



DEPARTMENT OF BUSINESS ADMINISTRATION

Syllabus of
**Bachelor's Degree in
Business Administration
(BBA)**

**CHOICE BASED CREDIT SYSTEM
SEMESTER SCHEME
UNDER NEW EDUCATION POLICY 2020**

**Approved by the BOS meeting held on 15th November 2021
Approved by the Academic Council meeting, held on 10-12-2021**



BUSINESS ADMINISTRATION AS A DISCIPLINE

Preamble:

Business Administration as a discipline with a set of subjects, which focuses on development of knowledge components and skill sets of students to face competition & Challenges in the present global era of the business world. It is a branch of knowledge which is useful to develop entrepreneurs.

The papers taught in the semester are part of the course structure which is progressive in nature. From fundamentals to application of concepts is taught, assessed and evaluated.

Programme Objectives:

The objectives of BBA Programme are:

- To impart knowledge of the fundamentals of Management theory and its application in problem solving.
- Select and apply appropriate tools for decision making required for solving complex managerial problems.
- To develop problem-solving skills through experiential learning and innovative pedagogy to ensure utilization of knowledge in professional careers.
- To develop sound knowledge of the entrepreneurial process and inculcate creativity and innovation among students.
- To produce industry ready graduates have highest regard for Personal & Institutional Integrity, Social Responsibility, Teamwork and Continuous Learning.
- To develop a positive attitude and life skills to become a multi faceted personality with a sense of environmental consciousness and ethical values.



Programme Outcomes :

On successfully completing the program the student will be able to:

- Understand concepts and principles of management/business; identify the opportunities in the corporate environment and manage the challenges
- Demonstrate the knowledge of management science to solve complex corporate problems using limited resources. Display enhanced personality and soft skills
- Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- Demonstrate entrepreneurial competencies
- Exhibit managerial skills in the areas of marketing, finance, HR, etc.
- Identify business opportunities, design and implement innovations in the workspace.
- Possess a sturdy foundation for higher education



PAPER DESCRIPTION

Semester	Paper	Title
I	I	1. Management Principles & Practice (BBA 1.1) 2. Fundamentals of Business Accounting (BBA 1.2) 3. Marketing Management (BBA1.3) 4. A. Business Organization (BBA1.5) - OEC B. Office Organization & Management (BBA 1.5) -OEC
II	II	1. Corporate Accounting & Reporting (BBA 2.1) 2. Human Resource Management (BBA 2.2) 3. Business Environment (BBA 2.3) 4. A. People Management (BBA 2.3) - OEC B. Retail Management (BBA 2.3) - OEC

SCHEME OF EXAMINATION

Semester	Paper	Credits	Marks		
			IA	Sem End	Total
I	I	04(DSCC) 02(OEC)	40	60	100
II	II	04(DSCC) 02(OEC)	40	60	100



Structure of BBA Syllabus

First Semester BBA (Basic/Honors)							
Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SE E	CI E	Total Marks	Credits
Lang. 1.1	Language - I	AECC	3+1+0	60	40	100	3
Lang. 1.2	Language – II	AECC	3+1+0	60	40	100	3
BBA. 1.1	Management Principles & Practice	DSCC	4+0+0	60	40	100	4
BBA. 1.2	Fundamentals of Business Accounting	DSCC	3+0+2	60	40	100	4
BBA. 1.3	Marketing Management	DSCC	4+0+0	60	40	100	4
BBA. 1.4	Digital Fluency	SEC	1+0+2	30	20	50	2
BBA. 1.5	Business Organization / Office Organization and Management	O E C	3+0+0	60	40	100	3
BBA. 1.6	Health and Wellness +	SEC- VB	0+0+2	-	25	25	1
	Physical Education & Yoga		0+0+2	-	25	25	1
	Total			390	310	700	25
Second Semester BBA (Basic/Honors)							
Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T	SE E	CI E	Total Marks	Credits



			+P)				
Lang. 2.1	Language - I	AECC	3+1+0	60	40	100	3
Lang. 2.2	Language – II	AECC	3+1+0	60	40	100	3
BBA. 2.1	Corporate Accounting & Reporting	DSCC	3+0+2	60	40	100	4
BBA. 2.2	Human Resource Management	DSCC	4+0+0	60	40	100	4
BBA. 2.3	Business Environment	DSCC	4+0+0	60	40	100	4
BBA. 2.4	Environmental Studies	AECC	2+0+0	30	20	50	2
BBA. 2.5	People Management / Retail Management	O E C	3+0+0	60	40	100	3
BBA. 2.6	Physical Education- Sports	SEC-VB	0+0+2	-	25	25	1



BBA. 2.6	NCC/NSS/R&R(S&G) /Cultural	SEC- VB	0+0+2	-	25	25	1
	Total			390	310	700	25

Acronyms Expanded

AECC : Ability Enhancement Compulsory Course

DSC C : Discipline Specific Core (Course)

SEC : Skill Enhancement Course

SB/VB : Skill Based/Value Based

OEC : Open Elective Course

DSE : Discipline Specific Elective **SEE** :

Semester End Examination **CIE** : Continuous
Internal Evaluation

L+T+P : Lecture + Tutorial + Practical(s)

Note:

1. One Hour of Lecture is equal to 1 Credit.
2. One Hour of Tutorial is equal to 1 Credit (Except Languages).
3. Two Hours of Practical is equal to 1 Credit.

Practical Classes may be conducted in the Business Lab or in Computer Lab or in Class room depending on the requirement. One batch of students should not exceed half (i.e., 30 or less than 30 students) of the number of students in each class/section. 2 Hours of Practical Class is equal to 1 Hour of Teaching, however, whenever it is conducted for the entire class (i.e., more than 30 students) 2 Hours of Practical Class is equal to 2 Hours of Teaching

Pedagogy:

In addition to Conventional Time-Tested Lecture Method, the following



approaches may be adopted as and when found appropriate and required:

1. **Case Based Learning:** Practical exposure can be given to students through Case based learning/critical learning tools. It enhances the skills of students in analyzing organizational problems and learning to arrive at critical decisions. They learn to apply concepts, principles and analytical skills to solve real situation problems.
2. **Experiential/Live Projects/Grass Root Projects:** To bridge the gulf between the theory and practice, the students have to be encouraged to take up experiential projects/Live Projects/Grass Root Projects in companies/organizations/factories.
3. **Team Spirit and Building:** To internalize the core curriculum, working in teams and developing team spirit is essential. Interdisciplinary learning across outside the faculty would help students in equipping them with these skills.
4. **ICT enabled teaching with global touch:** With the use of modern ICT technology students' learning in classroom marches towards digitization. Getting connected to people through e-mode who are located all over the world and who bring real-time insights from their industries, their customers, happenings in their local place and environment.
5. **Leadership Building:** Apart from developing a strong background in the functional areas of Commerce and Business, the Model Curriculum focuses on developing New Age Leadership capabilities among the students.
6. **Emphasis on Indian Business Models:** Over the past two decades, several Indian Business domains and organizations have made remarkable contributions in developing innovative business models by occupying a space in the global business scenario. Academia can make use of such examples in pedagogy.



Continuous & Comprehensive Evaluation (CCE): The CCE will carry a maximum of 15% weightage (15 marks) of total marks of a course. Before the start of the academic session in each semester, a faculty member should choose for his/her course, minimum of five of the following assessment methods with three (3.0) marks each:

- i. Individual Assignments
- ii. Seminars/Classroom Presentations/ Quizzes
- iii. Group Discussions /Class Discussion/ Group Assignments
- iv. Case studies/Case lets
- v. Participatory & Industry-Integrated Learning/ Field visits
- vi. Practical activities / Problem Solving Exercises
- vii. Participation in Seminars/ Academic Events/Symposia, etc.
- viii. Mini Projects/Capstone Projects
- ix. Any other academic activity

b) **Internal Assessment Tests (IAT):** The IAT will carry a maximum of 25% weightage (25 marks) of total marks of a course, under this component, two tests will have to be conducted in a semester for 25 marks each and the same is to be scaled down to 25 marks.

c) In the case of 50 percent of CIE weightage courses, faculty members can choose assessment methods accordingly for the required marks as mentioned above.



BBA FIRST SEMESTER**Name of the Program:** Bachelor of Business Administration (BBA)**Course Code:** BBA 1.1**Name of the Course:** **MANAGEMENT PRINCIPLES & PRACTICE**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

Course Outcomes: On successful completion of the course, the Students will demonstrate

- The ability to understand concepts of business management, principles and function of management.
- The ability to explain the process of planning and decision making.
- The ability to create organization structures based on authority, task and responsibilities.
- The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.
- The ability to understand the requirements of a good control system and control techniques.

Module No. 1:**INTRODUCTION TO MANAGEMENT****(10 Hrs)**

Introduction –Meaning, Evolution of management thought, Pre-Scientific Management Era, Classical Management Era, Neo-Classical Management Era, Modern Management Era; Nature and Characteristics of Management - Scope and Functional areas of Management; Management as a Science, Art or Profession; Management and Administration; Principles of Management. Role of a Manager



Module No. 2:**PLANNING AND DECISION MAKING****(8 Hrs)**

Nature, Importance and Purpose of Planning - Planning Process; Objectives; Types of plans (Meaning); Decision making- Importance and steps; MBO and MBE (Meaning)

Module No. 3:**ORGANIZING AND STAFFING****(12Hrs)**

Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization - Departmentation, Committees; Centralization vs Decentralization of Authority and Responsibility, Span of Control; Nature and importance of Staffing ; Process of Staffing.

Module No. 4:**MOTIVATION & LEADERSHIP****(12Hrs)**

Meaning and Nature of Direction, Principles of Direction; Communication - Meaning and Importance, Communication Process, Barriers to Communication, Steps to overcome Communication Barriers, Types of Communication; Motivation theories – Maslow’s Need Hierarchy Theory, Herzberg’s Two Factor Theory, Mc. Gregor’s X and Y theory. Leadership – Meaning, Formal and Informal Leadership, Characteristics of Leadership; Leadership Styles – Autocratic Style, Democratic Style, Participative Style, Laissez Faire Leadership Styles, Transition Leadership, Charismatic Leadership Style.

Module No. 5:**COORDINATING AND CONTROLLING****(10 Hrs)**

Coordination–Meaning, Importance and Principles. Controlling–Meaning and steps in controlling, Essentials of Effective Control system, Techniques of Control (in brief). Knowledge Management (Meaning)



Module No. 6 :**Recent Trends in Management & Managerial Ethics****(4 Hrs)**

Management audit (concept) , SWOC, KAIZEN, TQM, ISO, MIS, Change Management(concept),
Managerial ethics and importance of ethics in workplace case studies

Skill Developments Activities:

- Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.
- Draw different types of Organization structure.
- Draw Control charts.

Books For Reference

1. Harold Koontz & Heinz Wehrich, Principles of management - Essentials of Management, Tata McGrawHill, 10th edition (2015)
2. K.S. Adiga, Principles of Management – Shubha Prakashana
3. L.M. Prasad, Principles and Practice of Management, Sultan Chand & Sons, 6th Edition, (2013)
4. T.N. Chhabra, Principles and Practice of Management, DhanpatRai& Co Publication, (2018)
5. V. S. P. Rao Principles and Practice of Management, Konark Publishers, 1996
6. V. S. P. Rao V Hari Krishna, Management: Text and Cases - Excel Publications (2005)



Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 1.2

Name of the Course: **FUNDAMENTALS OF BUSINESS ACCOUNTING**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

Course Outcomes: On successful completion of the course, the Students will demonstrate

- Understand the framework of accounting as well accounting standards.
- The Ability to pass journal entries and prepare ledger accounts
- The Ability to prepare subsidiaries books
- The Ability to prepare trial balance and final accounts of proprietary concern.
- Construct final accounts through application of zohaib.

Module No. 1:

INTRODUCTION TO FINANCIAL ACCOUNTING

Introduction – Meaning and Definition – Objectives of Accounting – Functions of Accounting
Users of Accounting Information Accounting Principles – Accounting Concepts and Accounting Conventions. Accounting Standards – objectives- significance of accounting standards. List of Indian Accounting Standards.

Module No. 2: Accounting Process

Accounting system— Kinds of Accounts – Rules - Transaction Analysis – Journal – Ledger- Posting-Balancing of Accounts-Preparation of Trial Balance

Module No. 3:

SUBSIDIARY BOOKS

Meaning – Significance – Types of Subsidiary Books –Preparation of Purchases Book, Sales Book,



Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book , Double Column Cash Book , Three Column Cash Book and Petty Cash Book(Problems only on Three Column Cash Book and Petty Cash Book),Adjustment of Cashbook and Bank Reconciliation statement

Module No. 4:

FINAL ACCOUNTS OF PROPRIETARY CONCERN

Preparation of Trading and Profit and Loss account and balance sheet of proprietary concern

Module No. 5:

ACCOUNTING INFORMATION SYSTEM

Accounting with zoho books/Tally

Skill Developments Activities:

1. List out the accounting concepts and conventions.
2. Prepare a Trial balance with imaginary figures
3. Collect the financial statement of a proprietary concern and record it.
4. Prepare a financial statement of an imaginary company using zoho books/Tally

Books For Reference

1. Arulanandam M.A. and Raman K.S, Advanced Accountancy,Himalaya Publishing House
2. Ashok Banerjee, Financial Accounting -a Managerial Emphasis,Excel Books
3. B.S. Raman, Accounting I, United Publishers2nd edition 2013
4. Dr. P.C. Tulsian, Financial Accounting- S Chand & Co
5. Dr. V.K. Goyal, Financial Accounting- Excel Books
6. K.S.N. Adiga, Accounting I, Shubhadri Books
7. Maheshwari S.N., Advanced Accountancy - Vikas Publishing House
8. R.L. Gupta, Principles and Practice of Accountancy, Sultan Chand & Sons
9. Shukla M.C. & T.S Grewal., Introduction to Accounting



Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 1.3

Name of the Course: **MARKETING MANAGEMENT**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

Course Outcomes: On successful completion of the course, the Students will demonstrate

- Understand the concepts and functions of marketing.
- Segment the market and understand the consumer behaviour
- Describe the 4 Ps of marketing and also strategize marketing mix
- Describe 7 Ps of service marketing mix.

Module No. 1: INTRODUCTION TO MARKETING

Meaning and definition of Market, marketing, Concepts of marketing, Market v/s Marketing, Marketing v/s Selling, Traditional marketing V/S Modern marketing, Significance of marketing, Marketing orientations, Marketing Management, Functions of marketing management, Role of Marketing manager, Marketing environment : meaning and types.

Module No. 2: MARKET SEGMENTATION AND CONSUMER BEHAVIOUR

Meaning and Definition, Bases of Market Segmentation, Requisites of Sound Market Segmentation; Consumer Behavior-Factors influencing Consumer Behavior; Buying Decision Process.

Module No. 3: MARKETING MIX

Meaning, Elements of Marketing Mix (Four P's)
Product Mix, Product Line, Product Lifecycle, New Product Development, Reasons for Failure of New Product, Branding, Packing and Packaging, Labeling,
Pricing – Objectives, Factors influencing Pricing Policy, Methods of Pricing;



Physical Distribution–Meaning, Factors affecting Channel Selection, Types of Marketing Channels.

Promotion – Meaning and Significance of Promotion, Personal Selling and Advertising, Public relations (Meaning)

Module No. 4: SERVICE MARKETING

Meaning and definition of services, difference between goods and services, features of services, seven P's of services marketing (concepts only).

Module No. 5: RECENT TRENDS IN MARKETING

Recent trends in Marketing-E- business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, social media marketing and E-tailing (Meaning).

Skill Developments Activities:

1. Two cases on the above syllabus should be analyzed and recorded in the skill development.
2. Prepare a chart for distribution networks for different products.

Books For Reference

Chandrashekhar K and PreethiKeerthi D' Souza, ModernMarketing: First Edition, United Agencies, Mangalore

K D Basava, Marketing management: VidyavahiniPrakashan Philip kotler and Kavin lane Keller, Marketing management:Pearson; 14 edition (2011)

R S N Pillaiand Bagavathi, Modern marketing principlesand practices:, S Chand & Company, (2010)

T N Chhabra& S K Grover,, Marketing Management :DhanpatRai& Co (P) Ltd

Tapan K Panda, Marketing ManagementText and casesIndiancontext: Excel Books India, 2009



BBA 1.4 – DIGITAL FLUENCY (SEC)			
Course Credits	02	Total Contact Hours	30
Internal Assessment Marks : 20		Semester End Examination Marks : 30	

Common Syllabus for all UG Programmes



Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 1.5(OEC)

Name of the Course: **BUSINESS ORGANIZATION**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs

Course Outcomes: On successful completion of the course, the Students will demonstrate

- An understanding of the nature, objectives and social responsibilities of business
- An ability to describe the different forms of organisations
- An understanding of the basic concepts of management
- An understanding of functions of management.
- An understanding of different types of business combinations

Module No. 1:

INTRODUCTION TO BUSINESS

(10 Hrs)

Business: Meaning, Nature, Scope and Social responsibility of Business, Objectives, Essentials of successful business; Functional areas of business. Concept of Business Organisation.

Module No. 2:

FORMS OF BUSINESS ORGANIZATION:

(12 Hrs)

Sole proprietorship: Definitions, Features, Merits and Demerits. Partnership: Definitions, partnership deed, Features, Merits and Demerits.

Joint Stock Company: Definitions, Features, Merits and Demerits. Co- operatives: Definitions, Features, Merits and Demerits.

Module No. 3:

PUBLIC ENTERPRISES

(08 Hrs)

Departmental Undertaking: Definitions, Features, Merits and Demerits. Public Corporations:



Definitions, Features, Merits and Demerits.

Government Companies: Definitions, Features, Merits and Demerits

Module No. 4:

BUSINESS COMBINATIONS

(08 Hrs)

Meaning Definitions, Causes, Types, Forms, merits and demerits of Business Combinations, Recent Trends in Business Combinations.

Module No. 5:

MANAGEMENT OF ORGANIZATIONS

(07 Hrs)

Management- Meaning, Definitions, Difference between Management and Administration, Levels of Management, Objectives of Management, Functions of management- planning, organizing, staffing, directing, coordinating, controlling, Principles of Management.

Skill Developments Activities:

1. Preparation of partnership deed
2. Draw a business tree
3. Make a list of 10 PSUs
4. Prepare a list of different types of business combinations

Books For Reference

1. C. B. Gupta - Business Organisation and Management, Sultan Chand & Sons 2018 edition
2. Dr. S. C. Saxena - Business Administration & Management, SahityaBhawanPublications 2009
3. M. C. Shukla - Business Organisation and Management, S Chand & Company Pvt Ltd, 2014 edition
4. S. A. Sherekar - Business Organization, Himalaya Publishing House; 2018 edition (2018)



Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 1.5(OEC)

Name of the Course: **OFFICE ORGANIZATION & MANAGEMENT ORGANIZATION**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs

Course Outcomes: On successful completion of the course, the Students will demonstrate

- An understanding of basic knowledge of office organisation and management
- Demonstrate skills in effective office organisation
- Ability to maintain office records
- Ability to maintain digital record.
- Understanding of different types of organisation structures and responsibilities as future officemanagers.

Module No. 1:

FUNDAMENTALS OF OFFICE MANAGEMENT (08 Hrs)

Introduction: Meaning, importance and functions of modern office

Modern Office Organisation: Meaning; Steps in office organisation; Principles of Officeorganisation, Organisation structure types, Nature of office services: Types of services in a modern office, decentralisation and centralisation of office services, Departmentation of Office

Office management: Meaning, Elements and major processes of Office management

Office Manager: Functions and qualifications of Office manager.

Module No. 2:

ADMINISTRATIVE ARRANGEMENT AND FACILITIES (07 Hrs)

Office Accommodation and its Importance: Location of Office, Choice of Location: Urban vs Suburban, Factors to be Considered in Selecting the Site, Securing Office Space,

Office Lay-out: Objectives of Office Lay-out, Principles of Office Lay-out, Steps in Lay-out Planning, Advantages of a Good Lay-out.



Types of offices: Open Office and Private Office- advantages and disadvantages.

Module No. 3:

OFFICE ENVIRONMENT

(10 Hrs)

Meaning and Components of Office Environment: Interior Decoration, Colour Conditioning, Floor Coverings, Furnishings, Furniture and Fixtures: Types of Furniture, Choice between Wooden and Steel Furniture, Principles Governing Selection of Furniture
Lighting and Ventilation,
Noise: Internal Noise, External Noise Cleanliness, Sanitation and Health Safety and Security

Module No. 4:

RECORDS MANAGEMENT

(10 Hrs)

Introduction to records: Importance of Records, types of office records,
Records Management: Meaning, Principles of Record Keeping, Functions of 'Records Management
Filing: Elements of Filing and Filing Functions, Objectives and Importance of Filing, Advantages of Filing, Essentials of a Good Filing System, Classification of Files, Filing Procedure or Routine.
Filing Methods: Horizontal Filing -meaning, types and advantages, Vertical Filing-meaning, equipment used, advantage and disadvantages.
Centralisation and Decentralisation of Filing- Centralised filing and Decentralised Filing Office manual: contents, Importance, types of office manuals.
Indexing: Meaning, importance, advantages and essentials of good indexing, type of index Retention and disposal of files: Meaning and benefits of record retention, need for disposal of files, life-cycle stages of files.



Module No. 5:**OFFICE MECHANISATION AND DATA PROCESSING****(10 Hrs)**

Meaning, Importance and Objectives of Office Mechanisation, Advantages and disadvantages of Office Mechanisation, Factors Determining Office Mechanisation

Kinds of Office Machines: Duplicating Machines and Photocopying Machines, Accounting, tabulating and computing machines, communication machines

Introduction to Data and Information: Distinction between Data and Information, Importance of Data and Information, Classification of Data, Classification of Information, Data Lifecycle (chart), Data Collection Methods- Primary and secondary data collection methods

Data presentation Methods of Presentation of Data

Data processing using computers: Components of Computers, Input and Output Devices, Software used in Computers (names and uses only), Computer Applications in Office' Management, Advantages and Limitations of Computerisation

Skill Developments Activities:

1. Visit an office and enlist the different types of machines used in the office
2. Identify the different types of stationery used in offices today
3. Draw a data life cycle chart
4. Draw charts indicating different types of office layouts.

Books For Reference

1. Jain S.P and Chabra T.N, Laxmiparasuram, Office Management, Thirichanapalli
2. V.S.P & P.S Narayana Rao, Text Book of Office Management, Tata McGraw Hill Publishing.
3. Singh S.P & Singh B, Office Management, S.P Gyan Publishing House, Delhi.
4. T Ramaswamy Principles of Office Management, Himalaya Publication,

BBA 1.6 – Physical Education- Yoga/Health and Wellness (SEC-VB)			
Course Credits	02	Total Contact Hours	30
Internal Assessment Marks: 25+25		Semester End Examination Marks : Nil	

Common Syllabus for all UG Programmes



BBA SECOND SEMESTER**Name of the Program:** Bachelor of Business Administration (BBA)**Course Code:** BBA 2.1**Name of the Course:** **CORPORATE ACCOUNTING & REPORTING**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

Course Outcomes: On successful completion of the course, the Students will demonstrate**Module No. 1: COMPANY AND ISSUE OF SHARES**

Meaning of Company, Meaning of Shares, Share Capital, Types of share Capital, Book Building process- Its advantages, Underwriting of shares and Debentures, SEBI Guidelines, Problem on Underwriting of shares and Debentures, calculation of underwriters Liability

Module No. 2: REDEMPTION OF DEBENTURES

Meaning, kinds of debentures, Redemption of debentures - Various types of redemption and problems on Sinking Fund Method only.

Module No. 3: FINAL ACCOUNTS OF JOINT STOCK COMPANIES

Statutory Provisions regarding preparation of Company Final Accounts – Treatment of Special Items, Managerial Remuneration, Tax deducted at source, Advance payment of Tax, Provision for Tax, Depreciation, Interest on debentures, Dividends, Rules regarding payment of dividends, Transfer to Reserves, Preparation of Profit and Loss Account and Balance Sheet (Vertical Form Schedule -III)
(Practical Problems).



Module No. 4: FINANCIAL STATEMENTS ANALYSIS

Comparative Statements - Comparative Income Statement, Comparative Balance Sheet;
Common size Statements – Common Size Income Statement, Common Size Balance Sheet –
Trend Percentages. (Analysis and Interpretation)

Module No. 5: CORPORATE FINANCIAL REPORTING PRACTICES

Corporate Financial Reporting - meaning, types, characteristics of Corporate financial report, users of corporate financial report; Components corporate financial report– general corporate information, financial highlights, letter to the shareholders from the CEO, management's discussion and analysis; Financial Statements-balance sheet, income statement, cash flow statement, and notes to the financial statements; Auditor's report; Significant Accounting Policies; Corporate Governance Report; Corporate Social Responsibility Report (Discuss only Role and Significance of above components of corporate financial report).

Skill Developments Activities:

1. Collect financial statements of a company for five years and analyse the same using trend analysis.
2. Refer annual reports of two companies and list out the components.

Books For Reference

1. B. S Raman, Corporate Accounting, United Publishers, First Edition, 2013.
2. D. Chandra Bose, Advanced Accounting II, PHI Learning Pvt. Ltd., First Edition, 2010.
3. K. K Verma, Corporate Accounting, Excel Books, First Edition 2008
4. M.C Shukla, T.S Grewal and S.C Gupta, Advanced Accounts II, Chand & Company, Revised Edition, 2009
5. R L Gupta and M. Radhaswamy, Advanced Accountancy, Sultan Chand & Company, 17th Edition.
6. S. N Maheshwari, Advanced Accountancy II, Vikas Publishing House Pvt.Ltd., 10th Edition.



Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 2.2

Name of the Course: HUMAN RESOURCE MANAGEMENT

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

Course Outcomes: On successful completion of the course, the Students will demonstrate

- Ability to describe the role and responsibility of Human resourcesmanagement functions on business
- Ability to describe HRP, Recruitment and Selection process
- Ability to describe induction, training, and compensation aspects.
- Ability to explain performance appraisal and its process.
- Ability to demonstrate Employee Engagement and Psychological Contract.

Module No. 1:

INTRODUCTION TO HUMAN RESOURCE MANAGEMENT (10 Hrs)

Meaning and Definition of HRM – Features Objectives, Differences between Human Resource Management and Personnel Management, HRM v/s HRD, Importance, Functions and Process of HRM, Role of HR Manager, Trends influencing HR practices, HRIS, HR Accounting & Auditing

Module No. 2:

HUMAN RESOURCE PLANNING, RECRUITMENT & SELECTION (14 Hrs)

Human Resource Planning: Meaning and Importance of Human Resource Planning, Process of HRP HR Demand Forecasting- Meaning and Techniques (Meaning) and HR supply forecasting.

Succession Planning – Meaning and Features



Job Analysis: Meaning and Uses of Job Analysis, Process of Job Analysis – Job Description, Job Specification, Job Enlargement, Job Rotation, Job Enrichment (Meanings) Recruitment – Meaning, Methods of Recruitment, Factors affecting Recruitment, Sources of Recruitment, Fresh hiring & Lateral Hiring

Selection – Meaning, Steps in Selection Process, Psychometric tests for Selection, Barriers to effective Selection, Making Selection effective; Placement, Gamification – Meaning and Features

Module No. 3:

TRAINING AND EMPLOYEE COMPENSATION (10 Hrs)

Training: Need for training, Benefits of training, Assessment of Training Needs and Methods of Training, Training V/s Development; Kirkpatrick Model; Executive Development.

Compensation: Direct and Indirect forms of Compensation (Meaning Only), Compensation Structure

Module No. 4:

PERFORMANCE APPRAISAL, PROMOTION & TRANSFERS (14 Hrs)

Performance appraisal: Meaning and Definition, Objectives and Methods of Performance Appraisal – Uses and Limitations of Performance Appraisal, Process of Performance Appraisal
Promotion: Meaning and Definition of Promotion, Purpose of Promotion, Basis of Promotion.

Transfer: Meaning of Transfer, Reasons for Transfer, Types of Transfer, Right Sizing of Work Force, Need for Right Sizing

Module No. 5:

EMPLOYEE ENGAGEMENT AND PSYCHOLOGICAL CONTRACT (8 Hrs)

Employee Engagement (EE): Meaning and Types of EE, Drivers of Engagement
- Measurement of EE, Benefits of EE.

Psychological contract: Meaning and features, Attrition, Lay-off, Retrenchment- types

Skill Developments Activities:



1. Preparation of Job Descriptions and Job specifications for a Job profile
2. Case study of Staffing, Retrenchment & Promotion
3. Develop a format for performance appraisal of an employee.
4. Discussion of any two Employee Engagement models.
5. Analysis of components of pay structure based on the CTC sent by the Corporate to the institute for the various jobs of different sectors.

Books For Reference

1. Aswathappa, Human Resource Management –McGraw Hill Education; Seventh edition (2013)
2. C. B Gupta, Human Resource Management- 19th revised edition Sultan Chand & Sons (2018)
3. C. B. Memoria, Personnel Management - Himalaya Publishing House
4. Dale Yodder, Personnel Management and Industrial Relations – Prentice-Hall, inc
5. Edwin Flippo, Personnel Management and Industrial Relations – McGraw-Hill
6. N. K. Singh Human Resource Management- Excel Books
7. P SubbaRao, Human Resource Management- Himalaya Publishing House, (2018)
8. P. C. Tripathi, Personnel Management and Industrial Relations – 21st revised edition, SultanChand& Sons (2017)
9. S. S. Khanka, Human Resource Management- Sultan Chand & Sons (2007)
10. V. S. P. Rao, Human Resource Management Text & Cases - Second edition Excel Books



Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 2.3

Name of the Course: **BUSINESS ENVIRONMENT**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

Course Outcomes: On successful completion of the course, the Students will demonstrate

- An Understanding of components of the business environment.
- Ability to analyse the environmental factors influencing business organisation.
- Ability to demonstrate Competitive structure analysis of select industries.
- Ability to explain the impact of fiscal policy and monetary policy on business.
- Ability to analyse the impact of economic environmental factors on business.

Module No. 1:

INTRODUCTION BUSINESS ENVIRONMENT (12 Hrs)

Meaning of business, scope and objectives Business, business environment, Micro and Macro-environment of business (social, cultural, economic, political, legal technological and natural) Impact of these factors on decision making in business, Environmental analysis, and Competitive structure analysis of Business.

Module No. 2:

GOVERNMENT AND LEGAL ENVIRONMENT (16 Hrs)

Government Functions of the State, Economic role of government, State intervention in business- reasons for and types of state intervention in business.CSR- CSR Audit. Impact of Monetary policy, Fiscal policy, Exim policy and industrial policy on business. Legal environment - Various laws affecting Indian businesses.



Module No. 3:**ECONOMIC ENVIRONMENT AND GLOBAL ENVIRONMENT (13 Hrs)**

An overview of the economic environment, nature of the economy, structure of economy, factors affecting the economic environment.

Globalisation of business; meaning and dimensions, stages, essential conditions of globalisation, foreign market entry strategies, merits and demerits of globalisation of business, Impact of Globalisation on Indian businesses, Forms of globalisation of businesses- MNCs, TNCs etc.

Module No. 4:**TECHNOLOGICAL & NATURAL ENVIRONMENT (10 Hrs)**

Meaning and features; types of innovation, Impact of Technological changes on business, Technology and Society, Technological Acquisition modes, IT revolution and business, Management of Technology.

Meaning and nature of the physical environment. Impact of Natural environment on business

Module No. 5:**BUSINESS SOCIAL RESPONSIBILITY AND MANAGERIAL ETHICS (10 Hrs)**

Business Social Responsibility - Meaning, Arguments for and against Business Social Responsibility; Green management - Meaning, Green Management Actions; Managerial Ethics – Meaning - Importance of Ethics in Business, Factors that determine Ethical or Unethical behavior.

Skill Developments Activities:

1. List out key features of recent Monetary policy published by RBI impacting businesses.
2. Give your observation as to how technology has helped society.
3. Draft Five Forces Model for Imaginary business.
4. Identify the benefits of Digital transformation in India.



Books For Reference

1. Francis Cherunilam ,Global Economy & Business Environment, Himalaya Publishing House (2013)
2. Francis Cherunilam, International Business Environment Text & Cases, Himalaya Publishing House
3. K. Ashwatappa Essentials of Business Environment, Himalaya Publishing House 12th edition 2014
4. M Adhikari, Economic Environment of Business, Sultan Chand & Sons
5. ParagDiwan and Raj Agarwal, Business Environment, Excel Books (2002)
6. S SKanka, Entrepreneurial Development, S. Chand Publishing, 2006
7. Suresh Bedi, Business Environment, Excel Books (2005)
8. Vasanth Desai, Small Scale Industries & Entrepreneurship, Himalaya Publishing House (2013)

BBA 2.4 – Environment Studies (AECC)			
Course Credits	02	Total Contact Hours	30
Internal Assessment Marks : 20		Semester End Examination Marks : 30	

Common Syllabus for all UG Programmes

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 2.5 (OEC)

Name of the Course: **PEOPLE MANAGEMENT**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs

Course Outcomes: On successful completion of the course, the Students will demonstrate

1. Ability to examine the difference between People Management with Human Resource Management
2. Ability to explain the need for and importance of People Management.
3. Ability to explain role of manager in different stages of performance management process
4. Ability to list modern methods of performance and task assessment.
5. Ability to analyse the factors influencing the work life balance of a working individual.

Module No. 1:

INTRODUCTION TO PEOPLE MANAGEMENT

(06 Hrs)

Diversity in organisation: age, gender, ethnicity, race, and ability. People Management: Meaning, Features, Significance of people management, Difference between People Management and Human Resource Management, impact of individual and organizational factors on people management.

Module No. 2:

GETTING WORK DONE AND ASSESSMENT AND EVALUATION

(12 Hrs)

Getting work done: Challenges of getting work done, significance of prioritization and assigning work to team members.



Performance Management: meaning, role of a manager in the different stages of the performance management process, Types of Performance assessment, Assessment and Evaluation Process of evaluation of tasks in the organisation. Modern tools of assessment and evaluation of tasks and performance.

Module No. 3:

BUILDING PEER NETWORKS AND ESSENTIALS OF COMMUNICATION(12 Hrs)

Building Peer Networks: Understanding the importance of peer networks in an organization; being able to influence those on whom you have no authority; challenges Peer networking and different types of people networking in the workplace.

Essentials of Communication: Concept of the communication process with reflection on various barriers to effective communication and ways to overcome, Types of Communication and Channels of Communication.

Module No. 4:

MOTIVATION

(08 Hrs)

Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation

Module No. 5:

MANAGING SELF

(07 Hrs)

Reflection on what does it mean to be a people manager; building a personal development plan for oneself, Self-Stress Management: Causes for stress, work life Balance, Importance of Work life balance, Factors influencing Work life Balance.

Skill Developments Activities:

1. Analyse two cases on any of the above content indicated above.
2. List out the modern tools for performance assessment and evaluation.
3. Conduct a survey of work life balance of working individuals
4. Draft a Career development of working individual in the middle level management



Books For Reference

1. Mc. Shane, Steven L. and Mary Ann Von Glinow, *Organizational Behavior: Emerging Knowledge and Practice for the Real World*. McGraw-Hill, latest edition, ISBN: 0-07-115113-3.
2. Bernardin, H. John and Joyce E. A. Russell. *Human Resource Management: An Experiential Approach*. McGraw-Hill, 6/e. ISBN: 0078029163
3. Argyris, C. (1974). *Personality vs. Organization*. *Organizational Dynamics*. Vol. 3. No. 2, Autumn.
4. Blume, B. Baldwin, T. and Ryan, K. (2013). *Communication Apprehension. A barrier to students leadership, adaptability and multicultural appreciation*. *Academy of Management Learning & Education*, Jun, Vol. 12 Issue 2, p158-172.
5. Colquitt, J.A., LePine, J.A., & Wesson, M.J. (2009) *Organizational Behavior: Improving Performance and Commitment in the Workplace (International edition)*. New York: McGraw- Hill.
6. Goleman, D. (1998). *Working with Emotional Intelligence*. Bantam Books,



Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 2.5 (OEC)

Name of the Course: **RETAIL MANAGEMENT**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs

Course Outcomes: On successful completion of the course, the Students will demonstrate

- An understanding of the types and forms of Retail business.
- Ability to examine Consumer Behaviour in various environments.
- Ability to analyse various Retail operations and evaluate them.
- Ability to analyse various marketing mix elements in retail operations.
- An understanding of Information Technology in retail business.

Module No. 1:

INTRODUCTION TO RETAIL BUSINESS

(08 Hrs)

Definition – functions of retailing - types of retailing – forms of retail business ownership.

Retail theories – Wheel of Retailing – Retail life cycle. Retail business in India: Influencing factors – present Indian retail scenario.

Module No. 2:

CONSUMER BEHAVIOUR IN RETAIL BUSINESS

(08 Hrs)

Buying decision process and its implication on retailing – Influence of group and individual factors, Customer shopping behaviour, Customer service and customer satisfaction



Module No. 3:**RETAIL OPERATIONS****(08 Hrs)**

Factors influencing location of Store - Market area analysis – Trade area analysis – Rating Plan method - Site evaluation. Retail Operations: Stores Layout and visual merchandising, Stores designing, Space planning, Inventory management, Merchandise Management, Category Management.

Module No. 4:**RETAIL MARKETING MIX****(14 Hrs)**

Introduction -Product: Decisions related to selection of goods (Merchandise Management revisited) – Decisions related to delivery of service. Pricing: Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Place: Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies. Promotion: Setting objectives – communication effects - promotional mix.

Module No. 5:**INFORMATION TECHNOLOGY IN RETAILING****(07 Hrs)**

Non store retailing (e-retailing) - The impact of Information Technology in retailing - Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – Customer database management system.

Skill Developments Activities:

1. Draw a retail life cycle chart and list the stages
2. Draw a chart showing a store operations
3. List out the major functions of a store manager diagrammatically
4. List out the current trends in e-retailing
5. List out the Factors Influencing in the location of a New Retail outlet



Books For Reference

1. Arif Sheikh and KaneezFathima, Retail Management: Himalaya Publishing House Pvt. Ltd. Mumbai.
2. Barry Berman and Joel R. Evans, Retail Management: A strategic Approach: Macmillan publishing company, New York
3. Chethan Bajaj, Rajnish, NidhiVarma, Retail Management: Oxford University Press, New Delhi, 3rd Edition
4. GovindApte, Service Marketing: Oxford University Press, New Delhi
5. HarjitSingh, Retail Management A Global Perspective: S. Chand & Company Pvt. Ltd., New Delhi, 2014
6. Michael Levy, Barton a. Weitz and Ajay Pandit, Retail Management: Tata McGraw Hill Education (India) Private Limited, New Delhi, 2014
7. Namkumari and Ramaswami, Marketing management: Tata McGraw Hill Education India Pvt Ltd
8. S. M. Jha Service Marketing:, Himalaya Publishing House Pvt. Ltd. Mumbai
9. RajendraNargundkar, Service Marketing: Tata McGraw Hill Publishing Company Limited, New Delhi
10. SwapnaPradhan, Retail Management: Tata McGraw Hill Education (India) Private Limited, Chennai, 2017

BBA 2.6 – Physical Education-Sports/ NCC/NSS/R&R(S&G) /Cultural (SEC-VB)			
Course Credits	02	Total Contact Hours	30
Internal Assessment Marks : 25+25		Semester End Examination Marks : Nil	

Common Syllabus for all UG Programmes

Suggestive Template for IAT

Internal Assessment Test Bachelor of Business Administration (BBA)

Course Code: Name of the Course

Duration: 1 Hour

Total Marks: 30

SECTION-A

I. Answer any one of the following questions (12 x 1= 12)

- 1.
- 2.
- 3.

SECTION- B

II. Answer any two of the following questions. (6 x2= 12)

- 4.
- 5.
- 6.

SECTION- C

III. Answer all two of the following questions. (3x 2=06)

- 7.
- 8.

Semester End Examination (SEE):

The Semester End Examination for all the courses for which students who get registered during the semester shall be conducted. SEE of the course shall be conducted after fulfilling the minimum attendance requirement as per the Universities/Institutes' norms

Suggestive Template for SEE



**Semester End Examination Bachelor of Business
Administration (BBA)
Course Code: Name of the Course**

Duration: 3 Hours

Total Marks: 60

SECTION-A

I. Answer any two of the following questions. Each question carries 12 marks (12 x 2= 24)

- 1.
- 2.
- 3.
- 4.

SECTION- B

II. Answer any four of the following questions. Each question carries 6 marks (6x4=24)

- 5.
- 6.
- 7.
- 8.
- 9.

SECTION- C

III. Answer any three of the following questions. Each question carries 3 marks (3x 4=12)

- 10.
- 11.
- 12.
- 13.

