

# **PROGRAMME PROJECT REPORT**

## **Bachelor of Business Administration Programme**

### **(3 Year)**

#### **(In Accordance with NEP-2020)**



**School of Management Studies**  
**U. P. Rajarshi Tandon Open University**  
**Prayagraj**  
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## 1. Bachelor's Degree Programme

The National Education Policy (NEP) 2020 envisions a new vision that enable an individual to study one or more specialized areas of interest at a deep level, and also develop capabilities across a range of disciplines including sciences, social sciences, arts, humanities, languages, as well as professional, technical, and vocational subjects. The NEP 2020 focuses on the formulation of expected learning outcomes for all higher education programmes. It states that “National Higher Education Qualifications Framework (NHEQF)” shall be aligning with the National Skills Qualifications Framework (NSQF) to ease the integration of vocational education into higher education. It also points out that higher education qualifications leading to a degree/diploma/certificate shall be described by the NHEQF in terms of Outcome Based Education (OBE).

The design of **BBA** under UGC Choice Based Credit System (CBCS) programme in line with NHEQF offers opportunities and avenues to learn core subjects but also to explore additional avenues of learning beyond the core subjects for holistic development of a learner.

The salient advantages of the choice-based credit system are as follows:

- CBCS allows learner to choose inter-disciplinary, intra-disciplinary courses, skill-oriented courses (even from other disciplines according to their learning needs, interests and aptitude) and have more flexibility.
- CBCS offers flexibility for learner to study at different times and at different institutions to complete one course (ease of mobility of learner). Credits earned at one institution can be easily transferred to other universities.
- Learner may undertake as many credits as they can cope with without repeating all the courses in a given semester if they fail in one/more courses.
- Shift in focus from the teacher-centric to learner-centric education.

The uniform grading system will also enable potential employers in assessing the performance of the learner. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on learner's performance in examinations, guidelines framed by the UGC are followed. Hence, adoption of NHEQF helps to overcome the gap between university degree and employability by introducing skills and competencies in the graduates.

## 2. BBA Programme

The structure and duration of undergraduate programme of Bachelor of Business Administration in accordance with NEP 2020 includes multiple exit options within this period, with appropriate certifications:

- Level 5: a **certificate** after completing 1 year (2 semesters) of study in the chosen discipline or field, including vocational and professional areas;
- Level 6: a **diploma** after 2 years (4 semesters) of study;
- Level 7: a **Bachelor's** degree after a 3-year (6 semesters) programme.

### 2.1 Programme Mission & Objectives

In line with the mission of the University to provide flexible learning opportunities to all, particularly to those who could not join regular colleges or universities owing to social, economic and other constraints, the 3-year Undergraduate Programme in Business Administration, BBA aims at providing holistic and value based knowledge and guidance to promote Business activities in daily life. The program offers a platform to the learners to fulfill the eligible criteria in various scientific jobs in government and private sector.

The Programme aims at the following objectives:

1. To provide a sound academic base from which an advanced career in science can be developed.
2. To provide basic understanding about science among learners.
3. To develop academically competent and professionally motivated personnel, equipped with objective, critical thinking, right moral and ethical values that compassionately foster scientific temper with a sense of social responsibility.
4. To enable learner to become globally competent.
5. To inculcate entrepreneurial skills among learners.

## 2.2 Relevance of the Programme with Mission and Goals

The 3-year Undergraduate Programme in Business Administration, BBA. is designed with the objective of equipping learners to cope with the emerging trends and challenges in the scientific domain. In congruence with goals of the University the Programme also focuses to provide skilled manpower to the society to meet global demands. The Programme is designed with three major subjects so that a successful learner can go for higher studies in any one of the major subjects of his/ her choice. The Programme also aims at making the learners fit for taking up various jobs.

## 2.3 Nature of Prospective Target Group of Learners

The Program is targeted to all individuals looking to earn a graduation degree for employment, further higher education, promotion in career and professional development.

## 2.4 Appropriateness of Programme to be conducted in ODL mode to acquire specific skills & competence

Learning outcomes after Level 5		
Learning Outcomes	Elements of the descriptor	Level 5 (Undergraduate Certificate)
LO 1	Knowledge and understanding	<ul style="list-style-type: none"> <li>• Knowledge of facts, concepts, principles, theories, and processes in multidisciplinary areas in science.</li> <li>• Understanding of the linkages between various disciplines.</li> </ul>
LO 2	Skills required to perform and accomplish tasks	<ul style="list-style-type: none"> <li>• acquire cognitive and scientific skills for selecting and using relevant methods, tools, and materials to assess the appropriateness of approaches to solving problems associated with the commerce.</li> </ul>
LO 3	Application of knowledge and skills	<ul style="list-style-type: none"> <li>• apply the acquired knowledge, and a range of cognitive and practical skills to select and use basic methods, tools, materials, and information to generate solutions to specific problems relating to the commerce management and accounting.</li> </ul>
LO 4	Generic learning	<ul style="list-style-type: none"> <li>• listen carefully, read texts related to the science analytically and</li> </ul>

	outcomes	<p>present information in a clear and concise manner.</p> <ul style="list-style-type: none"> <li>• express thoughts and ideas effectively in writing and orally and present the results/findings of the experiments carried out in a clear and concise manner to different groups.</li> <li>• meet own learning needs relating to the science.</li> <li>• pursue self-directed and self-managed learning to upgrade knowledge and skills required to pursue higher level of education and training.</li> <li>• gather and interpret relevant quantitative and qualitative data to identify problems,</li> <li>• critically evaluate the essential theories, policies, and practices by following scientific approach to knowledge development and take actions to generate solutions to specific problems associated with the science.</li> <li>• make judgement and take decision, based on analysis of data and evidence, for formulating responses to issues/problems associated with the science.</li> </ul>
LO 5	Constitutional, humanistic, ethical and moral values	<ul style="list-style-type: none"> <li>• embrace constitutional, humanistic, ethical, and moral values and practice these values in real-life situations.</li> </ul>
LO 6	Employment ready skills, and entrepreneurship skills and mindset	<ul style="list-style-type: none"> <li>• perform effectively in a defined job relating to the science.</li> <li>• ability to exercise responsibility for the completion of assigned tasks.</li> </ul>

<b>Learning outcomes after Level 6</b>		
<b>Learning Outcomes</b>	<b>Elements of the descriptor</b>	<b>Level 6 (Undergraduate Diploma)</b>
LO 1	Knowledge and understanding	<ul style="list-style-type: none"> <li>• theoretical and technical knowledge in multidisciplinary contexts,</li> <li>• deeper knowledge and understanding of one of the learning areas and its underlying principles and theories,</li> <li>• procedural knowledge required for performing skilled or paraprofessional tasks associated with the chosen fields of learning.</li> </ul>
LO 2	Skills required to perform and accomplish tasks	<ul style="list-style-type: none"> <li>• cognitive and technical skills required for performing and accomplishing complex tasks relating to the chosen fields of learning.</li> <li>• cognitive and technical skills required to analyse and synthesize ideas and information from a range of sources.</li> <li>• act on information to generate solutions to specific problems associated with the chosen fields of learning.</li> </ul>
LO 3	Application of knowledge and skills	<ul style="list-style-type: none"> <li>• apply the acquired specialized or theoretical knowledge, and a range of cognitive and practical skills to gather quantitative and qualitative data,</li> </ul>

LO 4	Generic learning outcomes	<ul style="list-style-type: none"> <li>• listen carefully, read texts analytically and present complex information in a clear and concise manner,</li> <li>• communicate in writing and orally the information, arguments, and results of the experiments and studies conducted accurately and effectively.</li> <li>• Critically evaluate the essential theories, policies, and practices by following scientific approach to knowledge development.</li> <li>• make judgement and take decision, based on the analysis and evaluation of information, for determining solutions to a variety of unpredictable problems.</li> </ul>
LO 5	Constitutional, humanistic, ethical and moral values	<ul style="list-style-type: none"> <li>• embrace constitutional, humanistic, ethical, and moral values, and practice these values in life,</li> </ul>
LO 6	Employment ready skills, and entrepreneurship skills and mindset	<ul style="list-style-type: none"> <li>• take up job/employment or professional practice requiring the exercise of full personal responsibility for the completion of tasks and for the outputs of own work.</li> <li>• exercise self- management within the guidelines of study and work contexts.</li> <li>• supervise the routine work of others, taking some responsibility for the evaluation and improvement of work or study activities.</li> </ul>

<b>Learning outcomes after Level 7</b>		
<b>Learning Outcomes</b>	<b>Elements of the descriptor</b>	<b>Level 7 (Bachelor Business Administration)</b>
LO 1	Knowledge and understanding	<ul style="list-style-type: none"> <li>• comprehensive, factual, theoretical, and specialized knowledge in multidisciplinary contexts with depth in the underlying principles and theories.</li> <li>• Knowledge of the current and emerging issues and developments.</li> </ul>
LO 2	Skills required to perform and accomplish tasks	<ul style="list-style-type: none"> <li>• Cognitive and technical skills required for performing and accomplishing complex tasks to evaluate and analyse complex ideas.</li> <li>• Cognitive and technical skills required to generate solutions to specific problems.</li> </ul>
LO 3	Application of knowledge and skills	<ul style="list-style-type: none"> <li>• apply the acquired specialized technical or theoretic alknowledge, and cognitive and practical skills to gather and analyse quantitative/ qualitative data to assess the appropriateness of different approaches to solving problems,</li> </ul>
LO 4	Generic learning outcomes	<ul style="list-style-type: none"> <li>• listen carefully, to read text related to the chosen fields of learning analytically and present complex information in a clear and concise manner to different groups/audiences.</li> <li>• communicate in writing and orally the constructs and methodologies adopted for the studies undertaken relating to the chosen fields of learning,</li> <li>• Critically evaluate evidence for taking actions to generate solutions to specific problems based on empirical evidence.</li> </ul>

		<ul style="list-style-type: none"> <li>• make judgement and take decisions based on the analysis and evaluation of information for formulating responses to problems, including real-life problems,</li> </ul>
LO 5	Constitutional, humanistic, ethical and moral values	<ul style="list-style-type: none"> <li>• embrace the constitutional, humanistic, ethical, and moral values, and practice these values in life.</li> <li>• identify ethical issues in science,</li> <li>• formulate coherent arguments about ethical and moral issues, including environmental and sustainable development issues.</li> <li>• follow ethical practices in all aspects of research and development</li> </ul>
LO 6	Employment ready skills, and entrepreneurship skills and mindset	<ul style="list-style-type: none"> <li>• knowledge and essential skills set and competence that are necessary to: take up a professional job and professional practice,</li> <li>• entrepreneurship skills and mindset required for setting up and running an economic enterprise or pursuing self-employment</li> <li>• exercise management and supervision in the contexts of work or study activities involving unpredictable work processes and working environment</li> </ul>

## 2.5 Instructional Design

### 2.5.1 3-year BBA Programme Structure

The University follows the credit system in all its programmes. One credit is equal to 30 hours of learner's study time which is equivalent to 15 lectures in conventional system. To earn a Bachelor's Degree, a learner has to earn 120 credits in minimum six semesters (three years) with 20 credits per semester. For earning 120 credits, a learner has to opt from the following categories of courses:

- Discipline Specific Core Courses
- Discipline Specific Electives Courses (DEC)
- Ability Enhancement Compulsory Courses (AECC)
- Skill Enhancement Courses (SEC)

#### Programme Structure of BBA. Programme under NHEQF

Level	Year	Sem	Core Course 1	Core Course 2	Core Course 3	Core Course 4	Ability Enhancement Compulsory Course (AECC)	Discipline Specific Elective Course (DEC)	Practical Lab/ Dissertation with viva voce	Total credit
5	1	1 <sup>st</sup>	4	4	4	4	4			20
		2 <sup>nd</sup>	4	4	4	4	4			20
6	2	3 <sup>rd</sup>	4	4	4	4	4			20
		4 <sup>th</sup>	4	4	4	4	4			20
7	3	5 <sup>th</sup>	4	4	4		--	8		20
		6 <sup>th</sup>	4	4			--	4	8	20
			<b>Total credit</b>							<b>120</b>

#### Explanation of terms used for categorization of courses:

- Discipline Specific Core Courses:** A course, which should compulsorily be studied by a learner as a core requirement is termed as a Core course.

- B. **Elective Course (DE):** Generally, a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course. The Elective course may be offered in following types:
- Discipline Specific Elective Course (DCE):** Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective.
  - Industrial Training/ Survey/ Research Project/ Field Work/Apprenticeship/ Dissertation/Internship:** An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a learner studies such a course on his own with an advisory support by a counsellor/faculty member. Currently, Literature survey and Research Project in 5<sup>th</sup> and 6<sup>th</sup> semester respectively is offered under code; **LS101N** and **RP102N**.
  - Generic Elective (GE) Course:** An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective. In B.Sc. programme presently we are not offering any such course.

P.S.: A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Generic Elective.

- C. **Ability Enhancement Compulsory Courses (AECC):** AECC may be of two kinds: Ability Enhancement Courses (AEC) and Skill Enhancement Courses (SEC). "AECC" courses are the courses based upon the content that leads to knowledge enhancement. SEC courses are value-based and/or skillbased and are aimed at providing hands-on-training, competencies and skills.
- (a) **Ability Enhancement Courses (AEC):** English Communication/Hindi Communication, Human Rights and Duties/Health & Hygiene, Environmental Science/Solid Waste Management, Disaster Management/Nutrition for Community.

Semester	Ability Enhancement Courses (AECC)
1	Ability Enhancement Course in English [AECEG] OR Ability Enhancement Course in Hindi [AECHD]
2	Ability Enhancement Course in Human Rights and Duties [AECHRD] OR Ability Enhancement Course in Health & Hygiene [AECHH]
3	Ability Enhancement Course in Environment Awareness [AECEA] OR Ability Enhancement Course in Solid Waste Management [AESWM]
4	Ability Enhancement Course in Nutrition for Community [AECNC] OR Ability Enhancement Course in Disaster Management [AECDM]

- (b) **Skill Enhancement Courses (SEC):** These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge. In BBA programme. Presently we are not offering options to choose from pool, however courses are fixed for respective semesters.

It is mandatory for every learner to offer any combination of subjects listed below to complete his/her program for the degree. Total credits allotted against each course of all three subjects together with AECC and SEC will be 120 distributed in 06 semesters (three years) separately.

- A learner has to study and pass the 20credits each from the three selected **Core Course** (subjects) in the first and second year.
- The learner has to choose and study one paper out of AECEG or ACEHD in first semester, AECHRD or AECHH in second semester, AECEA or AECSWM in third semester and AECNC or AECDM in fourth semester, each of 4 credits under **Ability Enhancement Compulsory Courses**.
- Under **Skill Enhancement Courses**, it is compulsory to study 24 credit papers from 1<sup>st</sup> to 6<sup>th</sup> semester.
- The learner has to choose any two groups among A, B, C, D, E, F, G and H from **Discipline Specific Elective Course** in each selected subject in fifth and sixth semester. The Selection criterion for **Discipline Specific Elective Course (DEC)** for 5<sup>th</sup> and 6<sup>th</sup> Semester is given below:

In this way, the learner must complete his 40credit in the first year, 40credit in the second year and 40 credits in the third year totaling of 120 credits.

**2.5.2 Course curriculum:** The details of syllabus is given in Appendix-I

**2.5.3 Language of Instruction:** English. However, learner can write assignment and give Term End Examination (TEE) either in Hindi or English.

**2.5.4 Duration of the Programme**

Minimum duration in years: 03

Maximum duration in years: 06

**2.5.5 Faculty & Support Staff requirement**

Professor (3), Associate Professor (1), Assistant Professor (9) and support staff (3)

## **2.6 Instructional Delivery Mechanisms**

The Open University system is more learner-oriented, and the student is an active participant in the teaching-learning process. Most of the instructions are imparted through distance rather than face-to-face communication.

The University follows a multi-media approach for instruction. It comprises of:

- self-instructional printed material (Self Learning Material)
- audio and video lectures
- face-to-face counselling
- assignments
- laboratory work
- Project work in some courses
- teleconference/web conference
- Web Enabled Academic Support Portal
- e-GYANSANGAM (Open Educational Repository)

### **2.6.1 Self-Learning Material**

The Self Learning Material (SLMs) are prepared in line with the UGC guidelines on preparation of SLMs. The prepared study materials are self-instructional in nature.

The course material is divided into blocks. Each block contains a few units. Lessons, which are called Units, are structured to facilitate self-study. The units of a block have similar nature of contents. The first page of each block indicates the numbers and titles of the units



comprising the block. In the first block of each course, we start with course introduction. This is followed by a brief introduction to the block. After the block introduction, emphasis is given on contribution of ancient Indian knowledge into that specific course. Next, each unit begins with an introduction totalk about the contents of the unit. The list of objectives are outlined to expect the learning based outcome after working through the unit. This is followed by the main body of the unit, which is divided into various sections and sub-sections. Each unit is summarized with the main highlights of the contents.

Each unit has several “Check Your Progress” Questions and Terminal Questions /exercises. These questions help the learner to assess his/her understanding of the subject contents. At the end of units, additional references/books/suggested online weblink for MOOCs/Open Educational Resources for additional reading are suggested.

### 2.6.2 Audio and Video lectures

Apart from SLM, audio and video lectures have been prepared for some courses. The audio-video material is supplementary to print material. The video lectures are available at YouTube channel of university (<http://.....>)

<p>ACCOUNTING  <a href="https://youtu.be/MHoxm38KZ_g">https://youtu.be/MHoxm38KZ_g</a>  <a href="https://youtu.be/Y5AHIEBh-Ds">https://youtu.be/Y5AHIEBh-Ds</a>  <a href="https://youtu.be/VQcxfkIRizU">https://youtu.be/VQcxfkIRizU</a></p>	<p>ELEMENTS OF STATISTICS  <a href="https://youtu.be/pubpboman54">https://youtu.be/pubpboman54</a>  <a href="https://youtu.be/rmGWxv7WWEQ">https://youtu.be/rmGWxv7WWEQ</a>  <a href="https://youtu.be/MHoxm38KZ_g">https://youtu.be/MHoxm38KZ_g</a>  <a href="https://youtu.be/Y5AHIEBh-Ds">https://youtu.be/Y5AHIEBh-Ds</a>  <a href="https://youtu.be/VQcxfkIRizU">https://youtu.be/VQcxfkIRizU</a></p>
<p>MANAGEMENT THEORY  <a href="https://youtu.be/USr6ZW01mP4">https://youtu.be/USr6ZW01mP4</a>  <a href="https://youtu.be/MP45_TiSSas">https://youtu.be/MP45_TiSSas</a></p>	<p>ACCOUNTING  <a href="https://youtu.be/pubpboman54">https://youtu.be/pubpboman54</a>  <a href="https://youtu.be/rmGWxv7WWEQ">https://youtu.be/rmGWxv7WWEQ</a></p>

### 2.6.3 Counselling Classes

The face to face (F2F) counselling classes are conducted at head quarter and study centers. The purpose of such a contact class is to answer some of questions and clarify the doubts of learner which may not be possible through any other means of communication. Well experienced counsellors at study centers provide counselling and guidance to the learner in the courses that (s)he has chosen for study. The counselling sessions for each of the courses will be held at suitable intervals throughout the whole academic session. The time table for counselling classes are displayed at head quarter as well as by the coordinator of study center, however, attending counselling sessions is not compulsory. It is noted that to attend the counselling sessions, learner has to go through the course materials and note down the points to be discussed as it is not a regular class or lectures.

### 2.6.4 Assignments

The purpose of assignments is to test the comprehension of the learning material that learner receives and also help to get through the courses by providing self-feedback to the learner. The course content given in the SLM will be sufficient for answering the assignments.

Assignments constitute the continuous evaluation component of a course. The assignments are available at the SLM section of the home page of university website. In any case, learner

has to submit assignment before appearing in the examination for any course. The assignments of a course carry 30% weightage while 100% weightage is given to the term-end examination (TEE). The marks obtained by learner in the assignments will be counted in the final result. Therefore, It is advised to take assignments seriously. However, there will be no written assignments for Lab courses.

### **2.6.5 Teleconference/Web conference**

Teleconference/web conference, using done through ZOOM/webex/ Suitable Medium of delivery in form of online special counselling sessions is another medium to impart instruction to and facilitate learning for a distance learner. The students concerned would be informed about the teleconferencing schedule and the place where it is to be conducted by sending bulk SMS.

### **2.6.6 Web Enabled Academic Support Portal**

The University also provides Web Enabled Academic Support Portal to access the course materials, assignments, and other learning resources.

### **2.6.7 e-GYANSANGAM**

The e-GYAMSANGAM (UPRTOU-OER REPOSITORY) is an open access platform for educational resources that rely on the concept of 5Rs namely; Reuse, Revise, Remix, Retain and Redistribute. Uttar Pradesh Rajarshi Tandon Open University in support with Commonwealth Educational Media Centre for Asia initiated the implementation of philosophy behind the NEP-2020 to provide equitable use of technology to support learners (SDG4). This not only ensure inclusive and equitable quality education opportunities but also provide faculty to repurpose high quality open educational resources (OER) such that innovative, interactive and collaborative learning environment is built. UPRTOU believes the philosophy of Antyoday (reaching to last person of the society) and facilitate the learner by providing Self Learning Materials, Lecture Notes, Audio/video Lectures, Assignments, Course materials etc. through face-to-face mode as well as distance mode. This e-GYANSANGAM depository will fulfill the educational facilities through equitable use of technology to the learners.

### **Objectives**

- To provide low-cost access model for learners. To foster the policy of reaching to unreached.
- To break down barriers of affordability and accessibility of educational resources.
- To give faculty the ability to customize course materials for learners.
- To provide equal access to affordable technical, vocational and higher education resources (SDG 4.3).
- To provide ubiquitous access to anyone. This will facilitate the quick availability of educational resources and reduces time.
- To supplement Self Learning Material (SLM).
- To reduce the mentor-mentee gap as depository provide access to number of local access as well as global access to educational resources.

### **2.6.8 Learner Support Service Systems**

#### **(a) Study Centre**

A Study Centre has following major functions:

- (i) **Counselling:** Counselling is an important aspect of Open University System. Face to face contact-cum-counselling classes for the courses will be provided at the Study Centre. The detailed programme of the contact-cum-counselling sessions will be sent to the learner by the Coordinator of the Study Centre. In these sessions learner will get an opportunity to discuss with the Counsellors his/her problems pertaining to the courses of study.
  - (ii) **Evaluation of Assignments:** The evaluation of Tutor Marked Assignments (TMA) will be done by the Counsellors at the Study Centre. The evaluated assignments will be returned to the learner by the Coordinator of Study Centre with tutor comments and marks obtained in TMAs. These comments will help the learner in his/her studies.
  - (iii) **Library:** Every Study Centre will have a library having relevant course materials, reference books suggested for supplementary reading prepared for the course(s).
  - (iv) **Information and Advice:** The learner will be given relevant information about the courses offered by the University. Facilities are also provided to give him/her guidance in choosing courses.
  - (v) **Interaction with fellow-students:** In the Study Centre learner will have an opportunity to interact with fellow students. This may lead to the formation of self-help groups.
- (b) Learner Support Services (LSS)**  
The University has formed an LSS cell at the head quarter. The LSS cell coordinates with the Study Centre to get rid of any problem faced by the learner.

## 2.7 Procedure for admissions, curriculum transaction and evaluation

### 2.7.1 Admission Procedure

- (a) The detailed information regarding admission will be given on the UPRTOU website and on the admission portal. Learners seeking admission shall apply online.
- (b) Direct admission to 3-year BBA program is offered to the interested candidates.
- (c) **Eligibility:** The candidate should pass the 10+2 level with science group. To opt BBA candidate should pass 10+2.

**2.7.2 Programme Fee:**Rs. 10000 / year. The fee is deposited through online admission portal only.

### 2.7.3 Evaluation

The evaluation consists of two components: (1) continuous evaluation through assignments, and (2) term-end examination. Learner must pass both in continuous evaluation as well as in the term-end examination of a course to earn the credits assigned to that course. For each course there shall be one written Terminal Examination. The evaluation of every course shall be in two parts that is 30% internal weightage through assignments and 100% external weightage through terminal exams.

(a)	<b>Theory course</b>	<b>Max. Marks</b>
	Terminal Examination	100
	Assignment	30
	<b>Total</b>	<b>100</b>
(b)	<b>Practical course:</b>	<b>Max. Marks</b>
	Terminal Practical Examination	100

Marks of Terminal Practical Examinations shall be awarded as per following scheme:

i.	Write up /theory work	30
ii.	Viva-voce	30

- iii. Execution/Performance/Demonstration 20
- iv. Lab Record 20

The following 10-Point Grading System for evaluating learners' achievement is used for CBCS programmes:

**10-Point Grading System in the light of UGC-CBCS Guidelines**

Letter Grade	Grade Point	% Range
O (Outstanding)	10	91-100
A+ (Excellent)	9	81-90
A (Very Good)	8	71-80
B+ (Good)	7	61-100
B (Above Average)	6	51-60
C (Average)	5	41-50
P (Pass)	4	36-40
NC (Not Completed)	0	0-35
Ab (Absent)	0	
Q	Qualified	Applicable only for Non-Credit courses
NQ	Not Qualified	

Learner is required to score at least a 'P' grade (36% marks) in both the continuous evaluation (assignments) as well as the term-end examination. In the overall computation also, learner must get at least a 'P' grade in each course to be eligible for the B. Sc. degree.

**Computation of CGPA and SGPA**

(a) Following formula shall be used for calculation of CGPA and SGPA

For jth semester $SGPA (S_j) = \frac{\sum (C_i * G_i)}{\sum C_i}$	where, C <sub>i</sub> = number of credits of the i <sup>th</sup> course in j <sup>th</sup> semester G <sub>i</sub> = grade point scored by the learner in the i <sup>th</sup> course in j <sup>th</sup> semester.
$CGPA = \frac{\sum (C_j * S_j)}{\sum C_j}$	where, S <sub>j</sub> = SGPA of the j <sup>th</sup> semester C <sub>j</sub> = total number of credits in the j <sup>th</sup> semester

The CGPA and CGPA shall be rounded off up to the two decimal points. (For e.g., if a learner obtained 7.2345, then it will be written as 7.23 or if s(he) obtained 7.23675 then it be will written as 7.24)

CGPA will be converted into percentage according to the following formula:

$$\text{Equivalent Percentage} = CGPA * 9.5$$

(b) Award of Division

The learner will be awarded division according to the following table:

Division	Classification
1 <sup>st</sup> Division	6.31 or more and less than 10 CGPA

2 <sup>nd</sup> Division	4.73 or more and less than 6.31 CGPA
3 <sup>rd</sup> Division	3.78 or more and less than 4.73 CGPA

### 2.7.4 Multiple Entry and Multiple Exit options

The 3-year BBA programme is an Outcome-Based Education (OBE) for qualifications of different types. The qualification types and examples of title/nomenclature for qualifications within each type are indicated in Table 1.

Level	Qualification title	Programme duration	Entry Option	Exit option
5	Undergraduate Certificate in Business Administration	Programme duration: First year (first two semesters) of the BBA programme	10+2 level	<b>Exit</b> followed by an exit 10- credit bridge course(s) lasting two months, including at least 6- credit job-specific internship/apprenticeship
6	Undergraduate Diploma in Business Administration	Programme duration: First two years (first four semesters) of the of the BBA programme	Undergraduate Certificate obtained after completing the first year (two semesters) of the BBA. programme	<b>Exit</b> followed by an exit 10- credit bridge course(s) lasting two months, including at least 6- credit job-specific internship/apprenticeship
7	Bachelor in Business Administration	Programme duration: First three years (first six semesters) of the BBA. programme	Undergraduate diploma obtained after completing two years (four semesters) of the BBA. programme	<b>Exit</b> followed by an exit 10- credit bridge course(s) lasting two months, including at least 6- credit job-specific internship/apprenticeship

### Exit requirements from Level 5 to Level 7

Level	Year	Credits	Required Bridge Course of 10 credit to exit from each Level			Award of Certificate/ Diploma/Degree
			courses	Credits	Duration	
Level 5	1	40	courses			Undergraduate Certificate in Business Administration
			job-specific skill course	4	02 months	
			job-specific internship/apprenticeship	6		
Level 6	2	40	courses			Undergraduate Diploma in Business Administration
			job-specific skill course	4	02 months	
			job-specific internship/apprenticeship	6		
Level 7	3	40	courses			Bachelor in Business Administration
			job-specific skill course	4	02 months	
			job-specific internship/apprenticeship	6		

### Norms for 10- credit bridge course(s):

1. The job-specific skill course is of 4 credits. Only assignment has to be submitted by learner with 100% evaluation weightage.
2. The internships of 03 months or more of 10 credits, after 2nd or 4th semester, will be mandatory for the learners desirous of exiting with a certificate or Diploma, respectively. The continuing learners may, however, undergo optional research internships after 2nd / 4th semester, to enhance their research capabilities, by engagement as interns in HEI/Research Institute/Industrial R&D labs/any other organization.
3. Under exit option from Level 5 to 7, the learner can choose HEI/Research Institute/Industrial R&D labs/any organization (Private/State Govt/Central Govt.) for internship/apprenticeship for job-specific bridge course by own or choose job-specific bridge course from the list

provided by the University. After successful completion, he/she submit the certificate obtained from organization to the Training & Placement Office of the University to get Undergraduate certificate/diploma for successful completion. The monitoring of such learners shall be done by T & P Cell.

4. Following is the list of courses under 10 credit bridge courses.

Level	Bridge course/ 10 credit			Concerned Person to contact
5	Course Code / 4 credit	Job specific Course Title	Internship Area/ 6 credit Domain	In-charge, Training & Placement Cell
		Office Tools	DTP Publishing	
		CPLT	Laboratory Technique	
6				
7				

## 2.8 Requirement of the laboratory support and Library Resources

The practical sessions are held in the science laboratories of the Study Centre. In these labs, the learner will have the facility to use the equipment and consumables relevant to the syllabus. The SLM, supplementary text audio and video material of the various courses of the program is available through the online study portal of the University. The University also has a subscription of National Digital Library to provide the learners with the ability to enhance access to information and knowledge of various courses of the programme.

## 2.9 Cost estimate of the programme and the provisions

3-year BBA programme consists of 23 courses. One course is of 4 credits which consist of approx. 15 units. The total approximated expenditure on the development of 23 courses is:

S. No.	Item	Cost per Unit (writing & editing)	Total cost (Rs.)
1	Total no. of units in 23 courses = 315	4500	1553600
2	BOS Meetingsetc.	300000	300000
<b>Total</b>			<b>1853600</b>

## 2.10 Quality assurance mechanism and expected programme outcomes

(a) **Quality assurance mechanism:** The program structure is developed under the guidance of the Board of studies comprising external expert members of the concerned subjects followed by the School board. The program structure and syllabus is approved by the Academic Council of the University. The course structure and syllabus is reviewed time to time according to the feedback received from the stakeholders and societal needs.

The Centre for Internal Quality Assurance will monitor, improve and enhance effectiveness of the program through the following:

- ✓ Annual academic audit
- ✓ Feedback analysis for quality improvement
- ✓ Regular faculty development programs

- ✓ Standardization of learning resources
- ✓ Periodic revision of program depending upon the changing trends by communicating to the concerned school

(b) **Expected programme outcomes (POs)**

Knowledge and understanding	<b>PO1</b>	Demonstrate a fundamental/coherent understanding of the academic field of Business Administration, its different learning areas and applications, and its linkages with related disciplinary areas/subjects
Skills related to specialization	<b>PO 2</b>	Demonstrate skills involving the constructive use of knowledge in the subfields of management and business, and other related fields of Business in a range of settings, including for pursuing higher studies related to the Business.
Application of knowledge and skills	<b>PO 3</b>	Identify and apply appropriate principles and methodologies to solve different types of problems with well-defined solutions.
	<b>PO 4</b>	Apply knowledge of typical and atypical development across the lifespan of an individual
Generic learning outcomes	<b>PO 5</b>	Communicate accurately the findings of the experiments/investigations while relating the conclusions/findings to relevant theories of science.
	<b>PO 6</b>	Read texts and research papers analytically and present complex information and the findings of the experiments/investigations while relating the conclusions to relevant courses in Business administration.

## Academic Year: 2023-2024

### Year wise Structure & Syllabi of Bachelor of Business Administration

Year	Semester	Course Code	Paper Title	Type of Course	Max. Marks	Credits
First	1	<b>Core Courses</b>				
		BBA-101N	Principles of Management	Theory	100	4
		BBA-102N	Micro Economics	Theory	100	4
		BBA-103N	Business Environment	Theory	100	4
		BBA-104N	Computer Fundamental	Theory	100	4
		<b>Ability Enhancement Compulsory Courses</b>				
	AECEG OR AECHD	Ability Enhancement Course in English [AECEG] OR Ability Enhancement Course in Hindi [AECHD]	Theory	100	4	
	2	<b>Core Courses</b>				
		BBA-105N	Marketing Management	Theory	100	4
		BBA-106N	Financial Accounting	Theory	100	4
		BBA-107N	Business Statistics	Theory	100	4
		BBA-108N	Macro Economics	Theory	100	4
		<b>Ability Enhancement Compulsory Courses</b>				
	AECHRD OR AECHH	Ability Enhancement Course in Human Rights and Duties OR Ability Enhancement Course in Health & Hygiene	Theory	100	4	
Seco nd	3	<b>Core Courses</b>				
		BBA-109N	Production & Operation Management	Theory	100	4
		BBA-110N	Entrepreneurship & Small Business	Theory	100	4
		BBA-111N	Human Resource Management	Theory	100	4
		BBA112N	Strategic Management	Theory	100	4
		<b>Ability Enhancement Compulsory Courses</b>				
	AECEA OR AECSWM	Ability Enhancement Course in Environment Awareness OR Ability Enhancement Course in Solid Waste Management	Theory	100	4	
	4	<b>Core Courses</b>				
		BBA-113N	Business Communication	Theory	100	4
		BBA-114N	Organisational Behaviour	Theory	100	4
		BBA-115N	Total Quality Management	Theory	100	4
		BBA-116N	Financial Management	Theory	100	4
		<b>Ability Enhancement Compulsory Courses</b>				
	AECNC OR AECDM	Ability Enhancement Course in Nutrition for Community OR Ability Enhancement Course in Disaster Management	Theory	100	4	
	5	<b>Core Courses</b>				
		BBA-117N	Operation Research	Theory	100	4
		BBA-118N	Labour Relations & Legislation	Theory	100	4
		BBA-119N	Supply Chain Management	Theory	100	4
	<b>Discipline Elective Course (select any one)</b>					



Third		DCBBA-101	Advertising	Theory	100	4	
		DCBBA-102	Sales Management			4	
	6	<b>Core Courses</b>					
		BBA-120	Consumer Behaviour		Theory	100	4
		BBA-136	Research Methodology		Theory	100	4
		BBA-122	Project with Viva - Voce		Project	200	8
		<b>Discipline Elective Course</b>					
		DCBBA-123	Business Ethics and Corporate Governance		Theory	100	4
<b>Total / Max. Marks/Credit</b>					<b>3400</b>	<b>120</b>	

# APPENDIX-I

## Detailed Programme Structure & Syllabus

Format of Syllabus for [Program Name]: Subject: [Subject Name]

Course prerequisites: None		
Programme: BBA	Year:2023	Semester: I
Subject: Business Administration		
Course Code:BBA-101N	Course Title: Principles of Management	
<p>Course Objectives:</p> <p>The aim of the course is to build knowledge and understanding about principles of management among the student.</p> <p>The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about management.</p> <p>.</p>		
<p>Course Outcomes: The outcome of the course will be as follows –</p> <p><b>CO 1</b> To provide knowledge about management and its principles.</p> <p><b>CO 2</b> To provide knowledge about Managerial functions</p> <p><b>CO 3</b> To make aware with management thinkers and their contributions</p> <p>.</p>		
Credits: 4		<b>Type of Course:</b> Core
Category of Course ( <b>Please mention category of course; It may have more than one option</b> )		<b>Awareness/ life skills / soft skills/ value-added / employability/ entrepreneurship/ skill development/ MOOCs or OER</b>
Max. Marks: 100		Min. Passing Marks: 36
<b>(Syllabi should be framed block wise/unit wise; No of blocks and units may change)</b>		
<b>Block 1</b>	<b>MANAGEMENT: INTRODUCTION AND OVERVIEW</b>	
Unit I	<b>NATURE AND SCOPE OF MANAGEMENT-</b> Concept of management - Management as a process, Management as a discipline, Management and Administration - Management and Administration as two distinct term, Management and Administration as synonyms, definition of management, nature and scope of management - nature of management, scope of management, management as a science and art, management as a profession	
Unit II	<b>LEVELS OF MANAGENMENT-</b> Levels of management and skill requirement – hierarchical classification of managers, classification of managerial skill requirement- hierarchical classification of managers, managerial functions, social responsibilities of management- reasons for social responsibilities, stakeholders of the orgnigation.	

Unit III	<b>APPROACHES TO THE STUDY OF MANAGEMENT-</b> Evolution of management thought, scientific management, Fayol's administrative theory, human relation approach, behavioural approach, decision theory, modern (systems) approach, contingency approach,
Unit IV	<b>PROCESS AND PRINCIPLES OF MANAGEMENT-</b> Process of management- meaning, important features, management process approach, management functions, principles of management- meaning and nature, characteristics, need for management principles of management, limitations of management principles, are management principles universally valid
<b>Block 2</b>	<b>PLANNING AND ORGANISING</b>
Unit V	<b>FUNDAMENTALS OF PLANNING-</b> Planning meaning and concept, Nature and characteristics of planning important of planning, limitations of planning, the process of planning, forecasting as an element of planning, types of planning, principles of planning.
Unit VI	<b>PLANS POLICIES, SCHEDULES AND PROCEDURES-</b> Organisational plans, objectives, strategies, policies procedures, schedules
Unit VII	<b>ORGANISING I</b> -Nature of organising function- characteristics of organization, importance of organization. Organisation as a system, steps in the organisation process, organisation structure, principles of organisation.
Unit VIII	<b>ORGANISING II</b> - Span of control, organisation chart, organisational manual- importance of manual, types of manual, advantages of manual, drawbacks of manual, formal and informal organisations, difference between formal and informal organisations, characteristics of informal organisation, functions of informal organisation, problems of informalorganisation.
<b>Block III</b>	<b>MANAGEMENT RELATIONSHIP</b>
Unit IX	<b>DEPARTMENTATION</b> - Definition of departmentation, need for departmentation, bases of departmentation- function, product, territory, customers, process of equipment choosing a basis of departmentation.
Unit X	<b>AUTHORITY RELATIONSHIPS</b> - Authority relationships- line organization, line and staff organisation, line organisation vs. Line and staff organisation, line functional organisation, line organisation vs. functional organisation.
Unit XI	Delegation – delegation of authority, elements of delegation, principles of delegation, importance of delegation, barriers to effective delegation, means of effective delegation,
Unit XII	<b>DECENTRALISATION-</b> Decentralisation, merits and limitations of decentralisation, factors determining the degree of decentralisation.
<b>Block IV</b>	<b>STAFFING AND DIRECTING</b>
Unit XIII	<b>STAFFING-</b> Meaning of staffing, importance of the staffing function, human resource planning, recruitment- internal sources, external sources, selection, placement and orientation, training and development- purpose and importance of training, features and requirements of training, types and method of training, management development programme.
Unit XIV	<b>DIRECTING</b> - Meaning of direction, features of directing function, importance of directing, supervision- functions of supervision,- meaning of supervision, functions of supervisors, significance of supervisory role, scope of supervisory responsibilities, qualities of a good supervisor.

Unit XV	<b>MOTIVATION</b> – Concept of motivation, process of motivation, role of motivation, types of motivation- financial motivation, non-financial motivation. Theories of motivation- McGregor’s participation theory, Maslow’s need priority theory, Herzberg’s motivation hygiene theory, Distinction between Herzberg’s and Maslow’s theory
Unit XVI	<b>LEADERSHIP</b> - Leadership Meaning and concept, Importance of managerial leadership, theories of leadership, leadership styles, functions of leadership, motivation and leadership, leadership effectiveness –qualities of an effective leader, moral – meaning and significance of moral e, factors determining morale, leadership and morale.
<b>BLOCK-V</b>	<b>COORDINATION, COMMUNICATION AND CONTROL</b>
Unit XVII	<b>COORDINATION</b> -Definition of coordination, need and significance, objectives of coordination, coordination vs. Cooperation, types of coordination, principles of coordination, management techniques in coordination, problems of coordination.
Unit XVIII	<b>COMMUNICATION</b> –What is meant by communication? Nature and characteristics of communication, process of communication, channels of communication- based on relationship, based on direction of the flow, based on method used, importance of communication, barriers to effective communication, principles of communication, how to make communication, effective.
Unit XIX	<b>PROCESS OF CONTROL</b> - Definition of control, characteristics of control, importance of control, stages in the control process, requisites of effective control, limitations of control, and areas of control
Unit XX	<b>TECHNIQUES OF CONTROL</b> - Traditional control techniques- budgetary control, standard costing, modern techniques- break-even analysis, PERT (programme evaluation and review technique), CPM (CriticalPath Method), statistical quality control, management audit.
Suggested Text Book Readings: 1. Pagare Dinkar, Principles of Management 2. Prasad L.M., Principles and Practice of Management 3. Satya Narayan and Raw VSP, Principles and Practice of Management 4. Srivastava and Chunawalla, Management Principles and Practice	
This course can be opted as an elective by the students of following subjects: Any one	
Suggested equivalent online courses (MOOCs) for credit transfer: Any course offered in MOOCs/ Swayam Portal conducted by UGC, IIMS or IGNOU shall be considering for the credit transfer. The title of the course must be same as the one in which credit transfer is applied for.	
<b>Electronic media and other digital components in the curriculum:</b> <b>Choose any one or more than one:</b> (Electronic Media: Audio/Video Lectures, Online Counselling/Virtual Classes/E-Contents/e-SLM/OER/supplementary links for reference/Video Conferencing/Radio broadcast/Web Conferencing/ Other electronic and digital contents)	
Name of electronic media	Year of incorporation

Course prerequisites: <b>None</b>		
Programme: BBA	Year: 2023	Semester: I
Subject: Business Administration		
Course Code: BBA-102 N	Course Title: Micro Economics	
Course Objectives: The objective of the course is to develop the understanding in the learners about demand and related issues of the its		
Course Outcomes: CO 1: Understand utility analysis in the micro economics. CO 2: learners will be able to explain the law of diminishing marginal utility. CO3: Develops the ability to analyze Law of Equi-Marginal Utility. CO4: introduce the use of the Demand Analysis.		
Credits: 4	<b>Type of Course:</b> Core/Elective(Core)	
Category of Course ( <b>Please mention category of course; It may have more than one option</b> )	<b>Awareness/ life skills / soft skills/ value-added / employability/ entrepreneurship/ skill development/ MOOCs or OER</b>	
Max. Marks: 100	Min. Passing Marks: 36	
<b>(Syllabi should be framed block wise/unit wise; No of blocks and units may change)</b>		
<b>Block 1</b>	<b>MANAGEMENT: INTRODUCTION AND OVERVIEW</b>	
Unit I	COCEPTUAL FRAMEWORK- Meaning of Economics and Micro Economics, Interdependence of Micro and Macro Economics, Production Possibility Curve, Opportunity Cost.	
Unit II	UTILITY ANALYSIS- Meaning and Types of Utility, Introduction to Cardinal and Ordinal Approaches, Relationship between Marginal and Total Utility, Significance, Assumptions and Limitations of Marginal Analysis.	
Unit III	LAW OF DIMINISHING MARGINAL UTILITY- Meaning, Assumptions, Reasons, Exceptions and Importance of the Law, Diamond Water Paradox.	
Unit IV	LAW OF EQUI-MARGINAL UTILITY- Explanation of the Law, Assumptions of the Law, Modern Interpretation, Scope and Criticism of the Law.	
<b>Block 2</b>	<b>DEMAND ANALYSIS</b>	
Unit V	<b>CONCEPTUAL FRAMEWORK-</b> Meaning of Demand, Demand Schedule- Individual and Market Demand Schedule, Difference between Individual and Market Demand Schedule, Concept, Assumptions, Reason and Exception of Law of Demand, Giffen's Paradox, Change in Demand, Change in Quantity of Demand.	
Unit VI	<b>DEMAND AND FORECASTING</b> - Factors Affecting Demand, Kinds of Demand- Producers, Consumers, Durable, Perishable, Derived, Autonomous, Industry, Company, Price, Income, Substitution and Complimentary Demand, Indifference of Demand Analysis.	
Unit VII	ELASTICITY OF DEMAND- Price Elasticity of Demand- Concept, Degrees and Methods, Income and Cross Elasticity of Demand, Advertising Elasticity of Demand- Concept, Characteristics and Factors, Importance and Factors Affecting Elasticity of Demand Difference between Law of Demand and Elasticity of Demand.	

Unit VIII	INDIFFERENCE CURVE ANALYSIS-History and Concept, Assumptions and Characteristics of Indifference Curve, Marginal Rate of Substitution, Consumers Equilibrium.
<b>Block III</b>	<b>PRODUCTION AND COST ANALYSIS</b>
Unit IX	PRODUCTION- Concept, Importance and Factors of Production, Preliminary, Marshall and New Approaches, Methods of Increasing Utility.
Unit X	COST ANALYSIS- Money, Real and Opportunity Costs, Accounting and Economic Costs, Importance of Cost Analysis, Factors Affecting Cost Behaviour.
Unit XI	COST OUTPUT RELATIONSHIP - Short Run and Long Run Analysis, Difference between Fixed and Variable Cost, Long Run Average and Marginal Costs.
Unit XII	REVENUE ANALYSIS -TR, MR and AR, Relationship between Average and Marginal Revenue, Importance of Revenue Analysis.
<b>Block IV</b>	<b>PRICE AND PROFIT ANALYSIS</b>
Unit XIII	<b>MARKET AND PERFECT COMPETITION</b> - Concept and Classification of Market, Features and Rationale of Perfect Competition, Time Element in Price Determination, Total and Marginal Methods of Firm's Equilibrium.
Unit XIV	IMPERFECT COMPETITION-Meaning and Causes of Imperfect Monopolistic Competition, Price and Output Determination Imperfect Competition, Oligopoly and Duopoly, Difference Between Perfect and Imperfect Competition.
Unit XV	MONOPOLY-Concept of Monopoly and Monophony, Price Determination in Monopoly and Discriminating Monopoly.
Unit XVI	PRICING POLICIES AND PRACTICES-Objectives and types of Pricing Policy, Factors Affecting Price Policy, Skimming and Penetration Price Policy, Process of Price Determination..
<b>BLOCK-V</b>	<b>DISTRIBUTION OF INCOME</b>
Unit XVII	THEORY OF DISTRIBUTION- The Classical Theory of Distribution- Rent Wages, Interest and Profit, The Marginal Production Theory- Concepts of Productivity, Statement and Assumption of the Marginal Productivity theory, reward to a Factor and Factor Employment in a Firm, Critical Analysis of Marginal Productivity.
Unit XVIII	WAGES AND INTEREST THEORIES- Wages- Competitive and Non Competitive Wages, Collective Bargaining and Wages, Trade unions and Collective Bargaining, Collective Bargaining and Wage increases, Collective Bargaining and Elimination of Exploitation; Interest-Functions of Interest, variations among Interest rates, Nominal and Real Rates of Interest. Interest as the Return on Capital.
Unit XIX	<b>PROCESS OF CONTROL</b> - Definition of control, characteristics of control, importance of control, stages in the control process, requisites of effective control, limitations of control, and areas of control <b>RENT AND PROFIT THEORIES</b> Theory of Rent- Rent of Land, Economic rent and Transfer Earnings, Quasi Rent, Profits-Concept and sources of Profits
Unit XX	<b>PROFIT THEORIES AND POLICIES</b> Concept and Kinds of Profit, Rent, Wages, risk, Uncertainty, Marginal Productivity, Socialist, Dynamic, Innovative and Modern Theories of Profit, Reasons for Earning
Suggested Text Book Readings:	

1. Varsney & Maheshwari, Managerial Economics 2. Mote Paul & Gupta, Managerial Economics: Concepts & cases 3. D.N.Dwivedi, Managerial Economics 4. D.C.Huge, Managerial Economics 5. Peterson & Lewis, Managerial Economics	
This course can be opted as an elective by the students of following subjects: Any one	
Suggested equivalent online courses (MOOCs) for credit transfer: Any course offered in MOOCs/ Swayam Portal conducted by UGC, IIMS or IGNOU shall be considering for the credit transfer. The title of the course must be same as the one in which credit transfer is applied for.	
<b>Electronic media and other digital components in the curriculum:</b> <b>Choose any one or more than one:</b> (Electronic Media: Audio/Video Lectures, Online Counselling/Virtual Classes/E-Contents/e-SLM/OER/supplementary links for reference/Video Conferencing/Radio broadcast/Web Conferencing/ Other electronic and digital contents)	
Name of electronic media	Year of incorporation

**Note: School may revise list of electronic media and other digital components in the curriculum time to time and shall be updated in website also.**

Course prerequisites: <b>None</b>		
Programme: BBA	Year: 2023	Semester: I
Subject: Business Administration		
Course Code: BBA-103N	Course Title: Business Environment	
Course Objectives: The objective of this paper is to give the basic knowledge about the business environment in industry		
Course Outcomes: CO1 : To provide the knowledge of the business Environment CO2 : The learners will be able to understand the nature of the business. CO3 : Learners can explain the features of the Indian economy. CO4 : learners will be able to understand the role of the government.		
Credits: 4		<b>Type of Course: Core</b>
Category of Course ( <b>Please mention category of course; It may have more than one option</b> )		<b>Awareness/ life skills / soft skills/ value-added / employability/ entrepreneurship/ skill development/ MOOCs or OER</b>
Max. Marks: 100	Min. Passing Marks: 36	
<b>(Syllabi should be framed block wise/unit wise; No of blocks and units may change)</b>		
<b>Block 1</b>	<b>INTRODUCTION TO BUSINESS ENVIRONMENT</b>	
Unit I	NATURE AND DIMENSIONS OF BUSINESS ENVIRONMENT-Meaning and Significance of Business Environment, Components of Business Environment-Economic Environment of Business, Non-Economic Environment of Business, Interaction between Economic and Non-Economic Environment	
Unit II	LEVELS OF BUSINESS ENVIRONMENT-Business Environment at Various Levels-Regional Level, National Level, International Level, Business and Environment Interface.	

Unit III	ECONOMIC ENVIRONMENT: AN OVERVIEW- Mixed Economy in India, Economic Planning, Basic Elements of the Strategy Followed During 1956-90 (Nehru-Mahalanobis Strategy of Development) Contemporary Economic Reforms.
Unit IV	SOCIAL AND CULTURAL ENVIRONMENT- Evolving Social Institutions, Demographic changes-Quantitative Aspects, Qualitative Aspects, Cultural Factors, Technology and Social Change, Changing Value System, Social Responsibilities of Business- Views against Social Responsibility of Business, Dimensions of Social Responsibilities and Ecological Issues.
<b>Block 2</b>	<b>BUSINESS AND GOVERNMENT</b>
Unit V	STRUCTURE OF INDIAN ECONOMY- Trends in National Income-Meaning of Real National Income, Economic Growth- Meaning of Economic Growth, Trends in the Rate of Growth, Economic Development- Meaning of Economic Development, Goals of Development, Trends in Per Capita Real Income, Trends in Poverty, Trends in Inequalities of Income, Other indicators of Development, Growth in Labour Force- Female Work Participation Rate, Occupational Structure: Agriculture Vs. Non-Agriculture, Economic System: Pattern of Ownership and Organisation-India-A Mixed Economy, Public sector, Private Sector, Joint Sector, Cooperative Sector.
Unit VI	ROLE OF GOVERNMENT IN BUSINESS- Fourfold Role of Government, Regulatory Role, Entrepreneurial Role, Promotional Role, Planning Role, Regulatory Framework, Redefined Role of Government.
Unit VII	MACRO ECONOMIC POLICIES- Meaning of Macro Economic Policy, Meaning of Fiscal Policy, Instruments of Fiscal Policy in India- Ways of Raising Money- Tax Revenue, Non-tax Revenue, Capital Receipts, Ways of Spending Money- Plan Expenditure, Revenue Expenditure Budgetary Framework in India-Summary Format of Budget.
Unit VIII	MEASURES OF DEFICIT-Measures of Deficit- Revenue Deficit, Budgetary Deficit, Gross Fiscal Deficit, Primary Deficit, Sources of Financing Gross Fiscal Deficit, Primary Deficit, Sources of Financing, Gross Fiscal Deficit Objectives of Fiscal Policy, Meaning of Monetary Policy, Instruments of Monetary Policy in India, Qualitative (or Selective) Instruments, Objectives of Monetary Policy, Role of Reserve Bank of India.
<b>Block III</b>	<b>ECONOMIC POLICY AND FRAMEWORK</b>
Unit IX	INDUSTRIAL POLICY-Evolution of Industrial Policy, Industrial Policy Resolution (IPR) 1956- Charges Since IPR 1948, Objective of the IPR 1956, Basic Features of the IPR 1956, Industrial licensing, Review of Industrial Policy,
Unit X	NEW INDUSTRIAL POLICY 1991- Objectives, Policy Measures, Evaluation of the New Industrial Policy, Public Sector Reforms and Privatisation- Meaning of Privatisation, Arguments for Privatisation, Gains from Privatisation, Move Towards Privatisation, Restructuring of PSUs.
Unit XI	SMALL SCALE SECTOR- Significance and Growth of Small Scale Sector-Definition, Significance, Growth, Problems of Small, Scale Sector, Institutional Framework for Small Scale Industry- National Level Institutions, State Level Infrastructure, District Level Centers, Government Policy Towards Small Scale Industries –Industrial Policy for Small Scale Industry, Programmes for Promotion of Small Scale Industry.
Unit XII	NEW ECONOMIC POLICY -Need for New Economic Policy, Nature and Scope of New Economic Policy Liberalisation, Reform of the Public Sector, Privatisation, Globalisation, Progress and Problems in the Implementation of New Economic Policy, An Assessment of New Economic Policy



<b>Block IV</b>	<b>EXTERNAL SECTOR AND ECONOMIC REFORMS</b>
Unit XIII	FOREIGN INVESTMENT AND MNCs- Foreign Capital, Types of Foreign Capital, Foreign Direct Investment, portfolio Investment, Role of Foreign Capital, Government Policy, Joint Ventures Meaning, Types of Joint Ventures, Advantages, Disadvantages, Indian Joint Ventures, Multinational Corporation (MNCs)- Definition, Characteristics of MNCs Merits, Demerits.
Unit XIV	INDIA'S FOREIGN TRADE- Importance of Foreign Trade, Trends in India's Foreign Trade, Composition of Foreign Trade Composition of Exports, Composition of Imports Direction of Foreign Trade Direction of Exports, Direction of Imports, Regulation of Foreign Trade, Export Promotion Measures Facilities for Creation of Production Base, Facilities by Creating Special Status, Fiscal Incentives, Market Development Assistance.
Unit XV	BALANCE OF PAYMENTS AND EXIM POLICY- Concepts of Balance of Trade (BOT) and Balance of Payments (BOP) Current Account and Capital Accounts, Balance of Payments, Trends in India's Balance of Payments, Causes of BOP Deficits, Measure Adopted to Solve the Problem, Concept of the Rate of Exchange – Foreign Exchange Rates, Current Rate and Par of Exchange, Mechanism of Exchange Rates Determination-Demand and Supply, Exchange Rate Determination in India, Export-Import Policy (1997-2002) Role of EXIM Bank Genesis of Exim Bank, Exim Bank's Lending Programmes.
Unit XIV	INTERNATIONAL TRADE RELATIONS- Bilateral Trade Relation, Multilateral Trading System- Advantages of Free Trade, Disadvantages of Free Trade, Arguments for Protection, Instruments of Protection, General Agreement On Trade and Tariffs (GATT) Objectives of GATT, Role of GATT, World Trade Organisation (WTO) Function of the WTO, WTO Agreements, and Evaluation.
<b>BLOCK-V</b>	<b>CONSUMER PROTECTION AND INDUSTRY</b>
Unit XVII	CONSUMER PROTECTION- Evolution of Consumer Movement Including Consumer Protection Laws, Consumer Rights and Responsibilities- Consumer Rights, Some Other Rights, Duties and Responsibilities of Consumers, Consumer Protection Act, 1986- Introduction, Salient Features of the Consumer Protection Act, 1986, Definitions of Certain Expressions used in the Act, No Relief to Consumers in the Case of Unfair and Restrictive Trade Practices, Person who can File a Complaint Under the Act, Monopolistic and Restrictive (RTP), Unfair Trade Practices (UTP).
Unit XVIII	INDUSTRIAL SICKNESS-I- Nature of Industrial Sickness, Indication of Sickness- Limitations of Financial Indicators of Sickness, Predictability of Sickness Based on Early Warning, Use of Financial Ratios as Early Warning Signals Causes of Industrial Sickness.
Unit XIX	INDUSTRIAL SICKNESS-II- Government policy Takeover of Management of and Nationalisation, Recourse to Institutional Agencies, Policy Guidelines and Framework, Sick Industrial Companies (Special Provisions) Act, 1985, Role of Board for Industrial and Financial Reconstruction(BIFR)
Unit XX	INDUSTRIAL RELATIONS- Industrial Relations Scenario. Causes of Industrial Disputes, Prevention and Settlement of Disputes- Statutory Measures, Non-Statutory Measures, Collective Bargaining- The Concept, Types of Collective Bargaining Agreements, Collective Bargaining Process, Pre-requisites for Collective Bargaining, Workers' Participation in Management (WPM) The Concept, Schemes of WPM in India.
Suggested Text Book Readings: 1. Francis Cherunilum, Business Environment 2. K. Aswathapa, Business Environment	
This course can be opted as an elective by the students of following subjects: Any one	

Suggested equivalent online courses (MOOCs) for credit transfer: Any course offered in MOOCs/ Swayam Portal conducted by UGC, IIMS or IGNOU shall be considering for the credit transfer. The title of the course must be same as the one in which credit transfer is applied for.	
<b>Electronic media and other digital components in the curriculum:</b> <b>Choose any one or more than one:</b> (Electronic Media: Audio/Video Lectures, Online Counselling/Virtual Classes/E-Contents/e-SLM/OER/supplementary links for reference/Video Conferencing/Radio broadcast/Web Conferencing/ Other electronic and digital contents)	
Name of electronic media	Year of incorporation

**Note: School may revise list of electronic media and other digital components in the curriculum time to time and shall be updated in website also.**

Programme: BBA	Year: 2023	Semester: I
Subject: Business Administration		
Course Code: BBA-104N	Course Title: Computer Fundamentals	
Course Objectives: This course deals with fundamentals of computer. This includes generations of computer, evolution and development of microprocessor, input and output devices, primary and secondary storage devices, programming languages etc. It offers understanding of the hardware and software aspects of the computer like operating system, application software and system software. It provides an overview of functions and working of central processing unit, motherboard and other peripherals.		
Course Outcomes: <b>CO1</b> Understand hardware components of computer system such as memory system organization, input/output devices. <b>CO2</b> Aware of software components of computer system, component of programming languages and operating system concepts. <b>CO3</b> Explain data communication and networking related technology. <b>CO4</b> Analyze of computer security and viruses. <b>CO5</b> Describe concepts related to graphical user interface. <b>CO6</b> Familiarize with word processing application and presentation software: MS Word & MS PowerPoint.		
Credits: <b>04</b>	Type of Course: <b>Core</b>	
Max. Marks: <b>100</b>	Min. Passing Marks: <b>36</b>	
Unit 1	<b>Computer Basics:</b> Algorithms, A Simple Model of a Computer, Characteristics of Computers, Problem-solving Using Computers. Data Representation: Representation of Characters in computers, Representation of Integers, Representation of Fractions, Hexadecimal Representation of Numbers, Decimal to Binary Conversion, Error-detecting codes. Input & Output Devices: Description of Computer Input Units, Other Input Methods, Computer Output Units (Printers, Plotters) Operating Systems: History and Evolution. Main functions of OS Multitasking, Multiprocessing. Time Sharing, Real Time OS with Examples Database Management System: Purpose and Organization of Database, Introduction to Data Models.	
Unit 2	<b>Disk operating system(DOS):</b> Introduction, history & versions of DOS, DOS basics- Physical structure of disk, drive name, FAT, file & directory structure and naming rules, booting process, DOS system files, DOS commands- internal & external.	
Unit 3	<b>Windows Operating System:</b> Windows concepts. Features, Windows Structure, Desktop, Taskbar, Start Menu, My Computer, Recycle Bin, Windows Accessories- Calculator, Notepad,	

	Paint, Wordpad, Character Map, Windows Explorer, Entertainment, Managing Hardware & Software- Installation of Hardware & Software, Using Scanner, System Tools, Communication, Sharing Information between programs.
Unit 4	<b>Word Processing; MS-Word:</b> Features, Creating, Saving and Opening Documents in Word, Interface, Toolbars, Ruler, Menus, Keyboard Shortcut, Editing, Previewing, Printing, & Formatting a Document, Advanced Features of MS Word, Find & Replace, Using Thesaurus, Using Auto- Multiple Functions, Mail Merge, Handling Graphics, Tables & Charts, Converting a word document into various formats like- Text, Rich. Text format, Word perfect, HTML etc.
Unit 5	<b>Worksheet- MS-Excel:</b> Worksheet basics, creating worksheet, entering into worksheet, heading information, data, text, dates, alphanumeric values, saving & quitting worksheet, Opening and moving around in an existing worksheet, Toolbars and Menus, Keyboard shortcuts, Working with single and multiple workbook, working with formulae & cell referencing, Auto sum, Coping formulae, Absolute & relative addressing, Worksheet with ranges, formatting of worksheet, Previewing & Printing worksheet, Graphs and charts. Database, Creating and Using macros, multiple worksheets- concepts, creating and using.
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Tanenbaum A.S.: Structured Computer Organization, EEE, Prentice hall India, 5th Edition.</li> <li>2. Stallings W.: Computer Organization &amp; Architecture, Prentice hall India, 5th Edition.</li> <li>3. Rajaraman V.: Fundamentals of Computers, EEE, Prentice Hall India.</li> </ol> <p><b>Suggested online courses (MOOCs)</b></p> <ol style="list-style-type: none"> <li>1. Computer Fundamentals By Prof. Sanjay Tanwani, Devi Ahilya Viswavidyalaya, Indore <a href="https://onlinecourses.swayam2.ac.in/cec19_cs06/preview">https://onlinecourses.swayam2.ac.in/cec19_cs06/preview</a></li> </ol>	
This course can be opted as an elective by the students of following subjects: <b>B.Sc.(Computer Science), B.Sc. (Statistics)</b>	
Suggested equivalent online courses (MOOCs) for credit transfer: N.A	

**Note: School may revise list of electronic media and other digital components in the curriculum time to time and shall be updated in website also.**

Course prerequisites: <b>None</b>		
Programme: BBA	Year: 2023	Semester: II
Subject: Business Administration		
Course Code: BBA-105 N	Course Title: Marketing Management	
Course Objectives: The aim of the course is to build knowledge and understanding of Marketing management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Marketing Theory and Practices.		
Course Outcomes:		
CO <sub>1</sub> : Evaluate the significance of marketing.		
CO <sub>2</sub> : Analyze the relationships between marketing management and the political, economic, legal and social policies and its impact on business.		
CO <sub>3</sub> : Identify the role and significance of various elements of marketing mix.		
CO <sub>4</sub> : To evaluate the role and relevance of marketing organization in current marketing conditions.		
CO <sub>5</sub> : Understanding the marketing concepts in global environment and its relevance.		
Credits:4	<b>Type of Course:</b> Core/Elective(Core)	
Category of Course ( <b>Please mention category of course; It may have more than one</b> )	<b>Awareness/ life skills / soft skills/ value-added / employability/ entrepreneurship/ skill</b>	

<b>option)</b>	<b>development/ MOOCs or OER</b>
Max. Marks: 100	Min. Passing Marks: 36
<b>(Syllabi should be framed block wise/unit wise; No of blocks and units may change)</b>	
<b>Block 1</b>	
<b>Unit I</b>	<b>Introduction to Marketing-</b> Meaning of Marketing, (Need, Want, Desire) Marketing Mix, and Marketing Strategy. Definitions of Marketing. Marketing Management.
<b>Unit II</b>	Marketing in a Developing Economy-Marketing at Different levels of Economic Development, Relevance of Marketing in Developing Economy, Areas of Relevance, and The Relevance of Social Marketing. Philosophies of Marketing.
<b>Unit III</b>	Marketing for Services –The Concepts of Services, Reasons for Growth of the Service sector, Characteristics of Services, Elements of Marketing Mix in Service Marketing, (Product Pricing, Promotion, Distribution, People, Physical, Evidence and Process) Case of Service Marketing.
<b>Unit IV</b>	New Concept of Marketing-Other relevant ‘P’s in Marketing Mix, other various emerging concepts & practices in Marketing, Cases in Marketing.
<b>Block 2</b>	
<b>Unit V</b>	<b>Planning Marketing Mix-</b> The Elements of Marketing Mix, The Place of Marketing Mix in Marketing Planning, The Relationship between Marketing Mix and Marketing Strategy, The Concept of Optimum Marketing Mix.
<b>Unit VI</b>	Market Segmentation-The Concept of Market and Segment, Market Segmentation versus Product Differentiation, Benefits and doubts and Segmentation, Forming Segments, Bases for Segmentation and Selection of Segments,
<b>Unit VII</b>	Market Organizations- Principles of Designing an Organization, Marketing Organizations – Changing role, Considerations involved and methods of Designing the Marketing Organizations,. Various types of Market Organizations.
<b>Unit VIII</b>	Marketing Research and its Applications- The Context of Marketing, Decisions, Definitions, Purpose and Scope of Marketing Research, Marketing Research procedure, Applications and Problems of Conducting Marketing Research, in India.
<b>Block III</b>	
<b>Unit IX</b>	Determinants of Consumer Behaviour- Importance of Consumer Behaviour, Types of Consumers, Buyer versus Users. A model of Consumer Behaviour, Factors influencing Consumer Behaviour..
<b>Unit X</b>	Models of Consumer Behaviour- Decisions, Levels of Consumer Decisions, Process of Decision- Making, Types of Purchase Decision Behaviour, Stages in the Buyer Decision Process, Models of Buyer Behaviour,
<b>Unit XI</b>	Indian Consumer Environment- Demographic Characteristics, Income and consumption Characteristics, Characteristics of Organisational Consumers, Geographical Characteristics, Market Potential, Social Cultural Characteristics, Psychographic Characters,
<b>Unit XII</b>	Product Decisions and Strategies for Consumers- Product and its types, Marketing Strategy for different types of products, Product Line Decision and Diversification (Horizontal, Concentric and Conglomerates Diversification Strategies.
<b>Block IV</b>	
<b>Unit XIII</b>	<b>Product Life Cycle and New Product Development-</b> The Product Life Cycle Concept, Marketing Mix at Different Stages, Option in Decline Stage and New Product Development Strategy. Marketing Strategies at various levels of Product life cycle.

<b>Unit XIV</b>	Branding and Packaging Decisions- Brand Name and Trade Mark, Branding Decisions, Advantages and Disadvantages of Branding, Brand Name Selection, Packaging, Packaging Industry, Functions of Packaging and Legal Dimensions of Packaging. Branding Strategies
<b>Unit XV</b>	Pricing Policy & Practices – Determinants of Pricing, Role of Costs in Pricing, Pricing Methods, Objectives of Pricing Policy, Consumer Psychology and Pricing, Pricing over the Life- Cycle of the Product, Nature and Use of Pricing Discounts, Product Positioning and Price, Non-price Competition,
<b>Unit XVI</b>	Sales Forecasting: Meaning, Process, Approaches and Methods of Sales Forecasting, Product Sales Determinants, Status of Sales Forecasting Methods Usage, The Evaluation of Forecasts, Computerized Sales Forecasting, Relating the sales Forecast to the Sales Budget and Profit Planning
<b>BLOCK-V</b>	
<b>Unit XVII</b>	<b>Marketing Communication and Advertising-</b> Process, Influence, The Promotion Mix- Determining, The Promotion Budget. Integrated Marketing Communication: Need and Strategies. Advertising and Publicity: Meaning, Type, Objectives and Role of Advertising, Advertising Expenditure- Indian Scenario, Measuring Advertising Effectiveness.
<b>Unit XVIII</b>	Personal Selling & Sales Promotion- Role of Personal Selling, Types of Selling jobs, The Selling Process, Sales Promotion – Objectives and Methods, Planning Sales Promotion and Promotional Strategy. Selling and Sales Management.
<b>Unit XIX</b>	Distribution Strategy: Importance of Channels of Distribution, Alternative Channels of Distribution, Role of Middleman in Indian Economy, Selecting an Appropriate Channel, Physical Distribution Tasks, Location of Fixed Facilities, Specific Issues Relating to Maintenance of Stock.
<b>Unit XX</b>	Marketing & Public Policy: Regulatory Role of the Government, Role of government in Marketing Decision – Making Process, Impact of Government Control on Product Decisions, Pricing Decisions, Promotional Decisions and Channel and Distribution Decisions
Suggested Text Book Readings: 1. Philip Kotlar, Marketing Mgt. (PHI) 2. Etzet, Walker, Stanton, Marketing 3. Rajan Saxena, Marketing Management	
This course can be opted as an elective by the students of following subjects: Any one	
Suggested equivalent online courses (MOOCs) for credit transfer: Any course offered in MOOCS/ Swayam Portal conducted by UGC, IIMS or IGNOU shall be considering for the credit transfer. The title of the course must be same as the one in which credit transfer is applied for.	
<b>Electronic media and other digital components in the curriculum:</b> <b>Choose any one or more than one:</b> (Electronic Media: Audio/Video Lectures, Online Counselling/Virtual Classes/E-Contents/e-SLM/OER/supplementary links for reference/Video Conferencing/Radio broadcast/Web Conferencing/ Other electronic and digital contents)	

Name of electronic media		Year of incorporation
Course prerequisites: <b>None</b>		
Programme: BBA	Year: 2023	Semester: II
Subject: Business Administration		
Course Code: BBA-106N	Course Title: Financial Accounting	
Course Objectives: The aim of the course is to build knowledge and understanding principles of accounting among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Accounting.		
Course Outcomes: CO <sub>1</sub> : Understand various accounting concepts and conventions. CO <sub>2</sub> : Prepare financial statements in accordance with generally accepted Accounting Principles (GAAP). CO <sub>3</sub> : Making aware with the rules governing accounting transactions. CO <sub>4</sub> : Analyze financial statements with the help of various tools and techniques of accountancy		
Credits: 4	<b>Type of Course:</b> Core	
Category of Course ( <b>Please mention category of course; It may have more than one option</b> )	<b>Awareness/ life skills / soft skills/ value-added / employability/ entrepreneurship/ skill development/ MOOCs or OER</b>	
Max. Marks: 100	Min. Passing Marks: 36	
<b>(Syllabi should be framed block wise/unit wise; No of blocks and units may change)</b>		
<b>Block 1</b>	<b>ACCOUNTING FUNDAMENTAL.</b>	
<b>Unit I</b>	<b>BASIC CONCEPTS OF ACCOUNTING</b> - Accounting - an overview – objectives of accounting, definition and scope of accounting, book-keeping, accounting and accountancy, parties interested in accounting information, branches of accounting, advantages of accounting, limitations of , accounting , basic accounting concepts – concepts to be observed at the recording stage, concepts to be observed at the reporting stage, systems of book-keeping – double entry system, single entry systems, What is an account?, classification of accounts, rules of debit and credit, accounting process.	
<b>Unit II</b>	<b>THE ACCOUNTING PROCESS-</b> Journal- transactions relating to goods, receipts and payments by cheques, transactions relating to bad debts, ledger-posting into ledger, balancing ledger accounts, significance of balances, trail balance, opening entry.	
<b>Unit III</b>	<b>CASH BOOK AND RECONCILIATION-</b> Sub-division of journal, cash book-single column cash book, two column cash book, three column cash book, bank reconciliation statement- causes of difference, what is bank reconciliation statement?, preparation of bank reconciliation statement, when there is an overdraft?, adjusting the cash book balance, advantages of bank reconciliation statement, petty cash book-imprest system, recording and posting the petty cash book, Special purpose subsidiary books-purchase journal, purchases returns journal, sales returns journal, proper	
<b>Unit IV</b>	<b>BILLS OF EXCHANGE-</b> Types of instruments of credit- bill of exchange promissory note, distinction between bill of exchange and promissory note, term and due date of a bill, treatment of bill by the holder and its accounting- retaining the bill, discounting the bill with the bank, endorsing the bill, retiring the bill accommodation bills, bills sent for collection, bill book- recording in bills receivable journal and its posting, recording in	

	bills payable journal and its posting.
<b>Block 2</b>	<b>BLOCK-II FINAL ACCOUNTS</b>
<b>Unit V</b>	<b>CONCEPTS RELATING TO FINAL ACCOUNTS-</b> Basic concepts relating to final accounts- going concern concept, accounting period concept, matching concept, conservatism concept, consistency concept, full disclosure concept, materiality concept, bases of accounting distinction between capital and revenue- capital and revenue-expenditure, deferred revenue expenditure, capital and revenue receipts
<b>Unit VI</b>	<b>FINAL ACCOUNTS-I-</b> Final accounts and trial balance, trading and profit and loss account- trading accounts, profit and loss accounts, closing entries, balance sheet, vertical presentation of final accounts, manufacturing account. <b>SELF-</b>
<b>Unit VII</b>	<b>FINAL ACCOUNTS-II -</b> Need for adjustments, treatment of adjustments in final accounts- closing stock, outstanding expenses, prepaid expenses, accrued income, received in advance, depreciation, interest on capital, interest on drawings, interest on drawings, interest on loan, bad debtors, provision for bad debts, provision for discount on debtors, provision for discount on creditors, manager's commission, abnormal loss of stock, drawings of goods by the proprietor, preparation of final accounts with adjustments, adjustments given in trial balance.
<b>Unit VIII</b>	<b>ERRORS AND THEIR RECTIFICATION-</b> Types of errors- location of errors, rectification of errors- rectification of one-sided errors, rectification of two-sided errors, suspense account and rectification, effect of rectifying entries of profits.
<b>Block III</b>	<b>BLOCK-III CONSIGNMENT AND JOINT VENTURES</b>
<b>Unit IX</b>	<b>CONSIGNMENT ACCOUNT-I-</b> Concepts of consignment-meaning of consignment, parties to consignment, features of consignment, distinction between sale and consignment, important terms in consignment, accounting treatment- book of consignor, book of consignee.
<b>Unit X</b>	<b>CONSIGNMENT ACCOUNT-II-</b> Direct recording in the ledger, unsold stock-valuation of unsold stock accounting treatment of unsold stock, loss of goods-normal loss, abnormal loss, where normal and abnormal losses occur simultaneously.
<b>Unit XI</b>	<b>CONSIGNMENT ACCOUNT-III-</b> Concepts of invoice price, calculation of cost price and invoice price, loading- items which involve loading, adjustment of loading, accounting for goods sent at invoice price
<b>Unit XII</b>	<b>JOINT VENTURE ACCOUNTS-</b> Meaning of joint venture, joint venture and consignment, joint venture and partnership, accounting treatment-recording in the book of one co-venture, recording in the book of all co-ventures, memorandum joint venture account method, separate set of books
<b>Block IV</b>	<b>BLOCK-IV ACCOUNTS FROM INCOMPLETE RECORDS</b>
<b>Unit XIII</b>	<b>BALANCING SYSTEM-</b> Sub-division of ledger, how ledgers are made self-balancing - Self-balancing the debtors ledger, self-balancing the general ledger, some peculiar points, advantages of self- balancing systems, sectional balancing, ruling of subsidiary books.
<b>Unit XIV</b>	<b>ACCOUNTS FROM INCOMPLETE RECORDS-I-</b> Single entry system, salient features of incomplete records, limitations, methods of ascertaining profits, net worth method-computation of net worth, computation of profits, partnership firms.

<b>Unit XV</b>	ACCOUNTS FROM INCOMPLETE RECORDS-II- Conversion method- full Conversion methods abridged Conversion method, missing items and their ascertainment-opening capital, credit sales, credit purchases, preparation of final accounts, ascertaining sales with gross profit rate, memorandum trading accounts.
<b>Unit XVI</b>	ACCOUNTS FROM INCOMPLETE RECORDS-III- Other missing items and their ascertainment- bills receivable, received bills payable accepted, cash sales and cash purchases, preparation of final accounts, ascertaining sales with gross profit rate, memorandum trading account.
<b>BLOCK-V</b>	<b>ACCOUNTS OF NON-TRADING CONCERNS, DEPRECIATION, PROVISIONS AND RESERVES</b>
<b>Unit XVII</b>	<b>ACCOUNTS OF NON-TRADING CONCERNS-</b> Accounting records of non-trading concerns, final accounts-receipts and payments account, income and expenditure account, balance sheet, some peculiar items.
<b>Unit XVIII</b>	ACCOUNTS OF NON-TRADING CONCERNS-II- Preparation of incomes expenditure account and balance sheet, preparation of receipts & payments account from income & expenditure account, preparation of balance sheets from receipts & payments and income & expenditure accounts, final accounts of professionals.
<b>Unit XIX</b>	DEPRECIATION- Depreciation meaning and concept, depreciation and other related concepts, causes of depreciation, objectives of providing depreciation, factors influencing depreciation, methods of recording depreciation, methods of providing depreciation-fixed instalment methods, diminishing balance method, difference between fixed instalment and diminishing balance methods, change of method. Annuity method, depreciation fund method, insurance policy method, revaluation method, depletion method, machine hour method, depreciation on different assets
<b>Unit XX</b>	PROVISIONS AND RESERVES- Provision, Reserve, distinction between provision and reserve, types of reserves-open reserves, secret reserves
Suggested Text Book Readings: 1. Agarwal B.D., Advanced Accounting 2. Chawla & Jain, Financial Accounting 3. Chakrawarti K.S., Advanced Accounts. 4. Gupta R.L. & Radhaswamy, Fundamentals of Accounting 5. Jain & Narang, Advanced Accounts	
This course can be opted as an elective by the students of following subjects: Any one	
Suggested equivalent online courses (MOOCs) for credit transfer: Any course offered in MOOCS/ Swayam Portal conducted by UGC, IIMS or IGNOU shall be considering for the credit transfer. The title of the course must be same as the one in which credit transfer is applied for.	
<b>Electronic media and other digital components in the curriculum:</b> <b>Choose any one or more than one:</b> (Electronic Media: Audio/Video Lectures, Online Counselling/Virtual Classes/E-Contents/e-SLM/OER/supplementary links for reference/Video Conferencing/Radio broadcast/Web Conferencing/ Other electronic and digital contents)	
Name of electronic media	Year of



		incorporation
Course prerequisites: <b>None</b>		
Programme: BBA	Year: 2023	Semester: II
Subject: Business Administration		
Course Code: BBA-107 N	Course Title: Business Statistics	
Course Objectives: The aim of the course is to build knowledge and understanding of Business Statistics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Statistics.		
Course Outcomes: CO <sub>1</sub> : Do calculation of arithmetic mean, median and mode and partition values. CO <sub>2</sub> : Understand calculation of moments, skewness and kurtosis and determining whether the given distribution is normal or not. CO <sub>3</sub> : Understand Probability and applications of probability theory. CO <sub>4</sub> : Understand correlation regression analysis and their applications. CO <sub>5</sub> : Understand statistical testing and their applications.		
Credits: 4	<b>Type of Course:</b> Core	
Category of Course ( <b>Please mention category of course; It may have more than one option</b> )	<b>Awareness/ life skills / soft skills/ value-added / employability/ entrepreneurship/ skill development/ MOOCs or OER</b>	
Max. Marks: 100	Min. Passing Marks: 36	
<b>(Syllabi should be framed block wise/unit wise; No of blocks and units may change)</b>		
<b>Block 1</b>	<b>BASIC STATISTICAL CONCEPTS</b>	
Unit I	MEANING AND SCOPE OF STATISTICS - Meaning of Statistics- Statistics Defined in Plural Sense. Statistics Defined In Singular Sense. Descriptive and Inferential Statistics. Functions of Statistics, Importance of Statistics, Limitations of Statistics, and Distrust of Statistics	
Unit II	ORGANISING A STATISTICAL SURVEY- Steps in Statistical Survey. Sources of Statistical Data-Primary Data and Secondary Data, Methods of Collecting Primary Data. Sources of Secondary Data, Types of Enquiries- factors Affecting the Type of Enquiry, Different Types of Enquires	
Unit III	SAMPLING Sampling Methods- Probability Sampling Methods, Non-probability Sampling Methods, Law of Statistical Regularity, Law of Inertia of Large Numbers	
Unit IV	ACCURACY OF DATA-Statistical Unit-features of a Good Statistical Unit, Types of Units, Accuracy-Degree of Accuracy, Significance of Reasonable Accuracy, Concept of Spurious Accuracy	
<b>Block 2</b>	<b>BOOCK-II COLLECTION AND CLASSIFICATION OF DATA</b>	
Unit V	APPROXIMATION AND ERRORS - Approximation Methods of Approximation, Errors in Statistics- Errors of Approximation, Measurement of Errors of Approximation, Computation with Rounded Numbers, Effect of Mathematical Operations on Errors, Biased and Unbiased Errors, Estimation of Biased and Unbiased Errors, Sampling and Non-sampling Errors	
Unit VI	COLLECTION OF DATA-PRIMARY SOURCES- Factors Affecting Choice of Data, Problems in Collecting Primary Data, Methods of Collecting Primary Data- Observation, Personal Interviewing, Through Local Reports and Correspondents, Questionnaire, Schedule, Choice of Method;	

Unit VII	COLLECTION OF DATA-SECONDARY SOURCES- Sources of Secondary Data- Published Sources, Unpublished Sources, Precautions in Using Secondary Data, Advantages and Disadvantages of Secondary Data
Unit VIII	CLASSIFICATION OF DATA- Meaning of Classification, Objectives of Classification, Methods of Classification- Classification According to Attributes, Classification According to Variables. Terms Relating to Frequency Distribution. Formation of a Frequency Distribution-Data Array, Steps in Constructing a Frequency Distribution, Guidelines for Steps in Constructing a Frequency Distribution, Guidelines for Selecting the Class Intervals.
<b>Block III</b>	<b>BLOCK-III PRESENTATION OF DATA</b>
Unit IX	TABULAR PRESENTATION- Meaning of Tabulation, Objectives of Tabulation, Distinction Between Classification and Tabulation, Kinds of Tables- Information or Classifying Tables, General Purpose or Reference Tables, Special Purpose or Summary Tables, Construction of a Statistical Table-Parts of a Statistical Tables, Requisites of a Good Statistical Table, Preparation of Statistical Tables
Unit X	DIAGRAMMATIC PRESENTATION- Importance of Visual Presentation of Data, Principles of Preparing Diagrams, Types of Diagrams, One Dimensional Diagrams- Simple Bar Diagrams, Multiple Bar Diagrams, Sub-Divided Bar Diagrams Percentage Sub-divided Rectangles, Squares and Circles, Pie Diagrams
Unit XI	GRAPHICAL PRESENTATIONS - Importance of Graphic Presentation, Principles of Preparing a Graph, Graphs of Time Series-Histograms Types of Histogram- One Dependent Variable Histogram, More than one Dependent Variable Histogram, Mixed Graph, Range Graph, Graphs of Frequency Distribution, Types of Frequency Distribution Graphs-Histogram Frequency Polygon, Frequency Curve, Ogive or Cumulative Frequency Graph
Unit XII	RATIOS, PERCENTAGES AND RATES- Meaning of Various Statistical Derivatives- Ratio, Percentage, Rate, Purpose of Statistical Derivatives, Types of Ratios, Computation of Ratios, Application of Ratios, Caution in the Use of Derivatives, Logarithms- Meaning of Logarithms, Finding the Log Value of a Number, Computation by Logarithms
<b>Block IV</b>	<b>MEASURES OF CENTRAL TENDENCY</b>
Unit XIII	CONCEPT OF CENTRAL TENDENCY AND MEAN- Concept of Central Tendency, Essentials of an Ideal Average, Objectives of Averages, Different Measures Computation of Arithmetic Mean-Ungrouped Data Grouped Data, Weighted Arithmetic Mean Computation of Weighted Arithmetic mean Comparison with Simple Arithmetic Mean, Uses of Weighted Arithmetic Mean, Properties of Arithmetic Mean, Merits and Limitations of Arithmetic Mean, Some Illustrations
Unit XIV	MEDIAN- What is Median? Computation of Median- Ungrouped Data, Grouped Data, Properties of Median, Merits and Limitations of median, Partition Values-Quartiles, Deciles, Percentiles, Graphic Determination of Median and Other Partition Values
Unit XV	MODE- What is Mode?, Computation of Mode- Ungrouped Date, Grouped Data, Smooth Data, Empirical Method, Graphical Determination of Mode, Merits and Limitations of Mode, Some Illustrations
Unit XVI	GEOMETRIC, HARMONIC AND MOVING AVERAGES- Geometric Mean-computation, Weighted Geometric Mean, Properties of Geometric Mean, Uses and Limitations, harmonic Mean- Computation, Weighted Harmonic Mean, Properties of Harmonic Mean, Uses and Limitations, Harmonic Mean Versus Arithmetic Mean,

	Moving Average- What is Moving Average?,
<b>BLOCK-V</b>	<b>MEASURES OF DISPERSION AND SKEWNESS</b>
Unit XVII	MEASURES OF DISPERSION-I- What is Dispersion?, Significance of Measuring Dispersion, Properties of a Good measure of Dispersion, Absolute and Relative Measures of Dispersion, Measures of Dispersion, Range, Quartile Deviation, Mean Deviation
Unit XVIII	MEASURES OF DISPERSION-II Standard Deviation- Meaning, Computation, Properties, Merits and Limitations, Coefficient of Variation, Some Illustrations, Lorenz Curve, Comparison of Measures Dispersion
Unit XIX	MEASURES OF SKEWNESS-I Meaning of Skewness, Positive and Negative Skewness, Difference between Dispersion and Skewness
Unit XX	MEASURES OF SKEWNESS-II- Tests of Skewness, Measures of Skewness, Properties of Normal Curve, Some Illustration
Suggested Text Book Readings: 1. Gupta, S.P. & Gupta, M.P., Business Statistics 2. Levin, R.I., Statistics for Management 3. Feud, J.E., Modern Elementary Statistics 4. Elhance, D.N., Fundamentals of Statistics 5. Gupta, C.B., Introduction of Statistical Methods	
This course can be opted as an elective by the students of following subjects: Any one	
Suggested equivalent online courses (MOOCs) for credit transfer: Any course offered in MOOCS/ Swayam Portal conducted by UGC, IIMS or IGNOU shall be considering for the credit transfer. The title of the course must be same as the one in which credit transfer is applied for.	
<b>Electronic media and other digital components in the curriculum:</b> <b>Choose any one or more than one:</b> (Electronic Media: Audio/Video Lectures, Online Counseling/Virtual Classes/E-Contents/e-SLM/OER/supplementary links for reference/Video Conferencing/Radio broadcast/Web Conferencing/ Other electronic and digital contents)	
Name of electronic media	Year of incorporation
Course prerequisites: <b>None</b>	
Programme: BBA	Year:2023
Semester: II	
Subject: Business Administration	
Course Code: BBA-108 N	Course Title: Macro Economics
Course Objectives: The objective of the course is to develop the concept of the national income and the other activities of the business.	
Course Outcomes: CO1 : Learners will be able to understand the concept of the National income. CO2 : Learners Will be able to explain the business cycle CO3 : Learners Will be able to explain the role of the economic institutions.	

Credits: 4		Type of Course: Core
Category of Course (Please mention category of course; It may have more than one option)		Awareness/ life skills / soft skills/ value-added / employability/ entrepreneurship/ skill development/ MOOCs or OER
Max. Marks: 100	Min. Passing Marks: 36	
<b>(Syllabi should be framed block wise/unit wise; No of blocks and units may change)</b>		
<b>Block 1</b>	<b>ECONOMIC TRENDS</b>	
Unit I	NATIONAL INCOME- Meaning, Concept and Importance of National Income, Methods of Measuring National Income, Limitations of in the Measurement of National Income of India, Suggestion for Improvement in the Measurement of National Income of India, Measurement of National Income in India, Reasons of Low National & Per Capita Income in India.	
Unit II	BUSINESS CYCLES- Definitions, Characteristics and Type of Business, Phases of Business Cycle, Theories of BusinessCycles, Measures to Control Business Cycles.	
Unit III	FUNCTIONS OF MONEY- Meaning, Definition and Evolution of Money, Functions of Money- Primary Functions, Secondary Functions, Contingent Function	
Unit IV	EXCHANGE RATE-Meaning and Types of Exchange Rate, Determination of Foreign Exchange Rate, Functions and Operations of Foreign Exchange Market	
<b>Block 2</b>	<b>ECONOMIC INSTITUTIONS</b>	
Unit V	CENTRAL BANK- Meaning of Bank, Commercial Bank and Central Bank, Functions of Central Bank, Distinctions between Central Bank and Commercial Bank.	
Unit VI	INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT- Introduction and Functions of IBRD, Organisation of IBRD, Lending Operations of the Bank, India and World Bank.	
Unit VII	INTERNATIONAL MONETRY FUND- Nature and Objectives of IMF, Organisation and Structure of IMF, Operations of the IMF, Gold Tranche, SDR, IMF and India.	
Unit VIII	CANONS AND CLASSIFICATION OF TAXATION- Objectives of Taxation, Canons of Principles of Taxation, Direct and Indirect Taxes, Difference between Direct Tax and Indirect Tax, Proportional, Progressive, Regressive and Digressive Taxes, Single Vs. Multiple Tax System	
<b>Block III</b>	<b>FINANCIAL ASPECTS</b>	
Unit IX	BREAK EVEN ANALYSIS- Meaning, Assumption and Limitations, Calculation of BEP, P/V Ration and Margin of Safety, Uses of Break-Even Analysis	
Unit X	COST OF CAPITAL- Meaning, Importance, Classification and Measurement of Cost of Capital, Average Cost of Capital.	
Unit XI	CAPITAL BUDGETING -Concept, Importance, Limitations, Scope, Process and Methods of Capital Budgeting.	
Unit XII	FISCAL POLICY - Meaning and Objectives of Fiscal Policy, Role of Fiscal Policy in Economic Development.	
<b>Block IV</b>	<b>QUANTITATIVE ASPECTS</b>	
Unit XIII	<b>LINIER PROGRAMMING-</b> Meaning and Characteristics of Linier Programming, Advantages and Limitations of Linier Programming, Uses and Applications of Linier Programming, Methods of Linier Programming.	
Unit XIV	PERT/CPM- Network Analysis, Network techniques, CPM- Meaning, Advantage and Limitations, PERT-Meaning, Steps, Advantages and Limitations, Difference between PERT and CPM.	

Unit XV	GAME THEORY- Meaning and Assumptions of Game Theory, Zero Sum Two Person Game, Mixed Strategies, Applications and Limitations of Game Theory.	
Unit XVI	DEFICIT FINANCING - Meaning of Deficit Financing, Meaning and Measurement of Revenue Deficit, Fiscal Deficit and Primary Deficit.	
<b>BLOCK-V</b>	<b>INTERNATIONAL ASPECTS</b>	
Unit XVII	INTERNATIONAL TRADE- Meaning and Importance of International Trade in Economic Development, Effects of Foreign Trade on Economic Development, Problems Faced by Developing Countries.	
Unit XVIII	BALANCE OF PAYMENT -Meaning and Features of Balance of Payment, Meaning and Types of Balance of Trade, Difference between BOP and BOT, Structure of BOP, Disequilibrium in BOP- Meaning, Causes and Effects	
Unit XIX	PUBLIC REVENUE- Meaning, Classification and Sources of Public Revenue	
Unit XX	PUBLIC EXPENDITURE - Meaning and Causes of Increase in Public Expenditure, Difference between Public and Private Expenditure, Canons of Public Expenditure, Classification of Public Expenditure, Effects of PublicExpenditure	
Suggested Text Book Readings: 1. Varsney & Maheshwari, Managerial Economics 2. Mote Paul & Gupta, Managerial Economics: Concepts & cases 3. D.N.Dwivedi, Managerial Economics 4. D.C.Huge, Managerial Economics 5. Peterson & Lewis, Managerial Economics		
This course can be opted as an elective by the students of following subjects: Any one		
Suggested equivalent online courses (MOOCs) for credit transfer: Any course offered in MOOCS/ Swayam Portal conducted by UGC, IIMS or IGNOU shall be considering for the credit transfer. The title of the course must be same as the one in which credit transfer is applied for.		
<b>Electronic media and other digital components in the curriculum:</b> <b>Choose any one or more than one:</b> (Electronic Media: Audio/Video Lectures, Online Counselling/Virtual Classes/E-Contents/e-SLM/OER/supplementary links for reference/Video Conferencing/Radio broadcast/Web Conferencing/ Other electronic and digital contents)		
Name of electronic media	Year of incorporation	
Course prerequisites: <b>None</b>		
Programme: BBA	Year: 2023	Semester: III
Subject: Business Administration		
Course Code: BBA-109 N	Course Title: Production & Operation Management	
Course Objectives: The objectives of the course are to provide the knowledge and understanding about the production process and activities of the production management.		
Course Outcomes: CO <sub>1</sub> : Understand ever growing importance of Production and Operations management in uncertain business environment. CO <sub>2</sub> : Gain an in-depth understanding resource utilization of an organization. CO <sub>3</sub> : Appreciate the unique challenges faced by firms in services and manufacturing. CO <sub>4</sub> : Understand applicability operations in various areas of business.		

CO <sub>5</sub> : Understand the subject as a crucial part of functional management.	
CO <sub>6</sub> : Develop skills to operate competitively in the current business scenario.	
Credits: 4	<b>Type of Course:</b> Core
Category of Course ( <b>Please mention category of course; It may have more than one option</b> )	<b>Awareness/ life skills / soft skills/ value-added / employability/ entrepreneurship/ skill development/ MOOCs or OER</b>
Max. Marks: 100	Min. Passing Marks: 36
<b>(Syllabi should be framed block wise/unit wise; No of blocks and units may change)</b>	
<b>Block 1</b>	<b>Basic Issues in Production Management:</b>
Unit I	Production and Operations Management: An Overview- Products and Services; The Product/Process Continuum; The Transformation Process; Production and Operations Management; Product Design; Process Design; Automation; The Production Manager; Production and Operations Management in India: Last 5 decades, Productive Use of Resources, Environmental Concerns of Operations, Social Concerns of Operations Management, Multidisciplinary Nature of Operations,
Unit II	Service Operations Management Services Scenario in India; Medical Tourism in India; Characteristics of Services; Classification of Services; Services Capacity; Yield Management; Designing Service Processes; Service Blueprinting; Service Quality; Measuring Service Quality using SERVQUAL; Quality Ratings in the Hotel Industry
Unit III	Project Management Introduction; Role of Project Management in Other Function Areas of Management; Network Diagrams; Critical Path Method; Programme Evaluation and Review; Technique; Limitations of CPM and PERT; Crashing of a Project; Resource Levelling; Microsoft Project
Unit IV	Total Quality Management (TQM) – TQM: A Historical Perspective, Quality Terminology, Understanding And Improving The Process, Employee Involvement and Empowerment, ISO 9000: The International Quality System Standard ISO 14000 and Related Policies.
<b>Block 2</b>	<b>Production Planning</b>
Unit V	Facility Location Planning- Introduction; Operations Strategies for Multiple Facilities; Factors Affecting Facility; Location Planning; Locating Foreign Operations Facilities; Factor and Location Ratings; Break-even Analysis for Facility Location Planning; Simple Median Model; The Centre of Gravity Method; Transportation Model using MS Excel XP; Ardalan Heuristic for Location Planning of Service Facilities
Unit VI	Facility Capacity and Layout Planning- Capacity and Layout Planning; Decision Tree Analysis in Facility Capacity Planning; Facility Layout Planning; The Assignments Model in Layout Planning; Load- Distance Analysis in Process Layouts; Closeness Rating
Unit VII	Capacity Planning- Aspect of Capacity Planning, Determination of Capacity Requirement, Capacity Planning For A Single-Stage System, Capacity Planning For A Multiple-Stage System, Evaluation of Alternative Plant Size, Traditional Economic Requirements For A Single Production Stage, Determination of The Stage Efficiency Sage E
Unit VIII	Aggregate Production Planning- Linkage between Long Term and Short Term Planning, The Purpose of Aggregate Planning, Steps In Aggregate Planning, Dimension of Production Capacity, Managerial Importance of Aggregate Planning

<b>Block III</b>	<b>Production and Forecasting Issues:</b>
Unit IX	Need and Importance of Forecasting- Concept of Forecast, Need of Forecast In Production/Operations Management, General Steps In The Forecast Process, Importance and Application of Forecast In Production/ Operations Management
Unit X	Qualitative Methods of Forecasting-I Judgment Forecasting, The Delphi Technique, Opinion-Capture Technique, The Operational Details, The Forecasting Delphi, The Decision-Analysis Delphi, Delphi As A Group Process, Guidelines For Conducting A Delphi Study, Guidelines For Selecting The Delphi Panelists, Advantages, Common Pitfalls of Delphi, Variants
Unit XI	Quantitative Methods of Forecasting-I Forecasting, Application to Different Functional Areas, Forecasting In Operations Management, Specific Forecasting Methods
Unit XII	Quantitative Methods of Forecasting-II Main Classes of Quantitative Models Time Series Models, Causal Models, Forecast Error, Selecting A Suitable Forecasting Method
<b>Block IV</b>	<b>Work Design and Time Management</b>
Unit XIII	Work System Design- Job Design, Job Design Techniques, Work Measurement, Work Measurement Techniques, Compensation
Unit XIV	Management Information for Production System- The Information-Oriented Costly and Corporate Activities, Need For The System, Cross Functions System and Operational Planning, Need of Production Management And Work Organization, Information Need For The Business Appraisal, Objectives of The Appraisal, Potential Benefits In Improving Management Information System, Information
Unit XV	Just-In-Time (JIT)- Stock Points In A Production- Distribution, Just-In-Time, Characteristics of Just-In-Time Systems, The Just-In-Time Manufacturing Philosophy, Prerequisite For JIT Manufacturing, Elements of Manufacturing, Eliminating Waste, Enforced Problem Solving and Continuous Improvements, Benefits of JIT Manufacturing, JIT Purchasing,
Unit XVI	Supply Chain Management Supply Chain Management, Logistics and Related Issues, case Related to Supply Chain Management
<b>BLOCK-V</b>	<b>Materials Management</b>
Unit XVII	<b>Issues in Materials Management-</b> The Concept of Materials, Importance of Materials, Need For Materials Management, Issues In Materials Management Materials Requirement Planning (MRP
Unit XVIII	Independent Demand Inventory Systems- Models with Uncertain Demand, Selective Control of Inventory, E.O.Q. Model of Inventory, ABC Analysis, other Models of Inventory Managements
Unit XIX	Dependent Demand Inventory Systems- What Is MRP? Material Requirement Planning (MRP), MRP Versus Order-Point Systems, Some Important Elements of MRP, Manufacturing Resource Planning (MRP II), MRP Implementation, Some Misconception about MRP, Comparison with JIT,
Unit XX	Scheduling– Situations Requiring Scheduling, Classifying Production Systems Scheduling Mass Production Systems, Scheduling Batch Production Systems, Scheduling Job shop Production Systems, General Principles of Scheduling
Suggested Text Book Readings:	

1. Production Management by Telsang Martand S Chand Publication	
This course can be opted as an elective by the students of following subjects: Any one	
Suggested equivalent online courses (MOOCs) for credit transfer: Any course offered in MOOCs/ Swayam Portal conducted by UGC, IIMS or IGNOU shall be considering for the credit transfer. The title of the course must be same as the one in which credit transfer is applied for.	
<b>Electronic media and other digital components in the curriculum:</b> <b>Choose any one or more than one:</b> (Electronic Media: Audio/Video Lectures, Online Counselling/Virtual Classes/E-Contents/e-SLM/OER/supplementary links for reference/Video Conferencing/Radio broadcast/Web Conferencing/ Other electronic and digital contents)	
Name of electronic media	Year of incorporation

Course prerequisites: <b>None</b>		
Programme: BBA	Year: 2023	Semester: III
Subject: Business Administration		
Course Code: BBA-110 N	Course Title: Entrepreneurship and small Business	
Course Objectives: The objective of the course is to develop the entrepreneurial capability in the learners.		
Course Outcomes: CO <sub>1</sub> : Become aware of entrepreneurship opportunities available in the society for the entrepreneur. CO <sub>2</sub> : Acquaint them with the challenges faced by the entrepreneur. CO <sub>3</sub> : Develop the motivation to enhance entrepreneurial competency.		
Credits: 4	<b>Type of Course:</b> Core	
Category of Course ( <b>Please mention category of course; It may have more than one option</b> )	<b>Awareness/ life skills / soft skills/ value-added / employability/ entrepreneurship/ skill development/ MOOCs or OER</b>	
Max. Marks: 100	Min. Passing Marks: 36	
<b>(Syllabi should be framed block wise/unit wise; No of blocks and units may change)</b>		
<b>Block 1</b>	<b>Basic Concepts</b>	
Unit I	Meaning, Definition and concept of Enterprise, Entrepreneurship and Entrepreneurship Development,	
Unit II	Evolution of Entrepreneurship, Theories of Entrepreneurship. Characteristics and Skills of Entrepreneurship,	
Unit III	Concepts of Entrepreneurship, Entrepreneur v/s Entrepreneur, Entrepreneur Vs. Entrepreneurship, Entrepreneur Vs. Manager,	
Unit IV	Role of Entrepreneurship in Economic Development, Factors affecting Entrepreneurship, Problems of Entrepreneurship	
<b>Block 2</b>	<b>Entrepreneurial Competency, Mobility and Motivation</b>	
Unit V	Meaning and Concept of Entrepreneurial Competency, Developing Entrepreneurial	



	Competencies, Entrepreneurial Culture,
Unit VI	Entrepreneurial Mobility, Factors affecting Entrepreneurial mobility, Types of Entrepreneurial Mobility.
Unit VII	Entrepreneurial Motivation: Meaning and concept of Motivation, Motivation theories,
Unit VIII	Entrepreneurship Development Program: Needs and Objectives of EDPs, Phases of EDPs, Evaluation of EDPs
<b>Block III</b>	<b>Role of Government and its Organization</b>
Unit IX	Role of Government in promoting Entrepreneurship, MSME Policy in India,
Unit X	Agencies for Policy Formulation and Implementation: District Industries Centres (DIC),
Unit XI	Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII),
Unit XII	Financial Support System: Forms of Financial support, Long term and Short term financial support, Sources of Financial support, Development Financial Institutions, Investment Institutions
<b>Block IV</b>	<b>Women Entrepreneurship</b>
Unit XIII	Women Entrepreneurship: Meaning, Characteristic features, Problems of Women Entrepreneurship in India, Developing Women Entrepreneurship in India,
Unit XIV	Concept of Social Enterprise and Social Entrepreneurship, Social Entrepreneurs, Sustainability Issues in Social Entrepreneurship, Rural Entrepreneurship, Family Business
Unit XV	Entrepreneurship, Concepts of Entrepreneurship Failure, Issues of Entrepreneurial failure, Fading of Entrepreneurial success among once leading corporate groups,
Unit XVI	Entrepreneurial Resurgence, Reasons of Entrepreneurial Failure, Essentials to Avoid Unsuccessful Entrepreneurship
<p><b>Suggested Text Book Readings:</b></p> <ol style="list-style-type: none"> <li>1. Entrepreneurship 10th Ed (Indian Edition) 2016 by Robert Hisrich Michael Peters Dean Shepherd, McGraw Hill</li> <li>2. Khanka, S.S.; Entrepreneurial Development; S. Chand and Co.</li> <li>3. Kumar, Arya; Entrepreneurship; Pearson Education.</li> <li>4. Desai, Vasant; Dynamics of Entrepreneurial Development and Management; Himalaya Publishing</li> <li>5. Blundel, R. and Lockett, N.; Exploring Entrepreneurship Practices and Perspectives; Oxford Publications.</li> </ol>	
<p>This course can be opted as an elective by the students of following subjects: Any one</p>	
<p>Suggested equivalent online courses (MOOCs) for credit transfer: Any course offered in MOOCs/ Swayam Portal conducted by UGC, IIMS or IGNOU shall be considering for the credit transfer. The title of the course must be same as the one in which credit transfer is applied for.</p>	
<p><b>Electronic media and other digital components in the curriculum:</b> <b>Choose any one or more than one:</b>(Electronic Media: Audio/Video Lectures, Online Counselling/Virtual Classes/E-Contents/e-SLM/OER/supplementary links for reference/Video Conferencing/Radio broadcast/Web Conferencing/ Other electronic and digital contents)</p>	
Name of electronic media	Year of incorporation

Programme: BBA		Year: 2023	Semester: III
Subject: Business Administration			
Course Code: BBA-111N		Course Title: Human Resource Management	
<p>Course Objectives: The course aims to provide basic knowledge to the students about the organization and management of a business enterprise.</p> <p>To acquaint a student with conventional as well as contemporary areas in the discipline of commerce.</p> <p>To enable a student well versed in national as well as international trends.</p>			
<p>Course Outcomes:</p> <p>After studying of this course, learners outcomes are:</p> <p>CO<sub>1</sub>: Understand the role of human resource management in organizations and the factors shaping that role.</p> <p>CO<sub>2</sub>: Understand key concepts and Principles from the Area of HRM.</p> <p>CO<sub>3</sub>: Apply key course concepts to actual HRM problems in organizations.</p> <p>CO<sub>4</sub>: Understand the financial impact of HRM activities on organizations.</p> <p>CO<sub>5</sub>: Understand the implications of increasing diversity and globalization for HRM process.</p>			
Credits: <b>04</b>		Type of Course: <b>Core</b>	
Max. Marks: <b>100</b>		Min. Passing Marks: <b>36</b>	
<b>BLOCK I</b>	<b>HUMAN RESOURCE MANAGEMENT</b>		
UNIT1	HUMAN RESOURCE MANAGEMENT		
UNIT2	HUMAN RESOURCE DEVELOPMENT		
UNIT 3	STRATEGIC HUMAN RESOURCE MANAGEMENT		
UNIT 4	INTERNATIONAL HUMAN RESOURCE MANAGEMENT		
<b>BLOCK II</b>	<b>HUMAN RESOURCE RECRUITMENT</b>		
UNIT 5	HUMAN RESOURCE PLANNING		
UNIT 6	HUMAN RESOURCE INFORMATION SYSTEM		
UNIT 7	RECRUITMENT AND SELECTION		
UNIT 8	PLACEMENT AND INDUCTION		
<b>BLOCK III</b>	<b>TRAINING AND DEVELOPMENT</b>		
UNIT 9	EXECUTIVE DEVELOPMENT PROGRAMME		
UNIT 10	MANAGEMENT DEVELOPMENT		
<b>BLOCK IV</b>	APPRAISAL SYSTEM		
UNIT 11	PERFORMANCE APPRAISAL		
UNIT 12	COMPENSATION ADMINISTRATION		
UNIT 13	INCENTIVES PAYMENT		
UNIT 14	POTENTIAL APPRAISAL		
<b>BLOCK III</b>	INDUSTRIAL RELATION		
UNIT 15	INDUSTRIAL RELATION		
UNIT 16	DISCIPLINE & GRIEVANCE CELL PROCEDURE		
<b>Suggested Readings:</b>			
Suggested Text Book Readings:			

Human Resource Management by L M Prasad  
 Human Resource Management by k Ashwathapa  
 Human Resource Management by Dr Gaurav Sankalp, Sahitya Bhawan Publication  
 Human Resource Management by Dr Gyan Prakash Yadav Swastik publication New Delhi  
**Suggested online courses (MOOCs)** Any course offered in MOOCs/ Swayam Portal conducted by UGC, IIMS or IGNOU shall be consider for the credit transfer. The title of the course must be same as the one in which credit transfer is applied for.

Course prerequisites: <b>None</b>		
Programme: BBA	Year: 2023	Semester: III
Subject: Business Administration		
Course Code: BBA-112 N	Course Title: Strategic Management	
Course Objectives: The objectives of the course are to develop competency into the learners about the formulation and implementation of the policy.		
Course Outcomes: CO <sub>1</sub> : Understand growing importance of strategies in uncertain business environment. CO <sub>2</sub> : Acquire an in-depth understanding of business Policy. CO <sub>3</sub> : Appreciate the unique challenges faced by firms in competitive environment. CO <sub>4</sub> : Understand applicability of various Business policies in varied situations. CO <sub>5</sub> : Understand the subject as a matter of general management. CO <sub>6</sub> : Develop skills to deal with ever changing business situations.		
Credits: 4	<b>Type of Course:</b> Core	
Category of Course ( <b>Please mention category of course; It may have more than one option</b> )	<b>Awareness/ life skills / soft skills/ value-added / employability/ entrepreneurship/ skill development/ MOOCs or OER</b>	
Max. Marks: 100	Min. Passing Marks: 36	
<b>(Syllabi should be framed block wise/unit wise; No of blocks and units may change)</b>		
<b>Block 1</b>		
Unit I	Business Strategy and Organizational Capability	
Unit II	Unit Global Environment of HR: Change & Diversity	
Unit III	Unit SHRM: Aligning HR with Corporate Strategy	
Unit IV	SHRM: Universalistic, Contingency and Configurationally Approaches	
<b>Block 2</b>		
Unit V	Strategic HR Planning Acquisition and Development	
Unit VI	Corporate Strategy and Career Systems	
Unit VII	Managing Employee Relations: Unions and Strategic Collective Bargaining	
Unit VIII	Unit 8 Change, Restructuring and SHRM	
<b>Block 3</b>		
Unit IX	Corporate Ethics, Values and SHRM	
Unit X	Competencies of HR Professional in a SHRM Scenario	
Unit XI	Evaluating the Effectiveness of SHRM	

Unit XII	Business Strategy and Organizational Capability
Unit XIII	Global Environment of HR: Change & Diversity
Suggested Text Book Readings:	
<ol style="list-style-type: none"> <li>1. Lawrence, R. Jauch and William F. Glueck; Strategic Management and Business Policy, - McGraw – Hill</li> <li>2. Wheelen &amp; Hunger, Concepts in Strategic Management and Business Policy, 12th edition, Pearson Education.</li> <li>3. Kazmi, Azhar, (2008), Strategic Management and Business Policy, 3rd Edition, McGraw Hill Education.</li> <li>4. R. Srinivasan, Strategic Management the Indian context, Prentice Hall of India</li> <li>5. L. M. Prasad – Strategic Management – Sultan Chand</li> </ol>	
This course can be opted as an elective by the students of following subjects: Any one	
Suggested equivalent online courses (MOOCs) for credit transfer: Any course offered in MOOCS/ Swayam Portal conducted by UGC, IIMS or IGNOU shall be considering for the credit transfer. The title of the course must be same as the one in which credit transfer is applied for.	
<b>Electronic media and other digital components in the curriculum:</b> <b>Choose any one or more than one:</b> (Electronic Media: Audio/Video Lectures, Online Counselling/Virtual Classes/E-Contents/e-SLM/OER/supplementary links for reference/Video Conferencing/Radio broadcast/Web Conferencing/ Other electronic and digital contents)	
Name of electronic media	Year of incorporation

Course prerequisites: <b>None</b>		
Programme: BBA	Year: 2023	Semester: IV
Subject: Business Administration		
Course Code: BBA-113 N	Course Title: Business Communication	
Course Objectives: The objectives of the course are to develop the communication skill in the learners for the better management.		
Course Outcomes: CO <sub>1</sub> : Understand communication process and barriers to communication. CO <sub>2</sub> Develop skills for Verbal and Non-verbal communication. CO <sub>3</sub> Acquire ability to give Effective Presentations. CO <sub>4</sub> Understand the basics of Internal as well as External communication. CO <sub>5</sub> Develop the art of facing Interviews. CO <sub>6</sub> Develop business and social etiquette.		
Credits: 4	Type of Course: Core	
Category of Course (Please mention category of course; It may have more than one option)	Awareness/ life skills / soft skills/ value-added / employability/ entrepreneurship/ skill development/ MOOCs or OER	
Max. Marks: 100	Min. Passing Marks: 36	

<b>(Syllabi should be framed block wise/unit wise; No of blocks and units may change)</b>	
<b>Block 1</b>	<b>Fundamentals of Communication</b>
Unit I	Communication- Meaning, Definition, Scope and Nature, Objectives, Purpose, Importance, Process and Elements of Communication,
Unit II	Communication Process: Models and Theories, Self- Development and Communication Development of Positive Personal Attitude.
Unit III	Theories of Communication, Principles of Characteristics of Communication, Essentials of Communication,
Unit IV	Perception in Communication, Self Confidence for Effective Communication.
<b>Block 2</b>	<b>Management Communication</b>
Unit V	Introduction - Need for Organisational Communication, Importance, Communication: A Management Tool, Principles for Effective Communication, Purpose of Organisational Communication, Causes for Poor Organisational Communication,
Unit VI	Types of Organisational Communication Relations, Cross Culture Communication,
Unit VII	Organisational Image, Impression Management, Motivation and Influencing, Communication Implications, Communication for Interpersonal Influence, Methods of Influencing Behaviour, Factors in Interpersonal Influence,
Unit VIII	Leadership Styles and Communication, Essentials of Effective Leadership Communication, Managing and Resolving Interpersonal Conflict
<b>Block III</b>	<b>Formal and Informal Communications</b>
Unit IX	Formal Communication- Introduction, Meaning, Nature, Characteristics, Downward Communication- Meaning, Nature, Purpose, Media, Problems or Limitations, Suggestions.
Unit X	Upward Communication- Meaning, Nature, Need, Media, Limitations, Importance, Horizontal Communication- Meaning, Nature , Objectives, Limitations, Importance, Communication Bridge.
Unit XI	Verbal Or Oral Communication, Written Communication, Diagonal Communication, Ways of Communication- One Way, Communication, Two Way Communication, Scalar or Three Phase Communication
Unit XII	Informal Communication- Meaning, Nature, Causes, Distinction between Formal and Informal Communication, Difference between Rumours and Informal Communication, Impact of Rumour, Controlling Rumour, Merits and Demerits of Informal Communication
<b>Block IV</b>	<b>Writing and Recent Trends</b>
Unit XIII	Report Writing- Meaning and Definition, Types, Patterns, Parts and Format of Reports, Essentials of a good Report.
Unit XIV	Letter Writing- Introduction, Types of Letters, Views on Letters and Letter Writing, Letter Parts, Letter Styles or Layout, Essentials of Good Letter Writing.
Unit XV	Recent Trends and Communication Technologies- Introduction, Assumptions, Communication Systems, Visual Communication, Kinds of Visual Aids, Advantages and Disadvantages of Visual Aids, Information Technology, Network Communication.
Suggested Text Book Readings: 1. Bapat & Davar, A Text book of Business Correspondence 2. Bhende D.S., Business Communication 3. David Berio, The Process of Communication 4. Gowd & Dixit, Advance Commercial Correspondence 5. Gurky J.M., A Reader in Human Communication	
This course can be opted as an elective by the students of following subjects: Any one	

Suggested equivalent online courses (MOOCs) for credit transfer: Any course offered in MOOCs/ Swayam Portal conducted by UGC, IIMS or IGNOU shall be considering for the credit transfer. The title of the course must be same as the one in which credit transfer is applied for.	
<b>Electronic media and other digital components in the curriculum:</b> <b>Choose any one or more than one:</b> (Electronic Media: Audio/Video Lectures, Online Counselling/Virtual Classes/E-Contents/e-SLM/OER/supplementary links for reference/Video Conferencing/Radio broadcast/Web Conferencing/ Other electronic and digital contents)	
Name of electronic media	Year of incorporation

Course prerequisites: <b>None</b>	
Programme: BBA	Year: 2023
Semester: IV	
Subject: Business Administration	
Course Code: BBA-114 N	Course Title: Organisational Behaviour
Course Objectives: The objective of the course is to make able to understand the behavior of the organization and ensure the harmony in the organization.	
Course Outcomes: CO <sub>1</sub> : Understand the role of human resource management in organizations and the factors shaping that role. CO <sub>2</sub> : Understand key concepts and Principles from the Area of HRM. CO <sub>3</sub> : Apply key course concepts to actual HRM problems in organizations. CO <sub>4</sub> : Understand the financial impact of HRM activities on organizations. CO <sub>5</sub> : Understand the implications of increasing diversity and globalization for HRM processes.	
Credits: 4	<b>Type of Course:</b> Core
Category of Course ( <b>Please mention category of course; It may have more than one option</b> )	<b>Awareness/ life skills / soft skills/ value-added / employability/ entrepreneurship/ skill development/ MOOCs or OER</b>
Max. Marks: 100	Min. Passing Marks: 36
<b>(Syllabi should be framed block wise/unit wise; No of blocks and units may change)</b>	
<b>Block 1</b>	<b>Basics of Organizational Behavior</b>
Unit I	<b>Nature of Organizational Behavior-</b> Definition, Nature, Significance of Organizational Behavior, Forces Affecting Organizational Behavior
Unit II	<b>Evolution of the Concept of Organizational Behavior-</b> Disciplines Contributing to Organizational Behavior, Classical Viewpoint of Human Organizational Behavior, Human Relations Approach, Behavior Science Approach
Unit III	<b>Model of Organizational Behavior-</b> Management's Assumptions about People, Model of Organizational Behavior, Relevance of OB Models, Management Challenges
Unit IV	<b>Recent trends in Organizational Behavior-</b> Globalization, Information Technology and OB, Changing Workforce ,Workplace Values and ethics
<b>Block 2</b>	<b>Basics of Individual Behavior</b>
Unit V	<b>Types of Individual Behavior-</b> The types of personality, Personality Traits, The Big Five Dimensions, Myers-Briggs Type Indicators
Unit VI	<b>Perception and Behavior-</b> The Perceptual Process , The role of environment, observer and object in perception, Errors in Perception, Perception and Behavior
Unit VII	<b>Learning and Behavior-</b> Learning in Organization, Classical Learning Theory, Social Learning Theory, Behavior Modification

Unit VIII	<b>Attitude and Behavior-</b> Concepts of Attitude, Components of Attitude, Attitude Formation, Significance of Attitude in Managing Behavior
<b>Block III</b>	<b>Motivations and Leadership</b>
Unit IX	<b>Motivation-</b> Concept of Motivation, Need Based Theories, Expectancy Theory, Goal Setting Theory
Unit X	<b>Motivation: Practical Application-</b> Application of needs based theories: Flexi benefits, Flexitime, Job Redesigning, Application of Expectancy Theory: Goal Alignment, Application of Goal Setting Theory: Management by Objectives
Unit XI	<b>Leadership</b> -Concept and Definition of Leadership, Styles of Leadership, Trait Theory, Behavioral Theories
Unit XII	<b>Leadership: Contingency Perspectives</b> - Path-Goal Theory, Hersey Blanchard Theory, Fiedler Theory, Transitional and Transformational Leadership
<b>Block IV</b>	<b>Group Dynamics and Culture</b>
Unit XIII	<b>Groups in Organizations</b> - Concept of Motivation, Group Membership, Group Structure and norms, Group Cohesiveness
Unit XIV	<b>Group Performance-</b> Conformity, deviance, Group Processes: Groupthink, GroupShift, Group Decision Making
Unit XV	<b>Transactional Analysis-</b> Transaction as a unit of social interaction, Three ego states: Parents, adult and child, Four life Positions
Unit XVI	<b>Organizational Culture</b> - Concept and Definition, Dimensions of Organizational Culture, Development of Organizational Culture, Managing culture, Strong vs Weak Culture
Suggested Text Book Readings:	
<ol style="list-style-type: none"> <li>1 Bennis, W.G., Organisation Development</li> <li>2. Breech Ishtar, Oragnaistion-The Framework of Management</li> <li>3. Dayal, Keith, Organisational Development</li> <li>4. Sharma, R.A., Organisational Theory and Behavior</li> <li>5. Prasad, L.M., Organisational Behavior</li> </ol>	
This course can be opted as an elective by the students of following subjects: Any one	
Suggested equivalent online courses (MOOCs) for credit transfer: Any course offered in MOOCs/ Swayam Portal conducted by UGC, IIMS or IGNOU shall be considering for the credit transfer. The title of the course must be same as the one in which credit transfer is applied for.	
<b>Electronic media and other digital components in the curriculum:</b> <b>Choose any one or more than one:</b> (Electronic Media: Audio/Video Lectures, Online Counselling/Virtual Classes/E-Contents/e-SLM/OER/supplementary links for reference/Video Conferencing/Radio broadcast/Web Conferencing/ Other electronic and digital contents)	
Name of electronic media	Year of incorporation

Course prerequisites: **None**

Programme: BBA	Year: 2023	Semester: IV
Subject: Business Administration		
Course Code: BBA-115 N	Course Title: Total Quality Management	
Course Objectives: The objectives of the course are to ensure the quality concerns and dimensions of product in the learners.		
Course Outcomes: CO <sub>1</sub> : Understand the quality concepts in various business sectors. CO <sub>2</sub> : Understand quality as a whole organizational affair rather than quality control only. CO <sub>3</sub> : Gain knowledge of various tools and techniques of quality management. CO <sub>4</sub> : Develop leadership quality for the benefit of organization. CO <sub>5</sub> : Understand quality issues of an organization		
Credits: 4	<b>Type of Course: Core</b>	
Category of Course ( <b>Please mention category of course; It may have more than one option</b> )	<b>Awareness/ life skills / soft skills/ value-added / employability/ entrepreneurship/ skill development/ MOOCs or OER</b>	
Max. Marks: 100	Min. Passing Marks: 36	
<b>(Syllabi should be framed block wise/unit wise; No of blocks and units may change)</b>		
<b>Block 1</b>	<b>INTRODUCTION TO QUALITY MANAGEMENT</b>	
Unit I	Definitions – TQM Framework, Benefits, Awareness and Obstacles	
Unit II	Quality – Vision, Mission and Policy Statements	
Unit III	Customer Focus – Customer Perception of Quality, Translating Needs into Requirements, Customer Retention	
Unit IV	Dimensions of Product and Service Quality, Cost of Quality	
<b>Block 2</b>	<b>Principles and Philosophies of Quality Management</b>	
Unit V	Overview of the Contributions of Deming, Juran Crosby, Taguchi techniques – introduction, Loss Function, Parameter and Tolerance Design, signal to noise ratio.	
Unit VI	Concepts of Quality circle, Japanese 5S principles and 8D methodology.	
Unit VII	Meaning and Significance of Statistical Process Control (SPC) – construction of Control Charts for Variables and Attributed.	
Unit VIII	Process capability – Meaning, Significance and Measurement, Six sigma, Concepts of Process Capability.	
<b>Block III</b>	<b>Statistical Process Control and Process Capability</b>	
Unit IX	Reliability Concepts – Definitions, Reliability in series and parallel, Product Life Characteristics Curve.	
Unit X	Total Productive Maintenance (TMP) – Relevance to TQM, Terotechnology. Business Process re-engineering (BPR) – Principles, Applications, Reengineering Process, Benefits and Limitations.	
Unit XI	Quality functions development (QFD) – Benefits, Voice of customer, information organization	
Unit XII	House of Quality (HOQ), Building a HOQ, QFD process	
<b>Block IV</b>	<b>Tools and Techniques for Quality Management</b>	
Unit XIII	Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation.	
Unit XIV	Seven old (statistical) tools. Seven new management tools. Bench marking and POKA YOKE.	



Suggested Text Book Readings:	
<ol style="list-style-type: none"> <li>1. The Quality Toolbox, Second Edition, by Nancy R. Tague.</li> <li>2. Juran's Quality Handbook, Sixth Edition, by Joseph M. Juran and Joseph A. De Feo</li> <li>3. Root Cause Analysis: The Core of Problem Solving and Corrective Action by Duke Okes</li> <li>4. Making Change Work by Brien Palmer ...</li> <li>5. The Essential Deming, edited by Joyce Nilsson Orsini PhD.</li> </ol>	
This course can be opted as an elective by the students of following subjects: Any one	
Suggested equivalent online courses (MOOCs) for credit transfer:	
<ol style="list-style-type: none"> <li>1. Any course offered in MOOCS/ Swayam Portal conducted by UGC, IIMS or IGNOU shall be considering for the credit transfer. The title of the course must be same as the one in which credit transfer is applied for.</li> </ol>	
<b>Electronic media and other digital components in the curriculum:</b> <b>Choose any one or more than one:</b> (Electronic Media: Audio/Video Lectures, Online Counselling/Virtual Classes/E-Contents/e-SLM/OER/supplementary links for reference/Video Conferencing/Radio broadcast/Web Conferencing/ Other electronic and digital contents)	
Name of electronic media	Year of incorporation

Course prerequisites: <b>None</b>		
Programme: BBA	Year: 2023	Semester: IV
Subject: Business Administration		
Course Code: BBA-116 N	Course Title: Financial Management	
Course Objectives: The objective of the course is to develop the skill of learners regarding the fund management and policies.		
Course Outcomes:		
CO <sub>1</sub> : Maximization of value of the firm.		
CO <sub>2</sub> : Determination of patterns of determining capital structure.		
CO <sub>3</sub> : Assessment of working capital needs of the firm.		
CO <sub>4</sub> : Focus on various decision of the firm like investment, financing and dividend.		
Credits: 4	<b>Type of Course:</b> Core	
Category of Course ( <b>Please mention category of course; It may have more than one option</b> )	<b>Awareness/ life skills / soft skills/ value-added / employability/ entrepreneurship/ skill development/ MOOCs or OER</b>	
Max. Marks: 100	Min. Passing Marks: 36	
<b>(Syllabi should be framed block wise/unit wise; No of blocks and units may change)</b>		
<b>Block 1</b>		
Unit I	<b>Business Finance</b> - Definition of Business finance and financial Management,	

	Functions, Importance and Limitations of Financial management, Profit V/S Wealth maximization Objective, Traditional and Modern Concepts of Finance Function, Scope of Finance Function
Unit II	<b>Finance Documents</b> - Nature and Relevant Accounting Concept of Balance sheet and Profit and Loss Account, Forms, Significance and Limitations of Balance sheet and Profit and loss Account, Distinctions between balance Sheet and Trial Balance.
Unit III	<b>Fund Flow Statement</b> - Concept, Characteristics, Preparation, Importance and Limitations of Funds Flow Statement, Distinction Between Funds Flow Statement and Balance Sheet
Unit IV	<b>Cash Flow Statement</b> - Introduction and Format as per AS-3 Significance and Limitations Distinctions Between Cash Flow Statement and Funds Flow Statement.
Unit V	<b>Time Value of Money</b> - Valuation Concept, Compound value Concept, Multiple Compounding Periods, Compounding Annuities, Present Value of Discounting Concept
<b>Block 2</b>	
Unit VI	<b>Ratio Analysis</b> - Meaning of Ratio and Ratio Analysis, Importance and Limitations of Ratio Analysis, Precautions in Using Ratios, Liquidity, Profitability, Capital Structure and Turn Over Ratios.
Unit VII	<b>Break Even Analysis</b> - Meaning, Assumption and Limitations, Calculation of BEP, P/V Ratio and Margin of Safety, Uses of Break-Even Analysis.
Unit VIII	<b>Dividend Policy</b> - Meaning and kinds of dividend, Factors Affecting Dividend Policy, Characteristics of Suitable Dividend Policy, Walter and Gordon Models, Modigliani and Miller Model.
Unit IX	<b>Cost of Capital</b> -Meaning, Importance, classification and Measurement of cost of Capital, Average Cost of Capital
Unit X	<b>Share, Debenture and Bonds</b> - Share-Meaning, Characteristics and Types, Difference between share and stock, advantages and Disadvantages of Equity and preference shares, Distinctions Between Equity and preference Shares, Debenture-Concept, Types, Advantages and Limitations, differences between share and Debenture, Causes of Low Popularity of Debentures in India, Concepts and Types of Bonds
Unit XI	Introductory- Traditional and Modern Concept of Working Capital, Determining Factors of Working Capital, Advantages of Adequate Working Capital, Sources of Working Capital.
Unit XII	Methods of Forecasting- Methods of Working Capital Forecasting- Operating Cycle Method, Forecasting of Current Assets and Liabilities Methods, Cash, Forecasting Method, Projected Balance Sheet Method, Profit and Loss Adjustment Method, Criteria of Efficiency of Working Capital Manager.
<b>Block III</b>	<b>Working Capital Management</b>
Unit XIII	Inventory Management- Objective and Techniques of inventory Management-EOQ, ABC Analysis, VED Analysis, Determinations of material Levels, Factor Determining the Investment Level in Inventory.
Unit XIV	Receivables Management- Introduction, Benefits and Cost of Receivables, Factor influencing the size of Receivables, Optimum Credit Policy, Functions of Receivables Management.
Unit XV	Cash Management- Nature of Cash, Motives for Holding Cash, Factors Determining Cash Balance, Managing Cash Flows, Methods of Cash Management,

Cash Budget.	
Suggested Text Book Readings: 1. Maheshwari S.N., Financial Management 2. Khan and Jain, Financial Management 3. Singh H.K., Business Finance	
This course can be opted as an elective by the students of following subjects: Any one	
Suggested equivalent online courses (MOOCs) for credit transfer: Any course offered in MOOCs/ Swayam Portal conducted by UGC, IIMS or IGNOU shall be considering for the credit transfer. The title of the course must be same as the one in which credit transfer is applied for.	
<b>Electronic media and other digital components in the curriculum:</b> <b>Choose any one or more than one:</b> (Electronic Media: Audio/Video Lectures, Online Counselling/Virtual Classes/E-Contents/e-SLM/OER/supplementary links for reference/Video Conferencing/Radio broadcast/Web Conferencing/ Other electronic and digital contents)	
Name of electronic media	Year of incorporation

Course prerequisites: <b>None</b>		
Programme: BBA	Year: 2023	Semester: V
Subject: Business Administration		
Course Code: BBA-117 N	Course Title: Operation Research	
Course Objectives: The objectives of the course are to making aware with the tools and techniques of maximum utilization of the resources.		
Course Outcomes: CO <sub>1</sub> : Maximization of profit of the firm. CO <sub>2</sub> : Determination of programme techniques. CO <sub>3</sub> : Assessment of inventory of the organisation. CO <sub>4</sub> : Focus on various games theories for the decision making.		
Credits:4	<b>Type of Course:</b> Core	
Category of Course ( <b>Please mention category of course; It may have more than one option</b> )	<b>Awareness/ life skills / soft skills/ value-added / employability/ entrepreneurship/ skill development/ MOOCs or OER</b>	
Max. Marks: 100	Min. Passing Marks: 36	
<b>(Syllabi should be framed block wise/unit wise; No of blocks and units may change)</b>		
<b>Block 1</b>	<b>Introduction To Operation Research</b>	
Unit I	Operation Research: An Overview	
Unit II	Review of Probability and Statistics	
<b>Block 2</b>	<b>Programming Techniques — Linear Programming And Applications</b>	
Unit III	Linear Programming– Graphical Method	
Unit IV	Linear Programming-Simplex Method	

Unit V	Transportation Problem
Unit VI	Assignment Problem
<b>Block III</b>	<b>PROGRAMMING TECHNIQUES — FURTHER APPLICATIONS</b>
Unit VII	Goal Programming
Unit VIII	Integer Programming
Unit IX	Dynamic Programming
Unit X	Non-Linear Programming
<b>Block IV</b>	<b>Inventory and Waiting Line Models</b>
Unit XI	Inventory Control – Deterministic Models
Unit XII	Inventory Control-Probabilistic Models
Unit XIII	Queuing Models
<b>Block V</b>	<b>Game Theory and Simulation</b>
Unit XIV	Corporative Situations: Game Theory
Unit XV	Simulation
Suggested Text Book Readings:	
<ol style="list-style-type: none"> <li>1. Operations Research – An introduction 6th Edition , Taha H.A., Hall of India</li> <li>2. Operations Research Techniques for Management 7th Edition, Kapoor V.K., Sultan Chand &amp; Sons</li> <li>3. Operations Research 9th Edition, Kantiswarup, Gupta P.K. &amp; Sultan Chand &amp; Sons Manmohan</li> <li>4. Operations Research 8th Edition, Sharma S.D., Kedarnath, Ramnath &amp; Company</li> </ol>	
This course can be opted as an elective by the students of following subjects: Any one	
Suggested equivalent online courses (MOOCs) for credit transfer: Any course offered in MOOCS/ Swayam Portal conducted by UGC, IIMS or IGNOU shall be considering for the credit transfer. The title of the course must be same as the one in which credit transfer is applied for.	
<b>Electronic media and other digital components in the curriculum:</b> <b>Choose any one or more than one:</b> (Electronic Media: Audio/Video Lectures, Online Counselling/Virtual Classes/E-Contents/e-SLM/OER/supplementary links for reference/Video Conferencing/Radio broadcast/Web Conferencing/ Other electronic and digital contents)	
Name of electronic media	Year of incorporation

Course prerequisites: <b>None</b>		
Programme: BBA	Year: 2023	Semester: V
Subject: Business Administration		
Course Code: BBA-118 N	Course Title: Labour Relations & Legislation	
Course Objectives: The objectives of the course are to make aware with different laws regarding smooth functioning of the organization and to prevent the mal practices in the organization.		
Course Outcomes: <ul style="list-style-type: none"> <li>• Knowledge of Industrial Relation framework</li> <li>• Competency to understand the importance of Employee Relation within the perspective of Industrial</li> <li>• Relation Knowledge about relevant Laws of HR management</li> <li>• Competency to interpreted and implement the Labour Laws within organization</li> </ul>		
Credits: 4	<b>Type of Course:</b> Core	
Category of Course ( <b>Please mention category of course; It may have more than one option</b> )	<b>Awareness/ life skills / soft skills/ value-added / employability/ entrepreneurship/ skill development/ MOOCs or OER</b>	
Max. Marks: 100	Min. Passing Marks: 36	
<b>(Syllabi should be framed block wise/unit wise; No of blocks and units may change)</b>		
<b>Block 1</b>	<b>INDUSTRIAL JURISPRUDENCE</b>	
Unit I	Industrial Jurisprudence: An Overview	
Unit II	Principles of Industrial Jurisprudence	
Unit III	Constitutional Aspects of Industrial Jurisprudence	
<b>Block 2</b>	<b>LAWS ON WORKING CONDITIONS</b>	
Unit IV	The Factories Act, 1948	
Unit V	The Mines Act, 1952	
Unit VI	The Shops and Establishments Law	
Unit VII	The Plantation Labour Act, 1951	
Unit VIII	The Contract Labour (Regulation and Abolition Act, 19100), The Child Labour (Prohibition and Regulation Act, 1986)	
<b>Block III</b>	<b>LAWS ON INDUSTRIAL RELATIONS</b>	
Unit IX	The Trade Union Act, 1926	
Unit X	The Industrial Disputes Act, 1947	
Unit XI	The Industrial Employment (Standing Orders) Act, 1946	
Unit XII	Domestic Enquiry	
<b>Block IV</b>	<b>LAWS ON WAGES</b>	
Unit XIII	The Minimum Wages Act	
Unit XIV	The Payment of Wages Act	
Suggested Text Book Readings: <ol style="list-style-type: none"> <li>1. Sreenivasan M.R - Industrial Relations &amp; Labor legislations.</li> <li>2. Aswathappa K - Human Resource and Personnel Management.</li> <li>3. Subba Rao P - Human Resource Management and Industrial Relations.</li> <li>4. Monoppa - Industrial Relations.</li> <li>5. S.C. Srivastava, Industrial Relation of Labour Laws.</li> </ol>		
This course can be opted as an elective by the students of following subjects: Any one		
Suggested equivalent online courses (MOOCs) for credit transfer:		

1. Any course offered in MOOCS/ Swayam Portal conducted by UGC, IIMS or IGNOU shall be considering for the credit transfer. The title of the course must be same as the one in which credit transfer is applied for.	
<b>Electronic media and other digital components in the curriculum:</b> <b>Choose any one or more than one:</b> (Electronic Media: Audio/Video Lectures, Online Counselling/Virtual Classes/E-Contents/e-SLM/OER/supplementary links for reference/Video Conferencing/Radio broadcast/Web Conferencing/ Other electronic and digital contents)	
Name of electronic media	Year of incorporation

Course prerequisites: <b>None</b>	
Programme: BBA	Year: 2023
Semester: V	
Subject: Business Administration	
Course Code: BBA-119 N	Course Title: Supply Chain Management
Course Objectives: The objective of this paper is to give the basic knowledge about the Supply Chain Management for goods and services	
Course Outcomes: CO1 : Learners will be able to understand the basics of the supply chain management CO2 : learners can plan about ERP and Inventory of the ogranisation CO3 :to make aware with the recent trends of the supply chain management.	
Credits: 4	<b>Type of Course:</b> Core
Category of Course ( <b>Please mention category of course; It may have more than one option</b> )	<b>Awareness/ life skills / soft skills/ value-added / employability/ entrepreneurship/ skill development/ MOOCs or OER</b>
Max. Marks: 100	Min. Passing Marks: 36
<b>(Syllabi should be framed block wise/unit wise; No of blocks and units may change)</b>	
<b>Block 1</b>	<b>Introduction and Evolution</b>
Unit I	The Basics of Supply Chain Management- Introduction, Definition of Supply Chain Management
Unit II	Evolution of the Concept of Supply Chain Management, Key Drivers of Supply Chain Management
Unit III	Typology of Supply Chains, Cycle View of Supply Chain, Problems in SCM and Suggested Solutions
<b>Block 2</b>	<b>Planning and ERP</b>
Unit IV	Planning Demand and Supply- Introduction, Supply Management
Unit V	Evolution of Enterprise Resource Planning, Concept of ERP in SCM, Quick Response and Accurate Response System in SCM
Unit VI	Use of Other Planning Strategies
<b>Block III</b>	<b>Inventory Management</b>

Unit VII	Procurement and Inventory Management- Introduction
Unit VIII	Supply Chain Operations: Procurement Cycle, Inventory Management, Inventory Costs, Types of Inventory Models
Unit IX	Inventory Control Systems, Tools of Inventory Management. Unit 10 ABC, VED, EOQ, Just In Time
Unit X	ABC, VED, EOQ, Just In Time
<b>Block IV</b>	<b>Supply Chain Management</b>
Unit XI	Supply Chain Benchmarking- Introduction, Understanding the Benchmarking Concept
Unit XII	Benchmarking Process, Benchmarking Procedure
<b>Block IV</b>	<b>Recent Trends</b>
Unit XIII	Recent Trends in Supply Chain Management-Introduction, New Developments in Supply Chain Management, Outsourcing Supply Chain Operations, Co-Maker ship,
Unit XIV	The Role of E-Commerce in Supply Chain Management, Green Supply Chain Management
Unit XV	Distribution Resource Planning, World Class Supply Chain Management
Suggested Text Book Readings: 1. Supply Chain Management by Michel H Hungo 2. Supply Chain Management by Sunil Chopra	
This course can be opted as an elective by the students of following subjects: Any one	
Suggested equivalent online courses (MOOCs) for credit transfer: Any course offered in MOOCS/ Swayam Portal conducted by UGC, IIMS or IGNOU shall be considering for the credit transfer. The title of the course must be same as the one in which credit transfer is applied for.	
<b>Electronic media and other digital components in the curriculum:</b> <b>Choose any one or more than one:</b> (Electronic Media: Audio/Video Lectures, Online Counseling/Virtual Classes/E-Contents/e-SLM/OER/supplementary links for reference/Video Conferencing/Radio broadcast/Web Conferencing/ Other electronic and digital contents)	
Name of electronic media	Year of incorporation

Course prerequisites: <b>None</b>		
Programme: BBA	Year: 2023	Semester: V
Subject: Business Administration		
Course Code: DCBBA-101	Course Title: Advertising	
Course Objectives: The objective of the programme is to develop the skill of the advertising in the learners and to promote the product.		
Course Outcomes:		

CO <sub>1</sub> : Develop the ability to recognize the quality of the products.	
CO <sub>2</sub> : Explore the product and product quality to the consumers and ensure the quantity of the product.	
CO <sub>3</sub> : Take the decision for right media to promote the product.	
CO <sub>4</sub> : Cost effective during the implementation decision making of the price	
Credits: 4	<b>Type of Course:</b> Elective(Core)
Category of Course ( <b>Please mention category of course; It may have more than one option</b> )	<b>Awareness/ life skills / soft skills/ value-added / employability/ entrepreneurship/ skill development/ MOOCs or OER</b>
Max. Marks: 100	Min. Passing Marks: 36
<b>(Syllabi should be framed block wise/unit wise; No of blocks and units may change)</b>	
<b>Block 1</b>	<b>General Understanding about Advertising,</b>
Unit I	Advertising - Nature, Scope & Classification, Concept Importance, Utility, Merits and Demerits
Unit II	Role of Advertising in Indian Economic and Social Development, Concept Importance, Utility, Merits and Demerits
Unit III	Ethics and truth in Indian Advertising, Significance and thinkers Contribution
<b>Block 2</b>	<b>Communication and Development</b>
Unit IV	Marketing Communication Programme, Concept, Importance, Utility, Merits and Demerits
Unit V	Advertising Planning: Objectives and Budget, Concept ,Importance, Utility, Merits and Demerits
Unit VI	Advertising Research as a Supporting tool, Concept, Importance, Utility, Merits and Demerits
Unit VII	Development of Concept, Selection of the Concept, Selection of the Advertising Message, Building an Advertising Copy, Factors Related with Copy Strategy, Concept Importance, Utility, Merits and Demerits
<b>Block III</b>	<b>Block III Advertising Media</b>
Unit VIII	Campaign Planning Process, Media Planning:- Target and Media Research, Media Objectives, Media Mix Selection and Scheduling and Budgeting.
Unit IX	Media Buying:- Media Tactics, Monitoring, Evaluation of Media Planning.
Unit X	Media Strategy:- Delivering on Objectives, Target Audience Strategies and Media Vehicle Selection, Allocation of Media Budget.
Unit XI	Advertising Effectiveness, Comparative Study with Different Promotion mix.
<b>Block IV</b>	<b>Advertising Agency</b>
Unit XII	Advertising Agency: Management and Survival Types, Concept Importance, Utility, Merits and Demerits
Unit XIII	Reorganizing Agency. Process significance and advantages
Suggested Text Book Readings:	
<ul style="list-style-type: none"> <li>• Advertising and Promotion George E. Beich &amp; Michael A. Belch. T.M.H.</li> <li>• Advertising Management, Concept and Cases Manendra Mohan, TMH</li> <li>• Advertising Management Rajeev Batra, PHI</li> </ul>	
This course can be opted as an elective by the students of following subjects: Any one	
Suggested equivalent online courses (MOOCs) for credit transfer:	
Any course offered in MOOCs/ Swayam Portal conducted by UGC, IIMS or IGNOU shall be	



considering for the credit transfer. The title of the course must be same as the one in which credit transfer is applied for.

**Electronic media and other digital components in the curriculum:**

**Choose any one or more than one:**(Electronic Media: Audio/Video Lectures, Online Counselling/Virtual Classes/E-Contents/e-SLM/OER/supplementary links for reference/Video Conferencing/Radio broadcast/Web Conferencing/ Other electronic and digital contents)

Name of electronic media	Year of incorporation
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Course prerequisites: <b>None</b>	
Programme: BBA	Year: 2023
Semester: V	
Subject: Business Administration	
Course Code: DCBBA- 102N	Course Title: Sales Management
Course Objectives: The objective of the course is to develop the capability of the sales in the learners.	
Course Outcomes: CO <sub>1</sub> : Understand functions of sales man within the range organization. CO <sub>2</sub> : Understand the selling concepts and theories within various sales situations. CO <sub>3</sub> : Identify and demonstrate the dynamic nature of environment in which sales decisions are taken for different sales strategies. CO <sub>4</sub> : Understand the various sales functions like Budgeting, sales quota, sales territories and sales forecasting.	
Credits: 4	<b>Type of Course:</b> Elective(Core)
Category of Course ( <b>Please mention category of course; It may have more than one option</b> )	<b>Awareness/ life skills / soft skills/ value-added / employability/ entrepreneurship/ skill development/ MOOCs or OER</b>
Max. Marks: 100	Min. Passing Marks: 36
<b>(Syllabi should be framed block wise/unit wise; No of blocks and units may change)</b>	
<b>Block 1</b>	<b>The Buying Process</b>
Unit I	Problem Recognition & Information Search Behaviour, Information Processing,
Unit II	Alternative Evaluation, Purchase Process & Post-purchase Behaviour
Unit III	Modelling Buyer Behaviour, Early Models, Howard Sheth Model
Unit IV	Recent Developments in Modelling Buyer Behaviour
<b>Block 2</b>	<b>Sales Management Functions</b>
Unit V	Introduction to Sales Management, Personal Selling Personal Selling
Unit VI	Sales Process, Computer Applications in Sales Management
Unit VII	Selling Skills, Communication Skills, Sales Presentation, Negotiation Skills
Unit VIII	Retail Communication : Sales Displays Sales Displays
<b>Block 3</b>	<b>Sales Force Management</b>
Unit IX	Job Analysis, Recruitment and Selection
Unit X	<b>Training the Sales Force</b>

Unit XI	Compensation and Motivation of Sales Force
Unit XII	Monitoring and Performance Evaluation
<b>Block 4</b>	<b>Planning and Control of The Sales Effort</b>
Unit XIII	Sales Planning
Unit XIV	Sales Organization
Unit XV	Sales Forecasting and Sales Quotas
Unit XVI	Sales Budgeting and Control
Suggested Text Book Readings: 1. Cundiff, Still, Govoni, Sales Management 2. Pradhan, Jakate, Mali, Salesmanship & Publicity 3. S.A. Chunawalla, Sales Management	
This course can be opted as an elective by the students of following subjects: Any one	
Suggested equivalent online courses (MOOCs) for credit transfer: Any course offered in MOOCs/ Swayam Portal conducted by UGC, IIMS or IGNOU shall be considering for the credit transfer. The title of the course must be same as the one in which credit transfer is applied for.	
<b>Electronic media and other digital components in the curriculum:</b> <b>Choose any one or more than one:</b> (Electronic Media: Audio/Video Lectures, Online Counselling/Virtual Classes/E-Contents/e-SLM/OER/supplementary links for reference/Video Conferencing/Radio broadcast/Web Conferencing/ Other electronic and digital contents)	
Name of electronic media	Year of incorporation

Course prerequisites: <b>None</b>		
Programme: BBA	Year: 2023	Semester: VI
Subject: Business Administration		
Course Code: BBA-120N	Course Title: Consumer Behaviour	
Course Objectives: The objective of this paper is to give the basic knowledge about the consumer behaviour		
Course Outcomes: CO1 : learners will be able to understand the concepts and issues of the consumer behavior Co2 : Learners will be able to understand the bying process of the organization CO3 : Identify the functions of the dales management. CO4 : Develop the competency of the sales force management.		
Credits: 4	Type of Course: Core	
Category of Course (Please mention category of course; It may have more than one option)	Awareness/ life skills / soft skills/ value-added / employability/ entrepreneurship/ skill development/ MOOCs or OER	
Max. Marks: 100	Min. Passing Marks: 36	

<b>(Syllabi should be framed block wise/unit wise; No of blocks and units may change)</b>	
<b>Block 1</b>	<b>CONSUMER BEHAVIOUR — ISSUES AND CONCEPTS</b>
Unit I	Consumer Behaviour – Nature, Consumer Scope and Application Behaviour
Unit II	Organisational Buying Behaviour
Unit III	Individual Influences On Buying Behaviour, Perceptions, Consumer Motivation and Involvement, Attitude and Attitude Change, Learning and Memory, Personality and Self-concept
Unit IV	Group Influences On Consumer Behaviour, Reference Group Influence & Group Dynamics, Family Buying Influences, Family Life-cycle and Buying Roles, Cultural and Sub-cultural influences
<b>Block 2</b>	<b>THE BUYING PROCESS</b>
Unit V	Problem Recognition & Information Search Behaviour, Information Processing,
Unit VI	Alternative Evaluation, Purchase Process & Post-purchase Behaviour
Unit VII	MODELLING BUYER BEHAVIOUR, Early Models, Howard Sheth Model,
Unit VIII	Recent Developments in Modelling Buyer Behaviour
<b>Block 3</b>	<b>SALES MANAGEMENT FUNCTIONS</b>
Unit IX	Introduction to Sales Management, Personal Selling Personal Selling
Unit X	Sales Process, Computer Applications in Sales Management
Unit XI	SELLING SKILLS, Communication Skills, Sales Presentation, Negotiation Skills
Unit XII	Retail Communication : Sales Displays Sales Displays
<b>Block 4</b>	<b>SALES FORCE MANAGEMENT</b>
Unit XIII	Job Analysis, Recruitment and Selection
Unit XIV	Training the Sales Force
Unit XV	Compensation and Motivation of Sales Force
Unit XVI	Monitoring and Performance Evaluation
Suggested Text Book Readings: 1. Suja. R. Nair, Consumer Behaviour in Indian Perspective 2. Schiffman & Kanuk, Consumer Behaviour 3. Louden & Bitta, Consumer Behaviour 4. Bennet & Kasarji, Consumer Behaviour	
This course can be opted as an elective by the students of following subjects: Any one	
Suggested equivalent online courses (MOOCs) for credit transfer: Any course offered in MOOCs/ Swayam Portal conducted by UGC, IIMS or IGNOU shall be considering for the credit transfer. The title of the course must be same as the one in which credit transfer is applied for.	
<b>Electronic media and other digital components in the curriculum:</b> <b>Choose any one or more than one:</b> (Electronic Media: Audio/Video Lectures, Online Counselling/Virtual Classes/E-Contents/e-SLM/OER/supplementary links for reference/Video Conferencing/Radio broadcast/Web Conferencing/ Other electronic and digital contents)	
Name of electronic media	Year of incorporation

Course prerequisites: <b>None</b>		
Programme: BBA	Year: 2023	Semester: VI
Subject: Business Administration		
Course Code: BBA-121N	Course Title: Research Methodology	
Course prerequisites: <b>None</b>		
Course Objectives:		
<ul style="list-style-type: none"> <li>• To acquaint a student with conventional as well as contemporary areas in the discipline of commerce.</li> <li>• To enable a student well versed in national as well as international trends.</li> <li>• To enhance the working culture of entrepreneurs by application of principles of management accounting.</li> <li>• Increasing profitability of the organization with the help of statistical methods.</li> <li>• To ensure the better financial position of organization by effective financial management.</li> <li>• To develop the understanding of futures affecting the business. For the efficient and effective understanding of principles and practice of management.</li> <li>• To find out the appropriate commercial activities with the help of effective communications and research methods.</li> <li>• To ensure the availability of goods and services by use of marketing management principles.</li> <li>• To correlation the managerial economics with labor economics and international economics.</li> <li>• To operate the enterprises and small business units by effective use of human resource management.</li> </ul>		
Course Outcomes:		
After studying of this course, learners outcomes are:		
CO <sub>1</sub> : Understand and use the concept of research methodology.		
CO <sub>2</sub> : Judge the reliability and validity of experiments and perform exploratory data analysis.		
CO <sub>3</sub> : Use parametric and non-parametric hypothesis tests (and interpreting their results).		
CO <sub>4</sub> : Use computer-intensive methods for data analysis.		
Credits: 4	<b>Type of Course:</b> Core/Elective (Core)	
Category of Course: Compulsory	Value addition/ Skill development	
Max. Marks: 100	Min. Passing Marks: 36	
<b>(Syllabi should be framed block wise/unit wise; No of blocks and units may change)</b>		
Block 1	Fundamentals of research testing	
Unit I	Introduction	
Unit II	Research problems	
Unit III	Research design	
Unit IV	Data collection	
Block 2	Sampling and scaling	
Unit V	Sampling	
Unit VI	Scaling	
Unit VII	Graphs and diagrams	
Unit VIII	Advanced techniques	
Block 3	Central tendency, probability and statistical tools	
Unit IX	Central tendency measures	
Unit X	Dispersion	
Unit XI	Correlation and regression	
Unit XII	Probability theory	
Block 4	Statistical test	

Unit XIII	Conceptual framework
Unit XIV	Anova and others
Unit XV	Z test and t test
Unit XVI	Uses of ict in research methodology
Suggested Text Book Readings: 1. Research Methodology by Francis ChalgumRese 2. Research Methodology by C.R Khothari 3. Research Methodology by S R Sharvel Kitab Mahal	
This course can be opted as an elective by the students of following subjects: Any one	
Suggested equivalent online courses (MOOCs) for credit transfer: Any course offered in MOOCS/ Swayam Portal conducted by UGC, IIMS or IGNOU shall be considering for the credit transfer. The title of the course must be same as the one in which credit transfer is applied for.	
Electronic media and other digital components in the curriculum: Choose any one or more than one: (Electronic Media: Audio/Video Lectures, Online Counselling/Virtual Classes/E-Contents/e-SLM/OER/supplementary links for reference/Video Conferencing/Radio broadcast/Web Conferencing/ Other electronic and digital contents) <a href="https://youtu.be/99fPNsAzZ9o">https://youtu.be/99fPNsAzZ9o</a>	
Name of electronic media: YouTube	Year of incorporation: 2019

Course prerequisites: <b>None</b>		
Programme: BBA	Year: 2023	Semester: VI
Subject: Business Administration		
Course Code: BBA-122 N	Course Title: Project with Viva – Voce	
Course Objectives: The objective of the course is to develop the personality of the learners and develop the ability to face the situations and making decision making effective.		
Course Outcomes: CO1: The learner’s personality will be more acceptable in the business world. CO2: The learners will be able to express them self in right and effective manner.		
Credits: 4	<b>Type of Course: Core</b>	
Category of Course ( <b>Please mention category of course; It may have more than one option</b> )	<b>Awareness/ life skills / soft skills/ value-added / employability/ entrepreneurship/ skill development/ MOOCs or OER</b>	
Max. Marks: 100	Min. Passing Marks: 36	
<b>(Syllabi should be framed block wise/unit wise; No of blocks and units may change)</b>		
Suggested Text Book Readings:		
This course can be opted as an elective by the students of following subjects: Any one		
Suggested equivalent online courses (MOOCs) for credit transfer: Any course offered in MOOCS/ Swayam Portal conducted by UGC, IIMS or IGNOU shall be		

considering for the credit transfer. The title of the course must be same as the one in which credit transfer is applied for.	
<b>Electronic media and other digital components in the curriculum:</b> <b>Choose any one or more than one:</b> (Electronic Media: Audio/Video Lectures, Online Counselling/Virtual Classes/E-Contents/e-SLM/OER/supplementary links for reference/Video Conferencing/Radio broadcast/Web Conferencing/ Other electronic and digital contents)	
Name of electronic media	Year of incorporation

Course prerequisites: <b>None</b>		
Programme: BBA	Year: 2023	Semester: VI
Subject: Business Administration		
Course Code: BBA-123N	Course Title: Business Ethics and Corporate Governance	
Course Objectives: The objective of the course is to develop the ethics and responsibility in the learners.		
Course Outcomes: CO <sub>1</sub> Integrate and apply contemporary Ethics & Governance issues in a business context. CO <sub>2</sub> Analyse and apply ethics to contemporary business practices. CO <sub>3</sub> Analyse key perspectives on corporate social responsibility and their application. CO <sub>4</sub> Evaluate different corporate ownership structures and their key governance features. CO <sub>5</sub> Analyse and apply corporate governance perspectives to contemporary business practices.		
Credits: 4	<b>Type of Course:</b> Core	
Category of Course ( <b>Please mention category of course; It may have more than one option</b> )	<b>Awareness/ life skills / soft skills/ value-added / employability/ entrepreneurship/ skill development/ MOOCs or OER</b>	
Max. Marks: 100	Min. Passing Marks: 36	
<b>(Syllabi should be framed block wise/unit wise; No of blocks and units may change)</b>		
<b>Block 1</b>	<b>AN OVERVIEW OF BUSINESS ETHICS</b>	
Unit I	Definition and Nature of Business ethics, Need and benefit of business ethics, History of the development of business ethics, Arguments for and against business ethics	
Unit II	Economic issues, Competitive issues, Legal and Regulatory Philanthropic issues	
Unit III	Framework for ethical decision making – Individual factors, organizational factors	
Unit IV	Corporate Governance — a dimension of ethical making,	
<b>Block 2</b>	<b>INDIVIDUAL &amp; ORGANISATIONAL FACTORS</b>	
Unit V	Moral philosophy — definition and different perspectives, Teleology and Deontology, The relativist perspective, Virtue ethics, Justice and Fairness, The of care, Integration of the various perspectives, Cognitive moral development, Moral reasoning,	
Unit VI	The role of Corporate Culture and Leadership, structure and business ethics,	
Unit VII	Interpersonal relationships in organization	
Unit VIII	The role of opportunity and conflict,	
<b>Block 3</b>	<b>External Context</b>	
Unit IX	Ecology: The dimensions of pollution and resource depletion, the ethics of control, the	

	ethics of conserving depletable resources.
Unit X	Consumers: -Markets and consumer Protection, The due care theory, the social costs view of duties,
Unit XI	Advertising Ethics, Consumer Privacy
<b>Block 4</b>	<b>INTERNAL CONTEXT</b>
Unit XII	Job discrimination — its nature and extent, Discrimination — utility, rights and justice, Affirmative action, Gender issues
Unit XIII	The employee’s obligation to the firm, Thee firms duties to the employees, The employee Rights
Unit XIV	Need for organizational ethics program, Code of Conduct Ethics training and communication, systems to Monitor and enforce ethical standards
Unit XV	The Ethics audit
Suggested Text Book Readings: 1. Kaur Tripat, Values & Ethics in Management, Galgotia Publishers. 2. Chakraborty S.K., Human values for Managers 3. McCarthy, F.J., Basic Marketing 4. Chakraborty S.K., Ethics in Management: A Vedantic Perspective, Oxford University Press.	
This course can be opted as an elective by the students of following subjects: Any one	
Suggested equivalent online courses (MOOCs) for credit transfer: Any course offered in MOOCS/ Swayam Portal conducted by UGC, IIMS or IGNOU shall be considering for the credit transfer. The title of the course must be same as the one in which credit transfer is applied for.	
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Name of electronic media	Year of incorporation

## APPENDIX-II

**Syllabus of ability enhancement courses (AEC) will be taken from related schools.**

## APPENDIX-III

### **Guidelines for Project and Viva Voce -**

Project is an integral component of the BBA programme. The project will be from any area related to the subject Importance has been given to the utility of an areas with respect to real life experience, development of experimental skills, and industrial applications. Project worth 8 credits will require full-time activity of the learner for a weak. During this time a student has to work for around 60 hours. Around 40 hours would be spent on observation and data collection work, calculations, preparations of records, viewing or listening to the video/audio programmes and the remaining time will be used for writing the project. The project will be of at least 30 pages having a case study of any topic related to the subject opted in the respective semester. The Viva voce will be based on the project report.

