



Evaluation Scheme & Syllabus
Of
Bachelor of Business Administration
(B.B.A)
(W.e.f. Academic Session 2020-21)

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.
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STUDY AND EVALUATION SCHEME
BBA (Bachelor of Business Administration)
(Effective from session 2020-2021)

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	Business Mathematics	CC 3	3	1	0	30	70	100	4
BBA104	Accounting and Financial Analysis	CC 4	3	1	0	30	70	100	4
BBA 111	Human Values & Business Ethics	AECC	2	0	0	15	35	50	2
BBA 113	Business Law	GE	3	1	0	30	70	100	4
Total			17	5	0	165	385	550	22

YEAR I, SEMESTER II

Course Code	Course Title	Course Category	Hours			EVALUATION SCHEME		SUBJECT TOTAL	CREDIT
BBA201	Indian Economy	CC 5	3	1	0	30	70	100	4
BBA202	Environmental Science	AECC	2	0	0	15	35	50	2
BBA203	Quantitative Decision Making	CC 6	3	1	0	30	70	100	4
BBA204	Marketing Management	CC 7	3	1	0	30	70	100	4
BBA205	Organizational Behaviour	CC 8	3	1	0	30	70	100	4
BBA*	MS Office for Managers	SEC	2	0	2	50	50	100	4
Total			16	4	2	165	365	550	22

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

YEAR II, SEMESTER III

Course Code	Course Title	Course Category	Hours			EVALUATION SCHEME		SUBJECT TOTAL	CREDIT
BBA301	Economics for Managers	CC 9	3	1	0	30	70	100	4
BBA302	Banking & Business Environment	CC 10	3	1	0	30	70	100	4
BBA303	Cost & Management Accounting	CC 11	3	1	0	30	70	100	4
BBA304	Human Resource Management	CC 12	3	1	0	30	70	100	4
BBA**	GE 3	GE	3	1	0	30	70	100	4
BBA**	GE 4	GE	3	1	0	30	70	100	4
Total			18	6	0	180	420	600	24

YEAR II, SEMESTER IV

Course Code	Course Title	Course Category	Hours			EVALUATION SCHEME		SUBJECT TOTAL	CREDIT
BBA401	Operations Research	CC 13	3	1	0	30	70	100	4
BBA402	Consumer Behavior	CC 14	3	1	0	30	70	100	4
BBA403	Financial Management	CC 15	3	1	0	30	70	100	4
BBA404	International Business	CC 16	3	1	0	30	70	100	4
BBA405	Research Methodology	CC 17	3	1	0	30	70	100	4
BBA406	Income Tax Law & Practices	CC 18	3	1	0	30	70	100	4
BBA495	Industry Readiness	AECC	0	0	2	15	35	50	2
Total			18	6	2	180	470	650	26

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

***After this semester will undergo one month compulsory Internship.**

YEAR III, SEMESTER V

Course Code	Course Title	Course Category	Hours			EVALUATION SCHEME		SUBJECT TOTAL	CREDIT
BBA501	Business Policy	CC 19	3	1	0	30	70	100	4
BBA*	SEC 2	SEC	3	1	0	30	70	100	4
BBA595	Summer Internship Project & Viva	AECC	0	0	0	30	70	100	4
BBA***	Specialization 1	DSE 1	3	1	0	30	70	100	4
BBA***	Specialization 2	DSE 2	3	1	0	30	70	100	4
BBA***	Specialization 1	DSE 3	3	1	0	30	70	100	4
BBA***	Specialization 2	DSE 4	3	1	0	30	70	100	4
Total			18	6	0	210	490	700	28

YEAR III, SEMESTER VI

Course Code	Course Title	Course Category	Hours			EVALUATION SCHEME		SUBJECT TOTAL	CREDIT
BBA601	Logistics & Productions Management	CC 20	3	1	0	30	70	100	4
BBA*	SEC 3	SEC	3	1	0	30	70	100	4
BBA695	Project Work & Viva	AECC	0	0	2	30	70	100	4
BBA***	Specialization 3	DSE 5	3	1	0	30	70	100	4
BBA***	Specialization 4	DSE 6	3	1	0	30	70	100	4
BBA***	Specialization 3	DSE 7	3	1	0	30	70	100	4
BBA***	Specialization 4	DSE 8	3	1	0	30	70	100	4
Total			18	6	2	210	490	700	28

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

BBA* represents **Specialization Papers from Specialization Group**

Discipline Specific Specializations (DSE)

DISCIPLINE SPECIFIC ELECTIVE – MARKETING

COURSE CODE	SUBJECTS	COURSE CATEGORY	HOURS			EVALUATION SCHEME		SUBJECT TOTAL	CREDIT
			L	T	P	CA	EE		
BBA511	Service Marketing	DSE	3	1	0	30	70	100	4
BBA512	Sales & Distribution Management	DSE	3	1	0	30	70	100	4
BBA513	Customer Relationship Management	DSE	3	1	0	30	70	100	4
BBA514	Advertisement Management	DSE	3	1	0	30	70	100	4

DISCIPLINE SPECIFIC ELECTIVE – FINANCE

COURSE CODE	SUBJECTS	COURSE CATEGORY	HOURS			EVALUATION SCHEME		SUBJECT TOTAL	CREDIT
			L	T	P	CA	EE		
BBA521	Indian Financial Management	DSE	3	1	0	30	70	100	4
BBA522	Fundamentals of Stock Market	DSE	3	1	0	30	70	100	4
BBA523	Working Capital Management	DSE	3	1	0	30	70	100	4
BBA524	Banking & Insurance	DSE	3	1	0	30	70	100	4

DISCIPLINE SPECIFIC ELECTIVE – HUMAN RESOURCE

COURSE CODE	SUBJECTS	COURSE CATEGORY	HOURS			EVALUATION SCHEME		SUBJECT TOTAL	CREDIT
			L	T	P	CA	EE		
BBA531	Cross Cultural Management	DSE	3	1	0	30	70	100	4
BBA532	Performance Management	DSE	3	1	0	30	70	100	4
BBA533	Recruitment & Selection	DSE	3	1	0	30	70	100	4
BBA534	Conflict Management	DSE	3	1	0	30	70	100	4

DISCIPLINE SPECIFIC ELECTIVE – HOSPITALITY & TOURISM MANAGEMENT

COURSE CODE	SUBJECTS	COURSE CATEGORY	HOURS			EVALUATION SCHEME		SUBJECT TOTAL	CREDIT
			L	T	P	CA	EE		
BBA541	Emerging Trends in Hospitality Industry	DSE	3	1	0	30	70	100	4
BBA542	Legal & Social Practices in Hospitality	DSE	3	1	0	30	70	100	4
BBA543	Hospitality Marketing & Sales	DSE	3	1	0	30	70	100	4
BBA544	Strategic Hospitality Management	DSE	3	1	0	30	70	100	4

DISCIPLINE SPECIFIC ELECTIVE – MARKETING (MKTG.)

COURSE CODE	SUBJECTS	COURSE CATEGORY	HOURS			EVALUATION SCHEME		SUBJECT TOTAL	CREDIT
			L	T	P	CA	EE		
BBA611	Rural Marketing	DSE	3	1	0	30	70	100	4
BBA612	Retail Management	DSE	3	1	0	30	70	100	4
BBA613	International Marketing	DSE	3	1	0	30	70	100	4
BBA614	Product & Brand Management	DSE	3	1	0	30	70	100	4

DISCIPLINE SPECIFIC ELECTIVE – FINANCE

COURSE CODE	SUBJECTS	COURSE CATEGORY	HOURS			EVALUATION SCHEME		SUBJECT TOTAL	CREDIT
			L	T	P	CA	EE		
BBA621	Goods & Services Tax (GST)	DSE	3	1	0	30	70	100	4
BBA622	Security & Investment Management	DSE	3	1	0	30	70	100	4
BBA623	Marketing of Financial Products	DSE	3	1	0	30	70	100	4
BBA624	Personal Finance Planning	DSE	3	1	0	30	70	100	4

DISCIPLINE SPECIFIC ELECTIVE – HUMAN RESOURCE (HR)

COURSE CODE	SUBJECTS	COURSE CATEGORY	HOURS			EVALUATION SCHEME		SUBJECT TOTAL	CREDIT
			L	T	P	CA	EE		
BBA631	Industrial Relations	DSE	3	1	0	30	70	100	4
BBA632	Organizational Development & Change	DSE	3	1	0	30	70	100	4
BBA633	Compensation & Reward Management	DSE	3	1	0	30	70	100	4
BBA634	International HRM	DSE	3	1	0	30	70	100	4
DISCIPLINE SPECIFIC ELECTIVE – HOSPITALITY & TOURISM MANAGEMENT									
COURSE CODE	SUBJECTS	COURSE CATEGORY	HOURS			EVALUATION SCHEME		SUBJECT TOTAL	CREDIT
			L	T	P	CA	EE		
BBA641	Tourism & Travel Management	DSE	3	1	0	30	70	100	4
BBA642	Hotel & Catering Management	DSE	3	1	0	30	70	100	4
BBA643	Leisure Management	DSE	3	1	0	30	70	100	4
BBA644	Health & Wellness Management	DSE	3	1	0	30	70	100	4

LIST OF SKILL ENHANCEMENT COURSE (SEC)	
SEC 1 (BBA 222)	MS- Office for Managers

SEC 1 (BBA 223)	Computer Fundamentals
SEC 2 (BBA 555)	E- Commerce
SEC 2 (BBA 556)	Hacking and Cyber Security
SEC 3 (BBA 666)	Fundamental of Digital Marketing
SEC 3 (BBA 667)	Business Documentation

LIST OF GENRIC ELECTIVES (GE)	
GE1 (BBA 111)	Human Values & Business Ethics
GE 1 (BBA 112)	Basics of Management
GE 2 (BBA 113)	Business Law
GE 2 (BBA 114)	Fundamental of Marketing
GE3 (BBA 331)	Indian Social Issues
GE 3 (BBA 332)	Fundamental of Finance
GE 4 (BBA 333)	Family Business & Entrepreneurship Management
GE 4 (BBA 334)	Fundamental of Human Resource Management

LIST OF ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)			
AECC BBA202	Environmental Science		
AECC BBA495	Industry Readiness		
AECC BBA595	Summer Internship Project & Viva		
AECC BBA695	Project work & Viva		

* Represents students can choose subject from SEC List.

** Represents students can choose subject from GE List.

*** Represents students can choose subject from DSE List.

Detailed Syllabus

YEAR I, SEMESTER I

BBA 101: Fundamentals of Management	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12 Marks Teachers Assessment - 6 Marks 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-1

Management: Concept, Nature, Scope and Importance, Management: Art and Science, As a Profession, Management Vs Administration, Management Skills, Managerial Roles and Levels of Management, Evolution and Development of Management Thought: Contribution of Taylor, Fayol and Weber, Social System and Decision Theory Approach.

Unit-2

Planning: Nature, Scope & Objectives; Types of plans; planning process; Business forecasting and Planning Premises; MBO: Concept and Process, Techniques and Process of decision-making.

Unit-3

Organizing: Concept, Importance and Principles, types of organization, Formal and Informal Organizational Structure, Departmentation, Span of Control, Delegation of Authority, Authority and Responsibility, Decentralization and centralization, departmentation: concept and types

Unit-4

Staffing: Concept introduction, Manpower Planning, Job Design, Recruitment & Selection,

Training and Development, Directing: Concept, Importance, Techniques of directing; concept and importance. Direction & supervision, role of supervisor, techniques of directing.

Unit-5

Nature and Scope of Co-ordination, Principles, Techniques and Barriers to Co-ordination, Leadership: Concept, Importance & Leadership Styles.

Unit-6

Controlling: Concept, Process, Principles & Techniques of Controlling, Types of Control, Effective control system.

Text and Reference Books-

1. Essentials of Management, Harold Koontz and Heinz Weihrich; Tata McGraw-Hill, 1998.
2. Essentials of Management, Joseph L Massie; Prentice Hall of India, Pearson, 4th Edition, 2003
3. Management, Stoner, Freeman, Gilbert; Pearson Education, 4th Edition.
4. Management Concepts, Principles and Cases, Ghunman and K. Aswathappa; Tata McGraw-Hill 1st Edition
5. Principle of Management, L.M.Prasad; Sultan Chand and Sons Revised Edition, 2006, 2005.

BBA 102: Principles of Economics	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12 Marks Teachers Assessment - 6 Marks 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 microeconomics.
- 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

Definition, Nature, Scope and Limitations of Economics. Economics is an art or science and Relevance of Economics in Business Management.

Unit-2

- 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

Utility Analysis: Marginal Theory of Utilities and Equi-marginal theory of Utility, Indifference Curve analysis, Consumer equilibrium and Consumer Surplus, Price, Income and Substitution Effect.

Unit-4

- a) Cost Concept and Analysis: Relationship between TC, AC and MC Short Run and Long Run Cost Curves.

- b) Theory of Production: Production Concept, Production function, Single Variable Law of Proportions, Two Variable Law of Return to scale. Iso-quant Curves.

Unit-5

Market Structure: Nature of market, Types of Markets and their characteristics under different market structure - Perfect Competition, monopoly, monopolistic competition and oligopoly. Price discrimination under monopoly.

Unit-6

National Income: Meaning, components and methods of measurement.

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

Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12 Marks Teachers Assessment - 6 Marks Attendance – 12 Marks End Semester Exam – 70 marks
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Course Objectives:

To familiarize the students with the basic mathematical tools with emphasis on applications to business and economic situations.

Course Outcomes:

- CO1:** Explain the concepts and use equations, formulae, and mathematical expressions and relationships in a variety of contexts.
- CO2:** To understand the basic concept of mathematical functions and operations of set and matrix
- CO3:** Understand the concept of different compounding situations in business and use to calculate EMI
- CO4:** Apply the knowledge in mathematics (algebra, matrices, calculus) in solving business problems.
- CO5:** Analyze and demonstrate mathematical skills required in mathematically intensive areas in Economics and business
- CO6:** Understand the concept of stock exchange and to calculate marginal cost, total cost, and dividend

Course Content -

Unit-1

Ratio & Proportion, Profit & Loss, Percentage, Simple & Compound Interest.

Unit-2

Introduction and Properties of Real Numbers; Definition and Application of different type of Functions (Linear and Quadratic) in Economics and Commerce; Concepts of Factorial, Permutations & Combinations; Simple Arithmetic and Geometric Progression; Concepts of Mathematical Induction.

Unit-3

Sets & Subsets, Algebra of Sets, Set Operations, De Morgan's Law, Cartesian Product of Two Sets, Application of Set Theory.

Unit-4

Definition and Types of Matrix; Algebra of Matrices; Transpose, Ad joint and Inverse of a Matrix; Determinants of Rational Numbers up to Third Order; Applications of Matrix in Business

Problem.

Unit-5

Limits and Derivatives of Function (Only Algebraic Function); Derivatives of Sum, Difference, Product and Quotient; Application of Derivatives in Economics and Managerial Problems.

Unit-6

Basics of Integration; Integration by Parts; Simple Definite Integrates; Applications of Integration in Business Problem.

Text and Reference Books-

1. Business Mathematics: D. C. Sancheti and V. K. Kapoor Sultan Chand & Sons 2010.
2. Mathematics for Management: M. Raghvachari Tata Mc Graw Hill Latest Edition.
3. Business Mathematics and Statistics: R. K. Ghosh and S. Saha New Central Book Agency, 2005.

BBA 104: Accounting and Financial Analysis

Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12 Marks Teachers Assessment - 6 Marks Attendance – 12 Marks End Semester Exam – 70 marks
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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. Accounting Equation.

Unit-2

Mechanics of Accounting: Double entry system of accounting, journalizing of transactions; Reserves and Provisions, Depreciation Methods ,Preparation of final accounts of Sole Trader sand Companies, Profit & Loss Account, Profit & Loss Appropriation account and Balance Sheet.

Unit-3

Analysis of financial statement: Ratio Analysis- solvency ratios, profitability ratios, activity ratios, liquidity ratios, market capitalization ratios ; Common Size Statement ; Comparative Balance Sheet and Trend Analysis.

Unit-4

Funds Flow Statement: Meaning, Concept of Gross and Net Working Capital, Preparation of

Schedule of Changes in Working Capital, Preparation of Funds Flow Statement and its analysis.

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 1stEdition.
2. Financial Accounting for Management , Ramchandran&Kakani, Tata Mac Graw Hill,2ndEdition
3. An Introduction to Accountancy, Maheshwari S.N &Maheshwari S. K. VikasPublication, 9thEdition

YEAR I, SEMESTER II

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

Course Objectives:

The objective of this course is to help a student to understand Indian economic problems in the light of relevant economic policies and in a comparative perspective that enable the students to understand the evolution of Indian economy, its institutional framework and planning policy.

Course Outcomes:

- CO1:** To recognize the concept of Economy, economic growth and development
- CO2:** To understand the concept of economics resources and its measures
- CO3:** To recognize the importance of development strategies in the economy
- CO4:** To understand the economic scenario of Pre liberalization era
- CO5:** To recognize the concept and importance of Foreign trade in Indian economy.
- CO6:** To understand the economic scenario after liberalization

Course Content -

Unit-1

Meaning & parameters of an economy, Meaning and types of economic systems, Characteristics of Indian economy at the time of independence. Economic growth & development. Factors affecting Economic development, HDI and Inclusive Growth.

Unit-2

An overview of Economic resources of India. Human resources of India, Concept of Population explosion & Problem of unemployment and poverty of India.

Unit-3

Evolution of priorities & development strategy since independence and role of planning in Indian economy. NITI Aayog : Objectives and Functions.

Unit-4

Indian economy (pre liberalization era): Restrictive & protective economy prior to 1991. New industrial policy, Current Industrial pattern and scenario.

Unit-5

Indian economy (Post liberalization era): Nature & salient features of reforms initiatives in 1991. Liberalization, privatization & Globalization: Meaning, objectives & effects of LPG reforms on Indian economy.

Unit-6

Foreign Trade: Meaning and Importance of foreign trade. India's foreign trade: composition and direction. Balance of payment: Meaning and Components and India's BOP: Current Scenario.

Text and Reference Books-

1. An Evolution of Indian Economy, I.C.Dhingra -NCERT: Sultan Chand & Co, Latest edition.
2. Indian Economy, Mishra & Puri, Himalaya, Students Edition.
3. Indian Economy, Dutt & Sundaram, S. Chand & Company, Delhi, latest edition.

BBA 202: Environmental Science

Teaching Scheme	Examination Scheme
Lectures: 1 hrs/Week	Class Test -6 Marks
Tutorials: 1 hr/Week	Teachers Assessment – 3 Marks
Credits: 2	Attendance – 6 Marks
	End Semester Exam – 50 marks

Course Objectives:

The objective of this course is to facilitate understanding of the conceptual framework of environment and its applications in making it conducive for living.

Course Outcomes:

- CO1:** Environmental knowledge: Apply the knowledge of science, fundamentals of natural resources, and specialization to the solution of complex problems affecting the environment
- CO 2:** Problem analysis: Identify, formulate, research literature, and analyze the impact of human activities and problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and environmental sciences.
- CO 3:** Design/development of solutions: Design solutions for complex environmental issues and problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
- CO4:** Conduct investigations of complex problems: Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions
- CO5:** Modern tool usage: Create, select, and apply appropriate techniques, resources, and modern tools including prediction and modeling to complex activities with an understanding of the limitations to sustain life and ecosystem
- CO6:** The engineer and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice

Course Content -

Unit-1

Definition, Scope & Importance, Need For Public Awareness- Environment definition, Eco system – Types & Factors of Ecosystem, Food chain, Food-web, Ecological pyramids, Laws of Thermodynamics, Energy flow, Trophic levels, Human activities – Food, Shelter, Economic and Social security. Effects of human activities on environment- Housing, Industry, Mining and Transportation activities

Unit-2

Natural Resources - Water Resources - Water borne diseases, Water induced diseases,. Mineral Resources, Forest Wealth, Material cycles- Carbon, Nitrogen and Water Cycle Energy – Different types of energy, Conventional and Non-Conventional sources – Hydro Electric, Fossil Fuel based, Nuclear, Solar, Biomass and Bio-gas. Hydrogen as an alternative future source of energy.

Unit-3

Environmental Pollution and their effects. Water pollution, Land pollution. Noise pollution, Public Health aspects, Air Pollution, Solid waste management.

Unit-4

Current Environmental Issues of Importance: Population Growth, prevention of AIDS & other communicative diseases, Climate Change and Global warming- Effects, Urbanization, Automobile pollution. Acid Rain, Ozone Layer depletion, Animal Husbandry.

Unit-5

Environmental Protection- Role of Government, Legal aspects, Initiatives by Non-governmental Organizations (NGO), Environmental Education, Women Education. Abuses of Child Labor.

Unit-6

Collection of data regarding incineration plants in Govt. & Private hospitals of the region. Project Reports- Air pollution area, water pollution area, noise pollution area, land pollution area. Projects regarding alternatives of fossil fuel.

Text and Reference Books-

1. Environmental Studies , Benny Joseph; Tata McgrawHill,2005
2. Environmental Studies, Dr. D.L. Manjunath; Pearson Education-2006
3. Environmental studies, R. Rajagopalan; Oxford Publication – 2005
4. Text book of Environmental Science & Technology, M. Anji Reddy, BS Publication.

BBA 203: Quantitative Decision Making

Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12 Marks Teachers Assessment - 6 Marks Attendance – 12 Marks End Semester Exam – 70 marks
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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, The Average Deviation, The Standard Deviation, Coefficient of Variation. Moments, Measures of Skewness and Kurtosis.

Unit-4

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-5

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

Unit-6

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.

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, NewDelhi, 3rd Edition.

BBA 204: Marketing Management

Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12 Marks Teachers Assessment - 6 Marks Attendance – 12 Marks End Semester Exam – 70 marks
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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
- CO2:** To understand the various methods Marketing Environment.
- CO3:** 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 - Meaning, Importance of Marketing, Core Concept of Marketing, Marketing vs Selling, Marketing Process, Holistic marketing; Marketing mix, Relevance of marketing in a developing economy

Unit-2

Marketing Environment, Analysis of Micro and Macro Environmental factors, Market Research: importance, process and scope,

Unit-3

Market Segmentation, Basis for market segmentation; Market Targeting: concept, types, Product/Service positioning; Importance of STP in marketing.

Unit-4

Consumer Behavior- introduction, importance & process; Marketing Mix Decisions: Product decisions- New Product Development, Product mix, PLC, Branding and Packaging.

Unit-5

Pricing – meaning, Factor affecting price, Pricing objective, Pricing methods; Channels of Distribution – Characteristics, Importance, Selection, Types of channels, Promotion: Promotion mix, Advertising, Publicity, Sales promotion, Personal selling.

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

BBA 205: Organizational Behavior

Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12 Marks Teachers Assessment - 6 Marks Attendance – 12 Marks End Semester Exam – 70 marks
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Course Objectives:

Organizational behaviour as a syllabus help to enable students to describe how people behave under different conditions and understand why people behave as they do; to provide the students to analyse specific strategic human resources demands for future action; to enable students to synthesize related information and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behaviour and improve results.

Course Outcomes:

- CO1:** It help to understand the role of individual a micro & macro level
- CO2:** It helps to understand the functioning of organization & its effects on individual behavior.
- CO3:** Organizational Behavior help to apply various psychological variables.
- CO4:** It helps to minimize dispute at all level.
- CO5:** It creates a sense of empathy.
- CO6:** Comprehending the nature, functioning and design of organizations as social collectives

Course Content -

Unit-1

Introduction: Concept, nature, scope and importance of Organizational Behavior. Its interdisciplinary nature. Individual and group behavior. Emerging Challenges in OB.

Unit-2

Perception: Definition and importance of perception, Perceptual process, **Attitude:** Concept of Attitude, Attitude and behavior, attitude formation, factors determining attitude formation, Attitude measurement

Unit-3

Motivation: Importance of Motivation. Theories of motivation – Maslow's, Herzberg's, McClelland's Expectancy theory Merits and demerits, **learning:** Principles of learning. Factors in Human learning Theories of Learning

Unit-4

Inter-personal behaviour: Importance of inter-personal relationships in organisations. Transactional analysis and its applications in organizations, Johari Window **Group Dynamics & Group Cohesiveness:** Concept of Groups & team. Types of Groups, Stages of Group Development, Group norms and roles, Leadership: concept of leadership, skills and styles and importance of leadership, Leadership theories, leader vs Boss, Indian leadership style and western leadership style in Business organization.

Unit-5

Conflict and Change: Meaning and Process of conflict, causes, sources, consequences of conflict, conflict resolution strategies. Types of change, identification of the problem and implementation of change, resistance to change, overcoming resistance to change.

Unit-6

Organizational Effectiveness: 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.

LIST OF GENRIC ELECTIVES (GE)*

BBA 111: Human Values and Business Ethics	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12 Marks Teachers Assessment - 6 Marks Attendance – 12 Marks End Semester Exam – 70 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, Sailent 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

BBA 113: Business Law

Teaching Scheme	Examination Scheme
Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Class Test -12 Marks Teachers Assessment - 6 Marks 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, effect of technology on communication of contractual relations, cross offer and Counter offer, general and specifically offer. (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 of one party and both party on the enforcement of contract) Unlawful objects, agreements Without consideration and their exceptions, Agreements specially declared void by the Act.

Unit-2

Contingent contract-meaning with illustrations, impossible agreement and contract, Novation of contract, Doctrine of unjust enrichment with the help of quasi contract, (satyabrata vs. mugneeram case).

Unit-3

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

Unit-4

Contract of indemnity, contract of guarantee, difference between indemnity and guarantee, Features of 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, relation between principal and agent, determination of agency.

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 his rights and liabilities, incoming and outdoor partner, effect of non registration of the firm, dissolution of the firm.

Unit-6

The Sale of Goods Act: Essential elements of sale of goods contract, difference of sale and agreement to sell, conditions and warranty, principle of Nemo debet quod non habet, risk prima facie passes with property, rights of unpaid seller –right of lien, termination of lien, right to stop in transit, its commencement and end Doctrine of caveat emptor and its exceptions.

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, Tulsiyan P.C; Tata Mc Graw Hill, 2nd Edition, 2000.
4. Bare Acts – The Indian Contract Act-1872, the Sale of Goods Act, 1930, the Indian Partnership Act, 1932(BUSINESS LAW MANUAL).

LIST OF SKILL ENHANCEMENT COURSE (SEC)

BBA 222: MS- Office for Managers	
Teaching Scheme Lectures: 2 hrs/Week Tutorials: 2 hr/Week Credits: 4	Examination Scheme Class Test -6 Marks Teachers Assessment - 3Marks Attendance – 6 Marks End Semester Exam – 50 marks Practical Lab – 50 Marks

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 reinforce 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:

- 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 Power point
- CO5:** Utilize the MS Outlook as well as organize the inbox and message scheduling.
- CO6:** Organize and work with internet standards, search engines.

Course Content -

Unit-1

Introduction of Computer Basics: Introduction of Computer, Creating Folder, Directories, Input and Output devices, Central Processing Units, Hardware and Software, Operating System, Functions of Operating Systems. Working with Windows Operating System: Introduction, The Desktop, Structure of Windows, Windows Explorer, File and Folder Operations, The Search, The Recycle Bin. MS-Office: Introduction to MS-Office.

Unit-2

MS-Word: 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.

Unit-3

MS-Excel: 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