

SHRI GURU RAM RAI UNIVERSITY

[Estd. by Govt. of Uttarakhand, vide Shri Guru Ram Rai University Act no. 03 of 2017 & recognized by UGC u/s (20 of UGC Act1956)]



Syllabus for

Bachelor of Business Administration (BBA)

(In accordance with New Education Policy 2020)

School of Management and Commerce Studies

(W.E.F 2022-2023)

Vision

Developing future leaders to transform the world.

Mission

1. To provide holistic education with experiential learning.
2. To develop students who could contribute to the betterment of the society.
3. To develop future researchers through our research and training program.

Program outcomes (POs)

PO-1	Students will have strong conceptual knowledge in the core areas of management and respective domains
PO-2	Students will demonstrate an ability to critically analyze problems using an in-depth understanding of the domain dynamics
PO-3	Students will effectively apply their learnings to evaluate business situations and evolve alternative solutions to real-world managerial issues
PO-4	Students will be able to integrate functional knowledge with domain capabilities to implement comprehensive solutions
PO-5	Students will determine desirable qualities to facilitate sustainable employment/deployment.
PO-6	Students will be able to exhibit leadership, networking, and team-building skills in handling business situations
PO-7	Students will have excellent oral and written communication.
PO-8	Students will be able to demonstrate employability traits in line with the changing dynamics of the industry.
PO-9	Students will have the ability to comprehend retain and apply the business concepts and evaluate them throughout their life.
PO-10	Students will be able to understand and apply various tools and techniques of decision making to relevant parts of decision making.
PO-11	Students will be able to think in changing scenarios and provide solutions to the business problems.
PO-12	Students will be able to adapt themselves in the various business situations.

Bachelor of Business Administration

OUTCOME-BASED EDUCATION

Program Specific Outcome (PSOs)

PSO 1	Gain in-depth knowledge of various management fundamentals, theories, and principles related to functional areas of management.
PSO 2	Understand the leadership skills through internship training.
PSO 3	Apply the managerial knowledge in the business for effective decision-making.

INTRODUCTION

The curriculum framework for B.B.A. degree is structured to offer a broad outline that helps in understanding the creative potential of new career growth opportunities based on changing industrial and societal needs. The course is upgraded keeping in mind the aspirations of students, changing nature of the subject as well as the learning environment. The core concepts within subject have been updated to incorporate the recent advancements, techniques to upgrade the skills of learners to create a focus on various functional areas of business. Problem Based learning has been integrated into the curriculum for a better understanding of various concepts in business and commerce. The syllabus under NEP-2020 is expected to enhance the level of understanding among students and maintain the high standards of graduate program offered in the country. Effort has been made to integrate the use of recent technology and MOOCs to assist teaching-learning process among students. The major objective of the graduate program is to elevate the subject knowledge among students, and making them as critical thinkers thereby students can address the issues related to industry and other business sectors. In a nutshell, the course serves as plethora of opportunities in different fields' right from accounting, financial markets, marketing, and human resource management.

AIMS AND OBJECTIVES OF UG PROGRAMS IN B.B.A:

- ✓ To provide knowledge regarding the basic concepts, principles, and functions of management.
- ✓ To develop business and entrepreneurial skills among the students.
- ✓ To provide knowledge and requisite skills in different areas of management like human resource, finance, operations, and marketing to give a holistic understanding of a business system.
- ✓ To equip the students with knowledge related to qualitative and quantitative techniques for critical thinking and problem solving.
- ✓ To provide practical industrial exposure to the students to gain managerial competencies and business acumen while attaining a holistic understanding of a business/industry.
- ✓ To inculcate global view of the industrial and organizational establishments and their functions for taking viable decisions in international business setting.

DEPARTMENT OF MANAGEMENT

1. *TITLE AND COMMENCEMENT:*

- a) These regulations shall be called “The Regulations Governing the Choice Based Credit System Semester Scheme with Multiple Entry and Exit Options in the Undergraduate, and Postgraduate Degree Programmes in the School of Management and Commerce Studies.
- b) Regulations shall come into force from the Academic Year 2022-23.

2. *SALIENT FEATURES OF THE FOUR YEARS MULTIDISCIPLINARY UNDERGRADUATE PROGRAMME WITH MULTIPLE ENTRY AND EXIT OPTIONS:*

- a) The program shall be structured in a semester mode with multiple exit options with Certification, Diploma and Basic Bachelor Degree at the completion of first, second and third years, respectively. The candidate who completes the four years Undergraduate Program, either in one stretch or through multiple exits and re-entries would get a Bachelor's degree with Honours/ Research.
- b) The four-year undergraduate Honours degree holders with research component and a suitable grade are eligible to enter the 'Doctoral (Ph.D.) Program' in a relevant discipline or to enter 'Two Semester Master's Degree programme with project work'.
- c) Candidates who wish to enter the Masters/Doctoral programme in a discipline other than the major discipline studied at the undergraduate programmes, have to take additional courses in the new discipline to meet the requirement or to make up the gap between the requirement and the courses already studied.
- d) The curriculum combines conceptual knowledge with practical engagement and understanding that has relevant real-world application through practical laboratory work, field work, internships, workshops, and research projects.
- e) The academic calendar for each semester shall be notified by the University, well before the commencement of the semester.
- f) **Eligibility:** Any candidate having passed the Intermediate (10+2) Examination in any discipline with minimum 45% marks, from a recognized Examination Board, shall be eligible to apply for the course. The other terms and conditions shall be applicable as per university norms.
- g) **Examination:** There shall be two sessional tests and one End-semester examination. The sessional test shall carry 30 % of the total marks of the course. The marks of sessional tests shall be taken into account for the computation of Grades.

3. THE CREDIT REQUIREMENTS ARE AS FOLLOWS.

<i>Exit With</i>	<i>Minimum Credits Required</i>
Certificate at the Successful Completion of First Year (Two Semesters) of Four Years Multidisciplinary UG Degree Programme	40
A Diploma at the Successful Completion of the Second Year (Four Semesters) of Four Years Multidisciplinary UG Degree Programme	80
Basic Bachelor Degree at the Successful Completion of the Third Year (Six Semesters) of Four Years Multidisciplinary Undergraduate Degree Programme	122
Bachelor Degree with Honours/ research in a Discipline at the Successful Completion of the Four Years (Eight Semesters) Multidisciplinary Undergraduate Degree Programme	-

* **Details of credits are described later in the syllabus**

Examination Scheme:

Components	Ist Internal	IInd Internal	Presentation/ Assignment/ Project	External (ESE)
Weightage (%)	10 Marks	10 Marks	10 Marks	70 Marks

Semester-I

S. No	Course Code	Course Name	Credits	Course Type
1	BBAMC101	Principles and Practice of Management	5	Core Subject – I
2	BBAMC102	Business Accounting	5	Core Subject – II
3	BBAME103	Business Statistics	5	Major Elective
4	BBAOE104	Entrepreneurship Development-I	2	Minor Elective
5	BBAVC105	Environmental Studies	3	Ability Enhancement Compulsory Course – I
6	BBACC106	Spread Sheet Modeling	-	Co-Curricular Course

Semester-II

S. No	Course Code	Course Name	Credits	Course Type
1	BBAMC201	Human Resource Management	5	Core Subject
2	BBAMC202	Managerial Economics	5	Core Subject
3	BBAME203	Business Environment	5	Major Elective
4	BBAOE204	Entrepreneurship Development -II	2	Minor Elective
5	BBAVC205	Business Communication	3	Ability Enhancement Compulsory Course
6	BBACC206	Advanced Spreadsheet Modeling	-	Co-Curricular Course

Note: After completion of second semester, student has to undergo Summer Internship of 4 to 6 weeks and submit the certificate in the department.

Semester-III

S. No	Course Code	Course Name	Credits	Course Type
1	BBAMC301	Accounting for Management	5	Core Subject
2	BBAMC302	Organizational Behaviour	5	Core Subject
3	BBAME303	Indian Financial System	5	Major Elective
4	BBAOE304	Indian Business & Economy-I	2	Minor Elective
5	BBAVC305	Darbar Sahib-A Legacy	3	Ability Enhancement Compulsory Course
6	BBACC306	Yoga	-	Co-Curricular Course

Semester-IV

S. No	Course Code	Course Name	Credits	Course Type
1	BBAMC401	Research Methodology	5	Core Subject
2	BBAMC402	Marketing Management	5	Core Subject
3	BBAME403	Production Management	5	Major Elective
4	BBAOE404	Indian Business & Economy-II	2	Minor Elective
5	BBAVC405	Business Ethics and Corporate Social Responsibility	3	Ability Enhancement Compulsory Course
6	BBACC406	Personality Development and Soft Skills	-	Co-Curricular Course

Note: After completion of fourth semester, student has to undergo Summer Internship of 4 to 6 weeks and submit the certificate in the department.

COURSE STRUCTURE AND EXAMINATION SCHEME
FOR BBA -3 YEARS
SEMESTER-I

S.No.	Subject	Paper Code
1	Principles and Practices of Management (Core)	BBAMC101
2	Business Accounting (Core)	BBAMC102
3	Business Statistics (Major Elective)	BBAME103
4	Entrepreneurship Development-I (Minor Elective)	BBAOE104
5	Environmental Studies (Ability Enhancement Compulsory Course)	BBAVC105
6	Spreadsheet Modeling (Co-Curricular Course)	BBACC106

EXAMINATION -SCHEME

S.No.	Course Code	Subject	Credit	Evaluation-Scheme							
				Period			Sessional			Examination	
				L	T	P	TA	CT	TOT	ESE	Total
Theory											
1	BBAMC101	Principles and Practices of Management	5	4	1	-	10	20	30	70	100
2	BBAMC102	Business Accounting	5	4	1	-	10	20	30	70	100
3	BBAME103	Business Statistics	5	4	1	-	10	20	30	70	100
4	BBAOE104	Entrepreneurship Development-I	2	2	-	-	10	20	30	70	100
5	BBAVC105	Environmental Studies	3	3	-	-	10	20	30	70	100
6	BBACC106	Spreadsheet Modeling	-	-	-	-	-	-	100	-	100
Total			20	17	3	-	50	100	250	350	600

***1 Credit=12 Lectures**

SEMESTER-II

S.no.	Subject	Paper Code
1	Human Resource Management (Core)	BBAMC201
2	Managerial Economics (Core)	BBAMC202
3	Business Environment (Major Elective)	BBAME203
4	Entrepreneurship Development -II (Minor Elective)	BBAOE204
5	Business Communication (Ability Enhancement Compulsory Course)	BBAVC205
6	Advanced Spreadsheet Modeling (Co-Curricular Course)	BBACC206

EXAMINATION -SCHEME

S.No.	Course Code	Subject	Credit	Evaluation-Scheme							
				Period			Sessional			Examination	
				L	T	P	TA	CT	TOT	ESE	Total
Theory											
1	BBAMC201	Human Resource Management	5	4	1	-	10	20	30	70	100
2	BBAMC202	Managerial Economics	5	4	1	-	10	20	30	70	100
3	BBAME203	Business Environment	5	4	1	-	10	20	30	70	100
4	BBAOPE204	Entrepreneurship Development-II	2	2	-		10	20	30	70	100
5	BBAVOC205	Business Communication	3	3			10	20	30	70	100
6	BBACO206	Advanced Spreadsheet Modeling	-	-			-	-	100	-	100
Total			20	16	3	1	50	100	250	350	600

*1 Credit=12 Lectures

Course Code	BBAMC101				
Subject	Principles and Practices of Management				
Semester	Ist				
		L	T	P	C
		4	1	0	5

Course Objectives

1. To help the students gain understanding of the functions and responsibilities of managers.
2. To provide them tools and techniques to be used in the performance of the managerial job.
3. To enable them to analyze and understand the environment of the organization.
4. To help the students to develop cognizance of the importance of management principles.

Course Content

Unit-1 Introduction	12 Lectures
Definition, Functions, Process, Scope and Significance of Management. Nature of Management, Managerial Roles, Managerial Skills and Activities, Difference between Management and Administration.	
Unit-2 Evolution of Management	12 Lectures
Evolution of Management Thought Approaches of Management Thought. Significance of Values and Ethics in Management	
Unit-3 Planning and Organizing Nature of Management	12 Lectures
Planning and Organizing Nature, Scope, Objective and Significance of Planning, Elements and Steps of Planning, Decision Making Organizing Principles, Span of Control, Line and Staff Relationship, Authority, Delegation and Decentralization. Effective Organizing, Organizational Structures, Formal and Informal Organizations, Staffing.	
Unit-4 Supervision, Motivation and Leadership	12 Lectures
Directing Effective Directing, Supervision, Motivation, Different Theories of Motivation- Maslow, Herzberg, Mc Clelland, Vroom, Porter and Lawler. Concept of Leadership- Theories and Styles. Communication Process, Channels and Barriers, Effective Communication.	
Unit-5 Controlling and Coordinating	12 Lectures
Controlling and Coordinating- Elements of Managerial Control, Control Systems, Management Control Techniques, Effective Control Systems. Coordination Concept, Importance, Principles and Techniques of Coordination, Concept of Managerial Effectiveness.	

Text Books:

1. Koontz, H, &Wehrich, H (2020). Essentials of Management: An International Perspective (8th ed.), Tata McGraw Hills, New Delhi.
2. Ghuman, K &Aswathapa, K, (2021). Management concepts and cases (11th ed.), Tata McGraw Hills, New Delhi.
3. Telsan, M.T. (2019). Industrial and Business Management, (6th ed.), S. Chand, New Delhi.

Reference Books:

1. Robbins, S. (2017). Management, (13th ed.), Pearson Education, New Delhi.
2. Ramaswamy, I. (2021). Principles of Business Management, (12th ed.), Himalaya Publishing House, New Delhi.

Course Outcomes

Course Code (CC): BBAMC101	
CO 1	To understand management principles required for effective functioning of an organization.
CO 2	To apply the basic concepts related to Business.
CO 3	To demonstrate the roles, skills, and functions of a manager.
CO 4	To analyze the environment of the organization for effective decision making thereby ensuring business sustainability.
CO 5	To summarize the ability to work in diverse teams.
CO 6	To create a management structure for a small hypothetical firm/organization.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3					2	2							1	
CO 2			3	2		3		1					1		
CO 3				3	2	2	1				3				2
CO 4		2					3		1	1				3	
CO 5	3				1	2		1					1		
CO6	1											1			

Course Code	BBAMC102			
Subject	Business Accounting			
Semester	Ist			
	L	T	P	C
	4	1	0	5

Course Objectives

1. To help the students to develop cognizance of the importance of accounting in organisations.
2. To enable students to describe how people analyze the corporate financial accounting under different conditions and understand why people describe the financial statements in different manner.
3. Accounting and their future action for expenses and income.

Course Content

Unit-1 Introduction to Accounting	12 Lectures
Introduction to Accounting: Meaning, Nature, Objective, Scope, Users, importance, and limitations of Accounting, GAAP, Accounting Principles, Double Entry System, Journals, Ledger, Purchase Book, Sales Book, Cash Book, single and double column Cash Book, Trial Balance, Posting of Entries in Accounts Books. Post adjusted Trial Balance.	
Unit-2 Preparation of Financial Statements	12 Lectures
Preparation of Financial Statements: Preparing Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet for a sole proprietor. Final account with adjustment.	
Unit-3 Capital and Revenue	12 Lectures
Capital and Revenue: Classification of Income: Classification of expenditure: Classification of receipts., Accounting for Depreciation Significance and methods, Straight line, Diminishing balance. Rectification of Errors, Bank Reconciliation Statement.	
Unit-4 Analyzing Financial Statements	12 Lectures
Analyzing Financial Statements: Objectives of financial statement analysis, Sources of information, Standards of comparison, Techniques of financial statement analysis- Horizontal, Vertical, and Ratio analysis. Meaning, usefulness, limitations, and classification of financial ratios.	
Unit-5 Fund Flow and Cash Flow Statement	12 Lectures
Preparation of Fund Flow statement and Cash Flow statement as per AS-3 (revised).	

Text Books:

1. Sehgal, Deepak (2019), "Financial Accounting", Vikas Publishing H House, 5th Edition, New Delhi.'
2. Goyal, Bhushan Kumar; Tiwari, HN (2021), "Financial Accounting", 5th Edition Taxmann Publications
3. Goldwin, Alderman; Sanyal (2019), "Financial Accounting", 2nd Edition, Cengage

Learning.

Reference Books:

1. Lal, J ; Srivastava , S (2019) , “ Financial Accounting; Principles and Practices”, 4th Edition , S Chand, New Delhi
2. Robert N Anthony, David Hawkins, Kenneth A. Merchant (2020), “Accounting: Text and Cases”, 13thEd, McGraw-Hill Education
3. Charles T. Horngren and Donna Philbrick (2017), “Introduction to Financial Accounting”, 11th Edition, Pearson Education.

Course Outcomes

Course Code (CC): BBAMC102	
CO1	To understand accounting and bookkeeping.
CO2	To Identify the accounting rules required for business enterprises.
CO3	To Apply the rules of accounting in determining financial results.
CO4	To summarize financial statements.
CO5	To Compare the specificity of different accounts within the accounting policies.
CO6	To create a financial report of organization from given data.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3				2	2		1						1	
CO 2				2	2				1	1		3	2		
CO 3	1	3		2											2
CO 4			3						2	1				1	
CO 5	3	3			2		1								3
CO6		3									2	1			

Course Code	BBAME103			
Subject	Business Statistics			
Semester	Ist			
	L	T	P	C
	4	1	0	5

Course Objectives

1. To develop the concepts of business statistics to deal with numerical and quantitative issues in business
2. To enable the application and use of statistical, graphical, and algebraic techniques wherever relevant.
3. To analyze the Statistical applications in Economics and Management.

Course Content

Unit-1 Introduction	12 Lectures
Introduction, Importance, Uses of Statistics, and quantitative techniques, Methods of Presenting Statistical Informations and Collection of Data, Frequency Distribution,	
Unit-2 Measure of Central Tendency and Dispersion	12 Lectures
Measure of Central Tendency and Dispersion. Measure of Dispersion, Measure of Skewness and Kurtosis.	
Unit-3 Probability Theory	12 Lectures
Probability Theory: Definition of Probability, events, Counting rules and Computation of Probabilities: Addition, Multiplication rules, Conditional Probability, Rules of Bayes and Permutation and Combination. Probability Distribution: Binomial, Poisson and Normal Distribution.	
Unit-4 Sampling	12 Lectures
Sampling –need of Sampling, Sampling and Non-Sampling Errors, statistics and parameters, selection of sample, Probability, and non- probability sampling techniques.	
Unit-5 Correlation	12 Lectures
Nature and Significance of Correlation, Types of Correlation. Business forecasting: techniques of forecasting- linear regression Analysis, Curve Fitting and Method of Least Square.	

Text Books:

1. Gupta, S. P., & Gupta, M. P. (2020). Business statistics. S. Chand, New Delhi.
2. Gupta, C. B., & Gupta, V. (2019). Introduction to Statistical Methods. Vikas Publishing House Pvt Ltd

Reference Books:

1. Follet, P., Likert, R., Bernard, C., McGregor, D., Drucker, P., Porter, M., & Prahlad, C. K. (2019). Management Concepts and Applications.

2. Balakrishnan, V. K. (2017). Schaum's Outline of Graph Theory: Including Hundreds of Solved Problems. McGraw Hill Professional.

Course Outcomes

Course Code (CC): BBAME103	
CO1	To summaries various mathematical statistical formulae related to economical and business-related concepts.
CO2	To analyze statistics to ascertain output and input variables including revenue and cost.
CO3	To identify data in tabular form and get the required business information
CO4	To acquire knowledge and skills with practical problems in business practice.
CO5	To gather different statistical concepts and apply them in real world situations.
CO6	To create a critical summary of a given statistical report over the years.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3					2	1							1	
CO 2		3		2					1						
CO 3	2	3			1				1					2	
CO 4	3	3			1					1			2		
CO 5		3	2					1							1
CO6		2										1			

Course Code	BBAOE104				
Subject	Entrepreneurship Development-I				
Semester	Ist				
		L	T	P	C
		2	0	0	2

Course Objectives

1. Understanding basic concepts in the area of entrepreneurship,
2. Understanding the role and importance of entrepreneurship for economic development,
3. Developing personal creativity and entrepreneurial initiative.

Course Content

Unit-1 Foundation of entrepreneurship	8 Lectures
Foundation of entrepreneurship: Entrepreneur- meaning, importance, qualities. Entrepreneurship and its Evolution, study of John Kao's model, Factor Affecting Entrepreneurial Growth – Economic, Non-Economic Factors, Entrepreneurial Training, Role of Innovation, Idea Generation and the era of Start-ups.	
Unit-2 Forms of ownership	8 Lectures
Forms of ownership: Various forms of ownership - advantages and disadvantages, Franchising, advantages/disadvantages, types, functions of the Franchise, Harvesting and Exit Strategy, Financial Entrepreneurship ventures, Corporate Entrepreneurship, Family businesses- Concept, role and functions, drawbacks, conflict, and its resolution in family business.	
Unit-3 Social entrepreneurship	8 Lectures
Social entrepreneurship: Introduction to Social Entrepreneurship; Characteristics and Role of Social Entrepreneurs; Innovation and Entrepreneurship in a Social Context; Women Entrepreneurship: challenges and opportunities.	

Text Books:

1. Khanna, S. S., Entrepreneurial Development, S. Chand, New Delhi.
2. Hisrich D. Robert, Michael P. Peters, Dean A. Sheperd, Entrepreneurship, McGraw-Hill, 6 ed.
3. Zimmerer W. Thomas, Norman M. Scarborough, Essentials of Entrepreneurship and Small Business Management, PHI, 4 ed.

Reference Books:

1. Desai, Vasant, Dynamics of Entrepreneurship: New Venture Creation, Prentice-Hall of India, New Delhi, Latest edition.
2. Patel, V. G., The Seven Business Crises and How to Beat Them, Tata McGraw-Hill, New Delhi, 2017.

Course Outcomes

Course Code (CC): BBA0E104	
CO1	To Analyze projects on the basis of their feasibility.
CO2	To understand the process of project implementation.
CO3	To devise methods to identify opportunities in the field of entrepreneurship
CO4	To evaluate the contribution of Small-Scale Industries in the growth and development of individual and the nation
CO5	To analyse the sources of project financing according to the conditions given.
CO6	To create a business report of a local business for presentation to financial institutions.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO 1		3	2		1						1		
CO 2	3					2	2	1				2	
CO 3		3	2	2					1		1		
CO 4		3	2		1					1			1
CO 5		3	2							1			
CO6		3									2	1	

Course Code	BBAVC105				
Subject	Environmental Studies				
Semester	Ist				
		L	T	P	C
		3	0	0	3

Course Objectives

- 1) To help the student to acquire the knowledge in those aspects of environmental science and ecology that are particularly valuable to bright young student.
- 2) Fostering the development of analytical and technical skills in the environment, promoting a sense of responsibility, and helping students deal effectively with ambiguity and disagreement about environment issues.
- 3) To provide fundamental knowledge of various aspects of pollution and to motivate to adopt ecofriendly technologies to facilitate conservation and regeneration of natural resource.

Course Content

Unit-1 Introduction	7 Lectures
Introduction to environmental studies Multidisciplinary nature of environmental studies; Scope and importance; Concept of sustainability and sustainable development. Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession.	
Unit-2 Natural Resources	7 Lectures
Natural Resources: Renewable and Non---renewable Resources Land resources and landuse change; Land degradation, soil erosion and desertification. Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations. Water: Use and over---exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter---state). Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.	
Unit-3 Environmental Pollution & Policies	7 Lectures
Environmental Pollution & Policies: Environmental pollution: types, causes, effects, and controls; Air, water, soil and noise pollution nuclear hazards and human health risks Solid waste management: Control measures of urban and industrial waste. Pollution case studies, Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture Environment Laws: Environment Protection Act.	

Unit-4 Human population growth	7 Lectures
Human population growth: Impacts on environment, human health, and welfare. Resettlement and rehabilitation of project affected persons; case studies. Disaster management: floods, earthquake, cyclones, and landslides. Environmental 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, case studies (e.g., CNG vehicles in Delhi).	
Unit-5 Biodiversity and Conservation Levels of biological diversity	8 Lectures
Biodiversity and Conservation Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots India as a mega--biodiversity nation; Endangered and endemic species of India Threats to biodiversity: Habitat loss, poaching of wildlife, man---wildlife conflicts, biological invasions; Conservation of biodiversity: In---situ and Ex---situ conservation of biodiversity. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic, and Informational value.	

Text Books:

1. Carson, R.2020. Silent Spring. Houghton Mifflin Harcourt.
2. Gadgil, M., & Guha,R. 2018.This Fissured Land: An Ecological History of India. Univ. of California Press.

Reference Books:

1. Bhushana, P.S. Rao. Environment Management
2. Text and Cases. Environmental Management

Course Outcomes

Course Code (CC): BBAVC105	
CO-1	To demonstrate awareness in society, and appreciate the environmental assets of the places they inhabit.
CO-2	To understand the current local, national and global environmental issues and looking at the science behind them.
CO-3	To apply the concept of reduce, reuse and recycle for the conservation of natural resources and environment
CO4	To compare between eco-friendly and environmental destructive practices/approaches and communicate appropriately.
CO5	To summarize the concept of net zero and its application into real life.
CO6	To create an environment cost benefit analysis for local ecosystem.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO 1	3				2	2	1		1		1		
CO 2	3				2			2		1		3	
CO 3		3	2		1		1				3		
CO 4		3	2	1			1					3	
CO 5	3					2		1					1

CO6														
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Course Code	BBACC106
Subject	Spreadsheet Modeling
Semester	I st

Course Objectives

1. To familiarize students with the basics of the common software applications Microsoft Excel.
2. Access and Outlook to illustrate ways in which these programs can be used to solve business problems and efficiently present information.

Course Content

Unit-1 Introduction	8 Lectures
Introduction to computer (Generations), Ms. Excel and Basic Excel Operations. Entering labels and values, using AutoSum, editing cell entries, simple formulas, printing options, worksheet views.	
Unit-2 Formulating	8 Lectures
Creating complex formulas, inserting, and typing a function, moving, and copying data, adjusting font, alignment, column width, row height, colors, patterns, and borders Insert and delete rows and columns, apply conditional formatting. Name and move a sheet.	
Unit-3 Uses and Functions	8 Lectures
Use a variety of functions: concatenate, Use named ranges. Filter and extract data, look up values, data base functions, data validation, subtotals. Drawing / Pictures / Flow Charts: How to use Microsoft Excel's drawing tools to create graphics on the worksheet including business flow charts. Business Report Generation: How to use Microsoft Excel as a daily or weekly business report generator.	

Text Books:

1. Microsoft Office Excel 2010 Quick Steps John Cronan. Tata McGraw Hill.
2. First Look 2007 Microsoft® Office System MURRAY. Prentice Hall of India

Reference Books:

1. Microsoft Office 2003 – The Complete Reference. Tata Mc graw Hill.
2. Microsoft Office Word 2007: Essential Reference for Power Users. Review from Bill Coan.by Matthew Strawbridge Software Reference Ltd

Course Outcomes

Course Code (CC): BBACC106	
CO 1	To reproduce the major steps in the design and implementation phases of the system.
CO 2	To understand the application of the various tools.
CO 3	To illustrate how current technologies and decision-support tools can be utilized to the advantage of business operations.
CO 4	To analyze ethical awareness and moral reasoning applied to an Micro soft excel problem, issue, or case study.
CO 5	To evaluate an understanding of IT in business organization.
CO 6	To design mapping of IT requirements of organizations according to the size, sector and geography.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3					2	2							1	
CO 2			3	2		3		1					1		
CO 3				3	2	2	1				3				2
CO 4		2					3		1	1				3	
CO 5	3				1	2		1					1		
CO6		1					2					1			

Course Code	BBAMC201			
Subject	Human Resource Management			
Semester	II nd			
	L	T	P	C
	4	1	0	5

Course Objectives

1. To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations.
2. To help the students focus on and analyse the issues and strategies required to select and develop manpower resources.
3. To develop relevant skills necessary for application in HR related issues.

Course Content

Unit-1 Introduction	12 Lectures
Human Resource Management: Concept, Functions, roles, skills & competencies, HRD- definition, goals and challenges. The changing environment of HRM – globalization, cultural environment, technological advances, workforce diversity, corporate downsizing, changing skill requirement, HRM support for improvement programs Work life balance, HR role in strategy formulation & gaining competitive advantage. HRM issues in Indian Organizations	
Unit-2 Human Resource Planning	12 Lectures
Human Resource Planning: Process, forecasting demand & supply, Skill inventories Human Resource Information System (HRIS) succession planning, Job analysis – Uses, methods, Job description & Job specifications. HR accounting and Human Resource Development (HRD) audit concept. Recruitment, Selection & Orientation: internal & external sources, e-recruitment, selection process, orientation process.	
Unit-3 Training	12 Lectures
Training: Concept, Needs, Systematic approach to training, Methods of training. Management development: Concept & Methods. Performance management system: concept, uses of performance appraisal, performance management methods, factors that distort appraisal, appraisal interview. Career planning: career anchors, career life stages.	
Unit-4 Compensation	12 Lectures
Compensation: Steps of determining compensation, job evaluation, components of pay structure, factors influencing compensation levels, wage differentials & incentives, profit sharing, gain sharing, employees' stock option plans. Brief introduction of social security,	

health, retirement & other benefits.	
Unit-5 Industrial Relations	12 Lectures
Industrial Relations: Introduction to Industrial Relations, Trade union's role, types, functions, problems, industrial dispute- concept, causes & machinery for settlement of disputes-grievance, concepts, causes & grievance redressal machinery, discipline-concept, aspect of discipline & disciplinary procedure, Collective bargaining- concept, types, process, problems, essentials of effective collective bargaining.	

Text Books:

1. George W Bohlander and Scott A Snell (2019), "Principles of Human Resource Management". Fifteenth Edition"; Thomson Publications.
2. VSP Rao, "Human Resource Management", (2020), Excel Books, 3rd Edition

Reference Books:

1. K Aswathappa, "Human Resource and Personal Management" (2017) Tata McGraw Hill, 8th Edition
2. Stephen P. Robbins, "Human Resource Management", (2020), Pearson Education Asia
3. Sarah Gilmore and Steve Williams (2017). "Human Resource Management". Oxford University Press.
4. Tayeb, M. (2016). International human resource management. Oxford University Press.

Course Outcomes

Course Code (CC): BBAMC201	
CO 1	To memorize the basic concepts of human resource management.
CO 2	To state and describe the business problems from an HR perspective.
CO 3	To utilize HRM concepts to get related social, cultural, ethical, and environmental responsibilities and apply learning to issues in a global context.
CO 4	To analyze training strategies for the delivery of training programs.
CO 5	To evaluate the knowledge and skills required to effectively manage a diverse workforce.
CO 6	To create HRM practice report for a business organization by identifying their practices and principles.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3					2			1			2	3		
CO 2		3	2				2	1			3			1	
CO 3		3	2	1	1										1
CO 4		3	2							1			2		
CO 5	3					2	2		1						2
CO6		2										1			

Course Code	BBAMC202			
Subject	Managerial Economics			
Semester	II nd			
	L	T	P	C
	4	1	0	5

Course Objectives

1. To understand the demand and supply forces in the economy.
2. To forecast demand for various Industries.
3. To know the interaction of government and market forces in the economy.

Course Content

Unit-1 Introduction	12 Lectures
Demand, Supply and Market equilibrium: individual demand, market demand, individual supply, market supply, market equilibrium; Elasticity of demand and supply: Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, elasticity of supply	
Unit-2 Theory of consumer behavior	12 Lectures
Theory of consumer behavior: cardinal utility theory, ordinal utility theory (indifference curves, budget line, consumer choice, price effect, substitution effect, income effect for normal, inferior and giffen goods), revealed preference theory.	
Unit-3 Producer and optimal production choice	12 Lectures
Producer and optimal production choice: optimizing behavior in short run (geometry of product curves, law of diminishing margin productivity, three stages of production), optimizing behavior in long run (isoquants, isocost line, optimal combination of resources) Costs and scale: traditional theory of cost (short run and long run, geometry of cot curves, envelope curves), modern theory of cost (short run and long run), economies of scale, economies of scope.	
Unit-4 Theory of firm and market organization	12 Lectures
Theory of firm and market organization : perfect competition (basic features, short run equilibrium of firm/industry, long run equilibrium of firm/industry, effect of changes in demand, cost and imposition of taxes) ; monopoly (basic features, short run equilibrium, long run equilibrium, effect of changes in demand, cost and imposition of taxes, comparison with perfect competition, welfare cost of monopoly), price discrimination, multiplant monopoly ; monopolistic competition (basic features, demand and cost, short run equilibrium, long run equilibrium, excess capacity) ; oligopoly (Cournot's model, kinked demand curve model, dominant price leadership model, prisoner's dilemma)	
Unit-5 Factor market	12 Lectures
Factor market: demand for a factor by a firm under marginal productivity theory (perfect competition in the product market, monopoly in the product market), market demand for a factor, supply of labour, market supply of labour, factor market equilibrium.	

Text Books:

1. . Salvatore, D. & Rastogi, S. K. (2016). Managerial Economics: Principles and Worldwide Application: (Eighth Edition). Oxford University Press.
2. Aswathappa, K (2018), Essentials of Business Environment, Himalaya Publishing House, New Delhi.

Reference Books:

1. Cherunilam Francis (2019), Business Environment, Himalaya Publishing House, New Delhi.

Course Outcomes

Course Code (CC): BBAMC202	
CO1	To reproduce underlying mechanism of demand and supply and use them to appropriately allocate resources.
CO2	To understand the impact of demand and supply on markets and various stakeholders.
CO3	To apply the understanding of decision process of the individual customer to the benefit of the firm.
CO4	To analyze the process of arriving at costs in the production.
CO5	To evaluate key characteristics, advantages, and limitations of various market structures.
CO6	To create a report on local economy or local firms.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1		2		3	1					1			1		
CO 2		3	2	3					1		3			2	
CO 3	2		3		2			1							3
CO 4		3	2			2	1						1		
CO 5	3						2			1	3			2	
CO 6		2									2	1			

Course Code	BBAME203			
Subject	Business Environment			
Semester	IInd			
	L	T	P	C
	4	1	0	5

Course Objectives

1. To make students understand the basics of business environment, the application of various laws and policies on a business firm.
2. To Outline various components of Business Environment.
3. To make the students understand the role of environment in the business firms.

Course Content

Unit-1	12 Lectures
Introduction to business, characteristics & Nature, Types of environments, Internal & external environment, social responsibility of Business, environmental analysis techniques.	
Unit-2	12 Lectures
Economic System, Capitalism, Socialism, Mixed Economy, Features of Indian Economy, Public Sector, Private Sector, Small Scale industries: Concept, Significance, Issues and Priorities. Role of Public Sector in Indian Economy and its Problems.	
Unit-3	12 Lectures
Industrial policy, 1948, 1956, 1991, liberalization, privatization, globalization, MNCs and their role in developing economies.	
Unit-4	12 Lectures
Consumer Protection Act 1986, IDR Act 1951, TRCCI, GST.	
Unit-5	12 Lectures
International Business Environment- An overview, International Economic Groupings: GATT, WTO, UNCTAD, World Bank, IMF, European Union.	

Text Books:

1. Misra S. K & Puri V. K, Economic Environment of Business, 6E, Himalaya publishing house, 2018.

Reference Books:

1. Aswathappa, K (2018), Essentials of Business Environment, Himalaya Publishing House, New Delhi.
2. Cherunilam Francis (2019), Business Environment ,Himalaya Publishing House, New Delhi.

Course Outcomes

Course Code (CC): BBAME203	
CO1	To recognize the concept, significance, and changing dimensions of the Business Environment.
CO2	To state the effect of government policy on the business environment.
CO3	To apply the business concepts learnt to the relationship between businesses and stakeholders.
CO4	To compare the impact of changing laws and regulations on a business firm
CO5	To evaluate the cooperative organizations, their management and contribution to rural economic development.
CO6	To create an impact and design report of local laws on business.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3						2			1			1		
CO 2		3				2			1		3			2	
CO 3		3			2			1				2			1
CO 4		3		2					1					1	
CO 5	3		1				2		2			1	2		
CO 6	2											1			

Course Code	BBAOE204			
Subject	Entrepreneurship Development -II			
Semester	II nd			
	L	T	P	C
	2	0	0	2

Course Objectives

1. To understand the Materials Management function starting from Demand Management through Inventory Management.
2. To involve integration of numerous activities and processes to produce products and services in a highly competitive global environment

Course Content

Unit-1 Financing in entrepreneurship	8 Lectures
Financing in entrepreneurship: Arrangement of funds, Financing and Risks associated, Institutional Finance for Entrepreneurs.	
Unit-2 Presentation and Preparation of Business Plans	8 Lectures
Preparation of Business Plans, Role of Commercial Banks, Other financial institutions like IDBI, IFCI, ICICI, IRBI, LIC, UTI, SFCs, SIDCs, SIDBI, EXIM Bank Venture capital.	
Unit-3 Contribution of Entrepreneurship to society	8 Lectures
Role of entrepreneurship in economy: Rural Entrepreneurship-Types, promotional programs, Agricultural Entrepreneurship. EDP'S and their significance.	

Text Books:

1. Khanka, S. S., Entrepreneurial Development, S. Chand, New Delhi.
2. Hisrich D. Robert, Michael P. Peters, Dean A. Sheperd, Entrepreneurship, McGraw-Hill, 6 ed.
3. Zimmerer W. Thomas, Norman M. Scarborough, Essentials of Entrepreneurship and Small Business Management, PHI, 4 ed.

Reference Books:

1. Desai, Vasant, Dynamics of Entrepreneurship: New Venture Creation, Prentice-Hall of India, New Delhi, Latest edition.
2. Patel, V. G., The Seventh Business Crises and How to Beat Them, Tata McGraw-Hill, New Delhi, 2019.

Course Outcomes

Course Code (CC): BBA0E204	
CO1	To Analyze projects on the basis of their feasibility.
CO2	To understand the process of project implementation.
CO3	To devise methods to identify opportunities in the field of entrepreneurship
CO4	To evaluate the contribution of Small-Scale Industries in the growth and development of individual and the nation
CO5	To analyse the sources of project financing according to the conditions given.
CO6	To create a business report of a local business for presentation to financial institutions.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO 1		3	2		1						1		
CO 2	3					2	2	1				2	
CO 3		3	2	2					1		1		
CO 4		3	2		1					1			1
CO 5		3	2							1			
CO 6		3									2	1	

Course Code	BBAVC205				
Subject	Business Communication				
Semester	II nd				
		L	T	P	C
		3	0	0	3

Course Objectives

1. To provide an overview of Prerequisites to Business Communication.
2. To put in use the basic mechanics of Grammar.
3. To provide an outline to effective Organizational Communication.

Course Content

Unit-1 Introduction	7 Lectures
Meaning of business communication, Objectives, Types, Process	
Unit-2 Public Speaking skills	7 Lectures
Public Speaking skills (monologue, dialogue, pronunciation, accent, intonation and rhythm) Listening to talk and presentations, Speech.	
Unit-3 Writing Skills	7 Lectures
Communication within the organization memo writing, proposal writing, report writing, office order, circular, writing notes.	
Unit-4 Communication Outside Organisation	7 Lectures
Communication outside the organization Tender, Orders, Drafting of sales letter, Circular, Proposal, follow-ups Correspondence with banks regarding over drafts., Soft Skills, Interview skills.	
Unit-5 Techniques of Communication	8 Lectures
Listening as a communication, techniques of better communication.	

Text Books:

1. Mishra. B, Sharma. S (2019) Communication Skills for Engineers and Scientists. PHI Learning Pvt. Ltd. ISBN: 8120337190
2. Chaturvedi P. D, Chaturvedi M. (2020) Business Communication: Concepts, Cases and Applications. Pearson Education India. ISBN: 8131718727.

Reference Books:

1. Pal, Rajendra and Korlahalli, J.S. (2018) Essentials of Business Communication. Sultan Chand & Sons. ISBN: 9788180547294.
2. Kaul, Asha. (2014) Effective Business Communication. PHI Learning Pvt. Ltd. ISBN: 9788120338487.
3. Murphy, R. (2017) Essential English Grammar, CUP. ISBN: 8175960299.

Course Outcomes

Course Code (CC): BBAVC205	
CO1	To memorize the process and associated communication patterns in a business organization.
CO2	To describe and choose among appropriate organizational formats and channels used in developing and presenting business messages.
CO3	To apply concept of collaborative work skills by participating in team activities.
CO4	To analyze the effectiveness of business documents using the latest trends in technology.
CO5	To evaluate the communication design and deliver oral presentations.
CO6	To design a report on communication patterns of the group of participants at local level communication processes.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1		3	3		1		1						1		
CO 2		3		3		1				1	3			2	
CO 3	3			2	2			1	1				1		
CO 4		3			2				2		1				3
CO 5		3	2			1								3	
CO 6			2									1			

Course Code	BBACC206
Subject	Advanced Spreadsheet Modeling
Semester	II nd

Course Objectives

1. To familiarize students with the basics of the common software applications Microsoft Excel.
2. Access and Outlook to illustrate ways in which these programs can be used to solve business problems and efficiently present information.

Course Content

Unit-1 Introduction	8 Lectures
Opening a workbook, Ribbon, The Quick Access Toolbar, Worksheets, Moving Around a Worksheet and Workbook, printing a Worksheet, saving a Workbook File Cells and Ranges, Selecting Ranges, Selecting All Cells in a Dataset Using Shortcut Keys, Selecting All Cells on a Worksheet, Selecting Non-Contiguous Ranges, Selecting Cells and Named Ranges, Selecting Otherwise Difficult to Select Cells with Go to Special, Filling Series, Copying and Moving Cell Entries, The Undo Command.	
Unit-2 Formulae and Application	8 Lectures
Copying Formulas, The AutoComplete Formula Option, Entering Formulas by Pointing, Other Ways to Copy Formulas, Absolute Addressing, Hierarchy of Mathematical Operations, Summation Icon, Editing or Correcting Formulas, Showing the Actual Formula in a Cell.	
Unit-3 Data output and Web Query	8 Lectures
Importing From a Text or Word File, MS Access, Using Web Queries to Import Data from the Web.	

Text Books:

1. Microsoft Office Excel 2010 Quick Steps John Cronan. Tata McGraw Hill.
2. First Look 2007 Microsoft® Office System MURRAY. Prentice Hall of India

Reference Books:

1. Microsoft Office 2003 – The Complete Reference. Tata Mc graw Hill.
2. Microsoft Office Word 2007: Essential Reference for Power Users. Review from Bill Coan.by Matthew Strawbridge Software Reference Ltd.

Course Outcomes

Course Code (CC): BBACC206	
CO 1	To reproduce the formulae and short cuts required to do the basic operations.
CO 2	To describe the formats of spreadsheets and their types.
CO 3	To apply and compare various types of formats in practical working.
CO 4	To analyze various types of method and compare their relative strengths and arenas of improvement.
CO 5	To evaluate the office methods and present the findings.
CO 6	To present a report having data in required format.

CO-PO Mapping

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO 1	3					2	2							1	
CO 2			3	2		3		1					1		
CO 3				3	2	2	1				3				2
CO 4		2					3		1	1				3	
CO 5	3				1	2		1					1		
CO6		1					2					1			