory</p> <ul style="list-style-type: none"> ● Class Participation: 5 ● Seminar/presentation/assignment/quiz/class test etc.: 10 ● Mid-Term Exam: 15 <p>➤ Practicum</p> <ul style="list-style-type: none"> ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam: 	End Term Examination: 70
Part C-Learning Resources	
<p>Recommended Books/e-resources/LMS:</p> <ol style="list-style-type: none"> 1. Sharma RK & Shashi K, Gupta, Management Accounting, Kalyani Publishers 2. Gokul Sinha, Financial Statement Analysis, Eastern Economy Edition, PHI learning private limited. 3. John J.Wild, K.R. Subramanyam & Robert F. Halsey, Financial Statement Analysis, Tata Mc Graw Hill. 4. Alic C Lee, John C Lee, —Financial Analysis, Planning & Forecasting, 2009, 2nd Ed. Cambridge 5. Earl K. Stice and James. D. Stice, —Financial Accounting – Reporting and Analysis, 2009, 7thEd. south western, Cengage Learning. 6. R. Narayanaswamy: Financial Accounting A managerial Perspective PHI learning private limited 7. Robert S. Kaplan & Anthony A. Atkinson , Advanced Management Accounting, PrenticeHall of India Private Limited.. 	

*Applicable for courses having practical component.

Part A - Introduction			
Subject	Business Administration		
Semester	VI		
Name of the Course	Entrepreneurship Development		
Course Code	BBA-CC-602		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-B6		
Level of the course (As per Annexure-I)	Intermediate-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After successful completion of the course, the students will be able to:</p> <p>CLO1: Understand the concept and benefits of entrepreneurship and avoid its pitfalls;</p> <p>CLO2: Develop creative and innovative ideas for small business promotion;</p> <p>CLO3: Conduct feasibility studies of small business and develop testable business models;</p> <p>CLO4: Conduct market research, identify the target market and develop marketing plan;</p> <p>CLO5: Seek institutional support from relevant agencies dedicated to the development of small businesses.</p> <p>_____</p> <p>5*.</p>		
Credits	Theory	Practical	Total
	4	0	4
Contact Hours	60	0	60
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70	Time: 3 Hours		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter</u>			

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 14 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Entrepreneurship: Meaning, Importance of Entrepreneur in economic development; Factors affecting entrepreneurial growth; Common entrepreneurial traits; Classification of Entrepreneurs; Functions of Entrepreneurs	15
II	Business ideas: Search for a business idea; Sources of ideas; observing market’s prospective consumers; development in other nations; study of project profits; Government organisations; Trade fairs; preliminary evaluation and testing the ideas.	15
III	Project Formulation: Project classification; Project identification; Internal and external constraints; feasibility prospects; project objectives and appraisal; project design and net work analysis; active performance; time schedule	15
IV	Incentives and subsidies for Small Business Development: Capital investment subsidy; incentives to SSI; Excise Duty; Sales Tax and Income tax Concessions; Preferential Purchases; Procedure for import of capital goods and raw materials.	15
V*		
Suggested Evaluation Methods		
Internal Assessment: ➤ Theory ● Class Participation: 5 ● Seminar/presentation/assignment/quiz/class test etc.: 10 ● Mid-Term Exam: 15 ➤ Practicum ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam:		End Term Examination: 70
Part C-Learning Resources		

Recommended Books/e-resources/LMS:

1. Scarborough, N. M. & Cornwall, J. R., Essentials of Entrepreneurship and Small Business Management. Boston: Pearson. Dollinger,
2. M. J. Entrepreneurship: Strategies and Resources. New Delhi: Pearson Education.
3. Hisrich, R. D., Peter, M. P. & Shepherd, D.A. Entrepreneurship. New Delhi: Tata McGraw Hill.
4. Khanka, S.S. Entrepreneurship Development. New Delhi: S. Chand & Co.

*Applicable for courses having practical component.

POOL OF MINOR COURSES (M)

Course	Course Code	Nomenclature of Vocational Course	Credits
M1	BBA-CC(M)-101	Computer Applications in Management	2
M2	BBA-CC(M)-201	Business Mathematics	2
M3	BBA-CC(M)-301	Statistics for Managers	4
M4	BBA-CC(M)-604	E-Commerce	4
M4	BBA-CC(M)-605	Business Tax Planning	4

Part A - Introduction			
Subject	Business Administration		
Semester	I		
Name of the Course	Computer Applications in Management		
Course Code	BBA-CC(M)-101		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-M1		
Level of the course (As per Annexure-I)	Foundation-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After completing the course, the student will be able to:</p> <p>CLO1: To familiar with Computer and application of computer.</p> <p>CLO2: The field of study will be able to provide basic knowledge of operating system in the form of word processor as well as basic function and commands in MS word and MS PowerPoint.</p> <p>CLO3: To improve presentation skills, communicative skills and language based skills</p> <p>CLO4: They become well versed with the MS Excel.</p> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	2	0	2
Contact Hours	30	0	30
Max. Marks: 50 Internal Assessment Marks: 15 End Term Exam Marks: 35	Time: 3 Hours		

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 1.75 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 7 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Introduction to Computer , Characteristics of Computers; Evolution of Computers; Basic Components of a Computer, Their Functions, and Inter-relation; Computer Languages; Types of Computer Systems: Personal-Micro, Mini, Mainframe, and Super Computer.	8
II	Data Storage: Primary Storage, Secondary Storage; Input and Output Devices.	8
III	Operating System: Introduction to Operating System; Types of Operating Systems; Word Processor: Meaning and Applications	7
IV	Communication: Concept of Data Communication and Network Topology. Basics of MS Office: MS word, MS Excel, MS Powerpoint, Usage and Applications.	7
V*		

Suggested Evaluation Methods

Internal Assessment:

➤ Theory

- Class Participation: **4**
- Seminar/presentation/assignment/quiz/class test etc.: **4**
- Mid-Term Exam: **7**

➤ Practicum

- Class Participation:
- Seminar/Demonstration/Viva-voce/Lab records etc.:
- Mid-Term Exam:

End Term Examination: **35**

Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. Sinha, P. K.: *Computer Fundamentals* (3rd ed.). BPB Publications.
2. Raja, R.: *Fundamentals of Computer*, Prentice Hall.
3. Dhunna, M., &Dixit J.B.: *Information Technology in Business Management*, University Science Press New Delhi.
4. Gill N.S.: *Computer Network*, Krishna Publishing House, New Delhi
5. Douglas, E. Comer: *Computer Network and Internet*. Pearson.

*Applicable for courses having practical component.

Part A - Introduction			
Subject	Business Administration		
Semester	II		
Name of the Course	Business Mathematics		
Course Code	BBA-CC(M)-201		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-M2		
Level of the course (As per Annexure-I)	Foundation-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After completing the course, the student will be able to:</p> <p>CLO1: The application of equations to solve business problems.</p> <p>CLO2: The calculation of simple, compound interest and discounting of Bills of Exchange.</p> <p>CLO3: The use of matrices in business.</p> <p>CLO4: The Application of ratios and proportions to business..</p> <hr/> <p>*.</p>		
Credits	Theory	Practical	Total
	2	0	2
Contact Hours	30	0	30
Max. Marks: 50 Internal Assessment Marks: 15 End Term Exam Marks: 35		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part 'A'** shall comprise *four* short answer type questions from the whole of the syllabus carrying 1.75 marks each, which shall be compulsory. **Part 'B'** shall comprise *eight* questions (*two* questions from each unit) carrying 7 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Number System and Indices: Number System: Meaning– Natural numbers, Even numbers, Odd numbers, Integers, Prime numbers, Rational & Irrational numbers, Real numbers, HCF & LCM (Simple problems). Indices- Meaning-Basic laws of indices and their application for simplification (Simple Problems)	8
II	Theory of Equations: Meaning - Types of Equations – Simple or Linear Equations and Simultaneous Equations (only two variables), Elimination and Substitution Methods only. Quadratic Equation - Factorization and Formula Method ($ax^2+ bx +c=0$ foronly). Simple problems-Application of equations to business	8
III	Progressions: Meaning-Types of Progression-Arithmetic Progression – Finding the 'nth' term of AP and Sum to 'nth' term of AP. Insertion of Arithmetic Mean. Geometric Progression – Finding the 'nth' term of GP and sum to 'nth' term of GP and insertion of Geometric Mean-problems	7
IV	Financial Mathematics: Simple Interest, Compound Interest including yearly and half yearly calculations, Annuities, Percentages, Bills Discounting-problems. Ratios and Proportions Duplicate-triplicate and sub-duplicate of a ratio. Proportions: third, fourth and inverse proportion – problems.	7
V*		

Suggested Evaluation Methods	
<p>Internal Assessment:</p> <ul style="list-style-type: none"> ➤ Theory ● Class Participation: 4 ● Seminar/presentation/assignment/quiz/class test etc.: 4 ● Mid-Term Exam: 7 ➤ Practicum ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam: 	<p>End Term Examination: 35</p>

Part C-Learning Resources
<p>Recommended Books/e-resources/LMS:</p> <ol style="list-style-type: none"> 1. Azharuddin: Business Mathematics, Vikas Publishers. 2. Khan, S.M. (2012). <i>A Textbook of Business Mathematics</i>. Viva Books. 3. Raghavachari, M. (2008). <i>Mathematics for Management: An Introduction</i> (33rd reprint). Tata McGraw Hills. 4. Rangaraj, G., Mallieswari, R., & Rema, V. (2020). <i>Business Mathematics</i>. Cengage. 5. Sancheti, D.C., & Kapoor, V.K. (2015). <i>Business Mathematics</i> (11th ed.). Sultan Chand & Sons.

*Applicable for courses having practical component.

Part A - Introduction			
Subject	Business Administration		
Semester	III		
Name of the Course	Statistics for Managers		
Course Code	BBA-CC(M)-301		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-M3		
Level of the course (As per Annexure-I)	Foundation-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After successful completion of the course, the students will be able to:</p> <p>CLO1: Learn the various types of data for statistical inferences</p> <p>CLO2: Analyze the data using index numbers</p> <p>CLO3: Analyze trend and seasonality in a time series data</p> <p>CLO4: Apply statistical methods for statistical quality control</p> <p>CLO5: Apply statistics to different managerial decision making situations</p> <p>*,</p>		
Credits	Theory	Practical	Total
	2	0	2
Contact Hours	30	0	30
Max. Marks: 50 Internal Assessment Marks: 15 End Term Exam Marks: 35		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 1.75 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 7 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Data: Quantitative and qualitative, attributes, variables, Scales of measurement: nominal, ordinal, interval and ratio, Types and sources of data, Univariate, bivariate and multivariate data; time-series, cross-sectional data and panel data.	8
II	Time Series Analysis: Meaning and significance, Utility, Components of time series, Models (Additive and Multiplicative); Measurement of trend: Graphic and free hand fitting method, method of semi-average, and Method of least squares; Measurement of seasonal, cyclical, and irregular variations.	8
III	Index Numbers: Meaning, use and significance, problems in construction of index numbers, Methods of constructing index numbers-weighted and unweighted, Construction of index numbers of prices and quantities, Consumer price index number, Introduction to stock market index.	7
IV	Statistical Quality Control: quality and quality control; cost of quality control; Techniques of statistical quality control; control charts: Control chary for variable, Mean chart, R-chart, choice and interpretation of mean and R chart; control chart for attributes, C-chart, <i>p</i> -chart and <i>np</i> -chart; acceptance sampling.	7
V*		

Suggested Evaluation Methods	
<p>Internal Assessment:</p> <ul style="list-style-type: none"> ➤ Theory <ul style="list-style-type: none"> ● Class Participation: 4 ● Seminar/presentation/assignment/quiz/class test etc.: 4 ● Mid-Term Exam: 7 ➤ Practicum <ul style="list-style-type: none"> ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam: 	End Term Examination: 35

Part C-Learning Resources
<p>Recommended Books/e-resources/LMS:</p> <ol style="list-style-type: none"> 1. Gupta, S.C (2022). Fundamental of Statistics. Himalaya publishing House 2. S.P. Gupta, Statistical Methods, Sultan Chand & Sons. 3. Stine and Foster, Statistics for Business (Decision making and Analysis), Pearson 4. Keller, G, Statistics for Management and Economics, Cengage Learning. 5. Levin and Rubin, Statistics for Management, Pearson. 6. Sharma, J. K. (2022). Business Statistics, New Delhi: Vikas Publishing House Pvt. Ltd.

*Applicable for courses having practical component.

Part A - Introduction			
Subject	Business Administration		
Semester	VI		
Name of the Course	E-Commerce		
Course Code	BBA-CC(M)-604		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-M6		
Level of the course (As per Annexure-I)	Intermediate-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <p>CLO1: To Understand the basics of E-commerce, current and emerging business models.</p> <p>CLO2: To Classify and compare the basic business operations (buying and selling) traditionally and on web.</p> <p>CLO3: To Understand the importance of security while performing transactions online.</p> <p>CLO4: To Acquaint with the emerging modes of e-payment.</p> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	4	0	4
Contact Hours	60	0	60
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 14 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Introduction to E-Commerce: Electronic commerce: Definitions and Concepts, EC Framework and EC Classification , EC Business Models, Benefits and Limitations of EC E Marketplace, Types of E Marketplace, Intermediation in E-Commerce, EC Market Mechanisms – Electronic Catalog and Auctions, Impact of EC on Business Processes and Organizations	15
II	E-Retailing and B2B E-Commerce: Internet Marketing and Electronic Retailing, E-Tailing Business Models, Problems and Issues in E-Tailing, Web Advertising, Advertising Methods, Advertising Strategies B2B E-Commerce: Concepts, Characteristics and Models One to Many: Sell Side E-Market places, Selling via Intermediaries, Selling via Auctions, One From Many: Buy side Marketplace, Reverse Auctions	15
III	E-Commerce Security: E-Commerce Security: Need for Security, Security is everyone’s business, basic security issues, types of threats and attacks, Managing EC Security, securing EC Communications, , Securing EC Networks	15
IV	Electronic Payments Systems: Electronic Payments Systems: Payment Revolution, Using Payment Cards Online, Smart Cards, Stored Value Cards, E-Micropayments, E Checking, Electronic Bill Presentment and Payment, B2B Electronic Payments	15
V*		

Suggested Evaluation Methods	
<p>Internal Assessment:</p> <ul style="list-style-type: none"> ➤ Theory <ul style="list-style-type: none"> ● Class Participation: 5 ● Seminar/presentation/assignment/quiz/class test etc.: 10 ● Mid-Term Exam: 15 ➤ Practicum <ul style="list-style-type: none"> ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam: 	End Term Examination: 70

Part C-Learning Resources
<p>Recommended Books/e-resources/LMS:</p> <ol style="list-style-type: none"> 1. Chan, Lee, Dillon and Chang “E-Commerce Fundamentals and Applications”, Wiley India, 2011. 2. Laudon, K. and Traver, C “ E-Commerce: Business, Technology, Society, 4/E”, Prentice Hall,2011 3. Kirthi Kalyanam ,”E-Commerce and Marketing by Ward Hanson”, South Western

*Applicable for courses having practical component.

Part A - Introduction			
Subject	Business Administration		
Semester	VI		
Name of the Course	Business Tax Planning		
Course Code	BBA-CC(M)-605		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-M6		
Level of the course (As per Annexure-I)	Intermediate-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to: CLO1: identify the relevance of tax planning with reference to setting up a new business and various management decisions. Besides students will gather knowledge about TDS, and double taxation relief.</p> <hr/> * .		
Credits	Theory	Practical	Total
	4	0	4
Contact Hours	60	0	60
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 14 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Introduction: Tax planning, tax management, tax evasion, And tax avoidance, Corporate tax in India: types of companies, Residential status of companies and tax incidences, tax liability and minimum alternative tax, tax on distributed profits of companies.	15
II	Tax Planning for New Business: Tax planning with reference to setting up a new business; Locational aspect, nature of business, form of business. Tax planning with reference to financial management decision – capital structure, dividend including deemed dividend and bonus shares.	15
III	Tax planning with reference to specific management decisions: Make or buy, own or lease, repair or replace. Tax planning with reference to employee remuneration, Tax Planning with reference to business restructuring- Amalgamation, Demerger, Slump Sale, Transfer between holding and subsidiary companies.	15
IV	Tax payment: Tax deducted at source, Advance Tax, double taxation relief, Transfer pricing. Special Tax Provisions: Tax provisions relating to free trade zones, infrastructure sector and backward area; Tax incentives for exporters.	15

Suggested Evaluation Methods

<p>Internal Assessment:</p> <ul style="list-style-type: none"> ➤ Theory ● Class Participation: 5 ● Seminar/presentation/assignment/quiz/class test etc.: 10 ● Mid-Term Exam: 15 ➤ Practicum ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam: 	<p>End Term Examination: 70</p>
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Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. Ahuja, G.K. and Ravi Gupta: Systematic Approach to Income Tax and Central Sales Tax, Bharat law House, New Delhi.
2. Dr. Girish Ahuja and Ravi Gupta: Simplified Approach to Corporate tax planning & management, Bharat law House
3. Dr. Monica Singhania, Dr. Vinod Singhania: Corporate tax planning and Business Tax Procedures, Taxman Publications.

POOL OF MULTIDISCIPLINARY COURSES (MDC)

Multidisciplinary courses are based on introductory knowledge in a subject. These courses are offered to students of other discipline than discipline of business administration/management.

Course	Course Code	Nomenclature of Multidisciplinary Course	Credits
MDC-1	BBA-MDC-101	Social Media Marketing	3
MDC-2	BBA-MDC-201	Entrepreneurship & Start-ups	3
MDC-3	BBA-MDC-301	Fundamentals of Investing	3

Part A - Introduction			
Subject	Business Administration		
Semester	I		
Name of the Course	Social Media Marketing		
Course Code	BBA-MDC-101		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	MDC-1		
Level of the course (As per Annexure-I)	Introductory-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. Understand the significance and challenges of social media marketing. 2. Develop a comprehensive social media marketing strategy. 3. Create and manage engaging social media content. 4. Utilize social media advertising tools and analyze campaign performance. <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	3	0	3
Contact Hours	45	0	45
Max. Marks: 75 Internal Assessment Marks: 25 End Term Exam Marks: 50		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 2.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 10 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Social Media Marketing: Meaning and significance in modern era; Impact of social media platforms- Facebook, LinkedIn, Twitter, Instagram, Pinterest, and YouTube on Marketing endeavours; Problems associated with Social Media Marketing.	12
II	Social Media Planning: Social media goals and objectives; Audience analysis; Developing social media marketing strategy; Social media control; Integrating marketing strategy with social media marketing strategy.	11
III	Social Media Content: Content Creation, Audience Engagement; Content Scheduling; Content Management and Control.	11
IV	Social Media Advertising and Analytics: Tools for social media Advertising; Planning and executing social media campaigns; An Overview of social media analytics tools.	11
V*		

Suggested Evaluation Methods

<p>Internal Assessment:</p> <ul style="list-style-type: none"> ➤ Theory ● Class Participation: 05 ● Seminar/presentation/assignment/quiz/class test etc.: 07 ● Mid-Term Exam: 13 ➤ Practicum ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam: 	<p>End Term Examination: 50</p>
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Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. Sameer Deshpande, Philip Kotler, Nancy R. Lee; *Social Marketing in India*; Pearson Publication
2. Jason McDonald; *Social Media Marketing Workbook*
3. Linda Coles; *Marketing with Social Media*; Pearson Publication
4. Dan Zarrella; *The Social Media Marketing Book*; Pearson Publication
5. Michael R. Solomon, Tracy Tuten; *Social Media Marketing*; Pearson Publication
6. Guy Kawasaki, Peg Fitzpatrick; *The Art of Social Media: Power Tips for Power Users*; Pearson Publication.

*Applicable for courses having practical component.

Part A - Introduction			
Subject	Business Administration		
Semester	II		
Name of the Course	Entrepreneurship & Start-ups		
Course Code	BBA-MDC-201		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	MDC-2		
Level of the course (As per Annexure-I)	Introductory-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> 1. Understand the concept of Entrepreneur and Entrepreneurship. 2. Role of Institutions in promotion of Entrepreneurship culture. 3. Government Support for the startups. 4. Various stakeholders involved in a startup. <hr style="width: 20%; margin-left: 0;"/> 5*.		
Credits	Theory	Practical	Total
	3	0	3
Contact Hours	45	0	45
Max. Marks: 75 Internal Assessment Marks: 25 End Term Exam Marks: 50		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 2.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 10 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Entrepreneurship: Meaning and Significance, Relationship between Entrepreneurship Development and Economic Development, Qualities of entrepreneurs and Entrepreneurial Competencies, Types of Entrepreneurs.	12
II	Entrepreneurial support system; Family Business and their contribution to Entrepreneurship Role of Educational Institutions in promoting the Entrepreneurship culture	11
III	Role of Government, Promotional Agencies and Institutions in Entrepreneurship Development, Incentives and Various Financial Schemes available for Entrepreneurs.	11
IV	Opportunity Identification process; Business plan, Start-Up India Initiative Major Players/stakeholders in Startup Ecosystem – Mentors, Incubators, Investors, Accelerators, Government Bodies.	11
V*		

Suggested Evaluation Methods

Internal Assessment:

➤ **Theory**

- Class Participation: **05**
- Seminar/presentation/assignment/quiz/class test etc.: **07**
- Mid-Term Exam: **13**

➤ **Practicum**

- Class Participation:
- Seminar/Demonstration/Viva-voce/Lab records etc.:
- Mid-Term Exam:

End Term Examination: 50

Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. Kumar, Arya (2012); *Entrepreneurship*, Pearson, New Delhi.
2. Shukla, MB, (2011), *Entrepreneurship and Small Business Management*, Kitab Mahal, Allahabad.
3. Sahay A., A. Nirjar (2006), *Entrepreneurship: Education, Theory and Practice*, Excel Books, New Delhi.
4. Panda S.C. (2008) *Entrepreneurship Development*. Anmol Publications.

*Applicable for courses having practical component.

Part A - Introduction			
Subject	Business Administration		
Semester	II		
Name of the Course	Fundamentals of Investing		
Course Code	BBA-MDC-301		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	MDC-3		
Level of the course (As per Annexure-I)	Intermediate-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. Understand different investment avenues and their characteristics. 2. Gain knowledge about the functioning of the Indian Securities Market and the role of SEBI. 3. Analyze the relationship between returns and risks in financial investments. 4. Recognize the significance of depositories in securities transactions and investor protection measures. <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	3	0	3
Contact Hours	45	0	45
Max. Marks: 75 Internal Assessment Marks: 25 End Term Exam Marks: 50		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 2.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 10 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Investment avenues-money market and capital market instruments, Investment process, Objectives of investment.	12
II	Indian Securities Market, Process of investing through stock exchange, Stock Market Indices, NEAT System, BOLT System, Role of SEBI.	11
III	Returns and Risks in financial investment, Fixed-Income Securities and variable income securities, Bonds and Mutual funds and role of AMFI.	11
IV	Role of Depositories in India, Investor Protection in India, Rights and Duties of Investors.	11
V*		

Suggested Evaluation Methods

Internal Assessment:

➤ Theory

- Class Participation: **05**
- Seminar/presentation/assignment/quiz/class test etc.: **07**
- Mid-Term Exam: **13**

➤ Practicum

- Class Participation:
- Seminar/Demonstration/Viva-voce/Lab records etc.:
- Mid-Term Exam:

End Term Examination: **50**

Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. Vanita Tripathi; *Fundamentals of Investments*; Taxmann Publication.
2. M. Madan Mohan, S. Brinda, V. Ravi; *Investment Management*; Himalaya Publication House.
3. Rajiv Srivastava; *Investment Management*; Wiley Publication.
4. R. B. Maheshwari; *Investment Management*; Sahitya Bhawan
5. R. P. Rustagi, *Investment Management: Theory and Practice*; Sultan Chand & Sons.

*Applicable for courses having practical component.

POOL OF SKILL ENHANCEMENT COURSES (SEC)

Course	Course Code	Nomenclature of Skill Enhancement Course	Credits
SEC-2	B23-SEC-204	Integrated Marketing Communications	3
SEC-2	B23-SEC-214	Business Communication	3
SEC-3	BBA-SEC-301	GST Return Filing	3
SEC-3	BBA-SEC-302	Communication in Personal Life	3

Part A - Introduction			
Subject	Business Administration		
Semester	II		
Name of the Course	Integrated Marketing Communication		
Course Code	BBA-SEC-204		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	SEC-2		
Level of the course (As per Annexure-I)	Foundation-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1 To define various terms associated with the field of integrated marketing communication. 2. To explain the components of integrated marketing communication. 3. To distinguish the utility of various promotional tools. 4. To evaluate the effectiveness of marketing communication strategy. <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	3	0	3
Contact Hours	45	0	45
Max. Marks: 75 Internal Assessment Marks: 25 End Term Exam Marks: 50		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 2.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 10 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Introduction – Concept of Marketing Communication, Marketing communication mix, Factor affecting marketing communication mix, Drivers of integrated marketing mix	12
II	Managing the Marketing Communication Process – Analysis of promotional opportunities, Concepts of segmentation and target marketing, Promotional strategy of formulation and competitive positioning.	11
III	Advertising and Media Planning – Advertising plan, creative strategy, Advertising appeal, Creative formats, Stages of creative strategy – Idea generation, copy writing, layout, copy testing and diagnosis	11
IV	Wider Issues and Dimensions – Sales promotions, Personal selling, direct marketing, Public relations, Publicity and corporate advertising, Unconventional promotional media.	11
V*		

Suggested Evaluation Methods

<p>Internal Assessment:</p> <ul style="list-style-type: none"> ➤ Theory ● Class Participation: 05 ● Seminar/presentation/assignment/quiz/class test etc.: 07 ● Mid-Term Exam: 13 ➤ Practicum ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam: 	<p>End Term Examination: 50</p>
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Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. Blakeman, R. Integrated Marketing Communication: Creative Strategy from Idea to Implementation, Rowman & Littlefield
2. Dutta, K., Integrated Marketing Communication, Oxford Higher Education
3. Belch, G. E., Belch, M. A. and Purani, K., Advertising and Promotion, McGraw Hill Education.

*Applicable for courses having practical component.

Part A – Introduction			
Subject	Business Administration		
Semester	II		
Name of the Course	Business Communication		
Course Code	BBA-SEC-214		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	SEC-2		
Level of the course (As per Annexure-I)	Foundation-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. To define and outline all four business communication skills i.e. reading, writing, speaking and listening 2. To apply and demonstrate the gathered knowledge about the business communication regarding both inter and intra organizational situations 3. To distinguish and examine the necessary techniques and skills that help them in communicating effectively for handling organizational issues. 4. To design and develop their methods and ways in transmitting information within and outside the organizations in the most effective manner. 5*. 		
Credits	Theory	Practical	Total
	3	0	3
Contact Hours	45	0	45
Max. Marks: 75 Internal Assessment Marks: 25 End Term Exam Marks: 50		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 2.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 10 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Introduction to the Communication: Meaning, Nature, scope and Process of communication, Importance of Effective Business Communication, Objectives of Business Communication, Types/Pattern of Business Communication; Media/Channels of Business Communication; Barriers to Business Communication.	12
II	Written Communication- (a) Business Letter Writing, (b) Business Report Writing: Importance, Need, Types, Techniques, Language, Structure, Planning and Drafting Written Communication; Preparing Official Communication, Circular, Notification, Amendment, Press Communiqué, DO letter, Telegram.	11
III	Oral Communication: Interviewing-Art of effective interviewing, Types of Interviewing, Techniques of Interviewing, Qualities of Interviewer and Interviewee, Planning of Interviewing, Process of Interviewing. Communicating within groups.	11
IV	Audio visual Communication: Role of Audio-Visual Communication, Channels of Audio-Visual Communication, Importance of Body language in non-verbal communication; Role of Public Relation in Business Communication	11
V*		

Suggested Evaluation Methods

Internal Assessment:

➤ Theory

- Class Participation: **05**
- Seminar/presentation/assignment/quiz/class test etc.: **07**
- Mid-Term Exam: **13**

➤ Practicum

- Class Participation:
- Seminar/Demonstration/Viva-voce/Lab records etc.:
- Mid-Term Exam:

End Term Examination: **50**

Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. Murty, C.V.S., Rai, Urmila and S.M. Rai, Business Communication, Himalaya Publishing House, Mumbai.
2. Koneru, Arun, Professional Communication, Tata McGraw Hill, New Delhi.
3. Monipally, M.M., Business Communication Strategies, Tata McGraw Hill, New Delhi.

*Applicable for courses having practical component.

Part A - Introduction			
Subject	Business Administration		
Semester	III		
Name of the Course	GST Return Filing		
Course Code	BBA-SEC-301		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	SEC-3		
Level of the course (As per Annexure-I)	Foundation-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After successful completion of the course, the students will be able to:</p> <p>CLO1: Evaluate the necessary adjustments for Goods and Service Tax (GST) while recording business transactions.</p> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	3	0	3
Contact Hours	45	0	45
Max. Marks: 75 Internal Assessment Marks: 25 End Term Exam Marks: 50		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 2.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 10 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Levy of GST: Levy of CGST & IGST (Levy residing in two states – CGST and SGST and working simultaneously (replace SGST with UTGST to show parallel)) - Section 9 of CGST & Section 5 of IGST Act	11
II	Composition levy: Meaning and Applicability-Provisions relating to eligibility limits for composition scheme	10
III	GST Rate slab- Input Tax credit: Eligibility , Conditions and Provisions for availing ITC Documents for claiming – Apportionment of credit and Blocked credits- Non availability of ITC. Job work: Matching, Reversal and reclaim of ITC- Export and Import of Goods-Zero rated supply.	13
IV	Brief of GST Filing Portal: Brief of GST Return filing Dashboard; Brief of GST Registration in GST Portal; Challan Payments in GST Portal; Brief of GSTR-1 and GSTR-3B return filing in GST Portal; Brief of GSTR-4 & CMP-08 and GSTR-7 return filing in GST Portal.	11
V*		

Suggested Evaluation Methods

Internal Assessment:

➤ Theory

- Class Participation: **05**
- Seminar/presentation/assignment/quiz/class test etc.: **07**
- Mid-Term Exam: **13**

➤ Practicum

- Class Participation:
- Seminar/Demonstration/Viva-voce/Lab records etc.:
- Mid-Term Exam:

End Term Examination: **50**

Part C-Learning Resources

Recommended Books/e-resources/LMS:

4. S.S. Gupta, Taxmann's GST New Returns How to meet your obligations – A practical guide for filing of new GST Returns, Taxmann.
5. Dr. H.C Mehrotra and Dr. S.P. Goyal, Income Tax Law and Practice, Sahitya Bhawan Publications, 2020

*Applicable for courses having practical component.

Part A - Introduction			
Subject	Business Administration		
Semester	III		
Name of the Course	Communication in Personal Life		
Course Code	BBA-SEC-302		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	SEC-3		
Level of the course (As per Annexure-I)	Foundation-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After completing the course, the student will be able to:</p> <p>CLO1: After successful completion of the course, the learner should have enhanced Listening,</p> <p>CLO2: Speaking, Reading and Writing skills and should be prepared to meet the challenges of Communication in the business world</p> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	3	0	3
Contact Hours	45	0	45
Max. Marks: 75 Internal Assessment Marks: 25 End Term Exam Marks: 50	Time: 3 Hours		

Part B- Contents of the Course		
<u>Instructions for Paper- Setter</u>		
<p>The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. Part ‘A’ shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 2.5 marks each, which shall be compulsory. Part ‘B’ shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 10 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.</p>		
Unit	Topics	Contact Hours
I	The Concept of Communication Models of Communication: Linear / Interactive / Transactional / Shannon And Weaver (To be discussed, but not to be assessed) Meaning and Definition of Communication Process of Communication – Traditional Model of Communication i.e. SMCR (Sender, Medium, Channel, Receiver) Need of Communication Feedback Emergence of Communication as a Key Concept in the Corporate and Global World	12
II	Impact of Technology Enabled Communication Types: Internet, Blogs, E-mail, Moodle, Social Media - Facebook, Twitter and What’s App -Advantages & Disadvantages	10
III	Theory of Business Letter: Writing Principles of Effective Letter Writing - ‘You’ Attitude, Jargon, Four C’s of Communication – Correctness, Completeness, Conciseness, Courtesy Parts of a Business Letter Full Block Layout of a Business Letter Principles of Effective E-mail Writing	12
IV	Personnel Correspondence: Statement of Purpose Letter of Recommendation Job Application Letter and Résumé Letter of Appointment Letter of Acceptance of Job Offer Letter of Appreciation Letter of Resignation	11
V*		
Suggested Evaluation Methods		
Internal Assessment: ➤ Theory ● Class Participation: 05 ● Seminar/presentation/assignment/quiz/class test etc.: 07 ● Mid-Term Exam: 13 ➤ Practicum ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam:		End Term Examination: 50

Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. Agarwal, Anju D. (1989) A Practical Handbook for Consumers, India Book House, Mumbai. Ashley,
2. A. (1992) A Handbook Of Commercial Correspondence, Oxford University Press, New Delhi.
3. Aswalthapa, K. (1991) Organisational Behaviour, Himalayan Publications, Mumbai.
4. Atreya, N. and Guha (1994) Effective Credit Management, MMC School of Management, Mumbai.
5. Bahl , J. C. and Nagamia S. M. (1974) Modern Business Correspondence and Minute Writing, N. M. Tripathi Pvt. Ltd .New Delhi.
6. Balan, K.R. and Rayudu, C. S. (1996) Effective Communication, Beacon Books, New Delhi.
7. Bangh, L. Sue, Fryar, Maridell and Thomas David A. (1998) How to Write First Class Business Correspondence, N.T.C. Publishing Group USA

*Applicable for courses having practical component.

POOL OF VALUE ADDED COURSES (VAC)

Course	Course Code	Nomenclature of Value Added Course	Credits
VAC-4	BBA-VAC-401	Business Ethics	2
VAC-4	BBA-VAC-402	Financial Literacy	2
VAC-4	BBA-VAC-403	Logistic Management	2

Part A – Introduction			
Subject	Business Administration		
Semester	IV		
Name of the Course	Business Ethics		
Course Code	BBA-VAC-401		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	VAC-4		
Level of the course (As per Annexure-I)	Intermediate		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. To Identify and apply ethical principles to human decision typical of business as a result of reading course texts and participating in lecture presentation and class discussion. 2. To Enhance analytical skill of ethical position taken on these matters and formulate morale defenses of decisions by completing course activities. 3. To Embrace value system in decision making. 4. To Recognize organizational challenges to ethical behavior and ethical dilemma resolution process. <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	2	0	2
Contact Hours	30	0	30
Max. Marks: 50 Internal Assessment Marks: 15 End Term Exam Marks: 35		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 1.75 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 7 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Introduction to Business Ethics: An Overview, Ethics and Morals, Need for Business Ethics, Types of Ethics, Benefits of Business Ethics, Principles of Business Ethics, Factors affecting Business Ethics	8
II	Organisational Ethics: Introduction, Ethical Corporate Behaviour, Development of Ethical Corporate behaviour, Ethical Leadership; Concept of Morals, Values; Moral issues in business; Ethical Dilemmas in Organisation	8
III	Workplace Ethics: Introduction, Factors affecting Ethical Behavior at work; Ethical Issue: Business Relationships, Conflicts of Interest, Fairness and Honesty, Communications, Discrimination, Harassment; Role of Business Ethics in building a good society.	7
IV	Ethical Issues in the Functional Area-Ethics in Marketing, Finance, HR, Production and Information Technology; Gender Ethics.	7
V*		

Suggested Evaluation Methods

Internal Assessment:

➤ **Theory**

- Class Participation: **4**
- Seminar/presentation/assignment/quiz/class test etc.: **4**
- Mid-Term Exam: **7**

➤ **Practicum**

- Class Participation:
- Seminar/Demonstration/Viva-voce/Lab records etc.:
- Mid-Term Exam:

End Term Examination: **35**

Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. Sharma Subash; *New Mantras in Corporate Corridors*; New age International Publishers.
2. Sadri S., Jayashree; *Business Ethics and Corporate Governance (towards excellence and sustainability)*; Himalaya Publishing House.
3. Manuel G Velasquez; *Business ethics - concepts and cases*; Pearsons.
4. Chakraborty S.K.; *Management by Values*; Oxford. R. Subramanian; *Professional Ethics*; OXFORD.
5. Jayashree S. Sadri S. and Dastoor D.S.; *Theory and Practice of Managerial Ethics*; Jaico.

*Applicable for courses having practical component.

Part A – Introduction			
Subject	Business Administration		
Semester	IV		
Name of the Course	Financial Literacy		
Course Code	BBA-VAC-402		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	VAC-4		
Level of the course (As per Annexure-I)	Intermediate Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: CLO1: Develop proficiency for personal and family financial planning CLO2: Apply the concept of investment planning CLO3: Ability to analyse banking and insurance products CLO4: Personal tax planning 5*.		
Credits	Theory	Practical	Total
	2	0	2
Contact Hours	30	0	30
Max. Marks: 50 Internal Assessment Marks: 15 End Term Exam Marks: 35		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 1.75 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 7 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Financial Planning and Financial Products. <ul style="list-style-type: none"> • Introduction to Saving • Time value of money • Management of spending and financial discipline 	8
II	Banking and Digital Payment <ul style="list-style-type: none"> • Banking products and services • Digitisation of financial transactions: Debit Cards {ATM Cards} and Credit Cards, Net banking and UPI, digital wallets • Security and precautions against Ponzi schemes and online frauds • 	8
III	Investment Planning and Management <ul style="list-style-type: none"> • Investment opportunity and financial products • Insurance Planning: Life and non-life including medical insurance schemes. 	7
IV	Personal Tax <ul style="list-style-type: none"> • Introduction to basic Tax Structure in India for personal taxation • Aspects of Personal tax planning • Exemptions and deductions for individuals • e-filing Note: Some of the theoretical concepts would be dealt with during practice hours. GST In India A Synopsis, Background, Concept of GST, Definitions and related terminologies.	7
V*		

Suggested Evaluation Methods	
<p>Internal Assessment:</p> <ul style="list-style-type: none"> ➤ Theory ● Class Participation: 4 ● Seminar/presentation/assignment/quiz/class test etc.: 4 ● Mid-Term Exam: 7 ➤ Practicum ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam: 	<p>End Term Examination: 35</p>

Part C-Learning Resources
<p>Recommended Books/e-resources/LMS:</p> <ol style="list-style-type: none"> 1. Introduction to Financial Planning (4th Edition 2017)- Indian Institute of Banking 27 & Finance. 2. Sinha, Madhu. Financial Planning: A Ready Reckoner July 2017, McGraw Hill. Suggested readings 2. Pandit, Amar The Only Financial Planning Book that You Will Ever Need, Network 18 Publications Ltd.

*Applicable for courses having practical component.

Part A – Introduction			
Subject	Business Administration		
Semester	IV		
Name of the Course	Logistic Management		
Course Code	BBA-VAC-403		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	VAC-4		
Level of the course (As per Annexure-I)	Intermediate Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> 1. To give insight about logistic management. 2. To outline key logistic management concepts and its application to market. 3. To analyse and examine the implementation of logistic management concepts and strategy to firms. 4. To attain organisational goals using logistic management techniques in proper way. 5*. 		
Credits	Theory	Practical	Total
	2	0	2
Contact Hours	30	0	30
Max. Marks: 50 Internal Assessment Marks: 15 End Term Exam Marks: 35		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 1.75 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 7 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Introduction of Logistic Management: Definition, Objectives, Components, Significance, Role of Logistic Management, Use of IT in Logistic, Logistics Management: Logistical operation, Integration, Logistical performance cycle, Customer service global logistics, Logistical resources (Information & Forecasting)	8
II	Warehouse and Transport Management: Concept of strategic storage, Warehouse functionality, Warehouse operating, Material handling and packaging in warehouse, Types of Warehouses, Transportation management, Transport functionality and principles, Transport Infrastructure, Transport decision making	8
III	Wider Issues and Dimensions – Sales promotions, Personal selling, Direct marketing, Public relations, Publicity and corporate advertising, unconventional promotional media.	7
IV	Inventory Management: Introduction, Basic Concepts of Inventory, Classification of Inventory, Concept of EOQ (Including examples), Material planning and Controlling Techniques (ABC Analysis, FSN, VED, HML Analysis)	7
V*		

Suggested Evaluation Methods

Internal Assessment:

➤ Theory

- Class Participation: **4**
- Seminar/presentation/assignment/quiz/class test etc.: **4**
- Mid-Term Exam: **7**

➤ Practicum

- Class Participation:
- Seminar/Demonstration/Viva-voce/Lab records etc.:
- Mid-Term Exam:

End Term Examination: **35**

Part C-Learning Resources

Recommended Books/e-resources/LMS:

6. Stern, Louis W. Adel, I.E.L. – Ansary, Annee T. Coughlan: Marketing Channels, Prentice Hall, New Delhi.
7. Ballu, Ronald H, Business Logistics Management, Englewood Cliffs, New York, Prentice Hall Inc.
8. Martin, Christopher and Gordon Wills: Marketing Logistics and Distribution Management
9. Khanna, K.K. Physical Distribution Management, Himalaya Publishing House, New Delhi.
10. Lambert, D. et. al., Strategic Logistics Management, Tata McGraw Hill, New Delhi.

*Applicable for courses having practical component.

POOL OF VOCATIONAL COURSES (VOC)

Course	Course Code	Nomenclature of Vocational Course	Credits
V1	BBA-CC(V)-401	Data Analysis	4
V2	BBA-CC(V)-504	Event Management	4
V2	BBA-CC(V)-505	Security Analysis and Portfolio Management	4
V3	BBA-CC(V)-606	Statistical Software Package (Excel)	4
V3	BBA-CC(V)-607	Statistical Software Package (SPSS)	4

Part A – Introduction			
Subject	Business Administration		
Semester	IV		
Name of the Course	Data Analysis		
Course Code	BBA-CC(V)-401		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	VOC-1		
Level of the course (As per Annexure-I)	Intermediate Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <p>CLO1: Understand concept of random sample from a distribution, sampling distribution of a statistic, standard error of important estimates such as mean and proportions,</p> <p>CLO2: understand about important inferential aspects such as point estimation, test of hypotheses and associated concepts,</p> <p>*,</p>		
Credits	Theory	Practical	Total
	4	0	4
Contact Hours	60	0	60
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part 'A'** shall comprise *four* short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. **Part 'B'** shall comprise *eight* questions (*two* questions from each unit) carrying 14 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Sampling and Sampling Distribution: sampling and sampling methods-probability and non-probability sampling methods, choice of sampling methods; Sampling distribution and its features, law of large number, sampling distribution of sample mean, difference between two sample mean, sample proportion, and difference between two sample proportion.	15
II	Estimation and Confidence Intervals: point estimation properties and draw back; Confidence interval estimation: interval estimation of population mean, difference between two population means, population proportion, and difference between two population proportions; estimating sample size.	15
III	Hypothesis Testing: Hypothesis and hypothesis testing; general procedure of hypothesis; sample tests- large and small tests- z, t, and F-test	15
IV	Analysis of Variance: Analysis of Variance Approach, ; One way classification, steps for testing null hypothesis, inferences about population means; two-way classification. Non-parametric Tests: Chi-square test and its applications; Sign test for large, small and paired data, run test for randomness; Wilcoxon Signed rank test; Mann-Whitney test; Kruskal- Wallis test.	15
V*		

Suggested Evaluation Methods	
<p>Internal Assessment:</p> <ul style="list-style-type: none"> ➤ Theory ● Class Participation: 5 ● Seminar/presentation/assignment/quiz/class test etc.: 10 ● Mid-Term Exam: 15 ➤ Practicum ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam: 	End Term Examination: 70

Part C-Learning Resources
<p>Recommended Books/e-resources/LMS:</p> <ol style="list-style-type: none"> 1. Gupta, S.C (2022). Fundamental of Statistics. Himalaya publishing House 2. S.P. Gupta, Statistical Methods, Sultan Chand & Sons. 3. Stine and Foster, Statistics for Business (Decision making and Analysis), Pearson 4. Keller, G, Statistics for Management and Economics, Cengage Learning. 5. Levin and Rubin, Statistics for Management, Pearson. 6. Sharma, J. K. (2022). Business Statistics, New Delhi: Vikas Publishing House Pvt. Ltd.

*Applicable for courses having practical component.

Part A – Introduction			
Subject	Business Administration		
Semester	V		
Name of the Course	Event Management		
Course Code	BBA-CC(V)-504		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	VOC-2		
Level of the course (As per Annexure-I)	Intermediate Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <p>CLO1: An understanding of the roles & responsibilities of Event Management.</p> <p>CLO2: Plan a proposal on management of an event</p> <p>CLO3: The importance of communication for leadership & decision making.</p> <p>CLO4: widen their knowledge on organizing events from conception, designing, planning, budgeting and marketing to the final execution</p> <p>5*.</p>		
Credits	Theory	Practical	Total
	4	0	4
Contact Hours	60	0	60
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70		Time: 3 Hours	

Part B- Contents of the Course		
<u>Instructions for Paper- Setter</u>		
The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. Part ‘A’ shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. Part ‘B’ shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.		
Unit	Topics	Contact Hours
I	Introduction to Event Management: Meaning and Definition of Event Management, Significance of EM in various industries, Scope and opportunities in the field of EM, Understanding the key components of EM.	15
II	Event Planning: Significance of proper event planning, role of event planning in establishing objectives, creating budgets, and managing resources, Challenges in Event Planning: constraints, budget limitations, logistical issues, etc. SWOT Analysis.	15
III	Team Management: Define team management and its significance in event planning, Benefits of effective team management, Importance of clear communication and delegation of tasks, Team Building and Leadership.	15
IV	Introduction to Marketing and Advertising: Meaning and definition of Event Marketing, Role of marketing and advertising in attracting attendees and promoting events,	15
V*		
Suggested Evaluation Methods		
Internal Assessment: ➤ Theory ● Class Participation: 5 ● Seminar/presentation/assignment/quiz/class test etc.: 10 ● Mid-Term Exam: 15 ➤ Practicum ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam:		End Term Examination: 70

Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. Singh, R., Meeting Conference Association, Event and Destination Management, Kanishka Publishers and Distributors, 2006
2. Hoyle, L. H., Dorf, D.C., & Jones, T. J. A., Convention Management and Service. Educational institute of AH & MA., 1995
3. Montgomery, R. & Strick S .K., Meetings, Conventions, and Expositions: An Introduction to the Industry, John Wiley & Sons Inc., 1995

*Applicable for courses having practical component.

Part A – Introduction			
Subject	Business Administration		
Semester	V		
Name of the Course	Security Analysis and Investment Management		
Course Code	BBA-CC(V)-505		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	VOC-2		
Level of the course (As per Annexure-I)	Intermediate Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <p>CLO1: To provide a theoretical and practical background in the field of investments.</p> <p>CLO2: Designing and managing the bond as well as equity portfolios in the real word.</p> <p>CLO3 Valuing equity and debt instruments.</p> <p>.*</p>		
Credits	Theory	Practical	Total
	4	0	4
Contact Hours	60	0	60
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 14 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Introduction: The Investment Environment, Investment alternatives, Indian Security Market, SEBI.	15
II	Operations of Indian Stock Market: SEBI’s Guidelines regarding stock market, New Issue Market; Listing of Security, OTCEI. Mechanics of investing in Security.	15
III	Risk and Return: Risk and Return calculation, efficient markets: concepts and forms of market efficiency, Testing market efficiency, Economic analysis, Industry Analysis, company Analysis.	15
IV	Phases of Security Analysis: Fundamental Analysis, Technical Analysis, Efficient Market Hypothesis Theory. Analysis and valuations: Equity Analysis and valuations, introduction to Bond Analysis, Bond pricing and yield, Bond pricing theories.	15
V*		

Suggested Evaluation Methods

Internal Assessment:

➤ Theory

- Class Participation: **5**
- Seminar/presentation/assignment/quiz/class test etc.: **10**
- Mid-Term Exam: **15**

➤ Practicum

- Class Participation:
- Seminar/Demonstration/Viva-voce/Lab records etc.:
- Mid-Term Exam:

End Term Examination: **70**

Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. Reilly: Investment Analysis and Portfolio Management, Thomson
2. Fisher Donald E & Ronald J Jordan: Securities Analysis & Portfolio Management, PHI
3. Francaia Jack Clark & Richard W Taylor: Theory & Problems of Investment, Mcgraw
4. Punithavathi Pundyan: Securities Analysis & Portfolio Management, Vikas
5. Avadhani, V.A: Investment & Security Management in India, Himalaya
6. Gangadhar V: Investment Management, Anmole
7. Sulochana M: Investment Management, Kalyani

*Applicable for courses having practical component.

Part A – Introduction			
Subject	Business Administration		
Semester	VI		
Name of the Course	Statistical Software Package (Excel)		
Course Code	BBA-CC(V)-606		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	VOC-3		
Level of the course (As per Annexure-I)	Intermediate Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <p>CLO1: understand and discuss critically that data based on central tendency measures, dispersion measures, and relation measures.</p> <p>*,</p>		
Credits	Theory	Practical	Total
	4	0	4
Contact Hours	60	0	60
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70	Time: 3 Hours		

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 14 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Introduction: Introduction to data, presentation of raw data, graphs and diagrams (Pie chart, Bar chart, and Histogram), measures of central tendency (Mean, Median and Mode) and dispersion (Standard deviation), correlation (Pearson’s and rank correlation), linear regression.	15
II	Elements of a spreadsheet (Excel or Google sheet or Open Office or Libre Office), creation of worksheets, editing, formatting, and saving, introduction to functions in a spreadsheet, if function, freeze panes, vlookup, hlookup, sorting, filter and creation of pivot tables.	15
III	Descriptive Statistics: graphs and diagrams (Pie chart, Bar chart, and Histogram), summary statistics (Mean, Median, Mode, Standard deviation)	15
IV	Correlation and Regression: calculation of correlation coefficient and performing a simple linear regression	15
V*		

Suggested Evaluation Methods

Internal Assessment:

➤ **Theory**

- Class Participation: **5**
- Seminar/presentation/assignment/quiz/class test etc.: **10**
- Mid-Term Exam: **15**

➤ **Practicum**

- Class Participation:
- Seminar/Demonstration/Viva-voce/Lab records etc.:
- Mid-Term Exam:

End Term Examination: **70**

Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. Rohatgi, V. K., & Saleh, A. M. E. (2015). An introduction to probability and statistics. John Wiley & Sons.
2. Held, B., Moriarty, B., & Richardson, T. (2019). Microsoft Excel Functions and Formulas. Stylus Publishing, LLC.
3. Alexander, M., & Kusleika, R. (2016). Excel 2016 Formulas. John Wiley & Sons.
4. Salkind, N. J. (2015). Excel statistics: A quick guide. Sage Publications.
5. Schmuller, J. (2013). Statistical analysis with Excel for dummies. John wiley & sons.

*Applicable for courses having practical component.

Part A – Introduction			
Subject	Business Administration		
Semester	VI		
Name of the Course	Statistical Software Package (SPSS)		
Course Code	BBA-CC(V)-607		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	VOC-3		
Level of the course (As per Annexure-I)	Intermediate Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <p>CLO1: Student can start his career as Data Analyst or business development analyst.</p> <p>CLO2: Student can implement test marketing and can measure organizational performance also by using statistical data, equation, methods and graphical report.</p> <p>*,</p>		
Credits	Theory	Practical	Total
	4	0	4
Contact Hours	60	0	60
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 14 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Introduction: Introduction of Statistical software package, characteristics and objective of statistical software package, Data Analysis importance and general aspect, workflow analysis, critical issue measurement	15
II	Concept of Data: Input and Data Cleaning & Data Manipulation What is input Data? Concept of variable in terms of statistical software package, key tokens of Statistical software package, concept of automated and semi-automated input data, file import and export in statistical software package. Concept of Data Transformation, concept of syntax and syntax file, concept of script, Syntax file and Script, form of output, importance and objective of output with the term of Statistical Software Package, characteristics of statistical software package output	15
III	Descriptive analysis of data: frequency, different type of frequencies, type of descriptive in different analytical software package, concept of explore, concept of crosstabs in statistical software package, different type of charts available in statistical software package. concept of normality tests.	15
IV	Correlation and Regression: Correlation, regression and analysis with Statistical software package Concept of correlation and regression, types of correlation technique, concept of regression, linier correlation and regression with statistical software package, multiple (linear) regression with statistical software package, concept of data analysis, concept of multivariate analysis, Multivariate analysis: factor analysis and cluster analysis with statistical software package.	15
V*		

Suggested Evaluation Methods

Internal Assessment:

➤ Theory

- Class Participation: **5**
- Seminar/presentation/assignment/quiz/class test etc.: **10**
- Mid-Term Exam: **15**

➤ Practicum

- Class Participation:
- Seminar/Demonstration/Viva-voce/Lab records etc.:
- Mid-Term Exam:

End Term Examination: **70**

Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. Performing Data Analysis using IBM SPSS, Lawrence S. Meyers, Glenn C. Gamst, A. J. Guarino, Wiley Publication
2. SPSS for Windows Step by Step A Simple Guide and Reference, Darren George and Paul Malley
3. SPSS in Simple Steps, Kiran Pandya, Smruti Bulsari, Sanjay Sinha, Dreamtech Press

*Applicable for courses having practical component.