



# **BHARATI VIDYAPEETH**

**[ DEEMED TO BE UNIVERSITY ]**

**‘A’ Grade University Status by Ministry of HRD, Govt. of India**

**Re-Accredited by NAAC with ‘A’ Grade**

## **FACULTY OF MANAGEMENT STUDIES**

### **BACHELOR OF BUSINESS ADMINISTRATION**

**Choice Based Credit System**

**(BBA - 2018) (CBCS)**

## **SYLLABUS**

**Course Structure**

**Applicable with effect from 2018-19**

**Bharati Vidyapeeth**  
**[ Deemed to be University],**  
**Pune**  
**Faculty of Management Studies**  
**Bachelor of Business Administration Programme (BBA)**  
**Revised Course Structure**  
**(To be effective from 2018-2019)**

**The BBA Programme.....**

The Bachelor of Business Administration Programme (BBA) is a full time three year programme offered by Bharati Vidyapeeth Deemed University (BVDU), Pune and conducted at its management institutes in New Delhi, Pune, Navi Mumbai, Kolhapur, Sangli, Karad and Solapur. All the seven institutes have excellent faculty, Laboratories, Library, and other facilities to provide proper learning environment. The University is accredited by NAAC with an 'A' grade. The Bachelor of Business Administration (BBA) is designed to provide a strong practical understanding of the principles, theories, and tools necessary to succeed in businesses. The BBA programme focuses on imparting to students the ability to demonstrate leadership, understand human relationships, and problem-solving abilities essential for success in any business endeavour. While designing the BBA course, the above facts are considered and the requirements for higher studies and immediate employment are visualized. This effort is reflected in the Vision and Mission statements of the BBA programme. Of course, the statements also embody the spirit of the vision of Dr. Patangraoji Kadam, the Founder of Bharati Vidyapeeth and Chancellor, Bharati Vidyapeeth Deemed University which is to usher in “Social Transformation Through Dynamic Education.”

**Vision**

To prepare the students to cope with the rigor of Post Graduate Programmes in India and Abroad as well as to prepare them for managing Businesses globally and as Entrepreneurs who will also be sensitive to societal concerns.

**Mission**

To impart sound conceptual knowledge and skills in the field of Business Management studies that can be leveraged for enhancing career prospects and higher education in the said discipline.

## **Objectives**

The Bachelor of Business Administration (BBA) degree programme has the following objectives...

- To provide students with an in-depth knowledge of Management and Business concepts
- To provide students with a firm foundation in both theoretical and practical concepts and applications to meet the various needs of business organisations at a global level
- To prepare students for the responsibilities and career opportunities with corporations and as entrepreneurs.

## **Duration :**

The duration of the BBA degree programme shall be of three years divided into six Semesters. i.e. BBA Part – I (Sem-I & II), BBA Part – II (Sem-III & IV) and BBA Part – III (Sem V & VI). The medium of instruction and examination will be only English.

## **Eligibility Requirements**

A candidate applying for BBA programme should have passed higher secondary or equivalent examination (10 + 2) of any recognized Board satisfying the following conditions:

1. Subject to the above conditions, every eligible candidate has to pass a common All India Entrance test (B-UMAT) conducted by Bharati Vidyapeeth Deemed University, Pune. The final admission is based solely on the merit at the B-UMAT test

**Note : Elective will be offered only if a minimum of ten (10) students opt for the same in semester V.**

## **Grading System for Programmes under Faculty of Management Studies:**

1. **Grade Points:** The Faculty of Management Studies, Bharati Vidyapeeth University has suggested the use of a 10-point grading system for all programmes designed by its various Board of Studies. A grading system is a 10-point system if the maximum grade point is 10. The system is given in Table I below.

**Table I: The 10-point Grading System Adapted for Programmes under FMS**

Range of Percent Marks	[80, 100]	[70, 79]	[60, 69]	[55, 59]	[50, 54]	[40, 49]	[00, 39]
Grade Point	10.0	9.0	8.0	7.0	6.0	5.0	0.0
Grade	O	A+	A	B+	B	C	D

Formula to calculate GP is as under:

Set  $x = \text{Max}/10$  where Max is the maximum marks assigned for the examination (i.e. 100)

Formula to calculate the individual evaluation

Range of Marks	Formula for the Grade Point
$8x \leq \text{Marks} \leq 10x$	10
$5.5x \leq \text{Marks} \leq 8x$	Truncate (M/x) +2
$4x \leq \text{Marks} \leq 5.5x$	Truncate (M/x) +1

**2.Scheme of Examination:** Courses having Internal Assessment (IA) and University Examinations (UE) shall be evaluated by the respective institutes and the University at the term end for **40(forty)** and **60(Sixty)** Marks respectively. The total marks of IA and UE shall be 100 Marks and it will be converted to grade points and grades.

CCA – Comprehensive Continuous Assessment - Courses having *only Comprehensive Continuous Assessment (CCA)* the respective institutes will evaluate the students in various ways such as *Class Test, Presentations, Field Assignments and MiniProjects* for a total of 100 marks during the term. Then the marks will be converted to grade points and grades.

*Open Courses shall be evaluated for 50 marks only (fifty marks only).*

### 3. Standard of Passing:

For all courses, both UE and IA constitute separate heads of passing (HoP). In order to pass in such courses and to earn the assigned credits, the learner must obtain a minimum grade point of 5.0 (40% marks) at UE and also a minimum grade point of 5.0 (40% marks) at IA.

If learner fails in IA, the learner passes in the course provided, he/she obtains a minimum 25% marks in IA and GPA for the course is at least 6.0 (50% in aggregate). The GPA for a course will be calculated only if the learner passes at UE.

A student who fails at UE in a course has to reappear only at UE as backlog candidate and clear the Head of Passing. Similarly, a student who fails in a course at IA he has to reappear only at IA as backlog candidate and clear the Head of Passing. to secure the GPA required for passing.

The 10 point Grades and Grade Points according to the following table

Range of Marks (%)	Grade	Grade Point
$80 \leq \text{Marks} \leq 100$	O	10
$70 \leq \text{Marks} \leq 80$	A+	9
$60 \leq \text{Marks} \leq 70$	A	8
$55 \leq \text{Marks} \leq 60$	B+	7
$50 \leq \text{Marks} \leq 55$	B	6
$40 \leq \text{Marks} \leq 50$	C	5
Marks < 40	D	0

The performance at UE and IA will be combined to obtain GPA (Grade Point Average) for the course. The weights for performance at UE and IA shall be 60% and 40% respectively.

GPA is calculated by adding the UE marks out of 60 and IA marks out of 40. The total marks out of 100 are converted to grade point, which will be the GPA.

### Formula to calculate Grade Points (GP)

Suppose that „Max“ is the maximum marks assigned for an examination or evaluation, based on which GP will be computed. In order to determine the GP, Set  $x = \text{Max}/10$  (since we have adopted 10 point system). Then GP is calculated by the following formulas

Range of Marks	Formula for the Grade Point
$8x \leq \text{Marks} \leq 10x$	10
$5.5x \leq \text{Marks} \leq 8x$	Truncate $(M/x) + 2$
$4x \leq \text{Marks} \leq 5.5x$	Truncate $(M/x) + 1$

Two kinds of performance indicators, namely the Semester Grade Point Average (SGPA) and the Cumulative Grade Point Average (CGPA) shall be computed at the end of each term. The SGPA measures the cumulative performance of a learner in all the courses in a particular semester, while the CGPA measures the cumulative performance in all the courses since his/her enrollment. The CGPA of learner when he /she completes the programme is the final result of the learner.

The SGPA is calculated by the formula

$$\text{SGPA} = \frac{\sum C_k * GP_k}{\sum C_k}$$

where,  $C_k$  is the Credit value assigned to a course and  $GP_k$  is the GPA obtained by the learner in the course. In the above, the sum is taken over all the courses that the learner has undertaken for the study during the Semester, including those in which he/she might have failed or those for which he/she remained absent. **The SGPA shall be calculated up to two decimal place accuracy.**

The CGPA is calculated by the following formula

$$\text{CGPA} = \frac{\sum C_k * GP_k}{\sum C_k}$$

where,  $C_k$  is the Credit value assigned to a course and  $GP_k$  is the GPA obtained by the learner in the course. In the above, the sum is taken over all the courses that the learner has undertaken for the study from the time of his/her enrollment and also during the semester for which CGPA is calculated.

**The CGPA shall be calculated up to two decimal place accuracy.**

**The formula to compute equivalent percentage marks for specified CGPA:**

% marks (CGPA)	$10 * \text{CGPA} - 10$	If $5.00 \leq \text{CGPA} \leq 6.00$
	$5 * \text{CGPA} + 20$	If $6.00 \leq \text{CGPA} \leq 8.00$
	$10 * \text{CGPA} - 20$	If $8.00 \leq \text{CGPA} \leq 9.00$
	$20 * \text{CGPA} - 110$	If $9.00 \leq \text{CGPA} \leq 9.50$
	$40 * \text{CGPA} - 300$	If $9.50 \leq \text{CGPA} \leq 10.00$

**Award of Honours:**

A student who has completed the minimum credits specified for the programme shall be declared to have passed in the programme. The final result will be in terms of letter grade only and is based on the CGPA of all courses studied and passed. The criteria for the award of honours are given below.

Range of CGPA	Final Grade	Performance Descriptor	Equivalent Range of Marks (%)
$9.5 \leq \text{CGPA} \leq 10$	O	Outstanding	$80 \leq \text{Marks} \leq 100$
$9.0 \leq \text{CGPA} \leq 9.49$	A+	Excellent	$70 \leq \text{Marks} \leq 80$
$8.0 \leq \text{CGPA} \leq 8.99$	A	Very Good	$60 \leq \text{Marks} \leq 70$
$7.0 \leq \text{CGPA} \leq 7.99$	B+	Good	$55 \leq \text{Marks} \leq 60$
$6.0 \leq \text{CGPA} \leq 6.99$	B	Average	$50 \leq \text{Marks} \leq 55$
$5.0 \leq \text{CGPA} \leq 5.99$	C	Satisfactory	$40 \leq \text{Marks} \leq 50$
CGPA below 5.0	F	Fail	Marks below 40

**c) ATKT Rules:**

1. A student is allowed to carry backlog of any number of subjects for Semester IV.
2. A student must pass Semester I and Semester II to appear for Semester V.

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**BBA Program Structure 2018-19.**  
**(As per UGC guidelines – template for BBA – 136 credits)**

**BBA – Sem I and Sem II w.e.f 2018-19**

<b>Semester I</b>				<b>Semester II</b>			
<b>Code</b>	<b>Course Title</b>	<b>Credit</b>	<b>Examination Pattern</b>	<b>Code</b>	<b>Course Title</b>	<b>Credit</b>	<b>Examination Pattern</b>
101	Business English - Communication.	4	UE & IA	201	Environmental Science	2	CCA
102	Business Organization & Systems	4	UE & IA	202	Principles of Management	4	UE & IA
103	Micro Economics	4	UE & IA	203	Macro Economics	4	UE & IA
104	Business Accounting.	4	UE & IA	204	Management Accounting	4	UE & IA
105	Foundations of Mathematics and Statistics	4	UE & IA	205	Business Statistics	4	UE & IA
106	Community Work-I	2	CCA	206	Community Work – II Swachha Bharat Abhiyan	2	CCA
	Career & Life Skills				Sectoral Analysis		
	Waste management				Smart Cities		
	Total Credits →	22				20	

**Exam Evaluation Pattern**

- CCA – Comprehensive Continuous Assessment
- UE – University Evaluation
- IA – Internal Assessment

**BBA Program Structure 2018-21.****(as per UGC guidelines – template for BBA – 136 credits)****BBA – Sem III and Sem IV w.e.f 2018-21**

Semester III				Semester IV					
Code		Course Title	Credit	Examination Pattern	Code		Course Title	Credit	Examination Pattern
301	SEC	Computer Applications for Business(Theory - 3 & Lab -2)	4	CCA	401	SEC	Enhancing Personal & Professional Skills (Theory - 3 & Lab -2)	4	CCA
302	C	Organizational Behavior.	4	UE & IA	402	C	Human Resource Management	4	UE & IA
303	C	Principles of Marketing.	4	UE & IA	403	C	International Business	4	
304	C	Introduction to Financial Management	4	UE & IA	404	C	Business Research	4	UE & IA
305	C	Entrepreneurship Development	4	UE & IA	405	C	Business Laws.	4	UE & IA
306	GE	Community Work	3	CCA	406	GE	Community Work	3	CCA
		Start-up Management					Basics of Taxation		
		Agro Tourism					Yoga - I		
		Total Credits→	23					23	

**Courses Types**

- AECC/SEC – Ability Enhancement Compulsory Course / Skill Enhancement Course ( Lab / Practical / Demo etc )
- C - Core Course - Compulsory for BBA Discipline
- GE - Generic Elective – Open Elective / Interdisciplinary
- DSE - Discipline Specific Elective

**Exam Evaluation Pattern**

- CCA – Comprehensive Continuous Assessment
- UE – University Evaluation
- IA – Internal Assessment



## BBA Program Structure 2018-21.

(as per UGC guidelines – template for BBA – 136 credits)

### BBA – Sem V and Sem VI w.e.f 2018-21

Semester V				Semester VI					
Code		Course Title	Credit	Examination Pattern	Code		Course Title	Credit	Examination Pattern
501	SEC	Summer Internship Report & Viva	6	CCA	601	SEC	Industrial Exposure. (Mini Project)	5	CCA
502	C	Services Management	4	UE & IA	602	C	Introduction to Strategic Management	4	UE & IA
503	DSE	Elective Paper – I	4	UE & IA	603	DSE	Elective Paper – III.	4	UE & IA
504	DSE	Elective Paper – II	4	UE & IA	604	DSE	Elective Paper – IV	4	UE & IA
505	C	Introduction to Operations Research	4	UE & IA	605		Disaster Management	4	CCA
506	GE	Social Media Management	2	CCA	606	GE	Business Ethics	3	CCA
		Road Safety & Management					Basics of Hospitality Management		
		Event Management					Yoga - II		
		Total Credits→	24					24	

#### Courses Types

- AECC/SEC – Ability Enhancement Compulsory Course / Skill Enhancement Course ( Lab / Practical / Demo etc )
- C - Core Course - Compulsory for BBA Discipline
- GE - Generic Elective – Open Elective / Interdisciplinary
- DSE - Discipline Specific Elective

#### Exam Evaluation Pattern

- CCA – Comprehensive Continuous Assessment
- UE – University Evaluation
- IA – Internal Assessment

**Specializations Offered:**

<b>Marketing Management</b>	<b>Human Resource Management</b>
<b>Financial Management</b>	<b>International Business Management</b>
<b>Entrepreneurship Development</b>	<b>Financial Markets</b>

**Note : ADD ON Courses :**

Courses such as mentioned below may be introduced as ADD-ON courses separately. The Add on Courses are not compulsory for the students and may be introduced on demand on Payment basis, with prior approval of concerned authorities)

- a) Foreign Language
- b) Office Automation Tools
- c) Supply Chain Management
- d) Event Management

Course Code 101

BBA- Sem - I (CBCS 2018)

## **Business English - Communication**

Credits : 4

UE + IA: 60:40

Course Type : AECC

### **Course Objectives:**

- To acquaint students in managerial communication from every perspective that is globally demanding.
- To acquaint students with the required skills for effective communication in business organizations
- To enable students to develop confidence and expertise in composing effective communication skills essential in Business Situations

### **Learning Outcomes:**

After studying this subject, the student should be able to:

- Understand how to converse in business situations
- Write effective e-mails, Letters
- Write formal and informal Reports

### **Unit 1: Concept and Nature of Communication**

**(12 hours)**

Meaning and Introduction, Importance and Nature of Communication. Process and Objectives of Communication. Channels of Communication, Barriers to Communication, Overcoming barriers, Seven C' s of effective communication

### **Unit 2: Verbal Communication**

**(12 hours)**

Verbal Communication (oral) – Meaning, Advantages, Disadvantages, Essentials of effective oral communication, Types. Speaking Skills – Meaning and importance – Guidelines for preparing a Speech – Strategies for good conversation

Exercises on Verbal communication.

**Unit 3: Non – Verbal Communication****(12 hours)**

Meaning , Importance, Uses of non verbal communication, Body Language, Gestures, Postures, Para Language, non verbal aspects of written communication.

**Unit 4: Listening, Reading Skills, Presentation Skills****( 12 hours)**

Listening Skills – Meaning and importance – Types – Listening Barriers – Overcoming barriers to improve Listening skills. Exercises on Listening Skills, Reading Skills – Meaning and importance – Steps for better reading. Exercises to improve Reading Skills ,

Introduction and importance, Planning the Presentation. Presentation Structure. Organizing the Presentation. Qualities of a skillful Presenter. Use of Visual aids in Presentation.

**Unit 5: Written Communication****(12 hours)**

Writing Skills – Meaning and importance of written communication in business, Business Letters : Tactful use of language – Structure of a Business letter - Business letter formats – Types of letters: Letters of inquiry and Reply, Letters placing orders and reply, Letter of Complaint, Claims and Adjustments, Sales letters, Job application letters.

**Reference Books :**

1. Urmila Rai and S. M Rai , Effective Communication (Himalaya Publishing House)
2. Shirley Taylor, Communication for Business, Pearson Education, New Delhi
3. Raymond Lesikar, Marie E Flatley, Basic Business Communication –(Tata McGraw – Hill)

**Online Resources:**

<http://www.notesdesk.com/notes/business-communications/business-communication-and-its-types/>

**MOOCs:**

<https://swayam.gov.in/>

<https://alison.com/>:

<https://eDx.com/>:

<https://www.edx.org/course/business-communications-ubcx-bus2x>

<https://Coursera.com/>:

<https://www.coursera.org/courses?languages=en&query=business%20communication>

Course Code 102

BBA- Sem - I (CBCS 2018)

## **Business Organization & Systems**

Credits : 4

**UE + IA: 60:40**

Course Type : Core

### **Course Objectives:**

- To acquaint students with fundamentals of business organization and management systems as a body of knowledge.
- To impart to the students an understanding of business concepts with a view to prepare them to face challenge of managing business in the new era.

### **Learning Outcomes:**

On successful completion of this syllabi the students will

- Understand the basic concepts in commerce, trade and industry. He will be exposed to modern business world.
- Understand modern business practices, forms, procedures and functioning of various business organizations.

### **Unit 1: Introduction to Business**

**14 hrs.**

Concept of business – meaning, definition, nature and scope, characteristics of business. Business as an economic activity. Objectives of business. Structure of business. Requisites for success in modern business. Meaning, scope and evolution of commerce & industry, Industrial Revolution, beginning and growth of Indian business, industrialisation in India. Globalization & challenges for Indian Business in the modern era.

### **Unit 2: Forms of Business Ownership**

**8 hrs**

Introduction to various forms – factors affecting choices of an ideal form of ownership, features merits and demerits of sole proprietorship – joint Hindu family business – partnership – joint stock company – co-operative organisation, public enterprises.

### **Unit 3: Formation of a Company**

**10 hrs**

Stages in formation and incorporation of a company (i.e. promotion – incorporation and registration – capital subscription – commencement of business. - documents of a company i.e. Memorandum of association – articles of association – prospectus.

**Unit 4: Establishment of Business Enterprise****12 hrs**

Various factors to be considered while starting a new business enterprise i.e. Identification of business opportunity – market assessment – suppliers – technology – location – human resource – finance etc. Small and medium enterprises – meaning characteristics and objectives. Role of support organisation such as trade associations and chambers of commerce.

**Unit 5: Organization of Trade****12 hrs**

Channels of distribution – meaning, functions and types. Internal trade – wholesale and retail

External trade – import and export. Role and importance of support services to business such as transport insurance etc. Business combinations – mergers and acquisitions. Franchising. Business process outsourcing. Multinationals – concept and role of MNCs. Stock Exchange and Produce Exchange: Definition and Meaning, Importance, Functions, Listing, Dealers.

**Reference Books :**

- 1) S.A. Sherlekar ,Modern Business Organization And Management – (Himalaya Publishing House)
- 2) Y.K. Bhushan ,Fundamental Of Business Organization & Management – (S Chand Publishers)
- 3) Basu, C. R.; *Business Organization And Management*, Tata Mcgraw Hill, Publishing House, New Delhi, 1998
- 4) B S Moshal, J P Mahajan, j s gujral, business organization and management –. Galgotia publishing co, new Delhi
- 5) Redmond James, Robert Trager , media organization and management –, Biztantra, New Delhi
- 6) Business Environment Text and Cases By F. Cherunilam (Himalaya Publication House)

**Online Resources:**

- 1) <https://www.leanmethods.com/>
- 2) <https://sol.du.ac.in/library/>
- 3) <https://www.wto.org/>

**MOOCs:**

- 1) Designing the Organization: From Strategy to Organizational Structure (Coursera)
- 2) Understanding Modern Business & Organisations (FutureLearn)
- 3) Managing the Organization: From Organizational Design to Execution (Coursera)

## Course Code 103

BBA- Sem - I (CBCS 2018)

### Micro Economics

Credits : 4

UE + IA: 60:40

Course Type : Core

#### Course Objectives:

- To expose students to basic micro economic concepts.
- To apply economic analysis in the formulation of business policies.

#### Learning Outcomes:

Students will be able to use economic reasoning to problems of business.

#### Unit 1: Introduction to Micro Economics 12 hrs.

Business economics –meaning nature and scope; Micro and macro; Basic economic problems; Market forces in solving problems; Circular flow of income and expenditure; Tools for analysis (Functional relationships, Schedules, Graphs, Equations)

#### Unit 2: Demand Analysis and Utility Concept

12hrs.

Concept of demand; Law of demand ; Factors affecting demand ;Exceptions to law of demand; Market demand ;Changes in demand ;Elasticity of demand (Price ,Income ,Cross)  
Concept of Utility, Cardinal & Ordinal Utility, Law Of Diminishing Marginal Utility

#### Unit 3: Supply and Cost & Revenue concepts 12 hrs.

Concept of supply, Factors affecting supply, Law of supply, Exceptions of law of supply  
Types of cost, Fixed and variable, Accounting and economic, Total cost, marginal cost, average cost, implicit & explicit cost, real and money cost, Short run and long run, Average revenue, total and marginal revenue. Opportunity cost, Money cost, , Law of returns to scale, Economies and diseconomies of scale, Law of Variable proportions

#### Unit 4: Market Analysis 12 hrs.

Features of markets, Pure, Perfect, Monopoly, Duopoly, Oligopoly, Monopolistic competition  
Equilibrium of firm and industry under perfect competition, Price determination under monopoly, Price and output determination under monopolistic competition

#### Unit 5: Theories of Distribution 8 hrs.

Marginal productivity theory of distribution, Rent –modern theory of rent, Role of trade union and collective bargaining in wage determination, Interest –liquidity theory of interest  
Profits- Dynamic, Innovation, Risk and uncertainty bearing theories of profits

### **Reference Books :**

1. Microeconomics theory and Application-D N DWIVEDI-Vikas.
2. Seth –micro economics
3. Mithani –managerial economics
4. M .jhingan
5. Ahuja.microeconomic analysis

### **MOOCs:**

<https://swayam.gov.in/> :Accounting for Managerial Decisions

<https://alison.com/>: Fundamentals of Financial Accounting



Course Code 104

BBA- Sem - I (CBCS 2018)

## **Business Accounting**

Credits : 4

UE + IA: 60:40

Course Type : Core

### **Course Objectives:**

- To impart to the learners the basic accounting knowledge
- To train in the accounting process from entering business transactions to Journal to preparation of Final Accounts.

### **Learning Outcomes:**

After the completion of the course, the students will understand:

- Importance and utility of Financial Accounting
- Accounting process from entering the business transactions to journal to preparation of Final Accounts of a sole proprietor.

### **Unit 1: Introduction to Financial Accounting:**

**6 hrs.**

Definition and Scope of Financial Accounting, Objectives of Financial Accounting, Book Keeping v/s. Accounting, Basic Terms used in Accounting, Users of Financial Statements, Limitations of Financial Accounting

### **Unit 2: Accounting Principles and Accounting Standards:**

**6 hrs.**

Accounting Concepts, Accounting Conventions, Meaning of Accounting Standards, Significance of Accounting Standards.

### **Unit 3: Journal & Subsidiary Books:**

**14 hrs.**

Accounting Process, Types of Accounts, Rules of Accounts, Preparation of Journal, Simple and Combined Journals entries.

Subsidiary Books: Purchase Book, Sales Book, Purchase Return Book, Sales Return Book, Cash Book

### **Unit 4: Ledger Posting and Trial Balance:**

**12 hrs.**

Meaning and Utility of Ledger, Format of Ledger Account, Procedure of posting Journal entries to Ledger Accounts, Balancing of Ledger Account, Preparation of Trial Balance

### **Unit 5: Depreciation:**

**8 hrs.**

Meaning of Depreciation, Causes of Depreciation, Methods of charging depreciation: Written Down Value & Straight Line Method, Accounting treatment of Depreciation

### **Unit 6: Meaning and Preparation of Final Accounts:**

**14 hrs.**

Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary

business.

**Reference Books :**

1. Anil Chowdhry Fundamentals of Accounting & Financial Analysis (Pearson Education)
2. Jane Reimers Financial Accounting (Pearson Education)
3. Rajesh Agarwal & R Srinivasan, Accounting Made Easy (Tata McGraw –Hill)
4. Dr. S. N. Maheshwari, Financial Accounting For Management: (Vikas Publishing House)
5. Robert Anthony, David Hawkins , Business Accounting. (Tata McGraw –Hill)
6. Ashok Sehgal, Fundamentals of Financial Accounting, (Taxmann)
7. Dr. S. N. Maheshwari, Sharad K. Maheshwari, Financial Accounting for BBA

**Online Resources:**

[www.moneycontrol.com](http://www.moneycontrol.com)

[www.rbi.org.in](http://www.rbi.org.in)

[www.icaai.org](http://www.icaai.org)

**MOOCs:**

<https://swayam.gov.in/> :Accounting for Managerial Decisions

<https://alison.com/>: Fundamentals of Financial Accounting

Course Code 105

BBA- Sem - I (CBCS 2018)

## Foundation of Mathematics & Statistics

Credits : 4

UE + IA: 60:40

Course Type : Core

### Course Objectives:

- i) To develop knowledge of key theories, concepts in Mathematics.
- ii) To enhance ability to problem solving
- iii) To build ability to apply mathematical and statistical concept for business applications

### Learning Outcomes:

- i) Students will be able to solve problems in Mathematics using appropriate concepts
- ii) Students will be able to effectively apply the statistical tools for business applications

### Unit 1:

12hrs.

Profit and Loss, Discount, Commission, Brokerage, Rates and Taxes, Insurance, Partnership, Bill of Exchange, Stock and Shares, Payroll

### Unit 2:

12 hrs.

Simple interest and Compound interest and Annuity:

Simple interest, Compound Interest,, Interest Compounded Continuously, Compound Amount at changing rate, Introduction of Annuity, Amount and Present Value of Immediate or Ordinary Annuity, Annuity Due,

### Unit 3:

12hrs.

Matrices and Determinants & Simultaneous Linear equations:

Definition of a Matrix, Matrix operations, Determinants, Properties of determinants. Applications in Business Problem, Solution of Simultaneous equations Linear Equation in two unknowns. Permutations and Combinations

### Unit 4:

12 hrs.

### Introduction to Business Statistics

Definition, descriptive and inferential statistics in business, scope of statistics, Population and sample, data, types of data, sources of data, methods of data collection.

### Unit 5:

12 hrs.

### Data presentations and graphical displays

Frequency, cumulative frequency distribution, Frequency distributions, importance of Diagrammatic and Graphic Representation of data, frequency polygons and frequency curves, histograms, Ogive Curves.

### Reference Books :

1. Schaum Series , Basic Business Mathematics
2. Padmalochan Hazarika , A class textbook of Business Mathematics.
3. M. G. Dhaygude , Commercial Arithmetic and Statistics .

4. Business Statistics, S.C. Gupta

5. Eugene Don, Joel Ierner, Basic Business Mathematics, Tata McGraw Hill Publication.

6. Dr. Padmalochan Hazarika, A textbook of Business Mathematics

### **Online Resources:**

[https://en.wikipedia.org/wiki/Business\\_mathematics](https://en.wikipedia.org/wiki/Business_mathematics)

<https://www.universiteitleiden.nl/.../mathematics/mathematics-and-science-based-business> Mathematics

<https://www.tru.ca/distance/courses/math1091.html>

### **MOOCs:**

[www:/Alison](http://www.alison.ac.uk/)

[www/SWAYAM](http://www.swayam.gov.in/)

[www/NPTEL](http://www.nptel.ac.in/)

# BACHELOR OF BUSINESS ADMINISTRATION

## Generic Elective / Interdisciplinary

Course Code 106  
BBA- Sem - I (CBCS 2018)

### Community Work

**Credits : 2**

**CCA : 50 marks**

**Course Type : Generic Elective / Interdisciplinary**

#### Course Objectives:

This course aims to expose the students to social issues and help them Participate in community service through trips/events organized at institute, state level etc and also to Volunteer at events like fundraising activities, fairs, festivals, slums, non profit organization etc

- (I) To expose the students towards social reality and role of community development for social upliftment and well being
- (II) To involve students in community work through active involvement and participation

#### Learning Outcomes:

Students will be able to know the community needs and understand their role to contribute meaningfully towards community development

#### Unit 1:

**5 hrs**

History, meaning, Goals, values, functions, role and process of community work. Professional and voluntary community work. Attitudes, roles and skills of a community worker

#### Unit 2:

**10 hrs**

Social concerns in India: poverty, unemployment, population, problems faced by women – dowry, domestic violence, etc. Social problems - terrorism, corruption, caste conflict, drug abuse, AIDS, ETC.

#### UNIT 3:

**15 hrs**

Types of community work. Caring for needy, helping the poor, fundraising drives- organizing

#### COMMUNITY HOURS:

Participate in community service trips/events organized at institute, state level etc , Volunteer at events like fundraising activities, fairs, festivals, slums, non profit organization etc , Submit a report on a particular type of community involvement undertaken

Course Code 106

BBA- Sem - I (CBCS 2018)

## Career & Life Skills

Credits : 2

CCA : 50 marks

Course Type : **Generic Elective / Interdisciplinary**

### Course Objectives:

- To help students make well-informed, thoughtful decisions regarding your future as adults.
- To develop behaviours and attitudes that help students contribute to the community in a positive manner.
- Give you skills and knowledge to contribute to the well-being and respect of the self and others

### Learning Outcomes:

Students will be able to understand self potential and ways to enhance capabilities.

#### Unit 1: Introduction to Life Management

Life management-definition, scope and application, concept of emotions, self belief, setting realistic goals, understanding system

#### Unit 2: Developing Emotional Potential and Physical Potential

12 hrs

Improving thinking skills, improving study skills, planning education

Eating habits, healthy foods, staying healthy, changing habits-the self change model

#### Developing Your Intellectual Potential

12 hrs

Effective communication, effective listening, effective speaking, getting along with others, functioning in groups, how to delegate.

Definition-stress, handling change and stress, managing time, managing money, formulation of career plan, bring it all together

#### Unit 3: Career and Life Choices

Managing personal, lifelong career development.

**Resource Choices...** Making responsible decisions in the use of finances and other resources that reflect personal values and goals as well as a commitment to self and others.

**Personal Choices...** Understand the emotional/psychological, intellectual, social, spiritual, and physical dimensions of health and how these dimensions of health work together to contribute to personal well-being.

### Reference Books :

*LifeChoices Series: - LifeChoices: Careers, Healthy & Well, Relationships, Venturing Out*

### Online Resources:

- [the life-changing magic of tidying up: the japanese art of decluttering and organizing](#) - marie kondo
- [how to organize \(just about\) everything: more than 500 step-by-step instructions for everything from organizing your closets to planning a wedding to creating a flawless filing system](#) – peter walsh
- Mindset: the new psychology of success - [carol s. Dweck](#)

Course Code 106  
BBA- Sem - I (CBCS 2018)  
**Waste Management**

Credits : 2

CCA : 50 marks

Course Type : **Generic Elective / Interdisciplinary**

**Course Objectives:**

- to expose students to the issue of waste and waste management tools and techniques applicable for waste disposal and management.

**Learning Outcomes:**

After completion of the course students

- will be able to understand solid waste sources, health and environmental issues related to solid waste management.
- will get knowledge about Sources, handling and control of Biomedical, Chemical, Nuclear and e-wastes.
- will be able to understand the issues regarding waste disposal and management and will become aware of Environment and health impacts due to solid waste mismanagement

**Unit – I Solid Waste Management-**

**10 hrs**

**Introduction to waste Management**

Introduction, Meaning, Solid waste including municipal, hospital and industrial solid waste; health and environmental issues related to solid waste management. Provisions in Indian Penal Code for Environmental protection.

**Unit – II Biomedical, Chemical, Nuclear and e-wastes**

**10 hrs**

Biomedical wastes – Types – Management and handling – control of biomedical wastes, Chemical wastes – Sources – Environmental effects – Need for control – Health and environmental effects. Nuclear waste – Management of nuclear wastes, e-waste- sources and management.

**Unit – III**

**10 hrs**

**Waste reduction at source** – Treatment and disposal techniques for solid wastes – composting, vermin-composting, autoclaving, microwaving, incineration, non- incineration, Thermal techniques, use of refuse derived fuels, land-filling. **Reduce Reuse and Recycling Techniques:** Need for the concept- Various Types - Handmade Paper production – Reuse of materials- Recycle of material

**Books Recommended:**

- 1) A. D. Bhide and B.B. Sundaresan, “Solid Waste Management – Collection, Processing and disposal” Mudrashilpa Offset Printers, Nagpur, 2001.
- 2) Biomedical waste (Management and Handling) Rules, 1998.
- 3) George Tchobanoglous, Hilary Theisen, Rolf Eliassen; Solid Wastes: Engineering Principles

and Management Issues; McGraw-Hill.

- 4) Manual on Municipal Solid Waste Management, New Delhi, Controller of Publications.
- 5) Freeman H.M. (1988) Standard Handbook of Hazardous Waste Treatment and Disposal, New York, McGraw-Hill.
- 6) Constitutional Law of India – J.N. Pandey 1997 (31st Edn.) Central Law Agency Allahabad.
- 7) Diganta Bhusan Das , Diganta Bhusan Das; Solid Waste Management: Principles and Practice
- 8) George Tchobanoglous et al, "Integrated Solid Waste Management" McGraw - Hill, 1993.
- 9) A Study of Waste Management Systems in Pune Municipality Corporation, Rajendra Jagtap, Ph.D Thesis, Bharati Vidyapeeth University, Pune

**List of Software/Learning Websites:**

- i. <http://www.moef.nic.in/legis/hsm/mswmhr.html>
- ii. [en.wikipedia.org/wiki/waste\\_management](http://en.wikipedia.org/wiki/waste_management)
- iii. <http://www.cyen.org/innovaeditor/assets/Solid%20waste%20management.pdf>
- iv. <http://www.ilo.org/oshenc/part-vii/environmental-pollution-control/item/514-solid-waste-management-and-recycling>
- v. [www.houstontx.gov/solidwaste](http://www.houstontx.gov/solidwaste)
- vi. [www.epa.gov/tribalmsw/](http://www.epa.gov/tribalmsw/)
- vii. [www.unc.edu/courses/2009spring/.../SolidWasteIndiaReview2008.pdf](http://www.unc.edu/courses/2009spring/.../SolidWasteIndiaReview2008.pdf)
- viii. [http://www.digitalbookindex.org/\\_search/search010environmenwasterefusea.asp](http://www.digitalbookindex.org/_search/search010environmenwasterefusea.asp) (e-books)



# BACHELOR OF BUSINESS ADMINISTRATION

## SEMESTER 2

Course Code 201

BBA- Sem - II (CBCS 2018)

### Environment Studies

Credits : 2

CCA : 50 marks

Course Type : Generic / Open Elective

#### Course Objectives:

- To sensitize the students on the environmental issues
- To educate the students about the threats to the environment and natural resources

#### Learning Outcomes:

Learners will be able to understand the different aspects of environments, the threats posed by human activities and the solutions for the same.

#### Unit 1: Nature and Scope

(8 Hrs)

The Multidisciplinary Nature of Environmental Studies Definition, scope and importance Need for public awareness.

Natural Resources Renewable and Non-renewable Resources: (a) Forest resources: (b) Water resources: (c) Mineral resources: (d) Food resources: (e) Energy resources: (f) Land resources:

#### Unit 2: Ecosystems

(6 Hrs)

Concept, Structure and function of an ecosystem. Energy flow in the ecosystem.

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

Biodiversity and Its Conservation, Introduction, definition: genetic, species and ecosystem diversity. Threats to biodiversity: Endangered and endemic species of India. Conservation of biodiversity.

#### Unit 3 : Pollution

(6 Hrs)

Environmental Pollution (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Thermal pollution (g) Nuclear hazards

#### Unit 4: Social Issues and the Environment

(4 Hrs)

Urban problems related to energy. Water conservation, rain water harvesting, watershed management. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust.

**Unit 5: Environment and human health****(6 Hrs)**

Population growth, Environment and human health. Value education. HIV/AIDS. Women and Child Welfare. Role of Information Technology in environment and human health. Case Studies. Field Work -

Visit to a local area to document environmental assets—river/forest/grassland/hill/mountain. Visit to a local polluted site—Urban/Rural/Industrial/Agricultural.

**Reference Books :**

1. Agarwal, K.C.2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd. , Ahmedabad — 380 013, India, Email: mapin@icenet.net ( R)
3. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc.480p
4. Clark R.S., Marine Pollution, Clanderson Press Oxford (TB)
5. Cunningham, W.P.Cooper, T.H.Gorhani, E & Hepworth, M.T.2001. Environmental Encyclopedia, Jaico Publ. House. Mumbai, 1196p
6. Dc A.K., Environmental Chemistry, Wiley Eastern Ltd.
7. Down to Earth, Centre for Science and Environment( R )

Course Code 202

BBA- Sem -II (CBCS 2018)

## **Principles of Management**

Credits : 4

UE + IA: 60:40

Course Type : Core

### **Course Objectives:**

Students will be given the opportunity to learn

- Basic concepts of management and to enable them to gain appreciation for emerging ideas, techniques, procedures and practices in the field of management.
- The role of leadership and management within an organization; appreciate different leadership styles and which one is suitable to a particular managerial context.

### **Learning Outcomes:**

- Integrate management principles into management practices.
- Assess managerial practices and choices relative to ethical principles and standards.
- Specify how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances.
- Determine the most effective action to take in specific situations

### **Unit 1: Introduction of Management**

**12 hrs**

Introduction to Management- Definitions & Characteristics of Management-Scope of Management--Functions of Management. Skills for a Manager. The Evolution of Management Thoughts- Scientific Management, General Principles of Management.

### **Unit 2: Planning**

**8 hrs**

Overview of Planning: Introduction to Planning & it's Importance; Planning Process; Types of Planning, Decision making Process - Types and Techniques.

### **Unit 3: Organizing**

**10 hrs**

Introduction & Definition- Concept of Organization-Principles of Organization-Creating an Organization Structure- Informal Organization- Departmentalization, line and staff relationship.

### **Unit 4: Leading**

**10 hrs**

Defining leadership, ingredients of leadership, Trait approach to leadership, Behavioral approach to leadership, and different styles of leadership.

### **Unit 5: Controlling**

**10 hrs**

Controlling- Basic Concept, Relationship between Planning & Controlling. The Basic Control Process, Requirement for Effective Control, Control Techniques, Use of IT for Controlling.

**Reference Books :**

1. Stephen P Robbins, David A Decanzo, Fundamentals of Management, Pearson Education.
2. Richard L Daft, The New Era of Management, Thomson.
3. Prasad L.M, Principles & Practices of Management, Sultan Chand & Sons.
4. Philip Sadler, Leadership, Kogan Page.

**Online Resources:****Journals:**

1. HBR
2. Indian Management
3. Human Capital

**MOOCs:**

1. Strategic Management (Open2Study)
2. Introduction to Operations Management (Coursera)
3. Critical Perspectives on Management (Coursera)

Course Code 203

BBA- Sem -II (CBCS 2018)

## Macro Economics

Credits : 4

UE + IA: 60:40

Course Type : Core

### Course Objectives:

- To study the behavior and working of the economy as a whole.
- To study relationships among aggregates.
- To apply economic reasoning to problems of business and public policy.
- To enhance knowledge regarding current affairs of the economy as a whole.
- The course is designed to study the impact of monetary and fiscal policy on the aggregate behavior of individuals.

### Learning Outcomes:

The learner will get acquainted with the principles of Macroeconomics, determination of and linkages between major economic variables ; level of output and prices, inflation, interest rates and exchange rates.

### Unit 1: Basic Issues and features of Indian Economy

12 hrs

Macroeconomics- definition & nature, Scope , Importance, Limitations, Paradoxes, Macro economic variables. Concept and Measures of Development and Underdevelopment; Human Development; Composition of national income and occupational structure, Measurement of macroeconomic variables: National income accounting, Circular flow of income (four sector model ), Methods to calculate national income, Stock and flow concept, Gross domestic product(GDP), Gross national product(GNP), Net domestic product(NDP), Net national product(NNP), Personal and Personal disposable income; Classical theory of income and employment:

### Unit 2: Policy Regimes

12 hrs

- a) The evolution of planning and import substituting industrialization.
- b) Economic Reforms since 1991.
- c) Monetary and Fiscal policies with their implications on economy

### Unit 3:

12 hrs

Theory of Income & Employment, Says law of market, Keynes theory of Income & Employment: simple Keynesian model, components of aggregate demand, equilibrium income, changes in equilibrium, multiplier( investment, Government expenditure, lump sum tax, foreign trade), effect of fiscal and monetary policy, Classical aggregate demand curve, Classical theory

of interest rate, effect of fiscal and monetary policy.

**Unit 4: Money :**

**12 hrs**

Functions of money, quantity theory of money, determination of money supply and demand, Quantity Theory of Money

**Business cycle & Inflation & Deflation:**

Business cycle-nature, Features/Characteristics- Prosperity/Boom – Recession, Depression, Revival/Recovery

Inflation: Meaning , demand and supply side factors, causes & control,

Deflation: Meaning , causes & control, Phillips curve, Stagflation, Inflationary gap

**Unit 5: :**

**12 hrs.**

Macro economic policy: Monetary policy, Fiscal policy

Economic scenario analysis, Out of inflation & deflation , which is worst and why?

- What is the current CRR & SLR ratio? Are this ratios appropriate for current condition of the country
- Which trade cycle is prevailing in India at present

Which monetary & fiscal policy do you suggest for current condition of India?

**Reference Books :**

1. AHUJA H L - MACRO ECONOMY
2. BUSINESS ECONOMICS (MACRO) BY GIRIJA SHANKAR & KIRAN JOTWANI
3. M L SETH – MACRO ECONOMICS
4. D N DWIVEDI – MACRO ECONOMY

**Online Resources:**

<http://www.wisegeek.com/what-is-macroeconomics.htm>

<https://www.thoughtco.com/microeconomics-versus-macroeconomics-1147004>

<https://www.investopedia.com/terms/m/macroeconomics.asp>

**MOOCs:**

<https://swayam.gov.in/> :

<https://alison.com/>:

Course Code 204

BBA- Sem - II (CBCS 2018)

## Management Accounting

Credits : 4

UE + IA: 60:40

Course Type : Core

### Course Objectives:

- To Impart the Knowledge of Basic cost concepts, element of cost & Preparation of Cost Sheet.
- To provide basic knowledge of important Methods & Techniques of costing.
- To have basic knowledge about concept of management and cost audit

### Learning Outcomes:

At the end of the course students should be able to

1. Understand basic cost concepts, element of cost & Preparation of Cost Sheet.
2. Have practical applications of important Methods & Techniques of costing.
3. Understand the application of concept of management and cost audit.

### Unit 1: Introduction

(8 Hours)

Definition, Nature and scope of Management Accounting, Limitations of Financial Accounting, Advantages and Limitations of Management Accounting, Difference between Financial and Management Accounting.

### Unit 2: Introduction of Cost Accounting

(12 Hours)

Concept and need of Cost Accounting, Material, Labour and other Expenses, Classification of cost & Types of Costs, Preparation of Cost Sheet, Methods and techniques of Costing,

### Unit 3: Budget and Budgetary Control

(12 Hours)

Meaning and objectives of Budget, Definition, Meaning and objectives of Budgetary control, Advantages and disadvantages of Budgetary Control, Types of Budget, Preparation of flexible budget and cash budget.

### Unit 4: Marginal Costing & Standard Costing

(20 Hours)

Definition and Meaning of Marginal Cost and Marginal Costing, importance and Limitations of Marginal Costing, Contribution, P/V Ratio, Break Event Point, Margin of Safety, Definition and Meaning of Standard Costing, Advantages and Limitations of Standard Costing ,Variance Analysis – Material and labour Variances only

### Unit 5: Management Audit

(8 Hours)

Concept and Process of Audit, Essentials of Audit, Cost Audit its Objectives and Advantages, Management Audit its Objective and Advantages, Contents of Management Audit Reports.

### Reference Books :

1. I.M. Pandey, Management Accounting
2. S.P.Jain and Narong., Advanced cost Accounting
3. S.N.Maheshwari, Cost Accounting.
3. Prabhu Dev , Cost Accounting, Himalaya Publication
4. Paul S Kr , Management Accounting. New Central Book Agency, Calcutta
5. Rebert N Anthony., Management Accounting D B taraporewala Sons, Bombay.

**Online Resources:**

1. Companies Annual Reports
2. Money control
3. SEBI and RBI Official Websites
4. NSE and BSE Official Websites

**MOOCs:**

<https://swayam.gov.in/> :Accounting for Managerial Decisions

<https://alison.com/>: Fundamentals of Financial Accounting



**Course Code 205**  
BBA- Sem - II (CBCS 2018)  
**Business Statistics**

Credits : 4

**UE + IA: 60:40**

Course Type : Core

**Course Objectives:**

- i) To familiarize the students with the basic statistical tools and their application in business decision-making.
- ii) To develop the quantitative skills of the students so as to make them skilled at understanding data, comparing two or more data sets and predicting business data etc.
- iii) To make the learner familiar with the processes needed to develop, report, and analyze business data.

**Learning Outcomes:**

- i) Students will be able to solve problems in Statistics using appropriate concepts
- ii) Students will be able to effectively apply the statistical tools for business applications

**Unit 1: Descriptive statistics – Measures of Central Tendency and Dispersion** **12 Hrs**

Arithmetic mean, median, Mode, G.M. Quartiles deciles, percentiles  
Absolute and relative measures of dispersion, Range, quartile deviation, mean deviation, standard deviation, variance.

**Unit 2: Correlation Analysis** **12Hrs**

Meaning of correlation, types of correlation, Methods of studying correlation, scatter diagram, Karl Pearson's coefficient, Rank Correlation

**Unit 3: Regression Analysis** **12Hrs**

Meaning and applications, Lines of regression, regression coefficients, Business applications  
Distinction between Correlation and regression

**Unit 4: Probability** **12Hrs**

Basic Concepts in probability, definition of probability, random experiment, sample space, independent events, mutually exclusive events, conditional probability, Expected Value and Variance –  $E(X)$  and  $V(X)$ , Bayes' Theorem

**Unit 5: Association of Attributes** **12Hrs**

Introduction, Meaning and importance, Yule's Coefficient of association and interpretation

**Teaching Methodology**

- Lectures, tutorial and Field Work.
- Field work on collection of data through surveys and presentation of data using EXCEL to be carried out by students under the guidance of faculty.

**Reference Books :**

1. Dr. P Hazarika, Business Statistics, S. Chand & Co.

2. Bharadwaj, Business Statistics.
3. S.C. Gupta., Fundamentals of statistics
4. J. V. Tatke , Business Statistics
5. David L Eldredge., Business Statistics. South Western Thomson. USA
6. Amir D Aczel , Business Statistics. (Tata McGraw –Hill)

**Online Resources:**

<https://www.edx.org/course/subject/data-analysis-statistics>

<https://www.class-central.com › Subjects › Mathematics>

**Moocs:**

<https://swayam.gov.in/> :

<https://alison.com/>

[Statistics for International Business \(Coursera\)](#)

[Inferential Statistics \(Coursera\)](#)

[Basic Statistics \(Coursera\)](#)

[Statistical Reasoning for Public Health 1: Estimation, Inference, & Interpretation \(Coursera\)](#)

[Statistics in Education for Mere Mortals \(Canvas.net\)](#)

<https://alison.com/courses/math?locale=en&page=1&type\>

**BACHELOR OF BUSINESS ADMINISTRATION  
OPEN COURSES SEMESTER II**

Course Code 206

BBA- Sem - II (CBCS 2018)

**Community Work – Swachh Bharat Abhiyan**

**Credits : 2**

**CCA : 50 marks**

**Course Type : Generic / Open Elective**

**Course Objectives:**

- i) This course aims to expose the students to Swachh Bharat Abhiyan initiative of the government.

**Learning Outcomes:**

Students will be able to understand the details about the Swachh Bharat Abhiyan and its impact on society.

**Unit 1:**

**5 hrs**

History, meaning, Goals of Cleanliness initiatives

**Unit 2:**

**10 hrs**

Initiators of cleanliness drive in India. Sant Ghadage Baba, Mahatam Gandhi, Efforts taken towards the Swachh Bharat Abhiyan, Swachh Bharat Mission.

**UNIT 3:**

**15 hrs**

Impact of Cleanliness initiatives. Social Awareness, Case Studies

**COMMUNITY HOURS:**

Internship of 15 days (100 hours) to be undertaken

Submit a report on a particular type of community involvement undertaken

**References:**

[www.swachhbharaturban.in/](http://www.swachhbharaturban.in/)

[swachhbharatmission.gov.in](http://swachhbharatmission.gov.in)

Course Code 206  
BBA- Sem - II (CBCS 2018)

**Smart Cities**

Credits : 2

CCA : 50 marks

Course Type : Generic / Open Elective

**Course Objectives:**

to give exposure to tools and techniques applicable for planning, controlling & monitoring of Smart Infrastructure and Cities. This subject would also enable to develop insight for managing project risks, uncertainties and complexities of smart cities project.

**Learning Outcomes:**

Students will get an understanding of road map for Planning Smart Cities and benchmarking their performance for Indian context

**Unit 1:**

**6 hrs**

Introduction to Smart Cities, •Introduction to "City Planning", Understanding Smart Cities

**Unit 2 :**

**12 hrs**

Dimensions of Smart Cities, Global Experience of Smart Cities, Smart Cities –Global Standards and Performance, Benchmarks, Practice Codes, India "100 Smart Cities" Policy and Mission

**Unit 3 :**

**12 hrs**

- Smart City Planning and Development
- Financing Smart Cities Development
- Governance of Smart Cities, Case Studies on Smart Cities

**Reference :**

[smartcities.gov.in](http://smartcities.gov.in)

<https://internetofthingsagenda.techtarget.com/definition/smart-city>

Course Code 206  
BBA- Sem - II (CBCS 2018)  
**Sectoral Analysis**

Credits : 2

CCA : 50 marks

Course Type : Generic / Open Elective

**Course Objectives:**

- To expose the students to the different sectors of the economy
- To enable the students to understand the importance and contribution of the sectors to business, economy and global environment
- To expose the students towards rural problems To awaken sense of responsibility amongst students towards senior citizens

**Learning Outcomes:**

Students will get exposure to the different sectors of the economy and their contribution to the national development.

**Unit 1 :**

**8 hours**

Introduction to the sectors of the economy

**Units 2:**

**12 hours**

Detailed view of the IT, Manufacturing, Agriculture, Banking Insurance, Service Sector, Retail etc

**Unit 3:**

**10 hours**

Project work on detailed analysis of any one sector – national and global scenario

**Reference Books :**

1. S.A. Sherlekar ,Modern Business Organization And Management – (Himalaya Publishing House)
2. Y.K. Bhushan ,Fundamental Of Business Organization & Management – (S Chand Publishers)
3. Basu, C. R.; *Business Organization And Management*, Tata Mcgraw Hill, Publishing House, New Delhi, 1998
4. Business World



# **BHARATI VIDYAPEETH**

**(DEEMED TO BE UNIVERSITY)**

**‘A’ Grade University Status by Ministry of HRD, Govt. of India**

**Re-Accredited by NAAC with ‘A’ Grade**

**FACULTY OF MANAGEMENT STUDIES**

**BACHELOR OF BUSINESS ADMINISTRATION**

**Choice Based Credit System**

**(BBA – 2018- 21) (CBCS)**

## **SYLLABUS**

**Course Structure**

**Applicable with effect from 2018-19**

**Bharati Vidyapeeth**  
**[ Deemed to be University],**  
**Pune**  
**Faculty of Management Studies**  
**Bachelor of Business Administration Programme (BBA)**  
**Revised Course Structure**  
**(To be effective from 2018-2021)**

**BBA Program Structure 2018-21.**  
**(As per UGC guidelines – template for BBA – 136 credits)**

**BBA – Sem I and Sem II w.e.f 2018-19**

Semester I					Semester II				
Code		Course Title	Credit	Examination Pattern	Code		Course Title	Credit	Examination Pattern
101	AECC	Business English - Communication.	4	UE & IA	201	AECC	Environmental Science	2	CCA
102	C	Business Organization & Systems	4	UE & IA	202	C	Principles of Management	4	UE & IA
103	C	Micro Economics	4	UE & IA	203	C	Macro Economics	4	UE & IA
104	C	Business Accounting.	4	UE & IA	204	C	Management Accounting	4	UE & IA
105	C	Foundations of Mathematics and Statistics	4	UE & IA	205	C	Business Statistics	4	UE & IA
106	GE	Community Work – I	2	CCA	206	GE	Community Work – II Swachha Bharat Abhiyan	2	CCA
		Career & Life Skills					Smart Cities		
		Waste management					Sectoral Analysis		
		Total Credits →	22					20	

### Courses Types

- AECC / SEC – Ability Enhancement Compulsory Course / Skill Enhancement Course ( Lab / Practical / Demo etc )
- C - Core Course - Compulsory for BBA Discipline
- GE - Generic Elective – Open Elective / Interdisciplinary
- DSE - Discipline Specific Elective



### **Exam Evaluation Pattern**

- CCA – Comprehensive Continuous Assessment
- UE – University Evaluation
- IA – Internal Assessment

**BBA Program Structure 2018-21.****(as per UGC guidelines – template for BBA – 136 credits)****BBA – Sem III and Sem IV w.e.f 2018-21**

Semester III				Semester IV					
Code		Course Title	Credit	Examination Pattern	Code		Course Title	Credit	Examination Pattern
301	SEC	Computer Applications for Business(Theory - 3 & Lab -2)	4	CCA	401	SEC	Enhancing Personal & Professional Skills (Theory - 3 & Lab -2)	4	CCA
302	C	Organizational Behavior.	4	UE & IA	402	C	Human Resource Management	4	UE & IA
303	C	Principles of Marketing.	4	UE & IA	403	C	International Business	4	
304	C	Introduction to Financial Management	4	UE & IA	404	C	Business Research	4	UE & IA
305	C	Entrepreneurship Development	4	UE & IA	405	C	Business Laws.	4	UE & IA
306	GE	Community Work	3	CCA	406	GE	Community Work	3	CCA
		Start-up Management					Basics of Taxation		
		Agro Tourism					Yoga - I		
		Total Credits→	23					23	

**Courses Types**

- AECC/SEC – Ability Enhancement Compulsory Course / Skill Enhancement Course ( Lab / Practical / Demo etc )
- C - Core Course - Compulsory for BBA Discipline
- GE - Generic Elective – Open Elective / Interdisciplinary
- DSE - Discipline Specific Elective

**Exam Evaluation Pattern**

- CCA – Comprehensive Continuous Assessment
- UE – University Evaluation
- IA – Internal Assessment

**BBA Program Structure 2018-21.****(as per UGC guidelines – template for BBA – 136 credits)****BBA – Sem V and Sem VI w.e.f 2018-21**

Semester V				Semester VI					
Code		Course Title	Credit	Examination Pattern	Code		Course Title	Credit	Examination Pattern
501	SEC	Summer Internship Report & Viva	6	CCA	601	SEC	Industrial Exposure. (Mini Project)	5	CCA
502	C	Services Management	4	UE & IA	602	C	Introduction to Strategic Management	4	UE & IA
503	DSE	Elective Paper – I	4	UE & IA	603	DSE	Elective Paper – III.	4	UE & IA
504	DSE	Elective Paper – II	4	UE & IA	604	DSE	Elective Paper – IV	4	UE & IA
505	C	Introduction to Operations Research	4	UE & IA	605		Disaster Management	4	CCA
506	GE	Social Media Management	2	CCA	606	GE	Business Ethics	3	CCA
		Road Safety & Management					Basics of Hospitality Management		
		Event Management					Yoga - II		
		Total Credits→	24					24	

**Courses Types**

- AECC/SEC – Ability Enhancement Compulsory Course / Skill Enhancement Course ( Lab / Practical / Demo etc )
- C - Core Course - Compulsory for BBA Discipline
- GE - Generic Elective – Open Elective / Interdisciplinary

- DSE - Discipline Specific Elective

**Exam Evaluation Pattern**

- CCA – Comprehensive Continuous Assessment
- UE – University Evaluation
- IA – Internal Assessment

### **BBA Programme Objectives:**

1. To provide students with an in-depth knowledge of Management and Business concepts
2. To provide students with a firm foundation in both theoretical and practical concepts and applications to meet the various needs of business organizations at a global level
3. To prepare students for the responsibilities and career opportunities with corporations and as entrepreneurs.

**BBA CBCS 2018****SEM III****301 : Computer Applications For Business**

<b>Course Code</b>	301	<b>Course Type</b>	SEC
<b>Credits</b>	Four.	<b>Examination Pattern</b>	CCA

<p><b>Course Objectives:</b>  to introduce IT in a simple language to all undergraduate students, regardless of their specialization.  to introduce the students to the world of computers and software applications.</p>	
<p><b>Learning Outcomes:</b>  This course will provide learners with a solid foundation on which to build a strong knowledge of computer applications for business.  students will learn how to use Microsoft Office applications and explore and examine the fundamentals of computer hardware and software.</p>	
<p><b>Unit I: Introduction to Computer Fundamentals</b></p> <p>Introduction to Computer, Computer System Hardware, Computer Memory, Input and Output Devices, Interaction between User and Computer, Introduction to Free and Open Source Software, Definition of Computer Virus, Types of Viruses, Use of Antivirus software</p>	<b>(6 hours)</b>
<p><b>Unit II Basics of Operating System</b></p> <p>Definition of Operating System, Objectives, types and functions of Operating Systems, Working with Windows Operating System: Introduction to The Desktop, Structure of Windows, Windows Explorer, File and Folder Operations, The Search, The Recycle Bin, Configuring the Screen, Adding or Removing New Programs using Control Panel, Applications in windows (Paint, Notepad, WordPad, Calculator)</p>	<b>(10 hours)</b>
<p><b>Unit III: Use of Computer in Business</b></p> <p>Data Processing, Files and Records, File Organization (Sequential,</p>	<b>(12 hours)</b>

Direct/Random, Index ) Computer Applications in Business – Need and Scope  
 Computer Applications in various fields of Commerce: Personnel Administration, Accounting, Cost and Budgetary Management, Purchasing, Banking, Insurance and Stock-broking, e-governance Introduction to E-Commerce, Evolution of E-Commerce, Role of e-Commerce, e-Commerce Framework, e-Commerce Categories

**Unit IV: Introduction to Business Communication Tools (20 hours)**

**MS-Word:** Introduction, Starting MS-Word, MS-Word Screen and its Components, Elementary Working with MS-Word

**MS-Powerpoint:** Introduction, Starting MS-PowerPoint, Basics of PowerPoint, MS-PowerPoint Screen and Its Components, Elementary Working with MSPowerPoint

**Unit V: Spreadsheet tool (12 hours)**

**MS-Excel:** Introduction, Starting MS-Excel, Basics of Spreadsheet, MS-Excel Screen and Its Components, Elementary Working with MS-Excel.

**Reference Books :**

- 1) Computer Fundamentals By P.K. Sinha
- 2) HTML, Java Script, DHTML & PHP by Evan Bayross
- 3) Electronic Commerce A Managers Guide by Ravi Kalkota & Andrew Whinston
- 4) MS-Office in Nutshell by Sanjay Saxena

**Online Resources:**

<https://www.tutorialspoint.com>  
[youtube.com](https://www.youtube.com)

**MOOCs:**

<https://swayam.gov.in/>  
<https://alison.com/en>



**BBA- Sem -III (CBCS 2018)**  
**302: Organizational Behavior**

<b>Course Code</b>	302	<b>Course Type</b>	Core Course
<b>Credits</b>	Four.	<b>Examination Pattern</b>	UE + IA: 60:40

**Course Objectives:**

- To expose the students to the fundamentals of Organizational Behaviour (OB) - such as working with people, nature of organizations, communication, leadership and motivation of people.
- To help students develop a conceptual understanding of OB theories
- to enable the students to put the ideas and skills of OB into practice

**Learning Outcomes:**

On completion of this course, students will be able

- to understand the dynamics of individual and organizational behavior and relationships.
- To understand the importance of organizational behavior in managerial functions.

**Unit 1:** ( 12 hours)  
 Introduction to Organizational Behavior : Definition, Evolution of the Concept of OB, Contributions to OB by major behavioral science disciplines, Challenge and Opportunities for OB managers, Models of OB study

**Unit 2:** ( 12 hours)  
 Foundations of Individual Behavior Attitudes and Job Satisfaction, Components of Attitude, Major Job Attitude, Job Satisfaction, Personality and Values, Personality Determinants, MBTI, Big – Five Model, Values, Formation, Types of Values, Perception, Factors influencing perception.

**Unit 3: Motivation and Leadership** (14 hours)  
 Motivation and Leadership Concept of motivation, Definition, Theories of Motivation, Maslow's need Theory, ERG Theory, Theory X and Theory Y, Two Factor Theory, McClelland's Theory, Equity Theory, Vroom's Expectancy Theory. Concept of Leadership, Theories of leadership, Traits of good Leader, Difference between Leader and Manager

**Unit 4: Groups and Teams** ( 10 hours)

Foundations of Group Behaviour, Formation of Group, Group - Classification, Properties, Roles, norms, status, size and cohesiveness, Group decision making, Understanding teams, creating effective teams, Conflict Process, Conflict management communication.

**Unit 5 :**

( 10 hours)

Culture, Definition, Culture's function, need and importance of Cross Cultural management, Stress and its Management.

**Reference Books :**

- 1) Kavita Singh, Organizational Behavior, Vikas Publications
- 2) Robbins, Timothy Judge, SeemaSanghi, Organizational Behavior, Stephen Pearson Prentice Hall, 12 edition
- 3) Fred Luthans, Organizational Behavior, McGraw Hill Inc.
- 4) John Newstrom and Keith Davis, Organizational Behavior, Tata McGraw Hill, 11 edition
- 5) AshwaThapa, Organizational Behavior

**Online Resources:**

[www.algonquincollege.com/ccol/courses/organizational-behaviour/](http://www.algonquincollege.com/ccol/courses/organizational-behaviour/)  
[www.algonquincollege.com/ccol/courses/organizational-behaviour-3](http://www.algonquincollege.com/ccol/courses/organizational-behaviour-3)  
[https://www.imi.edu/delhi/organizational behaviour human resources](https://www.imi.edu/delhi/organizational_behaviour_human_resources)

**MOOCs:**

<https://www.mooc-list.com/tags/organizational-behavior>  
<https://www.openlearning.com/courses/organisational-behaviour-an-overview>  
<https://www.coursera.org/learn/managing-people-iese>

**BBA CBCS 2018****SEM III****303 : Principles of Marketing**

<b>Course Code</b>	303	<b>Course Type</b>	Core Course
<b>Credits</b>	Four.	<b>Examination Pattern</b>	UE + IA: 60:40

**Learning Objectives:**

1.	To enhance students' knowledge as regards to basics of marketing.
2.	To develop practical insights into application of marketing concepts.

**Learning Outcomes:** After studying this course students will be able to -

1.	Understand the need and importance of marketing in the current business scenario.
2.	Analyze the need and importance of market segmentation, targeting and positioning.
3.	Understand the steps involved in developing a marketing plan.
4.	Know the recent trends in marketing.

**Unit 1 :Introduction to Marketing****(12 Hours)**

Marketing - Definition, Evolution, core concepts, Marketing v/s Selling, Role of a Marketing Manager in the current scenario, Marketing Environment – Internal and External Environment.

**Unit 2 : Market segmentation, Targeting & Positioning (STP) (12 Hours)**

Market Segmentation, meaning, its benefits, Bases for segmenting Consumer market and Industrial market, Market Targeting, Product positioning concept.

**Unit 3 : Marketing Research****(12 Hours)**

Nature & Scope, Marketing Research Process, Questionnaire designing & methods of data collection.

**Unit 4 : Marketing Mix (7 P's of Marketing)****(12 Hours)**

**Product** :Concept, Levels of Products – core benefit, basic product, expected product, augmented product and potential product, Product Life Cycle - concept, stages and its influence on marketing mix decisions.

**Price** :Meaning, Pricing objectives, Pricing Strategies - Skimming pricing, Penetration pricing and psychological pricing.

**Place :** Need and importance of distribution, Factors influencing selection of distribution channel, Channels of Distribution – Manufacturer, wholesaler, retailer, carrying and forwarding agents, e-tailer, Channel Conflict – Concept, types of channel conflict.

**Promotion :** Promotion Mix – Elements : Advertising, Sales Promotion, Personal Selling, Publicity, Public Relations, Direct Marketing etc.  
Brief overview of people, process and physical evidence.

### **Unit 5 :Recent Trends in Marketing (12 Hours)**

Digital Marketing – Meaning, Importance, Green Marketing - Meaning, Importance, Use of Information Technology in marketing practices – Virtual marketing, E-buying behavior etc

#### **Reference Books:**

- 1) Dr. Philip Kotler, Marketing Management.
- 2) Ramswamy&Namkumari, Marketing Management, Indian context.
- 3) RajanSaxena, Marketing Management, Tata McGraw Hill Publication.
- 4) Tapan Panda, Marketing Management, Excel Publication.
- 5) William Stantan, Fundamentals of Marketing.

#### **Journals:**

1. Journal of Marketing (American Marketing Association).
2. European Journal of Marketing (Emerald Publishing Limited).

#### **MOOCS:**

- a) <https://swayam.gov.in/courses/147-principals-of-marketing-mgmt>
- b) <https://www.coursera.org/browse/business/marketing>
- c) <https://www.mooc-list.com/tags/marketing>
- d) <https://www.bestmarketingdegrees.org/best-moocs-marketing>

#### **Other Readings:**

Marketing Whitebook 2018.

**BBA CBCS 2018****SEM III****304 : Introduction to Financial Management**

<b>Course Code</b>	304	<b>Course Type</b>	Core Course
<b>Credits</b>	Four.	<b>Examination Pattern</b>	UE + IA: 60:40

**Course Objectives:**

1. To provide a conceptual orientation and application of financial management
2. To provide a basic understanding of financial sources and capital structure.

**Learning Outcomes:**

1. Students will be able to gain basic understanding of financial management.
2. Students will be able to have knowledge of financial sources and capital structure.

**Unit 1 : Introduction to Financial Management****(10 Hours)**

Finance : Definition, Nature and Scope of Finance Functions

Financial Management : Meaning, Scope, Objectives

Profit v/s Wealth Maximization, Organization of Finance Function, Role of finance manager in globalised environment

**Unit 2 : Sources of Long term Finance****(10 Hours)**

Equity shares, Preference shares, Debentures, Public Deposits, Borrowing from banks : Their Meaning, Types, Merits and Demerits

**Unit 3 : Capital Budgeting Decision****(10 Hours)**

Meaning, Importance, Time Value of Money

Techniques of evaluation : Payback period, Accounting rate of return, Net present value, Profitability Index, Internal rate of return

**Unit 4 : Capital Structure****(15 Hours)**

Meaning, Factors to be considered while framing capital structure

Leverage : Operating financial and combined leverage

Cost of Capital : Importance and concept, Measurement of cost of debt, cost of preference share capital, equity share capital, cost of retained earnings and weighted average cost of capital

Dividend Policy : Meaning and factors affecting Dividend Decision

<b>Unit 5 : Management of Working Capital</b> <b>(15 Hours)</b> Meaning, Determinants of working capital, Operating Cycle, Estimation of Working Capital, Source of Financing Working Capital : Reserves and Surplus, Bonus Shares and Retained Earnings
<b>Reference Books :</b> <ol style="list-style-type: none"> <li>1. J. M. Pandey, Financial Management, Vikas Publishing House</li> <li>2. M.Y. Khan &amp; P.K. Jain: Financial Management Text Problem and Cases, Tata McGraw Hill Publshlng Co. Ltd.</li> <li>3. R. P. Rustogi: Financial Management: Theory Concepts and Practices, Taxmann Publication.</li> <li>4. Prasanna Chandra, Financial Management, Tata McGraw Hill Publishing co. Ltd., New Delhi</li> <li>5. R. M. Shrivastava, Pragati Prakashan, Meerut</li> <li>6. Maheshwari S. N., (2009), Financial Management, Principles and Practice, 9th Edition Sultan Chand &amp; Sons.</li> <li>7. I.M. Pandey: Financial Management: Theory and Practices, Vikas Publishing House</li> <li>8. R.A. Brealey, S.C. Myers, F. Allen&amp; P. Mohanty: Principles of Corporate Finance, McGraw Hill Higher Education</li> <li>9. J.V. Horne &amp; J.M. Wachowicz: Fundamentals of Financial Management Prentice Hall</li> </ol>
<b>Online Resources:</b> <ol style="list-style-type: none"> <li>1. Investopedia for basic financial concept</li> <li>2. NSE – BSE Official websites</li> <li>3. Moneycontrol for analytical study</li> </ol>
<b>MOOCs:</b> <ol style="list-style-type: none"> <li>1. Allison</li> <li>2. Swayam</li> </ol>

**BBA - CBCS 2018****SEM III****305 : Entrepreneurship Development**

<b>Course Code</b>	305	<b>Course Type</b>	Core Course
<b>Credits</b>	Four.	<b>Examination Pattern</b>	UE + IA: 60:40

**Course Objectives:** The aim of this course is

- to provide the students with introduction to the process of creating new businesses, role of entrepreneurs, importance of creativity and innovation in entrepreneurial start-ups.
- To understand the management of family-owned companies, context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses.

**Learning Outcomes:**

At the end of the course, the students will have a fair idea about aspects of entrepreneurship development, role of entrepreneurs, and the importance of entrepreneurship in nation building along with the challenges and opportunities.

**Unit-1 Introduction to Entrepreneurship Development**

Concept of Entrepreneurship – Definition – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Role of Entrepreneurs in nation building, Difference between entrepreneur and manager.

**Unit-2 Entrepreneurship, Creativity And Innovation**

Idea Generation, Business idea generation techniques, Identifying Business Opportunities and Evaluation. Stimulating Creativity; Organizational actions that enhance/hinder creativity, Process of Innovation, Sources of Innovation in Business;

**Unit 3: Business Plan**

Meaning and importance of business plan, Preparation of Business Plan, Feasibility study – Marketing, Finance, Technology & Legal Formalities.

**Unit 4:**

**Financing entrepreneurial ventures**

Sources of entrepreneurial finance, Entrepreneurial Development – Agencies – Commercial Banks – District Industries Centre – National Small Industries Corporation – Small Industries Development Organization – Small Industries Service Institute. All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI.

### **Unit 5: Emerging Forms**

Forms of ownership – Sole proprietorship; partnership; limited liability partnership, corporation; advantages/disadvantages. Franchising; advantages /disadvantages of franchising; types of franchise arrangements. Start ups, support of government for startups, case studies of popular startups.

Family Businesses – concept, structure and types. Women entrepreneurs – challenges and growth.

### **Reference Books :**

1. Khanka S. S. – Entrepreneurship Development, S. Chand.
2. Burns, P. (2001). Entrepreneurship and small business. New Jersey:Palgrave.
3. Gersick, K. E., Davis, J. A., Hampton, M. M., &Lansberg, I. (1997). Generation to generation: Life cycles of the family business. Boston: Harvard Business School Press.
4. Holt, D. H. (2004). Entrepreneurship new venture creation. New Delhi: Prentice Hall of India.
5. Kaplan, J. (2004). Patterns of entrepreneurship. Wiley.
6. Khandwalla, P. (2003). Corporate creativity. New Delhi: Tata Mc.Graw Hill.
7. Mullins, J. (2004). New business road test. New Delhi: Prentice Hall.
8. Prahalad, C. K. (2006). Fortune at the bottom of the pyramid ,eradicating poverty through profits. Wharton school Publishing.
9. Stevenson, H. (Ed.). (2007). Perspective on entrepreneurship. Boston:Harvard Business Press.

### **Online Resources:**

<https://www.entrepreneur.com/>

<https://www.toppr.com/guides/business-studies/entrepreneurship-development/>

<https://www.entrepreneur.com/article/238908>

<https://www.Youtube.com/>

<https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business>

<http://dst.gov.in/scientific-programme/t-d-tdb.htm>



**MOOCs:**

<https://startupindia.upgrad.com/> - Startup India Learning Programme  
Swayam

## BBA - CBCS 2018

## SEM III

**306 : Community Work-III (Open Course)**

<b>Course Code</b>	306	<b>Course Type</b>	GE
<b>Credits</b>	Three	<b>Examination Pattern</b>	CCA

**Course Objectives:**

This course aims to expose the students to the societal issues and help them participate in the community service through trips/events organized at institute, state level etc and also to Volunteer at events like fundraising activities, fairs, festivals, slums, non profit organization etc

- (I) To expose the students towards social reality and role of community development for social upliftment and well being
- (II) To involve students in community work through active involvement and participation

**Learning Outcomes:**

Students will be able to know the community needs and understand their role towards community development

**Unit 1: Community work through Education**

Teaching at Schools, Teaching at Orphanages, Teaching to poor children ,study the role of government in the education sector ,study the NGOs particularly working in education sector.

**Unit 2:Community Work for Slums**

Learn the government facilities ,NGOs which are working for the slums and try to connect any NGO.

**UNIT 3: Community Work for Environment**

Role of Govt.and NGOs which are working to save the environment, Initiatives like Clean your city drive, Cycle day, Awareness of Dry and wet waste classification, Tree Plantation Drive, Environemnt awareness activities etc.

**COMMUNITY HOURS:**

Participate in community service trips/events organized at institute, state level etc , Volunteer at events like fundraising activities, fairs, festivals, slums, non profit organization etc , Submit a report on a particular type of community involvement undertaken.

**Reference Books :**

1. An Introduction to Community Development, Rhonda Phillips, Robert Pittman – 2014
2. Community Development in Asia and The Pacific, Manohar S. Pawar, 2009,

**Online Resources:**

<https://community-wealth.org/sites/clone.community-wealth.org/files/downloads/tool-enterprise-directory.pdf>  
<https://www.ahaprocess.com/solutions/community/events-resources/free-resources/>

**MOOCs:**

<https://alison.com/course/diploma-in-community-development>

## BBA - CBCS 2018

## SEM III

**306 : Start-Up Management (Open Course)**

<b>Course Code</b>	306	<b>Course Type</b>	GE
<b>Credits</b>	Three	<b>Examination Pattern</b>	CCA

**Course Objectives:**

The objectives of the course is

- To Introduce to the students the idea of start ups and their role in the society and nation
- To impart knowledge about the organization and management of start ups

**Learning outcomes:**

Students will be able to understand the role of start ups and case studies of well known start ups in India.

**Unit I: (06 Hrs)**

Meaning of Start ups, Formation of a start up, idea generation for start ups, scaling up process.

**Unit II: (12 hrs)**

Managing a startup, Customer Development, Market Sizing, Lean Startups, Support by government for startups,

**Unit III: (12 hrs)**

Case Studies on well known startups

**Reference Books :**

- 1) Khanka S. S. – Entrepreneurship Development, S. Chand.
- 2) Burns, P. (2001). Entrepreneurship and small business. New Jersey:Palgrave.
- 3) Mullins, J. (2004). New business road test. New Delhi: Prentice Hall..

**Online Resources:**

<https://www.entrepreneur.com/>

<https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business>

<b>MOOCs:</b>
<a href="https://startupindia.upgrad.com/">https://startupindia.upgrad.com/</a> - Startup India Learning Programme
Swayam

## BBA - CBCS 2018

## SEM III

**306 : Agro Tourism (Open Course)**

<b>Course Code</b>	306	<b>Course Type</b>	GE
<b>Credits</b>	Three	<b>Examination Pattern</b>	CCA

**Course Objectives:**

The objectives of the course is to familiarize students with principles and relationship between tourism and agricultural activities.

**Learning outcomes:**

Students will be able to obtain and diversify knowledge from tourism, rural tourism and their specific form agri-tourism.

**Unit I:****08 Hr.**

Introduction, importance, scope, forms of agro-tourism, advantages and implementations, sustainability component, difficulties involved.

**Unit II:****08 Hr.**

Govt. policies and legislations in respect of tourism and agro-tourism and environment protection laws. Requirements for Agro-tourism Farm, forest, garden, fish tank/ponds, residential huts, etc. Introduction to Indian culture through agro tourism.

**Unit III:****14 Hr.**

Profiling the tourist for: age, sex, life cycle, education, employment, income, satisfaction and expectations, values, purpose of visit, accommodation, duration of stay, preferences and perceptions regarding area management, environmental concerns, involvement and responsibility, motivations, etc.

**Reference Books :**

1. Talwar, Prakash. Travel and Tourism Management. Gyan Books Pvt., Ltd., Main Ansari Road, Darya Ganj, New Delhi- 110 002.
2. Bagri, S. C. Trends in Tourism Promotion 2003. International Books Distributors, 9/3, Rajpur Road, Dehradun-248 001 Uttarakhand (India).

**Online Resources:**<http://www.agritourism.in><http://www.ecoindia.com>**MOOCs:**<https://www.mooc-list.com/tags/tourism><https://www.coursera.org/><https://swayam.gov.in/><https://alison.com/courses?query=agriculture+tourism>

**BBA CBCS 2018****SEM IV****401 : Enhancing Personal & Professional Skills**

<b>Course Code</b>	401	<b>Course Type</b>	SEC
<b>Credits</b>	Four. ( Theory – 3, Lab – 2)	<b>Examination Pattern</b>	CCA

**Course Objectives:**

Students will be able

- To understand the importance of soft skills and personality development
- to learn how to build personality
- To stress upon the importance of time management
- 

**Learning Outcomes:**

Students will be able

- to identify their strengths and weaknesses and be motivated to work upon them
- to Speak with clarity and confidence, thereby enhancing their employability skills.
- Identify his/her creative self, and express effectively the same

**Unit 1: Introduction to Soft Skills****( 12 hours)**

Skills to Master : Meaning and importance of soft skills, Types of soft skills, Social skills, thinking skills, exhibiting and identifying soft skills, improving soft skills.

Self Discovery: SWOT Analysis, JOHARI WINDOW, Developing positive attitude, Examples of positive attitudes, positive attitude and its results, Examples of negative attitudes , Negative attitude and its results.

*Exercise: Top 60 soft skills, Measure your soft skills.*

**Unit 2: Art of Speaking( The Voice) :****( 14 hours)**

Importance of voice clarity, Art of public speaking, Modulation, Intonation, Inflection, How to Overcome stage fear. Importance and benefits of public speaking. telephone speaking skills.

*Exercise: Extensive exercise to be performed in class room speaking with necessary inputs on grooming, voice modulation eye-contact and consistency.*



**Unit3: Etiquette and Mannerism:****( 12 hours)**

Introduction: Manners and etiquette, practicing good manners, Professional manners: Social skills, interacting with people. Politeness and amicability, sportiveness, valuing time, respectfulness, Mobile manners, Table etiquettes.

Professional etiquettes: Etiquettes at meeting, dining.

Technology Etiquettes: Phone, Email, Social media, Video conferencing, Web interviews.

Business Correspondence: Writing business letters, Memos, placing orders, Invoice, quotations. Exercise: Writing letters.

*Exercise :Analytical questions on etiquettes.*

**Unit 4: Stress and Time Management:****( 10 hours)**

Stress Management: Identify the stress source, signs of stress, behavior identified

Time Management: The 80:20 rule. Take a good look at the people around you.

Sense of time management, Three secrets of time management,

Effective scheduling : Grouping of activities, Five steps to successful time management. Overcoming procrastination and time management tips for students.

*Exercise:* Test your time management skills.

**Unit 5: Team Building and Team work:****( 12 hours)**

Introduction: Aspects of team building- skills needed for teamwork –A model of team building. Team Vs. Group. Characteristics of effective team. Role of team leader, Inter group collaboration, factors shaping inter-group collaboration.

*Exercise:* Test your teamwork skills.

**Reference Books :**

1. Dr. K . Alex: Soft skills, S. Chand
2. Gajendrasingh Chauhan, Sangeeta Sharma ,Soft Skills , Wiley.
3. Covey Steven, Seven Habit of Highly Effective Teens , New York, Fireside Publishers, 1998.
4. Carnegie Dale, How to win Friends and Influence People, New York: Simon & Schuster, 1998.
5. Thomas A Harris, I am ok, You are ok, New York - Harper and Row, 1972
6. Daniel Coleman, Emotional Intelligence , Bantam Book, 2006
7. Jack Canfield , The Success Principles.
8. De. Bono E. "Lateral Thinking".
9. Kelley T, Kelley D. "Creative confidence Unleashing the creative potential within all of us."

**Website for Online courses:**

[https://www.bvrit.ac.in/Freshman\\_Lab\\_Manuals/Professional%20Skills%20&%20Personality%20Development%20Lab/Professional%20Skills%20and%20Personality%20Development\(PSPD\).pdf](https://www.bvrit.ac.in/Freshman_Lab_Manuals/Professional%20Skills%20&%20Personality%20Development%20Lab/Professional%20Skills%20and%20Personality%20Development(PSPD).pdf)

<https://www.learningtree.com/courses/297/personal-skills-training-for-professional-excellence/>

**MOOCs:**

[https://onlinecourses.nptel.ac.in/noc17\\_hs11/preview](https://onlinecourses.nptel.ac.in/noc17_hs11/preview)

<https://www.coursera.org/specializations/wharton-success>

<https://alison.com/courses/personal-development>

<https://www.learningtree.com/courses/297/personal-skills-training-for-professional-excellence/>

**BBA CBCS 2018                      SEM IV**  
**402: Human Resource Management**

<b>Course Code</b>	402	<b>Course Type</b>	Core Course
<b>Credits</b>	Four.	<b>Examination Pattern</b>	UE + IA: 60:40

**Course Objectives:**

- To help students understand the basic elements of Human Resource Management
- To facilitate the students to acquire the specific knowledge and skills associated with human resource management in organizations.

**Learning Outcomes:**

The course will prepare the students to understand and perform the essential functions of human resource management in organizations.

**Unit 1:** ( 12 hours)

**Human Resource Management (HRM) :** Definition, Nature, Scope, Functions and Objectives of HRM, Organization and functions of HR Department. Changing environment of HRM – globalization, cultural environment, technological advances. HRM issues in Indian organization, Strategic HRM – case of TATA.

**Unit 2:** ( 12 hours)

**Human Resource Planning (HRP) :** Importance and benefits of HRP, Steps in Human resource planning process, Factors affecting HRP, Job analysis, job description and job specification, Job Analysis – importance and methods, Job Design – meaning, steps and benefits, Factors Affecting Job Design.

**Unit 3:** ( 12 hours)

**Recruitment and Selection: Recruitment -** meaning, Recruitment Process, Sources of Recruitment, Outsourcing, Selection Process – meaning and steps, Tests, Interviews, assessment centres, Placement of personnel.

**Unit 4:** ( 10 hours)

**Induction and Training :** meaning, objective and purpose of induction, Training – need for training, benefits of training, identification of training needs, Methods of training.

**Unit 5:** ( 14 hours)

**Performance Appraisal:** Performance Appraisal – meaning, definition, objectives, methods and limitations of performance appraisal, Job Evaluation – concept, objectives and procedures of job evaluation.

**Reference Books :**

- 1) V. S. P. Rao, Human Resource Management
- 2) Dwivedi R. S., Managing Human Resources and Personnel Management in India Enterprises, Galgotia Publishing Company
- 3) Clarke Liz, The Essence of Change, Prentice Hall of India Pvt. Ltd., 1997
- 4) Dessler G., Human Resource Management, Pearson Education Pvt. Ltd.
- 5) Stephen Robbins, The Management of Human Resource Management

**Online Resources:**

<https://www.coursera.org/specializations/human-resource-management>  
<https://www.humanresourcesedu.org/what-is-human-resources>  
<https://fiuonline.fiu.edu/.../online.../master-of-science-in-human-resources-manageme>  
<https://www.slideshare.net/Farrah1978/job-analysis-job-design-job-specification>

**MOOCs:**

<https://www.class-central.com › Coursera>.  
<https://www.coursera.org/specializations/human-resource-management>  
<https://www.my-mooc.com/.../mooc/managing-human-resources-hospitality-hkpolyux>.

**BBA CBCS 2018****SEM IV****403: International Business**

<b>Course Code</b>	403	<b>Course Type</b>	Core Course
<b>Credits</b>	Four.	<b>Examination Pattern</b>	UE + IA: 60:40

**Course Objectives:**

- To acquaint the student with emerging issues in international business
- To study the impact of international environment on foreign market operations of a firm

**Learning Outcomes:**

- Students will be able to understand and apply the concepts of international business to current global development issues.

**Unit 1 : International Business Environment**

- Nature, Definition of International Business
- Theories of International Trade / Mercantilism - Ricard's Theory / Smith Theory, Heckscher-Ohlin Theory / Porters Model
- Role of culture in business environment

**Unit 2 : Foreign Trade:**

- Balance of Trade
- Balance of Payments

**Unit 3 : Foreign Exchange Market**

- Meaning of Exchange rate
- Determination of Exchange rate – Fixed, Flexible and Managed

**Unit 4 : International Financial Institutions**

- International Monetary Fund (IMF) – Objectives and functions.
- World Bank – Objective and Functions

**Unit 5 : India's Foreign Trade**

- Composition and direction of India's Foreign Trade
- Current Foreign Trade Policy of India.

**Reference Books :**

- 1) Miltiades Chacholiades, International Economics, McGraw Hill Publishing Co., New York, 1990
- 2) W. Charles Sawyer and Richard L. Sprinkle, International Economics, Prentice Hall of India Pvt. Ltd.
- 3) M. L. Jhingan, International Economics, Vrinda Publications, Delhi,
- 4) Charles Hill, Arun Kumar Jain, International Business, Competing in the Global Market Place, Tata McGraw Hill, New Delhi, 2008

**Online Resources:**

<https://internationalaffairsresources.com/intlbus.html>

<https://www.bestcolleges.com/resources/international-business/>

**MOOCs:**

<https://www.mooc-list.com/course/international-business-i-coursera>

<p style="text-align: center;"><b>BBA CBCS 2018                      SEM IV</b></p> <p style="text-align: center;"><b>404: Basics of Business Research</b></p>			
<b>Course Code</b>	404	<b>Course Type</b>	Core Course
<b>Credits</b>	Four.	<b>Examination Pattern</b>	UE + IA: 60:40
<p><b>Course Objectives:</b></p> <ul style="list-style-type: none"> <li>• To give the learner an understanding of the basic techniques and tools of business research.</li> <li>• To provide an exposure to the learners about business research which they are expected to possess when they enter the industry as practitioners.</li> </ul>			
<p><b>Learning Outcomes:</b> Learner will be able to understand and apply the steps involved in a research project. Students will be able to know the skill of writing a research report.</p>			
<p><b>Unit I: Introduction to Business Research (12hours)</b></p> <p>Nature and Scope of Research, Definition, objectives and types of business research, Role of Research in decision making. Steps of the Research process, Steps in Problem Formulation, writing the research proposal – objectives, hypothesis, methodology, time frame.</p>			
<p><b>Unit II: Research designs (12hours)</b></p> <p>Research Design: importance and types - Exploratory, Descriptive, Causal. Sampling – need and importance of sampling, Sampling techniques, representative sample,</p>			
<p><b>Unit III: Data Sources (12hours)</b></p> <p>Secondary Data - Advantages &amp; Disadvantages, Criteria for evaluating secondary sources, Primary Data Collection: Comparison of different methods of collecting primary data, Observation, interviews – personal and telephone, questionnaire – self administered, mail, email, Qualitative Research Tools: in-Depth Interviews, focus groups and projective techniques; Surveys.</p>			

Measurement: Scales of Measurement -Nominal, Ordinal, Interval and Ratio.  
Questionnaire – form & design.

**Unit IV: Data Analysis (12hours)**

Data Analysis – Basic data analysis - frequency distribution, Diagrammatic and Graphic representation, concept of univariate, bivariate and multivariate analysis.

**Unit V: Report Writing (12 hours)**

Types of reports, steps in Writing Reports , Format of a good report, Precautions in report writing.

**Reference Books :**

1. Cooper & Schindler: Business Research Methods McGraw-Hill Education,
2. Aaker, Kumar, Day - Marketing Research. Wiley.
3. Gupta Kirti, Research Methodology - Tools and Techniques, Nirali Prakashan.

**Online Resources:**

[https://edisciplinas.usp.br/pluginfile.php/2317618/mod\\_resource/content/1/BLOC O%20 Research%20Methods%20The%20Basics.pdf](https://edisciplinas.usp.br/pluginfile.php/2317618/mod_resource/content/1/BLOC%20Research%20Methods%20The%20Basics.pdf)

[http://www.sociology.kpi.ua/wp-content/uploads/2014/06/Ranjit\\_Kumar-Research\\_Methodology\\_A\\_Step-by-Step\\_G.pdf](http://www.sociology.kpi.ua/wp-content/uploads/2014/06/Ranjit_Kumar-Research_Methodology_A_Step-by-Step_G.pdf)

[http://edutechwiki.unige.ch/en/Research\\_methodology\\_resources](http://edutechwiki.unige.ch/en/Research_methodology_resources)

<http://rmit.libguides.com/researchmethods>

<https://study.com/academy/lesson/research-methodology-approaches-techniques-quiz.html>

**MOOCs:**

<https://www.coursera.org/learn/research-methods>

<https://www.class-central.com/tag/research%20methods>

<https://www.openlearning.com/accounts/login/?force=1&redirectTo=/courses/enrol/?activationCode=&course=courses/introduction-to-research-methodology&inviteData=&cohortName=&redirected=True&enrol=1>



**BBA CBCS 2018****SEM IV****405: Business Laws**

<b>Course Code</b>	405	<b>Course Type</b>	AECC
<b>Credits</b>	Four.	<b>Examination Pattern</b>	UE + IA: 60:40

**Course Objectives:**

To educate the students about the different laws related to business

**Learning Outcomes:**

Student will be able to understand the importance and relevance of the various laws related to business

**Unit I:**

The Indian Contract Act 1872: Meaning and Essentials of contract; Kinds of contract-Based on: validity, formation & performance, law relating to offer and acceptance, consideration, competency to contract, free consent, Void agreements, performance of contracts, discharge of contracts, breach of contracts and quasi contract, Special contracts: contract of indemnity and guarantee, bailment and pledge, and agency.

**Unit II:**

Sale of Goods Act 1930: Sale and agreement to sell, implied conditions and warranties,

sale by non-owners, rights of unpaid seller.

Negotiable Instruments Act 1881:

Meaning of negotiable instruments, type of negotiable instruments, promissory note, bill of exchange, cheque.

**Unit III:**

The Companies Act 2013:

Meaning and types, Incorporation, Memorandum & Articles of association, Prospectus, Issue of shares and bonus shares, rights issue, sweat equity, role of directors, share qualification, company meetings.

The Limited Liability Partnership Act 2008:

Meaning and nature of limited partnership, formation, partners & their

relations, extent and limitation of liability.

#### **Unit IV:**

Consumer Protection Act 1986:

Objectives and machinery for consumer protection, defects and deficiency removal, rights of consumers.

#### **Unit V:**

The Right to Information Act 2005:

Salient features and coverage of the act, definition of terms information, right, record, public authority; obligations of public authorities, requesting information and functions of PIO.

#### **Reference Books :**

1. M.C.Kucchal: Business Law/Mercantile Law, VikasPublishing.House (P) Ltd.
2. M.C.Kucchal,&VivekKucchal: Business Legislation for Management, Vikas Publishing House (P) Ltd.
3. Dr. G. K. Kapoor & Sanjay Dhamija: Company Law and Practice-A comprehensive textbook on Companies Act 2013, latest edition, Taxmann.
4. Avtar Singh: Principle of Mercantile Law, Eastern Book Company Gulshan Kapoor: Business Law, New Age International Pvt Ltd Publishers
6. Maheshwari&Maheshwari: Principle of Mercantile Law, National Publishing Trust
7. Rohini Aggarwal: Mercantile & Commercial Law, Taxmann.

#### **Online Resources:**

<https://www.khanacademy.org/>

#### **MOOCs:**

<https://alison.com/en>

## Generic Electives / Interdisciplinary

**BBA CBCS 2018**

**SEM IV**

### 406: Community Work-IV

<b>Course Code</b>	406	<b>Course Type</b>	<b>GE - Generic Elective / Interdisciplinary</b>
<b>Credits</b>	Three	<b>Examination Pattern</b>	CCA : 50 marks

#### **Course Objectives:**

This course aims to expose the students to social issues and help them Participate in community service through trips/events organized at institute, state level etc and also to Volunteer at events like fundraising activities, fairs, festivals, slums, nonprofit organization etc

- (I) To expose the students towards social reality and role of community development for social upliftment and well being
- (II) To involve students in community work through active involvement and participation

#### **Learning Outcomes:**

Students will be able to know the community needs and understand their role to contribute meaningfully towards community development

#### **Unit 1:**

**(8 hrs)**

Community work in Food and Nutrition related social concerns ,role of government and NGOs in India

#### **Unit 2:**

**(12 hrs)**

Community work for old age people and its related social concerns, role of government and NGOs in India

#### **UNIT 3:**

**(10 hrs)**

Community work for woman empowerment ,its related social concerns ,role of Govt. and NGOs in in India

**COMMUNITY HOURS:**

Participate in community service trips/events organized at institute, state level etc , Volunteer at events like fundraising activities, fairs, festivals, slums, non profit organization etc , Submit a report on a particular type of community involvement undertaken

**Reference Books :**

- a. An Introduction to Community Development, Rhonda Phillips, Robert Pittman – 2014
- b. Community Development in Asia and The Pacific, Manohar S. Pawar, 2009,

**Online Resources:**

<https://community-wealth.org/sites/clone.community-wealth.org/files/downloads/tool-enterprise-directory.pdf>

<https://www.ahaprocess.com/solutions/community/events-resources/free-resources/>

**MOOCs:**

<https://alison.com/course/diploma-in-community-development>

**BBA CBCS 2018****SEM IV****406: Basics of Taxation**

<b>Course Code</b>	406	<b>Course Type</b>	<b>GE - Generic Elective / Interdisciplinary</b>
<b>Credits</b>	Three	<b>Examination Pattern</b>	CCA : 50 marks

**Course Objectives:**

1. To provide a basic knowledge about direct tax system in India
2. To provide a basic knowledge about indirect tax system in India.
3. To upgrade with the latest amendments in taxation policy of India..

**Learning Outcomes:**

1. Students will be able to have a basic knowledge about direct tax system in India
2. Students will be able to have a basic knowledge about indirect tax system in India.
3. Students will be upgraded and upskilled with the latest amendments in taxation policy of India..

**Unit 1: Introduction (5 Lectures)**

Basic concepts: Income, agricultural income, person, assessee, assessment year, previous year, gross total income, total income, maximum marginal rate of tax; Permanent Account Number (PAN) Residential status; Scope of total income on the basis of residential status Exempted income under section 10

**Unit 2: Direct and Indirect Tax (10 Lectures)**

Income from Salaries; Income from house property, Profits and gains of business or profession; Capital gains; Income from other sources, Deductions from gross total income; Rebates and reliefs Computation of total income of individuals and firms; Tax liability of an individual  
Indirect taxes.

**Unit 3: Overview of GST. (5 Lectures)**

Overview Of GST: Introduction to GST-Key Concepts – Taxes under GST – Central GST – State GST – Union Territory GST – Integrated GST - Cess

**Reference Books :**

1. Shukla and Grewal: Advanced Accounts. (S. Chand & Co. Ltd. New Delhi)
2. Jain and Narang: Advanced Accounts.(Kalyani Publishers, Ludhiana)
3. Sr. K. Paul: Accountancy, Volume-I and II.(New Central Book Agency, Kolkata)
4. R. K. Lele and Jawaharlal: Accounting Theory (Himalaya Publishers)
5. Dr. L. S. Porwal: Accounting Theory (Tata McGraw Hill).
6. Robert Anthony, D.F.Hawkins& K.A. Merchant: Accounting Text & Cases (Tata McGrawHill)

**Online Resources:**

1. <https://incometaxindiaefiling.gov.in/>
2. <https://www.taxmann.com/#>
3. <http://www.gstcouncil.gov.in/>

**MOOCs:**

Alison  
Swayam

**BBA CBCS 2018****SEM IV****406: YOGA - I**

<b>Course Code</b>	406	<b>Course Type</b>	<b>GE - Generic Elective / Interdisciplinary</b>
<b>Credits</b>	Three	<b>Examination Pattern</b>	CCA : 50 marks

**Course Objectives:**

To introduce the practice of yoga and its benefits to students

To impart practices of basic yogic kriyas

**Learning Outcomes:**

Students will be able to understand the advantages of Yoga and practice basic yog kriyas

**UNIT-I**

- i) Origin of Yoga & its brief development.
- ii) Meaning of Yoga & its importance
- iii) Yoga as a Science of Art (Yoga Philosophy).
- iv) Meaning of meditation and its types and principles.

**UNIT- II**

- i) Classification of Yoga/Types of Yoga
- ii) Hatha Yoga , Raja Yoga, Laya Yoga, Bhakti Yoga, Gyan Yoga, Karma Yoga.
- iii) Asthang Yoga.

**UNIT -III**

- i) Principles of Yogic Practices.
- ii) Meaning of Asana, its types and principles.
- iii) Meaning of Pranayama, its types and principles.
- iv) Meaning of Kriya its types and principles.
- v) Yogic therapies and modern concept of Yoga
- vi) Naturopathy, Hydrotherapy, Electrotherapy, Messotherapy, Acupressure, acupuncture.

**Reference Books :**

1. Yoga – Asanas, Pranayam, Mudras, Kriya, Vivekananda Ashram
2. Yoga – Sivanand Yog Vedanta Center

**Online Resources:**

<https://www.yogatoday.com/>

<https://www.youtube.com/user/yogatoday>

<https://m.youtube.com/user/yogawithadriene/playlists>

**MOOCs:**

Swayam





# **BHARATI VIDYAPEETH**

**(DEEMED TO BE UNIVERSITY)**

**‘A’ Grade University Status by Ministry of HRD, Govt. of India**

**Re-Accredited by NAAC with ‘A’ Grade**

**FACULTY OF MANAGEMENT STUDIES**

**BACHELOR OF BUSINESS ADMINISTRATION**

**Choice Based Credit System  
(BBA – 2018- 21) (CBCS)**

## **SYLLABUS**

**Course Structure**

**Applicable with effect from 2018-19**

**Bharati Vidyapeeth**  
**[ Deemed to be University], Pune**  
**Faculty of Management Studies**  
**Bachelor of Business Administration Programme (BBA)**  
**Course Structure & Syllabus**  
**( w.e.f. year 2018-2021)**

**BBA Program Structure 2018-21.**  
**(As per UGC guidelines – template for BBA – 136 credits)**

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**BBA – Sem I and Sem II w.e.f 2018-19**

<b>Semester I</b>					<b>Semester II</b>				
<b>Code</b>		<b>Course Title</b>	<b>C re di t</b>	<b>Examin ation Pattern</b>	<b>Code</b>		<b>Course Title</b>	<b>C re di t</b>	<b>Examinati on Pattern</b>
101	<b>AECC</b>	Business English - Communication.	4	UE & IA	201	<b>AECC</b>	Environmental Science	2	CCA
102	<b>C</b>	Business Organization & Systems	4	UE & IA	202	<b>C</b>	Principles of Management	4	UE & IA
103	<b>C</b>	Micro Economics	4	UE & IA	203	<b>C</b>	Macro Economics	4	UE & IA
104	<b>C</b>	Business Accounting.	4	UE & IA	204	<b>C</b>	Management Accounting	4	UE & IA
105	<b>C</b>	Foundations of Mathematics and Statistics	4	UE & IA	205	<b>C</b>	Business Statistics	4	UE & IA
106	<b>GE</b>	Community Work – I	2	CCA	206	<b>GE</b>	Community Work – II Swachha Bharat Abhiyan	2	CCA
		Career & Life Skills					Smart Cities		
		Waste management					Sectoral Analysis		
		Total Credits →	22					20	

**Courses Types**

- AECC / SEC – Ability Enhancement Compulsory Course / Skill Enhancement Course ( Lab / Practical / Demo etc )
- C - Core Course - Compulsory for BBA Discipline
- GE - Generic Elective – Open Elective / Interdisciplinary
- DSE - Discipline Specific Elective

**Exam Evaluation Pattern**

- CCA – Comprehensive Continuous Assessment
- UE – University Evaluation
- IA – Internal Assessment

**BBA Program Structure 2018-21.****(as per UGC guidelines – template for BBA – 136 credits)****BBA – Sem III and Sem IV w.e.f 2018-21**

Semester III				Semester IV					
Code		Course Title	Credit	Examination Pattern	Code		Course Title	Credit	Examination Pattern
301	SEC	Computer Applications for Business(Theory - 3 & Lab -2)	4	CCA	401	SEC	Enhancing Personal & Professional Skills (Theory - 3 & Lab -2)	4	CCA
302	C	Organizational Behavior.	4	UE & IA	402	C	Human Resource Management	4	UE & IA
303	C	Principles of Marketing.	4	UE & IA	403	C	International Business	4	
304	C	Introduction to Financial Management	4	UE & IA	404	C	Business Research	4	UE & IA
305	C	Entrepreneurship Development	4	UE & IA	405	C	Business Laws.	4	UE & IA
306	GE	Community Work	3	CCA	406	GE	Community Work	3	CCA
		Start-up Management					Basics of Taxation		
		Agro Tourism					Yoga - I		
		Total Credits→	23					23	

**Courses Types**

- AECC/SEC – Ability Enhancement Compulsory Course / Skill Enhancement Course ( Lab / Practical / Demo etc )
- C - Core Course - Compulsory for BBA Discipline
- GE - Generic Elective – Open Elective / Interdisciplinary
- DSE - Discipline Specific Elective

**Exam Evaluation Pattern**

- CCA – Comprehensive Continuous Assessment
- UE – University Evaluation
- IA – Internal Assessment

**BBA Program Structure 2018-21.****(as per UGC guidelines – template for BBA – 136 credits)****BBA – Sem V and Sem VI w.e.f 2018-21**

Semester V				Semester VI					
Code		Course Title	Credit	Examination Pattern	Code		Course Title	Credit	Examination Pattern
501	SEC	Summer Internship Report & Viva	6	CCA	601	SEC	Industrial Exposure. (Mini Project)	5	CCA
502	C	Services Management	4	UE & IA	602	C	Introduction to Strategic Management	4	UE & IA
503	DSE	Elective Paper – I	4	UE & IA	603	DSE	Elective Paper – III.	4	UE & IA
504	DSE	Elective Paper – II	4	UE & IA	604	DSE	Elective Paper – IV	4	UE & IA
505	C	Introduction to Operations Research	4	UE & IA	605		Disaster Management	4	CCA
506	GE	Social Media Management	2	CCA	606	GE	Business Ethics	3	CCA
		Road Safety & Management					Basics of Hospitality Management		
		Event Management					Yoga - II		
		Total Credits →	24					24	

**Courses Types**

- AECC/SEC – Ability Enhancement Compulsory Course / Skill Enhancement Course ( Lab / Practical / Demo etc )
- C - Core Course - Compulsory for BBA Discipline
- GE - Generic Elective – Open Elective / Interdisciplinary
- DSE - Discipline Specific Elective

**Exam Evaluation Pattern**

- CCA – Comprehensive Continuous Assessment

- UE – University Evaluation
- IA – Internal Assessment

### **Program Objectives :**

The Bachelor of Business Administration (BBA) degree program has the following objective:

- To provide students with an in-depth knowledge of Management and Business concepts
- To provide students with a firm foundation in both theoretical and practical concepts and applications to meet the various needs of business organizations at a global level
- To prepare students for the responsibilities and career opportunities with corporations and as entrepreneurs.

**BBA- Sem -V (CBCS 2018)****501: Summer Internship – Report & Viva**

<b>Course Code</b>	501	<b>Course Type</b>	SEC
<b>Credits</b>	Six	<b>Examination Pattern</b>	UE + IA: 60:40

**Course Objectives:**

1. Assist the student's development of employer-valued skills such as teamwork, communications and attention to detail.
2. Expose the student to the environment and expectations of performance in private/public companies or government entities.
3. Enhance and/or expand the student's knowledge of a particular area(s).
4. Expose the student to professional role models or mentors who will provide the student with support in the early stages of the internship and provide an example of the behaviors expected in the intern's workplace.

**Learning Outcomes:**

The internship helps in connecting organizations with student. This access results in opportunities to consult with real-world companies on real-world challenges, building relationships that can result in lasting connections with successful organizations that students continue to benefit from after graduation.

**Details:**

At the end of Semester IV a student shall be required to prepare a project in any one of the functional areas of business i.e.

- Marketing Management
- Human Resource Management
- Financial Management.
- International Business Management
- Banking and Insurance Management
- Hospitality Management
- Financial Market

The Summer Training should be conducted in an organization under the guidance of a faculty member . The duration will be for 50 days. The report is to be prepared and submitted to the institute during the semester V.

Reference Books : Follow the Monograph and conduct in coordination with Corporate Resource Center of the Institute

**BBA- Sem -V (CBCS 2018)****502: MANAGEMENT OF SERVICES**

<b>Course Code</b>	502	<b>Course Type</b>	Core Course
<b>Credits</b>	Four.	<b>Examination Pattern</b>	UE + IA: 60:40

**Learning objectives:**

- To provide in-depth insight in managing and delivering of quality services
- To create awareness about the services sector, the challenges and opportunities therein.
- To understand the need and importance of people , process and physical evidence in services marketing mix.

**Learning outcomes**

After studying this course students would be able to

- Understand the challenges and opportunities involved in services sector.
- Understand the aspects of developing new services, promoting the services and making it available in a convenient manner.

**Unit 1: Introduction to Services and Service sector**

Meaning of Services, Differences between goods and services, Characteristics of Services , Classification of Services, Growth of Service Sector in India, Factors responsible for growth of service sector in India.

**Unit 2: Marketing of Services :**

7Ps in Service Marketing –

Service Product – service life cycle,

Pricing the Service- factors involved in pricing the services,

Service Location (Place) and Channels of Services,

Promotion and Communication of Services – promotion mix,

People in Services – role of service employees, training of service employees,

Process in Services – service as a process,

Physical Evidence in Services.

**Unit 3: Quality of Services:**

Meaning of service quality, Importance of service quality, quality issues in services. Role of information technology in improving service quality.

**Unit 4: Management Demand and Supply of Services**

Patterns and determinants of demand, strategies for managing demand, service capacity management.

**Unit 5: Introduction To Management Of Different Service Sectors**

Banking Services: - Concept – Scope and Importance, Human Resource Management in banking services,



Hotel Services: - Concept, Scope and Importance, Profile of Services, H. R.M and Customer Care, Management of Hotel Services in India.

Management of Insurance Services : Concept, Scope and Importance

Management of Transport Services : Concept, Scope and Importance, – Passenger transport and Goods transport – Road, Rail and Water Transport. Challenges faced.

Management of Consultancy Services: Concept, Scope and Importance. Types of Consultancy Services – Legal, Technical, Financial, Medical and Managerial.

Management of other Services : Tourism, Entertainment, Education and Telecommunication: Introduction, Formulation of Marketing mix of these Services.

### **Reference Books:**

- 1) Service Management & Marketing – Christian Gronroos – Wiley India Edition
- 2) Services Marketing – Text & Cases : Vinnie Jauhari , Kirti Dutta 2<sup>nd</sup> Edition – Oxford University Press
- 3) Services Marketing – S.M. Jha Himalaya Publishing House
- 4) Services Marketing - Dr. Shahjahan
- 5) Services Marketing – K. Ram Mohan Rao
- 6) Services Marketing - Valarie A, Zeithaml & Mary Joe Bitner, Tata McGraw Hill Publications.

### **Journals**

1. Journal of Service Management- Emerald Insights
2. European Journal of Service Management

### **Online reference**

<https://www.khanacademy.org>

[http://www.pondiuni.edu.in/storage/dde/downloads/markiv\\_sm.pdf](http://www.pondiuni.edu.in/storage/dde/downloads/markiv_sm.pdf)

<https://www.scribd.com>

### **MOOCs**

<https://www.mooc-list.com/course/services-marketing-selling-invisible-openlearning>

NPTEL

**BBA- Sem -V (CBCS 2018)****505: INTRODUCTION TO OPERATIONS RESEARCH**

<b>Course Code</b>	505	<b>Course Type</b>	Core Course
<b>Credits</b>	Four.	<b>Examination Pattern</b>	UE + IA: 60:40

**Course Objective**

The objective of the course is to familiarize the students with the tools & techniques of Operation Research.

**Learning Outcome**

Students will be able to understand the practical importance and applications of various operations research techniques.

**UNIT 1**

Definition of Operations Research (OR), Origin and Development of OR, Scope of Operation Research, Advantages and Limitations of OR.

**UNIT 2**

Linear Programming Problem-LPP, Formulation of LP Problem, Graphical solution – Procedure of solving LPP by Graphical method. Applications and limitations of LPP

**UNIT 3**

Transportation Problem, meaning, definition and applications, Applications of Transportation Problem, Types of Transportation problems. Initial Basic Feasible Solution – North West Corner Rule, Least Cost or Matrix Minima Method, Vogel's Approximation method. Checking for optimality, Finding optimal solution by MODI method.

**UNIT 4**

Assignment Problem- meaning, definition and applications, Types – unbalanced and maximization, assignment problem. Hungarian method for solving assignment problem.

**UNIT 5**

Network Analysis - importance of network analysis, construction of networks. Critical Path Method (CPM) - calculation of earliest and latest times, types and computation of floats. Program Evaluation and Review Technique (PERT) - 3 time estimates, expected duration.

**Reference Books :**

1. Operations Research – Hira and Gupta S. Chand
2. Operations Research – Pai, Oxford University Press
3. Operational Research – Dr. P.R. Vital
4. Operational Research – Handy and A. Tata.
5. Statistical Methods and Operation Research – S.P. Gupta

Online Resources:

<https://www.khanacademy.org>

<http://web.itu.edu.tr/topcuil/ya/OR.pdf>

**Moocs:**

www:/Alison

www/SWAYAM

www/NPTEL

**BBA- Sem -V (CBCS 2018)**  
**506: Social Media Managemnt**

<b>Course Code</b>	506	<b>Course Type</b>	GE
<b>Credits</b>	Two.	<b>Examination Pattern</b>	CCA : 50 marks

**Course Objectives:**

This Course Teaches students to use social media strategically to create value for a client or organisation..

**Learning Outcome:**

- a) Students will learn by doing assignments focusing on social media, post writing and publishing, management and measurement tools, a social media audit, editorial calendar and crises management.
- b) Students will master the skills necessary to become successful social media managers.

**Unit 1: Introduction To Social Media**

Introduction to Social Media, importance of social Media, History and evolution of Social Media, Managing Information, Aggregators. Facebook, Twitter, Instagram, LinkedIn, Youtube, Blogs.

**Unit 2: Using Social Media**

Strategy Plan for Social Media Management, Touchpoint, Analysis Scheduling, Creating Content, Managing Content programmes, Planning Worksheet, Social media campaign.

**Unit 3: Evaluating Social Media**

- Evaluation of Social Media Platforms
- Tools to manage and measure performance of social media content and campaigns
- Handling critical issues in social media management and legal aspects of social media.

**Unit 4: Setting-up own professional site**

Content management, design, connectivity with social media

**Assignments:**

- 1.Explain atleast one social media management tool in detail.
- 2.Describe social media analytics tool in bried with example.
- 3.Detailed social media campmaign: The campaign can be any example presented in social media for Lead Generation. Describe the objectives for campaign, outline the tools, preapare budget for campaign.
- 4.Budget for social media plan: Based on the understanding of your client, prepare a budget for social media management. Include the individual cost of your tactis, your proposed social media campaign and social media tools. Include the total cost as a bottom line of your budget. Include the ROI of your plan and why that budget should be allocated to social media.

5. List different types of content to be used in creating brand by using social media campaigns. Describe merits and demerits of each type of content used in social media.

**Reference Books**

1. Guy Kawasaki & Peg Fitzpatrick, "The art of social media: power tips for power users"
2. Social media marketing all in one for dummies, Jan Zimmerman & Deborah N
3. Social media explained by Mark W. Schaefer

**Online resources**

[http://www.gov.pe.ca/photos/original/IPEI\\_ebiz\\_smmkt.pdf](http://www.gov.pe.ca/photos/original/IPEI_ebiz_smmkt.pdf)

<https://www.coursehero.com/file/10513028/Media-Management-Notes/>

**BBA- Sem -V (CBCS 2018)**  
**506: Road Safety Management**

<b>Course Code</b>	506	<b>Course Type</b>	GE / AECC
<b>Credits</b>	Two.	<b>Examination Pattern</b>	CCA : 50 marks

**Course Objectives:**

The vehicle population in India is growing at an exponential rate. This phenomenon is bringing in its wake a host of health related, environmental, safety and behavioral problems in the society. The problem is compounded due to absence of effective means of mass transportation system in most big cities in India.

**Learning Outcomes:**

**Unit 1 : Introduction to Road Safety Management**

Importance and need of road safety management.

**Unit 2: Management of Traffic and Traffic Rules.**

Use of traffic signals, signs by hand, knowledge/applications of automatic signals, parking rules, driving around, Traffic islands ,traffic joints, subways and flyovers. Signs of roads: meaning of yellow, green and red lights, zebra crossings, bus stops, use of road by physically disadvantaged persons, elderly persons,women and children, special right of way for ambulance, firefighting vehicles,school bus and V.I.P vehicles

**Unit 3 : Management of Road Mishaps and Accidents:**

First aid to accident victims- First aid techniques, co-ordination with hospitals and other health centres for emergency treatment of accident victims, role of Insurance companies in providing relief to accidents victims, Management of Ambulance Services, Importance of voluntary blood donation in saving accident victims,Rehabilitation of persons affected by accidents.

Qualities of a good Driver: Good health, tolerance, responsibility, knowledge of rules and laws, self confidence, politeness, familiarity with the vehicle and its maintenance requirements, self discipline.

**Reference Books :**

- 1) Pratibha Shastri Ranade , Road Safety Management, ICFAI University
- 2) Vijay Vinayak Revankar, Road Safety – Vimleshwar Automobile Industry and Road Safety Community Forum

**Online Resources:**

**MOOCs:**

Alison

**BBA- Sem -V (CBCS 2018)****506: Event Management**

<b>Course Code</b>	506	<b>Course Type</b>	GE /AECC
<b>Credits</b>	Two.	<b>Examination Pattern</b>	CCA : 50 marks

**Course Objectives:**

The basic purpose and spirit of this course is to expose the students to hands- on experience of event management.

**Learning Outcomes:**

The students are oriented to event management in order to strengthen their skills of planning, organizing and other such management functional skills.

**Unit 1:**

( 8 hours)

**Introduction to Event Management**

The concept of event. need and importance of events.

**Unit 2:**

( 10 hours)

**Types of Events**

Different types of event in Corporates, Social Programmes and Private Programmes.

Following units are entirely based on practice part of the event management.

**Unit 3: Assessment of Events**

( 12 hours)

Post event assessment of any 05 programmes

A student or a group of 03 students shall be assigned the event which has taken place in near past at any place and they shall make an inquiry into its success and effectiveness by rating them on the basis of appropriate parameters and shall submit the assignment to the respective teacher .

Preparation of Learning Value report :

A student shall prepare a report on what he learnt from the events and submit it to the concerned teacher. The report shall include mainly the description of occasion, the person involved and what guiding principles they have received from them

**Reference Books :**

4. S. R. Singh, Event Management, HPH.
5. Alex Genadelik, Event Planning: Management & Marketing For Successful Events: Become an event planning pro & create a successful event series

**Online Resources:**

<https://blog.komodoplatfrom.com/notes-on-social-media-and-community-management-for-blockchain-cryptocurrency-and-ico-projects-4d0f328bdfb3>

**MOOCs:**

Alison





**BBA- Sem -VI (CBCS 2018)****601 : INDUSTRIAL EXPOSURE (Mini Project)**

<b>Course Code</b>	601	<b>Course Type</b>	AECC
<b>Credits</b>	Five.	<b>Examination Pattern</b>	CCA : 100 marks

**Course Objectives:**

- i. To enhance the awareness of the students towards the study and use of Trade and Industry directories, business websites, published data & information relating to trade, commerce & industry.
- ii. To enable the students to gain knowledge and understanding of a business system and activities involved therein and acquire experience by seeking association or intervention in the system

**Learning Outcomes:****Unit 1 : ( 12 hours)**

The students have to individually visit a service organization like hospital, hotel, bank etc. He has to observe the functioning of the organization. He can have formal and informal discussions with the employees, managers, owners etc. of the organization. Based on this he has to write a report of the visit in the journal.

**Unit 2:**

( 14 hours)

An Industrial Visit should be organized to any manufacturing industry in the vicinity by the Co-ordinator in which all the students have to participate. They have to observe the activities of the organization; they can have formal and informal dialogs with the authorities of the organization. Based on this visit they have to write visit report individually in the Journal.

**Unit 3:**

( 12 hours)

Specific industries like Agriculture, food processing, furniture, garment, insurance, pharmaceuticals, banking, film, wine, paper etc. will be assigned to individual student or a group of two students. The students are expected to collect the information about the industry's history, present practices, products, players in the industry, trends in the industry, contribution of the industry to the development of the nation, future of the industry etc. by referring newspapers, journals, periodicals, business, magazines and different websites etc.

**Unit 4:**

( 10 hours)

Based on data collection in Unit 3, the students have to give the presentation of this industry in the class. The presentations will be evaluated on the basis of its content, information gathering, explanation etc. The students are also expected to prepare a scrapbook for this industry study. The students have to also write an overview of the industry in the Journal.

**Unit 5:**

( 12 hours)

The student will be assigned any specific trade organization like FICCI, Indian Tea Association, Indian Chamber of Commerce & industry, ASSOCHAM, CII, Hotel Association of India, Indian Agro Paper Mills Association etc. By the Co-ordinator. The students have to search the information relating to this trade organization through internet websites and other sources. Students have to write a detailed profile and functioning of the trade organization in the Journal.

**Note :** Students have to give Viva-Voce at end of the semester based on their performance in the assignments during the term.

**Mode of Evaluation:**

The performance of the Students in this course will be evaluated as under.

- A) Internal evaluation (Class Participation) – 20 marks
- B) Oral presentation by the student based on the assignments performed in the class during the Term – 20 Marks
- C) Journal maintained by the student – 20 Marks
- D) Viva-voce at the end of the term based on the assignments performed – 40 Marks

**BBA- Sem -VI (CBCS 2018)****602 : INTRODUCTION TO STRATEGIC MANAGEMENT**

<b>Course Code</b>	602	<b>Course Type</b>	<b>Core</b>
<b>Credits</b>	Four.	<b>Examination Pattern</b>	UE & IA : 60+40

**Course Objectives:**

- to understand the concept of strategy formulation and business policies for effective business functioning in an environment of change.
- to identify the opportunities and threats in environment critical internal appraisal of resources within an organization, so as to develop corporate and business strategies.

**Learning Outcomes:**

The students will learn the main concepts and thought processes in strategic management. Develops strategically as clear thinking rather than the blind use of other people's concepts.

**Unit 1: Introduction to Business Policy and Strategic Management.****10 Hr.**

Concept, Nature, Importance, Objectives of Understanding Strategy- meaning and definition, Benefits of strategic management. Introduction, Meaning, Components of strategic management process. Vision, Mission, Objectives and Goals, Levels of Strategies.

**Unit 2: Internal and Environmental Analysis.****10 Hr.**

Environmental Analysis- Competitive analysis, Michael Porters- Five forces model.  
Internal Analysis- SWOT analysis, Identification of Distinct competencies.

**Unit 3: Strategic Analysis and Choice****12 Hr.**

Strategic Analysis and Choice in Business Strategic alternatives  
Evaluating and choosing Business strategies BCG matrix, Ansoff Matrix, GE9 Cell.

**Unit 4: Corporate and Business Strategies****14 Hr.**

Foundations of Business Strategies, Types of business strategies. Levels of strategies, Various Corporate Strategies.

**Unit 5: Strategic Implementation and Control.****14 Hr.**

Designing organizational structures for strategic implementation. Understanding strategic evaluation and control. Types of Control. Techniques of strategic evaluation and control.

**Books Recommended:**

1. Understanding Strategic Management by Anthony Henry, Oxford University Press
1. Strategic Management by Chandrasekaran & Ananthanarayanan, Oxford
2. Business Policy and Strategic Management; AzharKazmi; Tata McGraw Hill.
3. Business Policy and Strategic Management; N.S. Gupta; Himalaya Publishing House.
4. Management Policy and Strategic Management; Prof. R. M. Srivastava; Himalaya Publishing House.

5. Business Policy and Strategic Management; William F. Glueck / Lawrence R. Jauch; McGraw-Hill series.

**Supplementary Readings**

1. Gerry Johnson & Kevan Scholes, Exploring corporate strategies, PHI
2. Upendra Kachru: Strategic Management, Excel books
3. Arthur A. Thompson Jr. and A.J. Strickland: Strategic Management –Concepts and Cases, McGraw-Hill Companies
4. Lawrence R. Jauch & William F. Glueck: Business Policy and Strategic Management (Mcgraw Hill Series in Management).

Online Resources: **Web Resources:**

<https://www.strategicmanagementinsight.com/>  
[http://www.1000ventures.com/bec\\_bestsites\\_strategy.html](http://www.1000ventures.com/bec_bestsites_strategy.html)

MOOCs: **MOOCS:**

<https://www.mooc-list.com/>  
<https://www.coursera.org/>  
<https://swayam.gov.in/>  
<https://alison.com/>

**BBA- Sem -VI (CBCS 2018)****605: Disaster Management**

<b>Course Code</b>	<b>605</b>	<b>Course Type</b>	<b>GE</b>
<b>Credits</b>	<b>Four.</b>	<b>Examination Pattern</b>	<b>CCA : 100 marks</b>

**Course Objectives:**

1. To provide students an exposure to disasters, their significance and types.
2. To ensure that students begin to understand the relationship between vulnerability, disasters, disaster prevention and risk reduction
3. To gain a preliminary understanding of approaches of Disaster Risk Reduction (DRR)

**Learning Outcomes:**

Students will be able to develop rudimentary ability to respond to their surroundings with potential disaster response in areas where they live, with due sensitivity

**Unit 1: ( 6 hours)**

Introduction to Disasters: Concepts, and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks)

**Unit 2: ( 12 hours)**

Disasters: Classification, Causes, Impacts (including social, economic, political, environmental, health, psychosocial, etc. ) Differential impacts- in terms of caste, class, gender, age, location, disability Global trends in disasters -urban disasters, pandemics, complex emergencies, Climate change

**Unit 3: ( 10 hours)**

Approaches to Disaster Risk reduction: Disaster cycle - its analysis, Phases, Culture of safety, prevention, mitigation and preparedness community based DRR, Structural- nonstructural measures, roles and responsibilities of- community, Panchayati Raj Institutions/Urban Local Bodies (PRIs/ULBs), states, Centre, and other stake-holders.

**Unit 4: (8 hours)**

Inter-relationship between Disasters and Development: Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc. Climate Change Adaptation. Relevance of indigenous knowledge, appropriate technology and local resources

**Unit 5: ( 12 hours)**

Disaster Risk Management in India Hazard and Vulnerability profile of India Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management Institutional arrangements (Mitigation, Response and Preparedness, DM Act and Policy, Other related policies, plans, programmes and legislation)

**Project Work: (Field Work, Case Studies)** The project /fieldwork is meant for students to understand vulnerabilities and to work on reducing disaster risks and to build a culture of safety. Projects must be conceived creatively based on the geographic location and hazard profile of the region where the college is located.

**Suggestions For Project Work :**

- ask students to explore and map Disaster prone areas, vulnerable sites, vulnerability of people (specific groups) and resources. The students along with teachers could work on ways of addressing these vulnerabilities, preparing plans in consultation with local administration or NGOs.
- Students may conduct mock drills in schools, colleges or hospitals. They could also work on school safety, safety of college buildings)training in first aid. Other examples could be- identifying how a large dam, road/ highway or an embankment or the location of an industry affects local environment and resources or how displacement of large sections of people creates severe vulnerabilities may be mapped by student project work.

**Reference Books:**

1. Disaster Management by R Subramanian – Vikas Publishing House
2. R. B. Singh, Disaster Management and Mitigation
3. Satish Modh – Introduction to Disaster Management, Macmillan Publishers India
4. Palaveniel Kathireshan, Disaster Management, Allied Publishers 2015.
5. Larry Collins, Disaster Management and Preparedness, CRC Press

**Online Resources:**

<https://ndma.gov.in/en/>

<https://www.linkedin.com/pulse/disaster-management-definition-process-various-phases-chatterjee/>

**MOOCs:**

[www/Swayam](http://www/Swayam)

[www/Alison](http://www/Alison)

**BBA- Sem -VI (CBCS 2018)****606: BUSINESS ETHICS**

<b>Course Code</b>	606	<b>Course Type</b>	GE /AECC
<b>Credits</b>	Three.	<b>Examination Pattern</b>	CCA : 50 marks

**Course Objectives:**

The objective of this paper is to make the students more clear about the importance of ethics in business and practices of good corporate governance. It also talks about the corporate social responsibility

**Learning Outcomes:**

This course exposes the student to the issues of values and ethics in management so that decision making and decision execution are undertaken in a human manner, as this will add to the flexibility and dynamism of the corporate culture.

The course will take the student from managerial ethics to organizational ethics and business sustainability

**Unit 1:****( 12 hours)**

Ethics – Meaning, and Nature of Ethics. Types of Ethics, Importance of Ethics.

Business Ethics : Meaning, Nature and Importance of ethics in business, meaning of corporate social responsibility, Relation between corporate responsibility & Business Ethics.

**Unit 2:****( 14 hours)**

Concept of Morals, Values, Beliefs; Moral issues in business, Spirituality and Ethics; Influence of Major religions on ethics: Hinduism, Islam, Christianity, Buddhism, Sikhism, and Zoroastrianism. Influence of spirituality on ethics.

**Unit 3:****( 12 hours)**

Relationship between Business, Business Ethics & Business Development, Role of Business ethics in building a good society.

Case Studies on Business Ethics

**Reference Books :**

1. Management by Values; Chakraborty S.K.; OxfordUniversity Press, Kolkata 2005.
2. Professional Ethics by R. Subramanian, Second Edition, OXFORD
3. Theory and Practice of Managerial Ethics; Jayashree S. Sadri S. and Dastoor D.S.; Jaico , Mumbai.
4. New Mantras in Corporate Corridors, Sharma Subash New age International Publishers, New Delhi 2007.
5. Business Ethics and Corporate Governance (towards excellence and sustainability); Sadri S., Jayashree. Himalaya Publishing Co. Mumbai 2011.
6. Managing from the Heart: Unfolding spirit in people and organization; Wakalu, Arun: Response Books, New Delhi
7. Manuel G Velasquez : Business ethics- concepts and cases Pearson.
8. Bhanumurthy K V: Ethics and Social Responsibility of Business, Pearson Education India.

Online Resources: <a href="https://managementhelp.org/businessethics/index.htm">https://managementhelp.org/businessethics/index.htm</a>
MOOCs: <a href="https://www.edx.org/learn/business-ethics">https://www.edx.org/learn/business-ethics</a>



<p>Course Code : <b>606</b></p> <p>BBA- Sem -VI (CBCS 2018) <b>Basics of Hospitality Management</b></p>	
Credits : Three	CCA
Course Type : GE	
<p>Course Objectives:</p> <ol style="list-style-type: none"> <li>1. Recognize scope and career in the hospitality industry.</li> <li>2. Identify the major segments and specialization of the industry and their operations.</li> </ol>	
Learning Outcomes:	
<p><b>Unit 1:</b> ( 8 hours)</p> <p><b>Introduction to the Hospitality Industry:</b></p> <ol style="list-style-type: none"> <li>a. History and scope of the hospitality industry.</li> <li>b. Economic impact of the hospitality and tourism industries.</li> <li>c. Careers in the industry.</li> <li>d. Link between hospitality and travel and tourism.</li> <li>e. Major segments and specialization of the industry.</li> <li>f. medical tourism</li> </ol>	
<p><b>Unit 2:</b> ( 10 hours)</p> <p><b>Recreation/Travel and Tourism:</b></p> <ol style="list-style-type: none"> <li>a. Operation of recreational facilities such as resorts, spas, theme parks, and clubs.</li> <li>b. Meetings, conventions, exhibitions, banquets, and other events.</li> <li>c. Travel agencies and concierge desks.</li> <li>d. Gaming entertainment industry.</li> </ol>	
<p><b>Unit 3:</b> ( 12 hours)</p> <p><b>Operations:</b></p> <ol style="list-style-type: none"> <li>a. Leadership and management in the industry.</li> <li>b. Hospitality marketing.</li> <li>c. Human resources and risk management and safety procedures.</li> </ol>	
<p>Reference Books :</p> <ol style="list-style-type: none"> <li>1. Introduction to Hospitality Management, John R. Walker ,Pearson</li> <li>2. Food and Beverage Service, D.R. Lillicrap, John A. Cousins &amp; <a href="#">Suzanne Weekes</a>, Book Power.</li> </ol>	

<ol style="list-style-type: none"><li>3. Food and Beverage Management, Bernard Davis , Sally Stone, Butterworth Heineman Ltd.</li><li>4. Hotel House Keeping and Management, Raghubalan, Oxford University Press.</li><li>5. Managing Front Office Operations, Michael Kasavanna, Richard Brooks , Charles Steadmon, AH&amp;LA.</li></ol>
Online Resources: www.youtube.com
MOOCs: <a href="https://www.ifitt.org/hospitality-and-tourismmoocs/">https://www.ifitt.org/hospitality-and-tourismmoocs/</a>

<p>Course Code : 606</p> <p>BBA- Sem -VI (CBCS 2018)</p> <p><b>Yoga II (OPEN)</b></p>	
Credits : Three	CCA
Course Type : GE	
<p>Course Objectives:</p> <p>This course is aimed at elucidating the core knowledge contained in the science of Meditation.</p>	
Learning Outcomes:	
<p><b>Unit 1:</b> ( 12 hours)</p> <ul style="list-style-type: none"> <li>▪ Patanjali Yog Shastra Introduction*</li> <li>▪ Meditation and its origin</li> <li>Concentration and Self Discipline</li> <li>Proper Food and Behaviour</li> <li>▪ Omkar Meditation</li> <li>Omkar and its effects, Omkar</li> <li>Meditation –Posture, Process, Benefits.</li> </ul> <p><b>Unit 2:</b> ( 14 hours)</p> <ul style="list-style-type: none"> <li>▪ Introduction of Kriya, Bandha and Mudra. ii) Importance of Kriya and its scientific approach. iii) Importance of BANDHA and its scientific approach. iv) Importance of MUDRA and its scientific approach. v) Effect of Asanas on various Systems vi) Difference between Asana and Exercise. vii) Difference between Pranayama and deep breathing. iv) Yogic Diet.</li> </ul> <p><b>Unit 3:</b> ( 12 hours)</p> <ul style="list-style-type: none"> <li>▪ Yogasanas and Pranayam</li> <li>▪ Basic Yogasanas for beginners</li> <li>Bhastrika, bhramari, Anulom Vilom Pranayam –process, practice and its benefits</li> <li>▪ Sun salutation</li> <li>Origin of Suryanamaskara and Yogasanas in India,</li> <li>▪ Sun Salutation -Process, Practice and Benefits, Influence of suryanamaskar on health and wellness of individual, impact on weight loss</li> </ul>	
<p><b>Reference Books :</b></p> <ol style="list-style-type: none"> <li>1. Yoga – Asanas, Pranayam, Mudras, Kriya, Vivekananda Ashram</li> <li>2. Yoga – Sivanand Yog Vedanta Center</li> </ol>	
<p><b>Online Resources:</b></p> <p><a href="https://www.yogatoday.com/">https://www.yogatoday.com/</a></p> <p><a href="https://www.youtube.com/user/yogatoday">https://www.youtube.com/user/yogatoday</a></p> <p><a href="https://m.youtube.com/user/yogawithadriene/playlists">https://m.youtube.com/user/yogawithadriene/playlists</a></p>	

<p><b>MOOCs:</b> Swayam</p>
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