



**Dr. D.Y. PATIL VIDYAPEETH, PUNE**  
(DEEMED UNIVERSITY)

**DR. D. Y. PATIL VIDYAPEETH**

(Deemed to be University)

Pune - 411 018

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

**GLOBAL BUSINESS SCHOOL AND RESEARCH CENTRE**

**TATHAWADE, PUNE**

**REVISED PROGRAMME STRUCTURE FOR  
BACHLOR OF BUSINESS ADMINISTRATION DEGREE**

**Applicable with effect from 2023-24**

## **ABOUT INSTITUTE :**

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

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

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

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

## **Name of the Programme :**

The degree shall be titled as Bachelor of Business Administration 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 industry practices, developments in technology, appearance of new business and organizational

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 recognised 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 recognised 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	<b>O</b>	<b>A+</b>	<b>A</b>	<b>B+</b>	<b>B</b>	<b>C</b>	<b>D</b>

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*
- f) *Mini Projects*

### Award of Honors :

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

The criteria for the award of honors are given below.

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

### ATKT Rules :

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

pass all the courses under Sem I and II.

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

### Types of Courses :

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

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

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

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

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

**Bachelor of Business Administration Degree offers the following Electives :**

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

**Dissertation/Project for DSE Courses :**

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

GBSRC BBA SYLLABUS



# SYLLABUS FOR BBA PROGRAMME

Sr. No.	Course Code	Course Name	Type	Credits
Semester I				
1	BB101	Principals of Management	DSC	3
2	BB102	Business Mathematics	DSC	3
3	BB103	Micro Economics	DSC	3
4	BB104	Business Accounting	DSC	3
5	BB105	Business Organization & Systems	DSC	3
6	BB106	Fundamentals of IT	DSC	3
7	BB107	Communication Skills	SEC	2
8	BB108 (Any One)	Physical Fitness : (Yoga)	MDC	2
		Physical Fitness : (Zumba)	MDC	2
		Physical Fitness : (Physical Training)	MDC	2
Total Credits				22

**Note : The syllabus for second, third and fourth year will be revised in progressive years  
Programme structure changes are with reference to NEP- 2020 guidelines.**

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3	BB103	Micro Economics	16
4	BB104	Business Accounting	19
5	BB105	Business Organization & Systems	22
6	BB106	Fundamentals of IT	25
7	BB107	Communication Skills	28
8	BB108 (Any One)	Physical Fitness : (Yoga)	31
		Physical Fitness : (Zumba)	32
		Physical Fitness : (Physical Training)	33



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(An ISO 9001:2015 & 14001 :2015 Certified University)

**Name of the Programme : BBA**

**Name of Semester : SEMESTER I**

GBSR

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

Semester	Course Code	Course Title	
<b>I</b>	<b>BB101</b>	<b>Principles of Management</b>	
Type of Course	Credits	Evaluation	Marks
<b>DSC</b>	<b>03</b>	<b>IE (50) + UE (50)</b>	<b>100</b>

**Course Objectives:**

- To understand basic concepts of management.
- To study ethical principles and standards.
- To understand the application of management principles
- To impart knowledge about the assessment of available choices related to ethical principles and standards

**Course Outcomes:**

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

CO No.	Blooms Level	Course Outcomes
101.1	Remembering	<b>DEFINE</b> the basic concepts and theories of management and the concept of management
101.2	Understanding	<b>EXPLAIN</b> the change of development of management thoughts
101.3	Applying	<b>DEMONSTRATE</b> the skills required for planning and decision making
101.4	Analyzing	<b>ANALYZE</b> the role of organizing and delegation of authority from the organization's perspective
101.5	Evaluating	<b>EVALUATE</b> the changes and recent trends in management
101.6	Creating	<b>DEVELOP</b> strategies to improve organizational effectiveness by applying PODSCOB

Unit	Sub unit	Skills/ Competencies	L + T
<b>I Nature of Management</b>	Management: Meaning, Nature, And Significance. Role of Managers. Management as an art, science, profession, and social system. Concepts and levels of management, management v/s administration.	Developing managerial thinking skills and cultivating business sense.	10+1
<b>II Development of management thoughts</b>	Concept of Management Thoughts. Contribution of Taylor, Fayol, Mary Follet, Elton Mayo, and Peter Drucker-Hawthorne studies. Indian management ethos and different working styles of top managers for example J.R.D Tata, Dhirubhai Ambani, N. R. Narayana Murthy	Ability to understand different approaches to management philosophy and thinking	10+1
<b>III Management Planning and decision making</b>	Concept of planning, objectives, Nature, Types of the plan, Stages involved in planning, Characteristics of a good plan, Importance, Limitations of planning, Making planning effective, Strategic planning in Indian Industry. Concept of Decision making, characteristics of decisions, Types of decisions, Steps Involved in decision making, Importance of decision making, Methods	Ability to understand the importance of functions of management and their roles.	8+1

	of decision making		
<b>IV Management Organizing</b>	Meaning, Concept, Delegation of Authority: Meaning, Importance Decentralization: Concepts, Meaning and, Importance. Concept of Line & Staff-Overcoming Line-staff conflict, Committees, Coordination, Organization Structures, Types, Advantages & Disadvantages.	Comprehend the importance of functions of organizing and their roles & Ability to organize various programs and events	7+1
<b>V Recent Trends in Management</b>	Managing change, managing crises, Total Quality Management (TQM): Meaning, Merits, Demerits, stress management.(Principles, concepts merits )	Aware of how business is changing and what themes are driving it	6 +1

**Reference Books:**

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

Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023 –24			
Semester	Course Code	Course Title	
I	BB102	Business Mathematics	
Type of Course	Credits	Evaluation	Marks
DSC	03	IE (50) + UE (50)	100
<b>Course Objectives:</b>			
<ul style="list-style-type: none"> <li>To understand basic concepts of mathematics required for business.</li> <li>To study progression.</li> <li>To understand the profit &amp; loss in business environment.</li> <li>To impart knowledge about determinants &amp; LPP</li> </ul>			
<b>Course Outcomes:</b>			
At the successful completion of the course the learner will be able to			
CO No.	Blooms Level	Course Outcomes	
102.1	Remembering	<b>IDENTIFY</b> arithmetic, geometric & harmonic progression.	
102.2	Understanding	<b>DESCRIBE</b> types of metrics & determinants	
102.3	Applying	<b>CALCULATE</b> percentage, interest, ratio & proportion etc	
102.4	Analyzing	<b>ANALYZE</b> the value of shares.	
102.5	Evaluating	<b>DECIDE</b> profit and loss	
102.6	Creating	<b>DESIGN</b> graphical solutions to LPP	

**Online Resources:**

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

**MOOCS:**

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

Unit No.	Sub unit	Skills/ Competencies	L+T
I Ratio, Proportion, Percentage & Interest	<b>Ratio &amp; Proportion:</b> Introduction, simple and compound ratio, proportion. <b>Percentage:</b> Use of percentage in business <b>Interest:</b> Simple interest & compound interest <b>Annuity:</b> Types of annuity, present and future value of annuity.	Demonstrate competency in calculation of ratio, proportion, percentage & interest	8+1

<b>II Progression</b>	<b>Progression:</b> Introduction & types Arithmetic Progression (AP): Definition, examples of AP in business. Geometric Progression (GP): Definition, examples of GP in business. Harmonic Progression (HP): Definition, examples of HP in business.	Demonstrate competency in calculation of AP, GP & HP	8+1
<b>III Profit, Loss &amp; Shares</b>	<b>Profit &amp; Loss:</b> Introduction & formulae. Examples on trade discount, cash discount, cost price, selling price, commission & brokerage. Shares: Concept of share, face value, market value, dividend, brokerage, equity shares, preferential shares, bonus shares. Examples and Problems.	Demonstrate skills in calculation of profit and loss	8+1
<b>IV Matrices and Determinants</b>	<b>Matrices and Determinants (up to order 3 only)</b> Introduction, Types of Matrices, Algebra of Matrices, Determinants, Adjoint of a Matrix, Inverse of a Matrix via Adjoint Matrix, Homogeneous System of Linear equations, Condition for Consistency of homogeneous system, Solution of Non-homogeneous System of Linear equations (not more than three variables), Applications in Business and Economics, Examples and Problems.	Demonstrate skills in calculation of matrix problems	8+1
<b>V Linear Programing Problem (LPP)</b>	<b>Introduction to Linear Programing</b> Problems, objective functions, decision variables, constraints. Formulation & solution of LPP (two variables), feasible and optimal solution. Graphical method.	Demonstrate skills in formulation & solution of LPP	8+1

**Reference Books:**

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

**Online Resources:**

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

**MOOCs:**

Resource No.	Website address
1	<a href="https://onlinecourses.swayam2.ac.in/nou22_cm08/preview">https://onlinecourses.swayam2.ac.in/nou22_cm08/preview</a>
<b>Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023 –24</b>	

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

**Course Objectives:**

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

**Course Outcomes:**

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

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

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



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

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

**Reference Books:**

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

**Online Resources:**

Online Resource No.	Website address
1	<a href="https://edge.sagepub.com/sextomicro8e/student-resources-0/chapter-1/learning-objectives">https://edge.sagepub.com/sextomicro8e/student-resources-0/chapter-1/learning-objectives</a>
2	<a href="https://egyankosh.ac.in/handle/123456789/67470">https://egyankosh.ac.in/handle/123456789/67470</a>
3	<a href="https://www.coursera.org/learn/microeconomics">https://www.coursera.org/learn/microeconomics</a>

**MOOCs:**

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

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

**Course Objectives:**

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

**Course Outcomes:**

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

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

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

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

**Reference Books:**

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

	Merchant			
05	ICAI	Compendium of Statement and Standards of Accounting	2023	ICAI

**Online Resources:**

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

**MOOCs:**

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

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

#### Course Objectives

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

#### Course Outcomes:

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

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

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

**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	<a href="https://rb.gy/asc5e">https://rb.gy/asc5e</a>
2	<a href="https://www.investopedia.com/terms/b/business.asp">https://www.investopedia.com/terms/b/business.asp</a>
3	<a href="https://ncert.nic.in/textbook/pdf/kebs102.pdf">https://ncert.nic.in/textbook/pdf/kebs102.pdf</a>

**MOOCs:**

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

Programme: BBA CBCS– Revised Syllabus w.e.f.-Year 2023 –24		
Semester	Course Code	Course Title
I	BB106	Fundamentals of Information Technology



Type of Course	Credits	Evaluation	Marks
MDC-1	04	IE (50) + UE (50)	100

**Course Objectives:**

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

**Course Outcomes:**

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

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

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

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

**Reference Books:**

<b>Sr. No.</b>	<b>Name of the Author</b>	<b>Title of the Book</b>	<b>Year of Edition</b>	<b>Publisher</b>
01	Matt Bishop	Introduction to	2018	Pearson

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

**Online Resources:**

Online Resource No.	Website address
1	<a href="https://www.youtube.com/watch?v=m8eNwVel5xI">https://www.youtube.com/watch?v=m8eNwVel5xI</a>
2	<a href="https://www.geeksforgeeks.org/basics-of-computer-and-its-operations/">https://www.geeksforgeeks.org/basics-of-computer-and-its-operations/</a>
3	<a href="https://www.geeksforgeeks.org/difference-between-hardware-and-software/">https://www.geeksforgeeks.org/difference-between-hardware-and-software/</a>
4	<a href="https://www.kaspersky.co.in/resource-center/definitions/what-is-cyber-security">https://www.kaspersky.co.in/resource-center/definitions/what-is-cyber-security</a>
5	<a href="https://www.sam-solutions.com/blog/top-five-information-technology-trends-to-watch-in-2019/">https://www.sam-solutions.com/blog/top-five-information-technology-trends-to-watch-in-2019/</a>

**MOOCs:**

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

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

**Course Objectives:**

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

**Course Outcomes:**

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

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

Unit	Sub unit	Skills/ Competencies	L+T
I <b>Introduction to effective communication</b>	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

<b>II Methods of communication : Verbal Communication</b>	Verbal Communication : Meaning, types of verbal communication , Oral communication – relevance , advantages and disadvantages, Written communication - relevance , advantages and disadvantages, Communication in digital era	Ability to construct messages by making use of the most relevant channel and demonstrate effectively oral and written communication.	4+1
<b>III Methods of communication : Non- Verbal Communication</b>	Components of Nonverbal Communication: a. Kinesics, Proxemics, Haptics(touch), Chronemics(time), Chromatics(Colors), paralanguage, (oculesics (eye movements), olfactics(Sense of smell), grooming b. Mirroring c. Mehrabian Circle	Demonstrate the subtle ways of non-verbal patterns of communication by observation and decode the forms of unsaid mannerism.	4+1
<b>IV Developing communication skills</b>	<b>Listening skills</b> - Importance of listening, Impediments to effective listening, Styles of listening, Strategies to improve listening. <b>Presentation skills</b> - Four P's of Presentation skills: Plan, Prepare, Practice and Perform <b>Group Discussions</b> -Do's and don'ts of a GD, Approaches to prepare for a GD <b>Personal Interview</b> - 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
<b>V Organizational communication and Business Correspondence</b>	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 <sup>th</sup> edition	Tata McGraw Hill

02	Rajendra Pal	Essentials of Business Communication	13 <sup>th</sup> edition	Sultan Chand & Sons
03	Sharma R C	Business Correspondence & Report Writing	3 <sup>rd</sup> edition	Tata McGraw Hill

**Online Resources:**

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

**MOOCs:**

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

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

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



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