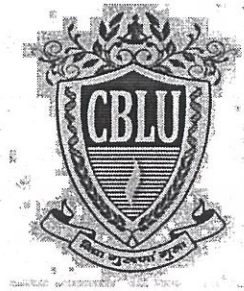


Chaudhary Bansi Lal University, Bhiwani

(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**


Chairperson
Department of Management
Chaudhary Bansi Lal University
Bhiwani (Haryana) India

***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 UGHOS of Department of Management, CBLU, BHIWANI. Furthermore, the credits of summer internship report would be included/mentioned in the **Undergraduate Certificate in Business Administration** as follows:

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

5th Semester

Paper Code	Type of Course	Nomenclature of Paper	Contact Hours			Credits			External Marks	Internal Assessment	Practical Marks	Total Marks	Exam Hours
			Theory	Practical I	Total	Theory	Practical I	Total					
24UN-BBA-501	CCAS	Production & Operation Management	4	0	4	4	0	4	70	30	-	100	3
24UN-BBA-502	CCBS	Corporate Accounting	4	0	4	4	0	4	70	30	-	100	3
24UN-BBA-503	CCC 5	Business Environment	4	0	4	4	0	4	70	30	-	100	3
24UN-BBA-504	CCM5(V)	Event Mgt (From pool of Minor courses for Semester V	4	0	4	4	0	4	70	30	-	100	3
24UN-BBA-505		Internship	0	4	4	0	4	4	-	-	100(50+50)	100	
Total			16	4	20	16	4	20	380	120		500	

Note:

1. The Summer Training Report will be evaluated only by an External Examiner(s) appointed by the University and it must be evaluated for both the Report (50 marks) and the Presentation/Viva of the same (50 marks).
2. At the end of 5th semester, the students will be assigned the topics and mentors for the project report, which shall be assessed as a compulsory Minor paper in the sixth semester

6th Semester

Total Credits-20

6 th Semester														Total Credits-20			
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-601	CCA6	Marketing Research	4	0	4	4	0	4	70	30	-	100	3				
24UN-BBA-602	CCB 6	International Business	4	0	4	4	0	4	70	30	-	100	3				
24UN-BBA-603	CCC 6	Comprehensive Viva- Voce	4	0	4	4	0	4	-	-	100	100	-				
24UN-BBA-604	CCM 6 CCM 7	Rural Marketing Business Analytics	4	0	4	4	0	4	70	30	-	100	3				
24UN-BBA-605	CCM7(V)	Project Report	4	0	4	4	0	4	-	-	100	100					
Total			20	0	20	20	0	20	280	120	-	500					

Notes:

Note:

1. The Dissertation/Research project will be evaluated only by an External Examiner(s) appointed by the department and it must be evaluated for both the Report (50 marks) and the presentation/Viva of the same (50 marks).
2. Comprehensive viva-voce would be conducted by an external expert from panel approved by UGBOS of Department of Management, Chaudhary Bansi Lal University.

Exit Option: Any student who exit after 6 semesters must complete 138 credits and he/she would be awarded with Bachelor of Business Administration.

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V SEMESTER

Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	V		
Name of the Course	PRODUCTION & OPERATION MANAGEMENT		
Course Code	24UN-BBA-501		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CCA5		
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: Select a specific type of process as per the requirement of particular product. Understand role and importance of Production and CO2: Identify various issues of challenges operations manager faces and the tools to facilitate the operations manager. CO3: Carry out location analysis to make a choice for the facility location CO4: Take a capacity planning decision and prepare the master production schedule. CO5: Carry out the material management functions including inventory management CO6: Carry out the JIT, and TQM analysis of inventory management CO7: Understanding the concepts of Product Design and Product Development. CO8: Implement the concepts of TQM in production management		
Credits	Theory	Tutorial	Total
	4	0	4
Internal Assessment Marks	30	-	30
End Term Exam Marks	70	-	70
Exam Time	3 Hrs.	-	3 Hrs.
Part-B Contents of the Course			


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Instructions for Paper Setters

1. The examiner will set 9 questions in all covering the course learning outcomes (CLOs). Question No. 1 will be compulsory and comprise of seven parts of 2 marks each. Question Nos. 2 to 9 will carry 14 marks each, having two questions from each unit. About 40% questions should be numerical type if the subject requires so.
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: Meaning, Nature and Scope of Production Management, Functions of Production Management; Facility Location and Site Selection: Importance and Factors responsible for Plant Location Decision Classification or Types of Production System: Job Shop Production, Batch Intermittent Production, Continuous Production and Cellular Production; Plant Layout: Definition, Objectives and Types, Factors influencing Plant Layout	14
II	Product Design and Product Development: Definition of Product Design, Factors affecting Product Design, Product Policy of an Organisation; Product Development: Meaning of Product Development, Relationship between research, development and design, Stages of Product Development, Techniques or Tools of Product Development, Factors responsible for Product Development	14
III	Production Planning and Control: Meaning, Nature, Objectives, Functions, Importance and Problems of Production Planning and Control; Production Procedure, Factors determining Production Planning and Control, Techniques or Tools of Production Planning and Control.	16
IV	Quality Management: Six Sigma Benefits, Steps in implementing Six Sigma; Kaizen: Principles, Procedure for Implementation, Benefits and Reasons for failure; Just-In-Time (JIT): Objectives, Benefits, Methodology in implementation of JIT, Basic Elements of JIT, Enabling JIT to Occur; Total Quality Management: Major Ingredients in TQM, Principles of TQM, Need & Importance of TQM, Limitations of TQM, Dimensions or Characteristics of TQM, TQM Models, Key Issues for achieving TQM Objectives.	16

Suggested Evaluation Methods

Internal Assessment: ☐ Theory Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam	End Term Exam
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Part-C Learning Resources

Recommended Books/E-Resources/LMS:

SUGGESTED READINGS: (Latest Edition)

1. Aswathappa K., Shridhara Bhat, Production and operations management,
2. Chary S., Production & Operation Management, TMH Delhi.
3. L.C. Jhamb, Production Management, Everest Publishing House.
4. Mahadevan B. Operation Management, Theory & Prac, Pearson Education India.

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5. Paneerselvam R., Production and Operation Management, PHI

Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	IV		
Name of the Course	CORPORATE ACCOUNTING		
Course Code	24UN-BBA-502		
Course Type: (CC/MCC/MDC/CCM/DSEC/VOC/DSE/PC/AEC/VAC)	CCB5		
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: Construct the financial statements of company within the frame work of Ind AS. CO2: Devise a plan for Issue and Redemption of Share Capital, Debentures and Preference shares CO3: Explain the theoretical and practical aspect of analysis of a financial statement. CO4: Demonstrate the skill of analysing Financial statements of a company.		
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			
3. 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. 7. Students are required to attempt 5 questions in all, selecting one question from each unit and the compulsory question.			

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Unit	Topics	Contact Hours
I	Accounting for Share Capital & Debentures- Issue, forfeiture and reissue of forfeited shares, concept & process of book building, Issue of rights and bonus shares, Buy back of shares, Redemption of preference shares, Issue and Redemption of Debentures.	14
II	Final Accounts of Companies-Preparation of profit and loss account and balance sheet adjustments and provisions as per Companies' Act, Valuation of Goodwill- valuation methods with simple problems.	14
III	Production Planning and Control: Meaning, Nature, Objectives, Functions, Importance and Problems of Production Planning and Control; Production Procedure, Factors determining Production Planning and Control, Techniques or Tools of Production Planning and Control.	16
IV	Final Accounts of Banking and Insurance Companies- Various provisions and Preparation of final 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. Rajasekaran, Corporate Accounting, Pearson Education. 2. Monga, J.R., Fundamentals of Corporate Accounting, Mayur Paper Backs, New Delhi. 3. Maheshwari, S.N. and Maheshwari, S. K. Corporate Accounting, Vikas Publishing House, New Delhi. 4. Shukla, M.C., Grewal, T.S. and Gupta, S.C. Advanced Accounts. Vol.-II. S. Chand &Co., New Delhi.		

Session 2024-2025	
Part-A Introduction	
Subject	Business Administration
Semester	V
Name of the Course	BUSINESS ENVIRONMENT
Course Code	24UN-BBA-503
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CCC5

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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: Understand conceptual framework and reforms in business environment. CO2: Demonstrate concept of economic system. CO3: Identify the problems in economy & business environment and related government policies. CO4: Make themselves aware with the laws for protection of consumers & investors. CO5: Relate business with society & government. CO6: Identify the opportunities prevailing in rural sector. CO7: Demonstrate and understand the concept of integration of countries and problems associated with business. CO8: Make themselves aware of international issues in business.		
Credits	Theory	Tutorial	Total
	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.			
8. 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 Environment: The Concept and significance of Business Environment, PESTLE Analysis, Types of Economies: Command, Market and Mixed.	14	
II	Concept the Inflation; Government Policies- Monetary Policy, Fiscal policy, Challenges and Opportunities in the Rural sector	14	
III	Economic Role of Government: Introduction, Regulatory Role of Government, Promotional Role of Government, Participatory Role of Government, Impact of India's Industrial Policy on Economic Reforms.	16	
IV	International Environment: Introduction, Meaning of Globalization, Future of Globalization, Organisations to facilitate globalization, Foreign Investment, Multinational Corporations, India, WTO and Trading Blocs.	16	
Suggested Evaluation Methods			

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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. Adhikari M- Economic Environment of Business (Excel Books), Sultan Chand. 2. Bedi, Suresh, Business Environment, Excel Books, New Delhi 3. Biswanath Ghosh, Economic Environment & Business, Vikas Publishing House, New Delhi 4. F. Cherunilum, Business Environment, Himalaya Publishing House, New Delhi 5. Francis Cherunilam – Business Environment, Text and Cases, Himalaya Publishing House.	

Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	V		
Name of the Course	EVENT MANAGEMENT		
Course Code	24UN-BBA-504		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CCM5(V)		
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 give insight about event management. CO2: To outline key event management concepts and its application to market. CO3: To analyse and examine the implementation of event management concepts and strategy to firms. CO4: Attainment of organisational goals using event management techniques in proper way.		
Credits	Theory	Tutorial	Total
	4	0	4
Internal Assessment Marks	30	-	30
End Term Exam Marks	70	-	70

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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. Or applied as 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	Event Planning and Control : Introduction to event planning and management, Event Production, Role of event planner and qualities of good planner, Importance of organising events and its components, Techniques, Selection, Coordination, Creativity, Designing, Marketing, sponsorship, Production of special corporate and sports events.	14	
II	Legal Aspects of Business: Introduction to legal components of event management, Relevant Legislation, Contract Agreement Act, Company and Business Law, Sales Act, Indian Partnership Act, Negotiable Instrument Act.	14	
III	IT in Event Management: Hardware and Software, Data Processing System, Input-Output devices, Storage devices, Word processing software such as Microsoft Word processing- Level -1 Micro Computer operation and operating environment, Creating and Editing Documents, Formatting, Saving, Retrieving and Printing Text, Profiling Documents and Spreadsheet programs such as Excel.	16	
IV	Event Marketing: Marketing Concept, Marketing Mix, Marketing Planning, Marketing Budget, Merchandising, Marketing Control, Brand Promotion and Catchment Area.	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. Shone, Anton and Bryn Parry, Successful Event Management, Cengage Learning India Pvt. Ltd, New Delhi 2. Gaur, S.S. and Saggere, S.V., Event Marketing Management 3. Panwar, J.S., Marketing in the New Era, Sage Publications, 1998			

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VI Semester

Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	VI		
Name of the Course	MARKETING RESEARCH		
Course Code	24UN-BBA-601		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CCA6		
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: Identify marketing problem(s) to assist in decision making CO2: Choose the methodologies to acquire evidence in an ethical manner to address the marketing problem. CO3: Retrieve primary and secondary data to solve the marketing problem CO4: Establish the methodological quality, reliability and validity of the data collected CO5: Integrate all types of relevant evidence towards finding solutions to the marketing problem CO6: Find solutions to the marketing problem based on the integrated relevant evidence CO7: Produce an evidence-based marketing report to maximise likelihood of effective implementation of solutions.		
	Theory	Tutorial	Total
Credits	4	0	4
Internal Assessment Marks	30	-	30
End Term Exam Marks	70	-	70
Exam Time	3 Hrs.	-	3 Hrs.
Part-B Contents of the Course			


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Instructions for Paper Setters

1. The examiner will set 9 questions in all covering the course learning outcomes (CLOs). Question No. 1 will be compulsory and comprise of seven parts of 2 marks each. Question Nos. 2 to 9 will carry 14 marks each, having two questions from each unit. About 40% questions should be numerical type if required 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 Research: Marketing research; functions of marketing research; Marketing research process; Defining the research problem and objectives. Research design: Exploratory research design: Uses and methods of conducting exploratory research; Descriptive research: Classification of descriptive research design; Causal research: Experimental design, types of experiments.	14
II	Methods of Collecting Data & Measurement: Secondary data: Uses and classification, sources of secondary data for marketers. Primary data: Observation, focus groups, in-depth interviews, projective techniques, ethnographic research, psychological measurement. Concepts in measurement: Types of measures, interval scales used in marketing research; reliability and validity of measurements. Designing and developing a questionnaire.	14
III	Sample & Sampling Techniques: Basic concepts in samples and sampling: Population, census, sample, sampling unit, sample frame and sample frame error, sampling error. Sampling techniques: Probability and Non- probability sampling methods; Online sampling techniques.	16
IV	Data Analysis Techniques & Report Writing: Basic difference tests: t test; correlation and regression analysis; hypotheses testing; Research report writing: Elements and principles for the written report	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. Burns. C. Alvin & Bush. F. Ronald. Marketing Research. Pearson Education Inc.
2. Malhotra. K. Naresh. Marketing Research: An Applied Orientation, Pearson Education Inc.).
3. Bagozzi. Richard. Advanced Marketing Research. Wiley.
4. Malhotra. K. Naresh, Dash. B. Satya. Marketing Research. Pearson Education Inc.
5. Bradley. Nigel. Marketing Research: Tools and Techniques. Oxford University Press.

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Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	VI		
Name of the Course	INTERNATIONAL BUSINESS		
Course Code	24UN-BBA-602		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CCB6		
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 C01: To provide knowledge of the environment in which businesses operate, the economic operational and financial framework C02: To give students an understanding of the various constituents of the local and global business environments. C03: To have a critical study of liberalization, privatization and globalization. C04: To study the procedural aspects of various forms of Business Organizations in India		
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	Globalization and international Business: Concept of globalization, Factors influencing globalization, Concept of International business, Reasons of expansion, Domestic Vs International Business, Importance, nature and scope of International business; Modes of entry into International Business.	14	
II	Balance of Payment and FDI: Concept and significance of balance of payments account; Current and capital account components, India's BOP and Trade. Overview, Meaning and Types of FDI, Foreign investments: Pattern, Structure and effects.	14	

III	Global Trading and Investment Environment: World trade in goods and services – Major trends and developments; World trade and protectionism – Tariff and non-tariff barriers, Introduction of foreign exchange rates and their impact on trade and investment flows.	16
IV	International Economic Institutions and Regional trade blocks: WTO, IMF, World Bank, UNCTAD. SAARC, ASEAN, BRICS...	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. Bennet, Roger, International Business, Financial Times, Pitman Publishing, London. 2. Bennett, Roger, International Business, Pearson Education, New Delhi 3. Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi. 4. Daniels, J.D., and H.L. Radebaugh, International Business: Environment and operations, Pearson Education, New Delhi 5. Hill, Charles W. L., International Business, McGraw Hill, New York.		

Session 2024-2025	
Part-A Introduction	
Subject	Business Administration
Semester	VI
Name of the Course	RURAL MARKETING
Course Code	24UN-BBA-604
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CCM6
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 and appreciate the concept of Rural marketing CO2: To be aware of the various facets of rural marketing CO3: To develop an insight into agricultural produce and agricultural markets CO4: To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context CO5: To develop an ability to analyse about rural market CO6: To get an insight of the Indian Rural & agricultural market and various strategies related to it CO7: To understand about institutional support and recent developments in rural context

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	CO8: To familiarize with the problems and emerging trends related to rural and agricultural markets.		
Credits	Theory	Tutorial	Total
	4	0	4
Internal Assessment Marks	30	-	30
End Term Exam Marks	70	-	70
Exam Time	3 Hrs.	-	3 Hrs.
Part-B Contents of the Course			
Instructions for Paper Setters			
1. The examiner will set 9 questions in all covering the course learning outcomes (CLOs). Question No. 1 will be compulsory and comprise of seven parts of 2 marks each. Question Nos. 2 to 9 will carry 14 marks each, having two questions from each unit. About 40% questions should be numerical type if required by the subject.			
2. Students are required to attempt 5 questions in all, selecting one question from each unit and the compulsory question.			
Unit	Topics		Contact Hours
I	Rural Marketing: Conceptual Framework, Challenges & Opportunities; Rural Marketing Environment.		14
II	Rural Consumer Behaviour: Consumer Behaviour Roles, Factors influencing Purchase of Products in Rural Market; Rural Marketing Research: Objectives and Methods/Techniques.		14
III	Rural Marketing Mix: Strategies related to Product, Price, Place and Promotion in Rural Markets; Distribution Channels for durables and non-durables in rural areas.		16
IV	Rural Marketing: Emerging Trends, Issues and Future; Innovations in Rural Marketing; RuralMarketing Control; Govt. Initiatives for Rural Markets.		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)			
3. Balram Dogra, Karminder Ghuman. Rural Marketing: Concepts and Practices; McGraw HillEducation.			
4. C.S.G. Krishnamacharyulu, Lalitha Ramakrishnan. Rural Marketing: Text and			


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Cases; Pearson Education India

5. R.V. Bedi, N.V. Bedi. *Rural Marketing*; Himalaya Publishing House.

6. Pardeep Kahyap. *Rural Marketing*; Pearson Education India.

Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	VI		
Name of the Course	Introduction to Business Analytics		
Course Code	24UN-BBA-606		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CCM7(V)		
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: Solve the mathematical and statistical problems using Excel. CO2: Import and Validate data coming from various sources and Create visualization of data CO3: Differentiate the different categories of business analytics. CO4: Briefly discuss about predictive analytics and prescriptive analytics. CO5: Create Verbal, Visual and Mathematical Models. CO6: Create the Deterministic and Stochastic data models for Problem Solving CO7: Perform Trendline CO8: Discuss about Machine learning and Artificial Intelligence, Computational Modelling.		
Credits	Theory	Tutorial	Total
	4	0	4
Internal Assessment Marks	30	-	30
End Term Exam Marks	70	-	70
Exam Time	3 Hrs.	-	3 Hrs.
Part-B Contents of the Course			

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Instructions for Paper Setters		
1. The examiner will set 9 questions in all covering the course learning outcomes (CLOs). Question No. 1 will be compulsory and comprise of seven parts of 2 marks each. Question Nos. 2 to 9 will carry 14 marks each, having two questions from each unit. About 40% questions should be numerical type if required by the subject. 2. Students are required to attempt 5 questions in all, selecting one question from each unit and the compulsory question.		
Unit	Topics	Contact Hours
I	Introduction to Business Analytics: Definition, Applications, Objectives, Analysis vs Analytics, Analytics and Competitive Advantage, Different types of Data, Big data.	14
II	Descriptive Analytics: Introduction, Visualising and exploring data, Descriptive statistics, Sampling and Estimation, Introduction to Probability Distribution, Tools Application, Correlation and other statistical Tools.	14
III	Predictive Analytics: Principles of Forecasting, Predictive Modelling: Logic driven and Data driven Models, Time series, Types of Forecasting, Forecasting Methods and their Characteristics, Trend, Seasonality, Cyclist, Hold winner Forecasting method.	16
IV	Prescriptive Analytics: Business rule algorithms, nonlinear optimization, Machine learning and Artificial Intelligence, Computational Modelling. Ethics and Analytics: Data collection and Protection laws, Ethical Use of Analytics, Analytics and Privacy Principles.	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. Albright, S.C.& Wayne L. Winston, W.L., Business Analytics: Data Analysis and Decision Making , Cengage Learning Limited . 2. James, E.R, Business Analytics, Pearson Education Limited, UK.		

Multi-Disciplinary Courses offered by the Department of Management to the University Pool for other UG Courses including B.A. Liberal Arts

Chairperson 
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