

SCHEME OF TEACHING AND EVALUATION
BACHELOR OF BUSINESS ADMINISTRATION
FIRST SEMESTER

Course Category	COURSE MODULE			Methodology			Evaluation		
	Course Code	Course Title	Credit	L	T	P	Internal	External	TOTAL
DSC	BBA 101	Principles of Management	4	3	1	-	30	70	100
	BBA 102	Business Economics	4	3	1	-	30	70	100
	BBA 103	Business Accounting	4	3	1	-	30	70	100
GEC	BBA 104	Business Communication	4	3	1	-	30	70	100
AEC	BBA 105	Environmental Science	2	2	-	-	30	70	100
SEC	BBA 106	Seminar I	2	-	2	-	Continual Evaluation		100
VAC	BBA 107	IT Tools for Business - I	1	-	-	2	30	70	100
	BBA 108	GP/Yoga/NCC/NSS/MOOC	1	-	-	2	Continual Evaluation		100
		Total Credit	22						800

**SCHEME OF TEACHING AND EVALUATION
BACHELOR OF BUSINESS ADMINISTRATION
SECOND SEMESTER**

Course Category	COURSE MODULE			Methodology			Evaluation		
	Course Code	Course Title	Credit	L	T	P	Internal	External	TOTAL
DSC	BBA 201	Principles of Marketing	4	3	1	-	30	70	100
	BBA 202	Managing Human Resource	4	3	1	-	30	70	100
	BBA 203	Financial Management	4	3	1	-	30	70	100
GEC	BBA 204	Event Management	4	3	1	-	30	70	100
AEC	BBA 205	E-Commerce	2	2	-	-	30	70	100
SEC	BBA 206	Seminar on Book Review	2	-	2	-	Continual Evaluation		100
VAC	BBA 207	IT Tools for Business - II	1	-	-	2	Continual Evaluation		100
	BBA 208	GP/Yoga/NCC/NSS/MOOC/Others	1	-	-	2	Continual Evaluation		100
		Total Credit	22						800

**SCHEME OF TEACHING AND EVALUATION
BACHELOR OF BUSINESS ADMINISTRATION
THIRD SEMESTER**

Course Category	COURSE MODULE			Methodology			Evaluation		
	Course Code	Course Title	Credit	L	T	P	Internal	External	TOTAL
DSC	BBA 301	Business Environment	4	3	1	-	30	70	100
	BBA 302	Statistics for Management	4	3	1	-	30	70	100
	BBA303	Management Accounting	4	3	1	-	30	70	100
DSE	BBA 304 [M/F/H]	Any One on DE list	4	3	1	-	30	70	100
AEC	BBA 305	Personality Development and Communication Skills	2	2	-	-	30	70	100
SEC	BBA 306	Introduction to Digital Marketing	2	-	2	-	30	70	100
VAC	BBA 307	Statistical Analysis with MS Excel	1				Continual Evaluation		
	BBA 308	GP/Yoga/NCC/NSS/MOOC/Others	1	-	-	2	Continual Evaluation		100
		Total Credit	22						800

Department Specific Elective [DSE]

BBA 304 [M]	Personal Selling & Sales Force Management
BBA 304[F]	Banking & Financial Services/Financial Reporting
BBA 304[H]	HRD: Systems & Strategies

**SCHEME OF TEACHING AND EVALUATION
BACHELOR OF BUSINESS ADMINISTRATION
FOURTH SEMESTER**

Course Category	COURSE MODULE			Methodology			Evaluation		
	Course Code	Course Title	Credit	L	T	P	Internal	External	TOTAL
DSC	BBA 401	Business Research	4	3	1	-	30	70	100
	BBA 402	International Business	4	3	1	-	30	70	100
	BBA 403	Entrepreneurship and Small Business	4	3	1	-	30	70	100
DSE	BBA 404 [M/F/H]	Any One on DE list	4	3	1	-	30	70	100
AEC	BBA 405	Legal Aspects of Business	2	2	-	-	30	70	100
SEC	BBA 406	Sustainable Ecotourism	2	2	-	-	30	70	100
IAPC		Internship/Apprenticeship / Project/ Community Outreach		-	-	4	-	-	
VAC	BBA 407	Introduction to Metaverse	1	-	-	2	30	70	100
	BBA 408	GP/Yoga/NCC/NSS/MOOC/Others	1	-	-	2	Continual Evaluation		100
		Total Credit	22						800
Department Specific Elective [DSE]									
	BBA 404 [M]	International Marketing Management							
	BBA 404 [F]	Investment Management /Advance Tax Planning							
	BBA 404 [H]	Compensation Management							

**SCHEME OF TEACHING AND EVALUATION
BACHELOR OF BUSINESS ADMINISTRATION
FIFTH SEMESTER**

Course Category	COURSE MODULE			Methodology			Evaluation		
	Course Code	Course Title	Credit	L	T	P	Internal	External	TOTAL
DSC	BBA 501	Business Policy and Strategy	4	3	1	-	30	70	100
	BBA 502	Quantitative Techniques in Management	4	3	1	-	30	70	100
	BBA 503	Customers Relationship Management	4	3	1	-	30	70	100
DSE	BBA 504 [M/F/H]	Any One on DE list	4	3	1	-	30	70	100
GEC	BBA 505	Management Information System	4	3	1	-	30	70	100
SEC	BBA 506	Negotiations and Leadership	1	1	0	-	30	70	100
VAC	BBA 507	GP/Yoga/NCC/NSS/MOOC/Others	1	-	-	2	Continual Evaluation		100
		Total Credit	22						700
Department Specific Elective [DSE]									
	BBA 504 [M]	Rural Marketing							
	BBA 504 [F]	Financial Derivatives /Audit and Assurance							
	BBA 504 [H]	Labor Laws							

SCHEME OF TEACHING AND EVALUATION
BACHELOR OF BUSINESS ADMINISTRATION
SIXTH SEMESTER

Course Category	COURSE MODULE			Methodology			Evaluation		
	Course Code	Course Title	Credit	L	T	P	Internal	External	TOTAL
DSC	BBA 601	Project Management	4	3	1	-	30	70	100
	BBA 602	Strategic Management	4	3	1	-	30	70	100
	BBA 603	Business ethics and Corporate Governance	4	3	1	-	30	70	100
DSE	BBA 604[M/F/H]	Any One on DE list	4	3	1	-	30	70	100
GEC	BBA 605	Logistics and Supply Chain Management	4	3	1	-	30	70	100
SEC	BBA 606	Business Report Writing	1	1	-	-	30	70	100
VA	BBA 607	GP/Yoga/NCC/NSS/MOOC/Others	1	-	-	2	Continual Evaluation		100
		Total Credit	22						700
Department Specific Elective [DSE]									
	BBA 604[M]	Services Marketing							
	BBA 604[F]	Wealth Management							
	BBA 604[H]	Talent and Knowledge Management							

Bachelor of Business Administration
(BBA)



Principles of Management

Programme	Bachelor of Business Administration
Semester	II
Course Title	Principles of Management
Course Code	BBA101
Course Credits	4
Course Type	Core Theory Course

1. Course Summary

The aim of this course is to enable the students to study the evolution, the basic concepts and theories of Principles and practice management. Study the functions of management and learn its practical application in the organization. Helps the students to identify the contemporary issues and challenges in the field of management.

2. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

- CO-1.** Outline the basic management concepts, principles and its practices [L-1]
- CO-2.** Explain the roles and responsibilities of a manager in the organization (L-2)
- CO-3.** Illustrate the application of the management functions in the implementation of organization's vision and mission [L-3]
- CO-4.** Interpret the ability of communication, leadership, directing and controlling skills [L-3]
- CO-5.** Evaluate the contemporary issues and challenges in management (L-5)

3. Course Contents

Sr. No	Units	Unit Outcomes
1	Unit 1: Introduction to Management <ul style="list-style-type: none"> • Definition and Meaning of Management • Nature of management • Significance of Management • Management as science and art, and profession • Levels of Management 	After the successful completion of the unit, the learner should be able to: <ol style="list-style-type: none"> 1. Define management. 2. Explain the nature and significance of management 3. Discuss management as a science or an art or both and as profession
2	Unit 2: Principles and Functions of Management <ul style="list-style-type: none"> • Principles of Management • Functions of Management 	<ol style="list-style-type: none"> 1. Explain the principles of management 2. Describe the functions of

	<ul style="list-style-type: none"> • Management vs Administration • Manager's role and skills 	<ol style="list-style-type: none"> 3. management Discuss the differences between management and operations 4. Discuss the role of managers in management
3	Unit 3: Approaches to Management <ul style="list-style-type: none"> • Evolution of Management Thought • Contribution of FW Taylor • Contribution of Henry Fayol • Hawthorne Experiment • Management Science Approach • Contingency Approach 	<ol style="list-style-type: none"> 1. Learn the different theories of management
4	Unit 4: Nature of Planning <ul style="list-style-type: none"> • Definition and meaning of planning • Nature of Planning • Importance of Planning • Planning vs Forecasting • Advantages and Disadvantages of planning 	<ol style="list-style-type: none"> 1. Explain the Nature and need for planning 2. Distinguish between planning and forecasting. 3. Discuss the benefits and drawbacks of planning
5	Unit 5: Components of Planning and Decision making <ul style="list-style-type: none"> • Components of planning: <ul style="list-style-type: none"> ○ The process of planning <ul style="list-style-type: none"> ○ Types of Plans: Standing and single-use plans ○ Hierarchy of Plans ○ Barriers to effective Planning ○ Measures to effective planning • Decision Making: <ul style="list-style-type: none"> ○ Meaning ○ Significance of Decision making 	<ol style="list-style-type: none"> 1. Describe the steps in planning process 2. Discuss the types and hierarchy of plans 3. Identify the barriers to effective planning 4. Explain the concept of decision making
6	Unit 6: Nature and Process of Organization <ul style="list-style-type: none"> • Definition of organizing • Nature of organization • Importance of organization • Principles of organizing • Organization process • Formal and Informal Organization 	<ol style="list-style-type: none"> 1. Explain the process of organization 2. Discuss the need for organization and its nature 3. Explain the principles and process involved in organization
7	Unit 7: Forms of Organizational Structures <ul style="list-style-type: none"> • Line Organization • Line and Staff Organization • Functional Organization • Project Organization • Matrix Organization • Virtual Organization 	<ol style="list-style-type: none"> 1. Discuss the different types of organization structure and their merits and demerits
8	Unit 8: Delegation and Decentralization of Authority <ul style="list-style-type: none"> • Concept of Authority, responsibility, and accountability • Delegation of Authority: 	<ol style="list-style-type: none"> 1. Discuss about authority, responsibility and accountability 2. Explain the need for delegation

	<ul style="list-style-type: none"> ○ Need and Importance of Delegation of authority ○ Barriers to effective delegation ○ Measures to effective delegation • Concept of Decentralization of Authority • Concept of Centralization of Authority 	<ol style="list-style-type: none"> 3. of authority in management Identify the barriers in delegation and measures to overcome them 4. Discuss the concept of decentralization and centralization
9	Unit 9: Staffing (part-1) <ul style="list-style-type: none"> • Definition of Staffing • Meaning of Staffing • Manpower planning • Recruitment 	<ol style="list-style-type: none"> 1. Define the term staff Discuss the concept of manpower planning. Determine the resource of recruitment. 2. 3.
10	Unit 10: Staffing (part-II) <ul style="list-style-type: none"> • Selection • Placement • Induction and Orientation • Training and Development • Promotion and Transfer • Meaning of Performance Appraisal 	<ol style="list-style-type: none"> 1. Explain the process of selection. Describe the concepts of 2. Induction and orientation, promotion, and transfer. Enumerate the types of training. 3. 4. State the meaning of performance appraisal.
11	Unit 11: Directing <ul style="list-style-type: none"> • Definition of Direction • Meaning of Direction\ • Elements of directing • Principles of effective directing 	<ol style="list-style-type: none"> 1. Explain the elements and principles of direction 2. Describe the motivation theory
12	Unit 12: Motivation <ul style="list-style-type: none"> • Definition of Motivation • Meaning of Motivation • Theory of Motivation • Maslow's Need Hierarchy Theory • Herzberg's Two-Factor Theory of Motivation • McGregor's Theory X and Theory Y 	<ol style="list-style-type: none"> 1. Define the term motivation. 2. Explain the theory of Maslow's Need Hierarchy Theory. 3. Describe the two-factor theory. 4. Explain the theory X and theory Y.
13	Unit 13: Leadership <ul style="list-style-type: none"> • Definition and Meaning of Leadership • Traits and Qualities of a good leader • Leadership Styles 	<ol style="list-style-type: none"> 1. Define the meaning of Leadership 2. Find out the important criteria and qualities of a good leader. 3. State the different types of leadership styles.
14	Unit 14: Communication <ul style="list-style-type: none"> • Definition and meaning of communication • Importance of communication • Basic Principles of Communication • The Communication Process • Types of Communication • Barriers to Communication • Measures to effective communication 	<ol style="list-style-type: none"> 1. Describe the principles and need for communication in the organization Explain the steps in communication process 2. List out the types of communication 3. Discuss the barriers and measures for effective communication. 4.

15	Unit 15: Coordination	1. Learn the importance of
	<ul style="list-style-type: none"> • Definition and meaning of coordination • Importance of coordination • Types of coordination • Techniques of Effective Coordination 	2. coordination in management List out the elements and techniques of coordination
16	Unit 16: Controlling	1. Describe the process involved in controlling
	<ul style="list-style-type: none"> • Definition and meaning of control • Process of Controlling • Principles of good control system • Techniques of Controlling <ul style="list-style-type: none"> ○ Traditional techniques ○ Modern techniques 	2. Explain the techniques of controlling

4. Course Articulation Matrix (CO-PO-PSO Map)

	Programme Outcomes (POs)												Programme Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO-1	PSO-2	PSO-3
CO1	3	2	-	-	-	-	-	1	-	-	1	1	2	-	1
CO2	-	-	-	-	-	1	1	-	-	-	-	-	-	1	-
CO3	1	2	1	1	-	-	-	-	1	-	-	1	2	1	1
CO4	1	1	2	1	2	1	2	1	-	1	-	1	2	2	-
CO5	-	-	-	-	-	-	-	-	1	1	-	-	-	-	1
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution															

5. Course Resources

a. Essential Reading

1. Course Self-Learning Material
2. T.N Chhabra, Principles and Practice of Management, 9th Ed., Dhanpat Rai & Co. (P) Ltd., New Delhi

b. Recommended Reading

1. Dr. L.M. Prasad, Principles & Practice of Management, 3rd Ed., Sultan Chand & Sons - New Delhi
2. P.C. Tripathi and Reddy, Principles of Management, 4th Ed., Tata McGraw Hill, New Delhi
3. Peter F. Drucker, Management Task, Responsibilities & Practices, Reprint Edition, Harper Business
4. James and Daniel, Principles of Management, Pearson Education.

c. Websites

1. <http://nptel.ac.in/>

d. Other Electronic Resources

1. Course Video Lectures on I Learn

Business Economics

Programme	Bachelor of Business Administration
Semester	I
Course Title	Business Economics
Course Code	BBA102
Course Credit	4
Course Type	Core Theory Course

1. Course Summary

This course provides a basic understanding of the economic concepts, which have prominent role in taking vital business decisions. Students can gain knowledge about the working of the economic system and dimensions. They can also learn the reasons for price fluctuations and changes in consumer behavior. The overall learning of business economics will help the students to understand the functioning of the business in a more elaborate way and thus help them develop analytical and decision-making capabilities.

2. Course Outcomes

After the successful completion of this course, the student will be able to:

CO1: Outline the basic concepts of economics and its application in business **(L-1)**

CO2: Elaborate various concepts, theories, and laws of business economics **(L-2)**

CO3: Apply the concepts of economics for taking decisions related to production, cost, and other business aspects **(L-3)**

CO4: Evaluate and analyze the prices and outputs in different market structures. **(L-4)**

CO5: Assess the impact of current market and economic scenario on the business **(L-5)**

3. Course Contents

Sr. No	Unit contents	Unit Outcomes After the successful completion of the unit, the learner will be able to:
1	<p>Unit 1: Introduction to Economics</p> <ul style="list-style-type: none"> • Definitions of economics • Wealth welfare growth and scarcity • Scope of economics • Nature of economics • Basic economic problems • Central problems of economy • Overview of Micro and Macro Economics 	<ol style="list-style-type: none"> 1. Define economics from various dimensions. 2. Explain the nature and scope of economics. 3. Identify the basic economic problems. 4. Differentiate between micro and macroeconomics.
2	<p>Unit 2: Introduction to Business Economics</p> <ul style="list-style-type: none"> • Definitions • Nature and scope of business economics • Circular flow of income • Production possibility curve and opportunity cost 	<ol style="list-style-type: none"> 1. Explain business economics. 2. Elaborate the production curve and opportunity cost.

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3	<p>Unit 3: Demand Analysis</p> <ul style="list-style-type: none"> • Concept of demand • Factors affecting demand. • Demand curve • Individual demand and Market demand • Movement versus shift in demand curve • Law of demand • Exceptions to the law 	<p>Explain demand and the factors affecting demand.</p> <ol style="list-style-type: none"> 1. Explain the law of demand. Identify the exceptions to the 2. law of demand. 3.
4	<p>Unit 4: Elasticity of Demand and Demand Forecasting</p> <ul style="list-style-type: none"> • Types of elasticity of demand • Factors affecting elasticity of demand. • Price elasticity of demand • Degrees of price elasticity • Measurement of price elasticity of demand • Demand forecasting • Prerequisites of demand forecasting • Methods of forecasting 	<p>Identify the factors affecting elasticity of demand.</p> <ol style="list-style-type: none"> 1. Identify the types of elasticity of demand. 2. Measure the price elasticity of demand. 3. Forecast the demand for the products. 4.
5	<p>Unit 5: Supply and Elasticity of Supply</p> <ul style="list-style-type: none"> • Concept of supply • Factors affecting supply. • Law of Supply • Movement vs shift in supply • Elasticity of supply 	<ol style="list-style-type: none"> 1. Explain supply and law of supply. 2. Differentiate the movement and shift in supply. 3. Understand the elasticity of supply.
6	<p>Unit 6: Introduction to Consumer Behavior</p> <ul style="list-style-type: none"> • Meaning of consumer behavior • Concept of utility • Cardinal vs ordinal approach • Total utility and Marginal utility analysis • Theory of Consumer Behavior • Law of diminishing marginal utility • Consumer surplus 	<p>Explain the consumer behavior through utility. Understand the law of diminishing marginal utility.</p> <ol style="list-style-type: none"> 1. Explain consumer surplus. 2. 3.

7	<p>Unit 7: Indifference Curve Analysis, Budget Line and Consumer Equilibrium</p> <ul style="list-style-type: none"> • Concept of indifference curve • Properties of indifference curve • Indifference map • Budget line and its meaning • Changes in budget line • Consumer equilibrium with indifference curve 	<ol style="list-style-type: none"> 1. 2. Describe the indifference curve. 3. Describe the budget line. Explain the consumer equilibrium with indifference curve.
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8	<p>Unit 8: Production</p> <ul style="list-style-type: none"> • Meaning of productions • Factors of production • Input output relationship • Fixed and variable factors • Difference between short run and long run production. • Production function • Linear homogeneous production function • Total products <p>Average and marginal products</p>	<ol style="list-style-type: none"> 1. 2. 3. Explain productions and its factors. Differentiate fixed and variable factors. Describe the production function and its relationship with the production factors
9	<p>Unit 9: Theory of Production</p> <ul style="list-style-type: none"> • Law of Variable Proportions and Returns to Scale • Law of variable proportions • Law of returns to scale • Law of increasing returns • Constant, Diminishing and Negative returns • 	<ol style="list-style-type: none"> 1. 2. Explain the law of variable proportions Explain the law of returns to scale.
10	<p>Unit 10: Cost Concepts</p> <ul style="list-style-type: none"> • Meaning and types of costs • Short and Long Run Costs • Total, average, and marginal cost curves • Total fixed and total variable cost • Average fixed cost and average variable cost • Long run average cost curve • Average and marginal cost curve 	<ol style="list-style-type: none"> 1. 2. Describe the types of cost 3. Differentiate between various types of cost 4. Understand the cost curves 5. Elaborate on the short run and long run cost Explain the impact of various costs on the production
11	<p>Unit 11: Economies and Diseconomies to Scale</p> <ul style="list-style-type: none"> • Economies to scale • Diseconomies to scale • Isoquants and iso cost curves 	<ol style="list-style-type: none"> 1. Identify the economies and diseconomies to the scale 2. Explain the iso quant and iso cost curves

12	Unit 12: Concepts of Revenue <ul style="list-style-type: none"> • Meaning of revenue • Total revenue, marginal revenue, and average revenue • Relationship between AR, TR, and MR • Equilibrium of the market • Relationship between revenue and elasticity of demand 	<ol style="list-style-type: none"> 1. Understand the concept of revenue. 2. Identify and define the types of revenue. 3. Relate the types of revenue to each other. 4. Explain equilibrium of the market
13	Unit 13: Market Structures and Price Output	<ol style="list-style-type: none"> 1. Explain various forms of market
	Decision – Monopoly and Monopolistic Market <ul style="list-style-type: none"> • Concept of Market • Forms of market and competition • Monopolistic – Features and type of competition Pricing strategy Output decision • Monopoly - Features and type of competition Pricing strategy Output decision 	<ol style="list-style-type: none"> 2. along with its features. Explain the price output decisions for monopolistic market. 3. Explain the price output decisions for monopoly market.
14	Unit 14: Market Structures and Price Output Decision – other forms of market <ul style="list-style-type: none"> • Oligopoly Market • Price and output decision under oligopoly • Duopoly market • pricing and price discrimination 	<p>Describe the pricing decisions in oligopoly market structures.</p> <ol style="list-style-type: none"> 1. Explain the market equilibrium and pricing strategy in duopoly market. 2.

4. Course Articulation Matrix [CO-PO- PSO Map]

	Programme Outcomes (POs)												Programme Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2			2		1	2		2	3	3	2			
CO2		1		2		2	2		2	2	3	1			
CO3	3	3		1			3		3	3	2	2			
CO4		3		1	1		3		3	3	3	2			
CO5		3		2	2	2	2		3	2	3	2			
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution															

5. Course Resources

a. Essential Reading

1. Course Self-Learning Material
2. Ahuja, H.L. (2017), *Business Economics*, S. Chand Publication
3. Agarwal, S. K. (2018), *Business economics* S. Chand Publication

b. Recommended Reading:

1. Mishra, J.P. (2022), *Business Economics* new ed., Sahitya Bhawan Publications, Agra
2. Andrew Ashwin, Mark Taylor and N. Gregory Mankiw , (2016), *Business Economics*, 2nd Ed., Cengage Learning EMEA

c. Magazines and Journals

1. Taylor and Francis Journal of Business economics and management
2. IJSERBEM – International Journal of Business Economics and Management.

d. Websites

1. <http://egyankosh.ac.in/>
2. <https://www.coursera.org/>
3. <https://www.nptel.ac.in/>

e. Other Electronic Resources

1. Course video lecture on Brightside
2. [Online Economics Courses - AcademicEarth.org](#)
3. [Economic Analysis for Business Decisions | Sloan School of Management | MIT OpenCourseWare](#)

Business Accounting

Program	Bachelor of Business Administration
Semester	1
Course Title	Business Accounting
Course Code	BBA103
Course Credits	4
Course Type	Core Theory

1. Course Summary

This course aims to create a strong foundation in basic concepts of accounting. The students are taught the principles, concepts, conventions, and the basics of accounting standards. Further, they are taught how to prepare a Journal, Ledger, Trial Balance, and the interpretation of financial statements. This course also encourages the students to analyze the financial performance in choosing accounting estimates through the calculation of various financial ratios.

2. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

- CO-1.** State the fundamental concepts and list the basic principles of accounting. [L-1]
- CO-2.** Describe the regulatory framework of the operations of the accounting activities through Generally Accepted Accounting Principles (GAAP) [L-2]
- CO-3.** Implement the conceptual knowledge in the process of recording the transactions in various books of accounts [L-3]
- CO-4.** Examine the various accounts and analyze the need for preparing financial statements [L-4]
- CO-5.** Compare and appraise the financial performance of business entities [L-5]

3. Course Contents

Sl. No	Units	Unit Outcomes After the successful completion of the unit, the learner should be able to:
1	Unit 1: Introduction to Accounting <ul style="list-style-type: none"> • Meaning • Nature and scope of Financial Accounting • Branches of Accounting • Users of Accounting Information 	<ol style="list-style-type: none"> 1. Define Accounting. Explain the nature and scope of accounting. 2. Discuss the various Branches of accounting and identify the users of accounting information.
2	Unit 2: Accounting Principles <ul style="list-style-type: none"> • Meaning of GAAP • Basic Concepts, Principles, and Conventions • Importance • Limitations 	<ol style="list-style-type: none"> 1. Understand the principles, basic concepts, and conventions. Explain the importance and limitations of the accounting principles.
3	Unit 3: Accounting Standards <ul style="list-style-type: none"> • Introduction • Understanding Accounting Standards issued by the ICAI • Disclosure of Accounting Policies 	<ol style="list-style-type: none"> 1. Understand the Accounting Standards issued by ICAI. Identify the accounting standards and disclosure of accounting policies.
4	Unit 4: Double Entry System <ul style="list-style-type: none"> • Meaning • Classification of Accounts • Rules of Debit and Credit • Advantages • Disadvantages 	<ol style="list-style-type: none"> 1. Discuss the double-entry system of recording. 2. Classify the accounts under different heads. 3. Learn the rules of debit and credit. 4. Explain the advantages and disadvantages of the double entry system
5	Unit 5: Journalizing <ul style="list-style-type: none"> • Meaning • Objectives and Importance • Recording transactions in a Journal • Opening and Closing Entries 	<ol style="list-style-type: none"> 1. Understand the meaning of Journalizing 2. Discuss the importance of journal entries. 3. Understand the process of entering transactions into journal entries 4. Explain the opening and closing entries.
6	Unit 6: Subsidiary Books <ul style="list-style-type: none"> • An overview of Subsidiary books • Cash Book • Purchase Book • Purchase Returns Book • Sales Book • Sales Returns Book 	<ol style="list-style-type: none"> 1. Classify the various transactions. 2. Apply the rules for classification. 3. Posting the entries in the respective subsidiary books.

7	Unit 7: Ledger, Ledger Posting & Ledger Balancing <ul style="list-style-type: none"> • Meaning • Objectives and Importance • Preparation of Ledger accounts • Posting of transactions • Balancing of transactions 	<ol style="list-style-type: none"> 1. Recognize the importance of Ledger. 2. Posting the entries from the journal to the appropriate Ledger accounts. 1. Perform the balancing of accounts.
8	Unit 8: Trial Balance	<ol style="list-style-type: none"> 1. Understand the objectives

	<ul style="list-style-type: none"> • Meaning • Objectives • Methods • Steps in locating errors disclosed by trial balance and suspense account 	<ol style="list-style-type: none"> of trial balance 2. Apply the conceptual knowledge while entering the entries in the trial balance. 3. Analyze the steps in finding the errors disclosed by a trial balance.
9	Unit 9: Rectification of Errors <ul style="list-style-type: none"> • Meaning • Classification of errors • Methods used to rectify errors 	<ol style="list-style-type: none"> 1. Identify the errors that occurred. Classify the various types of errors. 2. errors. 3. Explain the methods used to find the errors for rectification.
10	Unit 10: Bank Reconciliation Statement (BRS) <ul style="list-style-type: none"> • Meaning • Need & Importance of BRS • Preparation of BRS 	<ol style="list-style-type: none"> 1. Understand the need for and importance of BRS. 2. Apply the conceptual knowledge to prepare BRS.
11	Unit 11: Depreciation Accounting <ul style="list-style-type: none"> • Meaning • Causes • Methods <ul style="list-style-type: none"> ○ Straight Line Method (SLM) ○ Written Down Value Method (WDV) ○ Sum-of-the-years' digit method ○ Annuity Method ○ Machine hour and Depletion method 	<ol style="list-style-type: none"> 1. Describe the causes of depreciation. 2. Explain the methods of depreciation.
12	Unit 12: Final Accounts without adjustments <ul style="list-style-type: none"> • Meaning • Process of preparing final accounts • Preparation of Trading Account • Preparation of Profit & Loss Account • Balance sheet 	<ol style="list-style-type: none"> 1. Understand the importance and the process of preparing final accounts 2. Apply the conceptual knowledge to prepare the Trading, Profit & Loss Account. 3. Analyze the items to be shown in the Balance Sheet.
13	Unit 13: Final Accounts with adjustments <ul style="list-style-type: none"> • Closing stock • Outstanding expenses • Prepaid expenses • Depreciation • Bad debts, Provision for Bad and Doubtful debts. 	<ol style="list-style-type: none"> 1. Apply the various techniques for adjustments. 2. Analyze to adjust post-balance sheet date transactions affecting final accounts.

14	Unit 14: Ratio Analysis <ul style="list-style-type: none"> • Meaning and Usefulness of Financial Ratios • Analysis of Financial Ratios from the perspective of different Stakeholders like Investors, Lenders, and Short-term Creditors • Profitability Ratios, Solvency Ratios, Liquidity Ratios, and Turnover Ratios • Limitations of Ratio Analysis. 	<ol style="list-style-type: none"> 1. Understand the meaning and essence of ratios 2. Examine the types of ratios. 3. Describe the applicability of financial ratios. Evaluate 4. the financial performance of a company .
15	Financial Statement Analysis: <ul style="list-style-type: none"> • Meaning • Objectives • Importance and limitations. • Tools: Comparative statements • Common size statements 	<ol style="list-style-type: none"> 1. Know the meaning of financial statements. 2. List the objectives. 3. Describe the importance and limitations of analysis. 4. Examine the various tools for analyzing the financial statements.

• Course Articulation Matrix (CO-PO-PSO Map)

	Programme Outcomes (POs)												Programme Specific Outcomes (PSOs)		
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO10	PO11	PO12	PSO-1	PSO-2	PSO-3
CO-1	3	2	-		2	1	-	-	1	3	3	3			
CO-2	3	2	-	1	1	-	2	-	-	3	3	2			
CO-3	3	2	-	2	-	2	3	-	2	3	2	2			
CO-4	3	3	-	2	-		3	-	2	2	2	1			
CO-5	3	3	-	2	2	2	3	-	2	2	2	1			
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution															

5. Course Resources

A. Essential Reading

1. Course Self-Learning Material
2. Maheshwari S.N, Maheshwari S.K. *Financial Accounting*. 4th Ed. Vikas Publishing House Pvt Ltd.

B. Recommended Reading

1. Ruchi Bhatia. *Accounting for Managers*. 1st Ed. Himalaya Publishing House.
2. Lal Jawahar. (2008). *Accounting for Managers*. 4th Ed. Himalaya Publications.
3. Tulsian P.C. (2010). *Financial Accounting*. Fifth Impression. Pearson Education.

4. Ramachandra N. (2008). *Financial Accounting*. 2nd Ed. Tata McGraw Hill. C.

Websites

1. <https://www.coursera.org/>
2. <http://nptel.ac.in/>

D. Other Electronic Resources

1. Course Video Lectures on Brightspace

Business Communication

Program	BBA
Semester	1
Course Title	Business Communication
Course Code	BBA104
Course Type	Theory (Elective)

1. Course Summary

Profound Communication skills are an essential part of professional life. This course aims to provide comprehensive input on business communication and help the students know how to overcome various communication barriers in their work life. Students are taught several business letters writing techniques, including email writing that can be applied in their work settings. Focus is also given to employability skills required to get into the right job. This course is structured in a way in which the students can learn how to present themselves in front of the public.

2. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

- CO-6.** Understand the importance of business communication. [L-1]
- CO-7.** Identify the areas and ways to improve the effectiveness of communication skills. [L-2] [L-3]
- CO-8.** Application of proper writing techniques in business documents. [L-3]
- CO-9.** Analyze the efficacy of different communication mediums. [L-4]
- CO-10.** Assess the impact of internal and external communication. [L-5]
- CO-11.** Evaluate the strengths and importance of workplace etiquette and manners. [L-5]

3. Course Contents

Sr. No	Units	Unit Outcomes
		After the successful completion of the unit, the learner should be able to:

1	Unit 1: Introduction to Business Communication: <ul style="list-style-type: none"> • Introduction • Definitions • Nature of Business Communication • Scope of Business Communication 	<ol style="list-style-type: none"> 1. Understand the concept of business communication. 2. Explain the nature and scope of business communication in detail.
2	Unit 2: Process and Barriers to Communication: <ul style="list-style-type: none"> • Objectives Business Communication • Need for Business Communication • Communication Process 	<ol style="list-style-type: none"> 1. Dispel Inter and Intrapersonal Barriers to communication. 2. Identify the barriers to communication and learn the measures to overcome them.

	<ul style="list-style-type: none"> • 7 C's of Communication • Barriers to Business Communication • Ways to Overcome the Barriers 	
3	Unit 3: Types of Communication: <ul style="list-style-type: none"> • Methods of communication: <ul style="list-style-type: none"> ○ Formal and Informal Communication ○ Verbal and non-verbal communication ○ Internal and External Communication. • Facing today's Communication Challenges 	<ol style="list-style-type: none"> 1. Acquire knowledge about the different types of communication. 2. Know the requirements of modern communication and face the challenges. 3. Enhance confidence in speaking
4	Unit 4: Importance of Business Communication: <ul style="list-style-type: none"> • Introduction • Role of Communication in Management • Flow of Communication • Grapevine Communication 	<ol style="list-style-type: none"> 1. Improve managerial skills. 2. Understand how messages flow inside and outside the organization.
5	Unit 5: Written Communication: <ul style="list-style-type: none"> • Introduction to Soft Skills • Need for Soft Skills • Written Communication • Principles of Effective Written Communication • Essentials of Good Writing • Improving Writing Techniques • Ethics in Writing 	<ol style="list-style-type: none"> 1. Understand the need for soft skills to be competent in work life. 2. Understand the Effectiveness of Written Communication 3. Apply the Principles of Effective Communication in Business Writing. 4. Create awareness of Ethical Business Writing.
6	Unit 6: Business Letter Writing: <ul style="list-style-type: none"> • Introduction to Formal Business Writing • Meaning of Business Letter • Principles of Business Letter Writing • Components of Business Letter • The layout of the Business Letters <ul style="list-style-type: none"> ○ Cover letter ○ Offer Letter ○ Acceptance letter ○ Reference Letter • Business Messages and Goodwill Messages 	<ol style="list-style-type: none"> 1. Understand how to plan and structure business writing. 2. Draft the various forms of business letters. 3. Write effective business messages and goodwill messages.

7	Unit 7: Other Forms of Written Communication: <ul style="list-style-type: none"> • Writing Memorandum • Notice and Circular Writing • Agenda and Minutes of the Meeting • Business Report • Courteous Phrases • Proofreading 	<ol style="list-style-type: none"> 1. Identify the importance of various forms of business written communication. 2. Practice the unique qualities of a professional writing style.
8	Unit 8: Effective Handling of Issues: <ul style="list-style-type: none"> • Handling Complaints Effectively • Giving and Receiving Feedback • Negative News Handling • Listening Skills 	<ol style="list-style-type: none"> 1. Understand the importance of effective communication in issue handling. 2. Receive and give feedback positively. 3. Understand the scope of
		listening skills business communication
9	Unit 9: Public Speaking: <ul style="list-style-type: none"> • Introduction • Techniques of Public Speaking • Importance of Public Speaking • Modes of public speaking • Ways to Reduce Stage Fright 	<ol style="list-style-type: none"> 1. Know the techniques to handle public speaking. 2. Critically assess their speaking skill and that of others.
10	Unit 10: Group Communication: <ul style="list-style-type: none"> • Introduction • Types of Meetings • Seminars and Conferences. • Group Discussions-Do's and Don'ts 	<ol style="list-style-type: none"> 1. Infuse self-confidence. 2. Learn coordination skills.
11	Unit 11: Interviews: <ul style="list-style-type: none"> • Definition • Preparation • Types • Do's and Don'ts • Mock Interviews 	<ol style="list-style-type: none"> 1. Prepare for job interviews.
12	Unit 12: Resume Writing: <ul style="list-style-type: none"> • Introduction • Format of Resume writing • Professional Resume • Job Application 	<ol style="list-style-type: none"> 1. Demonstrate their abilities to target resumes to the presenting purpose.
13	Unit 13: Electronic Communication: <ul style="list-style-type: none"> • Email Writing • Importance of Digital Communication • Tools of social media like What's App, Zoom, Teams 	<ol style="list-style-type: none"> 1. Develop and strengthen email writing skills.
14	Unit 14: PowerPoint Presentation: <ul style="list-style-type: none"> • Introduction • Importance and Styles PowerPoint Presentation • Delivering Presentations Effectively. (Introduction to Kinesics) 	<ol style="list-style-type: none"> 1. Create and deliver effective presentations. 2. Adapt their presentations to the audience of a particular type

15	Unit 15: Business Etiquette: <ul style="list-style-type: none"> • Introduction • Power Dressing • Telephonic Etiquette • Table Etiquette 	1. Create a professional and mutually respectful atmosphere
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4. Course Articulation Matrix (CO-PO-PSO Map)

	Program Outcomes (POs)												Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO-1	PSO-2	PSO-3
CO1	3	2	2	1	3	-	-	-	-	1	1	1	1	2	3
CO2	2	1	2	2	3	-	-	-	-	1	1	1	2	2	1
CO3	-	-	1	2	2	-	-	-	-	-	1	1	-	2	3
CO4	-	-	-	-	-	-	-	-	-	-	-	-	1	2	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	3	2	-
CO6	1	-	-	-	2	1	-	-	1	-	2	1	-	2	3
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution															

5. Course Resources

a. Essential Readings

1. Self-Learning Material.
2. Raymond, V. L., Marie, E. Flatley., Rentz, K. & Pande, N. (2009). Business Communication: Making Connections in a Digital World (13/ed.). TMH. New Delhi.
3. Meenakshi Raman and Prakash Singh. (2012). Business Communication. (2ed.). Oxford University Press.
4. Urmila Rai and S.M. Rai. (2020). Business Communication. (9/ed). Himalaya Publishing house.

b. Recommended Reading:

1. Hudson R.H. and Selzler B.J. (2006). Business Communication Concepts and Applications in an Electronic Age. (5/ed.). Jaico Reprint, Jaico, New Delhi.
2. Booher, D. (2001). E-Writing: 21st Century Tools for Effective Communication. New York: Pocket Books, Division of Simon & Schuster, Inc.
3. Sinha,K.k (2017). Business Communication. (Fourth Revised Edition). Taxman.
4. C.C. Pattensheti. Business Communication. Chand and Company Publishers. New Delhi.
5. Herta A. Murphy., and Charles E. Peck. Effective Business Communication. Tata McGraw Hill Publishing Company Limited. New Delhi.
6. Peter Hartley., and Clive, G. Bruckmann. (2002). Business Communication. Routledge. London.
7. Locker, K.O. &Kaczmarck, S.K. (2007). Business Communication: Building Critical Skills, 3/e, TMH. New Delhi.

8. Business Communication: Process and Product. 5/e Cincinnati, Ohio: South-Western College Publishing/ Thomson.

c. Other Electronic Resources: Course Video Lectures

BB A 10 5 Environmental Science

Course Outcomes: After completion of the course students will be able to:

CO1 Describe the key environmental issues and display awareness

CO2 Encourage participation in environmental conservation practices.

CO3 Develop critical thinking and apply those to the analysis of a problem or question related to the environment.

CO4 Evaluate impact of various human induced activities on the environment **CO5**
Design possible solutions to the real environmental problems.

CO6 Create research and innovation related with different aspects of environmental science

Unit 1: Environmental Science and Ecosystem (08 hours)

a. Definition of Environmental Science, multidisciplinary nature, Objective, scope and importance.

b. Concept of an ecosystem, structure and function, energy flow, ecological succession, food chains, food webs, ecological pyramids.

c. Introduction, types, characteristic features, structure and function of the following ecosystem: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries) **Unit**

2: Natural Resources and Biodiversity (16 hours) a.

Renewable and non-renewable resources.

b. Natural resources and associated problems:

- **Forest resources:** Use and over-exploitation, deforestation, case studies, Timber extraction, mining, dams and their effects on forests and tribal people.
 - **Water Resources:** Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams – benefits and problems, water conservation, rainwater harvesting, watershed management.
 - **Mineral Resources:** Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
 - **Food Resources:** World food problems, Changes in land use by agriculture and grazing, Effects of modern agriculture, Fertilizer/ pesticide problems, Water logging and salinity
 - **Energy Resources:** Increasing energy needs, Renewable/ non-renewable, Use of Alternate energy sources, urban problems related to energy, Case studies
 - **Land resources:** Land as a resource, land degradation, man-induced land-slides, soil erosion and desertification, wasteland reclamation
- c. Role of an individual in conservation of natural resources, equitable use of resources for sustainable lifestyles.
- d. Definition of biodiversity, levels of biodiversity, value of biodiversity, threats to biodiversity (habitat loss, poaching of wildlife, man-wildlife conflicts).
- e. Biodiversity at global, national and local levels, India as a biodiversity nation, biogeographical classification of India, hotspots of biodiversity. f. Endangered and endemic species of India.
- g. Conservation of biodiversity: In-situ and ex-situ conservation of biodiversity.

Unit 3: Environmental Pollution (08 hours)

- a. Definition, causes, effects and control measures of Air Pollution, water pollution, soil pollution, marine pollution noise pollution, thermal pollution, nuclear hazards.
- b. Solid waste Management: causes, effects and control measures of urban and industrial wastes
- c. Role of an individual in prevention of pollution, pollution case studies, pollution case studies

Unit 4: Important Environmental and Social Issues, Management and Legislation (14 Hours)

- a. Climate change, global warming, acid rain, Ozone layer depletion, nuclear accidents and holocaust. Case studies.

- b. Sustainable development, Resettlement and rehabilitation of people (its problems, concerns and case studies), Environmental ethics (issues and possible solutions), consumerism and waste products
- c. Disaster management: floods, earthquake, cyclone and landslides.
- d. Environment Protection Act, Air (Prevention and Control of Pollution) Act, Water (Prevention and Control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act,
- e. Issues involved in enforcement of environmental legislation, Public Awareness
- f. Population growth (variation among nation), Population explosion (family welfare program), Environment and human health, human rights, value education, HIV/AIDS, Women and Child Welfare, Role of Information Technology in Environment and human health, case studies.

Unit 5: Field work (01 Hour)

- a. Visit to a local area to document environmental assets- river/ forest/ grasslands/ hill /mountain.
- b. Visit to a local polluted site- Urban/ Rural/ Industrial/ Agricultural
- c. Study of common plants, insects, birds
- d. Study of simple ecosystems- pond, river, hill slopes, etc.

Learning Resources:

1. **Joseph K. & Nagendran R.:** *Essentials of Environmental studies*; Pearson Edition
2. **Santra S. C.,** *Environmental Science*; Central Book Agency.
3. **Dhameja, S. K.,** *Environmental Studies*; Katson books.
4. **Srivastava Smriti,** *Environmental Studies*; Katson books.
5. **Deswal, S. & Deswal A.,** *A Basic Course in Environmental Studies*; Dhanpat Rai & Co.

Seminar

Program	Bachelor of Computer Applications
Semester	1
Course Title	Seminar
Course Code	BBA106
Course Credits	2
Course Type	Skill Enhancement Course

1. Course Summary

This course is aimed at giving students hands-on practice in the independent critical reading of scientific articles from journals and other sources. The student is required to choose a topic of interest, access resources for the survey and collection of data, analyze and interpret the data, and draw meaningful conclusions.

Students will be expected to familiarize themselves with the technical advances in computer applications. They are encouraged to get acquainted with the emerging social, ethical, and legal aspects of computer applications, research, and development. The student will be guided to conduct a literature review, and study methodology, technology, tools, and processes used in contemporary computer applications. They will be guided to summarize and prepare a report followed by a seminar presentation.

2. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

- CO 1.** Identify a topic in Computer Applications and conduct a thorough literature review independently.
- CO 2.** Discuss the importance of the selected topic with respect to research, relevance, and its applications in the global and local context.

CO 3. Justify the importance of the selected topic.

CO 4. Prepare a detailed report on the selected topic and defend the conclusions drawn in a visual presentation.

3. Course Contents

Unit 1. Identification of a topic for the seminar in consultation with the course instructor/seminar guide

Unit 2. Conducting a literature review on the selected topic, collecting relevant data, and critically analyzing the collected data

Unit 3. Making meaningful conclusions based on the literature review and data analysis.

Unit 4. Preparation of a detailed report on the selected topic to bring out the important concepts in the selected area, relevance, and applications of the topic.

Unit 5. Preparation of a presentation of the summary of the report and presenting it to a panel of examiners.

4. Course Articulation Matrix (CO-PO-PSO Map)

	Programme Outcomes (POs)										Programme Specific Outcomes (PSOs)		
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO10	PSO-1	PSO-2	PSO-3
CO-1		2											
CO-2	2	3									2		
CO-3	2	3									2		
CO-4	3	3		3	3	3	3	3	3	3	3		3
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution													

5. Course Resources

a. Essential Reading

1. Bright, S. (2020). Microsoft PowerPoint: Creating a Presentation, Tips for Creating and Delivering an Effective Presentation, and Marketing Your Brand Through PowerPoint Presentation. United Kingdom: Lulu.com.

b. Recommended Reading

1. The seminar guide shall recommend the resources based on the elected topics.

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Department of Management Studies

Bachelor of Business Administration Program

Batch 2023-26

Syllabus Book [Semester II]

BBA 201 Principles of Marketing

WEEK 1: Evolution, Nature and definitions of marketing

Core Concepts of Marketing, Functions and Importance of Marketing

Marketing concepts/philosophies, Selling Vs. Marketing

Need for environmental analysis; nature of marketing environment.

WEEK 2: Types of marketing environment; macro and micro; economic, demographic environment and strategies to deal with these different environments.

Types of marketing environment; social cultural and technical; Political, legal and E-Business environment and strategies to deal with these different environments.

Micro environments: suppliers, distributors consumers and competitors and strategies to deal with these different environments.

Importance of environmental analysis and Indian Marketing environment, Ethical issues in terms of product, pricing, promotional strategies and distribution system, Roles & responsibility and social responsibilities of a marketing manager.

WEEK 3: Types of marketing I: Digital; Internet, Affiliate; multi-level marketing.

Types of marketing II: Global and other types of marketing, Evolution of marketing information system.

Marketing and information, The dimensions of marketing information systems.

Marketing information system design and steps in MIS design, Role and importance of MIS

WEEK 4: Importance of marketing research; scope, role and objectives of marketing research;

Types of marketing research: exploratory, descriptive and causal.

Process of marketing research-problem identification; definition and characteristics of marketing problems.

Developing a market research plan, research design.

Collection of data: sources of data, methods of data collection.

WEEK 5: Analysis of collected data.

Preparation of research report, Types of scales.

Consumer behaviour defined; why study consumer behaviour.

70's framework; kotler's consumer buying behaviour model, Factors influencing consumer behaviour.

WEEK 6: Stages of consumer buying process

Participants in the buying process and various groups interested in consumer behavior, Organisational buyer behaviour and its nature; difference between personal consumer and industrial consumer

Stages of industrial buying process, Factors influencing industrial buying behaviour

Consumerism and public issues, Types of buying behaviour, Different types of buying motives, Consumer market in India

WEEK 7: Market segmentation concept and importance, Criteria and bases for market segmentation.

Segmentation of markets for industrial goods, segmentation bases for institutional markets.

Guidelines for selecting Target market, approaches to target market.

Positioning of product and services; importance and effective positioning.

WEEK 8: Positioning process, Market Repositioning.

Product Differentiation Vs Market Segmentation, Contemporary Issues In Marketing.

Books and references

1. Bose, B.S (2009). Marketing Management (2nd ed.). Mumbai: Himalaya Publishing House PVT.LTD.
2. Blackwell, R.D., Miniard, P.W and Engel, J.F. (2006). Consumer behaviour (10th ed.). South-Western: Thomas.
3. Hawkins, D.I., Best, R.J, and Coney, K.A. (1998). Consumer Behaviour; Building Marketing strategy (7th ed.). U.S: Mc Grew-Hill.
4. Kazmi, S. (2007). Marketing Management: Text and Cases. New Delhi: Excel Books.
5. Kotler, P., and Keller, K.L. (2018). Marketing Management (15th ed.). Noida, Uttar Pradesh: Pearson.
6. Kotler, P., Koshy, A., and Jha, M. (2012). Marketing Management: A South Asian perspective (13th ed.). Noida, Uttar Pradesh: Pearson.
7. Kumar, A., and Meenakshi, N. (2006). Marketing Management. New Delhi: Vikas Publishing House PVT LTD.
8. Kumar, S.R. (2017). Consumer Behaviour: The Indian context (concepts and cases). Noida, Uttar Pradesh: Pearson.
9. Varshney, R.L., and Gupta, S.L. (2005). Marketing Management Text and Cases: An Indian Perspective (3rd ed.). New Delhi: Sultan Chand and sons.
10. Dutta, Bholanth. (2010). Marketing Management (2nd ed.). New Delhi: Excel Books.

11. Vidhya, M. (2010). Marketing. Chennai: MJP Publishers. Consumer Behaviour- Decision Making. Retrieved from http://www.tutorialspoint.com/consumer_behavior_decision_making.htm
12. Jaideep, S. Top 5 Stages of Consumer Buying Process. Retrieved from <http://www.yourarticlelibrary.com/consumers/top-5-stages-of-consumer-buyingprocess/48596>
13. Stankevich, A, (2017). Explaining the Consumer Decision-Making Process: Critical Literature Review. Journal of International Business Research and Marketing, 2(6), 7-14.

BBA 202 Managing Human Resource

Course Outcomes:

CO1 Describe the nature and role of human resource management.

CO2 Explain the recent trends of HRM.

CO3 Describe basic concepts, functions and processes of human resource management.

CO4 Discuss the HRM systems and their implementation through exploring the practice of Staffing, Training and Development, Performance Management and Compensation.

CO5 Analyse how human resource management can integrate in understanding the people aspects in organizations.

CO6 Evaluate the important issues in Industrial Relations

Unit: 01 Human Resource Management [15 Hours]

Nature of HRM, Objectives, Evolution of HRM, Systems approach to HRM, Functions, Roles, Skills & competencies. History of Personnel and HRM, Brief understanding of the changing environment of HRM, HR role in strategy formulation & gaining competitive advantage.

Unit: 02 Human Resource Planning and Talent acquisition [15 Hours]

HRP Process, Forecasting, demand & supply, Skill inventories Human Resource Information System

(HRIS) succession planning, Job analysis – Uses, methods, Job description & Job specifications.

Recruitment, Selection & Orientation: internal & external sources, selection process, orientation process.

Unit:03 Training–Development and Compensation Management [15 Hours]

T&D Process, On job and Off job training. Performance management system: Objective, performance appraisal, few performance management methods, Career planning: career anchors, career life stages. Compensation: Steps of determining compensation, job evaluation, components of pay structure, wage differentials & incentives, profit sharing, gain sharing, employees' stock option plans. Brief introduction of social security, health and retirement benefit.

Unit: 04 Industrial Relations [15 Hours]

Introduction to Industrial Relations - Trade unions role, functions, Collective bargaining. Industrial dispute- causes & machinery for settlement of disputes. Grievance - causes & grievance redressal machinery, Discipline- aspect of discipline & disciplinary procedure.

Learning Resources

- 1.. Rao, V.S.P (2010). Human Resource Management- Text and Cases, Excel Books
- 2.Gupta, C.B. (2009). Human Resource Management, Sultan.
3. Monappa & Saiyaddin: Personnel Management, Tata McGraw Hill.
- 4.. R. Wayne Mondy & Rober M. Noe: Human Resource Management, Pearson.

BBA 203 Financial Management

Course Outcomes:

C01. Describe the different basic concept of Corporate Finance

C02. Explain the practical application of time value of money and evaluating long term investment decisions

C03. Analyze cost of capital to select the best source of capital and its structure for the organization **C04.** Apply different models for firm's optimum dividend payout.

C05. Analyze the main ways of raising capital and their respective advantages and disadvantages in different circumstances.

C06. Apply financial concepts to calculate ratios and do the capital budgeting

Unit: 01 Nature of Financial Management [15 Hours]

Finance and related disciplines; Scope of Financial Management; Profit Maximization, Wealth Maximization - Traditional and Modern Approach; Functions of finance – Finance Decision, Investment Decision, Dividend Decision; Objectives of Financial Management; Organisation of finance function.

Unit: 02 Long -term investment decisions [15 Hours]

Capital Budgeting - Principles and Techniques; Nature and meaning of capital budgeting; Estimation of relevant cash flows and terminal value; Evaluation techniques - Accounting Rate of Return, Net Present Value, Internal Rate of Return. Concept and Measurement of Cost of Capital: Explicit and Implicit costs; Measurement of cost of capital; Cost of debt; Cost of perpetual debt; Cost of Equity Share; Cost of Preference Share; Cost of Retained Earning; Computation of over-all cost of capital based on Historical and Market weights.

Unit: 03 Capital Structures [15 Hours]

Approaches to Capital Structure Theories - Net Income approach, Net Operating Income approach, Modigliani-Miller (MM) approach, Traditional approach. Dividend Policy Decision - The irrelevance of dividends: General, MM hypothesis; Relevance of dividends: Walter's model, Gordon's model. EBIT EPS analysis.

Unit: 04 Working Capital Management [15 Hours]

Meaning, significance and types of working capital; Calculating of operating cycle period and estimation of working capital requirements; Financing of working capital; Sources of working capital; Factoring services; Dimensions of working capital management.

Learning Resources

1. **Khan M.Y and Jain P. K (2007).** *Financial Management*, Fifth Edition, Tata McGraw Hill.
2. **Pandey I. M (2009).** *Financial Management*. Tenth Edition .Vikas Publishing House.
3. **Chandra Prasana (2012).** *Financial Management*, Eighth Edition, Tata McGraw Hill.

BBA 204 Event Management

Course Outcomes:

- CO1 List the importance and benefits of event planning
CO2 Explain the components of event planning.
CO3 Apply the tools of planning to an event
CO4. Evaluate the role of costing in event management.
CO5 Analyse event sponsorship
CO6 Create a plan for event promotion and execution
-

UNIT: 01 Introduction to Event Management [15 Hours]

Principles of Project/Event Management – Understand projects, resources, activities, risk management, delegation, project selection, role of event manager. Understanding

the facts – conducting market research, establishing viability, capacities, costs and facilities, plans, time scales, contracts.

Preparing a proposal – Clarity, SWOT analysis, estimating attendance, media coverage, advertising budget, special considerations, and success.

UNIT: 02 Planning and Organising Events [15 Hours]

Crisis management plan – crisis planning, prevention, provision, action phase, handling negative publicity, structuring the plan. Seeking Sponsors – different types of sponsorship, definition, objectives, target market, budget, strategic development, implementation, and evaluation.

Purpose, Venue, timing, guest list, invitations, food & drinks, room dressing, equipment, guest of honour, speakers, media, photographers, podium, exhibition.

Unit: 03 Marketing and Media Tools [15 Hours]

Marketing – Types of advertising, merchandising, give-aways, competitions, promotions, website and text messaging. **Promotion** – Flyers, Posters, Invitations, Website, newsletters, blogs, and tweets. **Media** – Media invitations, photo calls, press releases, TV opportunities, radio interviews.

Unit: 04 Post Event Evaluation [15 Hours]

Evaluation – Budget, cost of event, return on investment, media coverage, attendance, feedback. **Learning Resources**

1. **Cheryl Kimball**, *Start your own event planning business 3/E: Your step by step Guide to success*, Persus Books Group
2. **Leelamma Devasia & V. V. Devasia**, *The Art of Successful Event Management*, APH Publishing Corporation
3. **Panwar J. S.** *Marketing in the new Era*, Sage Publications
4. **Avvich, Barry**, *Event and Entertainment Marketing*, Vision Books Delhi
5. **Devesh Kishore & Ganga Sagar Singh**, *Event Management: A blooming industry and an eventful career*. Har Anand Publication

BBA 205 E – Commerce

Course Outcomes: Students will be able to

CO1 Describe the business environment and strategies in the New Economy

CO2 Discuss the types and components of business models in the New Economy

CO3 Explain the features of internet security for e-commerce

CO4 Analyse the requirements of internet infrastructure for e-business

CO5 Evaluate traditional and new communication/marketing approaches that create competitive advantage in the New Economy

CO6 Assess the applicability of e-business to different business transactions

Unit: 01 Introduction [15 hours]

Meaning and concept of ecommerce, ecommerce vs e-business, advantages and disadvantages of ecommerce, value chain in ecommerce, Porter's value chain model, competitive advantage and competitive strategy, different types of ecommerce like B2B, B2C, C2C, C2B, G2C

Unit:02 Technology in ecommerce [15 hours]

An overview of the internet, basic network architecture and the layered model, internet architecture, network hardware and software considerations, intranets and extranets, The making of world wide web, web system architecture, ISP, URL's and HTTP, cookies.

Unit:03 Security Threats [15 hours]

Security in cyberspace, kinds of threats and crimes: frauds and scams. Basic cryptography for enabling security in ecommerce: encryption: public and private key encryption, authentication and trust using digital signature and digital certificates, internet security using VPN, firewalls, SSL Internet payment systems: Features of payment methods, 4C payment methods, ACID and ICES test, payment gateway, SET protocol for credit card payment, electronic payment media: e-cash and e-wallet, e-check, credit card, debit card, smart card, EFT and ACH.

Learning Resources:

- 1. Bharat Bhasker** *Electronic Commerce* Tata McGraw Hill
- 2. Whiteley** *E Commerce: Strategy, Technology and Applications* Tata McGraw Hill
- 3. US Pandey, Er Saurabh Shukla (2012)** *E commerce and Mobile commerce Technologies*, S Chand **BBA 207 IT Tools for Business - II**

Course Outcomes: After completion of the course students will be able to:

CO 1: Apply Word tools and techniques to create professional-looking documents, using features like styles, templates, and mail merge.

CO 2: Analyse complex data, effectiveness of different presentation techniques and to effectiveness of different writing techniques and strategies.

CO3: Evaluate the effectiveness of Excel, PowerPoint and Word solutions in solving real-world problems, considering factors such as accuracy, efficiency, and ease of use.

CO4: Create custom Excel templates, compelling PowerPoint presentations, and to create high-quality

Word documents for different purposes and audiences

Unit: 01 Spreadsheet concepts [10 Hours]

Creating, Saving and Editing a Workbook, Inserting, Deleting Worksheets, entering data in a cell/formula

Copying and Moving data from selected cells, Handling operators in Formulae, functions: Mathematical, Logical, Statistical, Text, financial, Date and Time functions, Using Function Wizard. Formatting a Worksheet: Formatting Cells- changing data alignment, changing date, number, character, or currency format, changing font, adding borders and colors, printing worksheets, charts and graphs- -Creating, previewing, modifying charts. Integrating word processor spread sheets, web pages.

Unit: 02: Advance Spreadsheets [10Hours]

Consolidating worksheets and Printing and Protecting worksheets: creating portable documents and printing data and formulae. Implementing file level security and protecting data within the worksheet Creating charts and graphics: Choosing a chart type, understanding data points and data series, editing and formatting chart elements Analysing data using pivot tables: Creating, formatting and modifying a pivot table, sorting, filtering and grouping items, creating calculated field and calculated item, creating pivot table charts.

Unit:03 Advance Word Processing [10 Hours]

Working with styles and character formatting, working with paragraph formatting techniques using indents, tabs, and alignment, Page setup. Working with tables: Creating tables, modifying table layout and design, sorting, inserting graphics in a table, converting text to table and vice versa. Create newspaper columns, indexes and table of contents. Spellcheck your document using inbuilt and custom dictionaries, Mail merge: Creating and editing your main document and data source

Learning Resources

1. **Rinkoo Jainn** ,*A To Z Of MS EXCEL: A Book For Learners & Trainers*
2. **Rajeev Midha, S Brinda** ,*Fundamentals of Information Technology* ,Taxmann