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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

2026-30

**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

Award of Degree

The degree nomenclature adheres to the UGC Specification of Degrees and the AICTE Approval Process Handbook, applicable for the academic year in which admission is taken.

Specialization Offered:

- Banking and Financial Management
- Business Analytics
- Entrepreneurship and Family Business
- Financial Management
- Human Resource Management & Organizational Behaviour
- Marketing 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	26SM01TH0101	Business Mathematics	3	-	50	50	100	03	03
02	26SM01TH0102	Human Psychology	3	-	50	50	100	03	03
03	26SM01TH0103	Business History	3	-	50	50	100	03	03
04	26SM01TH0104	Principles of Management	3	-	50	50	100	03	03
05	26SM01TH0105	Critical and Creative Thinking	3	-	50	50	100	03	-
06	26SM01TH0106	Environment Management*	1	-	50	50	100	02	-
07	26SM01TH0107	Book Review	1	-	25	25	50	01	-
08	26SM01TH0108	Syndicate Learning	1	-	25	25	50	01	-
09	26SM01PR0101	English Language Lab	-	2	25	25	50	01	-
10	26SM01PR0102	Art, Culture, and Sports	-	-	-	-	-	00	-
		Total	18	2	375	375	750	20	

* Environment Management (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	26SM01TH0201	Statistics for Management	3	-	50	50	100	03	03
02	26SM01TH0202	Foreign Language [#]	3	-	50	50	100	03	03
03	26SM01TH0203	Marketing Principles and Strategies	3	-	50	50	100	03	03
04	26SM01TH0204	Organizational Behaviour	3	-	50	50	100	03	03
05	26SM01TH0205	Indian Ethos and Business Ethics	2	-	50	50	100	02	02
06	26SM01TH0206	Holistic Development*	1	-	50	50	100	02	-
07	26SM01PR0201	Computer Application in Management	-	2	25	25	50	01	-
08	26SM01PR0202	Business Communication	-	2	25	25	50	01	-
09	26SM01PR0203	Media Review	-	2	25	25	50	01	-
10	26HS04PR0203	Health-Fitness-Wellbeing	-	2	25	25	50	01	-
		Total	15	8	400	400	800	20	

- Foreign Language Bucket

Course Code	Course Name
26SM01TH0202-1	French Language
26SM01TH0202-2	German Language

*** Holistic Development (Self-Paced Learning)**

Semester – III

Sr. No.	Course code	Course Name	L	P	Maximum Marks			Credits	ESE Duration (Hrs.)
					Continuous Assessment	End Sem Exam	Total		
01	26SM01TH0301	Financial Accounting	3	-	50	50	100	03	03
02	26SM01TH0302	Principles of Economics	3	-	50	50	100	03	03
03	26SM01TH0303	Human Resource Management	3	-	50	50	100	03	03
04	26SM01TH0304	Business Law	3	-	50	50	100	03	03
05	26SM01TH0305	Research Methodology	3	-	50	50	100	03	03
06	26SM01TH0306	Enrichment Course*	1	-	50	50	100	02	-
07	26SM01TH0307	Study of Cultures	1	-	25	25	50	01	-
08	26SM01PR0301	Personality Development	-	2	25	25	50	01	-
09	26SM01PR0302	Spreadsheet	-	2	25	25	50	01	-
		Total	17	4	375	375	750	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	26SM01TH0401	Consumer Behaviour	3	-	50	50	100	03	03
02	26SM01TH0402	Financial Management	3	-	50	50	100	03	03
03	26SM01TH0403	Operations Management	3	-	50	50	100	03	03
04	26SM01TH0404	Quantitative Techniques	3	-	50	50	100	03	03
05	26SM01TH0405	Corporate Taxation	3	-	50	50	100	03	03
06	26SM01TH0406	Vocational Development*	1	-	50	50	100	02	-
07	26SM01PR0401	Life-skills Lab	-	2	25	25	50	01	-
08	26SM01PR0402	Career Management	-	2	25	25	50	01	-
09	26SM01PR0403	Community Engagement and Services	-	2	25	25	50	01	-
10	26HS04PR0401	Self Defence & Indian Martial Arts	-	2	-	-	-	00	-
		Total	16	6	375	375	750	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	26SM01TH0501	Business Analytics	3	-	50	50	100	03	03
02	26SM01TH0502	Strategic Management	3	-	50	50	100	03	03
03	26SM01TH0503	Cost and Management Accounting	3	-	50	50	100	03	03
04	26SM01TH0504	Project Management	3	-	50	50	100	03	03
05	26SM01TH0505	Innovation, Entrepreneurship and Venture Development	2	-	50	50	100	02	02
06	26SM01TH0506	Indian Knowledge System	1	-	-	-	-	00	-
07	26SM01PR0501	Creative Writing and Designing	-	2	25	25	50	01	-
08	26SM01PR0502	Sectorial Analysis	-	2	25	25	50	01	-
09	26SM01PR0503	Summer Internship	-	-	100	100	200	04	-
		Total	15	4	400	400	800	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	26SM01PR0601	Field Project		-	-	100	100	200	04	-
		Total		18	-	400	400	800	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	26SM01PR0801	Research Project	-	-	200	200	400	22	-

OR

Sr. No.	Course code	Course Name	L	P	Maximum marks			Credits	ESE Duration (Hrs.)
					Continuous Assessment	End Sem Exam	Total		
1	26SM01PR0802	Industry Internship Project	-	-	200	200	400	22	-

VI & VII ELECTIVE SPECIALIZATIONS OFFERED

Course Code		Elective
Banking and Financial Management		
VI Semester	VII Semester	Course
26SM01TH0601-1	26SM01TH0701-1	Commercial Banking in India
26SM01TH0601-2	26SM01TH0701-2	Risk Management in Banking & Insurance
26SM01TH0601-3	26SM01TH0701-3	Digital Banking
26SM01TH0601-4	26SM01TH0701-4	Foreign Exchange Management
26SM01TH0601-5	26SM01TH0701-5	Credit Management
26SM01TH0601-6	26SM01TH0701-6	Forex Derivatives
26SM01TH0601-7	26SM01TH0701-7	International Banking and Finance
26SM01TH0601-8	26SM01TH0701-8	Non-Banking Financial Services & Micro Finance
26SM01TH0601-9	26SM01TH0701-9	Rural and Cooperative Banking
26SM01TH0601-10	26SM01TH0701-10	Marketing of Banking & Financial Services
26SM01TH0601-11	26SM01TH0701-11	Investment Management
26SM01TH0601-12	26SM01TH0701-12	Econometrics Using Gretl

Course Code		Elective
Business Analytics		
VI Semester	VII Semester	Course
26SM01TH0602-1	26SM01TH0702-1	Business Analytics
26SM01TH0602-2	26SM01TH0702-2	Business Data Mining
26SM01TH0602-3	26SM01TH0702-3	Applied Econometrics
26SM01TH0602-4	26SM01TH0702-4	Customer Analytics
26SM01TH0602-5	26SM01TH0702-5	Statistics Using R
26SM01TH0602-6	26SM01TH0702-6	Data Mining Using Orange
26SM01TH0602-7	26SM01TH0702-7	Web Analytics
26SM01TH0602-8	26SM01TH0702-8	Data Visualization through Power BI
26SM01TH0602-9	26SM01TH0702-9	Decision Analytics using Python
26SM01TH0602-10	26SM01TH0702-10	Text Mining and Modelling
26SM01TH0602-11	26SM01TH0702-11	SQL for Business Management
26SM01TH0602-12	26SM01TH0702-12	Visual Data Storytelling
26SM01TH0602-13	26SM01TH0702-13	Decision Support system with Spreadsheet
26SM01TH0602-14	26SM01TH0702-14	Supply Chain Analytics
26SM01TH0602-15	26SM01TH0702-15	Social Media Analytics

Course Code		Elective
Entrepreneurship and Family Business		
VI Semester	VII Semester	Course
26SM01TH0603-1	26SM01TH0703-1	Managing Human Capital
26SM01TH0603-2	26SM01TH0703-2	Purchase and Materials Management
26SM01TH0603-3	26SM01TH0703-3	Advanced Management Accounting
26SM01TH0603-4	26SM01TH0703-4	International Business
26SM01TH0603-5	26SM01TH0703-5	Launching and Managing an Enterprise
26SM01TH0603-6	26SM01TH0703-6	Buying an Existing Business
26SM01TH0603-7	26SM01TH0703-7	Family Business Management
26SM01TH0603-8	26SM01TH0703-8	Business Tax Planning
26SM01TH0603-9	26SM01TH0703-9	Entrepreneurial Finance
26SM01TH0603-10	26SM01TH0703-10	Logistics Management
26SM01TH0603-11	26SM01TH0703-11	Social Entrepreneurship
26SM01TH0603-12	26SM01TH0703-12	Entrepreneurial Marketing

Course Code		Elective
Financial Management		
VI Semester	VII Semester	Course
26SM01TH0604-1	26SM01TH0704-1	Security Analysis & Portfolio Management
26SM01TH0604-2	26SM01TH0704-2	Derivatives & Risk Management
26SM01TH0604-3	26SM01TH0704-3	Mergers & Acquisitions and Corporate Restructuring
26SM01TH0604-4	26SM01TH0704-4	Project Planning & Financing
26SM01TH0604-5	26SM01TH0704-5	Behavioural Finance
26SM01TH0604-6	26SM01TH0704-6	Commercial Banking in India
26SM01TH0604-7	26SM01TH0704-7	Wealth Management
26SM01TH0604-8	26SM01TH0704-8	International Finance and Trade
26SM01TH0604-9	26SM01TH0704-9	Financial Services & Merchant Banking
26SM01TH0604-10	26SM01TH0704-10	Management Control System
26SM01TH0604-11	26SM01TH0704-11	Insurance Management

Course Code		Elective
Human Resource Management & Organizational Behaviour		
VI Semester	VII Semester	Course
26SM01TH0605-1	26SM01TH0705-1	Talent Acquisition and Management
26SM01TH0605-2	26SM01TH0705-2	Industrial Relations and Labour Laws
26SM01TH0605-3	26SM01TH0705-3	Learning and Development
26SM01TH0605-4	26SM01TH0705-4	Performance Management and Appraisal
26SM01TH0605-5	26SM01TH0705-5	Compensation and Benefits Management
26SM01TH0605-6	26SM01TH0705-6	International Human Resource Management
26SM01TH0605-7	26SM01TH0705-7	People Analytics
26SM01TH0605-8	26SM01TH0705-8	Managerial Competencies for HR Professionals
26SM01TH0605-9	26SM01TH0705-9	Diversity, Equity and Inclusion
26SM01TH0605-10	26SM01TH0705-10	Organization Development
26SM01TH0605-11	26SM01TH0705-11	Employer Branding
26SM01TH0605-12	26SM01TH0705-12	HR as a Business Partner

Course Code		Elective
Marketing Management		
VI Semester	VII Semester	Course
26SM01TH0606-1	26SM01TH0706-1	Integrated Marketing Communication
26SM01TH0606-2	26SM01TH0706-2	Brand Management
26SM01TH0606-3	26SM01TH0706-3	Retail Management
26SM01TH0606-4	26SM01TH0706-4	Sales and Distribution Management
26SM01TH0606-5	26SM01TH0706-5	Services Marketing
26SM01TH0606-6	26SM01TH0706-6	Rural Marketing
26SM01TH0606-7	26SM01TH0706-7	Customer Relationship Management
26SM01TH0606-8	26SM01TH0706-8	B2B & Industrial Marketing
26SM01TH0606-9	26SM01TH0706-9	International & Cross-Cultural Marketing
26SM01TH0606-10	26SM01TH0706-10	Marketing Analytics
26SM01TH0606-11	26SM01TH0706-11	Sustainable & Green Marketing
26SM01TH0606-12	26SM01TH0706-12	Digital Marketing
26SM01TH0606-13	26SM01TH0706-13	Product Management

Syllabus for Semester I, BBA

Course Code: 26SM01TH0101

Course: Business Mathematics

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

Total Credits: 3

Course Objectives:

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. Describe and explain the fundamental concepts of sets, ratios, and proportions
2. Calculate profit, loss, and discounts accurately (Apply)
3. Calculate interest and annuity problems effectively (Apply)
4. Analyse and choose the correct counting methods for given situations (Analyse)
5. Evaluate the applicability of LPP in optimising business operations (Evaluate)

Unit I: Ratio Proportion and Set theory: Set Theory- Introduction, Definition of Set, Representation of a Set, Types of Sets, Equality of Sets, Subset of a Set, Union of Sets, Intersection of Sets, Disjoint Sets, Universal Set, Complement of a Set, Difference of Sets, Venn Diagram, Application of Set. Ratio, Proportion and Percentage - Ratio- Definition, Continued Ratio, Inverse Ratio, Proportion, Continued Proportion, Direct Proportion, Inverse Proportion, Percentage- Meaning and Computations of Percentages.

Unit II: Profit and Loss: Terms and Formulae, Trade discount, Cash discount, Problems involving cost price, Selling Price, Trade discount and Cash Discount, partnership

Unit III: Simple and Compound Interest: Simple Interest, Compound interest (reducing balance & Flat Interest rate of interest), nominal and effective rate of interest, Problems, Introduction to concept of annuity, Basic numerical on annuity, present value, depreciation

Unit IV: Permutation and Combination: Permutations of 'n' dissimilar objects taken 'r' at time (with or without repetition), Combinations of 'r' objects taken from 'n' objects, problems, Applications.

Unit V: Linear Programming: Meaning of Linear Programming, Requirements for a Linear Programming Problem, Basic Assumptions of Linear Programming, Uses and Limitations of Linear Programming, Linear Functions and Linear Equations General Formulation of LPP, Mathematical Formulation of Linear Programming Problems, Solutions of LPP

Text Book:

Business Mathematics by Dr Padmalochan Hazarika, S. Chand Publications

References Books:

1. Business Mathematics by S P Rajagopalan, R Sattanathan, Tata McGraw Hill
2. Business Mathematics by Kashyap Trivedi and Chirag Trivedi, Pearson Publications
3. Business Mathematics & Statistics- By NG Das & JK Das, McGraw Hill

Syllabus for Semester I, BBA

Course Code: 26SM01TH0102

Course: Human Psychology

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

Total Credits: 3

Course Objective:

The objective of this course is to provide students with a comprehensive understanding of fundamental psychological concepts, including intelligence, attention, perception, personality, attitude, stress, and anxiety. The course aims to equip students with the theoretical knowledge and practical skills necessary to describe, explain, analyse, and apply psychological principles to understand human behaviour and mental processes in diverse contexts.

Course Outcomes:

1. Apply concepts of psychology and intelligence to interpret human behavior in various contexts.
2. Apply principles of attention and perception to evaluate how individuals process information and respond to their environment.
3. Analyze various theories and types of personality to determine their influence on individual differences and behavior.
4. Apply and Analyze the concept of attitude to examine how attitudes are formed, changed, and influence behavior in personal and social settings.
5. Evaluate the concepts of stress and anxiety to determine their psychological impact and propose appropriate coping strategies.

Unit I: Introduction to Psychology & Intelligence: 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. Intelligence: Nature and types of Intelligence, Theories of Intelligence, Factors influencing intelligence, Concept of Emotional intelligence Dimensions of emotional intelligence

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

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

Text Book:

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: 26SM01TH0103

Course: Business History

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

Total Credits: 3

Course Objective:

To develop an understanding of how major historical events have shaped global and Indian business environments, enabling students to analyse the intersection of business with economic, political, and technological changes.

Course Outcomes:

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

1. Identify key global economic changes caused by the World Wars, and explain the ripple effects of the Great Depression on global business.
2. Describe how geopolitical rivalries influenced economic structures, and analyse the rise of multinational corporations in the post-war period.
3. Examine the effects of liberalization and tech globalization, and analyse the Subprime Crisis and its impact on global regulatory practices
4. Understand and assess how modern technologies, pandemic-driven innovation and resilience reshape business landscapes.
5. Trace India's business evolution from ancient to modern times, and explain the impact of political and policy shifts on Indian economy

Unit I: Global Business Shifts – 1914 to 1945: WWI: Changes in production, trade, and economic alliances, The Great Depression: Collapse of businesses, financial systems, WWII: War industries, global supply disruptions, and the emergence of state capitalism

Unit II: Cold War and Economic Reorientation – 1945 to 1990: Capitalist vs. Socialist economic models, Marshall Plan and post-war recovery, Rise of multilateral institutions: IMF, World Bank, GATT, Oil shocks and economic restructuring, Global supply chain evolution and MNCs' emergence

Unit III: Globalization and Financial Crises – 1990 to 2010: Fall of USSR and opening of global markets, Y2K, tech boom, and offshoring, 2008 Subprime Mortgage Crisis: Causes, corporate collapses, and global implications

Unit IV: Disruption and Reinvention – 2010 Onwards: Industry 4.0: AI, robotics, digital transformation, COVID-19: Business continuity, WFH culture, crisis management, Rise of ESG investing and purpose-driven business, Generative AI and future business models

Unit V: Business History in India – From Pre-Colonial to Present: State of the Indian Economy before British Raj, Colonial deindustrialization, Drain of Wealth theory, Five-Year Plans and mixed economy, Nationalization and License Raj, Liberalization and India's economic boom, Indian start-up ecosystem and digital economy

Textbook:

The course coordinator will provide articles and reading material.

Reference Books:

1. The Corporation that Changed the World, Nick Robbins, Pluto Press
2. The Concise Oxford History of Indian Business, Dwijendra Tripathi, Jyoti Juman, Oxford University Press
3. Business History: Complexities and Comparisons, Andrea Colli, Franco Amatori, Routledge

Syllabus for Semester I, BBA

Course Code: 26SM01TH0104

Course: Principles of Management

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

Total Credits: 3

Course Objective:

The objective of the course is to provide an understanding of basic concepts, principles and practices of management. The aim is to inculcate the ability to apply a multifunctional approach to organisational objectives.

Course Outcomes:

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

1. Demonstrate the importance of principles of management.
2. Paraphrase the importance of planning and decision-making in an organisation.
3. Comprehend the concept of various authorities and responsibilities of an organisation.
4. Enumerate the various methods of Performance appraisal
5. Demonstrate the concepts of direction, coordination, and control in management.

Unit I: Introduction to Management: Meaning- Definitions – Nature and Scope - Levels of Management – Importance - Management Vs. Administration – Management: Science or Art –Evolution of Management Thoughts – F. W. Taylor, Henry Fayol, Peter F. Drucker, Elton Mayo - Functions of Management - Trends and Challenges of Management. Managers – Qualification – Duties & Responsibilities.

Unit II: Planning: Meaning – Definitions – Nature – Scope and Functions – Importance and Elements of Planning – Types – Planning Process - Tools and Techniques of Planning – Decision Making: Meaning – Characteristics – Types - Steps in Decision Making – Forecasting.

Unit III: Organizing: Meaning - Definitions - Nature and Scope – Characteristics – Importance – Types - Formal and Informal Organization – Organization Chart – Organization Structure: Meaning and Types - Departmentalization– Authority and Responsibility – Centralization and Decentralization – Span of Management.

Unit IV: Staffing: Introduction - Concept of Staffing- Staffing Process – Recruitment – Sources of Recruitment – Modern Recruitment Methods - Selection Procedure – Test Interview– Training: Need - Types– Promotion –Management Games – Performance Appraisal - Meaning and Methods –Work from Home - Managing Work from Home [WFH].

Unit V: Directing: Motivation –Meaning - Theories – Communication – Types - Barriers to Communications – Measures to Overcome the Barriers. Leadership – Nature - Types and Theories of Leadership – Styles of Leadership - Qualities of a Good Leader - Co-ordination and Control Co-ordination – Meaning - Techniques of Co-ordination. Control -

Characteristics - Importance – Stages in the Control Process - Requisites of Effective Control.

Text Book:

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

References Books:

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

Syllabus for Semester I, BBA

Course Code: 26SM01TH0105

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 and apply brainstorming principles and techniques, including the Six Thinking Hats method to facilitate creative problem-solving and idea generation.

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: Creative Thinking vs Critical Thinking, Levels of Creativity, Creative Environments, Brainstorming - Principles, Techniques, Six Thinking Hats

Text Book:

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: 26SM01TH0106

Course: Environment Management

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

Total Credits: 2

Course Objective:

The course introduces key environmental concepts relevant to business, promotes awareness of sustainability and legal frameworks in India, and fosters understanding of ecological and social interactions. It equips students to apply environmental thinking to real-world and business challenges.

Course Outcomes:

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

1. Understand the basic concepts of ecosystem, biodiversity, and environmental issues.
2. Learn practical approaches to waste management and its significance in India.
3. Analyse environmental clearance processes and relevant Indian laws.
4. Evaluate social and developmental issues affecting the environment and public health.
5. Apply sustainability concepts and public rights in environmental problem-solving.

Unit I: Introduction to Environment and Ecosystems: Meaning, Scope, and Importance of Environment Management, Ecosystem: Structure, Function, and Types, Biodiversity: Value, Threats, and Conservation, Types of Environmental Pollution: Air, Water, Soil, Noise, Conservation of Natural Resources (Forest, Water, Energy)

Unit II: Waste Management in India: Overview of Waste Management: Types of Waste, Municipal Waste, Industrial Waste, and Electronic Waste, Sustainable Waste, Disposal Methods: Composting, Recycling, Landfills, E-Waste, Role of Business in Waste Management

Unit III: Environmental Governance and Legal Framework: Industrial Pollution and Environmental Impact, Environmental Impact Assessment (EIA): Procedure and Importance, Environmental Clearance in India, Role and Powers of National Green Tribunal (NGT), Environmental Audit vs. EIA, Legal Case: POSCO Steel Plant

Unit IV: Social and Health Issues in Environment Management: Displacement due to Dams and Industrial Projects, Narmada Dam Case: Socio-environmental Perspectives, Environment and Human Health: Pollution-related Diseases, Role of NGOs in Environmental Protection, Community Participation in Environmental Movements

Unit V: Contemporary Concerns and Sustainable Development: Bhopal Gas Tragedy: Lessons for Industry and Policy, Climate Change, Global Warming, and Carbon Footprint, Consumerism and Environmental Waste, Public Awareness: Plastic Ban, Eco-labeling, Clean India Campaign (Swachh Bharat Abhiyan), Sustainable Development & Triple Bottom Line (People, Planet, Profit), Public Rights: RTI (Right to Information) and PIL (Public Interest Litigation) in Environmental Cases.

Text Book:

Environmental Studies, R. Rajagopalan, Oxford University Press

References Books:

1. Environmental Studies, Dr. Vijay Kumar Tiwari, Himalaya Publishing House
2. Environmental Management, N.K. Uberoi, Excel Books
3. Environment Management, G.N. Pandey, Vikas Publishing House
4. Fundamentals of Business Environment, M. B. Shukla, Taxmann

Syllabus for Semester I, BBA

Course Code: 26SM01TH0107

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 of fiction and non-fiction books.

Course Outcomes:

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

1. Understand and think deeply about ideas, characters, and messages in fiction and non-fiction books.
2. Share their thoughts clearly in discussions based on what your reading.

Note on Course Conduction

- The students will read 1 Fictional Book and 1 Non-fiction Book.
- The books so decided will be split into 4-5 logical reading chunks and each week the student is required to come to the class having read the allotted reading chunk.
- The course teacher will identify 2-3 discussion questions based on that week's reading material before the class
- The teacher will summarise the book so far in 5-10 mins and randomly divide the students into groups. Each group will discuss their thoughts and deliberations on the book as per the discussion questions. (10-15 mins per question)
- Each student will be required to individually write their learnings for each discussion question and submit the same.
- Attendance will be finalised based on report submission.

Syllabus for Semester I, BBA

Course Code: 26SM01TH0108

Course: Syndicate Learning

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

Total Credits: 1

Course Objective:

To promote active peer-to-peer learning and teamwork by engaging students in group-based presentations and discussions on contemporary business topics; and to develop critical thinking and writing abilities via reflective group discussions and written report submissions.

Course Outcomes:

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

1. Work effectively in teams to research, prepare, and deliver short presentations on current business topics.
2. Think critically and express their understanding of the topic through group discussions and written reports.

Note on Course Conduction

- For this course, the students of each section will be divided into groups of 5 members. Each group will be assigned a contemporary topic for presentation which will be disclosed to them 1-week prior to their turn.
- During the lecture hour, two pre-selected groups will give a 10-12-minute presentation about the topic assigned to them. After the presentation is there will be a 2-3-minute viva.
- 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 10-15-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.

Syllabus for Semester I, BBA

Course Code: 26SM01PR0101

Course: English Language Lab

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

Total Credits: 1

Course Objective:

To enhance competency of communication among learners and prepare them for effective workplace communication

Course Outcomes:

On completion of Professional Communication Lab course, students will be able to achieve the following:

CO1: Implement essential language skills- listening, speaking, reading, and writing

CO2: Demonstrate the techniques of effective Presentation Skills

CO3: Evaluate and apply the effective strategies for Group Discussions

CO4: Effectively implement the comprehensive principles of written communication

List of Practicals

Professional Communication-1

Practical 1: Speaking Skills

This practical will cover the following topics: Effective communication techniques, Role of paralinguistic features viz. pronunciation, stress, intonation and rhythm, meeting people, asking questions, types of barriers and techniques to overcome them

Practical 2: Listening Skills

This practical will cover the following topics: Listening Comprehension, active listening, reasons for poor listening, traits of a good listener, and barriers to effective listening

Practical 3: Reading

This practical will cover the following topics: Reading Comprehension: types and strategies

Professional Communication-2

Practical 4: Presentation Skills: Orientation & Practice Session

This practical will cover the following topics: Introduction to professional presentation skills, planning the content, effective delivery, aspects of non-verbal communication, visual designing, tips for effective presentations

Practical 5: Presentation Skills: Mock

Practical 6: Group Discussions: Practice

This practical will cover the following topics: types of group discussion and strategies for effective group discussion

Practical 7: Group Discussions: Mock

Professional Communication-3

Practical 8: Writing Practices-1

This practical will cover the following topic: Vocabulary building

Practical 9: Writing Practices-2

This practical will cover the following topics: Paragraph structures, Note-making

Practical 10: Writing Practices-3

This practical will cover the following topic: Academic Correspondence

Reference Books

1. *Communication Skills*. Sanjay Kumar and Pushp Lata. Oxford University Press. 2011.
2. *Practical English Usage*. Michael Swan. OUP. 1995.
3. *Remedial English Grammar*. F.T. Wood. Macmillan.2007
4. *On Writing Well*. William Zinsser. Harper Resource Book. 2001
5. *Study Writing*. Liz Hamp-Lyons and Ben Heasley. Cambridge University Press. 2006

Syllabus for Semester I, BBA

Course Code: 26SM01PR0102

Course: Art, Culture & Sports

L: 0 Hrs, P: 0 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:

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

Note:

- 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 II, BBA

Course Code: 26SM01TH0201

Course: Statistics for Management

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

Total Credits: 3

Course Objective:

This course aims to develop a foundational and applied understanding of statistical methods including measures of central tendency and dispersion, correlation, regression, and probability distributions. It prepares students to analyse data effectively and apply statistical tools for informed decision-making in business and real-world scenarios.

Course Outcomes:

1. Explain and differentiate between various measures of central tendency such as mean, median, mode, quartiles, deciles, and percentiles.
2. Compute, interpret, and compare different measures of dispersion including range, quartile deviation, mean deviation, standard deviation, and skewness.
3. Apply correlation analysis techniques to interpret the strength and direction of relationships between variables in real-world contexts.
4. Perform regression analysis and evaluate its usefulness in predicting outcomes and making informed decisions.
5. Analyse various probability distributions and demonstrate their application in business decision-making scenarios.

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 Y on X. Method of Least Squares

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

Text Book

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: 26SM01TH0202

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. 26SM01TH0202-1 French Language
2. 26SM01TH0202-2 German Language

Syllabus for Semester II, BBA

Course Code: 26SM01TH0203

Course: Marketing Principles and Strategies

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

Total Credits: 3

Course Objective:

The objective of this course is to equip students with a comprehensive understanding of marketing principles and strategies, 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 the course, students will be able to:

1. Understand the foundational concepts of marketing and their significance in marketing strategy formulation.
2. Analyse consumer buying behaviour.
3. Evaluate product development strategies and prepare market segmentation plans and positioning strategies for given products.
4. Apply pricing strategies, implement efficient physical distribution channels to maximize profitability, and identify effective promotional strategies.
5. Develop marketing strategies incorporating current trends and sustainable practices.

Unit 1: Introduction: Meaning, nature, and scope of marketing, Concepts of marketing mix, Marketing concepts, Functions of marketing, Difference between marketing and selling, various environmental factors affecting the marketing function

Unit 2: Buying Behaviour: Consumer and business buyer behaviour, Marketing research and analysis, Stages of the buying decision process

Unit 3: Market Segmentation: Market segmentation, Targeting, Positioning, Differentiation

Unit 4: Product, Pricing, Physical Distribution, and Promotion: Product and its classification, Product life cycle, Product mix, the 4 P's of marketing, Pricing objectives, Factors influencing pricing decisions, Physical distribution and channel members

Unit 5: Recent Trends in Marketing: Digital marketing, Green marketing, Social media marketing, Search engine optimization (SEO), Search engine marketing (SEM)

Text Book:

Marketing Management by Philip Kotler, Kevin Lane Keller, Pearson

References Books:

1. Marketing Management, Text & Cases, 19th edition, C.B. Gupta, N. Rajan Nair, Sultan Chand & Sons, New Delhi
1. Marketing Management, Indian Case Studies Included 16th Edition, Philip Kotler, Kevin Lane Keller, Alexander Chernev, Jagdish N. Sheth, Pearson
2. Marketing Management, 4th Edition, V S Ramaswamy& S Namakumari, Om Books International, New Delhi.
3. Modern Marketing Management, Rustom S. Davar, Ubs Publishers' Distributors Pvt. Ltd, New Delhi.
4. Principles of Marketing, S. A. Sherlekar & R. Krishnamoorthy, Himalaya Publishing House Pvt. Ltd., Mumbai

Syllabus for Semester II, BBA

Course Code: 26SM01TH0204

Course: Organizational 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 Organisational effectiveness.

Course Outcomes:

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

1. Explain and describe the fundamental concepts of Organisational 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 Organisational contexts, analyse causes and types of conflict, and evaluate strategies for managing Organisational conflict productively.
5. Apply key concepts to assess Organisational culture and climate, analyse factors driving change and resistance, and evaluate strategies for implementing and sustaining effective Organisational 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 Organisational 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

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. Principal of Organisational Behaviour: 4th Ed. By R. Fincham-Oxford
4. Organisational Behaviour Human Behaviour at Work: Newstrom & Davis, 10th, Tata Hill.

Syllabus for Semester II, BBA

Course Code: 26SM01TH0205

**Course: Indian Ethos and Business
Ethics**

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

Total Credits: 2

Course Objective:

Students will understand Indian ethos, explore various ethical theories and frameworks and their applications to real-world business scenarios. Additionally, the course will delve into the concept of CSR, examining its principles, practices, and impacts on stakeholders and society

Course Outcomes:

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

1. Understand the relevance of Indian ethos in management and compare principles of self-management with Western management philosophies.
2. Interpret the sources of Indian ethos and apply traditional Indian values to leadership, motivation, and decision-making through case-based learning.
3. Apply ethical theories and frameworks to analyze moral dilemmas and make ethical decisions in business contexts.
4. Examine various CSR strategies and practices, and differentiate between corporate philanthropy and strategic CSR.
5. Reflect on emerging trends in ethics and CSR and evaluate personal and professional responsibilities in shaping ethical business conduct.

Unit I: Introduction to Indian Ethos and Values: Introduction to Indian ethos and its relevance in management; principles of self-management; comparison of Indian and Western management philosophies;

Unit II: Sources of Indian ethos: Vedas, Bhagavad Gita, Ramayana, Mahabharata, and Arthashastra; application of Indian values in leadership, motivation, and decision-making; case studies of Indian companies using traditional values.

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

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

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

Text Book:

Indian Ethos and Business Ethics for Management by Shubhash Sharma and Rajneesh Khare; New Age International Publishers

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.

Syllabus for Semester II, BBA

Course Code: 26SM01TH0206

Course: Holistic Development

L: 1 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 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 II, BBA

Course Code: 26SM01PR0201

**Course: Computer Application in
Management**

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

Total Credits: 1

Course Objective:

This course provides students with foundational knowledge of Information Systems (IS), including their types, functions, and organizational roles. It covers key systems such as TPS and DSS, and introduces database concepts and the phases of the System Development Life Cycle (SDLC). Students will also learn to apply SEO techniques and use Google Analytics for website optimization. Additionally, the course develops skills in creating professional documents using MS Word and designing multimedia-rich presentations in MS PowerPoint.

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, Describe the role of databases, 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.
2. Ability to design and format official documents, understanding of mail merge for bulk communication, Ability to design visually appealing and informative presentations, Proficiency in integrating multimedia and visual storytelling.

Module 1: Information Systems – Concepts and Applications

- Introduction to Information Systems (IS): Concepts and Definitions
- Classification and Types of Information Systems
- Purpose and Role of IS in Organizations
- Key Systems:
- Transaction Processing System (TPS)
- Decision Support System (DSS)
- Diagrammatic Representation with Real-World Examples

Module 2: Fundamentals of Databases and DBMS

- Concepts and Functions of Database Management Systems (DBMS)
- Components of DBMS: Data Models, Schemas, Architecture
- Types of DBMS and Database Users

Module 3: Relational Databases and E-R Modeling

- Relational Database Management System (RDBMS) – Concepts and Features
- Entity-Relationship (E-R) Diagram: Symbols, Notations, and Rules
- Mapping E-R Diagrams to Tables

- Case Study: Sample E-R Diagram and Corresponding Table Design

Module 4: System Development Life Cycle (SDLC)

- Phases of SDLC:
 - Requirement Analysis
 - System Design
 - Development
 - Testing
 - Implementation
 - Maintenance
- Use of Data Flow Diagrams (DFD) and Modular Design

Module 5: Real-Time Example of an SDLC Project

Module 6: Search Engine Optimization (SEO) and Google Analytics

- Introduction to SEO: Definition and Importance
- On-Page and Off-Page Optimization Techniques
- Keyword Research, Meta Tags, URL Structuring, Content Optimization
- Google Analytics: Setup, Tracking, and Interpreting Data
- Hands-On Implementation of SEO for a Sample Website

Module 7: Document Creation and Formatting in MS Word

- Understand the MS Word interface and basic tools.
- Create, format, and edit documents.
- Apply features such as tables, styles, headers/footers, and mail merge.

Module 8: Creating Effective Presentations with Microsoft PowerPoint

- Learn slide creation, formatting, and design principles.
- Incorporate multimedia elements (images, audio, video).
- Use animations, transitions, and slide master.

Text Books

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

Reference Books

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

Syllabus for Semester II, BBA

Course Code: 26SM01PR0202

Course: Business Communication

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

Total Credits: 1

Course Objective:

This course aims to enable students to apply foundational English language skills—including listening, speaking, reading, and writing—through the correct use of grammar, vocabulary, pronunciation, and intonation in academic and professional contexts.

Course Outcomes:

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

1. Understand the foundational principles, barriers in business communication, and apply active listening techniques to respond appropriately in workplace interactions.
2. Apply the appropriate format, tone, and structure to compose effective business messages such as emails, memos, notices, reports, and meeting documents.

Module 1: Understanding communication types, flow, and importance

Module 2: Barriers in communication (physical, psychological, semantic)

Module 3: Active Listening in the Workplace

Module 4: Body Language & Para-linguistics

Module 5: Email Etiquette & Professional Email Writing

Module 6: Memo, Notice, Agenda & Minutes

Module 7: Business Report Writing

Module 8: Interpersonal Communication-I: Tone, empathy, non-verbal cues, and professionalism in interactions

Module 9: Interpersonal Communication-II: Giving Feedback & Difficult Conversations

Module 10: Crisis Communication in Business

Textbook:

Business Communication Essentials You Always Wanted To Know, Dr. Anna Maria Bliven, Vibrant Publishers

References Books:

1. The Art and Science of Business Communication, P D Chaturvedi and Mukesh Chaturvedi, Pearson Education
2. Business Communication Today, Courtland L. Bovee, John V. Hill, Roshan Lal Raina, Pearson Education

Syllabus for Semester II, BBA

Course Code: 26SM01PR0203

Course: Media Review

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

Total Credits: 1

Course Objective:

To develop students' analytical and evaluative skills by engaging them in critical review of brand communication across diverse media platforms and by enabling them to interpret the artistic and strategic elements of short films.

Course Outcomes:

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

1. Analyse and evaluate the consistency, effectiveness, and strategic communication of a brand across print, digital, and physical media platforms.
2. Critically assess the narrative, emotional resonance, and technical elements of a short film to determine its impact and effectiveness.

Note: For Module 1 – Module 5 the students will be given a brand to analyse and evaluate, for Module 6 – Module 8 the students will analyse and evaluate a short film

Module 1: Brands website

Module 2: Print Media (Part 1) – Latest PR in newspapers, blogs etc

Module 3: Print Media (Part 2) – Print Advertisements in Magazines or Newspaper, Hoardings

Module 4: Social Media Review

Module 5: Outlet Review

Module 6: Screening of 15-20-minute short film, Review of the film (What did you like/dislike), Emotional impact of the film on you

Module 7: Success/ Failure factors of the previously screened short film

Module 8: Messaging and impact of factors such as Cinematography, Background Score etc of the previously screened short film

Syllabus for Semester II, BBA

Course Code: 26HS04PR0203

Course: Health-Fitness-Wellbeing

L: Hrs, P: 2 Hrs, per Week

Total Credits: 1

Course Objective:

The course aims to foster Health and wellness through Healthy and Active Lifestyle and creating awareness about the fundamentals of Physical Education, Sports, Yoga, Recreation and its effectiveness through practical experiences and hands on activities.

Course Outcomes:

1. Understand fundamental skills, basic principle and practices of Health, Fitness, Sports and Yoga.
2. Practically learn the principles of implementing general and specific conditioning of Fitness exercises.
3. Develop Health-related fitness and Body-mind co-ordination through various fitness activities, sports, recreational games and yoga.
4. Practice Healthy & active living with reducing Sedentary Life style.

Unit 1:

- Warm up and Cool Down and Stretching Exercises
- General and Specific Exercises
- Calculation of BMI & Resting Pulse Rate
- General and Specific exercises for strength, Speed, Agility, Cardiovascular Endurance, Flexibility and Coordination.
- Practice of Fundamental Skills of Volleyball, Table Tennis and Chess, etc.
- Knowledge and practice of the Equipment used in Health Center, Gymnasium and its application.

Unit 2:

- Yog: Standing, Sitting, Prone & Supine positions
- Suryanamaskar
- Pranayama, Meditation and Relaxation Techniques
- Dietary Habits, Daily Energy Requirements
- Recreational Games.
- Practice of Fundamental Skills of Basketball, Football, Carrom, etc.
- Health related Physical Fitness Test.

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