



Evaluation Scheme & Syllabus

Of

Bachelor of Business Administration

(B.B.A)

(W.e.f. Academic Session 2025 -26)

## Faculty of Management

### INVERTIS UNIVERSITY

#### Bareilly

#### **B.B.A**

Bachelor of Business Administration (BBA) degree program with emphasis on theories, concepts and applications. This program is suitable for students who are interested in learning business strategy and principles, preparing them to work in a professional business environment. The programme is designed to offer practical broad knowledge of functional aspects of a company and how the interactions of these aspects are successfully executed from a middle management capacity. The programme intends to train the students to become competent enough for entry level management professionals. Its basic aim to impart basic and operational knowledge on all functional areas of management makes the programme unique.

#### **Program outcome of BBA Programme**

BBA Programme has been designed to prepare graduates for attaining the following specific outcomes:

- PO1: Critical Thinking Skills:** Demonstrate the critical thinking mindset and the ability to identify and formulate research problems, research literature, design tools, analyze and interpret data, and synthesize the information to provide valid conclusions and contextual approaches across a variety of subject matter.
- PO2: Communication Skills:** Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.
- PO3: Technology Skills:** Students are competent in the uses of technology in modern organizational operations.
- PO4: Entrepreneurship and Innovation:** Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.
- PO5: Business Knowledge:** Students can demonstrate technical competence in domestic and global business through the study of major disciplines within the fields of business
- PO6: Ethical Behavior and Social Responsibility:** Identify and analyze ethical conflicts and social responsibility issues involving different stakeholders. Develop viable alternatives and make effective decisions relating to business ethics and social responsibility.
- PO7: Project management:** An ability to use skills and management principles to do work as a member and leader in a team, to manage projects and demonstrate capabilities in new venture creation
- PO8 : Life-long learning:** Recognition of the need for, Achieve higher levels of proficiency and self-actualization through pursuing lifelong learning.

## STUDY AND EVALUATION SCHEME

### BBA (Bachelor of Business Administration)

(Effective from session 2025-2026)

#### YEAR I, SEMESTER I

Course Code	Course Title	Course Category	Hours			EVALUATION SCHEME		SUBJECT TOTAL	CREDIT
BBA101	Fundamentals of Management	CC 1	3	1	0	30	70	100	4
BBA102	Principles of Economics	CC 2	3	1	0	30	70	100	4
BBA103	Organizational Behavior	CC 3	3	1	0	30	70	100	4
BBA104	Financial Accounting	CC 4	3	1	0	30	70	100	4
BBA 111	Human Values & Business Ethics	AECC	1	1	0	15	35	50	2
BBA 113	Business Law	GE	3	1	0	30	70	100	4
<b>Total</b>			<b>16</b>	<b>6</b>	<b>0</b>	<b>165</b>	<b>585</b>	<b>550</b>	<b>22</b>

#### YEAR I, SEMESTER II

Course Code	Course Title	Course Category	Hours			EVALUATION SCHEME		SUBJECT TOTAL	CREDIT
BBA 201	Indian Economy	CC 5	3	1	0	30	70	100	4
BBA 202	Marketing Management	CC 6	3	1	0	30	70	100	4
BBA 203	Quantitative Decision Making	CC 7	3	1	0	30	70	100	4
BBA 204	Corporate Law	CC 8	3	1	0	30	70	100	4
BBA 205	Banking & Business Environment	CC 9	3	1	0	30	70	100	4
BBA 222	Ms Office for Managers	SEC	3	1	0	30	70	100	4
<b>Total</b>			<b>18</b>	<b>6</b>	<b>0</b>	<b>180</b>	<b>420</b>	<b>600</b>	<b>24</b>

**L** - Lecture, **T** - Tutorial, **P** - Practical, **CA** - Continuous Assessment, **EE** - End Semester Exam

<b>BBA 101: Fundamental of Management</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

### **Course Objectives:**

The course aims at imparting basic knowledge on Management, so as to provide an opportunity to students to know about basic principles, its functions, and challenges as well as provide greater opportunity towards to learn about Managerial practices at corporate level.

### **Course Outcomes:**

- CO1.** To understand about the learning of Management and it's functioning
- CO2.** To understand various aspects of Planning and Decision Making
- CO3.** To apply knowledge in elimination of wrong management practices
- CO4.** To understand about Internal and External environment of business
- CO5.** To evaluate different forms of organizations
- CO6.** To generate learning about various aspects of staffing, leading and controlling

### **Course Content -**

#### **Unit I – Introduction to Management**

Definition, Nature, Scope, and Importance, Management as Art, Science, and Profession, Management vs. Administration, Roles, Skills, and Levels of Management, Classical (Taylor, Fayol), Bureaucratic (Weber), Behavioral, and Modern Approaches, Systems and Contingency Theories

#### **Unit II – Planning and Decision-Making**

Planning: Nature, Types, Objectives, Steps in Planning Process, Forecasting and Planning Premises, Management by Objectives (MBO) and Management by Exception (MBE), Decision-Making: Types, Process, Rationality, and Behavioral Aspects

### **Unit III – Organizing**

Concepts, Importance, and Principles of Organizing, Formal and Informal Structures, Departmentation: Functional, Product, Customer, Geographic, Span of Control, Delegation of Authority, Centralization vs. Decentralization, Line, Staff, and Functional Authority

### **Unit IV – Staffing and Directing**

Manpower Planning, Recruitment and Selection, Training and Development, Job Design and Evaluation, Directing: Meaning, Importance, Techniques, Supervision and Managerial Communication

### **Unit V – Coordination and Motivation**

Concept and Need for Coordination, Principles and Techniques of Coordination, Barriers to Effective Coordination, Leadership: Styles (Autocratic, Democratic, Laissez-faire)

### **Unit VI – Controlling**

Concept, Process, and Importance of Control, Types of Control: Feed forward, Concurrent, Feedback, Techniques: Budgetary, Non-budgetary, MIS, Essentials of Effective Control System

### **Text and Reference Books:-**

- 1) Robbins, S. P. & Coulter, M. – Management, *Pearson Education*
- 2) Koontz, H. & Weihrich, H. – *Essentials of Management*, McGraw Hill
- 3) L. M. Prasad – *Principles and Practices of Management*, Sultan Chand
- 4) Massie, J. L. – *Essentials of Management*, Pearson
- 5) Stoner, Freeman & Gilbert – *Management*, Pearson

<b>BBA 102: Principles of Economics</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

### **Course Objectives:**

This course is designed to expose the students to the basic principles of microeconomic theory. The emphasis will be on making students to understand and identify the usage of the microeconomic concepts in real-life situations.

### **Course Outcomes:**

- CO1. To understand the basic concepts of micro economics.
- CO2. To identify the determinants of supply and demand; demonstrate the impact of shifts in both market supply and demand curves on equilibrium price and output.
- CO3. To understand and calculate supply and demand elasticity.
- CO4. To understand the concept of utility, indifference curve and Consumer surplus.
- CO5 Students will able to apply the concepts of cost, nature of production and its relationship to business operations.
- CO6. Students will able to identify the four market structures by characteristics.

### **Course Content-**

#### **Unit 1: Introduction to Economics**

Definition, Scope, and Nature of Economics, Microeconomics vs. Macroeconomics, Basic Economic Problems: Scarcity, Choice, and Opportunity Cost, Production Possibility Curve (PPC), Relevance of Economics in Business Management.

#### **Unit 2: Demand and Supply Analysis**

- A) Demand Analysis: Meaning of Demand, Demand Schedule, Demand Curve and Nature of Curves, Movements v/s Shifts in demand curve and Law of Demand.
- B) Supply Analysis: Meaning and Determinants of Supply, Supply function. Supply Schedule Supply Curve, Movements v/s shifts in supply curve.
- C) Elasticity of Demand & Supply: Meaning and Types.

### **Unit 3: Theory of Consumer Behaviour**

Utility Analysis: Total Utility, Marginal Utility, Law of Diminishing Marginal Utility, Indifference Curve Analysis, Consumer Equilibrium and Budget Constraints.

### **Unit 4: Production and Cost Analysis**

Production concept, Production Function: Law of Variable Proportion, Returns to Scale, Iso-quant Curves, Cost Concepts: Fixed, Variable, Marginal, Average Costs, Short-run and Long-run Cost Curves, Economies and Diseconomies of Scale.

### **Unit 5: Market Structures and Pricing Strategies**

Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly, Price and Output Determination under Different Market Structures, Price Discrimination and Market Power.

### **Unit 6: Macroeconomic Fundamentals**

National Income Accounting, Concepts of GDP, GNP, NNP, and NI, Business Cycles, Inflation, and Unemployment, Monetary and Fiscal Policies

### **Text and Reference Books-**

1. Koutsoyianni A.: Modern Microeconomics; Macmillan, New Delhi.
2. N. Gregory Mankiw, "Principles of Economics", 8th Edition, Cengage Learning, 2016.
3. Bernheim, B., Whinston, M. (2009). Microeconomics. Tata McGraw-Hill.
4. Snyder, C., Nicholson, W. (2010). Fundamentals of microeconomics. Cengage Learning.
5. Pindyck, Robert S. & Rubinfeld, Daniel L.: Microeconomics Sixth Edition [PHI].
6. D. N. Dwivedi, Micro Economics: Theory and Applications, Sultan Chand & Co., New Delhi, 2018

<b>BBA 103 : ORGANIZATIONAL BEHAVIOUR</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

### **Course Objectives:**

Even though skills in finance, accounting, marketing, operations, and strategy are crucial for organizational success, the ability to manage an organization, its groups, and its individuals is equally important. In careers, we will depend on people to accomplish tasks, goals, and projects; where we will need to work for other people, work with other people, and supervise other people. An understanding of the human side of management is an essential complement to the technical skills budding managers are learning in other courses. So, this course is an introduction to the basic concepts and topics in organizational behavior (OB) and management. The course focuses on OB at three levels: individual, interpersonal, and collective. The syllabus has been designed to start at the individual level, covering decision-making, motivation, and personality. We will then turn to the interpersonal level.

### **Course Outcomes:**

**CO.1** It will increase the knowledge of learners about OB concepts so that you can understand and analyze how organizations and the people within them work.

**CO.2** Provide learners with opportunities to apply OB concepts to real-world problems faced by managers.

**CO.3** Develop leadership and management potential in budding managers.

**CO.4** Effective leaders often manage people and information to accomplish organizational goals under conditions not entirely in their control.

So, after completion of the course students must successfully be able to diagnose problems in personality, communicate clearly, make effective decisions, motivate and influence others, manage diversity, and drive organizational change and development.



## **Course Contents:**

### **UNIT – 1**

Introduction: Concept, Nature of OB, Scope and Importance of OB, Approaches to OB, Characteristics and limitations of OB, Challenges and Opportunities of OB, Models of OB, OB is Interdisciplinary nature, Individual and group behavior.

### **UNIT – 2**

Personality: Definition and Features, Big five model, MBTI, Johari Window, Managerial Implications of Personality, Perceptions and Attributions: Definition Features, Factors Affecting Perception and Process, Attribution.

### **UNIT - 3**

Perceptual and Attribution Errors, Managerial Implications of Perception, Motivation and Importance of Motivation, Theories of motivation – Maslow's, Herzberg's Theory, Theories of motivation – Maslow's, Herzberg's Theory, McClelland's Expectancy theory Merits and demerits, Learning & Principles of learning, Factors in Human learning, Learning Theories

### **UNIT – 4**

Inter-personal behaviour, Importance of Inter-personal behaviour in the organization, Transactional analysis and its applications in organizations, Group Dynamics & Group Cohesiveness, Concept of Groups & team, Types of Groups, Stages of Group Development, Group norms & roles, Concept of leadership, skills and styles & importance of leadership, Leadership theories, Indian leadership & Western leadership style in organization.

### **UNIT – 5**

Meaning and Process of conflict, Causes, sources, consequences of conflict, Conflict resolution strategies, Concept and types of change, Identification of the problem and implementation of change, Resistance to change, Overcoming resistance to change.

### **UNIT – 6**

Concept of organizational effectiveness, Efficiency, effectiveness and productivity, Approaches of organizational effectiveness, contributing factors of organizational effectiveness, Organizational development- concept and process.

## **Text and Reference Books**

1. Organizational Behavior: Luthans Fred, Tata McGraw Hill, 10th ed.
2. Organizational Behavior: Robbins Stephen P., Pearson Education, 13th ed.

3. Human Behavior at Work: Davis Keith, McGraw Hill Publications, 12th edition.
4. Organizational Behavior: Prasad L M, S Chand Publication 8th ed.
5. Organizational Behavior: Ashwathappa K., Himalaya Publishing House, 8th ed.

<b>BBA 104: Financial Accounting</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

### **Course Objectives:**

The course aims at imparting basic knowledge on Accounting, so as to provide an opportunity to students to know about financial issues and that analysis as well as provide greater opportunity towards to learn about financial analysis from different case study.

### **Course Outcomes:**

- CO1. Understanding the basic concept of accounting.
- CO2. To analyze financial performance of the company by different methods
- CO3. To understand fund flow of the company
- CO4. Understand Accounting standard in India
- CO5. Understanding cash flow statement (AS -3) of the company
- CO6. Understanding final account of the company.

### **Course Content -**

#### **Unit-1**

Overview: Accounting- Definition, Branches, Purpose, Audience, Evolution, Foundation, Capital Maintenance, Development. Accounting as a measurement and valuation System. Accounting concepts, conventions and principles.

#### **Unit-2**

Mechanics of Accounting: Accounting Equation. Double entry system of accounting, journalizing of transactions; Ledger and Trial Balance, Reserves and Provisions, Depreciation: Straight Line Method and Reducing Value Method.

#### **Unit-3**

Financial Statement: Preparation of final accounts of Sole Traders, Profit & Loss Account, and Balance Sheet. Analysis of Financial Statement - Common Size Statement; Comparative Balance Sheet and Trend Analysis.

#### **Unit-4**

Ratio Analysis: Liquidity Ratios, Solvency Ratios, Profitability Ratios, Activity Ratios, and Market Capitalization Ratios.

#### **Unit-5**

Cash Flow Statement: Various cash and non-cash transactions, flow of cash, preparation of Cash Flow Statement and its analysis.

## **Unit-6**

Accounting Standards – Preparation Procedure, ICAI and Co. Act, Brief Concept of S 2 –Inventory Valuation and Depreciation Accounting as per AS-10 (Property, Plant and Equipment). Brief introduction of International Accounting Standards & Matching of Indian Accounting Standards with International Accounting Standards.

### **Text and Reference Books-**

1. Financial Accounting and Analysis, PC Tulsian; Tata Mc Graw Hill, New Delhi 1<sup>st</sup> Edition.
2. Financial Accounting for Management , Ramchandran&Kakani, Tata Mac Graw Hill, 2<sup>nd</sup> Edition
3. An Introduction to Accountancy, Maheshwari S.N & Maheshwari S. K. Vikas Publication, 9<sup>th</sup> Edition

<b>BBA 111: Human Values and Business Ethics</b>	
<b>Teaching Scheme</b> Lectures: 2 hrs/Week  Credits: 2	<b>Examination Scheme</b> Class Test -6 Marks Teachers Assessment – 3 Marks Attendance – 6 Marks End Semester Exam – 35 marks

### **Course Objectives:**

The course aims at imparting basic knowledge of human values and the difference between values and ethics , so as to provide an opportunity to students to know about the ways to fight with the human values crisis in today's contemporary Indian society. The course also aims to foster the culture of creativity, ethical decision making, humanity, individual freedom, truth, goodness and beauty.

### **Course Outcomes:**

- CO1      Understanding the nature of values.
- CO2      Understanding the difference between spirituality and secularism.
- CO3      Understanding the concept of unity of all life.
- CO4      Understanding the element of corporate social responsibility.
- CO5      Understanding ethical issues in international business.
- CO6      Understanding Values in Busniess.

### **Course Content -**

#### **Unit-1**

Business Ethics: Nature, scope and purpose of ethics; Relevance of values; Importance of Ethics & Moral standards; Ethics & Moral Decision Making.

#### **Unit-2**

Corporate Social Responsibility: Nature, Scope & Importance.

#### **Unit-3**

Corporate Governance: Concept, Importance for Industry, Sailable features, Scope, Major Functions

#### **Unit-4**

Ethical Issues related with Advertisements, Finance, Investment, Technology; Secular versus Spiritual Values in Management; Work ethics: concept of Swadhrama.

## **Unit-5**

Gandhian approach in Management & Trusteeship: Gandhiji's doctrine of Satya & Ahimsa, Concept, importance & relevance of Trusteeship principle in modern business.

## **Unit-6**

Indian Ethos: Need, purpose & relevance of Indian Ethos; Salient feature (Brain Stilling, Total Quality Mind, Intuition, Intellectual rational brain V/s Holistic-Spiritual Brain, Holistic Approach for Managers in Decision Making.)

### **Text and Reference Books-**

1. Business Ethics, Fernando, Pearson Publication, 2007.
2. Business Ethics, CSV Murthy, Himalaya Publishing House, 2nd Edition
3. A N Tripathy, 2003, Human Values, New Age Publishers.
4. Business Ethics, Bani P. Banerjee, Excel Books, 2005

<b>BBA 113: Business Law</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

### **Course Objectives:**

The objective of the course is to impart basic knowledge of the important business law along with relevant case law and to gain basic legal knowledge regarding business transactions.

### **Course Outcomes:**

- CO1. Demonstrate an understanding of the Legal Environment of Business.
- CO2. Apply basic legal knowledge to business transactions.
- CO3. Identify contract remedies.
- CO4. Acquire problem solving techniques and to be able to present coherent, concise legal argument.
- CO5. Demonstrate understanding of legality and Statute of Frauds in contracts.
- CO6. Demonstrate knowledge of basic court procedures.

### **Course Content-**

#### **Unit-1**

Formation of contract-meaning of offer (proposal), acceptance, promise, agreement consideration, cross offer, Counter offer, general vs specific offer. E-contracts, digital communications, and e-signatures under the IT Act.  
(Case study-Lalmanshukla case, Carlill carbolic case)

Essentials of agreement to become contract – competency or capacity of parties, effect of minor's contract, (Mohiribiwi case)

Free Consent- meaning and effect of coercion, undue influence, misrepresentation, fraud, mistake on the enforcement of contract) Agreements

Without consideration and their exceptions, Agreements specially declared void by the Act.

#### **Unit-2**

Contingent contract-meaning with illustrations, Impossible Contracts and Frustration, Novation, Rescission, & Alteration of contracts, Doctrine of Quasi contract and unjust enrichment, (Satyabrata Ghos vs. Mugneeram Bangur case).

### **Unit-3**

Breach of contract-anticipatory vs present breach, measure of damage in case of breach, liquidated damage vs penalty. (Hedley vs. Buxendale case)  
Difference between: a.) void vs voidable agreement, b.) agreement vs contract,

### **Unit-4**

Contract of indemnity, contract of guarantee, difference between indemnity and guarantee, extent of surety's liability. Discharge of surety from liability, contract of pledge – essentials, contract of Bailment, rights and duties of bailor and bailee, Concept and contract of agency, creation, types, rights/duties, agent's authority, termination.

### **Unit-5**

Partnership Law-The Partnership Act, 1932. Formation of partnership firm, essentials of a partnership agreement, mutual rights and duties of Partners, minor partner, effect of non registration and dissolution of the firm. **LLP Act, 2008**(new): LLP structure, incorporation, differences from partnership.

### **Unit-6**

The Sale of Goods Act: Essential elements of sale of goods contract, sale vs agreement to sell, conditions vs warranties, transfer of property & risk. rights of unpaid seller – lien, stoppage in transit and resale. Doctrine of caveat emptor and its exceptions. Overview of E-commerce & Consumer Protection Act.

### **Text and Reference Books-**

1. Law Of Contract, Singh Avtar; Eastern Book Company, 9th edition.
2. Business Law, Kuchhal M.C; Vikas Publishing House, 5th Edition.
3. Business Law, Tulsian P.C; Tata Mc Graw Hill, 2nd Edition, 2000.
4. Bare Acts – Indian Contract Act, Sale of Goods Act, Partnership Act, LLP Act, IT Act, Consumer Protection Act (BUSINESS LAW MANUAL).



<b>BBA 201: Indian Economy</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

### **Course Objectives:**

This course aims to provide students with a comprehensive understanding of the structure and functioning of the Indian economy. The course introduces students to the historical context of economic planning in India and helps them explore the shift from a controlled economy to a liberalized and globalized framework. It encourages critical engagement with demographic trends, human development, poverty, unemployment, agricultural dynamics, industrialization, trade, and financial systems. Additionally, it fosters awareness of sustainability and inclusive development by connecting India's policy landscape with the Sustainable Development Goals (SDGs).

### **Course Outcomes:**

- CO1 To understand the structural features of the Indian economy and analyze its evolution from a traditional agrarian base to a modern service-oriented economy.
- CO2 To critically evaluate economic policies and reforms such as liberalization, privatization, and globalization, and their impact on different sectors like agriculture, industry, and services.
- CO3 To interpret socio-economic indicators including poverty, unemployment, education, health, and human development indices.
- CO4 To evaluate India's global position by comparing economic performance with other developing economies and understanding trade, FDI trends, and balance of payments.
- CO5 To analyze sectoral contributions to national income and employment, with a focus on agriculture, MSMEs, foreign trade, infrastructure, and digital economy.
- CO6 To develop policy awareness and critical thinking skills required for informed discussions on contemporary economic issues, including sustainability, climate change, and financial inclusion.

### **Course Content -**

#### **Unit 1: Nature & Structure of the Indian Economy**

India as a developing economy; Causes of underdevelopment; Determinants of development; National Income: concepts, trends & estimation; Role of NITI Aayog.

#### **Unit 2: Human Resources & Demographic Economy**

Demographic trends and economic consequences; Human development: education, health; Unemployment and poverty: types & causes; NEP 1991 and its social impact.

#### **Unit 3: Industrialization & Trade**

Growth and issues in major industries; Industrial policies since 1948; Role of MSMEs; Regional imbalance; Foreign trade structure & policy; Balance of Payments.

**Unit 4: Finance, Planning & Inflation**

Mobilization of resources; Role of taxation, capital markets, and financial institutions; Planning: Five-Year Plans – achievements & failures; Inflation: causes, types, and control measures.

**Unit 5: Agriculture & Rural Development**

Role of agriculture in Indian economy; Agricultural productivity and challenges; Land reforms, MSP, PDS, crop insurance; Rural credit and institutions (NABARD, SHGs).

**Unit 6: Sustainable Development & Contemporary Issues**

Environmental concerns and economic growth; Sustainable development goals (SDGs); Climate change and policy responses (NAPCC); Digital economy and fintech in India; Role of startups and innovation in growth.

**Text and Reference Books-**

1. Indian Economy, Dutt and Sundaram, S. Chand & Company Ltd., 73rd Edition.
2. Economic Development and Policy in India, Misra and Puri, Himalaya Publishing House, 39th Edition.
3. Indian Economy, Ramesh Singh, McGraw Hill Education, 15th Edition.
4. Indian Economy: Performance and Policies, Uma Kapila, Academic Foundation, 20th Edition (Latest).

<b>BBA 202: Marketing Management</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

### **Course Objectives:**

The objective of this course is to facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraint.

### **Course Outcomes:**

- CO1 To recognize the importance of the various concepts of Marketing Management
- CO 2 To understand the various methods Marketing Environment.
- CO 3 To apply STP Concept in decision making
- CO4 To determine consumer behavior and Marketing Mix.
- CO5 To classify the various concepts of Marketing, price, place, promotion.
- CO6 To determine the various trends in marketing.

### **Course Content -**

#### **Unit-1**

Introduction to marketing: Importance and Scope of Marketing, Core marketing concepts; Market Research; Analyzing the Marketing Environment, Components of Environment Macro Environment and micro environment.

#### **Unit-2**

Market Segmentation, Targeting & Positioning: Levels of Segmentation; Bases for Segmenting Consumer and Business Markets; Market Targeting, Developing and Communicating a Positioning Strategy

#### **Unit-3**

Consumer & Business markets: Factors influencing Consumer Behavior; Buying Decision Process; Theories of Consumer Decision Making. Organizational Buying; Participants in the Business Buying Process; Stages in the Buying Process; Institutional and Government Markets; Managing Relationship.

#### **Unit-4**

Product & Pricing strategy: Product Levels: Classifying products; New product development, Product Line, Mix; Product Life cycles. Pricing Environment: Consumer Psychology & Pricing; Pricing methods; Setting Price; Price Adaptations; Initiating Price Changes; Responding to Competitors' Price Changes

#### **Unit-5**

Place, Promotion & CSR: Marketing channels and Value Networks: The role of Marketing channels; Channel Design Decisions; Channel Management Decisions; Channel Integration and Systems. Marketing Communications Mix: WOM, IMC, Cultural aspects of Marketing Communication; Advertising, Sales Promotion, Personal Selling, Direct Marketing; Public Relations. Corporate Social Responsibility & Ethics in Marketing,.

#### **Unit-6**

Recent trends in E – Marketing, E – Commerce, Rural Marketing, Social media marketing, Relationship marketing, Green Marketing and Social Responsibility Marketing.

#### **Text and Reference Books-**

1. Principles of Marketing, Philip Kotler, Pearson, 14th edition.
2. Marketing Management, Rajan Saxena, TMH, 3rd edition.
3. Marketing Management , Namakumari , Macmillan, 4th edition

<b>BBA 203: Quantitative Decision Making</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

### **Course Objectives:**

The basic objective of this course is to provide students an understanding of concepts of business statistics and to acquaint the students with necessary statistical and techniques to be used in business decision-making processes.

### **Course Outcomes:**

- CO1      Acquiring the knowledge about the applications of Statistics in Business and Management
- CO2      To explain basic methods of business statistics which are immensely useful for economical problems.
- CO3      To solve problems in the areas of measures of central tendency, variation, significance of measuring variation.
- CO4      To discern effects of various types and methods of correlation and regression
- CO5      To connect acquired knowledge and skills with real life problems in economic practice
- CO6      Understanding the basic idea of the time series analysis and index numbers in business

### **Course Content -**

#### **Unit-1**

Definitions of Statistics. Scope in Business and Management, Limitations of Statistics. Classification of data (Geographical, Chronological, Qualitative, Quantitative), Formation of Frequency distributions (discrete and continuous data), Diagrams (Bar, rectangles, squares, circles, pie, Pictograms and cartograms), Graphs (Histogram, Frequency polygon, Smoothed frequency curve, Cumulative Frequency curves or Ogives).

#### **Unit-2**

Measures of Central Tendency- Characteristics of a Good Average, Arithmetic mean, merits and limitations of arithmetic mean, Weighted arithmetic mean, Median, merits and limitations of median, Quartiles, Deciles and Percentiles, Mode, merits and limitations of mode, Geometric mean and its applications. , Harmonic mean, its applications, merits and limitations.

### **Unit-3**

Measures of Variation – Significance of measuring variation, properties of a good measure of variation. Absolute and Relative measures of variation. Range, Quartile deviation, Average Deviation, The Standard Deviation, Coefficient of Variation. Moments, Measures of Skewness and Kurtosis.

### **Unit-4**

Index Numbers: Uses, Price and quantity Index numbers, Simple Index numbers, Simple average of price relatives, weighted relative price index numbers, Laspeyres and Paasche, Bowley's, Marshall-Edgeworth's and Fisher's index numbers). Time reversal, Factor reversal and Circular tests. Chain index numbers.

### **Unit-5**

Correlation and Regression- Scatter Diagram, Karl Pearson's Coefficient of Correlation and its properties, Correlation of bi-variate grouped data. Rank Correlation Coefficient. Method of least squares, Regression lines, Regression Equations, Regression Coefficients and its properties.

### **Unit-6**

Time series - Components of Time series, measurements of secular trend (Freehand, semi averages, moving averages, least squares).

### **Text and Reference Books-**

1. Business Statistics, Gupta, S.P. & Gupta, M.P., Sultan Chand & Sons, Delhi, 10th edition.
2. Introduction to Statistical Methods, Gupta, C.B. & Gupta Vijay: 23rd Revised Edition, Vikas Publishing House Pvt. Limited, 10th edition.
3. Business Statistics, Beri, G.C., Tata McGraw Hill Education Private Limited, New Delhi, 3rd Edition.

<b>BBA204:Corporate Law</b>	
<b>Teaching Scheme</b> Lectures:3hrs/Week Tutorials:1hr/Week  Credits:4	<b>Examination Scheme</b> Class Test-12Marks Teachers Assessment - 6Marks Attendance – 12 Marks EndSemesterExam–70marks

### **CourseObjectives:**

1.The objective of the courseistoimpartbasicknowledgeoftheprovisionsofthe Companies Laws and the Depository Laws.
2.To understandtheformation,managementandotheractivityofthecompanies.
3.To introduce to the students the enuance of corporate law and the obligation of it towards society in discharging its trade relations and to be a good corporate citizen.
4.To inform the students about the elementary ideas and the logic of the corporate law.

### **DetailedSyllabus**

<b>Unit-1</b>  Company – Definition, Meaning, Nature and its Characteristics, Corporate Personality: Kindsof Company, Promotion and Incorporation of Companies.
<b>Unit-2</b>  Memorandum of Association, Articles of Association, Prospectus, Doctrine of Constructive Notice, Indoor Management and Ultra virus. .
<b>Unit-3</b>  Shares, Share Capital, Members, Shares - Transfer and Transmission, Directors-Managing Director, Whole Time Director.
<b>Unit-4</b>  Capital Management-Borrowing powers, mortgages and charges, debentures, Company Shareholders Meetings-kinds quorum, voting resolutions, proxy, minutes of the meeting.
<b>Unit-5</b>  Majority Powers and minority Rights, Prevention of oppression and mismanagement, winding up-Kinds and Conduct. <u>Definition of Auditor, Qualification, Rights &amp; Duties of Auditor.</u>
<b>Unit-6</b>  One Person Company (OPC), Small Company, Postal Ballot, Small Shareholders on Board, Director Identity Number (DIN), Corporate Identity Number (CIN), Online Filing of Documents, Online Registration of Company, Insolvency and Bankruptcy Code (IBC).

**Text and Reference Books-**

1. Grower L.C.B. Principles of Modern Company Law, Stevens & Sons, London
2. Ramaiya A. Guide to the Companies Act. Wadhwa & Co., Nagpur
3. Singh, Avtar Company Law, Eastern Book Co., Lucknow
4. Kuchal, M.C. Modern Indian Company Law, Sri Mahavir Books, Noida
5. Kapoor, N.D. Company Law- Incorporating the Provisions of the Companies Amendment Act, 2000, Sultan & sons

**Course Outcomes:**

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| 1. Apply principles of corporate law in a rigorous and principled manner.  |
| 2. Apply corporate law to generate solutions to complex legal problems, and critique the operation of corporate law from a policy perspective. |
| 3. Exercise appropriate strategic professional judgment in the resolution of a corporate law problem in an academic environment.               |
| 4. Reflect on individual ability to effectively undertake work as a member of a team, and use that reflection to inform improvement.           |



<b>BBA 205: Banking and Business Environment</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

### **Course Objectives:**

The objective of the course is to provide conceptual understanding on Business environment and banking environment with special reference to Indian context and develop skills required for planning in financial sector.

### **Course Outcomes:**

- CO1:** To gain an understanding of the basic concepts of business and economic environments.
- CO2:** To understand the political, legal, and social factors affecting business.
- CO3:** To develop knowledge of MNCs, globalization, and foreign collaborations.
- CO4:** To explain the forms and evolution of money and understand modern digital banking systems.
- CO5:** To analyze the working of monetary policy and the role of the RBI.
- CO6:** To understand the Indian banking structure and recent reforms.

### **Course Content –**

#### **Unit – 1: Business and Economic Environment**

Concept, significance, and nature of the business environment; Elements of environment – internal and external; Environmental scanning and monitoring: meaning and techniques; Economic environment: significance and components; Impact of economic reforms and liberalization on Indian business.

#### **Unit 2: Political, Legal, Social, and Technological Environment**

Political environment: Government-business interface; policies like Digital India, Start-Up India, and Make in India

Legal environment: Overview of key business laws – Competition Act, FEMA, Consumer Protection Act, Data Protection Act

Social environment: Meaning, scope, and corporate social responsibility (CSR), ESG in business

Technological environment: Technology transfer, R&D policy in India, and emerging technologies like AI in banking and FinTech.

### **Unit – 3: Global Business and MNCs**

Multinational Corporations (MNCs): Definition, role, and impact on Indian economy  
Foreign collaborations and Indian business; Global competitiveness and India's position; Trends in FDI and government policy support (PLI Scheme); Mergers and acquisitions: Indian and global context.

### **Unit – 4: Money and Digital Banking**

Meaning, functions, and classification of money; Evolution of the monetary system in India; Introduction to Digital Banking and its significance in modern finance;  
Types of digital banking: Internet Banking, Mobile Banking, UPI, NEFT, RTGS, IMPS, Wallets; RBI's Digital Currency (e₹): Objectives and scope; Cyber security challenges in digital banking and regulatory safeguards.

### **Unit – 5: Monetary Policy and Central Banking in India**

Objectives and instruments of monetary policy (Repo, Reverse Repo, CRR, SLR, MSF, etc.); Role of monetary policy in economic stability and inflation control; Current monetary policy trends and role of the MPC; Reserve Bank of India: Objectives, structure, and functions; RBI's initiatives in promoting financial inclusion and digital payments; Challenges faced by RBI in the modern financial landscape.

### **Unit - 6: Indian Banking System and Reforms**

Structure of Indian banking system: Public, Private, Foreign, RRBs, Cooperative Banks; Evolution and post-1991 reforms in banking; Recent bank mergers and structural changes; Financial inclusion: Jan Dhan Yojana, DBT, and Banking Correspondents; Payment Banks and Small Finance Banks: Purpose and regulations; Green banking and sustainable finance; Key challenges: NPAs, digital transformation, regulatory issues.

### **Text and Reference Books-**

- 1) Economic Environment of Business, Mishra SK & Puri V K, Himalaya Publishing House, 3<sup>rd</sup> Edition.
- 2) Business Environment Text and cases, Paul Justin Tata Mc Graw Hill, latest edition.
- 3) Business environment, Shaikh & Saleem, Pearson, 1<sup>st</sup> Edition
- 4) Business Environment, Suresh Bedi, Excel Books, 1<sup>st</sup> edition
- 5) Business Environment: Text and cases, Francis Cherunilam, Himalaya Publishing House, 8<sup>th</sup> Edition.
- 6) Money, Banking, Trade and Finance, KPM Sundaram; Sultan Chand & Sons, 2006
- 7) Banking and Foreign Exchange, ML Seth; Money, Sultan Chand & Sons, eighth edition, 2008
- 8) Ramesh Singh – Indian Economy
- 9) RBI Publications and Reports, Economic Survey, and Union Budget Highlights
- 10) Bharti V. Pathak – Indian Financial System: Markets, Institutions and Services, Pearson.

## **BBA 222: MS- Office for Managers**

<b>Teaching Scheme</b> Lectures: 2 hrs/Week Lab: 2 hrs/Week  Credits: 4	<b>Examination Scheme</b> Class Test -6 Marks Teachers Assessment – 3 Marks Attendance – 6 Marks End Semester Exam – 50 marks Practical Lab – 50 Marks
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### **Course Objectives:**

The course aims at imparting basic knowledge of computers and its use in business, education and society. It introduces the fundamentals of computing devices and reinforces computer vocabulary, particularly with respect to personal use of computer hardware and software, the Internet, networking and mobile computing. It also provides hands-on use of Microsoft Office applications Word, Excel, Access and PowerPoint.

### **Course Outcomes:**

Upon completion of this course, the student will be able to apply technical knowledge and perform specific technical skills, including:

**CO1.** Describe the usage of computers and why computers are essential components in business and society as well as introduction of operating system.

**CO2.** Solve common business problems using appropriate Information Technology applications and systems using MS Word.

**CO3.** Utilize the role of MS Excel in business and education.

**CO4.** Solve common educational problems using appropriate Information Technology applications and systems using MS PowerPoint.

**CO5.** Utilize the MS Outlook as well as organize the inbox and message scheduling.

**CO6.** Organize and work with internet standards, search engines.

### **Detailed Syllabus**

<b>Unit-1</b> <b>Introduction of Computer Basics:</b> Introduction of Computer, Creating Folder, Directories, Input and Output devices, Central Processing Units, Hardware and Software, Operating System, Functions of Operating Systems. <b>Working with Windows Operating System:</b> Introduction, The Desktop, Structure of Windows, Windows Explorer, File and Folder Operations, The Search, The Recycle Bin. <b>MS-Office:</b> Introduction to MS-Office
<b>Unit-2</b> <b>MS-Word:</b> Creating, editing, saving and printing text documents, Font and paragraph formatting, Simple character formatting, inserting tables, smart art, page breaks, using lists and styles, working with images, Using Spelling and Grammar check, Understanding document properties, Mail Merge.
<b>Unit-3</b> <b>MS-Excel:</b> Introduction, Starting MS-Excel, Creating, editing, saving and printing spreadsheets, working with functions & formulas, modifying worksheets with color & auto formats, graphically representing data: Charts & Graphs, Formatting worksheets

**Unit-4**

**MS-Power Point:** Introduction of MS-PowerPoint, Basic concept of presentation software. Standard toolbar, formatting toolbar, and drawing toolbars in Power Point and their use. Creating and opening a presentation. Use of slide sorter, adding header/footer. Use of animation features. Inserting pictures, resizing pictures, Adding custom animation.

**Unit-5**

**Microsoft Outlook:** Send and receive email messages, attach files and Outlook items to messages, display messages and message attachments, Display message participant information.

**Organize Inbox:** Display and manage conversations, Arrange messages by specific attributes

**Manage scheduling:** Schedule appointments and events, Schedule and change meetings.

**Unit-6**

**Internet:** Introduction of Internet, Receiving Incoming Messages, Sending Outgoing Messages, Email addressing, Email attachments, Browsing, Search engines, Text chatting, Job Searching, downloading video and Music, Uploading Video or Music, Voice chatting, Webcam Chatting, Introduction to Blogging.

**Text and Reference Books**

1. Computer Fundamentals, P.K. Sinha, BPB Publication, November, 2004.
2. Computer Fundamental and Concepts, V. Raja Raman, PHI, 4 th Edition, January 2010.
3. Go! With Microsoft Office 2013, Shelly Gaskin et.al., Volume 1, 1st Edition