

Detail Syllabus

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I	BBA101T	Major Mandatory	Principles of Management	02	3

Course Objectives

1.	To understand basic concept regarding organization Business Administration
2.	To examining application of various management principles
3.	To develop managerial skills among the students
4.	To develop managerial thinking and cultivate business acumen.
5.	To identify new systems and trends in modern management.

Course Outcome

C01	Express themselves effectively in routine and special real business interactions and principles of management
C02	Demonstrate appropriate use of administration, management.
C03	Ability to organize various programs, meetings and events
C04	Apprise the pros and cons of major managerial functions
C05	Create and deliver effectiveness of quality management

Unit	Title and Contents	No. of Lecture Hours
1	Nature of management Meaning, importance, functions, types of Management as an art, science and social system Universality of concept of management and organization Evolution of management thoughts Concept of managerial thoughts Contribution of Taylor, Mayo and Fayol and Drucker and Indian Management Ethos	15

2	Major managerial Functions Planning, need types, methods, advantages, merits Forecasting. need types, methods, advantages, merits Decision making types of process and techniques Directions nature and principles and Motivation -nature, principles and theories Organizing -concept delegation of authorities' decentralization concepts and importance	15
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Reference Material

Text Books

1. Taxmann's Principles of Management Text and Cases, Neeru Vasishth, Vibhuti Vasishth

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Principles of Management	M.P. Waghmare	Nirali Publication	Mumbai
2	Management Concepts and Strategies	J.S. Chandan Vikas	Publishing House Pvt. Ltd.	New Delhi
3	Principles of Management	Harold Koontz, Heinz Wehrich, A. Ramachandra Arysri	McGraw hill companies	New Delhi
4	Management A Global and Entrepreneurial Perspective	Heinz Wehrich, Mark V. Cannice, Harold Koontz	McGraw hill companies	McGraw hill companies
5	Management - 2008 Edition	Robert Kreitner, Mamata Mohapatra	Biztantra - Management For Flat World	New Delhi
6	Introduction to Management	John R. Schermerhorn	Wiley India Pvt. Ltd.	New Delhi
7	Principles of Management	P.C. Tripathi, P.N. reddy	McGraw hill companies	New Delhi
8	Management Text and Cases	R. Satya Raju, A. Parthasarthy	PHI learning Pvt. Ltd	New Delhi
9	Management (Multi-Dimensional Approach)	H. R. Appannaiah, G. Dinakar, H.A. Bhaskara	Himalaya Publishing House	Mumbai

Other Learning Material

E- Resource

1. <https://ndl.iitkgp.ac.in>
2. <https://2012books.lardbucket.org/pdfs/management-principles-v1.0.pdf>
3. https://drive.google.com/drive/folders/1tb_wXGeLNpNnvBhxTyrVpdAPGrX46Un

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I	BBA102MART	Major Mandatory	Principles of Marketing	2	3

Course Objectives	
1.	To develop understanding regarding marketing environment in the country.
2.	To develop appropriate conceptual background.
3.	To help understand recent trends in marketing.
4.	To understand basic business operations in marketing department

Course Outcome	
CO1	Remembering traditional, modern, role of marketing manager
CO2	Understand the recent trends in business marketing
CO3	Identify the various marketing strategies
CO4	Analyzing the P's of marketing
CO5	Evaluate marketing segmentation

Unit	Title and Contents	No. of Lecture Hours
1	<p>1. Concepts and functions of marketing</p> <p>1.1 Marketing concepts, its objectives, importance and functions of marketing.</p> <p>1.2 Core Concepts of Marketing- Need, want, Demand, Customer Value, Exchange, Customer Satisfaction, Customer Delight, Customer Loyalties.</p> <p>1.3 Concept of Marketers and Prospects, Key Customer Markets, Marketplaces, Market spaces, Meta Markets.</p> <p>1.4 Linkage of Marketing functions with all functions in the organization. Company orientation towards market place- Production, Product, Marketing, Selling, Holistic Marketing Orientation</p> <p>1.5 Various Approaches of marketing</p> <p>1.6 Challenges and opportunity of marketing manager in international market</p>	15
2	<p>2. Marketing Environment</p> <p>2.1 Concept of Environment -Macro and Micro environment - Components and Characteristics, Needs.</p> <p>2.1 Trends and Major Forces Impacting on Micro and Macro Environment</p> <p>2.3 Need for analyzing Marketing Environment</p> <p>2.4 Analyzing the Demographic, Economic, Socio-cultural, Natural, Technological and Political-Legal Environment</p>	15

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Marketing and Salesmanship	Dr. M. P. Waghmare	Prashant Publication	Mumbai
2	Marketing Management	Philip Kotler & Kevin Lane Keller	Pearson India	South Asia
3	Marketing Management	V.S. Ramaswamy, S. Namakumari	Macmillan	New Delhi
4	Marketing In India Text and cases	S. Neelamrgham	Vikas Publication	New Delhi
5	Textbook of Marketing	Keith Blois	Oxford	New Delhi

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I	BBA101HRMT	Major Mandatory	Principles of Human Resource Management	2	3

Course Objectives

1.	To cultivate right approach towards human resource, and their role in business
2.	To develop right understanding regarding various sources of acquiring human resources and their role and utility in business.
3.	To develop basic skills of human resource management
4.	To understand basics of recent concepts in HRM
5.	To basic business operations in HRM department

Course Outcome

CO1	Remembering traditional, modern, role of HR manager
CO2	Understand the sources of acquiring human resources
CO3	Identify the skills of HR Manager
CO4	Analyzing the difference between Personnel and HRM
CO5	Evaluate career planning process

Unit	Title and Contents	No. of Lecture Hours
1	Introduction to HRM 1.1 Introduction to HRM- Meaning, Definition, Features, Scope, Objectives, Importance, 1.2 Principles of HRM, Evolution of HRM, Functions of HRM, 1.3 Challenges of HRM, Role of HR Manager, Difference between HRM & Personnel Management.	15
2	Job Analysis- 2.1 Meaning, Definition, Objectives, Benefits, Methods, 2.2 Job Analysis Components- Job Description, Job Specification, Job Evaluation 2.3 Human Resource Planning (HRP)- Meaning, Definition, Objectives, Process, 2.4 Factors Influencing the Estimation of Human Resource in Organization, Advantages & Limitations/Barriers of HRP. Caselets on Job Analysis & Human Resource Planning	15

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place

1	Human Resource and Organisational Behaviour	Dr. M. P. Waghmare	Thakur Publication	Pune
2	Human Resource Management	L. M. Prasad	Sultan Chand & Company Ltd.	New Delhi
3	Human Resource Management	K. Ashwathappa	Tata McGraw Hill	New Delhi
4	Personnel Management	C. B. Mamoria	Himalaya Publishing House Mumbai	Mumbai
5	Personnel & Human Resource Management	A. M. Sharma	Himalaya Publishing House Mumbai	Mumbai

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I	OE-103-MTS	Open Elective	Business Mathematics - I	2	3

Note: This course is taken from OE basket of Faculty of Science and Technology.

Course Objectives	
1.	To provide solid Mathematical Foundation for BBA Students in Business and Finance.
2.	To help the students for various mathematical topics with Practical Business Application.
3.	To enhance problem - solving Skills and ability for Academic and Professional Success.
4.	To make students understands mathematics behind commerce and Management.
5.	To foster conceptual Clarity and Confidence in Mathematical Competence.

Course Outcome The student will be able to	
CO1	understand the Concepts of Ratio, Proportion, Percentage and Partnership.
CO2	apply the mathematical concepts to solve real-world financial problems.
CO3	understand the equated monthly instalments (EMI) for loans and mortgages.
CO4	apply the simple and compound interest for various financial instruments.
CO5	analyze models related to Finance and can solve them.
CO6	remember the computation of Dividend and Return on Investment in shares.

Unit	Title and Contents	No. of Lecture Hours
1	Ratio, Proportion, Percentage 1.1 Introduction to Ratios and Proportions, Applications of Ratios and Proportions, Percent- ages and its applications. 1.2 Concept of Commission and Brokerage, Types of Commission, Partnership, Practical applications.	15

2	<p>Interest and Dividend</p> <p>2.1 Simple interest and compound Interest. 2.2 Equated Monthly Instalments (EMI), EMI on reducing balance, EMI on at and floating rate of interest. 2.3 Concept of shares and dividends, Types of Shares, Problems on dividend and return on investment on shares.</p>	15
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References

1. Practical Business Mathematics by S. A. Bari, New Literature Publishing Company, New Delhi, India.
2. Mathematics for Commerce by K. Selvakumar, Notion Press, Chennai, India.
3. Business Mathematics with Applications by Dinesh Khattar and S. R. Arora, S. Chand Publishing, New Delhi, India.
4. Fundamentals of Business Mathematics by M. K. Bhowal, Asian Books Pvt. Ltd, New Delhi.
5. Business Mathematics by D.C. Sancheti and V. K. Kapoor, Sultan Chand and Sons. 6. Business Mathematics by J. K. Singh, Himalaya Publishing House.

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I	OE-103-STS	Open Elective	Business Statistics - I	2	3

Note: This course is taken from OE basket of Faculty of Science and Technology

Course Objectives	
1.	To understand role and importance of statistics in various business situations
2.	To develop skills related with basic statistical technique
3.	To learn some elementary statistical methods for data collection, presentation and analysis of data.
4.	To develop right understanding regarding data interpretation
5.	To familiarize the students with applications of Statistics in Business and Management

Course Outcome	
CO1	understand basic concepts in statistics
CO2	collect, present, analyze and interpret the data and graphs
CO3	deal data in business problems
CO4	evaluate feasibility business problems using statistical techniques
CO5	prepare business report using various statistical techniques

Unit	Title and Contents	No. of Lecture Hours
1	<p>Frequency Distribution</p> <p>1.1 Raw data, variable, discrete variable, continuous variable, constant, attribute with illustration.</p> <p>1.2 Classification- Concept and definition of classification, objectives of classification, types of classification.</p> <p>1.3 Frequency Distribution- Discrete and Continuous frequency distribution, Cumulative frequency and Cumulative frequency distribution.</p> <p>1.4 Graphs & Diagram- Histogram, Ogive curve, Pie-Diagram, Bar Diagram, Multiple bar Diagram, Sub-divided bar diagram</p>	10
2	<p>Measure of Central Tendency</p> <p>2.1 Concept and meaning of Measure of Central Tendency, Objectives of Measure of Central Tendency, Requirements of good Measure of Central Tendency.</p> <p>2.2 Types of Measure of Central Tendency, Arithmetic Mean (A.M), Median, Mode for discrete and Continuous frequency distribution, Merits & Demerits of A.M., Median, Mode, Numerical Problem.</p> <p>2.3 Determination of Mode and Median graphically.</p> <p>2.4 Empirical relation between mean, median and mode.</p> <p>2.5. Combined Mean</p> <p>2.6. Numerical Problems</p>	10

3	Measure Dispersion Concept of Dispersion, Measures of Dispersion - Range, Variance and Standard Deviation (S.D.) for Grouped and ungrouped data, Measures of relative dispersion- Coefficient of range and coefficient of Variation, Examples.	10
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Sr. No	Title of the Book	Author/s	Publication	Place
1.	Business Mathematics and Statistics -I	Dr. M. P. Waghmare	Thakur Publication	Pune
2.	Business Statistics	Girish Phatak	Tech - Max	Pune
3.	Statistics for Business	Dr. S. K. Khandelwal	International Book House	New Delhi
4.	Fundamentals of Business Statistics	J.K. Sharma	Pearson	New Delhi
5.	Business Statistics	G.C. Beri	The McGraw-Hill companies	New Delhi

Semester No.	Course Code	Type of Course	Course Title	Credits	Lectures per week
I	BBA101VSC	Vocational Skill Development Course (VSC)	Information Technology for Business	02	03

Course Objectives:

1. To understand the Role of Information Technology in Business:
2. To apply acquired IT skills to solve real-world business problems.

Course Outcome:

Student will be able to

CO1	Understand the evolution of IT and its use in Business
CO2	Understand the basics of e-commerce
CO3	Understand advanced IT tools used in business

Unit	Title and Contents	No. of Lecture Hours
1	Introduction to Information Technology in Business Introduction to Information Technology in Business Overview of information technology and its role in business Evolution of technology and its impact on business	10
2	E-Business and E- Commerce Introduction to e-business and e-commerce Online business models Payment systems and security Digital marketing and social media	10
3	Information Technology Tools Meeting/Video conferencing tools (Zoom, Microsoft Teams) Collaborative tools for document sharing and editing Document Management Tools	10

References

1. Enterprise Systems for Management by Luvai Motiwalla, Guido Tabellini, Jeffrey Thompson, Pearson Education
2. e-Business 2.0 Roadmap for Success by Dr. Ravi Kalakota, Marcia Robinson, Pearson Education
3. Management of Information Technology by Carroll W. Frenzel and John C. Frenzel, fourth Edition, Thomson Press
4. E-commerce - A Managerial Perspective by P. T. Joseph, Prentice Hall India Publications

Semester No.	Course Code	Type of Course	Course Title	Credits	Lectures per week
I	BBA101AEC	Ability Enhancement Course (AEC)	Business Communication Skills-I	02	03

Course Objectives:

1. To understand what the Need and Significance of communication in personal and business world
2. To understand system of communication and their utility
- 3.

Course Outcome:

Student will able

CO1	To understand the concept, process, and importance of communication
CO2	To apply gain knowledge of media of communication in businesses
CO3	To develop skills of effective communication - both written and oral

Unit	Title and Contents	No. of Lectures
1	Introduction 1.1 Meaning, Definition of Communication 1.2 Need for effective communication 1.3 Process of Communication 1.3 C's of effective communication, 1.4 Types of Communication- 1.4.1 Verbal communication- Formal and Grapevine, 1.4.2 Nonverbal communication: -Gestures, Postures, Facial Expression, Eye Contacts, Body Language (Kinesics), Silence, Tips for Improving Non-Verbal Communication 1.5 Barriers to communication 1.6 over coming barriers to communication 1.7 Listening Skills- Types of Listeners, Tips to be good listener. 1.8 Different Media of Communication- E-mails, social media, Fax communication, Video Conferencing, Blogs	15
2	Writing Skills 2.1 Written Communication-Merits and Merits 2.2. Report Writing- Meaning Definition of Report Importance of good report, Qualities of a good report, Tips for writing good report 2.3 Email Correspondence - Writing effective emails. 2.4 Appropriate email subject lines 2.5 Email etiquette and conventions 2.6 Practice writing and receiving emails.	15

	2.7 Business Letters - Structure and Components of Business letters, Drafting Business letters.	
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References

- 1. Business Communication, R.K. Madhukar, Vikas Publishing House
- 2. Business Communication, Homai Pradhan, N.S. Pradhan, Himalaya Publishing House
- 3. Business Communication, K.K. Sinha, Taxman Publications

Semester No.	Subject Code	Type of Course	Course Title	Credits	Lectures per week
I	BBA101VEC	Value Education Course (VEC)	Environmental Awareness	02	03

Course Objectives:

- 1) To provide an opportunity to acquire the knowledge, values, attitudes, commitment, and skills needed to protect and improve the environment
- 2) To develop conscious towards a cleaner and better managed environment

Course Outcome:

CO1	To understand Environmental pollution.
CO2	To apply and promote green practices at home and at work

Unit	Title and Contents	No. of Lectures
1	Introduction - Environmental studies Definition, scope importance and need for public awareness. (Multidisciplinary nature of environmental studies) 2 Environmental Pollution - Definition, Causes, effects on human, water, soil, air (Mother Earth) Air pollution, Water pollution, Soil pollution Marine pollution, Noise pollution, Thermal pollution, nuclear hazards	15
2	Various Government initiatives for conservation of Environment. Controlling measures), Solid waste Management: Causes, effects, and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management: floods, earthquake, cyclone, and landslides.	15