

**ORDINANCES AND OUTLINES OF TESTS, SYLLABUS FOR THE  
COURSE OF  
BACHELOR OF BUSINESS ADMINISTRATION:BBA/BBA(Hons.)**

**Programme Code: BBA (SEMESTER SYSTEM)**

**PART-I (Semester I and II)**

**For**

**SESSION 2025-26 & onwards**



**DEPARTMENT OF MANAGEMENT STUDIES**

**S.S.D.GIRLS'COLLEGE, BATHINDA**

**An Autonomous College**

**Re-Accredited with 'A' Grade by NAAC**

**(Under the aegis of SSDSabha (Regd.), Since 1924 Bathinda)**

# **BACHELOR OF BUSINESS ADMINISTRATION**

## **BBA/BBA(Hons.)**

### **BBA-I<sup>st</sup> (I<sup>st</sup> & II<sup>nd</sup> semester)**

#### **(Programme Code: BBA)**

#### **Credit Based Grading System (CBGS) & NEP 2020**

#### **SESSION 2025-26**

#### **Semester-I**

<b>Course Code</b>	<b>Course Category</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total Credits</b>	<b>Total Marks</b>
BBA101	Major	Principles and Practices of Management	4	---	---	4	100
BBA102	Major	Financial Accounting	4	---	---	4	100
BBA103	Major	Business Statistics	4	---	---	4	100
BBA104	Ability Enhancement	General English	2	---	---	2	50
BBA105	Multi-Disciplinary	Seminar on Business Ethics & Values	---	---	2	2	50
BBA106	Ability Enhancement	Workshop on Business Communication-I	---	---	2	2	50
BVAC1	Value Enhancement	Environment and Road Safety	2	---	---	2	50
BBA107/ BBA107A	Indian Language	Punjabi Compulsory/ Punjabi Compulsory(Mudla Gyan)*	4	---	---	4	100
BBA108	Compulsory	Entrepreneurship Mindset	2	---	---	2	100
<b>Total Credits</b>						26	700

*\* Only those students who have not studied Punjabi upto matriculation can opt Mudla Gyan*

## Semester-II

Course Code	Course Category	Course Title	L	T	P	Total Credits	Total Marks
BBA201	Major	Organisational Behaviour	4	---	---	4	100
BBA202	Major	Marketing Management	4	---	---	4	100
BBA203	Major	Business Economics	4	---	---	4	100
BBA204	Ability Enhancement	Computer Applications for Business	2	---	---	2	50
BBA205	Multi-Disciplinary	Seminar on Media Literacy	---	---	2	2	50
BBA206	Ability Enhancement	Workshop on Business Communication-II	---	---	2	2	50
BVAC2	Value Enhancement	Drug Abuse: Problem, Management and Prevention	2	---	---	2	50
BBA207/ BBA207A	Indian Language	Punjabi Compulsory/ Punjabi Compulsory(Mudla Gyan)*	4	---	---	4	100
BBA208	Compulsory	Entrepreneurship Mindset	2	---	---	2	100
<b>Total Credits</b>						<b>26</b>	<b>700</b>

*\* Only those students who have not studied Punjabi upto matriculation can opt MudlaGyan.*

1. The breakup of marks for the internal assessment for theory paper will be as under:

**a) Credit 4: Internal (30 marks) & External (70 marks)**

i. Mid semester test	12 Marks
ii. Assignments/ Projects/Seminar	12 Marks
iii. Attendance	6 Marks

**b) Credit 2: Internal (15 marks) & External (35 marks)**

i. Mid semester test	6 Marks
ii. Assignments/Projects/Seminar/Lab Work	6 Marks
iii. Attendance	3 Marks

2. The break up of marks for the internal assessment of Seminar/Workshop will be as under:

**a) Credit: 2 & Internal Marks: 50**

i. Project Report	15 Marks
ii. Presentation	15 Marks
iii. Attendance	10 Marks
iv. Assignments and class behaviour	10 Marks

## **BBA101: Principles and Practices of Management**

**Time Allowed: 3Hrs.**

**Lecture to be delivered: 45-55 hrs.**

**Credits: 04**

**Min. Passing Marks: 35%**

**Max Marks:100**

**Theory:70**

**Internal Assessment: 30**

**Course Description:** This course introduces the student to the key aspects of management planning, organizing, leading and controlling by integrating both classical and contemporary management practices. Through case studies, interactive sessions, and practical exercises, students will learn to apply these principles to real-world scenarios that will prepare them for leadership roles in diverse organizational settings. The goal is to equip students with the tools and insights necessary to manage effectively and drive organizational success.

### **Course Objectives:**

**CO1:** To understand the basic concepts, principles, and theories of management.

**CO2:** To examine the essential functions of managers.

**CO3:** To analyze the impact of globalization, diversity, and ethics on management.

**CO4:** To develop skills in decision-making, and leadership.

### **Instructions for Paper-setters/Examiners:**

The question paper will be divided into three sections. Section-A and Section-B will be based on Unit-I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 12 marks each. Section C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of two marks each.

### **Instructions for the candidates:**

Candidates are required to attempt two questions each from the sections A & B of the question paper and the entire section C is Compulsory.

### **Course Content:**

#### **Unit- I**

**Management:** Meaning and definition, nature, purpose, scope, importance and functions, Management as art, science and profession, Management as a social system, Principles of management, Scientific Management.

**Evolution of Management Thought:** Contribution of F. W. Taylor, Henry Fayol, Elton Mayo, Various approaches to management (i.e. Schools of Management Thought), Indian management thought.

**Planning:** Meaning, Significance, Types of plans, Nature, Elements: Objectives, Policies, Rules, Procedure, Strategy, Decision Making.

**Organizing:** Meaning, Nature and Purpose of organization, Principles of organization, Forms of organization: Line, Functional and Line and Staff, Formal and informal organization.

## **Unit- II**

**Authority:** Definition, types, responsibility and accountability, delegation; definition, steps in delegation, obstacles to delegation and their elimination, decentralization vs centralization, determinants of effective decentralization, Decentralisation and Departmentation.

**Staffing:** Meaning, nature and functions of HRM, Manpower management, factors affecting staffing, Recruitment, Selection, Training and Development, Performance appraisal: need and process.

**Coordination:** Principles and Techniques, Difference between coordination and cooperation.

**Controlling:** Meaning, nature, importance, scope, principles, prerequisites, steps, limitations and techniques.

**Corporate social responsibility (CSR):** Meaning, Arguments against and in favour of CSR, CSR towards various stakeholders, recent trends in CSR.

### **Recommended Readings**

#### **Text Books (Latest Editions):**

1. Rao, V. S P. Management Principles and Applications. Taxmann Publications.
2. Bright, D. et al. Principles of Management. OpenStax Textbooks, Houston
3. Kapoor, Premvir, Principles of Management, Khanna Book Publishing.
4. Jones, G. R., and George, J. M. Essentials of contemporary management. New York, NY: McGraw-Hill Education.
5. Robbins, S. P. & Coulter, M. A. Management. Pearson.
6. LM Prasad, Organisation Behavior(Sultan Chand and sons)

## **BBA102: Financial Accounting**

**Time Allowed:3Hrs.**

**Lecture to be delivered:45-55 hrs.**

**Credits: 04**

**Min. Passing Marks: 35%**

**Max Marks: 100**

**Theory:70**

**InternalAssessment: 30**

### **Course Description:**

This course intends to introduce basic accounting principles and practices. The students will have knowledge about the fundamental accounting processes such as journalizing, ledger posting, preparation of trial balance and final accounts in sole trading and company form of business. It also deals with providing an overview of accounting standards on sustainability accounting as value creation for business.

### **Course Objectives:**

**CO1:** To provide an understanding of application of various principles and practice of Accounting.

**CO2:** To demonstrate the knowledge on the process of accounting cycle and basic steps involved in accounting.

**CO3:** To apply the knowledge of systematic maintenance of books of accounts to real life business.

**CO4:** To estimate Annual Financial statements of Sole proprietorship and Company form of business

### **Instructions for Paper-setters/Examiners:**

The question paper will be divided into three sections. Section-A and Section-B will be based on Unit-I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 12 marks each. Section C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of two marks each.

### **Instructions for the candidates:**

Candidates are required to attempt two questions each from the sections A & B of the question paper and the entire Section-C is Compulsory.

### **Coure Content:**

#### **Unit-I**

**Introduction to Accounting, Accounting system and process:** Meaning, Need for accounting and accounting information system, Stakeholder using accounting information, Qualitative aspects of financial accounting, Accounting standards in India and International (outline), Branches of Accounting, Accounting concepts and conventions, Classification of capital and revenue-expenditure and income,

**Recording transactions and Trial balances:** Transactions-nature, Entry in Journal, GST transactions, Entry in Ledger, Cash book and Subsidiary books, Trial balance

## **Unit-II**

**Final Accounts:** Preparation of Trading and Profit and Loss account, and Balance Sheet of sole trading concerns, importance of disclosures in final accounts.

**Rectification of Error, Bank Reconciliation Statement:** Rectification of Error, Bank reconciliation Statement, Depreciation Accounting: Straight Line and Written down Value Methods.

**Green Accounting and Sustainable Reporting-** Need and objectives and Importance.

### **Recommended Readings**

#### **Text Books (Latest Editions):**

1. Jain S.P., & Narang K.L. Basic Financial Accounting I, New Dehli, Kalyani publishers.
2. Kimmel, Financial accounting, Wiley Publications
3. Gupta, A., Financial Accounting for Management: An Analytical Perspective, Noida, Pearson Education.
4. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.
5. Ashish k Battacharya, Essentials of financial accounting for Business Managers, Six, PHL learning
6. Accounting for sustainability: [www.ifac.org](http://www.ifac.org)
7. Peter Bartelmus, E K Seifert, Green Accounting, London, Routledge Publications



## **BBA103:BUSINESS STATISTICS**

**Time Allowed: 3Hrs.**

**Lecture to be delivered:45-55 hrs.**

**Credits: 04**

**Min. Passing Marks: 35%**

**MaxMarks:100**

**Theory: 70**

**InternalAssessment: 30**

### **Course Description:**

Quantitative Aptitude tests have been one of the key components in all competitive exams across the globe in recent years. All tests include such aptitude problems to assess a candidate's arithmetic precision, conceptual numerical ability, analytical ability and rational thinking applicability. Hence this course on Business Statistics has been introduced as part of BBA programs.

Business Statistics helps us to make business decisions under uncertainties. Such decisions must be objective and unbiased and based on quantitative data. This necessitates an analysis of data using appropriate statistical tools and hence understanding of these techniques and models. With the business entities keen on making data-driven decisions it is essential for individuals working in this uncertain environment to possess such skills to make better decisions backed by data.

### **Course Objectives:**

**CO1:** To establish importance of logical reasoning in human inquiry.

**CO2:** To demonstrate data handling skills and summarize data with clarity.

**CO3:** To extend an understanding of application of relevant concepts of Statistics to a given business scenario.

**CO4:** To understand business problems and make decisions using appropriate statistical models and explain trends.

**CO5:** To demonstrate the knowledge on the process of organizing a data and conduct statistical treatment.

### **Instructions for Paper-setters/Examiners:**

The question paper will be divided into three sections. Section-A and Section-B will be based on Unit-I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 12 marks each. Section C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of two marks each.

### **Instructions for the candidates:**

Candidates are required to attempt two questions each from the sections A & B of the question paper and the entire section C is Compulsory.

## **Course Content:**

### **Unit-I**

**Introduction to Statistics-** Definition, Importance and Limitations, Functions and scope  
**Measures of Central Tendency,** Classification and tabulation of data, frequency distribution, diagrams and graphs, measure of central tendency- arithmetic mean, weighted arithmetic mean, median, mode and meaning of partition values-quartiles, deciles, percentiles,

**Dispersion:** Measures of dispersion range, quartile deviation, mean deviation from mean and median, standard deviation and coefficient of variation.

**Correlation:** Meaning, definition and use of correlation, covariance, scatter diagram, types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation coefficient, probable error.

### **Unit-II**

**Regression and Time Series:** Regression- meaning and utility of regression analysis, comparison between correlation and regression, regression lines-  $x$  on  $y$ ,  $y$  on  $x$ , regression equations and regression coefficients.

Definition of Time Series. Components of Time Series. Methods for measuring secular trends:

(i) Methods of Semi Averages (ii) Methods of Moving Averages (iii) Method of Least Squares (only for straight line).

**Index numbers:** Need, definition and limitations of Index numbers-simple and weighted index numbers Laspyer's, Paasche's and Fisher Index numbers, Criterion of ideal index numbers, problems involved in the construction of index numbers.

## **Recommended Readings:**

### **Textbooks (Latest Editions):**

1. Levin R. I.& Rubin D. S. Statistics for Management. Delhi: Pearson.
2. Pillai & Bagavathi. Statistics, Theory and Practice, S Chand Publishing.
3. SP Gupta. Statistical Methods, Sultan Chand and Sons.
4. C.B Gupta. An introduction to Statistical Methods(Vikas)

**BBA-I (Semester 1<sup>st</sup>)**  
**BBA104 General English**

**Credits: 02**  
**Total Marks: 50**  
**External Exam: 35 marks**  
**Passing Marks :35%**

**Lectures: 03 Per Week**  
**Time: 1.5 Hours**  
**Internal Exam: 15 Marks**

**Course Content**

**Prescribed Books:**

Composition and Writing Skill, Orient BlackSwan, 2016.  
Murphy, Raymond, English Grammar in Use. Fifth Edition, Cambridge University Press, 2019.  
Solomon, Philip Sunil. Objective General English. Oxford University Press.

**Section –A**

1. Job Application Letters and CV
2. Letter Writing (Including E-mails)

**Section –B**

3. Report Writing
4. Note Making: Cornell Style method of Making Notes, Mind Mapping Method of Making Notes

The following units to be studies (from R.Murphy): Unit Exercise: 1-37, 69-81.

Appendix 1-4

Solomon, Philip Sunil. Objective General English. Oxford University Press.

The following units to be studied: Exercises: 01 (Nouns), 3 (Articles), 10 (Tenses).

**Testing**

**Internal**

Internal assessment shall be as per the university ordinances in force.

**External Examination**

**INSTRUCTIONS FOR THE PAPER-SETTER**

**Section – A**

- Q.1: The student shall write a job Application Letter or CV. (7 Marks)
- Q.2: The student shall write a letter or an e-mail (with internal choice between business and official letters) (7 Marks)

**Section-B**

- Q.3: The student shall prepare a report on the basis of given details. (7 Marks)
- Q.4: The student shall make notes from a given passage of about 350 words. (7 Marks)

**Section-C**

- Q.5: This question is compulsory. It shall have seven (07) short-answer questions from Both English Grammar in Use and Objective General English. Each question shall carry 01 mark. (7 Marks)

## **BBA105: Seminar on Business Ethics and Values**

**Min. Passing Marks: 35%**  
**Lectures per week: 03**

**Internal Evaluation: 50 Marks**  
**Credits: 02**

### **Course Description:**

The objective of this course is to develop the ability in the students to define and analyze the business ethics problems and make the students aware and sensitized towards these issues.

### **Course Objectives:**

**CO1:** Develop the skills to identify the appropriate Business Ethics and Values

**CO2:** Analyse the Business problem, and

**CO3:** Learn about Ethics and Values inter-linked in Business, weaknesses of the Business.

### **Course Content**

#### **Unit-I**

**Introduction:** Ethics and Values and their Importance in Business: Ethical Issues in Capitalism and Market System; Ethical and Social Systems.

**Issues in BEV:** The Social Responsibility of Business, Ethical Conflicts, Whistle Blowing. Ethics and Organizations

**Ethics in Functional Areas:** Ethics in Human Resource Management and Organizational Culture, Ethics in Marketing, Ethics in Finance, Ethical Codes and Incentives in Corporate Sector.

#### **Unit-II**

**Social Ethical Issues:** Broader Ethical Issues in Society-Corruption, Ecological Concerns, Discrimination on the Basis of Gender, Caste or Race.

**Updation of Ethical Issues:** Ethics and Information Technology, Impact of Govt. Policies and Laws on Ethics, Resolving Ethical Dilemmas.

### **Pedagogy:**

Extensive use of technology in the class rooms, Online modules of MOOCs, Research Based teaching, use of concerned Article from journals and magazines.

### **Case/Class Discussions:**

Students will work in a group to prepare a brief write-up, due before the start of class, covering the case study. Questions in the case study would include the quantitative analysis of the problem-solving and decision-making.

## **BBA106: Workshop on Business Communication-I**

**Min. Passing Marks: 35%**  
**Lectures per week: 03**

**Internal Evaluation: 50 Marks**  
**Credits: 02**

**Course Description:** This course focuses on bringing in perspective the importance of Business Communication for organizations and individual employees in the context of multicultural workforce in a digital world. The course will focus on instilling effective communication skills in students for organizational set up. The course will be taught using texts, cases and classroom exercises for improving both written and oral communication in students.

### **Course Objectives:**

**CO1:** To understand the concept, process, and importance of Business Communication.

**CO2:** To help students in understanding the basic principles and techniques of business communication.

**CO3:** To train students to acquire and master written communication for the corporate world.

**CO4:** To sensitize students to understand Business Communication in Global and Cross-Cultural context.

### **Course Content:**

#### **Unit-I**

**Introduction to Communication in Organizations:** Introduction to Business Environment and Communication, Models of communication, Basics of Communication (types, channels and barriers), 7Cs of communication, Formal and informal communication, Listening Skills, communication on social media platforms. **Written Communication:** Planning and executing different types of messages, emails, formal letters (Planning & Layout of Business Letter) and informal messages on e-platforms, negative messages: indirect & direct negative messages, Persuasive messages, request letters to various stakeholders, Sales Letters, Complaint & Follow up Letters, Promotion Letters, Job application Letters, cover letters, resume, Resignation Letters.

#### **Unit-II**

**Interpersonal Communication:** Team communication, managing communication during online meeting, communication with virtual team, Presentation skills (Verbal and non-verbal); Power point presentation skills, **Digital Communication:** Social media and individual, social media & organizations, Media Literacy, Strong Digital communication skills- email, instant messaging, video conferencing, e-meetings, Digital collaboration, digital etiquettes & responsibilities:

### **Text Books (Latest Editions):**

1. AICTE's Prescribed-Communication Skills in English, Khanna Book Publishing.
2. Lesikar, R.V. & M.E. Flatley, "Business Communication: Connecting in a Digital World", McGraw-Hill Education.
3. Murphy, H. A., Hildebrandt, H. & Thomas, J.P., Effective Business Communication, McGrawHill
4. Mukerjee H. S., Business Communication: Connecting at Work. Oxford Publication
5. Boove, C.L.Thill, J.V. & Raina, R.L, Business Communication Today, Pearson

## **BVAC1: ENVIRONMENT AND ROAD SAFETY**

**Time Allowed: 1.5 Hrs.**

**Lectures per week: 03**

**Credits: 02**

**Min. Passing Marks: 35%**

**Total Marks: 50**

**Theory Marks: 35**

**Internal Assessment: 15**

**INSTRUCTIONS FOR THE PAPER SETTERS:** The question paper will consist of three sections A, B and C. Each of sections A and B will have four questions from the respective sections of the syllabus. Each question shall carry 6 marks. Section C will consist of 11 objective/short answer type of 1 mark each covering the entire syllabus.

**INSTRUCTIONS FOR THE CANDIDATES:** Candidates are required to attempt any two questions each from sections A and B. All questions in Section C are compulsory.

### **SECTION-A**

#### **INTRODUCTION TO ENVIRONMENTAL STUDIES:**

The multidisciplinary nature of environmental studies. Definition, scope and importance  
Concept of Biosphere-Lithosphere, Hydrosphere, Atmosphere.

#### **ECOSYSTEM & BIODIVERSITY CONSERVATION**

Ecosystem and its components, Types of Ecosystems

Biodiversity-Definition and Value, Threats to biodiversity and its conservation

Level of biological diversity: genetic, species and ecosystem diversity; bio-geographic zones of India; biodiversity patterns and global biodiversity hot spots, Endangered and endemic species of India.

Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and informational value.

#### **NATURAL RESOURCES-RENEWABLE AND NON RENEWABLE RESOURCES**

Land resources and land use change; land degradation, soil erosion and desertification.

Deforestation: causes and impacts due to mining, dam building on environment.

Water: Use and over-exploitation of surface and ground water.

Energy resources: renewable and nonrenewable energy sources, use of alternate energy sources.

#### **ENVIRONMENTAL POLLUTION**

Environmental Pollution types, causes, effects and controls; Air, Water, Soil and noise pollution.

Nuclear hazards and human health risks Solid waste management, Source

Segregations Control measures of urban and Industrial waste

## **SECTION- B**

### **ENVIRONMENTAL PROTECTION LAWS IN INDIA**

Environmental protection act for, Air (Prevention and control of pollution), Water (Prevention and Control of pollution), Wild life, Forest Conservation, Role of an individual in prevention of pollution.

Environmental policies & Practices; Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture.

### **HUMAN COMMUNITIES AND THE ENVIRONMENT**

Human population growth: Impacts on environment, human health and welfare, Sanitation & Hygiene. Resettlement and rehabilitation of project affected persons. Disaster management: floods, earthquake, cyclones and landslides. Environment movements: Chipko, Silent valley, Bishnois of Rajasthan. Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.

Environmental communication and public awareness

### **ROAD SAFETY AWARENESS**

Concept and significance of Road safety, Traffic signs, Traffic rules, Traffic Offences and penalties, How to obtain license, Role of first aid in Road Safety.

### **STUBBLE BURNING**

Meaning of Stubble burning. Impact on health & environment.

Management and alternative uses of crop stubble. Environmental Legislations and Policies for Restriction of Agriculture Residue Burning in Punjab.

### **Field/Practical Work**

All the students are required to undertake any one of the following field/practical work on basis of which students will be assessed in internal assessment.

- 1) To record the biodiversity of the any visited area.
- 2) Identify the natural resources of your area.
- 3) Identify sources of energy used in your area.
- 4) Visit to a local area to document environmental assets/ecosystems River/Forest/Grassland/Mountain.
- 5) Construction of food chain/food web of the visited area
- 6) To identify the sources of pollution of your area
- 7) To record the AQI daily during stubble burning season and study its impact on health and environment
- 8) Case studies on various Environment movements/National river conservation plans/Wildlife conservation projects
- 9) Case studies on Displacement and Rehabilitation of people affected by various hydro power projects.
- 10) Common traffic violations and their penalties in and around your city.

### **Books recommended**

1. Rajagopalan, R. (2016) Environmental Studies Oxford University Press, New Delhi
2. Rana, S.V.S (2010) Essentials of Ecology and Environmental Science, PHI Learning Pvt. New Delhi
3. Sulphery, M.M. (2012) Introduction to Environment Management, PHI Learning Pvt. New Delhi
4. Sharma, S.K. (2015). Environmental Law, Wisdom Press. New Dehli
5. Sharma, P.D. (2018) Ecology and Environment Rastogi Publishers, New Delhi
6. Santra, S.C. (2016) Environmental Sciences. New Central Book Agency, Kolkata
7. Gadgil. M., & Guha, R. 1993. This Fissured Land: An Ecological History of India. Univ. of California Press.
8. Gleeson, B. and Low, N.(eds.)1999, Global Ethics and Environment, London, Routledge.
9. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalayas dams. Science, 339:36-37.
10. McCully.P.1996. Rivers no more: the environmental effects of dams (pp.29-64). Zed Books.
11. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.



## **BBA201: Organisational Behaviour**

**Time Allowed: 3Hrs.**

**Lecture to be delivered:45-55 hrs.**

**Credits: 04**

**Min.Passing Marks: 35%**

**Max Marks:100**

**Theory:70**

**Internal Assessment:30**

### **Course Description:**

This course will cover principles and concepts to understand how individuals interact with each other and their environment in organizational contexts. Students will explore topics such as motivation, perception, personality, leadership, group decision-making, culture, and conflict resolution through a blend of theoretical frameworks and real-world applications.

### **Course Objectives:**

**CO1:** To develop basic understanding of the concept of human behavior and organization.

**CO2:** To highlight the importance of OB in modern organizations.

**CO3:** To understand individual and group behavior in the workplace to improve the effectiveness of an organization.

**CO4:** To critically evaluate leadership styles and strategies.

### **Instructions for Paper-setters/Examiners:**

The question paper will be divided into three sections. Section-A and Section-B will be based on Unit-I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 12 marks each. Section C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of two marks each.

### **Instructions for the candidates:**

Candidates are required to attempt two questions each from the sections A&B of the question paper and the entire section C is Compulsory.

### **Course Content:**

## **UNIT-I**

**Introduction:** Definition, Nature and Scope of Organizational Behavior, Need for Studying Organizational Behavior, Disciplines that Contribute to OB,OB Models, Challenges and Opportunities of OB,

### **Individual behavior:**

**Perception:** Meaning, Process, Improving Perception, **Personality:** Development Determinants of Personality, Personality Traits, **Learning:** Theories and Principles of Learning,

**Motivation:** Meaning and Importance, Theories of Motivation Maslow's need Theory, ERG Theory, Theory X and Theory Y, Two Factor Theory, Vroom's Expectancy Theory.

## **UNIT-II**

### **Group Behavior:**

**Groups:** Definition, Types, Group Development, Groups Norms, Group Cohesiveness, Group Decision Making, **Conflict:** Individual Conflict, Interpersonal Conflict, Group Conflict, Resolving Conflict. **Leadership:** Leadership Styles, Traits of good Leader, Difference between Leader and Manager, **Organizational Culture:** Meaning, Definition, Concept, Characteristics, Types of Culture, Functions of Culture, Creating and Sustaining Culture, Learning Culture, **Organizational Change:** Forces of change, Planned change, Resistance, Approaches.

### **Text Books (Latest Editions):**

1. Robbins, Stephen-Organizational Behavior Prentice Hall of India Ltd., New Delhi.
2. Luthans Fred-Organizational Behavior: An Evidence-Based Approach - McGraw Hill Publishers Co. Ltd., New Delhi.
3. Prasad, L.M-Organizational Theory Behavior-Sultan Chand & Sons, New Delhi.
4. Rao, VS P-Organization Behavior-Himalaya Publishing House
5. Aswathappa.K.-Organizational Behavior-Himalaya Publishing House, Mumbai, 18th Edition.

## **BBA202: Marketing Management**

**Time Allowed: 3Hrs.**

**Lecture to be delivered:45-55hrs**

**Credits:04**

**Min.Passing Marks: 35%**

**Max Marks:100**

**Theory:70**

**Internal Assessment:30**

**Course Description:** Marketing management course is designed to help undergraduate students gain a broad, foundational understanding of the basic components of modern marketing. This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course is intended to bring in key principles and activities crucial for the role that marketing has in an organization.

### **Course Objective(s):**

**CO1:** Develop understanding about marketing management concepts and frameworks, and apply these to a new or existing business.

**CO2:** Develop skills to analyze and synthesize information and derive insights related to marketing management, from several perspectives

**CO3:** It also explores best practices in managing marketing activities within an organization and how to measure the impact on demand and attempt to forecast and influence its future levels, magnitude and timing.

### **Instructions for Paper-setters/Examiners:**

The question paper will be divided into three sections. Section-A and Section-B will be based on Unit-I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 12 marks each. Section C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of two marks each.

### **Instructions for the candidates:**

Candidates are required to attempt two questions each from the sections A&B of the question paper and the entire section C is Compulsory.

### **Course Content:**

## **Unit-I**

**Introduction:** Nature, Scope and Importance of Marketing, Evolution of Marketing, Core marketing concepts, Production concept, Product concept, selling concept, Marketing concept, Holistic marketing concept,

**Marketing Environment:** Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context); Market and competition analysis, Market Analysis

and Creating and Delivering Customer Value. **Segmentation**, Targeting and Positioning: Concept, Levels of Market Segmentation, Basis for Segmenting, Consumer Markets.

**Consumer Behavior:** Consumer Buying Decision Process, Factors affecting consumer behavior.

**Product decisions:** Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labeling., New Product Development.

## **Unit- II**

**Pricing Decisions:** Determinants of Price, Pricing Methods

**Promotion Decisions:** Factors determining promotion mix, Promotional Tools-Fundamentals of advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling.

**Marketing Channel Decision:** Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers

**Marketing of Services:** unique characteristics of services, marketing strategies for service firms-7Ps.

**Contemporary issues in Marketing**, Digital Marketing, Ethics and social responsibility in Marketing, Integrated Marketing Green Marketing (Introductory aspects only).

### **Readings: Text Books (Latest Editions):**

1. Kotler P., Keller K., et al. Marketing Management (16th edition). Pearson Education Pvt. Ltd.
2. Aaker, D. A. and Moorman Christine, Strategic Market Management: Global Perspectives. John Wiley & Sons.
3. Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth
4. Marketing Management. Pearson Higher Education
5. Kotler, P., Armstrong, G., and Agnihotri, P. Y. Principles of Marketing (17th edition). Pearson Education.
6. Ramaswamy, V.S. & Namakumari, S. Marketing Management: Indian Context Global Perspective (6<sup>th</sup> edition). Sage Publications India Pvt. Ltd.
7. Sheth, J. N., & Sisodia, R. S. (Eds). Does Marketing Need Reform?: Fresh Perspectives or the Future. Routledge.
8. Percy, L. Strategic Integrated Marketing Communications. Routledge.
9. Chaffey, D., & Ellis-Chadwick, F. Digital Marketing (7th edition). Pearson Higher Education.

## **BBA203: BUSINESS ECONOMICS**

**Time Allowed:3Hrs.**

**Lecture to be delivered:45-55 hrs.**

**Credits: 04**

**Min. Passing Marks: 35%**

**MaxMarks:100**

**Theory:70**

**InternalAssessment:30**

**Course Description:** Business economics uses economic concepts and principles by emphasizing on demand and supply analysis, production & cost analysis and different market structures which are fundamental for further study. This course also introduces important macroeconomic concepts which are indispensable for understanding the functioning of an economy that might affect business performance.

### **Course Objectives:**

**CO1:** It equips students with fundamental concepts of microeconomics.

**CO2:** Business economics delves into the complexities of market structures, helping students navigate challenges such as competition, regulatory environments, and technological disruptions.

**CO3:** It fosters critical thinking by analyzing real-world case studies, enabling students to propose innovative solutions to business problems.

**CO4:** A grasp of business economics is essential for aspiring entrepreneurs, managers, and analysts seeking to thrive in today's dynamic and interconnected business landscape.

### **Instructions for Paper-setters/Examiners:**

The question paper will be divided into three sections. Section-A and Section-B will be based on Unit-I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 12 marks each. Section C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of two marks each.

### **Instructions for the candidates:**

Candidates are required to attempt two questions each from the sections A &B of the question paper and the entire section C is Compulsory.

### **Course Content:**

## **Unit-I**

**Nature and scope of Business Economics, Role of Business,**

**Demand:** Demand Classification, Elasticity of Demand, Meaning of demand and its types, Law of demand. Price elasticity of demand and its measurement.

**Consumer's Behaviour:** Utility approach: Brief outline of law of diminishing marginal utility law of equi-marginal utility. Indifference Curve Approach: Consumer equilibrium; Income, Price and Substitution effect, **Theory of Supply:** Concept and law of supply, factors affecting supply, Elasticity of Supply

## **Unit-II**

**Theory of Production:** Law of variable proportion: total, average and marginal physical production, Law of Returns to scale, Economies and diseconomies of scale.

**Theory of Cost:** Short and Long period costs, Concept of total cost, Marginal and Average cost, cost in short- run and long-run.

**Concept of revenue:** Total Revenue, Average Revenue Relationship between Average and Marginal Revenue and Price elasticity of demand.

**Pricing Under Various Market Conditions:** Perfect Competition Equilibrium of Firm and Industry under Perfect Competition, Monopoly Price determination under Monopoly Monopolistic Competition - Price and Output, determination under Monopolistic Competition.

### **Text Books (Latest Editions):**

1. Varian. H.R: Micro Economics A modern Approach
2. Mc Connell & Brue: Micro Economics Principal, problems & policies. McGraw Hills Professional Publication.
3. Ahuja, H.L. Advanced Economic theory
4. Jain K.P. Advanced Economic theory
5. Jhingan M.L. Modern Micro Economic

## **BBA204: Computer Applications for Business**

**Time Allowed:1.5Hrs.**

**Lectures Per Week: 03**

**Credits: 02**

**Min. Passing Marks: 35%**

**Max Marks:50**

**Theory:35**

**Internal Assessment:15**

**Course Description:** This subject aims to provide foundational knowledge and skills for using computers effectively, covering topics like hardware, software, file management, and common applications like word processing, spreadsheets, and presentations.

### **Course Objectives:**

**CO1:** Understanding the function of different hardware components (CPU, RAM, storage devices, input/output devices).

**CO2:** Identifying the difference between system software (operating systems) and application software (productivity tools, etc.).

**CO3:** Understanding the concepts of data, information, and how computers process them.

**CO4:** To know about creating, editing, formatting, and printing documents using software like Microsoft Word, using spreadsheets for data entry, analysis, charting and creating and delivering presentations using software like Microsoft PowerPoint.

### **Instructions for Paper-setters/Examiners:**

The question paper will be divided into three sections. Section-A and Section-B will be based on Unit-I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 06 marks each. Section C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of 01 marks each.

### **Instructions for the candidates:**

Candidates are required to attempt two questions each from the sections A&B of the question paper and the entire section C is Compulsory.

### **Course Content:**

#### **Unit-I**

**Computer Fundamentals:** Definition of computer, Components of a computer system, Brief history of evolution of computers and generation of computers. Internal and External Memory Storage: RAM, ROM, PROM, EPROM.

**Commonly used Input/output/Memory storage devices:** Punched Card, VDU, CRT. Difference between Hardware & Software. Types of software system. Software & Application software, Interpreter. Operating System: Definition, Types of operating on the Basis of processing. Introduction to various types of operating system such as windows & DOS Overview

and Anatomy of windows, Working with files and folder in windows.

## **Unit-II**

**MS-Word:** Overview, Creating, Saving, Opening, Importing, Exporting & Inserting files. Formatting pages, paragraphs and sections. Indents and outdents. Creating lists and numbering. Heading Styles, Fonts and size editing, positioning & viewing text. Finding & replacing text, inserting page breaks, page numbers, book marks, symbols & dates. Using tabs and tables Header, Footer & Printings.

**MS-Excel:** Worksheet overview. Entering information. Worksheet Opening and saving workbook. Formatting number and texts. Protecting cells. Producing Charts and printing operations graphs.

**MS-Power Point:** Presentation Basics: Menus & Toolbars. Opening & Saving & existing presentation creating & Saving a presentation using auto content wizard. Design Template Blank Presentation. The slides sorter view. Insert slides from another presentation. Inserting pictures and graphics. Slide show, printing, slides.

**Practical:** MS-Word, MS-Excel, MS-PowerPoint.

### **Recommended Readings:**

1. V.Rajaraman :Understanding Computers
2. Peter Norton :Introduction to Computers
3. Sanjay Saxena :A First Course in Computers
4. B.Ram :Computer Fundamentals
5. Alexis Leon :Introduction to Computers with MS-Office2000



## **BBA205: Seminar on Media Literacy**

**Min. Passing Marks: 35%**  
**Lectures per week: 03**

**Internal Evaluation: 50 Marks**  
**Credits: 02**

### **Course Description**

This course equips students with essential media literacy and critical thinking skills to analyze and navigate various media forms. It covers the dynamics of media production and ownership in India, ethical and regulatory considerations, and enhances digital literacy for responsible online engagement. Through comprehensive study and practical exercises, students will learn to critically engage with media content, uncover biases, and make informed decisions in media consumption and production.

### **Course Objectives:**

**CO1:** Develop critical thinking skills to analyze various media forms effectively and identify underlying biases

**CO2:** Foster media literacy principles for navigating digital media landscapes and evaluating credibility.

**CO3:** Explore media production dynamics and ownership structures in the Indian context.

**CO4:** Address ethical and regulatory considerations in media practices.

**CO5:** Enhance digital media literacy for responsible online engagement and combating misinformation.

### **Course Content:**

#### **Unit-I**

**Foundations of Media Literacy and Critical Thinking:** Core principles of media literacy and critical thinking: Definition and significance of media literacy, its historical evolution within the Indian context; Understanding media as a powerful communication tool and its role in shaping societal perceptions and behaviors.

**Deconstructing Media Texts:** Forms of media texts, including print, broadcast, digital, and social media, Textual analysis and the deconstruction of visual media using semiotics; The impact of media representations on Individual perceptions and societal attitudes, from relevant case studies in the Indian context.

#### **Unit- II**

**Media Consumption and Production Dynamics:** Dynamics of media production, distribution, and consumption in India: Influence of ownership and control structures on media content, Techniques for critically evaluating media content and analyzing audience consumption patterns

**Ethics, Regulation, and Digital Media Literacy:** Ethical and regulatory considerations inherent in media practices and the evolving landscape of digital media literacy. Ethical principles in media, the regulatory framework governing media content, and the role of self-regulatory bodies in upholding ethical standards; Digital media's impact on contemporary media literacy practices, strategies for navigating online information, and promoting digital citizenship.

## **BBA206: Workshop on Business Communication-II**

**Min. Passing Marks: 35%**

**Lectures per week: 03**

**Internal Evaluation: 50 Marks**

**Credits:02**

### **Course Description:**

This course focuses on bringing in perspective the importance of Business Communication for organizations and individual employees in the context of multicultural workforce in a digital world. The course will focus on instilling affective written and oral communication skills in students. The course will be taught using texts, cases and classroom exercises for improving both written and oral communication in students.

### **Course Objectives:**

**CO1:** To understand the concept, process, and importance of business communication with a strategic imperative.

**CO2:** To help students in understanding the basic principles and techniques of various workplace communication including digital communication skills

**CO3:** To train students to acquire and master intra and inter-organizational communication

**CO4:** To train students for communicating effectively for the purpose of gaining employment.

## **Unit-I**

**Written communication:**Intra organizational/ departmental workplace communication Need and Types, Basics of Writing Office Circulars, Agenda, Notice, Office Memoranda, Office Orders, Newsletters, Positive and Negative Messages, Use of Technology for Communication, Effective IT communication tools- Electronic mail: advantages, safety and smartness in writing email, E-mail etiquettes; Use of online social media for communication and Public Relations, Ethical dilemmas in use of social media for communication. Report Writing: Types of Business Reports, responding to request for proposals (RFP), response to RFP, Formal Report-Components and Purpose, Organizing Information-Outlining & Numbering Section, Section Headings, Sub-Headings, & Presentation; Reporting in Digital Age, Writing Reports on Field Work/Visits to Industries, Business Proposals, Summarizing Annual Reports of Companies-Purpose, Structure and Principles; Drafting, Minutes of a Meeting:

**Oral Communication, Professionalism and team work:** Meaning, Nature, and Scope of Effective Oral Communication; Techniques of Effective Speech, Media for Oral Communication- Face-to-Face Conversation, Teleconferences, Press Conference, Telephonic Conversations, Radio Presentation, Public address and Podcast Constructing Oral Report, Group Discussion, Teams communication, Communication during online meeting, Online and offline professional etiquettes; Conducting appraisals, conducting interviews.

## **Unit-II**

**Negotiation Skills and Cross-Cultural Communication:** Negotiation communication with vendors, suppliers, employees and other stakeholders, BATNA & communication during negotiations; Body language and negotiation; Impact of globalization on organizational communication; Cross-Cultural frameworks (ex. Geert Hofstede); Culture & appropriate communication, Etic and Emic approaches to Culture; Communication to a diverse workforce, Overcoming barriers and biases in Cross-Cultural Communication, Building Inter-Cultural Workplace Skills; Cross-cultural etiquettes across clusters/countries.

**Contemporary Communication:** Digital communication-individual communicating via social media, organizations communicating via social media, Media Literacy, Strong Digital communication skills- email, instant messaging, video conferencing, e-meetings, digital collaboration, digital citizenship-digital etiquettes & responsibilities; Introduction to personal and organizational websites; communication through podcasts

**Job Searching in Digital Age:** Creating Resume (CV, cover letter), Creating Customized Cover Messages for Job Applications, Purposes and Types of Employment Interviews, Performing Optimally in a Job Interview- Do's and Don'ts Before, During and After the Interview.

### **Text Books (Latest Editions):**

1. AICTE's Prescribed-Communication Skills in English, Khanna Book Publishing.
2. Murphy, H. A., Hildebrandt, H. & Thomas, J.P., Effective Business Communication, McGraw Hill
3. Mukerjee H. S., Business Communication: Connecting at Work. Oxford Publication
4. Rai, U and Rai, S. M. Business Communication. 9<sup>th</sup> edition. Himalaya Publishers

## **BVAC2: DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION**

**Time Allowed: 1.5 Hrs.**

**Lectures per week: 03**

**Credits: 02**

**Min. Passing Marks: 35%**

**Total Marks: 50**

**Theory Marks: 35**

**Internal Assessment: 15**

**INSTRUCTIONS FOR THE PAPER SETTERS:** The question paper will consist of three sections A, B and C. Each of sections A and B will have four questions from the respective sections of the syllabus. Each question shall carry 6 marks. Section C will consist of 11 objective/short answer type of 1 mark each covering the entire syllabus.

**INSTRUCTIONS FOR THE CANDIDATES:** Candidates are required to attempt any two questions each from sections A and B. All questions in Section C are compulsory.

### **SECTION- A**

**UNIT: I- Problem of Drug Abuse: Concept and Overview;** Types of Drugs often Abused

**(a) Concept and Overview**

What are drugs and what constitutes Drug Abuse?

Prevalence of menace of Drug Abuse

How drug Abuse is different from Drug Dependence and Drug Addiction?

Physical and psychological dependence- concepts of drug tolerance

**(b) Introduction to drugs of abuse: Short-term, Long-term effects & withdrawal symptoms**

**Stimulants:** Amphetamines, Cocaine, Nicotine

**Depressants:** Alcohol, Barbiturates- Nembutal, Seconal, Phenobarbital Benzodiazepines- Diazepam, Alprazolam, Flunitrazepam

**Narcotics:** Opium, morphine, heroin

**Hallucinogens:** Cannabis & derivatives (marijuana, hashish, hash oil)

Steroids and Inhalants

**UNIT: II- Nature of the Problem**

Vulnerable Age Groups. Signs and symptoms of Drug Abuse (Physical, Academic, Behavioral and Psychological indicators)

### **SECTION- B**

**UNIT: III-Causes and Consequences of Drug Abuse**

**a) Causes:** Physiological, Psychological, Sociological

**b) Consequences of Drug Abuse:** For individuals, For families, For society & Nation

**UNIT: IV- Management & Prevention of Drug Abuse**

Management of Drug Abuse, Prevention of Drug Abuse, Role of Family, School, Media, Legislation & Deaddiction Centers

### **Suggested readings**

1. Kapoor T. (1985) Drug Epidemic among Indian Youth, New Delhi: Mittal Pub

2. Modi, Ishwar and Modi, Shalini (1997) Drugs: Addiction and Prevention, Jaipur: Rawat Publication.

3. Ahuja, Ram (2003), Social Problems in India, Rawat Publications: Jaipur