

07990101 - PRINCIPLES OF MANAGEMENT		Semester - 1
Course	Bachelor of Business Administration (BBA)	
Type of Course	Core	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> To understand the process of business management and its functions. To familiarize the students with current management practices. To understand the importance of ethics in business. To acquire knowledge and capability to develop ethical practices for effective management. 	

Teaching Scheme (4-2-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		weightage
				SEE	CIA	SEE	CIA	
4	2	-	6	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	<p>Management and its various functions:</p> <p>Definition, nature, scope and function of management, Different schools of Management Thoughts (Scientific Management by F.W.Taylor & 14 principles of Henry Fayol), Management Hierarchy (Ch.1,2,3 – Principles and Practice of Management by L.M.Prasad)</p> <p>Planning: Nature, Purpose / Significance, Types of planning, Steps in planning, planning premises, Decision Making: types of decisions, impediments in sound decision making, steps in decision making process. (Ch.6,10 – Principles and Practice of Management by L.M.Prasad)</p>	23	26
2	<p>Organizing:</p> <p>Nature, importance, process, formal & informal organizations, Organizational Charts Departmentation: Definition, Bases of departmentation, Types of organization structure-functional, divisional, project, matrix organization. Authority: definition, types, responsibility & accountability</p> <p>Delegation: definition, steps in delegation, obstacles to delegation and their elimination, what is decentralization and centralization.(Ch.11 to 15 – Principles and Practice of Management by L.M.Prasad)</p>	22	24
3	<p>Directing: Nature, importance, role & functions of supervisor</p> <p>Leadership: leadership styles, Communication: Concept, importance, process, types, barriers and breakdown of communication (Ch.22,25,26– Principles and Practice of Management by L.M.Prasad)</p> <p>Social responsibility of business: Responsibility of business towards various stakeholders, responsibility of business to save environment. (Ch.5 – Principles and Practice of Management by L.M.Prasad), (Ch.3-Management by - Stoner, Freeman & Gilbert, PHI)</p>	23	26
4	Human Resource Management:	22	24



	<p>An overview, Human Resourceplanning, Recruitment, Sources of Recruitment, selection: process,concept of socialization/induction, performance appraisal, Training, Motivation: Concept, designing of reward system, Maslow's theory.(Ch.18,19,23 – Principles and Practice of Management by L.M.Prasad)</p> <p>Controlling: Meaning, importance, types of control, process, andcontrol techniques. (Ch.27, 28 – Principles and Practice of Management by L.M.Prasad)</p>
	<p style="text-align: right;">Total 90 100</p>



Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

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

CO1	Upon completion of the course, students will be able to have clear understanding of managerial functions.
CO2	To understand the planning process in the organization
CO3	To understand the concept of organization.
CO4	Demonstrate the ability to directing, leadership and communicate effectively.

Reference Books

1.	Principles & Practices of Management By L M Prasad Himalaya Publishing House
2.	Essentials of Management By Harold Koontz & Weihrich Tata Mc Graw Hill
3.	Business Policy and Strategic Management By William F Gluck Frank Bros & Co.



07020101 - BUSINESS ACCOUNTING		Semester - 1
Course	Bachelor of Business Administration (BBA)	
Type of Course	Core	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> To introduce students to the basic concepts of Accounting. To emphasis on applications of accounting in professional life. The objective of the course is to provide an understanding of basic concepts and principles of Accounting. The aim is to inculcate the ability to apply and use this approach to organizational objective. 	

Teaching Scheme (4-2-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
4	2	-	6	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Theoretical Framework: Introduction to Accounting, Meaning and Scope of accounting, Accounting Concepts and Principles, Business Entity, Going Concern, Cost, Money Measurement, Realization, Accruals & Periodicity, Accounting Conventions: Consistency, Prudence (Conservatism), Materiality and Full Disclosures, Accounting Standards: Concepts, Objectives, Benefits, Accounting Policies, International Financial Reporting Standards (IFRS): Need and procedures of IFRS Basic Concepts Objective and Functions of Accounting, Book Keeping and Accounting, Accounting Cycle and Classification, Basic Accounting Terms	23	26
2	Accounting Process: Basis of Accounting: Accrual basis and cash basis, Types of accounts: Personal, Real and Nominal, Rules of debit and credit, Journal Entries, Introduction of journal and various ledgers - Examples related to recording the transaction into journal, posting into ledger, balancing & preparation of trial balance.	22	24
3	Final Accounts & Rectification of error: Accounting Errors, Types of Errors, Errors affecting to Trial Balance and Errors which are not affecting to Trial balance, Rectification - of errors affecting trial balance. Preparation of trial balance, Profit and Loss Account and Balance Sheet	23	26
4	Depreciation accounting:	22	24



	Purpose of charging depreciation; Factors affecting depreciation; Methods of charging Depreciation: Straight Line Method (Single Asset and Addition of Asset), Written Down Value Method (Single Asset and Addition of Asset), Annuity Method (Single Asset), Sinking Fund Method (Single Asset); Computation and accounting treatment of Depreciation.
	Total 90 100



Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

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

CO1	Appreciation of the scope and the field of Accounting.
CO2	Developing familiarity with basic concepts and principles related to some foundational themes of Accounting.
CO3	To understand the various terms used in accounting system.
CO4	To give an insight into the basics of Accounting Concepts and Principles to prepare to students to have the foot hold in Accounts.

Reference Books

1.	An Introduction to Accountancy (Text Book) By S.N. Maheswari, S.K. Maheswari Vikas Publishing House
2.	Financial Accounting (Text Book) By Tulsian P. C. Pearson Education
3.	Financial Accounting (Text Book) By V Rajshekhran & R. Lalitha Pearson Education
4.	Financial Accounting (Text Book) By Lal, Jawahar and Seema Srivastava Himalaya Publishing House
5.	Principles of Accountancy (Text Book) By R.L.Gupta, V.K.Gupta Sultan Chand & Sons

List of Practical



07000101 – English Communication		Semester - 1
Course	Bachelor of Business Administration (BBA)	
Type of Course	Ability Enhancement Compulsory Courses	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> Students will acquire a solid grasp of English grammar fundamentals, including parts of speech, tenses, sentence structure, and punctuation, enabling them to produce precise and professional written communication. Students will enhance their vocabulary by understanding word roots, prefixes, suffixes, homonyms, synonyms, and antonyms, allowing them to articulate ideas more clearly and persuasively in both written and verbal forms. Students will learn to construct coherent sentences and clauses, apply appropriate tenses, and use correct punctuation, which will improve their business correspondence, presentations, and reports. Students will develop strategies for self-improvement, self-confidence, and self-management while analyzing and leveraging body language and gestures to enhance their professional interactions and leadership presence. 	

Teaching Scheme (4-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
4	0	0	4	70	30	0	0	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Fundamentals of grammar Parts of Speech (Noun, Pronoun, Adjective, Verb, Adverb, Conjunction, Preposition, Interjection) Article Tense: Application of tenses with respect to time, All tenses & their Sub-divisions	15	25
2	Fundamentals of grammar Forming of Sentences & Clauses, "WH's Concepts, Understanding Sentences, Punctuation I, Degree of comparison (Positive, Comparative & Superlative), Tenses (Introduction & Usage)	15	25
3	Fundamentals of grammar Modal Verbs Auxiliaries Vocabulary (Roots, Prefix, Suffix, Homonyms, Synonyms & Antonyms)	15	25
4	Self-improvement	15	25





Self Confidence Self-Management

Analyzing the body language

Body gestures

Analyzing body languages Do's and Don'ts

Impacts of body language

Total 60 100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
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Weightage	-	40	30	30	-	-
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NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table

Course Outcomes

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

CO1	Students will develop a strong understanding of fundamental grammar concepts, including parts of speech, sentence formation, and tense applications. This will enable them to communicate more clearly and effectively in both written and spoken English.
CO2	By mastering the formation of sentences and clauses, and understanding the use of punctuation and degree of comparison, students will be able to construct well-structured and grammatically accurate sentences, enhancing their written communication skills.
CO3	Students will gain proficiency in using modal verbs and understanding vocabulary components such as roots, prefixes, and suffixes. This will improve their ability to express nuances in meaning and enhance their overall language skills.
CO4	Students will learn techniques for self-improvement including building self-confidence, managing self, and interpreting body language. This will contribute to their personal growth and effectiveness in professional and social interactions, providing them with tools for better self-presentation and communication.

Reference BOOKS:	Author/s	Publisher/Publication
High School English Grammar & Composition	Wren & Martin	Blackie
Learn English vocabulary at a Glance	Dr. Rakesh Bharadwaj	Rishabh Publications



07120101 - ENVIRONMENTAL STUDIES		Semester - 1
Course	Bachelor of Business Administration (BBA)	
Type of Course	Ability Enhancement Compulsory Courses	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> • Master core concepts and methods from ecological and physical sciences and their application in environmental problem solving. • Master core concepts and methods from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions. • Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems. • Understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales. • Apply systems concepts and methodologies to analyze and understand interactions between social and environmental processes. 	

Teaching Scheme (4-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
4	-	-	4	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	The multidisciplinary nature of environmental studies Environmental Science – definition, scope & importance, Evolution of the universe, origin of the earth; solar system; evolution of life; atmosphere of the primitive earth, abiotic component of environment, Environmental balance, balance in O ₂ and CO ₂ in air; thermal balance; balance in predator and prey population	15	25
2	Ecology Ecology & its branches, scope of Ecology and its relation to other divisions of sciences; autecology and synecology, Concept and structure of ecosystem, functions of ecosystem, Types of Ecosystems, Concept of habitat; ecological niche; guild, Significance of ecological adaptation; ecological adaptation in plants and animals- Zeric adaptations in plants and animals; adaptations of plants and animals to aquatic habitat; arboreal adaptations in plants and animals	15	25
3	Ecosystem	15	25



	<p>Concept and scope of environmental chemistry, chemical toxicology, hazardous chemicals, carcinogens, occupier, effluent etc. The natural cycles of the environment, Ozone depletion –causes and effects; Global warming – major greenhouse gases, causes and effects; Acid rain –causes and effects, Acid – base reactions in water, Chemistry of decaying compounds, Case Studies. Earth - Its interior and surface, Layers of the earth, Earth’s Crust: Formation of Rocks Major land forms and their transformation, Denudation and its agents: Weathering – Mechanical and chemical - Agents of weathering, Composition of soil, Formation and types of soils.</p>		
4	<p>Biogeochemical cycles and Environmental Pollution</p> <p>Biogeochemical cycles, Carbon cycle, Nitrogen cycle, Phosphorus cycle, Oxygen cycle, Water cycle</p> <p>Environmental Pollution</p> <p>Types of Environmental Pollution, Water Pollution, Air Pollution, Land and Noise Pollution, Current Issues in environment</p>	15	25



sciences										
								Total	60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy						
Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	Students will gain a thorough understanding of the multidisciplinary nature of environmental studies, including the fundamental concepts of environmental science, the evolution of the Earth, and the balance of environmental factors such as O ₂ and CO ₂ . This knowledge will help them recognize the interconnectedness of natural systems and their importance in business decision-making related to sustainability.
CO2	Students will acquire insights into ecological principles, including the structure and functions of ecosystems, ecological adaptations of plants and animals, and the significance of habitats and ecological niches. This understanding will enhance their ability to assess and manage environmental impacts and sustainability practices within a business context.
CO3	Students will be equipped with knowledge about environmental chemistry, including chemical toxicology, hazardous chemicals, and natural cycles such as the carbon and nitrogen cycles.
CO4	Students will develop the ability to analyze various types of environmental pollution, including water, air, land, and noise pollution. They will also be informed about current environmental issues and trends, allowing them to integrate environmental considerations into business strategies and contribute to sustainable development goals.

Reference Books	
1.	Textbook of Environmental (Text Book) By Erach Bharucha Second edition, 2013 Universities Press (India) Private Ltd, Hyderabad.
2.	Environmental Sciences (Text Book) By Daniel B Botkin & Edward A Keller John Wiley & Sons.



07050101 - INTRODUCTION TO DIGITAL MARKETING		Semester - 1
Course	Bachelor of Business Administration (BBA)	
Type of Course	General Elective	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> To provide knowledge in management disciplines with an understanding of its applicability in business decision making for positive social impact. To strengthen the foundation for further specialization in domain of Digital Marketing. To inculcate an attitude and desire to learn. To develop competent professionals committed to excellence. 	

Teaching Scheme (4-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
4	-	-	4	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Branding and Marketing: How they are different, Defining Digital Branding, Digital Branding in today's connected age, Digital Branding and its importance in Integrated Marketing, Pillars of Digital Branding. Brand's one-to-one interaction; Aspects and structure of a Digital Campaign, Planning and implementing a Digital Campaign, Digital Campaign Ad formats, Earned, Owned Media, Campaign Mechanics, tracking and measurement, Campaign learning, Assessment, Optimization and future planning	15	25
2	Defining content marketing: Content marketing and its role in brand building, Building a successful content strategy, paid versus free content, creating persuasive and compelling content, Elements of effective content promotion, Successful content marketing case studies, Analyzing efforts of content marketing in digital marketing	15	25
3	Consumer generated content: Definition and History, Consumer drivers – why consumers generate content Co-creation of content and DIY Advertising, Importance of consumer generated content for brands, Brand case studies – learning, Future of consumer generated content	15	25
4	Gamification: Definition and History, Principles of Gamification, Elements of Gamification, Applications of Gamification, Gamification and Behaviorism, Gamification and its role in Digital Marketing, Gamification and Gamevertising, Future of Gamification.	15	25
Total		60	100



Suggested Distribution Of Theory Marks Using Bloom's Taxonomy						
Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.



Course Outcomes

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

CO1	Students will develop a clear understanding of digital branding, including its role in integrated marketing, the pillars of digital branding, and the mechanics of digital campaigns.
CO2	Students will gain expertise in defining and executing content marketing strategies. They will learn to build compelling content that aligns with brand goals, understand the differences between paid and free content, and analyze successful case studies to apply effective content promotion techniques within digital marketing frameworks.
CO3	Students will understand the concept and historical evolution of consumer-generated content, including its drivers and impact on brands.
CO4	Students will acquire knowledge of gamification principles and elements, and how these can be applied to digital marketing strategies. Also explore the role of gamification in influencing consumer behavior, understand gamevertising techniques, and anticipate the future developments and potential of gamification in enhancing brand interactions and marketing effectiveness.

Reference Books

1.	Social Media Marketing (Text Book) By Michael Solomon and Tracy Tuten Pearson, Aug 2013
2.	Understanding digital marketing strategies for online success (Text Book) By Mankad, J. & Dishek, J BPB Publications (August 26, 2019)
3.	Social Media Marketing for Beginners By F.R. Media
4.	The Design of Everyday Things By Douglas A. Norman



07990201 - BUSINESS ECONOMICS		Semester - 2
Course	Bachelor of Business Administration (BBA)	
Type of Course	Core	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> To expose students of Commerce to basic Micro Economics Concepts and inculcate and the analytical approach to the subject matter. To stimulate the student's interest by showing the relievable and use of various economic theories. To apply economic reasoning to problems of business. To equip students with the analytical tools and economic principles necessary to make informed decisions in competitive environments, emphasizing strategies 	

Teaching Scheme (4-2-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
4	2	-	6	70	30	-	-	100

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction to Business Economics Economics and Business Decision Making; Economics: Scope of economics; nature of economics; Business Economics: Definition, scope and significance; distinction between economics and Business Economics; Economics and decision making, Business Cycles.	23	26
2	Demand and Supply Analysis Demand, Generalized Demand Function, The law of demand, Shift and movement along demand curve, Elasticity of demand: Price, Income and Cross Price elasticity of demand, Demand Estimation: Basic concepts, Supply, Generalized supply function, Supply functions, Shifts and movement in the supply curve, Supply elasticity, Market equilibrium, Changes in the market equilibrium, Changes in demand (supply constant), Changes in supply (demand constant).	22	24
3	Cost & Production Analysis Production in the short run, Total product, Average and marginal products, Law of diminishing marginal product, Production in the long run, Production isoquants, Characteristics of isoquants, Marginal rate of technical substitution, Is cost curves, Finding the optimal combination of inputs, Short run costs of production, Fixed and variable cost, Short run total costs, Average and marginal cost, Marginal cost curves, Long run costs, Derivation of cost schedule from a production function, Economies and diseconomies of scale, Economies of scope.	23	26
4	Managerial Decisions in Competitive Markets	22	24





Features of perfect competition, Profit maximization in the short run, Profit maximization in the long run, Managerial decisions for firms with market power, Measurement of market power: The Lerner Index, Determinants of the market power: Economies of scale, Barriers created by government, Profit maximization under monopoly: output and pricing decisions, Monopolistic competition: short run and long run equilibrium, Pricing decision in an oligopoly: The Kinked Demand curve model.

Market Failures and Price Regulations: Market failures and need for regulation, Regulations and market structure, Firm behavior, Price regulation



Total	90	100
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Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

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

CO1	Define Business Economics and Identify the key components of Business Economics.
CO2	Illustrate the relationship between business and economics and Summarize the main goals of business economics.
CO3	Investigate basic economic concepts to real-world business scenarios and Predict the economic implications of specific business decisions.
CO4	Discuss the impact of economic trends on business strategies and Assess the economic factors influencing a specific industry.

Reference Books:

Title of the Book	Author/s	Publisher/Publication
Macroeconomics	David Colander,	McGraw-Hill Education
Macroeconomics	Dornbusch, Fischer and Startz	McGraw-Hill Education
Macroeconomics	Olivier Blanchard	Pearson Education
Macroeconomics	Richard T. Froyen	Pearson Education
Macroeconomics	Andrew B. Abel and Ben S. Bernanke	Pearson Education



07990202 - BUSINESS MATHEMATICS		Semester - 2
Course	Bachelor of Business Administration (BBA)	
Type of Course	Core	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> • Understanding basic terms in set theory and function. • Independently solving of problems • To understand the concepts of functions and limits, and their application in business contexts, emphasizing their importance in analyzing • To equip students with the necessary knowledge and skills to apply coordinate geometry concepts in business and economic 	

Teaching Scheme (4-2-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
4	2	-	6	70	30	-	-	100

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Set theory and Real No. Sets, subsets, equality of two sets, null sets, universal set, complement of a set, Union and intersection of sets, difference of two sets, Venn diagram, laws of algebra of sets, De Morgan's laws, Cartesian product of two sets (theoretical examples based on two or more sets are excluded). Real No, absolute value and its properties (without proof).	23	26
2	Matrix Algebra Definition of determinants, Basic properties of determinants (without proof), Solutions of linear equations in two and three variables using Cramer's formula, Definition of a Matrix, Types of Matrices, Equality, Addition, Subtraction of Matrices, Scalar Multiplication of a Matrix, Multiplication of two Matrices, Transpose of a Matrix, Orthogonal Matrix, Adjoin of a Matrix, Inverse of a Matrix, Solution of linear equations in two and three variables using inverse Matrix.	22	24
3	Function & Limit Cartesian product of sets, relation, function, concept and examples, limit, concept of limit, standard formulae and related Examples.	23	26
4	Coordinate geometry	22	24





	Cartesian coordinate system, distance between two points, slope of line, slope of parallel and perpendicular lines, equation of line (i) two point form (ii) point slope form (iii) intercept form (iv) two intercept form (v) general form.	
	Total	90 100



Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

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

CO1	Identify the properties of real numbers and Recall the classification of real numbers.
CO2	Devlop the properties of different types of matrices and Describe the inverse of a matrix
CO3	Analyze the concept of limits to find derivatives And Solve problems involving continuity and limits.
CO4	Discuss the properties of conic sections in the Cartesian plane and Evaluate the geometric significance of advanced coordinate transformations.

Reference Books:

Books Recommended:

Title of the Book	Author/s	Publisher/Publication
Business Mathematics	V.K.Kapoor.	S. Chand and sons, New Delhi.
Business Mathematics	Allen.	R.G.D Macmillan India.
Business Mathematics	Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain.	New Literature publishing company, Mumbai.
Business Mathematics	Bari.	



07000201 - SOFT SKILLS AND PERSONALITY DEVELOPMENT		Semester - 2
Course	Bachelor of Business Administration (BBA)	
Type of Course	Ability Enhancement Compulsory Course	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> To develop and integrate the use of the four language skills, i.e. reading, listening, speaking, writing. The importance of habits in personal and professional growth, develop positive habits, and overcome. To help students enhance their self-awareness, communication skills, interpersonal skills, and overall personality. To cultivate self-awareness, self-regulation, and self-motivation, empowering them to effectively manage their emotions, time, and priorities. 	

Teaching Scheme (4-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
4	-	-	4	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction to soft skill Meaning and introduction to soft skill, Types of soft skill (communication, empathy, leadership, time management, observation, conflict resolution, listening skill,) Difference between soft skill and hard skill, IQ,SQ,EQ and emotion competence	15	25
2	Habits Guiding Principles, Identifying Good And Bad Habits, Habit Cycle; Breaking Bad Habits, Using The Zeigarnik Effect For Productivity And Personal Growth, Forming Habits of Success	15	25
3	Personality development Meaning of personality, elements of personality Determents of personality Personal development plan	15	25
4	Self-management skill	15	25





Time management (planning, scheduling and meeting)			
Emotion and stress management			
SWOT analysis			
Etiquettes and manners			
Personal grooming (Appearance, Dressing)			
		Total	60
			100



Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

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

CO1	Understand the importance of effective communication skills
CO2	Develop an insight into the concepts of good and bad habits
CO3	Compare the personality development traits in real life situations
CO4	Explain the idea of time management and SWOT analysis

Reference Books:

Books Recommended:

Title of the Book	Author/s	Publisher/Publication
Soft skill know the self and know the world	Dr. K. Alex –S. Chand	PHL learning Pvt. Ltd. , new Delhi
Personal growth and wealth	Dale Carnegie , Napoleon Hill, Dr. Joseph Murphy	



07120201 - DISASTER MANAGEMENT		Semester - 2
Course	Bachelor of Business Administration (BBA)	
Type of Course	Ability Enhancement Compulsory Course	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> To study about the management techniques and control of various disasters. To study the behavior of natural disasters and their impacts on human health. Get familiarity with Fundamentals and Management of Disaster Understand about Disaster Management in India 	

Teaching Scheme (4-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
4	-	-	4	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Disasters in India - An Overview: Introduction, Definition, Disasters not new to Mankind, Disasters – Global Scenario, Vulnerability Profile of India, Climate Profile, Cause and Effect of Disasters, Types of Disasters	15	25
2	Institutional Framework: Evolution of Disaster Management in India, Disaster Management during British Administration and Post-Independence, Emergence of Institutional Arrangement in India, Organization and Structure of Disaster Management, Disaster Management Framework, Present Structure for Disaster Management in India, Disaster Management Act, 2005, Different committees and authority associated with disaster management	15	25
3	Prevention and Mitigation; Preparedness and Response Introduction, Prevention and Mitigation; Preparedness and Response regarding different disasters	15	25
4	Policy and Guidelines: Introduction, National Policy on Disaster Management (NPDM), National Plan on Disaster Management, Focus and Objectives of Guidelines, Management of Droughts, National Action Plan on Climate Change, Rules notified under the Disaster Management Act, 2005	15	25
Total		60	100



Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Identify the types of disasters prevalent in India and Recall recent major disasters that have impacted the country.
CO2	Interpret the hierarchical structure of disaster management institutions and Describe the coordination mechanisms among different agencies during disasters.
CO3	Analyze prevention and mitigation strategies to specific disaster scenarios and Propose customized measures based on the unique characteristics of different regions
CO4	Explain the alignment of disaster management policies with international best practices And Evaluate the impact of policy changes on the overall resilience of communities.

Reference Books:

Books Recommended:

Title of the Book	Author/s	Publisher/Publication
Disaster Management	Harsh K. Gupta	Universities Press, 2003
Disaster Management	K. Palanivel J. Saravanavel S. Gunasekaran	Allied Publishers Pvt. Ltd





07990203 - EVENT MANAGEMENT		Semester - 2
Course	Bachelor of Business Administration (BBA)	
Type of Course	General Elective	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> To give formal instructions and training to students to be future managers of the Event Industry. Demonstrate knowledge of the issues and impacts of funding mechanisms, financial resources, budgeting and its application to events management. To apply knowledge of marketing and infrastructural requirements to an event. To provide students with the knowledge and skills required to plan successful events, emphasizing effective coordination. 	

Teaching Scheme (4-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
4	-	-	4	70	30	-	-	100

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Event Management Record-Keeping Systems-Establishing Policies & Procedures Introduction to event Management, Size & types of events, Preparing Event Team, Concept & designing, Feasibility.	15	25
2	Proposal Assigning Responsibility, Aim of event, Establish Objectives, Event Planning, Preparing event proposal, Financial Planning, Feasibility Study	15	25
3	Locating People Clarifying Roles, Identifying Target Market, Marketing Mix for Events , Sponsorship, Branding, Advertising of Events, Publicity and Public Relations ,Worksheets, Audience ,management	15	25
4	Planning Human Resource Planning for events, Managing Teams and Meetings, Protocols, Dress codes, Event Safety and Security, Crowd Management, Emergency Planning and Procedures	15	25
Total		60	100



Suggested Distribution Of Theory Marks Using Bloom's Taxonomy						
Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	To explain the key components of event management and identify various sizes and types of events.
CO2	Identify the roles and responsibilities of team members in event preparation and describe the importance of feasibility studies in event planning.
CO3	Analyze the protocols and dress codes to different event scenarios and develop comprehensive safety and security plans, including crowd management strategies.
CO4	Discuss the effectiveness of emergency planning in preventing and managing crises and Evaluate the responsiveness of emergency procedures in different event contexts.

REFERENCE BOOKS:		
Books Recommended:		
Title of the Book	Author/s	Publisher/Publication
Event Management: A Blooming Industry and	Devesh Kishore, Ganga Sagar Singh	Haranand Publications Pvt. Ltd.
Event Management	Swarup K. Goyal	Adhyayan Publisher - 2009
Event Management & Public Relations	Savita Mohan	Enkay Publishing House





07990301 - BUSINESS STATISTICS		Semester - 3
Course	Bachelor of Business Administration (BBA)	
Type of Course	Core	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> To familiarize students with the psychological research and basics of statistical methods and tools used in descriptive statistics of quantitative research. To understand Mean, Median & Mode operations. To Familiarize with several Probability and Probability distribution. To understand Simple Correlation and Regression Analysis. 	

Teaching Scheme (4-2-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
4	2	-	6	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction of statistics: a. Definition of statistics, Scope of statistics in economics, Function of statistics b. Types of data: Primary and secondary data and their sources c. Element of data: Variable, constant, attribute, Importance of data, data presentation, Classification and tabulation: Types of classification, Formation of discrete and continuous frequency distribution, Tabulation of data (histogram, pie, multiple bar) Frequency Distributions, Percentiles, and Percentile Ranks: Organizing Qualitative Data; Constructing a grouped frequency distribution, a relative frequency distribution and a cumulative frequency distribution; Computation of Percentiles and Percentile Ranks.	23	26
2	Measure of central tendency & dispersion a. Mean: Mean for discrete data, Define mean when frequency is given (discrete), Mean for continuous series, direct method, assume mean problem, problem based on find unknown when mean is given, Limitation. b. Median: Discrete data when frequency is given, Continuous data, Problem based on calculate unknown when mean and Median are given, Limitation. c. Mode: Define mode for discrete and continuous data, Limitation of mode. Relation between mean, median, mode and examples based on it. Measure of dispersion: Concept of dispersion, Absolute and relative measure of dispersion, Range, Variance, Standard deviation, mean deviation, Coefficient of variance, Quartile, quartile deviation, Coefficient of quartile deviation, Deciles, Percentiles.	22	24



3	Probability and Probability Distributions	23	26
	<p>a. Theory of Probability. Approaches to the calculation of probability; Calculation of event probabilities. Addition and multiplication laws of probability (Proof not required); Conditional probability and Bayes' Theorem (Proof not required)</p> <p>b. Expectation and variance of a random variable</p> <p>c. Probability distributions:</p> <p style="padding-left: 20px;">a. Binomial distribution: Probability distribution function, Constants, Shape, Fitting of binomial distribution</p> <p style="padding-left: 20px;">b. Poisson distribution: Probability function, (including Poisson approximation to binomial distribution), Constants, Fitting of Poisson distribution</p> <p>Normal distribution: Probability distribution function, Properties of normal curve, Calculation of probabilities</p>		
4	Simple Correlation and Regression Analysis	22	24
	<p>a. Correlation Analysis: Meaning of Correlation: simple, multiple and partial; linear and non-linear, Correlation and Causation, Scatter diagram, Pearson's co-efficient of correlation; calculation and properties (Proof not required). Correlation and Probable error; Rank Correlation</p> <p>Regression Analysis: Principle of least squares and regression lines, Regression equations and estimation; Properties of regression coefficients; Relationship between Correlation and Regression coefficients; Standard Error of Estimate and its use in interpreting the results.</p>		
Total		90	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Identify frequency distribution
CO2	Produce knowledge regarding basic thing of psychological statistics
CO3	Analyze the central tendency and dispersion
CO4	Describe several problems on probability distribution.

Reference Books

1.	Statistics (Theory, Methods & Applications) (Text Book) By D.C. Sancheti & V.K. Kapoor S Chand and sons, New Delhi
2.	Fundamental of Statistics (Text Book) By S.C.Gupta Himalaya Publishing House
3.	Statistics for Management (Text Book) By Levin and Rubin Pearson



4.	Statistics for Business and Economics By R.P. Hooda Macmilian, New Delhi
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07990302 - PRINCIPLES OF MARKETING		Semester - 3
Course	Bachelor of Business Administration (BBA)	
Type of Course	Core	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing. This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course will use and focus on Indian experiences, approaches and cases. 	

Teaching Scheme (4-2-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
4	2	-	6	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction: Nature, scope and importance of marketing; Evolution of marketing; Selling v/s Marketing; Marketing mix, Marketing environment: concepts of Marketing, importance, and components (Economic, Demographic, Technological, Natural, Socio-Cultural and Legal)	23	26
2	Consumer Behaviour: Nature and Importance, Consumer buying decision process; Factors influencing consumer buying behavior. Market segmentation: Concept, importance and bases; Target market selection; Positioning Concept, importance and bases; Product differentiation vs. market Segmentation.	22	24
3	Product: Concept and importance, Product classifications; Concept of product mix; Branding, packaging and labeling; Product-Support Services; Product life-cycle; New Product Development Process; Consumer adoption process. Pricing: Significance. Factors affecting price of a product. Pricing policies and strategies.	23	26
4	Distribution Channels and Physical Distribution:	22	24



	Channels of distribution - meaning and importance; Types of distribution channels; Functions of middle man; Factors affecting choice of distribution channel; Wholesaling and retailing; Types of Retailers; e-tailing, Physical Distribution. Promotion: Nature and importance of promotion; Communication process; Types of promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics; Promotion mix and factors affecting promotion mix decisions		
	Total	90	100



Suggested Distribution Of Theory Marks Using Bloom's Taxonomy						
Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	Understand the wide perspective and applications of Principles of Marketing
CO2	Develop the various marketing approaches in today's competitive scenario
CO3	Analyze the nature, process and importance of various marketing plans
CO4	Discuss the correlation of various elements of marketing mix in business

Reference Books	
1.	Principles of Marketing (Text Book) By Philip Kotler Pearson Education.
2.	Marketing: Concepts and Cases By Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit. McGraw Hill Education
3.	Basic Marketing (Text Book) By William D. Perreault, and McCarthy, E. Jerome Pearson Education



07020301 - FINANCIAL ACCOUNTING		Semester - 3
Course	Bachelor of Business Administration (BBA)	
Type of Course	Core	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> The objective of this course is to introduce problems of financial accounting. Measuring and reporting issues related to assets and liabilities and preparing the financial statements. Students are expected to gain the ability of using accounting information as a tool Applying solutions for managerial problems, evaluating the financial Performance, and interpreting the financial structure. 	

Teaching Scheme (4-2-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
4	2	-	6	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Advanced Accounts of Partnership Firm – I & II A. Advanced Accounts of Partnership Firm - I Admission of a Partner, Retirement and/or Death of a Partner, (Including Simultaneous admission and retirement) B. Advanced Accounts of Partnership Firm - II Dissolution of Partnership firm, Gradual Realization of Assets and Piece meal, Distribution of Cash, Proportionate Capital Method, Maximum Loss Method (Garner Vs Murray Rule)	23	26
2	Hire Purchase and Installment Purchase System & Branch Accounts	22	24



A. Hire Purchase and Installment Purchase System

Meaning of Hire Purchase Contract, Legal Provisions, Accounting Treatment in the books of Hire Purchaser and Hire Vendor, Meaning of Installment system, Difference between Hire Purchase and Installment Purchase system, Re-possession of Goods, Accounting Entries, Books of Buyer and Seller

B. Branch Accounts

Meaning, Objectives, Types of branches, Preparation of Branch Accounts, Debtors system and Stock and Debtors System



3	Consignment Accounts & Joint Venture	23	26
	<p>A. Consignment Accounts Meaning, Features, Concepts, Distinction between Consignment and Sale, Types of Commission, Valuation of Unsold Stock, Goods-in-Transit, Abnormal Loss, Normal Loss, Accounting Methods (Cost and Invoice Price), Journal Entries, Ledger Accounts in the Books of Consignor and Consignee</p> <p>B. Joint Venture Meaning, Features, Difference between Joint Venture and Partnership, Methods of Accounting, Separate set of Books, Record in Co-Venture's books and Memorandum Method, Journal and Ledger</p>		
4	Accounting for Not for Profit Entities	22	24
	<ul style="list-style-type: none"> • Accounting for Not for Profit Entities Meaning, Features, Special Terms, Preparation of Receipts and Payment Account, Income and Expenditure Account and Balance Sheet • Final Accounts of Professionals 		
Total		90	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

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

CO1	Understand the basics of Accounting Concepts and Principles at advanced level
CO2	Illustrate accounting information for planning and control for the evaluation of finance and branch account.
CO3	Analyze the concepts of Consignment Accounts and Joint Venture
CO4	Classify the business implications of 'not for profit entities' and final accounts of professionals

Reference Books

1.	Advanced Accounting (Text Book) By R. L. Gupta and M. Radhaswamy S Chand Publication
2.	Financial Accounting (Text Book) By Tulsian P. C. Pearson Education
3.	Advanced Accounting (Text Book) S. Kr. Paul New Central Book Agency Private Limited
4.	Advanced Accountancy (Text Book) S. N. Maheshwari Vikas Publishing House
5.	Modern Accounting (Text Book) By Hanif and Mukherjee TMH



07000301 - ACADEMIC WRITING		Semester - 3
Course	Bachelor of Business Administration (BBA)	
Type of Course	Ability Enhancement Compulsory Course	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> The course Academic Writing focuses on the skills and basic elements of academic writing. The aim of this course is to increase students' agency as writers by acquiring both the theoretical knowledge and practical skills necessary to produce texts for the interdisciplinary academic discourses. Effectively deal with counter arguments in order to present a more compelling argument Practice the revision skills necessary for the accomplishment of a writing project Constructively critique their own and peers' writing, with an awareness of the collaborative and social aspects of the writing process 	

Teaching Scheme (4-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
4	-	-	4	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction of academic writing <ul style="list-style-type: none"> Introduction of academic writing Importance of academic writing Basic rules of academic writing English in academic writing I & II Vocabulary and grammar Elements of writing Styles of research writing Types of academic writing Process of academic writing 	15	25
2	Plagiarism, citation and reference	15	25



- Introduction
- Tools for the detection of plagiarism
- Avoiding Plagiarism
- Literature review
- Introduction
- Source of literature
- Process of literature review
- Online literature database
- Literature management tools
- Referencing
- Citation



3	The Writing Process	15	25
	<ul style="list-style-type: none"> • Report writing • CV writing • Job application • Types of letters – Business letters • Cover letter 		
4	Notice of Meeting	15	25
	a) Memo b) Notice c) Agenda d) Minutes of Meeting e) Business correspondence f) How to write emails – do's and don'ts		
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

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

CO1	Understand the basic difference between the various types of writing focusing more on academic writing.
CO2	Develop the need of referencing, its types, and concept of plagiarism
CO3	Identify the stylistic conventions of academic writing
CO4	Describe and discuss the different ways of business communication

Reference Books

1.	Academic Writing: A Handbook for International Students (Text Book) By Stephen Bailey Routledge
2.	Academic Writing, Anti- Plagiarism And Citations (Text Book) By Vinod Kumar Kanvaria Shipra Publications
3.	Writing Skills – Methods and Practice (Text Book) By A R Kidwai Sherin Sherwani VIVA BOOKS - ORIGINALS 1st Edition, Pub. Year 2019
4.	Business Correspondence And Report Writing (Text Book) By R C Sharma, Krishna Mohan McGraw Hill Education 5th Edition



07000302-T - COMPUTATIONAL SKILL FOR BUSINESS		Semester - 3
Course	Bachelor of Business Administration (BBA)	
Type of Course	Skill Enhancement Course	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> To provide computer skills and knowledge to enhance the understanding and usefulness of information technology tools for business operations. To understand the uses and the basic operations of MS office. To understand the utilizations of Spreadsheets in term of work field. To gain depth knowledge about several spreadsheet operations for real time business management. 	

Teaching Scheme (2-0-4)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
2	-	4	4	70	30	50	-	150

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Word Processing Word Processing (7 lectures & Practical Lab 16 hours) Introduction to word Processing, Word processing concepts, Use of Templates, Working with word document: Editing text, Find and replace text, Formatting, spell check, Autocorrect, Autotext; Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header and footer, Tables: Inserting, filling and formatting a table; Inserting Pictures and Video; Mail Merge: including linking with Database; Printing documents Creating Business Documents using the above facilities	15	25
2	Preparing Presentations Preparing Presentations (6 lectures & Practical Lab 18 hours) Basics of presentations: Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols, Media; Design; Transition; Animation; and Slideshow. Creating Business Presentations using above facilities	15	25
3	Spreadsheet and its Business Applications Spreadsheet and its Business Applications (6 lectures & Practical Lab 18 hours) Spreadsheet concepts, Managing worksheets; Formatting, Entering data, Editing, and Printing a worksheet; Handling operators in formula, Project involving multiple spreadsheets, Organizing Charts and graphs Generally used Spreadsheet functions: Mathematical, Statistical, Financial, Logical, Date and Time, Lookup and reference, Database, and Text functions	15	25



4	Latest technologies in computer:	15	25
Creating Business Spreadsheet (7 lectures & Practical Lab 16 hours)			
Creating spreadsheet in the area of: Loan and Lease statement; Ratio Analysis; Payroll statements; Capital Budgeting; Depreciation Accounting; Graphical representation of data; Frequency distribution and its statistical parameters; Correlation and Regression			
		Total	60 100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy						
Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	Understand the word processing, formatting, and document creation skills.
CO2	Apply visual impact in presentations for creating engaging business environment.
CO3	Examine the use of spreadsheets for data analysis and business applications.
CO4	Explain AI, machine learning, and block chain technologies for applications.

Reference Books	
1.	Introduction to computers (Text Book) By Peter Norton Mc Grew Hill Pearson
2.	Computer Fundamentals (Text Book) By P. K. Sinha BPB Publications, 6 th Edition



07040301 - INTELLECTUAL PROPERTY RIGHTS		Semester - 3
Course	Bachelor of Business Administration (BBA)	
Type of Course	General Elective	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> To recognize the importance of IP and to educate the pupils on basic concepts of Intellectual Property Rights. To identify the significance of practice and procedure of Patents. To make the students to understand the statutory provisions of different forms of IPRs in simple forms. To learn the procedure of obtaining Patents, Copyrights, Trade Marks & Industrial Design To enable the students to keep their IP rights alive. 	

Teaching Scheme (4-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
4	-	-	4	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	INTELLECTUAL PROPERTY RIGHTS – INTRODUCTION Definition, Meaning and Concept, Types of Intellectual Property, Trademarks and Service Marks, Federal Registration of trademarks, Copyrights – Definition - Federal Registration of Copyrights, Patents – types - Federal Registration of Patents, Trade Secrets - Protection of Trade Secrets, Geographical Indications and IPR, Agencies responsible for intellectual property registration, Role of WTO and WIPO, trade secrets, ethics in IPR	15	25
2	TRADE MARKS Introduction , Definition of Trademark, Purpose and Function of Trademark, Types of Marks, Acquisition of Trademark Rights Common Law Rights - Federal Registration - Laws and Treaties Governing Trademark - Categories of Marks - Protectable Matter, Selecting and Evaluating a Trademark, Trademark Registration Processes, New Development in Trademarks	15	25
3	COPYRIGHTS Introduction, Definition, Concept, History of Copyrights, Common Law Right, The United States Copyright Office, its functions and legal process to get copyrights, Rights to prepare Derivative works, Rights of distribution and the first sale doctrine, Rights to perform the work publicly, Ownership in Derivative or Collective Works · Copyright Registration, The Application for Copyright Registration, New Development in Copyrights	15	25
4	PATENTS	15	25



	Introduction, Definition, Concept, Law of Patents, Advantages of Patents, Rights Under Federal Law, Patent Searching & Patent Application Process, Patent Practice, Ownership Rights, New Development In Patents	
Total	60	100



Suggested Distribution Of Theory Marks Using Bloom's Taxonomy						
Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	Describe the concepts of intellectual property rights (IPR) and their practical implementations in the business domain.
CO2	Develop the critical sense about the 'Trademark'.
CO3	Analyze the understanding of copy rights and intellectual property regulations to safeguard and manage various intellectual assets, contributing to the refinement of strategic business planning.
CO4	Explain the critical significance of IPR in influencing business procedures and decisions, all the while maintaining a commitment to ethical and legal standards.

Reference Books	
1.	Elements of Mercantile Law (Text Book) By N. D. Kapoor 33rd Ed., 2012 (Sultan Chand & Sons)
2.	The Indian Contract Act-1872 (Text Book) By S. N. Maheswari Himalaya Publishing House
3.	Business Law (Text Book) By N. D. Kapoor Sultan Chand & Sons
4.	Contract (Text Book) By Avtar Singh Eastern Book Company
5.	Business Law (Text Book) By S. S. Gulshan Anurang Jain for Excel Books



07010401 - Human Resource Management		Semester - 4
Course	Bachelor of Business Administration (BBA)	
Type of Course	Major (Core) Courses	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> • Demonstrate a basic understanding of HR Management and analyses the issues and strategies required to select and develop manpower resources. • To develop innovative solutions to the problems in the field of HRM. • Comprehend the principles and practices of promotion, demotion, and transfer within an organization, including their impact. • Its various types, and the reasons behind implementing transfers within an organization, recognizing its significance in effective 	

Teaching Scheme (4-2-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
4	2	-	6	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Human Resource Management (HRM) and Human Resource Planning (HRP) a. Human Resource Management: Concept, Functions, Objectives, The Harvard Modal, Jobs & Career in HRM b. Human Resource Planning: Concept, Importance, Factors Affecting HRP, Requisites for Successful HRP	23	26
2	Recruitment and Selection a. Recruitment: Concept, Purpose, Importance, Sources, Process b. Selection: Concept, Process, Types of tests, Types of Interviews	22	24
3	Promotion, Demotion and Transfer a. Promotion: Concept, Purpose, Types b. Transfer: Concept, Types, Reasons c. Demotion: Concept, Causes d. Absenteeism: Concept, Causes e. Separation: Concept, Forms	23	26
4	Compensation and Performance Appraisal	22	24





	<p>a. Compensation: Concept, Objectives, Factors Influencing Compensation Levels, Wage Policy in India</p> <p>b. Performance Appraisal: Concept, Process, Objectives, Methods, Problems of PA</p>		
	Total	90	100



Suggested Distribution Of Theory Marks Using Bloom's Taxonomy						
Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	Summarize the basic concept of Human Resource Management (HRM) and Identify the objectives of HRM.
CO2	Apply recruitment strategies based on specific organizational needs and Analyze the effectiveness of different recruitment sources.
CO3	Analyze the factors affecting HRP and Describe the concept, purpose and types of promotion, demotion and transfer.
CO4	Describe the impact of absenteeism on productivity and organizational culture and Evaluate the effectiveness of different separation methods in managing employee transitions.

REFERENCE BOOKS:		
Title of the Book	Author/s	Publisher/Publication
1. Personnel Management	C. B. Memoria & S. V. Gankar	Himalaya Publishing House
2. Human Resource Management	C. B. Gupta	Himalaya Publishing House
3. Text and Cases of Human Resource Management	P. SubbaRao	Himalaya Publishing House
4. Human Resource Management (Text & Cases)	V. S. P. Rao	Excel Books
5. Human Resource Management Development	H. C. Sainy & Sharadkumar	Quality Publishing Company
6. Human Resource and Personnel Management (Text & Cases)	K. Aswathappa	Tata McGraw-Hill Publication Company Limited



07020401 - FINANCIAL MANAGEMENT		Semester - 4
Course	Bachelor of Business Administration (BBA)	
Type of Course	Major (Core) Courses	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> To introduce the participants with the basic fundamentals and tools and techniques of Corporate Financial Management in a changing, challenging and competitive global economic environment. To provide students with a comprehensive understanding of the sources of finance and their implications for businesses. Understand the principles and techniques of capital budgeting Understand the principles and techniques of efficient working capital management, including the assessment of working capital requirements. 	

Teaching Scheme (4-2-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Weightage
				SEE	CIA	SEE	CIA	
4	2	-	6	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Personal financial planning Personal financial planning – meaning, objectives, process, The concept of Time Value of Money and its application in financial planning	23	26
2	Sources of Finance Long Term, Medium Term and Short term sources of finance Shares, Debentures and Bonds, Public Deposits and Commercial Banks, Internal Financing and Foreign Capital	22	24
3	Capital Budgeting Meaning and Characteristics of Capital Budgeting Decisions, Significance, Process, Types of Capital Budgeting decisions ,Capital rationing (Theory Only), Techniques : PBP, ARR, NPV, IRR, PI (including examples)	23	26
4	Working Capital Management Concepts of Gross Working Capital, Net Working Capital, Fixed/ Permanent Working Capital, Fluctuating Working Capital, Needs for Working Capital, Sources of Working Capital Finance. Factors determining working capital requirement. Examples of estimation of working capital and operating cycle.	22	24
Total		90	100





Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.



Course Outcomes

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

CO1	Predict the meaning of personal financial planning, and Identify the objectives of personal financial planning.
CO2	Apply the types of financing available for individuals and Describe the characteristics of long-term, medium-term, and short-term sources of finance.
CO3	Analyze the capital budgeting techniques such as Payback Period (PBP), Accounting Rate of Return (ARR), Net Present Value (NPV), Internal Rate of Return (IRR), and Profitability Index (PI) to investment scenarios and Evaluate the feasibility of long-term investment projects.
CO4	Discuss the working capital cycle and its impact on cash flow and Evaluate the effectiveness of different sources of working capital finance in meeting operational needs.

REFERENCE BOOKS:

Title of the Book	Author/s	Publisher/Publication
1. Personal Finance with Connect Plus	Jack R. Kapoor , Les R. Dlabay ,Robert J. Hughes, TMH	Sultan Chan & Sons
2. Financial Management	S. N. Maheshwari	Sultan Chan & Sons
3. Financial Management	I. M. Pandey	Vikas Publication,
4. Financial Management	Prasanna Chandra	8th Edition, TMH, New Delhi.
5. Financial Management	R. S. Kulshreshta	SBPD Publications
6. Financial Management	Khan & Jain	McGraw-Hill Education (India) Pvt. Ltd



07990401 - RESEARCH METHODS FOR BUSINESS

Course	Bachelor of Business Administration (BBA)	Semester - 4
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	1. To familiarize students with basic of research and the research process. 2. To develop an understanding of concept of research method. 3. To identify various sources of information for literature review and data collection. 4. To help students in conducting research work and making research reports.	

Teaching Scheme (4-2-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				External Mark (T)	Internal Marks (T)	External Mark (P)	Internal Marks (P)	
4	2	-	6	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Business Research Features of Research, Importance of Research, Purpose / Aims / Objectives of Research, Qualities / Characteristics of A Good Research, Limitations of Research, Types of Research: Fundamental (or Basic) and Applied Research: Descriptive Research and Analytical Research, Quantitative Research and Qualitative Research, Conceptual Research and Empirical Research.	23	26
2	Planning Of Research And Research Process Identifying, Evaluating and Formulating the Research Problems- Extensive Literature Survey- Writing a Primary Synopsis- Identifying and Labeling Variables - Setting Up Of Hypothesis- Preparing the Research Design- Determining the Sample Design- Collecting of Data - Execution of the Project - Processing, Analysis and Interpretation of Data by Statistical Methods - Testing of Hypothesis Selection And Formulation Of Research Problems Research Problem, Requisites or Characteristics of a Good Research Problem, Various Aspects of a Research Problem, Defining and Formulating a Research Problem, Relevant Variables, Hypothesis,	22	24
3	Research Design	23	26





Essentials of Research Design, Types of Research Design:
Exploratory Research- Descriptive Research - Causal Research -
Sampling Design- population- Probability and Non-Probability
Sampling - Sampling Methods- Sampling Errors and Biases-
Methods of Data Collection- Methods of Collecting Primary Data-
Methods of Collecting secondary Data.

4 Measurement And Scaling

22	24
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Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
	Essentials of Scaling (Criteria for Good Scaling)- Scales- Scale Classification- Scaling Techniques- Sources of Error in Measurement- Developing a Questionnaire Data Processing Processing stages – (1. Editing 2. Coding 3. Classification 4. Tabulation) Report writing Different types – Contents of report – Need of executive summary – Chapterisation – Contents of chapter - Report writing stages – The role of audience – Readability – Comprehension – Tone – Final proof – Report format – Title of the report – Ethics in research – Subjectivity and objectivity in research.		
Total		90	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy			
Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	Explain the fundamental concepts and purposes of business research, Identify the significance of research in decision-making within a business context.
CO2	Apply the steps involved in planning a research project.
CO3	Identify the significance of research design and various types of research in business context.
CO4	Discuss the appropriateness of measurement tools for specific research objectives and Develop and justify the selection of measurement and scaling techniques in a research design.

Reference Books	
1.	Research Methodology (TextBook) By C. R. Kothari New Age International Publishers
2.	Business Research Methodology (TextBook) By J. K. Sachdeva Himalaya Publishing House
3.	Business Research Methods (TextBook) By Cooper & Schiendler McGraw Hill India



07000401 - PUBLIC SPEAKING AND CORPORATE COMMUNICATION

Course	Bachelor of Business Administration (BBA)	Semester - 4
Type of Course	Ability Enhance compulsory Course	
Prerequisite		
Course Objective	<ul style="list-style-type: none"> - To develop presentation and oratory skills to become ready for job. - To adapt to different approaches of oral and specific communication. - To foster in-depth knowledge about specific communication needs. - To provide an outline to effective Organizational Communication. 	

Teaching Scheme (4-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				External Mark (T)	Internal Marks (T)	External Mark (P)	Internal Marks (P)	
4	-	-	4	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Interview Types-Preparation for interview - do's and don'ts - self introduction - How to handle rejections. Selection test - types	15	25
2	Presentation skills Presentation skills- know your audience- guidelines for an effective presentation - common flaws and overcoming them - body language and tips for giving presentation, Group discussion, Debate, telephone and email etiquettes	15	25
3	Corporate communication & Negotiation Essential corporate communication skills, Interpersonal Skills , Life management skills, Negotiation & Conflict management, Leadership skills, Teamwork	15	25
4	Communication Types of business meetings, Fundamentals of oral communication, Ethics in corporate communication, role of culture in national/international communication, persuasive communication	15	25
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may





Course Outcomes

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

CO1	Understand the purpose and structure of interviews, Grasp the importance of preparation, body language, and communication skills during an interview.
CO2	Explain effective techniques for creating and delivering presentations, the ability to organize information coherently and technology to enhance presentations
CO3	Apply principles of effective corporate communication in various contexts, Demonstrate negotiation skills in a corporate setting and Utilize strategies for successful communication and negotiation.
CO4	Discuss the effectiveness of communication strategies in various situations and Develop and implement communication plans based on an analysis of communication needs.

Reference Books

1.	Academic Writing: A Handbook for International Students (TextBook) By Stephen Bailey Routledge
2.	Academic Writing, Anti- Plagiarism And Citations (TextBook) By Vinod Kumar Kanvaria Shipra Publications
3.	Writing Skills – Methods and Practice (TextBook) By A R Kidwai Sherin Sherwani VIVA BOOKS - ORIGINALS 1st Edition, Pub. Year 2019
4.	Business Correspondence And Report Writing (TextBook) By R C Sharma, Krishna Mohan McGraw Hill Education 5th Edition



07000402 - INDUSTRIAL VISIT REPORT

Course	Bachelor of Business Administration (BBA)	Semester - 4
Type of Course	Skill Enhancement Courses	
Prerequisite		
Course Objective	1. To enable the students to understand the Management and System at various levels in general & in certain specific industries or organizations. 2. To support the students focus on and analyses the issues & strategies required to select and develop various live project topic in any organization. 3. To develop relevant writing skills required for application in research related issues. 4. To enable the understanding of various research concepts along with the domain concept in order to take correct business decisions.	

Teaching Scheme (0-0-4)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				External Mark (T)	Internal Marks (T)	External Mark (P)	Internal Marks (P)	
-	-	8	4	-	-	100	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction to Industrial visit Overview on industries and their significance in the economy Objectives and expectations of the industrial visit in education	15	25
2	Preparing for the Industrial Visit Researching the visited industries: background, products/services, market position and other details for prepare a report Preparation of questions and topics for exploration during the visit Safety protocols and guidelines for industrial visits	15	25
3	Conducting the Industrial Visit Visiting selected industry based on curriculum relevance and student interest Observing production processes, operational activities, and organizational structures Engaging with industry professionals to gain insights and clarify doubts	15	25
4	Analysis and Reflection – Report Reflecting on observations and experiences from the industrial visit Analyzing the application of theoretical concepts in real-world industrial settings Identifying challenges, opportunities, and future implications for business administration Presenting findings and insights through reports or presentations	15	25





Total	60	100
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Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.





Course Outcomes

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

CO1	Describe in brief about the Industrial Visit and Usefulness of Visit in comparison with class room learning
CO2	Develop the sense of the Management And Administration Of Organization/Company.
CO3	Apply various learning values through Industrial visit viz. application of concepts, additional knowledge and skills developed through visit.
CO4	Classify the appropriateness of measurement tools for specific research objectives and Develop and justify the selection of measurement and scaling techniques in a research design.



07010402 - INCOME TAX

Course	Bachelor of Business Administration (BBA)	Semester - 4
Type of Course	General Elective	
Prerequisite		
Course Objective	1. To enable the students to identify the basic concepts, definitions and terms related to Income Tax. To enable the students to determine the residential status of an individual and scope of total income. To understand Tax Planning, Tax Management, Tax Avoidance and Tax Evasion. 2. To enable the students to compute income under various heads namely income from salaries. 3. To enable the students to compute income under various heads house property, to enable the students to compute income under various heads business/ profession. 4. To enable the students to compute income under various heads capital gains and income from other sources.	

Teaching Scheme (4-0-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				External Mark (T)	Internal Marks (T)	External Mark (P)	Internal Marks (P)	
4	-	-	4	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction, Incidence of Tax and Exempted Income under Income Tax Act (Theory only) Introduction and Definition under Income Tax Act: (1) Assessment Year (2) Previous Year (3) Person (4) Assesse (5) Company (6) Agriculture Income (7) Gross Total Income (8) Total Taxable Income Residential status of Individual (Examples Only) Incidence of Tax of Individual (Theory Only)	23	26
2	Income from Salary (Examples only) Examples based on Allowances, Perquisites, Bonus, Commission, Provident Fund and deductions u/s 16. General deduction u/s 80 C (No retirement benefits will be covered in the chapter)	22	24
3	Income from House Property (Examples only)	23	26





Examples covering Self-occupied,
Let-out, Deemed to be Let- out,
Partly & Proportionate Let-out property only
Deduction U/s 24.

4 **Computation of Total Income under Various Heads:**

22 24



Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
	Capital Gains Income from Other Sources.		
Total		90	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy			
Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	Understand the basic concepts of income tax and Memorize the definitions and key principles of exempted income.
CO2	Explain the knowledge of income from salary by solving practical examples and describe Demonstrate how allowances, perquisites, and deductions affect the taxable income.
CO3	Analyze different scenarios of income from house property and calculate taxable income and Integrate knowledge of deductions under Section 24 to compute the total income.
CO4	Interpret different scenarios of income from house property and calculate taxable income and Integrate knowledge of deductions under Section 24 to compute the total income, Evaluate the impact of various types of properties on the overall tax liability.

Reference Books	
1.	Corporate Tax Planning And Business Tax Procedures (TextBook) By Dr. Vinod K Singhania & Dr Monica Singhania Taxmann Publication
2.	Direct Tax Laws & Practices (TextBook) By Girish Ahuja & Ravi Gupta Cengage Learning
3.	Direct Taxes – Law & Practice By Dr. Vinod K Singhania & Dr Kapil Singhania Taxmann
4.	Corporate Taxation In A Dynamic World By Paolo M Panteghini Springer



07010501 - BUSINESS LAW	
Course	Bachelor of Business Administration (BBA) Semester - 5
Type of Course	Major (Core) Courses
Prerequisite	
Course Objective	1. Knowledge: Basic and broad knowledge in business laws in management. 2. Ability to apply concepts, principles and theories to understand simple business laws. 3. The objective of this course is to provide the students with practical legal knowledge of general business law issues. 4. It aims at providing a rich fund of contemporary knowledge , time tested principles, basic concepts, emerging ideas, evolving theories, latest technique , ever changing procedures & practices in the field of Law.

Teaching Scheme (4-2-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				External Mark (T)	Internal Marks (T)	External Mark (P)	Internal Marks (P)	
4	2	-	6	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Law of Contract <ul style="list-style-type: none"> Nature of Contract, Proposal (or Offer) and Acceptance Consideration Capacity to contract Consent and Free Consent Quasi Contract Breach of Contract 	23	26
2	Contract of Bailment and Pledge <ul style="list-style-type: none"> Introduction of Bailment Kinds of Bailment Duties & Rights of Bailor & Bailee Termination of Bailment Pledge by Non-Owners Rights & Duties of Pledgor or Pledgee 	22	24
3	Contract of Agency	23	26



- Definition of Agent & Agency
- Different kinds of Agencies
- Classification of Agents
- Duties & Rights of Agent
- Personal Liability of Agent
- Termination of Agency
- Power of Attorney



4	Law of Negotiable Instruments	22	24
Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
	<ul style="list-style-type: none"> • Definition and definition of Negotiable instrument • Features and difference: <ul style="list-style-type: none"> ◦ Promissory notes ◦ Bill of Exchange ◦ Cheque, Crossing of Cheques ◦ Holder and Holder in Due Course 		
Total		90	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy			
Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	Describe the fundamental contract law principles in real-world scenarios to make informed decisions and resolve contract-related issues effectively.
CO2	Develop the expertise in Bailment and Pledge contracts, enabling effective application of legal principles in real-world situations.
CO3	Evaluate the Contract of Agency to effectively navigate agency relationships in practical business contexts.
CO4	Discuss the Law of Negotiable Instruments to boost your employability in practical financial scenarios.

Reference Books	
1.	Elements of Mercantile Law (TextBook) By N. D. Kapoor 33rd Ed., 2012 (Sultan Chand & Sons)
2.	The Indian Contract Act-1872 (TextBook) By S. N. Maheswari Himalaya Publishing House
3.	Business Law By N. D. Kapoor Sultan Chand & Sons
4.	Business Law By S. S. Gulshan Anurang Jain for Excel Books
5.	Contract By Avtar Singh Eastern Book Company
6.	Mercantile Law By T. J Rana B.S. Shah Prakashan



07010502 - ORGANIZATIONAL BEHAVIOUR	
Course	Bachelor of Business Administration (BBA) Semester - 5
Type of Course	Major (Core) Courses
Prerequisite	
Course Objective	<ol style="list-style-type: none"> 1. Students will be able to analyze and apply various organizational metaphors (such as machines, organisms, and cultures) to understand organizational dynamics. They will evaluate key components of organizational behavior including work motivation, job satisfaction, leadership, and group behavior, and assess their impact on organizational effectiveness and employee well-being. 2. Students will critically evaluate different models of organizational behavior (autocratic, custodial, supportive, and collegial) and compare their implications for management practice. They will explore various leadership theories and strategies, including team building and leadership characteristics, to effectively manage and develop teams within an organization. 3. Students will develop skills in analyzing and improving interpersonal relationships within organizations. They will learn about transactional analysis and conflict types, and apply conflict resolution techniques to address and resolve workplace conflicts, enhancing overall team dynamics and organizational harmony. 4. Students will understand and apply principles of learning and self-efficacy to organizational behavior management. They will design and implement behavior management interventions, including behavior intervention plans (BIP) and functional behavior assessments, to improve organizational outcomes and employee performance through effective behavior shaping and reinforcement strategies.

Teaching Scheme (4-2-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				External Mark (T)	Internal Marks (T)	External Mark (P)	Internal Marks (P)	
4	2	-	6	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Organizational Metaphors & Component Organizational Metaphors: Organizational Machines -organizations as Organisms - Organizational Brains - Organizational Cultures – Organizational Political Systems- Organizational Psychic Prisons - Organizational Flux and Transformation- Organizational Instruments of Domination. Component of OB : Work Motivation- Job Satisfaction, Organizational Commitment, and Organizational Justice -Leadership - Group Behavior, Work Stress - Organizational Culture and Development - Productive and Counterproductive Behavior	23	26
2	OB and Leadership Different Models Of OB: Models of Organization -The Autocratic Model - The Custodial Model - The Supportive Model -The Collegial Model Comparison of the Models of Organizational Behavior Leadership and team building: Definition of Leadership - Classification of Leadership- Characteristics of Leadership - Tasks of Leadership - Approaches of Leadership- Team and Team Building - Development of a Team	22	24





3	Interpersonal behavior	23	26
Definition – Development of Inter-personal Relationship – Analysis of Transactions – Benefits of Transactional Analysis Conflict: Conflicts and types of Conflict, Causes of Conflict Conflict Resolution: Principles of Conflict Resolution - Resolving Workplace Conflict- Conflict Resolution Techniques :Preventative Techniques - Other Techniques - Positive Outcome of Conflicts - Personality Conflict and Resolution			
4	Learning and Management	22	24



Learning And OB: Definition And Meaning Of Learning- Principles Of Learning- Behaviors That Can Be Learned Through Modeling - Self Efficacy Affects Behavior Organization Behavior And Management: Organization Behavior Management - Organization Behavior Management - Reinforcement Theory Revisited -Organization Behavior Management Outcome - Behavior Shaping In Organization Behavior Management Implementing An Organization Behavior: Management Programmed, Behavior Intervention Plans (BIP) Or Behavior Management Intervention (BMI) - Functional Behavior Assessment - The Five Step Plan Of Organizational Behavior Management Programmed		
Total	90	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Understanding conflict resolution, expand knowledge about different approach in leadership and team building
CO2	Modify the model of OB and develop the concept of true leadership
CO3	Evaluate the applicability of the concept of organizational behavior to understand the behavior of people in the organization
CO4	Discuss the complexities associated with management of the group behavior in the organization

Reference Books

1.	Organizational Behavior (TextBook) By Fred Luthans, (1998) International Eighth edition, Irwin McGraw Hill.
2.	Organizational Behavior, concepts, controversies and applications (TextBook) By Robbins, S.P. (1994), 6th edition, N.J. Prentice Hall.
3.	Organisational Behavior By Fred Luthans McGraw Hill, 11th Edition
4.	Organisational behavior By Schermerhorn, Hunt and Osborn John Wiley, 9th Edition
5.	Organisational Behavior By Hellrigal, Slocum and Woodman Cengage Learning, 11th Edition
6.	Organisational Behavior By Mc Shane & Von Glinov 4th Edition, Tata Mc Graw Hill



07020501 - INVESTMENT BANKING & FINANCIAL SERVICES	
Course	Bachelor of Business Administration (BBA) Semester - 5
Type of Course	Discipline Specific Elective
Prerequisite	
Course Objective	<ol style="list-style-type: none"> Students will gain a comprehensive understanding of the evolution, structure, and regulatory framework of Indian investment banking, including its core functions and allied businesses. They will learn to identify the key characteristics and services offered by investment banks and how these impact financial markets and businesses. Students will develop a thorough knowledge of merchant banking functions, including fund-raising activities, mutual funds, and regulatory guidelines set by SEBI. They will be able to evaluate the role of merchant bankers and the various types of mutual funds, along with their advantages, disadvantages, and performance metrics. Students will be equipped to distinguish between leasing and hire-purchase financing, understanding their definitions, types, advantages, and limitations for both lessors and lessees. Additionally, they will explore the concepts, characteristics, and stages of venture capital, with a focus on its application and growth in the Indian context. Students will acquire the ability to analyze the credit rating system, its importance, and its regulatory framework. They will also gain insights into depository services, the concept of plastic money, and the various forms of credit cards and debit cards. This includes understanding the credit card cycle, advantages, limitations, and future outlook of plastic money.

Teaching Scheme (4-2-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				External Mark (T)	Internal Marks (T)	External Mark (P)	Internal Marks (P)	
4	2	-	6	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction to Investment Banking Evolution of Indian Investment Banking, Characteristics and Structure of Indian Investment Banking, Service Portfolio of Indian Investment Banks (Core Investment Banking and Allied Businesses), Regulatory Framework for Investment Banking.	23	26
2	Merchant Banking Functions, scope, Merchant banking in India, SEBI guidelines for merchant bankers, role of merchant banker in fund raising, Mutual funds : meaning, origin and growth, constitution and management, types, advantages and disadvantages, performance, regulations	22	24
3	Leasing Definition leasing, Types of leasing, Advantages leasing Limitations for lessor and lessee Hire-purchase : Meaning and Features of hire purchase, Rights of hirer, Difference between leasing and hire purchase financing Venture capital : Concepts of venture capital Characteristics of venture capital, Stages of investment/financing, Venture capital in India	23	26
4	Credit Rating	22	24





	Meaning of credit rating, Origin of credit rating, Importance of credit rating, Credit rating system, Regulatory framework of credit rating Depository services : Depository system, Depository participant, SEBI guidelines for depository system, Dematerialization and rematerialisation of shares, Electronic settlement of trade Plastic money : Concept of plastic money Different forms of credit rating, Credit card and debit card, Credit card cycle, Advantages and Limitations of Plastic money, Factors affecting the usage of cards, Future outlook of Plastic money	
	Total	90 100



Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

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

CO1	Explain the Investment banking concepts and Structure of Indian Investment Banking
CO2	Interpret the importance and relevance of Investment Bankers in any Financial System.
CO3	Analyze the entire process of raising funds from primary markets along with the concerned regulations applicable in India.
CO4	Discuss the various financial services available in financial markets particularly in India along with the latest innovations and technological integration in the field of finance.

Reference Books

1.	Investment Banking: Concepts, Analyses and Cases (TextBook) By Pratap Giri Mc GrawHill
2.	Investment Banking (TextBook) By Ranjan Rakesh Wiley
3.	Indian Financial system By Bharti Pathak Pearson
4.	Investment Banking: Valuation, Leveraged Buyouts, and Mergers and Acquisitions By Joshua Rosenbaum, Joshua Pearl, Joshua Harris, Joseph R. Perella Wiley
5.	Indian Financial System By M.Y.Khan Mc Graw Hill
6.	Financial Markets & Institutions By L.M.Bhole



07010503 - COUNSELLING & NEGOTIATION SKILLS FOR MANAGERS	
Course	Bachelor of Business Administration (BBA) Semester - 5
Type of Course	Discipline Specific Elective
Prerequisite	
Course Objective	<ol style="list-style-type: none"> Students will acquire foundational knowledge of counseling approaches, processes, and procedures. They will learn to apply counseling techniques and skills in organizational settings, understanding how to address various interpersonal and performance issues effectively. Students will gain insights into specific counseling techniques and their application in managing role conflicts, problem subordinates, and performance issues within organizations. They will also explore strategies to address substance abuse and adhere to ethical standards in counseling practices. Students will understand the principles and processes of negotiation, including the nature, types, and styles of negotiation. They will develop skills in using negotiation strategies and tactics, overcoming barriers to effective negotiation, and improving communication styles to achieve successful outcomes. Students will learn about the role of trust and ethics in negotiations, the impact of cultural differences and gender on negotiation styles, and the use of IT in negotiation contexts. They will explore strategies for mediation and persuasion, enhancing their ability to manage diverse negotiation scenarios effectively.

Teaching Scheme (4-2-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				External Mark (T)	Internal Marks (T)	External Mark (P)	Internal Marks (P)	
4	2	-	6	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Counselling <ul style="list-style-type: none"> Introduction of Counselling Approaches to Counselling, Goals and Process of Counselling Counselling Procedures and Skills Organizational Application of Counselling Skills 	23	26
2	Changing Behaviors through Counselling <ul style="list-style-type: none"> Specific Techniques of Counselling Role conflicts of Managers and Counselling Application of Counselling in Specific Organizational Situations Dealing with problem Subordinates Performance Management Alcoholism and Other Substance Abuse Ethics in Counselling 	22	24
3	Negotiation	23	26





- Introduction of Negotiation
- Nature and need for negotiation
- Negotiation process
- Types and styles of negotiation
- Strategies and tactics
- Barriers in effective negotiation
- Communication Style
- Breaking Deadlocks



4	Negotiation Roles & Cultures	22	24
		<ul style="list-style-type: none"> • Role of trust in negotiations • Negotiation and IT • Ethics in negotiation • Cultural differences in negotiation styles • Gender in negotiations • Context of mediation • Negotiation as persuasion 	
Total		90	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

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

CO1	Understand complex theory and practice of negotiation in particular and conflict resolution in general.
CO2	Identify the challenges we all have in dealing with negotiation and conflict resolution
CO3	Analyze negotiation as a system and the important role of subsidiary factors
CO4	Discuss the issues related to negotiation and Counselling

Reference Books

1.	Counselling Skills for Managers (PHI) (TextBook) By Singh Kavita CBS Publishers & Distributors Pvt. Ltd
2.	Workplace counselling (TextBook) By Carroll M Sage Publication
3.	Introduction to counselling: voices from the field, USA: Cengage Learning By Kotler, J. A., & Shepard, D. S Thomson Learning Academic Resource Center
4.	Negotiation theory and strategy By Korobkin, R Aspen Publishing



07990601 - BASICS OF STRATEGIC MANAGEMENT	
Course	Bachelor of Business Administration (BBA) Semester - 6
Type of Course	Core
Prerequisite	
Course Objective	<ol style="list-style-type: none"> Students will gain a foundational understanding of strategy, including its definition, elements, types, and the need for strategic planning. They will explore the role and functions of strategic management, key strategic concepts such as mission, vision, and objectives, and the strategic management process, including decision-making and the impact of globalization. Students will learn to perform thorough external and internal environmental scans to identify political, economic, socio-cultural, technological, and industry factors affecting organizations. They will also evaluate internal strengths, weaknesses, threats, and core competencies, and understand the importance and process of strategic planning and internal appraisals. Students will explore various corporate-level strategies, such as strategic alliances, integration, and diversification, and business-level strategies, including offensive and defensive tactics and generic strategies. They will also understand functional-level strategies and the concepts of competitive advantage and core competence, and how these contribute to building and sustaining competitive advantage. Students will examine strategies for identifying international opportunities and choosing entry modes, addressing environmental trends, and managing risks in a global context. They will also learn about strategic implementation, focusing on behavioral and functional issues such as organizational structure, culture, and the processes of strategic evaluation and control.

Teaching Scheme (4-2-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				External Mark (T)	Internal Marks (T)	External Mark (P)	Internal Marks (P)	
4	2	-	6	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction of Strategy	23	26





	<ul style="list-style-type: none">• Introduction of Strategy :• Definition, Elements,• Forms and Types of Strategy,• Need for Strategy <p>Introduction to Strategic Management</p> <ul style="list-style-type: none">• Introduction of Strategic Management:• Definition, functions and role of Strategic Management.• Need for Strategic Management.• Business Policy• Corporate Strategy• Key terms in Strategic Management:<ul style="list-style-type: none">◦ Mission◦ Vision◦ Objectives• Strategic Management Process• Impact of globalization• Strategic Decision Making<ul style="list-style-type: none">◦ Issues in Strategic Decision Making		
2	External Environment Scanning	22	24



	<ul style="list-style-type: none"> Political Environment, Economic Environment, Socio-cultural Environment, Technological Environment Industry Environment <p>Internal Environment Scanning :</p> <ul style="list-style-type: none"> Identifying strength, Identifying weakness, Identifying threats, Identifying competencies and core competencies <p>Strategic Planning</p> <ul style="list-style-type: none"> Concept of Strategic Planning Need & Importance of Strategic Planning Internal Appraisal of firm Process of Strategic Planning Stages of corporate development Approaches to Environmental Scanning 			
3	<p>Corporate Level Strategy</p> <ul style="list-style-type: none"> Strategic Alliances, Horizontal and Vertical Integration, Diversification <p>Business Level Strategy:</p> <ul style="list-style-type: none"> Offensive and Defensive strategies, Five Generic Strategies, Functional Level Strategy: Overview of various functional strategies <p>Competitive Advantage and Core Competence</p> <ul style="list-style-type: none"> Concept of Competitive advantage Significance of Competitive advantage Building competitive advantage Concept of Core competence Difference between Competitive advantage and Core competence Acquiring core competence 	23	26	
4	<p>Global Strategy</p> <ul style="list-style-type: none"> Identifying International Opportunities International Strategy Environmental Trends Choice of International Entry Mode Strategic Competitive Outcomes Risks in an International Environment <p>Strategic Implementation:</p> <ul style="list-style-type: none"> Behavioral and Functional Issues: Organization Structure, Organization Culture, Strategic Evaluation and Control 	22	24	
Total			90	100





Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.



Course Outcomes

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

CO1	Explain the Business Policy, Corporate Strategy, Key terms in Strategic Management.
CO2	Develop the Need & Importance of Strategic Planning, Internal Appraisal of firm.
CO3	Analyze the Concept of Competitive advantage, Significance of Competitive advantage.
CO4	Discuss the International Opportunities, International Strategy, Environmental trends.

Reference Books

1.	Business Policy and Strategic Management (TextBook) By Ramaswami and Namkumari Macmillan Publishers India Limited
2.	Strategic Management, Concepts and Cases (TextBook) By Milind Phadtare PHI
3.	Strategic Management: Concept and Cases By Thompson and Strickland McGraw-Hill/Irvin
4.	Business Policy and Strategic Management By M.V.Kulkarni Everest Publishing House, 2010
5.	Strategic Management – Concepts and Cases By Fred R. David PHI Learning, New Delhi
6.	Strategic Management By Carpenter MB Williams & Wilkins Pearson
7.	Business Policy and Strategic Management By Lawrence R. Jauch., Glueck William F. Frank Brothers
8.	Strategic Management: A South-Asian Perspective By Hitt, Ireland, Hoskisson, Manikutty CENGAGE Learning
9.	Strategic Management and Business Policy By Azhar Kazmi The McGraw-Hill Publishing Company Limited



07990602 - QUANTITATIVE TECHNIQUES	
Course	Bachelor of Business Administration (BBA) Semester - 6
Type of Course	Core
Prerequisite	
Course Objective	<ol style="list-style-type: none"> Students will understand the fundamental concepts of quantitative techniques, including statistical, programming, and operations research techniques. They will learn about the role of these techniques in business and industry, as well as their limitations, enabling them to apply appropriate methods for data analysis and decision-making. Students will gain proficiency in the collection, presentation, and analysis of data. They will learn to use statistical tools to organize data through frequency distribution, tabulation, and graphical methods. Additionally, they will become adept at calculating and interpreting measures of central tendency and dispersion, including various averages and dispersion measures. Students will develop skills in correlation and regression analysis to identify and quantify relationships between variables. They will understand the different types of correlation, calculate and interpret correlation coefficients, and differentiate between correlation and regression. Students will also be able to apply regression analysis to make predictions based on data. Students will learn to formulate and solve transportation and assignment problems using various quantitative techniques. They will become familiar with methods such as the N.W. Corner Rule, Least Cost Method, Vogel's Approximation Method, and the Hungarian Method. Students will also address special cases such as multiple solutions, maximization cases, and unbalanced problems.

Teaching Scheme (4-2-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				External Mark (T)	Internal Marks (T)	External Mark (P)	Internal Marks (P)	
4	2	-	6	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction Meaning of Quantitative Techniques Classification of Quantitative Techniques Statistical Techniques Programming or Research Techniques Important Operations Research Techniques Role of Quantitative Techniques in Business & Industry Quantitative Techniques & Business Management Limitations of Quantitative Techniques.	23	26
2	Introduction to Statistics Meaning definition Statistics Functions of Statistics Importance and limitations of Statistics Collection of data Primary and Secondary data Schedule and questionnaire Frequency distribution Tabulation, Diagram Graphic presentation of data. Measures of Central Tendency and Dispersion: Definition of Central Tendency Objectives Central Tendency Characteristics of Measures of Central Tendency Types of Averages Arithmetic Mean, Geometric Mean Harmonic Mean, Median, Mode, Quartiles, Deciles, percentiles, Properties of averages and their application. Meaning, definitions, objectives of Dispersion, Range Quartile Deviation, Mean deviation, Standard Deviation Co-efficient of variation.	22	24





3	Measures of Correlation Meaning, Definition and use of correlation. Types of correlation Karl Pearson's correlation co-efficient Spearman's Rank correlation probable error Meaning utility of regression analysis Comparison between Correlation and Regression Regression Equations Interpretation of Regression Co-efficient.	23	26
4	Elementary Transportation	22	24



Formulation of Transport Problem, Solution by N.W. Corner Rule, Least Cost method, Vogel's Approximation Method (VAM), Modified Distribution Method. (Special cases: Multiple Solutions, Maximization case, Unbalanced case, prohibited routes) Elementary Assignment: Hungarian Method, (Special cases: Multiple Solutions, Maximization case, Unbalanced case, Restrictions on assignment.)	Total	90	100
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Suggested Distribution Of Theory Marks Using Bloom's Taxonomy			
Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	Classify Multiple optimal solution, infeasibility, unbounded solution); simplex Methods.
CO2	Examine the Formulation of Transport Problem, Solution by N.W. Corner Rule, Least Cost Method, and Vogel's Approximation Method (VAM).
CO3	Organize the Construction of the Network diagram, Critical Path- float and slack analysis.
CO4	Discuss the Payoff Table, Opportunity Loss Table, Expected Monetary Value, Expected Opportunity Loss, Expected Value of Perfect Information and Sample Information Markov Chains.

Reference Books	
1.	Quantitative Management (TextBook) By N. D. Vohra Tata McGraw Hill
2.	Operations Research (TextBook) By P. K. Gupta, Man Mohan, KantiSwarup Sultan Chand & Sons
3.	Operations Research By V. K. Kapoor Sultan Chand & Sons
4.	Operations Research Theory & Applications By J. K. Sharma Macmillan India Limited



07030601 - BASICS OF SOCIAL MEDIA MARKETING	
Course	Bachelor of Business Administration (BBA) Semester - 6
Type of Course	Discipline Specific Elective
Prerequisite	
Course Objective	<ol style="list-style-type: none"> Students will be able to define social media, understand its development, and manage information through tools like Google Alerts and blogs. They will learn how to prepare a company for effective social media content management, including touchpoint analysis, content creation, scheduling, and program management. Students will gain a comprehensive understanding of internet and digital marketing, including the digital marketing mix and its impact on integrated marketing communications (IMC). They will learn to use various digital channels effectively, including blogs, Facebook, Instagram, Twitter, LinkedIn, and Pinterest, for brand promotion and audience engagement. Students will be able to create, manage, and optimize search engine advertising campaigns, including pay-per-click (PPC) strategies, ad placement, and campaign reporting. They will also learn to manage YouTube channels, create engaging content, and use tools for channel optimization. Students will learn about different types of display ads, buying models, and cost metrics such as CPC, CPM, CPL, and CPA. They will explore programmable digital marketing, analytical tools, collaborative marketing, and emerging technologies like chatbots, messenger bots, and artificial intelligence, and understand their application in modern digital marketing strategies.

Teaching Scheme (4-2-0)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				External Mark (T)	Internal Marks (T)	External Mark (P)	Internal Marks (P)	
4	2	-	6	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction <ul style="list-style-type: none"> Introduction to Social Media, What is Social Media? How Social Media developed, Managing Information – Aggregators, Google Alerts, Blogs. Getting your company ready for Social Media Content Management Touchpoint analysis, Scheduling, Creating content, Managing content programs, Planning Worksheets 	23	26
2	Internet Marketing and Digital Marketing Mix	22	24





- Internet Marketing, opportunities and challenges
 - Digital marketing framework
 - Digital Marketing mix
 - Impact of digital channels on IMC
 - Blogs – Blogger, Tumblr, Wordpress, Influencers Who are they? How to find them How to use them to benefit your brand
 - Posts, Paid Promotion Ads, Contests.
- Facebook & Instagram- Creating groups and pages, Tips and Guides



3	Search Engine Advertising:	23	26
	<ul style="list-style-type: none"> • Pay for Search Advertisements • Ad Placement, Ad Ranks • Creating Ad Campaigns • Campaign Report Generation • YouTube Long - form video platforms, Setting up a channel, Managing content - Video Flow - Google Pages for YouTube Channel • Verify Channel Webmaster Tool – Adding Asset - Associated Website Linking - Custom Channel URL - Channel ART - Channel Links - Channel Keywords • Branding Watermark - Featured Contents on Channel - Channel Main Trailer - Uploading Videos - Uploading Defaults - Creator Library - Practical Examples. • Twitter - Set-up and usage Tips. LinkedIn - Tips and Guides Review of • Pinterest - Visual social media and bookmarking, Set-up and management 		
4	Display marketing	22	24
	<ul style="list-style-type: none"> • Types of Display Ads • Buying Models • Cost per Click (CPC), Cost per Milli (CPM), Cost per Lead (CPL), Cost per Acquisition (CPA). • Programmable Digital Marketing • Analytical Tools • YouTube marketing • Collaborative Marketing & Crowdsourcing – • Consumer-generated content (Encouraged Organic), New Technologies – Chat Bots/Messenger Bots and Artificial Intelligence. 		
Total		90	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Classify types of social media websites-mobile apps-email- social media-various social media websites.
CO2	Illustrate the Target Audience-Sharing content on Social Media Book marking websites.
CO3	Analyze tips of Social Media Marketing-Customization; Social Media Optimization.
CO4	Explain Establishing Relationship with customers Social Media.

Reference Books

1.	Advertising and Promotions: An IMC Perspective (TextBook) By Kruti Shah & Alan D-Souza Tata McGraw Hill
2.	Advertising and Promotion: An IMC Approach (TextBook) By Terence A. Shimp Cengage Learning



3.	Sales Management: Concepts, Practice, and Case By Johnson F.M., Kurtz D.L., Scheuing E.E Tata McGraw Hill
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07000601 – PROJECT REPORT		Semester - 6
Course	Bachelor of Business Administration (BBA)	
Type of Course	Discipline Specific Elective	
Prerequisite		
Course Objective	<ol style="list-style-type: none"> To enable the students to understand the Management and System at various levels in general & in certain specific industries or organizations. To support the students focus on and analyses the issues & strategies required to select and develop various live project topic in any organization. To develop relevant writing skills required for application in research related issues. To enable the understanding of various research concepts along with the domain concept in order to take correct business decisions. 	

Teaching Scheme (0-0-12)				Examination Scheme				
Lecture	Tutorial	Lab/Practical	Credit	Theory Marks		Practical Marks		Total Marks
				External Mark (T)	Internal Marks (T)	External Mark (P)	Internal Marks (P)	
-	-	12	6	-	-	100	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours W - Weightage
Sr.	Topics	
1	The Learning can be carried out through: <ul style="list-style-type: none"> Study of Secondary data from Books, Journal and magazine Articles, Newspaper Articles, Websites, Electronic & Physical Databases, Etc. <p style="text-align: center;">OR</p> <ul style="list-style-type: none"> Primary Data Collection through Interviews, Discussions & Other Research Instruments. 	

The Project Report can be on any of the Following

- Comprehensive Case Study of Industry, Segment of Industry or a company (Small / Medium / Large) (Profit or Nonprofit Making)
- Organizational Study aimed at Inter-Organizational Comparison / Validation of Theory / Survey of Management Practices with Reference to Particular Industry.
- Field Study (Empirical Study) With Respect to any Research Issue.
- Feasibility Study as Comprehensive Project.

Guidelines for the project report:

- A. Declaration from the student that his/her research work is not copied from any other existing reports.





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- B. Certificate of the guide: The guide should certify that the research work is original and completed satisfactorily under his/her guidance.
 - C. The project report will be assessed on the basis of one group report submitted by Students. Individual copies of the project must be produced during external exam and must be checked and signed by the external examiner also. The pattern of the project report must be as prescribed earlier.
 - D. Power point presentation of the group project must be done by students during both internal and external assessment. The presentation should be divided among all the group members in such a way that the entire project contents are covered. Each student should present for 2-3 minutes on his\her allotted section.





- E. Power point presentation should be followed by individual viva voce. In this exam, the student should be able to answer on the entire project and also related topics; and not only on his section of the presentation.
- F. A hard copy and a CD of the power point presentation done during internal assessment must be produced at the time of external assessment too.

ASSESSMENT

Project Component	Marks
Presentation Content & Attire	30
Project Report	40
PowerPoint Presentation and Viva-voce	30
Total	100

EVALUATION

The University Examination will be based on oral presentation, Review of reports and a Viva – Voce which will carry 100 Marks for the Course Evaluation with a purpose to evaluate that how far students have been capable enough in fulfilling the objective of this Course. **One Copy of Report (Computerized)** should be submitted to the university by the student, before the commencement of his/her External Examination.

SPECIFICATIONS FOR PROJECT REPORT:

Sr. No.	Particular	Details
1	Paper Size	A4
2	Margins	Left Side - 1.5 cm Right Side - 1 cm Top - 1 cm Bottom - 1 cm
3	Paragraph Spacing	Double Lines
4	Page Numbers	At bottom – Centre (Middle)
5	Font Type	Arial
6	Font Size	For Normal - 12
7	Heading Subhead	Upper case, Bold, Centre, FS – 14 Bold, Left Aligned, FS- 12,





8	Tables/ Graphs/ Diagrams	Title, No. and Source
9	Chapter Name	On Separate Page – Before the start of the Chapter Centre Aligned on the Page No page Numbers on it Next page start the Chapter – do not repeat the title on the next page
10	Copies of the Report	Hard : Total 2 Copy



		For Institute – 01 (Hard Binding – Black) For Student – 01 (Spiral) (Optional) Soft : 01 Copy CD should have following information: Name of the Student UID No. Project Title. Year Guide Name
11	No. of pages for the report	100 to 125 Pages

The Chapter Scheme for the project Report will be as follows:

- ❖ Title Page
- ❖ Preface
- ❖ Acknowledgement
- ❖ Certificate
- ❖ Table of Content
- ❖ Executive summary
- ❖ Part I - General Information / Industry study (As per Annexure A)
- ❖ Part II – Primary Study / Company Study (As per Annexure A)
- ❖ Annexure
- ❖ Bibliography

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy						
Level	Remember	Understand	Apply	Analyze	Evaluate	Create
Weightage	-	40	30	30	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	Classify Study of Secondary data from Books, Journal and magazine Articles, Newspaper Articles, Websites, Electronic & Physical Databases.





CO2	Apply Comprehensive Case Study of Industry, Segment of Industry or a company (Small / Medium / Large) (Profit or Nonprofit Making).
CO3	Analyze Feasibility Study as Comprehensive Project.
CO4	Discribe the project report and it will be assessed on the basis of one group report submitted by Students.

