

DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY,

LUCKNOW



Evaluation Scheme & Syllabus

Bachelor of Business Administration (BBA)

First Year

AS PER AICTE MODEL CURRICULUM & NEP 2020

(Effective from the Session: 2024-25)

BBA

Bachelor of Business Administration (I Year)

PREAMBLE:

Three-Year Full-Time BBA Degree Course is full time Bachelor's Degree Program in Business Administration (BBA). The duration of the course shall be three years (i.e. three academic sessions). Each year will be divided into two semesters (July-December, Jan-June). There will be about 90 teaching days in a semester, the examinations will be held in around November or December for the first/third/fifth and second/fourth/sixth semesters respectively on April or May or as convenient to the University.

INDUCTION PROGRAM:

In the beginning of first semester, all admitted students have to undergo three weeks induction program and they will perform following activities:

- Physical activity
- Creative Arts
- Universal Human Values
- Literary
- Proficiency Modules
- Lectures by Eminent People
- Visits to local Areas

A detailed guide on students Induction Program is available on AICTE portal.

PROGRAM EDUCATIONAL OBJECTIVES (PEOs):

PEO1: To provide a holistic learning environment for developing better understanding of various business strategies.

PEO2: To be able to develop entrepreneurial passion to establish and manage business ventures successfully.

PEO3: To be able explore the area of Research in the different fields to help businesses to grow and innovate.

PEO4: To develop managerial competence in various functional areas like HR, Marketing, Finance, Analytics etc.

PEO5: To ensure employability and career growth of the students.

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PROGRAMME OUTCOMES (POs):

On successful completion of the program, Graduates will be able

- PO1.** To apply the domain knowledge, people skills and technical skills to different scenarios of the Business to achieve desired result.
- PO2.** To analyse, understand and apply various research tools and techniques in innovate and sustaining Business activities and grow.
- PO3.** To reduce the gap between industry and academia, with the right blend of theory and practice.
- PO4.** To nurture their talent for becoming good leaders to be an assets for an organization and operate with entrepreneurial mind-set.
- PO5.** To become a good citizen who is socially responsible, steeped in ethical values.

Definitions:

Course code	Definitions
L	Lecture
T	Tutorial
P	Practical
CC	Core Courses
AEC	Ability Enhancement Courses
MDE	Multi-Disciplinary Elective course
VAC	Value added Courses
SEC	Skill Enhancement courses
DSE	Discipline Specific Elective
OE	Open Elective

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Teaching and Evaluation Scheme W.E.F. Academic Session 2024-25
(In Accordance with AICTE Model Curriculum & NEP 2020)

I-Semester

SN	CODE	Type	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME			END SEMESTER EVALUATION		TOTAL	CREDIT
				L	T	P	CT	TA	TOTAL	TE	PE		
1	BBA101	CC	Principles of Management	3	0	0	20	10	30	70	0	100	3
2	BBA102	CC	Business Mathematics	3	0	0	20	10	30	70	0	100	3
3	BBA103	CC	Financial Accounting	3	0	0	20	10	30	70	0	100	3
4	BBA104	AEC	Business Communication	3	0	0	20	10	30	70	0	100	3
5	BBA105	AEC	Business English	3	0	0	20	10	30	70	0	100	3
6	BBA106	MDE	IT Application – I	2	0	2	20	10	30	70	0	100	3
7	BBA107	VAC	Environmental Science	3	0	0	20	10	30	70	0	100	3
				20	0	2						700	21

II-Semester

SN	CODE	Type	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME			END SEMESTER EVALUATION		TOTAL	CREDIT
				L	T	P	CT	TA	TOTAL	TE	PE		
1	BBA201	CC	Organizational Behavior	3	0	0	20	10	30	70	0	100	3
2	BBA202	CC	Principals of Economics	3	0	0	20	10	30	70	0	100	3
3	BBA203	CC	Management Accounting	3	0	0	20	10	30	70	0	100	3
4	BBA204	AEC	Soft Skills –I	2	0	2	20	10	30	70	0	100	3
5	BBA205	AEC	Basics of Statistics	3	0	0	20	10	30	70	0	100	3
6	BBA206	MDE	IT Application – II	2	0	2	20	10	30	70	0	100	3
7	BBA207	VAC	Indian Constitution	3	0	0	20	10	30	70	0	100	3
				19	0	4						700	21

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				L	T	P	CT	TA	TOTAL	TE	PE		
I	BBA101	CC	Principles of Management	3	0	0	20	10	30	70	0	100	3

Course Objectives:

1. To understand and learn the foundations and principles of management.
2. To learn and develop managerial and leadership skills
3. Ability to apply management and leadership skills to solve business problems.

UNIT I: Fundamentals of Management (7Hrs)

Definitions, function and process of management; Scope and significance of management; Managerial roles; Managerial skills; Difference between management and administration; Contributions of Taylor and Fayol, Human Relations & Behavioural Schools; Indian ethos in Management.

UNIT II: Planning and Organizing (8Hrs)

Concept of planning; Objectives of planning; Types of planning; Planning Premises; Planning Process; Management by Objective; Concept of Organization, its nature and significance; Organizational structures; Formal and Informal Organizations; Hierarchy in the organization; Line and staff relationships; Delegation and Decentralization; Span of Control; Case Analysis.

UNIT III: Recruitment and Selection (7Hr)

Concept, nature and significance of Staffing; Processes of Recruitment & Selection; Placement & Orientation

UNIT IV: Directing and Decision Making (9Hrs)

Directing: Concept of Directing, Principles of Directing, Effective Directing, Elements of Directing: Effective Supervision, The Process and Techniques of Decision Making, Management By Exception (MBE); Concept of Leadership and its importance in management.

UNIT V: Controlling (9Hrs)

Controlling and Coordinating- Elements of Managerial Control, Designing Control Systems, Management Control Techniques, Effective Control Systems, Coordination-Essence, Importance, Principles and Techniques of Coordination.

Suggested Readings:

1. Principles of Management; Koontz H., Weihrich H. (2009); Tata Mc Graw Hill; 8th Edition.
2. Principles of Management, Williams C (2009); South-Western/Cengage Learning; 5th Edition.
3. Principles and Practice of Management by Prasad L.M, , Sultan Chand & Sons, 20th Edition.
4. Essentials of Management , Jaiswal B. & Maheshwari R.K. (2010),: NRBC.
5. Management: A Global, Innovative and Entrepreneurial Perspective, Weihrich Heinz and Koontz Harold (2013); Mc Graw Hill; 14th Edition.
6. The Essentials of Management: Everything you need to succeed as aNew Manager. Andrew Leigh (2012);; Pearson UK; 2nd Edition.
7. Principals of Management by Charles W L Hills, Steven L McShane, The Tata McGraw Hill, 2020

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I	BBA102	CC	Business Mathematics	3	0	0	20	10	30	70	0	100	3

Course Objectives

1. To understand the basic concept of mathematics for business.
2. To use learned mathematical concepts in business.
3. To understand probability and its uses in management decisions.

UNIT 1: Concepts of Algebra (6 Hrs.)

Fundamental concepts and uses of algebra; Law of Indices; Concept and types of functions; Linear and quadratic equations; Concepts and simple problems in Arithmetic Progression, Geometric Progression & Harmonic Progression.

UNIT 2: Basics of Set Theory (9Hrs)

Fundamental concepts and uses of Set Theory; Representation of Set and Subset; Set operations; Venn diagram; De-Morgan's Laws, Applications of Set theory in business.

UNIT 3: Fundamentals of Matrix and Determinants (10 Hrs.)

Fundament concepts and uses of the matrix; Types of matrices; Algebra of matrices; Determinants and its properties; Adjoint of a matrix; Finding the inverse of a matrix; Rank of a matrix; Solution of a system of linear equations by Cramer's Rule and Matrix Inverse Method (including not more than three variables).

UNIT 4: Compound Interest and Annuities (9Hrs.)

Different types of interest rates; Concept of present value and amount of a sum; Types of annuities; Present Value and amount of an annuity including the case of continuous compounding; Valuation of simple loans and debentures; problems relating to Sinking Funds.

UNIT 5 Probability (6 Hrs.)

Concept and uses of probability; Types of probability; Conditional probability and Bayes' theorem; Simple problems based on addition and multiplication theorems of Probability.

Suggested Readings:

1. A Textbook of Business Mathematics by Hazarika Padmalochan, S. Chand & Sons.
2. Business Mathematic by Trivedi, Pearson
3. Business mathematics by Sancheti D.C, & Kapoor, V.K, S. Chand & Sons.
4. Mathematics by Sharma R.D, Dhanpat Rai Publications
5. Business Mathematics BBA by Dr Yogesh Kumar Goyal, JBS

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I	BBA103	CC	Financial Accounting	3	0	0	20	10	30	70	0	100	3

Course Objectives

1. To familiarize students with the mechanics of preparation of financial statements,
2. Understanding corporate financial statements, their analysis and interpretation,
3. Role of IFRS in accounting discipline,

UNIT 1 : Fundamentals of Financial Accounting (9 Hrs.)

Introduction to financial accounting; Accounting conventions and principals; Purpose, scope, importance and limitations of accounting; Users of accounting information; Generally Accepted Accounting Principles (GAAP) and Accounting Standards (AS), The Accounting Equation; Understanding the Assets, Liabilities, Revenues and Expenses; Concepts of capital expenditure, revenue expenditure, deferred revenue expenditure, capital receipts, and revenue receipts. Nature of accounts and rules of debit and credit.

UNIT 2: Basic Accounting Processes (8 Hrs.)

Double entry system and its advantage; Basic accounting procedure; Journal, Journalizing, Journal entries processes for accounting; Goods and Service Tax (GST) and accounting[Ledger: meaning, utility, posting entries. Opening and Closing entries; Trial Balance,

UNIT 3: Accounting for Inventory and Partnership (7 Hrs.)

Accounting for Depreciation, Significance and Methods, Inventory Valuation Methods and Choice of Methods. Different Types of Reserves, Accounting for Partnership Firm-Introduction, Dissolution of Partnership Firm & Its accounts, Provision for Bad Debts ,Accrued ,prepaid ,outstanding and unearned income and expenditure

UNIT 4: Recording and Classification of Transactions (10 Hrs.)

Recording and Classification of transactions , Preparation of Financial Statements: Preparing Trading Account and Trial balance, Profit & Loss Account, without & with adjustments and Cash Flow Statement for a Sole Proprietor. Understanding of financial statements of a Joint Stock Company as per the Companies Act 2013. Preparation of Cash flow statements

UNIT 5: Accounting Standards (6 Hrs.)

Introduction to International Financial Reporting Standards (IFRS) : Need and significance. Ethical Issues in Accounting. The meaning and need for convergence of India accounting standards with IFRS; the benefits of achieving convergence with IFRSs for the economy, investors, industry, and accounting professionals. Concept and procedure of issuing Indian Accounting Standards (Ind AS); Introduction to Ind AS - 7 – Statement of Cash Flows, Ind AS 16 – Property, Plant and equipment and Ind AS 18 – Revenue Recognition;

Suggested Readings:

1. Narayanaswamy R. Financial Accounting: A Managerial Perspective. PHI Learning Pvt. Ltd., Delhi
 2. Robert N. Anthony, David F. Hawkins, Kenneth A. Merchant. Accountancy- text and cases. McGraw Hill Education (India) Private Limited, New Delhi.
 3. Garg CA Kamal, and Sehrawat Neeraj Kumar. Beginner`s Guide to Ind AS & IFRS. Bharat Law House Pvt. Ltd., New Delhi
 4. Maheshwari S. N., Maheshwari Sunil K., and Maheshwari Sharad K, An Introduction to Accountancy, Vikas Publishing House Pvt. Ltd.
 5. PC Tulsian- Financial Accounting (Pearson, 2016)
- With the latest (current) editions (not older than 6-7 years)

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I	BBA104	AEC	Business Communication	3	0	0	20	10	30	70	0	100	3

Course Objectives

1. To make the participants adept at handling issues related to communication.
2. To communicate information and ideas in a clear, logical and persuasive manner.
3. To formulate communication strategies to cope with and manage complex situations.

Unit 1 Theory of communication(8Hrs)

Concept of communication; Channels and objectives of communication; Methods and modes of communication; Barriers to communication; Impact of technological advancements on communication; Verbal and non-verbal communications; Characteristics of verbal and non-verbal communications.

Unit 2 Business correspondence (8 Hrs)

Business letter writing, Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Personnel correspondence, Statement of Purpose Job Application Letter and Resume, Paragraph writing.

Unit 3 Presentation skills and group communication(8Hrs)

principles of effective presentation; Making effective presentation; ; Group communication; Group discussion, Interview preparation, conducting meetings, Drafting notices, Agendas and resolutions, Public relations

Unit 4 Language and Business writing skills(8Hrs)

Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act.

Unit 5 Reports(8Hrs)

Layout, types and parts of a report; Feasibility reports, Investigative reports, Summarization: Identification of main and supporting/sub points, Presenting them in a cohesive manner, Use of tables and graphs.

Suggested Readings:

1. Business Communication Today by Courtland L. Bovee/John V. Hill/Roshan Lal Raina
2. Business Communication, by R.K. Madhukar
3. Business Communication: A Problem-Solving Approach by Kathryn Rentz , Paula Lentz, Anupam Das
4. Effective Business Communication, by Neera Jain , Shoma Mukherji
5. Managerial Communication by Dr. Nupur Angirish, Dr. Jyoti Gaur
6. Clampitt, P. G. (2013). Understanding communication. Communicating for Managerial Effectiveness: Problems, Strategies, and Solutions. Thousand Oaks, California: SAGE Publications, Inc.

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I	BBA105	AEC	Business English	3	0	0	20	10	30	70	0	100	3

Course Objectives

1. To help students use English in a variety of business context
2. To develop effective communication skills
3. To equip students with requisite managerial communication skills

UNIT 1: Functional Grammar for Business English (7 Hrs.)

Overview of Business English; Introduction to English as a global language; Introduction of four language skills (L-S-R-W) for effective managerial communication; Use and corrections of Nouns & Pronouns, Verbs & Tenses, Adjectives, Adverbs, Articles and Prepositions.

UNIT 2: Compositions (10 Hrs) Sentence Types (Simple, Compound, and Complex), Use and corrections of conjunction, Uses of Phrases and Clause; Transformations (Active-Passive, Direct-Indirect); Summary and paragraph writing; Passages comprehension.

UNIT 3: Paragraph Writing and Vocabulary Building (6Hrs)

Mechanics of writing; Features and sub-skills linguistic and discursal writings (cohesion, coherence, style, context and content); Fundamentals of academic writing, technical writing and content writing. Vocabulary building and concept of word formation – Prefixes, Suffixes, Synonyms, Antonyms, One Word Substitutions; Meaning of important words that are used in business.

UNIT 4: Conversational Skills (10 Hrs)

Basic English in Face-to-face interaction in formal and informal situations: Greetings, replying to greetings, introducing others, welcoming, bidding farewell; Basic conversations for effective interview: talking about oneself (strengths and weakness, likes and dislikes, future plans, describing one's family etc.).

UNIT 5: Reading Skills (7 Hrs)

Introduction to Reading Strategies- Intensive Reading and extensive reading; Fundamentals of Critical Reading and Critical Thinking Skills.

Ssuggested Readings:

1. Effective Technical Communication (2020), M. Ashraf Rizvi. Tata Mc Grow Hill.
2. Lesikar RV & Pettit Jr. JD (2018), Basic Business Communication: Theory & Application, Tata Mc Grow Hill.
3. Pal R. (2020) Business Communication, Sultan Chand & Sons Publication.
4. Business Communication (2021). Bovee and Thill. Tata Mc Grow Hill.

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I	BBA106	MDE	IT Application – I	2	0	2	20	10	30	70	0	100	3

Course Objectives

1. To help students understand the uses of productive software of MS Office in management.
2. To acquire sufficient expertise to use MS Office software in business situations.
3. To enhance analytical skills with the help of software-based data analysis.

UNIT 1: IT for Business Intelligence (8Hrs.)

Data and information; Concepts of CPU, memory and storage devices; System and application software; Fundamentals of database and data warehouse; Working of Internet, Intranet and Extranet; Concept of business intelligence and power of data; Salient features of MS Office software, Power BI and Tableau. Introduction of AI and ML.

UNIT 2: MS Word (8Hrs.)

Salient features of MS Word; Use of templates; Working with word document: editing text, finding and replacing text, spell check, autocorrect, bullets & numbering, tabs, paragraph formatting, indent, page formatting, header, and footer; Inserting and formatting a table; Inserting pictures and video; Suing mail-merge; Linking databases and spreadsheet files; Printing and protecting documents.

UNIT 3: MS PowerPoint (8Hrs.)

Concepts and criteria for effective presentation; Use of templates and design; Working with presentations: slides, fonts, drawing, editing; Inserting: tables, images, texts, symbols, hyperlinking and media; Transition, animation, and slideshow.

UNIT 4: Basics of MS Excel (8Hrs.)

Characteristics of spreadsheet; Managing worksheets: formatting, conditional formatting, entering data, and editing; Printing and protecting worksheets; Handling operators in formulas; Working with multiple worksheets; Controlling worksheet views, naming cells and cell ranges. Customize Options and Views for Worksheets and Workbooks: Hide or unhide worksheets, Hide or unhide columns and rows, Customize the Quick Access toolbar, and Modify document properties.

UNIT 5: Data Management and Charts in MS Excel (8Hrs.)

Concept of data and data management; Creating an Excel table from a cell range; Converting a table to a cell range; Add or remove table rows and columns; Manage table styles and options; Apply styles to tables; Filter records; Sort data by multiple columns; Change sort order; Remove duplicate records; Working with different types of charts of MS Excel and using various options.

Suggested Readings:

1. Computer Application in Business by Parameswaran R., S Chand
2. Excel 2019 All-In-One: Master the new features of Excel 2019 / Office 365, by Lokesh Lalwani, BPB.
3. Microsoft Excel VBA and Macros (Office 2021 and Microsoft 365), by Bill Jelen, Pearson
4. AI and Business Rule Engines for Excel Power Users by Paul Browne, Packt Publishing

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				L	T	P	CT	TA	TOTAL	TE	PE		
I	BBA107	VAC	Environmental Science	3	0	0	20	10	30	70	0	100	3

Course Objectives

1. To understand the basics of environmental science and its importance.
2. To develop a knowledge of natural resources and its conservation.
3. To understand biodiversity, its threats and conservation
4. To acquire knowledge of pollution, their impact and environmental legislation acts
5. To understand about principles of sustainability and its implementation

UNIT 1: Introduction to Environmental Science (6 Hrs.)

Environmental science and its importance; Ecosystem: concept, structure and functions; **Types of the ecosystem:** terrestrial, aquatic and marine; Energy flow in the ecosystem; Concept and importance of food chains, food webs and ecological pyramids, Case Studies.

UNIT 2: Natural Resources (8 Hrs.)

Land resources: Land degradation, landslides, soil erosion and desertification; **Forest resources:** Causes of deforestation; impacts of mining and dam building on environment and forests; **Water resource:** Use and over-exploitation of surface and groundwater, floods, drought conflicts over water; **Energy resources:** Renewable and non-renewable energy sources, use of alternate energy sources; Global Warming; Green House Effect; Acid rain, Case Studies.

UNIT 3 Biodiversity and its conservation (8 Hrs.)

Basic concepts of biodiversity; Importance of biodiversity in ecosystems; **Values of biodiversity:** consumptive use, productive use, social, ethical, aesthetic and option values; India as a mega-biodiversity nation; Endangered and endemic species of India; **Threats to biodiversity:** habitat loss, poaching of wildlife, man-wildlife conflicts. **Conservation of biodiversity:** In-situ and Ex-situ conservation of biodiversity, Biological Diversity Act, 2002.

UNIT 4: Pollution (10Hrs.)

Pollution and its types: Air pollution, Water pollution, Soil pollution, Noise pollution; Sources of pollution; Effect of pollution on human health and economy; Preventive measures from pollution; Climate change: causes, impacts and prevention; **Environmental Legislation:** Introduction to Water (Prevention and Control of Pollution) Act 1974, Introduction to Air (Prevention and Control of Pollution) Act 1981 and Environmental Protection Act 1986, Environmental Impact Assessment (EIA).

UNIT 5 Sustainable Development and Business Practices (8Hrs.)

Principles and dimensions (economic, social, environmental), **Green business practices:** reducing waste, energy efficiency, and sustainable sourcing, Environmental management systems (EMS) and certifications (ISO 14001), **The triple bottom line:** people, planet, profit, Business opportunities in the circular economy, Green marketing and consumer engagement

Suggested Readings:

1. Fundamentals of Environment” by Asthana and Asthana, S. Chand & Company
2. Fundamentals of Environmental Studies” by D.L. Manjunath (2023), Pearson.
3. Environmental Science: A New Approach” by Purohit and Shammi (2023), Agrobios India.
4. Environmental Pollution: Causes, Effects and Control” by V.K. Ahluwalia (2017), Teri Press.
5. Environmental Law and Policy in India” by Shyam Divan and Armin Rosencranz, Oxford.
6. Environmental Governance and Sustainable Development in India” by Prakash Chand Kandpal, Sage Publications.
7. Green Marketing and Environmental Responsibility in Modern Corporations” edited by Esakki (2023), IGI Global.

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II	BBA201	CC	Organizational Behavior	3	0	0	20	10	30	70	0	100	3

Course Objectives

1. To help students understand the fundamentals of organizational behaviour.
2. To acquire sufficient expertise to use principles of organizational behaviour.
3. To understand the factors affecting the change and development of the organisation.

UNIT 1: Foundations of Organizational Behaviour (7Hrs.)

Concept of Organizational Behavior (OB); Management roles, skills and activities; Disciplines that contribute to OB; Opportunities for OB professionals; Understanding globalization, workforce diversity, customer service, innovation, networked organizations, work-life balance, people skills, positive work environment and ethics; Business case analysis.

UNIT 2 Elements of Individual Behaviour (8 Hrs.)

Concept of learning, conditioning, shaping and reinforcement; Attitude and its components; Factors for job satisfaction; Impact of satisfied employees on the workplace; Concept of motivation and its uses in management; Theories of motivation (Needs Hierarchy. Two factors, McClelland, Goal setting, Self-efficacy, Equity theory); Factors affecting employee engagement; Elements of personality and values; Myers-Briggs Type Indicator (MBTI); Relevance of Indian values; Elements of perception and emotions; Decision-making in organizations, Ethics in decision-making; Emotional Intelligence; Business case analysis.

UNIT 3 Group Behaviour and Work-Life Balance(8 Hrs.)

Concept of group; Five stage model of group development; Groupthink and shift; Group norms and Indian perspective on group norms; Concept of team; Types of teams; Creating team players from individuals; Foundations for team-based work; Work stressors; Prevention and management of stress; Work-Life balance and its impact; Business case analysis.

UNIT 4 Organization Change and Development (8 Hs.)

Concept of organisational structure; Types of organizational designs; Factors for organizational change; Evaluating new design options; Organizational culture and climate; Factors affecting organizational climate; Elements and objectives of organizational change; Proactive vs. reactive change; The change process; Managing resistance to change; Characteristics and objectives of organizational development; Measures of organizational effectiveness; Business case analysis.

UNIT 5: Leadership (9Hrs.)

Theories of leadership: Trait theories, Behavioral theories (Ohio and Michigan studies), Contingency theories (Fiedler, Hersey and Blanchard, Path-Goal); Authentic leadership; Mentoring, self-leadership, Inspirational Approaches (transformational, charismatic); Situational Leadership,

Suggested Readings:

1. Organisational Behaviour, UMA Sekaran, Tata McGraw Hill.
2. Organizational Behaviour, India Edition, Nelson & Quick, Cengage learning.
3. Organisation Behaviour, A modern approach – Arun Kumar & N. Meenakshi, Vikas Publishing
4. Behaviour in organizations, Indian Edition, Jerald Green Berg and Robert A. Baron – PHI.
5. Fundamentals Organisational Behaviour, India Edition – Slocum and Hell Riegel by Cengage learning.
6. Culture and organisational Behaviour Jai B.P. Sinha, Sage.
7. Management of Organizational Behaviour, By Paul Hersey Kenneth. H. Blanchard and Dewey, PHI

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II	BBA202	CC	Principals of Economics	3	0	0	20	10	30	70	0	100	3

Course Objectives:

1. To provide students with an understanding of fundamental economic concepts and the relevance of these concepts in managerial decision-making. Additionally, the course will cover the analysis of demand and supply dynamics and an in-depth evaluation of production and cost functions.
2. To develop an understanding of market structures and pricing strategies in various market structures.
3. Developing an understanding of International Trade, Balance of Payments, Concepts, and Disequilibrium in BOP.

Course Content:

UNIT 1 Introduction to Economics and Managerial Economics: (8 Hrs.)

Definition, Nature and Scope of Economics, Limitation of Economics, Fundamental Problems of Economic System, Micro and Macro Economics, Role and relevance of Economics in Decision Making, Utility theories and analysis: Marginal Theory of utilities and Equi-Marginal theory of utility.

UNIT 2 Understanding Demand and Supply Analysis: (8Hrs.)

Meaning, Types of Demand, Determinants of Demand, Demand Functions, Law of Demand, Demand Curve and Nature of Curves, Elasticity of Demand Indifference curves analysis, Consumer Equilibrium & Consumer Surplus, Price, Income and substitution effect, Law of Supply, Supply Curve, Elasticity of Supply

UNIT 3 Production Function: (8 Hrs.)

Meaning, Types, Analysis, Factors, Fixed and Variable Factors, Law of Variable Proportion, Law of Returns to a Scale, Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Explicit cost and Implicit Cost, Laws of production, Laws of increasing returns & Laws of constant returns. Equal product curves and Producer equilibrium.

UNIT 4 Markets Structure: (8Hrs.)

Meaning and Classification of markets, Structures and their making features, Pricing under various markets, Profit Planning & Management, Types of Profit, factors determining profit in short & long term.

UNIT 5 International Trade: (8 Hrs.)

Balance of Payments, Concepts, Disequilibrium in BOP, Trade Barriers and Trade Strategy, Free Trade vs. Protection, Trade agreements, Measurement of Economic Development and Growth.

Suggested Readings:

1. Economics by Paul Samuelson and William Nordhaus, McGraw Hill
2. Economics by Paul Krugman and Robin Wells (2020), Worth Publishers Inc., U.S.
3. Microeconomics by Robert Pindyck and Daniel Rubinfeld, Pearson
4. International Economics: Theory and Policy" by Paul R. Krugman, Maurice Obstfeld, and Marc Melitz, Pearson Education
5. Managerial Economics and Strategy by Jeffrey M. Perloff and James A. Brander, Pearson
6. Principles of Economics by N. Gregory Mankiw, CENGAGE Learning Custom Publishing
7. Principles of Economics by Karl E. Case, Ray C. Fair, and Sharon E. Oster, Pearson
8. Economics: Principles, Problems, & Policies" by Campbell R. McConnell, Stanley L. Brue, and Sean Masaki Flynn, McGraw Hill

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II	BBA203	CC	Management Accounting	3	0	0	20	10	30	70	0	100	3

Course Objectives

1. To equip the students with skills to evaluate organization performance and spot Inefficiencies.
2. Develop the ability to identify areas for Improvement and Opportunity and provide them with decision-making techniques.
3. Ability to use the best possible course of action while taking into account both long-term and short-term implications of decisions.

UNIT 1 : Introduction to Management Accounting

[7 Hrs]

Meaning, objectives, Difference between Financial Accounting and Management Accounting, role and responsibilities of Management Accountant Relevant costing: and decision making, Introduction to cost behaviour and cost volume relationship variation of cost behaviour relevant Information and decision making

UNIT 2 Marginal Costing as a Tool for Decision Making

[8Hrs]

Break Even-Point, Make or Buy Decision, Change in product Mix, Pricing Decisions, Exploring a New Market, Shut- down Decisions.

UNIT 3 Budgets and Budgetary Control

[6Hrs]

Preparing flexible budgets, Standard Costing and Variance Analysis for material and labour , Introduction to Responsibility accounting: meaning and types of responsibility centers

UNIT 4 : Analysis & Interpretation of Financial Statements

[10Hrs]

Meaning and Importance of Financial Statements, Types of financial statements ,Steps and procedure of analysis and Interpretation; Trend analysis & Ratio Analysis.

UNIT 5 : Financial Analysis and Forecasting

[9Hrs]

Fund Flow and Cash Flow Analysis, other Financial Forecasting tools.

Suggested Readings:

1. Khan, M. Y., & Jain, P. K. (2006). Management Accounting, McGraw-Hill Education, 4th Edition.
2. Ananthanayanan, P.S. (2014). Management Accounting, Oxford Publication.
3. Jaiswal B. & Venkatraman B. (2016), Financial Market Institutions & Financial Services, Sahitya Bhawan Publications
4. Maheshwari, S.N., Maheshwari, S.K. & Maheshwari, S.K. (2018), Financial Accounting, Vikas Publishing, 6th Edition
5. Arora M.N. (2012) A textbook of Cost and Management Accounting, Vikas Publication, 10th edition

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SEM	CODE	Type	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME			END SEMESTER EVALUATION		TOTAL	CREDIT
				L	T	P	CT	TA	TOTAL	TE	PE		
II	BBA204	AEC	Soft Skills –I	2	0	2	20	10	30	70	0	100	3

Course Objectives:

1. To equip students with essential soft skills and professional competencies required for success in various personal and career contexts
2. To develop effective communication and adopt good leadership behavior for impactful interpersonal interactions
3. To enhance self-awareness, promote holistic well-being, and foster personal growth for optimal career readiness

Course Content:

- UNIT 1 Soft Skills as Essential Life Skills:** Meaning, Definition, Types, and Scope (6 Hrs.)
of Soft Skills Prospects and Significance of Developing Soft Skills Differentiating Skills, Knowledge, Attitudes, and Beliefs. Understanding Technical, Human, and Conceptual Skills.
Soft Skills in Career Prospects: Exploring the Role of Soft Skills in Career Success Implications and Benefits of Incorporating Soft Skills Coordinating Conceptual and Practical Aspects of Soft Skill Development
- UNIT 2 Basics of Developing Communication Skills:** Developing 7 C's of (10 Hr.)
Effective communication through exercises. Confidence Building, removing stage fear & barriers of communication through exercises and practice. Role of active listening and steps in improving listening ability.
- UNIT 3 Group Discussion:** Introduction, Definitions, Purpose and Types of Group (10 Hrs.)
Discussions. Characteristics of Effective Group Discussions Dos and Don'ts of participating in Group Discussion. Interview Skill: Interview Concept and Definition, Purpose/Objective of Interview, Types of Interviews. Guidelines for Successful Interview Preparation and Execution. Presentation: Importance of Effective Presentations. Essentials for Successful Presentations. Utilizing PowerPoint for Impactful Presentations.
- UNIT 4 Extempore Speech & Debate skill:** Meaning & importance of Extempore (8 Hrs.)
& debate, essentials of ensuring a successful debate, prerequisite of extempore speech. Developing through practice and exercise. Interview skills : Telephonic Interview , Online Interview, Do's & Don'ts, Preparation of open ended and structured questions, Grooming tips of both men & women.
- UNIT 5 Resume Writing:** Types of Resumes and Their Components. Crafting (6 Hrs.)
Effective Resumes: Structure, Format and Layout. Stress and Time Management. Recognizing Stress: Signs, Symptoms, and Impact. Strategies for Stress Management and Prevention. Effective Time Management Techniques.

Suggested Readings:

1. Emotional intelligence: Why it can matter more than IQ, Bantam Books by D
2. Goleman (1995).
3. Business Communication (2nd edition) PHI Learning by Kaul, Asha. (2009).
4. Life skills, a handbook, Trowbridge, Wilts: Detesios Ltd by R Nelson-Jones (1992)
5. Business English. Pearson by Sharmistha Panja. (2006).
6. An Introduction to Critical Thinking, Pearson, Delhi by Madhucchanda Sen, (2010)
7. Communication Skills Training (2nd edition) Rupa Publication India by Ian Tuhovsky, (2019).

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				L	T	P	CT	TA	TOTAL	TE	PE		
II	BBA205	AEC	Basics of Statistics	3	0	0	20	10	30	70	0	100	3

Course Objectives

1. To provide a fair degree of proficiency in comprehending statistical data processing and analyzing it using descriptive statistical tools.
2. To understand the fundamental principles of correlation, regression, time series, index numbers etc.
3. To identify business situations and use statistical measures to solve the problem and predict decision outcomes.

UNIT 1: Introduction to Statistics

(7Hrs)

Basic Concepts, Primary & Secondary data, classification of data, Graphical representation of data, frequency distribution.

UNIT 2: Central Tendency and Dispersion

(8Hrs)

Measures of central tendency; Mean, Median, Mode, Geometric mean and Harmonic mean; Measures of dispersion; Range, Mean Deviation, Standard Deviation, Coefficient of variation, Quartile Deviation, Skewness and Kurtosis; Difference between these measures and their interpretation.

UNIT 3: Correlation & Regression

(9Hrs)

Correlation- Concepts and importance, Positive & Negative correlation, Karl-Pearson's coefficient of correlation, Rank correlation coefficient, Spurious correlation, Coefficient of determination. Regression- Concept, Difference between correlation & regression.

UNIT 4: Time Series

(9Hrs)

Introduction, components of a time series, Multiplicative and additive models, Semi Average & Moving Average method;

UNIT 5 Index numbers

(7Hrs)

Concept, price relative, quantity relative, value relative, Laspeyre's, Passche's and Fisher's index numbers, Family Budget method, problems in construction and limitations of index numbers Tests for adequacy of index numbers.

Suggested Readings:

1. Gupta S. P. (2010). Statistical Methods, S. Chand & Co.
2. Kapoor, V. K. & Sancheti, (2011). Business Statistics, Sultan Chand & Sons
3. Anderson, D. R., Sweeney, D. J. & Williams, T. A. (2002), Statistics for Business and Economics, 11th Ed, South-Western Cengage Learning
4. Hooda R. P. (2002). Introduction to Statistics, Macmillan
5. Sharma, J. K. (2007), Business Statistics, Pearson Education India

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				L	T	P	CT	TA	TOTAL	TE	PE		
II	BBA206	MDE	IT Application – II	2	0	2	20	10	30	70	0	100	3

Course Objectives

1. To help students understand and use various options for data analysis using MS Excel
2. To acquire sufficient expertise to perform advance analysis of data.
3. To understand the scope of uses and impact of IT in business.

UNIT 1 Functions in MS Excel (8Hrs.)

Uses of various mathematical functions; Performing calculations by using the SUM, MIN, MAX, COUNT and AVERAGE functions; Performing conditional operations and logical operations by using the IF, SUMI, COUNTIF.

UNIT 2 Data Analysis in MS Excel (8Hrs.)

Import, transform, combine, display and connect to data; Consolidate data; Perform what-if analysis by using Goal Seek and Scenario Manager; Look up data by using the VLOOKUP and HLOOKUP function; Working with data analysis toolkits for descriptive statistics, regression, correlation, exponential smoothing and moving average; Uses of solvers; Basic uses of R and Python for data analysis.

UNIT 3 Data Visualization (8Hrs.)

Create Pivot Tables; Modify field selections and options; Group Pivot Table data; Add calculated fields; Salient features of data visualization with Pivot Charts; Manipulation in Pivot Charts; Applying styles to Pivot Charts; Drill down into Pivot Chart; Concept of dashboard and its uses in data visualization. Uses of ggplot2 in R and Matplotlib in Python.

UNIT 4: Social Media Communication Etiquettes (8 Hrs.)

Importance of social media; Precautions in social media communication; Professional networking and personal branding using social media; Understanding cyber threats and its preventions.

UNIT 5 IT in Business (8Hrs.)

Introduction to IT-based business systems; Impact and future of IT in business organization, Overview of digital marketing, virtual reality and AI in business; Salient features of Transaction Processing System (TPS), Management Information System (MIS) and Decision Support System(DSS); Business case analysis on the uses of IT.

Suggested Readings:

1. MICROSOFT EXCEL 2019: DATA ANALYSIS&BUSINESS MODEL by L. Winston Wayne, Microsoft Press
2. Excel 2019 All-In-One: Master the new features of Excel 2019 / Office 365, by Lokesh Lalwani, BPB
3. AI and Business Rule Engines for Excel Power Users by Paul Browne, Packt Publishing.
4. Computer Application in Business by Parameswaran R., S Chand
5. Management Information System by Laudon, Pearson.

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				L	T	P	CT	TA	TOTAL	TE	PE		
II	BBA207	VAC	Indian Constitution	3	0	0	20	10	30	70	0	100	3

Course Objectives:

1. To know about the basic structure of the Indian Constitution.
2. To know the Fundamental Rights (FR's), Directive Principles of State Policy and Fundamental Duties (FD's) of our constitution
3. To know about our legislative and executive systems of India.

UNIT 1 Indian Constitution (8 Hrs.)

Necessity of the Constitution, Societies before and after the Constitution adoption. Introduction to the Indian Constitution, Making of the Constitution, Role of the Constituent Assembly. Philosophy of the Constitution.

UNIT 2 Important Features of the Indian Constitution (8 Hrs.)

Amendments, Role of Convention under the Constitution. Fundamental Rights (FR's) and its Restriction and limitations in different Complex Situations. Fundamental Duties; Constitutional Remedies, Parliamentary Supremacy and Judicial Review. Federal Structure.

UNIT 3 Territory of the Union and Administration (8 Hrs.)

Citizenship; Rights, privileges and responsibilities. Directive Principles of State Policy (DPSP's) and its present relevance in Indian society. Fundamental Duties and its Scope and significance in Nation, Union Executive: Parliamentary System, Union Executive – President, Prime Minister, Union Cabinet

UNIT 4 Union Legislative Structure (8 Hrs.)

Parliament – Lok Sabha and Rajya Sabha, Parliamentary Committees, Important Parliamentary Terminologies. Judicial System of India, Supreme Court of India and other Courts, Judicial Reviews and Judicial Activism. State Executive and State Legislature.

UNIT 5 State Legislative Structure (8 Hrs.)

State Executive and Governor, CM, State Cabinet, Legislature - VS & VP, Election Commission, Elections & Electoral Process. Amendment to Constitution, and Important Constitutional Amendments till today. Emergency Provisions.

Suggested Readings:

1. Introduction to the Constitution of India, (Students Edition.) by Durga Das Basu (DD Basu): Prentice – Hall.
2. Constitution of India, Professional Ethics and Human Rights by Shubham Singles, Charles E. Haries, and et al: published by Cengage Learning India, Latest Edition.
3. The Constitution of India by Merunandan K B: published by Merugu Publication, Second Edition, Bengaluru.
4. Samvidhana Odu - for Students & Youths by Justice HN Nagamohan Dhas, Sahayana, kerekon.
5. M.Govindarajan, S. Natarajan, V.S. Senthilkumar, “Engineering Ethics”, Prentice –Hall,