



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 2025-29

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 make 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.

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

From the Academic Year 2025- 26 (Batch 2025 – 29)

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)	NCMC	-	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	NCMC	-	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 2025 –26

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	• 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	• 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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III Understanding Management	• 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	Proficiency in understanding and analyzing factors affecting management.	8+3
IV Managerial Efficiency	• Role of a manager, • Management skills, • Team behavior of a manager, • Communication skill, • Decision making skill, • Problem solving skill, • Manager as a motivator	Identify various managerial skills to improve the efficiency of employees.	11+2
V Management through Leadership	• 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	Create a conducive environment through mentoring, training and emotional intelligence.	9+2

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

Resource No.	Website address
1	https://onlinecourses.nptel.ac.in/noc24_mg47/preview
2	https://onlinecourses.swayam2.ac.in/ntr24_ed55/preview

Programme: BBA (Hon.) / BBA (Hon. with Research) CBCS
Syllabus w.e.f.-Year 2025 –26

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)	• 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
	• Introduction to the accounting cycle • Steps in the accounting cycle: Identifying and analyzing transactions, journalizing	To familiarize students with the complete accounting cycle from	

II The Accounting Cycle	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 • Ledger accounts and the posting process • Trial balance preparation and error correction	transaction analysis to the preparation of financial statements.	7+5
III Financial Statements of Companies - Preparation	• 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	To teach students the preparation of primary financial statements, including the Balance Sheet and the Profit & Loss Account.	6+6
IV Financial Statements of Companies - Cash Flow Statement	• 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	To enable students to understand and prepare the Cash Flow Statement, an essential financial statement showing the liquidity of a company	6+6
V Financial Statements of Not-For-Profit Organisations	• 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	To introduce students to the unique aspects of accounting for not-for-profit organizations and the preparation of their financial statements.	6+6

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 2025 –26

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
Unit I Nature and Evolution of Business	• 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	Students will develop a comprehensive understanding about business principles, organizational dynamics, and modern business practices, enabling them to analyze complex business scenarios.	10+2
Unit II Establishing a New Business Unit	• 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	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.	10+2
Unit III Forms of Business Organization	• 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.	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	10+2
Unit IV Joint Stock Company	• Joint Stock Company- Features, advantages, disadvantages, • Types of companies- On the basis of incorporation, On the basis of liability, On the basis of number of members,	Students will be able to analyze complex information, identify patterns, and draw meaningful conclusions about the structures and operations of Joint Stock	10+2

	according to domicile, miscellaneous Category. Co-operatives-Meaning & features, types- Producer Cooperative, Consumer Cooperative, Credit Unions, Marketing Cooperative Society, Housing Cooperative Society.	Company and Co-operatives.	
Unit V Business Combination s	- 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 2025 –26

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	• 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	• 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
	• Email Etiquette: appropriate greetings,	Students will improve	

III Business and employment Correspondence	subject lines, tone, and formatting. • 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.	Knowledge Phrasing Notes, memos and Business specific language phrases. Students will learn digital communication multicultural communication skills	3+2+1
IV Communicative English skills	• 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.	Listening to different accents in telephoning and applying these ascent in business communication	3+2+1
V Social English	• Speed networking– the elevator pitch • Small talk, turn taking • Business conventions • Linking and sequencing ideas. • Greetings	Applying ethical skills such as truthfulness and non-violence in business transactions fosters trust, reputation, and	3+2+1

		stakeholder relationships, enhancing organizational sustainability and competitiveness.	
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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=Cj0KCQ

Programme: BBA (Hon.) / BBA (Hon. with Research) CBCS
Syllabus w.e.f.-Year 2025 –26

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	• 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	• 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	• 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	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	- 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 2025 –26

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	• 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

II Management Lessons from Mahabharata	• Leadership and Strategy in the Mahabharata • Decision Making and Crisis Management • Ethical Dilemmas and Solutions • Lessons from the Leadership of Krishna and Bhishma	Enhance strategic thinking abilities	4+1+0
III Kautilya's Arthashastra	• Fundamentals of Kautilya's Arthashastra • Economic Policies and Statecraft • Strategic Planning and Warfare • Administration and Governance	Develop the ability for efficient administration and governance	4+1+0
IV Chanakya Niti- Shastra	• 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	Exhibit a foundational understanding of effective organizational leadership, incorporating wisdom, ethical governance, sound decision-making, and strategic success.	6+1+0
V Leadership and Management Lessons of Chhatrapati Shivaji Maharaj	• Leadership Qualities of Chhatrapati Shivaji Maharaj • Military Strategy and Administration • People Management and Welfare • Legacy and Lessons for Modern Management	Develop the skills for effective People management, welfare and leadership	6+1+0

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 2025 –26

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 & Regression 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	• 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	• 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

III Correlation & Regression	- 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	- 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	- 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
w.e.f.-Year 2025 –26**

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:			
- 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	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	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	- 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	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	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 w.e.f.- Year 2025 –26			
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
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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

**Programme: BBA (Hon.) / BBA (Hon. with Research) CBCS Syllabus
w.e.f.-Year 2025 –26**

Semester	Course Code	Course Title	
I	BB108	Physical Fitness II:(Anyone) (Yoga/ Zumba/ Physical Training) PHYSICAL TRAINING	
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 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
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 2025 –26

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	• 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

II Introduction and elements of Marketing Mix	• Marketing Mix: Meaning, scope, elements and importance of marketing mix., extended marketing mix(7P's). • Product Mix: Meaning, classification of product, dimensions/ elements of product mix, product life cycle and new product development. • Price Mix: Concept of price, internal & external factors affecting price, pricing objectives, pricing strategies.	Develop skills in product management and pricing strategy development.	9+3
III Place & Promotion Mix	• 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.	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.	9+3
IV Marketing Environment & Market Segmentation, Targeting and positioning	• Marketing environment: • Meaning, internal and external factors influencing marketing environment, political, social economical international, technological multi-cultural environment. • Segmentation Targeting and positioning: Concept, importance and bases of segmentation, Target market selection and positioning.	Understanding marketing environmental factors, students will develop the skills to segment the market based on the type of product or service that is being offered.	9+3
V Marketing of Services	• Marketing of Services: • Characteristics, Classification of Services, Marketing Mix for services, customer relationship management-concept nature and managing relationship.	Understanding marketing of services. Students will develop skills to market the services available.	9+3

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 2025 –26

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	• 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	• 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	• 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	• 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

V Organizational culture and Change	- 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
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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 2025 –26

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	• 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	• 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	• 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	• 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	• 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.		
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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 2025 –26

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 • Definition and scope of Finance • Importance and role of finance in business Financial Management • Meaning, its objectives	Understand role and importance of finance in business Ability to understand Indian	5+1

	• Role of finance manager	Financial management	
II Sources of Finance And Time Value of Money	Time Value of money • 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 • Meaning, criteria for determining capital structure • Factors affecting capital structure • Capitalization: over capitalization and Under Capitalization Working Capital Management • Managing current assets, current liabilities • Cash conversion cycle and working capital ratios	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- • Primary and Secondary markets, • Fundamental analysis • Stock Exchanges and trading mechanisms • Stock Market Indices Overview of Bond Market • 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 • Types of Mutual funds, • Portfolio diversification and asset allocation, • Portfolio Management Services Vs Mutual Funds. Other concepts in Business finance • Venture Capital, Leasing, • Microfinance, • Investment Opportunities, • Commodities and Derivatives, • Personal financial planning and wealth management	Have a basic understanding about Mutual funds Understand new and emerging trends in business finance	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 2025 –26

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	• 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	• 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	• 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
	• Etiquette for business lunches and	Analyze different	Page

IV Navigating Social and Business Networking Situations	corporate events. • Networking strategies and building professional relationships. • Managing introductions, small talk, and follow-up communications.	social and networking scenarios to identify appropriate etiquette	4+2
V Creating a Professional Etiquette and Grooming Plan	• 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.	Evaluate their current etiquette and grooming practices against professional standards	4+2

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.pracup.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 2025 –26

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	• 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	• E-commerce (Flipkart, Nykaa, FirstCry) • FinTech (Paytm, PhonePe, BharatPe)	Sector-specific knowledge,	Page

Analysis of Indian Unicorn Companies	• 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	• 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	• 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	• 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 2025 –26

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	• 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	• 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	• Components of Nonverbal Communication: • Kinesics, Proxemics, • Haptics(touch), • Chronemics(time), • Chromatics(Colors), • Oculistics (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	• 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	• 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 2025 –26

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	• 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	• 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	• Analytical frameworks for assessing business stories.	Analyze business stories, identifying the Page	3+0+2

	• 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	• 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	• 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	Carmin 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