



# RBU

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

**RAMDEOBABA UNIVERSITY (RBU)**  
**NAGPUR-440013**

Established by the Maharashtra Private University (Establishment and Regulation) Act 2023 (Mah. Act No VIII of 2024)

Formerly, Shri Ramdeobaba College of Engineering and Management, Nagpur 440013

**School of Management**

**PROGRAMME SCHEME & SYLLABI**

**of First year as per National Education Policy (NEP)**

**(With Effect from Academic Year 2024-25)**

**BBA**

**Bachelor of Business Administration**

**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 (Self-Paced Learning)	2		30	30	60	02	02
04	24SM01TH0104	Critical and Creative Thinking	3		100	-	100	03	-
05	24SM01TH0105	Environment Management	2		60	-	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	0	50	-	50	01	-
10	24SM01TH0108	Syndicate Learning	1	0	50	-	50	01	-
11	24HS04PR0101	Sports and Yoga	0	2	50	-	50	01	-
		Total	<b>18</b>	<b>6</b>	<b>540</b>	<b>230</b>	<b>770</b>	<b>21</b>	

**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	3
02	24SM01TH0202	Foreign Language	3		100	-	100	03	-
03	24SM01TH0203	Marketing Principles and Strategies	3		50	50	100	03	3
04	24SM01TH0204	Indian Ethos and Business Ethics	2		60	-	60	02	-
05	24SM01TH0205	Operations Management	3		50	50	100	03	3
06	24SM01PR0201	Computer Application in Management	-	2	25	25	50	01	-
07	24SM01PR0202	Business Communication	-	2	25	25	50	01	-
08	24SM01TH0206	Holistic Development (Self-Paced Learning)	2	-	60	-	60	02	-
09	24SM01TH0207	Syndicate Learning	1		50	-	50	01	-
10	24SM01PR0203	Art, Culture and Sports- I	-	1	-	-	-	00	-
11	24SM01 PR0204	Media Review	0	2	50	-	50	01	-
		<b>Total</b>	<b>17</b>	<b>7</b>	<b>520</b>	<b>200</b>	<b>720</b>	<b>20</b>	

<b>Foreign Language</b>	
24SM01TH0202-1	French Language
24SM01TH0202-2	German Language

## Syllabus for Semester I, BBA

Course Code: 24SM01TH0101

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

Course: Business Mathematics

Total Credits: 3

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### Course Outcomes:

At the end of the course the student will

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: 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

**Unit - VI: Matrices and Determinants (upto order 3 only):** Types of Matrices, Equality of Matrices, Matrix Addition and Scalar Multiplication Matrix Multiplication, Matrix Multiplication and System of Linear Equations, Transpose of a Matrix, Adjoint of a Square Matrix, Inverse of a Square Matrix, Solutions of Linear Equation by Matrix Method Elementary Transformation, Rank of A Matrix

**Text Book:** Business Mathematics by Dr Padmalochan Hazarika, S.Chand Publications

### Reference 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 Hil

## Syllabus for Semester I, BBA

Course Code: 24SM01TH0102

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

Course: Human Psychology

Total Credits: 3

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### Course Outcomes

Upon successful completion of this course, 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.

### Textbook:

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

### Reference Books:

1. Organisation Behaviour: Luthans8thTataMcGrawHill
2. Organisational Behaviour: Stephen B. Robbins, Pearson
3. ORGB, Nelson, Quick and Khandelwal, Cengage Learning

## Syllabus for Semester I, BBA

Course Code: 24SM01TH0103

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

Course: Business History (Self-paced)

Total Credits: 2

### Course Objective:

To equip students with the skills to conduct corporate valuation using Discounted Cash Flow techniques and to assess the financial feasibility of projects through capital budgeting methods.

### Course Outcome:

- 1) Underline the importance of Business evolution critical to development of country's economic growth
- 2) Understand the impact of East India Company
- 3) Analyse how economic nationalism played a role in resisting British economic policies.
- 4) To analyse the Independence era
- 5) Understand the impact of License Raj
- 6) Analyse the effects of liberalization on various sectors of the Indian economy, including industry, trade, and finance.

**Unit 1: Introduction to Indian Business History:** Understanding business history as a discipline, Overview of economic systems in pre-colonial India, Trade and commerce in ancient and medieval India, Early indigenous business communities: Marwaris, Chettiars, Parsis

**Unit 2: The Arrival and Impact of the East India Company (1700-1800):** Economic motives behind colonial expansion, the role of the East India Company in shaping Indian trade, De-industrialization and the decline of traditional industries, The impact on Indian merchants and business practices

**Unit 3: Swadeshi Movement and Indian Entrepreneurs (1850-1900):** Swadeshi Movement and economic nationalism, Growth of indigenous industries: Tata, Birla, and other business houses, Boycott of British goods and emergence of Indian enterprises, Role of Indian National Congress in promoting business interests

**Unit 4: Independence & Industrial Planning (1947-1960):** Economic challenges post-independence, Nehruvian socialism and the planned economy, Growth of Public Sector Undertakings (PSUs): Steel, Heavy Engineering, Railways, Five-Year Plans and industrial policies

**Unit 5: "License Raj" and Its Impact on Business (1960-1980):** The rise of state control and economic stagnation, Nationalization of banks and major industries, Key energy sector PSUs: Coal India, NTPC, ONGC, The role of private enterprises amidst government restrictions

**Unit 6: Liberalization and Contemporary Business Trends:** Economic liberalization of 1991 and its impact, Rise of private enterprises and multinational corporations in India, ONGC and oil diplomacy: India's energy strategy, Trends in the Indian startup ecosystem and digital economy

**Medha Kudaisya (ed) The Oxford India anthology of business history (Oxford University Press: 2011)**

### Textbook:

1. Gita Piramal, Business Maharajas (Penguin: 1996)
2. Atul Kohli, Democracy and development in India: from socialism to pro-business (OUP: 2010)

### Reference book:

1. D. Tripathi and J. Jumani, *The concise Oxford history of Indian business* (OUP: 2007)
2. Douglas Haynes, *Small Town Capitalism in Western India: Artisans, Merchants and the Making of the Informal Economy* (CUP: 2012)
3. Claude Markovits, *Merchants, traders, entrepreneurs: Indian business in the colonial era* (Palgrave Macmillan: 2008)

## Syllabus for Semester I, BBA

Course Code: 24SM01TH0104

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

Course: Critical and Creative Thinking

Total Credits: 3

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### 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.

### Textbook:

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

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

Course: Environment Management

Total Credits: 2

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### Course Outcomes:

Upon successful completion of the course, students will be able to

1. Understand basic concepts of the 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 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

### Textbook:

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**

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

**Course: English Language Lab**

**Total Credits: 01**

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### **Course Objectives:**

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.

### **Syllabus:**

**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

### **Textbook:**

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**

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

**Course: Communication Skills**

**Total Credits: 1**

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### **Course Objectives:**

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. Comprehend the diverse purposes of active listening
3. Analyze the ethical considerations in public speech
4. Apply principles of effective written communication to compose clear, concise, and coherent written documents tailored to specific purposes and audiences.

### **Syllabus:**

**Unit-I: Fundamentals of Communication:** Importance Process of Communication, Elements of communication, Forms of Communication, Barriers, Effective communication in an organization, Perception and communications.

**Unit-II: Basic Listening Skills:** Introduction, Self-Awareness, Active Listening, Becoming an Active Listener, Listening in Difficult Situations.

**Unit-III: Public Speech:** Kinesics effects, Presentation Skills, Speech Delivering Skills, Business Communication Avenues: Interviews, Meetings, Interpersonal Communication

**UNIT-IV: 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

### **Textbook:**

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

### **Reference Book:**

1. Business Communication, by Urmila Rai, Himalaya Publishing House
2. Basic Business Communication – By Lesikar, R.V. and M.E. Flatley, New York. McGraw- Hill.
3. Business Communication –By Nawal, Cenage India Learning

## Syllabus for Semester I, BBA

Course Code: 24SM01TH0106

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

Course: Principles of Management

Total Credits: 3

### 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.

### Textbook

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&#39; s Publication.
3. Management Principles, Processes and Practices: Anil Bhat & Arya Kumar, Oxford Publications.

## **Syllabus for Semester I, BBA**

**Course Code: 24SM01TH0107**

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

**Course: Book Review**

**Total Credits: 1**

### **Course Description:**

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 Objectives:**

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. Analyz and interpreting the ideas presented in non-fiction books, demonstrate how the book's content relates to organizational contexts.

### **Syllabus:**

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**

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

**Course: Syndicate Learning**

**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**

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

**Course: Sports and Yoga**

**Total Credits: 01**

### **Course Outcomes**

Upon completion of this course, students will demonstrate the ability 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.

To conduct sports / yoga classes with the objective of maintaining health, fitness and wellness of students as well as creating awareness about the need for good health and physical fitness. The objective would also be to develop team spirit and 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 of providing recreation for the students which is an important neutralizer for stress. Additionally, the objective would be to evaluate the fitness of students so as to recommend and conduct specific Yoga and Sport activities.

### **The 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 I, BBA**

**Course Code: 24SM01TH0201**

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

**Course: Statistics for Management**

**Total Credits: 3**

### **Course Outcomes**

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 Y on X. 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.

### **Textbook**

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 I, BBA**

**Course Code: 24SM01TH0202**

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

**Course: Foreign Language**

**Total Credits: 3**

### **Course Outcomes**

1. Students understand and learn to speak German.
2. Students construct sentences in German independently.
3. Students are able to read texts in German language.
4. Students apply the acquired German Language skills practically.
5. Students update themselves of the facts of Germany.
6. Students are able to write essays and translate sentences of elementary level German Language

**Unit 1:** German alphabet, Numbers, Reading the Clock, Timings of the Day, Seasons, Days of the Week, Months, Nouns (Colours, Names of Fruits/Vegetables/Animals/Body Parts, etc.), Articles, Cases, Introducing oneself

**Unit 2:** Verbs, Modals, Pronouns, Prepositions, Expressions and Daily Conversations in German  
**UNIT 3:** Reading and comprehension, Introduction to Fiction in German Language

**Unit 4:** Professions in German Language, Relations in German Language, At the Restaurant, At the Market, In the Classroom, At Home.

**Unit 5:** Facts about Germany, Vocabulary Building

**Unit 6:** Essays, Translations.

### **Textbook**

1. German Made Easy: Agundez Diego. A, Goodwill Publishing House, New Delhi

### **Reference Books**

1. German Made Easy: Agundez Diego. A, Good will Publishing House, New Delhi
2. Better German: Otto Christian, Viva Study mates, New Delhi
3. Langenscheidt's Euro dictionary German: Goyal Publishers, New Delhi

## Syllabus for Semester II, BBA

Course Code: 24SM01TH0203

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

Course: Marketing Principles and Strategies

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:

#### Students shall be able to-

**CO1.** Understand the foundational concepts of marketing and its significance in marketing strategy formulation.

**CO2.** Analyze consumer buying behaviour and able to prepare the market segmentation plan and positioning strategy for a given product.

**CO3.** Evaluate product development strategies and make informed decisions regarding product mix and innovation.

**CO4.** Apply pricing strategies and implement efficient physical distribution channels to maximize profitability.

**CO5.** Develop promotional campaigns and communication strategies tailored to target audience preferences.

**CO6.** 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.

**Textbook:**

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 Pearson

**Reference Book**

1. V S Ramaswamy & S Namakumari, (2010), Marketing Management, 4th Edition, Om Books International, New Delhi.
2. Rustom S. Davar, (1993), Modern Marketing Management, Ubs Publishers' Distributors Pvt.Ltd, New Delhi.
3. S.A. Sherlekar & R. Krishnamoorthy (2015), Principles of Marketing, Himalaya Publishing House Pvt. Ltd. Mumbai
4. Marketing 4.0: Moving from Traditional to Digital" by Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan

## Syllabus for Semester II, BBA

Course Code: 24SM01TH0204

L: 2 Hrs. P: 0 Hrs. Per week

Course: Indian Ethos and Business Ethics

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

Students shall 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.

### Textbook:

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

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

Course: Operations Management

Total Credits: 3

### Course Outcomes:

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 the concept of quality management with various quality management tools and standards to improve quality.
5. Implement EOQ models and their applications, analyze various inventory management tools and techniques.
6. Analyze the role of emerging technologies and green operations in automating operations.

**Unit I: Introduction to Operations Management:** Productivity and SCM, Operations and Competitiveness, Operation Strategy, Decision Making Criteria.

**Unit II:** Introduction to Service Operations: Relevance, Importance and Characteristics of Services, Stages in Service Design Process, Waiting Line Analysis for Service Improvements.

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

**Unit IV Introduction to Quality Management:** Dimensions and Types of Quality, Quality Tools, 7QC, TQM & QMS, Role of Employee in QM, 5S, Six Sigma, Kaizen, ISO Quality Standards.

**Unit V: Inventory Management:** Types and Elements of Inventory, Tools and Techniques for Inventory Control, Concept of Safety Stock, EOQ and JIT, ABC Analysis, VED Analysis, FSN Analysis, VCA.

**Unit VI: Technology, Trends and Sustainability in Operations:** Role of ERP, TMS and WMS, AI and IoT in Operations Automation, Green Operations, Global Trends in Operations.

### Textbook:

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**

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

**Course: Computer Application in Management**

**Total Credits: 1**

### **Course Outcomes**

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.

### **Textbooks**

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

### **Reference Books**

1. Management Information System (South-Asian Perspective), Cengage 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

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

Course: Business Communication

Total Credits: 1

### Course Objectives:

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. Comprehend the writing style, formats and components of letters, essential for business communication
3. Apply principles of effective written communication to compose clear, concise, and coherent written documents tailored to business purposes.
4. Analyze the concepts of media and its role in business communication.

### Syllabus:

**Unit-I: Fundamentals of Business Communication:** Essentials of effective communication, Perception and communications. Effective Written Communication: Process, Communication in Committees, Seminars and Conference

**UNIT-II: Business Letter Format:** Writing Styles, Tone of Writing. Business Letters, Components of business Letters, Format or layout of business letters, essentials of a good business letter.

**Unit-III: Business Correspondence:** Essentials of Effective Business Correspondence, Types of Business Letter: E-mail, Enquiry, Reply, Orders, Complaints, and Circular Letter, Business report writing, types of reports, Agenda, Minutes of the Meeting.

**Unit IV: Media Communication:** Face-to-face, Visual, Audio-visual, Traditional Media, Digital Media

### Textbook:

1. Business Communication, by Sona Prasad, Sai Jyoti Publication
2. Business Communication, by Urmila Rai, Himalaya Publishing House

### 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 Learnin

## **Syllabus for Semester II, BBA**

**Course Code: 24SM01TH0206**

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

**Course: Holistic Development**

**Total Credits: 2**

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### **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**

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

**Course: Syndicate Learning**

**Total Credits: 1**

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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**

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

**Course: Art, Culture and Sports- I**

**Total Credits: 0**

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### **Course Outcomes**

1. The course will lead to holistic learning, accelerates personality development and imparts 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**

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

**Course: Media Review**

**Total Credits: 1**

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### **Course Description:**

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 Objectives:**

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

1. Understanding 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.

### **Syllabus:**

Section A:

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

Section C:

Discussion on various advertisements, social media posts etc will be moderated on topics to discuss their impact