CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY, KANPUR

Programme: B.B.A.

Course Structure (with effect from 2025-26)

Semester - I			
Code	Paper	Courses	Credits
F010101TN	Core Course - I	Principles of Management	4
F010102TN	Core Course -II	Basic Accounting	4
F010103TN	Core Course -III	Business Economics	4
F010104TN	Minor	Business Statistics	3
VOC166	Skill Enhancement course (SEC)	Computer Applications	3
Z011101	Co-curricular Course	First Aid and Basic Health	2
		Total credits	20

Semester - II			
Code	Paper	Courses	Credit
F010201TN	Core Course - I	Organizational Behaviour	4
F010202TN	Core Course -II	Business law	4
F010203TN	Core Course -III	Management & Cost Accounting	4
F010204TN	Minor Course	Business Mathematics	3
VOC167	Skill Enhancement course (SEC)	Business Communication	3
Z021201	Co-curricular Course	Human Values and Environment Studies	2
		Total Credits	20

Note:

1. **Total Credits 40 till semester II**
2. **Student is entitled for certificate in Faculty after successful completion of first two semesters**

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Semester - III			
Code	Paper	Courses	Credits
F010301TN	Core Course - I	Business Finance	4
F010302TN	Core Course -II	Human Resource Management	4
F010303TN	Core Course -III	Marketing	4
F010304TN	Minor Course	Business Environment . Business Ethics &Governance	3
VOC168	Skill Enhancement course (SEC)	Office Management and Secretarial Practices	3
Z031301	Co-curricular Course	Physical Education and Yoga	2
		Total credits	**20**

Semester - IV			
Code	Paper	Courses	Credit
F010401TN	Core Course - I	Supply Chain Management	4
F010402TN	Core Course -II	Production Management	4
F010403TN	Core Course -III	International Trade	4
F010404TN	Minor Course	Research Methodology	3
F010405RN	Project	Internship Report (3-4 Weeks)	3
Z041402	Co-curricular Course	Indian Language	2
		Total Credits	**20**

Note:

1. 3-4 weeks internship will be pursued during the winter break.
2. Z041402 Co-curricular Course Indian Language will be as decided by University Department.
3. Total Credits 80 till semester IV.
4. Student is entitled for Diploma in Faculty after successful completion of four semesters.

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Semester -V			
Code	Paper	Courses	Credits
F010501TN	Core Course - I	Project Management& Entreprenurship	5
F010502TN	Core Course -II	Business Policy & Strategic Management	5
F010503TN/ 04TN/05TN	Elective Paper – 1	Refer Block 1	5
F010503TN/ 04TN/05TN	Elective Paper – 2	Refer Block 1	5
F010505RN	Research Project	Research Project on topics in the concerned elective	5
		Total credits	**25**

Semester - VI			
Code	Paper	Courses	Credit
F010601TN	Core Course - I	AI in Business	5
F010602TN	Core Course -II	Cross Cultural Management & Global Buisness Ethics	5
F010603TN/ 04TN/05TN	Elective Paper – 3	Refer Block 2	5
F010603TN/ 04TN/05TN	Elective Paper – 4	Refer Block 2	5
F010605RN	Research Project	Research Project on topics in the concerned elective	5
		Total Credits	**25**

Note:

1. **Total Credits 130 till semester VI**
2. **Student is entitled for Three Year B.B.A. UG Degree after successfully completion of six semesters.**

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Elective Options for BBA – 5th Semester (BLOCK 1)

List of Elective Courses

Specialization Area	Paper Code	Elective Course
Marketing	F010503TN	Advertising Management
Finance	F010504TN	Income Tax and Goods & Services Tax (GST)
Human Resource Management	F010505TN	Human Resource Development

Note : Students are required to select any two electives from the specialization areas listed above.

Elective Options for BBA – 6th Semester (BLOCK 2)

Specialization Area	Paper Code	Elective Course
Marketing	F010603TN	Consumer Behaviour
Finance	F010604TN	Investment Analysis and Portfolio Management
Human Resource Management	F010605TN	Industrial Relations and Labour Legislation

Note : Students are required to select any two electives from the specialization areas listed above.

Instructions for Students:

1. Continuation in semester VI:
   In Semester VI, Students must continue with the same two groups selected in Semester V and will study the remaining paper in each of those groups.

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Programme : BBA	Year: First	Semester: First
Course Code: F010101TN	Course Title: Principles of Management	

Course outcomes:

- Understand the core principles and functions of management.
- Explain key contributions of classical and modern management thinkers.
- Apply managerial concepts to basic business situations.
- Demonstrate decision-making and communication skills through group activities.

Credits: 4	MAJOR
Max. Marks: 25+75	Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0

Unit	Topics	No. of Lectures Total=45
I	**Introduction:** Concepts, objectives, nature, scope and significance of management, Contribution of Taylor, Weber and Fayol in management, Management Vs. Administration.	10
II	**Planning:** Concept, objectives, nature, importance and limitations of planning, planning process Concept of Decision Making and its Importance, forms, techniques and process.	12
III	**Organizing:** Concept, objectives, nature of organizing, Types of Organization, Delegation of authority, Authority and responsibility, Centralization and Decentralization, Span of Control.	10
IV	**Directing:** Concept, principles & aspects of directing, Concept and types of Coordination, Concept of leadership, Supervision, Motivation and Communication. Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling.	13

Suggested Readings:

1. *Prasad, L.M.* – Principles and Practice of Management *(Updated edition)*
2. *Koontz, Harold & Heinz Weihrich* – Essentials of Management
3. *Robbins, Stephen P. & Mary Coulter* – Management *(Pearson Education)*
4. *Pagare, Dinkar* – Principles of Management
5. *V.S.P. Rao & Satya Narayan* – Management: Text and Cases

Suggested Continuous Evaluation Methods:
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses:
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Further Suggestions:
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Programme: BBA	Year: First	Semester: First

Course Code: F010102 TN	Course Title: Basic Accounting

Course outcomes: CO1: Demonstrate understanding of fundamental accounting principles, conventions, and the role of accounting in business operations.**CO2:** Apply accounting procedures to record transactions, rectify errors, and prepare financial statements. **CO3:** Evaluate and apply methods of stock valuation, depreciation accounting, and the treatment of reserves and provisions.**CO4:** Analyze the accounting procedures related to shares, debentures, and corporate financing instruments.

Credits: 4	Compulsory
Max. Marks: 25+75	Min. Passing Marks: 10+25

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0

Unit	Topics	No. of Lectures Total=45
I	Introduction: Meaning and process of accounting, Basic terminology of accounting, Difference between accounting & book keeping. Importance & limitations of Accounting, Various users of accounting information, Accounting Principles:Conventions & Concepts. Role of accounting in digital transactions and FinTech platforms.	10
II	Accounting equation, Dual aspect of accounting, Types of accounts, Rules of debit & credit, Preparation of Journal and Cash book including banking transactions, Ledger and Trial balance, Subsidiary books of accounts. Rectification of errors, Preparation of bank reconciliation statement, Bills of exchange and promissory notes.	15
III	Valuation of stocks, Accounting treatment of depreciation, Reserves and provisions, Preparation of final accounts along with adjustment entries. Overview of IFRS.	12
IV	Issue of shares and debentures, Issue of bonus shares and right issue, Redemption of preference shares and debentures, ESOPs	8

Suggested Readings:

1. Agarwal B.D., Advanced Accounting
2. Chawla & Jain, Financial Accounting
3. Chakrawarti K.S., Advanced Accounts.
4. Gupta R.L. & Radhaswamy, Fundamentals of Accounting
5. Jain & Narang, Advanced Accounts

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses: .....

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Programme : BBA	Year: First	Semester: First
Course Code: F010103TN	Course Title: Business Economics	

Course outcomes: The aim of the course is to build knowledge and understanding business economics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about business economics.

The outcome of the course will be as follows –

- To provide knowledge about business economics.
- To provide knowledge about Demand Analysis.
- To Determine Production and cost analysis.
- To Make aware with pricing and profit management.

Credits : 4	Major
Max. Marks: 25+75	Min. Passing Marks: 10+25

Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0

Unit	Topics	No. of Lectures
		TOTAL: 45
I	Introduction to Business Economics: Nature and Scope of Business Economics, its relationship with other subjects. Fundamental Economic Tools-Opportunity cost concept, Incremental concept, Principle of time perspective, discounting principle and Equi-marginal principle. Macro-Economic Indicators- GDP calculation, Poverty line, Per-capita Income, Elementary idea of Inflation and National income.	10
II	Demand Analysis: Concept of Demand & types of demand; Law of demand, Demand function. Substitution effects, Elasticity of demand: meaning, types, measurement and significance in managerial decisions, Concept of demand forecasting, methods of demand forecasting.	10
III	Production and Cost Analysis: Meaning, Production function, Law of variable proportion and laws of return to scale, Various cost concepts and classification, Cost output relationship in short run & long run, Short run and long run Cost curves, Economics and diseconomies of scale. Revenue concepts. Schemes for supporting MSME's and Start-Up's in India.	13
IV	Pricing: Nature of market, Types of markets and their characteristics, Pricing under different market structures–Perfect, Monopoly, Oligopoly and Monopolistic competition, Price discrimination under monopoly competition. Profit Management & Inflation: Profit, Functions of profit, Profit maximization, Break even analysis.	12

Suggested Readings:

- "Business Economics" by H.L. Ahuja
- "Managerial Economics: Analysis, Problems, and Cases" by Dominick Salvatore
- "Principles of Economics" by N. Gregory Mankiw
- "Macroeconomics" by N. Gregory Mankiw
- "Macroeconomics: A European Text" by Michael Burda & Charles Wyplosz
- "Indian Economy" by Ramesh Singh
- "Managerial Economics" by William F. Samuelson & Stephen G. Marks
- "Microeconomics: Theory and Applications" by A. Koutsoyiannis
- "Managerial Economics in a Global Economy" by Dominick Salvatore
- "Indian Economy: Performance and Policies" by Uma Kapila
- "The Indian Economy: A Macro-Economic Perspective" by Bimal Jalan
- "Policies and Programmes for MSME Development" by SME Chamber of India
- "Business Economics and Managerial Decision Making" by Paul G. Keat & Philip K. Young
- "The Theory of Industrial Organization" by Jean Tirole

Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instill in student a sense of problem identification, generating solution, decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.

Suggested equivalent online courses:

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Programme : BBA	Year: First	Semester: First
Course Code: F010104TN	Course Title: Business Statistics	

Course outcomes: After completing this course, students will be able to:

CO1: Describe the basic concepts, types of data, and methods of organizing and representing data in tabular and graphical form.

CO2: Compute and interpret measures of central tendency, dispersion, skewness, and kurtosis; and understand the application of the normal distribution.

CO3: Analyze relationships between variables using correlation and regression techniques and interpret regression equations in business scenarios.

CO4: Apply basic concepts of probability, sampling techniques, and hypothesis testing; and use MS Excel for basic statistical operations.

Credits: 3	(MINOR)
Max. Marks: 25+75	Min. Passing Marks: 10 +25

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0

Unit	Topics	No. of Lectures Total=45
I	**Introduction:** Concept, features, significance & limitations of statistics, Types of data, Classification & Tabulation, Frequency distribution & graphical representation.	10
II	**Measures of Central Tendency:** Concept, Mean, Median, Mode, **Measures of Variation**: Concept, Normal Distribution, Range, Quartile Deviation, Mean Deviation and Standard Deviation, Significance & properties of a good measure of variation, Skewness & Kurtosis.	15
III	**Correlation and Regression:** Meaning and Types of Correlation, simple correlation, Scatter diagram method, Significance of correlation. Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation Coefficient **Regression** concept, Regression concept, Regression equations and Regression coefficient.	12
IV	**Probability:** Concept, Events, Addition Law, Conditional Probability, Multiplication Law. **Sampling:** Method of sampling (Probability and Non-Probability Sampling methods), Sampling and non-sampling errors, Introduction to hypothesis, Type-I and Type-II Errors, Introduction to MS Excel and its use in Business statistics.	8

Suggested Readings:

1. **Gupta, S.P.** – *Statistical Methods* – Sultan Chand & Sons
2. **Levin, R.I. & Rubin, D.S.** – *Statistics for Management* – Pearson Education
3. **Chandan, J.S.** – *Statistics for Business and Economics* – Vikas Publishing
4. **Anderson, Sweeney, Williams, Camm & Cochran** – *Statistics for Business & Economics* – Cenage, 13th ed.
5. **Berenson, Levine & Krehbiel** – *Basic Business Statistics* – Pearson Education
6. **Sinha, Saxena and Gupta** – *Business Statistics* – SBPD Publications

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses: .....

Further Suggestions: .....

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Programme : BBA	Year: First	Semester: First
Course Code: VOC166	Course Title: Computer Applications	

Course outcomes:

- Understand the basic components and functions of computers and operating systems.
- Create and format professional documents using word processing tools.
- Prepare and analyze data using spreadsheets and develop presentations.
- Explain the basics of database systems and computer networking in business contexts.

Credits: 3	(Vocational)
Max. Marks: 25+75	Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0

Unit	Topics	No. of Lectures Total=45
I	Introduction to computers and their applications in business, Components of a computer system: Input, Output, Memory, CPU, Storage, Generations and types of computers, Operating systems: Concepts of Disk OS, Windows, GUI, Basic file handling, system software, and utilities	12
II	Word Processing Tools: Creating, saving, and formatting documents, Paragraph settings, headers, footers, tables, and images, Templates for business letters, memos, and reports, Mail Merge: Concept and practical use with Excel data, Proofing tools: Spell check, grammar, track changes.	10
III	Excel Basics: Creating spreadsheets, formatting cells, Formulas and basic functions: SUM, AVERAGE, IF, etc. Charts, sorting, filtering, and printing. PowerPoint Basics: Creating slides, using themes, Inserting media, animations, and slideshow settings.	12
IV	Introduction to DBMS: Concepts and importance, Data hierarchy: field, record, file, database. File types: Master and transaction files. Database structure basics. Fundamentals of computer networks: LAN, WAN. Online vs. offline data processing and real-time sharing.	11

Suggested Readings:

1. P. K. Sinha & P.Sinha, Computer Fundamentals, BPB Publication
2. V. Rajaraman, Computer Fundamentals, PHI
3. Tannenbaum, Computer Applications and Networks
4. 'O' Brien, Management Information Systems

Suggested Continuous Evaluation Methods:
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses:
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Further Suggestions:
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Programme : Certificate	Year: First	Semester: First
Co-Curricular Course		
Course Code: Z011101	Course Title: First Aid and Basic Health	

Course outcomes:

- Learn the skill needed to assess the ill or injured person.
- Learn the skills to provide CPR to infants, children and adults.
- Learn the skills to handle emergency child birth
- Learn the Basic sex education help young people navigate thorny questions responsibly and with confidence.
- Learn the Basic sex education help youth to understand Sex is normal. It's a deep, powerful instinct at the core of our
- survival as a species. Sexual desire is a healthy drive
- Help to understand natural changes of adolescence
- Learn the skill to identify Mental Health status and Psychological First Aid

Credits: 2	Compulsory
Max. Marks: 25+75	Min. Passing Marks: 40

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0

Unit	Topics	No. of Lectures Total= 30
I	**A. Basic First Aid** • Aims of first aid & First aid and the law. • Dealing with an emergency, Resuscitation (basic CPR). • Recovery position, Initial top to toe assessment. • Hand washing and Hygiene • Types and Content of a First aid Kit **B. First AID Technique** • Dressings and Bandages. • Fast evacuation techniques (single rescuer). • Transport techniques. **C. First aid related with respiratory system** • Basics of Respiration. • No breathing or difficult breathing, Drowning, Choking, Strangulation and hanging • Swelling within the throat, Suffocation by smoke or gases and Asthma. **D. First aid related with Heart, Blood and Circulation** • Basics of The heart and the blood circulation. • Chest discomfort, bleeding. **D. First aid related with Wounds and Injuries** • Type of wounds, Small cuts and abrasions • Head, Chest, Abdominal injuries **E. First aid related with Bones, Joints Muscle related injuries** • Amputation, Crush injuries, Shock • Basics of The skeleton, Joints and Muscles. • Fractures (injuries to bones).	2 (Theory) 10 (Practical)

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II	**F. First aid related with Nervous system and Unconsciousness** • Basics of the nervous system. • Unconsciousness, Stroke, Fits convulsions seizures, Epilepsy. **G. First aid related with Gastrointestinal Tract** • Basics of The gastrointestinal system. • Diarrhea, Food poisoning. **H. First aid related with Skin, Burns** • Basics of The skin. • Electrical and Chemical burns, Sun burns, heat exhaustion and heatstroke. • Burn wounds, Dry burns and scalds (burns from fire, heat and steam). • Frost bites (cold burns), Prevention of burns, Fever and Hypothermia. **I. First aid related with Poisoning** • Poisoning by swallowing, Gases, Injection, Skin **J. First aid related with Bites and Stings** • Animal bites, Snake bites, Insect stings and bites **K. First aid related with Sense organs** • Basic of Sense organ. • Foreign objects in the eye, ear, nose or skin. • Swallowed foreign objects. **L. Specific emergency satiation and disaster management** • Emergencies at educational institutes and work • Road and traffic accidents. • Disasters and multiple casualty accidents. • Emergencies in rural areas. • Triage. **M. Emergency Child birth**	2 (Theory) 10 (Practical)
III	**Basic Sex Education** • Overview, ground rules, and a pre-test • Basics of Urinary system and Reproductive system. • Male puberty- physical and emotional changes • Female puberty - physical and emotional changes • Male-female similarities and differences • Sexual intercourse, pregnancy, and childbirth • Facts, attitudes, and myths about LGBTQ+ issues and identities • Birth control and abortion • Sex without love harassment, sexual abuse, and rape • Prevention of sexually transmitted diseases.	9 (Theory)
IV	**Mental Health and Psychological First Aid** • What is Mental Health First Aid? • Mental Health Problems in the India • The Mental Health First Aid Action Plan • Understanding Depression and Anxiety Disorders • Crisis First Aid for Suicidal Behavior & Depressive symptoms • What is Non-Suicidal Self-Injury? • Non-crisis First Aid for Depression and Anxiety • Crisis First Aid for Panic Attacks, Traumatic events • Understanding Disorders in Which Psychosis may Occur • Crisis First Aid for Acute Psychosis • Understanding Substance Use Disorder • Crisis First Aid for Overdose, Withdrawal • Using Mental Health First Aid	2 (Theory) 10 (Practical

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Suggested Readings:

- Indian First Aid Mannual-https://www.indianredcross.org/publications/FA-manual.pdf
- Red Cross First Aid/ CPR/AED Instructor Manual
https://mhfa.com.au/courses/public/types/youthedition4
- Finkelhor, D. (2009). The prevention of childhood sexual abuse. Durham, NH: Crimes Against Children Research Center. www.unh.odu/core/pdf/CV192.pdf
Kantor L. & Levitz N. (2017). Parents' views on sex education in schools: How much de Democrats and Republicans agree? PLoS ONE, 12 (7): 00180250.
- Orenstein, P. (2016). Girls and sex: Navigating the complicated new landscape. New York, NY: Harper
- Schwiegershausen, E. (2015, May 28). The Cut. www.thecut.com/2015/05/most-women-are-catcalled-before-they-cum-17.html
- Wiggins, G. & McTighe, J. (2008). Understanding by design. Alexandri, VA: ASCD
- https://marshallmemo.com/marshall-publications.phpes

Suggested Continuous Evaluation Methods:
Assignments, Presentation, Group Discussion, and MCQ

Suggested equivalent online courses:
https://www.redcross.org/take-a-class/first-aid/first-aid-training/first-aid-online
https://www.firstaidforfree.com/
https://www.coursera.org/learn/psychological-first-aid
https://www.coursera.org/learn/mental-health

Further Suggestions: .....

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Programme : BBA	Year: First	Semester: Second
Course Code: F010201TN	Course Title: Organizational Behavior	

Course outcomes:

- Understand the nature, scope, and importance of Organizational Behavior.
- Explain key concepts of personality, perception, learning, and motivation.
- Analyze group dynamics, leadership styles, and communication in organizations.
- Apply strategies to manage organizational change, culture, and work-life quality.

Credits: 4	(MAJOR)
Max. Marks: 25+75	Min. Passing Marks: 10 +25

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1 -0

Unit	Topics	No. of Lectures Total=45
I	Introduction: Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.	10
II	Individual Behavior: concept, Personality, Perception and its role in individual decision making,Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation-Hygiene theory, Vroom's expectancy theory.	12
III	Behavior Dynamics: Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and prevailing leadership styles in Indian Organizations. Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter-group problems in organizational group dynamics, Management of conflict.	13
IV	Management of Change: Change and Organizational development, Resistance to change, Approaches to managing organizational change, Organizational effectiveness, Organizational culture, Power and Politics in Organization, Quality of work life, Recent advances in OB.	10

Suggested Readings:

1. Bennis, W.G., Organization Development
2. Breech Islwar, Organizational-The Framework of Management
3. Dayal, Keith, organizational Development
4. Sharma, R.A., organizational Theory and Behavior
5. Prasad, L.M., organizational Behavior
6. Stephen P. Robbins & Timothy A. Judge – Organizational Behavior
7. Fred Luthans – Organizational Behavior: An Evidence-Based Approach

Suggested Continuous Evaluation Methods:
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses: ……..

Further Suggestions:
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Programme : BBA	Year: First	Semester: Second
Course Code: F010202TN	Course Title: Business Law	

Course outcomes:

CO1: Explain the essential elements and legal implications of valid contracts under the Indian Contract Act, 1872.

CO2: Interpret key provisions of the Sale of Goods Act, 1930 and the Negotiable Instruments Act, 1881 in business contexts.

CO3: Demonstrate understanding of company formation, structure, and winding-up procedures as per the Companies Act.

CO4: Apply legal knowledge to resolve business disputes through remedies, arbitration, and legal instruments.

Credits: 4	(MAJOR)
Max. Marks: 25+75	Min. Passing Marks: 10+25

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0

Unit	Topics	No. of Lectures Total=45
I	The Indian Contract Act 1872: Scope of the Act, Essential of A Valid Contract, Agreement, Performance of Contracts, Breach of Contract & Remedies, Quasi-Contracts, E-contracts and legal implications in the digital age.	10
II	The Sale of Good Act, 1930: Formation of Contract, Conditions & Warranties, Rights of an Unpaid Seller, Performance of the Contract of Sale, Digital payment instruments and emerging legal frameworks for electronic negotiable instruments.	10
III	The Negotiable Instruments Act, 1881: Nature and Types of negotiable instruments, Negotiation and Assignment, Holder-in-Due Course, Dishonor and Discharge of Negotiable Instrument; Arbitration,	12
IV	The Companies Act, 1956: Nature and Type of Companies, Formation of Companies, Memorandum and Articles of Association, Prospectus, Share capital, Membership, Meetings and Winding-Up, Introduction to key changes under the Companies Act, 2013 and its relevance.	13

Suggested Readings:

1. Avatar Singh, Company Law
2. Khergamwalla, JS, The Negotiable Instrument Act
3. Ramaya A, A Guide to Companies Act
4. Tuteja SK, Business Law for Managers

Suggested Continuous Evaluation Methods:

Suggested equivalent online courses:

Further Suggestions:

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Programme : BBA	Year: First	Semester: Secoond
Course Code: F010203TN	Course Title: Management & Cost Accounting	

Course outcomes:

CO1: Demonstrate understanding of management accounting principles and the role of cost behavior and classification in decision-making.

CO2: Apply costing techniques in job order and process costing environments and analyze overhead variances.

CO3: Perform cost-volume-profit (CVP) analysis and interpret break-even and sensitivity analysis for managerial planning.

CO4: Evaluate budgets, variance analysis, and apply relevant cost information to make managerial decisions in complex business scenarios.

Credits: 4	(MAJOR)
Max. Marks: 25+75	Min. Passing Marks:10+25

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0

Unit	Topics	No. of Lectures Total=45
I	Management Accounting- purpose, nature and focus on decision making. Income statement and Balance Sheet of a manufacturer, Classification of costs by behavior, traceability, controllability, relevance and function. Cost concepts for service companies. Manufacturing Management principles- TQM, JIT, Theory of constraints and continuous improvement, Introduction to Activity-Based Costing (ABC) and its applications in service and manufacturing industries	11
II	Manufacturing and Job order Cost Accounting: Flow of manufacturing activities. Cost Accounting system using perpetual inventory system Job Order Cost accounting, Job order cost sheet, Adjusting over applied and under applied overhead, multiple overhead application rates Process cost accounting: Organisation of process operations, Equivalent Units of production, Process cost summary, Use of ERP and digital cost tracking systems in manufacturing operations	11
III	Cost- Volume – Profit Analysis: Identifying cost behavior- fixed, variable, mixed costs, step-wise Costs and their determination. Break-Even Analysis, Sensitivity analysis, computing multiproduct B.E.P., Decision making using CVP under uncertain and dynamic environments	11
IV	Budgeting process imperatives for analysis, focus, evaluation, employee motivation and communication. Master budget components –operating budgets, capital expenditure budget and financial budgets, flexible budgets and standard costs, computing labour, material and overhead variances Managerial decisions in addition or deletion of product/ department, make or buy, sell or process, selecting sales mix using relevant costs, Use of zero-based budgeting (ZBB) and rolling budgets in modern organizations.	12

Suggested Readings:

1. Maheshwari S.N., Advanced Problem and Solutions in Cost Accounting
2. Khan & Jain, Management Accounting
3. Gupta, S.P., Management Accounting

Suggested Continuous Evaluation Methods:

Suggested equivalent online courses:

Further Suggestions:

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Programme : BBA	Year: First	Semester: Second
Course Code: F010204TN	Course Title: Business Mathematics	

Course outcomes:

CO1: Understand and apply matrix operations, inverse, and rank to solve systems of linear equations in business context.

CO2: Calculate and analyze percentages, ratios, averages, and various types of mathematical series for business analysis.

CO3: Apply set theory, permutations, and combinations to business-related problems and logical decision-making.

CO4: Use basic concepts of differentiation to analyze functions and identify maxima and minima in business applications.

Credits: 3	Compulsory (MINOR)
Max. Marks: 25+75	Min. Passing Marks: 10+25

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0

Unit	Topics	No. of Lectures Total=45
I	Matrix: Introduction, Types of Matrix (Square Matrix, Row Matrix, Column Matrix Diagonal Matrix, Identity Matrix), Addition, Subtraction & Multiplication of Matrix, Use of Matrix in Business, Mathematical Induction. Inverse of Matrix, Rank of Matrix, Solution of equations using Adjoint Method & Guassian Elimination Method.	15
II	Ratio and Proportion, Average, Percentage, Mathematical Series – Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest	14
III	Set theory: Notation of Sets, Singleton Set, Finite Set, Infinite Set, Equal Set Null Set, Subset, Proper Subset, Universal Set, Union of Sets, Intersection of Sets, Use of set theory in business, Permutation & Combination.	9
IV	Concept of Differentiation, Maxima and Minima in Differentiation, Application of Differentiation (No proof of theorems, etc.)	7

Suggested Readings:

1. **D.C. Sancheti & V.K. Kapoor** – *Business Mathematics* – Sultan Chand & Sons
2. **P.N. Arora & S. Arora** – *Mathematics for Management* – S. Chand
3. **Sanjeev Verma** – *Business Mathematics* – Pearson Education
4. **Dr. S.M. Shukla** – Business Mathematics – Sahitya Bhawan Publications
5. **B.M. Aggarwal** – *Business Mathematics and Statistics* – Ane Books
6. **R.S. Aggarwal** – *Quantitative Aptitude* – S. Chand

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses:

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Further Suggestions:

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Programme : BBA	Year: First	Semester: Second
Course Code: VOC167	Course Title: Business Communication	

Course outcomes:

The aim of the course is to build knowledge, understanding and application business communication among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about business communication.

The outcome of the course will be as follows –

- To provide knowledge about business Communication.
- To provide knowledge about Formal Communication.
- To built an understanding of various types of communication.
- To equip the learner for applying it in corporate settings

Credits : 3	(Vocational)
Max. Marks: 25+75	Min. Passing Marks: 10+25

Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-0 P-0

Unit	Topics	No. of Lectures
		TOTAL:45
I	Introduction: Meaning and objective of Business communication, Verbal and Nonverbal Communication, Role of Body Language, Gestures and Posture, Communication process, Various barriers of Communication, Concept of proximity in communication. Time, color, pauses as language, Public address system.	10
II	Oral & Non- verbal communication: Principles of Oral Presentation, Factors affecting Presentation, effective Presentation skills, Body Language, Para Language, Role of Listening and its importance, Modern forms of communication, International communication, Cultural sensitiveness and cultural context, Writing and presenting in international situations	12
III	Corporate Communication: Formal and Informal Communication, Communication dynamics and network, Grapevine, Barriers in Communication, Essential of effective Business letters, Writing Important Business letters including correspondence with Bank and Insurance companies. Writing Resume, Writing Memo, Circular, Notice and Application; Conveying Bad news through letters.	13
IV	Corporate Meetings, Delphi, Brainstorming and nominal group technique of group decision making, Group Discussion, framing of surveys, Writing Cover letter, Types of Interviews, Psychometric test in Employee selection. Cases and Presentations.	10

Suggested Readings:

1. Bapat & Davar, A Text book of Business Correspondence
2. Bhende D.S., Business Communication
3. David Berio, The Process of Communication
4. Gowd & Dixit, Advance Commercial Correspondence
5. Gurky J.M., A Reader in Human Communication
6. Business Communication: Concepts, Cases and Applications – P.D. Chaturvedi & Mukesh Chaturvedi
7. Business Communication Today – Courtland L. Bovee & John V. Thill
8. Effective Business Communication – Herta A. Murphy, Herbert W. Hildebrandt & Jane P. Thomas
9. Business Communication – Meenakshi Raman & Prakash Singh
10. Essentials of Business Communication – Mary Ellen Guffey & Dana Loewy
11. Business and Administrative Communication – Kitty Locker & Donna Kienzler
12. The Definitive Book of Body Language – Allan & Barbara Pease
13. Nonverbal Communication in Human Interaction – Mark L. Knapp & Judith A. Hall

Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instill instudent a sense of problem identification, generating solution, decision making and practical learning.Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.

Suggested equivalent online courses:

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Programme : Certificate	Year: First	Semester: Second
Co-Curricular Course		
Course Code: Z021201	Course Title: Human Values and Environment Studies	

Course outcomes:

The mission of the course on Human Values and Environmental Studies is to create morally articulate solutions to be truthful and just and to become responsible towards humanity. The course seeks to establish a continuous interest in the learners to improve their thought process with intent to develop a new generation of responsible citizens capable of addressing complex challenges faced by the society due to disruptions in human interactions effecting human values. This course works towards

- Building fundamental knowledge of the interplay of markets, ethics, and law,
- Look at various challenges faced by individual to counter unethical issues
- Look at core concepts for business ethics
- Look at core concepts of anti-corruption
- Look at core concepts for a morally articulate solution evolver to management issues in general,
- Issues of sustainable development for a better environment.
- To know how environmental degradation has taken place.
- Be aware of negotiations and international efforts to save environment.
- How to develop sustainably?
- Efforts taken up by UN in Sustainable Development.
- Efforts taken by India in Sustainable Development.
- The course intends to create a sense of how to be more responsible towards the environment.

Upon finishing of the course students will be able to come up with using ethical reasoning for decision making and frame ethical issues as well as operationalise ethical choices. The course integrates various facets of human values and environment

Credits: 2	
Max. Marks: 100	Min. Passing Marks: 40

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0

As the course requires two areas of Human Values and Environment Studies institutions can even of for a parallel delivery

Unit	Topics	No. of Lectures Total= 30
I	**Human Values Introduction-** Values, Characteristics, Types Developing Value system in Indian Organisation Values in Business Management, value based Organisation, Trans-cultural Human values in Management. Swami Vivekananda's philosophy of Character Building, Gandhi's concept of Seven Sins, APJ Abdul Kalam view on role of parents and Teachers. **Human Values and Present Practices Issues:** Corruption and Bribe Privacy Policy in Web and Social Media, Cyber threats Online Shopping etc. Remedies **UK Bribery Act, Introduction to sustainable policies and practices in Indian Economy.** **Principles of Ethics** **Secular and Spiritual Values in Management-Introduction-** Secular and Spiritual values, features Levels of value Implementation. Features of spiritual Values, Corporate Social Responsibility Nature, Levels Phases and Models of CSR. Corporate Governance CSR and Modern Business Tycoons Ratan Tata, Azim Premji and Bill Gates	02 02 03

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II	**Holistic Approach in Decision making-** Decision making, the decision making process The Bhagavad Gita: Techniques in Management Dharma and Holistic Management **Discussion through Dilemmas-** Dilemmas in Marketing and Pharma Organisations, moving from Public to Private monopoly context Dilemma of privatisation, Dilemma on liberalization, Dilemma on social media and cyber security Dilemma on Organic food. Dilemma on standardization Dilemma on Quality standards. **Case Studies**	03 03 02
III	Ecosystem. Concept, structure & functions of ecosystem: producer, consumer, decomposer, foodweb, food chain, energy flow, Ecological pyramids Conservation of Biodiversity-In-situ & Ex-situ conservation of biodiversity Role of individual in Pollution control Human Population & Environment Sustainable Development India and UN Sustainable Development Goals Concept of circular economy and entrepreneurship	7
IV	Environmental Laws? International Advancements in Environmental Conservation Role of National Green Tribunal Air Quality Index Importance of Indian Traditional knowledge on environment Bio assessment of Environmental Quality Environmental Management System Environmental Impact Assessment and Environmental Audit	8

Suggested Readings:

1. A foundation course in Human Values and Professional Ethics by RR. Gaur, R. Sangal et.al
2. JUSTICE: What's the Right Thing to Do? Michael J. Sandel
3. Human Values by A.. Tripathi New Age International
4. Environmental Managersent by NK. Uberos
5. https www.un.org sustainabledevelopment sustainable-development-goals/
6. https www.india gov in my-government schemes
7. https www.legislation.gov uk ukpes 2010/23 contents
8. Daniel Kahneman, Thunking, Fast and Slow, Allen Lane Nov 2011 ISBN: 9780141918921

Suggested Continuous Evaluation Methods

In addition to the theoretical inputs the course will be delivered through case studies and dilemmas. Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making an practical learning The course participants can be evaluated on the following structure.

- Assignments (10)
- Presentation (10)
- Attendance (5)
- Final exam (75)

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