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RAMDEOBABA UNIVERSITY, NAGPUR
Formerly Shri Ramdeobaba College of Engineering & Management (RCOEM) Est. 1984

PROGRAMME SCHEME & SYLLABI

SCHOOL OF MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION

2024-28

RAMDEOBABA UNIVERSITY

NAGPUR-440013

BBA PROGRAMME

Duration: 4 years

Program Pattern: Semester

The Bachelor of Business Administration (BBA) program stands as a quintessential gateway to the intricate realm of commerce, offering a comprehensive understanding of the multifaceted dynamics that govern modern-day businesses. This illustrious academic pursuit intertwines theoretical knowledge with practical application, sculpting adept professionals equipped to navigate the labyrinthine corridors of the corporate landscape with finesse and acumen.

Unique Selling Proposition:

- **Practical Orientation:** Emphasis on practical learning through internships, industry projects, and experiential learning opportunities
- **In-depth Specialization:** Additional year allows for deeper exploration of chosen specialization through advanced coursework and practical projects (For 4 years BBA).

Key Features:

- **Comprehensive Curriculum:** Well-rounded curriculum covering fundamental business concepts, management principles, and specialized electives.
- **Industry Exposure:** Integration of industry insights, guest lectures, and corporate interactions to bridge the gap between academia and the business world.
- **Holistic Development:** Focus on holistic development through soft skills training, leadership workshops, and personal growth initiatives.

Learning Opportunities:

- **Internships:** Access to internships with leading companies to gain hands-on experience and build professional networks.
- **Study Abroad Programs:** Opportunity to participate in exchange programs or study abroad initiatives to gain a global perspective and enhance cross-cultural competence.
- **Career Services:** Dedicated career services offering career counseling, resume building, interview preparation, and job placement assistance.
- **Specializations:** Option to specialize in areas such as marketing, finance, human resources, or entrepreneurship to align studies with career interests and goals.

Career Opportunities:

- **Entry-level Positions:** Opportunities for entry-level roles in various industries such as marketing, finance, operations, and human resources.
- **Management Trainee Programs:** Access to management trainee programs offered by leading companies to groom fresh graduates for future leadership roles.
- **Entrepreneurship:** Support for aspiring entrepreneurs through startup incubators, mentorship programs, and access to funding opportunities.

Eligibility:

- Passed Standard XII (10+2) or equivalent examination from any recognised Board with a minimum of 50% marks or equivalent grade (45% Marks or equivalent grade for Scheduled Caste / Scheduled Tribes). Students who wish to opt for Honours with Research must earn a 7.5 CGPA and above at the end of Semester 5.
- Eligibility Criteria for the Multiple entries would be as per University's Lateral Entry Rules for FYUG Programmes

Specialization Offered:

- Marketing Management
- Human Resource Management & Organizational Behaviour
- Financial Management
- Business & Data Analytics
- Innovation, Entrepreneurship and Venture Development
- Banking and Financial Management

Program Outcomes:

Attributes	POs	
Knowledge of business management and emerging technologies	PO1	BBA graduates shall have the latest disciplinary and interdisciplinary business and management knowledge and have the appropriate skills to use modern technology to improve business performance
Interpersonal & Intrapersonal skills to build effective leaders	PO2	BBA graduates shall have the requisite skill sets to communicate effectively, work collaboratively, and lead in diverse environments.
Innovation & Entrepreneurship	PO3	BBA graduates shall develop an innovative and entrepreneurial approach to analyse problems, and shall exhibit entrepreneurial abilities in new or existing enterprise.
Ethics and Social Responsibility	PO4	BBA graduates shall have the knowledge of ethics and ethical standards and an ability to apply these while making decisions for creating sustainable workplaces and community.
Analytical Skills and Decision Making	PO5	BBA graduates shall have the ability to think critically, analyse data, make decisions and solve complex problems of the business world.
Global Adaptability	PO6	BBA graduates shall be able to understand the global business scenario and possess the required skills to solve problems in the respective local, regional and global environments.

Program Specific Outcomes:

Attributes	PSOs	
Develop Innovative and Entrepreneurial Approach	PSO1	BBA graduates will demonstrate an innovative and entrepreneurial mindset, enabling them to analyse problems creatively and exhibit entrepreneurial abilities in both new and existing enterprises. They will be equipped with the skills to identify opportunities, innovate solutions, and navigate the dynamic landscape of business environments.
Apply Ethical Standards for Sustainability	PSO2	BBA Graduates will possess a strong understanding of ethics and ethical standards within the business context. They will be able to apply ethical principles while making decisions to create sustainable workplaces and contribute positively to the community. This includes considering the social, environmental, and economic impacts of business practices and ensuring responsible decision-making.
Understand Global Business Dynamics	PSO3	BBA graduates will gain comprehensive knowledge of the global business scenario and develop the necessary skills to address challenges and opportunities in local, regional, and global environments. They will be able to analyse and navigate the complexities of international markets, cultural diversity, and global competition, thereby enhancing their ability to make informed decisions and implement effective strategies on a global

		scale.
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Program Educational Outcomes:

Attributes	PEOs	
Acquire Comprehensive Business Knowledge	PEO1	BBA graduates will possess up-to-date disciplinary and interdisciplinary knowledge in business and management, along with proficiency in utilizing modern technology to enhance business performance.
Effective Communication and Leadership	PEO2	BBA graduates shall have the requisite skill sets to communicate effectively, work collaboratively, and lead BBA graduates will have developed effective communication skills, enabling them to communicate proficiently, collaborate in diverse teams, and demonstrate leadership qualities in various professional settings in diverse environments.
Foster Innovation and Entrepreneurship	PEO3	BBA graduates will cultivate an innovative and entrepreneurial mindset, allowing them to analyse problems creatively, generate innovative solutions, and demonstrate entrepreneurial abilities in both new and existing enterprises.
Integrate Ethics for Sustainability	PEO4	BBA graduates will understand and apply ethical principles in decision-making processes to create sustainable workplaces and contribute positively to the community. They will consider the social, environmental, and economic impacts of business practices to ensure responsible decision-making.
Enhance Critical Thinking and Problem-Solving Skills	PEO5	BBA graduates will develop the ability to think critically, analyse data, make informed decisions, and solve complex problems prevalent in the dynamic business environment.
Navigate Global Business Dynamics	PEO6	BBA graduates will acquire a comprehensive understanding of the global business scenario and develop the necessary skills to address challenges and opportunities in local, regional, and global environments. They will be adept at analysing and navigating international markets, cultural diversity, and global competition to implement effective strategies on a global scale.

BBA Programme Structure

Semester - I

Sr. No.	Course code	Course Name	L	P	Maximum Marks			Credits	ESE Duration (Hrs.)
					Continuous Assessment	End Sem Exam	Total		
01	24SM01TH0101	Business Mathematics	3	-	50	50	100	03	03
02	24SM01TH0102	Human Psychology	3	-	50	50	100	03	03
03	24SM01TH0103	Business History	2	-	30	30	60	02	02
04	24SM01TH0104	Critical and Creative Thinking	3	-	50	50	100	03	-
05	24SM01TH0105	Environment Management	2	-	30	30	60	02	-
06	24SM01PR0101	English Language Lab	-	2	25	25	50	01	-
07	24SM01PR0102	Communication Skills	-	2	25	25	50	01	-
08	24SM01TH0106	Principles of Management	3	-	50	50	100	03	03
09	24SM01TH0107	Book Review	1	-	25	25	50	01	-
10	24SM01TH0108	Syndicate Learning	1	-	25	25	50	01	-
11	24HS04PR0101	Sports-Yoga-Recreation	-	1	-	-	-	01	-
		Total	18	5	360	360	720	21	

* Business History (Self-Paced Learning)

Semester - II

Sr. No.	Course code	Course Name	L	P	Maximum Marks			Credits	ESE Duration (Hrs.)
					Continuous Assessment	End Sem Exam	Total		
01	24SM01TH0201	Statistics for Management	3	-	50	50	100	03	03
02	24SM01TH0202	Foreign Language	3	-	50	50	100	03	-
03	24SM01TH0203	Marketing Principles and Strategies	3	-	50	50	100	03	03
04	24SM01TH0204	Indian Ethos and Business Ethics	2	-	50	50	100	02	-
05	24SM01TH0205	Operations Management	3	-	50	50	100	03	03
06	24SM01PR0201	Computer Application in Management	-	2	25	25	50	01	-
07	24SM01PR0202	Business Communication	-	2	25	25	50	01	-
08	24SM01TH0206	Holistic Development*	2	-	50	50	100	02	-
09	24SM01TH0207	Syndicate Learning	1	-	25	25	50	01	-
10	24SM01PR0203	Art, Culture and Sports- I	-	1	-	-	-	-	-
11	24SM01PR0204	Media Review	-	2	25	25	50	01	-
		Total	17	7	400	400	800	20	

* Holistic Development (Self-Paced Learning)

Course Code	Course Name
24SM01TH0202-1	French Language
24SM01TH0202-2	German Language

Semester - III

Sr. No.	Course code	Course Name	L	P	Maximum Marks			Credits	ESE Duration (Hrs.)
					Continuous Assessment	End Sem Exam	Total		
01	24SM01TH0301	Financial Accounting	3	-	50	50	100	03	03
02	24SM01TH0302	Principles of Economics	3	-	50	50	100	03	03
03	24SM01TH0303	Business Environment	3	-	50	50	100	03	03
04	24SM01TH0304	Business law	3	-	50	50	100	03	03
05	24SM01TH0305	Project Management	2	-	50	50	100	02	02
06	24SM01TH0306	Enrichment Course*	2	-	50	50	100	02	-
07	24SM01TH0307	Study of Cultures	1	-	25	25	50	01	-
08	24SM01PR0301	Personality Development	-	2	25	25	50	01	-
09	24SM01PR0302	Spreadsheet	-	2	25	25	50	01	-
10	24SM01PR0303	Career Management-1	-	2	25	25	50	01	-
11	24SM01PR0304	Art, Culture & Sports- II	-	1	-	-	-	00	-
		Total	17	7	400	400	800	20	

* Enrichment Course (Self-Paced Learning)

Semester - IV

Sr. No.	Course code	Course Name	L	P	Maximum marks			Credits	ESE Duration (Hrs.)
					Continuous Assessment	End Sem Exam	Total		
01	24SM01TH0401	Business Analytics	3	-	50	50	100	03	03
02	24SM01TH0402	Cost and Management Accounting	3	-	50	50	100	03	03
03	24SM01TH0403	Organizational Behaviour	3	-	50	50	100	03	03
04	24SM01TH0404	Research Methodology	3	-	50	50	100	03	03
05	24SM01TH0405	Introduction to AI-ML and IoT	2	-	50	50	100	02	02
06	24SM01TH0406	Vocational Development*	2	-	50	50	100	02	-
07	24SM01TH0407	Case Analysis	1	-	25	25	50	01	-
08	24SM01TH0408	General Studies	1	-	-	-	-	00	-
09	24SM01PR0401	Life skills Lab	-	2	25	25	50	01	-
10	24SM01PR0402	Effective Public Speaking	-	2	25	25	50	01	-
11	24SM01PR0403	Community Engagement and Services	-	2	25	25	50	01	-
		Total	18	6	400	400	800	20	

* Vocational Development (Self-Paced Learning)

Semester - V

Sr. No.	Course code	Course Name	L	P	Maximum marks			Credits	ESE Duration (Hrs.)
					Continuous Assessment	End Sem Exam	Total		
01	24SM01TH0501	Human Resource Management	3	-	50	50	100	03	03
02	24SM01TH0502	Strategic Management	3	-	50	50	100	03	03
03	24SM01TH0503	Financial Management	3	-	50	50	100	03	03
04	24SM01TH0504	Innovation, Entrepreneurship and Venture Development	3	-	50	50	100	03	03
05	24SM01PR0501	Career Management 2	-	2	25	25	50	01	-
06	24SM01PR0502	Creative Writing and Designing	-	2	25	25	50	01	-
07	24SM01PR0503	Sectorial Analysis	-	2	25	25	50	01	-
08	24SM01TH0505	Indian Knowledge System	1	-	-	-	-	00	-
09	24SM01PR0504	Summer Internship	-	-	100	100	200	05	-
		Total	13	6	325	325	750	20	

Semester - VI

Sr. No.	Course code	Course Name		L	P	Maximum marks			Credits	ESE Duration (Hrs.)
						Continuous Assessment	End Sem Exam	Total		
01	-	Specialisation 1	Elective 1	3	-	50	50	100	03	03
02	-		Elective 2	3	-	50	50	100	03	03
03	-		Elective 3	3	-	50	50	100	03	03
04	-	Specialisation 2	Elective 1	3	-	50	50	100	03	03
05	-		Elective 2	3	-	50	50	100	03	03
06	-		Elective 3	3	-	50	50	100	03	03
07	24SM01PR0601	Field Project		-	-	50	50	100	04	-
		Total		18	-	350	350	700	22	

Semester - VII

Sr. No.	Course code	Course Name		L	P	Maximum marks			Credits	ESE Duration (Hrs.)
						Continuous Assessment	End Sem Exam	Total		
01	-	Specialisation 1	Elective 4	3	-	50	50	100	03	03
02	-		Elective 5	3	-	50	50	100	03	03
03	-		Elective 6	3	-	50	50	100	03	03
04	-	Specialisation 2	Elective 4	3	-	50	50	100	03	03
05	-		Elective 5	3	-	50	50	100	03	03
06	-		Elective 6	3	-	50	50	100	03	03
		Total		18	-	300	300	600	18	

Semester - VIII

Sr. No.	Course code	Course Name	L	P	Maximum marks			Credits	ESE Duration (Hrs.)
					Continuous Assessment	End Sem Exam	Total		
1	24SM01PR0801	Research Project	-	-	200	200	400	20	-

OR

Sr. No.	Course code	Course Name	L	P	Maximum marks			Credits	ESE Duration (Hrs.)
					Continuous Assessment	End Sem Exam	Total		
1	24SM01PR0802	Industry Internship Project	-	-	200	200	400	20	-

Syllabus for Semester I, BBA

Course Code: 24SM01TH0101

Course: Business Mathematics

L: 3 Hrs, P: 0 Hrs, per Week

Total Credits: 3

Course Objective:

This course aims to equip students with foundational mathematical concepts and techniques essential for solving practical business problems. Students will develop the ability to interpret and apply set theory, ratios, discounts, interest calculations, probability, and linear programming models to optimize decision-making in business contexts.

Course Outcomes:

Upon Successful completion of this course, the student will be able to:

1. Evaluate the applicability of Ratio, Proportion, and Set Theory in real-world scenarios.
2. Apply principles of Profit & loss, Discounts happening in business transactions
3. Analyze the principles behind the calculations of Simple and Compound Interest.
4. Demonstrate understanding of the principles behind Permutations and Combinations
5. Examine the basic concepts of Linear Programming (LPP) and evaluate its potential applications in business.
6. Assess the effectiveness of Matrix-based solutions in optimizing business processes.

Unit I - Introduction to Financial Accounting: Meaning, Objectives, Scope, and Importance, Accounting Concepts & Conventions, Types of Accounts and Golden Rules. Double entry system.

Unit II - Journal, Ledger, Trial Balance: Recording Transactions in the Journal, Ledger Posting and Balancing, Preparation of Trial Balance.

Unit III - Bank Reconciliation Statement: Meaning and Purpose of Bank Reconciliation, Causes of Differences between Cash Book and Pass Book, Preparation of Bank Reconciliation Statement.

Unit IV - Depreciation and Inventory: Depreciation: Meaning, Causes, and Need for Depreciation, Methods: Straight Line Method (SLM), Written Down Value Method (WDV), Inventory: Inventory Valuation Methods: FIFO, LIFO, Numerical Problems on Depreciation and Inventory.

Unit V - Final Accounts of Sole Proprietorship: Trading Account, Profit & Loss Account, Balance Sheet (T Format), Balance Sheet and Income Statement as per Companies Act, 2013 Schedule III of the Act (Vertical Format), Adjustments: Closing Stock, Depreciation, Outstanding & Prepaid Items

(Unit I: Theory, Unit II, III, IV, V: Numerical Problems)

Text Book:

1. Accounting for Management; S. N. Maheshwari, Suneel Maheshwari & Sharad

References Books:

1. Fundamentals of Financial Accounting; Dr. Ashok Sehgal & Dr. Deepak Sehgal; Taxmann.
2. Accounting for Management; Dr. Jawaharlal; Himalaya Publishing House
3. Financial Accounting: Fundamental Gupta, R.L. and V.K. Gupta; Sultan Chand Publishers, 2003
4. An Introduction to Accountancy; S. N. Maheshwari and S. K. Maheshwari; Vikas Publishing House, 2003.
5. Introduction to accountancy; T. S. Grewal, S. C. Gupta; S. Chand Publications.

Syllabus for Semester I, BBA

Course Code: 24SM01TH0102

Course: Human Psychology

L: 3 Hrs, P: 0 Hrs, per Week

Total Credits: 3

Course Objective:

To introduce students to key psychological concepts influencing individual behavior, such as intelligence, perception, personality, attitude, and stress, with an emphasis on their application in personal and professional settings.

Course Outcomes:

Upon Successful completion of this course, the student will be able to:

1. Describe the concept of Psychology
2. Explain the concept Intelligence
3. Apply concept attention and perception.
4. Analyze various types of personalities.
5. Apply the concept of attitude.
6. Apply concept of stress and anxiety

Unit I: Introduction to Psychology: Definition of Psychology, Features and Evolution of Psychology, Foundation of Individual Behaviour: Personal factors, Psychological factors, Organizational systems and resources and environmental factors. Models of Individual Behaviour.

Unit II: Intelligence: Nature and types of Intelligence, Theories of Intelligence, Measurement of intelligence, Factors influencing intelligence, Concept of emotional intelligence Dimensions of emotional intelligence

Unit III: Perception: Tappers and Listeners Experiment, Attention, Meaning of perception, Perceptual process, Perception Biases, Stereotypes.

Unit IV: Personality: Concept and nature of personality, Shaping of personality, Determinants of personality, Personality structure- Big five personality model & Myers-Briggs Indicator. Type A & Type B personality, Concept of Self Efficacy, Self Esteem, Self-Monitoring. Need for Achievement, Power and Affiliation.

Unit V: Attitude: Concept and nature of Attitude, Components of Attitude, Formation of Attitude, Classical Conditioning, Operant conditioning & Reinforcement Theory, Changing Attitudes, Cognitive Dissonance & Functions of Attitude.

Unit VI: Stress and Wellbeing: Concept of stress, Stress Experience, Sources of stress, Consequences of stress, Eustress, Anxiety, Rational Emotive Therapy, and Stress Management.

Text Book:

1. Organisational Behaviour: Text, Cases & Games, K. Aswathappa, Himalaya Publishing House

Reference Books:

1. Organisation Behaviour: Luthans 8th Tata McGraw Hill
2. Organisational Behaviour: Stephen B. Robbins, Pearson
3. ORGB, Nelson, Quick and Khandelwal, Cengage Learning

Syllabus for Semester I, BBA

Course Code: 24SM01TH0103

Course: Business History

L: 2 Hrs, P: 0 Hrs, per Week

Total Credits: 2

Course Objective:

The Business History course aims to examine the historical evolution of business practices, institutions, and economic systems, analysing their impact on shaping contemporary business landscapes and informing strategic decision-making.

Course Outcomes:

Upon Successful completion of this course, the student will be able to:

1. Underline the importance of Business evolution critical to development of country's economic growth
2. Recall the business models and their evolution over a period of time
3. Analyze the entrepreneurial changes over time
4. Explain corporate practices in the context of normal and crisis times
5. Interpret the Contemporary issues related to businesses in the context of technological changes
6. Assess the Business trends in the context of the 4th Industrial revolution

Unit 1: Foundations of Business History

Introduction to Business History: Concepts and Approaches, Evolution of Trade and Commerce: From Ancient Civilizations to the Renaissance, Emergence of Capitalism: Mercantilism, Guilds, and Early Business Organizations,

Unit 2: Business Expansion and Globalization

Industrial Revolution and the Rise of Modern Business Enterprises, Expansion of Global Trade Networks: Colonialism, Imperialism, and the Triangular Trade

Unit 3: Entrepreneurship and Corporate Growth

Rise of Multinational Corporations: Exploring Transnational Business Strategies, Technological Innovations and the Dawn of the Information Age Entrepreneurial Ventures and Innovations: Case Studies of Business Pioneers,

Unit 4: Corporate Practices

Corporate Governance and Management Practices: From Taylorism to Total Quality Management, Business Cycles and Economic Crises: Lessons from the Great Depression and Beyond, Strategic Management in the Digital Era: Adapting to Disruptive Technologies

Unit 5: Contemporary Issues and Future Trends

Sustainability and Corporate Social Responsibility: Balancing Profit with Social and Environmental Impact, Digital Disruption and the Transformation of Industries: Challenges and Opportunities, Diversity and Inclusion in the Workplace: Strategies for Building Inclusive Organizations,

Unit 6: Emerging Business Models and Industry 4.0

Emerging Business Models and Trends: Sharing Economy, Circular Economy and Beyond, The

Indian way of doing Business.

Textbook:

1. Business History: A Global Perspective by Franco Amatori and Geoffrey Jones. Publisher: Cambridge University Press.

Reference Books:

1. The Visible Hand: The Managerial Revolution in American Business by Alfred D. Chandler Jr. Publisher: Belknap Press.
2. Empires of Light: Edison, Tesla, Westinghouse, and the Race to Electrify the World by Jill Jonnes. Publisher: Random House Trade Paperbacks.
3. The Rise and Fall of American Growth: The U.S. Standard of Living since the Civil War by Robert J. Gordon. Publisher: Princeton University Press.
4. The Birth of Capitalism: A 21st Century Perspective" by Larry Neal and Jeffrey G. Williamson
5. The World That Trade Created: Society, Culture, and the World Economy, 1400 to the Present by Kenneth Pomeranz and Steven Topik
6. The Innovators: How a Group of Hackers, Geniuses, and Geeks Created the Digital Revolution by Walter Isaacson
7. Business Adventures: Twelve Classic Tales from the World of Wall Street by John Brooks

Syllabus for Semester I, BBA

Course Code: 24SM01TH0104

Course: Critical and Creative Thinking

L: 3 Hrs, P: 0 Hrs, per Week

Total Credits: 3

Course Objective:

This course provides the foundation for the students to understand the various aspects critical and creative thinking that will help them in developing their problem-solving skills using out of the box thinking

Course Outcomes:

Upon Successful completion of this course, the student will be able to –

1. Understand the significance of critical thinking and apply critical thinking skills to discern and assess arguments presented in written and spoken discourse.
2. Grasp the principles of deductive and inductive reasoning and employ these principles to appraise the validity and strength of arguments.
3. Comprehend rhetorical strategies, fallacies (both formal and substantive), and argument reconstruction techniques to critically analyse and assess persuasive discourse.
4. Understand logical assessment strategies and implement them to evaluate the rational persuasiveness of arguments
5. Recognize the principles of creative thinking and understand the differences and similarities between creative thinking and critical thinking.
6. Comprehend brainstorming principles and techniques, including the Six Thinking Hats method, and utilize them to facilitate creative problem-solving and idea generation in organizational settings.

Unit 1: Why Should We Become Critical Thinkers?: Beginning to Think Critically: Recognising Arguments, Identifying Conclusions and Premises, Intermediate Conclusions, Linguistic Phenomena.

Unit 2: Logic: Deductive Validity & Inductive Force: Deductive Validity, Conditional Propositions, Deductive Soundness, Inductive Soundness, Conditional Probability in the Conclusion, Evidence, Inductive Inferences

Unit 3: Rhetorical Plays, Fallacies, and Argument Reconstruction: Rhetorical Ploys, Fallacies: Formal & Substantive, Implicit & Explicit, Connecting Premises, Generalisations, Relevance, Ambiguity and Vagueness

Unit 4: Issues in Argument Assessment: Rational Persuasiveness, Strategies for Logical Assessment, Refutation by Counter Example, Engaging with Argument Commentary, Argument Trees, Truth and Relativity, Belief, Justification & Truth

Unit 5: Creative Thinking: What Is Creative Thinking?, Creative Thinking vs Critical Thinking, Levels of Creativity, Creative Environments, What is Creativity to you?

Unit 6: Creativity Tools: Brainstorming: Principles, Techniques, Six Thinking Hats.

Text Book:

1. Critical Thinking: A Concise Guide, Tracy Bowell and Gary Kemp. Routledge, London

References Books:

1. Critical Thinking: A Student's Introduction (fourth Edition), Gregory Bassham, William Irwin, Henry Nardone and James M. Wallace, McGraw-Hill, New York, 2002.
2. The Miniature Guide to Critical Thinking: Concepts and Tools, Richard Paul and Linda Elder, Foundation for Critical Thinking, 2008.
3. The Nature and Functions of Critical & Creative Thinking, Richard Paul and Dr. Linda Elder, Foundation for Critical Thinking, 2008.
4. Six Thinking Hats, Edward deBono, Penguin
5. Lateral Thinking, Edward deBono, Penguin

Syllabus for Semester I, BBA

Course Code: 24SM01TH0105

Course: Environment Management

L: 2 Hrs, P: 0 Hrs, per Week

Total Credits: 2

Course Objective:

To develop awareness and understanding of environmental issues, laws, and sustainable practices, and to equip students with the knowledge to analyze environmental challenges, public rights, and the role of law and policy in environmental management.

Course Outcomes:

Upon Successful completion of this course, the student will be able to –

1. Understand basic of the concepts of Environment.
2. Learn effective ways of waste management and awareness about the relationship between environment and human health.
3. Analyze the peculiarities of Environment clearance and environmental laws in India
4. Analyze the social Issues of Environment.
5. Apply Public rights and access to justice
6. Analyze real life Environmental concerns & Sustainability

Unit 1: Introduction: Introduction to Ecosystem, Biodiversity and its conservation, Types of environmental pollution. Conservation of resources.

Unit 2: Waste Management in India; Ways of managing waste; usage of landfills; Electronic waste; effective management of electronic waste; role of extended producer responsibility.

Unit 3: Industrial pollution and its impact on the environment; Environment Impact assessment; Environmental clearance in India; procedure & importance; difference between environment impact assessment and environmental audit; National Green Tribunal and its powers; Issues involved in enforcement of environmental legislation; (Posco steel plant case).

Unit 4: Social Issues: Construction of dams & Industrial projects and displacement of people and its issues; Narmada dam case study. Environment and human health.

Unit 5: Public Rights: Right to information: Concept, Procedure, Rights & Cases; Public Interest Litigation: Concept, Procedure, Rights & Cases, Role of NGOs in Environmental Protection; (Cases)

Unit 6: Concerns: Bhopal Gas Tragedy case study. Climate change, global warming, Consumerism and waste products. Public awareness (Plastic beads in Shampoos). Natural calamities and diseases. (Cases). Sustainable development. Triple Bottom Line

Text Book:

1. R. Rajagopalan, Environmental Studies.

Reference Books:

1. Environmental Law and Policy in India, Cases, materials and statutes,- By Divan, Shyam and Rosen Ceranz; Armin second edition, Oxford University Press, 2001.
2. Environmental Management -By Uberoi, N.K., Excel Books, New Delhi, 2000.
3. Environment management - By GN Pandey, Vikas Publishing House.
4. Gupta N.C. -By Social Auditing of Environmental Law in India, edited book, New Century Publications, Delhi- 2003.

Syllabus for Semester I, BBA

Course Code: 24SM01PR0101

Course: English Language Lab

L: 0 Hrs, P: 2 Hrs, per Week

Total Credits: 1

Course Objective:

To enhance students' proficiency in English through practical training in grammar, written communication, and oral expression, with a focus on clarity and accuracy.

Course Outcomes:

Upon Successful completion of this course, the student will be able to –

1. Apply knowledge of English grammar rules and conventions to compose clear and effective written communication in various contexts.
2. Create and deliver persuasive and engaging Presentations, Speeches that effectively convey ideas, demonstrate critical thinking, and adapt to audience feedback and questions.

Unit-I: Usage of Words, Verbs and Tenses, Articles, Subject Verb Agreement, Active-Passive voice, Sentence Structures.

Unit-II: Comprehending and summarizing oral communication, Pronunciations, non-verbal communication, Oral Communication: Presentations, Debates, Speeches

Text Book:

High School English grammar and composition by H. Martin and P.C. Wren, S. Chand and Co.

Reference Book:

A course in Phonetics and Spoken English by J. Sethi and P.V Dhamija, Prentice Hall India.

Syllabus for Semester I, BBA

Course Code: 24SM01PR0102

Course: Communication Skills

L: 0 Hrs, P: 2 Hrs, per Week

Total Credits: 1

Course Objective:

To develop foundational communication skills by understanding key concepts and barriers in the communication process, and to enhance students' ability to write clear, concise, and purposeful messages for diverse professional contexts.

Course Outcomes:

Upon Successful completion of this course, the student will be able to –

1. Comprehend the importance and components effective communication, as well as the interplay between perception and communication.
2. Apply principles of effective written communication to compose clear, concise, and coherent written documents tailored to specific purposes and audiences.

Unit-I: Fundamentals of Communication: Importance Process of Communication, Elements of communication process, Forms of Communication, Barriers, Essentials of effective communication, Perception and communications.

Unit-II: Written Communication: 7Cs of Effective Written Communication, Process of Writing, Writing Styles, the Style of Writing- Choosing the Right Words, Writing Effective Sentences, Developing Logical Paragraphs, Tone of Writing

Text Book:

1. Business Communication, by Sona Prasad, Sai Jyoti Publication

Reference Book:

1. Basic Business Communication – By Lesikar, R.V. and M.E. Flatley, New York. McGraw-Hill.
2. Business Communication –By Nawal, Cenage India Learning

Syllabus for Semester I, BBA

Course Code: 24SM01TH0106

Course: Principles of Management

L: 3 Hrs, P: 0 Hrs, per Week

Total Credits: 3

Course Objective:

To provide students with foundational knowledge of management principles, processes, and functions, while equipping them with the skills to analyze, apply, and evaluate management practices for effective organizational performance in diverse and dynamic environments.

Course Outcomes:

Upon Successful completion of this course, the student will be able to –

1. Understand management's nature, function, definition, and significance, including key elements and historical contributions.
2. Identify and evaluate various planning types, processes, and barriers, enhancing effectiveness through strategic analysis.
3. Apply principles of organization, analyzing structure types and assessing departmentalization, span of control, and delegation effectiveness.
4. Evaluate decision-making concepts, analyze problem-solving approaches, and compare individual vs. group decision making in diverse contexts.
5. Critically assess coordination's significance, apply principles, and analyze leadership styles for organizational effectiveness and morale.
6. Synthesize control concepts, analyze planning-control relationships, and compare control types for optimal organizational performance and cultural adaptation.

Unit - I: Introduction to Management Nature - Function - Definition - Importance of Management - Elements of Management-Scope of Management - Is management a science or art? - Management Functions and skills - Development of Management Thought (Contribution of Taylor, Fayol, Hawthorne experiments).

Unit - II: Planning Concept - Nature - Importance - Types of Planning - Strategic and Operational Plans Policy, Procedures, Methods, Rules, Budget, Mission, Objectives - Process of Planning - Barriers to effective planning - Making Planning effective - Planning Premises (Concept & types).

Unit - III: Organizing Concept - Principles involved - Types of organization structure - Combining Jobs: Departmentalization, Span of Control, Delegation of Authority, Centralization and decentralization of authority and the pros and cons of each - Span of control - Pros and cons of narrow and wide spans of control.

Unit - IV: Decision Making Concept - Types - Approaches to Problem Solving - Steps involved - methods of decision making -Individual vs. Group Decision Making, Managing diverse teams and cultures effectively.

Unit - V: Coordination & Directing, Importance and need for coordination - Principles of coordination - Methods of achieving effective coordination Concept of Direction - Importance - Principles - Effective supervision - Quality of work life - Morale Building - Concept of Leadership

- Leadership Styles - Leadership development.

Unit - VI: Control: Concept - Planning and Control relationship - Types of control ((a) Feed forward control (b) Concurrent Control (c) Feedback Control) - Process of Control - Problems of Control Process -Requirements of Effective control. A Comparative study of main features of Japanese Management and Z culture of American Companies. Integrate sustainability, diversity, and inclusion into control processes, ensuring alignment with organizational values for effective performance.

Text Book

1. Principles and Practice of Management: L M Prasad, Sultan Chand & Sons

Reference Books

1. Management Theory and Practice: P Subba Rao, Himalaya Publishing House.
2. Principles of Management: Dr. Neeru Vasishth, Taxmann Publication.
3. Management Principles, Processes and Practices: Anil Bhat & Arya Kumar, Oxford Publications.

Syllabus for Semester I, BBA

Course Code: 24SM01TH0107

Course: Book Review

L: 1 Hrs, P: 0 Hrs, per Week

Total Credits: 1

Course Objective:

This course provides the students the opportunity to develop the skills of critical and analytical thinking as well as help them put forward their thoughts in an organized manner. It includes the review fiction and non-fiction books

Course Outcomes:

Upon Successful completion of this course, the student will be able to –

1. Evaluate the thematic depth and narrative effectiveness of books, analyze its characters, plot structure, and literary techniques to assess its impact on the reader's understanding
2. Analyze and interpret the ideas presented in non-fiction books, demonstrate how the book's content relates to organizational contexts.

The students will need to choose 2 books, 1 each from a basket of fiction and non-fiction books. Each book will then be divided in 4 parts. Each part will be read in the given week which will be followed by a discussion and reflection on the ideas put forth in the book. In case of fiction books we will also be discussing the character development and character analysis as well.

Syllabus for Semester I, BBA

Course Code: 24SM01TH0108

Course: Syndicate Learning

L: 1 Hrs, P: 0 Hrs, per Week

Total Credits: 1

This course consists of dividing up the participants into number of groups for the purpose of discussion, in exercise, or work on a project. The topics of discussions will be based on various interdisciplinary topics and areas related to business management

Syllabus for Semester I, BBA

Course Code: 24HS04PR0101

Course: Sports-Yoga-Recreation

L: 0 Hrs, P: 1 Hrs, per Week

Total Credits: 1

Course Objective:

To conduct sports / yoga classes with the objective of maintaining health, fitness and wellness of students as well as create awareness about need for good health and physical fitness. The objective would also be to develop team spirit, social skills as well as identify and develop leadership qualities in students through various sports group activities. Training of students to understand the Fundamental rules of various games would also be an important objective. Sport activities would also be conducted with the objective to provide recreation to the students which is an important neutralizer for stress. Additionally, the objective would be to evaluate fitness of students so as to recommend and conduct specific Yoga and Sport activities.

Course Outcomes:

Upon Successful completion of this course, the student will be able to –

1. Understand the Fundamental rules & regulations & demonstrate the Fundamental skills of at least two games. (On basis of Available Choices)
2. Know the Individual role and Group dynamics in achieving the goal.
3. Know the Importance to maintain the Health Related Fitness in Whole Life.
4. Maintain Discipline, Social and Moral Values with Leadership Qualities.

Course will cover the following

1. Fundamental rules & regulations of any two games (for best available choices)
2. Practicing the games
3. Practicing for health-related fitness components.

Syllabus for Semester II, BBA

Course Code: 24SM01TH0201

Course: Statistics for Management

L: 3 Hrs, P: 0 Hrs, per Week

Total Credits: 3

Course Objective:

To equip students with foundational statistical tools and techniques, enabling them to analyze, interpret, and apply data for effective decision-making in business, with a focus on central tendency, dispersion, correlation, regression, probability distributions, and simulation.

Course Outcomes:

Upon Successful completion of this course, the student will be able to –

1. Students will acquire knowledge of measures of central tendency like mean, mode, median, quartiles, Deciles and Percentiles etc.
2. Students will know about measures of dispersion like range, Quartile Deviation, Mean Deviation and Standard Deviation and Skewness.
3. Students will get acquainted with Correlation analysis and its applications.
4. The course will also make students learn about Regression analysis and its application.
5. The students will understand the various probability distributions and its application in business decision-making.
6. The course will acquaint students with the concepts of simulation and its application in business forecasting.

Unit I: Measures of Central Tendency Introduction, Mean-Mode-median-Quartiles-Decile-percentile for raw data, frequency table and frequency table with range.

Unit II: Measures of Dispersion and Skewness Introduction, range, coefficient of range, inter-quartile range, quartile deviation, mean deviation, standard Deviation, variance.

Unit III: Correlation Analysis Simple Correlation, Two-way Frequency distribution and Rank Correlation.

Unit IV: Regression Analysis: Introduction & meaning, Basic linear regression, numerical on regression equation of X on Y and regression equation of X on Y. Method of Least Squares

Unit V: Probability Distributions: Binomial, Poisson and Normal Distributions.

Unit VI: Simulation: Monte Carlo Simulation Technique, Stochastic Simulation and Random Numbers, Types of Simulation Problems, Advantages and Disadvantages.

Text Book

1. Business Statistics - By Dr. S.K. Khandelwal, international Book House Pvt. Ltd.

Reference Books

1. Statistical Methods - By S. P. Gupta - S. Chand & CO.
2. J.K. Sharma - Business Statistics - Pearson Publications
3. Statistics, Theory, Methods & Applications - Sancheti & Kapoor

4. Statistical Methods - Digambarpatri
5. Business Mathematics & Statistics- By NG Das & JK Das, McGraw Hill

Syllabus for Semester II, BBA

Course Code: 24SM01TH0202

Course: Foreign Language

L: 3 Hrs, P: 0 Hrs, per Week

Total Credits: 3

Course Objective:

To cultivate foundational proficiency in the chosen foreign language by developing practical listening, speaking, reading, and writing skills, while fostering cultural awareness that enhances students' global outlook and professional versatility.

In this course students will be given the choice of choosing a Foreign Language to study between the ones present in the course basket. At present the School of Management offers the students the choice between the following Foreign Languages:

1. 24SM01TH0202-1 French Language
2. 24SM01TH0202-2 German Language

Syllabus for Semester II, BBA

Course Code: 24SM01TH0203

Course: Marketing Principles and Strategies

L: 3 Hrs, P: 0 Hrs, per Week

Total Credits: 3

Course Objective:

The Objective of the course is equipping students with a comprehensive understanding of marketing principles and strategy, enabling them to analyze market dynamics, develop effective marketing plans, and execute strategies that drive business growth and competitiveness.

Course Outcomes:

Upon Successful completion of this course, the student will be able to –

1. Understand the foundational concepts of marketing and its significance in marketing strategy formulation.
2. Analyze consumer buying behaviour and able to prepare the market segmentation plan and positioning strategy for a given product.
3. Evaluate product development strategies and make informed decisions regarding product mix and innovation.
4. Apply pricing strategies and implement efficient physical distribution channels to maximize profitability.
5. Develop promotional campaigns and communication strategies tailored to target audience preferences.
6. Identify and adapt the recent trends in marketing, incorporating emerging technologies and sustainability.

Unit-1 Introduction

Meaning, Nature and Scope of Marketing, Concept of Marketing Mix, Concepts of Marketing, Functions of Marketing, Types of Markets, Difference between Marketing and Selling, Various Environmental Factors affecting Marketing Function

Unit-2 Buying Behaviour & Market Segmentation

Buyer behaviour, Marketing Research & Analysis, Factors influencing buyer behaviour, Buying Motives, Stages of buying decision process, Market segmentation, Need and basis of Segmentation, Market Targeting, Positioning.

Unit-3 Product

Product, Definition, Classification, Product Life Cycle, Product Mix, Product Planning, Branding, Packaging, Levels of Products, Developing new Products,

Unit-4 Pricing & Physical Distribution

Pricing objectives, Pricing Policies and Procedures, Factors influencing pricing decisions, New product pricing, Setting and modifying the price, Physical distribution, Channels of distribution, Types of Channels, Channel Policy, Channel members and their functions.

Unit-5 Promotion & Communication

Promotion, Advertising, Personal Selling, Sales Promotion, Publicity, Relationship marketing,

Mobile marketing, Promotion Mix, Integrated Marketing Communication, Advertisement, Message, copy writing, Media strategy, Sales Promotion, Personal selling and publicity.

Unit-6 Recent Trends in Marketing

Digital Marketing-Meaning & Importance, Green Marketing-Meaning & Importance, Emerging Technologies in Marketing, Social Media Marketing, Sustainable Marketing, Search engine optimization (SEO) and search engine marketing (SEM)-Meaning & Importance.

References:

1. Gupta C.B. Nair N. Rajan, (2020), Marketing Management , Text & Cases,19th edition, Sultan Chand & Sons, New Delhi .
2. G. Philip Kotler, Kevin lane Keller, Alexander Chernev, Jagdish N. Sheth Marketing Management, Indian Case Studies Included 16th Edition by By Pearson
3. V S Ramaswamy& S Namakumari, (2010), Marketing Management, 4th Edition, Om Books International, New Delhi.
4. Rustom S. Davar, (1993), Modern Marketing Management,Ubs Publishers' Distributors Pvt.Ltd, New Delhi.
5. S. A. Sherlekar& R. Krishnamoorthy (2015), Principles of Marketing, Himalaya Publishing House Pvt. Ltd.,, Mumbai
6. Marketing 4.0: Moving from Traditional to Digital" by Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan

Syllabus for Semester II, BBA

Course Code: 24SM01TH0204

Course: Indian Ethos and Business Ethics

L: 2 Hrs, P: 0 Hrs, per Week

Total Credits: 2

Course Objective:

To introduce students to the principles of Indian ethos and ethical frameworks, and to equip them with the ability to analyse ethical dilemmas, understand corporate social responsibility, and make responsible decisions in business contexts.

Course Outcomes:

Upon Successful completion of this course, the student will be able to –

1. Understand Indian Ethos, the foundational theories and principles of ethics.
2. Analyze ethical dilemmas commonly faced in business contexts.
3. Explore the concept of corporate social responsibility.
4. Develop critical thinking and decision-making skills in ethical and CSR contexts.

Unit I - Introduction to Indian Ethos, Ethics and CSR: Significance of Indian Ethos, Ethics and CSR; Ethical theories and framework.

Unit II - Applying Ethical Theories in Business: Case studies on ethical decision-making; Ethical reasoning and moral dilemmas.

Unit III - CSR Strategies and Practices: CSR frameworks (e.g., ISO 26000, GRI); Corporate philanthropy vs. strategic CSR.

Unit IV - Future Trends in Ethics and CSR: Emerging issues and debates; Reflection on personal and professional ethical responsibilities.

Reference Books:

1. Business Success with Ethics and CSR by Kanchan Thakur
2. Corporate Governance Business Ethics and CSR 2/E by J. P. Sharma
3. Business Ethics Corporate Governance and CSR by Pradeep Sharma, Yaduveer Yadav, Arpita Mehta and Ankur Sethi
4. Corporate Governance Business Ethics And CSR by Jyotsna Rajan Arora

Syllabus for Semester II, BBA

Course Code: 24SM01TH0205

Course: Operations Management

L: 3 Hrs, P: 0 Hrs, per Week

Total Credits: 3

Course Objective:

To equip students with the knowledge and analytical skills to manage and improve operational processes, covering key areas such as operations strategy, service and facility design, quality management, inventory control, capacity planning, and lean systems for enhanced organizational efficiency.

Course Outcomes:

Upon Successful completion of this course, the student will be able to –

1. Understand the role of operation strategy in achieving organizational goals and explain decision analysis and its application in operations management.
2. Define characteristics of services and their implications for service design and describe the service design process, apply waiting line analysis techniques to improve service efficiency.
3. Identify types of layouts and factors influencing location decisions and understand location analysis techniques and their relevance in decision-making.
4. Understand various quality tools and their applications, apply Six Sigma methodologies to improve quality and reduce defects, evaluate the impact of quality costs on organizational performance.
5. Implement EOQ models and their applications, calculate Material Requirements Planning (MRP) and Master Production Schedule (MPS).
6. Describe strategies for adjusting capacity and managing demand, implement lean management principles to eliminate waste and improve efficiency.

Unit I: Introduction: Introduction to Operations Management and Productivity, Operations and Competitiveness, Operation Strategy, Decision Analysis.

Unit II: Designing Services: Characteristics of Services, Service Design Process, Waiting Line Analysis for Service Improvements

Unit III: Capacity Planning & Layout: Capacity & Facility Planning: Types of Layout, Factors of Location, Location Analysis Technique

Unit IV: Quality Management: Introduction to Quality Management, Quality Management Systems, Quality Tools, TQM & QMS, QM-Customer Focus, Role of Employee, Quality in Services, Six Sigma, Quality Costs, ISO-9000

Unit V: Inventory Management: Elements of Inventory Management, Inventory Control Systems, EOQ Models, Quantity Discounts, MPS, MRP

Unit VI: Aggregate Planning & Lean Management: Strategies for Adjusting Capacity, Managing Demand, Quantitative Techniques for Aggregate Planning, Aggregate Planning for

Services, Lean Production.

Text Book:

1. Operations Management along the Supply Chain: Russell & Taylor, Wiley India

References Books:

1. Production and Operations Management: Concepts, Models, and Behavior, Ronald J. Ebert
Everett E. Adam, SAGE PUBLICATIONS
2. Operations Management: SLACK & LEWIS, Michael Lewis, Nigel Slack
3. Industrial Engineering & Production Management, Martand Telsang, S, Chand
4. Operations Management Process & Supply Chains, Krajewski, Ritzman, Mailhotra,
Shrivastav, Pearson

Syllabus for Semester II, BBA

Course Code: 24SM01PR0201

**Course: Computer Application in
Management**

L: 0 Hrs, P: 2 Hrs, per Week

Total Credits: 1

Course Objective:

To introduce students to the fundamentals of information systems and their applications in management, enabling them to understand system development, data management, and tools like SEO and Google Analytics for informed decision-making and business optimization.

Course Outcomes:

Upon Successful completion of this course, the student will be able to –

1. Differentiate IS based on their functions and organizational levels, understand role of Transaction Processing Systems (TPS), Decision Support Systems (DSS), describe the role of databases, data warehousing, and data mining in managing data within IS.
2. Understand the phases of the System Development Life Cycle (SDLC), apply the principles of SEO and Google Analytics to optimize website performance and analyze user behavior, Design a system architecture based on specified requirements, considering factors like scalability, security, and usability.

Unit 1 Introduction: IS: Concepts & Definitions, Classification and types of IS, Definition, Purpose, Transaction Processing System, DSS, Executive Information system. Managing Data: Databases & Database Management Systems, Database Models, Data Warehousing, Data Mining Analysis and Data Marts.

Unit 2 System Development: Concept of System, Types of Systems - Open, Closed, Deterministic, Probabilistic, etc., System Development Life Cycle - System Analysis, Design and Implementation, Need for System Analysis, SEO, Google Analytics.

Text Books

1. Information Technology for Management, 7th Edition, Efraim Turban, Linda Volonino, Wiley India.

Reference Books

1. Management Information System (South-Asian Perspective), Cenage Learning, Nilanjan Chattopadhyay, CENGAGE Learning.
2. Management Information System- By Javadekar, W.S., Tata MacGraw Hill Publication, 2003.
3. Management Information System- By CSV Murthy, Himalaya Publication.
4. Computer Application in Business- By Dr. R. Parameswaran, S. Chand Publication, 2012

Syllabus for Semester II, BBA

Course Code: 24SM01PR0202

Course: Business Communication

L: 0 Hrs, P: 2 Hrs, per Week

Total Credits: 1

Course Objective:

To develop students' professional communication skills by strengthening their understanding of communication processes and enhancing their ability to craft clear, effective business documents and participate confidently in workplace interactions.

Course Outcomes:

Upon Successful completion of this course, the student will be able to –

1. Comprehend the importance and components effective communication at the workplace, as well as the interplay between perception and communication.
2. Apply principles of effective written communication to compose clear, concise, and coherent written documents tailored to business purposes.

Unit-I: Fundamentals of Business Communication: Importance Process of Communication, Elements of communication process, Forms of Communication, Barriers, Essentials of effective communication, Perception and communications. Business Communication Avenues: Interviews, Meetings, Interpersonal Communication

Unit-II: Written Communication: Effective Written Communication: Process, Writing Styles, Tone of Writing. Business Letters, Components of business Letters, Format or layout of business letters, essentials of a good business letter, e-mails, types of business letters, Business report writing, types of reports, Agenda, Minutes of the Meeting.

Text Book:

1. Business Communication, by Sona Prasad, Sai Jyoti Publication

Reference Book:

1. Basic Business Communication –Lesikar, R.V. and M.E. Flatley, New York. McGraw-Hill.
2. Business Communication –Nawal, Cenage India Learning

Syllabus for Semester II, BBA

Course Code: 24SM01TH0206

Course: Holistic Development* (Self-Paced Learning)

L: 2 Hrs, P: 0 Hrs, per Week

Total Credits: 2

Course Objective:

To facilitate the comprehensive development of students by providing them with the opportunity to gain knowledge, skills, and perspectives necessary to thrive in a dynamic business environment. This course is designed to promote personal growth, interpersonal effectiveness, and professional success through a blend of theoretical knowledge, practical application, and reflective learning. This is a self-paced learning course. A basket of Online Distance Learning (ODL) courses will be offered to the students for selection. Each student has to select an ODL course of at least 8 weeks.

Syllabus for Semester II, BBA

Course Code: 24SM01TH0207

Course: Syndicate Learning

L: 1 Hrs, P: 0 Hrs, per Week

Total Credits: 1

Course Objective:

This course consists of dividing up the participants into number of groups for the purpose of discussion, in exercise, or work on a project. The topics of discussions will be based on various interdisciplinary topics and areas related to business management

Syllabus for Semester II, BBA

Course Code: 24SM01PR0203

Course: Art, Culture and Sports- I

L: 0 Hrs, P: 1 Hrs, per Week

Total Credits: 0

Course Objective:

The course will lead to holistic learning, accelerating personality development and imparting students with crucial life skills, problem-solving skills, leadership, cooperation and collaboration.

In this course, students are expected to join any one club of the college. The college at present has the following clubs Drama, Dance, Music, Literary, Photography and Sports. The students will have to actively participate in all the activities of the club and will be awarded a certificate of completion at the end of the semester by the club In-charge, if the participation is satisfactory.

Syllabus for Semester II, BBA

Course Code: 24SM01PR0204

Course: Media Review

L: 0 Hrs, P: 2 Hrs, per Week

Total Credits: 1

Course Objective:

This course provides the students the opportunity to develop the skills of critical and analytical thinking as well as help them put forward their thoughts in an organized manner. It includes activities such as the review, discussion and analysis of newspapers/ magazine articles, learn business lessons from the world of cinema and inspirational talks from TED talks, JOSH talks etc.

Course Outcomes:

Upon Successful completion of this course, the student will be able to –

1. Understand the key themes, messages, and techniques employed in media content, demonstrate comprehension of the media's intended impact on its audience and societal contexts.
2. Evaluate the effectiveness and impact of media content by critically analyzing its messaging, presentation, and intended audience, and assessing its cultural, social, or ethical implications.

Unit 1: Movie and Video Analysis: Spread over 5 weeks movies and inspirational videos will be viewed and discussion will be undertaken with respect to the management lessons that can be learnt from them

Unit 2: Print Media Analysis: Discussion on various advertisements, social media posts etc will be moderated on topics to discuss their impact

Syllabus for Semester III, BBA

Course Code: 24SM01TH0301

Course: Financial Accounting

L: 3 Hrs, P: 0 Hrs, per Week

Total Credits: 3

Course Objective:

To provide students with comprehensive knowledge of financial accounting principles and practices, enabling them to prepare, analyse and interpret financial statements in accordance with accounting standards and regulatory requirements.

Course Outcomes:

Upon Successful completion of this course, the student will be able to –

1. Explain fundamental accounting concepts and apply double-entry bookkeeping principles.
2. Record financial transactions accurately in journals and ledgers, and prepare trial balances.
3. Prepare bank reconciliation statements by identifying and resolving discrepancies.
4. Compute depreciation using different methods and value inventory using FIFO and LIFO techniques.
5. Prepare final accounts for sole proprietorships including necessary adjustments as per accounting standards.

Unit I - Introduction to Financial Accounting: Meaning, Objectives, Scope, and Importance, Accounting Concepts & Conventions, Types of Accounts and Golden Rules. Double entry system.

Unit II - Journal, Ledger, Trial Balance: Recording Transactions in the Journal, Ledger Posting and Balancing, Preparation of Trial Balance.

Unit III - Bank Reconciliation Statement: Meaning and Purpose of Bank Reconciliation, Causes of Differences between Cash Book and Pass Book, Preparation of Bank Reconciliation Statement.

Unit IV - Depreciation and Inventory: Depreciation: Meaning, Causes, and Need for Depreciation, Methods: Straight Line Method (SLM), Written Down Value Method (WDV), Inventory: Inventory Valuation Methods: FIFO, LIFO, Numerical Problems on Depreciation and Inventory.

Unit V - Final Accounts of Sole Proprietorship: Trading Account, Profit & Loss Account, Balance Sheet (T Format), Balance Sheet and Income Statement as per Companies Act, 2013 Schedule III of the Act (Vertical Format), Adjustments: Closing Stock, Depreciation, Outstanding & Prepaid Items

(Unit I: Theory, Unit II, III, IV, V: Numerical Problems)

Text Book:

1. Accounting for Management; S. N. Maheshwari, Suneel Maheshwari & Sharad Maheshwari; Vikas Publishing House, 2003.

References Books:

1. Fundamentals of Financial Accounting; Dr. Ashok Sehgal & Dr. Deepak Sehgal; Taxmann.
2. Accounting for Management; Dr. Jawaharlal; Himalaya Publishing House
3. Financial Accounting: Fundamental Gupta, R.L. and V.K. Gupta; Sultan Chand Publishers, 2003
4. An Introduction to Accountancy; S. N. Maheshwari and S. K. Maheshwari; Vikas Publishing House, 2003.
5. Introduction to accountancy; T. S. Grewal, S. C. Gupta; S. Chand Publications.

Syllabus for Semester III, BBA

Course Code: 24SM01TH0302

Course: Principles of Economics

L: 3 Hrs, P: 0 Hrs, per Week

Total Credits: 3

Course Objective:

This course introduces fundamental economic principles relevant to business decision-making, microeconomic topics like demand, cost, production, and pricing under various market conditions and also addresses macroeconomic issues such as business cycles, inflation, and fiscal and monetary policies.

Course Outcomes:

Upon Successful completion of this course, the student will be able to –

1. Describe the nature and scope of Business Economics and apply economic theory to business decisions.
2. Analyse demand and supply concepts along with forecasting techniques for business planning
3. Explain and evaluate cost structures and production functions under varying returns.
4. Compare pricing strategies under different market conditions and assess practical pricing methods.
5. Interpret business cycles, inflation, and policy instruments and examine their impact on the economy.

Unit I - Introduction to Economics: Definition, Nature and Scope of Business Economics, Wealth Definition, Scarcity Definition, Growth Definition, Production Possibility Curve, Circular Flow of Economic Activity, Economics as Science and as Art, Application of Economic theory to a Firm's Level Business Problems.

Unit II - Demand Analysis and Forecasting: Meaning of Demand, Determinants of Demand, Assumptions of Law of Demand, Elasticity of Demand, Demand Forecasting, Law of Supply, Elasticity of Supply.

Unit III - Cost and Production Analysis: Different Concepts of Costs, Production Function, Cost Output Relationship, Law of Variable Proportion and Determining the Level of Production Cost. Law of Increasing Returns, Law of Decreasing Returns.

Unit IV - Pricing Under Different Market Conditions: Nature of Market, Pricing under Perfect, Monopoly and Monopolistic Market Conditions. Pricing in Actual Practice, Cost Plus Pricing, Transfer Pricing.

Unit V - Business Cycles: Concept, Causes & Impact, And Measures to control Business cycles. Pricing: Objectives of pricing, factors involved, Cost plus pricing, marginal cost pricing, price discrimination and pricing over Life Cycle of a Product. Monetary & Fiscal Policy: Monetary and fiscal- objectives and Instruments; Inflation and Deflation, types, causes and control of inflation, Exchange Rate: Fixed & Flexible.

Text Book:

1. Business Economics; Mishra & Puri, Himalaya Publishing House
2. Managerial Economics; D M Mithani, Himalaya Publishing House

References Books:

1. Managerial Economics: P. L. Mehta, Sultan Chand & Sons, New Delhi
2. Managerial economics in a Global economy: Dominick Salvatore, 2006, Thomson Learning Press
3. Managerial Economics: Suma Damodran, Oxford University Press, New Delhi
4. Indian Economy: Mishra & Puri, 2007, Himalaya Publishing House
5. Business Economics H. L. Ahuja – S. Chand & Co.

Syllabus for Semester III, BBA

Course Code: 24SM01TH0303

Course: Business Environment

L: 3 Hrs, P: 0 Hrs, per Week

Total Credits: 3

Course Objective:

The objective of this course is to equip students with the knowledge and analytical skills to understand various dimensions of the business environment, including economic, socio-cultural, legal, financial, natural, and technological factors that influence business decisions and strategies in both Indian and global contexts

Course Outcomes:

Upon Successful completion of this course, the student will be able to –

1. Understand the impact of micro and macroeconomic factors on business decisions.
2. Evaluate the influence of socio-cultural factors on business and entrepreneurship in India.
3. Analyse the role of government policies and legal frameworks in shaping business environments.
4. Examine the structure and significance of the financial system and institutions in business growth.
5. Assess the impact of natural and technological environments on sustainable and global business practices.

Unit I - Introduction to Business & Economic Environment: Meaning- Scope and Characteristics—Factors affecting micro and macro environment Significance for economic policies and decisions in organizations- ethical issues in business. Environmental Scanning, Characteristics of the Indian Economy, factors affecting the economy, economic resources (natural, industrial and technological) impact of liberalization, privatization and globalization on Indian business.

Unit II - Socio-Cultural Environment: Nature of culture, characteristics of culture, Business and Society, Business values and Image, Business and Culture, Indian Culture and Values, Technical Development and Social Change, and Development of Business Entrepreneurship in India., Social responsibility of business, social justice in India, Population and demographic problems in India.

Unit III - Government and Legal Environment: Government- Functions of the State, Economic role of government, State intervention in business- reasons for and types of state intervention in business. Impact of Monetary policy, Fiscal policy, Exim policy and Industrial policy on business. Legal environment - Impact of various laws on Indian businesses.

Unit IV: Financial Environment: Financial System and its components, Financial Institutions in India and their role, Foreign Investments, Foreign Direct Investments, Need for FDI in developing countries, Factors influencing FDI, major development financial institutions in India, Constituents of Capital market, Types of flotations.

Unit V: Natural and Technological Environment: Natural resources and sustainability, Renewable and Non-renewable resources, Environmental issues related to Business Global Warming, Carbon credits, Industries, and Pollution., Technology and Competitive Advantage,

Innovation, Technology transfer, technology adoption, Digitalisation of Business, Economic Integration: Levels of Economic Integration, WTO- Objective and Evolution of GATT, Uruguay Round, GATT vs WTO, Settlement Mechanism, Dumping, and anti-dumping measures.

Text Book:

1. Fundamentals of Business Environment: M. B. Shukla, Taxmann Publications(P) Ltd.

References Books:

1. Business Environment: Veena Keshav Pailwar, PHI publications Pvt Ltd
2. Business Environment Text & Cases: M. B. Shukla, Taxmann Publications(P) Ltd.
3. Business Environment–: Text and Cases Justin Paul, Tata McGraw Hill

Syllabus for Semester III, BBA

Course Code: 24SM01TH0304

Course: Business Law

L: 3 Hrs, P: 0 Hrs, per Week

Total Credits: 3

Course Objective:

This course aims to provide students with a foundational understanding of key business legislations relevant to commercial and corporate operations in India. Students will explore the nature, formation, and dissolution of partnerships and companies, key elements of valid contracts, and mechanisms for consumer dispute resolution.

Course Outcomes:

Upon Successful completion of this course, the student will be able to –

1. Enlighten the key provisions of the Companies Act, 2013 and its 2020 amendment, and differentiate various types of companies and their structures.
2. Explicate the key provisions of the Companies Act, 2013 and its 2020 amendment, and differentiate various types of companies and their structures.
3. Understand the essential elements of a valid contract, classify various types of contracts, and apply the legal consequences of breach of contract in practical situations.
4. Clarify the rights and duties of consumers under the Consumer Protection Act, 2019, and evaluate the structure and function of consumer dispute redressal mechanisms.
5. Summarize the key provisions of the Right to Information (Amendment) Act, 2019 and the Intellectual Property Rights Act, and reflect on their significance in contemporary business practices.

Unit - I: Companies Act: Provisions of Companies Act, Companies Act, 2013, Memorandum of Association, Article of Association, Prospectus, and Companies Amendment Act, 2020

Unit - II: Partnership Act: Introduction to Partnership – Definition, Formation, Registration, types of Partners, Reconstitution & Dissolution of Partnership. Introduction to LLPs, LLP Vs Partnership, LLP Vs Company.

Unit - III: Indian Contract Act: Definition, Essential elements of Valid Contract, Consequences of breach of contract, Quasi & Wagering Contracts.

Unit - IV: Consumer Protection Act: Consumer Protection Act, 2019: Scope, Provisions & overview, rights and duties of consumer, Consumer Dispute Redressal machinery.

Unit - V: General Legislations: The Right to Information (Amendment) Act, 2019: Scope, Provisions & overview (for self-study)
Intellectual Property Rights Act: Scope, Provisions & overview. (for self-study)

Text Book

1. A Manual of Business Laws by Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Himalaya Publishing House.

References Books

1. Bare Acts: Govt. or Private publication
2. Mercantile Law 30th Ed: M.C. Shukla, S. Chand & Co.
3. Company Law 11th Ed.: Singh Avtar, Eastern Book Co., Lucknow

Syllabus for Semester III, BBA

Course Code: 24SM01TH0305

Course: Project Management

L: 2 Hrs, P: 0 Hrs, per Week

Total Credits: 2

Course Objective:

This course aims to equip students with foundational concepts of project management, project planning, scheduling and networking and able to understand and assess the risk associated in addition to analyse the performance of project in terms of time and costing.

Course Outcomes:

Upon Successful completion of this course, the student will be able to –

1. Outline the basic concepts of Project Management through the understanding of Project Life Cycle & WBS
2. Prepare a Project plan using tools like CPM/PERT
3. Analyse and Evaluate the project in context of risk
4. Analyse the project performance in terms of time and cost, closure point of view.
5. Asses the project from the point of view of Sustainability

Unit I: Introduction to Project Management: Project Management Concepts, Project characteristics, need for project management, Roles of project manager, Project Management Environment, Project Life Cycle, developing a project Plan, Project Charter & Work Break down Structure

Unit II: Scheduling & Network Analysis: Develop a project Network Activities: Sequencing, Duration and Scheduling, CPM/PERT and various floats associated with it.

Unit III: Risk Management: Project Risk Management, Risk management Process, Risk Identification, Risk Assessment, Risk Response & Control

Unit IV: Project Performance & Closure: Project Performance, Evaluation & closure structure of Project Monitoring Information System, Monitoring Cost & Time performance for Project, Project Closure & Wrap-up Activities

Unit V: Sustainable Project Management: Sustainability Principles, Green Energy initiatives, Waste Management & Recycling programmes, Sustainable Infrastructure

Text Book:

1. Project Management- The Managerial Process – Clifford Gray, Erik Larson and Gautam Desai – 6th Edition, McGraw Hill Publications
2. Operations Research – D. S. Hira, Prem Kumar Gupta, Fifth Edition, S Chand Publication

References Books:

1. Project Management: A Managerial Approach, Meredith and Mantel, Seventh Edition, John Wiley and Sons
2. The New Project Management: J. Davidson Frame, Jossey-Bass

3. Project Management: Planning & Control Techniques, Rory Burke, Fourth Edition, John Wiley and Sons
4. Operations Research – Prof. K. Shridhar Bhat, Himalaya Publishing

Syllabus for Semester III, BBA

Course Code: 24SM01TH0306

**Course: Enrichment Course*
(Self-Paced Learning)
Total Credits: 2**

L: 2 Hrs, P: 0 Hrs, per Week

Course Objective:

To facilitate the comprehensive development of students by providing them with the opportunity to gain knowledge, skills, and perspectives necessary to thrive in a dynamic business environment. This course helps students explore new ideas and skills beyond their regular subjects. It encourages creativity, practical learning, and a love for learning that will help them in both personal and professional life. This is a self-paced learning course. A course that is available through Online Distance Learning (ODL) will be offered to the students. The ODL course will be of at least 8 weeks.

Syllabus for Semester III, BBA

Course Code: 24SM01TH0307

Course: Study of Cultures

L: 1 Hrs, P: 0 Hrs, per Week

Total Credits: 1

Course Objective:

This course aims to equip students with the skills and frameworks necessary to navigate, communicate, and collaborate effectively across diverse cultural contexts. The students will explore key dimensions of cross-cultural behaviour and develop competencies to adapt communication, leadership, and decision-making styles in multicultural environments.

Course Outcomes:

Upon Successful completion of this course, the student will be able to –

1. Apply key cultural dimensions to communication, feedback, persuasion, and leadership styles, analyse the impact of cultural differences on interpersonal and organizational effectiveness, and evaluate strategies for adapting behaviour and communication in diverse cultural settings.
2. Apply culturally intelligent approaches to decision-making, trust-building, conflict resolution, and scheduling, analyse the interplay of cultural norms in team and organizational productivity, and evaluate real-world practices for fostering effective cross-cultural collaboration

Module 1: Introduction: Navigating Cultural Differences

Module 2: Communicating Across Cultures

Module 3: Evaluating Performance and Providing Negative Feedback

Module 4: The Art of Persuasion in a Multicultural World

Module 5: Leadership, Hierarchy, and Power

Module 6: Decision Making

Module 7: Types of Trust and How They Grow

Module 8: Disagreeing Productively

Module 9: Scheduling and Cross-cultural Perceptions of Time

Module 10: Putting the Culture Map to Work

Class Conduction Note:

- For this course, the students of each section will be divided into 10 groups. Each group will be assigned a module for presentation. During the lecture hour, the group that has been allotted the module will give a 15-minute presentation about the topic covered in the module. After the presentation is there will be a 5-10 mins Q&A where students as well as the faculty can ask questions to the presenting team.
- The non-presenters are expected to come to the class having read the module content before the class commences. The non-presenters will be randomly divided into groups on the day of

the class. After the presentation and Q/A is done there will be a 15-20-minute discussion in all groups about the topic presented and each group will submit a written report in their own words. (One report per group)

- Final attendance will be granted only after the submission of the report.

Text Book:

1. The Culture Map – Erin Meyer, PublicAffairs

References Books:

1. HBR's 10 Must Reads on Managing Across Cultures, Harvard Business Review Press
2. Global Dexterity: How to Adapt Your Behaviour Across Cultures without Losing Yourself in the Process, Andy Molinsky, Harvard Business Review Press

Syllabus for Semester III, BBA

Course Code: 24SM01PR0301

Course: Personality Development

L: 0 Hrs, P: 2 Hrs, per Week

Total Credits: 1

Course Objective:

The objective of this course is to develop students' ability to analyse their own personality traits, emotions, and behavioural patterns, and to critically examine interpersonal dynamics and communication skills. Through practical exercises and reflective activities, the course aims to enhance self-awareness, emotional intelligence, and effectiveness in personal and professional interactions.

Course Outcomes:

1. Analyse personal traits, emotions, and behavioural patterns using psychological tools and reflective exercises to enhance self-awareness and personal development.
2. Analyse interpersonal communication and group dynamics through practical activities to identify strategies for effective teamwork, leadership, and public speaking.

Module 1 – Big 5 Personality Test, Rosenberg Self Esteem Test

Module 2 – Understanding your Emotional Quotient, Improving Emotional Quotient

Module 3 – Locus of Control and Johari Window

Module 4 – SWOT Analysis

Module 5 – SMART Goal Setting

Module 6 – Creating a Vision Board

Module 7 – Team Building Activities

Module 8 – Extempore

Module 9 – Public Speaking

Module 10 – Sensitivity Training & Self Introspection

Syllabus for Semester III, BBA

Course Code: 24SM01PR0302

Course: Spreadsheet

L: 0 Hrs, P: 2 Hrs, per Week

Total Credits: 1

Course Objective:

This course aims to develop practical skills in using spreadsheets for data entry, analysis, and visualization. Students will learn essential functions, formatting, charts, PivotTables, and basic data analysis tools to support informed decision-making.

Course Outcomes:

Upon Successful completion of this course, the student will be able to –

1. Apply spreadsheet functions and tools such as formulas, charts, and PivotTables to organize, analyse, and present data effectively.
2. Evaluate data using logical functions and what-if analysis tools to support decision-making in real-world scenarios.

Module 1: Introduction to Spreadsheets

- Interface overview: Ribbon, sheets, rows, columns, cells
- Data entry and formatting basics
- Basic arithmetic operations

Module 2: Cell Referencing and Basic Functions

- Types of cell referencing: Relative, Absolute, Mixed
- Basic formulas: SUM, AVERAGE, MIN, MAX, COUNT

Module 3: Data Formatting and Presentation

- Cell formatting: Number, text, date, currency, custom formats
- Conditional formatting
- Merging cells, text alignment, wrap text

Module 4: Working with Charts and Graphs

- Types of charts: Column, Bar, Pie, Line
- Inserting and customizing charts

Module 5: Sorting, Filtering, and Data Validation

- Sorting data (single and multi-level)
- AutoFilter and advanced filters
- Data validation: Drop-down lists

Module 6: Intermediate Functions and Logical Operations

- Logical functions: IF, AND, OR, NOT
- Lookup functions: VLOOKUP, HLOOKUP
- Text functions: LEFT, RIGHT, MID, CONCATENATE, TEXTJOIN

Module 7: PivotTables and Pivot Charts

- Introduction to PivotTables
- Creating PivotTables and analysing data
- Using filters, slicers, and grouping
- Creating Pivot Charts

Module 8: Data Analysis and What-If Tools

- Goal Seek and Scenario Manager
- Data Tables (One-Variable and Two-Variable)
- Basic use of Solver (optional/advanced)

Text Book:

1. Microsoft Excel 2019 Data Analysis and Business Modelling by Winston Wayne L, PHI.

References Books:

1. Microsoft Excel 2021 Step by Step by Curtis Frye – A comprehensive guide ideal for beginners and intermediate users to learn Excel through practical, hands-on exercises.
2. Excel 2021 Bible by Michael Alexander, Richard Kusleika, and John Walkenbach – An in-depth resource covering basic to advanced Excel features, including data analysis and PivotTables.
3. Data Analysis Using Microsoft Excel by Michael R. Middleton – Focuses on applying Excel tools for data analysis, including decision-making and what-if scenarios.

Syllabus for Semester III, BBA

Course Code: 24SM01PR0303

Course: Career Management-1

L: 0 Hrs, P: 2 Hrs, per Week

Total Credits: 1

Course Objective:

This course is designed to help BBA students develop corporate-ready behaviour, personal branding, grooming standards, and workplace etiquette. Through interactive and reflective exercises, students will cultivate a strong professional identity, understand expectations of professional environments, and prepare for real-world job interactions.

Course Outcomes:

Upon successful completion of this course, the student will be able to –

1. Demonstrate professional grooming, personal branding, and workplace etiquette to present a confident and polished image in corporate settings.
2. Apply self-management, communication behaviour, and digital presence strategies to enhance employability and workplace readiness.

Module 1 – Power Dressing & Grooming Checklist: Understand the impact of personal grooming and dressing in the workplace. Discuss first impressions, hygiene, and appropriate attire for corporate settings.

Module 2 – Personal Branding & Elevator Pitch: Create a personal brand statement and develop a concise self-introduction or elevator pitch aligned with individual strengths and professional goals.

Module 3 – Workplace Etiquette Simulation: Role-play workplace behaviour scenarios involving greetings, phone and email etiquette, meeting manners, and respect for organizational hierarchy.

Module 4 – Corporate Dining Etiquette: Learn table manners, business dining do's and don'ts, and cross-cultural etiquette through simulated lunch meetings and group interaction.

Module 5 – Time Management & Productivity Tools: Engage in time-blocking, the Eisenhower matrix, and priority mapping exercise to develop personal efficiency and professional discipline.

Module 6 – LinkedIn & Digital Branding Workshop: Create or refine LinkedIn profiles, understand personal branding in the digital world, and explore professional online behaviour and networking.

Module 7 – Interview Grooming Rehearsal: Practice entry, body language, eye contact, and interview posture. Receive peer feedback on tone, first impressions, and dress rehearsals.

Module 8 – First Impressions Role Play: Participate in peer interactions designed to assess and improve confidence, presentation, and visual/verbal cues within the first 30 seconds.

Module 9 – Professional Feedback & Self-Reflection: Give and receive constructive feedback based on grooming, confidence, and professional behaviour. Reflect on learnings and changes over the course.

Module 10 – Workplace Conduct & Behaviour Scenarios: Simulate workplace dilemmas (lateness, gossip, overstepping boundaries, poor decorum). Discuss response strategies and lessons in corporate behaviour.

Text Book:

1. Personality Development and Soft Skills, Barun K. Mitra, Oxford University Press.

References Books:

1. Technical Communication: Principles and Practice, Meenakshi Raman & Sangeeta Sharma, Oxford University Press.
2. Soft Skills: Know Yourself & Know the World., P. Alex, S. Chand Publishing.
3. The Ace of Soft Skills, Gopalaswamy Ramesh & Mahadevan Ramesh, Pearson Education.

Syllabus for Semester III, BBA

Course Code: 24SM01PR0304

Course: Art, Culture & Sports- II

L: 0 Hrs, P: 2 Hrs, per Week

Total Credits: 0

Course Objective:

To encourage student participation in performing arts or sports, fostering holistic development through experiential learning that enhances life skills such as teamwork, leadership, discipline, and creative expression.

Course Outcomes:

Participate actively in performing arts or sports events at intra-collegiate or inter-collegiate levels to demonstrate discipline, commitment, and self-management.

- In this course, students are expected to participate in any Performing Arts or Sports activity at the Intra-collegiate or Inter-collegiate level. The student will be awarded passing grades after submission of a valid certificate.

Syllabus for Semester IV, BBA

Course Code: 24SM01TH0401

Course: Business Analytics

L: 3 Hrs, P: 0 Hrs, per Week

Total Credits: 3

Course Objective:

The primary objective of the Business Analytics course is to equip students with the knowledge and skills to analyse business data effectively. Students will learn to apply statistical and analytical techniques to make data-driven decisions, thereby enhancing their ability to solve complex business problems. By the end of the course, students will be able to leverage data to gain insights and drive strategic business decisions.

Course Outcomes:

Upon successful completion of this course, the student will be able to –

1. Understand the fundamental concepts and significance of business analytics in decision-making.
2. Acquire skills in data collection, cleaning, and warehousing techniques to ensure data quality.
3. Utilize descriptive statistical methods and data visualization tools to summarize and interpret data.
4. Develop and evaluate predictive models using regression and classification techniques.
5. Apply optimization and simulation techniques to support data-driven decision-making, machine learning, and emerging trends in business analytics.

Unit 1 - Introduction to Business Analytics, Overview of Business Analytics: Definition and importance, Types of analytics: Descriptive, Predictive, and Prescriptive. Applications of Business Analytics. **Data-Driven Decision Making:** Importance of data in decision making.

Unit 2 - Data Management and Warehousing, Data Collection and Cleaning: Techniques for data collection, Data cleaning and pre-processing. **Data Warehousing:** Concept of data warehousing, ETL process (Extract, Transform, Load).

Unit 3 - Descriptive Analytics, Data Visualization: Importance of data visualization, Tools for data visualization (e.g., Tableau, Power BI). **Statistical Methods:** Descriptive statistics: Mean, median, mode, standard deviation, Data summarization techniques. **Exploratory Data Analysis (EDA):** Techniques for EDA, Identifying patterns and anomalies in data

Unit 4 - Introduction to Predictive Analytics: Definition and importance, Difference between descriptive and predictive analytics, **Predictive Modelling Techniques:** Regression analysis, Classification techniques (e.g., Decision Trees, Logistic Regression). **Model Evaluation:** Accuracy, precision, recall, and F1 score, Cross-validation techniques

Unit 5 - Decision Support Systems: Role of decision support systems, implementing prescriptive analytics in business, **Machine Learning and AI in Business Analytics:**

Introduction to machine learning and AI, Applications of machine learning in business.

Textbook:

1. Business Analytics: Data Analysis & Decision Making by S. Christian Albright, Wayne L. Winston

Reference Books

1. Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking by Foster Provost and Tom Fawcett
2. Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die by Eric Siegel

Syllabus for Semester IV, BBA

Course Code: 24SM01TH0402

Course: Cost and Management Accounting

L: 3 Hrs, P: 0 Hrs, per Week

Total Credits: 3

Course Objective:

After doing the course the students will have foundational knowledge and practical insights into cost and management accounting principles. They will be able to identify, classify measure and analyse costs and use them to support decision-making, planning and control.

Course Outcomes:

After successful completion of the course the student will be able to-

1. Describe and explain the concept of cost and management accounting.
2. Classify Cost elements and prepare costs sheets and quotation.
3. Analyse the behaviour of costs and apply costing methods to manufacturing / service scenarios.
4. Describe, prepare, and analyse fixed, flexible, and cash budgets and evaluate their effectiveness in decision-making for organizations.
5. Apply concepts like CVP analysis, BEP analysis and Marginal costing and formulate models for decision making in real world scenarios.

Unit I - Introduction: Understand the Meaning, Scope and importance of Management Accounting. Difference between Financial Accounting & Management Accounting, role of management accountant. Cost Concepts & Classification, Cost Centres and Cost Units.

Unit II - Elements of Cost & Cost Sheet: Direct Material, Direct Labour, Direct Expenses, Overheads – Classification, Allocation, Apportionment and Absorption, Preparation of Cost Sheet and Tenders/Quotations.

Unit III - Methods of Costing: Introduction to Job Costing, Process Costing (Normal and Abnormal Loss, Joint and By-products). Understanding Operating/Service Costing and computation of operating costs.

Unit IV - Understanding the preparation of Budgets: Fixed and Flexible Budget, Cash Budget and the concept of Budgetary control.

Unit V - Marginal Costing and Decision Making: Learning the application of Marginal costing, Cost Volume Profit analysis and BEP analysis.

Text Book

1. Management Accounting 10th Edition: M.N. Arora

Reference Books

1. Financial Cost and Management Accounting latest Edition: Dr. P. Periasamy, Himalaya Publishing House
2. Management Control System: Sekhar, TMH, New Delhi
3. Advanced Accounts Volume II: M.C. Shukla, T.S. Grewal, S.C. Gupta S. Chand and

company, New Delhi,

4. Management Accounting Principles & Practice: Sharma R.K & Gupta S.K 5. Cost Accounting Principles& Practice: Jain Narang, PHI.

Syllabus for Semester IV, BBA

Course Code: 24SM01TH0403

Course: Organisational Behaviour

L: 3 Hrs, P: 0 Hrs, per Week

Total Credits: 3

Course Objective:

This course aims to provide students with a foundational and applied understanding of human behaviour in organisational settings. By exploring concepts taught in this course students will learn to analyse and evaluate individual and group behaviour to enhance organizational effectiveness.

Course Outcomes:

Upon Successful completion of this course, the student will be able to –

1. Explain and describe the fundamental concepts of organizational behaviour.
2. Apply motivational theories to workplace scenarios, analyse the role of motives in driving behaviour, and evaluate motivation strategies for enhancing employee performance.
3. Apply leadership theories and team-building principles, analyse group formation and dynamics, and evaluate effective group functioning in formal and informal settings.
4. Apply power and political tactics in organizational contexts, analyse causes and types of conflict, and evaluate strategies for managing organizational conflict productively.
5. Apply key concepts to assess organizational culture and climate, analyse factors driving change and resistance, and evaluate strategies for implementing and sustaining effective organizational change.

Unit-I: Introduction to Organization Behaviour: Definition, Importance, Scope, Fundamental Concepts of OB, And Evolution of OB.

Unit-II: Motivation: Definition, Importance, Motives- Characteristics, Classification of motives - Primary & Secondary motives, Theories of Motivation

Unit-III: Group Dynamics & Leadership: Concept of Leadership, Theories of Leadership, Concept of Group & Team, Theories of Group Formation, Formal and Informal Groups, Importance of Teambuilding

Unit-IV: Power Dynamics & Conflict Management: Concept of Power Dynamics, Bases of power, Power Tactics, Social-network analysis, how politics affects people, causes & consequences of political behaviour, Conflict Management: Definition, Traditional vis- à-vis Modern view of conflict-Types of conflict- Intrapersonal, Interpersonal, Intra-group and Inter-group, Constructive and Destructive conflict

Unit - V: Organisation Culture and Organizational Change: Organisation Climate, Factors Affecting Organisation Climate, Determinants & Measurement of Job Satisfaction, Characteristics & Objectives, Nature, levels of change, Pressures for change, The Domino effect, Responses to change, Force field analysis, change process, Resistance to change, Dynamics of change

Text Book

1. Organisation Behaviour: Robbins, 9th Pearson Education Asia

Reference Books

1. Organisation Behaviour Text, Cases & Games: K Aswathappa, Himalaya Publishing House
2. Organisation Behaviour: Luthans 8th Tata McGraw Hill
3. Principles of Organizational Behaviour: 4th Ed. By R. Fincham-Oxford
4. Organisational Behaviour Human Behaviour at Work: Newstrom & Davis, 10th, Tata Hill.

Syllabus for Semester IV, BBA

Course Code: 24SM01TH0404

Course: Research Methodology

L: 3 Hrs, P: 0 Hrs, per Week

Total Credits: 3

Course Objective:

To equip the students with various aspects of research methodology in terms of formulation of problem statement, understanding the research process, research design, data collection methods and tools and research presentation format.

Course Outcomes:

Upon Successful completion of this course, the student will be able to –

1. Understand the basic fundamentals of Research Methodology.
2. Develop the ability to conceptualize research design process and choose appropriate sampling technique for research
3. Understand the approaches of quantifying the qualitative data suitable for analysis.
4. Decide upon the right tools & techniques of data collection and design Questionnaire.
5. Develop the art of writing a Project report.

Unit I - Research Methodology-Introduction: Meaning, Objectives & Types of Research, Research Process, Criteria of Good Research, Research Problem: Selection & Techniques involved in research problem.

Unit II - Research Design: Features & important concepts related to Research Design, Types of Research Design. Sampling Design: Census & Sample Survey, Steps in Sample Design, Criteria & Characteristics of Good Sample Design, Probability & Non-Probability Sampling Technique, Sampling Errors.

Unit III - Measurement & Scaling Techniques: Measurement Scales, Sources of errors, Tests of sound measurement, Meaning of scaling, Important Scaling Techniques.

Unit IV - Data Collection: Collection of Primary Data, Collection of Secondary Data, and Selection of Appropriate Method for Data Collection.

Unit V - Processing, Interpretation and Report Writing: Processing Operations, Problems in Processing, Meaning of Interpretation, Technique of Interpretation, Different Steps in Writing Report, Layout of the Research Report, Types of Reports.

Text Book:

1. Research Methodology: Methods and Techniques by C. R. Kothari, New Age International Publishers.

Reference Books:

1. Research Methodology by P. Paneerselvam, Prentice Hall of India
2. Business Research Methods by Zikmund, Thomson Learning Books

Syllabus for Semester IV, BBA

Course Code: 24SM01TH0405

Course: Introduction to AI-ML and IoT

L: 2 Hrs, P: 0 Hrs, per Week

Total Credits: 2

Course Objective:

To equip students with foundational and practical knowledge of Industry 4.0 by introducing its key components such as automation hardware, Internet of Things (IoT), Artificial Intelligence (AI), and Machine Learning (ML); enabling them to understand and analyse the integration of these technologies in business, manufacturing, banking, and healthcare sectors, with an emphasis on real-world applications and emerging trends.

Course Outcomes:

1. Students will learn and understand the components and applications of the 4th Industrial Revolution
2. Students will understand the hardware working of the components of Automation
3. Students will become familiar with the concept of Internet of things and 5G telecom and will be able to understand the importance of Optimum automation
4. To learn the basic concepts of artificial intelligence and machine learning and how they are used in business and distinguish between different types of machine learning algorithms such as supervised, unsupervised, and reinforcement learning.
5. To describe the various applications of AI in the banking sector and explore the potential of AI and machine learning in healthcare in India, including defined frameworks, opportunities, and strategies for population protection, screening, and marketing.

Unit I - Introduction Industry 4.0: Globalization and Emerging Issues, The Fourth Revolution, LEAN Production Systems, Smart and Connected Business Perspective, Smart Factories Constituents of Industry 4.0 Cyber-Physical Systems, Collaborative Platform and Product Lifecycle Management, Augmented Reality and Virtual Reality, Artificial Intelligence, Big Data and Advanced Analysis

Unit II - Hardware of Industry 4.0: Introduction to Mechatronics, Sensors, Controllers and Actuators. The system of PLCs and SCADA, Introduction to Robotics,

Unit III - Concept of IoT: Industrial Internet of Things (IIoT) & Internet of Services, Smart Logistics, Smart Cities, Predictive Analytics, Changing Scenario Internet of Things, Dealing with changes in the organization, Concept of Optimum Automation, Challenges for SMEs

Unit IV - Introduction to Artificial Intelligence and Machine Learning: The Basic Elements and use of Artificial Intelligence and Machine Learning in Business, Different types of algorithms, Examples of Supervised, Unsupervised and Reinforcement Learning algorithms

Unit V - AI ML in Banking: AI in banking sector, Examples of application of AI in selected Indian Banks, AI and its Impact on Banks KPI's, AIML and Healthcare: Healthcare in India, Defined frameworks, inclined opportunities, Population protection, screening and marketing strategy.

Text Book:

1. Industry 4.0: The Industrial Internet of Things – Alasdair Gilchrist, Apress
2. The Fourth Industrial Revolution – Klaus Schwab
3. Artificial Intelligence and Machine learning in Business Management: Concepts, Challenges and Case study, Sandeep Kumar Panda, Vaibhav Mishra, R Balamurli, Ahmed Elnger, CRC Press, Taylor and Francis Group

Reference Books:

1. Artificial Intelligence and Machine Learning for Business, Steven Finlay, Third Edition, Relativistic Publisher

Syllabus for Semester IV, BBA

Course Code: 24SM01TH0406

**Course: Vocational Development*
(Self-Paced Learning)**

L: 2 Hrs, P: 0 Hrs, per Week

Total Credits: 2

Course Objective:

To facilitate the comprehensive development of students by providing them with the opportunity to gain knowledge, skills, and perspectives necessary to thrive in a dynamic business environment. This course aims to develop key skills needed for professional success. It focuses on improving clarity, comprehension, critical thinking, and effective expression. This is a self-paced learning course. A course that is available through Online Distance Learning (ODL) will be offered to the students. The ODL course will be of at least 8 weeks.

Syllabus for Semester IV, BBA

Course Code: 24SM01TH0407

Course: Case Analysis

L: 1 Hrs, P: 0 Hrs, per Week

Total Credits: 1

Course Objective:

To develop analytical, decision-making, and presentation skills through the examination and discussion of real-world business situations /cases.

Course Outcomes:

1. Apply critical thinking to analyse diverse business cases and develop data-driven, ethical solutions.
2. Demonstrate effective communication, collaboration, and leadership skills in resolving complex business challenges through case discussions.

Module 1 - Introduction to Case Analysis & Critical Thinking: What is case analysis? Types of cases: Decision, Problem, Evaluation, and Illustration, Framework for case analysis (SWOT, 5 Whys, 7 Cs, etc.), Basics of critical thinking & structured problem solving, Teamwork and role-playing in case discussions

Module 2 - Business Communication through Cases: Communication breakdown and business consequences, Crisis communication and reputation management, Internal vs. external communication.

Case Themes: PR crisis (e.g., product recall), Internal communication failure, Cross-cultural miscommunication.

Module 4 - Marketing & Consumer Behaviour Cases: STP (Segmentation, Targeting, Positioning), Branding and advertising strategy, Product launch and failure analysis, Digital marketing challenges

Case Themes: Failed product launches, Brand repositioning, Influencer marketing gone wrong.

Module 5 - Human Psychology in Business Contexts: Consumer psychology, Cognitive biases in decision-making, Psychological contract in workplaces, Emotional intelligence in leadership
Case Themes: Customer loyalty and brand attachment, Biases in hiring or marketing, Mental health and burnout in corporate settings.

Module 6 - Financial Decision-Making through Cases: Financial statement analysis, Cost-benefit analysis, Working capital and cash flow issues

Case Themes: A company facing liquidity crunch,

Module 7 - Operations & Supply Chain Strategy: Inventory management and Just-in-Time (JIT), Supply chain disruptions and vendor relations

Case Themes: Bottlenecks in production, Inventory build-up and losses, Supplier risk in global sourcing

Module 8 - Leadership and Strategic Thinking: Leadership styles and effectiveness, Crisis management and ethical leadership, Decision-making under pressure, Conflict resolution and negotiation

Case Themes: Leadership failure in turnaround attempts, Resistance to organizational change, Leadership in cross-functional/multicultural teams

Syllabus for Semester IV, BBA

Course Code: 24SM01TH0408

Course: General Studies

L: 1 Hrs, P: 0 Hrs, per Week

Total Credits: 0

Course Objective:

Upon completion of the course, students will gain understanding and knowledge towards the business practices in current scenario.

Course Outcomes:

1. Demonstrate awareness of contemporary business practices, current affairs, economic and political developments by engaging with media sources, quizzes, and discussions on national and global issues.
2. Interpret the historical, cultural, environmental, and leadership contexts that shape business decisions, and apply insights from global and Indian experiences to understand long-term business implications.

Module 1 - Business Awareness through Media: Regular readings from newspapers (e.g., Economic Times, Business Standard), insights from business magazines and articles (e.g., Business Today, Brand Equity), identifying and analysing key business news

Module 2 - Business Quiz and Current Affairs: Weekly business quizzes, discussions on recent business events and market movements, updates on major mergers, acquisitions, policies, and trends

Module 3 - Globalization and Its Effects: Effects of globalisation on Indian society, opportunities and challenges for Indian businesses, India's role in the global economy

Module 4 - Social and Cultural Dimensions: Social empowerment, communalism, regionalism, and secularism, role of women and women's organizations in social development, urbanization problems and solutions

Module 5 - Economic and Developmental Issues: Population-related challenges and policies, poverty and developmental issues, sustainable development and inclusive growth

Module 6 - Political Philosophies and Systems: Introduction to political ideologies - communism, capitalism, socialism, impact of political systems on business and economy, role of governance in economic development

Module 7 - Resource Distribution and Environment: Distribution of key natural resources globally and in India, geopolitical implications of resource control, environmental issues and climate change

Module 8 - Lessons from History and Leadership: Management lessons from historical and political leaders, leadership styles and their relevance in modern management, case discussions on strategic leadership

Module 9 - World History and Its Economic Impact: Colonization and de-colonization movements, impact of colonization on trade and development, Industrial Revolution (18th century onwards) and global trade shifts

Module 10 - Indian Culture and Heritage: Salient aspects of Indian art, literature, and architecture, evolution from ancient to modern times, business insights from cultural heritage and traditions

Syllabus for Semester IV, BBA

Course Code: 24SM01PR0401

Course: Life Skills Lab

L: 0 Hrs, P: 2 Hrs, per Week

Total Credits: 1

Course Objective:

The objective of this course is to equip students with the knowledge, skills, and attitudes necessary for personal and professional success. It aims to develop critical, creative, and strategic thinking abilities; enhance time management skills; and foster strong moral and ethical reasoning, enabling students to act with integrity, empathy, and compassion in diverse life and work contexts.

Course outcomes:

1. Apply critical and creative thinking strategies such as Rational Emotive Behavioural Therapy (REBT), Six Thinking Hats, and SMART goal setting to manage stress, make decisions, and plan personal or professional goals effectively.
2. Demonstrate self-awareness and interpersonal competence by analyzing real-life experiences related to emotional intelligence, perception, cognitive dissonance, and conflict management, and reflect on personal development through lab-based activities.

Module 1 – Stress, Eustress

Students will be given a case on stress and eustress and they will be asked to analyse the case in the light of positive and negatives aspects of stress

Module 2 – Stress Management Using Rational Behavioural Emotive Therapy (REBT)

Students will be asked to identify a situation of their life where they could have used REBT to reduce stress.

Module 3 – Displacement of Emotions

Students will understand the concept of Emotional Intelligence and manage displaced emotions.

Module 4 – Perception

Students will be asked to conduct tappers and listeners experiments and carry out Thematic Apperception Test.

Module 5 – Cognitive Dissonance

Students will be asked to analyse a cognitive dissonance experience of their real life.

Module 6 – Goal Setting

Each student will be provided with a Goal setting template and will explain how the SMART goal is set. (Specific, Measurable, Achievable, Realistic, Time bound)

Module 7 – Application of Six Thinking Hats

Each group member will take role of respective hat and a live case for decision making will be solved by means of role play. After the role play is over, groups will discuss the learning from the observation.

Module 8 – Conflict Management

Each student will undergo conflict management styles test. Students will analyse reports and understand the conflict management styles and its practical application.

Syllabus for Semester IV, BBA

Course Code: 24SM01PR0402

Course: Effective Public Speaking

L: 0 Hrs, P: 2 Hrs, per Week

Total Credits: 1

Course Objective:

To equip students with advanced grooming and professional behaviour skills relevant to a modern workplace, with a strong focus on interpersonal conduct, professional branding, conflict resolution, and leadership readiness in corporate environments.

Course Outcomes:

Upon Successful completion of this course, the student will be able to –

1. Demonstrate effective verbal delivery techniques, audience awareness, and confident body language across diverse public speaking formats.
2. Apply speech organization, persuasive strategies, and feedback-based improvement to enhance clarity, credibility, and engagement in oral presentations

Module 1 – Self-Introduction & Icebreaker Speech: Deliver a 2–3-minute talk about oneself using a symbolic object; focus on voice clarity, posture, and initial confidence-building.

Module 2 – Overcoming Speaking Anxiety: Participate in breathing and visualization techniques, then deliver a short talk on “My Greatest Fear” to practice poise and calmness.

Module 3 – Informative Speech: Prepare and present a 4–5-minute talk explaining a concept, process, or event with clear structure and neutral tone; use cue cards only.

Module 4 – Using Vocal Variety & Gestures: Perform a storytelling or dramatic reading with intentional pauses, modulation, eye contact, and appropriate gestures.

Module 5 – Persuasive Speech: Deliver a 5-minute persuasive speech on a contemporary issue. Emphasize logical structure, emotional appeal, and credibility.

Module 6 – Visual Aids & Speaking with Slides: Use a simple slide deck (max 5 slides) to enhance clarity. Focus on avoiding reading, managing transitions, and pointing techniques.

Module 7 – Impromptu Speaking: Draw a random topic and speak for 2–3 minutes on the spot. Practice spontaneity, quick structuring, and staying on message.

Module 8 – Speaking for Special Occasions: Prepare a short speech for a ceremonial context (e.g., farewell, welcome, award acceptance). Practice tone, grace, and audience connection.

Module 9 – Group Panel Discussion / Moderation: Participate in or moderate a 4–person discussion. Focus on listening, turn-taking, transitions, and constructive contribution.

Module 10 – Final Speech & Peer Feedback: Deliver a comprehensive speech (5–7 mins) on a topic of choice. Followed by structured peer and faculty feedback for final improvement.

Text Book:

1. Personality Development and Soft Skills, Barun K. Mitra, Oxford University Press.

References Books:

1. Technical Communication: Principles and Practice, Meenakshi Raman & Sangeeta Sharma, Oxford University Press
2. Soft Skills: Know Yourself & Know the World, P. Alex., S. Chand Publishing.
3. The Ace of Soft Skills, Gopalaswamy Ramesh & Mahadevan Ramesh, Pearson Education.

Syllabus for Semester IV, BBA

Course Code: 24SM01PR0403

**Course: Community Engagement and
Services**

L: 0 Hrs, P: 2 Hrs, per Week

Total Credits: 1

Course Objective:

The Community Engagement course aims to equip students with the knowledge and skills to effectively engage diverse communities, foster collaboration, empower stakeholders, and address societal challenges through participatory approaches.

Course Outcomes:

Upon successful completion of this course, students will be able to:

1. Identify and assess community-related problems through stakeholder engagement and needs analysis within the framework of the Sustainable Development Goals.
2. Design, evaluate, and present feasible, participatory solutions to community challenges by applying management principles, analysing alternatives, and reflecting on impact.

Students will undertake field-based or research-driven projects that contribute to one or more of the 17 Sustainable Development Goals, such as poverty reduction, gender equality, clean water and sanitation, quality education, or climate action. The course emphasizes experiential learning, community collaboration, and impact assessment.

Textbook

1. Transforming Our World: Implementing the 2030 Agenda for Sustainable Development: United Nations

Reference Books

1. Sustainable Development Goals: Their Impact on Forests and People, John A. Parrotta, Stephanie Mansourian, and Daniel J. Buckles, Cambridge University Press.
2. The UN Sustainable Development Goals: From Promotion to Implementation, Jan Vandemoortele, Routledge.
3. The Global Goals: A Blueprint for a Better World, UNICEF, Penguin Random House.
4. Implementing the Sustainable Development Goals: A Handbook for Legislators, Inter-Parliamentary Union (IPU), Inter-Parliamentary Union.
5. Sustainable Development Goals: Their Impacts on Forests and People, Glenn Galloway and Inge Jonckheere, Springer.