

BBA 7th & 8th Semester Scheme & Syllabus.
mapped with MBA 1st & 2nd Semester, (CBUY)

7th Semester Total Credits-22

CourseType	CourseCode	Nomenclature of course	Theory (Th)/ Practical (P)	Credits		Contacthoursper week				Internal Assessment Marks	End Term Examination Marks	Total Marks	Examination hours	
				Subject wise	Total	L	T	P	Total					
CCA 7	25UN-BBA-701	Management Process and Organizational Behavior	Th	4	22		3	1	0	4	30	70	100	3
CCB 7	25UN-BBA-702	Managerial Economics	Th	4	22		3	1	0	4	30	70	100	3
CCC 7	25UN-BBA-703	Business Statistics and Operation Research	Th	4	22		3	1	0	4	30	70	100	3
CCM 7	25UN-BBA-704	Business Eco-System and Environment	Th	4	22		3	1	0	4	30	70	100	3
DEC-1	25 UN-BBA-DEC-701	Accounting for Manager	Th	4	22		3	1	0	4	30	70	100	3
VAC	25UN-BBA-VAC-7	Artificial Intelligence in Business	S	2	22		2	0	0	2	15	35	50	1.5

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8th Semester Total Credits-26

CourseType	CourseCode	Nomenclature of course	Theory (Th)/ Practical (P)	Credits		Contacthoursper week				Internal Assessment Marks	End Term Examination Marks	Total Marks	Examination hours	
				Subject Wise	Total	L	T	P	Total					
CCA 8	25UN-BBA-805	Business Research Methods	Th	4	26						30	70	100	3
CCB 8	25UN-BBA-806	Marketing Management	Th	4							30	70	100	3
CCC 8	25UN-BBA-807	Financial Management	Th	4							30	70	100	3
CCM 8	25UN-BBA-808	Human Resource Management	Th	4							30	70	100	3
CCM 8	25UN-BBA-809	Internship/ Minor Research Project Report	Th	4							50(Report Evaluation)	50(Viva -Voce)	100	0
DEC-2	25UN-BBA-DEC- 802	Production & Operation Management	Th	4							30	70	100	3
IKS	25UN-BBA-1	Human, Moral value, Constitutional	S	2							15	35	50	1.5

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Distribution of Internal Assessment						
Course Composition - Theory + Practical						
Course Credit		Theory			Practical	
Theory	Practical	Internal Assessment Marks	End- Term Exam Marks	Internal Assessment Marks	End- Term Exam Marks	Total Marks
1	1	10	20	5	15	50
2	1	15	35	5	15	70
3	1	20	50	10	20	100
2	2	15	35	15	35	100
0	4	-	-	30	70	100

Total Internal Assessment Marks(Theory)	Class Participation	Presentation/ Assignment/ Quiz/Class Test,etc.	Mid-TermExam
10	4	-	6
15	4	4	7
20	5	5	10
30	5	10	15

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Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	VII		
Name of the Course	Management Process and Organizational Behaviour		
Course Code	25UN-BBA-701		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CCA7		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	Course Outcome: At the end of the course students will be able to: CO1: Understand evolution and basic concepts of management. CO2: Understand the behavioral dynamics in an organizational setting CO3: Understand individual behaviour like personality, emotions, perception and learning and apply this knowledge in people management at workplace. CO4: Apply the understanding of group dynamics and its importance in organisational development		
	Theory	Tutorial	Total
Credits	4	0	4
Internal Assessment Marks	30	-	30
End Term Exam Marks	70	-	70
Exam Time	3 Hrs.	-	3 Hrs.
Part-B Contents of the Course			

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Instructions for Paper Setters

1. The examiner will set 9 questions in all covering the course learning outcomes (CLOs). Question No. 1 will be compulsory and comprise of seven parts of 2 marks each. Question Nos. 2 to 9 will carry 14 marks each, having two questions from each unit. About 40% questions should be numerical type if required by the subject.
2. Students are required to attempt 5 questions in all, selecting one question from each unit and the compulsory question.

Unit	Topics	Contact Hours
I	Management: Meaning, Nature, Significance; Evolution of Management Thought; Managerial Processes, Principles, Functions, Roles of Manager; Contemporary Management Issues and Challenges. Guidelines for Managerial Excellence in Contemporary Business Environment.	14
II	Planning (Strategies, Decision Making and MBO), Organizing (Organizational Design and Structure), Staffing (HR Functions), Directing (Leadership, Motivation and Communication) and Controlling (Control Measures).	14
III	Organisational Behaviour: Concept, nature, conceptual foundations, History of Organisational Behaviour, disciplines that contribute to the field of OB, Contemporary challenges & opportunities for OB. Understanding and Managing Individual Behavior: Personality; Perception, Emotions & Emotional Intelligence.	16
IV	Understanding and Managing Group Processes – Interpersonal and Group Dynamics; Power & Politics at Work, Organizational Culture; Learning Organizations and Organizational Learning.	16
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
	Class Participation	30
	Seminar/Presentations/Assignments/Quiz/Class test etc.	5
	Mid Term Exam	10
		15
Part-C Learning Resources		

**Recommended Books/E-Resources/LMS:
SUGGESTED READINGS: (Latest Edition)**

1. Robbins, S.P., Coulter, M., Fernandez, A. (2019). *Management*. Pearson Education India, New Delhi.
2. Wehrich, H., Cannice M. V., Koontz, H. (2019). *Management: A Global and Entrepreneurial Perspective*. McGraw Hill, New Delhi.
3. Jones, G.R., & George, J.M. (2021). *Contemporary Management*. McGraw Hill, New Delhi.
4. Daft, R.L. (2016). *The New Era of Management*. Cengage India, Noida.
5. Mullins, J.L. (2013). *Management and Organizational Behavior*. Pearson Education, New Delhi.
6. Stoner, J.A.F., Freeman, R.E., & Gilbert, D.R. (2018). *Management*. Pearson Education, New Delhi.
7. Koontz, H., & Wehrich, H. (2015). *Essentials of Management*. McGraw-Hill, New Delhi.

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Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	VII		
Name of the Course	Managerial Economics		
Course Code	25UN-BBA-702		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CCB 7		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	Course Outcome: At the end of the course students will be able to: CO1: To make students understand the nature of managerial decision making, demand, types of demand and demand elasticity CO2: To make students understand the concept of utility, consumer equilibrium and demand estimation and forecasting CO3: To make the students understand the production and Cost behavior of a firm. CO4: To helps the students analyze the firm's decision making in different situations arising from different market structures and competitive pressures, pricing decisions and assess the macro-economic variables impacting firm's decisions.		
Credits	Theory	Tutorial	Total
	4	0	4
Internal Assessment Marks	30	-	30
End Term Exam Marks	70	-	70
Exam Time	3 Hrs.	-	3 Hrs.
Part-B Contents of the Course			

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Instructions for Paper Setters

1. The examiner will set 9 questions in all covering the course learning outcomes (CLOs). Question No. 1 will be compulsory and comprise of seven parts of 2 marks each. Question Nos. 2 to 9 will carry 14 marks each, having two questions from each unit. About 40% questions should be numerical type if required by the subject.
2. Students are required to attempt 5 questions in all, selecting one question from each unit and the compulsory question.

Unit	Topics	Contact Hours
I	Nature and Scope of Managerial Economics. Marginal and Incremental analysis. Understanding demand and demand function: Law of demand, Elasticity of demand and its significance in Managerial decision-making	14
II	Consumer Equilibrium- Cardinal utility analysis; Law of diminishing marginal utility and equi-marginal utility. Indifference curve approach; Price, income and substitution effects; Essentials of demand estimation and forecasting.	14
III	Theory of Production: Production function, Law of diminishing returns, increasing returns, variable proportions and their applicability. Cost Analysis: Types of cost, short run and long run cost curves, economics and economies of scale.	16
IV	Market structures: Types of market structures and their features, Price and output determination under perfect competition, monopoly, monopolistic competition, and oligopoly. Pricing strategies and tactics. Inflation—types, measurement and control	16
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
	30	Theory 70
Class Participation	5	Written Examination
Seminar/Presentations/Assignments/Quiz/Class test etc.	10	
Mid Term Exam	15	

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Part-C Learning Resources

Recommended Books/E-Resources/LMS:

. SUGGESTED READINGS: (Latest Edition)

1. Ahuja, H.L. (2011). *Managerial Economics*. S. Chand & Company Pvt. Ltd.
2. Dwivedi, D.N. (2018). *Managerial Economics*. Vikas Publishing House, New Delhi.
3. Mehta, P.L. (2016). *Managerial Economics*. Sultan Chand & Sons, New Delhi.
4. Peterson, C.H., Lewis, W.C., & Jain, S.K. (2005). *Managerial Economics*. Pearson India, New Delhi.
5. Salvatore, D. (2014). *Managerial Economics in Global Economy*. Oxford Higher Education, New Delhi.

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Part-A Introduction			
Subject	Business Administration		
Semester	VII		
Name of the Course	Business Statistics and Operation Research		
Course Code	25UN-BBA-703		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CCC7		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	Course Outcome: At the end of the course students will be able to: CO1: Understand the measures of central tendency and dispersion. CO2: Understand the significance of sampling in the statistical data collection and applications in business decision-making. CO3: Understand the application of correlation and regression analysis in business decision-making. CO4: Understand the application of statistical tests for decision-making decisions.		
Credits	Theory 4	Tutorial 0	Total 4
Internal Assessment Marks	30	-	30
End Term Exam Marks	70	-	70
Exam Time	3 Hrs.	-	3 Hrs.
Part-B Contents of the Course			
Instructions for Paper Setters			
1. The examiner will set 9 questions in all covering the course learning outcomes (CLOs). Question No. 1 will be compulsory and comprise of seven parts of 2 marks each. Question Nos. 2 to 9 will carry 14 marks each, having two questions from each unit. About 40% questions should be numerical type if required by the subject.			

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2. Students are required to attempt 5 questions in all, selecting one question from each unit and the compulsory question.

Unit	Topics	Contact Hours
I	Statistics-Meaning, reasons for learning statistics, types of statistical methods; Sources of data - Primary data sources and secondary data sources; Classification, Tabulation and Presentation of Data. Measures of Central Tendency: Arithmetic Mean, Geometric Mean, Harmonic Mean, Median, Mode, Quartiles and Percentiles; Measures of Dispersion: Range, Mean Deviation, Standard Deviation and Variation.	14
II	Fundamentals of Probability: Definition, concepts, rules, probability tree diagram and Bayes' Theorem. Correlation Analysis: Concepts, Scatter Diagram, Coefficient of Correlation -Karl Pearson's and Spearman's Rank Correlation; Regression Analysis - Assumptions for regression models, regression lines and forecasting.	14
III	Operations Research: History, meaning, features, models, scope and applications in business organisations. Linear programming: Meaning, structure, scope and application areas. Linear programming: Formulation of industrial and business problem as linear programming problems and solution by graphical and simplex methods. Duality and sensitivity analysis in linear programming problems.	16
IV	Decision theory: Decision making under uncertainty and risk, posterior probabilities and Bayesian analysis, and decision trees. Theory of games: Games with pure strategies and mixed strategies. Rule of dominance and solution of games without saddle point. Simulation: Meaning, process, types, advantages, limitations and applications.	16
Total Contacts Hours		60
Suggested Evaluation Methods		
Internal Assessment		30
Class Participation	5	Theory 70
Seminar/Presentation/Assignment/Quiz/Class Test etc.	10	Written Examination
Mid Term Exam	15	
Part-C Learning Resources		

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**Recommended Books/E-Resources/LMS:
SUGGESTED READINGS: (Latest Edition)**

1. Elhance, D N., Elhance, V., & Aggarwal, B.M. (2017) *Fundamentals of Statistics*. Kitab Mahal.
2. Srivastava, T.N., & Rego, S. (2017). *Statistics for Management*. McGrawHill.
3. Gupta, S.C. (2018). *Fundamental of Statistics*. Himalaya Publishing House
4. Sharma, J.K. (2010). *Fundamentals Business Statistics*. Pearson Publication.
5. Levine, R. I., Rubin, D. S., Siddiqui, M. S., & Rastogi, S. (2017). *Statistics for Management*. Pearson Publication.
6. Gupta, S. P. (2021). *Statistical Methods*. Sultan Chand & Sons.
7. Anderson, D. R., Sweeney, D. J., Williams, T. A., Camm, J. D., & Martin, K. (2012). *An introduction to management science: Quantitative approaches to decision making*. Cengage Learning.
8. Balakrishnan, N., Render, B., Stair, R. M., & Munson, C. (2017). *Managerial decision modeling: Business analytics with spreadsheets*. De Gruyter.
9. Hillier, F. S., Lieberman, G. J., Nag, B., & Basu, P. (2017). *Introduction to operations research*. McGraw- Hill Education

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Part-A Introduction

Subject	Business Administration		
Semester	VII		
Name of the Course	Business Eco-System and Environment		
Course Code	25UN-BBA-705		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CCM7		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	Course Outcome: At the end of the course students will be able to: CO1: To make students understand various environmental factors Influencing Business. CO2: To make students comprehend Business Ecosystem. CO3: To make Students understand current dynamics and future outlook of Indian business environment. CO4: To make students assess how domestic and global policies are shaping up environment for business.		
Credits	Theory	Tutorial	Total
Internal Assessment Marks	4	0	4
End Term Exam Marks	30	-	30
Exam Time	70	-	70
Exam Time	3 Hrs.	-	3 Hrs.

Part-B Contents of the Course

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Instructions for Paper Setters

1. The examiner will set 9 questions in all covering the course learning outcomes (CLOs). Question No. 1 will be compulsory and comprise of seven parts of 2 marks each. Question Nos. 2 to 9 will carry 14 marks each, having two questions from each unit. About 40% questions should be numerical type if required by the subject.
2. Students are required to attempt 5 questions in all, selecting one question from each unit and the compulsory question.

Unit	Topics	Contact Hours
I	Business environment- Nature, Scope and Components. Global and Indian macro environmental forces influencing Indian business environment at this juncture. Entrepreneurship and start-up drive in India-Issues and challenges. Creation of Innovation culture for businesses in India. A brief overview of business regulations and facilitation in India	14
II	Current business fundamentals in India- Indian GDP-constituents and its growth rate at various stages with special emphasis on recent trends. Indian trade-direction and balance of trade since independence with special emphasis on recent trends. FDI inflows in India-prominent sectors and recent trends. Inflation-trends and impact on Indian business in recent times. Most dynamic Indian industries with a global showcasing.	14
III	Indian policy framework and Indian businesses -Industrialization phases since independence and a bird's eye-view of various industrial policies. Recent initiatives in industrialization like make in India and Atamanirbhar Bharat. Policy frame work for PSUs and small scale industries in India. Role of PSUs and small scale industries in India with recent policies towards them such as disinvestment. Fiscal and monetary policies. Indian trade policy and institutional infrastructure for export promotion in India.	16
IV	Global scenario and Indian business -Impact of recent global happenings such as wars, global economic scenario etc. on Indian business. WTO provisions and the impact on Indian business. Impact of other international organizations like IMF, IFC, Unido and world bank on Indian businesses. Regional economic groupings like BRICS, SAARC, EU and their influence on Indian business.	16
Suggested Evaluation Methods		

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Internal Assessment: 30		End Term Examination : 70	
Class Participation	5	Theory 70	
Seminar/Presentation/Assignment/Quiz/Class Test etc	10	Written Examination	
Mid Term Exam	15		
Part-C Learning Resources			
Recommended Books/E-Resources/LMS: : . SUGGESTED READINGS: (Latest Edition) Datt, G. , & Nag, B. (2024). <i>Datt & Sundharan's Indian Economy</i>. S. Chand. Puri, V.K., Mishra, S. K., & Garg, B. (2023). <i>Indian Economy</i>. Himalaya Publication. Economic Survey, The Government of India Publication. <i>The Indian Economic Journal</i>. Sage Publication. Economic Times, The Times Group. The Hindu Business Line, The Hindu Group.			

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Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	VII		
Name of the Course	Accounting for Managers		
Course Code	25UN-BBA-DEC-701		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	Course Outcome: At the end of the course students will be able to: CO1: Develop an insight of postulates, principles and techniques of accounting. CO2: Understand the steps involved in preparation and analysis of financial statements. CO3: Understand the concept of Marginal costing and Responsibility Accounting. CO4: Know the preparation of Budget applications.		
Credits	Theory	Tutorial	Total
Internal Assessment Marks	4	0	4
End Term Exam Marks	30	-	30
Exam Time	70	-	70
	3 Hrs.	-	3 Hrs.
Part-B Contents of the Course			
Instructions for Paper Setters			
1. The examiner will set 9 questions in all covering the course learning outcomes (CLOs). Question No. 1 will be compulsory and comprise of seven parts of 2 marks each. Question Nos. 2 to 9 will carry 14 marks each, having two questions from each unit. About 40% questions should be numerical type if required by the subject. 2. Students are required to attempt 5 questions in all, selecting one question from each unit and the compulsory question.			
Unit	Topics	Contact Hours	

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I	Accounting: meaning, branches, principles, concepts and conventions, accounting process; Accounting for Decision Making- A Managerial Perspective, Financial Accounting and Management Accounting, Accounting as an information system, Indian Accounting Standards	14
II	Financial statements: elements, preparation of financial statements; Financial Reporting: reporting practices, IFRS; Financial statement analysis: meaning, significance, and the analytical tools: Ratio analysis, Du Pont analysis, Cash flow analysis	14
III	Marginal costing: Cost Volume Profit and Break-even analysis, contribution margin, profit volume graph; Budgeting: conceptual framework, types of budget: Master budget, fixed and flexible budgets, Zero-base budgeting, and Performance budgeting	16
IV	Responsibility accounting and segmental analysis: meaning, types; Transfer pricing: objectives, transfer pricing methods; Contemporary issues in accounting: HR accounting and the Life Cycle Costing	16
Total Contact hours		60
Suggested Evaluation Methods		
Internal Assessment		End Term Examination: 70
Class Participation	5	Theory 70
Seminar/Presentation/Assignment/Quiz/Class Test etc.	10	Written Examination
Mid Term Exam	15	

Part-C Learning Resources

Recommended Books/E-Resources/LMS:

. SUGGESTED READINGS: (Latest Edition)

1. Anthony, R. N. ,Hawkins, D. F. ,& Merchant, K. A. (2006). *Accounting: Text and Cases*. McGraw Hill.
2. Albrecht, W.S., Stice, J.D., Stice, E.K., & Swain, M.R. (2010). *Accounting: Concepts and applications*. Cengage Learning.
3. Needles, B. E. ,& Powers, M. (2010). *Principles of Financial Accounting* . South Western Publication.
4. Garrison, R. H. ,& Noreen, E. W. (2007). *Managerial accounting*. Mc Graw Hill.
5. Anthony, R. N., Hawkins, D. F. , & Merchant, K.A. (2017). *Accounting: Text and Cases*. Mc Graw Hill.
6. Khan, M.Y. , & Jain, P.K. (2017). *Management Accounting: Text, Problems, and cases*. Mc Graw Hill.

Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	VII		
Name of the Course	Artificial Intelligence in Business		
Course Code	25UN-BBA-VAC-7		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	Course Outcome: At the end of the course students will be able to: C01: Understand basic AI concepts, tools, and technologies. C02: Identify business functions where AI can provide competitive advantage. C03: Analyze case studies on AI-driven business models and digital transformation. C04: Evaluate the challenges and risks involved in AI deployment. C05: Create AI strategy outlines for business use cases.		
	Theory	Tutorial	Total
Credits	2	0	2
Internal Assessment Marks	15	-	15
End Term Exam Marks	35	-	35
Exam Time	1.5 Hrs.	-	1.5 Hrs.
Part-B Contents of the Course			

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Instructions for Paper Setters

1. The examiner will set 5 questions in all covering the course learning outcomes (CLOs). Question No. 1 will be compulsory and comprise of seven parts of 1 marks each. Question Nos. 2 to 5 will carry 14 marks each, having one question from each unit. About 40% questions should be numerical type if required by the subject.

Unit	Topics	Contact Hours
I	Introduction to AI in Business (Hours: 2) What is AI? AI vs Automation, Overview of AI tools and platforms (ChatGPT, Power BI, Google AI), AI in Functional Areas of Business Customer segmentation, Chat bots, Recommendation systems, Predictive analytics for consumer behaviour. Credit risk modelling, Fraud detection, Robo-advisors, Talent acquisition (AI in resume screening), Employee engagement analytics, AI in logistics & route planning.	15
II	AI Strategy and Implementation: Building AI strategy for a business, Data requirements and data governance, Organizational readiness for AI adoption, Role of leadership and change management, AI Ethics, Risks & Regulation: Ethical concerns: Bias, transparency, accountability, Privacy and data protection (GDPR, Indian context), Regulatory trends in AI, Social impact of AI in the workplace.	15
Total Contact Hours		30
Suggested Evaluation Methods		
Internal Assessment		15
Class Participation	4	Theory
Seminar/Presentation/Assignment/Quiz/Class Test etc.	4	Written Examination
Mid Term Exam	7	
Part-C Learning Resources		


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**Recommended Books/E-Resources/LMS:
SUGGESTED READINGS: (Latest Edition)**

1. *Prediction Machines* by Ajay Agrawal, Joshua Gans, and Avi Goldfarb
2. *Human + Machine* by Paul R. Daugherty and H. James Wilson
3. Harvard Business Review articles on AI
4. Research papers and reports by McKinsey, Deloitte, and BCG on AI trends


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Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	VIII		
Name of the Course	Business Research Methods		
Course Code	25UN-BBA-805		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CCA8		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	Course Outcome: At the end of the course students will be able to: CO1: Appreciate the value of research as an empowering tool for business decision- making CO2: Formulate research problem and development in understanding of various major research designs. CO3: Determine various data sources and to design data collection tools. CO4: Enable familiarity with advanced analysis techniques with practical application in Software like SPSS.		
Credits	Theory	Tutorial	Total
	4	0	4
	Internal Assessment Marks		30
	End Term Exam Marks		70
	Exam Time	3 Hrs.	3 Hrs.
Part-B Contents of the Course			
Instructions for Paper Setters			
1. The examiner will set 9 questions in all covering the course learning outcomes (CLOs). Question No. 1 will be compulsory and comprise of several parts of 2 marks each. Question Nos. 2 to 9 will carry 14 marks each, having two questions from each unit. About 40% questions should be numerical type if required by the subject.			

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2. Students are required to attempt 5 questions in all, selecting one question from each unit and the compulsory question.

Unit	Topics	Contact Hours
I	Introduction to Research Methodology: Research-Meaning, Nature, and Types of research: Research Process. Research Applications in Business Decision, Formulation of the Research Problem and Development of the Research Hypothesis, Hypothesis testing Procedure.	14
II	Research Design- Meaning and Process of formulating a Research Design. Types of Research Design- Exploratory, Descriptive, Experimental, Diagnostic and Correlational research. Applications of these Research Design in business. Specifying data and Acquisition Methods. Data types and data sources-Primary and Secondary data and their types. Comparison between various data. Actualization Method.	14
III	Measurement and Scaling Fundamentals and types. Commonly used scales in business research. Reliability and validity of scales. Questionnaire designing using scaling. Sampling Design-Sampling techniques, Sample Size determinations, Sampling Errors and Control.	16
IV	Data Editing, Coding and Tabulation, SPSS: Meaning, Frequency Distribution and Cross-Tabulation using SPSS, Advance Techniques of Data Analysis through SPSS: Factor analysis, Cluster Analysis, Conjoint Analysis, Report Writing and Presentation of Results.	16
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment		End Term Examination:70
Class Participation		Theory 70
Seminar/Presentation/Assignment/Quiz/Class Test etc.		Written Examination
Mid Term Exam		

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Part-C Learning Resources

Recommended Books/E-Resources/LMS:

. SUGGESTED READINGS: (Latest Edition)

Malhotra, N.K., & Dash, S. (2019). *Marketing research: An applied orientation*. Pearson.

Chawla, D., & Sondhi, N. (2015). *Research methodology: Concepts and cases*. Vikas Publishing House.

Cooper, D., & Schindler, P. (2010). *Business research methods*. McGraw Hill Education.

Kothari, C.R. (2023). *Research methodology: Methods and techniques*. New Age International Publishers.

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Session 2024-2025		
Part-A Introduction		
Subject	Business Administration	
Semester	VIII	
Name of the Course	Marketing Management	
Course Code	25UN-BBA-806	
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CCB8	
Pre-requisite for the course (if any)	NIL	
Course Learning Outcomes (CLO)	Course Outcome: At the end of the course students will be able to: CO1: To make students understand the dynamics of a prominent functional area of marketing management, developments and new philosophy of marketing. CO2: To understand the significance of market research, insight of consumer behavior and to comprehend the issues and challenges involved in framing marketing strategies. CO3: To help the students derive how the companies get and get over their competitors through its marketing practices related to product, brand and pricing decisions. CO4: To get insights on promotion, distribution and the emerging trends in the field of marketing	
Credits	Theory	Tutorial
Internal Assessment Marks	4	0
End Term Exam Marks	30	-
Exam Time	70	-
	3 Hrs.	-
Part-B Contents of the Course		
	Total	Total
	4	4
	30	30
	70	70
	3 Hrs.	3 Hrs.

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Instructions for Paper Setters

- The examiner will set 9 questions in all covering the course learning outcomes (CLOs). Question No. 1 will be compulsory and comprise of seven parts of 2 marks each. Question Nos. 2 to 9 will carry 14 marks each, having two questions from each unit. About 40% questions should be numerical type if required by the subject.
- Students are required to attempt 5 questions in all, selecting one question from each unit and the compulsory question.

Unit	Topics	Contact Hours
I	Marketing: Evolution and Importance. Modern concept of marketing. Holistic Marketing, Ethics in marketing. Role of Information Technology in marketing, Marketing Environment	14
II	Marketing Mix and STP (Segmentation, Targeting and Positioning), Marketing Research: meaning, scope and techniques. Consumer Behaviour: meaning and importance, buying motives, buying process, factors influencing consumer behaviour.	14
III	Product and Brand decisions: concept, classification, product- line decisions, new product development process, product life cycle, brand names , packaging and labelling. Pricing Concepts: objectives, policies and procedures, factors affecting pricing, pricing strategy and product life cycle, price changes and organizational strategies, product line pricing	16
IV	Integrated Marketing Communication: Promotion- Mix; Advertising, sales promotion, public relations, personal selling and direct marketing. Channels of distributions: Concept, types and factors affecting channel selection. Recent developments in marketing.	16
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment		30
Class Participation		5
Seminar/Presentation/Assignment/Quiz/Class Test etc.		10
Mid Term Exam		15
End Term Examination:70		70
Written Examination		
Part-C Learning Resources		

Recommended Books/E-Resources/LMS:

. SUGGESTED READINGS: (Latest Edition)

- Kotler, P., & Keller, K.L. (latest ed.). *Marketing management*. Pearson Education.
- Ramaswamy, V.S., & Namakumari, S. (latest ed.). *Marketing management*. Sage Publications.
- Walker, B.J., Etzel, M.J., & Stanton, W.J. (latest ed.). *Marketing : Concepts and cases*, Tata McGraw-Hill Education.
- Saxena, R. (latest ed.). *Marketing management*. McGraw Hill Education India.


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Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	VIII		
Name of the Course	Financial Management		
Course Code	25UN-BBA-807		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CCCC8		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	Course Outcome: At the end of the course students will be able to: CO1: Familiarize with the principles and techniques of corporate finance. CO2: Develop and sharpen analytical abilities for financial decisions making using cost of capital and capital structure concepts. CO3: Extrapolate how companies make financial decisions by applying financial modelling techniques. CO4: Understand management of working capital and estimate the same for an organization.		
Credits	Theory	Tutorial	Total
Internal Assessment Marks	4	0	4
End Term Exam Marks	30	-	30
Exam Time	70	-	70
	3 Hrs.	-	3 Hrs.
Part-B Contents of the Course			

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Instructions for Paper Setters

- The examiner will set 9 questions in all covering the course learning outcomes (CLOs). Question No. 1 will be compulsory and comprise of seven parts of 2 marks each. Question Nos. 2 to 9 will carry 14 marks each, having two questions from each unit. About 40% questions should be numerical type if required by the subject.
- Students are required to attempt 5 questions in all, selecting one question from each unit and the compulsory question.

Unit	Topics	Contact Hours
I	Nature, Scope and objectives of Corporate Finance, Time value of money, Investment decisions: Importance, Difficulties in determining cash flows, Methods of capital budgeting and Risk analysis.	14
II	Cost of capital; Concept and importance, Computations of cost of various sources of finance; Weighted Average Cost of Capital. Capital Structure decisions; Theories of capital structure, Factors determining capital structure.	14
III	Internal Financing and Dividend Policy, Sources of Finance: Short term and Long term. Financial Modelling: Essentials and financial modelling framework.	16
IV	Management of working capital—Cash management, models of cash management, Receivables Management and Inventory Management. Financing of working capital.	16
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment	30	End Term Examination:70
Class Participation	5	Theory 70
Seminar/Presentation/Assignment/Quiz/Class Test etc.	10	Written Examination
Mid Term Exam	15	

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Part-C Learning Resources

Recommended Books/E-Resources/LMS:

SUGGESTED READINGS: (Latest Edition)

- Pandey, IM.: *Financial Management*, Vikas Publication House, Latest ed.
- Khan, M. Y. and Jam, P. K.: *Financial Management*, Mc Graw Hill, Latest ed.
- Chandra, *Financial Management* 9th edn. McGraw Hill Education.
- Hamton, John: *Financial Decision-Making*, Englewood Cliffs, New Jersey, Prentice Hall Inc., Latest ed.
- Winger, Bernard and Mohan, Nancy: *Principles of Financial Management*, New York, Macmillan Publishing Company, Latest ed.

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Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	VIII		
Name of the Course	Human Resource Management		
Course Code	25UN-BBA-808		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	CO1: Understand the evolution, fundamental concepts and functions of HRM in a dynamic business environment.		
	CO2: Understand the inter linkages among the pivotal functions concerning procurement of human resources viz. human resource policy, human resource planning, recruitment, selection, induction and socialization.		
	CO3: Get the knowledge of different aspects concerning work motivation, training and development, performance management and compensation management in an organization.		
	CO4: Gain knowledge of emerging HR issues concerning employee engagement, unions and their role in management of industrial relations and grievance management.		
Credits	Theory	Tutorial	Total
	4	0	4
	30	-	30
	70	-	70
	3 Hrs.	-	3 Hrs.
Part-B Contents of the Course			


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Instructions for Paper Setters

1. The examiner will set 9 questions in all covering the course learning outcomes (CLOs). Question No. 1 will be compulsory and comprise of seven parts of 2 marks each. Question Nos. 2 to 9 will carry 14 marks each, having two questions from each unit. About 40% questions should be numerical type if required by the subject.
2. Students are required to attempt 5 questions in all, selecting one question from each unit and the compulsory question.

Unit	Topics	Contact Hours
I	Human Resource Management-Concept, Scope and Functions of HRM; Evolution of HRM, HR Philosophy, HR Models HR Policies; HR Challenges in a changing business environment , HRIS	14
II	Job Design & Job Analysis; Recruitment, Selection and Retention of human resources; Placement, Induction and Socialization; Learning, Training and Development.	14
III	Appraising and Managing Performance, Potential Appraisal; Career Planning and Development; Succession Planning; Job Evaluation; Compensation Management, Rewards and Recognition Programs; Employee Separations Practices.	16
IV	Industrial Relations and Trade Unions; Industrial Dispute & Its Settlement, Grievance Management; Occupational Safety and Health and HR Ethics. Recent Trends in HRM: Employee Engagement; Social Media & HR; HR Analytics; Talent Management; Digital Transformations in HR; Artificial Intelligence & Machine Learning in HR.	16
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment		End Term Examination:70
Class Participation	5	Theory 70
Seminar/Presentation/Assignment/Quiz/Class Test etc.	10	Written Examination
Mid Term Exam	15	
Part-C Learning Resources		

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Recommended Books/E-Resources/LMS:

SUGGESTED READINGS: (Latest Edition)

- er, G., & Varakkey, B. (Latest ed). *Human Resource Management*. Pearson Education.
- athapa, K., & Dash, S. (Latest ed). *Human Resource Management: Text and Cases*. McGraw Hill.
- hi, S. (2017). *Human Resource Management*. Vikas Publishing House.
- strong, M., & Taylor, S. (Latest ed). *Handbook of HRM Practice*. Kogan Page.
- k, D., & Gowan, M. (Latest ed). *Human Resource Management*. Pearson Education.
- V. S. P. (Latest ed). *Human Resource Management*. Cengage Learning.
- ka, S. S. (Latest ed). *Human Resource Management: Text and Cases*. S. Chand Publishing.
- Gowan, M., & Lepak, D. (Latest ed). *Human Resource Management: Managing Employees for Competitive Advantage*. McGraw-Hill.
- S., & Morris, S. (Latest ed). *Managing Human Resources*. Cengage Learning.
- Noe, R. A., Hollenbeck, J. R., Gerhart, B., & Wright, P. M. (Latest ed). *Human Resource Management: Gaining a Competitive Advantage*. McGraw-Hill.

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Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	VIII		
Name of the Course	Production and Operations Management		
Course Code	25UN-BBA-DEC-802		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	CO1: Understand the production systems, facility location and facility location. CO2: Understand capacity planning, product planning and process planning etc. CO3: Understand the maintenance management and work study. CO4: Understand the inventory control techniques.		
Credits	Theory	Tutorial	Total
	4	0	4
Internal Assessment Marks	30	-	30
End Term Exam Marks	70	-	70
Exam Time	3 Hrs.	-	3 Hrs.
Part-B Contents of the Course			
Instructions for Paper Setters			
1. The examiner will set 9 questions in all covering the course learning outcomes (CLOs). Question No. 1 will be compulsory and comprise of seven parts of 2 marks each. Question Nos. 2 to 9 will carry 14 marks each, having two questions from each unit. About 40% questions should be numerical type if required by the subject. 2. Students are required to attempt 5 questions in all, selecting one question from each unit and the compulsory question.			
Unit	Topics	Contact	

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		Hours
I	Nature and Scope of Production and Operations Management; Types of production systems: Product, Job, Batch & Mass production systems; Facility Location- Importance, Factors in Location Analysis, Location Analysis Techniques. Facility Layout- Objectives, Advantages, Basic Types of Layouts.	14
II	Material Handling: Principles and Equipments; Line Balancing; Production Planning & Control (PPC)-Concepts, Objectives, Functions; Capacity Planning. Product Planning and Selection; Process Planning; Aggregate Planning and Master Production Scheduling.	14
III	Maintenance Management; Work Study: Method Study and Work Measurement. Material Management: An Overview of Material Management.	16
IV	Inventory Management - objectives, factors, process and inventory control techniques. Just-in Time (JIT); Purchase Management; Stores Management; Quality Assurance: Acceptance Sampling, Statistical Quality Control, Total Quality Management; ISO-9000.	16
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment		End Term Examination:70
Class Participation		Theory 70
Seminar/Presentation/Assignment/Quiz/Class Test etc.		Written Examination
Mid Term Exam		
Part-C Learning Resources		
Recommended Books/E-Resources/LMS: SUGGESTED READINGS: (Latest Edition) Chary, S.N: <i>Production and Operations Management</i> , New Delhi, Tata McGrawHill, 2 nd Edition. shwathapa: <i>Production and Operations Management</i> , Himalaya Publishing House. Panneerselvam: <i>Production and Operations Management</i> , 3 rd Edition, PHI hunawall & Patel: <i>Production and Operations Management</i> , Himalaya Publishing air: <i>Production and Operations Management</i> , TMH		

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Session 2024-2025				
Part-A Introduction				
Subject	Business Administration			
Semester	VIII			
Name of the Course	Constitutional, Human and Moral Values and IPR			
Course Code	25UN-BBA-801			
Pre-requisite for the course (if any)	NIL			
Course Learning Outcomes (CLO)	CO1: Learn the different Constitutional Values, Fundamental rights and duties enshrined in the India Constitution. CO2: Understand humanism, human virtues and values, and idea of International peace. CO3: Grasp the basic concepts of Moral Values and Professional Conduct which are required to become a part of the civil society and for developing professionalism. CO4: Understand concepts of Intellectual Property Rights, Copyright, Patent, Trademark etc. and about threats of Plagiarism.			
Credits	Theory		Tutorial	
	2		0	
	Internal Assessment Marks		15	
	End Term Exam Marks		35	
	Exam Time		1.5 Hrs.	
Part-B Contents of the Course				

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Instructions for Paper- Setter: The examiner will set 5 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 7 small questions covering entire syllabus. The examinee will be required to attempt 3 questions, selecting one question from each unit and the compulsory question. All questions will carry equal mark.

Unit	Topics	Contact Hours
I	Constitutional Values: Indian Constitution; Concept of Constitutional Morality; Patriotic Values and Ingredients Nation Building; Fundamental Rights and Duties ; Directive Principles of the State Policy. Humanistic Values: Humanism, Human Virtues and Civic Sense; Social Responsibilities of Human Beings; Ethical ways to deal with human aspirations	15
II	Moral Values and Professional Conduct Understanding Morality and Moral Values; Moral Education and Character Building; Ethics of Relations: Personal, Social and Professional; Professional Ethics. Intellectual Property Rights: Meaning, Origins and Nature of Intellectual Property Rights (IPRs); Different Kinds of IPRs – Copyright, Patent, Trademark, Trade Secret/Dress, Design, Basics of Plagiarism policy of UGC.	15
	Note: Scope of the syllabus shall be restricted to generic and introductory level of mentioned topics.	
Total Contact Hours		30

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Suggested Evaluation Methods			
Internal Assessment: 15		End Term Examination: 35	
Theory	15	Theory	35
Class Participation:	4	Written Examination	
Seminar/presentation/assignment/quiz/class test etc.:	4		
Mid-Term Exam:	7		
Part C-Learning Resources			
Recommended Books/e-resources/LMS:			
Ahuja, V K. (Latest ed). <i>Law relating to Intellectual Property Rights</i> , India, IN: Lexis Nexis. Bajpai, B. L., <i>Indian Ethos and Modern Management</i> , New Royal Book Co., Lucknow, Latest ed.			
Basu, D.D., <i>Introduction to the Constitution of India</i> (Students Edition) Prentice Hall of India Pvt. Ltd., New Delhi, 20th ed., Latest ed.			


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Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	VIII		
Name of the Course	Internship/ Minor Research Project		
Course Code	25UN-BBA-809		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	CO1: Get a feel of corporate world CO 2: Get corporate training CO3: Learn practical skills CO4: Make internship reports/Minor Research Project		
Credits	Theory	Tutorial	Total
	4	0	4
Internal Assessment Marks	50	-	30
End Term Exam Marks	50	-	70
Exam Time		-	

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