



DR. D. Y. PATIL VIDYAPEETH

(Deemed to be University)

Pune - 411 018

Accredited (3rd Cycle) by NAAC with a CGPA of 3.64 on four point scale at 'A++' Grade

GLOBAL BUSINESS SCHOOL AND RESEARCH CENTRE

TATHAWADE, PUNE

REVISED PROGRAMME STRUCTURE FOR

BACHLOR OF BUSINESS ADMINISTRATION DEGREE

Applicable with effect from 2023-24

ABOUT INSTITUTE :

Global Business School & Research Centre (GBSRC) situated at Tathwade, Pune is the flagship institute of Dr. D Y Patil Vidyapeeth, Pune. It was established in 2006. In a span of 17 years, the Institute has carved a name for itself amongst the top business schools of the country.

The Government of India, Ministry of Human Resource Development, on the advice of UGC, declared Dr. D. Y. Patil Vidyapeeth, Pune as deemed-to-be university comprising of Dr. D. Y. Patil Medical College, Hospital and Research Centre, Pimpri, Pune vide its notification dated 11th January, 2003.

The Dr. D. Y. Patil Vidyapeeth, Pune has been Re-accredited by NAAC with a CGPA of 3.64 on a four-point scale at 'A++' grade on 8th February 2022, valid up to 7th February 2029. The Dr. D. Y. Patil Vidyapeeth, Pune is also an ISO 9001: 2015 Certified University.

Under National Institutional Ranking Framework (NIRF) 2022, conducted by Ministry of Education, Government of India, Dr. D. Y. Patil Vidyapeeth, Pune has achieved rank 3rd in Dental Category, 17th in Medical Category and 41st in University Category in India.

Name of the Programme :

The degree shall be titled as Bachelor of Business Administration under the Faculty of Commerce and Management.

Nature of the Programme :

Dr. D Y Patil Vidyapeeth, Pune offers a three-year Bachelor of Business Administration program that is approved by UGC and admits 90 students. The GBSRC boasts exceptional faculty, laboratories, libraries and other facilities that provide an excellent learning environment. The program is designed to provide students with a strong practical understanding of the principles, theories and tools necessary for success in the business world. It emphasizes leadership, human relationship skills and problem solving abilities essential for success in any business endeavor.

The revised curriculum for BBA is developed to bring into line the programme structure and course contents with student aspirants and corporate expectations. There was a need for revision of the curriculum in view of the global aspects of businesses and economies, vigor in the

SYLLABUS FOR BBA PROGRAMME

industry practices, developments in technology, appearance of new business and organization.

Contents and the developing prospects of key stakeholders viz. Students, Industry and Faculty members at large. Exclusively the following expertise areas are in focus :

1. Problem Definition and Analytical Skills
2. Relevance of Technology Tools
3. Quantitative Aspects
4. Ability to Work in groups
5. Communication Skills
6. Reading and Listening Skills
7. Cross- Cultural Skills

Programme Education Objectives (PEOs):

The objective of the BBA programme is to educate and prepare a varied group of aspirants with the knowledge, analytical ability and management perspectives and skills needed to provide leadership to organizations competing in a world increasingly characterized by diversity in the workforce, rapid technological change and a severely competitive global marketplace. It displays competencies and knowledge in key business functional areas including accounting, finance, marketing, human resource, operations, logistics, supply chain, international business, analytics etc.

Specifically, the objectives of the BBA programme are :

1. To develop a comprehensive understanding of the business environment and organizations.
2. To foster leadership aptitude and effective communication skills.
3. To cultivate global and cross-cultural understanding.
4. To enhance analytical and problem-solving competencies.
5. To foster entrepreneurial skills.
6. To promote ethical decision-making and social responsibility.

Programme Outcomes (POs):

On successful completion of the programme, the graduate will-

1. Apply knowledge of management to solve business problems.
2. Be equipped with appropriate administrative skills to contribute in industry
3. Ability to communicate effectively as a team member or a leader.
4. Demonstrate the capacity to understand, analyze and achieve measurable and sustainable results.
5. Be socially and ethically responsible in personal and professional life.

Programme Specific Outcomes:

The graduate will-

1. Gain in-depth knowledge of management discipline and multi-disciplinary fields required for pursuing future endeavor.
2. Inculcate a set of life building skills, required to grow and function effectively in diverse work culture.

Graduate Attributes (GAs):

A graduate is expected to have the following attributes :

- Professional with comprehensive knowledge of management sciences and competence in business sustainability, profitability, entrepreneurship and commercializing new business/products.
- Problem solver with critical thinking and decision making skills to identify, analyse and solve complex business problems.
- Effective communicator with professional colleagues and society at large.
- Researcher with ability to conduct management research of highest standards and makes significant contribution to innovative management practices.
- Ethical and professional in conduct management research and accountability towards community and profession.
- Action oriented and active contributor to environment conservation and sustainability practices through innovation and best practices.
- Leader who works in teams, exhibits leadership qualities, soft skills and technical skills to enhance business performance, including multidisciplinary settings.
- Socially responsive with ability to recognize and respond to community problems and need for improving management practices particularly healthcare, agriculture and corporate sectors.
- Lifelong learner who learns new knowledge and skills in a continuous self-directed manner and as per need of the time.

Eligibility Requirements:

- Candidates must have passed 10 + 2 exams from a recognized board by the university. Candidates, who have appeared for 10 + 2 and results are awaited, are eligible to apply.
- For General category, candidates should have minimum score of 50% and Reserved category should have minimum 45%
- For Non Resident Indian, candidates who have passed their 10 + 2 exams or equivalent from foreign nations and are recognized in India are also eligible to apply
- Students have to appear for DPU ALL INDIA ENTRANCE TEST (AIET) to be eligible for Personal Interview and counselling for admissions for BBA at GBSRC

Grading System for Programs under Faculty of Management:

Grade Points : The Faculty of Commerce and Management, Dr. D. Y. Patil Vidyapeeth (Deemed to be University) has suggested the use of a 10-point grading system for all programs designed by the various Board of Studies. A grading system is a 10-point system if the maximum grade point is

10. The system is given in Table I below.

Table I: The 10-point Grading System Adapted for Programs under FMS

Range of Percent Marks	[80, 100]	[70, 79]	[60, 69]	[55, 59]	[50, 54]	[40, 49]	[00, 39]
Grade Point	10.0	9.0	8.0	7.0	6.0	5.0	0.0
Grade	O	A+	A	B+	B	C	D

Formula to calculate GP is as under :

Set $x = \text{Max}/10$ where Max is the maximum marks assigned for the examination

(i.e. 100) Formula to calculate the individual evaluation

Range of Marks	Formula for the Grade Point
$8x \leq \text{Marks} \leq 10x$	10
$5.5x \leq \text{Marks} \leq 8x$	Truncate (M/x) + 2
$4x \leq \text{Marks} \leq 5.5x$	Truncate (M/x) + 1

Scheme of Examination:

For BBA, Courses having Internal Examinations (IE) and University Examinations(UE) shall be evaluated by the respective constituent units and the University at the term end for **50 (Fifty)** and **50 (Fifty)** marks each. The total marks of IE and UE shall be 100 Marks and it will be converted to grade points and grades. For Comprehensive Continuous Assessment (CCA) –

The subject teacher may use the following assessment tools :

- a) **Class Tests**
- b) **Presentations**
- c) **Assignments**
- d) **Case studies**
- e) **Field Assignments and**
- f) **Mini Projects**

Award of Honors:

Students/Learners who have completed the minimum credits specified for the Program shall be declared to have passed in the program. The final result will be in terms of letter grade only and is based on the CGPA of all courses studied and passed.

The criteria for the award of honors are given below.

Range of CGPA	Final Grade	Performance Descriptor	Equivalent Range of Marks (%)
$9.5 \leq \text{CGPA} \leq 10$	O	Outstanding	$80 \leq \text{Marks} \leq 100$
$9.0 \leq \text{CGPA} \leq 9.49$	A+	Excellent	$70 \leq \text{Marks} \leq 80$
$8.0 \leq \text{CGPA} \leq 8.99$	A	Very Good	$60 \leq \text{Marks} \leq 70$
$7.0 \leq \text{CGPA} \leq 7.99$	B+	Good	$55 \leq \text{Marks} \leq 60$
$6.0 \leq \text{CGPA} \leq 6.99$	B	Average	$50 \leq \text{Marks} \leq 55$
$5.0 \leq \text{CGPA} \leq 5.99$	C	Satisfactory	$40 \leq \text{Marks} \leq 50$
CGPA below 5.0	F	Fail	Marks below 40

ATKT Rules:

- For admission to Semester V of BBA Third year, Students/Learners should

pass all the courses under Sem I and II.

- For admission to Semester VII of BBA Fourth year, Students/Learners should pass all the courses under Sem, III and IV.

Types of Courses:

DSC- Discipline Specific Core: These courses are essential and must be taken by students as a core requirement to fulfill the degree requirements in their chosen discipline of study.

DSE- Discipline Specific Elective: An elective course is a course that students can choose from a selection of available courses. When an elective course is offered by the main discipline or subject of study, it is referred to as a Discipline Specific Elective (DSE) course. DSE courses aim to develop broad skills and competencies among students. The institute has the flexibility to offer courses based on targeted industry linkages, considering sectoral requirements and networking at the college level. Students have the option to select one specialization from five different areas. In their second and third years, students will study a total of eight courses. DSE courses play a significant role in developing discipline-specific knowledge and nurturing the proficiency and skills of the students.

SEC - Skill Enhancement Courses : Students have the option to choose these courses from a diverse range of options, carefully designed to offer value-based and skill-based instructions. The pool of courses aims to provide students with a well-rounded education that not only imparts theoretical knowledge but also focuses on developing practical skills and instilling strong values. These courses are tailored to equip students with the necessary competencies and attributes to succeed in their chosen fields and make a positive impact in society.

AEC- Ability Enhancement Course: Ability Enhancement Courses (AEC) aim to hone the social and leadership skills that are crucial for students to succeed in their professional and personal lives. These courses are designed to help students enhance their skills in communication, language, and personality development. They also promote a deeper understanding of subjects like social sciences and ethics, culture and human behaviour, human rights and the law.

VBC- Value Based Courses: Value Based Courses aims at training the student to face the outer world with the right attitude and values. It is a process of overall personality development of a student. It includes character development, personality development, citizenship development, and spiritual development.

- A) Marketing Management (MM)
- B) Accounting and Finance (AF)
- C) Human Resources Management (HRM)
- D) International Business (IB)
- E) Entrepreneurship and Family Business Management (EFBM)

Dissertation/Project for DSE Courses:

A dissertation/project in DSE courses refers to an elective course specifically designed to acquire specialized or advanced knowledge. It serves as a supplementary or supportive study to a project work, with the guidance and support of a teacher or faculty member. The dissertation/project provides students with an opportunity to delve deeper into a particular subject or area of interest, conducting independent research or practical work under the mentorship of an advisor.

GBSRC BBA SYLLABUS

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BACHELOR OF BUSINESS ADMINISTRATION

From the Academic Year 2023- 24 (Batch 2023 – 26)

Semester I							
Sr. No.	Course Code	Course Name	Type	Credits	Int. Marks	Ext. Marks	Total Marks
1	BB101	Principles of Management	DSC	3	50	50	100
2	BB102	Business Mathematics	DSC	3	50	50	100
3	BB103	Micro Economics	DSC	3	50	50	100
4	BB104	Business Accounting	DSC	3	50	50	100
5	BB105	Business Organization & Systems	DSC	3	50	50	100
6	BB106	Fundamentals of Information Technology	MDC-1	4	50	50	100
7	BB107	Communication Skills	SEC-1	2	50	50	100
8	BB108	Physical Fitness: (Any One) (Yoga/ Zumba/ Physical Training)	VAC-1	1	NA	NA	NA
Total Credits				22	350	350	700
Semester II							
Sr. No.	Course Code	Course Name	Type	Credits	Int Marks	Ext Marks	Total Marks
1	BB201	Basics of Marketing	DSC	3	50	50	100
2	BB202	Business Statistics	DSC	3	50	50	100
3	BB203	Macro Economics	DSC	3	50	50	100
4	BB204	Principles of Finance	DSC	3	50	50	100
5	BB205	Organizational Behavior	DSC	3	50	50	100
6	BB206	Environmental awareness and Disaster Management	MDC-2	4	50	50	100
7	BB207	Basics of Excel	SEC-2	2	50	NA	50
8	BB208	Universal Human Values	VAC-2	1	NA	NA	NA
Total Credits				22	350	300	650
Total Credits for First Year				44	700	650	1350

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S.Y. BBA, Semester III							
Sr. No.	Course Code	Course Name	Type	Credits	Int. Marks	Ext. Marks	Total Marks
1	BB301	Specialization - I (A/B/C/D/E)	DSE	4	50	50	100
2	BB302	Specialization – II (A/B/C/D/E)	DSE	4	50	50	100
3	BB303	Legal Aspects of Business	CC	4	50	50	100
4	BB304	Introduction to Sustainable Development Goals	MDC	2	50	50	100
5	BB305	Managerial Skills	SEC	2	50	50	100
6	BB306	Advanced Excel	SEC	2	50	NA	50
7	BB307	Foreign Language-I (F/G/S)	AEC	2	50	NA	50
8	BB308	Capstone Project - I	SEC	1	50	NA	50
Total Credits				21	400	250	650

S.Y. BBA, Semester IV							
Sr. No.	Course Code	Course Name	Type	Credits	Int. Marks	Ext. Marks	Total Marks
1	BB401	Specialization – III (A/B/C/D/E)	DSE	4	50	50	100
2	BB402	Specialization – IV (A/B/C/D/E)	DSE	4	50	50	100
3	BB403	Research Methodology	CC	4	50	50	100
4	BB404	Entrepreneurial Skills	SEC	2	50	50	100
5	BB405	Design Thinking & Model Making	VAC	2	50	50	100
6	BB406	Emotional & Spiritual Intelligence for Managers	SEC	2	50	NA	50
7	BB407	Foreign Language-II (F/G/S)	AEC	2	50	NA	50
8	BB408	Capstone Project - II	SEC	1	50	NA	50
Total Credits				21	400	250	650
Total Credits for Second Year				42	800	500	1300

List of Specialization Courses

Semester - III	
Course Code	Name of Specialization Course
A. Marketing Management	
BB301A	Consumer Behaviour
BB302A	Services Marketing
B. Accounting and Finance	
BB301B	Introduction to Banking, Financial Services & Insurance
BB302B	Financial Accounting-I
C. Human Resource Management	
BB301C	Introduction to Human Resource Management
BB302C	Manpower Planning
D. International Business Management	
BB301D	Introduction to International Business Management
BB302D	Export-Import Management
E. Entrepreneurship & Family Business Management	
BB301E	Introduction to Family Business Management
BB302E	Practices in Start-Ups and New Ventures

Semester - IV	
Course Code	Name of Specialization Course
A. Marketing Management	
BB401A	Sales & Distribution Management
BB402A	Brand Management
B. Accounting and Finance	
BB401B	Financial Management
BB402B	Financial Markets & Services
C. Human Resource Management	
BB401C	Performance Management System
BB402C	Human Resource Development & Organizational Culture
D. International Business Management	
BB401D	India's Foreign Trade
BB402D	International Marketing
E. Entrepreneurship & Family Business Management	
BB401E	Venture Capital Management
BB402E	Social Entrepreneurship

List of Foreign Language Courses

AEC - Foreign language -I	
F- BB307F	French
G -BB307G	German
S- BB307S	Spanish

AEC - Foreign language -II	
F- BB407F	French
G- BB407G	German
S- BB407S	Spanish

Note:

1. The syllabus for the third and fourth year will be revised in progressive years. Programme structure changes are with reference to NEP- 2020 guidelines.
2. To offer any specialization from available minimum 20 students are required to be enrolled for the specific specialization.

Prepared by**Dr. Shripad Joshi**
Chairperson-CDRC**Dr. Jayashree Patole**
Asst. Professor**Verified by****Dr. Prashant Kalshetti**
HOD- BBA**Recommend by****Dr. Chetan Chaudhari**
Director-GBSRC

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Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023 –24

Semester	Course Code	Course Title	
I	BB101	Principles of Management	
Type of Course	Credits	Evaluation	Marks
DSC	03	IE (50) + UE (50)	100
Course Objectives:			
<ul style="list-style-type: none"> To understand basic concepts of management. To study ethical principles and standards. To understand the application of management principles To impart knowledge about the assessment of available choices related to ethical principles and standards 			
Course Outcomes:			
At the successful completion of the course, the learner will be able to			
CO No.	Blooms Level	Course Outcomes	
101.1	Remembering	DEFINE the basic concepts and theories of management and the concept of management	
101.2	Understanding	EXPLAIN the change of development of management thoughts	
101.3	Applying	DEMONSTRATE the skills required for planning and decision making	
101.4	Analyzing	ANALYZE the role of organizing and delegation of authority from the organization's perspective	
101.5	Evaluating	EVALUATE the changes and recent trends in management	
101.6	Creating	DEVELOP strategies to improve organizational effectiveness by applying PODSCOB	

Unit	Sub unit	Skills/ Competencies	L + T
I Nature of Management	Management: Meaning, Nature, And Significance. Role of Managers. Management as an art, science, profession, and social system. Concepts and levels of management, management v/s administration.	Developing managerial thinking skills and cultivating business sense.	10+1
II Development of management thoughts	Concept of Management Thoughts. Contribution of Taylor, Fayol, Mary Follet, Elton Mayo, and Peter Drucker-Hawthorne studies. Indian management ethos and different working styles of top managers for example J.R.D Tata, Dhirubhai Ambani, N. R. Narayana Murthy	Ability to understand different approaches to management philosophy and thinking	10+1

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III Management Planning and decision making	Concept of planning, objectives, Nature, Types of the plan, Stages involved in planning, Characteristics of a good plan, Importance, Limitations of planning, Making planning effective, Strategic planning in Indian Industry. Concept of Decision making, characteristics of decisions, Types of decisions, Steps Involved in decision making, Importance of decision making, Methods of decision making	Ability to understand the importance of functions of management and their roles.	8+1
IV Management Organizing	Meaning, Concept, Delegation of Authority: Meaning, Importance Decentralization: Concepts, Meaning and, Importance. Concept of Line & Staff-Overcoming Line-staff conflict, Committees, Coordination, Organization Structures, Types, Advantages & Disadvantages.	Comprehend the importance of functions of organizing and their roles & Ability to organize various programs and events	7+1
V Recent Trends in Management	Managing change, managing crises, Total Quality Management (TQM): Meaning, Merits, Demerits, stress management.(Principles, concepts merits)	Aware of how business is changing and what themes are driving it	6 +1

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
1.	L.M. Prasad	Principles and Practice of Management	2016	Sultan Chand and Sons, 6th edition.
2.	T.Ramasamy	Principles of Management	2015	Himalaya Publishing House, Mumbai.
3.	Harold Koontz & Heinj Weihrich,	Essentials of Management	2015	Tata Mc Graw-Hill Education, New Delhi.
4.	P.C. Tripathi , P.N. reddy	Principles of Management	2016	McGraw hill companies New Delhi

Online Resources:

Online Resource No.	MOOC address
1	https://onlinecourses.nptel.ac.in/noc21_mg30/preview
2	https://www.coursera.org/learn/principles-of-management
3	https://www.openlearning.com/courses/bpmn1013/?cl=1

MOOCS:

No.	Website address
1	https://www.coursera.org/browse/physical-science-and-engineering/environmental-science-and-sustainability
2	https://onlinecourses.swayam2.ac.in/cec21_ge21/preview

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Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023 –24

Semester	Course Code	Course Title	
I	BB102	Business Mathematics	
Type of Course	Credits	Evaluation	Marks
DSC	03	IE (50) + UE (50)	100

Course Objectives:

- To understand basic concepts of mathematics required for business.
- To study progression.
- To understand the profit & loss in business environment.
- To impart knowledge about determinants & LPP

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Blooms Level	Course Outcomes
102.1	Remembering	IDENTIFY arithmetic, geometric & harmonic progression.
102.2	Understanding	DESCRIBE types of metrics & determinants
102.3	Applying	CALCULATE percentage, interest, ratio & proportion etc
102.4	Analyzing	ANALYZE the value of shares.
102.5	Evaluating	DECIDE profit and loss
102.6	Creating	DESIGN DESIGN graphical solutions to LPP

No.	Sub unit	Skills/ Competencies	L+T
I Ratio, Proportion, Percentage & Interest	Ratio & Proportion: Introduction, simple and compound ratio, proportion. Percentage: Use of percentage in business Interest: Simple interest & compound interest Annuity: Types of annuity, present and future value of annuity.	Demonstrate competency in calculation of ratio, proportion, percentage & interest	8+1
II Progression	Progression: Introduction & types Arithmetic Progression (AP): Definition, examples of AP in business. Geometric Progression (GP): Definition, examples of GP in business. Harmonic Progression (HP): Definition, examples of HP in business.	Demonstrate competency in calculation of AP, GP & HP	8+1
III Profit, Loss & Shares	Profit & Loss: Introduction & formulae. Examples on trade discount, cash discount, cost price, selling price, commission & brokerage. Shares: Concept of share, face value, market value, dividend, brokerage, equity shares, preferential shares, bonus shares. Examples and Problems.	Demonstrate skills in calculation of profit and loss	8+1

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IV Matrices and Determinants	Matrices and Determinants (up to order 3 only) Introduction, Types of Matrices, Algebra of Matrices, Determinants, Adjoint of a Matrix, Inverse of a Matrix via Adjoint Matrix, Homogeneous System of Linear equations, Condition for Consistency of homogeneous system, Solution of Non-homogeneous System of Linear equations (not more than three variables), Applications in Business and Economics, Examples and Problems.	Demonstrate skills in calculation of matrix problems	8+1
V Linear Programing Problem (LPP)	Introduction to Linear Programing Problems, objective functions, decision variables, constraints. Formulation & solution of LPP (two variables), feasible and optimal solution. Graphical method.	Demonstrate skills in formulation & solution of LPP	8+1

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Mr. Amarnath Dikshit, Mr. Jitendra Kumar ain	Business Mathematics	2009	Himalaya Publishing House
02	Mr. V. K. Kapoor	Business Mathematics	2012	Sultan Chand & Sons
03	Zameeruddin	Business Mathematics	2003	Vikas Publishers

Online Resources:

Online Resource No.	Website address
1	https://www.placementpreparation.io/quantitative-aptitude/ratio-and-proportion/questions-and-answers/
2	https://www.hitbullseye.com/Arithmetic-Progression-Problems.php
3	https://byjus.com/maths/linear-programming/
4	https://ncert.nic.in/pdf/publication/exemplarproblem/classXII/mathematics/lep204.pdf

MOOCs:

Resource No.	Website address
1	https://onlinecourses.swayam2.ac.in/nou22_cm08/preview

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Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023 –24

Semester	Course Code	Course Title	
I	BB103	Micro Economics	
Type of Course	Credits	Evaluation	Marks
DSC	03	IE (50) + UE (50)	100

Course Objectives:

- To familiarize the students with the basic concept of microeconomics.
- To understand the pricing and output decisions under various market structure.
- To apply demand and supply analysis in business applications
- To apply various decision tools to understand the market structure.
- To analyze the production and cost structure under different stages of production

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
103.1	Remember	Recognize the role and importance of finance in business and remember the role of a finance manager in an organization
103.2	Understand	Differentiate between types of financial markets and understand the significance of financial institutions in the economy
103.3	Apply	Apply the concept of Future value, present value, cost of capital and working capital ratios
103.4	Analyze	Analyze Stock market and Bond market
103.5	Evaluate	Evaluate different types of Mutual funds and investment strategies
103.6	Create	Design a personal financial planning and wealth management strategy

Unit	Sub unit	Skills/ Competencies	L + T
I Introduction to Micro- economics	<ul style="list-style-type: none"> • Meaning, Nature and Scope of Micro and Macro Economics • Basic Economic Problems • Market forces in solving economic problems. • Circular Flow of Income and Expenditure 	Demonstrate competence in understanding basic concepts of Microeconomics	4+1

<p>SYLLABUS FOR BBA PROGRAMME</p> <p>II Theory of Demand and Supply</p>	<p>Demand function</p> <ul style="list-style-type: none"> • Meaning and types, • Movement along a demand curve and shifts in demand curve <p>Supply Function</p> <ul style="list-style-type: none"> • Meaning and types • Movement along a supply curve and shifts in supply curve <p>Concept of Elasticity of Demand and Supply</p> <ul style="list-style-type: none"> • Price elasticity of demand: degrees, measurement (percentage, total outlay, point and arc methods), uses in business decision making. • Income elasticity of demand: degrees, measurement (percentage, arc and point methods) • Cross elasticity of demand: types, measurement (percentage and arc methods) • Price elasticity of supply: degrees, measurement (percentage, point and arc methods) 	<p>Capability in Evaluating and Analyzing Price Elasticity of Demand</p>	<p>7+1</p>
<p>III Theory of Consumer's Behavior</p>	<ul style="list-style-type: none"> • Cardinal vs ordinal utility • Indifference curve analysis <ol style="list-style-type: none"> a. Meaning, assumptions and properties b. Principle of MRS c. Consumer's equilibrium • Price effect – derivation of PCC and demand curves for normal goods (substitutes and complements) • Income effect – derivation of ICC and Engel curves for normal goods and inferior goods • Substitution effect – Hicksian approach • Decomposition of price effect into income and substitution effects – Hicksian approach • Applications – tax and subsidy, income leisure choice of workers 	<p>Proficiency in Analyzing Consumer Behavior</p>	<p>9+1</p>
<p>IV Theory of Production and Cost</p>	<ul style="list-style-type: none"> • Basic Concept of production, • The Production function, • Factors of Production, • Total Average & Marginal product, • Short & Long Run Production Function, • Law of Variable proportion, • Law of Return to Scale, • Law of diminishing Marginal product, • Expansion path, • Concept of cost and Total, Marginal & Average Cost 	<p>Demonstrate Skills in Applying concept of cost of production in actual business</p>	<p>11+1</p>

SYLLABUS FOR BBA PROGRAMME	<ul style="list-style-type: none"> • Short Run & Long Run Cost, • Relation Ship Between Marginal & Average cost 		
V Pricing Under Various Market Conditions	<ul style="list-style-type: none"> • Perfect Competition - Equilibrium of Firm and Industry under Perfect Competition • Monopoly - Price Determination under Monopoly • Monopolistic Competition - Price and Output Determination under Monopolistic Competition. 	Demonstrate Skills in developing of perfect Market strategy for surviving in the Competition	9+1

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Pindyck, R.S., D. L. Rubinfeld and Mehta	Microeconomics	8 th Edition 2017	Pearson Education
02	Case, Karl E. and Ray C. Fair	Principles of Economics	10 th Edition 2011	Pearson Education
03	D N Dwivedi	Microeconomics Theory and Practice	4 th Edition 2023	Tata McGraw Hill.

Online Resources:

Online Resource No.	Website address
1	https://edge.sagepub.com/sextonmicro8e/student-resources-0/chapter-1/learning-objectives
2	https://egyankosh.ac.in/handle/123456789/67470
3	https://www.coursera.org/learn/microeconomics

MOOCs:

Resource No.	Website address
1	https://swayam.gov.in/explorer?searchText=microeconomics
2	https://onlinecourses.swayam2.ac.in/cec22_hs35/preview

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Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023 –24

Semester	Course Code	Course Title	
I	BB104	Business Accounting	
Type of Course	Credits	Evaluation	Marks
DSC	03	IE (50) + UE (50)	100

Course Objectives:

- To develop right understanding regarding role and importance of Monetary and Financial transactions in business
- To cultivate right approach towards classifications of different transactions and their implications
- To know the process of Accounting in Books as well as in Computerized Environment
- To develop proficiency in preparation of basic financial statements of a sole proprietor– Trading Account, Profit & Loss Account and Balance Sheet

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
104.1	Remember	Recall the definition, meaning, scope, objectives, history of Accounting and its concepts, principles and conventions
104.2	Understand	Understand the classification of Accounts and the rules for debit and credit
104.3	Apply	Solve practical problems related to the preparation of final accounts and bank reconciliation statement
104.4	Analyze	Analyze the different accounting standards and their significance
104.5	Evaluate	Evaluate different accounting software packages
104.6	Create	Develop a plan for implementing a computerized accounting system in real-world scenario

Unit No.	Sub unit	Skills/ Competencies	L+T
I Introduction to Accounting	Definition, Meaning, Scope and Objectives of Accounting, Brief History of Accounting, Standards of Accounting (AS, IFRS, Ind AS), Need for Accounting Standards, Types of Accounting, Accounting concepts, principles and conventions, Accounting terminology – Glossary AS 1: Disclosure of accounting policies AS 2: Inventories AS 9: Revenue Recognition	Understand basics concepts of accounting, role and importance of accounting in Business, how accounting can be implemented in business & ability to distinguish between various accounting concepts and practices	6+1

II SYLLABUS FOR BBA PROGRAMME			
Accounting Process	Double Entry System- Classification of Accounts, Rules for debit and credit, Accounting Process Source Documents, Recording of Transactions, Journal - Meaning, Need, Importance, Journalizing Ledger – Meaning, Need, Importance, and Preparation of Ledger Accounts. Difference between Journal and Ledger Trial Balance - Meaning, Features, Limitations and Preparation. Practical problems	Understand double entry system of accounting Know how to record different financial transactions and their implications Ability to prepare Trial balance	10+1
III Final Accounts of Sole Trader	Meaning, Components of Final Accounts, Parties interested in financial statements, Meaning of Trading and Profit and Loss Account and Balance Sheet. Preparation of Final Accounts with adjustments. Practical Problems.	Develop proficiency in preparation of basic financial statements of a sole proprietor	13+1
IV Bank Reconciliation Statements	Meaning, reason, importance and preparation of Bank Reconciliation Statement. Practical Problems.	Understand the kind of accounting relationship between customer and bank Ability to write necessary set of entries in books of accounts and in cash book and compare them with bank statement Understand their implications and effect	7+1
V Computerized Accounting	Accounting in Computerized Environment. Features of Computerized accounting system. Concept of grouping of accounts. Codification of accounts. Maintaining the hierarchy and ledgers. Accounting Software packages	Ability to understand growing importance of software in Accounting and to know how to use different software for recording transactions	4+1

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	S.N. Maheshwari & S.K. Maheshwari	Advance Accounting Vol- I	2017	Vikas Publication
02	M.C. Shukla , T.C. Grewal , S.C Gupta	Advance Accounting Vol- I	2017	S. Chand
03	S. Kr. Paul	Accountancy (Vol-I)	2019	Central Educational Enterprises (P)Ltd
04	Robert N. Anthony , David F. Hawkins , Kenneth A. Merchant	Accounting (text and Cases)	2010	McGraw Hill Companies

05 SYLLABUS FOR BBA PROGRAMME	ICAI	Compendium of Statement and Standards of Accounting	2023	ICAI
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Online Resources:

Online Resource No.	Website address
1	https://www.tutorialspoint.com/accounting_basics/accounting_process.htm
2	https://www.vedantu.com/commerce/preparation-of-final-accounts-of-sole-proprietor
3	https://ncert.nic.in/ncerts/l/keac213.pdf
4	https://www.youtube.com/watch?v=jy2lF1GpSEc

MOOCs:

Resource No.	Website address
1	https://www.edx.org/learn/financial-accounting?hs_analytics_source=referrals&utm_source=mooc.org&utm_medium=referral&utm_campaign=mooc.org-topics
2	https://swayam.gov.in/explorer?category=Accountancy
3	https://www.coursera.org/specializations/accounting-fundamentals

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023 –24

Semester	Course Code	Course Title	
I	BB105	Business Organization & System	
Type of Course	Credits	Evaluation	Marks
DSC	03	IE (50)+ UE (50)	100

Course Objectives

- To understand evolution, role and functions of business.
- To study the prerequisite to set up business organization.
- To explain features, merits and limitations of different forms of business organizations, distinguish between them and to discuss the factors determining choice of an appropriate form of business organization.
- To understand different forms of business combinations and their applications.

Course Outcomes:

At the successful completion of the course the learner will be able to:

CO No.	Bloom's Level	Course Outcomes
105.1	UNDERSTANDING	UNDERSTAND the considerations, steps, and legal requirements for establishing a new business unit and implications of different forms of business organizations.
105.2	REMEMBERING	RECALL the key concepts and the legal requirements involved in establishing a new business unit.
105.3	APPLYING	APPLY the key concepts and fundamental principles to explain how business activities function.
105.4	ANALYSING	ANALYZE different forms and selection criteria's of business organizations.
105.5	EVALUATING	EVALUATE the meaning, causes, objectives, and types of different business forms and business combinations.
105.6	CREATING	GENERATE new perspectives and PROPOSE innovative approaches to address the challenges and opportunities related to business forms & business combinations in a dynamic business environment.

SYLLABUS FOR BBA PROGRAMME

Unit	Sub- unit	Skills/ Competencies	L+T
I Nature and evolution of business	Meaning and definition of business, Nature of Business, Scope of Business Meaning, Definition of Business Organization, Characteristics of Business Organization, Objectives of Business Organization, Evolution of Business, Modern Businesses, Business & Profession.	Understand how businesses operate and provide goods, services, and employment opportunities to society.	8+1
II Establishing a new business unit	Meaning of business unit, process to establish a new business unit, meaning of promotion, types of promotion, features for business, plant location, importance of selecting plant location, market location, factors affecting selection of market location.	Ability to analyze various factors to set up business unit, making informed decisions, and developing a clear roadmap for establishing and positioning a business unit effectively.	8+1
III Forms of business organization	Forms of business organization and its selection, meaning, characteristics, advantages and Limitations of Sole proprietorship, meaning, features, advantages, disadvantages and types of Partnership Firm.	Develops competency in business organization analysis which includes the ability to identify the most appropriate business organization for a given scenario.	8+1
IV Joint Stock Company	Joint Stock Company-Features, advantages, disadvantages, types of companies- On the basis of incorporation, On the basis of liability, On the basis of number of members, According to Domicile, Miscellaneous Category. Co-operatives-Meaning & features, types- Producer Cooperative, Consumer Cooperative, Credit Unions, Marketing Cooperative Society, Housing Cooperative Society.	Able to analyze complex information, identify patterns, and draw meaningful conclusions about the structures and operations of Joint Stock Company and Co-operatives	8+1
V Business Combination	Meaning and causes for Business combinations, objectives of combinations, types of business Combination- Horizontal Combinations, Vertical Combination, Lateral or Allied Combinations, Forms of business combinations- Associations, Federations, Consolidations – Partial and Complete. Meaning and types of Mergers, acquisitions and takeovers.	Ability to critically analyze different types of business combinations , and form well-reasoned judgments based on logical reasoning.	8+1

SYLLABUS FOR BBA PROGRAMME**Reference Books:**

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Vijay Kumar Kaul	Business Organization and Management: Texts and Cases	First Edition	Pearson Publication
02	S.A. Sherlekar , V.S. Sherlekar	Modern Business Organization and Management – System Approach	---	Himalaya Publishing House
03	Rajendra P.Maheshwari , J.P. Mahajan	Business Organization and Management	-----	International Book House Pvt.Ltd.
05	Jagdish Prakash	Business Organization and Management	-----	Kitab Mahal Distributors

Online Resources:

Online Resource No.	Website address
1	https://rb.gy/asc5e
2	https://www.investopedia.com/terms/b/business.asp
3	https://ncert.nic.in/textbook/pdf/kebs102.pdf

MOOCs:

Resource No.	Website address
1	https://www.coursera.org/learn/company-future-management
2	https://www.udemy.com/course/introduction-to-business2/

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023 –24

Semester	Course Code	Course Title	
I	BB106	Fundamentals of Information Technology	
Type of Course	Credits	Evaluation	Marks
MDC-1	04	IE (50) + UE (50)	100

Course Objectives:

- To know the concept of information technology and their role in modern businesses
- To develop rational approach as to how computers can be used in data process analysis in business
- To develop understanding regarding cautions to be taken security, safety and security while using net based service
- To be aware about the new concepts and emerging trends in IT

Course Outcomes:

At the successful completion of the course the learner will be able to have

CO No.	Bloom's Level	Course Outcomes
106.1	Remember	Recall the fundamental components and functions of a computer system
106.2	Understand	Grasp the concept of data communication and network security
106.3	Apply	Apply essential software applications such as word processing, spreadsheets and presentation software for creating and editing documents, analyzing data and delivering presentations
106.4	Analyze	Analyze common cyber threats and vulnerabilities
106.5	Evaluate	Evaluate the effectiveness of security measures in safeguarding data and systems
106.6	Create	Design innovative solutions using emerging technologies to address real-world problems

Unit	Sub unit	Skills/ Competencies	Lectures + Tutorials
I Basics of Computers	Introduction, Characteristics of Computers, Types of Computers, Computer Hardware and Software- Storage Devices, I/O Device, Types of Programming Languages, Data Organization	Know the basics of Computers Understanding of computer hardware and software	11+1

II SYLLABUS FOR BBA PROGRAMME			
II Introduction to IT & Computer Networks	Overview of Information Technology- Operating System, Functions of OS, Types of OS– Single user, Multiuser, Windows OS, Android OS, and IOS. Topology, Types of Topology, Types of Networks	Understand the importance of operating system Recognize structure and modeling of computer networking and data communication in business process. Develop understanding regarding need, structure and working of computer networking	11+1
III Essential Software Applications	Word Processing and Document creation, Spreadsheet Analysis and data management, Presentation software and visual communication Database Management Systems	Learn the process and develop skills for usage of different computer application in business processes.	11+1
IV Internet and Cyber Security	WWW, Internet, Internet Service Providers(ISP), Services Provided by the Internet: e-mail, search engine, Information security, network security and cyber security, Goals of security, Overview of security threats, Types of Attacks, Weak / Strong passwords and password cracking, Insecure Network connections, Digital signature, Privacy and Ethical issues in IT, IT Governance and Compliance	Understand Internet. Ability to handle various software and programmes with due cautions and care.	11+1
V Emerging Trends in IT	E-Commerce, E-Marketing, M-Commerce, ERP, CRM, Grid Computing, Mobile Computing, Green Computing, BYOD, Artificial Intelligence, Blockchain, Web 3.0, Internet of Things (IoT) Digital Payments, Artificial Intelligence(AI) and Machine Learning(ML), Cloud Computing and Virtualization	Be aware about the new concepts and emerging trends in IT	11+1

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Matt Bishop	Introduction to Computer Security	2018	Pearson

02	G.V. Anjaneyulu	Computer Organization	2015	Himalaya Publishing House
03	V. Rajaraman	Fundamentals of Computers	2014	PHI Learning
04	Pradeep K. Sinha	Computer fundamentals	2004	BPB Publications

Online Resources:

Online Resource No.	Website address
1	https://www.youtube.com/watch?v=m8eNwVei5xI
2	https://www.geeksforgeeks.org/basics-of-computer-and-its-operations/
3	https://www.geeksforgeeks.org/difference-between-hardware-and-software/
4	https://www.kaspersky.co.in/resource-center/definitions/what-is-cyber-security
5	https://www.sam-solutions.com/blog/top-five-information-technology-trends-to-watch-in-2019/

MOOCs:

Resource No.	Website address
1	https://www.coursera.org/courses?query=digital%20marketing
2	https://www.edx.org/learn/artificial-intelligence?hs_analytics_source=referrals&utm_source=mooc.org&utm_medium=referral&utm_campaign=mooc.org-topics
3	https://swayam.gov.in/explorer?category=Computer_App
4	https://www.udemy.com/course/learn-digital-marketing-course/

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023 –24

Semester	Course Code	Course Title	
I	BB107	Communication Skills	
Type of Course	Credits	Evaluation	Marks
SEC-1	02	IE (50) + UE (50)	100

Course Objectives:

- To understand the principles and practices of effective communication.
- To enhance LSRW (Listening, speaking, reading and writing) skills amongst the students.
- To demonstrate effective Oral and written communication in various functional areas.
- To demonstrate ability to work in team and exhibit interpersonal skills.

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Blooms Level	Course Outcomes
107.1	Remembering	DEFINE the concepts and theories of effective communication.
107.2	Understanding	UNDERSTAND and exhibit strategies to adopt while communicating with people on different platforms.
107.3	Applying	DEMONSTRATE effective Communicate at any level of organization.
107.4	Analyzing	DISTINGUISH among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.
107.5	Evaluating	EVALUATE the various factors affecting the flow of effective communication.
107.6	Creating	DEVELOP business correspondence and presentation skills.

Unit	Sub unit	Skills/ Competencies	L+T
I Introduction to effective communication	Definition, Objectives of communication, Essentials of good communication, Barriers to effective communication and overcoming the barriers, Process of Communication, Communication styles and outcome of each style.	Identify, distinguish between and communicate effectively in the formal as well as informal setting.	2+1

<p align="center">II Methods of communication : Verbal Communication</p>	<p>Verbal Communication : Meaning, types of verbal communication , Oral communication – relevance , advantages and disadvantages, Written communication - relevance , advantages and disadvantages, Communication in digital era</p>	<p>Ability to construct messages by making use of the most relevant channel and demonstrate effectively oral and written communication.</p>	<p>4+1</p>
<p align="center">III Methods of communication : Non- Verbal Communication</p>	<p>Components of Nonverbal Communication: a. Kinesics, Proxemics, Haptics(touch), Chronemics(time), Chromatics(Colors), paralanguage, (oculesics (eye movements), olfactics(Sense of smell), grooming b. Mirroring c. Mehrabian Circle</p>	<p>Demonstrate the subtle ways of non-verbal patterns of communication by observation and decode the forms of unsaid mannerism.</p>	<p>4+1</p>
<p align="center">IV Developing communication skills</p>	<p>Listening skills - Importance of listening, Impediments to effective listening, Styles of listening, Strategies to improve listening. Presentation skills - Four P's of Presentation skills: Plan, Prepare, Practice and Perform Group Discussions -Do's and don'ts of a GD, Approaches to prepare for a GD Personal Interview- Preparing for personal interview, Types of interview, Types of interview questions</p>	<p>Comprehend and execute the art of listening, develop skills to be able to present themselves in front of varied audience, learn to communicate in large groups and face interview with confidence.</p>	<p>7+1</p>
<p align="center">V Organizational communication and Business Correspondence</p>	<p>Importance & Relevance of Effective Communication in Business Context, Channels of communication – Formal – vertical, horizontal, diagonal & Informal- Grapevine communication Letter writing – Types of letters, layout of letter, Resume writing, E-mail writing</p>	<p>Adhere to the professional requirements of hierarchical communication, avoid miscommunication, and make business correspondence in the most professional manner.</p>	<p>8+1</p>

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Lesikar Raymond V	Basic Business Communication	10 th edition	Tata McGraw Hill

02 SYLLABUS FOR BBA PROGRAMME	Rajendra Pal	Essentials of Business Communication	13 th edition	Sultan Chand & Sons
03	Sharma R C	Business Correspondence & Report Writing	3 rd edition	Tata McGraw Hill

Online Resources:

Online Resource No.	Website address
1	https://www.udemy.com/topic/communication-skills/free/
2	https://virtualspeech.com/blog/improve-communication-skills
3	https://www.linkedin.com/learning/topics/communication

MOOCs:

Resource No.	Website address
1	https://www.my-mooc.com/en/mooc/improving-communication-skills/
2	https://www.edx.org/professional-certificate/ritx-communication-skills
3	https://www.coursera.org/learn/wharton-communication-skills

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023 –24

Semester	Course Code	Course Title	
I	BB108	Physical Fitness (Yoga)	
Type of Course	Credits	Evaluation	Marks
VAC-1	01	Not Applicable	Not Applicable
Course Objectives:			
<ul style="list-style-type: none"> The objective and purpose of this course are to enable the student to have good health, practice mental hygiene, possess emotional stability, integrate moral values, and attain a higher level of consciousness. 			
Course Outcomes:			
<p>At the successful completion of the course the learner will be able to:</p> <ul style="list-style-type: none"> To gain knowledge of introduction to yoga. To learn and practice the techniques of Yogic practices. To analyze the concept of Asanas, Pranayama, Bandha and Mudra, Kriya, Dhyana, etc. To understand the role of yoga in different stages of life. 			
Methods of Instruction/Course Format/Delivery:			
<ul style="list-style-type: none"> Demonstration and practice will be the primary method of instruction from a Yoga instructor. 			

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023 –24

Semester	Course Code	Course Title	
I	BB108	Physical Fitness (Zumba)	
Type of Course	Credits	Evaluation	Marks
VAC-1	01	Not Applicable	Not Applicable
Course Objectives:			
<ul style="list-style-type: none"> The purpose of this course is to offer experience with a variety of Zumba techniques to provide a high-intensity cardio and muscular strengthening workout 			
Course Outcomes:			
<p>At the successful completion of the course the learner will be able to:</p> <ul style="list-style-type: none"> To Understand the importance of Zumba in developing and living a healthy lifestyle. To Become more familiar with a variety of Zumba techniques. To Become more familiar with Zumba movement execution. 			
Methods of Instruction/Course Format/Delivery:			
<ul style="list-style-type: none"> Demonstration and return demonstration will be the primary method of instruction from a certified Zumba instructor. 			

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023 –24

Semester	Course Code	Course Title	
I	BB108	Physical Fitness (Physical Training)	
Type of Course	Credits	Evaluation	Marks
VAC-1	01	Not Applicable	Not Applicable
Course Objectives:			
<ul style="list-style-type: none"> • To equip students with basic skills in the selected physical training activities. • To motivate students to participate in physical training activities. • To have positive contributions to students’ physical fitness condition. • To help students realize the benefits of exercise. 			
Course Outcomes:			
<p>At the successful completion of the course the learner will be able to:</p> <ul style="list-style-type: none"> • Students will be able to demonstrate adequate knowledge and competencies needed for physical training activities. • Students will be able to effectively apply knowledge and skills learned throughout the curriculum in real-world settings • Physical training activities increases body flexibility, muscle strength, respiration, and energy. 			
Methods of Instruction/Course Format/Delivery:			
<ul style="list-style-type: none"> • Demonstration and return demonstration will be the primary method of instruction from a certified Physical Trainer. 			

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023 –24

Semester	Course Code	Course Title	
I	BB201	Basics of Marketing	
Type of Course	Credits	Evaluation	Marks
DSC	03	IE (50) + UE (50)	100

Course Objectives:

- To acquire a comprehensive understanding of marketing concepts and learn how to apply it for identifying, understanding, and satisfying customer needs and wants.
- To demonstrate the ability to distinguish and comprehend the specific nature of different types of marketing.
- To gain a comprehensive understanding of the theories and practices behind marketing mix variables
- To develop a thorough understanding of the country's marketing environment.
- To understand the significance of segmentation, targeting and positioning in marketing of products and services.

Course Outcomes:

At the successful completion of the course the learner will be able to:

CO No.	Blooms Level	Course Outcomes
201.1	UNDERSTANDING	UNDERSTAND the key concepts and types of marketing, and comprehend how they are applied in various contexts.
201.2	REMEMBERING	RECALL AND EXPLAIN the basics of marketing, including key concepts, functions, and processes.
201.3	APPLYING	APPLY marketing knowledge to analyze and develop effective marketing mix strategies for different target markets and products/services.
201.4	ANALYSING	ANALYZE the marketing mix elements and segments to assess their suitability and effectiveness within a given marketing scenario.
201.5	EVALUATING	EVALUATE the marketing environment, including internal and external factors, to identify challenges and opportunities that impact marketing strategies.
201.6	CREATING	DESIGN AND PROPOSE marketing mix, segmentation and positioning strategies, incorporating creativity and critical thinking to address real-world marketing challenges and seize opportunities.

SYLLABUS FOR BBA PROGRAMME

Unit	Sub-unit	Skills/ Competencies	Lecture + Tutorial
I Concepts & Types of Marketing	Marketing concept, its objectives, importance and functions of marketing, core concepts of marketing, company orientations towards market place. Types of marketing: Digital marketing, Service marketing, Rural Marketing, Omni channel Marketing, Green Marketing, Neuromarketing.	Competency to distinguish between needs, wants, and demands, and comprehend the evolutionary journey of marketing.	11 +1
II Introduction and elements of Marketing Mix	Marketing Mix: Meaning, scope, elements and importance of marketing mix., extended marketing mix(7P's). Product Mix: Meaning, classification of product, dimensions/ elements of product mix, product life cycle and new product development. Price Mix: Concept of price, internal & external factors affecting price, pricing objectives, pricing strategies.	Develop skills in product management and pricing strategy development.	9+1
III Place Mix	Place Mix: Concept of place, channels of distribution, types of channels, importance of retailing and wholesaling.	Learn how to select appropriate channels for distribution of different products and services.	6+1
IV Promotion Mix	Promotion Mix: Concept of promotion and promotion mix, advertising, sales promotion, public relations, personal selling and publicity.	Learn how to design a promotion mix for different types of products and services.	6+1
V Marketing Environment & Market Segmentation, Targeting and positioning	Marketing environment: Meaning, internal and external factors influencing marketing environment, political, social economical international, technological multi-cultural environment. Segmentation Targeting and positioning: Concept, importance and bases of segmentation, Target market selection and positioning.	Understanding marketing environmental factors, students will develop the skills to segment the market based on the type of product or service that is being offered.	8+1

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
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01	Philip Kotler & Kevin Lane Keller	Marketing Management	16 th Edition	Pearson India
02	V. S. Ramaswamy , S. Namakumari	Marketing Management: Indian Context Global Perspectives	6 th Edition	Sage Publication India Pvt.Ltd.
03	S.A. Sherlekar & R.Krishnamoorthy	Marketing Management- Concepts and Cases	14 th Edition	Himalaya Publishing House
04	Dr.R.B.Rudani	Basics of Marketing Management (Theory & Practice)	--	S.Chand Publication

Online Resources:

Online Resource No.	Website address
1	https://ipsedu.in/downloads/MBABooks/principles-of-marketing-philip-kotler.pdf

MOOCs:

Resource No.	Website address
1	https://www.udemy.com/course/marketing-fundamentals-course/
2	https://www.coursera.org/learn/marketing-foundations
3	https://onlinecourses.swayam2.ac.in/nou21_cm01/course
4	https://www.coursera.org/learn/neuromarketing
5	https://www.coursera.org/learn/wharton-marketing

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023 –24

Semester	Course Code	Course Title	
II	BB202	Business Statistics	
Type of Course	Credits	Evaluation	Marks
DSC	03	IE (50) + UE (50)	100

Course Objectives:

- To understand basic concepts & importance of statistics.
- To improve student knowledge on statistical techniques.
- To understand & interpret the data

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
202.1	Remember	Tabulate and present the data
202.2	Understand	Understand the basic concepts of statistics.
202.3	Apply	Calculate statistical measures, correlation and regression coefficient
202.4	Analyze	Analyze various approaches for decision making.
202.5	Evaluate	Estimate permutations & combinations
202.6	Create	Draw network diagram and calculate the expected time for project completion

Unit	Sub unit	Skills/ Competencies	L+T
I Data Presentation	Classification and tabulation of data: Frequency Distribution- Univariate, Individual Observations, Bivariate / Two-way frequency distribution, Discrete frequency distributions, Continuous frequency distributions, Tabulation and structure of tabulation, types of tables. Diagram and graphic presentation of data – Histogram, Frequency polygon, Ogives or cumulative frequency curves	Demonstrate competence in data presentation.	8+1
II Permutations, combinations and Inequalities	Permutations, combinations and Inequalities: Permutations Definition, Permutations of different things, and permutations of n things not all different, Permutations, where repetitions are not allowed, Combinations – definition, Combinations of different things, Inequalities: Graph of Linear Inequalities in two variables, Solution sets, System of inequalities or in equations	Exhibit skills in calculation of permutations & combinations. .	8+1

III SYLLABUS FOR BBA PROGRAMME Statistical Measures	Measures of Central Tendency and Dispersion: Mean, Median, Mode, Quartiles, Deciles, percentiles, Dispersion- Range Quartile Deviation, Mean deviation, Standard Deviation, Coefficient of variation, Skewness, Kurtosis meaning.	Demonstrate skills in calculation of statistical measures.	8+1
IV Decision Theory & Game Theory	Decision Theory: Concept, Decision under risk (EMV) & uncertainty Game Theory: Concept, 2 by 2 zero sum game with dominance, Pure & Mixed Strategy	Demonstrate competence in Decision & Game Theory.	8+1
V CPM, PERT, Correlation & Regression	CPM & PERT: Concept, drawing network, identifying critical path Correlation and Regression: Meaning, Types of correlation, Regression equations. Regression Coefficients.	Demonstrate skills in drawing network diagram and calculation of correlation & regression coefficient.	8+1

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	N. D. Vohra	Quantitative Techniques in Management	2017	Tata, McGraw Hill Publications
02	Levin, Rubin, Stinson & Gardner	Quantitative Approaches to Management	1992	McGraw Hill Inc., US
03	J. K. Sharma	Operations Research Theory & Applications	2009	MacMillan Publishers India Ltd
04	R. K. Gosh, S. Saha	Business Mathematics and Statistics	2013	New central book agency

Online Resources:

Online Resource No.	Website address
1	https://www.hitbullseye.com/Permutation-and-Combination-Problems.php
2	https://flexbooks.ck12.org/cbook/ck-12-basic-algebra-concepts/section/11.9/primary/lesson/measures-of-central-tendency-and-dispersion-bsc-alg/

3 SYLLABUS FOR BBA PROGRAMME	https://www.mbacrystalball.com/blog/2015/09/25/permutations-and-combinations/
4	http://www.yorku.ca/ptryfos/ch3000.pdf
5	https://www.educationlessons.co.in/notes/numerical-on-pert

MOOCs:

Resource No.	Website address
1	https://onlinecourses.nptel.ac.in/noc21_ma74/preview

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023 –24

Semester	Course Code	Course Title	
I	BB203	Macro Economics	
Type of Course	Credits	Evaluation	Marks
DSC	03	IE (50) + UE (50)	100

Course Objectives:

- To provide the students with an introduction to the basic macroeconomic principles.
- To enable students to appreciate the working of real and money markets.
- To emphasize the role of macroeconomic policies that affect internal and external deficits, inflation and growth of per capita income.
- To understand the role of International trade on economic growth.
- To analyze economic policies and their implication for economy.

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
203.1	Remember	STATE the concept of macroeconomics
203.2	Understand	EXPLAIN the income determination through classical and Keynesian economics
203.3	Apply	INTERPRET Qualitative and Quantitative measures to improve Economy
203.4	Analyze	EXAMINE unemployment and Inflation and relevance with macro economy
203.5	Evaluate	ARGUE that The Balance of Payments and Exchange Rates are important for Economy

SYLLABUS FOR BBA PROGRAMME

Unit	Sub unit	Skills/ Competencies	Lecture + Tutorial
I Introduction to Macroeconomics	<ul style="list-style-type: none"> • Meaning, Nature & Scope and Importance of Macro Economics, • Interdependence Between Microeconomics & Macroeconomics • Meaning and Interdependence of Production, • Consumption & Investment. 	Demonstrate competence in understanding Macroeconomic concept	5+1
II Measuring National Output and National Income	<ul style="list-style-type: none"> • Structure of Macro Economy, • Different sectors of the economy, • Circular Flow of Income & Product, • Leakages & Injections in the Circular Flow, • Concepts relating to National Income Related Aggregates. • Methods of calculation of National Income Output method, • Methods of calculation of National Income method, • Methods of calculation of National Income-expenditure method, • Precautions in estimating national income by various methods. • Difficulties in estimation of national income 	Capability in Analyzing Structure of Macro Economy, National Output and National Income	11+1
III Money & Banking	<ul style="list-style-type: none"> • Introduction • Money: Meaning and Functions: Primary and Secondary Function • Classification of Money: Full Bodied Money, Credit Money, Fiat Money • Supply of Money/ Money Supply • Banking: bank Definition • Central Bank: Definition, Features, Functions • Supervision of Central Banks • Credit Control Measures/Measures of Monetary Policy: Quantitative & Qualitative measures • Money Creation by the Commercial Bank (Credit Creation) 	Proficiency in explaining Money, Credit Control and Banking	11+1
IV Unemployment and Inflation	<ul style="list-style-type: none"> • Types and causes of unemployment, • Measures to solve unemployment problem, • Inflation Meaning and types, • Explanation of Inflation- demand pull inflation & cost push inflation, • Effects of Inflation on distribution of income & wealth and on output & growth, • Methods to control Inflation 	Demonstrate skills in developing strategy to decrease unemployment and to decrease inflation.	7+1

SYLLABUS FOR BBA PROGRAMME The Balance of Payments and Exchange Rates	<ul style="list-style-type: none"> • Balance of Payments, Meaning and Components, • Difference between BOP & BOT, • Causes of Disequilibrium in BOP Measures to correct disequilibrium in BOP, • Meaning of Foreign Exchange Rate, • Types of Exchange Rate- Fixed & Flexible Exchange Rate System, and Purchasing Power Parity Theory 	Demonstrate Skills in Evaluating Balance of Payments and Balance of Trade	6+1
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Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Ackley G	Macro Economics: Theory and Policy		Macmillan Publishing Company
02	Blanchard, O., & Johnson	Macroeconomics		Pearson Education
03	Gupta S.B	Monetary Economics		S. Chand & Co. Ltd.

Online Resources:

Online Resource No.	Website address
1	https://edge.sagepub.com/sextonmacro8e
2	https://www.classcentral.com/classroom/mit-opencourseware-development-economics-macroeconomics-spring-2013-40926/60b710ed6138b
3	https://rbi.org.in/Scripts/AnnualPublications.aspx?head=Macroeconomic%20and%20Monetary%20Developments
4	https://www.imf.org/en/Capacity-Development/Training/ICDTC/Schedule/SA/2023/WSPSA23-08

MOOCs:

Resource No.	Website address
1	https://onlinecourses.swayam2.ac.in/cec20_hs37/preview

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023 –24

Semester	Course Code	Course Title	
II	BB204	Principles of Finance	
Type of Course	Credits	Evaluation	Marks
DSC	03	IE (50) + UE (50)	100

Course Objectives:

- To cultivate right approach towards money, finance, and their role in business
- To develop right understanding regarding various sources of finance and their role and utility in business
- To develop basic skills as to concept of capital structure and concept of capital structure

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
204.1	Remember	Recognize the role and importance of finance in business and remember the role of a finance manager in an organization
204.2	Understand	Differentiate between types of financial markets and understand the significance of financial institutions in the economy
204.3	Apply	Apply the concept of Future value, present value, cost of capital and working capital ratios
204.4	Analyze	Analyze Stock market and Bond market
204.5	Evaluate	Evaluate different types of Mutual funds and investment strategies
204.6	Create	Design a personal financial planning and wealth management strategy

Unit	Sub unit	Skills/ Competencies	L+T
I Introducti on to Finance	Overview of Finance- Definition and scope of Finance Importance and role of finance in business Financial Management, its objectives and decision-making process Role of finance manager Financial markets and Institutions- Types of Financial markets, Financial Intermediaries, Role of Financial Institutions in the economy	Understand role and importance of finance in business Ability to understand Indian Financial market	8+1

II SYLLABUS FOR BBA PROGRAMME			
Sources of Finance And Time Value of Money	Short-term and Long-term Financing Time Value of money- Future Value and Present Value Concepts, Compound Interest and Discounting, Calculating time value of money using formulas and financial calculators	Know different types of sources of business finance Understand the concept of Time value of money	8+1
III Cost of Capital, Capital Structure And Working Capital Management	Cost of Capital Capital Structure-Meaning, criteria for determining capital structure, Factors affecting capital structure, Capitalization: over capitalization and Under Capitalization Working Capital Management- Managing current assets, current liabilities, Cash conversion cycle and working capital ratios	Know how to calculate the cost of capital Understand how basic Capital structure is designed Comprehend the concept of Working Capital	8+1
IV Stock Market and Bond Market	Overview of Securities and Stock Markets- Stock Exchanges and trading mechanisms, Primary and Secondary markets, Types of stocks, Fundamental analysis and valuation of stocks, Stock Market Indices Overview of Bond Market- Types of Bonds, Bond pricing and yield calculations, Bond ratings and credit risk assessment	Have an overview about the Indian stock market and Bond Market	8+1
V Mutual Funds & Portfolio Management And Other concepts in business finance	Mutual Funds and Portfolio Management- Types of Mutual funds and investment strategies Portfolio diversification and asset allocation Other concepts in Business finance- Venture Capital, Leasing, Microfinance, Investment Opportunities, Commodities and Derivatives, Personal financial planning and wealth management	Have a basic understanding about Mutual funds Understand new and emerging trends in business finance	8+1

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Prasanna Chandra	Financial management – Theory and Practice	2007	McGraw-Hill Education
02	I.M. Pandey	Financial Management	2015	Vikas Publishing House Pvt. Ltd.
03	James C. Van Horne, John M. Wachowicz, JR	Fundamentals of Financial management	2010	Prentice Hall of India Pvt. Lit Page

04 SYLLABUS	ICAI FOR BBA PROGRAMME	Financial management (Intermediate Study material)	2023	ICAI
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Online Resources:

Online Resource No.	Website address
1	https://www.investopedia.com/terms/w/workingcapitalmanagement.asp
2	https://www.investopedia.com/terms/t/timevalueofmoney.asp
3	https://byjus.com/commerce/sources-of-business-finance/
4	https://groww.in/p/difference-between-bonds-and-stocks
5	https://online.hbs.edu/blog/post/cost-of-capital#:~:text=What%20Is%20Cost%20of%20Capital,whether%20an%20investment%20is%20justified
6	https://www.icidirect.com/ilearn/mutual-fund/courses/chapter-8-mutual-fund-portfolio-management

MOOCs:

Resource No.	Website address
1	https://swayam.gov.in/explorer?category=Finance
2	https://www.coursera.org/search?query=finance&=null&index=prod_all_launched_products_term_optimization
3	https://www.edx.org/learn/finance?hs_analytics_source=referrals&utm_source=mooc.org&utm_medium=referral&utm_campaign=mooc.org-topics

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023 –
24

Semester	Course Code	Course Title	
II	BB205	Organizational Behaviour	
Type of Course	Credits	Evaluation	Marks
DSC	03	IE (50) + UE (50)	100

Course Objectives:

- To acquaint students with the basic understanding of human behaviour in the organization, the concept and dynamics of Organization behavioral theories.
- To gain an insight on one’s own as that of other personality, team dynamics and learn strategies to cope up in the diverse environment.
- To enable students put ideas and skills of Organization Behaviour into practice.

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Blooms Level	Course Outcomes
205.1	Remembering	DEFINE the basic concepts and theories of OB in the current context.
205.2	Understanding	EXPLAIN the determinants of OB at individual, group and organizational level.
205.3	Applying	DEMONSTRATE the skills required to work effectively in an organizational setting.
205.4	Analyzing	ANALYZE the role “people” play and examine their personality which makes a larger impact to their personal as well as professional lives.
205.5	Evaluating	EVALUATE the antecedents that affects the functioning of individuals and groups at the workplace.
205.6	Creating	DEVELOP strategies to improve organizational effectiveness by identifying impacting forces for course of action.

Unit	Sub unit	Skills/ Competencies	L+T
I Introduction to Organizational Behaviour	Definition, Evolution of the concept of OB, Disciplines that contribute to the field of OB, Models of OB, Challenges & Opportunities for OB, OB in practice, managing diversity in organization	Recognize organizational Behaviour roots in other discipline, develop competencies to manage people and identify challenges encountered by individuals working in an organizational setting.	6+1
II Individual determinants to OB -I	Attitude & Job satisfaction – Meaning, components & types of attitude Meaning of Job satisfaction, causes & measuring job satisfaction Personality & values – Meaning	Critically review the studies from the field of psychology and examining the individual level of analysis.	9+1

SYLLABUS FOR BBA PROGRAMME	Definition, Key Determinants of Personality, Types of Personality, Theories of Personality, Importance of values, person-Job fit, Person-organization fit		
III Individual determinants to OB -II	Motivation- Meaning, Definition, Importance, Types, Theories- Maslow's Need Hierarchy Theory, McGregor's Theory X & Theory Y, Herzberg's Two- Factor Theory Leadership - Concept of Leadership, Theories of leadership, Traits of good Leader, Difference between Leader and Manager Perception- Meaning, Definition, Factors influencing perception, Attribution theory	Appraise the various dimensions of motivational theories, make use of these theories in framing human resource policies, Develop leadership Qualities and make an individual contribute in a competitive manner.	8+1
IV Groups and Teams	Meaning, Definition, Reasons for forming Groups, Theories of Group Formation, Stages of Group Development, Group Cohesiveness Difference between groups and teams, types of teams, creating effective teams, Conflict Process, Conflict management techniques	Getting along with others, getting a great job, lowering the stress level, making more effective decisions, and working effectively within a team.	8+1
V Organization System	Organisational Culture- Meaning, Definition, Creating & Sustaining Organisational Culture, Global organizational culture Organisational Change- Meaning, Definition, Forces for Change in Organisation, Resistance to Change, Approaches to managing change	Develop abilities to improve workflows for better decision making, to identify factors for developing an effective culture and forces to manage in case of any resistance.	8+1

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Stephen P. Robbins Timothy A. Judge	Organisational Behaviour	18 th edition	Pearson Education, Inc
02	K. Aswathappa	Organisational Behaviour: Text, Cases, Games	18 th edition	Himalaya Publishing House
03	Fred Luthans	Organizational Behavior	12 th edition	McGraw Hill Inc.

Online Resources:
SYLLABUS FOR BBA PROGRAMME

Online Resource No.	Website address
1	https://openstax.org/details/books/organizational-behavior
2	https://open.umn.edu/opentextbooks/textbooks/30
3	https://www.mindluster.com/lesson/16835

MOOCs:

Resource No.	Website address
1	https://www.mooc-list.com/tags/organizational-behavior
2	https://www.edx.org/learn/organizational-behavior
3	https://www.coursera.org/learn/managing-people-iese

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023 –24

Semester	Course Code	Course Title	
II	BB206	Environmental awareness and Disaster Management	
Type of Course	Credits	Evaluation	Marks
MDC-2	04	IE (50) + UE (50)	100

Course Objectives:

- To Provide students an exposure to natural resources & their significance.
- To gain a preliminary understanding of approaches of disaster risk reduction (DRR)
- To develop rudimentary ability to respond to their surroundings with potential disaster response in areas where they live, with due sensitivity .

Course Outcomes:

At the successful completion of the course, the learner will be able to

CO No.	Blooms Level	Course Outcomes
206.1	Remembering	DEFINE the basic concepts of environment and natural resources
206.2	Understanding	EXPLAIN the basic principles and theories underlying environmental science and sustainability
206.3	Applying	DEMONSTRATE the types of pollution and the reasons behind it
206.4	Analyzing	ANALYZE between renewable and nonrenewable resources and their characteristics. Evaluate the advantages and limitations of various renewable energy sources.
206.5	Evaluating	EVALUATE the influence of human activities on the environment and ecosystems.
206.6	Creating	DEVELOP strategies to improve and protect the environment

Unit	Sub unit	Skills/ Competencies	Lectures + Tutorials
I Environment and Natural resources	Multidisciplinary Nature, Scope, and Importance of Environment. Components of Environment. Atmosphere, Hydrosphere, Lithosphere, and Biosphere. A brief account of Natural Resources and associated problems: Land Resources, Water Resources, Energy Resources. Concept of Sustainability and Sustainable Development.	Understanding the need for environmental education. Ability to understand sustainability.	11+1

SYLLABUS FOR BBA PROGRAMME II Natural Resources: Renewable and Non-renewable Resources	Land resources, Deforestation: Causes and impacts due to mining, and dam building on the environment, forests, biodiversity, and tribal populations. Disaster management: floods, earthquakes, cyclones, and landslides. Water: Use and over-exploitation of surface and groundwater, floods, droughts, and conflicts over water. Energy resources: Renewable and nonrenewable energy sources, use of alternate energy sources, growing energy needs, case studies.	Understand the types of resources and the exploitation it causes when used irrationally.	11+1
III Environmental pollution, management, and social issues	Pollution: Types, Control measures, Management, and associated problems. Environmental Law and Legislation: Protection and Conservation Acts. International Agreement & Programme.	Understand the types of pollution and its impact on the environment.	11+1
IV Ecosystem and biodiversity	Ecosystem: Structure function and types their Preservation & Restoration. Biodiversity and its conservation practices. Keywords: Biome, Ecosystem, Biodiversity	Aware of the function of the ecosystem and the importance of biodiversity.	11+1
V Human Population and the Environment	Human population growth: Impacts on environment, human health, and welfare. Family Welfare Programs, Human Rights. Role of Information Technology (IT) in Environment and Human Health	Comprehend the impact of the human population and the role of IT on the environment.	11+1

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
1.	Anindita Basak	Environmental Studies	2010	Pearson
2.	Basu, M. and Xavier	Fundamentals of Environmental Studies	2016	Cambridge University Press
3.	Mitra, A. K and Chakraborty, R	Introduction to Environmental Studies	2016	Book Syndicate

Online Resources:

Resource No.	Website address
1	https://www.coursera.org/browse/physical-science-and-engineering/environmental-science-and-sustainability
2	https://onlinecourses.swayam2.ac.in/cec21_ge21/preview

1	https://www.coursera.org/learn/enviromntal-studies
2	https://onlinecourses.swayam.ac.in

SYLLABUS FOR BBA PROGRAMME

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023 –24

Semester	CourseCode	Course Title	
II	BB207	Basics of Excel	
Type of Course	Credits	Evaluation	Marks
SEC-2	02	IE (50)	50

Course Objectives:

- To understand basic concepts of MS Excel.
- To study basic formulas and functions in MS Excel.
- To understand the application of filters, charts and tables.
- To impart knowledge about formats, layout & Pivot table in MS Excel.

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
207.1	Remember	REMEMBER the excel shortcuts and perform mathematical functions in MS Excel
207.2	Understand	EXPLAIN the basic environment of MS Excel
207.3	Apply	USE filters, chart, formats and layout in MS Excel
207.4	Analyze	CATEGORIZE the data in MS Excel
207.5	Evaluate	SUMMARIZE large amount of data in MS Excel
207.6	Create	DRAW Pivot tables & charts in MS Excel

Unit	Sub unit	Skills/ Competencies	Lectures + Tutorials
I Introduction to MS Excel	<p>Introduction to Excel: About Excel, Features of MS-Excel</p> <p>The Excel Environment: Quick Access Toolbar, Title Bar, Ribbon Tabs, Name Box, Formula Bar, Scroll Bars, Status Bar, Page Views, Zoom Tool. Ribbon Display Options Button, Excel Workspace, Cells.</p> <p>Creating Worksheets and Workbooks: Creating and Renaming Worksheets, Saving Workbook, Copying and Moving a Worksheet. Inserting and Deleting Rows and Columns, Inserting Header and Footer in a Worksheet.</p> <p>Formatting Cells: Selecting Cells, Entering Text and Numeric Data into the Cells,1 Centre...</p>	Demonstrate competence in fundamentals of MS Excel.	4+2

SYLLABUS FOR BI	Applying Fonts and Background Colour, Aligning Data, Merging Cells, Text Wrapping, Number Formatting – Text, Percentage, Currency, Dates. Creating Series, Resizing Columns Width and Rows Height.		
II Excel Formulas and Functions & Tables	Excel Shortcuts: Making use of Excel Keyboard Shortcuts. Performing Basic Mathematical Operations using Formula, Sum, Percentage, Subtraction, Multiplication, Division, Count, Average. Formatting Text using Different Text Functions, If Function, Logical Functions - And, Or, Not. Tables - Creating a Table, Applying Styles to Tables, Adding and Editing Records, Inserting Records and Fields, Deleting Records and Fields.	Demonstrate skills in performing mathematical functions in MS Excel.	4+2
III Filters, Grouping and Charts in Excel	Filters, Grouping and Charts in Excel- Filtering Records, Sorting Data, Custom Sort, Changing Sort Order, Eliminating Duplicate Records. Chart Preparation – Creating Charts, Selecting Charts and Chart Elements, Moving and Resizing Charts, Changing the Chart Type.	Demonstrate skills in preparation of charts in MS Excel.	4+2
IV Formats and Layouts	Changing the Data Range, Switching Column and Row Data, choosing a Chart Layout, choosing a Chart Style, Printing Charts, Deleting Charts, Applying Word Art Styles to Chart Elements.	Demonstrate competence in formats & layout in MS Excel.	4+2
Unit V Pivot Table	Introduction to Pivot Tables: Creating Pivot Tables and Pivot Charts, manipulating a Pivot Table, Changing Calculated Value Fields, Applying Pivot Table Styles, Setting Pivot Table Options.	Demonstrate skills in performing mathematical functions in MS Excel.	4+2

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Mr. Lokesh Lalwani	Excel 2019 All-In-One	2019	BPB Publications
02	Mr. Naveen Mishra	Excel with Microsoft Excel	2019	Penman Books

03 SYLLABUS	Mr. Wallace Wang FOR BBA PROGRAMME	Microsoft Office 2019 for Dummies	2018	Wiley
04	Mr. Ken Bluttman	Microsoft Excel Formulas & Functions for Dummies	2020	Wiley

Online Resources:

Online Resource No.	Website address
1	https://support.microsoft.com/en-us/office/excel-video-training-9bc05390-e94c-46af-a5b3-d7c22f6990bb

MOOCs:

Resource No.	Website address
1	https://www.udemy.com/course/microsoft-excel-2013-from-beginner-to-advanced-and-beyond/

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023 –24

Semester	CourseCode	Course Title	
II	BB208	Universal Human Values	
Type of Course	Credits	Evaluation	Marks
VAC-2	01	Not Applicable	Not Applicable
Course Objectives:			
<ul style="list-style-type: none"> • To understand basic guidelines, content, and process of Human value education. • To make students aware of the process of dialog within themselves to know about natural acceptance. • To help students understand the meaning of happiness and prosperity for a human being. 			
Course Outcomes:			
<p>At the successful completion of the course the learner will be able to</p> <ul style="list-style-type: none"> • To explore the meaning of happiness and prosperity in the society. • To Distinguish between the Self and the Body. • To Understand the value of a harmonious relationship based on trust, and respect. 			

Unit	Sub unit	Skills/ Competencies	L+T
I Self- Exploration:	Need, Basic Guidelines, Content and Process for Value Education Understanding the need, basic guidelines, content and process for Value Education.	Aware of the basic values in human life	3
II Value Education	‘Natural Acceptance’ and Experiential Validation- as the mechanism for self-exploration, Continuous Happiness and Prosperity- A look at basic Human Aspirations, Right understanding, Relationship and Physical Facilities.	Demonstrate ability to recognize and linking values towards self-exploration.	3
III Harmony in the Human Being	Harmony in Myself Understanding human being as a co-existence of the sentient ‘I’ and the material ‘Body’, Understanding the needs of Self (‘I’) and ‘Body’ -Sukh and Suvidha, Understanding the Body as an instrument of ‘I’ (I being the doer, seer and enjoyer).	Demonstrate the ability to understand Values For Happiness	3

SYLLABUS FOR BBA PROGRAMME IV Harmony in the Family and Society	Understanding values in human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay-tripti; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship.	Awareness of foundational values of relationships	3
V Harmony in the Nature and Existence	Whole existence as Co-existence Understanding the harmony in the Nature, Interconnectedness and mutual fulfillment among the four orders of nature-recyclability and self-regulation in nature.	Ability to remain in a state of Happiness with naturally accepted harmony	3

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Mr. A N Tripathy	Human Values	2003	New Age International Publishers.
02	Mr. P L Dhar, Mr. RR Gaur	Science and Humanism	1990	Commonwealth Publishers
04	Mr. A Nagraj	Jeevan Vidya Ek Parichay	1998	Divya Path Sansthan, Amarkantak

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
III	BB301A	Consumer Behaviour	
Type of Course	Credits	Evaluation	Marks
DSE	04	IE (50) + UE (50)	100

Course Objectives:

- To explain the concept of consumer behavior in detail
- To evaluate the factors affecting consumer behaviour
- To analyze the consumer buying decision process
- To assess the impact of consumer’s motivation and personality on the buying behaviour

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom’s Level	Course Outcomes
301A.1	Remember	DEFINE the nature of consumer behavior and various practices and theories linked to the study of consumer psychology.
301A.2	Understand	DESCRIBE the actions of consumers in connection with consumption patterns and culture
301A.3	Apply	DEMONSTRATE how the knowledge of different facets (Personality, Attitude and Perception) of consumer behavior can be applied in developing various marketing strategies
301A.4	Analyze	ANALYSE the information & knowledge gained from various sources and experiences with respect to consumer behavior
301A.5	Evaluate	CHECK the appropriateness of marketing strategies designed on the basis of consumer behavior studies related to specific situations
301A.6	Create	DESIGN marketing strategies based on consumer insights

Unit	Sub unit	Skills/ Competencies	L + T+P
I Introduction to Consumer Behaviour	<ul style="list-style-type: none"> • Meaning, Nature and Scope of Consumer Behaviour • Consumer Behaviour’s Applications in Marketing 	Demonstrate competence in understanding basic concepts of Consumer Behaviour	6+1+1
II Factors affecting Consumer Behaviour	<p>External Influences</p> <ul style="list-style-type: none"> • Culture • Sub Culture • Social Class • Reference Groups • Family <p>Internal Influences</p> <ul style="list-style-type: none"> • Needs & Motivations • Perception 	Capability in Evaluating and Analyzing factors influencing Consumer Behaviour	

SYLLABUS FOR BBA PROGRAMME	<ul style="list-style-type: none"> • Personality • Lifestyle • Values • Learning • Memory • Beliefs & Attitudes 		9+1+1
III Consumer Decision Making Process	Consumer Decision Making Process – <ul style="list-style-type: none"> • Problem Recognition • Information Search • Alternative Evaluation • Purchase Selection • Post purchase Evaluation • Buying pattern in the new digital era • Consumer buying vs Organisational buying 	Proficiency in Analyzing Consumer decision making process step wise	11+1+1
IV Consumer Motivation & Personality	<ul style="list-style-type: none"> • Consumer Motivation • Needs and Goals, • Maslow’s Hierarchy of Needs • Freud’s Theory of Motivation • Consumer Personality • Psychoanalytic Theory • Neo-Freudian Theory • Trait Theory 	Demonstrate Skills in Applying concept of Consumer motivation and personality across various industries	12+1+1
V Post Purchase Evaluation and Behaviour	<ul style="list-style-type: none"> • Customer Satisfaction • Customer Dissatisfaction • Customer Delight • Customer Complaint Behaviour • Post-Purchase Dissonance 	Demonstrate Skills in developing marketing strategies based on thorough understanding of consumer behaviour	12+1+1

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Leon G. Schiffman, Joseph Wisenblit & S. Ramesh Kumar	Consumer Behaviour	10 th Edition 2021	Pearson Education
02	Hawkins, Best & Coney	Consumer Behaviour	9 th Edition 2009	Tata McGraw Hill
03	S Ramesh Kumar	Conceptual Issues In Consumer Behavior Indian Context	2 nd Edition 2017	Pearson Education

Online Resources:
SYLLABUS FOR BBA PROGRAMME

Online Resource No.	Website address
1	https://onlinelibrary.wiley.com/journal/14791838
2	https://online.maryville.edu/online-bachelors-degrees/marketing/resources/what-is-consumer-behavior/

MOOCs:

Resource No.	Website address
1	https://onlinecourses.swayam2.ac.in/imb24_mg91/preview
2	https://onlinecourses.swayam2.ac.in/imb24_mg124/preview

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
III	BB301B	Introduction to BFSI	
Type of Course	Credits	Evaluation	Marks
DSE	04	IE (50) + UE (50)	100

Course Objectives:

- To familiarize the students with the basic concepts of BFSI Sector
- To understand the components of BFSI sector.
- To explore the emerging trends of BFSI sector.

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
204.1	Remember	Remember the terminologies of BFSI Sector.
204.2	Understand	Understand the role of BFSI Sector.
204.3	Apply	Apply the learnings in solving issues.
204.4	Analyze	Analyze the working mechanism of BFSI Sector.
204.5	Evaluate	Evaluate the various products of BFSI Sector.
204.6	Create	Create strategies for growth and development of BFSI Sector

Unit	Sub unit	Skills/ Competencies	L + T+P
I BFSI Sector	<ul style="list-style-type: none"> • Meaning, Introduction, Scope and Components of BFSI Sector • Role of BFSI Sector in Economic Development • Regulations in BFSI Sector 	Demonstrate competence in understanding basic concepts of Banking, Financial Services and Insurance	10+2+0
II Banking	<ul style="list-style-type: none"> • Definition of Banks • Banking Terminologies • Importance of Banking • Principles of Banking • Functions of Banks • Banking System in India • Types of Banks: <ol style="list-style-type: none"> 1. Central Bank 2. Public Sector Banks 3. Private Sector Banks 4. Co-operative Banks 5. Payment Banks 6. Regional Rural Banks 	Analysing Banks and their Operations	10+2+0

<p>SYLLABUS FOR BBA PROGRAMME</p> <p>III Financial Services</p>	<ul style="list-style-type: none"> • Meaning, Characteristics, Scope and Importance of Financial Services • Challenges of Financial Services sector in India • Types of Financial Services (in brief): <ol style="list-style-type: none"> 1. NBFCs 2. Mutual Funds 3. Portfolio Management 4. Leasing 5. Hire Purchase 6. Underwriting 7. Factoring and Forfaiting 8. Underwriting 9. Merchant Banking 10. Credit Rating 11. Venture Capital Financing 12. Mergers and Acquisitions 13. Microfinance 	<p>Identification and understanding of various financial services</p>	<p>10+2+0</p>
<p>IV Insurance</p>	<ul style="list-style-type: none"> • Concept, Need and Purpose of Insurance • Principles of Insurance – Primary Principles and Secondary Principles • Reinsurance- Concept and Features • Coinsurance: Concept • Types of Insurance: <ol style="list-style-type: none"> 1. Life Insurance 2. Health Insurance 3. Fire Insurance 4. Marine Insurance 5. General Insurance 	<p>Identification and understanding of various types of insurance and insurance products</p>	<p>10+2+0</p>
<p>V Emerging Trends in BFSI Sector</p>	<ul style="list-style-type: none"> • Digital Payments • Digital Insurance • Digital Investments • FinTech in BFSI Sector • BFSI Industry Trends (Artificial Intelligence, Machine Learning etc.) • BFSI Skill Sector Council of India • Future of BFSI Sector 	<p>Understanding the current trends of BFSI Sector and its future potential</p>	<p>10+2+0</p>

Reference Books:
SYLLABUS FOR BBA PROGRAMME

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Dr. Vinod Kumar, Manmeet Kaur and Atul Gupta	Financial Markets Institutions and Services	2 nd Edition 2021	Taxmann Publication
02	N.R. Mohan Prakash	Banking, Risk and Insurance Management	2016	S Chand Publishing Co Ltd.
03	M Y Khan	Financial Services	10 th Edition 2019	McGraw Hill.

Online Resources:

Online Resource No.	Website address
1	https://www.iii.org/sites/default/files/docs/pdf/Insurance_Handbook_20103.pdf
2	https://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf
3	https://mpplanningcommission.gov.in/MPES%20Chapterwise/Chapter%203_Banking%20and%20Financial%20Institutions.pdf

MOOCs:

Resource No.	Website address
1	https://www.classcentral.com/course/banking-and-financial-institutions-59508
2	https://onlinecourses.swayam2.ac.in/imb24_mg50/preview

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
III	BB301C	Introduction to Human Resource Management	
Type of Course	Credits	Evaluation	Marks
DSE	04	IE (50) + UE (50)	100

Course Objectives:

- To develop employment relations and knowledge to resolve the issues.
- To Design the appreciated role of HR specialist for implementing HRM policies.
- To Manage the manpower to motivate and attract them to remain in the organization.
- To develop the responsibility of the employer and legal system to manage employment relations.

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
301C.1	Remembering	Remember the essential elements of human resource management
302C.2	Understanding	Understand the major HRM functions and processes of HRM planning
303C.3	Applying	Apply training methods to help improve the employee performance
304C.4	Analyzing	Analyze the emerging trends, opportunities and challenges in performance appraisal.
305C.5	Evaluating	Evaluate the Concept of job application its practical applications in the origination
306C.6	Creating	Create innovative strategies based on advanced concepts of HRM.

Unit	Sub unit	Skills/ Competencies	L + T+P
I Introduction to Human Resource Management	<ul style="list-style-type: none"> • Concept of Human Resource Management: Meaning and definition of HRM- Features and benefits of HRM - Barriers to HRM - Difference in traditional HRM and HRD 	Develop key skills in Human Resource Management	9+3
II HR Planning, Recruitment & Selection	<ul style="list-style-type: none"> • HR Planning and Recruitment: HR Planning Process - Job Analysis - Recruitment and selection – Sources of Recruitment – Meaning and Process of Selection – Selection tests and interviews. 	Learn & Explore the HR planning process, job analysis, and recruitment. Learn about various sources of recruitment, the meaning and process of selection, and the role of selection tests and interviews	9+3
III Training & Development	<ul style="list-style-type: none"> • Training and Development: Importance and Objectives of Training – Assessment of training needs – Methods of Training, Performance Appraisal – Uses and Process - 360 Performance Appraisal System. 	Understand the importance and objectives of training, assess needs, explore methods, and delve into performance appraisal, including its uses and	9+3

SYLLABUS FOR BBA PROGRAMME		methods.	
IV Wages & Salary Administration	<ul style="list-style-type: none"> Wage and Salary Administration: Objectives and Principles – Essentials of a sound wage structure - Methods of wage payments – Incentive Plans – Types of Incentive Plans – Profit Sharing - Job evaluation - Fringe benefits 	Develop and learn objectives, principles, wage structure, payment methods, incentive plans, profit sharing, job evaluation, and fringe benefits in employee welfare.	9+3
V Industrial Relations	<ul style="list-style-type: none"> Industrial Relations: Concept, Objectives and approaches – Causes and measures for industrial relations - Factors influencing industrial relations - Role of Trade unions - Collective Bargaining - Workers' participation in management. 	Develop and learn concepts, objectives, approaches, causes, factors, trade unions, collective bargaining, and workers' participation in management.	9+3

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
1	C.B. Mamoria , S.V. Gankar	Human resource management	2006	Himalaya Publishing House
2	Subba rao, P	Personal and Human resource Management	2004	Himalaya Publishing House
3	Gary Dessler, Biju Varkey	Human Resource Management	2009	Pearson Education

Online Resources:

Online Resource No.	Website address
1	www.shrmindia.org
2	www.peplematters.com
3	www.hrmguide.net

MOOCs:

Resource No.	Website address
1	https://swayam.gov.in/explorer?searchText=humanresourcemanagement
2	https://onlinecourses.swayam2.ac.in/cec21_mg06/preview

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
III	BB301D	Introduction to International Business Management	
Type of Course	Credits	Evaluation	Marks
DSE	04	IE (50) + UE (50)	100

Course Objectives:

- To provide students with an understanding of the global business environment, including economic, political, legal, and cultural factors.
- To introduce students to the concepts and theories of international trade and investment, including trade theories, foreign direct investment, and global value chains.
- To explore the implications of globalization on businesses, economies, societies, and the environment.
- To familiarize students with the strategies and tactics used by businesses to compete in the global marketplace, including entry modes, strategic alliances, and global marketing.
- To develop an understanding of the challenges and opportunities of managing people and operations in a cross-cultural context.
- To examine the ethical and social responsibilities of businesses operating in the global arena.

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
301D.1	Remember	Define key concepts in international business, such as globalization, multinational corporations, and trade barriers.
301D.2	Understand	Summarize the key drivers and challenges of globalization.
301D.3	Apply	Analyze how different political, economic, and legal systems affect international business strategies.
301D.4	Analyze	Analyze the implications of regional economic integration agreements, such as the European Union or NAFTA, on international business.
301D.5	Evaluate	Critically evaluate the ethical issues faced by multinational corporations in their international operations.
301D.6	Create	Develop a comprehensive international business strategy for a company entering a new market.

Unit	Sub-unit	Skills/Competencies	L+T+P
I International Business	<ul style="list-style-type: none"> • Introduction, Difference between international and national business, stages of internationalization, international orientations. Globalization: Concept, driving and restraining forces of globalization. 	Students gain a comprehensive understanding of global business practices, including international trade, finance, marketing, and operations	9+3
II International Trade theories	<ul style="list-style-type: none"> • Introduction, why do nations trade, Theories of International trade: Mercantilism, Absolute advantage, Comparative advantage, Heckscher-Ohlin, Product life cycle theory and Porter's diamond model. 	Students can develop the ability to analyze complex economic relationships and understand the impact of trade policies on different stakeholders	9+3
III Global Trading Environment	<ul style="list-style-type: none"> • World trade in goods and services, Major trends and developments, World trade and protectionism, Tariff and non-tariff barriers, Counter trade and Commodity trading. 	Students should develop an understanding of the dynamics of global markets, including key trends, drivers, and challenges	9+3
IV International	<ul style="list-style-type: none"> • Introduction, Economic, Demographic and Social Business Environment, Policies and Social Business Environment, Research 	Understanding the political, economic, and legal frameworks	9+3

Business Environment	Legal, Natural and Technological Environment.	of different countries is essential.	
V International Trade Institutions	<ul style="list-style-type: none"> General Agreement on Tariff and Trade (GATT), World trade organization (WTO). International Monetary Fund (IMF), Asian Development Bank (ADB), UNCTAD. 	Developing strategic plans for entering new international markets and managing global operations	9+3

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
1	Francis Cherunilam	International Business: Text and Cases	2009	PHI Publishing House, New Delhi
2	Bhalla V. K. and Shiva Ramu	International Business: Environment and Management	2010	Anmol Publications Pvt. Ltd., New Delhi
3	P. Subba Rao	International Business: Text & Cases		Himalaya Publishing House Pvt. Ltd
4	K Aswathapa	Essentials of Business Environment: Text, Cases and Exercise	2014	Himalaya Publishing House Pvt. Ltd

Online Resources:

Online Resource No.	Websiteaddress
1	https://www.ibm-institute.com/
2	https://www.edx.org/learn/international-business

MOOCs:

Resource No.	Website address
1	https://www.coursera.org/learn/international-business-management
2	https://www.coursera.org/learn/globalization-of-business-enterprise

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
III	BB301E	Introduction to Family Business Management	
Type of Course	Credits	Evaluation	Marks
DSC	04	IE (50) + UE (50)	100

Course Objectives:

- Understanding Family Business Dynamics
- To understand the importance of family-owned businesses for achieving competitive advantage in the market place.
- To understand strategic planning and growth
- To gain insights into the global challenges and opportunities for family businesses.

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
301E.1	Remember	Explain generation rules and theories of Family Business.
301E.2	Understand	Analyze the importance of Governance in Family Business Challenges.
301E.3	Apply	Problem-solving skills, critical thinking, and strategic decision-making
301E.4	Analyze	Analyze the importance of Governance in Family Business Challenges
301E.5	Evaluate	Outline life cycle stages and transgenerational entrepreneurship.
301E.6	Create	Develop next generation leaders as Successor for Family Business.

Unit	Sub unit	Skills/ Competencies	L + T+P
I Introduction to Family Business	<ul style="list-style-type: none"> • Family Business as a unique synthesis- Succession and Continuity. • The three generation rule- Building Family business that last. • The systems theory model of Family Business. • Agency Theory of Family business. • The stewardship perspective of family business • Competitive Challenges and Competitive advantages of family businesses. • The role of Genograms and family messages to understand the family system. • Family emotional intelligence - The ECI-U Model. 	Students will improve skills in managing family business dynamics, including succession planning and maintaining continuity. Ability to navigate competitive challenges, leverage unique advantages, and understand family systems and emotional intelligence in a business context.	4+1
II Ownership Challenges and Family Governance	<ul style="list-style-type: none"> • Shareholder Priorities. • Managers vs Owners. • Responsibilities of. shareholders to the company. • Effective Governance of the shareholder firm relationship. • Family Governance; Structure 	Students will learn about the dynamics between shareholders and managers, effective governance practices, family governance challenges, successor	

SYLLABUS FOR BBA PROGRAMME	<p>Challenges to family governance, Managing the challenges of succession.</p> <ul style="list-style-type: none"> • Enterprise Sustainability. • Twelve elements of strategic –fit and its implications on family firms. 	<p>planning, enterprise sustainability, and strategic fit in family firms.</p>	<p>7+1</p>
III Successor Development	<ul style="list-style-type: none"> • Characteristics of next-generation leaders. • Next-generation attributes interests and abilities for responsible leadership. • Next-generation personalities managing interdependence. • CEO as an architect of succession and continuity. • Types of CEO. • Spouse and the transfer of power. 	<p>Students will learn about next-generation leadership qualities, managing interdependence, the CEO's role in succession, types of CEOs, and the spouse's role in power transfer within family businesses.</p>	<p>9+1</p>
IV Strategic Planning and Transgenerational Entrepreneurship	<ul style="list-style-type: none"> • Life cycle stages influencing family business strategy. • Turning core competencies into competitive advantage. • The unique vision of family-controlled businesses. • Strategic regeneration. • The Business Rejuvenation matrix • Intrapreneurship. 	<p>Students will learn how life cycle stages influence family business strategies and how to turn core competencies into competitive advantages. They will also explore strategic regeneration, the Business Rejuvenation matrix, and the concept of intrapreneurship.</p>	<p>11+1</p>
V The Future of Family Business	<ul style="list-style-type: none"> • New Leaders of the Evolution. • Three states of evolution. • Continuity and culture changing the culture • The change formula. • Organization Development approaches to change. • Commitment planning. • Organic competencies and business's future. • Thriving through competition. • Institutionalizing the change. 	<p>Students will learn about the future of family businesses, focusing on new leadership, stages of evolution, and strategies for continuity and cultural change. They will also explore organizational development, commitment planning, and institutionalizing change to thrive in competitive environments.</p>	<p>9+1</p>

Reference Books:
SYLLABUS FOR BBA PROGRAMME

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Ernesto J.Poza, Mary S. Daughterty,	Family Business, 4e	8 th Edition 2017	Cengage Learning,
02	Sudipt Dutta	Family Business in India,	1997	Sage Publications,
03	Laura Hougaz	Entrepreneurs in Family Business Dynasties.	2015	Springer.

Online Resources:

Online Resource No.	Website address
1	https://familybusinessmagazine.com/
2	https://www.familybusinessuk.org/
3	https://www.ffi.org/

MOOCs:

Resource No.	Website address
1	https://www.coursera.org/
2	https://www.edx.org/

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
III	BB302A	Services Marketing	
Type of Course	Credits	Evaluation	Marks
DSE	4	IE (50) + UE (50)	100

Course Objectives:

- To introduce students to the fundamental concepts of service marketing.
- To understand the unique characteristics and challenges of marketing services compared to physical goods.
- To analyze and apply the extended marketing mix (7Ps) specifically for service industries.
- To apply consumer behavior and decision-making processes in the context of service consumption.
- To address global and cultural issues in service marketing strategies.

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
302A.1	Remember	Recognize and recall the fundamental concepts and terminology of service marketing.
302A.2	Understand	Describe the extended marketing mix (7Ps) and how each element is applied in service marketing.
302A.3	Apply	Apply strategies to enhance service quality using established models such as SERVQUAL.
302A.4	Analyze	Analyze service recovery strategies to address and resolve service failures effectively
302A.5	Evaluate	Evaluate global and cultural issues that affect service marketing strategies
302A.6	Create	Design comprehensive service marketing strategies that incorporate the extended marketing mix.

Unit	Sub unit	Skills/ Competencies	L + T+P
Unit-I Introduction to Services Marketing	<ul style="list-style-type: none"> • Services – Definition and Concept, Characteristics of services, Goods Vs Services, classification of services, contribution and growth of service sector, recent advances in the service sector. 	Demonstrate competence in understanding basic concepts and terminology used in service marketing.	8+1
Unit-II Service Marketing Mix	<ul style="list-style-type: none"> • Service marketing: - Meaning, 7P's in Service Marketing – Product – Product Service Grid, Price, Place, Promotion, Process- Service encounter, People and Physical Evidence, Services Marketing Triangle, services in digital era. 	Comprehend the components of the extended marketing mix (Product, Price, Place, Promotion, People, Process, Physical Evidence).	13+2
Unit-III Service Quality	<ul style="list-style-type: none"> • Dimensions of Service Quality : RATER Model, Zone of Tolerance, Service 	Apply established models like SERVQUAL to Page	

SYLLABUS FOR BBA PROGRAMME	quality gaps (SERVQUAL model) , factors and strategies for closing the gap, Customer relationship management, Service Failure and recovery strategies	assess and enhance service quality.	12+2
Unit-IV Marketing of Services	<ul style="list-style-type: none"> Recent Trends in Marketing of Services in 1. Banking & Financial services 2. Healthcare services 3. Hospitality services (travel & tourism) 4. Public utility service 4. Educational services (Ed-tech sector) 5. IT &ITES 	Gain proficiency in developing innovative marketing techniques for various services sectors	10+3
Unit-V Globalization of services	<ul style="list-style-type: none"> Service globalization, International and Global Strategies in Services Marketing, Services in the Global Economy- Moving from Domestic to Transnational Marketing, Ethics in Services Marketing: Meaning, Importance, Unethical Practices in Service Sector 	Learn to build and position service brands in the global marketplace by tailoring messages to local markets.	8+1

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Zeithaml, Bitner and Gremler	Services Marketing	2024	McGraw Hill
02	Christopher Lovelock & Wirtz	Services Marketing: People, Technology, Strategy	2021	World Scientific Publishing Co Inc (USA)
03	Harsh Verma	Service –Marketing: Text and cases	2013	Pearson Education

Online Resources:

Online Resource No.	Website address
1	https://www.marketingprofs.com/topic/all/services-marketing
2	https://www.hubspot.com/resources
3	https://www.310creative.com/blog/services-marketing

MOOCs:

Resource No.	Website address
1	https://onlinecourses.swayam2.ac.in/imb21_mg51/preview
2	https://www.mooc-list.com/tags/services-marketing
3	https://www.edx.org/learn/marketing/indian-institute-of-management-bangalore-services-marketing-concepts-applications

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
III	BB302B	Financial Accounting-I	
Type of Course	Credits	Evaluation	Marks
DSE	04	IE (50) + UE (50)	100

Course Objectives:

- To familiarize students with the principles, objectives, and applications of Indian Accounting Standards in financial reporting.
- To equip students with the skills to calculate average due dates, prepare account current statements, and determine profit or loss for pre and post-incorporation periods.
- To enable students to apply advanced accounting techniques in the amalgamation of companies and manage financial data in a computerized accounting environment.

Course Outcomes:

At the successful completion of the course, the learner will be able to

CO No.	Bloom's Level	Course Outcomes
302B.1	Remember	Recall fundamental accounting standards and their objectives.
302B.2	Understand	Explain the methods for calculating the Average Due Date and preparing the Account Current.
302B.3	Apply	Utilize accounting knowledge to calculate and apportion profit or loss for pre and post-incorporation periods.
302B.4	Analyze	Analyze the financial statements of amalgamated companies to identify the impact of different accounting methods.
302B.5	Evaluate	Assess the effectiveness and reliability of computerized accounting systems in maintaining accurate financial records.
302B.6	Create	Compile various accounting treatments to prepare comprehensive financial statements for amalgamated companies.

Unit	Sub unit	Skills/ Competencies	L + T+P
I Accounting Standards	<ul style="list-style-type: none"> • Introduction to Accounting Standards in India • Objectives & benefits of Accounting Standards • Framework for the preparation and presentation of financial statements • Overview of important Indian Accounting Standards (Ind AS): Ind AS 1: Presentation of Financial Statements, Ind AS 2: Inventories, Ind AS 16: Property, Plant, and Equipment, Ind AS 18: Revenue, Ind AS 21: The Effects of Changes in Foreign Exchange Rates, Ind AS 24: Related Party Disclosures • Application and compliance with Accounting Standards in financial reporting • Differences between Ind AS and International Financial Reporting Standards (IFRS) 	To provide students with an understanding of Indian Accounting Standards (Ind AS) and their application in financial reporting.	10+2

SYLLABUS FOR BBA PROGRAMME			
II Average Due Date and Account Current	<ul style="list-style-type: none"> • Introduction to Average Due Date: Meaning and calculation; Practical applications • Determination of due dates in various transactions • Introduction to Account Current: Meaning and preparation, Methods of preparing Account Current (Product method, Red-ink Interest method, Daily Balance method) • Uses and importance of Average Due Date and Account Current in business 	To understand the concepts of Average Due Date and Account Current and their applications in financial transactions	6+6
III Profit or Loss Pre and Post-Incorporation	<ul style="list-style-type: none"> • Introduction to pre and post-incorporation periods • Reasons for separating pre and post-incorporation profits • Basis for apportionment of expenses and incomes • Calculation and analysis of pre and post-incorporation profit or loss • Practical problems and case studies on apportionment 	To teach students how to determine and apportion profit or loss for periods before and after the incorporation of a company	5+7
IV Amalgamation of Companies	<ul style="list-style-type: none"> • Introduction to the amalgamation of companies • Types of amalgamation: Amalgamation in the nature of merger and purchase • Methods of accounting for amalgamation: Pooling of interests method, Purchase method • Calculation of purchase consideration, Treatment of goodwill and reserves in amalgamation, Preparation of amalgamated Balance Sheet, Accounting Standard (Ind AS) 302B: Business Combinations 	To provide knowledge on the accounting treatment of amalgamations and the preparation of amalgamated financial statements	4+8
V Accounting in a Computerized Environment	<ul style="list-style-type: none"> • Introduction to computerized accounting systems • Features and components of computerized accounting software • Advantages and disadvantages of computerized accounting • Modules in computerized accounting systems: General Ledger, Accounts Receivable and Payable, Inventory Management, Payroll • Implementation and maintenance of computerized accounting systems • Practical aspects of using accounting software (e.g., Tally) • Security and audit trails in computerized accounting 	To introduce students to the use of computerized accounting systems and their benefits in managing financial data.	10+2

SYLLABUS FOR BBA PROGRAMME**Reference Books:**

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	T.S. Grewal	Introduction to Accountancy	17th Edition, 2017	Sultan Chand & Sons
02	M.C. Shukla, T.S. Grewal, S.C. Gupta	Advanced Accounts - Volume I	19th Edition, 2016	S. Chand & Company Ltd.
03	N. Ramachandran and Ram Kumar Kakani	Financial Accounting for Management	5th Edition, 2020	McGraw Hill Education India

Online Resources:

Online Resource No.	Website address
1	https://icmai.in/upload/Students/Syllabus-2012/Study_Material_New/Inter-Paper5-Revised.pdf
2	https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBA1105.pdf
3	https://drnishikantjha.com/booksCollection/Financial%20Accounting%20-%20BMS%20.pdf

MOOCs:

Resource No.	Website address
1	https://onlinecourses.swayam2.ac.in/nou24_cm13/preview
2	https://onlinecourses.nptel.ac.in/noc24_mg81/preview

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
III	BB302C	Manpower Planning	
Type of Course	Credits	Evaluation	Marks
DSE	04	IE (50) + UE (50)	100

Course Objectives:

- To facilitate the realization of the organization’s objectives by providing right number and types of personnel
- To analyse different steps in the manpower planning process and discuss how the process can be applied at both the operational and strategic level
- To understand business techniques in order to manage the manpower planning process and use methods to explore predictive trends.
- Analyze workforce diversity and its role played in planning, preparing policies and corporate initiatives as a global perspective.
- To assess and evaluate human resources requirements in according to changing organizational business plans and strategies.

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom’s Level	Course Outcomes
302C.1	Remember	Recognize the basic concepts, tools and techniques of manpower planning
302C.2	Understand	Differentiate both strategic and tactical aspects of manpower planning
302C.3	Apply	Apply HR demand forecasting techniques, and external and internal supply assessment methods to facilitate planning
302C.4	Analyze	Analyze plan and implement action plans for self and individuals/managers involved in the Manpower Planning process
302C.5	Evaluate	Evaluate manpower planning based on a calculative forecasting to improve operational efficiency and increase the profitability of a business
302C.6	Create	Propose alternative HR strategies for the merger, acquisition and separation of human resources and correctly match them to appropriate business and/or organization strategies

Unit	Sub unit	Skills/ Competencies	L + T+P
I Introduction to Manpower Planning	<p>Concept of Manpower Planning</p> <ul style="list-style-type: none"> • Meaning, objectives, nature and importance of manpower planning • Manpower planning and Corporate Objectives; Strategic Management, Aligning HR with Strategy <p>Dimensions of Human Resource</p>	Demonstrate competence in understanding formation and execution of contracts	9+3+0

SYLLABUS FOR BBA PROGRAMME	<p>Planning</p> <ul style="list-style-type: none"> Approaches-Social Demand Approach, Rate of Return Approach and Manpower Requirement Approach 		
<p>II</p> <p>Factors affecting Manpower Planning</p>	<p>Factors affecting manpower planning</p> <ul style="list-style-type: none"> External and Internal factors; Investment perspective, Employee turnover Indicators and trends <p>Developing HR strategies</p> <ul style="list-style-type: none"> Forecasting HR needs & Assessing the current HR supply Succession Management 	<p>Able to comprehend the factors affecting manpower supply & demand with change in the environment</p>	<p>9+3+0</p>
<p>III</p> <p>Phases in Manpower planning</p>	<p>Developing Manpower Plan</p> <ul style="list-style-type: none"> Analyzing the current situation Making predictions about the future Conducting a gap analysis Developing and implementing an HR plan Barriers to manpower Planning 	<p>Capability in Evaluating and Analyzing the processes used to predict the supply of and demand for employees.</p>	<p>9+3+0</p>
<p>IV</p> <p>Manpower Planning: Methods And Techniques</p>	<p>Forecasting Demand</p> <ul style="list-style-type: none"> Nature, factors, techniques and approaches Quantitative Approaches, Qualitative Approaches <p>Forecasting Supply</p> <ul style="list-style-type: none"> Nature, techniques, sources of supply Determining manpower gaps Managing manpower surplus 	<p>Equipped with multiple methods for evaluating the effectiveness of HR practices with respect to manpower planning</p>	<p>9+3+0</p>
<p>V</p> <p>Strategic Options and Evaluations for Manpower Planning</p>	<p>Strategic trends in manpower planning</p> <ul style="list-style-type: none"> Information Technology for manpower Planning Downsizing and Restructuring Mergers and Acquisitions Outsourcing HR Assessment and Analytics 	<p>Demonstrate Skills in applying knowledge of strategic decisions to outsource, downsize, merge, restructure, and establish international operations.</p>	<p>9+3+0</p>

SYLLABUS FOR BBA PROGRAMME**Reference Books:**

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	D.K Bhattacharya	Human Resource Planning	2 nd Edition, 2009	Excel Books.
02	Gordon McBeath .	The Handbook of Human Resource Planning	8 th Edition 1997	Beacon Books
03	Dr. Sujit Kumar Acharya and Prof. Santosh Kumar Tripathy	Manpower Planning and Strategic Change	1 st Edition, 2017	Himalaya Publishing House

Online Resources:

Online Resource No.	Website address
1	https://www.aihr.com/blog/human-resource-planning-process/
2	https://study.com/academy/lesson/video/human-resource-planning-definition-process.html
3	https://www.economicdiscussion.net/human-resource-management/human-resource-planning-definition-importance-objectives-process-prerequisites/31575#google_vignette

MOOCs:

Resource No.	Website address
1	https://egyankosh.ac.in/bitstream/123456789/78799/1/Unit-4.pdf
2	https://www.mygreatlearning.com/academy/learn-for-free/courses/human-resource-management

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
III	BB302D	Export-Import Management	
Type of Course	Credits	Evaluation	Marks
DSE	04	IE (50) + UE (50)	100

Course Objectives:

- To gain a comprehensive understanding of the principles, practices, and policies governing trade.
- To learn the step-by-step procedures involved in exporting and importing goods, including documentation, customs clearance, and logistics.
- To understand the various financing options available for international trade.
- To learn about the various documents required for exporting and importing goods.
- To explore different market entry strategies for international markets.

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
302D.1	Remember	Describe the procedures involved in exporting and importing goods.
302D.2	Understand	Summarize the documentations involved in the export-import process.
302D.3	Apply	Utilize trade finance instruments such as letters of credit and export credit insurance.
302D.4	Analyze	Compare and contrast different market entry strategies for exporting/importing goods.
302D.5	Evaluate	Critically assess the effectiveness of export-import policies and regulations.
302D.6	Create	Design a comprehensive export-import strategy for a company.

Unit	Sub-unit	Skills/Competencies	L+T+P
I Introduction	<ul style="list-style-type: none"> • Meaning of Exports, classification of goods for export, Methods of Exporting, Direct Exporting: Meaning, Advantages, Disadvantages, Indirect Exporting: Meaning, Advantages, Disadvantages Export Marketing Organization in India & Functions Imports: Meaning of Imports, Liberalization of Imports, Categories of importers, Special Scheme for Importers 	Understanding the basics of export-import procedures, documentation, regulations, and logistics involved in international trade	9+3
II Export procedure and documentation	<ul style="list-style-type: none"> • Steps in Export Procedure: Pre-shipment and Post shipment Procedure, Shipment Procedure, Documentation: Export Documentation in India, commercial Invoice, shipping Bill, Certificate of Origin, Consular Invoice, Mate's receipt, Bill of Lading, Guaranteed Remittance form, Types of Marine Insurance policies 	Understanding export procedures and documentation provides students with a foundational knowledge of how international trade works, including regulations, compliance, and logistics	9+3
III Import procedure and documentation	<ul style="list-style-type: none"> • Steps in Import Procedure: Pre-Import Procedure, legal dimension of import procedure, Retirements of Import documents, custom clearance for imported goods, warehousing of 	Understanding import procedures and documentation provides students with a foundational knowledge of how	9+3

SYLLABUS FOR BBA PROGRAMME	imported goods, Exchange control provisions for imports. Documentation: Transport documents, Bill of Entry, Airway Bill, Certification of Inspection, and Certificate of Measurement. Freight Declaration	international trade works, including regulations, compliance, and logistics	
IV Incoterms	<ul style="list-style-type: none"> Understanding Inco terms, Variations of INCOTERMS (Describe in International supply chain management, David & Stewart) 	INCOTERMS provide a framework for understanding the terms of sale in international trade.	9+3
V Export promotion measures in India	<ul style="list-style-type: none"> Introduction, Duty Drawback, Procedure for claiming Duty Drawback, Deemed Exports, ASIDE, MDA, MAI, Town of Export Excellence, EPCG Scheme 	Students can learn about the various schemes and policies implemented by the government to promote exports.	9+3

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
1	Khushpat Jain	Export Import Policy & Documentation		Himalaya Publication
2		Export Import Policy		Ministry of Commerce, Govt. of India
3		Import Export Policy		Nabhi Publication
4	C Rama Gopal	Export Import Procedure and Documentation		New age International Publisher's
5	W.K. Acharya and Jain K.S.	Export Import Procedure and Documentation		Himalaya Publishing House

Online Resources:

Online Resource No.	Website address
1	Handbook of Export Import procedure
2	https://www.eiilmuniversity.co.in/downloads/Import-Export-Management.pdf
3	https://www.mlsu.ac.in/econtents/1198_e-book%20on%20export%20import%20procedure.pdf

MOOCs:

Resource No.	Website address
1	https://www.coursera.org/learn/export-import-management
2	https://www.coursera.org/learn/export-management

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
III	BB302E	Practices in Start-Ups and New Ventures	
Type of Course	Credits	Evaluation	Marks
DSC	04	IE (50) + UE (50)	100

Course Objectives:

- To familiarize students with start-ups and their role in the Indian economy.
- To understand the process of idea generation, market research, business modeling for start-ups.
- To analyze funding sources for start-ups, including government schemes, investors, and crowdfunding.
- To apply legal and regulatory frameworks to start-up operations.
- To develop entrepreneurial mindset and skills for launching and managing successful start-ups.

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
302E.1	Remember	Describe the key characteristics, types, and stages of start-ups and new ventures.
302E.2	Understand	Explain the process of idea generation, market research, and business plan development for start-ups.
302E.3	Apply	Apply legal and regulatory frameworks, including company laws, intellectual property rights, and taxation, to start-up operations.
302E.4	Analyze	Analyze various sources of funding for start-ups, including government schemes, angel investors, venture capitalists, and crowdfunding platforms.
302E.5	Evaluate	Evaluate strategies for building effective founding teams, lean product development, marketing, and scaling up operations for growth.
302E.6	Create	Develop a comprehensive business plan and viable business model for a proposed start-up or new venture, incorporating entrepreneurial mindset and practical skills.

Unit	Sub unit	Skills/ Competencies	L + T+P
I Introduction to Start-ups and New Ventures	<ul style="list-style-type: none"> • Defining start-ups and new ventures: Characteristics, types, and stages of start-ups • Importance of entrepreneurship in India: Economic growth, job creation, innovation • Government initiatives and policies for start-ups: • Make in India: Initiatives for promoting manufacturing and entrepreneurship • Digital India: Opportunities for tech-based start-ups and digital entrepreneurship 	Gain understanding of start-up concepts, types, stages and importance of entrepreneurship in India.	11+1

<p>SYLLABUS FOR BBA PROGRAMME</p> <p>II Idea Generation and Business Planning</p>	<ul style="list-style-type: none"> • Sources of business ideas: Market gap analysis, consumer trends, technological advancements, personal experiences • Market research and opportunity analysis: Industry analysis, competitor analysis, target market identification, feasibility studies • Business model development: Value proposition, revenue streams, cost structure, key resources and activities • Writing a comprehensive business plan: Product/service description, market analysis, operations plan, financial projections 	<p>Develop abilities in idea generation, market research, business modeling and plan writing.</p>	<p>11+1</p>
<p>III Financing and Legal Aspects for Start-ups</p>	<ul style="list-style-type: none"> • Sources of funding for start-ups: • Angel investors: Characteristics, benefits, and drawbacks • Venture capitalists: Investment criteria, funding stages, term sheets • Crowdfunding: Rewards-based, equity-based, and debt-based models • Government funding schemes and incentives for start-ups: Seed fund scheme, credit guarantee fund, tax benefits • Legal structures for start-ups: Proprietorship, partnership, limited liability partnership (LLP), private limited company • Importance of intellectual property rights (IPRs): Patents, trademarks, copyrights, trade secrets 	<p>Understand funding sources, legal structures and importance of IPRs for start-ups.</p>	<p>11+1</p>
<p>IV Operations and Growth Strategies</p>	<ul style="list-style-type: none"> • Marketing and sales strategies for start-ups: Branding, digital marketing, content marketing, sales funnels • Scaling up and growth strategies: Expanding product/service offerings, market expansion, strategic partnerships • Mergers, acquisitions, and exit strategies: Valuation methods, negotiation strategies, exit options (IPO, acquisition, etc.) 	<p>Learn marketing, scaling strategies, mergers, acquisitions and exit options.</p>	<p>11+1</p>
<p>V Contemporary Issues in Start- ups</p>	<ul style="list-style-type: none"> • Social entrepreneurship and sustainable business practices: Social impact, triple bottom line, B-Corp certification • Technology and digital trends in start-ups: Artificial intelligence, machine learning, blockchain, Internet of Things (IoT) • Ethical considerations and corporate governance: Code of ethics, corporate social responsibility, diversity and inclusion • Future trends and challenges in the start-up ecosystem: emerging technologies, regulatory changes, global competition • Case studies of successful Indian start-ups 	<p>Appreciate social entrepreneurship, emerging tech trends, ethics and analyze case studies.</p>	<p>11+1</p>

Reference Books:
SYLLABUS FOR BBA PROGRAMME

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Marc H. Meyer Frederick G. Crane -	New Venture Creation An Innovator's Guide to Entrepreneurs	2023	Sage Publication
02	Kuratko, Donald F	New venture management the entrepreneur's roadmap	2008	Pearson Education
03	Adarsh Srivastava	Entrepreneurship Fundamentals: From Basics To Business	2023	Pearson

Online Resources:

Online Resource No.	Website address
1	https://www.startupindia.gov.in/
2	https://msme.gov.in/
3	https://online.hbs.edu/blog/post/startup-resources

MOOCs:

Resource No.	Website address
1	https://onlinecourses.swayam2.ac.in/imb20_mg22/preview
2	https://www.coursera.org/specializations/startup-entrepreneurship

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
III	BB303	Legal Aspects of Business	
Type of Course	Credits	Evaluation	Marks
CC	04	IE (50) + UE (50)	100

Course Objectives:

- To Identify the relevant legal issues that arises on a given set of facts in the area of contract law
- To provide an understanding of the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards
- To introduce fundamental aspects of Intellectual Property Rights to students who would lead the development and management of innovative projects in industries
- To impart knowledge on the basics of Laws governing a Company, concepts and features of companies and various provisions related to Member of a Company
- To introduce various definitions and provisions given under FEMA and comprehend the role and relevance of law in the protection of the environment and sustainable development

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
303.1	Remember	Recognize the legal aspects of law and distinguish amongst the various processes involved in contract formation
303.2	Understand	Differentiate the business firms' interface with consumers and the consumer related regulatory and business environment.
303.3	Apply	Apply the academic projects, based on the adequate knowledge on patent and copyright for their innovative research works
303.4	Analyze	Analyze various intellectual property rights; patents, copyrights, trademarks, Design Protection and their registration aspects
303.5	Evaluate	Evaluate meaning of forex management, systems and organizations in relation to environmental management
303.6	Create	Solve and Propose judgment for the cases pertaining to contract act, and consumer protection act

Unit	Sub unit	Skills/ Competencies	L + T+P
I Introduction to Law and Contract Laws	Overview of Business laws in India <ul style="list-style-type: none"> • Sources and Classification of Law • Structure of the Indian Judiciary • Circular Flow of Income and Expenditure 	Demonstrate competence in understanding formation and execution of contracts	9+3+0
	The Indian Contract Act 1872 <ul style="list-style-type: none"> • Essentials of a Valid Contract • Discharge of Contracts • Contingent and Quasi Contracts • Breach of Contract and Remedies 		
	Sale of Goods Act 1930 <ul style="list-style-type: none"> • Sale and agreement to sell 		

SYLLABUS FOR BBA PROGRAMME	<ul style="list-style-type: none"> • Conditions and Warranties • Auction Sale • Rights of an unpaid seller 		
<p align="center">II Consumer Protection Law</p>	<p>Consumer Protection Act, 2019</p> <ul style="list-style-type: none"> • Concept of Consumer, Complaint, goods, service, defect in goods, deficiency in service • Definition of consumer-rights and responsibilities • Unfair Trade Practice and Restrictive Trade Practice • Consumer Protection Councils <p>Grievance Redress Mechanism under the Consumer Protection Act</p> <ul style="list-style-type: none"> • Complaint filing procedure • Grounds of filing a complaint; Limitation period; • Leading Cases decided under Consumer Protection Act 	Able to comprehend the business firms' interface with consumers and the consumer related regulatory and business environment.	9+3+0
<p align="center">III Intellectual Property Laws</p>	<p>Intellectual Property Act</p> <ul style="list-style-type: none"> • Introduction and the need for intellectual property right (IPR) • Patents - Elements of Patentability • Nature and Subject matter of copyright • Concept of Trademarks - Different kinds of marks • Design: meaning and concept of novel and original <p>The Competition Act, 2002 (& amendment Act, 2007),</p> <ul style="list-style-type: none"> • Competition commission of India, • Perfect Competition, Monopolistic Competition, oligopoly, monopoly. 	Capability in Evaluating and Analyzing different types of contracts and examine the remedies available for breach of contract.	9+3+0
<p align="center">IV Company Law</p>	<p>Introduction to Company Law</p> <ul style="list-style-type: none"> • Meaning, Nature, Features of a company; Concept of Corporate Veil • Classes of company; One person Company • Formation of Company: Registration, Incorporation, MoA and AoA • Prospectus and Deposits <p>Company administration and governance</p> <ul style="list-style-type: none"> • Convening and Proceedings of Board and Committee meetings • Annual General Meeting; Process of conducting meeting; Voting 	Equipped with legal aspects of starting a new business in the form of a company	9+3+0

<p style="text-align: center;">SYLLABUS FOR BBA PROGRAMME</p> <p style="text-align: center;">V</p> <p style="text-align: center;">Laws related to Foreign exchange and others</p>	<ul style="list-style-type: none"> • Winding-up <p>Foreign Exchange Management Act, 1999</p> <ul style="list-style-type: none"> • Introduction to FEMA and important definitions • Categories of authorized Persons under FEMA • Framework under FEMA <p>Environment Protection Act 1986</p> <ul style="list-style-type: none"> • Objective of Environment Protection Act • Salient features of the Act • Special Provisions and constitutional foundations of environment protection Act 	<p>Demonstrate Skills in Foreign exchange and its relevance to survival of Companies in international markets and understand the usefulness of systems thinking in relation to environmental management</p>	<p style="text-align: center;">9+3+0</p>
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Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Kumar, R.	Legal Aspects of Business	5 th Edition 2021	Cengage India Private Limited
02	PPS Gogna	Business Laws	8 th Edition, 2019	S. Chand Publishing
03	Rachit Mittal , Anju Agarwal	Business Law	1 st Edition, 2022	SBPD Publications

Online Resources:

Online Resource No.	Website address
1	https://www.mca.gov.in/content/mca/global/en/acts-rules/ebooks/
2	https://enforcementdirectorates.gov.in/fema
3	https://consumeraffairs.nic.in/acts-and-rules/consumer-protection

MOOCs:

Resource No.	Website address
1	https://onlinecourses.nptel.ac.in/noc24_mg11/preview
2	https://www.edx.org/learn/business-law

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
III	BB304	Introduction to Sustainable Development Goals	
Type of Course	Credits	Evaluation	Marks
MDC	02	IE (50) + UE (50)	100

Course Objectives:

- To familiarize the students with the basic concept of Sustainable Development Goals.
- To understand the emergence and development of the SDGs
- To understand the structure of the SDGs in the United Nations context
- To acquire an understanding of how the SDGs, relate to addressing global challenges such as inequality, climate change, poverty, unsustainable consumption and production, and peace and security.
- To understand the implementation of the SDGs
- To reflect on the challenges with which the SDGs are confronted.

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
304.1	Remember	Recognize the need and importance of Sustainable Development Goals
304.2	Understand	Differentiate between Millennium Development Goals and Understanding Sustainable Development Goals in the United Nations context
304.3	Apply	Apply the concept of Sustainable Development Goals by aligning them to the best CSR practices adopted by organisations
304.4	Analyze	Analyze the impact of the best practices
304.5	Evaluate	Evaluate and measure SDG success through indicators, monitoring, and reporting
304.6	Create	Formulate a Sustainable Development strategy to achieve any two SDGs (Group assignment) and present to the class.

Unit	Sub unit	Skills/ Competencies	L + T+P
I Introduction to Sustainable Development	<ul style="list-style-type: none"> • Meaning, Need and Scope of Sustainable Development • Environmental, Economic and Social Dimensions • Syndromes of Global Change: Utilization Syndromes, Development Syndromes, and Sink Syndromes • Transition from Millennium Development Goals and Sustainable Goals 	Demonstrate competence in understanding basic concepts of Sustainable Development	3+1
	<ul style="list-style-type: none"> • Goal 1 - No poverty Ending poverty in all its forms everywhere 	Comprehending SDGs	

<p>SYLLABUS FOR BBA PROGRAMME</p> <p>II SDG 1 to 6</p>	<ul style="list-style-type: none"> • Goal 2 - Zero Hunger Ending hunger, achieving food security and improved nutrition and promoting sustainable agriculture • Goal 3 - Good Health and Well-being Ensuring healthy lives and promoting well-being for all at all ages • Goal 4 - Quality Education Ensuring inclusive and equitable quality education and promoting lifelong learning opportunities for all • Goal 5 – Gender Equality Achieving gender equality and empowering all women and girls • Goal 6 – Clean Water and Sanitation Ensuring availability and sustainable management of water and sanitation for all 	<p>related to eradicating poverty, promoting well-being need for Quality education, Gender equality and sustainable management of water and sanitation</p>	<p>5+1</p>
<p>III SDGs 7 to 12</p>	<ul style="list-style-type: none"> • Goal 7 – Affordable and Clean energy Ensuring access to affordable, reliable, sustainable and modern energy for all • Goal 8 – Decent work and Economic Growth Promoting sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all • Goal 9 – Industry, Innovation and Infrastructure Building resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation • Goal 10 – Reduced inequalities Reducing inequality within and among countries • Goal 11 – Sustainable Cities and Communities Making cities and human settlements inclusive, safe and sustainable • Goal 12 - Responsible Consumption and Production Ensuring sustainable consumption and production patterns 	<p>Understanding the need for sustainable energy, productive employment, fostering innovation and sustainable consumption and production patterns</p>	<p>5+1</p>
<p>IV SDGs 13 to 17</p>	<ul style="list-style-type: none"> • Goal 13 – Climate Action Taking action to combat climate change and its impacts • Goal 14 – Life below Water Conservation and sustainable use of oceans, seas and marine resources for sustainable development 	<p>Demonstrate Skills in Applying concept of cost of production in actual business</p>	<p>5+1</p>

<p>SYLLABUS FOR BBA PROGRAMME</p>	<ul style="list-style-type: none"> • Goal 15 – Life on Land Restoring, Protecting and sustainable use of terrestrial ecosystems, managing forests, combating deforestation, reversing degradation and halting biodiversity loss • Goal 16 – Peace, Justice and Strong Institutions Promoting peaceful and inclusive societies for sustainable development, providing access to justice for all and building effective, accountable and inclusive institution at all levels • Goal 17 – Partnerships for the Goals Strengthening the means of implementation and revitalizing the global partnership for sustainable development 		
<p>V Implementation, Challenges faced and Evaluation of SDGs</p>	<ul style="list-style-type: none"> • Implementing SDGs, governance and policy tools, openness, participation and accountability, India’s framework for sustainable development • Challenges faced during implementation • Aligning CSR with SDGs • Measuring the success of SDGs 	<p>Analyzing the success of Sustainable Development Goals through various evaluation and measurement tools</p>	<p>7+1</p>

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Ghosh, N., Bhowmick, S., & Saha, R. (2020).	India’s Present and Future Prospects. In Sustainable Development Goals	2020	Springer, Cham.
02	Muhammed-Oyebode, A. (2021). (pp. 118-136). Routledge.	Fulfilling the Sustainable Development Goals	2021	Routledge
03	Solow, R. (1998).	An almost practical step toward sustainability.	2023	Rff Press..

Online Resource No.	Website address
1	https://ourworldindata.org/sdg-tracker-update
2	https://sustainabledevelopment.un.org/post2015/transformingourworld [8 July 2019]
3	https://www.un.org/sustainabledevelopment/sustainable-development-goals/ [8 July 2019]
4	https://unstats.un.org/sdgs/ [9 July 2019]

MOOCs:

Resource No.	Website address
1	https://onlinecourses.nptel.ac.in/noc23_hs57/preview
2	https://www.classcentral.com/course/swayam-United-nations-sustainable-development-goals-un-sdgs-119563

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
III	BB305	Managerial Skills	
Type of Course	Credits	Evaluation	Marks
SEC	02	IE (50) + UE (50)	100

Course Objectives:

- To familiarize the students with the basic concept of managerial skills.
- To understand the problem solving and building relationship.
- To apply relationship Skills for developing positive interpersonal communication.
- To support Empowering and delegating skills.
- To develop the team building skills.

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
305.1	Remember	Recognize the role and importance of personal skills in an organization and the significance of competent managers
305.2	Understand	Explain the different types of problem solving techniques.
305.3	Apply	Apply the interpersonal skills to build positive work environment.
305.4	Analyze	Analyze delegation of roles and empowering the team.
305.5	Evaluate	Evaluate different types team building activities.
305.6	Create	Design a management culture which is more conducive for the employees.

Unit	Sub unit	Skills/ Competencies	L + T
I Introduction to Managerial Skills	<ul style="list-style-type: none"> • Introduction to skills & personal skills Importance of competent managers, skills of effective managers, developing self-awareness on the issues of emotional intelligence, self-learning styles, values, attitude towards change, learning of skills and applications of skills. 	Demonstrate competence in understanding Managerial skills	4+2
II Problem solving and building relationship	<ul style="list-style-type: none"> • Problem solving and building relationship: Problem solving, creativity, innovation, steps of analytical problem solving, limitations of analytical problem solving, impediments of creativity, multiple approaches to creativity, conceptual blocks, conceptual block bursting. Skills development and application for above areas. 	Capability in Evaluating and Analyzing Problem solving and decision making skills.	4+2
III	<ul style="list-style-type: none"> • Building relationship Skills for developing positive interpersonal communication, importance of supportive communication, coaching and counseling, defensiveness 	Proficiency in developing interpersonal	Page

SYLLABUS FOR BBA PROGRAMME			
Building Interpersonal Skills	and disconfirmation, principles of supportive communications. Personal interview management. Skill analysis and application on above areas.	communication.	4+2
IV Time Management Skills	<ul style="list-style-type: none"> • The Role of Goal-Setting in Time Management • Prioritizing Tasks Using the Eisenhower Matrix • Tools and Techniques • Planning and Scheduling • Overcoming Procrastination • Time Management Techniques • Batching: Group similar tasks together to reduce switching costs. • Delegation: Assign tasks to others when appropriate. • The 2-Minute Rule: If a task can be done in less than two minutes, do it immediately. • Time Management Technique Experiment • Managing Distractions and Interruptions • Personal Application and Reflection • Developing a Personalized Time Management Plan • Reflection and Future Planning 	Demonstrate Skills in developing team and team work ethics	4+2
V Team building Empowering and delegating	<ul style="list-style-type: none"> • Team building: Developing teams and team work, advantages of team, leading team, team membership. Skill development and skill application • Empowering and delegating: Meaning of empowerment, dimensions of empowerment, how to develop empowerment, inhibitors of empowerment, delegating works. Skills development and skill application on above areas 	Demonstrate Skills in Applying delegation and empowerment skills	4+2

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Daniel H. Pink	"Drive: The Surprising Truth About What Motivates Us"	2009	Riverhead Books
02	Jim Collins	"Good to Great: Why Some Companies Make the Leap...And Others Don't"	2001	Harper Business

03 SYLLABUS FOR BBA PROGRAMME	Patrick Lencioni	The Five Dysfunctions of a Team: A Leadership Fable"	2002	Jossey-Bass
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Online Resources:

Online Resource No.	Website address
1	https://www.betterup.com/blog/functions-of-management
2	https://www.techtarget.com/searchcio/definition/leadership-skills
3	https://www.fingerprintforsuccess.com/blog/team-building-skills

MOOCs:

Resource No.	Website address
1	https://www.mooc-list.com/tags/management-skills
2	https://www.mooclab.club/threads/ten-great-mooc-programs-in-management-leadership-for-september-2017.7704/

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
III	BB306	Advanced Excel	
Type of Course	Credits	Evaluation	Marks
SEC	02	IE (50)	100

Course Objectives:

- To provide a comprehensive understanding of both basic and advanced concepts of MS Excel.
- To equip students with practical skills in utilizing Excel for data analysis and presentation.
- To enable students to solve real-world business problems using Excel.
- To prepare students for efficient and effective data management in Management decision-making scenarios.

Course Outcomes:

At the successful completion of the course, the learner will be able to

CO No.	Bloom's Level	Course Outcomes
306.1	Remember	Remember Excel shortcuts and perform mathematical functions proficiently.
306.2	Understand	Understand and navigate the Excel environment fluently.
306.3	Apply	Apply various Excel features, formulas, and functions for data manipulation and analysis.
306.4	Analyze	Analyze data effectively using filters, charts, and Pivot tables.
306.5	Evaluate	Evaluate and optimize data presentation through formatting, layouts, and advanced features.
306.6	Create	Create dynamic reports, dashboards, and presentations for business insights and decision-making.

Unit	Sub unit	Skills/ Competencies	L + T+P
I Introduction to Excel	<ul style="list-style-type: none"> Introduction to MS Excel: Features and functionalities. Excel Environment: Navigation and workspace customization. Creating Worksheets and Workbooks: Basics of creating, saving, and managing data. Formatting Cells: Basic formatting techniques for data representation. 	Demonstrate competence in fundamental Excel operations.	4+1+1
II Basic Formulas and Functions	<ul style="list-style-type: none"> Excel Shortcuts and Basic Formulas: Keyboard shortcuts and basic mathematical operations. Text Functions and Logical Functions: Formatting text and logical operations. Tables: Creating and managing data tables. 	Perform mathematical functions and basic data analysis in Excel.	4+1+1
III Filters, Charts,	<ul style="list-style-type: none"> Filters and Sorting: Data filtering and sorting techniques. 	Apply filters, create charts, and analyze	4+1+1

and Data Analysis SYLLABUS FOR BBA PROGRAMME	<ul style="list-style-type: none"> Charts: Creating and customizing charts for data visualization. Grouping: Grouping data for analysis. 	data efficiently in Excel.	
IV Advanced Data Management and Presentation	<ul style="list-style-type: none"> Advanced Formulas and Functions: Complex mathematical operations and lookup functions. Advanced Data Analysis Techniques: Data validation, what-if analysis, and advanced charting. Data Visualization and Presentation: Conditional formatting, dynamic dashboards, and data export. 	Enhance productivity and efficiency in Excel through advanced tips and tricks.	4+1+1
V Pivot Tables and Advanced Excel Tips	<ul style="list-style-type: none"> Pivot Tables: Creating, customizing, and analyzing Pivot tables. Advanced Excel Tips and Tricks: Productivity tips, Excel add-ins, and collaboration tools. 	Utilize Pivot tables and advanced Excel features for efficient data analysis and collaboration.	4+1+1

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Sanjay Saxena	MS Office 2000 for Everyone	2020	Vikas Publishing
02	Michael Alexander, Richard Kusleika	Excel 2016 Power Programming with VBA	2021	Wiley
03	Mark Doge and Craig Stinson	Microsoft Excel Latest Version Inside Out	2022	PHI Learning Private Limited, New Delhi – 110001.

Online Resources:

Online Resource No.	Website address
1	https://support.microsoft.com/en-us/office/excel-video-training-9bc05390-e94c-46af-a5b3-d7c22f6990bb
2	https://excel-practice-online.com/
3	https://www.excel-easy.com/basics.html

MOOCs:

Resource No.	Website address
1	https://www.udemy.com/course/microsoft-excel-2013-from-beginner-to-advanced-and-beyond/?couponCode=NVDPRODIN35
2	https://www.coursera.org/learn/microsoft-excel-work-smarter

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
III	BB307F	French Language Level A1.1	
Type of Course	Credits	Evaluation	Marks
AEC	02	IE (50)	50

Course Objectives:

- To enable students to communicate effectively in French for basic daily situations.
- To develop students' listening, speaking, reading, and writing skills in French at the beginner level.
- To familiarize students with French grammar, vocabulary, and pronunciation.
- To provide students with an understanding of French culture and society.
- To prepare students for further study or use of the French language in professional contexts.

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
307F.1	Remember	Remember basic French vocabulary, grammar rules, and expressions.
307F.2	Understand	Understand simple French conversations, instructions, and written texts.
307F.3	Apply	Apply French grammar rules and vocabulary in speaking and writing.
307F.4	Analyze	Analyze and interpret basic French texts and conversations.
307F.5	Evaluate	Evaluate and critique simple French texts and dialogues.
307F.6	Create	Create short conversations, dialogues, and written texts in French.

Unit	Sub unit	Skills/ Competencies	L + T+P
I Basic Introduction to French and Grammar	<ul style="list-style-type: none"> • Greetings and farewells (Bonjour, Au revoir, Salut) • Introducing yourself (name, age, nationality, occupation) • Subject pronouns (je, tu, il, elle, nous, vous, ils, elles) • Verb "être" (to be) in present tense • Definite and indefinite articles (le, la, l', les, un, une, des) • Numbers 0-100 • Spelling and pronunciation 	Basic greetings, introductions, and grammar. Introduce oneself, ask/answer basic questions	5+1+0

SYLLABUS FOR BBA PROGRAMME			
<p align="center">II Describing People, Things and Basic Communication</p>	<ul style="list-style-type: none"> • Describing physical appearance and personality traits • Possessive adjectives (mon, ton, son, etc.) • Regular verb conjugations (-er, -ir, -re) in present tense • Negation (ne...pas, ne...jamais, etc.) • Asking questions (inversion, est-ce que, qu'est-ce que) • Expressing likes and dislikes (aimer, adorer, detester) 	<p>Describe people, places, and daily life. Express preferences, give directions, and addresses.</p>	<p align="center">5+1+0</p>
<p align="center">III Daily Life and Suggestions</p>	<ul style="list-style-type: none"> • Telling time (quelle heure est-il?) and days/months • Prepositions of location (dans, sur, à côté de, etc.) • Imperative form (for instructions and suggestions) • Making suggestions (On pourrait..., Que diriez-vous de...?) • Understanding simple conversations and dialogues 	<p>Discuss good/bad qualities, value experiences. Understand basic conversations and dialogues</p>	<p align="center">5+1+0</p>
<p align="center">IV Routines and Directions</p>	<ul style="list-style-type: none"> • Talking about daily routines (se lever, prendre le petit-déjeuner, etc.) • Present tense of common irregular verbs (aller, faire, avoir, etc.) • Partitive articles (du, de la, des, de l') • Near future tense (aller + infinitive) • Asking for and giving directions (tourner à gauche/droite, tout droit, etc.) 	<p>Talk about education, job, and family. Describe hobbies and daily activities</p>	<p align="center">5+1+0</p>
<p align="center">V Shopping, Food and Past Events</p>	<ul style="list-style-type: none"> • Shopping for goods and ordering at a restaurant • Passé composé (past tense with avoir and être) • Direct object pronouns (le, la, les) • Describing a past event or experience • Giving advice and instructions (il faut, vous devez, etc.) 	<p>Shop for goods, order meals. Book hotels, communicate medical issues.</p>	<p align="center">5+1+0</p>

Reference Books:
SYLLABUS FOR BBA PROGRAMME

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Samantha Jann	Grammaire progressive du français niveau débutant	2018	CLE International
02	Colette Gibbe	Le Nouveau Sans Frontières 1	2017	CLE International
03	Chantal Berlitz	French for Beginners	2019	Berlitz Publishing
04	Annie Pendanx	Français.com Débutant	2020	CLE International

Online Resources:

Online Resource No.	Website address
1	https://www.lepointdufle.net/
2	https://www.bonjourdefrance.com/
3	https://www.francaisfacile.com/

MOOCs:

Resource No.	Website address
1	https://www.coursera.org/learn/french-for-beginners
2	https://www.edx.org/course/beginners-french-language-and-culture
3	https://www.futurelearn.com/courses/french-for-beginners

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
III	BB307G	German Language Level A1.1	
Type of Course	Credits	Evaluation	Marks
AEC	02	IE (50)	50

Course Objectives:

- To develop basic communication skills in German for everyday situations and introductions.
- To understand and use fundamental grammar concepts, including cases, articles, and verb conjugations.
- To build vocabulary related to personal information, family, daily routines, and housing.
- To engage in simple conversations and express likes, dislikes, and preferences.
- To gain confidence in reading, writing, and comprehending basic German texts and dialogues.

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
307G.1	Remember	Remember basic German vocabulary, grammar rules, and sentence structures related to introductions, descriptions, and daily life.
307G.2	Understand	Understand and comprehend simple German texts, dialogues, and conversations on familiar topics.
307G.3	Apply	Apply knowledge of German grammar and vocabulary to construct simple sentences and express basic ideas.
307G.4	Analyze	Analyze and differentiate between various grammatical cases, verb conjugations, and sentence structures.
307G.5	Evaluate	Evaluate and identify appropriate language to use in different everyday situations.
307G.6	Create	Create short dialogues, descriptions, and narratives using the German language skills acquired.

Unit	Sub unit	Skills/ Competencies	L + T+P
I Introduction to German Language	<ul style="list-style-type: none"> • Alphabet and pronunciation rules • Basic greetings (Guten Tag, Hallo, Auf Wiedersehen) • Introducing oneself and others (name, age, nationality, languages spoken) • Numbers 0-20 • Grammar: Definite and indefinite articles, subject pronouns (ich, du, er/sie/es, wir, ihr, sie/Sie) 	Recognize German alphabet, pronunciation, basic greetings, introductions, nationalities, and languages.	5+1+0
II Describing People and Things	<ul style="list-style-type: none"> • Physical descriptions (height, build, hair color, eye color) • Personality traits (freundlich, nett, fleißig, faul) • Describing objects (size, shape, color, material) • Expressing ownership (mein/e, dein/e, 	Describe physical appearance, personalities, objects using adjectives, and express ownership	5+1+0

SYLLABUS FOR BBA PROGRAMME	<ul style="list-style-type: none"> • sein/e, ihr/e) • Grammar: Adjective endings (der/die/das, ein/eine/ein), possessive pronouns 		
III Family and Friends	<ul style="list-style-type: none"> • Introducing family members (Vater, Mutter, Bruder, Schwester) • Talking about friends and hobbies (Freunde, Hobbys wie Lesen, Sport) • Expressing likes and dislikes (gern/nicht gern, mögen/nicht mögen) • Grammar: Accusative case (den, die, das), negation with "kein" 	Introduce family, friends, discuss hobbies, leisure activities, likes, and dislikes.	5+1+0
IV Daily Routines and Activities	<ul style="list-style-type: none"> • Describing daily schedules and habits (aufstehen, arbeiten, essen) • Talking about work, school, and leisure activities • Telling time (Wie spät ist es?) and dates (Wochentage, Monate) • Grammar: Present tense verbs (regular and irregular), separable verbs (aufstehen, fernsehen) 	Describe daily schedules, habits, work, leisure, tell time and dates.	5+1+0
V Housing and Living	<ul style="list-style-type: none"> • Describing types of homes (Haus, Wohnung, Zimmer) • Talking about furniture and household items (Bett, Tisch, Kühlschrank) • Expressing location and giving directions (links, rechts, geradeaus) • Grammar: Dative case (dem, der, den), prepositions (in, auf, neben) 	Describe homes, rooms, furniture, household items, locations, and give directions.	5+1+0

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Funk, Hermann, et al.	Studio d A1: Deutsch als Fremdsprache	2015	Cornelsen Verlag
02	Dengler, Stefanie, et al.	Netzwerk A1: Deutsch als Fremdsprache	2019	Klett Verlag
03	Luscher, Renate, et al.	Lagune 1: Deutsch als Fremdsprache	2017	Hueber Verlag
04	Aufderstraße, Hartmut, et al.	Themen Aktuell 1: Kursbuch und Arbeitsbuch	2016	Hueber Verlag

SYLLABUS FOR BBA PROGRAMME

Online Resources:

Online Resource No.	Website address
1	https://www.deuschlernerblog.de/
2	https://www.dw.com/de/deutsch-lernen/s-2055
3	https://www.goethe.de/ins/de/de/spr/unt/kur/gia/dfk.html

MOOCs:

Resource No.	Website address
1	https://www.edx.org/course/guten-tag-german-language-cultural-studies-beginn
2	https://www.coursera.org/learn/german
3	https://www.futurelearn.com/courses/german-for-beginners

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
III	BB307S	Spanish Language Level A1.1	
Type of Course	Credits	Evaluation	Marks
AEC	02	IE (50)	50

Course Objectives:

- To develop basic communication skills in Spanish for everyday situations.
- To understand and use fundamental Spanish grammar and sentence structures.
- To build vocabulary related to personal information, daily life, and surroundings.
- To engage in simple conversations and express preferences, opinions, and experiences.
- To gain confidence in reading, writing, and comprehending basic Spanish texts.

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
307S.1	Remember	Remember basic Spanish vocabulary, grammar rules, and sentence structures.
307S.2	Understand	Understand and comprehend simple Spanish texts, dialogues, and conversations.
307S.3	Apply	Apply knowledge of Spanish grammar and vocabulary to construct sentences.
307S.4	Analyze	Analyze and differentiate between various grammar concepts and language structures.
307S.5	Evaluate	Evaluate and identify appropriate language usage in different situations.
307S.6	Create	Create short dialogues, descriptions, and narratives using acquired Spanish skills.

Unit	Sub unit	Skills/ Competencies	L + T+P
I Basic Introduction to Spanish and Grammar	<ul style="list-style-type: none"> • Greetings and farewells (Buenos días, Buenas tardes, Adiós, Hasta luego) • Introducing yourself (Nombre, edad, nacionalidad, ocupación) • Basic pronouns (yo, tú, él, ella, nosotros, etc.) • Definite and indefinite articles (el, la, los, las, un, una) • Present tense of regular verbs (ar, er, ir) • Days of the week, months, numbers 1-100, colors 	Introduce self, greet others, use basic grammar, vocabulary like days/months.	5+1+0
II Exploring the World	<ul style="list-style-type: none"> • Describing places (ciudad, pueblo, campo, playa) • Giving directions (a la derecha, a la izquierda, todo recto) • Expressing preferences (Me gusta, No me gusta) • Daily routines (levantarse, desayunar, 	Describe places, monuments, give directions, preferences, daily life, time, addresses	5+1+0

SYLLABUS FOR BBA PROGRAMME	<ul style="list-style-type: none"> trabajar, cenar, etc.) Telling time (¿Qué hora es? Son las...) Giving addresses (calle, avenida, número, piso, etc.) 		
III People and Conversations	<ul style="list-style-type: none"> Describing personalities (amable, inteligente, perezoso, etc.) Expressing opinions (creo que, pienso que, me parece que) Basic conversations (saludos, presentaciones, pedir información) Understanding dialogues (en el restaurante, en la tienda, en la calle) 	Discuss qualities, value experiences, understand conversations and dialogues	5+1+0
IV Education, Work, and Family	<ul style="list-style-type: none"> Talking about education (estudiar, la universidad, la carrera) Discussing jobs and professions (trabajar, el trabajo, la profesión) Family members (madre, padre, hermano, hermana, etc.) Describing your neighborhood (la casa, el parque, la biblioteca, etc.) Hobbies and leisure activities (leer, ver películas, hacer deporte, etc.) 	Talk about education, job, family, neighborhood, hobbies, daily activities.	5+1+0
V Practical Situations	<ul style="list-style-type: none"> Shopping for goods (ropa, comida, souvenirs, etc.) Ordering meals at a restaurant (pedir, pagar la cuenta, quejarse) Booking hotel rooms (reservar, servicios, instalaciones) Asking for and understanding directions (cómo llegar a...) Basic medical vocabulary and communicating with a doctor (síntomas, dolencias, tratamientos) 	Shop, order meals, book hotels, ask services, communicate medical issues.	5+1+0

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Francisca Castro, et al.	Español en marzo	2019	Editorial Difusión
02	Carmen García, et al.	Gente hoy 1	2018	Difusión
03	Ana María Pérez, et al.	Gente Joven 1	2017	Edelsa
04	Rosa María Pérez, et al.	Pasaporte ELE 1	2021	Edelsa

SYLLABUS FOR BBA PROGRAMME

Online Resources:

Online Resource No.	Website address
1	https://www.spanishdict.com/
2	https://www.studyspanish.com/
3	https://www.bbc.co.uk/languages/spanish/

MOOCs:

Resource No.	Website address
1	https://www.edx.org/course/basic-spanish-1-getting-started
2	https://www.coursera.org/learn/spanish-language
3	https://www.futurelearn.com/courses/spanish-for-beginners

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
III	BB308	Capstone Project -I	
Type of Course	Credits	Evaluation	Marks
SEC	1	IE (50)	50

Course Objectives:

- To synthesize and apply knowledge from various business disciplines, including finance, marketing, management, operations, and strategy.
- To bridge the gap between theoretical knowledge and practical application by working on real-world business problems or opportunities.
- To encourage innovation and creativity in developing business solutions and strategies.
- To foster teamwork and collaboration skills by working effectively in groups, managing projects, and achieving common goals.

About the Course

BB 308 - Capstone Project -I is Skill Enhancement Course (SEC)

A capstone project for Bachelor of Business Administration (BBA) students is a critical component of their academic journey, serving as a culmination of their studies. It aims to integrate and apply the knowledge and skills acquired throughout the program in a practical, real-world setting. This project is designed to prepare students for their professional careers by achieving a variety of important objectives:

Integration of Knowledge, Critical Thinking and Problem Solving, Practical Application, Teamwork and Collaboration, Project Management, etc.

Evaluation:

Objective: Undergo internal assessment and review.

Internal Evaluation (50): The project will be reviewed by faculty coordinator and possibly external evaluators.

Feedback: Receive feedback and grades based on the quality of the research, analysis, presentation, and overall execution. A faculty coordinator will monitor the group activities periodically and do the evaluation through oral presentation, project submission.

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
IV	BB401A	Sales and Distribution Management	
Type of Course	Credits	Evaluation	Marks
DSE	04	IE (50) + UE (50)	100

Course Objectives:

- To familiarize the students with the basic concept of sales and distribution Management.
- To help students understand the Sales & Distribution functions as integral part of marketing functions in a business firm.
- To develop higher level of customer orientation for efficient sales and distribution management
- To analyze the customer problems and provide a useful solution to them.
- To develop higher-level sales strategies for the growth of the organization.

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
401A.1	Remember	Recognize the various roles, responsibilities, and policies of sales function
401A.2	Understand	Understanding to manage, motivate and lead sales force
401A.3	Apply	Framing policies and plans for sales organization and channels.
401A.4	Analyze	Analyze the market situation and design the sales strategies.
401A.5	Evaluate	Evaluate the sales performance and take corrective action.
401A.6	Create	Ability to design and implement various channel strategies

Unit	Sub unit	Skills/ Competencies	L + T+P
I Introduction to Sales Management	<ul style="list-style-type: none"> • Meaning, Nature, and Scope of Sales Management. • Emerging Trends in Sales Management. • Personal selling process. • Relationship Marketing • Use of technology in the sales management 	Competencies in understating the nature and scope of sales management.	11+1
II Sales Planning & Organization	<ul style="list-style-type: none"> • Levels of Sales Management Positions. • Roles played by sales managers. • Sales forecasting methods, • Sales Organization Structures. • Sales Territories & Quotas. • Use of Artificial Intelligence in Sales Promotion. 	Competencies in planning and controlling the sales functions effectively.	11+1
	<ul style="list-style-type: none"> • Sales Job Analysis, Recruitment & Selection • Sales Training – Need & Types • Sales Force Compensation Structure & Motivation Tools. 	Proficiency in managing the sales force effectively.	

SYLLABUS FOR BBA PROGRAMME III Sales Force Management	<ul style="list-style-type: none"> • Sales Contests Sales Force Supervision • Sales Performance Evaluation, Sales Reports. Sales Budgets, Sales Audits. • Ethics in Sales 		12+1
IV Distribution Management	<ul style="list-style-type: none"> • Introduction, need and scope of distribution management. • Marketing channels strategy, levels of channels. • Functions of channel partners, channel flows, Channel Intensity. • Classification of distribution channels. • Types of channel intermediaries. • designing distribution channel strategy. • factors affecting the design of marketing channels. • Online distribution channel challenges and issues. 	Demonstrate Skills in designing the distribution channel to achieve the organizational objectives.	13+1
V Market logistics and supply chain Management	<ul style="list-style-type: none"> • Definition & scope of logistics. • Components of logistics. • Inventory & warehouse management, transportation. • Technology in logistics and SCM. • Channel information systems. • Distribution management in international markets. 	Proficiency in logistic management and developing supply chain to suit the organization.	8+1

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Krishna K. Havaladar,	Sales and Distribution Management	8 th Edition 2017	Tata McGraw Hill
02	David Jobber, Geoffrey Lancaster	Selling & Sales Management	10 th Edition 2011	Pearson Education
03	Tanner, Honeycutt, Erffmeyer	Sales Management	4 th Edition 2023	Pearson Education

Online Resources:

Online Resource No.	Website address
1	https://khatabook.com/blog/a-quick-guide-to-sales-and-management-distribution/#:~:text=Sales%20and%20distribution%20management%20(SDM,and%20where%20they%20need%20them.
2	https://www.edureka.co/blog/sales-and-distribution-management/
3	https://www.tutorialspoint.com/sales_and_distribution_management/sales_and_distribution_management_process.htm

MOOCs:
SYLLABUS FOR BBA PROGRAMME

Resource No.	Website address
1	https://onlinecourses.nptel.ac.in/noc24_mg53/preview
2	https://onlinecourses.nptel.ac.in/noc24_mg129/preview

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
IV	BB401B	Financial Management	
Type of Course	Credits	Evaluation	Marks
DSE	04	IE (50) + UE (50)	100

Course Objectives:

- To obtain an understanding and ability to use basic business financial management concepts.
- To learn to apply tools of analysis such as valuation, risk-return relationships, financial statement analysis, capital budgeting, cost of capital, capital structure and working capital management.
- To become familiar with the various types of financing available to a firm.

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
401B.1	Remember	DESCRIBE the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting
401B.2	Understand	EXPLAIN in detail all theoretical concepts throughout the syllabus
401B.3	Apply	PERFORM all the required calculations through relevant numerical problems.
401B.4	Analyze	ANALYZE the situation and comment on financial position of the firm, estimate working capital required, decide ideal capital structure, evaluate various project proposals
401B.5	Evaluate	EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm
401B.6	Create	CREATE Common Size Comparative Statements, Comparative Financial Statements using Ratio Analysis (Year-wise, Industry – wise), Comparative Proposals using Capital Budgeting Techniques

Unit	Sub unit	Skills/ Competencies	L + T+P
I Introduction:	<ul style="list-style-type: none"> • Introduction to Finance, Meaning and Definition of Financial Management, Objectives of Financial Management- (Profit Maximization and Wealth Maximization), Modern Approach to Financial Management- (Investment Decision, Financing Decision, Dividend Policy Decision), Finance and its relation with other disciplines, Functions of Finance Manager. 	Demonstrate competence in understanding basic concepts of financial management	7+1
II Techniques of Financial Statement Analysis:	<ul style="list-style-type: none"> • Introduction, Objectives of financial statement analysis, various techniques of analysis viz Common Size Statements, Comparative Statements, Trend Analysis, Ratio Analysis (Including 	Capability in Evaluating and Analyzing financial statements	14+1

SYLLABUS FOR BBA PROGRAMME			
III Working Capital Management:	Problems) • Meaning of Working Capital, its components & types, Operating Cycle, Factors affecting working capital, Estimation of working capital requirement. (Total Cost Method & Cash Cost Method)	Proficiency in Analyzing working capital requirement	12+1
IV Capital Structure:	• Meaning and Factors affecting Capital Structure, Different sources of finance. Concept and measurement of Cost of Capital (measurement of Specific Cost and WACC), Trading on Equity, Concept of Leverages and its types	Demonstrate Skills in Applying concept of cost of capital in business	11+1
V Capital Budgeting:	• Meaning, Definition of Capital Budgeting, Time value of money. Tools of evaluation of the project based on traditional techniques and modern techniques - ARR, Payback Period, Discounted Payback Period, NPV, PI & IRR	Demonstrate Skills in taking capital budgeting decisions	11+1

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Shashi K. Gupta and R.K. Sharma	Financial Management	2015	Kalyani Publication
02	I M Pandey	Financial Management	2015	Vikas Publishing House Pvt. Ltd
03	M Y Khan & P.K. Jain	Financial Management: Text, problems and Cases	2018	McGraw Hill

Online Resources:

Online Resource No.	Website address
1	https://www.accaglobal.com/gb/en/student/exam-support-resources/fundamentals-exams-study-resources/f9.html
2	https://www.coursera.org/courses?query=financial%20management
3	https://www.netsuite.com/portal/resource/articles/financial-management/financial-management.shtml

MOOCs:

Resource No.	Website address
1	https://onlinecourses.swayam2.ac.in/cec20_mg05/preview
2	https://onlinecourses.nptel.ac.in/noc20_mg31/preview

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
IV	BB401C	Performance Management System	
Type of Course	Credits	Evaluation	Marks
DSE	04	IE (50) + UE (50)	100

Course Objectives:

- To understand the concepts & importance of Performance management system.
- To Identify the different performance appraisal techniques that can be used by Organizations
- To apply the Performance management system for personal development.
- To evaluate the strategies for assessing the performance of an employee.
- To Assess employee involvement for effective performance and coach employees for individual development.
- To Apply the strategies for Rewards & Performance management

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
401C.1	Remember	Recognize the concepts & importance of Performance management system
401C.2	Understand	Understand the concept and importance of performance management within organizations.
401C.3	Apply	Apply the strategies for Rewards & Performance management
401C.4	Analyze	Analyze employee involvement for effective performance and coach employees for individual development.
401C.5	Evaluate	Evaluate the strategies for assessing the performance of an employee
401C.6	Create	Design and implement performance management systems that effectively align organizational objectives, enhance employee performance, and foster a culture of continuous improvement.

Unit	Sub unit	Skills/ Competencies	L + T+P
I Introduction to	<ul style="list-style-type: none"> • Definition of Performance Management, • Definitions and Differentiation of Terms Related to Performance Management 	Demonstrate competence in understanding basic	Page

Performance Management <small>SYLLABUS FOR BBA PROGRAMME</small>	<ul style="list-style-type: none"> • Evolution of Performance Management, • Process for Managing Performance, • Implications for Performance Management, • Principles of performance Management, • Benefits and Importance of Performance Management, of performance Management, • What a Performance Management System Should Do? 	concepts of Performance Management,	9+3
II Reviewing & Managing Performance	<ul style="list-style-type: none"> • Performance Review Discussion, Using Performance Management Systems, • Data for HR Decision and Performance • Improvements, Performance Management Systems, • Personal Development Plans • Linkage of Performance Management to Other HR Processes 	Capability in Evaluating and Analyzing Performance Management Systems, and Personal Development Plans	9+3
III Performance Management and strategic planning	<ul style="list-style-type: none"> • Definition and Purposes of Strategic Planning, • Process of Linking Performance Management to the Strategic Plan, • Guidelines for defining performance measures, Performance reviews • Criteria for performance measures, classification of measures, Types of measures • Building Support Alternative models for Assessing Performance-Balance score card 	Analyzing and Integrating performance management with strategic goals	9+3
IV Performance Management & Employee Development	<ul style="list-style-type: none"> • Personal Development Plans, • Direct Supervisor's Role, • Performance Management Skills- • Coaching, Coaching Styles, Coaching Process, • Performance Review Meetings • Performance management best practices 	Demonstrate Skills in Applying the proficiency in coaching techniques, styles, and the coaching process.	9+3
V Management of Rewards-	<ul style="list-style-type: none"> • Traditional and Contingent Pay (CP) Plans, Reasons for Introducing CP, Putting Pay in Context, • Pay Structures Reward Management, • Types of pay for Performance Plans – Individual based, Team Based, • Components of Reward Management, • Linkage of Performance Management to Reward, • Ethics in Performance Management 	Demonstrate competence in developing contingent pay plans, their rationale, and their contextualization within organizations	9+3

SYLLABUS FOR BBA PROGRAMME

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
1	Bagchi,S.N. Cengage,	Performance Management	2013	Cengage India Private Limited
2	Herman Aguinis,	Performance Management	2013	Pearson Education
3	Kandula	Performance management	2009	PHI
4	A.S.Kohli, T.Deb	Performance Management	2008	Oxford Higher Education
5	Srinivas R. Kandula,	Performance Management - Strategies. Interventions.	2006	Drivers (eastern economy edition)

MOOCs:

Resource No.	Website address
1	https://onlinecourses.swayam2.ac.in/imb24_mg117/preview
2	https://onlinecourses.swayam2.ac.in/cec22_hs35/preview

Website:

Online Resource No.	Website Address
1	https://ecampusontario.pressbooks.pub/humanresourcesmanagementcandianed/chapter/performance-management-systems/
2	https://learn.hrci.org/learning-paths/certificate-in-human-resource-management
3	https://www.coursera.org/learn/managing-employee-performance

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
IV	BB401D	India's Foreign Trade	
Type of Course	Credits	Evaluation	Marks
DSE	04	IE (50) + UE (50)	100

Course Objectives:

- To explain India's foreign trade in detail
- To evaluate the recent trends in India's foreign trade
- To analyze the role of national level financing institutions in promoting exports
- To assess the strategic trade policies of India

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
401D.1	Remember	DEFINE the nature of foreign trade and various practices and theories linked to the study of foreign trade
401D.2	Understand	DESCRIBE the actions of India in connection with exports and imports
401D.3	Apply	DEMONSTRATE how the knowledge of national level financing institutions helps in promoting exports
401D.4	Analyze	ANALYSE the information & knowledge gained from strategic trade policies with respect to India's foreign trade
401D.5	Evaluate	CHECK the appropriateness of trade strategies designed on the basis of various industry specific policies
401D.6	Create	DESIGN trade strategies for a particular firm

Unit	Sub unit	Skills/ Competencies	L + T+P
I Introduction	<ul style="list-style-type: none"> • Trade its meaning and types • Difference between internal and international trade • Theories of International Trade. • India's Internal Trade- Characteristics and Problems. • Terms of Trade • Trade: Terminology and abbreviations 	Demonstrate competence in understanding basic concepts of foreign trade	6+2+0
II Foreign trade of India	<ul style="list-style-type: none"> • Before independence • During Planning Period • Recent trends in India's Foreign Trade. • Major Items of Exports: Composition, Direction and Future Prospects 	Capability in Evaluating and Analyzing the country's exports and imports trends	9+2+0

SYLLABUS FOR BBA PROGRAMME	<ul style="list-style-type: none"> Major Items of Imports: Composition, Direction and Future Prospects 		
III Free trade and protective trade policies	<ul style="list-style-type: none"> India's Major trading partners Financing of foreign trade National Level Financing Institutions: EXIM Bank, ECGC and other Institutions in financing of foreign trade STC MMTC SEZ and EPZ Export promotions 	Proficiency in Analyzing various export promotion policies of India	11+2+0
IV Strategy for trade policy in India	<ul style="list-style-type: none"> General Developments during planning period Recent World trade Scenario Recent changes in trade policy Bilateral and Multilateral Trade Agreements. GATT & UNCTAD WTO India's Balance of Trade and Balance of Payments 	Demonstrate Skills in Applying concept of strategic trade policies across various industries	12+2+0
V India's standing in International Trade, EXIM policy and Make in India initiative	<ul style="list-style-type: none"> International Trade in India India's EXIM Policy Make in India program AtmaNirbhar Bharat Export Process Export Finance and Foreign Exchange Management Act (FEMA) 	Demonstrate Skills in developing export strategies based on thorough understanding of EXIM policy and other initiatives	12+2+0

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Bimal Jaiswal & A K Singh	Foreign Trade of India	2 nd Edition 2022	New Royal Book Company
02	Francis Cherunilam	International Trade and Export Management	21 st Edition 2019	Himalaya Publishing House
03	K Ashwathappa	International Business	7 th Edition 2020	Tata McGraw Hill

SYLLABUS FOR BBA PROGRAMME

Online Resources:

Online Resource No.	Website address
1	https://www.dgft.gov.in/CP/?opt=other-resources
2	https://www.indiantradeportal.in/

MOOCs:

Resource No.	Website address
1	https://onlinecourses.swayam2.ac.in/imb24_mg81/preview
2	https://onlinecourses.nptel.ac.in/noc24_hs141/preview

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
IV	BB401E	Venture Capital Management	
Type of Course	Credits	Evaluation	Marks
DSE	04	IE (50) + UE (50)	100

Course Objectives:

- To familiarize the students with the concepts of startups and their functioning.
- To understand the concept of Venture Capital.
- To examine the Entry and Exit process, valuation criteria, valuation methods and financing methods for Venture Capital firms.
- To understand legal intricacies with respect to Venture Capital Funds in India.

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
401E.1	Remember	Recognize the different types of funding methods for startups
401E.2	Understand	Understand the concept of Venture Capital Financing
401E.3	Apply	Apply the methods used by Venture Capital Funds in valuation of Startups
401E.4	Analyze	Analyze reasons for entry and exit by Venture Capital Funds
401E.5	Evaluate	Evaluate the laws related to Venture Capital Funds in India
401E.6	Create	Design a pitch presentation for a startup, approaching a Venture Capital Fund

Unit	Sub unit	Skills/ Competencies	L + T+P
I Startup Financing	<ul style="list-style-type: none"> • Meaning of Startups • Composition and Working Mechanism of Startups • Sources of Financing Startups (Concepts): <ol style="list-style-type: none"> 1. Friends and Family Funding 2. Series Funding 3. Bootstrapping 4. Angel Investors 5. Accelerators and Incubators 6. Crowdfunding 7. Loans 8. Institutional Investors 9. Corporate Investors • Effective Pitch Presentation 	Understand the concept of Startup and the process for funding and sustainability of the startup	11+1+0
II Introduction to Venture Capital	<ul style="list-style-type: none"> • Meaning, Features and Importance of Venture Capital • Objectives of Venture Capital Financing • Advantages and Disadvantages of Venture Capital • Concept of Private Equity • Difference between Venture Capital and 	Exploring the concept of Venture Capital and its difference in comparison to private equity	11+1+0

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III Venture Capital Process	Private Equity <ul style="list-style-type: none"> • Stages of Funding for Venture Capital • Venture Capital Investment Process • Evaluation criteria of firms by Venture Capitalists • Methods of Venture Financing • Exit Route and Reasons for Exit Strategy 	Understand the process of funding and exit of Venture Capitalists	11+1+0
IV Venture Capital Funds and Valuation Methods used	<ul style="list-style-type: none"> • Venture Capital Funds • Phases of Venture Capital Funds in India • Growth of Venture Capital in India • Venture Capital Funds in Global Scenario • Startup Valuation Methods: <ol style="list-style-type: none"> 1. Venture Capital Valuation Method 2. Berkus Valuation Method 3. First Chicago Method 4. Scorecard Valuation Method 	Demonstrate Skills in applying appropriate valuation methods for Startups	11+1+0
V Venture Capital Fund Regulations	<ul style="list-style-type: none"> • Overview of: <ol style="list-style-type: none"> 1. SEBI (Venture Capital Funds) Regulations, 1996 2. SEBI (Foreign Venture Capital Investors) Regulations, 2000 	Understand the SEBI regulations governing Venture Capital Funds in India	11+1+0

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	A Sparks, D Kharchenko	The Holloway Guide to Raising Venture Capital	2021	Holloway Incorporated
02	KS Pathania, A Nag	Venture Capital Management	2017	Regal Publication
03	PK Adams, N Gravagna	Venture Capital for Dummies	1 st Edition 2013	For Dummies

Online Resources:

Online Resource No.	Website address
1	https://www.sidbivcf.in/files/news/Private-Investing-in-India-&-Venture-Capital-Focus.pdf
2	https://www.sebi.gov.in/sebi_data/commndocs/vcfnew_p.pdf
3	http://ict-industry-reports.com.au/wp-content/uploads/sites/4/2013/09/2011-Book-Venture-Capital-and-Finance-of-Innovation-Metrick-Yasuda-Dec-2011.pdf

MOOCs:

Resource No.	Website address
1	https://www.my-mooc.com/en/mooc/introduction-venture-capital-how-get-rwth-vc101x/
2	https://www.edx.org/learn/entrepreneurship/rwth-aachen-university-entrepreneurship-101-venture-capital-1

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
IV	BB402A	Brand Management	
Type of Course	Credits	Evaluation	Marks
DSE	4	IE (50) + UE (50)	100

Course Objectives:

- To introduce students to the fundamental concepts of brand management.
- To explore the processes and strategies involved in building and developing strong brands.
- To analyze techniques for effective brand positioning and differentiation in competitive markets.
- To measure and manage brand equity and understand its impact on brand value.
- To explore the impact of digital media and social platforms on brand management.
- To understand the challenges and opportunities of managing brands in a global context.

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
402A.1	Remember	Recognize the importance and role of brands in contemporary marketing and business strategy.
402A.2	Understand	Describe the principles and importance of brand architecture in overall brand management.
402A.3	Apply	Apply brand personality model that resonates with the target audience and overall branding strategy.
402A.4	Analyze	Differentiate branding strategies across categories and businesses and evaluate brand positioning strategies for different brands
402A.5	Evaluate	Evaluate brand performance by making use of brand audits.
402A.6	Create	Design an integrated brand communications campaign using various media.

Unit	Sub unit	Skills/ Competencies	L + T+P
I Introduction to Brand Management	<ul style="list-style-type: none"> • Brand: Definition and concept, Why Do Brands Matter? Role of Brands, Branding Challenges and Opportunities, Strategic Brand Management process, Customer-Based Brand Equity , Building a strong brand, Brand Equity concept 	Demonstrate a clear understanding of the definition and core concepts of a brand & articulate the role and significance of brands in the marketplace.	7+1
II Brand Personality & Positioning	<ul style="list-style-type: none"> • Brand Identity, Who Defines the Brand Identity, Brand Personality, David Aaker's Model Kapferer's Model, Brand knowledge, Identifying and establishing brand positioning, Brand Re-positioning 	Apply brand personality frameworks to develop and articulate a brand's personality that resonates with target audiences.	9+1
III Brand Leveraging & Brand Performance	<ul style="list-style-type: none"> • Criteria for Choosing Brand Elements, Leveraging secondary brand associations, Co-branding, Celebrity endorsement Establishing brand equity management system, Measuring sources of brand equity 	Make informed decisions on brand elements that align with brand strategy and enhance brand Page	13+2

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IV Designing & Sustaining Branding Strategies	<ul style="list-style-type: none"> and consumer mindset Brand audits, developing brand architecture, Brand extension and brand transfer, managing brand over time: Reinforcing Brands & Revitalizing Brands, using cause related marketing to build brand equity. 	identity.	14+2
V Managing brands over geographic boundaries	<ul style="list-style-type: none"> Regional and International market segments, demographic and cultural difference, global marketing programs , standardization Vs customization, developing vs developed markets 	Demonstrate skills in gauging cultural differences and their impact on consumer behavior and branding strategies.	10+1

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Kevin Lane Keller, M.G. Rameswaram, Isaac Jacob	Strategic Brand Management	2015	Pearson
02	Jean-Noël Kapferer	The New Strategic Brand Management	2012	Kogan Page
03	Kirti Dutta	Brand Management Principles and Practices	2016	Oxford University Press

Online Resource:

Online Resource No.	Website address
1	https://brandfolder.com/resources/brand-management-software/
2	https://www.thinkific.com/blog/strategic-brand-management/
3	https://bootcamp.uxdesign.cc/resources-to-learn-brand-strategy-393ad399b782

MOOCs:

Resource No.	Website address
1	https://www.my-mooc.com/en/mooc/strategic-brand-management-curtinx-mkt4x/
2	https://onlinecourses.swayam2.ac.in/imb20-mg03/preview
3	https://www.edx.org/learn/branding/curtin-university-strategic-brand-management

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
IV	BB402B	Financial Markets & Services	
Type of Course	Credits	Evaluation	Marks
DSE	04	IE (50) + UE (50)	100

Course Objectives:

- To provide students with a comprehensive understanding of the structure, functioning, and regulatory environment of various financial markets, including money markets, capital markets, and derivatives markets.
- To equip students with the skills to analyze and evaluate different financial instruments, stock market operations, and financial services, enabling them to make informed decisions in trading, investment, and risk management.
- To explore the roles and functions of various financial services, including banking, insurance, mutual funds, and investment banking, and to understand their impact on the economy and capital markets, thereby preparing students for careers in financial services and advisory.

Course Outcomes:

At the successful completion of the course, the learner will be able to

CO No.	Bloom's Level	Course Outcomes
402B.1	Remember	Recall the structure and functions of different financial markets.
402B.2	Understand	Explain the trading mechanisms and regulatory framework of stock markets.
402B.3	Apply	Apply techniques to analyze stock market indices and financial instruments.
402B.4	Analyze	Distinguish between various financial services and their roles in the economy.
402B.5	Evaluate	Assess the impact of investment banking services.
402B.6	Create	Develop strategies using derivatives for risk management in financial markets.

Unit	Subunit	Skills/ Competencies	L + T+P
I Introduction to Financial Markets	<ul style="list-style-type: none"> • Overview of Financial Markets: Definition and functions; Types of financial markets: Money Market, Capital Market • Money Market: Instruments: Treasury Bills, Commercial Paper, Certificates of Deposit, Repurchase Agreements; Features and participants • Capital Market: Primary Market: Initial Public Offerings (IPOs), Follow-on Public Offers (FPOs); Secondary Market: Stock Exchanges, Trading, and Settlement Process • Regulatory Framework: Role of SEBI and other regulatory bodies; Market regulations and investor protection 	To provide an overview of the structure and functioning of financial markets.	10+2

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<p align="center">II Stock Market Operations</p>	<ul style="list-style-type: none"> • Introduction to Stock Markets: Stock exchanges in India (BSE, NSE); Listing and delisting of securities • Trading Mechanisms: Types of orders: Market order, Limit order, Stop loss order; Trading process and settlement cycle; Online trading platforms • Stock Market Indices: Importance and calculation of indices; Major Indian indices: SENSEX, NIFTY • Market Analysis: Technical analysis: Charts, trends, and indicators; Fundamental analysis: Financial statements, ratios, and valuation 	<p>To understand the functioning and operations of the stock market.</p>	<p align="center">9+3</p>
<p align="center">III Financial Services</p>	<ul style="list-style-type: none"> • Introduction to Financial Services: Definition and importance; Classification of financial services • Banking Services: Types of banks and their functions; Retail banking, Corporate banking, and Investment banking; Digital banking and Fintech • Non-Banking Financial Companies (NBFCs): Role and functions of NBFCs; Differences between banks and NBFCs • Insurance Services: Types of insurance: Life, Health, General; Role of IRDAI • Mutual Funds and Asset Management: Types of mutual funds; Benefits and risks; Role of AMCs 	<p>To explore various financial services and their role in the economy.</p>	<p align="center">9+3</p>
<p align="center">IV Derivatives Market</p>	<ul style="list-style-type: none"> • Introduction to Derivatives: Definition and types; Importance and uses • Types of Derivative Instruments: Futures: Concepts, pricing, and trading; Options: Types, pricing models (Black-Scholes), and trading strategies; Swaps and Forwards • Risk Management: Hedging strategies using derivatives; Speculation and arbitrage • Regulatory Framework: Role of SEBI in the derivatives market; Regulations and compliance 	<p>To provide an understanding of the derivatives market and its instruments.</p>	<p align="center">9+3</p>
<p align="center">V Investment Banking</p>	<ul style="list-style-type: none"> • Introduction to Investment Banking: Role and functions of investment banks; Underwriting, Mergers & Acquisitions (M&A), and advisory services • Capital Raising: Equity financing and debt financing; Private equity and venture capital 	<p>To understand the functions and services provided by investment banks.</p>	<p align="center">10+2</p>

SYLLABUS FOR BBA PROGRAMME**Reference Books:**

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	L.M. Bhole and Jitendra Mahakud	Financial Institutions and Markets: Structure, Growth, and Innovations	2017	McGraw Hill Education
02	Gordon E. and Natarajan K.	Financial Markets and Services	2019	Himalaya Publishing House
03	S. Gurusamy	Financial Services and Markets	2021	Tata McGraw Hill Education

Online Resources:

Online Resource No.	Website address
1	https://www.slideshare.net/MadhuShree34/financial-markets-and-services-notes
2	https://byjus.com/free-ias-prep/financial-market/
3	https://www.youtube.com/watch?v=o2qtYPj44VA

MOOCs:

Resource No.	Website address
1	https://onlinecourses.swayam2.ac.in/imb24_mg61/preview
2	https://onlinecourses.swayam2.ac.in/imb24_mg26/preview

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
IV	BB402C	Human Resource Development and Organizational Culture	
Type of Course	Credits	Evaluation	Marks
DSE	04	IE (50) + UE (50)	100

Course Objectives:

- To introduce fundamental concepts of HRD and Organizational Culture.
- To explore strategies for managing organizational culture and fostering employee engagement.
- To apply theoretical knowledge to real-world business scenarios through case studies and projects.
- To analyze the impact of HRD practices on organizational performance.
- To cultivate ethical leadership and cross-cultural competency in HRD management.
- To develop skills in designing and implementing HRD interventions.

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
402C.1	Remember	Recognize the significance of Human Resource Development (HRD) in organizational success and remember the key responsibilities of HRD professionals.
402C.2	Understand	Differentiate between various components of organizational culture and understand their impact on employee behavior and performance.
402C.3	Apply	Apply HRD concepts such as training, development, and performance management to enhance organizational effectiveness.
402C.4	Analyze	Analyze the role of leadership in shaping organizational culture and fostering employee engagement and innovation.
402C.5	Evaluate	Evaluate the effectiveness of HRD interventions in addressing organizational challenges and achieving strategic goals.
402C.6	Create	Design HRD strategies aligned with organizational objectives, considering factors such as diversity, globalization, and technological advancements.

Unit	Sub unit	Skills/ Competencies	L + T
I Introduction to HRD and Organizational Culture	<ul style="list-style-type: none"> • Definition and scope of Human Resource Development (HRD). • Understanding organizational culture: values, norms, and symbols. • The interrelationship between HRD and organizational culture. • Historical development and theoretical perspectives in HRD and organizational culture studies. 	Critical thinking: Evaluating the interrelationship between HRD practices and organizational culture. Communication skills: Articulating theories and concepts related to HRD and organizational culture.	6+2
II Strategic Human Resource Development	<ul style="list-style-type: none"> • Aligning HRD with organizational goals and strategies. • Role of HRD in fostering innovation and change management. • Talent management and succession planning: attracting, developing, and retaining employees. • Performance management systems and their impact on organizational culture. 	Strategic thinking: Aligning HRD initiatives with organizational goals and objectives. Problem-solving: Addressing talent management challenges and designing effective HRD strategies.	12+2
III Learning and Development	<ul style="list-style-type: none"> • Theories of learning and their application in organizational contexts. • Training and development programs: design, implementation, and evaluation. • Workplace learning: informal learning, coaching, mentoring, and knowledge sharing. • Technology-enhanced learning: e-learning platforms, virtual classrooms, and mobile learning. 	Instructional design skills: Developing and delivering effective training programs. Facilitation skills: Facilitating workplace learning and knowledge sharing activities.	10+2
IV Leadership and Organizational Culture	<ul style="list-style-type: none"> • Leadership styles and their influence on organizational culture. • Creating a culture of leadership development and succession. • Ethical leadership and its role in shaping organizational values and norms. • Cross-cultural leadership: managing diversity and inclusivity in a globalized workforce. 	Leadership development: Understanding different leadership styles and their impact on organizational culture. Ethical decision-making: Applying ethical leadership principles to shape organizational values and norms.	10+2
V Change Management and Organizational Development	<ul style="list-style-type: none"> • Understanding organizational change: drivers, resistance, and readiness. • Models of change management: Lewin's change model, Kotter's 8-step model, etc. 	Change management skills: Implementing change initiatives and managing resistance within organizations. Organizational development expertise:	12+2

SYLLABUS FOR BBA PROGRAMME	<ul style="list-style-type: none"> Organizational development interventions: team building, organizational restructuring, and culture change initiatives. Evaluating the effectiveness of change initiatives and sustaining organizational change. 	Designing and evaluating interventions to promote organizational change.	
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Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Jon M. Werner and Randy L. DeSimone.	"Human Resource Development"	2012	Cengage Learning
02	Edgar H. Schein.	"Organizational Culture and Leadership"	2017	Jossey-Bass
03	M. J. Armstrong.	"Strategic Human Resource Development"	2009	Kogan Page

Online Resources:

Online Resource No.	Website address
1	https://www.ahrd.org/
2	https://scholarworks.sfasu.edu/jocc/
3	https://onlinelibrary.wiley.com/journal/15328671

MOOCs:

Resource No.	Website address
1	https://onlinecourses.swayam2.ac.in/imb24_mg105/preview
2	https://onlinecourses.swayam2.ac.in/nou24_ge67/preview

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
IV	BB402D	International Marketing	
Type of Course	Credits	Evaluation	Marks
DSE	04	IE (50) + UE (50)	100

Course Objectives:

- To offer knowledge to the students with the basic concept of marketing business.
- To understand the marketing practices of different businesses at international level.
- To offer expertise at global level with respect to marketing of business firms.
- To apply various decision tools to understand the international market structure.
- To study international market and different strategies applicable for global business.

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
402D.1	Remember	Recognize the Concept and scope of International marketing
402D.2	Understand	Differentiate between different environment responsible for the business firms at global level
402D.3	Apply	Apply the pricing policies at international level
402D.4	Analyze	Analyze International market and various distribution channels
402D.5	Evaluate	Evaluate different promotional policies for international businesses
402D.6	Create	Design a personal export document including pre-shipment & post shipment procedures

Unit	Sub unit	Skills/ Competencies	L + T+P
I Introduction to International Marketing	<ul style="list-style-type: none"> • The concept of International Marketing – Importance, Growth and Benefits • Scope and Challenge of international marketing • The dynamic environment of international marketing, International segmentation, Targeting & Positioning 	Demonstrate competence in understanding basic concepts of global marketing	9+3
II International Product & Pricing Policy	<ul style="list-style-type: none"> • Global Product – Product standardization and Adoption - Global Brands, Trademarks, • Packaging and Labeling • International marketing of services • Global pricing , Export pricing, Global Pricing strategies for international markets. 	Analyzing Global Pricing strategies	9+3

SYLLABUS FOR BBA PROGRAMME			
III International Marketing Channel Policy	<ul style="list-style-type: none"> Managing international distribution channels Multinational retailers and Wholesalers Global Logistics – Contemporary issues in International marketing Future prospects in International marketing 	Proficiency in Analyzing Marketing Distribution Channels at international level	9+3
IV International Promotional Policy	<ul style="list-style-type: none"> International Promotion – Concept, Strategies International advertising, International Sales Promotion, Sales force and Their management Other forms of promotion for global markets. 	Demonstrate Skills in Applying concept of promotion and advertising in global markets	9+3
V International Institutional Infrastructure & Documentation	<ul style="list-style-type: none"> Institutional infrastructure for export in India Export Assistance, Introduction to Export documentation and procedures, framework, pre-shipment & post shipment documents. 	Demonstrate Skills in developing export documentation and procedures	9+3

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Varshney & Bhattacharya	International Marketing Management	2017,13 Edition	Sultan Chand & Sons
02	P.K. Vasudeva	International marketing	2016,10 edition	Excel Books
03	Warren J. Keagan	Global Marketing	3 rd Edition 2021	Prentice Hall

Online Resources:

Online Resource No.	Website address
1	https://study.sagepub.com/baack2e
2	https://library.madonna.edu/inb6150/onlineresources
3	https://www.my-mooc.com/en/mooc/intro-to-international-marketing/

MOOCs:

Resource No.	Website address
1	https://onlinecourses.nptel.ac.in/noc22_mg50/preview
2	https://uniathena.com/short-courses/diploma-in-international-marketing-management

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
IV	BB402E	Social Entrepreneurship	
Type of Course	Credits	Evaluation	Marks
DSE	04	IE (50) + UE (50)	100

Course Objectives:

- To provide knowledge about Social Entrepreneurship
- To stimulate knowledge and critical thinking in Social Entrepreneurship.
- To develop insights into the different social issues and how systemic solutions enable to bridge the gaps.
- To foster a social entrepreneurial imagination and practical application of Social Entrepreneurship in India.

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
402E.1	Remember	Understand the concept of entrepreneurship, its types, and phases.
402E.2	Understand	Grasp the dynamics and dimensions of entrepreneurship and the relevance of innovation and creativity.
402E.3	Apply	Apply tools and techniques in entrepreneurial ventures, including fund development, building donor constituencies, and social audit.
402E.4	Analyze	Analyze the role models of social entrepreneurship and the growth and promotion of entrepreneurship in India.
402E.5	Evaluate	Evaluate the differences between business and social entrepreneurship, and ethical challenges in social entrepreneurship.
402E.6	Create	Develop qualities and aspirations of renowned entrepreneurs and social entrepreneurs.

Unit	Sub unit	Skills/ Competencies	L + T+P
I Conceptual Foundations of Social Entrepreneurship	<ul style="list-style-type: none"> • Meaning, definition, and characteristics of entrepreneurship • Types of entrepreneurs and entrepreneurship • Introduction to innovation, creativity, and types of innovation • Relevance of technology for innovation • Indian innovations and opportunities 	Understanding entrepreneurial concepts, characteristics, and innovation.	6+2+2
II Social Entrepreneurship Framework	<ul style="list-style-type: none"> • Definitions and characteristics of social entrepreneurship and social enterprises • Comparison between business and social entrepreneurship • The Timmons Model of the Entrepreneurship Process • The PCDO framework and the Social Entrepreneurship Framework • Sources of social entrepreneurship and their roles 	Analyzing social entrepreneurship frameworks, processes, and sources..	6+2+2

SYLLABUS FOR BBA PROGRAMME			
III Role Models and Practices in Social Entrepreneurship	<ul style="list-style-type: none"> • Analysis of social entrepreneurial role models like Mohammed Yunus, Bunker Roy, etc. • Case studies of successful social enterprises like BRAC, Grameen Bank, etc. • Boundaries and challenges in social entrepreneurship • Ethical considerations in social entrepreneurship 	Evaluating case studies and practices of social entrepreneurship.	9+3+3
IV Tools and Techniques in Social Entrepreneurship	<ul style="list-style-type: none"> • Fund development and building donor constituencies • Building volunteer constituencies • Corporate Social Responsibility (CSR) and Venture Philanthropy • Social audit for evaluating social impact 	Applying tools and techniques for social entrepreneurship development.	9+3+3
V Entrepreneurship Growth and Promotion in India	<ul style="list-style-type: none"> • Institutional arrangements for entrepreneurship development • Entrepreneurial motivation, values, and culture • Access to finance, market, R&D, and technology • Policies and programs related to entrepreneurship development in India 	Understanding the institutional arrangements and policies for entrepreneurship development in India.	6+2+2

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Anant Verma	Social Entrepreneurship Management	2009	Global India Publications Pvt Ltd
02	Robert Philips, Margret Bonefiel, Ritesh Sharma	Social Entrepreneurship: The Next Big Business Opportunity	2011	Global Vision Publishing House
03	Teresa Chahine	Introduction to Social Entrepreneurship	2016	CRC Press
04	Allen, L.A.	Management and Organization	2002	Mcgraw Hill publishing co., ltd.

Online Resources:

Online Resource No.	Website address
1	https://catalyst2030.net/social-innovators-resources/
2	https://ebooks.inflibnet.ac.in/mgmtp09/chapter/social-entrepreneurship/
3	http://www.business4good.org/2007/04/importance-of-social-entrepreneurship.html

MOOCs:

Resource No.	Website address	Page
1	https://www.startupindia.gov.in/content/sih/en/reources/l-d-listing.html	

2	https://onlinecourses.swayam2.ac.in/ntr24_ed36/preview
3	https://onlinecourses.nptel.ac.in/noc24_ge15/preview

SYLLABUS FOR BBA PROGRAMME

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
IV	BB403	Research Methodology	
Type of Course	Credits	Evaluation	Marks
CC	4	IE (50) + UE (50)	100

Course Objectives:

- To develop an understanding of the right approach of Research Methodology and its role in Business.
- To develop an understanding of the basic framework of the identification of various sources of information for data collection.
- To develop an understanding of various Designs, Tools and Techniques of Research Study.
- To enable the students in conducting Research work and write Research Paper and Research

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
403.1	Remember	Recall important concepts related to the terminologies in research methodology.
403.2	Understand	Understand the meaning of research and the process involved in it.
403.3	Apply	Interpret the meaning of the important concepts involved in research design
403.4	Analyze	Analyze the research situation and be able to choose the correct tool to use
403.5	Evaluate	Evaluate the results of research findings
403.6	Create	Design small research reports based on data collection and findings

Unit	Sub unit	Skills/ Competencies	L + T+P
I Introduction to Research Methodology	<ul style="list-style-type: none"> • Introduction to research, Meaning of research, Objectives of research, types of research, research process, research problem formulation 	Demonstrate competence in recalling basic concepts of Research Methodology	4+1
II Design of research	<ul style="list-style-type: none"> • Research design, features of good design types of research design, Measurement in research, data types, sources of error 	Understanding the basic research process and elements of research design	7+1
III Sampling Design	<ul style="list-style-type: none"> • Census and sample surveys, Steps in sampling design, types of sample design, probability and non-probability sampling 	Interpreting the scenarios of usage of tools of research like the sample, type of data, questionnaire etc	9+1
IV Analysis of Data	<ul style="list-style-type: none"> • Processing operations after data collection, problems in processing, types of analysis, hypothesis testing 	Analyse the scenario usage of the hypothesis testing	11+1
V Presentation	<ul style="list-style-type: none"> • Components of research report, Graphical representation, tables, report writing - layout of research report, types of report, writing a good research report. 	Demonstrate Skills in developing of simple research reports	9+1

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	C K Kothari	Research Methodology	2020	New age international (p) limited, publishers
02	Research Methodology for BBA	Research Methodology	2020	SBPD Publishing House

Online Resources:

Online Resource No.	Website address
1	chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://dhsgsu.edu.in/images/Reading-Material/Commerce/Econtent/RM-SELF-LEARNING.pdf
2	chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://ccsuniversity.ac.in/bridge-library/pdf/Research-Methodology-CR-Kothari.pdf

MOOCs:

Resource No.	Website address
1	https://www.coursera.org/learn/research-methods
2	https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/330

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
IV	BB404	Entrepreneurial Skills	
Type of Course	Credits	Evaluation	Marks
SEC	02	IE (50) + UE (50)	100

Course Objectives:

- Develop an understanding of entrepreneurship, encompassing its definition, importance, and impact on the economy.
- Learn to assess business opportunities by examining market demands, trends, and gaps.
- Develop abilities to create business plans, incorporating market analysis, financial forecasting, and operational strategies.

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
404.1	Remember	Remember the concept of Entrepreneurship.
404.2	Understand	Understand the Role, Relevance, and Achievements of EDPs.
404.3	Apply	Apply understanding of MSME.
404.4	Analyze	Analyze importance of Business Plan.
404.5	Evaluate	Evaluate Indian Startup Ecosystem.
404.6	Create	Design an Entrepreneurial Model.

Unit	Sub unit	Skills/ Competencies	L + T+P
I Introduction	<ul style="list-style-type: none"> • Entrepreneurship: Definition – Significance of Entrepreneurs in economic development – Factors influencing entrepreneurial growth – Typical entrepreneurial characteristics – Types of Entrepreneurs – Roles and responsibilities of Entrepreneurs 	Students acquire a thorough understanding of the essence of entrepreneurship. They cultivate critical thinking skills to evaluate how entrepreneurs propel economic growth through innovation, job creation, and wealth generation.	5+1+0
II Entrepreneurial Development Programs (EDP)	<ul style="list-style-type: none"> • Entrepreneurial Development Programs (EDP) - Purpose, importance, and accomplishments • Motivational Training for Entrepreneurs - Government's role in organizing EDPs 	Students gain comprehensive grasp of the objectives, organization, and techniques utilized in Entrepreneurial Development Programs (EDPs) and motivation training.	5+1+0
III Entrepreneurship and Micro, Small and	<ul style="list-style-type: none"> • Definition and Meaning of MSMEs: Understanding Micro, Small, and Medium Enterprises. Exploring the concept of business groups and examining the significant role of business conglomerates. 	Students develop a profound comprehension of the diverse categories of MSMEs and their importance in the	3+1+0

<p>Medium Enterprises</p> <p>SYLLABUS FOR BBA PROGRAMME</p>	<p>and family-owned businesses in India's economic landscape, including their impact on growth, employment, and innovation.</p>	<p>economic framework. They acquire skills to evaluate the competitive environment and analyze the strategic benefits and obstacles linked with involvement in or competition against business conglomerates.</p>	
<p>IV</p> <p>Business Plan</p>	<ul style="list-style-type: none"> • Introduction to Business Plans: Definition and objectives of a business plan. The significance of business plans. Overview of the components of a typical business plan. 	<p>Students gain the ability to assess market trends, competition, and internal strengths to create impactful business strategies.</p>	<p>5+1+0</p>
<p>V</p> <p>Indian Start-up Ecosystem</p>	<ul style="list-style-type: none"> • Overview of the Indian Startup Ecosystem: Major Participants - Startups, Investors, Incubators and Accelerators, Support Organizations. Government Initiatives and Policies. Challenges and Opportunities. Growth Potential and Case Studies. 	<p>Students acquire proficiency in conducting market research to recognize trends, opportunities, and potential voids within the Indian startup ecosystem. This aids students in evaluating the strengths, weaknesses, opportunities, and threats encountered by startups and other involved parties.</p>	<p>7+1+0</p>

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
1	Sahay A	Entrepreneurship and New venture creation	2008	Excel Books
2	Robert D Hisrich, Michael P Peters, Dean A Shepherd, Sayasachi Sinha	Entrepreneurship	2020	Mc Graw Hill
3	Desai V	Dynamics of Entrepreneurial Development and Management	2020	Himalaya Publishing House

Online Resources:

Online Resource No.	Website address
1	https://www.linkedin.com/company/startup-pedia/
2	https://www.linkedin.com/company/startup-india/

MOOCs:
SYLLABUS FOR BBA PROGRAMME

Resource No.	Website address
1	https://onlinecourses.nptel.ac.in/noc23_mg74/preview#:~:text=ABOUT%20THE%20COURSE%3A,companies%20to%20achieve%20sustainable%20growth.
2	https://onlinecourses.swayam2.ac.in/cec20_mg19/preview

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
IV	BB405	Design Thinking and Model Making	
Type of Course	Credits	Evaluation	Marks
VAC	02	IE (50) + UE (50)	100

Course Objectives:

- Inculcate the fundamental concepts of design thinking
- Develop the students as a good designer by imparting creativity and problem solving ability
- Conceive, conceptualize, design and demonstrate innovative ideas using prototypes

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
405.1	Remember	Define the basic principles of design thinking.
405.2	Understand	Demonstrate creative ideas through brainstorming and ideation methods.
405.3	Apply	Apply design thinking principles into organizational culture and processes.
405.4	Analyze	Analyze organizational structures, processes, and relationships using various techniques.
405.5	Evaluate	Determine the purpose and applications of simulation modeling in management decision-making.
405.6	Create	Improve the effectiveness of design thinking principles in addressing complex problems and challenges.

Unit	Sub unit	Skills/ Competencies	L + T+P
Unit 1 Introduction to Design Thinking	<ul style="list-style-type: none"> • Definition and principles of design thinking, Historical overview and evolution of design thinking, Understanding the mindset and characteristics of a design thinker, Importance of empathy in the design process, Techniques for empathizing with users and understanding their needs, Introduction to user-centered design principles 	Develop problem-solving skills and understand the principles of design thinking, emphasizing empathy and user-centered design.	5+1
Unit 2 Defining, Prototyping and Implementation	<ul style="list-style-type: none"> • Defining the problem statement and framing design challenges, Techniques for brainstorming and generating creative ideas, Introduction to ideation methods such as mind mapping and brainstorming, Overview of prototyping techniques and materials, Importance of prototyping, 	Learn to define problems, brainstorm creative solutions, and prototype design concepts for real-world implementation.	5+1

SYLLABUS FOR BBA PROGRAMME	Strategies for implementing design solutions in real-world settings.		
Unit 3 Design Thinking in Organizational Context and Change Management	<ul style="list-style-type: none"> Integrating design thinking into organizational culture and processes, Role of design thinking in innovation, problem-solving, and decision-making, Creating design-led organizations and fostering a culture of innovation, Characteristics of effective design leaders and change agents, Overcoming resistance to change and fostering buy-in from stakeholders 	Explore the application of design thinking in organizational settings, focusing on leadership, innovation, and change management.	5+1
Unit 4 Conceptual & Financial Models	<ul style="list-style-type: none"> Understanding conceptual models and their role, Techniques for representing organizational structures and processes, creating flowcharts, diagrams, and mind maps, Introduction to financial modeling and its applications in management, Basics of spreadsheet software for financial modeling (e.g., Excel), Building financial models for budgeting, forecasting, and decision analysis. 	Acquire analytical skills and financial acumen to create conceptual and financial models for business decision-making.	5+1
Unit 5 Simulation Models & Decision Support Models	<ul style="list-style-type: none"> Overview of simulation modeling and its use in management decision-making, Introduction to simulation software, Process of building simulation models, understanding decision support models and their role in managerial decision-making, Techniques for building decision trees, optimization models, and risk analysis models. 	Develop modeling skills and software proficiency to build simulation and decision support models for strategic decision-making in business.	5+1

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Ulrich &Eppinger	Product Design and Development	3rd Edition	McGraw Hill
02	A. G. Krishna Menon	Design Thinking: The Key to Enterprise Agility, Innovation, and Sustainability	1 st Edition	Pearson India
03	Harsha Mudumby	The Design Thinking Playbook for Innovators: How to Transform Your Organization	1 st Edition	Notion Press

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Online Resources:

Online Resource No.	Website address
1	https://dschool.stanford.edu/resources/the-bootcamp-bootleg
2	https://ocw.mit.edu/courses/architecture/4-194-principles-of-model-making-fall-2002/
3	https://www.interaction-design.org/literature/topics/design-thinking

MOOCs:

Resource No.	Website address
1	https://swayam.gov.in/nd1_noc19_hs30/preview
2	https://swayam.gov.in/nd2_noc20_hs25/preview

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
IV	BB406	Emotional & Spiritual Intelligence for Managers	
Type of Course	Credits	Evaluation	Marks
SEC	02	IE (50)	50

Course Objectives:

- To introduce EI and SI concepts for managerial effectiveness.
- To explore strategies for enhancing emotional and spiritual intelligence.
- To apply EI and SI concepts to real-world managerial scenarios.
- To analyze the impact of EI and SI on organizational performance.
- To develop skills in implementing EI and SI interventions.

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
406.1	Remember	Recognize the importance of Emotional and Spiritual Intelligence (ESI) in managerial effectiveness and recall the key principles
406.2	Understand	Differentiate between various dimensions of ESI and comprehend their influence on organizational behavior and performance.
406.3	Apply	Apply ESI concepts, including mindfulness, empathy, and purpose-driven leadership, to enhance managerial effectiveness
406.4	Analyze	Analyze the role of ESI in shaping leadership styles, fostering employee engagement, and driving innovation within organizations.
406.5	Evaluate	Evaluate the effectiveness of ESI interventions, such as mindfulness training and values-based leadership development, in addressing organizational challenges
406.6	Create	Design ESI strategies aligned with organizational objectives, considering factors such as cultural diversity, global dynamics, and technological advancements.

Unit	Sub unit	Skills/ Competencies	L + T
I Introduction to Emotional and Spiritual Intelligence	<ul style="list-style-type: none"> • Definition and components of emotional intelligence (EI) and spiritual intelligence (SI). • Historical development and theoretical perspectives in EI and SI studies. • Understanding the importance of EI and SI in managerial roles. • Practical applications of EI and SI in organizational settings. 	Understanding: Grasping the core concepts and components of emotional and spiritual intelligence. Awareness: Recognizing the significance of emotional and spiritual intelligence in managerial roles.	5+1

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<p align="center">II Self-Awareness and Self-Management</p>	<ul style="list-style-type: none"> • Developing self-awareness: recognizing emotions, strengths, and weaknesses. • Strategies for self-regulation: managing emotions, stress, and impulses. • Cultivating mindfulness and presence in managerial decision-making. • Personal growth and development through introspection and reflection. 	<p>Self-awareness: Identifying personal emotions, strengths, and weaknesses. Self-regulation: Developing strategies to manage emotions, stress, and impulses.</p>	<p align="center">3+1</p>
<p align="center">III Social Awareness and Relationship Management</p>	<ul style="list-style-type: none"> • Empathy and compassion: understanding others' emotions and perspectives. • Building and maintaining positive relationships in the workplace. • Effective communication skills: active listening, non-verbal cues, and conflict resolution. • Leadership styles and their impact on team dynamics and organizational culture. 	<p>Empathy: Understanding and empathizing with others' emotions and perspectives. Relationship management: Building and maintaining positive workplace relationships.</p>	<p align="center">4+1</p>
<p align="center">IV Ethical Leadership and Values-Based Management</p>	<ul style="list-style-type: none"> • Ethical decision-making: aligning personal values with organizational goals. • Integrating spiritual principles into managerial practices: integrity, authenticity, and purpose. • Creating a culture of trust, transparency, and accountability. • Balancing personal and professional values in managerial roles. 	<p>Ethical decision-making: Aligning personal values with organizational goals and making principled choices. Integrity and authenticity: Integrating spiritual principles into managerial practices to promote trust and accountability.</p>	<p align="center">6+1</p>
<p align="center">V Resilience and Well-Being</p>	<ul style="list-style-type: none"> • Coping with adversity and uncertainty in the workplace. • Strategies for maintaining work-life balance and preventing burnout. • Promoting employee well-being and mental health initiatives. • Cultivating a culture of resilience and self-care within teams and organizations. 	<p>Coping strategies: Developing resilience to navigate workplace challenges and uncertainty. Work-life balance: Implementing strategies to maintain harmony between work and personal life.</p>	<p align="center">7+1</p>

SYLLABUS FOR BBA PROGRAMME**Reference Books:**

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Travis Bradberry and Jean Greaves.	"Emotional Intelligence 2.0"	2009	TalentSmart
02	Daniel Goleman	Emotional Intelligence: Why It Can Matter More Than IQ	1995	Bloomsbury Publishing India Private Limited.
03	Danah Zohar and Ian Marshall.	"Spiritual Intelligence: The Ultimate Intelligence"	2000	Bloomsbury Publishing PLC

Online Resources:

Online Resource No.	Website address
1	https://www.helpguide.org/articles/mental-health/emotional-intelligence-eq.htm
2	https://www.mindtools.com/ab4u682/emotional-intelligence
3	https://www.6seconds.org/

MOOCs:

Resource No.	Website address
1	https://onlinecourses.nptel.ac.in/noc20_hs13/preview#:~:text=The%20course%20will%20offer%20useful,and%20optimal%20performance%20at%20work.

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
IV	BB407F	French Language Level A1.2	
Type of Course	Credits	Evaluation	Marks
AEC	02	IE (50)	50

Course Objectives:

- To enable students to communicate effectively in French for various every day and professional situations.
- To further develop students' listening, speaking, reading, and writing skills in French at the intermediate level.
- To reinforce students' understanding of French grammar, vocabulary, and pronunciation.
- To introduce students to more advanced French language skills required for professional and academic contexts.
- To provide students with a deeper understanding of French culture and society.

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
407F.1	Remember	Remember intermediate-level French vocabulary, grammar rules, and expressions.
407F.2	Understand	Understand simple French conversations, instructions, and written texts.
407F.3	Apply	Apply French grammar rules and vocabulary in speaking, writing, and professional contexts.
407F.4	Analyze	Analyze and interpret advanced French texts, conversations, and media.
407F.5	Evaluate	Evaluate and critique French texts, dialogues, and cultural elements.
407F.6	Create	Create conversations, dialogues, reports, and presentations in French.

Unit	Sub unit	Skills/ Competencies	L + T+P
I Introduction to Micro- economics	<ul style="list-style-type: none"> • Discussing hobbies and leisure activities • Expressing opinions and making comparisons (plus...que, moins...que, etc.) • Futur simple (future tense) • Relative pronouns (qui, que, où, dont) • Asking for clarification and confirmation 	Ask for goods/services, use public transport. Buy tickets, read signs/menus.	5+1+0

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<p align="center">II Theory of Demand and Supply</p>	<ul style="list-style-type: none"> • Describing living spaces (house, apartment, furniture, etc.) • Imparfait (past tense for descriptions and habits) • Prepositions with geographical names (en France, au Canada, etc.) • Agreeing and disagreeing (je suis d'accord, je ne suis pas d'accord, etc.) • Expressing frequency (souvent, rarement, de temps en temps, etc.) 	<p>Describe events, daily activities, write messages. Note times, dates, announcements.</p>	<p align="center">5+1+0</p>
<p align="center">III Theory of Consumer's Behavior</p>	<ul style="list-style-type: none"> • Talking about life experiences and important events • Passé composé vs Imparfait (for narrating past events) • Reflexive verbs (se lever, se laver, etc.) • Expressing cause and consequence (parce que, à cause de, donc, etc.) • Discussing problems and suggesting solutions 	<p>Inquiries about travel, discuss health/medical issues. Discuss education, job experiences.</p>	<p align="center">5+1+0</p>
<p align="center">IV Theory of Production and Post</p>	<ul style="list-style-type: none"> • Making wishes and hypotheses (si + imparfait, conditionnel présent) • Conditional tense (for polite requests and hypothetical situations) • Subjunctive mood (after expressions of doubt, necessity, etc.) • Giving instructions and advice (formal and informal) • Cultural notes (customs, traditions, etiquette) 	<p>Discuss hobbies, interests, express opinions. Understand cultural references and expressions.</p>	<p align="center">5+1+0</p>
<p align="center">V Pricing Under Various Market Conditions</p>	<ul style="list-style-type: none"> • Professional communication (job interviews, meetings, presentations) • Formal and informal registers (vous vs tu, language formality) • Passive voice (present, past and future tenses) • Writing formal letters and emails • Participating in discussions and debates. 	<p>Communicate in professional settings, meetings/discussions. Understand/create formal written documents.</p>	<p align="center">5+1+0</p>

SYLLABUS FOR BBA PROGRAMME**Reference Books:**

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Samantha Jann	Grammaire progressive du français niveau intermédiaire	2019	CLE International
02	Colette Gibbe	Le Nouveau Sans Frontières 2	2018	CLE International
03	Annie Pendanx	Français.com Intermédiaire	2021	CLE International
04	Michèle Barféty	Compétence Professionnelle en Français	2020	Didier FLE

Online Resources:

Online Resource No.	Website address
1	https://www.francaisauthentique.com/
2	https://www.tv5monde.com/
3	https://www.rfi.fr/

MOOCs:

Resource No.	Website address
1	https://www.coursera.org/learn/intermediate-french
2	https://www.edx.org/course/intermediate-french-language-and-culture
3	https://www.futurelearn.com/courses/intermediate-french

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
IV	BB407G	German Language Level A1.2	
Type of Course	Credits	Evaluation	Marks
AEC	02	IE (50)	50

Course Objectives:

- To expand vocabulary and conversational skills in areas such as food, travel, health, and shopping.
- To master more advanced grammar structures, including modal verbs, reflexive verbs, and relative pronouns.
- To develop the ability to describe experiences, make plans, and express opinions in German.
- To understand and use past and future tenses for narrating events and discussing future plans.
- To enhance cultural awareness and appreciation for German-speaking communities and their customs.

Course Outcomes:

At the successful completion of the course the learner will be able to

CO No.	Bloom's Level	Course Outcomes
407G.1	Remember	Recall expanded German vocabulary and grammar concepts related to travel, health, shopping, and leisure activities.
407G.2	Understand	Interpret and comprehend more complex German texts, conversations, and cultural references.
407G.3	Apply	Apply knowledge of past and future tenses, modal verbs, and relative pronouns in written and spoken communication.
407G.4	Analyze	Analyze and compare different modes of expression, language structures, and cultural nuances.
407G.5	Evaluate	Evaluate and choose appropriate language for specific contexts, considering cultural sensitivity and appropriateness.
407G.6	Create	Design and create well-structured narratives, dialogues, and presentations in German, showcasing language proficiency.

Unit	Sub unit	Skills/ Competencies	L + T+P
I Food and Dining	<ul style="list-style-type: none"> • Discussing food preferences and dishes (Ich esse gern Pizza) • Ordering at a restaurant or cafe (Ich möchte bitte...) • Grocery shopping and prices (Wie viel kostet...) • Grammar: Accusative case with expressions of quantity (ein Stück Kuchen), dative verbs (schmecken, gefallen) 	Discuss food preferences, dishes, order at restaurants/cafes, grocery shopping, prices.	5+1+0
II Travel and Transportation	<ul style="list-style-type: none"> • Asking for and giving directions (Wie komme ich zum Bahnhof?) • Discussing modes of transportation (Bus, Bahn, Auto, Flugzeug) • Making travel arrangements (Ich möchte... 	Ask for/give directions, discuss transportation	5+1+0

SYLLABUS FOR BBA PROGRAMME	<ul style="list-style-type: none"> Grammar: Accusative and dative prepositions (in, an, auf, nach), two-case prepositions (über, unter, zwischen) 	modes, make travel arrangements/plans	
III Health and Well-being	<ul style="list-style-type: none"> Describing illnesses and symptoms (Ich habe Kopfschmerzen) Discussing healthy habits and lifestyle (Sport treiben, gesund essen) Making appointments with healthcare professionals (Ich hätte gern einen Termin) Grammar: Modal verbs (können, müssen, sollen), reflexive verbs (sich waschen, sich anziehen) 	Describe illnesses, symptoms, healthy habits, lifestyle, make healthcare appointments.	5+1+0
IV Shopping and Clothing	<ul style="list-style-type: none"> Talking about different types of shops and products (Bäckerei, Metzgerei, Kleidung) Describing clothing items (colors, sizes, materials) (eine rote Jacke, Größe M) Expressing preferences and making purchases (Ich möchte diese Hose kaufen) Grammar: Plural nouns, relative pronouns (der, die, das) 	Talk about shops, products, describe clothing details, preferences, make purchases.	5+1+0
V Leisure and Entertainment	<ul style="list-style-type: none"> Discussing hobbies and interests (Ich interessiere mich für Musik) Talking about cultural events and activities (Konzert, Theater, Kino) Making plans and invitations (Lass uns ins Kino gehen!) Grammar: Past tense (Perfekt with haben and sein), future tense (werden + infinitive) 	Discuss hobbies, interests, cultural events, activities, make plans, and invitations	5+1+0

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Funk, Hermann, et al.	Studio d A2: Deutsch als Fremdsprache	2016	Cornelsen Verlag
02	Dengler, Stefanie, et al.	Netzwerk A2: Deutsch als Fremdsprache	2020	Klett Verlag
03	Luscher, Renate, et al.	Lagune 2: Deutsch als Fremdsprache	2018	Hueber Verlag
04	Aufderstraße, Hartmut, et al.	Themen Aktuell 2: Kursbuch und Arbeitsbuch	2017	Hueber Verlag

Online Resources:
SYLLABUS FOR BBA PROGRAMME

Online Resource No.	Website address
1	https://www.deutsch-perfekt.com/
2	https://www.hueber.de/deutsch-als-fremdsprache/
3	https://www.dw.com/de/deutsch-lernen/deutschkurse/s-2071

MOOCs:

Resource No.	Website address
1	https://www.edx.org/course/german-language-intermediate-skills
2	https://www.coursera.org/learn/intermediate-german
3	https://www.futurelearn.com/courses/intermediate-german

SYLLABUS FOR BBA PROGRAMME

Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25

Semester	Course Code	Course Title	
IV	BB407S	Spanish Language Level A1.2	
Type of Course	Credits	Evaluation	Marks
AEC	02	IE (50)	50
Course Objectives:			
<ul style="list-style-type: none"> To enhance Spanish communication skills for practical situations and interactions. To build vocabulary and grammar knowledge for more advanced conversations. To develop reading, writing, and comprehension abilities in Spanish. To gain cultural awareness and understanding of Spanish-speaking communities. To prepare for professional and academic use of the Spanish language. 			
Course Outcomes:			
At the successful completion of the course the learner will be able to			
CO No.	Bloom's Level	Course Outcomes	
407S.1	Remember	Recall expanded Spanish vocabulary and grammar concepts.	
407S.2	Understand	Interpret and comprehend complex Spanish texts, conversations, and cultural references.	
407S.3	Apply	Apply knowledge of Spanish grammar and vocabulary in written and spoken communication.	
407S.4	Analyze	Analyze and compare different modes of expression and language structures.	
407S.5	Evaluate	Evaluate and choose appropriate language for specific contexts.	
407S.6	Create	Design and create well-structured narratives, dialogues, and presentations in Spanish.	

Unit	Sub unit	Skills/ Competencies	L + T+P
I Daily Life and Travel	<ul style="list-style-type: none"> Asking for goods and services (En la tienda, en el restaurante, en el hotel) Using public transportation (El autobús, el metro, el taxi) Giving and understanding directions (Cómo llegar a...) Buying tickets (Para el cine, el teatro, el tren) Reading signs and menus (Señalizaciones, carta de restaurante) 	Ask goods/services, use transport, give directions, buy tickets, read signs/menus	5+1+0
II Communication and Writing	<ul style="list-style-type: none"> Describing events (Fiestas, celebraciones, acontecimientos) Discussing daily activities and routines Writing notes, messages, and instructions Taking note of times, dates, and announcements Expressing frequency (siempre, a veces, nunca) 	Describe events, daily activities, write notes/messages/instructions, note times/dates/announcements.	5+1+0

SYLLABUS FOR BBA PROGRAMME			
III Travel and Health	<ul style="list-style-type: none"> • Making inquiries about travel (Horarios, precios, reservas) • Discussing journeys (Viajar en avión, en tren, en coche) • Talking about health issues (Síntomas, dolencias, tratamientos) • Understanding medical instructions and prescriptions • Discussing educational background and job experiences 	Inquire travel/journeys, discuss health/medical issues, educational background, job experiences.	5+1+0
IV Leisure and Opinions	<ul style="list-style-type: none"> • Discussing hobbies and interests (Deportes, música, arte) • Expressing opinions on various topics (Política, economía, sociedad) • Understanding cultural references and expressions • Making recommendations (Deberías/Tendrías que...) • Agreeing and disagreeing (Estoy de acuerdo, No estoy de acuerdo) 	Discuss hobbies, interests, leisure activities, express opinions, understand cultural references.	5+1+0
V Professional Communication	<ul style="list-style-type: none"> • Communicating effectively in professional settings • Participating in meetings and discussions (Presentaciones, debates) • Understanding and creating formal written documents (Cartas, informes) • Negotiating and making business proposals • Discussing company policies and procedures 	Communicate professionally, participate meetings/discussions, understand/create formal documents	5+1+0

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Francisca Castro, et al.	Español en marcha 2	2020	Editorial Difusión
02	Carmen García, et al.	Gente hoy 2	2019	Difusión
03	Ana María Pérez, et al.	Gente Joven 2	2018	Edelsa

04 SYLLABUS FOR BBA PROGRAMME	Rosa María Pérez, et al.	Pasaporte ELE 2	2022	Edelsa
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Online Resources:

Online Resource No.	Website address
1	https://www.practicaespanol.com/
2	https://www.spanishcentral.com/
3	https://www.bbc.co.uk/languages/spanish/mividaloca/

MOOCs:

Resource No.	Website address
1	https://www.edx.org/course/intermediate-spanish-language
2	https://www.coursera.org/learn/spanish-intermediate
3	https://www.futurelearn.com/courses/intermediate-spanish

SYLLABUS FOR BBA PROGRAMME**Programme: BBA CBCS Syllabus w.e.f.-Year 2024 –25**

Semester	Course Code	Course Title	
IV	BB408	Capstone Project -II	
Type of Course	Credits	Evaluation	Marks
SEC	1	IE (50)	50
Course Objectives:			
<ul style="list-style-type: none"> To synthesize and apply knowledge from various business disciplines, including finance, marketing, management, operations, and strategy. To bridge the gap between theoretical knowledge and practical application by working on real-world business problems or opportunities. To encourage innovation and creativity in developing business solutions and strategies. To develop project management skills, including planning, execution, monitoring, and evaluation of business projects. 			

About the Course**BB 408 - Capstone Project -II is Skill Enhancement Course (SEC)**

This capstone project for Bachelor of Business Administration (BBA) students will be the extension of the Capstone Project-I conducted in the previous semester. This project will aim to integrate and apply the extended knowledge and skills acquired throughout the current semester in a practical, real-world setting. This project is designed to prepare students for their professional careers by achieving a variety of important objectives:

Integration of Knowledge, Critical Thinking and Problem Solving, Practical Application, Teamwork and Collaboration, Project Management, etc.

Evaluation:

Objective: Undergo internal assessment and review.

Internal Evaluation (50): This project will be reviewed by faculty coordinator and possibly external evaluators.

Feedback: Receive feedback and grades based on the quality of the research, analysis, presentation, and overall execution. A faculty coordinator will monitor the group activities periodically and do the evaluation through oral presentation, project submission.