



Evaluation Scheme & Syllabus  
Of  
Bachelor of Business Administration  
(B.B.A)  
(W.e.f. Academic Session 2022-23)

Faculty of Management  
INVERTIS UNIVERSITY  
Bareilly

## **B.B.A**

Bachelor of Business Administration (BBA) degree program with emphasis on theories, concepts and applications. This program is suitable for students who are interested in learning business strategy and principles, preparing them to work in a professional business environment. The programme is designed to offer practical broad knowledge of functional aspects of a company and how the interactions of these aspects are successfully executed from a middle management capacity. The programme intends to train the students to become competent enough for entry level management professionals. Its basic aim to impart basic and operational knowledge on all functional areas of management makes the programme unique.

### **Program outcome of BBA Programme**

BBA Programme has been designed to prepare graduates for attaining the following specific outcomes:

- PO1: Critical Thinking Skills:** Demonstrate the critical thinking mindset and the ability to identify and formulate research problems, research literature, design tools, analyze and interpret data, and synthesize the information to provide valid conclusions and contextual approaches across a variety of subject matter.
  - PO2: Communication Skills:** Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.
  - PO3: Technology Skills:** Students are competent in the uses of technology in modern organizational operations.
  - PO4: Entrepreneurship and Innovation:** Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.
  - PO5: Business Knowledge:** Students can demonstrate technical competence in domestic and global business through the study of major disciplines within the fields of business
  - PO6: Ethical Behavior and Social Responsibility:** Identify and analyze ethical conflicts and social responsibility issues involving different stakeholders. Develop viable alternatives and make effective decisions relating to business ethics and social responsibility.
  - PO7: Project management:** An ability to use skills and management principles to do work as a member and leader in a team, to manage projects and demonstrate capabilities in new venture creation
  - PO8 : Life-long learning:** Recognition of the need for, Achieve higher levels of proficiency and self-actualization through pursuing lifelong learning.
- .

**STUDY AND EVALUATION SCHEME**  
**BBA (Bachelor of Business Administration)**  
**(Effective from session 2022-2023)**

**YEAR I, SEMESTER I**

Course Code	Course Title	Course Category	Hours			EVALUATION SCHEME		SUBJECT TOTAL	CREDIT
BBA101	Fundamentals of Management	CC 1	3	1	0	30	70	100	4
BBA102	Principles of Economics	CC 2	3	1	0	30	70	100	4
BBA103	Marketing Management	CC 3	3	1	0	30	70	100	4
BBA104	Financial Accounting	CC 4	3	1	0	30	70	100	4
BBA 111	Human Values & Business Ethics	AECC	2	0	0	15	35	50	2
BBA**	GE 2	GE	3	1	0	30	70	100	4
<b>Total</b>			<b>17</b>	<b>5</b>	<b>0</b>	<b>165</b>	<b>385</b>	<b>550</b>	<b>22</b>

**YEAR I, SEMESTER II**

Course Code	Course Title	Course Category	Hours			EVALUATION SCHEME		SUBJECT TOTAL	CREDIT
BBA 201	Indian Economy	CC 5	3	1	0	30	70	100	4
BBA 202	Logistics & Productions Management	AECC	3	1	0	30	70	100	4
BBA 203	Quantitative Decision Making	CC 6	3	1	0	30	70	100	4
BBA 204	Corporate Law	CC 7	3	1	0	30	70	100	4
BBA 205	Organizational Behaviour	CC 8	3	1	0	30	70	100	4
BBA*	SEC 1	SEC	2	0	2	50	50	100	4
<b>Total</b>			<b>20</b>	<b>5</b>	<b>2</b>	<b>200</b>	<b>400</b>	<b>600</b>	<b>24</b>

**L - Lecture, T - Tutorial, P - Practical, CA - Continuous Assessment, EE - End Semester Exam**

<b>BBA 101: Fundamental of Management</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

**Course Objectives:**

The course aims at imparting basic knowledge on Management, so as to provide an opportunity to students to know about basic principles, its functions, and challenges as well as provide greater opportunity towards to learn about Managerial practices at corporate level.

**Course Outcomes:**

- CO1. To understand about the learning of Management and it's functioning
- CO2. To understand various aspects of Planning and Decision Making.
- CO3. To apply knowledge in elimination of wrong management practices
- CO4. To understand about Internal and External environment of business
- CO5. To evaluate different forms of organizations.
- CO6. To generate learning about various aspects of staffing, leading and controlling

**Course Content -**

**Unit-1**

Management: Concept, Nature, Scope and Importance, Management: Art and Science, As a Profession, Management Vs Administration, Management Skills, Managerial Roles and Levels of Management, Evolution and Development of Management Thought: Contribution of Taylor, Fayol and Weber, Social System and Decision Theory Approach.

**Unit-2**

Planning: Nature, Scope & Objectives; Types of plans; planning process; Business forecasting and Planning Premises; MBO: Concept and Process, Techniques and Process of decision making.

**Unit-3**

Organizing: Concept, Importance and Principles, types of organization, Formal and Informal Organizational Structure, Departmentation, Span of Control, Delegation of Authority, Authority and Responsibility, Decentralization and centralization, departmentation: concept and types

#### **Unit-4**

Staffing: Concept introduction, Manpower Planning, Job Design, Recruitment & Selection, Training and Development, Directing: Concept, Importance, Techniques of directing; concept and importance. Direction & supervision, role of supervisor, techniques of directing.

#### **Unit-5**

Nature and Scope of Co-ordination, Principles, Techniques and Barriers to Co-ordination, Leadership: Concept, Importance & Leadership Styles.

#### **Unit-6**

Controlling: Concept, Process, Principles & Techniques of Controlling, Types of Control, Effective control system.

#### **Text and Reference Books-**

1. Essentials of Management, Harold Koontz and Heinz Weihrich; Tata McGraw-Hill, 1998.
2. Essentials of Management, Joseph L Massie; Prentice Hall of India, Pearson, 4th Edition, 2003
3. Management, Stoner, Freeman, Gilbert; Pearson Education, 4th Edition.
4. Management Concepts, Principles and Cases, Ghunman and K. Aswathappa; Tata McGraw-Hill 1st Edition
5. Principle of Management, L.M.Prasad; Sultan Chand and Sons Revised Edition, 2006, 2005.

<b>BBA 102: Principles of Economics</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

### **Course Objectives:**

This course is designed to expose the students to the basic principles of microeconomic theory. The emphasis will be on making students to understand and identify the usage of the microeconomic concepts in real-life situations.

### **Course Outcomes:**

- CO1. To understand the basic concepts of micro economics.
- CO2. To identify the determinants of supply and demand; demonstrate the impact of shifts in both market supply and demand curves on equilibrium price and output.
- CO3. To understand and calculate supply and demand elasticity.
- CO4. To understand the concept of utility, indifference curve and Consumer surplus.
- CO5 Students will able to apply the concepts of cost, nature of production and its relationship to business operations.
- CO6. Students will able to identify the four market structures by characteristics.

### **Course Content-**

#### **Unit-1**

Definition, Nature, Scope and Limitations of Economics. Economics is an art or science and Relevance of Economics in Business Management.

#### **Unit-2**

- A) Demand Analysis: Meaning of Demand, Demand Schedule, Demand Curve and Nature of Curves, Movements v/s Shifts in demand curve and Law of Demand.
- B) Supply Analysis: Meaning and Determinants of Supply, Supply function. Supply Schedule Supply Curve, Movements v/s shifts in supply curve.
- C) Elasticity of Demand & Supply: Meaning and Types.

### **Unit-3**

Utility Analysis: Marginal Theory of Utilities and Equi-marginal theory of Utility, Indifference Curve analysis, Consumer equilibrium and Consumer Surplus, Price, Income and Substitution Effect.

### **Unit-4**

A) Cost Concept and Analysis: Relationship between TC, AC and MC Short Run and Long Run Cost Curves.

B) Theory of Production: Production Concept, Production function, Single Variable Law of Proportions, Two Variable Law of Return to scale. Iso-quant Curves.

### **Unit-5**

Market Structure: Nature of market, Types of Markets and their characteristics under different market structure - Perfect Competition, monopoly, monopolistic competition and oligopoly. Price discrimination under monopoly.

### **Unit-6**

National Income: Meaning, components and methods of measurement.

### **Text and Reference Books-**

1. Koutsoyianni A.: Modern Microeconomics; Macmillan, New Delhi.
2. N. Gregory Mankiw, "Principles of Economics", 8th Edition, Cengage Learning, 2016.
3. Bernheim, B., Whinston, M. (2009). Microeconomics. Tata McGraw-Hill.
4. Snyder, C., Nicholson, W. (2010). Fundamentals of microeconomics. Cengage Learning.
5. Pindyck, Robert S. & Rubinfeld, Daniel L.: Microeconomics Sixth Edition [PHI].
6. D. N. Dwivedi, Micro Economics: Theory and Applications, Sultan Chand & Co., New Delhi, 2018

<b>BBA 103: Marketing Management</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

**Course Objectives:**

The objective of this course is to facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraint.

**Course Outcomes:**

- CO1 To recognize the importance of the various concepts of Marketing Management
- CO 2 To understand the various methods Marketing Environment.
- CO 3 To apply STP Concept in decision making
- CO4 To determine consumer behavior and Marketing Mix.
- CO5 To classify the various concepts of Marketing, price, place, promotion.
- CO6 To determine the various trends in marketing.

**Course Content -**

**Unit-1**

Introduction - Meaning, Importance of Marketing, Core Concept of Marketing, Marketing vs Selling, Marketing Process, Holistic marketing; Marketing mix, Relevance of marketing in a developing economy

**Unit-2**

Marketing Environment, Analysis of Micro and Macro Environmental factors, Market Research: importance, process and scope,

**Unit-3**

Market Segmentation, Basis for market segmentation; Market Targeting: concept, types, Product/Service positioning; Importance of STP in marketing.

**Unit-4**

Consumer Behavior- introduction, importance & process; Marketing Mix Decisions: Product decisions- New Product Development, Product mix, PLC, Branding and Packaging.



## **Unit-5**

Pricing – meaning, Factor affecting price, Pricing objective, Pricing methods; Channels of Distribution – Characteristics, Importance, Selection, Types of channels, Promotion: Promotion mix, Advertising, Publicity, Sales promotion, Personal selling.

## **Unit-6**

Recent trends in E – Marketing, E – Commerce, Rural Marketing, Social media marketing, Relationship marketing, Green Marketing and Social Responsibility Marketing.

## **Text and Reference Books-**

1. Principles of Marketing, Philip Kotler, Pearson, 14th edition.
2. Marketing Management, Rajan Saxena, TMH,3rd edition.
3. Marketing Management , Namakumari ,Macmillan,4th edition

<b>BBA 104: Financial Accounting</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

### **Course Objectives:**

The course aims at imparting basic knowledge on Accounting , so as to provide an opportunity to students to know about financial issues and that analysis as well as provide greater opportunity towards to learn about financial analysis from different case study .

### **Course Outcomes:**

- CO1. Understanding the basic concept of accounting.
- CO2. To analyze financial performance of the company by different methods
- CO3. To understand fund flow of the company
- CO4. Understand Accounting standard in India
- CO5. Understanding cash flow statement (AS -3) of the company
- CO6. Understanding final account of the company.

### **Course Content -**

#### **Unit-1**

Overview: Accounting- Definition, Branches, Purpose, Audience, Evolution, Foundation,Capital Maintenance, Development. Accounting as a measurement and valuation System.Accounting concepts, conventions and principles. Accounting Equation.

#### **Unit-2**

Mechanics of Accounting: Double entry system of accounting, journalizing of transactions;Reserves and Provisions, Depreciation Methods ,Preparation of final accounts of Sole Tradersand Companies, Profit & Loss Account, Profit & Loss Appropriation account and Balance Sheet.

#### **Unit-3**

Analysis of financial statement: Ratio Analysis- solvency ratios, profitability ratios, activityratios, liquidity ratios, market capitalization ratios ; Common Size Statement ; ComparativeBalance Sheet and Trend Analysis.

#### **Unit-4**

Funds Flow Statement: Meaning, Concept of Gross and Net Working Capital, Preparation ofSchedule of Changes in Working Capital, Preparation of Funds Flow Statement and its analysis;

#### **Unit-5**

Cash Flow Statement: Various cash and non-cash transactions, flow of cash, preparation of Cash Flow Statement and its analysis.

### **Unit-6**

Accounting Standards – Preparation Procedure, ICAI and Co. Act, Brief Concept of S 2 –Inventory Valuation and Depreciation Accounting as per AS-10 (Property, Plant and Equipment). Brief introduction of International Accounting Standards & Matching of Indian Accounting Standards with International Accounting Standards.

### **Text and Reference Books-**

1. Financial Accounting and Analysis, PC Tulsian; Tata Mc Graw Hill, New Delhi 1<sup>st</sup>Edition.
2. Financial Accounting for Management , Ramchandran&Kakani, Tata Mac Graw Hill, 2<sup>nd</sup>Edition
3. An Introduction to Accountancy, Maheshwari S.N &Maheshwari S. K. VikasPublication, 9<sup>th</sup>Edition

<b>BBA 111: Human Values and Business Ethics</b>	
<b>Teaching Scheme</b> Lectures: 2 hrs/Week  Credits: 2	<b>Examination Scheme</b> Class Test -6 Marks Teachers Assessment – 3 Marks Attendance – 6 Marks End Semester Exam – 35 marks

**Course Objectives:**

The course aims at imparting basic knowledge of human values and the difference between values and ethics , so as to provide an opportunity to students to know about the ways to fight with the human values crisis in today’s contemporary Indian society. The course also aims to foster the culture of creativity, ethical decision making, humanity, individual freedom, truth, goodness and beauty.

**Course Outcomes:**

- CO1      Understanding the nature of values.
- CO2      Understanding the difference between spirituality and secularism.
- CO3      Understanding the concept of unity of all life.
- CO4      Understanding the element of corporate social responsibility.
- CO5      Understanding ethical issues in international business.
- CO6      Understanding Values in Busniess.

**Course Content -**

**Unit-1**

Business Ethics: Nature, scope and purpose of ethics; Relevance of values; Importance of Ethics & Moral standards; Ethics & Moral Decision Making.

**Unit-2**

Corporate Social Responsibility: Nature, Scope & Importance.

**Unit-3**

Corporate Governance: Concept, Importance for Industry, Sailable features, Scope, Major Functions

**Unit-4**

Ethical Issues related with Advertisements, Finance, Investment, Technology; Secular versus Spiritual Values in Management; Work ethics: concept of Swadhrama.

## **Unit-5**

Gandhian approach in Management & Trusteeship: Gandhiji's doctrine of Satya & Ahimsa, Concept, importance & relevance of Trusteeship principle in modern business.

## **Unit-6**

Indian Ethos: Need, purpose & relevance of Indian Ethos; Salient feature (Brain Stilling, Total Quality Mind, Intuition, Intellectual rational brain V/s Holistic-Spiritual Brain, Holistic Approach for Managers in Decision Making.)

### **Text and Reference Books-**

1. Business Ethics, Fernando, Pearson Publication, 2007.
2. Business Ethics, CSV Murthy, Himalaya Publishing House, 2nd Edition
3. A N Tripathy, 2003, Human Values, New Age Publishers.
4. Business Ethics, Bani P. Banerjee, Excel Books, 2005

<b>BBA 113: Business Law</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

**Course Objectives:**

The objective of the course is to impart basic knowledge of the important business law along with relevant case law and to gain basic legal knowledge regarding business transactions.

**Course Outcomes:**

- CO1. Demonstrate an understanding of the Legal Environment of Business.
- CO2. Apply basic legal knowledge to business transactions.
- CO3. Identify contract remedies.
- CO4. Acquire problem solving techniques and to be able to present coherent, concise legal argument.
- CO5. Demonstrate understanding of legality and Statute of Frauds in contracts.
- CO6. Demonstrate knowledge of basic court procedures.

**Course Content-**

**Unit-1**

Formation of contract-meaning of offer (proposal), acceptance, promise, agreement consideration, effect of technology on communication of contractual relations, cross offer and Counter offer, general and specifically offer. (Case study-Lalmanshukla case, Carlill carbolic case)

Essentials of agreement to become contract – competency or capacity of parties, effect of minor’s contract, (Mohiribiwi case)

Free Consent- meaning and effect of coercion, undue influence, misrepresentation, fraud, mistake of one party and both party on the enforcement of contract) Unlawful objects, agreements

Without consideration and their exceptions, Agreements specially declared void by the Act.

**Unit-2**

Contingent contract-meaning with illustrations, impossible agreement and contract, Novation of contract, Doctrine of unjust enrichment with the help of quasi contract, (Satyabrata vs. Mugneeram case).

**Unit-3**

Breach of contract-anticipatory and present breach, measure of damage in case of breach, liquidated damage and penalty.-----(Hedley vs. Buxendale case)

Difference between: a.) void and voidable agreement, b.) agreement and contract, c.) liquidated damage and penalty.

#### **Unit-4**

Contract of indemnity, contract of guarantee, difference between indemnity and guarantee, Features of guarantee, extent of surety's liability. Discharge of surety from liability, contract of pledge –essentials, contract of Bailment, rights and duties of bailor and bailee, Concept and contract of agency, relation between principal and agent, determination of agency.

#### **Unit-5**

Partnership Law-The Partnership Act, 1932. Formation of partnership firm, essentials of a partnership agreement, mutual rights and duties of Partners, minor partner his rights and liabilities, incoming and outdoor partner, effect of non registration of the firm, dissolution of the firm.

#### **Unit-6**

The Sale of Goods Act: Essential elements of sale of goods contract, difference of sale and agreement to sell, conditions and warranty, principle of Nemo debet quod non habet, risk prima facie passes with property, rights of unpaid seller –right of lien, termination of lien, right to stop in transit, its commencement and end Doctrine of caveat emptor and its exceptions.

#### **Text and Reference Books-**

1. Law Of Contract, Singh Avtar; Eastern Book Company, 9th edition.
2. Business Law, Kuchhal M.C; Vikas Publishing House, 5th Edition.
3. Business Law, Tulsyan P.C; Tata Mc Graw Hill, 2nd Edition, 2000.
4. Bare Acts – The Indian Contract Act-1872, the Sale of Goods Act, 1930, the Indian Partnership Act, 1932(BUSINESS LAW MANUAL).

<b>BBA 201: Indian Economy</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

### **Course Objectives:**

The objective of this course is to help a student to understand Indian economic problems in the light of relevant economic policies and in a comparative perspective that enable the students to understand the evolution of Indian economy, its institutional framework and planning policy.

### **Course Outcomes:**

- |     |   |
|-----|---|
| CO1 | To recognize the concept of Economy, economic growth and development        |
| CO2 | To understand the concept of economics resources and its measures           |
| CO3 | To recognize the importance of development strategies in the economy        |
| CO4 | To understand the economic scenario of Pre liberalization era               |
| CO5 | To recognize the concept and importance of Foreign trade in Indian economy. |
| CO6 | To understand the economic scenario after liberalization                    |

### **Course Content -**

#### **Unit-1**

Meaning & parameters of an economy, Meaning and types of economic systems, Characteristics of Indian economy at the time of independence. Economic growth & development. Factors affecting Economic development, HDI and Inclusive Growth.

#### **Unit-2**

An overview of Economic resources of India. Human resources of India, Concept of Population explosion & Problem of unemployment and poverty of India.

#### **Unit-3**

Evolution of priorities & development strategy since independence and role of planning in Indian economy. NITI Aayog : Objectives and Functions.

#### **Unit-4**

Indian economy (pre liberalization era): Restrictive & protective economy prior to 1991. New industrial policy, Current Industrial pattern and scenario.

#### **Unit-5**



Indian economy (Post liberalization era): Nature & salient features of reforms initiatives in 1991. Liberalization, privatization & Globalization: Meaning, objectives & effects of LPG reforms on Indian economy.

### **Unit-6**

Foreign Trade: Meaning and Importance of foreign trade. India's foreign trade: composition and direction. Balance of payment: Meaning and Components and India's BOP: Current Scenario.

### **Text and Reference Books-**

1. An Evolution of Indian Economy, I.C.Dhingra -NCERT: Sultan Chand & Co, Latest edition.
2. Indian Economy, Mishra & Puri, Himalaya, Students Edition.
3. Indian Economy, Dutt & Sundaram, S. Chand & Company, Delhi, latest edition.

<b>BBA 202: Logistics &amp; Productions Management</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

**Course Objectives:**

The course aims at imparting basic knowledge on Productions & Logistics, so as to provide an opportunity to students to know about production, supply chain, logistics as well as provide greater opportunity towards to learn about productions and its functioning.

**Course Outcomes:**

- CO1. Understanding the manufacturing technology
- CO2. Understanding production system
- CO3. To understand quality control of a manufacturing system
- CO4. Understanding production planning and control
- CO5. Understanding technological up gradations and its relation to the product
- CO6. Understanding the effect of globalization on operations management

**Course Content -**

**Unit-1**

Logistics :Evolution, Objectives, Components and Functions of Logistics Management, Distribution related Issues and Challenges; Gaining competitive advantage through Logistics Management, Transportation- Functions, Costs, and Mode; Network and Decision.

**Unit-2**

Supply Chain Concepts: Objectives of a Supply Chain, Stages of Supply chain, Value Chain Process, Cycle view of Supply Chain Process, Key issues in SCM, logistics & SCM, Supply Chain Drivers and obstacles, Supply chain strategies, strategic fit, Best practices in SCM, Obstacles of streamlined SCM.

**Unit-3**

Production Management: Definition, Nature and Scope, functions of productions management, production systems, responsibilities of production managers

**Unit-4**

Types of manufacturing systems: intermittence and continuous system, production design and development. Plant Location-definition, types of plant locations, plant layout-definition, types of plant Layout.

## **Unit-5**

Material management and inventory control, Material Requirement Planning (MRP), Work in Process (WIP) inventories, purchasing economic lot quantity. Economic Lot Quantity, Lead Time, reordering level, ABC Analysis, Stock-keeping, Objectives of Production Planning & Control (PPC).

## **Unit-6**

Quality Control, quality assurance, quality assurance, quality circles, Total Quality Management (TQM), Just-in Time (JIT), JIT, Statistical Quality Control

### **Text and Reference Books-**

1. Production and Operations Management, Chary: Tata McGraw-Hill, 1997, 9<sup>th</sup> edition.
2. Production and Operations Management, Adam Junior Everetl E. R J; Prentice-Hall, 2000, 5<sup>th</sup> edition.
3. Production and Operations Management, Goel B.S: Pragati Publication.
4. Production Management, Sareen Buffa; Wiley Pvt.Ltd, 8<sup>th</sup> edition

<b>BBA 203: Quantitative Decision Making</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

### **Course Objectives:**

The basic objective of this course is to provide students an understanding of concepts of business statistics and to acquaint the students with necessary statistical and techniques to be used in business decision-making processes.

### **Course Outcomes:**

- CO1 Acquiring the knowledge about the applications of Statistics in Business and Management
- CO2 To explain basic methods of business statistics which are immensely useful for economical problems.
- CO3 To solve problems in the areas of measures of central tendency, variation, significance of measuring variation.
- CO4 To discern effects of various types and methods of correlation and regression
- CO5 To connect acquired knowledge and skills with real life problems in economic practice
- CO6 Understanding the basic idea of the time series analysis and index numbers in business

### **Course Content -**

#### **Unit-1**

Definitions of Statistics. Scope in Business and Management, Limitations of Statistics. Classification of data (Geographical, Chronological, Qualitative, Quantitative), Formation of Frequency distributions (discrete and continuous data), Diagrams (Bar, rectangles, squares, circles, pie, Pictograms and cartograms), Graphs (Histogram, Frequency polygon, Smoothed frequency curve, Cumulative Frequency curves or Ogives).

#### **Unit-2**

Measures of Central Tendency- Characteristics of a Good Average, Arithmetic mean, merits and limitations of arithmetic mean, Weighted arithmetic mean, Median, merits and limitations of median, Quartiles, Deciles and Percentiles, Mode, merits and limitations of mode, Geometric mean and its applications. , Harmonic mean, its applications, merits and limitations.

### **Unit-3**

Measures of Variation – Significance of measuring variation, properties of a good measure of variation. Absolute and Relative measures of variation. Range, Quartile deviation, The Average Deviation, The Standard Deviation, Coefficient of Variation. Moments, Measures of Skewness and Kurtosis.

### **Unit-4**

Correlation and Regression- Scatter Diagram, Karl Pearson's Coefficient of Correlation and its properties, Correlation of bi-variate grouped data. Rank Correlation Coefficient. Method of least squares, Regression lines, Regression Equations, Regression Coefficients and its properties.

### **Unit-5**

Time series - Components of Time series , measurements of secular trend ( Freehand, semi averages, moving averages, least squares).

### **Unit-6**

Index Numbers: Uses, Price and quantity Index numbers, Simple Index numbers, Simple average of price relatives, weighted relative price index numbers, Laspeyres and Paasche , Bowley's, Marshall-Edgeworth's and Fisher's index numbers). Time reversal , Factor reversal and Circular tests. Chain index numbers.

### **Text and Reference Books-**

1. Business Statistics, Gupta, S.P. & Gupta, M.P., Sultan Chand & Sons, Delhi, 10th edition.
2. Introduction to Statistical Methods, Gupta, C.B & Gupta Vijay: 23rd Revised Edition, Vikas Publishing House Pvt. Limited, 10th edition.
3. Business Statistics, Beri, G.C., Tata McGraw Hill Education Private Limited, New Delhi, 3rd Edition.

<b>BBA 204: Corporate Law</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

**Course Objectives:**

- |  |
|--|
| 1. The objective of the course is to impart basic knowledge of the provisions of the Companies Laws and the Depository Laws.   |
| 2. To understand the formation, management and other activity of the companies.  |
| 3. To introduce to the students the nuance of corporate law and the obligations of it towards society in discharging its trade relations and to be a good corporate citizen. |
| 4. To inform the students about the elementary ideas and the logic of the corporate law.   |

**Detailed Syllabus**

<b>Unit-1</b>  Company – Definition, Meaning, Nature and its Characteristics, Corporate Personality: Kinds of Company, Promotion and Incorporation of Companies.
<b>Unit-2</b>  Memorandum of Association, Articles of Association, Prospectus, Doctrine of Constructive Notice, Indoor Management and Ultra virus.
<b>Unit-3</b>  Shares, Share Capital, Members, Shares - Transfer and Transmission, Directors-Managing Director, Whole Time Director.
<b>Unit-4</b>  Capital Management-Borrowing powers, mortgages and charges, debentures, Company Shareholders Meetings-kinds quorum, voting resolutions, proxy, minutes of the meeting.
<b>Unit-5</b>  Majority Powers and minority Rights, Prevention of oppression and mismanagement, winding up-Kinds and Conduct.
<b>Unit-6</b>  One Person Company (OPC), Small Company, Postal Ballot, Small Shareholders on Board, Director Identity Number (DIN), Corporate Identity Number (CIN), Online Filing of Documents, Online Registration of Company, Insolvency and Bankruptcy Code (IBC).

**Text and Reference Books-**

1. Grower L.C.B. Principles of Modern Company Law, Stevens & Sons, London
2. Ramaiya A. Guide to the Companies Act. Wadhwa & Co., Nagpur
3. Singh, Avtar Company Law, Eastern Book Co., Lucknow
4. Kuchal, M.C. Modern Indian Company Law, Sri Mahavir Books, Noida
5. Kapoor, N.D. Company Law- Incorporating the Provisions of the Companies Amendment Act, 2000, Sultan & sons

**Course Outcomes:**

- |  |
|--|
| 1. Apply principles of corporate law in a rigorous and principled manner.  |
| 2. Apply corporate law to generate solutions to complex legal problems, and critique the operation of corporate law from a policy perspective. |
| 3. Exercise appropriate strategic professional judgment in the resolution of a corporate law problem in an academic environment.               |
| 4. Reflect on individual ability to effectively undertake work as a member of a team, and use that reflection to inform improvement.           |

<b>BBA 205 : ORGANIZATIONAL BEHAVIOUR</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

### **Course Objectives:**

Even though skills in finance, accounting, marketing, operations, and strategy are crucial for organizational success, the ability to manage an organization, its groups, and its individuals is equally important. In careers, we will depend on people to accomplish tasks, goals, and projects; where we will need to work for other people, work with other people, and supervise other people. An understanding of the human side of management is an essential complement to the technical skills budding managers are learning in other courses. So, this course is an introduction to the basic concepts and topics in organizational behavior (OB) and management. The course focuses on OB at three levels: individual, interpersonal, and collective. The syllabus has been designed to start at the individual level, covering decision-making, motivation, and personality. We will then turn to the interpersonal level.

### **Course Outcomes:**

**CO.1** It will increase the knowledge of learners about OB concepts so that you can understand and analyze how organizations and the people within them work.

**CO.2** Provide learners with opportunities to apply OB concepts to real-world problems faced by managers.

**CO.3** Develop leadership and management potential in budding managers.

**CO.4** Effective leaders often manage people and information to accomplish organizational goals under conditions not entirely in their control.

So, after completion of the course students must successfully be able to diagnose problems in personality, communicate clearly, make effective decisions, motivate and influence others, manage diversity, and drive organizational change and development.

### **Course Contents:**

#### **UNIT – 1**

Introduction: Concept, Nature of OB, Scope and Importance of OB, Approaches to OB, Characteristics and limitations of OB, Challenges and Opportunities of OB, Models of OB, OB is Interdisciplinary nature, Individual and group behavior.



## **UNIT – 2**

Personality: Definition and Features, Big five model, MBTI, Johari Window, Managerial Implications of Personality, Perceptions and Attributions: Definition Features, Factors Affecting Perception and Process, Attribution.

## **UNIT - 3**

Perceptual and Attribution Errors, Managerial Implications of Perception, Motivation and Importance of Motivation, Theories of motivation – Maslow’s, Hertzberg’s Theory, Theories of motivation – Maslow’s, Hertzberg’s Theory, McClelland’s Expectancy theory Merits and demerits, Learning & Principles of learning, Factors in Human learning, Learning Theories

## **UNIT – 4**

Inter-personal behaviour, Importance of Inter-personal behaviour in the organization, Transactional analysis and its applications in organizations, Group Dynamics & Group Cohesiveness, Concept of Groups & team, Types of Groups, Stages of Group Development, Group norms & roles, Concept of leadership, skills and styles & importance of leadership, Leadership theories, Indian leadership & Western leadership style in organization.

## **UNIT – 5**

Meaning and Process of conflict, Causes, sources, consequences of conflict, Conflict resolution strategies, Concept and types of change, Identification of the problem and implementation of change, Resistance to change, Overcoming resistance to change.

## **UNIT – 6**

Concept of organizational effectiveness, Efficiency, effectiveness and productivity, Approaches of organizational effectiveness, contributing factors of organizational effectiveness, Organizational development- concept and process.

### **Text and Reference Books**

1. Organizational Behavior: Luthans Fred, Tata McGraw Hill, 10th ed.
2. Organizational Behavior: Robbins Stephen P., Pearson Education, 13th ed.
3. Human Behavior at Work: Davis Keith, McGraw Hill Publications, 12th edition.
4. Organizational Behavior: Prasad L M, S Chand Publication 8th ed.
5. Organizational Behavior: Ashwathappa K., Himalaya Publishing House, 8th ed.

## BBA 222: MS- Office for Managers

<b>Teaching Scheme</b> Lectures: 2 hrs/Week Lab: 2 hrs/Week  Credits: 4	<b>Examination Scheme</b> Class Test -6 Marks Teachers Assessment – 3 Marks Attendance – 6 Marks End Semester Exam – 50 marks Practical Lab – 50 Marks
---	---

### Course Objectives:

The course aims at imparting basic knowledge of computers and its use in business, education and society. It introduces the fundamentals of computing devices and reinforces computer vocabulary, particularly with respect to personal use of computer hardware and software, the Internet, networking and mobile computing. It also provides hands-on use of Microsoft Office applications Word, Excel, Access and PowerPoint.

### Course Outcomes:

Upon completion of this course, the student will be able to apply technical knowledge and perform specific technical skills, including:

- CO1.** Describe the usage of computers and why computers are essential components in business and society as well as introduction of operating system.
- CO2.** Solve common business problems using appropriate Information Technology applications and systems using MS Word.
- CO3.** Utilize the role of MS Excel in business and education.
- CO4.** Solve common educational problems using appropriate Information Technology applications and systems using MS PowerPoint.
- CO5.** Utilize the MS Outlook as well as organize the inbox and message scheduling.
- CO6.** Organize and work with internet standards, search engines.

### Detailed Syllabus

<b>Unit-1</b> <b>Introduction of Computer Basics:</b> Introduction of Computer, Creating Folder, Directories, Input and Output devices, Central Processing Units, Hardware and Software, Operating System, Functions of Operating Systems. <b>Working with Windows Operating System:</b> Introduction, The Desktop, Structure of Windows, Windows Explorer, File and Folder Operations, The Search, The Recycle Bin. <b>MS-Office:</b> Introduction to MS-Office
<b>Unit-2</b> <b>MS-Word:</b> Creating, editing, saving and printing text documents, Font and paragraph formatting, Simple character formatting, inserting tables, smart art, page breaks, using lists and styles, working with images, Using Spelling and Grammar check, Understanding document properties, Mail Merge.
<b>Unit-3</b> <b>MS-Excel:</b> Introduction, Starting MS-Excel, Creating, editing, saving and printing spreadsheets, working with functions & formulas, modifying worksheets with color & auto formats, graphically representing data: Charts & Graphs, Formatting worksheets

**Unit-4**

**MS-Power Point:** Introduction of MS-PowerPoint, Basic concept of presentation software. Standard toolbar, formatting toolbar, and drawing toolbars in Power Point and their use. Creating and opening a presentation. Use of slide sorter, adding header/footer. Use of animation features. Inserting pictures, resizing pictures, Adding custom animation.

**Unit-5**

**Microsoft Outlook:** Send and receive email messages, attach files and Outlook items to messages, display messages and message attachments, Display message participant information.

**Organize Inbox:** Display and manage conversations, Arrange messages by specific attributes

**Manage scheduling:** Schedule appointments and events, Schedule and change meetings.

**Unit-6**

**Internet:** Introduction of Internet, Receiving Incoming Messages, Sending Outgoing Messages, Email addressing, Email attachments, Browsing, Search engines, Text chatting, Job Searching, downloading video and Music, Uploading Video or Music, Voice chatting, Webcam Chatting, Introduction to Blogging.

**Text and Reference Books**

1. Computer Fundamentals, P.K. Sinha, BPB Publication, November, 2004.
2. Computer Fundamental and Concepts, V. Raja Raman, PHI, 4 th Edition, January 2010.
3. Go! With Microsoft Office 2013, Shelly Gaskin et.al., Volume 1, 1st Edition