



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 2024-25

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 Honors (B.B.A. Honors) under the Faculty of Commerce and Management.

Nature of the Programme :

Dr. D Y Patil Vidyapeeth, Pune offers a four-year Bachelor of Business Administration (Honors) 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

Contents and the developing prospects of key stakeholders viz. Students, Industry and Faculty members at large. Exclusively the following expertise place 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 (Hons.) at GBSRC

Grading System for Programs under Faculty of Management:

Grade Points : The Faculty of 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 (Honors), 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**

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.

| 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.

Bachelor of Business Administration Degree offers the following Electives:

- A) Marketing Management (MM)
- B) Financial Management (FM)
- C) Human Resources Management (HRM)
- D) International Business (IB)
- E) Entrepreneurship Development (ED)

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

**BACHELOR OF BUSINESS ADMINISTRATION / BACHELOR OF BUSINESS
ADMINISTRATION (HONOURS) / BACHELOR OF BUSINESS ADMINISTRATION
(HONOURS WITH RESEARCH)**

From the Academic Year 2024- 25 (Batch 2024 – 28)

| F.Y. BBA, Semester -I | | | | | | | |
|------------------------------|--------------------|---|-------------|----------------|-------------------|-------------------|--------------------|
| Sr. No. | Course Code | Course Name | Type | Credits | Int. Marks | Ext. Marks | Total Marks |
| 1 | BB101 | Principles of Leadership & Management | CC | 4 | 70 | 30 | 100 |
| 2 | BB102 | Fundamentals of Accounting | CC | 4 | 70 | 30 | 100 |
| 3 | BB103 | Business Forms & Systems | CC | 4 | 70 | 30 | 100 |
| 4 | BB104 | Business English | AEC | 2 | 70 | 30 | 100 |
| 5 | BB105 | Gender Sensitization & Democracy Awareness | VAC | 2 | 50 | NA | 50 |
| 6 | BB106 | Ancient Indian Management | VAC | 2 | 50 | NA | 50 |
| 7 | BB107 | Statistics for Business Decisions | MDC | 2 | 70 | 30 | 100 |
| 8 | BB108 | Physical Fitness: (Any One) (Yoga/ Zumba/ Physical Training) | NCCM | - | NA | NA | NA |
| Total Credits | | | | 20 | 450 | 150 | 600 |

| F.Y. BBA, Semester -II | | | | | | | |
|-------------------------------------|--------------------|--|-------------|----------------|-------------------|-------------------|--------------------|
| Sr. No. | Course Code | Course Name | Type | Credits | Int. Marks | Ext. Marks | Total Marks |
| 1 | BB201 | Fundamentals of Marketing | CC | 4 | 70 | 30 | 100 |
| 2 | BB202 | Organizational Behavior | CC | 4 | 70 | 30 | 100 |
| 3 | BB203 | Business Economics | CC | 4 | 70 | 30 | 100 |
| 4 | BB204 | Principles of Finance | AEC | 2 | 70 | 30 | 100 |
| 5 | BB205 | Corporate Etiquette & Personal Grooming | VAC | 2 | 50 | NA | 50 |
| 6 | BB206 | Introduction to Indian Unicorn Companies | MDC | 2 | 70 | 30 | 100 |
| 7 | BB207 | Communication Skills | VAC | 2 | 50 | NA | 50 |
| 8 | BB208 | Storytelling for Business | NCCM | - | NA | NA | NA |
| Total Credits | | | | 20 | 450 | 150 | 600 |
| Total Credits for First Year | | | | 40 | 900 | 300 | 1200 |

**Programme: BBA (Hon.) / BBA (Hon. with Research) CBCS
Syllabus w.e.f.-Year 2024 –25**

| Semester | Course Code | Course Title | |
|----------------|--------------|--|------------|
| I | BB101 | Principles of Leadership & Management | |
| Type of Course | Credits | Evaluation | Marks |
| CC | 04 | IE (70) + UE (30) | 100 |

Course Objectives:

- To understand the concepts of leadership.
- To remember the importance of management for smooth functioning of organization.
- To develop leadership skills among students
- To create effective leaders among students.
- To create a harmonious environment with managerial efficiency.

Course Outcomes:

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

| CO No. | Bloom's Level | Course Outcomes |
|--------|-------------------|---|
| 101.1 | Remember | Recognize the role and importance of leadership in business and remember the role of a HR manager in an organization |
| 101.2 | Understand | Understand the role of management and leadership in the smooth functioning of an organisation. |
| 101.3 | Apply | Apply the concept of managerial skills, improved efficiency through leadership |
| 101.4 | Analyze | Analyze managerial skills among themselves. |
| 101.5 | Evaluate | Evaluate different types of managerial skills and strategic planning. |
| 101.6 | Create | Design an organizational environment with effective leadership |

| Unit | Sub unit | Skills/ Competencies | L + T+P |
|---|---|--|---------|
| I Introduction to Leadership | <ul style="list-style-type: none"> • Meaning, • Nature and Scope of Leadership, • Functions of Leadership, • Principles of Leadership, • Styles of Leadership, • Factors affecting Leadership, • Need and Importance of Leadership | Demonstrate competency in understanding basic concepts of Leadership. | 11+2 |
| II Essentials of Effective Leadership Skills | <ul style="list-style-type: none"> • Qualities of a good leader, • Leadership Skills: • Personality, • Strategic Planning, • Time Management, • Team work and Risk Taking. • Communication skill, • Active listening, • Differences between manager and a leader | Capability in Evaluating and Analyzing various effective leadership skills, team work and time management. | 9+3 |

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|---|--|---|---|
| <p style="text-align: center;">III</p> <p style="text-align: center;">Understanding Management</p> | <ul style="list-style-type: none"> • Meaning, • Nature and Scope of Management, • Functions of Management, • Principles of Management, • Types of Management, • 3Cs of management, • Factors affecting Management, • Need and Significance of Management | <p style="text-align: center;">Proficiency in understanding and analyzing factors affecting management.</p> | <p style="text-align: center;">8+3</p> |
| <p style="text-align: center;">IV</p> <p style="text-align: center;">Managerial Efficiency</p> | <ul style="list-style-type: none"> • Role of a manager, • Management skills, • Team behavior of a manager, • Communication skill, • Decision making skill, • Problem solving skill, • Manager as a motivator | <p style="text-align: center;">Identify various managerial skills to improve the efficiency of employees.</p> | <p style="text-align: center;">11+2</p> |
| <p style="text-align: center;">V</p> <p style="text-align: center;">Management through Leadership</p> | <ul style="list-style-type: none"> • Power, • Authority and Leadership, • Diversity management, • Role of age and experience in organisation, • Leadership can be developed through mentoring and training, • Emotional Intelligence, • Gender–Coping Mechanism | <p style="text-align: center;">Create a conducive environment through mentoring, training and emotional intelligence.</p> | <p style="text-align: center;">9+2</p> |

Reference Books:

| Sr. No. | Name of the Author | Title of the Book | Year of Edition | Publisher |
|---------|------------------------------------|--|-------------------------------------|-----------------------|
| 01 | H Koontz, H Weihrich, V M Cannice, | Essentials of Management: an international, innovation and leadership perspective. | 11th Edition, 2012 | McGraw Hill Education |
| 02 | J Wooden. | Wooden on Leadership | Illustrated, Hardcopy, 16 June 2005 | McGraw Hill Education |
| 03 | N Hill, | Think and Grow Rich. | 12 th edition | The Ralston Society. |

Online Resources:

| Online Resource No. | Website address |
|---------------------|---|
| 1 | https://online.hbs.edu/subjects/leadership-management/ |
| 2 | https://www.coursera.org/learn/principles-of-management |
| 3 | https://www.mygreatlearning.com/academy/learn-for-free/courses/principles-of-management |

MOOCs:

Global Business School and Research Centre...

| Resource No. | Website address |
|--------------|---|
| 1 | https://onlinecourses.nptel.ac.in/noc24_mg47/preview |
| 2 | https://onlinecourses.swyam2.ac.in/ntr24_ed55/preview |

**Programme: BBA (Hon.) / BBA (Hon. with Research) CBCS
Syllabus w.e.f.-Year 2024 –25**

| Semester | Course Code | Course Title | |
|----------------|--------------|-----------------------------------|------------|
| I | BB102 | Fundamentals of Accounting | |
| Type of Course | Credits | Evaluation | Marks |
| CC | 04 | IE (70) + UE (30) | 100 |

Course Objectives:

- To introduce students to the fundamental accounting principles and concepts essential for accurate financial reporting.
- To provide a comprehensive understanding of the accounting cycle, including the preparation of financial statements for companies.
- To equip students with the knowledge and skills to prepare cash flow statements of companies and financial statements for not-for-profit organizations.

Course Outcomes:

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

| CO No. | Bloom's Level | Course Outcomes |
|--------------|-------------------|--|
| 102.1 | Remember | Define basic accounting terms and principles. |
| 102.2 | Understand | Explain the steps involved in the accounting cycle. |
| 102.3 | Apply | Develop primary financial statements for a company. |
| 102.4 | Analyze | Analyze cash flow statements to determine a company's liquidity. |
| 102.5 | Evaluate | Assess the financial health of organizations based on their financial statements. |
| 102.6 | Create | Develop financial statements for not-for-profit organizations. |

| Unit | Subunit | Skills/ Competencies | L + T+P |
|--|---|---|---------|
| I Introduction to Accounting (Accounting Principles and Concepts) | <ul style="list-style-type: none"> • Definition and scope of accounting • Users of accounting information; • Branches of Accounting • Accounting principles and concepts: Business Entity Concept, Money Measurement Concept, Going Concern Concept, Accounting Period Concept, Cost Concept, Dual Aspect Concept, Realization Concept, Matching Concept, Accrual Concept • Accounting standards and regulatory framework in India • Introduction to International Financial Reporting Standards (IFRS) | To provide students with a foundational understanding of accounting principles, concepts, and the role of accounting in business. | 11+1 |
| | <ul style="list-style-type: none"> • Introduction to the accounting cycle • Steps in the accounting cycle: Identifying and analyzing transactions, journalizing | To familiarize students with the complete accounting cycle from | Page |

| | | | |
|---|---|--|---------------------------|
| <p align="center">II The Accounting Cycle</p> | <p>transactions, posting to ledger accounts, preparing a trial balance, making adjusting entries, preparing an adjusted trial balance, preparing financial statements, making closing entries, preparing a post-closing trial balance, Understanding and preparing journal entries</p> <ul style="list-style-type: none"> • Ledger accounts and the posting process • Trial balance preparation and error correction | <p>transaction analysis to the preparation of financial statements.</p> | <p align="center">7+5</p> |
| <p align="center">III Financial Statements of Companies - Preparation</p> | <ul style="list-style-type: none"> • Introduction to financial statements • Components of financial statements: Balance Sheet: Structure and components, Profit & Loss Account: Revenue, expenses, and profit determination • Preparation of the Balance Sheet • Preparation of the Profit & Loss Account • Notes to financial statements • Compliance with Companies Act, 2013 in India | <p>To teach students the preparation of primary financial statements, including the Balance Sheet and the Profit & Loss Account.</p> | <p align="center">6+6</p> |
| <p align="center">IV Financial Statements of Companies - Cash Flow Statement</p> | <ul style="list-style-type: none"> • Introduction to the Cash Flow Statement • Importance of Cash Flow Information • Components of the Cash Flow Statement: Cash flows from Operating Activities, Cash flows from Investing Activities, Cash flows from Financing Activities • Methods of preparing the Cash Flow Statement: Direct method, Indirect method • Analysis and interpretation of the Cash Flow Statement | <p>To enable students to understand and prepare the Cash Flow Statement, an essential financial statement showing the liquidity of a company</p> | <p align="center">6+6</p> |
| <p align="center">V Financial Statements of Not-For-Profit Organisations</p> | <ul style="list-style-type: none"> • Characteristics of not-for-profit organizations • Accounting principles specific to not-for-profit organizations • Types of financial statements and their preparation: Receipts and Payments Account, Income and Expenditure Account, Balance Sheet | <p>To introduce students to the unique aspects of accounting for not-for-profit organizations and the preparation of their financial statements.</p> | <p align="center">6+6</p> |

| Sr. No. | Name of the Author | Title of the Book | Year of Edition | Publisher |
|---------|---|-----------------------------------|--------------------|----------------------------|
| 01 | S.N. Maheshwari, S.K. Maheshwari | An Introduction to Accountancy | 12th Edition, 2018 | Vikas Publishing House |
| 02 | T.S. Grewal | Introduction to Accountancy | 17th Edition, 2017 | Sultan Chand & Sons |
| 03 | M.C. Shukla, T.S. Grewal, S.C. Gupta | Advanced Accounts - Volume I | 19th Edition, 2016 | S. Chand & Company Ltd. |

Online Resources:

| Online Resource No. | Website address |
|---------------------|---|
| 1 | https://efinancemanagement.com/financial-accounting/fundamentals-of-accounting |
| 2 | https://www.investopedia.com/terms/a/accounting-principles.asp |
| 3 | https://www.youtube.com/watch?v=NhBrniaw54Y |

MOOCs:

| Resource No. | Website address |
|--------------|---|
| 1 | https://onlinecourses.swayam2.ac.in/aic20_sp60/preview |
| 2 | https://onlinecourses.nptel.ac.in/noc24_mg81/preview |

**Programme: BBA (Hon.) / BBA (Hon. with Research) CBCS
Syllabus w.e.f.-Year 2024 –25**

| Semester | CourseCode | Course Title | |
|----------------|--------------|-------------------------------------|------------|
| I | BB103 | Business Forms & Systems | |
| Type of Course | Credits | Evaluation | Marks |
| CC | 04 | IE (70) + UE (30) | 100 |

Course Objectives:

- To understand the meaning, definition, characteristics, and objectives of business organizations, tracing their historical evolution from traditional to modern forms.
- To study the prerequisite procedural requirements for establishing a new business unit.
- Gain insight into sole proprietorship and partnership firms, including their features, formation, types, advantages, and disadvantages.
- To understand the concept, features, advantages, and disadvantages of joint stock companies and cooperatives.
- 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. | COGNITIVE ABILITIES | COURSE OUTCOMES |
|--------------|----------------------|--|
| 103.1 | REMEMBERING | RECALL the key concepts, different forms of business organization and the process to establish a new business unit |
| 103.2 | UNDERSTANDING | UNDERSTAND the considerations, steps, and legal requirements involved in establishing a new business unit, as well as the implications associated with utilizing various forms of business organizations. |
| 103.3 | APPLYING | APPLY fundamental knowledge about various business forms and business combinations and can select suitable form which will be most suitable to the business situation. |
| 103.4 | ANALYSING | ANALYZE different forms of business organizations and their selection criteria's. |
| 103.5 | EVALUATING | EVALUATE the complex business information and can form well-reasoned judgments about the advantages, disadvantages, risks, and impacts associated with different types of business combinations. |
| 103.6 | 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. |

| Unit No. | Sub- unit | Skills/ Competencies | L+T+P |
|---|--|---|----------------------------|
| <p align="center">Unit I</p> <p>Nature and Evolution of Business</p> | <ul style="list-style-type: none"> • Business-Meaning, definition, Nature, and Scope of Business • Business Organization - Meaning, definition, Characteristics, and Objectives of Business Organization, Historical evolution of business from traditional to modern forms, • Modern Business- Meaning, Nature of Modern businesses, factors influencing their operations, role and impact of technology, globalization, and sustainability in transforming business forms and systems, • Business & Profession | <p>Students will develop a comprehensive understanding about business principles, organizational dynamics, and modern business practices, enabling them to analyze complex business scenarios.</p> | <p align="center">10+2</p> |
| <p align="center">Unit II</p> <p>Establishing a New Business Unit</p> | <ul style="list-style-type: none"> • Business unit -Meaning, Process to establish a new business unit, • Plant location- Importance of selecting plant location, market location, factors affecting selection of market location. • Promotion- Meaning and types of promotion | <p>Students will develop the skill of understanding the concept and prerequisites for setting up a business unit, enabling them to navigate the complexities of entrepreneurship with proficiency.</p> | <p align="center">10+2</p> |
| <p align="center">Unit III</p> <p>Forms of Business Organization</p> | <ul style="list-style-type: none"> • Forms of Business organization and its selection, Types of business forms -Sole proprietorship, Partnership, Corporation, Cooperative, • Sole Proprietorship-Meaning, Characteristics, Formation, Advantages, and Limitations of Sole proprietorship, • Partnership Firm-Meaning, Features, Formation, Advantages, disadvantages, and Types of Partnership Firm. | <p>Students will hone their analytical skill in acquiring an in-depth understanding of various business forms, encompassing their characteristics, formation procedures, advantages, disadvantages, and factors influencing selection</p> | <p align="center">10+2</p> |
| <p align="center">Unit IV</p> <p>Joint Stock Company</p> | <ul style="list-style-type: none"> • 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. | <p>Students will be able to analyze complex information, identify patterns, and draw meaningful conclusions about the structures and operations of Joint Stock</p> | <p align="center">10+2</p> |

| | | | |
|--|--|--|------|
| | <p>according to domicile, miscellaneous Category.</p> <ul style="list-style-type: none"> • Co-operatives-Meaning & features, types- Producer Cooperative, Consumer Cooperative, Credit Unions, Marketing Cooperative Society, Housing Cooperative Society. | Company and Co-operatives. | |
| <p>Unit V</p> <p>Business Combinations</p> | <ul style="list-style-type: none"> • 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. | The competency allows students to critically assess the advantages, disadvantages, potential risks, and impact on stakeholders associated with different types of business combinations , and form well-reasoned judgments based on logical reasoning. | 10+2 |

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 https://www.udemy.com/course/introduction-to-business2/ |

**Programme: BBA (Hon.) / BBA (Hon. with Research) CBCS
Syllabus w.e.f.-Year 2024 –25**

| Semester | Course Code | Course Title | |
|----------------|--------------|--------------------------|------------|
| I | BB104 | Business English | |
| Type of Course | Credits | Evaluation | Marks |
| AEC | 02 | IE (70) + UE (30) | 100 |

Course Objectives:

- To familiarize with Effective Communication Skills
- Master Professional Writing Techniques:
- Enhance Negotiation and Persuasion Abilities
- Prepare for Job Market and Career Development
- Foster Ethical and Responsible Communication

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 | Recognize Professional Writing Techniques |
| 104.2 | Understand | Differentiate Critical Thinking and Analytical Skills |
| 104.3 | Apply | Apply Digital Communication Tools |
| 104.4 | Analyze | Analyze Job Market and Career Development: |
| 104.5 | Evaluate | Evaluate Ethical and Responsible Communication |
| 104.6 | Create | Develop Vocabulary and Jargon words |

| Unit | Sub unit | Skills/ Competencies | L + T+P |
|--|---|---|---------|
| I Usage of English Language | <ul style="list-style-type: none"> • Subject verb Agreement, Basics Grammar Rules, Functions of noun types of noun verbs Using Punctuations marks. • E-mail writing/Report Writing/ /Business or Workplace English/Language Practice. • Business Language Protocols. • Common business idioms and phrases. • Industry-specific terminology. • Advanced grammatical structures for professional writing. | Students can apply and understand English language its writing and speaking skills. | 3+2+1 |
| II Meetings | <ul style="list-style-type: none"> • Chairing, • Setting the agenda, • Controlling the conversation, • Participating, • turn taking, • listening and taking notes • Being diplomatic, • Agreeing and disagreeing • Responding to questions | Analyzing importance of Chairing and listening in the business meetings | 3+2+1 |
| | <ul style="list-style-type: none"> • Email Etiquette: appropriate greetings, | Students will improve | Page |

| | | | |
|--|---|--|--|
| <p style="text-align: center;">III Business and employment Correspondence</p> | <p>subject lines, tone, and formatting.</p> <ul style="list-style-type: none"> • Virtual Communication: video conferences, online meetings, and messaging platforms. • Business Proposals and Reports • Remote Work Communication: managing communication channels and collaborating with remote teams. • Social Media Communication: LinkedIn for networking, branding, and professional engagement. • Mobile Communication: composing concise messages and utilizing mobile apps for business communication. • Resume and CV Writing. Purpose and structure of a cover letter, Customizing cover letters for different job applications Highlighting relevant skills and experiences, Common mistakes to avoid in cover letters • Artificial Intelligence (AI) Tools: tools for language translation, email automation application emails, and business letters. | <p>Knowledge Phrasing Notes, memos and Business specific language phrases.</p> <p>Students will learn digital communication multicultural communication skills</p> | <p style="text-align: center;">3+2+1</p> |
| <p style="text-align: center;">IV Communicative English skills</p> | <ul style="list-style-type: none"> • Interactive Speaking Activities: role-plays, group discussions, debates, and business scenarios. • Business Vocabulary Expansion: various industries and contexts, with exercises and activities Listening Comprehension: practice listening comprehension skills, followed by comprehension questions and discussions. • Writing Practice: Drafting business emails, memos, reports, and proposals. • Case Studies: Real-life business case studies and scenarios Presentation Skills: Delivery, visual aids, and language use. • Cultural Awareness: Explore cultural differences in business communication and etiquette across different countries and regions to develop students' intercultural competence and sensitivity. | <p>Listening to different accents in telephoning and applying these ascent in business communication</p> | <p style="text-align: center;">3+2+1</p> |
| <p style="text-align: center;">V Social English</p> | <ul style="list-style-type: none"> • Speed networking– the elevator pitch • Small talk, turn taking • Business conventions • Linking and sequencing ideas. • Greetings | <p>Applying ethical skills such as truthfulness and non-violence in business transactions fosters trust, reputation, and</p> | <p style="text-align: center;">3+2+1</p> |

| | | | |
|--|--|---|--|
| | | stakeholder relationships, enhancing organizational sustainability and competitiveness. | |
|--|--|---|--|

Reference Books:

| Sr. No. | Name of the Author | Title of the Book | Year of Edition | Publisher |
|---------|---------------------|------------------------------------|-----------------|--------------------------------------|
| 01 | R.Gupta | Rapidex Business English | April 2014 | Pustak Mahal |
| 02 | Gullyabab Com Panel | English For Business Communication | January 2019 | Gullybaba Publishing House Pvt. Ltd. |
| 03 | Prem P Bhallla | Business English | January 2016 | V&S Publishers |

Online Resources:

| Online Resource No. | Website address |
|---------------------|---|
| 1 | https://www.techtute.com/in/school-of-business/postgraduate-diploma/experto-advanced-business-english?utm_source=google&utm_medium=cpc&utm_campaign= |
| 2 | https://www.udemy.com/course/business-english-complete/?utm_source |
| 3 | https://jenisinstitution.com/?gad_source=1&gclid=CjwKCAjwupGyBhBBEiwA0UcgaGLUkrYDTAG149btrL9hxkvARkwXp |

MOOCs:

| Resource No. | Website address |
|--------------|---|
| 1 | https://www.coursera.org/specializations/business-english |
| 2 | https://alison.com/course/introduction-to-business-english?utm_source=google&utm_medium=cpc&utm_campaign=PPC_Tier-5_First-Click_Publisher-Courses&utm_adgroup=Course-5497_Introduction-to-Business-English&gclid=Cj0KCCQ |

**Programme: BBA (Hon.) / BBA (Hon. with Research) CBCS
Syllabus w.e.f.-Year 2024 –25**

| Semester | Course Code | Course Title | |
|----------------|--------------|---|-----------|
| I | BB105 | Gender Sensitization and Democracy Awareness | |
| Type of Course | Credits | Evaluation | Marks |
| VAC | 02 | IE (50) | 50 |

Course Objectives:

- To educate students on concepts of gender and sex, and democratic awareness
- To dissect stereotypes of gender, and explore means to combat sexual harassment
- To gain an understanding of legal laws and offences.

Course Outcomes:

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

| CO No. | Bloom's Level | Course Outcomes |
|--------------|---------------|--|
| 105.1 | Remembering | Remember the meaning of gender sensitization. |
| 105.2 | Understanding | Explain the constitutional fundamental rights and duties |
| 105.3 | Applying | Apply learnings to indicate appropriate response to certain situations. |
| 105.4 | Analyzing | Distinguish the concepts of Gender and Sex. |
| 105.5 | Evaluating | Interpret the working mechanism of the legal system in India. |
| 105.6 | Creating | Create strategies to prevent Sexual Harassment at the workplace. |

| Unit | Sub unit | Skills/ Competencies | L + T+P |
|--|--|--|---------|
| I Understanding Gender and Related Concepts | <ul style="list-style-type: none"> • Sex vs. Gender, Social construction of Gender, Gender Roles, Gender Stereotypes, Gender Division of Labour, Patriarchy vs Matriarchy, Sexualities, Intersectionality, LGBTQIA+ | Develop an understanding of concepts of sex and gender, and associated concepts. | 5+1+0 |
| II Gender Sensitization | <ul style="list-style-type: none"> • Gender Sensitization : Meaning, Nature & importance, Gender based issues (pre-natal sex determination, nutrition, healthcare, education, work participation), Gender Based Violence and harassment throughout the life cycle, Challenges before Gender Sensitization, Practices for Gender Sensitization | Explore the issues related to gender sensitization. | 5+1+0 |
| III Sexual Harassment | <ul style="list-style-type: none"> • What is and is not Sexual Harassment, Supreme Court Judgements, and the provisions in the Act of 2013 about Prevention of Sexual Harassment, Preconditions for Effective Working of Sexual Harassment Complaints Committees, Role of men in prevention of | Examine sexual harassment and relevant laws | 5+1+0 |

| | | | |
|--|---|--|-------|
| | sexual harassment at workplace, Gender sensitive language, work culture and workplace | | |
| IV Outline of the Legal System in India | <ul style="list-style-type: none"> System of Courts/Tribunals and their Jurisdiction in India- Criminal and Civil Courts, Writ Jurisdiction, Specialized Courts such as Juvenile Courts, Mahila Courts and Tribunals, Role of the Police and Executive in Criminal Law Administration, Alternative Dispute Mechanisms such as Lok-Adalats, Non-formal Mechanisms. | Analyse the legal system in India. | 5+1+0 |
| V Constitution, Laws and Offences | <ul style="list-style-type: none"> Constitution- Fundamental Rights, Fundamental Duties, other Constitution Rights and their manner of Enforcement, with emphasis on Public Interest Litigation and Expansion of Certain Rights under Article 21 of the Constitution, Laws Relating to Criminal Jurisdiction - Provision relating to filing an FIR, Arrest, Bail Search and Seizure. Important offences under the Indian penal Code: Offences against Women, Juvenile Justice, Prevention of Atrocities on Scheduled Castes and Scheduled Tribes. | Examine the fundamental rights and duties enshrined in the Indian constitution and gain an understanding on laws and offences. | 5+1+0 |

Reference Books:

| Sr. No. | Name of the Author | Title of the Book | Year of Edition | Publisher |
|---------|----------------------------------|-------------------------------------|-----------------|-------------------------|
| 1 | Jane Pilcher, Imelda Whelehan | 50 Key concepts in Gender Studies | 2004 | SAGE Publications Ltd. |
| 2 | Kamala Sankaran and Ujjwal Singh | Towards Legal Literacy | 2015 | Oxford University Press |
| 3 | Kamla Bhasin | Gender Basics, Understanding Gender | 2014 | Women Unlimited |

Online Resources:

| Online Resource No. | Website address |
|---------------------|---|
| 1 | https://www.ugc.gov.in/pdfnews/5873997_SAKSHAM-BOOK.pdf |
| 2 | https://cgda.nic.in/pdf/Handbook%20on%20Legal%20System%20&%20Procedure.pdf |
| 3 | https://ihe.du.ac.in/gender-sensitization/ |

MOOCs:

| Resource No. | Website address |
|---------------------|---|
| 1 | https://onlinecourses.swayam2.ac.in/nou21_hs03/preview |
| 2 | https://www.coursera.org/courses?query=gender |

**Programme: BBA (Hon.) / BBA (Hon. with Research) CBCS
Syllabus w.e.f.-Year 2024 –25**

| Semester | Course Code | Course Title | |
|----------------|--------------|----------------------------------|-----------|
| I | BB106 | Ancient Indian Management | |
| Type of Course | Credits | Evaluation | Marks |
| VAC | 02 | IE (50) | 50 |

Course Objectives:

- To familiarize Students with foundational concepts in ancient Indian management, with key principles, philosophies, and literature.
- To develop an understanding of key ancient Indian texts and their management insights.
- To explore the relevance of ancient management techniques in modern business.
- To enhance analytical skills through the study of historical management practices.
- To foster a deeper appreciation of Indian cultural heritage and its impact on management theories.

Course Outcomes:

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

| CO No. | Bloom's Level | Course Outcomes |
|--------------|-------------------|---|
| 106.1 | Remember | Define the foundational principles of management, recalling key concepts such as the nature of management and the ongoing debate on whether it is a science or an art. |
| 106.2 | Understand | Understand the lessons about management from Mahabharata, Bhagavad Gita, and Ramayana and appreciate the context they come from.. |
| 106.3 | Apply | Apply lessons from Mahabharata, Bhagavad Gita, and Ramayana to solve problems in today's businesses. |
| 106.4 | Analyze | Evaluate the leadership, strategic, and ethical principles derived from Mahabharata, Bhagavad Gita, and Ramayana, assessing their applicability and effectiveness in diverse managerial contexts. |
| 106.5 | Evaluate | Decide what's good and not so good about Kautilya's economic ideas and think about how they might work today. |
| 106.6 | Create | Put together ideas from different sources to come up with new ways to solve modern management problems. |

| Unit | Sub unit | Skills/ Competencies | L + T+ P |
|---|---|---|----------|
| I Management Lessons from Ramayana | <ul style="list-style-type: none"> • Leadership and Governance in the Ramayana • Conflict Resolution and Ethical Decision-Making • Teamwork and Collaboration in the Ramayana • Lessons from Lord Rama's Leadership | Develop skills in teamwork, collaboration, conflict resolution, and decision-making | 5+1+0 |

| | | | |
|---|--|---|-----------------------------|
| <p align="center">II Management Lessons from Mahabharata</p> | <ul style="list-style-type: none"> • Leadership and Strategy in the Mahabharata • Decision Making and Crisis Management • Ethical Dilemmas and Solutions • Lessons from the Leadership of Krishna and Bhishma | <p>Enhance strategic thinking abilities</p> | <p align="center">4+1+0</p> |
| <p align="center">III Kautilya's Arthashastra</p> | <ul style="list-style-type: none"> • Fundamentals of Kautilya's Arthashastra • Economic Policies and Statecraft • Strategic Planning and Warfare • Administration and Governance | <p>Develop the ability for efficient administration and governance</p> | <p align="center">4+1+0</p> |
| <p align="center">IV Chanakya Niti- Shastra</p> | <ul style="list-style-type: none"> • Leadership and Wisdom in Chanakya's Teachings • Ethics and Morality in Governance • Chanakya's Strategies for Success • Application of Chanakya's Principles in Modern Management • 7 Life-Changing Lessons to Learn from Chanakya Neeti | <p>Exhibit a foundational understanding of effective organizational leadership, incorporating wisdom, ethical governance, sound decision-making, and strategic success.</p> | <p align="center">6+1+0</p> |
| <p align="center">V Leadership and Management Lessons of Chhatrapati Shivaji Maharaj</p> | <ul style="list-style-type: none"> • Leadership Qualities of Chhatrapati Shivaji Maharaj • Military Strategy and Administration • People Management and Welfare • Legacy and Lessons for Modern Management | <p>Develop the skills for effective People management, welfare and leadership</p> | <p align="center">6+1+0</p> |

Reference Books:

| Sr. No. | Name of the Author | Title of the Book | Year of Edition | Publisher |
|---------|-------------------------------|--|-----------------|--|
| 1 | Gollamudi Radha Krishna Murty | Epic Leadership: Timeless Lessons from The Ramayana | 2016 | Viva Books |
| 2 | Dr. Pratik C Patel | Management lessons from Mahabharata | 2021 | Notion Press |
| 3 | Kajari Kamal | Kautilya's Arthashastra Strategic Cultural Roots of India's Contemporary Statecraft | 2023 | Taylor & Francis Books India Pvt. Ltd. |
| 4 | Mohan Kumar | Chanakya Niti Shastra: The best book to become successful in Business, Politics, War and in every turn of your Life: 8 (Ancient Indian Esoteric Science) | 2021 | |
| 5 | Cyrus Gonda & Dr. Nitin Parab | Leadership Learning From Chhatrapati Shivaji Maharaj | 2013 | Embassy Books |

Online Resources:

| Online Resource No. | Website address |
|---------------------|---|
| 1 | https://thepeoplemanagement.com/important-management-lessons-from-mahabharata/ |
| 2 | https://learndiversified.com/6-management-lesson-from-indian-epics/ |
| 3 | https://www.xenelsoft.com/10-management-lessons-from-ramayan/ |
| 4 | https://pdfcoffee.com/leadership-learnings-from-chhatrapati-shivaji-maharaj-pdf-free.html |

MOOCs:

| Resource No. | Website address |
|--------------|---|
| 1 | https://onlinecourses.swayam2.ac.in/aic22_ge19/preview |

**Programme: BBA (Hon.) / BBA (Hon. with Research) CBCS
Syllabus w.e.f.-Year 2024 –25**

| Semester | Course Code | Course Title | |
|----------------|--------------|--|------------|
| I | BB107 | Statistics for Business Decisions | |
| Type of Course | Credits | Evaluation | Marks |
| MDC | 02 | IE (70) + UE (30) | 100 |

Course Objectives:

- To familiarize the students with the basic concept of statistics.
- To understand the use of tabulation and graphical representation of data in business decisions.
- To apply central tendency & dispersion techniques for data analysis.
- To apply various decision tools to make impactful predictions based on data patterns.
- To analyze various options to make business decisions.

Course Outcomes:

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

| CO No. | Bloom's Level | Course Outcomes |
|--------------|-------------------|--|
| 107.1 | Remember | Recognize the importance of statistics in making a business decision. |
| 107.2 | Understand | Understand the insights into a dataset's distribution. |
| 107.3 | Apply | Apply the concept of Correlation & Registration to make predictions. |
| 107.4 | Analyze | Analyze various ways for resources to be selected or arranged. |
| 107.5 | Evaluate | Evaluate different types of Progressions |
| 107.6 | Create | Design various forms of graphs from the raw data. |

| Unit | Sub unit | Skills/ Competencies | L + T+P |
|---|--|---|---------|
| I Introduction to Statistics | <ul style="list-style-type: none"> • Introduction to statistics, meaning & functions of statistics • Data collection: Census & sampling techniques • Classification of data, methods of classification • Tabulation of data, parts of the table • Graphical representation of data: Bar graph, pie chart, frequency polygon, histogram, line chart, ogive curve | Demonstrate competence in understanding basic concepts of Statistics | 3+1 |
| II Measures of Central Tendency and Dispersion | <ul style="list-style-type: none"> • Measures of Central Tendency: Computation of mean, median, and mode for individual, discrete, and continuous data. • Measures of Dispersion: Computation of standard deviation, variance, coefficient of variation for individual data. (Numerical expected on mean, mode, median, standard deviation, variance & coefficient of variation) | Capability in evaluating and analyzing the Central Tendency of the data | 8+1 |

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| III Correlation & Regression | <ul style="list-style-type: none"> • Correlation: Meaning, Karl Pearson's correlation coefficient. • Regression: Meaning, simple regression equations, Regression Coefficient. • (Numerical expected on Karl Pearson's correlation coefficient & simple regression) | Proficiency in analyzing relationships between the variables. | 6+1 |
| IV Statistical Decision Theory | <ul style="list-style-type: none"> • Decision Theory: Introduction, payoff matrix, decision-making environment • Decision-making under risk: Expected monetary value criterion, expected value with perfect information, value of perfect information. • Decision-making under uncertainty: Maximax criterion, Maximin criterion, Minimax criterion, Laplace criterion, Hurwicz Alpha criterion, Minimax regret criterion • (Numerical expected on decision-making under risk & uncertainty) | Demonstrate Skills in applying the concept of Permutations & Combinations in actual business | 5+1 |
| V Use of Statistical Software for Decision Making | <ul style="list-style-type: none"> • Application of statistical software for data analysis and business decision-making. • Use of Microsoft Excel for tabulation, graphical representation, measurement of central tendency, dispersion, correlation, regression & decision theory problems etc. | Demonstrate Skills in analyzing things with the use of patterns. | 3+1 |

Reference Books:

| Sr. No. | Name of the Author | Title of the Book | Year of Edition | Publisher |
|---------|-------------------------------------|--------------------------------------|-----------------|---------------------------|
| 01 | Mr. Ranjeet Chitale | Statistical and Quantitative Methods | 2018 | Nirali Prakashan |
| 02 | Mr. S. C. Gupta Mrs. Indra Gupta | Business Statistics | 2018 | Himalaya Publishing House |
| 03 | Mr. G. C. Beri | Business Statistics | 2017 | McGraw Hill |

Online Resources:

| Online Resource No. | Website address |
|---------------------|---|
| 1 | https://testbook.com/maths/permutation-and-combination#:~:text=A%20permutation%20is%20an%20act,the%20objects%20does%20not%20matter. |
| 2 | https://byjus.com/maths/central-tendency/#:~:text=The%20central%20tendency%20measure%20is.called%20the%20measure%20of%20dispersion. |
| 3 | https://byjus.com/maths/correlation-and-regression/ |

MOOCs:

| Resource No. | Website address |
|---------------------|---|
| 1 | https://onlinecourses.swayam2.ac.in/cec20_mg13/preview |
| 2 | https://onlinecourses.swayam2.ac.in/cec21_ma01/preview |

**Programme: BBA (Hon.) / BBA (Hon. with Research) CBCS Syllabus
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| Semester | Course Code | Course Title | |
|--|-------------------|---|-------|
| I | BB108 | Physical Fitness I:(Anyone) (Yoga/ Zumba/ Physical Training) YOGA | |
| Type of Course | Credits | Evaluation | Marks |
| NCMC | NA | Internal | NA |
| Course Objectives: | | | |
| <ul style="list-style-type: none"> To understand the advanced principles and techniques in physical fitness training To equip students with practical skills in designing personalized fitness programs tailored to individual needs, goals, and limitations. To foster a supportive and inclusive learning environment that addresses the individual needs and challenges of students, promoting their engagement, motivation, and confidence in pursuing regular physical activity for lifelong wellness. | | | |
| Course Outcomes: | | | |
| At the successful completion of the course, the learner will be able to | | | |
| CO No. | Blooms Level | Course Outcomes | |
| 108.1 | Remember | Remember the fundamental components of physical fitness | |
| 108.2 | Understand | Understand fundamental components of cardiovascular endurance, muscular strength, flexibility, and body composition | |
| 108.3 | Apply | Apply the fundamentals of Yoga to perform a variety of exercises with proper form, ensuring safety and effectiveness in the fitness routines | |
| 108.4 | Analyze | Analyze the fitness goals and track the progress of physical fitness | |
| 108.5 | Evaluate | Evaluate the desired outcomes of physical fitness and make necessary adjustments in routine practice | |
| 108.6 | Create | Create the fitness plan by incorporating physical fitness and mindfulness practices into daily lives, promoting a sustained and holistic approach to health and wellness | |

| Unit No. | Sub-unit | Skills/Competencies | L+T+P |
|---|---|---|-------|
| I Introduction to YOGA | <ul style="list-style-type: none"> Physical Fitness, Wellness & Lifestyle- Meaning & importance of physical fitness, wellness & lifestyle; Components of Physical fitness & wellness | Develop a skill to design personalized fitness routines tailored to individual needs and goals. | 4+0+2 |
| II History and Development of YOGA | <ul style="list-style-type: none"> History and Development of Yoga, Meaning and Definition of Yoga. Ashtanga Yoga: Yama, Niyama, Asana, Pranayama, Pratyahara, Dharana, Dhyana, Samadhi | Enhance personal growth and self-awareness as well as contribute to greater harmony and balance in one's life. | 4+0+2 |
| III Asanas and Pranayama | <ul style="list-style-type: none"> Asanas: Types-technique and benefits. Pranayama: Technique and benefits Padamasana, Vajrasna, | Foster a wide range of skills and competencies that contribute to physical health, mental clarity, emotional balance, and spiritual growth. | 4+1+1 |

| | | | |
|---------------------------------------|--|---|-------|
| | sukhasana, Savasana, Halasana, Bhujangasan, Sarvangasana, Dhanurasana, Makarasana, | | |
| IV Demonstration | <ul style="list-style-type: none"> Demonstration of basic Asanas by a certified Yoga Trainer | Understanding the correct postures and alignments of various asanas to improve body awareness and prevent injuries. | 1+0+5 |
| V Return Demonstration | <ul style="list-style-type: none"> Return Demonstration of basic Asanas by students on the instructions of a certified Yoga Trainer | Cultivating discipline by adhering to a regular yoga practice schedule. | 1+0+5 |

Reference Books:

| Sr. No. | Name of the Author | Title of the Book | Year of Edition | Publisher |
|---------|--------------------------------------|-------------------|-----------------|---------------------------|
| 1 | Iyenger, B.K.S | Light on Yoga | 2000 | Harper Collins Publishers |
| 2 | Kumar S. & Indira S | Yoga in your Life | 2011 | The Parkar Publication |
| 3 | Swapan Kumar Maity, Golam Ahammad | Yoga & Fitness. | 2022 | Palmview Publishing |

Online Resources:

| Online Resource No. | Website address |
|---------------------|---|
| 1 | https://mantrayogameditation.org/wp-content/uploads/2019/12/Light-on-Yoga_-The-Bible-of-Modern-Yoga-PDFDrive.com-.pdf |
| 2 | https://www.tnteu.ac.in/pdf/yoga.pdf |
| 3 | https://terebeess.hu/english/2100-Asanas.pdf |

**Programme: BBA (Hon.) / BBA (Hon. with Research) CBCS Syllabus
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| Semester | Course Code | Course Title | |
|----------------|--------------|---|-------|
| I | BB108 | Physical Fitness I:(Anyone) (Yoga/ Zumba/ Physical Training) ZUMBA | |
| Type of Course | Credits | Evaluation | Marks |
| NCMC | NA | Internal | NA |

Course Objectives:

- To understand the advanced principles and techniques in physical fitness training
- To equip students with practical skills in designing personalized fitness programs tailored to individual needs, goals, and limitations.
- To foster a supportive and inclusive learning environment that addresses the individual needs and challenges of students, promoting their engagement, motivation, and confidence in pursuing regular physical activity for lifelong wellness.

Course Outcomes:

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

| CO No. | Blooms Level | Course Outcomes |
|--------------|---------------|---|
| 108.1 | Remembering | Remember the fundamental components of physical fitness |
| 108.2 | Understanding | Understand fundamental components of cardiovascular endurance, muscular strength, flexibility, and body composition |
| 108.3 | Applying | Apply the fundamentals of Yoga to perform a variety of exercises with proper form, ensuring safety and effectiveness in the fitness routines |
| 108.4 | Analyzing | Analyze the fitness goals and track the progress of physical fitness |
| 108.5 | Evaluating | Evaluate the desired outcomes of physical fitness and make necessary adjustments in routine practice |
| 108.6 | Creating | Create the fitness plan by incorporating physical fitness and mindfulness practices into daily lives, promoting a sustained and holistic approach to health and wellness |

| Unit No. | Sub-unit | Skills/Competencies | L+T+P |
|---|---|--|-------|
| I Introduction to ZUMBA | History and Origins of ZUMBA | Understanding the background and evolution of ZUMBA | 4+2+0 |
| II Basic ZUMBA Steps and Movements | Mastering Basic Steps (Merengue, Salsa, Reggaeton) | Learning and practicing foundational ZUMBA steps | 3+2+1 |
| III Rhythms and Music in ZUMBA | Exploring Different Music Styles in ZUMBA | Understanding how music influences ZUMBA workouts | 2+2+2 |
| IV Demonstration | Demonstration of basic steps of Zumba by a certified Zumba Trainer | Understanding the correct Zumba steps to improve body awareness. | 1+0+5 |
| V Return Demonstration | Return Demonstration of basic steps of Zumba by students on the instructions of a certified Zumba Trainer | Cultivating discipline by adhering to a regular Zumba practice schedule. | 1+0+5 |

Reference Books:

| Sr. No. | Name of the Author | Title of the Book | Year of Edition | Publisher |
|---------|---------------------------------------|--|-----------------|----------------------------|
| 1 | Beto Perez, Maggie Greenwood-Robinson | Zumba | 2009 | Grand Central Life & Style |
| 2 | Jeff Shand-Lubbers | How To Zumba the Heck Out of Your Body | 2012 | Hyperink Publication |
| 3 | Adams, Michelle Medlock | Zumba fitness | 2015 | Mitchell Lane Publishers |

Online Resources:

| Online Resource No. | |
|---------------------|---|
| 1 | https://www.ebooks2go.com/img/samplefiles/9781545751480_Sample.pdf |
| 2 | https://books.google.co.in/books/about/Zumba.html?id=Zx9_AQAACAAJ&redir_esc=y |
| 3 | https://sportpedagogy.org.ua/index.php/ppcs/article/download/1336/780 |

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| Semester | Course Code | Course Title | Page |
|----------|--------------|-------------------------------------|------|
| I | BB108 | Physical Fitness II:(Anyone) | |

| | | (Yoga/ Zumba/ Physical Training) PHYSICAL TRAINING | |
|--|---------------|---|-------|
| Type of Course | Credits | Evaluation | Marks |
| NCMC | NA | Internal | NA |
| Course Objectives: | | | |
| <ul style="list-style-type: none"> To understand the advanced principles and techniques in physical fitness training To equip students with practical skills in designing personalized fitness programs tailored to individual needs, goals, and limitations. To foster a supportive and inclusive learning environment that addresses the individual needs and challenges of students, promoting their engagement, motivation, and confidence in pursuing regular physical activity for lifelong wellness. | | | |
| Course Outcomes: | | | |
| At the successful completion of the course, the learner will be able to | | | |
| CO No. | Blooms Level | Course Outcomes | |
| 108.1 | Remembering | Remember the fundamental components of physical fitness | |
| 108.2 | Understanding | Understand fundamental components of cardiovascular endurance, muscular strength, flexibility, and body composition | |
| 108.3 | Applying | Apply the fundamentals of Yoga to perform a variety of exercises with proper form, ensuring safety and effectiveness in the fitness routines | |
| 108.4 | Analyzing | Analyze the fitness goals and track the progress of physical fitness | |
| 108.5 | Evaluating | Evaluate the desired outcomes of physical fitness and make necessary adjustments in routine practice | |
| 108.6 | Creating | Create the fitness plan by incorporating physical fitness and mindfulness practices into daily lives, promoting a sustained and holistic approach to health and wellness | |

| Unit No. | Sub-unit | Skills/Competencies | L+T+P |
|--|--|---|-------|
| I Introduction to Physical Training | Understanding the Components of Physical Training and Fitness | Identifying components of fitness and their importance | 4+2+0 |
| II Basic Exercise Techniques | Learning Proper Form and Technique | Mastering basic exercises like squats, lunges, push-ups, and planks | 3+2+1 |
| III Cardiovascular Conditioning | Cardio Workouts for Health and Endurance: Theory & Practice | Performing various cardio exercises such as walking, jogging, cycling, and aerobic routines | 2+2+2 |
| IV Demonstration | Demonstration of basic exercises by a certified Trainer | Understanding the correct exercises to improve body awareness. | 1+0+5 |
| V Return Demonstration | Return Demonstration of basic exercises by students on the instructions of a certified Trainer | Cultivating discipline by adhering to a regular exercise schedule. | 1+0+5 |

Reference Books:

| Sr. No. | Name of the Author | Title of the Book | Year of Edition | Publisher |
|---------|--------------------|-----------------------------|-----------------|--------------|
| 1 | Tanushree Podder | Fit & Fine in Body and Mind | 2001 | Pustak Mahal |

| Sr. No. | Name of the Author | Title of the Book | Year of Edition | Publisher |
|---------|-------------------------------------|-------------------------------------|-----------------|------------------------------|
| 2 | Jones And Barlett Publishers | Fit To Be Well – Essential Concepts | 2009 | Jones And Barlett Publishers |
| 3 | Brian J. Sharkey, Steven E. Gaskill | Fitness And Health | 2013 | Human Kinetics |

Online Resources:

| Online Resource No. | |
|---------------------|---|
| 1 | https://www.indianjournals.com/ijor.aspx?target=ijor:ijpesmes&type=home |
| 2 | https://www.clemson.edu/business/departments/army-rotc/documents/fitness-handbook.pdf |
| 3 | https://www.free-ebooks.net/fitness/Health-and-Wellness-Exercise-and-mental-health#gs.95p77p |

**Programme: BBA (Hon.) / BBA (Hon. with Research) CBCS
Syllabus w.e.f.-Year 2024 –25**

| Semester | Course Code | Course Title |
|-----------|--------------|----------------------------------|
| II | BB201 | Fundamentals of Marketing |

| Type of Course | Credits | Evaluation | Marks |
|----------------|---------|-------------------|-------|
| CC | 04 | IE (70) + UE (30) | 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. | Bloom's 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. |

| Unit | Sub unit | Skills/ Competencies | L + T+P |
|------------------------------------|---|--|---------|
| I Concepts & Types of Marketing | <ul style="list-style-type: none"> • Marketing concept, its objectives, importance and functions of marketing, core concepts of marketing, company orientations towards market place, Portfolio Approach-Boston Consulting Group (BCG) Brick & Click Model. Impact of Globalization, Technology and Social Responsibility on Marketing • 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. | 9 +3 |

| | | | |
|--|--|--|---------------------------|
| <p align="center">II</p> <p>Introduction and elements of Marketing Mix</p> | <ul style="list-style-type: none"> • 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. | <p>Develop skills in product management and pricing strategy development.</p> | <p align="center">9+3</p> |
| <p align="center">III</p> <p>Place & Promotion Mix</p> | <ul style="list-style-type: none"> • Place Mix: Concept of place, channels of distribution, types of channels, importance of retailing and wholesaling. • Promotion Mix: Concept of promotion and promotion mix, advertising, sales promotion, public relations, personal selling and publicity. | <p>Learn how to select appropriate channels for distribution of different products and services. Learn how to design a promotion mix for different types of products and services.</p> | <p align="center">9+3</p> |
| <p align="center">IV</p> <p>Marketing Environment & Market Segmentation, Targeting and positioning</p> | <ul style="list-style-type: none"> • 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. | <p>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.</p> | <p align="center">9+3</p> |
| <p align="center">V</p> <p>Marketing of Services</p> | <ul style="list-style-type: none"> • Marketing of Services: • Characteristics, Classification of Services, Marketing Mix for services, customer relationship management-concept nature and managing relationship. | <p>Understanding marketing of services. Students will develop skills to market the services available.</p> | <p align="center">9+3</p> |

Reference Books:

| Sr. No. | Name of the Author | Title of the Book | Year of Edition | Publisher |
|---------|------------------------------------|--|--------------------------|----------------------------------|
| 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 Page |

Online Resources:

| Online Resource No. | Website address |
|---------------------|---|
| 1 | https://ipsedu.in/downloads/MBABooks/principles-of-marketing-philip-kotler.pdf |
| 2 | https://books.google.co.in/books?id=7DFIDwAAQBAJ&printsec=copyright&redir_esc=y#v=onepage&q&f=false |

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 |

**Programme: BBA (Hon.) / BBA (Hon. with Research) CBCS
Syllabus w.e.f.-Year 2024 –25**

| Semester | Course Code | Course Title | |
|----------------|--------------|--------------------------------|------------|
| II | BB202 | Organizational Behavior | |
| Type of Course | Credits | Evaluation | Marks |
| CC | 04 | IE (70) + UE (30) | 100 |

Course Objectives:

- To expose the students to the fundamentals of Organizational Behavior (OB) - such as working with people, nature of organizations, communication, leadership and motivation of people.
- To help students develop a conceptual understanding of OB theories.
- To enable the students to put the ideas and skills of OB into practice.
- To understand the influence of Individual and Group Behavior towards meeting the Organizational Goal.
- To apply appropriate Conflict Management system as a part of Group or Team due to difference in Opinion and to learn the ways to resolve conflict at the interest of the common Organizational Goal.

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 | Familiarize the students with the basic concepts of individual behavior and organizational behavior. |
| 202.2 | Understand | Understand different Theories of Motivation and Work Behavior, recognizing and valuing individual Personalities and Behaviors by working on Perceptions from Organizational Perspective. |
| 202.3 | Apply | Apply the concept of inter-personal and group behavior, motivation, organizational change and organizational development. |
| 202.4 | Analyze | Analyze individual and group behavior. |
| 202.5 | Evaluate | Evaluate the influence of power, politics in organisation and proper conflict resolution for smooth functioning of the organization. |
| 202.6 | Create | Design a framework of Organizational Behavior and Management along with the Basic Behavioral Science that influence Organizational Behavior. |

| Unit | Sub unit | Skills/ Competencies | L + T+P |
|--|---|--|---------|
| I Introduction to Organizational Behavior | <ul style="list-style-type: none"> • Meaning-Features- Nature and Scope of OB • The Basic Assumptions of OB, • Major Disciplines and their Contributions to OB; • Dynamics of People and Organization, • Models of Organizational Behavior. • Challenges and opportunities in Organizational Behavior | Demonstrate competence in understanding basic Behavioral Science theories that influence Organizational Behavior. | 12+2 |
| II Motivation, Personality & Perception | <ul style="list-style-type: none"> • Motivation-Motivation and Behavior, • Theories of Motivation--Maslow's, Herzberg's and McGregor's, X and Y theories. • Organisational Learning Process, • Motivation and performance, • Financial and Non-financial incentives, • Personality: Determinants of personality, Type A and Type B personality, • Perception- Meaning, Need of Perceptual process, • Factors influencing Perceptual process, self-concept and self esteem | Capability in recognizing and valuing individual Personalities and Behaviors. | 10+2 |
| III Groups Dynamics | <ul style="list-style-type: none"> • Concept of Group Dynamics • Features of Group—Types of Group Behavior • Formal and Informal Group Behavior • Group Norms—Group Cohesiveness. • Teamwork- Types of Teams • Team Building-Team Roles. • Team Norms- Team Cohesiveness. | Proficiency in Analyzing group and team behavior. | 9+2 |
| IV Leadership, Conflict Management and Power & Politics | <ul style="list-style-type: none"> • Leadership-Introduction and characteristics of Leadership, Formal and Informal leadership, Theories of Leadership, • Conflict Management-Nature of Conflict, Sources of Organizational Conflict, Modes of Conflict Resolution, • Power & Politics-Difference between Influence, Power & Authority, • Sources of power, Organizational Politics, Machiavellianism, • Ethics of Power and Politics in Organizations. | Demonstrate leadership Skills for conflict resolution and understand influence of Power and Politics in Organizations. | 11+2 |

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|--|--|--|-----|
| V Organizational culture and Change | <ul style="list-style-type: none"> • Organizational Change: Resistance to change, Steps for planned change, • Quality Work Life, • Organization Development- Objective and Interventions, • Organization Climate and Organizational Effectiveness, • Managing Organizational Culture. | Demonstrate Skills for managing organisational change by taking appropriate steps to avoid resistance. | 8+2 |
|--|--|--|-----|

Reference Books:

| Sr. No. | Name of the Author | Title of the Book | Year of Edition | Publisher |
|---------|---|-------------------------|-------------------------------|-----------------------------------|
| 01 | Robbins, Timothy Judge, Seema Sanghi, | Organizational Behavior | 12 th edition | Stephen Pearson Prentice Hall, |
| 02 | K. Aswathappa | Organizational Behavior | 10 th edition,2011 | Himalaya Publishing house. |
| 03 | John Newstrom and Keith Davis, | Organizational Behavior | 11 th edition | Tata McGraw Hill. |

Online Resources:

| Online Resource No. | Website address |
|---------------------|---|
| 1 | http://www.algonquincollege.com/ccol/courses/organizational-behaviour/ |
| 2 | http://www.algonquincollege.com/ccol/courses/organizational-behaviour-3 |
| 3 | https://www.imi.edu/delhi/organizational_behaviour_human_resources |

MOOCs:

| Resource No. | Website address |
|--------------|---|
| 1 | https://www.mooc-list.com/tags/organizational-behavior |
| 2 | https://www.openlearning.com/courses/organisational-behaviour-an-overview |

**Programme: BBA (Hon.) / BBA (Hon. with Research) CBCS
Syllabus w.e.f.-Year 2024 –25**

| Semester | Course Code | Course Title | |
|----------------|--------------|---------------------------|------------|
| II | BB203 | Business Economics | |
| Type of Course | Credits | Evaluation | Marks |
| CC | 04 | IE (70) + UE (30) | 100 |

Course Objectives:

- Understand basic economic concepts, firm objectives, and managerial decision-making tools.
- Analyze demand elasticity, forecast demand, and apply utility theory in business decisions.
- Apply production, cost, and economies of scale concepts for effective business strategies.
- Evaluate different market structures, pricing strategies, and output determination.
- Analyze national income, the Indian economy, gig economy, and monetary-fiscal policies.

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 | Describe the basic economic concepts, objectives of firms, and the scope of managerial economics. |
| 203.2 | Understand | Explain the determinants of demand, demand elasticities, and their applications in managerial decisions. |
| 203.3 | Apply | Apply the theories of consumer behavior and utility analysis in business decision-making. Utilize demand forecasting methods to predict future demand. |
| 203.4 | Analyze | Analyze different market structures and their implications for pricing and output decisions. |
| 203.5 | Evaluate | Evaluate Examine the characteristics of the Indian economy and the emerging gig economy, and role fiscal and monetary policy. |
| 203.6 | Create | Design effective business strategies by integrating microeconomic and macroeconomic concepts. |

| Unit | Sub unit | Skills/ Competencies | L + T+P |
|--|--|---|---------|
| I Introduction to Micro- economics | <ul style="list-style-type: none"> Basic Economic Concepts, Nature And Scope Of Managerial Economics, Objectives Of The Firm And Constraints, Business Decision-Making Model, Tools Of Economic Analysis. | Demonstrate competence in understanding basic economic concepts, objectives of firms, and managerial decision-making processes. | 4+1 |
| II Demand Analysis And Forecasting | <ul style="list-style-type: none"> Demand Analysis- Meaning, Types and Determinants of Demand, Demand Function and Law of Demand, Elasticities and Their Utilities in Managerial Decisions, Demand Forecasting- Meaning, Purpose And Methods, Law of Diminishing Marginal Utility, Basics of Ordinal Utility approach and their Utilities in Managerial Decisions. | Capability in evaluating and analyzing price elasticity of demand and forecasting demand using appropriate methods. | 7+1 |
| III Theory of Production and Cost | <ul style="list-style-type: none"> Production Analysis- Production Schedules, Production Functions-Short Run and Long Run, Returns to Scale, Marginal Productivity of Inputs, Optimal Input Combination. Economics of scale and its business application. Cost Concepts, Cost Function, Cost-Output Relationship, Short Run And Long Run Analysis | Demonstrate skills in applying concepts of production, costs, and Economics of Scale for business decisions. | 9+1 |
| IV Market Structure, Price and Profit Determination | <ul style="list-style-type: none"> Nature of Market Competition, Perfect Competition, Monopolistic Competition, Monopoly and Oligopoly etc, Price and Output Determination in Such Markets. Pricing practices: Cost plus pricing, incremental pricing, multiple product pricing, product line pricing, specific pricing problems Contemporary Case studies on pricing strategies by firms. | Demonstrate proficiency in analyzing different market structures, determining price and output strategies, and evaluating contemporary pricing strategies. | 9+1 |
| V National Income and Macro- Economic Policies | <ul style="list-style-type: none"> Introduction, basic concepts, estimation of NI and difficulties, circular flow of aggregate income and expenditure, ni as a measure of economic development in comparison with other indicators. Characteristics of the Indian economy and their comparison with the emerging nature of the gig economy Role and function of money market, its composition and instruments. Reserve bank of India role and function. Objectives and instruments of monetary and fiscal policies. | Demonstrate skills in analyzing national income, understanding the Indian economy and gig economy, and evaluating the role of monetary and fiscal policies. | 11+1 |

| | | | |
|--|--|--|--|
| | recent issues in monetary and fiscal policies. | | |
|--|--|--|--|

Reference Books:

| Sr. No. | Name of the Author | Title of the Book | Year of Edition | Publisher |
|---------|--|-------------------------|----------------------------------|------------------------------------|
| 01 | D.N. Dwivedi | Managerial Economics, | 8 th Edition 2017 | Vikas Publication House, New Delhi |
| 02 | Mithani D M | Managerial Economics | 10 th Edition 2011 | Himalaya Publishing House |
| 03 | Deviga Vengedasalam, Karunagaran Madhavan | Principles of Economics | 4 th Edition 2023 | Oxford University Press, |

Online Resources:

| Online Resource No. | Website address |
|---------------------|---|
| 1 | https://www.rbi.org.in/home.aspx |
| 2 | http://finmin.nic.in/ |
| 3 | http://indiabudget.nic.in/budget.asp |
| 4 | https://www.cmie.com/ |
| 5 | Economic and Political Weekly |

MOOCs:

| Resource No. | Website address |
|--------------|---|
| 1 | https://swayam.gov.in/explorer?searchText=microeconomics |
| 2 | https://www.coursera.org/browse/social-sciences/economics |
| 3 | https://online.stanford.edu/courses/sohs-yeconschool-principles-economics |
| 4 | https://ocw.mit.edu/search/?d=Economics&s=department_course_numbers.sort_coursenum |
| 5 | https://www.bsg.ox.ac.uk/course/mooc |

**Programme: BBA (Hon.) / BBA (Hon. with Research) CBCS Syllabus
w.e.f.-Year 2024 –25**

| Semester | Course Code | Course Title | |
|----------------|--------------|------------------------------|------------|
| II | BB204 | Principles of Finance | |
| Type of Course | Credits | Evaluation | Marks |
| AEC | 02 | IE (70) + UE (30) | 100 |

Course Objectives:

- To understand the fundamental concepts of finance, including the role and importance of finance in business, and the functions of financial markets and institutions.
- To learn about different sources of finance, the principles of time value of money, and the methods for calculating future and present values, along with the management of working capital.
- To explore advanced topics such as cost of capital, capital structure, securities markets, bond markets, mutual funds, portfolio management, and various business finance concepts like venture capital, leasing, and personal financial planning.

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 | Recall and Define key financial concepts such as capital structure, cost of capital, and financial management. |
| 204.2 | Understand | Explain the importance and role of finance in business. |
| 204.3 | Apply | Calculate time value of money using formulas and financial calculators, and assess factors affecting capital structure. |
| 204.4 | Analyze | Compare and Contrast different types of financial markets and instruments, and evaluate investment opportunities. |
| 204.5 | Evaluate | Assess the risk-return trade-offs associated with different financing options and investment strategies. |
| 204.6 | Create | Design comprehensive financial plans and portfolios, integrating various financial concepts to achieve specific financial goals. |

| Unit | Sub unit | Skills/ Competencies | L+T |
|--|--|---|-----|
| I Introduction to Finance | Overview of Finance <ul style="list-style-type: none"> • Definition and scope of Finance • Importance and role of finance in business Financial Management <ul style="list-style-type: none"> • Meaning, its objectives | Understand role and importance of finance in business Ability to understand Indian | 5+1 |

| | | | |
|---|---|---|-----|
| | <ul style="list-style-type: none"> • Role of finance manager | Financial management | |
| II Sources of Finance And Time Value of Money | Time Value of money <ul style="list-style-type: none"> • Future Value and Present Value Concepts, • Compound Interest and Discounting • Calculating time value of money using formulas and financial calculators | Understand the concept of Time value of money | 5+1 |
| III Cost of Capital, Capital Structure And Working Capital Management | Capital Structure <ul style="list-style-type: none"> • Meaning, criteria for determining capital structure • Factors affecting capital structure • Capitalization: over capitalization and Under Capitalization Working Capital Management <ul style="list-style-type: none"> • Managing current assets, current liabilities • Cash conversion cycle and working capital ratios | Understand how basic Capital structure is designed Comprehend the concept of Working Capital | 5+1 |
| IV Stock Market and Bond Market | Overview of Securities and Stock Markets- <ul style="list-style-type: none"> • Primary and Secondary markets, • Fundamental analysis • Stock Exchanges and trading mechanisms • Stock Market Indices Overview of Bond Market <ul style="list-style-type: none"> • Types of Bonds • Bond ratings and credit risk assessment | Have an overview about the Indian stock market and Bond Market | 5+1 |
| V Mutual Funds & Portfolio Management And Other concepts in business finance | Mutual Funds and Portfolio Management <ul style="list-style-type: none"> • Types of Mutual funds, • Portfolio diversification and asset allocation, • Portfolio Management Services Vs Mutual Funds. Other concepts in Business finance <ul style="list-style-type: none"> • 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 | 5+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 |
| 04 | ICAI | Financial management (Intermediate Study material) | 2023 | ICAI |

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.icicidirect.com/ilearn/mutual-fund/courses/chapter-8-mutual-fund-portfolio-management |

MOOCs:

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

**Programme: BBA (Hon.) / BBA (Hon. with Research) CBCS
Syllabus w.e.f.-Year 2024 –25**

| Semester | Course Code | Course Title | |
|----------------|--------------|--|-----------|
| II | BB205 | Corporate Etiquette and Personal Grooming | |
| Type of Course | Credits | Evaluation | Marks |
| VAC | 02 | IE (50) | 50 |

Course Objectives:

- To understand the Fundamentals of Corporate Etiquette.
- To develop Professional Communication Skills.
- To master Personal Grooming and Professional Appearance.
- To navigate Social and Business Networking Situations.
- To cultivate a Positive and Professional Workplace Environment.

Course Outcomes:

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

| CO No. | Bloom's Level | Course Outcomes |
|--------|-------------------|--|
| 205.1 | Remember | Identify the key Principles of Corporate Etiquette |
| 205.2 | Understand | Explain the Importance of Personal Grooming in a Corporate Setting |
| 205.3 | Apply | Demonstrate professional Communication Skills |
| 205.4 | Analyze | Differentiate between Appropriate and Inappropriate Corporate Behaviors |
| 205.5 | Evaluate | Assess Personal Grooming and Professional Appearance Standards |
| 205.6 | Create | Develop a Personal Plan for Professional Etiquette and Grooming |

| Unit | Sub unit | Skills/ Competencies | L + T+P |
|--|--|---|---------|
| I Fundamentals of Corporate Etiquette | <ul style="list-style-type: none"> • Definition and significance of corporate etiquette. • Key principles of professional behavior. • Workplace ethics and expected conduct. | Demonstrate competence in understanding basic concepts of Corporate Etiquette. | 4+2 |
| II Professional Communication Skills | <ul style="list-style-type: none"> • Email and phone etiquette. • Meeting etiquette: agenda setting, participation, and follow-up. • Interpersonal communication: active listening and respectful responses. | Applying professional communication techniques in emails, phone calls, and meetings. | 4+2 |
| III Personal Grooming and Professional Appearance | <ul style="list-style-type: none"> • Grooming standards: hygiene, attire, and accessories. • Dress codes: business formal, business casual, and smart casual. • Impact of professional appearance on personal branding. | Implement best practices in personal grooming and dress appropriately for different corporate settings. | 4+2 |
| | <ul style="list-style-type: none"> • Etiquette for business lunches and | Analyze different | Page |

| | | | |
|--|--|---|--|
| <p style="text-align: center;">IV Navigating Social and Business Networking Situations</p> | <p>corporate events.</p> <ul style="list-style-type: none"> • Networking strategies and building professional relationships. • Managing introductions, small talk, and follow-up communications. | <p>social and networking scenarios to identify appropriate etiquette</p> | <p style="text-align: center;">4+2</p> |
| <p style="text-align: center;">V Creating a Professional Etiquette and Grooming Plan</p> | <ul style="list-style-type: none"> • Reviewing key concepts from corporate etiquette and personal grooming. • Self-assessment: strengths and areas for improvement. • Crafting a tailored plan: setting goals and action steps. | <p>Evaluate their current etiquette and grooming practices against professional standards</p> | <p style="text-align: center;">4+2</p> |

Reference Books:

| Sr. No. | Name of the Author | Title of the Book | Year of Edition | Publisher |
|---------|--------------------|--|-----------------|-----------------------|
| 01 | Barbara Pachter | "The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success" | 2013 | McGraw-Hill Education |
| 02 | Ann Marie Sabath | "Business Etiquette: 101 Ways to Conduct Business with Charm and Savvy" | 2010 | Career Press |
| 03 | Karen Kang | "Image Matters: First Steps on the Journey to Your Best Self" | 2013 | BrandingPays Media |

Online Resources:

| Online Resource No. | Website address |
|---------------------|---|
| 1 | https://www.scribd.com/document/487056510/Grooming-And-Etiquettes |
| 2 | https://www.prapup.com/blog/detail/84/personal-grooming-and-etiquette |
| 3 | https://www.mmmts.com/business-etiquette-training.htm |

MOOCs:

| Resource No. | Website address |
|--------------|---|
| 1 | https://www.mooc-list.com/tags/etiquette#google_vignette |
| 2 | https://www.mooc-list.com/tags/business-etiquette |

Programme: BBA (Hon.) / BBA (Hon. with Research) CBCS
Syllabus w.e.f.-Year 2024 –25

| Semester | Course Code | Course Title | |
|----------------|--------------|---|------------|
| II | BB206 | Introduction to Indian Unicorn Companies | |
| Type of Course | Credits | Evaluation | Marks |
| MDC | 02 | IE (70) + UE (30) | 100 |

Course Objectives:

- To understand unicorn companies and their significance in India.
- To analyze business models, strategies and competitive dynamics of Indian unicorns.
- To evaluate growth facilitators, investments, M&A and challenges faced.
- To formulate strategic recommendations considering emerging trends, regulations and governance.
- To develop analytical skills for assessing Indian unicorn companies' prospects.

Course Outcomes:

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

| CO No. | Bloom's Level | Course Outcomes |
|--------|-------------------|--|
| 206.1 | Remember | Describe the concept of unicorn companies and their significance in the global and Indian startup ecosystem. |
| 206.2 | Understand | Explain the diverse business models and growth strategies of prominent Indian unicorn companies across various sectors. |
| 206.3 | Apply | Apply analytical frameworks to evaluate the competitive landscape, challenges, and opportunities faced by Indian unicorn companies. |
| 206.4 | Analyze | Analyze the funding rounds, investment patterns, and mergers/acquisitions involved in the growth of Indian unicorn companies. |
| 206.5 | Evaluate | Evaluate the impact of emerging technologies, regulatory environment, and ethical considerations on the future prospects of Indian unicorn companies. |
| 206.6 | Create | Formulate strategic recommendations and future growth plans for Indian unicorn companies based on industry trends and market dynamics. |

| Unit | Sub unit | Skills/ Competencies | L + T+P |
|---|---|---|---------|
| I Introduction to Unicorn Companies and the Indian Startup Ecosystem | <ul style="list-style-type: none"> • Definition and characteristics of unicorn companies • Significance of unicorn companies in the global and Indian startup ecosystem • Overview of the Indian startup landscape and the rise of unicorn companies • Case studies: Analyzing the journey of select Indian unicorn companies | Understanding unicorn companies, analyzing startup ecosystems, case study analysis. | 4+1 |
| II Sector-wise | <ul style="list-style-type: none"> • E-commerce (Flipkart, Nykaa, FirstCry) • FinTech (Paytm, PhonePe, BharatPe) | Sector-specific knowledge, | Page |

| | | | |
|---|--|--|------|
| Analysis of Indian Unicorn Companies | <ul style="list-style-type: none"> • EdTech (BYJU'S, Unacademy, Vedantu) • Logistics and Delivery (Swiggy, Zomato, Dunzo) • Others (OYO, Ola, Udaan, Freshworks) • Comparative analysis of business models and strategies across sectors • Industry assignments and guest lectures by entrepreneurs/industry experts | comparative strategy analysis, industry research, data analysis, communication, and presentation. | 7+1 |
| III Business Models, Growth Strategies, and Funding | <ul style="list-style-type: none"> • Understanding diverse business models of Indian unicorn companies • Expansion strategies (geographical, product/service, and market diversification) • Funding and investment rounds (seed, Series A, B, C, etc.) • Mergers, acquisitions, and partnerships • Case studies: Analyzing growth strategies and funding rounds of select unicorn companies | Understanding business models, analyzing growth strategies, knowledge of funding rounds, case study analysis, strategic thinking. | 9+1 |
| IV Competitive Landscape, Challenges, and Regulatory Environment | <ul style="list-style-type: none"> • Analysis of competitive dynamics and market positioning • Regulatory and legal challenges (data privacy, consumer protection, etc.) • Talent acquisition and retention strategies • Scalability and sustainability concerns • Group projects: Analyzing competitive landscape and challenges faced by Indian unicorn companies | Competitive analysis, understanding regulations, identifying challenges, teamwork, collaboration. | 11+1 |
| V Future Prospects, Emerging Trends, and Corporate Governance | <ul style="list-style-type: none"> • Identifying growth opportunities and potential disruptors • Impact of technological advancements (AI, IoT, blockchain) • Globalization and international expansion • Corporate governance and ethical considerations • Simulation exercises and role-plays on future scenarios and decision-making | Forecasting opportunities, understanding emerging technologies, corporate governance knowledge, decision-making, critical thinking, scenario analysis. | 9+1 |

Reference Books:

| Sr. No. | Name of the Author | Title of the Book | Year of Edition | Publisher |
|---------|----------------------|--|-------------------------------|----------------------------|
| 01 | Bijoor Sidharth | The Unicorn Breed: Decoding the DNA of Billion-Dollar Startups | 1 st Edition, 2022 | Penguin Random House India |
| 02 | Mihir Dalal | Big Billion Startup: The Untold Flipkart Story | 1 st Edition, 2019 | Pan Macmillan |
| 03 | Vijay Shekhar Sharma | Move: The Forces Uprooting Us | 1 st Edition, 2022 | Penguin Random House India |
| 04 | Vaitheeswaran K. | Failing to Win | 1 st Edition, 2022 | HarperCollins India |
| 05 | Dharampal-Samir | Indian Unicorn Startups: Disrupting Dreams | 1 st Edition, 2021 | BPB Publications |

Online Resources:

| Online Resource No. | Website address |
|---------------------|---|
| 1 | https://www.startupindiahub.com/ |
| 2 | https://inc42.com/ |
| 3 | https://yourstory.com/ |

MOOCs:

| Resource No. | Website address |
|--------------|--|
| 1 | Coursera: Entrepreneurship and Indian Startup Ecosystem Offered by: Indian School of Business (ISB) URL: https://www.coursera.org/learn/entrepreneurship-and-indian-startup-ecosystem |
| 2 | edX: Startup Entrepreneurship: Strategies for Startup Unicorn Success Offered by: IIMBx (IIM Bangalore) URL: https://www.edx.org/course/startup-entrepreneurship-strategies-for-startup-unicorn-success |

**Programme: BBA (Hon.) / BBA (Hon. with Research) CBCS
Syllabus w.e.f.-Year 2024 –25**

| Semester | Course Code | Course Title | |
|----------------|--------------|-----------------------------|-----------|
| I | BB207 | Communication Skills | |
| Type of Course | Credits | Evaluation | Marks |
| VAC | 02 | IE (50) | 50 |

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 |
|--------------|----------------------|--|
| 207.1 | Remembering | DEFINE the concepts and theories of effective communication. |
| 207.2 | Understanding | UNDERSTAND and exhibit strategies to adopt while communicating with people on different platforms. |
| 207.3 | Applying | DEMONSTRATE effective Communicate at any level of organization. |
| 207.4 | Analyzing | DISTINGUISH among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization. |
| 207.5 | Evaluating | EVALUATE the various factors affecting the flow of effective communication. |
| 207.6 | Creating | DEVELOP business correspondence and presentation skills. |

| Unit No. | Sub unit | Skills/ Competencies | L+T+P |
|---|--|---|-------|
| I Introduction to effective communication | <ul style="list-style-type: none"> • 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 |
| II Methods of communication : Verbal Communication | <ul style="list-style-type: none"> • Verbal Communication : Meaning, types of verbal communication , Oral communication – relevance , advantages and disadvantages, | Ability to construct messages by making use of the most relevant channel and demonstrate effectively oral and written | 4+1 |

| | | | |
|---|---|--|-----|
| | Written communication - relevance , advantages and disadvantages, Communication in digital era | communication. | |
| III Methods of communication : Non- Verbal Communication | <ul style="list-style-type: none"> • Components of Nonverbal Communication: • Kinesics, Proxemics, • Haptics(touch), • Chronemics(time), • Chromatics(Colors), • Oculesics (eye movements), • Olfactics (Sense of smell), • Mirroring • Mehrabian Circle • Paralanguage | Demonstrate the subtle ways of non-verbal patterns of communication by observation and decode the forms of unsaid mannerism. | 4+1 |
| IV Developing communication skills | <ul style="list-style-type: none"> • 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 | 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. | 7+1 |
| V Organizational communication and Business Correspondence | <ul style="list-style-type: none"> • 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 | Adhere to the professional requirements of hierarchical communication, –avoid miscommunication, and make business correspondence in the most professional manner. | 8+1 |

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 | 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 |

**Programme: BBA (Hon.) / BBA (Hon. with Research) CBCS
Syllabus w.e.f.-Year 2024 –25**

| Semester | Course Code | Course Title | |
|----------------|--------------|----------------------------------|-------|
| II | BB208 | Storytelling for Business | |
| Type of Course | Credits | Evaluation | Marks |
| NCMC | NA | Internal | NA |

Course Objectives:

- To Understand the Fundamentals of Business Storytelling
- To Develop Skills to Craft Compelling Business Narratives
- To Enhance Communication through Storytelling Techniques
- To Analyze and Evaluate Successful Business Stories
- To Integrate Storytelling into Business Strategy

Course Outcomes:

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

| CO No. | Bloom's Level | Course Outcomes |
|--------|-------------------|--|
| 208.1 | Remember | Identify key Elements of Effective Business Storytelling |
| 208.2 | Understand | Explain the Role of Storytelling in Business Communication |
| 208.3 | Apply | Create compelling Business Stories for Various Contexts |
| 208.4 | Analyze | Evaluate the Effectiveness of Business Stories |
| 208.5 | Evaluate | Assess the Impact of Storytelling on Business Outcomes |
| 208.6 | Create | Design a Comprehensive Storytelling Strategy for a Business |

| Unit | Sub unit | Skills/ Competencies | L + T+P |
|---|--|---|---------|
| I Introduction to Business Storytelling | <ul style="list-style-type: none"> • Definition and significance of storytelling in business. • Key components: plot, characters, conflict, resolution, and theme. • Types of business stories: origin stories, success stories, customer stories, and visionary stories. | Understand the key elements and principles of effective storytelling. | 3+0+2 |
| II Crafting Compelling Business Narratives | <ul style="list-style-type: none"> • Story structure: beginning, middle, and end. • Techniques for creating engaging openings and impactful conclusions. • Case studies of successful business narratives. | Develop the skills needed to create engaging business stories. | 3+0+2 |
| III Analyzing Business Stories | <ul style="list-style-type: none"> • Analytical frameworks for assessing business stories. | Analyze business stories, identifying the Page | 3+0+2 |

| | | | |
|---|--|---|-------|
| | <ul style="list-style-type: none"> • Comparative analysis of successful and unsuccessful business stories. • Techniques for identifying strengths and weaknesses in storytelling. | elements that contribute to their success or failure | |
| IV Evaluating Storytelling Impact | <ul style="list-style-type: none"> • Methods for evaluating storytelling impact: surveys, analytics, and feedback. • Case studies on the impact of storytelling on brand loyalty, customer engagement, and employee motivation. • Techniques for gathering and interpreting data on storytelling effectiveness. | Evaluate the impact of storytelling strategies on business outcomes, using appropriate metrics | 3+0+2 |
| V Developing a Storytelling Strategy | <ul style="list-style-type: none"> • Steps for developing a storytelling strategy: goal setting, audience analysis, content creation, and distribution. • Integrating stories across various channels: social media, websites, presentations, and internal communications. • Monitoring and refining storytelling strategies. | Develop and implement a comprehensive storytelling strategy that supports business objectives and enhances brand identity | 3+0+2 |

Reference Books:

| Sr. No. | Name of the Author | Title of the Book | Year of Edition | Publisher |
|---------|--------------------------|---|-----------------|--------------------|
| 01 | Chip Heath and Dan Heath | "Made to Stick: Why Some Ideas Survive and Others Die" | 2007 | Random House |
| 02 | Cole Nussbaumer Knaflitz | "Storytelling with Data: A Data Visualization Guide for Business Professionals" | 2015 | Wiley |
| 03 | Carmine Gallo | "The Storyteller's Secret: From TED Speakers to Business Legends, Why Some Ideas Catch On and Others Don't" | 2016 | St. Martin's Press |

Online Resources:

Global Business School and Research Centre...

| Online Resource No. | Website address |
|---------------------|---|
| 1 | https://www.lafabbricadellarealta.com/business-storytelling-the-definitive-guide/ |
| 2 | https://toplead.eu/en/blog/id/ranked-top-10-examples-of-business-storytelling-157/ |
| 3 | https://papacj.com/your-guide-to-business-storytelling/ |

MOOCs:

| Resource No. | Website address |
|--------------|---|
| 1 | https://www.mooc-list.com/tags/storytelling |
| 2 | https://www.classcentral.com/course/iversity-the-future-of-storytelling-985 |