



Four Year Under Graduate Syllabus

Bachelor of Business Administration

Bodoland University

Proposed Course Structure for BBA Programme , Bodoland University

Semester I

Paper Code	Paper Name	Credit	L+T+P
BBAMAJ1014	Principles of Management	4	3+1+0
BBAMIN1014	Business Statistics	4	3+1+0
BBAIDC1013	Digital Financial Literacy	3	2+1+0
BBAAEC1012	Language/Regional Language	2	1+1+0
BBASEC1013	IT Skills	3	2+0+2
BBAVAC1014	Environmental Studies (2 credit) and Health and Wellness /NCC/NSS/Sports (2 credit)	4	2+0+4

Semester II

Paper Code	Paper Name	Credit	L+T+P
BBAMAJ1024	Marketing Management	4	3+1+0
BBAMIN1024	Business Accounting	4	3+1+0
BBAIDC1023	Retail Management	3	2+1+0
BBAAEC1022	Language/Regional Language	2	1+1+0
BBASEC1023	Team Dynamics	3	2+1+0
BBAVAC1024	Business Communication	4	2+0+4

Semester III

Paper Code	Paper Name	Credit	L+T+P
BBAMAJ2014	Business Economics	4	3+1+0
BBAMAJ2024	Organizational Behaviour	4	3+1+0
BBAMIN2014	Business Environment	4	3+1+0
BBAIDC2013	Office Management	3	2+1+0
BBAAEC2012	Language/Regional Language	2	1+1+0
BBASEC2013	Soft Skills Development	3	2+0+2

Semester IV

Paper Code	Paper Name	Credit	L+T+P
BBAMAJ2034	Information Technology for Managers	4	3+1+0
BBAMAJ2044	Human Resource Management	4	3+1+0
BBAMAJ2054	Operations Management	4	3+1+0
BBAMIN2024	Entrepreneurship Development	4	3+1+0
BBAAEC2022	Language/Regional Language	2	1+1+0
BBAINT2012	Internship	2	

Semester V

Paper Code	Paper Name	Credit	L+T+P
BBAMAJ3014	Taxation	4	3+1+0
BBAMAJ3024	Legal Aspects of Business	4	3+1+0
BBAMAJ3034	Business Ethics and Corporate Governance	4	3+1+0
BBAMAJ3044	Financial Markets and Financial Services	4	3+1+0
BBAMIN3014	Business Leadership Skill	4	3+1+0

Semester VI

Paper Code	Paper Name	Credit	L+T+P
BBAMAJ3054	Project Management	4	3+1+0
BBAMAJ3064	Consumer Behaviour	4	3+1+0
BBAMAJ3074	Operations Research	4	3+1+0
BBAMAJ3084	Financial Management	4	3+1+0
BBAMIN3024	E-Commerce	4	3+1+0

Semester VII

Paper Code	Paper Name	Credit	L+T+P
BBAMAJ4014	Training and Management Development	4	3+1+0
BBAMAJ4024	Supply Chain Management	4	3+1+0
BBAMAJ4034	Banking Operations	4	3+1+0
BBAMAJ4044/ BBAREM4014	Business Analytics Or Research Methodology	4	3+1+0
BBAMIN4014	Management Information System	4	3+1+0

Semester VIII

Paper Code	Paper Name	Credit	L+T+P
BBAMAJ4054	Strategic Management	4	3+1+0
BBAMIN4024	Advertising and Brand Management	4	3+1+0
BBAADL4014	Industrial Relations Management	4	3+1+0
BBAADL4024	Sales and Distribution Management	4	3+1+0
BBAADL4034	Investment Management	4	3+1+0
	OR		
BBAREP40112	Dissertation or Research Project	12	

Programme Outcome:

- Graduates will understand effective leadership techniques, including aspects of ethical decision-making.
- Graduates will demonstrate competency in the business disciplines.
- Graduates will function competently in a business environment.

SEMESTER I**Paper Title : Principles of Management**

Paper Code: BBAMAJ1014

Total Number of Lectures : 45 + 15= 60 Hours (L+T)

Total Marks : 100

Course Objective: This course imparts understanding of fundamental principles of management.

Course Outcome: To enable students to learn application of management principles.

Course Content:

Unit 1:

Management – Evolution, meaning and characteristics, Management thoughts and eras, Management theories, Management functions and principles, Scientific management. Management versus Administration

Unit 2:

Planning – Meaning, nature, objectives, Planning process and types, Decision making – need, significance, process and requisites of an effective decision making. Organizational structure – types, authority and responsibility- meaning, needs, significance, types and process of delegation of responsibility.

Unit 3:

Directing - Meaning, principles and process, Communication - meaning, process, barriers and types, Motivation –meaning, needs and theories, Leadership – characteristics of a good leader, traits, styles.

Unit 4:

Coordinating – meaning and significance, Management control techniques, essentials of effective management control, steps in management control.

Experiential Learning: Case study on the management of a business organization. Students shall write a case report to be evaluated by the course teacher.

Suggested Readings:

- Prasad L.M., Principles and Practices of Management, New Delhi: Sultan Chand & Sons.
- Moshal B.S., Organisational theory & Behaviour, text & cases, Anne student edition, 2nd, Anne Books Pvt Ltd, 2009.
- Drucker Peter, F, The practice of Management – Allied Publishers, Delhi.
- Newman & Warrant Process of Management – PHI, Delhi
- Hannagan - Management Principles – Macmillan India Ltd.
- Pathak. Rati, K. and Kalwar, Manik, Ch., Principles of Management - Abhilekh.
- Robbins, Stephen P., Coulter. M, and Vohra. N., Management- Pearson

Paper Title :Business Statistics

Paper Code: BBAMIN1014

Total Number of Lectures :45 + 15= 60 Hours (L+T) Total Marks : 100

Course objective: This course aims to teach students the basics of statistics and their application in the business world.

Course Outcome: The goal is to help students make informed decisions and solve real-world problems using statistical methods.

Course Contents:

Unit 1:

Statistics – A Conceptual Framework – Meaning and Scope of Business Statistics – Definition – Function – Role of Statistics for Business Decisions – Importance - Limitations.

Unit 2:

Measures of Dispersion – objectives – Absolute and Relative Measures – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Skewness – Kurtosis – Respective Merits and Demerits.

Unit 3:

Fundamentals of Probability - Concepts, basic rules of probability and algebra of events, Probability distributions and their applications in business.

Unit 4:

Time Series & Forecasting – Components of Time Series, Moving Average, Weighted Moving Average, Linear & Nonlinear Trends, Seasonal Variations, Sampling.

Experiential Learning :Presentation on any one topic to be made by the students . It is to be evaluated by the course teacher.

Suggested Readings:

1. Akhilesh, K.B. and Bala Subrahmanyam. Mathematics and Statistics for Management, Vikash Publishing House, Delhi, 2013.
2. Douglas A Lind, William G Marshal and Samuel A Wathen. Statistical Techniques in Business and Economics

Note: Latest edition of books may be used.

Paper Title : Digital Financial Literacy

Paper Code : BBAIDC1013

Total Number of Lectures : 30 + 15= 60 Hours (L+T) Total Marks : 50

Course Objective : The basic objective of the course is to acquaint the students with the basic knowledge of managing money involving savings and investment for a secure future.

Course Outcome: Students would acquire the skills to manage personal finance.

Course Contents

Unit I

Budgeting - Concept , Importance and Steps involved ; Savings - Meaning , Importance ; Investment- Concept , Risk and Return trade off , Avenues ; Banking - Deposit Accounts , Mode of Operation , Nomination ; Insurance- Need for Life Insurance , Importance of Health Insurance

Unit II

Loan - Types , Fixed and Floating Rate of Interest , Loan Documentation; Basics of Mortgage; Tax planning- Need and Steps involved in tax planning ; Introduction to Retirement Planning ; Introduction to Estate Planning

Unit III

Electronic money, mobile phone wallets, crypto assets, robo advisors, crowdfunding, peer-to-peer (P2P) lending, Internet-based insurance services, etc. Phishing; Pharming: Spyware, SIM card swap

Experiential Learning: Presentation / Assignment to submit a suitable investment plan for a young working adult / middle aged person/ retired person prepared by the student based on his/his understanding of various elements of personal finance .

Suggested Readings:

1. Introduction to Financial Planning -Indian Institute of Banking & Finance.
2. Sinha, Madhu. Financial Planning: A Ready Reckoner, McGraw Hill.
3. Halan, Monika, Let's Talk Money: You've Worked Hard for It, Now Make It Work for You, July 2018 Harper Business.
4. Pandit, Amar The Only Financial Planning Book that You Will Ever Need, Network 18 Publications Ltd.

Note: Latest edition of books may be used.

AEC-1	BBAE1012	Language/Regional Language (Syllabus shall be as prescribed by the University)	2	1+1+0
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Paper Title: IT Skills

Paper Code: BBASEC1013

Total Number of Lectures :30 + 30= 60 Hours (L+P)

Total Marks : 50

Course Objective: This course imparts understanding of fundamental concepts of IT Skills

Course Outcome: To enable students to learn various office applications in both theory and practice.

Course Contents:

Unit I

Introduction to computer, Hardware: Input / Output devices, storage devices and memory. Software: System and Application Software, Compilers, Interpreters and Assemblers. Computer Languages: Levels of languages, generation and their features, Internet.

Unit II

MS Word: Creating and Editing Word Document. Saving Document, Working with Text: Selecting, Formatting, Aligning and Indenting, Finding Replacing Text, Bullets and Numbering, Header and Footer, Working with Tables, Properties Using spell checker, Grammar, AutoCorrect Feature, Synonyms and Thesaurus, : Graphics: Inserting Pictures, Clipart, Drawing Objects, Using Word Art. Setting page size and margins; Printing documents. Mail Merge Practical

MS PowerPoint: Creating and Editing presentation, Auto content wizard, using built-in templates, Types of Views: Normal, Outline, Slide, Slide Sorter, Slide Show, Creating customized templates; formatting presentations.

Unit III

MS Excel: Creating, Opening, and Saving Workbook. Range of Cells. Formatting Cells, Functions: Mathematical, Logical, Date, Time, Auto Sum, Formulas. Graphs: Charts. Types and Chart Toolbar, Printing: Page Layout, Header and Footer Tab

Spreadsheet: Introduction to spreadsheet software and its applications, Elements of spreadsheet, such as rows, columns, cells, formulas, functions, and charts, Formatting and proofing data, such as currency, date, custom, and conditional formats, Manipulating cells and worksheets, such as editing, copying, pasting, inserting, deleting, resizing, and autofill, Creating and modifying charts and sparklines to visualize data, Performing what-if analysis using goal seek, scenario manager, data tables, Protecting and securing worksheets and workbooks, Printing and sharing spreadsheets.

Experiential Learning : Presentation on any one topic to be made by the students . It is to be evaluated by the course teacher.

Suggested Readings:

1. Walter Holland, Microsoft Office, 2013, Digital Classroom.
2. Microsoft Excel 2013 Bible, John W Wiley

Note: Latest edition of books may be used.

Paper Title: Environmental Studies and Yoga /NCC/NSS/Sports

Paper Code: BBAVAC1014

Total Number of Lectures :30 + 60 = 90 Hours (L+P)

Total Marks : 100

Course Objective: This course imparts understanding of concepts of environmental studies.

Course Outcome: Students are acquainted with various concepts of environmental studies and take active participation in Yoga/NCC/NSS/Sports.

Course Contents:

As per UGC Guidelines and Curriculum Framework for Environment Education at Undergraduate level.

Suggested Readings:

1. Agarwal, K.C. (2001) Environmental Biology, Bikaner, Nidhi Pub.
2. Basker, Sushmitha & Bhasker, R. (2007) Environmental Studies for Undergraduate Courses, New Delhi, Unicorn Books.
3. Bharucha, Erach, (2013) Textbook of Environmental Science. Orient Black Swan.
4. Bhatt, K. N. (2010) Population Environment and Health – emerging issues, Jaipur, Rawat.

Note: Students shall study Environmental Studies(2 credit) and choose any one from Health and Wellness /NCC/NSS/Sports (2 credit)

Note: Latest edition of books may be used.

SEMESTER II

Paper Title: Marketing Management

Paper Code: BBAMAJ1024

Total Number of Lectures :45 + 15= 60 Hours (L+T) Total Marks : 100

Course Objective: To enable students to learn various marketing applications in both theory and practice.

Course Outcome: This course imparts understanding of concepts of marketing management.

Course Contents

Unit I:

Meaning and Definition of Market, and Marketing-Nature, Goals, Concepts ,Functions , Importance and Scope . Products and Services- Concepts, Characteristics, Role and Differences, Marketing mix of product and services, Classification of services, growth of service sector in India. Service processes –Designing the service process – services blueprint.

Unit II:

Marketing environment- Micro and macro, Market segmentation – concept, bases, types and levels, Requisites for sound Market Segmentation. Consumer Behaviour – Factors influencing Consumer Behaviour, Buying Decision Roles, Process and Types, Market analytics.

Unit III:

New product development, Product Pricing- objectives, methods , factors influencing pricing decisions. Branding-types, role and significance, Packing and Packaging, Product lifecycle-meaning, stages and strategies.

Unit IV:

Product promotion- concept, significance and tools, Physical distribution- concept, characteristics roles, functions and types of marketing channels, factors influencing channel selection. Marketing research- concept, significance, data collection, process and designs.

Experiential learning: Case study on the elements of marketing mix.

Readings:

1. Kotler P. & Keller Kevin L. Marketing Management, (15th ed) . Pearson.
2. Kotler P, Armstrong G. & Agnihotri P. Principles of Marketing, (17th ed). Pearson
3. Ramaswamy V.S. & Nanakumari S. Marketing Management, (4th ed). Om Books
4. Philip Kotler, Principles of Marketing
5. Rajan Saxena, Marketing Management
6. Still and Cundiff, Marketing Management
7. Stanton W. J., Fundamentals of Marketing

Paper Title : Business Accounting

Paper Code : BBAMIN1024

Total Number of Lectures : 45 + 15= 60 Hours (L+T) Total Marks :100

Course Objective : To familiarize students with the mechanics of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation.

Course Outcome: Students would learn to prepare , analyze and interpret financial statements.

Course Contents

Unit I

Introduction to Accounting -Basic Concepts, Purpose, Importance, Scope and Limitations of Accounting. Users of Accounting Information, Generally Accepted Accounting Principles (GAAP) and Accounting Standards (AS), Introduction to International Financial Reporting Standards (IFRS) –need and significance.

Unit II

Recording and Classification of transactions, Preparation of trial balance, capital and revenue Expenditure, Preparing final accounts for business, Adjustment Entries: Inventory, Depreciation, Provision for Bad Debts, Accrued, prepaid, outstanding and unearned income and expenditure

Unit III

Introduction to Cost accounting: Meaning, Objectives and differences with financial accounting, Classification of cost, Preparation of cost sheet

Unit IV

Marginal and absorption costing, Cost volume profit analysis, Break even analysis. Methods of costing: Job costing, Process Costing, Activity based costing.

Experiential Learning : Presentation on the contents of an audited annual report to be made by the students.

Suggested Readings:

1. Hanif and Mukherjee, Financial Accounting, McGraw Hill Publishers
2. Dr. S.N. Maheswari, Financial Accounting, Vikas Publication
3. S P Jain and K. L. Narang, Financial Accounting, Kalyani Publication
4. M.C. Shukla and Goyel, Advanced Accounting , S Chand.

Note: Latest edition of books may be used.

Paper Title :Retail Management

Paper Code: BBAIDC1023

Total Number of Lectures : 30 + 30 = 60 Hours (L+P) Total Marks : 50

Course Objective: To develop an understanding of the various aspects of retail business.

Course Outcome: Development of strong retail skills.

Course Content:

UNIT I

Marketing : An Introduction ; Basics of Consumer Behavior; Introduction to Retail Marketing; Role of Retailer;Retail Channel Management ;Multi-channel and Omni-channels Retailing ;Evolution of Retail in India

UNIT II

Retail formats; Wheel of Retailing & Retail Life Cycle; Consumer Behavior in Retail; Retail formats;Wheel of Retailing & Retail Life Cycle;Consumer Behavior in Retail ;Retail Location and Site Decisions;Advertising and sales promotion in retail ;Managing Services (Retail); Customer Relationship Management ; Customer Portfolio Management

UNIT III

Elements of Store Design and Layout & Visual Merchandising ; Store Layout; Customer Experiences Management; Merchandise Planning

Experiential Learning : Field surveys on retail concepts in different types of retail stores.Students shall write a report to be evaluated by the course teacher.

Suggested Readings:

1. David Gilbert , Retail Marketing Management, Pearson
2. Claus Ebster, Marion Garaus, Store Design and Visual Merchandising: Creating Store Space That Encourage Buying, Business Expert Press
3. Richard Hammond, Smart Retail: Winning Ideas and Strategies from the Most Successful Retailers in the World, Pearson

AEC-2	BBAAEC2022	Language/Regional Language (Syllabus shall be as prescribed by the University)	2	1+1+0
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Paper Title : Team Dynamics

Paper Code : BBASEC1023

Total Number of Lectures : 45 + 15= 60 Hours (L+T) Total Marks : 100

Course Objective:

To explain the dynamics of Team & Team Building and describe the different learning methodologies in team decision-making and negotiation skills.

Course Outcomes:

As a result of this course, students will:

- Apply critical thinking skills to evaluate group dynamics and team processes.
- Recognize and understand the characteristics of teams, the processes of teamwork, and how teams function.

Course Contents

Unit I

Team composition, formation of teams and development, Team Performance and Motivation, Team Conflict and Leadership, Team Decision Making, Group dynamics, Dynamics of teams and Team building.

Unit II

Leadership-Team Decision Making, Discovering the interpersonal orientation, FIRO-B, Experiential learning methodologies-T Group sensitivity training, encounter groups.

Unit III

Introduction to Negotiation, Negotiation skills and strategies for team building, team morale, team building strategies at workplace.

Nature of conflict, theories of conflict, Conflict resolution in teams, competitive vs collaborative behavior, developing collaboration.

Experiential learnings:

Conduct any team building activities to identify, demonstrate, analyze, manage, and evaluate team skills within the context of the class project

Suggested Readings:

1. Levi, Daniel. (2014). Group Dynamics for Teams, 5th Edition, SAGE Publications.

2. Simon Hartley, Stronger Together: How Great Teams Work , Little, Brown Book Group UK
3. Greg L Stewart, Charles C Manz, Team Work and Group Dynamics, John Wiley and Sons.

Paper Title :Business Communication

Paper Code: BBAVAC1024

Total Number of Lectures : 30 + 60 = 90 Hours (L+P) Total Marks : 100

Course Objective: To develop an understanding of oral, written and non verbal communication. It also aims to develop better communication and professional skills required for greater employability in students.

Course Outcome: Development of strong communication skills required in professional domains.

Course Content:

UNIT I

Introduction to business communication, characteristics of effective organizational communication, Meta communication, Barriers to Communication.

UNIT II

Oral communication: Meaning, Characteristics and Principles of Oral Communication, Effective Listening; Non-verbal Communication: characteristics and classification

UNIT III

Written communication: Meaning, Business Correspondence, Reports and Summaries, Appropriate Managerial Writings; Employment Communication: Application letter and Resume writing, Curriculum vitae. Report Writing.

UNIT IV

Presentation Skills and Interpersonal Skills.

Experiential Learning: Group discussions, mock interview, role play for understanding and developing communication skills, practicing and developing writing skills and presentation skills.

Suggested Readings:

1. Raymond V. Lesikar, Marie E. Flatley, Basic Business Communication, Tata McGraw Hill Publishing Company Ltd, New Delhi, 2005
2. Adler Ronald B., Elmhorst Jeanne Marquardt, Communicating at work, The McGraw-Hill Publications
3. Rai Urmila & Rai S. M, Business Communication, Himalaya Publishing House
4. Chaturvedi P.D, Chaturvedi Mukesh, Business Communication Delhi: Pearson Education.
5. Raman Meenakshi & Singh Prakash, Business Communication, Oxford University Press Publications, (2008)

SEMESTER III

Paper Title : Business Economics

Paper Code : BBAMAJ2014

Total Number of Lectures : 45 + 15 = 60 Hours (L+T) Total Marks : 100

Course Objectives: To familiarize the students with the conceptual framework of business economics and enable the managers in different spheres to take wise managerial decisions in the areas like production, pricing, etc.

Course Outcome: To understand the background of economics, demand forecasting and provide a detailed view of various roles played by cost and revenue in business

Course Contents:

UNIT – I:

Business Economics -Introduction, Basic concepts; Nature and scope of business economics - Micro and Macroeconomics; Basic problems of an economy.

UNIT – II:

Theory of Consumer Behaviour -Theory of utility -Cardinal and ordinal utility theory; Law of diminishing marginal utility; Law of Equi-marginal utility; Indifference curve approach; Consumer surplus.

UNIT – III:

Demand and Supply Analysis - Types of demand, Law of demand, Determinants of demand, Elasticity of demand, Demand forecasting methods; Concept of supply, Supply curve, Conditions of supply, Elasticity of supply.

UNIT – IV :

Production and Cost Analysis -The production function, Law of diminishing returns to scale, Law of returns to scale, Economies and Diseconomies of scale; Concept of cost, Relationship between average cost and marginal cost.

Pricing in different Market Structures; Pricing strategies.

Experiential learning:

1. Studying the real-life pricing mechanism through a project/case studies
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2. Conduct a case study to explain simulation technique of demand forecasting

Suggested Readings:

1. Ahuja H.L. Business Economics. S.Chand and Co. New Delhi.
2. Koustsoyianni. A Modern Microeconomics. Macmillan New Delhi.
3. D.M. Mithani, G.K.Murthy. Fundamentals of Business Economics, Himalaya Publishing House, New Delhi.
4. R.Kaweri. Managerial Economics. S.Chand and Co. New Delhi.

Paper Title : Organizational Behaviour

Paper Code : BBAMAJ2024

Total Number of Lectures :45 + 15= 60 Hours (L+T) Total Marks : 100

Course Objective:To help the students understand the conceptual framework of organisational behaviour and its influence in the work environment.

Course Outcome:To analyse the behaviour of individuals and groups in organizations in terms of organisational behaviour theories, models and concepts.

Course Contents:

Unit I:

Introduction to Organizational Behaviour: Meaning, Definition, Importance, Nature, Scope of OB, Conceptual Models of OB, factors affecting Organizational Behaviour; Organisation Culture and Change.

Unit II:

Individual Behaviour: Meaning, factors affecting individual behavior.

Personality- Types, Determinants and Traits of Personality, Theories.
Learning – Types of Learners, The Learning Process.

Attitude – Characteristics, Components, Formation of Attitude.

Perception- Importance, Factors influencing perception, Interpersonal Perception.

Unit III:

Group Dynamics- Meaning, Types of Group, functions of groups, Stages of Group development, strategies for improving group dynamics, Determinants of Group Behaviour
Team Dynamics - Meaning, Types of Teams, Team Building, Effective Team Management, Difference between Groups and Teams.

Conflict-Meaning, Sources of Conflict, Conflict Resolving Strategies.

Unit IV:

Motivation- Nature and Importance of Motivation, Motivation Theories - Maslow's Need Hierarchy Theory, Herzberg's Two Factor Theory, McGregor's Theory X and Theory Y
Leadership – Nature and Importance, Qualities of Good Leaders, Types, Theories of Leaders (Contemporary leadership)

Experiential learning:

Create a group or team and analyze each member's personality, attitude, perception and their dynamics.

Suggested Readings:

1. Fred Luthans, Organizational Behaviour. McGraw Hill
2. Robbins, Organizational Behaviour, International Book House.
3. John W. Newstrom and Kieth Davis, Organizational Behaviour, McGraw Hill.
4. K. Aswathappa, Organizational Behaviour, HPH.
5. Sharma R.K and Gupta S.K, Management and Behaviour Process, Kalyani Publishers.
6. M. Gangadhar. V.S.P.Rao and P.S.Narayan, Organizational Behaviour

Note: Latest edition of textbooks may be used

Paper Title : Business Environment

Paper Code : BBAMIN2014

Total Number of Lectures :45 + 15= 60 Hours (L+T) Total Marks : 100

Course Objective: The objective of this paper is to give the basic knowledge about the business environment in industry.

Course Outcome: Students would have the basic knowledge about the business environment in industry.

Course Contents:

UNIT I

Meaning, Definition and Significance of Business Environment; Environmental Matrix; Factor affecting Business Environment: Micro and Macro environment; Environment analysis and environmental scanning techniques: SWOT, ETOP , Porter's Five Force Model.

UNIT II

Political environment- types, Impact on business in India, Economic Systems- types, Features of Indian Economy: Primary, Secondary and Tertiary Sectors. Public, Private and Co-operative sectors - meaning, role and importance. Economic policies of India, New Economic Policies of India – need, pillars, Industrial Policy-Overview and Role; New industrial policy of India,. Trade Cycle.

UNIT III

Social environment- meaning, elements and impact on business, Technological environment-meaning and significance, impact on business and society, Appropriate technology – meaning and significance, Technology transfer – meaning, significance and principles. Environmental Protection Act – need and objectives, Consumer Protection Act– characteristics, need, objectives and rights, Competition Act, MRTP.

UNIT IV

Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; Overview of International Business Environment, Trends in World Trade, EXIM Policy; WTO- Objectives and role in international trade, MNC and TNC – meaning, characteristics and significance, entry strategies of companies in the international market.

Readings:

- Essentials of Business Environment - Aswathappa K
- Rangarajan, C.A.; Perspective in Economics, S.Chand & Sons, New Delhi
- Cherunilam, Francis; Business Environment - Text and Cases, Himalaya Publishing House.
- Essentials of Business Environment, Himalaya Publishing House, New Delhi.

Paper Title : Office Management

Paper Code: BBAIDC2013

Total Number of Lectures : 30 + 30 = 60 Hours (L+P) Total Marks : 50

Course Objective: To familiarize students with the basic office environment.

Course Outcome: Students will learn about the functions, management and office automation process.

Course Contents:

Unit I:

Introduction to Office Management: Meaning, Importance, Office Activities. Modern office and its functions. Physical Condition, Office Layout. Modern Office Vs Traditional Office. Importance of Discipline in Office Control. Office Accommodation & its importance.

Unit II:

Record Management: Purpose & Process. Filing and Indexing. Office Automation: Meaning, Scope of New Technology. Office Stationery & Supplies: Importance, Purchase, Records and Control. Office Machines and their functions.

Unit III:

Office Manager: Qualifications, Functions of Office Manager. Office Staff and their functions. Office Communication, Selection of means of communication. Correspondence through Internet. Dysfunctionality of Office

Readings:

1. Office Management: R S N Pillai
2. Office Management: R.K. Sharma & S.K Gupta
3. Office Management: A.M. Kunthe
4. Office Management: Pillai & Bagavathi
5. Office Management: B.N. Tandon

AEC-3	BBAAEC2012	Language/Regional Language (Syllabus shall be as prescribed by the University)	2	1+1+0
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Paper Title : Soft Skills Development

Paper Code : BBASEC2013

Total Number of Lectures :45 + 15= 60 Hours (L+P) Total Marks : 100

Course Objective:To develop interpersonal skills and be an effective goal oriented team player and have problem solving skills. And to re-engineer attitude and understand its influence on behavior.

Course Outcome:To enable self understanding, stress management and time management.

Unit I:

Self-Awareness: meaning of self-awareness, components – improving self-awareness, benefits of understanding self.

Goal Setting: Meaning of goal and goal setting- short, medium and long term goals, importance of goal setting, steps for goal setting – SMART goals.

Creativity: meaning, difference with innovation, barriers to creativity, steps to stimulate creativity.

Unit II:

Interpersonal Skills- meaning, need to develop interpersonal skills, components of interpersonal skills, techniques required to improve skills, benefits of effective interpersonal skills.

Stress Management – meaning of stress, factors causing stress, positive and negative types of stress, effects of stress on mind and body, stress removal techniques.

Unit III:

Time Management – what is time management and why is time management important, necessity and benefits of time management, tools of time management.

Leadership development – meaning and importance, types of leadership styles, theories of leadership.

Experiential Learning: Any activities, which are relevant to the course.

Suggested Readings:

1. Manika Ghosh, Positivity – a way of life, Orient Blackswan Pvt. Ltd.
2. Swami Vivekananda, Personality Development, Ramakrishna Math and Ramakrishna Mission.
3. Gopaldaswamy Ramesh, The Ace of Soft Skills: Attitude, Communication and Etiquette for Success, 1st edition, Pearson Education.
4. M S Rao, Soft Skills - Enhancing Employability: Connecting Campus with Corporate, 1st edition, I K International Publishing House Pvt. Ltd.
5. Barun Mitra, Personality Development and Soft Skills, 2nd edition, Oxford University Press

SEMESTER IV**Paper Title:Information Technology for Managers****Paper code:BBAMAJ2034**

Total Number of Lectures :45 + 15= 60 Hours (L+T) Total Marks : 100

Course Description:

This course provides an overview of information technology and its applications in business.

Course Outcome:

Students will learn about the development of IT, its impact on modern organizations, and its potential for future innovation

Course Content:

Unit I:

Overview of information technology and its impact on business, History and evolution of information technology, Overview of hardware, software, and networking concepts, Common applications of information technology in business, Ethical and legal issues related to information technology

Unit II

The impact of IT on modern organizations, Emerging trends, and innovations in IT, IT and its role in driving business growth, IT as a strategic tool for competitive advantage

Unit III

IT security threats and vulnerabilities, IT risk management frameworks, Cybersecurity best practices, Enterprise Resource Planning (ERP) systems, Customer Relationship Management (CRM) systems, Supply Chain Management (SCM) systems, Database management systems, Business intelligence and analytics, Big data and analytics

Unit IV

Advanced IT Technologies: 4GL and its applications in business, Image processing and its use in multimedia applications, Virtual Reality and its potential for innovation in business, Video conferencing and remote collaboration, Decision support systems and their applications in business, Expert systems and their role in decision making.

Experiential Learning: Presentation on the contents to be made by the students.

Suggested Readings:

1. Turban, Rainer and Potter, "Introduction to Information Technology", John & Wiley Sons.
2. Alex Leon & Mathew Leon, "Fundamentals of Information Technologies", 2009, 2nd Ed Vikas Publishing House Pvt. Ltd.
3. Ralph M. Stair & George W. Reynolds, "Principles of Information Systems- A Managerial Approach, 2001, Thomson Course Technology
4. Ramesh Behl, "Information Technology for Management", 2012, McGraw-Hill Companies.

Note: Latest edition of textbooks and reference Books may be used.

Paper Title : Human Resource Management

Paper Code : BBAMAJ2044

Total Number of Lectures :45 + 15= 60 Hours (L+T) Total Marks : 100

Course Objective:To familiarize the students with the concepts of human resource practices of organization and techniques of Human Resource Management.

Course Outcome:Understand the role of human resource management in organizations and the factors shaping that role.

Course Contents:

Unit I:

Introduction to Human Resource Management - Meaning and Definition of HRM, Features, Objectives, Importance, Functions and Challenges of HRM. Meaning and Role of HR Analytics.

Unit II:

Manpower Planning: Meaning and Importance of Manpower Planning; Meaning, need and features of Job analysis, Job description, Job specification, Job enlargement, Job rotation and Job enrichment.

Meaning, importance and sources of Recruitment; Meaning and benefits of E-recruitment.

Meaning and Definitions of Selection and Selection Process, Steps of Selection Process, Hurdles to Effective Selection.

Meaning and Features of Placement; Meaning and need of Succession planning.

Unit III:

Meaning, Need, Features and Process of Induction, Problems faced during induction.

Meaning, need, features, objectives and significance of training; Differences between training and induction; Steps in training; Methods of Training, A brief discussion of Kirkpatrick Model.

Motivation - Meaning, Importance, Theories of Motivation.

Unit IV:

Meaning, Definitions, Objectives and Methods of Performance Appraisal; Benefits and Limitations of Performance Appraisal, Outcomes of Performance Appraisal.

Meaning and need of rightsizing and downsizing of the workforce. Meaning and Definitions of Attrition. Reasons for attrition. Types of attrition.

Meaning, need and types of Compensation. Differences between compensation and remuneration. Meaning and components of CTC.

Suggested Readings:

1. Human resource Management, P. Subba Rao; Himalaya Publishing House
2. Human resource Management, C B Mamoria , S.V. Gankar; Himalaya Publishing House
3. Managing Human Resources, Bohlander, Snell, Sherman; **S.Chand (G/L) & Company Ltd**
4. Human Resource Management - Text and Cases, K. Aswathappa and Sadhna Dash; McGraw Hill
5. Personnel Management, Edwin Flippo, McGraw Hill

Note: Latest edition of textbooks and reference Books may be used.

Paper name: Operations Management

Paper Code: BBAMAJ2054

Total Number of Lectures :45 + 15= 60 Hours (L+T)

Total Marks : 100

Course Objectives:The objective of this course is to provide students with a comprehensive understanding of Operations Management and its role in modern-day businesses.

Course Outcome: Students would learn the whole process involved in production and service delivery

Course Content:

Unit I

Basic fundamentals of Production and Operations; Paradigm change; Operations functions and strategy

Unit II

Introduction, characteristics of decisions, Framework for Decision making, Decision methodology, Economic model (Break even analysis), Design and Systems capacity, Capacity planning, Process of Capacity planning, Importance of capacity decisions.

Unit III

Plant/facilities location and design; Plant layout; Plant and facility location and layout analysis
Equipment selection

Unit IV

Operations process and process system designs; Operations Strategy and Decisions; Process – manufacturing, service, Quality assurance; Total Quality Management; Statistical quality control. Experiential Learning : Presentation on the contents of an audited annual report to be made by the students.

Experiential Learning : Presentation on the content to be made by the students.

Suggested Readings:

1. Muhlemann, Oakland, Lockyer, Sudhir and Katyayani. Production and Operations Management. Pearson. 6th Edition, 2013.
2. Chary. Theory and Practices in Production and Operations Management. Tata McGraw Hill Publishing Company: New Delhi, 5th Edition, 2012.
3. Chase, Aquilano, Jacobs. Operations Management for Competitive Advantage. Tata McGraw Hill Publishing Company: New Delhi 11th edition, 2006.
4. Krajewski, Ritzman. Operations Management – Strategy and Analysis. Pearson Education (LPE), 7th edition, 2005.

Note: Latest edition of textbooks and reference Books may be used.

Paper Title : Entrepreneurship Development

Paper Code : BBAMIN2024

Total Number of Lectures :45 + 15= 60 Hours (L+T) Total Marks : 100

Course Objective : The course seeks to give knowledge about the theory and practice of entrepreneurship.

Course Outcome: Students develop the skills for taking up entrepreneurship.

Course Contents:

UNIT I

Concept of entrepreneurship, Meaning and Objectives of entrepreneurship, John Kao's Model on Entrepreneurship, Idea Generation, identifying opportunities and evaluation.

UNIT-II

Creativity and Innovation in Business; Managing Organizations for Innovation and Positive Creativity; Challenges for Innovation and Positive Creativity

UNIT-III

Introduction to Social Entrepreneurship; Start-Up and Early Stage Venture. Business Strategies and Scaling up and associated challenges.

UNIT-IV

Role of an Entrepreneur; Entrepreneurial traits; Financing The Entrepreneurial Business: Conventional and non-conventional sources of financing .

Experiential Learning : Field visit reports to nearby entrepreneurial ventures.

Suggested Readings:

1. Burns, P. Entrepreneurship and small business. New Jersey: Palgrave.
2. Drucker, P. F. Innovation and entrepreneurship: Practice and principles. USA: Elsevier.

Note: Latest edition of books may be used.

AEC-4	BBAAEC2022	Language/Regional Language	2	1+1+0
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Paper Title : INTERNSHIP

Paper Code : BBAIN2012

INTERNSHIP REPORT

After completion of Internship, the student should prepare a comprehensive report to indicate what he/she has observed and learnt in the training period. The student may contact the Organizational Supervisor/ Faculty Mentor for assigning special topics and problems and should prepare the final report on the assigned topics. Daily diary must be maintained by the student during the period of internship. The training report should be signed by the Organisational Supervisor , Faculty Mentor and the Institutional Head. The Internship report will be evaluated on the basis of following criteria:

- i. Originality.
- ii. Adequacy and purposeful write-up.
- iii. Organization, format, drawings, sketches, style, language, etc.
- iv. Variety and relevance of learning experience.
- v. Practical applications, relationships with basic theory and concepts taught in the course.

MONITORING AND EVALUATION OF INTERNSHIP

The industrial training of the students will be evaluated in three stages:

1. Evaluation by Industry.
2. Evaluation by faculty supervisor
3. Evaluation through seminar presentation/viva-voce at the HEI.

1. EVALUATION BY INDUSTRY:

The industry will evaluate the students based on the punctuality, eagerness to learn, maintenance of Daily Diary and skill test in addition to any remarks.

2. MONITORING/ SURPRISE VISIT BY TPO/ STAFF/ FACULTY MENTOR:

Head of the Institution /Faculty Mentor of the HEI's will make a surprise visit to the internship site, to check the student's presence physically, if the student is found absent without prior intimation, entire training will be cancelled. Students should inform the faculty mentor as well as the industry supervisor at least one day prior to availing leave by email. Students are eligible to avail 1-day leave in 4 weeks and 2 days leave in 8 weeks of the internship period apart from holidays and weekly offs.

3. EVALUATION THROUGH SEMINAR PRESENTATION/VIVA-VOCE AT THE INSTITUTE

The student will give a seminar based on his training report, before an expert committee constituted by the concerned department as per norms of the institute. The evaluation will be based on the following criteria:

Quality of content presented.

Proper planning for presentation.

Effectiveness of presentation.

Depth of knowledge and skills.

Attendance record, daily diary, departmental reports shall also be analyzed along with the Internship Report.

5 Copies of the Internship report must be submitted by the student along with the plagiarism report duly signed by the competent authority. The college must send duly authenticated internship report by the head of the institution to the Controller of Examination for record as per notification by the office of the Controller of Examination. The declaration of the student with regard to originality of the work must be part of the internship report. The internship certificate , supervisor's certificate and the certificate of the head of the institution must be part of the internship report.