



MAA PATESWARI UNIVERSITY, BALRAMPUR

National Education Policy-2020
Syllabus for
B.B.A. – Bachelor of Business Administration
Effective from Academic Year 2025-26

Syllabus Developed by			
Name of BoS Convener/ BoS Member	Designation	Department	College/ University
Prof. Binod Pratap Singh	Convener	Commerce	Shri Lal Bahadur Shastri Degree College, Gonda
Prof. Ashok Singh	Member	Commerce	Harish Chandra Post Graduate College, Varanasi
Dr. Anil Kumar Yadav	Member	Commerce	Deen Dayal Upadhyaya Gorakhpur University, Gorakhpur
Prof. Deepak Babu	Member	Commerce	Siddharth University, Kapilvastu
Prof. Rajeev Kumar Agrawal	Special Invitee	Commerce	Shri Lal Bahadur Shastri Degree College, Gonda

(Cumulative Minimum Credits) Required for Award of Certificate/ Diploma/ Degree			Subject I	Subject II	Subject III	Vocational Skill Enhancement Course (SEC) with Summer Internship	Co-Curricular Ability/ Enhancement Courses (AEC)	Research Project/ Dissertation/ Internship/ Field or Survey Work	(Minimum Credits) for the Year
			Major (Core)	Major (Core)	Minor Multidisciplinary	Minor	Minor	Major	
			4/5/6 Credits	4/5/6 Credits	6 Credits	3 Credits	2 Credits	3/4 Credits	
	Year	Sem	Own Faculty	Own Faculty	Own/ Other Faculty	SEC	AEC	Inter/ Intra Faculty related to Main Subject	
(40) Certificate in Business Administration (CBA)	1	I	1- Principles of Management (3 Credits) 2- Business Economics (3 Credits)	3- Basic Accounting (3 Credits) 4- Business Statistics (3 Credits)	Choose any one : 1- Business Ethics & Governance (3 Credits) 2- Business Mathematics (3 Credits)	1- Computer Applications (3 Credits)	1- First Aid and Basic Health (2 Credits)		20
		II	1- Organizational Behaviour (3 Credits) 2- Business Finance (3 Credits)	3- Human Resource Development (3 Credits) 4- Marketing Theory & Practices (3 Credits)	1- Advertising Management (3 Credits)	1- Management Information System (3 Credits)	1- Human Values and Environmental Studies (2 Credits)		20
(40+40=80) Diploma in Business Administration (DBA)	2	III	1- Management & Cost Accounting (3 Credits) 2- Business Law (3 Credits)	3- Production Management (3 Credits) 4- Business Communication (3 Credits)	1- Business Environment (3 Credits)	1- Computerised Accounting (3 Credits)	1- Physical Education and Yoga (2 Credits)		20

		IV	1- Supply Chain Management (3 Credits) 2- Research Methodology (3 Credits)	3- Consumer Behaviour (3 Credits) 4- Investment Analysis & Portfolio Management (3 Credits)	1- Business Policy and Strategic Management (3 Credits)		1- Social Responsibility and Community Engagement (2 Credits)	1- Summer Internship of 6 to 8 Weeks (3 Credits) (Certificate of commencement from the company/ institution is to be submitted in the department to get the credit. (Report will be submitted in V Sem)	20
80+40=120 3 Year BBA Degree	3	V	1- Entrepreneurship & Small Business Management (4 Credits) 2- Sales Management (4 Credits)	3- Industrial Relations & Labour Laws (4 Credits) 4- Company Accounts (4 Credits)				Summer Internship Report Submission and Viva-Voce (4 Credits)	20
		VI	1- Project Management (4 Credits) 2- Goods & Services Tax (4 Credits)	3- Auditing (4 Credits) 4- International Trade (4 Credits)				Field Survey Report- Evaluation & Viva-Voce (4 Credits)	20

Semester-wise Titles of the Papers in (UG) Bachelor of Business Administration
(B.B.A)

Year	SEM	Subject	Paper Code	Paper Name	Marks	Credit
1.	I	Paper-1	F0160601T	Principles of Management	100(25+75)*	3
	I	Paper-2	F0160602T	Business Economics	100(25+75)*	3
	I	Paper-3	F0160603T	Basic Accounting	100(25+75)*	3
	I	Paper-4	F0160604T	Business Statistics	100(25+75)*	3
	I	Paper-5	F0160605T	Business Ethics & Governance	100(25+75)*	3
	I	Paper-6	F0160606T	Business Mathematics	100(25+75)*	3
	I	Vocational		Computer Applications	100(40+60)#	3
	I	Co-curricular ^{\$}		First Aid and Basic Health	100	2
				Total	700	20
1.	II	Paper-1	F0260601T	Organizational Behaviour	100(25+75)*	3
	II	Paper-2	F0260602T	Business Finance	100(25+75)*	3
	II	Paper-3	F0260603T	Human Resource Development	100(25+75)*	3
	II	Paper-4	F0260604T	Marketing Theory & Practices	100(25+75)*	3
	II	Paper-5	F0260605T	Advertising Management	100(25+75)*	3
	II	Vocational		Management Information System	100(40+60)#	3
	II	Co-curricular ^{\$}		Human Values and Environmental Studies	100	2
				Total	700	20
2	III	Paper-1	F0360601T	Management & Cost Accounting	100(25+75)*	3
	III	Paper-2	F0360602T	Business Law	100(25+75)*	3
	III	Paper-3	F0360603T	Production Management	100(25+75)*	3
	III	Paper-4	F0360604T	Business Communication	100(25+75)*	3
	III	Paper-5	F0360605T	Business Environment	100(25+75)*	3
	III	Vocational		Computerised Accounting	100(40+60)#	3
	III	Co-curricular ^{\$}		Physical Education and Yoga	100	2
				Total	700	20
2	IV	Paper-1	F0460601T	Supply Chain Management	100(25+75)*	3
	IV	Paper-2	F0460602T	Research Methodology	100(25+75)*	3
	IV	Paper-3	F0460603T	Consumer Behaviour	100(25+75)*	3
	IV	Paper-4	F0460604T	Investment Analysis & Portfolio Management	100(25+75)*	3
	IV	Paper-5	F0460605T	Business Policy and Strategic Management	100(25+75)*	3
	IV	Co-curricular ^{\$}		Social Responsibility and Community Engagement	100	2
	IV	Research Project	F0460606R	Summer Internship of 6 to 8 Weeks (Certificate of commencement from	100	3

				the company/ institution is to be submitted in the department to get the credit. (Report will be submitted in V Sem)		
				Total	700	20
3	V	Paper-1	F0560601T	Entrepreneurship & Small Business Management	100(25+75)*	4
	V	Paper-2	F0560602T	Sales Management	100(25+75)*	4
	V	Paper-3	F0560603T	Industrial Relations & Labour Laws	100(25+75)*	4
	V	Paper-4	F0560604T	Company Accounts	100(25+75)*	4
	V	Research Project	F0560605R	Summer Internship Report Submission and Viva-Voce	100 (50+50) [@]	4
				Total	500	20
3	VI	Paper-1	F0660601T	Project Management	100(25+75)*	4
	VI	Paper-2	F0660602T	Goods & Services Tax	100(25+75)*	4
	VI	Paper-3	F0660603T	Auditing	100(25+75)*	4
	VI	Paper-4	F0660604T	International Trade	100(25+75)*	4
	VI	Research Project	F0660605R	Field Survey Report- Evaluation & Viva-Voce	100 (50+50) [@]	4
				Total	500	20

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CIE = Continuous Internal Evaluation (25 Marks)

E = External Evaluation (75 Marks)

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T = Examination Based on Theoretical Knowledge (40 Marks)

P = Examination Based on Practical Knowledge (60 Marks)

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50 Marks by Internal Examiner and 50 Marks by External Examiner

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Syllabus of co-curricular will be decided by the university separately.



MAA PATESWARI UNIVERSITY, BALRAMPUR

Ordinance for Course of B.B.A.

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|------|--|----------------------|
| i) | Certificate in Business Administration (C.B.A.) | (First Year) |
| ii) | Diploma in Business Administration (D.B.A.) | (Second Year) |
| iii) | Bachelor Degree in Business Administration (B.B.A.) | (Third Year) |

1. This Degree shall be under the Faculty of **Business Management and Commerce**, Maa Pateswari University, Balrampur (UP) and it shall be known as B.B.A. (Bachelor of Business Administration).
2. The course will be conducted on full time basis. The duration of full-time course shall extend over three years/ six semesters.
3. The Degree of the B.B.A. (Bachelor of Business Administration) of the Maa Pateswari University, Balrampur (UP) shall be conferred on the candidate who have pursued the prescribed course of study for not less than six semesters extending over three academic years and have passed examinations as prescribed under the relevant scheme.
4. The total number of students to the B.B.A. (Bachelor of Business Administration) programme shall be as per university norms.
5. Qualification for admission in B.B.A. (Bachelor of Business Administration) course is Intermediate/ Higher Secondary (ie.10+2) or its equivalent examination conducted by the any Board or University incorporated by law and recognize by this University shall constitute the minimum requirements for admission.
6. The method of teaching adopted shall be a combination of Lectures, Tutorials and Practical which includes seminars, case discussion, student presentation, practice, use of audio-visual aids, computers etc. and credit shall be visualized as a component of Lecture (L), Tutorial (T) and Practical (P).
7. In each semester of B.B.A. (I, II, III, IV, V & VI semester) there will be four lectures delivered by the internal faculty on **local area**, its aspects and importance.
8. There shall be examination in each semester as per the scheme of Examination and the students shall be required to appear in every subject as specified in the course structure of each semester.
9. The permission to appear in semester examination shall be granted to such students only who have fulfilled the attendance requirement of 75% in each subject/ course as per university rules.
10. Summer internship of 6 to 8 weeks is mandatory for each student at the end of the IV semester.
11. Every student must submit the report of the summer internship in V semester and the report of the field survey in VI semester as per the rules mentioned in the syllabus in due course without fail.
12. Passing marks in each paper is 40% and aggregate is 50%. Back paper is allowed only in two papers in each semester.
13. Rest of the rules/ instructions whichever is not mentioned in this ordinance will be followed as per National Education Policy-2020, guidelines issued by the university from time to time.

Programme/ Class: BBA	Year: First	Semester: First
Course/ Paper-1		
Course Code: F0160601T	Course Title: Principles of Management	
Course outcomes: The aim of the course is to build knowledge and understanding about principles of management amongthe students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about management. The outcome of the course will be as follows:		
<ul style="list-style-type: none">To provide knowledge about management and its principles.To provide knowledge about Managerial functions.To make aware with management thinkers and their contributions.		
Credits: 3	Compulsory/ Major	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Introduction: Concepts, Objectives, Nature, Scope and Significance of Management, Saptanga Theory (Seven Pillars of Management), Contribution of Taylor, Weber and Fayol in Management, Management Vs. Administration.	9
II	Planning: Concept, Objectives, Nature, Importance and Limitations of Planning, Planning Process, Concept of Decision Making and its Importance, Forms, Techniques and Process.	12
III	Organizing: Concept, Objectives, Nature of Organizing, Types of Organization, Delegation of Authority, Authority and Responsibility, Centralization and Decentralization, Span of Control.	9
IV	Directing: Concept, Principles & Aspects of Directing, Concept and Types of Coordination, Concept of Leadership, Supervision, Motivation and Communication. Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between Planning and Controlling	15
Suggested Readings: 1. Pagare Dinkar, Principles of Management 2. Prasad L.M., Principles and Practice of Management 3. Satya Narayan and Raw VSP, Principles and Practice of Management 4. Srivastava and Chunawalla, Management Principles and Practice		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, and Group Discussions. This will instill in students a sense of decision making and practical learning.		

Programme/ Class: BBA		Year: First	Semester: First
Course/ Paper-2			
Course Code: F0160602T		Course Title: Business Economics	
Course outcomes: The aim of the course is to build knowledge and understanding of business economics among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about business economics. The outcome of the course will be as follows: <ul style="list-style-type: none">To Provide Knowledge About Business Economics.To Provide Knowledge About Demand Analysis.To Determine Production and Cost Analysis.To Make Aware with Pricing and Profit Management.			
Credits: 3		Compulsory/ Major	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics		No. of Lectures Total=45
I	Introduction to Business Economics: Nature and Scope of Business Economics, Its Relationship with Other Subjects. Fundamental Economic Tools- Opportunity Cost Concept, Incremental Concept, Principle of Time Perspective, Discounting Principle and Equi-Marginal Principle.		9
II	Demand Analysis: Concept of Demand, Its Determinants. Price, Types of Demand, Elasticity of Demand: Meaning, Types, Measurement and Significance in Managerial Decisions, Revenue Concepts. Concept of Demand Forecasting and Methods of Demand Forecasting.		12
III	Production and Cost Analysis: Meaning, Production Function, Law of Variable Proportion and Laws of Return to Scale, Various Cost Concepts and Classification, Cost Output Relationship in Short Run & Long Run, Cost Curves, Economics and Diseconomies of Scale.		10
IV	Pricing: Nature of Market, Types of Markets and their Characteristics, Pricing under Different Market Structures– Perfect, Monopoly, Oligopoly and Monopolistic Competition, Price Discrimination under Monopoly. Profit Management & Inflation: Profit, Functions of Profit, Profit Maximization, Break Even Analysis. Elementary Idea of Inflation		14
Suggested Readings: 1. Varsney & Maheshwari, Managerial Economics 2. Mote Paul & Gupta, Managerial Economics: Concepts & cases 3. D. N. Dwivedi, Managerial Economics 4. D. C. Huge, Managerial Economics 5. 5. Peterson & Lewis, Managerial Economics			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation and Group Discussions. This will instill in students a sense of decision making and practical learning.			

Programme/ Class: BBA		Year: First	Semester: First
Course/ Paper-3			
Course Code: F0160603T		Course Title: Basic Accounting	
Course outcomes: The aim of the course is to build knowledge and understanding principles of accounting among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about accounting. The outcome of the course will be as follows: <ul style="list-style-type: none">To Introduce about Accounting Principles and other aspects of accounting.To provide knowledge about rectification of errors.To make able about valuation of stocks.To make aware with share and Debenture.			
Credits: 3		Compulsory/ Major	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-2			
Unit	Topics		No. of Lectures Total=30
I	Introduction: Meaning and Process of Accounting, Basic Terminology of Accounting, Difference Between Accounting & Book Keeping. Importance & Limitations of Accounting, Various Users of Accounting Information, Accounting Principles: Conventions & Concepts.		8
II	Accounting Equation, Dual Aspect of Accounting, Types of Accounts, Rules of Debit & Credit, Preparation of Journal and Cash Book including Banking Transactions, Ledger and Trial Balance, Subsidiary Books of Accounts. Rectification Of Errors, Preparation of Bank Reconciliation Statement, Bills of Exchange and Promissory Notes.		8
III	Valuation of Stocks, Accounting Treatment of Depreciation, Reserves and Provisions, Preparation of Final Accounts along with Adjustment Entries.		7
IV	Issue of Shares and Debentures, Issue of Bonus Shares and Right Issue, Redemption of Preference Shares and Debentures.		7
Suggested Readings: 1. Agarwal B.D., Advanced Accounting 2. Chawla & Jain, Financial Accounting 3. Chakrawarti K.S., Advanced Accounts. 4. Gupta R.L. & Radhaswamy, Fundamentals of Accounting 5. Jain & Narang, Advanced Accounts			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Practice and Group Discussions. This will instill in students a sense of decision making and practical learning.			

Programme/ Class: BBA		Year: First	Semester: First
Course/ Paper-4			
Course Code: F0160604T		Course Title: Business Statistics	
Course outcomes: The aim of the course is to build knowledge and understanding of Business Statistics among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Statistics. The outcome of the course will be as follows: <ul style="list-style-type: none">To provide knowledge about basic concepts of Statistics.To provide knowledge of measurement of central tendency. To give an overview of correlation and regression analysis.To make able to know the sampling and probability.			
Credits: 3		Compulsory/ Major	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-1			
Unit	Topics		No. of Lectures Total=30
I	Introduction: Concept, Features, Significance & Limitations of Statistics, Types of Data, Classification & Tabulation, Frequency Distribution & Graphical Representation.		6
II	Measures of Central Tendency (Mean, Median, Mode), Measures of Variation (Range, Quartile Deviation, Mean Deviation and Standard Deviation), Significance & Properties Of a Good Measure of Variation, Measures of Skewness & Kurtosis.		8
III	Correlation and Regression: Meaning and Types of Correlation, Simple Correlation- Scatter Diagram Method, Karl Pearson’s Coefficient of Correlation, Significance of Correlation, Regression- Concept, Regression Lines, Regression Equations and Regression Coefficient.		8
IV	Probability: Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Baye’s Theorem [Simple Numerical]. Probability Distribution- Binomial, Poisson and Normal. Sampling: Method of Sampling, Sampling and Non-Sampling Errors, Test of Hypothesis, Type-I and Type-II Errors, Large Sample Tests.		8
Suggested Readings: 1 Gupta, S.P. & Gupta, M.P., Business Statistics 2. Levin, R.I., Statistics for Management 3. Feud, J.E., Modern Elementary Statistics 4. Elhance, D.N., Fundamentals of Statistics 5. Gupta, C.B., Introduction of Statistical Methods			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Practice and Group Discussions. This will instill in students a sense of decision making and practical learning.			

Programme/ Class: BBA	Year: First	Semester: First
Course/ Paper-5		
Course Code: F0160605T	Course Title: Business Ethics and Governance	
Course outcomes: The aim of the course is to build knowledge and understanding Business Ethics among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Ethics. The outcome of the course will be as follows: <ul style="list-style-type: none">To develop understanding of business ethics and values.To provide relationship between ethics and corporate excellence.To give an overview about Gandhian philosophy and social responsibility.		
Credits: 3		Elective/ Minor
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Introduction: Concept and Nature of Ethics; Ethics, Values and Behaviour; Development of Ethics, Relevance of Ethics and Values in Business, Arguments against Business Ethics.	9
II	Work Life in Indian Philosophy: Indian Ethos for Work Life, Indian Values for the Work Place, Work-life Balance, Ethos of Vedanta in Management, Hierarchism as an Organizational Value.	12
III	Relationship between Ethics & Corporate Excellence, Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM. Gandhian Philosophy of Wealth Management, Philosophy of Trusteeship, Gandhiji’s Seven Greatest Social Sins, Concept of knowledge Management and Wisdom Management.	12
IV	Corporate Social Responsibility- Social Responsibility of Business with Respect to different Stakeholders, Arguments for and against Social Responsibility of Business, Social Audit.	12
Suggested Readings: 1. Kaur Tripat, Values & Ethics in Management, Galgotia Publishers. 2. Chakraborty S.K., Human values for Managers 3. McCarthy, F.J., Basic Marketing 4. Chakraborty S.K., Ethics in Management: A Vedantic Perspective, Oxford University Press.		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation and Group Discussions. This will instill in students a sense of decision making and practical learning.		

Programme/Class: BBA	Year: Year: First	Semester: First
Course/ Paper-6		
Course Code: F0160606T	Course Title: Business Mathematics	
Course outcomes: The aim of the course is to build knowledge and understanding of Business Mathematics among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Mathematics. The outcome of the course will be as follows: <ul style="list-style-type: none">To provide knowledge about Mathematics and its use in business.To make able about mathematical calculations.To learn about the use of set theory and calculus in business.		
Credits: 3	Elective/ Minor	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Matrix: Introduction, Square Matrix, Row Matrix, Column Matrix, Diagonal Matrix, Identity Matrix, Addition, Subtraction, Multiplication of Matrix, Use of Matrix in Business, Mathematical Induction, Inverse of Matrix, Rank of Matrix, Solution to a System of Equationby the Ad-Joint Matrix Methods & Gaussian Elimination Method.	13
II	Percentage, Ratio and Proportion, Average, Mathematical Series Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest	12
III	Set Theory: Notation of Sets, Singleton Set, Finite Set, Infinite Set, Equal Set Null Set, Subset, Proper Subset, Universal Set, Union of Sets, Inter-Section of Sets, Use of Set Theory in Business, Permutation & Combination.	11
IV	Concept of Differentiation and Integration, Maxima and Minima in Differentiation, Application of Differentiation & Integration in Business (No Proof of Theorems, etc.)	9
Suggested Readings: 1. Mehta; Madnani, Mathematics for Economics 2. Mongia, Mathematics for Economics 3. Zamiruddin, Business Mathematics 4. Raghavachari, Mathematics for Management		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		

Programme/ Class: BBA		Year: First	Semester: First
Course: Vocational			
Course Code:		Course Title: Computer Applications	
Course outcomes: The objective of this paper is to equip the students with the vocational capabilities.			
Credits: 3		Compulsory/ Minor	
Max. Marks (T+P): 40+60		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-2			
Unit	Topics		No. of Lectures Total=30
I	Introduction: Basic Applications of Computer, Components of Computer, Connecting Computer Components, Computer Hardware & Software, Operating System.		6
II	MS-Word Window Components: Creating, Editing, Formatting and Printing of Documents, Headers and Footers, Insert/ Draw Tables, Table Auto Format, Page Borders and Shading, Inserting Symbols, Shapes, Word Art, Page Numbers, Mail Merge.		8
III	MS-Excel: Overview of Excel Features, Creating a New Worksheet, Selecting Cells, Entering and Editing Text, Numbers, Inserting Rows/ Columns, Changing Column Widths and Row Heights, Formulae, Referencing Cells, Changing Font Sizes and Colors, Insertion of Charts, Auto Fill, Sorting.		8
IV	MS-PowerPoint: Features of PowerPoint, Creating a Presentation, Inserting and Deleting Slides in a Presentation, Adding Clip Art/ Pictures, Inserting Other Objects, Audio, Video, Resizing and Scaling of an Object – Slide Transition – Custom Animation.		8
Suggested Readings: 1. MS Office 2007 in a Nutshell –Sanjay Saxena – Vikas Publishing House. 2. Excel 2020 in easy steps-Michael Price – TMH publications 3. Working in Microsoft Office – Ron Mansfield - TMH.			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Practice and Group Discussions. This will instill in students a sense of decision making and practical learning.			

Programme/ Class: BBA		Year: First	Semester: Second
Course/ Paper-1			
Course Code: F0260601T		Course Title: Organizational Behavior	
Course outcomes: The aim of the course is to build knowledge and understanding of Organisational Behavior among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Organisational Behavior. The outcome of the course will be as follows: <ul style="list-style-type: none">To provide knowledge about Organisational Behavior.To provide knowledge about individual and group behaviour.To give an overview about change in organization and QWL.			
Credits: 3		Compulsory/ Major	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics		No. of Lectures Total=45
I	Introduction: Nature and Scope of OB, Challenges and Opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural Diversity on OB.		10
II	Individual Behavior: Concept, Personality, Perception and its Role in Individual Decision Making, Learning, Motivation, Hierarchy of Needs Theory, Theory X and Y, Motivation- Hygiene theory, Vroom’s Expectancy Theory, Need Theory.		12
III	Behavior Dynamics: Interpersonal Behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and Prevailing Leadership Styles in Indian Organisations. Group Behavior: Definition and Classification of Groups, Types of Group Structures, Group Decision Making, Teams Vs Groups, Contemporary Issues in Managing Teams, Inter-Group Problems in Organizational Group Dynamics, Management of Conflict.		12
IV	Management of Change: Change and Organisational development, Resistance to Change, Approaches to Managing Organizational Change, Organisational Effectiveness, Organisational Culture, Power and Politics in Organisations, Quality of Work Life, Recent Advances in OB.		11
Suggested Readings: 1 Bennis, W.G., Organisation Development 2. Breech Ishwar, Oragnaistion-The Framework of Management 3. Dayal, Keith, Organisational Development 4. Sharma, R.A., Organisational Theory and Behavior 5. Prasad, L.M., Organisational Behavior			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation and Group Discussions. This will instill in students a sense of decision making and practical learning.			

Programme/ Class: BBA	Year: Second	Semester: Second
Course/ Paper-2		
Course Code: F0260602T	Course Title: Business Finance	
Course outcomes: The aim of the course is to build knowledge and understanding of Business Finance among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Finance. The outcome of the course will be as follows: <ul style="list-style-type: none">To provide knowledge about business finance and investment decisions.To provide knowledge about financing and dividend decisions.To give an overview about working capital.		
Credits: 3	Compulsory/ Major	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-1		
Unit	Topics	No. of Lectures Total=30
I	Introduction to Business Finance: Concept of Business Finance and Financial Management, Finance functions, Objectives of financial Management- Profitability vs. Shareholder Wealth Maximization. Time Value of Money – Compounding, Discounting. Investment Decisions: Capital Budgeting- Payback, NPV, IRR and ARR Methods and their Practical Applications.	8
II	Financing Decisions: Capitalization Concept, Basis of Capitalization, Consequences and Remedies of Over and Under Capitalization, Cost of Capital, WACC, Determinants of Capital Structure, Capital Structure Theories.	7
III	Dividend Decisions: Concept, Relevance of Dividend Decision, Dividend Models- Walter’s, Gordon’s and MM Hypothesis, Dividend Policy-Determinants of Dividend Policy.	8
IV	Management of Working Capital: Concepts of Working Capital, Approaches to the Financing of Current Assets, Management of Different Components of Working Capital.	7
Suggested Readings: 1. Maheshwari S.N., Financial Management 2. Khan and Jain, Financial Management 3. Singh H.K., Business Finance		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Practice and Group Discussions. This will instill in students a sense of decision making and practical learning.		

Programme/ Class: BBA	Year: Year: First	Semester: Second
Course/ Paper-3		
Course Code: F0260603T	Course Title: Human Resource Development	
Course outcomes: The aim of the course is to build knowledge and understanding of Human Resource Development among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Human Resource Development. The outcome of the course will be as follows:		
<ul style="list-style-type: none">To provide knowledge about HRD concepts and other aspects.To provide knowledge about potential appraisal.To give an overview about Job Enrichment and Quality circles.To make aware with human resource accounting.		
Credits: 3	Compulsory/ Major	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	HRD: Concept, Importance, Benefits and its Distinction from HRM, Focus of HRD System, Structure of HRD System, Role of HRD Manpower. Management Development: Concept, Need, Management Development Methods.	10
II	Potential Appraisal: Concept, Need, Objectives, Methods and Obstacles. Training: Meaning, Role, Assessing Needs for Training, Organizing Training Programmes, Training Methods, Evaluation of Training.	11
III	Job Enrichment: Concept, Principles, Steps for Job Enrichment, Hurdles in Job Enrichment, Making Job Enrichment Effective, Job and Work Redesign. Quality Circles: Concept, Structure, Training in Quality Circle, Problem Solving Techniques, Role of Management, Trade Union and Workers, Quality Circles in India.	15
IV	Human Resource Accounting (HRA): Introduction, Scope, Limitations, Methods. Management of Careers. Stress Management: Definition, Potential, Sources of Stress, Consequences of Stress, Managing Stress.	9
Suggested Readings: 1. Dipak Kumar Bhattacharya, Human Resource Management 2. Arun Monappa, Managing Human Resource 3. P. Subba Rao, Essential of HRM and Industrial Relations 4. C.B. Memoria, Personnel Management		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		

Programme/ Class: BBA	Year: Year: First	Semester: Second
Course/ Paper-4		
Course Code: F0260604T	Course Title: Marketing Theory and Practices	
Course outcomes: The aim of the course is to build knowledge and understanding of Marketing Management among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Marketing Theory and Practices. The outcome of the course will be as follows: <ul style="list-style-type: none">To provide knowledge about Marketing Theory and Practices.To provide knowledge about market segmentation and marketing mix.To give an overview about marketing research.		
Credits: 3	Compulsory/ Major	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Introduction to Marketing: Definition, Nature, Scope, Importance of Marketing Management, Core Concepts of Marketing: Selling Concept, Production Concept, Modern Marketing Concept, Societal Marketing.	11
II	Market Segmentation: Concept, Basis of Segmentation, its Importance in Marketing; Targeting: Concept, Types, Importance; Positioning: Concept, Importance, Brand Positioning, Repositioning.	10
III	Marketing Mix: Product– Product Mix, New Product Development, Types of Products, Product Life Cycle, Branding and Packaging. Distribution– Concept, Importance, Different Types of Distribution Channels. Marketing Mix: Price – Meaning, Objective, Factors Influencing Pricing, Methods of Pricing Promotion – Promotional Mix, Tools, Objectives, Media Selection & Management	13
IV	Marketing Research: Importance, Process and Scope. Marketing Information System: Meaning, Importance and Scope. Consumer Behaviour: Concept, Importance and Factors Influencing Consumer Behaviour.	11
Suggested Readings: 1. Philip Kotlar, Marketing Mgt. (PHI) 2. Etzet, Walker, Stanton, Marketing 3. Rajan Saxena, Marketing Management		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation and Group Discussions. This will instill in students a sense of decision making and practical learning.		

Programme/Class: BBA	Year: Year: First	Semester: Second
Course/ Paper-5		
Course Code: F0260605T	Course Title: Advertising Management	
Course outcomes: The aim of the course is to build knowledge and understanding of advertisement among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about advertising Management. The outcome of the course will be as follows: <ul style="list-style-type: none">To provide knowledge about advertisement and its use in business.To make able about advertisement concept and its management.To learn about the use of advertisement in business.		
Credits: 3	Compulsory/ Minor	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Advertising: Introduction, Scope, Importance in Business: Role of Advertising in Social and Economic Development of India: Ethics and Truths in Indian Advertising.	13
II	Integrated Communication Mix (IMC)- Meaning, Importance; Communication Meaning, Importance, Process, Communication Mix-Components, Role in Marketing, Branding- Meaning, Importance in Advertising.	12
III	Promotional Objectives– Importance Determination of Promotional Objectives, Setting Objective DAGMAR; Advertising Budget Importance, Establishing the Budget- Approaches Allocation of Budget.	11
IV	Advertising Copy- Meaning Components Types of Advertising Copy, Importance of Creativity in Advertising; Media Planning- Importance, Strategies, Media Mix. Advertising Research– Importance, Testing Advertising Effectiveness Market Testing for Ads; International Advertising- Importance, International Vs Local Advertising.	9
Suggested Readings: 1. Advertising and Promotion George E. Beich & Michael A. Belch. T.M.H. 2. Advertising Management, Concept and Cases Manendra Mohan, TMH 3. Advertising Management, Rajeev Batra, PHI		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		

Programme/ Class: BBA		Year: First	Semester: Second
Course: Vocational			
Course Code:		Course Title: Management Information System	
Course outcomes: The objective of this paper is to give additional knowledge of Computer and Data Base Management System.			
Credits: 3		Compulsory/ Minor	
Max. Marks (T+P): 40+60		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-2			
Unit	Topics		No. of Lectures Total=30
I	Basic Concepts of Information System, Role of Data and Information, Organization Structures, Business Process, Systems Approach and Introduction to Information Systems.		8
II	Resources and Components of Information System, Integration and Automation of Business Functions and Developing Business Models. Role and Advantages of Transaction Processing System, Management Information System, Expert Systems and Artificial Intelligence, Executive Support Systems and Strategic Information Systems.		9
III	Corporate Strategy- Concept, Components, Importance. Strategy Formulation: Concept, Process & Affecting Factors. Strategy Evaluation: Process, Criteria, Environmental Analysis, Resource Analysis.		8
IV	Business Process Reengineering, Total Quality Management and Enterprise Management System viz. ERP, SCM, CRM and E-Commerce.		5
Suggested Readings: 1. MIS: Managing the digital firm, Kenneth C. Landon, Jane P. Landon, Pearson Education 2. MIS and Corporate Communications, Raj K. Wadwha, Jimmy Dawar, P. Bhaskara Rao, Kanishka Publishers. 3. Management Information System, David Kroenke, Tata Mc Graw Hill Publication. 4. MIS: Management Perspective, D.P. Goyal, Macmillan Business Books.			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Practice and Group Discussions. This will instill in students a sense of decision making and practical learning.			

Programme/ Class: BBA		Year: Second	Semester: Third
Course/ Paper-1			
Course Code: F0360601T		Course Title: Management & Cost Accounting	
Course outcomes: The objective of this paper is to give the basic knowledge about the Management and cost accounting.			
Credits: 3		Compulsory/ Major	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-1 Lectures = 30 & Practice (Practical) = 15			
Unit	Topics		No. of Lectures Total=30
I	Introduction: Meaning, Nature and Scope of Management Accounting, Functions Relationship of Management Accounting, Financial Accounting and Cost Accounting.		8
II	Cost Accounting: Nature and Scope of Cost Accounting, Cost concepts and classifications, Methods and Techniques, Installation of a Costing System. Accounting for Material, Labour and Overheads.		7
III	Product Costing: Single Unit Costing- Preparation of Cost Sheet, Process Costing. Contract Costing (Elementary Numerical Problems).		8
IV	Marginal Costing and Absorption Costing, Break-Even Analysis.		7
Suggested Readings:			
1. Maheshwari S.N., Advanced Problem and Solutions in Cost Accounting			
2. Khan & Jain, Management Accounting			
3. Gupta, S.P., Management Accounting			
Suggested Continuous Evaluation Methods:			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Practice and Group Discussions. This will instill in students a sense of decision making and practical learning.			

Programme/ Class: BBA		Year: Second	Semester: Third
Course/ Paper-2			
Course Code: F0360602T		Course Title: Business Law	
Course outcomes: The objective of this paper is to give the basic knowledge about the rules and regulation of execution of Business.			
Credits: 3		Compulsory/ Major	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics		No. of Lectures Total=45
I	The Indian Contract Act 1872: Scope of the Act, Essential of a Valid Contract, Agreement, Performance of Contracts, Breach of Contract & Remedies, Quasi-Contracts.		12
II	The Sale of Good Act, 1930: Formation of Contract, Conditions & Warranties, Rights of an Unpaid Seller, Performance of the Contract of Sale		10
III	The Negotiable Instruments Act, 1881: Nature and Types of Negotiable Instruments, Negotiation and Assignment, Holder-in-Due Course, Dishonour and Discharge of Negotiable Instrument; Arbitration.		12
IV	The Companies Act, 1956: Nature and Type of Companies, Formation of Companies, Memorandum and Articles of Association, Prospectus, Share Capital, Membership, Meetings and Winding-Up.		11
Suggested Readings:			
1. Avatar Singh, Company Law			
2. Khergamwalla, JS, The Negotiable Instrument Act			
3. Ramaya A, A Guide to Companies Act			
4. Tuteja SK, Business Law for Managers			
Suggested Continuous Evaluation Methods:			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, and Group Discussions. This will instill in students a sense of decision making and practical learning.			

Programme/Class: BBA		Year: Second	Semester: Third
Course/ Paper-3			
Course Code: F0360603T		Course Title: Production Management	
Course outcomes: The objective of this paper is to give the basic knowledge about the Production Management in industry.			
Credits: 3		Compulsory/ Major	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics		No. of Lectures Total=45
I	Introduction to Production Management: History of Production Management; Definitions of Production Management; Production Process; Production: The Heart of an Organization; Objectives of Production Management; Scope of Production Management; Importance of Technology in Production.		12
II	Concept of Forecasting: Purpose of Sales Forecasting, Basic Elements of Forecasting, Importance of Forecasting, Objectives of Forecasting, Classification of Forecasting; Qualitative and Quantitative Techniques of Forecasting.		10
III	Product Selection; Definitions of Product Design and Development: Need for Product Design and Development, Origin of the Product Idea and Selection from Various Alternatives, choosing among Alternative Products, Modifying the Existing Products, Sources of Product.		12
IV	Nature of Production Planning and Control (PPC): Types of Plans, Elements of Production Planning, Strategy of Production Planning, Aggregate Planning; Main Functions of Production Planning and Control (PPC)		11
Suggested Readings: 1.Production Management by Telsang Martand S Chand Publication			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation and Group Discussions. This will instill in students a sense of decision making and practical learning.			

Programme/Class: BBA	Year: Second	Semester: Third
Course/ Paper-4		
Course Code: F0360604T	Course Title: Business Communication	
Course outcomes:		
The objective of this paper is to give the basic knowledge about the Business Communication.		
Credits: 3	Compulsory/ Major	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-2		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Meaning and Objectives of Business Communication, Forms of Communication, Communication Model and Process, Principles of Effective Communication	8
II	Corporate Communication: Formal and Informal Communication, Networks, Grapevine, Barriers in Communication, Groups Discussion, Mock Interviews, Seminars, Individual and Group Presentations.	7
III	Essential of Effective Business Letters, Writing Important Business Letters including Correspondence with Bank and Insurance Companies; Oral & Non- Verbal Communication: Principles of Oral Presentation, Factors affecting Presentation, Effective Presentation Skills, Conducting Surveys; Body Language, Para Language, Effective Listening, Interviewing Skill, Writing Resume, Letter and Application;	8
IV	Modern forms of Communication, International Communication, Cultural Sensitiveness and Cultural Context, Writing and Presenting in International Situations.	7
Suggested Readings:		
1. Bapat & Davar, A Text book of Business Correspondence		
2. Bhende D.S., Business Communication		
3. David Berio, The Process of Communication		
4. Gowd & Dixit, Advance Commercial Correspondence		
5. Gurky J.M., A Reader in Human Communication		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Practice and Group Discussions. This will instill in students a sense of decision making and practical learning.		

Programme/ Class: BBA		Year: Second	Semester: Third
Course/ Paper-5			
Course Code: F0360605T		Course Title: Business Environment	
Course outcomes: The objective of this paper is to give the basic knowledge about the business environment in industry.			
Credits: 3		Compulsory/ Minor	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics		No. of Lectures Total=45
I	Introduction: Concept, Significance and Components of Business environment, Factor affecting Business Environment, Micro and Macro environment.		12
II	Economic Systems: Capitalism, Socialism, Communism, Mixed Economy- Public Sector & Private Sector.		10
III	Industrial Policy- Brief Historical Perspective; New Industrial Policy of India, Socio-Economic Implications of Liberalization, Privatization and Globalization.		12
IV	Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA; Overview of International Business Environment, Trends in World Trade: WTO-Objectives and Role in International Trade.		11
Suggested Readings:			
1. Francis Cherunilum, Business Environment			
2. K. Aswathapa, Business Environment			
Suggested Continuous Evaluation Methods:			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Practice and Group Discussions. This will instill in students a sense of decision making and practical learning.			

Programme/ Class: BBA		Year: Second	Semester: Third
Course: Vocational			
Course Code:		Course Title: Computerized Accounting	
Course outcomes: The objective of this paper is to give additional knowledge of Computer based accounting system.			
Credits: 3		Compulsory/ Minor	
Max. Marks (T+P): 40+60		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-2			
Unit	Topics		No. of Lectures Total=30
I	Introduction to Computerized Accounting: Importance, Application, Advantages and Disadvantages, Difference Between Manual Accounting and Computerized Accounting, Features of Accounting Packages.		8
II	Company Creation and Accounting Masters Creation of Company, Steps-Selecting a Company, Closing a Company, Alter-Delete a Company Accounts, Groups- Predefined Groups, Ledgers – Create, Alter, Delete, Voucher Types, Short Cut Keys- Voucher Entry-Display – Alter, Delete, Features– Accounting Features, Inventory Features, Configuration Menu, Day Book, Cash and Bank Books, Rectification of Errors, Altering the Transactions, Bank Reconciliation Statement.		10
III	Creation of Stock Groups– Display, Alter, Delete, Stock Categories– Creation, Stock Items- Create, Display, Alter, Delete, Godowns- Units of Measure, Inventory Vouchers, Display of Inventory Reports & Statements.		6
IV	Final Accounts of Sole Traders: Trial Balance, Profit and Loss Account, Balance Sheet Preparation of Final Accounts, Generation of Reports, Account Books – Registers, Statement of Accounts.		6
Suggested Readings: 1. MIS: Managing the digital firm, Kenneth C. Landon, Jane P. Landon, Pearson Education 2. MIS and Corporate Communications, Raj K. Wadwha, Jimmy Dawar, P. Bhaskara Rao, Kanishka Publishers. 3. Management Information System, David Kroenke, Tata McGraw Hill Publication. 4. MIS: Management Perspective, D.P. Goyal, Macmillan Business Books.			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Practice and Group Discussions. This will instill in students a sense of decision making and practical learning.			

Programme/ Class: BBA	Year: Second	Semester: Fourth
Course/ Paper- 1		
Course Code: F0460601T	Course Title: Supply Chain Management	
Course outcomes: The objective of this paper is to give the basic knowledge about the Supply Chain Management for goods and services.		
Credits: 3		Compulsory/ Major
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Introduction, Definition of Supply Chain Management, Evolution of the Concept of Supply Chain Management, Key Drivers of Supply Chain Management, Typology of Supply Chains, Cycle View of Supply Chain, Problems in SCM and Suggested Solutions.	12
II	Introduction, Three Components of SCM, Demand Management, Demand Forecasting; Introduction, Supply Management, Evolution of ERP, Concept of ERP in SCM, Quick Response and Accurate Response System in SCM, Use of Other Planning Strategies.	10
III	Introduction, Understanding the Benchmarking Concept, Benchmarking Process, Benchmarking Procedure.	12
IV	Introduction, New Developments in Supply Chain Management, Outsourcing Supply Chain Operations, Co-Maker ship, The Role of E-Commerce in Supply Chain Management, Green Supply Chain Management, Distribution Resource Planning, World Class Supply Chain Management.	11
Suggested Readings: 1. Supply Chain Management by Michel H Hungo 2. Supply Chain Management by Sunil Chopra		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Practice and Group Discussions. This will instill in students a sense of decision making and practical learning.		

Programme/ Class: BBA		Year: Second	Semester: Fourth
Course/ Paper- 2			
Course Code: F0460602T		Course Title: Research Methodology	
Course outcomes: The objective of this paper is to give the basic knowledge about the Research Methodology.			
Credits: 3		Compulsory/ Major	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-1			
Unit	Topics		No. of Lectures Total=30
I	Introduction: Meaning of Research, Objectives of Research, Types of Research, Research Process, Research Problem formulation; Research Design: Features of a good research design; Different Research Designs; Measurement in Research; Data types; Sources of Error.		8
II	Sampling Design: Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs- Probability & Non-Probability sampling.		7
III	Processing & Analysis of Data: Processing operations; problems in processing; types of analysis, Hypothesis Testing: Chi-square test, Z-test, t-test, F-test.		8
IV	Presentation: Diagrams; graphs; charts. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research Report; Precautions for Writing Report.		7
Suggested Readings: 1. C.R. Kothari, Research Methodology 2. Banerjee S. and Roy Ramendu, Fundamentals of Research Methodology			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Practice and Group Discussions. This will instill in students a sense of decision making and practical learning.			

Programme/ Class: BBA		Year: Second	Semester: Fourth
Course/ Paper-3			
Course Code: F0460603T		Course Title: Consumer Behaviour	
Course outcomes: The objective of this paper is to give the basic knowledge about the consumer behaviour.			
Credits: 3		Compulsory/ Major	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics		No. of Lectures Total=45
I	Consumer Behaviour (CB), Consumer research process. CB models: Economic model, Psycho-Analytic model, Sociological model, Howard & Seth model, Nicosia model, Engel-Kollat-Blackwell model.		12
II	Individual Determinants: Perceptual Process, Consumer Learning Process Introduction: Concept, Importance and Scope of CB, Need for Studying, Consumer Attitude Formation, Attitude Measurement, Meaning and Nature of Personality, Self Concept.		10
III	Influences & Consumer Decision Making: Family, Reference Group, Personal, Social and Cultural Influence on CB, Consumer Decision Making Process, Consumer Communication Process, Consumer Satisfaction.		12
IV	Industrial Buying Behaviour: Participants, Characteristics of Industrial Markets, Factors Influencing Industrial Markets, Stages of Industrial Buying Process, Customer and Marketing of Services.		11
Suggested Readings:			
1. Suja. R. Nair, Consumer Behaviour in Indian Perspective			
2. Schiffman & Kanuk, Consumer Behaviour			
3. Louden & Bitta, Consumer Behaviour			
4. Bennet & Kasarji, Consumer Behaviour			
Suggested Continuous Evaluation Methods:			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation and Group Discussions. This will instill in students a sense of decision making and practical learning.			

Programme/ Class: BBA		Year: Second	Semester: Fourth
Course/ Paper-4			
Course Code: F0460604T		Course Title: Investment Analysis & Portfolio Management	
Course outcomes: The objective of this paper is to give the basic knowledge about the investment analysis and portfolio management.			
Credits: 3		Compulsory/ Major	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-1			
Unit	Topics		No. of Lectures Total=30
I	Investments: Nature, Scope, Objective and Process of Investments Analysis, Concept of Return and Risk Analysis, Measurement of Return and Risk: Systematic and Unsystematic Risk.		8
II	Investment Alternatives: Investment Instrument of Capital Market and Money Market, Valuation of Fixed and Variable Securities Non-Security Forms of Investment, Government Securities, Mutual Fund, Real Estate and Gold.		7
III	Fundamental Analysis: Economic Analysis Industry Analysis and Company Analysis Technical Analysis: Trends, Indicators, Indices and Moving Average Applied in Technical Analysis. Efficient Market Hypothesis: Weak, Semi-Strong and Strong Market and its Testing Techniques.		8
IV	Portfolio Management: Meaning, Importance and Objectives of Portfolio and Portfolio Management, Risk and Return- Definition Types and Importance. Portfolio Analysis: Risk Measurement; Estimating Rate of Return and Standard Deviation of Portfolio Returns; Effects of Combining Securities.		7
Suggested Readings:			
1. Security analysis and Portfolio Management by Punithavathy Pandian			
Suggested Continuous Evaluation Methods:			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Practice and Group Discussions. This will instill in students a sense of decision making and practical learning.			

Programme/ Class: BBA		Year: Second	Semester: Fourth
Course/ Paper-5			
Course Code: F0460605T		Course Title: Business Policy & Strategic Management	
Course outcomes: The objective of this paper is to give the basic knowledge about the business Policy in business and industry.			
Credits: 3		Compulsory/ Minor	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics		No. of Lectures Total=45
I	Nature & Importance of Business Policy & Strategy; Introduction to the Strategic Management Process and Related Concepts; Characteristics of Corporate, Business & Functional Level Strategic Management Decisions; Company’s Vision And Mission, Need for a Mission Statement.		10
II	Analysis of Company’s External Environment; Michael E. Porter’s 5 Forces Model; Internal Analysis, Importance of Organisation Capabilities, Competitive Advantage and Core Competence, Generic Strategies, Value Chain Analysis, McKinney’s 7s Frame Work, Porters Diamond Theory of National Advantage		12
III	Corporate Strategies- Introduction to Strategies of Growth, Stability and Renewal, Types of Growth Strategies – Concentrated Growth, Product Development, Integration, Diversification, International Expansion (Multi Domestic Approach, Franchising, Licensing and Joint Ventures), CAGE Distance Framework, Types of Renewal Strategies– Retrenchment and Turnaround. Strategic Fundamentals of Merger & Acquisitions.		12
IV	Designing Strategic Control System: Functional Issues– Operational/ Production, Marketing, Financial and Human Resource Management and Environmental Factors, Information for Strategic Control, Techniques of Strategic Evaluation and Control, Implementing Strategic Control.		11
Suggested Readings: 5. Strickland, A.J. III & Thompson, A.A. Strategic Management: Concepts and Cases. McGraw Hill Education 6. Kazmi, A. Strategic Management and Business Policy. McGraw Hill Education 7. Business Policy and Strategic Management, Francis Cherunilam, Himalaya Publishing House ,2015 8. Fred R. David (2011) strategic management concepts and cases, Pearson Education, New Delhi			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation and Group Discussions. This will instill in students a sense of decision making and practical learning.			

Programme/ Class: BBA	Year: Second	Semester: Fourth
Course/ Research Project		
Course Code: F0460606R	Course Title: Summer Internship of 6 to 8 Weeks	
Course outcomes: The course outcome of a summer internship is to enable students to apply theoretical knowledge in a real-world professional setting, enhancing their technical and interpersonal skills through hands-on experience. It fosters critical thinking, problem-solving, and adaptability while exposing students to industry practices, organizational culture, and professional ethics. By the end of the internship, students are expected to demonstrate improved communication, teamwork, and analytical abilities, along with a clearer understanding of their career interests and goals.		
Credits: 3	Compulsory/ Major	
Max. Marks: 100	Min. Passing Marks:	
Students must search a suitable organization where they are expected to observe, learn, and contribute to real-world projects while maintaining a record of their activities. They must submit a certificate of commencement of internship from the company/ institution in the department during the IV semester without fail in order to get the required credit. Report submission and viva-voce based on this internship will take place in next semester.		
Suggested Continuous Evaluation Methods: The student must be in regular touch with their mentor in order to finding out a suitable organization for summer internship. During internship students are advised to be in touch with their mentor and report the progress of internship orally.		

Programme/ Class: BBA	Year: Third	Semester: Fifth
Course/ Paper-1		
Course Code: F0560601T	Course Title: Entrepreneurship and small business management	
Course outcomes: The aim of the course is to develop concept of entrepreneur and entrepreneurship among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about entrepreneurship and small businesses. The outcome of the course will be as follows: <ul style="list-style-type: none">To provide knowledge about entrepreneurial concepts.To provide knowledge about entrepreneurship development, EDPs and support system.To give an overview about project and project report preparation.To give an overview about the small businesses.		
Credits: 4	Compulsory/ Major	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-1		
Unit	Topics	No. of Lectures Total=45
I	Entrepreneurship: Concept, Role & Importance in Indian Economy, Theories of Entrepreneurship, Entrepreneurs – Evolution of Concept, Types of Entrepreneurs, Traits of Entrepreneur, Entrepreneurs Vs Managers, Entrapreneurs, Problems Faced by Entrepreneurs, Women Entrepreneurs, Rural Entrepreneurs.	9
II	Entrepreneurial Development and Institutional Support System: Entrepreneurship Development, Concept and Significance, Entrepreneurial Development Programmes (EDP), Problems of EDP. Institutional Support to Entrepreneurs, Arrangement of Finance and Support from Financial Institutions	9
III	Business Idea: Environmental Analysis, Search for Business Idea, Identification of Projects, Selection of Project, Project Formulation, Project Report, Project Appraisal.	9
IV	Small Business: Definitions, MSMED Act 2006, Strategic Planning and its Steps for Small Business, Incentives and Subsidies Available to Small Business, Forms of Ownership, Registration as SSI.	7
V	Management of MSME: Management of Product Line; Communication with Clients – Credit Monitoring System - Management of NPAs - Restructuring, Revival and Rehabilitation of MSME, Problems of Entrepreneurs– Sickness in SMI – Reasons and Remedies — Evaluating Entrepreneurial Performance.	11
Suggested Readings: 1. Entrepreneurship 10th Ed (Indian Edition) 2016 by Robert Hisrich Michael Peters Dean Shepherd, McGraw Hill 2. Khanka, S.S.; Entrepreneurial Development; S. Chand and Co. 3. Kumar, Arya; Entrepreneurship; Pearson Education. 4. Desai, Vasant; Dynamics of Entrepreneurial Development and Management; Himalaya Publishing 5. Blundel, R. and Lockett, N.; Exploring Entrepreneurship Practices and Perspectives; Oxford Publications.		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Practice and Group Discussions. This will instill in students a sense of decision making and practical learning.		

Programme/ Class: BBA		Year: Third	Semester: Fifth
Course/ Paper-2			
Course Code: F0560602T		Course Title: Sales Management	
Course outcomes: The aim of the course is to build knowledge, understanding and skills in sales management among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about sales management. The outcome of the course will be as follows: <ul style="list-style-type: none">To provide knowledge about sales personnel and salesmanship.To provide knowledge about personal selling and focus on the different perspectives of managing sales force.To give an overview about importance of sales force in organization.To give an overview about concept of distribution channels.			
Credits: 4		Compulsory/ Major	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0			
Unit	Topics		No. of Lectures Total=60
I	Introduction to Sales Management: Concept, Evolution of Sales Function, Objectives of Sales Management Positions, Functions of Sales Manager and their Relation with Other Executives.		12
II	Salesmanship: Theories of Personal Selling, Types of Sales Executives, Qualities of Sales Executives, Personal Selling Process, Showroom & Exhibition.		12
III	Sales Organization and Relationship: Purpose of Sales Organization, Types of Sales Organization Structures, Sales Department External Relations, Distributive Network Relations. Sales Force Management: Recruitment and Selection, Sales Training, Sales Compensation.		12
IV	Distribution Network Management: Types of Marketing Channels, Factors Affecting the Choice of Channel, Types of Middlemen and their Characteristics, Concept of Physical Distribution System.		10
V	Sales Forecasting: Sales Quotas and Territory Management, Managing Sales Expenses, Sales Budget Importance and Types, Sales Promotion, Ethical Issues in Sales Management.		14
Suggested Readings: 1. Cundiff, Still, Govoni, Sales Management 2. Pradhan, Jakate, Mali, Salesmanship & Publicity 3. S.A. Chunawalla, Sales Management			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation and Group Discussions. This will instill in students a sense of decision making and practical learning.			

Programme/ Class: BBA	Year: Third	Semester: Fifth
Course/ Paper-3		
Course Code: F0560603T	Course Title: Industrial Relations & Labor Laws	
Course outcomes: This course will help students to identify and develop an overview of industrial relations. It also helps in acquiring knowledge and understanding of Industrial Labour and General Laws. The outcome of the course will be as follows:		
<ul style="list-style-type: none">• Knowledge of Industrial Relation framework• Competency to understand the importance of Employee Relation within the perspective of Industrial Relation• Knowledge about relevant Laws of HR management• Competency to interpreted and implement the Labour Laws within organization		
<ul style="list-style-type: none">• Competency to use Collective Bargaining and Grievance redressal Mechanism		
Credits: 4	Compulsory/ Major	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topics	No. of Lectures Total=60
I	Industrial Relations: Role, Importance, Trade Unions, Industrial disputes and their Resolutions.	9
II	Participative Management: Structure- Scope, Collective Bargaining, Works Committee, Joint Management Councils, Pre-Requisite for Successful Participation, Role of Government in Collective Bargaining.	12
III	Industrial unrest: Employee Dissatisfaction, Grievances, Disciplinary Action, Domestic Enquiry, Strikes, lockout, Prevention of Strikes and Lockouts. Discipline: Positive, Negative Discipline, Disciplinary Procedure, Absenteeism, Turnover, Dismissal and Discharge.	12
IV	Factories Act: Meaning, Definition, Welfare, Safety, Health Measures. Workmen’s Compensation Act and International Labor Organization- Role and Functions, General Provisions of Bonus Act and Gratuity Act	12
V	Employee Communication: Meaning, Significance, Types of Barriers, Methods of Overcoming Barriers, Principles of Effective Communication, Employee Education and Training: Concept, features, Aims and Objectives, Training Schemes.	15
Suggested Readings: 1. Sreenivasan M.R - Industrial Relations & Labor legislations. 2. Aswathappa K - Human Resource and Personnel Management. 3. Subba Rao P - Human Resource Management and Industrial Relations. 4. Monoppa - Industrial Relations. 5. S.C. Srivastava, Industrial Relation of Labour Laws.		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation and Group Discussions. This will instill in students a sense of decision making and practical learning.		

Programme/ Class: BBA	Year: Third	Semester: Fifth
Course/ Paper-4		
Course Code: F0560604T	Course Title: Company Accounts	
Course outcomes: The aim of the course is to build knowledge, understanding and skills in the area of company accounts among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about accounting practices relevant to companies. The outcome of the course will be as follows:		
<ul style="list-style-type: none">To understand joint stock companies and knowledge about shares and debentures.To have understanding about final accounts and accounting practices related to amalgamation.		
Credits: 4	Compulsory/ Major	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-1		
Unit	Topics	No. of Lectures Total=45
I	Joint Stock Companies: Its Types and Share Capital, Issue, Forfeiture and Re-issue of Shares, Redemption of Preference Shares, Issue and Redemption of Debenture.	8
II	Final Accounts: Including Computation of Managerial Remuneration and Disposal of Profit.	8
III	Accounting for Amalgamation of Companies as per Accounting Standard 14, Accounting for Internal Reconstruction, Liquidation of Company.	9
IV	Consolidated Balance Sheet of Holding Companies with one Subsidiary only, Statement of Affairs and Deficiency/ Surplus, Receivers Receipts and Payments A/c.	9
V	Accounting Standards: Introduction, Accounting for the Changes in Foreign Exchange Rates, Accounting for Government Grants, Accounting for Employee Benefits, Accounting for Leases.	11
Suggested Readings: 1. Gupta R.L. Radhaswamy M, Company Accounts 2. Maheshwari, S.N., Corporate Accounting 3. Monga J.R., Ahuja, Girish, and Sehgal Ashok, Financial Accounting 4. Shukla, M.C., Grewal T.S. and Gupta, S.C. Advanced Accounts		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Practice and Group Discussions. This will instill in students a sense of decision making and practical learning.		

Programme/ Class: BBA	Year: Third	Semester: Fifth
Course/ Research Project		
Course Code: F0560605R	Course Title: Summer Internship Report Submission and Viva-Voce	
Course outcomes: The course outcome of the Summer Internship Report Submission and Viva-Voce is to assess a student's ability to apply academic knowledge in a practical setting, communicate their experience effectively, and demonstrate professional and technical competence.		
Credits: 4	Compulsory/ Major	
Max. Marks: 50+50	Min. Passing Marks:	
<p>After successful completion of the summer internship, students must prepare a detailed report. This internship report must be prepared strictly following the prescribed format, which includes the following sections: Introduction, Company Overview, Internship Objectives, Main Tasks and Responsibilities, Key Projects, Skills Acquired, Challenges and Solutions, Project Overview, Project Outcomes, Conclusion, and Annexures. Each section should be clearly titled and presented in sequential order to ensure clarity and coherence throughout the report.</p> <p>Page numbers must accurately correspond to the entries listed in the Table of Contents. Annexures should include relevant documents such as the internship certificate, attendance sheet, project snapshots, or supervisor feedback. The report must be typed in Times New Roman, 12 pt., 1.5 line spacing on A4 paper and must be hard bound. Hard copy along with soft copy of the report must be submitted in the department within 3 months after the start of V Semester/ as per instructions by the department or university.</p> <p>At the end of the V semester, Viva-voce will be conducted by internal and/ or external examiners (as per university guidelines) to assess the student’s understanding, presentation skills and practical insights gained during the internship. Evaluation will be based on the quality of the report, clarity of objectives and analysis, professionalism and the effectiveness of the oral presentation.</p>		
Suggested Readings: 1. Jonathan Anderson, Thesis and Assignment Writing, Wiley Eastern Limited, New Delhi, 1977 2. Elia Shabani Mligo, Writing Effective Course Assignments, Resource Publications, 2017 3. Michael Harvey, The Nuts and Bolts of College Writing, 2013		
Suggested Continuous Evaluation Methods: The student must be in regular touch with mentor teacher for report writing and preparing for viva-voce.		

Programme/ Class: BBA		Year: Third	Semester: Sixth
Course/ Paper-1			
Course Code: F0660601T		Course Title: Project Management	
Course outcomes: The outcome of the course will be as follows:			
<ul style="list-style-type: none">• Students will be able to understand the characteristics of Project and Project Management.• The students will understand the managerial process along with tools & techniques used in Project management.• Students will understand the scheduling and monitoring process in Projects. They will be able to apply PERT and CPM method for project scheduling.• Students will understand the perspectives in which optimum decisions are to be taken in case of risks with planned activities in project.			
Credits: 4		Compulsory/ Major	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0			
Unit	Topics		No. of Lectures Total=60
I	Definitions & Characteristics of Project, Types of Projects, Project Life Cycle, Project Management Process: Introduction, Tools & Techniques of Project Management. Project Team and Scope of Project Management, Project Organization.		9
II	Project Identification & Selection: Identification, Generation of ideas, Approaches to Project Screening and Selection, Project Rating Index. Market & Demand Analysis Techniques: Survey & Trend Projection Methods. Project Risk Management.		12
III	Project Costing: Fundamental components of Project Cost, Types of Costs: Direct, Indirect, Recurring, Non-Recurring, Fixed, Variable, Normal, Expedite costs. Project Financing and Budgeting: Sources of Finance, Social Cost Benefit Analysis (SCBA) of Project, Project Scheduling and Network Analysis: Steps in Project Scheduling and Network design, Introduction to CPM and PERT.		12
IV	Monitoring and Control: Planning- Monitoring and Control Cycle. Project Management Information System. Milestone Analysis and Tracking Gantt Chart. Earned Value Analysis (EVA): Planned Value (PV), Earned Value (EV), Cost Variance (CV), Schedule Variance (SV), Cost performance Index (CPI), Schedule performance Index (SPI). Project Termination: Types of Terminations, Project Termination Process.		12
V	Managing versus Leading a Project, Managing Project Stakeholders, Social Network Building, Qualities of an Effective Project Manager, Managing Project Teams: Five Stage Team Development Model, Situational Factors Affecting Team Development, Project Team Pitfalls.		15
Suggested Readings:			
<ol style="list-style-type: none">1. Project Management- A Managerial Approach: Jack R. Meredith Broyhill Samuel J. Mantel, Jr (John Wiley&Sons)2. Project Management: Mr. Sanjiv Marwah- (Wiley Dreamtech)3. Project- Preparation, Appraisal, Budgeting and Implementation: Chandra Prasanna - (TMH)4. Project Management Core Text Book: M R Gopalan (Wiley)5. Quantitative Techniques in Management: N D Vohra (TMH)6. Entrepreneurship and Small Business Management: M B Shukla			
Suggested Continuous Evaluation Methods:			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation and Group Discussions. This will instill in students a sense of decision making and practical learning.			

Programme/ Class: BBA		Year: Third	Semester: Sixth
Course/ Paper-2			
Course Code: F0660602T		Course Title: Goods & Service Tax	
Course outcomes: The aim of the course is to build knowledge and understanding about GST among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about GST. The outcome of the course will be as follows: To provide knowledge about indirect taxes before GST. <ul style="list-style-type: none">To provide knowledge about registration and documentation process under GST.To give an overview about tax exemptions and filing of GSTR.			
Credits: 4		Compulsory/ Major	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0			
Unit	Topics		No. of Lectures Total=60
I	Introduction: Constitutional Framework of Indirect Taxes before GST (Taxation Powers of Union & State Government); Concept of VAT: Meaning, Variants and Methods; Major Defects in the Structure of Indirect Taxes Prior to GST; Overview of GST; Structure of GST (SGST, CGST, UTGST & IGST); GST Council.		12
II	Supply of Goods and Services - Definition of supply; Place of Supply: Intra-State and Inter-State supply; Composite and Mixed supply; Import and Export; Supplies of Goods and Services Liable to be Reverse Charged; Time of Supply; Nil Rated Supplies, Zero Rated Supplies, Exempted supplies & Non-GST Supplies.		12
III	Registration and Documentation: (A) Registration- Persons Liable to Registration; Compulsory Registration; Procedure of Registration; Exemption from Registration; Composition Scheme. (B) Documentation- Tax Invoice; Bill of Supply; Receipt Voucher; Payment Voucher; Refund Voucher; Debit Note; Credit Note. Returns: GSTR 1 and GSTR 2, Monthly/ Quarterly Return, Annual Return; Time and Procedure of Filing of Returns.		12
IV	Input Tax Credit: Introduction, Concept of Input Service Distributor, Legal Formalities for an ISD, Distribution of Credit, Claiming Input Tax Credit for Inputs Goods, Claiming Input Tax Credit for Capital Goods. Payment of Tax- (a) Through Input Tax Credit (b) By Cash/ Bank after Generation of Online Challan. E-Way Bill: Introduction, Preparation of E-Way Bill, Important Points for Transporter; GST Portal: Introduction, GST Eco-system, GST Suvidha Provider (GSP), Uploading Invoices.		12
V	Registration, Returns and Accounts and Assessment: Registration, Persons Liable for Registration, Compulsory Registration, Deemed Registration, Procedure for Registration GSTIN, Amendment of Registration, Cancellation of Registration, Revocation of Cancellation		12
Suggested Readings: 1. Anandaday Mishra, GST Law & Procedure, Taxman. 2. Goods and Service Tax Acts. 3. Relevant Goods and Services Tax Rules. <i>Nitya Tax Associates Basics of GST Taxman</i> 4. Publication on GST by the Institute of Chartered Accountants of India (www.icai.org) 5. Publication on GST by the Central Board of Excise and Customs (www.cbec.org). 6. Nitya Tax Associates Basics of GST Taxman			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Practice and Group Discussions. This will instill in students a sense of decision making and practical learning.			

Programme/ Class: BBA	Year: Third	Semester: Sixth
Course/ Paper-3		
Course Code: F0660603T	Course Title: Auditing	
Course outcomes: The aim of the course is to build knowledge and understanding about Auditing among the students. The outcome of the course will be as follows: <ul style="list-style-type: none">To provide knowledge about Auditing and its types.To provide knowledge about audit procedure and audit of limited companies. Students will get an overview about special audit and recent trends in auditing.		
Credits: 4	Compulsory/ Major	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		
Unit	Topics	No. of Lectures Total=60
I	Introduction: Meaning and objectives of Auditing, Types of Audits, Internal Audit, Audit Programme, Audit Notebook, Routine Checking and Test Checking	9
II	Internal Check System: Internal Control, Audit Procedure: Vouching, Verification of Assets and Liabilities.	10
III	Audit of Limited Companies: Company Auditor- Appointment, Powers, Duties and Liabilities. Auditor’s Report and Audit Certificate.	11
IV	Special Audit: Audit of Banking Companies, Audit of Insurance Companies, Audit of Educational Institutions, Audit of Cooperative Societies, Efficiency Audit, Social Audit etc. Recent trends in Auditing: Nature and Significance of Cost Audit, Tax Audit and Management Audit.	15
V	Auditors and Audit Report: Appointment, Procedures, Eligibility and Qualifications, Powers and Duties, Rotation and Removal of Auditors, Resignation of Auditors, Remuneration of Auditors, Audit report: Preparation and presentation.	15
Suggested Readings: 1. Basu B.K., An insight with Auditing 2. Gupta Kamal, Contemporary Auditing		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation and Group Discussions. This will instill in students a sense of decision making and practical learning.		

Programme/ Class: BBA		Year: Third	Semester: Sixth
Course/ Paper-4			
Course Code: F0660604T		Course Title: International Trade	
Course outcomes: The aim of the course is to build knowledge and understanding about International Trade among the students. The outcome of the course will be as follows: <ul style="list-style-type: none">To provide knowledge about different methods of international trade.To provide knowledge about international economic institutions.Students will get an overview about India foreign trade and India’s trade policy.			
Credits: 4		Compulsory/ Major	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0			
Unit	Topics		No. of Lectures Total=60
I	Introduction: Basics of International Trade, International Trade Theories, Drivers of International Trade, Restraining Forces, Recent Trends in World Trade.		9
II	Foreign trade: Foreign Trade & Economic Growth, Balance of Trade, Balance of Payments, Free Trade, Forms and Restrictions.		10
III	International Economic Institutions: IMF, World Bank, WTO (in brief), Regional Economic Groupings - NAFTA, EU, ASEAN, SAARC.		11
IV	India’s Foreign Trade: Recent Trends in India’s Foreign Trade, Institutional Infrastructure for Export Promotion in India, Projects & Consultancy Exports. Trade Policy: India’s Trade Policy, Export Assistance, Marketing Plan for Exports.		15
V	Foreign Exchange Markets: Defining Foreign Exchange Market, Its Structure, Settlement System, Exchange Rate, Participants, Understanding SPOT And Forward Rates.		15
Suggested Readings: 1. Varshney & Bhattacharya, International Marketing			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation and Group Discussions. This will instill in students a sense of decision making and practical learning.			

Programme/ Class: BBA	Year: Third	Semester: Sixth
Course/ Research Project		
Course Code: F0660605R	Course Title: Field Survey Report- Evaluation & Viva-Voce	
Course outcomes: The course outcome of the Field Survey Report—Evaluation & Viva-Voce is to equip students with the ability to design and conduct field-based research, collect and analyze primary data and draw meaningful conclusions relevant to their area of study.		
Credits: 4	Compulsory/ Major	
Max. Marks: 50+50	Min. Passing Marks:	
<p>Students must select a theoretical/ problem solving relevant research-oriented topic, design a structured instrument/ questionnaire with clear objectives and hypotheses, collect primary data from a representative sample, analyse the data using appropriate tools or software, interpret the findings and compile a comprehensive report.</p> <p>The report must be typed in Times New Roman, 12 pt., 1.5-line spacing on A4 paper with proper headings, subheadings and page numbers. The report must be structured with essential sections such as cover page, certificate, acknowledgment, objectives, hypotheses, research design, data analysis, interpretation, finding, recommendations and annexures. The report must be submitted at the end of VI semester but before commencement of end term examination/ as per instructions by the department or university.</p> <p>At the end of the VI semester, Viva-voce will be conducted by internal and/ or external examiners (as per university guidelines) to assess the student’s understanding of the subject chosen and presentation skills. Evaluation will be based on the quality of the report, clarity of objectives and analysis, professionalism and the effectiveness of the oral presentation.</p>		
Suggested Readings: 1. Jonathan Anderson, Thesis and Assignment Writing, Wiley Eastern Limited, New Delhi, 1977 2. Elia Shabani Mligo, Writing Effective Course Assignments, Resource Publications, 2017 3. Michael Harvey, The Nuts and Bolts of College Writing, 2013		
Suggested Continuous Evaluation Methods: The student must be in regular touch with mentor teacher to conduct the survey and prepare the report.		