Chaudhary Bansi Lal University, Bhiwani

(A State University established under Haryana Act No. 25 of 2014)

Scheme of Examinations & Syllabi

of

Bachelor of Business Administration

(Scheme-D)

(w.e.f. 2024-25)

Undergraduate Programme
as per NEP 2020

Curriculum and Credit Framework for Undergraduate Programme
(Multiple Entry-Multiple Exit, Internship and Choice Based Credit System LOCF)
With effect from the session 2024-25 (in phased manner)

DEPARTMENT OF MANAGEMENT
Chaudhary Bansi Lal University, Bhiwani
HARYANA, INDIA

1. Background

The BBA program based on the National Education Policy (NEP) 2020 aims to provide students with a holistic and flexible approach to management education after completing the 10+2 level examination. This program emphasizes a multidisciplinary and inclusive approach to learning, allowing students to gain a comprehensive foundation in business management while exploring areas of specialization according to their interests and career goals.

The curriculum aligns with the principles of NEP 2020, offering students the opportunity to tailor their education through elective courses, internships, and interdisciplinary projects. By incorporating practical experiences such as live projects, field assignments, and simulations, the program fosters experiential learning and prepares students for real-world challenges.

Students will benefit from the program's focus on critical thinking, creativity, and problem-solving skills, which are crucial for success in the rapidly evolving business landscape.. Additionally, the BBA program promotes collaboration and communication skills through teamwork and peer interaction. This well-rounded education equips students to excel in various sectors, including industry, government, non-profit organizations, and civil services.

By nurturing the spirit of entrepreneurship and innovation, the BBA program helps students develop the qualities needed to become future leaders, wealth creators, and agents of positive change in society. Through a flexible and forward-thinking approach, the program prepares students for a successful management career while fostering lifelong learning and adaptability. At CBLU, the BBA program is recognized as one of the most demanding in the country, providing students with a global perspective on management through a unique approach to learning and peer interaction in a modular format. The program incorporates activities such as live projects, field assignments, and simulation games to enhance the learning experience. By engaging in fieldwork, project work, business internships, and team consulting assignments, students will achieve a well-rounded education and gain a comprehensive understanding of the modern business landscape.

2. Programme Learning Outcomes

On completing the BBA Programme, the students shall be able to realize the following programme learning outcomes: The BBA program is spread over 8 semesters, leading to a bachelor degree of Business Administration. It is an program specially designed for 10 + 2 students, who wish to develop managerial skills. The course is tailor made to suit the needs of industry and entrepreneurship. On completing BBA Programme, the students shall be able to realize the following specific outcomes:

PLO's	Description
PLO-1	Apply knowledge of management theories and practices to solve business problems.
PLO-2	Foster Analytical and critical thinking abilities for data-based decision making.
PLO-3	Ability to promote Sustainable and Value based business practices for enhancing leadership activities
PLO-4	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PLO-5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
PLO-6	Ability to Cultivate Technological Proficiency for Digital Transformation
PLO-7	Ability to Enhance Interpersonal and Communication Skills for Diverse Workplaces

3. The overall Course Learing Outcomes

CLO1	**Strategic Management Proficiency:** Students will demonstrate advanced skills in strategic planning, formulation, and implementation, integrating theoretical frameworks with practical applications to address complex business challenges and capitalize on emerging opportunities in dynamic market environments.
CLO2	**Innovation Leadership**: Students will develop the capability to lead innovation initiatives within organizations, applying creative problem-solving techniques, fostering a culture of innovation, and effectively managing resources to drive business growth, competitive advantage, and societal impact.

4. Qualification Descriptors

a. BBA Programme is a 4 year undergraduate + honours program offered by Chaudhary Bansi Lal University, Bhiwani. To pursue BBA after 12th Class.
b. **Eligibility:** Senior Secondary School Leaving Certificate or Higher Secondary (12th Grade) Certificate obtained after successful completion of Grade 12 or equivalent stage of education corresponding to Level-4.

5. Duration of the Programme

i. The duration of the UG programme is 4 years or 8 semesters. Students who desire to undergo a 3-year UG Programme will be allowed to exit after completion of the 3rd year.

ii. If a student wants to leave after the completion of the first or second year, the student will be given a UG Certificate or UG Diploma, respectively, provided they secure the prescribed number of credits for the completion of the said programme.

iii. Students who exit with a UG certificate or UG diploma are permitted to re-enter within three years and complete the degree programme.

iv. Students may be permitted to take a break from the study during the period of study but the total duration for completing the programme shall not exceed 7 years.

Abbreviations

AEC	Ability Enhancement Course	To be taken from the university pool
CC	Core Course	To be offered by the department
CC-H	Core course in Honours discipline	To be offered by the department
CC-HM	Core Course in Minor Subject of of Honours Program	To be offered by the department
DSE	Discipline Specific Elective Course	To be offered by the department
DSE-H	Discipline specific elective course in Honours	To be offered by the department
H	Honours	
M	Minor	To be taken from the university pool
MDC	Multi-Disciplinary Course	To be taken from the university pool
PC	Practicum Course	
PC-H	Practicum Course in Honours	
SEC	Skill Enhancement Course	To be taken from the university pool
V	Vocational	To be taken by the department
VAC	Value Added Course	University pool

UG Curriculum Framework (Interdisciplinary)- Scheme D For Bachelor of Business Administration

Sem	CCA	CCB	CCC	CCM/ Voc	MDC	AEC*	SEC*	VAC*	Toal Credits	Exit Option
I	CC-A1 4 credits **Principles of Management**	CC-B1 4 credits **Financial Accounting**	CC-C1 4 credits **Business** Organisation	CC-M1 2 credits **Business Mathematic s**	MDC-1 3credits **Corporate Social Responsibilty & Business Ethics**	AEC-1 2 credits	SEC-1 3 credits **Computer applications in Management**	VAC-1 2credits **From University Pool**	24	Under Graduate Certificate in discipline with 52 credits
II	CC-A2 4 credits **Entrepreneur ship development**	CC-B2 4 credits **Organisatio nal Behavior**	CC-C2 4 credits **Managerial Economics**	CC-M2 2 credits **Business Statistics**	MDC-2 3 credits **Fundamentals of Banking and Insurance**	AEC-2 2 credits	SEC-2 3 credits **Essentials of Corporate Communication**	VAC-2 2 credits **From University Pool**	24	
Internship of 4 credits of 4-6 weeks duration after 2nd semester										
III	CC-A3 4 credits **Marketing Management**	CC-B3 4 credits **Human Research Managemen t**	CC-C3 (4Cedits) **Financial Managemen t**	CC-M3 4 credits **Business Research Methods Disaster** Management	MDC-3 3credits **E-Business & Cyber security**	AEC-3 2 credits	SEC-3 3 credits **Business Etiquettes**	-	24	Under Graduate Diploma in Discipline with 96 credits
IV	CC-A4 4 credits **Sales Management**	CC-B4 4 credits **Managemen t Accounting**	CC-C4 4 credits **Business Laws**	CC-M4(V) 4 credits **Data Analysis with SPSS**	-	AEC-4 2 credits	-	VAC-3 2 credits **Business Ethics**	20	
Internship of 4 credits of 4-6 weeks duration after 4th semester										
V	CC-A5 4 credits	CC-B5 4 credit	CC-C5 4 credits	CC-M5(V) 4 credits	-	-	Internship 4 credits	-	20	Bachelor in Discipline with 132 credits
VI	CC-A6 4 credits	CC-B6 4 credits	CC-C6 4 credits	CC-M6 4 credits **CC-M7(V) 4 credits**	-	-	-	-	20	
Credi ts	Major 72	Minor 24	MDC 09		SEC 09	AEC 08	Internship 04	VAC 06	Total=132	

Four credits of internship, earned by a student during summer internship after II Sem or IV Sem, will be taken in account in fifth semester of a student who pursue Three Year UG program without taking Exit option.
*From university pool

Core Courses - Category A

Paper code	Core course	Semester	Subject	CREDIT
24UN-BBA-101	CCA1	I	Principles of Management	4
24UN-BBA-201	CCA2	II	Entrepreneurship Development	4
24UN-BBA-301	CCA3	III	Marketing Management	4
24UN-BBA-401	CCA4	IV	Sales Management	4
24UN-BBA-501	CCA5	V		4
24UN-BBA-601	CCA6	VI		4

Core Courses - Category B

Paper code	Core course	Semester	Subject	Credit
24UN-BBA-102	CCB1	I	Financial Accounting	4
24UN-BBA-202	CCB2	II	Organization Behaviour	4
24UN-BBA-302	CCB3	III	Human Resource Management	4
24UN-BBA-402	CCB4	IV	Management Accounting	4
24UN-BBA-502	CCB5	V		4
24UN-BBA-602	CCB6	VI		4

Core Courses - Category C

Paper code	Core course	Semester	Subject	Credit
24UN-BBA-103	CCC1	I	Business Oranisation	4
24UN-BBA-203	CCC2	II	Managerial Economics	4
24UN-BBA-303	CCC3	III	Financial Management	4
24UN-BBA-403	CCC4	IV	Business Laws	4
24UN-BBA-503	CCC5	V		4
24UN-BBA-603	CCC6	VI		4

Core Courses – Minor				
Paper code	**Core course minor/vocational**	**Semester**	**Subject**	Credit
24UN-BBA-104	CCM1	I	Business Mathematics	2
24UN-BBA-204	CCM2	II	Business Statistics	2
24UN-BBA-304 **24UN-BBA-305**	CCM3	III	BRM Disaster Management	4
24UN-BBA-404	CCM4 (V)	IV	Data Analysis with SPSS	4
24UN-BBA-504	CCM5 (V)	V		4
24UN-BBA-604	CCM6	VI		4
24UN-BBA-605	CCM7 (V)			4

Multidisciplinary Courses (MDC) offered by the department in university Pool		**Multi disciplinary courses**	**Semester**	**Subject**	Credits
	24UN-BBA-MDC101	**MDC 1**	I	Personal Finance	3
	24UN-BBA-MDC201	MDC 2	II	Introduction to Entrepreneurship Development	3
	24UN-BBA-MDC301	MDC 3	III	Fundamentals of Indian Capital Markets	3

Ability Enhancement Courses (AEC): Student will opt the course from pool provided by university.

Pool of Skill Enhancement Courses (SEC)		**Skill enhancement course**	**Semester**	**Subject**	Credits
	24UN-BBA-SEC101	**SEC 1**	I	Computer Applications in Mgt	3
	24UN-BBA-SEC201	SEC 2	II	Essentials of Corporate Communication	3
	24UN-BBA-SEC301	SEC 3	III	Business Etiquettes	3

Pool of Value Added Courses (VAC) offered by the Department		**Value Added Course**	**Semester**	**Subject**	Credits
		VAC 1	I	From University Pool	3
		VAC 2	II	From University Pool	3
	24UN-BBA-VAC401	VAC 3	IV	Business Ethics	3

Bachelor of Business Administration (Honours)

1st Semester | Total Credits-24

Paper Code	Type of Course	Nomenclature of Paper	Contact Hours			Credits			External Marks	Internal Assessment	Practical Marks	Total Marks	Exam Hours*
			Theory	Practical	Total	Theory	Practical	Total					
24UN-BBA-101	CCA 1	Principles of Management	4	0	4	4	0	4	70	30	-	100	3
24UN-BBA-102	CCB 1	Financial Accounting	4	0	4	4	0	4	70	30	-	100	3
24UN-BBA-103	CCC 1	Business Organization	4	0	4	4	0	4	70	30	-	100	3
24UN-BBA-104	CCM 1	Business Mathematics (From the pool of the minor courses for Semester I)	2	0	2	2	0	2	35	15	-	50	
24UN-COM-MDC101	MDC 1	Corporate Social Responsibility & Business Ethics(From the pool of MDC courses for Semester I)	3	0	3	3	0	3	50	20	-	70	
	AEC 1	(From the pool of Ability Enhancementcourses provided by the university)	2	0	2	2	0	2	35	15	-	50	
24UN-BBA-SEC101	SEC 1	Computer Applications in Mgt	2	2	4	2	1	3	35	15	15 (External) 05 (Internal)	70	
	VAC 1	(From the pool of Value-addedcourses for Semester I)	2	0	2	2	0	2	35	15	-	50	
Total			**24**	**0**	**24**	**24**	**0**	**24**	**415**	**175**	-	**590**	

***The exam hrs for the subjects shall be in accordance to the university exam norms and credits of the subjects**

POOL OF MINOR COURSES FOR SEMESTER I	Course	Course Code	Nomenclature of Minor Course
	CC-M1	24UN-BBA-104	Business Mathematics

2nd Semester **Total Credits-24**

Paper Code	Type of Course	Nomenclature of Paper	Contact Hours			Credits			External Marks	Internal Assessment	Practical Marks	Total Marks	Exam*
			Theory	Practical	Total	Theory	Practical	Total					Hours
24UN-BBA-201	CCA 2	Entrepreneurship Dev.	4	0	4	4	0	4	70	30	-	100	3
24UN-BBA-202	CCB 2	Organization Behaviour	4	0	4	4	0	4	70	30	-	100	3
24UN-BBA-203	CCC 2	Managerial Economics	4	0	4	4	0	4	70	30	-	100	3
24UN-BBA-204	CCM 2	Business Statistics (from pool of Minor courses for Semester II	2	0	2	2	0	2	35	15	-	50	3
24UN-COM - MDC201	MDC 2	Fundamentals of Banking and Insurance (from the discipline which is different from the discipline of business administration)	3	0	3	3	0	3	50	20	-	70	3
	AEC 2	(From pool of ability enhancement Courses provided by university)	2	0	2	2	0	2	35	15	-	50	
24UN-BBA-SEC201	SEC 2	Essentials of Corporate Communication/ (From pool of skill enhancement courses provided by university)	3	0	3	3	0	3	50	20	-	70	
	VAC 2	(From pool of value-added courses provided by university)	2	0	2	2	0	2	35	15	-	50	
Total			**24**	**0**	**24**	**24**	**0**	**24**	**415**	**175**		**590**	

POOL OF MINOR COURSES FOR SEMESTER II	Course	Course Code	Nomenclature of Minor Course
	CC-M2	24UN-BBA-204	Business Statistics

***Exit Option:** Any student opting for the exit option after the first year will get an **Undergraduate Certificate in Business Administration** provided he/she completes 48 Credits of first two semesters and additional 4 credits of summer training report (100 External Marks) based on summer training of 4-6 weeks undertaken in a business organization. Thus, he/she will be eligible to exit the course with the said 52 Credits. In addition, the summer internship report would be evaluated by external expert from panel approved by UGBOS of Department of Management, CBLU, BHIWANI. Furthermore, the credits of summer internship report would be included/mention in the **Undergraduate Certificate in Business Administration** as follow:

Curse Code	**Nomenclature of the course**	**Category**	**Internal Marks**	**External Marks**	**Practical/Viva-Voce Marks**	**Total Marks**	**Credits**
24UN-BBA-205	Summer Internship Report	Internship	-	-	100*-	100	**4**

*The summer internship report would be evaluated by external expert from panel approved UGBOS of Department of Management, by CBLU, BHIWANI.

3rd Semester **Total Credits-24**

Paper Code	Type of Course	Nomenclature of Paper	Contact Hours			Credits			External Marks	Internal Assessment	Practical Marks	Total Marks	Exam Hours
			Theory	Practical	Total	Theory	Practical	Total					
24UN-BBA-301	CCA 3	Marketing Management	4	0	4	4	0	4	70	30		100	3
24UN-BBA-302	CCB 3	Human Resource Management	4	0	4	4	0	4	70	30		100	3
24UN-BBA-303	CCC 3	Financial Management	4	0	4	4	0	4	70	30		100	3
24UN-BBA-304	CCM 3	Business Research Methods (from pool of Minor courses for Semester III)	4	0	4	4	0	4	70	30		100	3
24UN-COM-MDC301	MDC 3	E-Business & Cyber Security (From discipline which is different from the discipline of business administration)	3	0	3	3	0	3	50	20		70	3
	AEC 3	(From pool of ability enhancement Courses provided by university)	2	0	2	2	0	2	35	15		50	
24UN-BBA-SEC301	SEC 3	Business Etiquettes (offered in pool of skill enhancement courses provided by university)	3	0	3	3	0	3	50	20		70	
Total			**24**	**0**	**24**	**24**	**0**	**24**	**415**	**175**		**590**	

4th Semester **Total Credits: 20**

Paper Code	Type of Course	Nomenclature of Paper	Contact Hours			Credits			External Marks	Internal Assessment	Practical Marks	Total Marks	Exam
			Theory	Practical	Total	Theory	Practical	Total					Hours
24UN-BBA-401	CCA 4	Sales Management	4	0	4	4	0	4	70	30	-	100	3
24UN-BBA-402	CCB 4	Management Accounting	4	0	4	4	0	4	70	30	-	100	3
24UN-BBA-403	CCC 4	Business Law	4	0	4	4	0	4	70	30	-	100	3
24UN-BBA-404	CCM 4	Data Analysis with SPSS (From pool of Minor courses for Semester IV	2	4	6	2	2	4	35	15	35(E) 15(I)	100	3
	AEC 4	Each student will opt one course from pool of ability enhancement Courses provided by university	2	0	2	2	0	2	35	15	-	50	
24UN-BBA VAC401	VAC 4	Business Ethics (Offered to the university pool)	2	0	2	2	0	2	35	15	-	50	
Total			**20**	**0**	**22**	**20**	**0**	**20**	**330**	**120**	**50**	**500**	

POOL OF MINOR COURSES FOR SEMESTER III	Course	Course Code	Nomenclature of Minor Course
	CC-M3	24UN-BBA-304	Business Research Methods
	CC M3	24UN-BBA-305	Disaster Management

Note: Immediately after the completion of the fourth semester, the students shall have to undergo a Summer Internship of minimum 6weeks duration.The Summer Training Report will be prepared& submitted by the candidates in the manner as specified and shall be assessed in the fifth semester as a compulsory paper.

***Exit Option:** Any student opting for exit option after second year will get **Undergraduate Diploma in Business Administration** provided, he/she completes 96 credits of first four semesters and additional 4 credits of summer training report (100 external marks) based on summer training of 4-6 weeks in a business organization undertaken after completion of second year or fourth semester.

Thus, he/she will be eligible to exit the course with the said 96 Credits. In addition, the summer internship report would be evaluated by external expert from panel approved by UGBOS of Department of Management, CBLU, BHIWANI. Furthermore, the credits of summer internship report would be included/mention in the **Undergraduate Certificate in Business Administration** as follow:

Course code	**Nomenclature of the course**	**Category**	**Internal Marks**	**External Marks**	**Practical/Viva-Voce Marks**	**Total Marks**	**Credits**
24UN-BBA-405	Summer Internship Report	Internship	-	-	100*	100	**4**

I Semester

Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	I		
Name of the Course	PRINCIPLES OF MANAGEMENT		
Course Code	24UN-BBA-101		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CC-A1		
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 basic concepts of Management embedded in various management problems. **CO2:** Apply managerial concepts like organizing and leading elements of organizing. **CO3:** Understand the concept of corporate orientation towards social responsibility and managerial ethics. **CO4:** Understand basic concepts of motivation and leadership along with their practical implications. **CO5:** Understanding nature, purpose and process of controlling and apply controlling techniques.		
	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

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.
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 – nature and process of management, basic managerial roles and skills, nature of managerial work; approaches to management – classical, human relations and behavioural, systems and contingency approaches; contemporary issues and challenges.	14

II	Planning and decision making – concept, purpose and process of planning, kinds of plans, strategic planning, operational planning, goal setting, decision making – nature and process, behavioural aspects of decision making, forms of group decision making in organizations.	14
III	Organizing and leading elements of organizing – division of work, departmentalization, distribution of authority, coordination; organization structure and design; leadership – nature and significance, leadership styles, behavioural and situational approaches to leadership.	16
IV	Management control – nature, purpose and process of controlling, kinds of control system, prerequisites of effective control system, resistance to control, controlling techniques, social audit.	16
Suggested Evaluation Methods		
Internal Assessment: **Theory** Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam		**End Term Exam**
Part-C Learning Resources		

Recommended Books/E-Resources/LMS:

SUGGESTED READINGS: (Latest Edition)

1. Daft, Management, Thompson Learning, New Delhi.
2. Griffin, Ricky W, Management, Biztantra, New Delhi.
3. Rao, VSP, Management, Excel Books, New Delhi.
4. Robbins, S.P., Management, Pearson Education.
5. Stoner, Freeman and Gilbert, Jr. Management, Pearson Education, New Delhi.
6. Weihrich, Heinz and Harold Koontz, Management: A Global Perspective, TMH.

Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	I		
Name of the Course	Financial Accounting		
Course Code	24UN-BBA-102		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CC-B1		
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: 1. Develop an understanding of nature and importance of Financial Accounting. 2. Develop an understanding of various concepts of Accounting and their day to day use. 3. Develop and understand the nature and purpose of Financial Statements in relationship to decision making. 4. Develop the ability to use the fundamental Accounting Equation to analyze the effect of business transactions on an organization's accounting records and Financial Statements. 5. Develop the ability to understand concept of Hire purchase, lease and installment purchase.		
	Theory	**Tutorial**	**Total**
Credits	4	-	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 as required in 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	Meaning and scope of accounting, nature of financial accounting principles, basis of accounting; accounting process – Preparation of Journal, Preparation of Ledger including three columnar cash book, Preparation of Trial Balance and adjustment entries.	14
II	Depreciation accounting; preparation of final accounts (non-corporate entities) along with major adjustments.	14
III	Rectification of errors; accounts of non-profit organization, joint venture accounts.	16
IV	Hire purchase, lease and installment purchase system accounting; consignment accounts.	16
Suggested Evaluation Methods		
Internal Assessment: **Theory** Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam		**End Term Exam**
Part-C Learning Resources		

Recommended Books/E-Resources/LMS:

SUGGESTED READINGS:(Latest Edition)

1. Grewal T.S. and M.C. Shukla, Advanced Accounting Vol. I, S. Chand & Sons, New Delhi
2. Gupta R.L., Advanced Accounting Vol. I, S. Chand & Sons, New Delhi
3. Maheshwari S.N., Advanced Accounting Vol. I, Vikas Publications accounting
4. Monga, J.R., Financial Accounting, Margin Paper Bank, New Delhi

<table>
<tr><td colspan="4" align="center">Session 2024-2025</td></tr>
<tr><td colspan="4" align="center">Part-A Introduction</td></tr>
<tr><td>Subject</td><td colspan="3">Business Administration</td></tr>
<tr><td>Semester</td><td colspan="3">I</td></tr>
<tr><td>Name of the Course</td><td colspan="3">Business Organisation</td></tr>
<tr><td>Course Code</td><td colspan="3">24UN-BBA-103</td></tr>
<tr><td>Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC</td><td colspan="3">CC-C1</td></tr>
<tr><td>Pre-requisite for the course (if any)</td><td colspan="3">NIL</td></tr>
<tr><td>Course Learning Outcomes (CLO)</td><td colspan="3">Course Outcome: At the end of the course students will be able to:
CO1. Understand the basic concepts in commerce, trade and industry.
CO2. Understand modern business practices, forms, procedures and functioning of various business organizations.
CO3. Understand the recent trends and practices in business world.
CO4. Understand the Government support and Community efforts.</td></tr>
<tr><td rowspan="2">Credits</td><td>Theory</td><td>Tutorial</td><td>Total</td></tr>
<tr><td>4</td><td>0</td><td>4</td></tr>
<tr><td>Internal Assessment Marks</td><td>30</td><td>-</td><td>30</td></tr>
<tr><td>End Term Exam Marks</td><td>70</td><td>-</td><td>70</td></tr>
<tr><td>Exam Time</td><td>3 Hrs.</td><td>-</td><td>3 Hrs.</td></tr>
<tr><td colspan="4" align="center">Part-B Contents of the Course</td></tr>
<tr><td colspan="4">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 as per the requirement of the subject.
2. Students are required to attempt 5 questions in all, selecting one question from each unit and the compulsory question.</td></tr>
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Unit	Topics	Contact Hours
I	Business Organisation: Meaning and nature, Objectives; Evolution; Forms/Types of Business Organisations; Partnership: Characteristics, Registration, Partnership Deed, Rights, Duties and Liabilities, Dissolution of Partnership	14
II	Joint Stock Company-Concept, Characteristics, Types; Formation of Company; Multinational Companies; Conceptual Framework of Corporate Governance; One person Company	14

III	Co-operative and State Ownership: Forms/Types; Non- Profit Organizations; Trade Associations; Emergence of Indian MNCs & transnational corporations-Recent trends business world. Globalization & challenges for Indian Business in new millennium	16
IV	Setting up a New Enterprise Decisions in setting up an Enterprise – opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new unit, Relevant Government Policies - SEZ (Special Economic Zone) policy etc	16

Suggested Evaluation Methods

Internal Assessment:	End Term Exam
❑ **Theory** Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam	

Part-C Learning Resources

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

1. .R. Basu: *Business Organization and Management*; McGraw Hill.
2. P.C. Tulsian & Vishal Pandey: *Business Organization and Management*; Pearson.
3. Frank R. Mason: *Business Principles and Organization*; Forgotten Books.
4. S. A. Sherlekar: *Modern Business Organization*; Himalaya Publishing House.
5. Jallo: *Business Organization and Management*; Tata McGraw Hill.
6. Dr. V. Desai: *Organizing and Financing of Small Scale Industry*; Himalaya Publishing House.
7. Dr. C. B. Gupta: *Industrial Organization and Management*; Sultan Chand & Sons

Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	I		
Name of the Course	BUSINESS MATHEMATICS		
Course Code	24UN-BBA-104		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CC-M1		
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:** Apply the knowledge of Mathematics (Algebra, Matrices, Calculus, Optimization) in solving business problems. **CO2:** Demonstrate mathematical skills required in mathematically intensive areas in Commerce such as Finance and Economics. **CO3:** Understand the important role Mathematics plays in all facets of the business world. **CO4:** Understand the use of equations, formulae, and mathematical expressions and relationships in a variety of contexts. **CO5:** Demonstrate critical thinking, modelling, and problem-solving skills in a variety of contexts.		
	Theory	**Tutorial**	**Total**
Credits	2	0	2
Internal Assessment Marks	15	-	15
End Term Exam Marks	35	-	35
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 equal marks. Question Nos. 2 to 9 will carry equal marks, having two questions from each unit. About 40% questions should be numerical type as per the requirement of 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	Concept of present value and amount of a sum; Types of annuities; Present value and amount of an annuity; Continuous compounding; Valuation of simple loans and debentures.; Simple interest and compound interest	8
II	Matrices – Types, Properties, Addition, Multiplication, Transpose and Inverse of Matrix; Properties of Determinants, Solution of Simultaneous Linear Equations; Business Applications of Matrices.	8

III	Indices & Logarithms; Arithmetic and Geometric Progressions and Their Business Applications;Sum of First N Natural Numbers, Sum of Squares and Cubes of First N Natural Numbers.	7
IV	Permutations, Combinations and Binomial Theorem (Positive Index), Quadratic Equations; Differentiation and Integration of Standard Algebraic Functions; Differentiation and Integration	7
Suggested Evaluation Methods		
Internal Assessment: ❑ **Theory** Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam		**End Term Exam**
Part-C Learning Resources		

Recommended Books/E-Resources/LMS:

SUGGESTED READINGS: (Latest Edition)

1. Reddy, R.JayaPrakash, Y. Mallikarjuna Reddy, A Text Book of Business Mathematics, Ashish Publishing House, New Delhi.
2. Sancheti, D.C., A.M. Malhotra& V.K. Kapoor, Business Mathematics, Sultan Chand & Sons,New Delhi.
3. Zameerudin, Qazi, V.K. Khanna& S.K. Bhambri, Business Mathematics, Vikas PublishingHouse Pvt. Ltd, New Delhi.

Session 2024-2025			
Part-A Introduction			
Subject	Commerce (offered by Commerce Department)		
Semester	I		
Name of the Course	CORPORATE SOCIAL RESONSIBILITY & BUSINESS ETHICS		
Course Code	24UN-COM-MDC101		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	MDC1		
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 understand the Business Ethics and to provide best practices of business ethics. **CO2**: To learn the values and implement in their careers to become a good managers. **CO3**: To develop various corporate social Responsibilities and practice in their professional life **CO4**: To Imbibe the ethical issues in corporate governance and to adhere to the ethical codes		
Credits	**Theory**	**Tutorial**	**Total**
	3		3
Internal Assessment Marks	20	-	20
End Term Exam Marks	50	-	50
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 equal marks. Question Nos. 2 to 9 will carry equal marks, having two questions from each unit. About 40% questions should be numerical type as per the requirement of 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	Introduction: Values-Concept, types and formation of values, ethics, values and behaviour, Values of Indian Managers, Ethics, development of ethics, ethical decision making and decision making process, relevance of ethics and values in business. Management of Ethics: Management process and ethics, managerial performance, ethical issues	12
II	Corporate Responsibility & Consumer Protection: Corporate responsibility of business: employees, consumers and community, Corporate Governance, Code of Corporate Governance, Consumerism, unethical issues, in sales, marketing and technology.	11

III	Understanding Progress, Results & Managing Transforming: Progress and Results definition, functions of progress, transformation, need for transformation, process & challenges of transformaton. Understanding Success: Definitions of success, Principles for competitive success, prerequisites to create blue print for success. Successful stories of business gurus.	11
IV	Knowledge and Wisdom: Meaning of knowledge and wisdom, difference between knowledge and wisdom, knowledge worker versus wisdom worker, concept of knowledge management and wisdom management, wisdom based management.	11
Suggested Evaluation Methods		
Internal Assessment: ❑ **Theory** Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam		**End Term Exam**
Part-C Learning Resources		

Recommended Books/E-Resources/LMS:

SUGGESTED READINGS: (Latest Edition)

1. Kaur, Tripat, Values & Ethics in Management, Galgotia Publishers.
2. Chakraborty, S.K., Ethics in Management: A Vedantic Perspective, Oxford University Press.
3. LumdeNirbhay, Corporate Social Responsibility in India: A Practitioner's Perspective,Notion Press
4. Beal D. Brent, Corporate Social Responsibility, Sage Publication, Inc.

Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	I		
Name of the Course	COMPUTER APPLICATIONS IN MANAGEMENT		
Course Code	24UN-BBA-SEC 101		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	SEC1		
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:** Explain the basics of Computer Hardware and Software **CO2:** Demonstrate the role of IT in various fields and strategies **CO3:** Familiarize with the Use and Application of MS-Office. **CO4:** Demonstrate the concept of data warehousing and mining and approaches		
	Theory	**Practical**	**Total**
Credits	2	1	3
Internal Assessment Marks	15	5	20
End Term Exam Marks	35	15	50
Exam Time	3 Hrs.	2 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 equal marks. Question Nos. 2 to 9 will carry equal marks, having two questions from each unit. About 40% questions should be numerical type if it is requirement of 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	Computer organization: Introduction, components, classification, capabilities characteristics & limitations, Operating systems , Computer Languages& types; storage devices; application of computer in Business	12
II	Use of MS-Office: Basics of MS-Word, MS-Excel and MS-Power Point; Applications in documentation preparation and making reports; preparation of questionnaires, presentations, tables and graphs.	11
III	Internet: Internetworking, Concepts, Internet Protocol Addresses, WWW Pages & Browsing, Security, Internet Applications, Analog& Digital Signals, Bandwidth, Network Topology, Packet Transmission, Long Distance communication, Network Applications. E-mail.	11
IV	Introduction to database: Concept, characteristics, objectives, Advantage & limitations, entity, attribute, schema, subschema. Lab: Operating Systems	11

	Commands, Internet Surfing, MS-Office, MS-Word, MS-Excel, and MS-PowerPoint.	
Suggested Evaluation Methods		
Internal Assessment: **Theory** Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam **Practical**		**End Term Exam**
Part-C Learning Resources		
Recommended Books/E-Resources/LMS: **SUGGESTED READINGS: (Latest Edition)** 1. Commerce, Computer networks and Internet, Pearson Education. 2. June Jamrich Parsons, Computer Concepts Thomson Learning, Bombay. 3. Leon & Leon Introduction to Computers, Vikas publishing House, New Delhi. 4. White, Data Communications & Computers Network, Thomson Learning Bombay		

Semester II

Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	II		
Name of the Course	ENTREPRENEURSHIP DEVELOPMENT		
Course Code	24UN-BBA-201		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CCA2		
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:** Demonstrate an understanding of basic concepts of entrepreneurship. **CO2:** Exhibit practical knowledge required for being an entrepreneur. **CO3:** Link entrepreneurship to Economy. **CO4:** Understand and apply the process of entrepreneurship. **CO5:** Distinguish the pros and cons of various government schemes with reference to aparticular business venture. **CO6:** Prepare a business plan that can be submitted to investor/lender. **CO7:** Appraise a business project. **CO8:** Start a small business venture in India.		
	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

Instructions for Paper Setters

1. The examiner will se9 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 it is requirement of 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	Basics of Entrepreneurship: Entrepreneurship: Introduction, functions, need and importance, Who is an Entrepreneur, Competencies and characteristics, Role of Creativity and Innovation in Entrepreneurship.	14

II	Preparing a Business Plan: Meaning and Objectives of a Business Plan, Advantages and cost of preparinga Business Plan, Elements, and Critical Assessment	14
III	Financing the New Venture: Importance of new venture financing, types of ownership securities, venture capital, types of debt securities, determining ideal debt-equity mix, and financial institutions and banks.	16
IV	Entrepreneurial Challenges: Barriers to Entrepreneurship, Challenges faced by entrepreneurs. Cases and Interaction with Entrepreneurs: Case Study of Successful Entrepreneurs in India Interaction with Entrepreneurs (Firsthand Experience)	16

Suggested Evaluation Methods

Internal Assessment:	**End Term Exam**
Theory Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam	

Part-C Learning Resources

Recommended Books/E-Resources/LMS:

SUGGESTED READINGS: (Latest Edition)

1. Brace R., and R., Duane Ireland, Entrepreneurship, Pearson Prentice Hall.
2. Charantimath, Poornima, Entrepreneurship Development and Small Business Enterprises,Pearson Education, New Delhi.
3. Desai Vasant, Management of Small Scale Industries, Himalaya Publishing House
4. Gupta C.B. &Srinivas, Entrepreneurial Development, Sultan D, Chand & Sons, New Delhi
5. Lall, Madhurima, and Shikha Sahai, Entrepreneurship, Excel Book, New Delhi

Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	II		
Name of the Course	ORGANIZATIONAL BEHAVIOUR		
Course Code	24UN-BBA-202		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CCB2		
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 work techniques of Organizations to ensure success and timely completion of tasks. **CO2**: Understand the importance of motivation in building a strong and competitive Business Organization. **CO3**: Understand the importance of Team Processes in the context of Business Organizations. **CO4**: Understand the Organizational processes and how these can be used for the benefit of the Organization.		
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 it is requirement of 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	Concept & scope of organizational behaviour, historical development of organizational behaviour, organization behaviour processes, Role of Managers in OB, Interpersonal Roles-Informational Roles- Decisional Roles, Challenges & Opportunities for OB.	14
II	Individual Processes, Personality, values, attitudes, perception, learning and motivation.	14
III	Team Processes: Interpersonal communication, group dynamics, teams and teamwork, decision- making, conflict and negotiation in workplace, power and politics.	16

IV	Organizational processes: Elements of organization structure, organizational structure and design, organizational culture, organizational change	16

Suggested Evaluation Methods	
Internal Assessment: □ **Theory** Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam	**End Term Exam**

Part-C Learning Resources

Recommended Books/E-Resources/LMS:

SUGGESTED READINGS: (Latest Edition)

1. Griffin, Ricky W, and Gregory Moorhead, Organizational Behaviour, Houghton MifflinCompany
2. McShane, Steven L, Mary VonGlinow and Radha R. Sharma, Organizational Behaviour, Tata McGraw Hill, New Delhi
3. New Storm, Organizational Behaviour, Tata McGraw Hill
4. Pareek, Udai, Understanding Organizational Behaviour, Oxford University Press, New Delhi
5. Robbins, S.P., Organizational Behaviour, Pearson Education, New Delhi

Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	II		
Name of the Course	**Managerial Economics**		
Course Code	24UN-BBA-203		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CCC2		
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 nature and scope of managerial economics and identify the role of economics in decision making. **CO2:** Understand theory of demand, law of demand and cardinal utility analysis. **CO3:** Understand theory of production, costs, and revenue function. **CO4:** Understand theory of firm and market organization including determination of price under different market.		
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 it is requirement of 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	Managerial Economics: Meaning, Nature and Scope. Objectives of the firm, Equilibrium, Utility, Opportunity cost, Marginal and Incremental Principles.	14
II	Theory of Demand: Nature of demand for a product, individual demand, market demand, determinants of demand, Law of demand, Elasticity of demand and its determinants; Theory of Consumer Behavior: Cardinal utility analysis, Indifference curve analysis, applications of Indifference curves.	14

III	Theory of Production and Costs: The concept of Production function, production with one and two variable inputs, theory of Cost in short run and long run, Revenue function	16
IV	Theory of firm and market organization: Pricing under Perfect Competition, Pricing under Monopoly, Price Discrimination, Pricing under Monopolistic Competition, Selling cost, Pricing under Oligopoly.	16
Suggested Evaluation Methods		
Internal Assessment: ❑ **Theory** Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam		**End Term Exam**
Part-C Learning Resources		
Recommended Books/E-Resources/LMS: **SUGGESTED READINGS: (Latest Edition)** 1. Comerce, Computer networks and Internet, Pearson Education. 2. June Jamrich Parsons, Computer Concepts Thomson Learning, Bombay. 3. Leon & Leon Introduction to Computers, Vikas publishing House, New Delhi. 4. White, Data Communications & Computers Network, Thomson Learning Bombay		

Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	II		
Name of the Course	BUSINESS STATISTICS		
Course Code	24UN-BBA-204		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CCM2		
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**: Gain knowledge of basic concept / fundamentals of business statistic. **CO2**: Develop practical understanding of various statistical concepts. **CO3**: Compute various measures of central tendency, measures of Dispersion, Time Series Analysis, Index Number, Correlation and Regression analysis and their implication on Business performance. **CO4**: Take managerial decision and applying the Concept of Business, solving managerial problems using statistical techniques.		
	Theory	**Tutorial**	**Total**
Credits	2	0	2
Internal Assessment Marks	15	-	15
End Term Exam Marks	35	-	35
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 equal marks. Question Nos. 2 to 9 will carry equal marks, having two questions from each unit. About 40% questions should be numerical type.
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, definition, scope, functions, importance, limitations and distrust of statistics; types of statistical methods; data collection and analysis; types of data: primary and secondary data; characteristics of a graph: types of graph and their merits and demerits.	8
II	Measures of central tendency: meaning and definition; Types of averages, median, mode, arithmetic mean, geometric mean, harmonic mean, quadratic mean, moving average, progressive average; relation between mean, median and mode.	8

III	Measures of dispersion and skewness: absolute and relative measures of dispersion range, quartile deviation, mean and standard deviation; difference between skewness and dispersion, empirical relation among various measures of dispersion, moments and kurtosis.	7
IV	Correlation- meaning, types, Carl Pearson coefficient of correlation, Spearman's rank correlation, regression analysis, time series analysis	7

Suggested Evaluation Methods	
Internal Assessment: **Theory** Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam	**End Term Exam**

Part-C Learning Resources

Recommended Books/E-Resources/LMS:

SUGGESTED READINGS: (Latest Edition)

1. Ellhans, D.N., Fundamentals of Statistics
2. Gupta, S.P. & M.P. Gupta, Business Statistics
3. Sancheti, S.C. & V.K. Kapoor, Statistical Methods
4. Sharma, J.K., Business Statistics, Pearson Education, New Delhi

Session 2024-2025			
Part-A Introduction			
Subject	Commerce (Offered by Commerce Department)		
Semester	II		
Name of the Course	Fundamentals of Banking and Insurance		
Course Code	24UN-COM-MDC-201		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	MDC-2		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	After completing this course, the learner will be able to: 1. know the basics of banking. 2. understand the banking instruments. 3. understand the basics of insurance. 4. learn about various types of insurance.		
Credits	**Theory**	**Tutorial**	**Total**
	02	01	03
Internal Assessment Marks	20	-	20
End Term Exam Marks	50	-	50
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 comprises of seven parts of 2 marks each. Question Nos. 2 to 9 will carry 9 marks each, having two questions from each unit.
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	Banking: Concept, features, functions, importance and principles of banking; Evolution of banking in India; Classifications of banks.	10
II	Banking instruments: Concept, types and crossing of cheques; Lending functions of a bank: Types of Advances: Secured & unsecured, loans-Short, medium and long Term Methods of granting advances; Utility services of a bank: Remittance through bank drafts; E Banking; Internet banking; Safe deposit lockers.	12
III	Insurance: Concept, need and principles of insurance; Insurance and economic development; Life Insurance: Concept, features, importance, and types: procedure of taking life insurance policies, nomination and assignment.	10

IV	General insurance: concept, features, importance, and types; Procedure of taking general insurance: An overview of Fire insurance, Marine Insurance, Health Insurance.	13

Suggested Evaluation Methods	
Internal Assessment: Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam	**End Term** Theory Exam

Part-C Learning Resources
Recommended Books/E-Resources/LMS: Basu A.K: Fundamentals of Banking-Theory and practice; A Mukerjee and co; Calcutta 2 Gopinath M.N: Banking Principles and Operations; Snow White Publisher, Mumbai Mishra, M. ., Principles and Practices of Insurance, S. Chand and Sons. Mishra, M.N. Principles and Practices of Insurance. Sultan Chand and Sons. Mohapatra and Acharya., 2018. Banking and Insurance. Pearson Natrarajan and Parameswaran: Indian Banking; S. Chand Company Ltd, New Delhi Vasanth Desai: Indian Banking, Nature and Problems, Himalaya Publications House.

<table>
<tr><th colspan="4">Session 2024-2025</th></tr>
<tr><th colspan="4">Part-A Introduction</th></tr>
<tr><td>Subject</td><td colspan="3">Business Administration</td></tr>
<tr><td>Semester</td><td colspan="3">II</td></tr>
<tr><td>Name of the Course</td><td colspan="3">ESSENTIALS OF CORPORATE COMMUNICATION</td></tr>
<tr><td>Course Code</td><td colspan="3">24UN-BBA-SEC 201</td></tr>
<tr><td>Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC</td><td colspan="3">SEC2</td></tr>
<tr><td>Pre-requisite for the course (if any)</td><td colspan="3">NIL</td></tr>
<tr><td>Course Learning Outcomes (CLO)</td><td colspan="3">Course Outcome: At the end of the course students will be able to:
CO1: Explain of the communication skills necessary in an office environment and will sensitize them to their potential to become successful managers.
CO2: Understand the major practices in managerial communication that are in vogue.
CO3: Familiarise of relevant, practical and applicable business communication skill including reading, writing, speaking, listening, non-verbal and analysis.
CO4: To improve the student's self-confidence to be able to demonstrate Business Etiquette.
CO5: Demonstrate effective presentations and public skills.
CO6: Communicate effectively and even perform writing operations in business settings on an interpersonal level.
CO7: Practicing the principles of effective business writing and document design in all written documents.
CO8: Familiarise about cross cultural business communication and ethics in business Communication.</td></tr>
<tr><td rowspan="2">Credits</td><th>Theory</th><th>Tutorial</th><th>Total</th></tr>
<tr><td>3</td><td>0</td><td>3</td></tr>
<tr><td>Internal Assessment Marks</td><td>20</td><td>-</td><td>20</td></tr>
<tr><td>End Term Exam Marks</td><td>50</td><td>-</td><td>50</td></tr>
<tr><td>Exam Time</td><td>3 Hrs.</td><td>-</td><td>3 Hrs.</td></tr>
<tr><th colspan="4">Part-B Contents of the Course</th></tr>
<tr><td colspan="4">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, each of equal marks each. Question Nos. 2 to 9 will carry equal marks for 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.</td></tr>
</table>

Unit	Topics	Contact Hours
I	Business Communication: Nature and process, forms of communication, role of communication skillsin business, communication networks, barriers to communication	12

II	Communication Skills: Listening skills, cognitive process of listening, barriers to listening, reading skills, speaking skills, public speaking, Keynesian and paralanguage.	11
III	Written Communication: Types, structures and layout of business letters, sales letters, claim letters, employment letters, writing memo, notice and circular; Business Reports: Purpose and types, framework of business reports, presentation of reports.	11
IV	Business Meeting, brochures, issuing notice and agenda of meeting and recording of minutes of meetings, email and telephone etiquette, interview and presentation skills.	11

Suggested Evaluation Methods

Internal Assessment:	**End Term Exam**
Theory Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam	

Part-C Learning Resources

Recommended Books/E-Resources/LMS:

SUGGESTED READINGS: (Latest Edition)

2. Das, Biswajit and IpseetaSatpathy, Business Communication and Personality Development, Excel Books, New Delhi
3. Koneru, Arun, Professional Communication, Tata McGraw Hill, New Delhi
4. McGrath, E.H., Basic Managerial Skills for All, Prentice Hall of India, New Delhi
5. Monipally, M.M., Business Communication Strategies, Tata McGraw Hill, New Delhi
6. Rai, Urmila and S.M. Rai, Business Communication, Himalaya Publishing House, Mumbai

SEMESTER III

Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	III		
Name of the Course	MARKETING MANAGEMENT		
Course Code	24UN-BBA-301		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CCA3		
Pre-requisite for the course (if any)	NIL		
Co urse Learning Outcomes (CLO)	**Course Outcome:** At the end of the course students will be able to: **CO1**: The students will be able to understand and appreciate the concept of marketing in theory and practice. **CO2**: The students will be made aware of how to evaluate the environment of marketing. **CO3**:The students will be able to develop an ability to analyse about marketing mix and how to construct suitable marketing strategies . **CO4**:The students will get an insight of skills required to develop a feasible marketing plan (process). **CO5**: The students will identify, understand and apply the STP of marketing (segmentation, targeting, positioning). **CO6**: The students will be learning the elementary knowledge of consumer behavior and marketing research. **CO7**: The students will be able to critically analyse and evaluate an organisation's marketing strategies and their implementation. **CO8**: The students will able to understand and appreciate the concept of marketing strategy formulation a implementation.		
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 in 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	Introduction to Marketing; difference between marketing and selling; core concepts of marketing;marketing mix; marketing process; marketing environment	14
II	Determinants of consumer behaviour; consumer's purchase decision process (exclude industrial purchase decision process); market segmentation; target marketing; differentiation and positioning; marketing research; marketing information system	14
III	Product and product line decisions; branding decisions; packaging and labelling decisions;product life cycle concept; new product development; pricing decisions	16
IV	Marketing channels: retailing, wholesaling, warehousing and physical distribution, conceptual introduction to supply chain management, conceptual introduction to customer relationship marketing; promotion mix:- personal selling, advertising, sales promotion, publicity	16
Suggested Evaluation Methods		
Internal Assessment: ❑ **Theory** Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam		**End Term Exam**
Part-C Learning Resources		

Recommended Books/E-Resources/LMS:

SUGGESTED READINGS: (Latest Edition)

1. Kotler, Philip, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha
2. , MarketingManagement, Pearson Education, New Delhi
3. Dhunna, Mukesh, Markweting Management, Text and Cases, Wisedom Publications, NewDelhi
4. Sakena, Rajan, Marketing Management, McGraw Hill, New Delhi
5. Zikmund, William G, Marketing, Cengage Learning, New Delhi
6. Panda, Tapan K, Marketing Management, Excel Books, New Delhi

Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	III		
Name of the Course	HUMAN RESOURCE MANAGEMENT		
Course Code	24UN-BBA-302		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CCB3		
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:** Understanding of basic concepts and functions of Human Resource Management **CO2:** To understand the concept of E-HRM and the roles and responsibilities of a HR manager. **CO3:** Understand the importance of talent acquisition and retention and management in competitive based economy **CO4:** Enables the students to understand about the effectiveness of training and evaluation of performance. CO5: Understanding of basic concepts of Job Analysis, Recruitment, Selection and their significance in the Staffing process **CO6:** The Students will be able to understand the concept of Job Evaluation, Compensation Management & HR Audit. **CO7:** The Students will be aware about contemporary issues of human resource management, HRIS and International HRM **CO8:** Understanding of basic concepts of Industrial Relations and Grievances Management handling in various organizations.		
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 in 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	Introduction: Nature and scope of human resource management, HRM objectives and functions, HRM policies, HRM in globally competitive environment; strategic human resource management	14

II	Acquiring Human Resources: Human Resource Planning, job analysis and job design, employee involvement, flexible work schedule, recruitment, selecting human resources, placement and induction, right sizing	14
III	Developing human resources – employee training, training need assessment, training methods and evaluation, cross-cultural training, designing executive development programme, techniques of executive development, career planning and development	16
IV	Enhancing and rewarding performance – establishing the performance management system, establishing rewards and pay plans, employee benefits, ensuring a safe and healthy work environment	16

Suggested Evaluation Methods

Internal Assessment:	**End Term Exam**
❑ **Theory** Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam	

Part-C Learning Resources

Recommended Books/E-Resources/LMS:

SUGGESTED READINGS:(Latest Edition)

2. Bhattacharyya, Dipak Kumar, Human Resource Management, Excel Books, New Delhi
3. Cascio, Wayne F., Managing Human Resources, Tata McGraw Hill, New Delhi
4. DeCenzo, David A, and Stephan P. Robbins, Fundamentals of Human Resource Management,Wiley India, New Delhi
3. Gupta C.B., Human Resource Management, Sultan Chand & Sons.
4. Aswathapa K, Human Resource Management, text & Cases, McGraw Hills, New Delhi.

Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	III		
Name of the Course	FINANCIAL MANAGEMENT		
Course Code	24UN-BBA-303		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CCC3		
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:** Discuss the concept of financial management and worth of money with time. **CO2:** Understand the concept of time value of money. **CO3**: Apply financial decisions making techniques. **CO4**: Demonstrate the capital structure of a firms and theories. **CO5**: Identify the cost associated with raising capital. **CO6**: Relate the concept and importance of dividend decisions for a firm. **CO7**: Know the concept and importance of working capital for a firm. **CO8:** Understand components of working capital and its practical implications..		
	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

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 in 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	Evolution, scope and function of finance managers, objectives of financial management, profit vs. wealth maximization.	14
II	Investment Decisions; brief introduction of cost of capital; methods of capital budgeting; ARR, PBP, NPV and IRR, capital rationing (simple problems on capital budgeting methods)	14
III	Financing decision: operational and financial leverage; capital structure theories – NI, NOI and traditional approach; EPS-EBIT Analysis	16

IV	Dividend decision and Management of working capital; determinants of dividend policy; Walter'sDividend Model; Operating Cycle, brief discussion on management of cash, receivable and inventory (simple problem on operating cycle and inventory management)	16
Suggested Evaluation Methods		
Internal Assessment: ☐ **Theory** Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam		**End Term Exam**
Part-C Learning Resources		

Recommended Books/E-Resources/LMS:

SUGGESTED READINGS:(Latest Edition)

1. Khan and Jain, Financial Management, Tata McGraw Hill, New Delhi
2. Kishore, R., Financial Management, Taxman's Publishing House, New Delhi.
3. Pandey, I.M., Financial Management, Vikas Publishing House, New Delhi.

<table>
<tr><th colspan="4">Session 2024-2025</th></tr>
<tr><th colspan="4">Part-A Introduction</th></tr>
<tr><td>Subject</td><td colspan="3">Business Administration</td></tr>
<tr><td>Semester</td><td colspan="3">III</td></tr>
<tr><td>Name of the Course</td><td colspan="3">BUSINESS RESEARCH METHODS</td></tr>
<tr><td>Course Code</td><td colspan="3">24UN-BBA-304</td></tr>
<tr><td>Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC</td><td colspan="3">CCM3</td></tr>
<tr><td>Pre-requisite for the course (if any)</td><td colspan="3">NIL</td></tr>
<tr><td>Course Learning Outcomes (CLO)</td><td colspan="3">Course Outcome: At the end of the course students will be able to:
CO1:The students will understand the concept and process of Business research in business environment.
CO2:The students will know the use of tools and techniques of research.
CO3:The students will be made aware of the concept of measurement in empirical systems and its validity and reliability.
CO4:To students will be able to use statistical techniques for analysis of research data.
CO5:The students will be able to understand various kinds of research and research designs.
CO6: The students will be able to make a research proposal and research report.
CO7:The students will realize the applications of Business research.
CO8:The students will apply lessons and business research methods to practical situations..</td></tr>
<tr><td rowspan="2">Credits</td><td>Theory</td><td>Tutorial</td><td>Total</td></tr>
<tr><td>4</td><td>0</td><td>4</td></tr>
<tr><td>Internal Assessment Marks</td><td>30</td><td>-</td><td>30</td></tr>
<tr><td>End Term Exam Marks</td><td>70</td><td>-</td><td>70</td></tr>
<tr><td>Exam Time</td><td>3 Hrs.</td><td>-</td><td>3 Hrs.</td></tr>
<tr><th colspan="4">Part-B Contents of the Course</th></tr>
<tr><td colspan="4">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 in the subject.
2. Students are required to attempt 5 questions in all, selecting one question from each unit and the compulsory question.</td></tr>
</table>

Unit	Topics	Contact Hours
I	Introduction to research methods: Definition and Scope; characteristics of research in Social Science; identification of research problem; Terminology of research: Concept, Constructs, Theory, Variables, Proposition, Hypothesis and Models. Types of research and Research Design: Descriptive vs. Analytical, applied vs. fundamental, quantitative vs.	14

	qualitative and conceptual vs. Empirical, Types of research designs	
II	Qualitative research methods: phenomenology, ethnography, case studies. Focus Groups: DiscussionGuide and Approaches: observation methods and tools, content analysis; qualitative data analysis Quantitative Research: Scale of measurement; Comparative and Non Comparative methods, Reliability and Validity; Questionnaire design; Sampling Distribution, Technique and Sample size Descriptive Statistics: Frequency distribution, Measure of Central tendency, Dispersion and Shape of distribution.	14
III	Statistical Inference: Parametric and non-parametric tests, comparison of variance, Hypothesis- Meaning and characteristics of a good hypothesis, formulating a hypothesis, Ways of stating a hypothesis, Types of Hypothesis, Testing Experimental Hypothesis- The general nature of standard error, Test of Significance for large samples, test of significance of small samples Level of significance, degrees of freedom, Errors in Hypothesis- Type I, Type II errors, correlation and regression.	16
IV	Report Writing: Types and Layout of reports, Basic concept of paper/thesis writing, ethical issues, copyright, intellectual property rights and patent laws, plagiarism, reproduction of published material, References and Bibliography.	16

Suggested Evaluation Methods

Internal Assessment: ❑ **Theory** Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam	**End Term Exam**

Part-C Learning Resources

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

1. Cooper and Schindler, Business Research Methods, McGraw Hill
2. Dangi and Dewen, Business Research Methods, Cengage India Limited
3. Kothari and Garg, Research Methodology, New Age International

<table>
<tr><td colspan="4">Session 2024-2025</td></tr>
<tr><td colspan="4">Part-A Introduction</td></tr>
<tr><td>Subject</td><td colspan="3">Business Administration</td></tr>
<tr><td>Semester</td><td colspan="3">III</td></tr>
<tr><td>Name of the Course</td><td colspan="3">DISASTER MANAGEMENT</td></tr>
<tr><td>Course Code</td><td colspan="3">24UN-BBA-305</td></tr>
<tr><td>Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC</td><td colspan="3">CCM3</td></tr>
<tr><td>Pre-requisite for the course (if any)</td><td colspan="3">NIL</td></tr>
<tr><td>Course Learning Outcomes (CLO)</td><td colspan="3">Course Outcome: At the end of the course students will be able to:
CO1: Comprehend the basic conceptual understanding of disasters.
CO2: Understand approaches of Disaster Management.
CO3: Differentiate between natural and Man Made disasters.</td></tr>
<tr><td rowspan="2">Credits</td><td>Theory</td><td>Tutorial</td><td>Total</td></tr>
<tr><td>4</td><td>0</td><td>4</td></tr>
<tr><td>Internal Assessment Marks</td><td>30</td><td>-</td><td>30</td></tr>
<tr><td>End Term Exam Marks</td><td>70</td><td>-</td><td>70</td></tr>
<tr><td>Exam Time</td><td>3 Hrs.</td><td>-</td><td>3 Hrs.</td></tr>
<tr><td colspan="4">Part-B Contents of the Course</td></tr>
<tr><td colspan="4">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.</td></tr>
</table>

Unit	Topics	Contact Hours
I	Disaster: Meaning and Nature, Concept of Hazard, Risk and Vulnerability, Types of Disaster: Natural Disaster, Flood, Cyclone, Earthquakes, And Landslides etc.	14
II	Man-made Disaster: Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures (Building and Bridge), War & Terrorism etc.	14
III	Disaster Management; (Concept & significance), Planning, Coordination, leadership and control, Pre-Disaster Preparation, Handling Disaster, Post-disaster – Damage and Needs Assessment.	16
IV	Institutional Framework of Disaster Management in India, Stakeholders in Disaster Management, National Management, Disaster Management Policy of India.	16

<table>
<tr><th colspan="2">Suggested Evaluation Methods</th></tr>
<tr><td>Internal Assessment:

❑ Theory
Class Participation
Seminar/Presentation/Assignment/Quiz/Class Test etc.
Mid Term Exam</td><td>End Term Exam</td></tr>
<tr><th colspan="2">Part-C Learning Resources</th></tr>
<tr><td colspan="2">Recommended Books/E-Resources/LMS:
SUGGESTED READINGS:(Latest Edition)Anu Kapur & others: Disasters in India: Studies of Grim Reality; 2005; Rawat Publishers, Jaipur; 283 pages.
1. Disaster Management Act 2005, Publisher: Govt. of India.
2. National Disaster Management Policy; 2009; Govt. of India.
3. Dr. Mrinalini Pandey: Disaster Management; Wiley India Pvt. Ltd.
4. Tushar Bhattacharya: Disaster Science and Management, 1st Edition; McGraw-Hill Education (India) Private Limited.</td></tr>
</table>

Session 2024-2025			
Part-A Introduction			
Subject	Commerce		
Semester	III		
Name of the Course	E-BUSINESS& CYBER SECURITY		
Course Code	24UN-COM-MDC301		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	MDC3		
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 framework and anatomy of ecommerce applications and analyze ecommerce consumer, and its organizational applications. **CO2:** Infer mercantile process models from both merchant"s and consumer"s view point. **CO3**: Understand the implementation of Electronic Data Interchange (EDI) in day to day life. **CO4**: Study all the aspects of Intra-Organizational electronic commerce including supply chain management **CO5**: Analyze different consumer, information searching methods and resource discovery and information retrieval techniques.		
Credits	**Theory**	**Tutorial**	**Total**
	3	0	3
Internal Assessment Marks	20	-	20
End Term Exam Marks	50	-	50
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, each of equal marks each. Question Nos. 2 to 9 will carry equal marks, 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	Background and Current Status of E-Business, Enabling Technologies, E-Business Infrastructure, E- Business Design	12
II	E-Business Models, E-Marketing, E-CRM, E-SCM, E-Procurement, E-Payment System, ERP.	11
III	Cyber Security: Perspective of Cyber security, Application security, Information security, Network security, Cryptography/Encryption, Security threats in E-Business.	11

IV	Ethical Responsibility: Business Ethics, Technology Ethics; Cyber Crime& its types, hacking, virus, worm, Trojan horse, malware, cyber homicide and other threats to IT infrastructures, Information Technology Act, 2000, IT (Amendment) Act.	11
Suggested Evaluation Methods		
Internal Assessment: **Theory** Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam		**End Term Exam**
Part-C Learning Resources		

Recommended Books/E-Resources/LMS:

SUGGESTED READINGS:(Latest Edition)

1. Aparna Viswanathan, Cyber Law, LexisNexis Butterworths
2. Dave Chaffey, E-Business and E-Commerce Management Strategy, Implementation andPractice, Prentice Hall
3. Jawedkar, S., Management Information System, Tata McGraw-Hill Publication.
4. Rajaraman, V., Introduction to Information Technology, PHI.
5. Ram, B., Computer Fundamentals, New Age Publications.

Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	III		
Name of the Course	**Business Etiquettes**		
Course Code	24UN-BBA-SEC301		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	SEC3		
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: **Course Outcomes:** **CO1**: To learn the principles of business etiquettes and professional behavior. **CO2:** To understand the etiquettes for making business correspondence effective. **CO3**: To be able to present yourself confidently at various business situations. **CO4**: Develop awareness of dining and multicultural etiquettes.		
	Theory	**Tutorial**	**Total**
Credits	3	0	3
Internal Assessment Marks	20	-	20
End Term Exam Marks	50	-	50
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, each of equal marks. Question Nos. 2 to 9 will carry equal marks, having two questions from each unit. About 40% questions should be numerical type as required in 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	Business Etiquettes- An Overview: Significance of Business Etiquettes in 21st Century Professional Advantage; Need and Importance of Professionalism Workplace Etiquette: Etiquette for Personal Contact- Personal Appearance, Gestures, Postures, Facial Expressions, Eye-contact, Space distancing.	12
II	E-Mail Etiquette: Significance of Netiquette, E-mail: Way of professional communication, Basic Email Etiquettes: Proper Grammar, Spelling, Punctuation, Styling and Formatting, Body of Email, Response, Privacy	11
III	Telephone Etiquette: Telephone Communication Techniques -Placing Telephone calls, Answering Calls, Transferring Calls, Putting Calls on Hold, Taking Messages, Handling Rude Callers, Tactful Responses, Leaving Professional Messages;	11

	Developing Cell Phone Etiquettes; Voicemail Etiquette; Telephonic Courtesies	
IV	Dining Etiquette: Basics of Dining Etiquettes; Basic essentials of dining table etiquettes - Napkin Etiquette, Seating arrangements, laying the table, how to use Cutlery, Posture & Behavior, Do's and Don'ts; International Dining Etiquettes. Multi-Cultural Challenges: Cultural Differences and their Effects on BusinessEtiquette	11

Suggested Evaluation Methods

Internal Assessment: ❑ **Theory** Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam	**End Term Exam**

Part-C Learning Resources

Recommended Books/E-Resources/LMS:

SUGGESTED READINGS:(Latest Edition)

2. Barbara Pachter, Marjorie Brody. Complete Business Etiquette Handbook. Prentice Hall.
3. Dhanavel, S.P. English and Soft Skills. Hyderabad: Orient BlackSwan.
4. Koneru, Aruna. Professional Communication. Delhi: McGraw.
5. Mahanand, Anand. English for Academic and Professional Skills. Delhi: McGraw.
6. Nancy Mitchell. Etiquette Rules: A Field Guide to Modern Manners. Wellfleet Press.

SEMESTER IV

Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	IV		
Name of the Course	SALES MANAGEMENT		
Course Code	24UN-BBA-401		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CCA4		
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: **Course Outcomes:** **CO1**: To apprehend the concept of sales management **CO2**: To analyze expanding environment of media and communication techniques **CO3**: To examine the importance of market segmentation, position and action objectives to the development of an advertising and promotion program **CO4**: To develop creative strategies for advertising **CO5**: To understand the issues related to advertising **CO6**: To assess strategic uses of sales promotions **CO7**: To be learn about the Sales Force Management.		
	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

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 as per 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	Sales Management: Objectives, Types of Personal Selling objectives, Market Potential, Sales potential, Sales Forecast, Analyzing Market Potential, Market Indexes, Sales Forecasting Methods.	14

II	Nature of Sales Management Positions, Functions of the Sales Executive, Qualities of Effective Sales Executives, Sales Organization, Purpose, Setting up a Sales Organization, Basic types of Sales Organizational Structures, Organization of the sales department, Schemes for dividing Line Authorityin the Sales Organization.	14
III	Sales Force Management, Job Analysis, Job Description, Organization for Recruiting and Selection, Sources of Sales Force Recruits, The Recruiting Effort, Selecting Sales Personnel, Training, Selecting Training Methods, Organization for Sales Training, Evaluating Sales Training Programs, Motivation, Motivational Help from Management, Requirements of a Good Sales Compensation Plan, Devising a Sales Compensation Plan, Types of Compensation Plans, Fringe Benefits.	16
IV	The Sales Budget: Purpose of the Sales Budget, Form and Content, Budgetary Procedure, Quotas: Objectives in using Quotas, Types of Quotas and Quota Setting Procedures, Sales Territories: Sales Territory Concept, Reasons for Establishing Sales Territories, Procedures for Setting up Sales Territories, Routing and Scheduling Sales Personnel.	16

Suggested Evaluation Methods

Internal Assessment:	End Term Exam
Theory Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam	

Part-C Learning Resources

Recommended Books/E-Resources/LMS:

SUGGESTED READINGS:(Latest Edition)

1. Inagram, LaForge, Avila, SchwepkerJr.,Williams, Sales Management, Thomson.
2. Ramneek Kapoor, Fundamentals of Sales Management, Macmillan.
3. Richard R. Still, Edward W.Cundiff& Norman A.P.Govoni, Sales Management, Prentice Hallof India

Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	IV		
Name of the Course	MANAGEMENT ACCOUNTING		
Course Code	24UN-BBA-402		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CCB4		
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: **COURSE OUTCOME:** **CO1:** Explain basic concepts of Management Accounting. **CO2:** Demonstrate the skill of preparing accounts for a company. **CO3:** Explain the theoretical aspect of analysis of a financial statement. **CO4:** Demonstrate the skill of analysing Financial statements of a company. **CO5:** Explain the basics of responsibility accounting. **CO6:** Demonstrate skills of solving basic problems relating to responsibility accounting and financial budgeting. **CO7:** Explain the basics of management accounting and basic capital budgeting techniques.**CO8:** Demonstrate skills for solving basic problems relating to management.		
	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

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.
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 Accounting: - Meaning, nature, scope, objective and functions; marginal costing and profit planning, practical application of marginal costing techniques	14
II	Responsibility Accounting: - types of responsibility centres, performance evaluation criteria, responsibility reporting; budgeting – role of budgets and budgeting in organizations, budgeting process, operational and financial budgeting	14

III	Nature and types of Financial Statements; techniques of financial statement analysis, ratio analysis, fund flow and cash flow analysis, techniques in performance measurement.	16
IV	Management accounting information for activity and process decisions; basic capital budgeting techniques	16
Suggested Evaluation Methods		
Internal Assessment: ❑ **Theory** Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam		**End Term Exam**
Part-C Learning Resources		
Recommended Books/E-Resources/LMS:		

SUGGESTED READINGS:(Latest Edition)

2. Holman, Louderbock, Management Accounting, Cenage Publication
3. Kaplan, S. Robert, Anthony A. Atkinson, Management Accounting, Pearson Education
4. Khan & Jain, Management Accounting, Tata McGraw Hill Publication
5. Kishore M. Ravi, Cost and Management Accounting, Taxman Publication

Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	IV		
Name of the Course	Business Laws		
Course Code	24UN-BBA-403		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CCM4		
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: **COURSE OUTCOMES:** **CO1:** Demonstrate the basics of a validity of a contract and its performance. **CO2:** Understand the basics of quasi contracts and breach. **CO3:** Get the basic insight of Sale of Goods Act, 1930 and its provisions. **CO4:** Understand the basic concept of negotiable Instrument Act, 1881 and the provisions mentioned in the act. **CO5:** Understand the provisions of Company Act, 2013. **CO6:** Identify the ways and reasons of winding up of a company. **CO7:** Understand the about the acts and provisions for consumer protection in India. **CO8:** Demonstrate the features of RTI Act, 2005.		
	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

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 in 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	The Indian Contract Act 1872: meaning and essentials of a valid contract, types of contract, offer and acceptance, consent and free consent, consideration, void agreements Discharge of contract; Breach	14

	of contract and its remedies, quasi contract.	
II	Negotiable Instruments Act 1881: Meaning of negotiable instruments, type of negotiable instruments, promissory note, bill of exchange, cheque. Sale of Goods Act 1930: Sale and agreement to sell, implied conditions and warranties, sale by non- owners, rights of unpaid seller.	14
III	The Companies Act 2013: Meaning and types, Incorporation, Memorandum & Articles of association, Prospectus, Issue of shares and bonus shares, rights issue, sweat equity, role of directors, share qualification, company meetings.	16
IV	Consumer Protection Act 1986: Objectives and machinery for consumer protection, defects and deficiency removal, rights of consumers; Salient features of Right to Information Act 2005.	16

Suggested Evaluation Methods

Internal Assessment: **Theory** Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam	**End Term Exam**

Part-C Learning Resources

Recommended Books/E-Resources/LMS:

SUGGESTED READINGS:(Latest Edition)

1. Kapoor, N.D., Business Law, Sultan Chand & Sons
2. Gulshan, S.S., Mercantile Law, Excel Books
3. Kuchhal, M.C., Mercantile Law, Vikas Publishing Pvt. Ltd.
4. Chadha, P.R., Business Law, Galgotia Publishing
5. Aggarwal, S.K., Business Law, Galgotia Publishing Company

CBLU BBA-2024-25	Part-A Introduction		
Subject	Business Administration		
Semester	IV		
Name of the Course	Data Analysis with SPSS		
Course Code	24UN-BBA-404		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CCM4		
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: **COURSE OUTCOMES:** **CO1:** To enhance students' familiarity with the tool box of statistical software. **CO2:** Capacitating students in analyzing complex information with the help of statistical software – Statistical Package for Social Sciences (SPSS). **CO3:** A strong theoretical and empirical foundation in statistical analysis.		
	Theory	**Practical**	**Total**
Credits	2	2	4
Internal Assessment Marks	15	15	30
End Term Exam Marks	35	35	70
Exam Time	3 Hrs.	2hrs	

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, each of equal marks. Question Nos. 2 to 9 will carry equal marks, having two questions from each unit. About 40% questions should be numerical type.
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	SPSS Environment: data editor, output viewer, syntax editor – Data view window – SPSS Syntax – Data creation – Importing data – Variable types in SPSS and Defining variables – Creating a Codebook in SPSS.	14
II	Computing Variables - Recoding (Transforming) Variables: Recoding Categorical String Variables using Automatic Recode - Rank Cases - Sorting Data - Grouping or Splitting Data.	14
III	Descriptive Statistics for Continuous Variables - The Explore procedure - Frequencies Procedure – Descriptives - Compare Means - Frequencies for Categorical Data.	16
IV	Inferential Statistics for Association: Pearson Correlation, Chi-square Test of Independence – Inferential Statistics for Comparing Means: One Sample t Test, PairedSamples T Test, Independent Samples T Test, One-Way ANOVA	16

Suggested Evaluation Methods

Internal Assessment:	End Term Exam
☐ **Theory** Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam /Practical class attendance **Practical**	

Part-C Learning Resources

Recommended Books/E-Resources/LMS:

SUGGESTED READINGS:(Latest Edition)

1. IMHO, R. Lyman Ott's text book, An Introduction to Statistical Methods and Data Analysis
2. Marija Norusis and Inc., IBM SPSS Statistics 19 Guide to Data Analysis: United States Editionm,

Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	IV		
Name of the Course	Business Ethics		
Course Code	24UN-BBA-VAC401		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	VAC3		
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: **COURSE OUTCOME:** **CO1:** To Identify and apply ethical principles to human decision typical of business as a result of reading course texts and participating in lecture presentation and class discussion. **CO2:** To Enhance analytical skill of ethical position taken on these matters and formulate morale defenses of decisions by completing course activities. **CO3:** To Embrace value system in decision making. **CO4:** To Recognize organizational challenges to ethical behavior and ethical dilemma resolution process.		
	Theory	**Tutorial**	**Total**
Credits	2	0	2
Internal Assessment Marks	35	-	35
End Term Exam Marks	15	-	15
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 equal marks. Question Nos. 2 to 9 will carry equal marks, having two questions from each unit. About 40% questions should be numerical type.
6. 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 Business Ethics: An Overview, Ethics and Morals, Need for Business Ethics, Types of Ethics, Benefits of Business Ethics, Principles of Business Ethics, Factors affecting Business Ethics.	8
II	Organisational Ethics: Introduction, Ethical Corporate Behaviour, Development of Ethical Corporate behaviour, Ethical Leadership; Concept of Morals, Values; Moral issues in business; Ethical Dilemmas in Organisation.	8
III	Workplace Ethics: Introduction, Factors affecting Ethical Behavior at work; Ethical Issue: Business Relationships, Conflicts of Interest, Fairness and Honesty, Communications, Discrimination, Harassment; Role of Business Ethics in building a good society.	7

IV	Ethical Issues in the Functional Area-Ethics in Marketing, Finance, HR, Production and Information Technology; Gender Ethics	7

Suggested Evaluation Methods	
Internal Assessment: ❑ **Theory** Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam	**End Term Exam**

Part-C Learning Resources

Recommended Books/E-Resources/LMS:

SUGGESTED READINGS: (Latest Edition)

1. Sharma Subash; *New Mantras in Corporate Corridors*; New age International Publishers.
2. Sadri S., Jayashree; *Business Ethics and Corporate Governance (towards excellence and sustainability)*; Himalaya Publishing House.
3. Manuel G Velasquez; *Business ethics - concepts and cases*; Pearsons.
4. Chakraborty S.K.; *Management by Values*; Oxford. R. Subramanian; *Professional Ethics*; OXFORD.
5. Jayashree S. Sadri S. and Dastoor D.S.; *Theory and Practice of Managerial Ethics*; Jaico.