BHARATI VIDYAPEETH
(DEEMED TO BE UNIVERSITY)
‘A’ Grade University Status by Ministry of HRD, Govt. of India
Re-Accredited by NAAC with ‘A’ Grade

FACULTY OF MANAGEMENT STUDIES
BACHELOR OF BUSINESS ADMINISTRATION

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

SYLLABUS

Course Structure
Applicable with effect from 2018-19
Bharati Vidyapeeth
[Deemed to be University],
Pune
Faculty of Management Studies
Bachelor of Business Administration Programme (BBA)
Revised Course Structure
(To be effective from 2018-2021)
(As per UGC guidelines – template for BBA – 136 credits)

BBA – Sem I and Sem II w.e.f 2018-19

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Credit</th>
<th>Examination Pattern</th>
<th>Code</th>
<th>Course Title</th>
<th>Credit</th>
<th>Examination Pattern</th>
</tr>
</thead>
<tbody>
<tr>
<td>101</td>
<td>AECC Business English - Communication.</td>
<td>4</td>
<td>UE &amp; IA</td>
<td>201</td>
<td>AECC Environmental Science</td>
<td>2</td>
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<tr>
<td>102</td>
<td>C Business Organization &amp; Systems</td>
<td>4</td>
<td>UE &amp; IA</td>
<td>202</td>
<td>C Principles of Management</td>
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<tr>
<td>103</td>
<td>C Micro Economics</td>
<td>4</td>
<td>UE &amp; IA</td>
<td>203</td>
<td>C Macro Economics</td>
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<td>104</td>
<td>C Business Accounting.</td>
<td>4</td>
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<td>204</td>
<td>C Management Accounting</td>
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<tr>
<td>105</td>
<td>C Foundations of Mathematics and Statistics</td>
<td>4</td>
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<td>205</td>
<td>C Business Statistics</td>
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<tr>
<td>106</td>
<td>GE Community Work – I</td>
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<td>206</td>
<td>GE Community Work – II Swachha Bharat Abhiyan</td>
<td>2</td>
<td>CCA</td>
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</tbody>
</table>

| Career & Life Skills                                      |        |                      | Smart Cities | Sectoral Analysis | |
| Waste management                                           |        |                      |              |                  | |
| Total Credits →                                           | 22     |                      | 20            |                  | |

**Courses Types**

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

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

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

**BBA – Sem III and Sem IV w.e.f 2018-21**

<table>
<thead>
<tr>
<th>Semester III</th>
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<tbody>
<tr>
<td><strong>Code</strong></td>
<td><strong>Course Title</strong></td>
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<td>SEC</td>
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<tr>
<td>302</td>
<td>C</td>
</tr>
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<td>C</td>
</tr>
<tr>
<td>306</td>
<td>GE</td>
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<td></td>
<td>Start-up Management</td>
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<td>Total Credits</td>
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</table>

**Courses Types**

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- C - Core Course - Compulsory for BBA Discipline
- GE - Generic Elective – Open Elective / Interdisciplinary
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**Exam Evaluation Pattern**
- CCA – Comprehensive Continuous Assessment
- UE – University Evaluation
- IA – Internal Assessment

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

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>501</td>
<td>SEC - Summer Internship Report &amp; Viva</td>
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<td>CCA</td>
<td>601</td>
<td>SEC - Industrial Exposure. (Mini Project)</td>
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<tr>
<td>502</td>
<td>C - Services Management</td>
<td>4</td>
<td>UE &amp; IA</td>
<td>602</td>
<td>C - Introduction to Strategic Management</td>
<td>4</td>
<td>UE &amp; IA</td>
</tr>
<tr>
<td>505</td>
<td>C - Introduction to Operations Research</td>
<td>4</td>
<td>UE &amp; IA</td>
<td>605</td>
<td>Disaster Management</td>
<td>4</td>
<td>CCA</td>
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<tr>
<td>506</td>
<td>GE - Social Media Management</td>
<td>2</td>
<td>CCA</td>
<td>606</td>
<td>GE - Business Ethics</td>
<td>3</td>
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### Courses Types

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- **C** - Core Course - Compulsory for BBA Discipline
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➢ DSE - Discipline Specific Elective

Exam Evaluation Pattern

➢ CCA – Comprehensive Continuous Assessment
➢ UE – University Evaluation
➢ IA – Internal Assessment
BBA Programme Objectives:

1. To provide students with an in-depth knowledge of Management and Business concepts

2. To provide students with a firm foundation in both theoretical and practical concepts and applications to meet the various needs of business organizations at a global level

3. To prepare students for the responsibilities and career opportunities with corporations and as entrepreneurs.
BBA CBCS 2018    SEM III

301 : Computer Applications For Business

<table>
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<th>Course Code</th>
<th>301</th>
<th>Course Type</th>
<th>SEC</th>
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</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Four.</td>
<td>Examination Pattern</td>
<td>CCA</td>
</tr>
</tbody>
</table>

**Course Objectives:**

to introduce IT in a simple language to all undergraduate students, regardless of their specialization.
to introduce the students to the world of computers and software applications.

**Learning Outcomes:**

This course will provide learners with a solid foundation on which to build a strong knowledge of computer applications for business.

students will learn how to use Microsoft Office applications and explore and examine the fundamentals of computer hardware and software.

**Unit I: Introduction to Computer Fundamentals**  
(6 hours)

Introduction to Computer, Computer System Hardware, Computer Memory, Input and Output Devices, Interaction between User and Computer, Introduction to Free and Open Source Software, Definition of Computer Virus, Types of Viruses, Use of Antivirus software

**Unit II: Basics of Operating System**  
(10 hours)


**Unit III: Use of Computer in Business**  
(12 hours)

Data Processing, Files and Records, File Organization (Sequential,
Computer Applications in Business – Need and Scope


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

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

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

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

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

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

**Online Resources:**
https://www.tutorialspoint.com
youtube.com

**MOOCs:**
https://swayam.gov.in/
https://alison.com/en

BBA- Sem -III (CBCS 2018)

302: Organizational Behavior

<table>
<thead>
<tr>
<th>Course Code</th>
<th>302</th>
<th>Course Type</th>
<th>Core Course</th>
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<tr>
<td>Credits</td>
<td>Four.</td>
<td>Examination Pattern</td>
<td>UE + IA: 60:40</td>
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</tbody>
</table>

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

Learning Outcomes:
On completion of this course, students will be able
- to understand the dynamics of individual and organizational behavior and relationships.
- To understand the importance of organizational behavior in managerial functions.

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

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

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

Unit 4: Groups and Teams  (10 hours)
Foundations of Group Behaviour, Formation of Group, Group - Classification, Properties, Roles, norms, status, size and cohesiveness, Group decision making, Understanding teams, creating effective teams, Conflict Process, Conflict management communication.

Unit 5 : (10 hours)
Culture, Definition, Culture’s function, need and importance of Cross Cultural management, Stress and its Management.

Reference Books :
1) Kavita Singh, Organizational Behavior, Vikas Publications
2) Robbins, Timothy Judge, Seema Sanghi, Organizational Behavior, Stephen Pearson Prentice Hall, 12 edition
3) Fred Luthans, Organizational Behavior, McGraw Hill Inc.
5) Ashwa Thapa, Organizational Behavior

Online Resources:  
www.algonquincollege.com/ccol/courses/organizational-behaviour/  
www.algonquincollege.com/ccol/courses/organizational-behaviour-3  
https://www.imi.edu/delhi/organizational_behaviour_human_resources

MOOCs:  
https://www.mooc-list.com/tags/organizational-behavior  
https://www.openlearning.com/courses/organisational-behaviour-an-overview  
https://www.coursera.org/learn/managing-people-iese
BBA CBCS 2018 SEM III

303 : Principles of Marketing

<table>
<thead>
<tr>
<th>Course Code</th>
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<th>Course Type</th>
<th>Core Course</th>
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</thead>
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<td>Credits</td>
<td>Four.</td>
<td>Examination Pattern</td>
<td>UE + IA: 60:40</td>
</tr>
</tbody>
</table>

Learning Objectives:
1. To enhance students’ knowledge as regards to basics of marketing.
2. To develop practical insights into application of marketing concepts.

Learning Outcomes: After studying this course students will be able to -
1. Understand the need and importance of marketing in the current business scenario.
2. Analyze the need and importance of market segmentation, targeting and positioning.
3. Understand the steps involved in developing a marketing plan.
4. Know the recent trends in marketing.

Unit 1 : Introduction to Marketing (12 Hours)
Marketing - Definition, Evolution, core concepts, Marketing v/s Selling. Role of a Marketing Manager in the current scenario, Marketing Environment – Internal and External Environment.

Unit 2 : Market segmentation, Targeting & Positioning (STP) (12 Hours)
Market Segmentation, meaning, its benefits, Bases for segmenting Consumer market and Industrial market, Market Targeting, Product positioning concept.

Unit 3 : Marketing Research (12 Hours)
Nature & Scope, Marketing Research Process, Questionnaire designing & methods of data collection.

Unit 4 : Marketing Mix (7 P’s of Marketing) (12 Hours)
Product : Concept, Levels of Products – core benefit, basic product, expected product, augmented product and potential product, Product Life Cycle - concept, stages and its influence on marketing mix decisions.
Price : Meaning, Pricing objectives, Pricing Strategies - Skimming pricing, Penetration pricing and psychological pricing.
**Place**: Need and importance of distribution, Factors influencing selection of distribution channel, Channels of Distribution – Manufacturer, wholesaler, retailer, carrying and forwarding agents, e-tailer, Channel Conflict – Concept, types of channel conflict.

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

**Unit 5 : Recent Trends in Marketing**

(12 Hours)

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

**Reference Books:**

1) Dr. Philip Kotler, Marketing Management.
2) Ramswamy & Namkumari, Marketing Management, Indian context.
4) Tapan Panda, Marketing Management, Excel Publication.

**Journals:**

2. European Journal of Marketing (Emerald Publishing Limited).

**MOOCS:**

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

**Other Readings:**

Marketing Whitebook 2018.
BBA CBCS 2018 SEM III

304 : Introduction to Financial Management

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Credits</th>
<th>Course Type</th>
<th>Core Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>304</td>
<td>Four.</td>
<td>Examination Pattern</td>
<td>UE + IA: 60:40</td>
</tr>
</tbody>
</table>

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

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

**Unit 1 : Introduction to Financial Management**
(10 Hours)
Finance : Definition, Nature and Scope of Finance Functions
Financial Management : Meaning, Scope, Objectives
Profit v/s Wealth Maximization, Organization of Finance Function, Role of finance manager in globalised environment

**Unit 2 : Sources of Long term Finance**
(10 Hours)
Equity shares, Preference shares, Debentures, Public Deposits, Borrowing from banks : Their Meaning, Types, Merits and Demerits

**Unit 3 : Capital Budgeting Decision**
(10 Hours)
Meaning, Importance, Time Value of Money
Techniques of evaluation : Payback period, Accounting rate of return, Net present value, Profitability Index, Internal rate of return

**Unit 4 : Capital Structure**
(15 Hours)
Meaning, Factors to be considered while framing capital structure
Leverage : Operating financial and combined leverage
Cost of Capital : Importance and concept, Measurement of cost of debt, cost of preference share capital, equity share capital, cost of retained earnings and weighted average cost of capital
Dividend Policy : Meaning and factors affecting Dividend Decision
<table>
<thead>
<tr>
<th>Unit 5: Management of Working Capital (15 Hours)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meaning, Determinants of working capital, Operating Cycle, Estimation of Working Capital, Source of Financing Working Capital: Reserves and Surplus, Bonus Shares and Retained Earnings</td>
</tr>
</tbody>
</table>

**Reference Books:**

5. R. M. Shrivastava, Pragati Prakashan, Meerut

**Online Resources:**

1. Investopedia for basic financial concept
2. NSE – BSE Official websites
3. Moneycontrol for analytical study

**MOOCs:**

1. Allison
2. Swayam
BBA - CBCS 2018 SEM III

305 : Entrepreneurship Development

<table>
<thead>
<tr>
<th>Course Code</th>
<th>305</th>
<th>Course Type</th>
<th>Core Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Four.</td>
<td>Examination Pattern</td>
<td>UE + IA: 60:40</td>
</tr>
</tbody>
</table>

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

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

**Unit 1: Introduction to Entrepreneurship Development**

**Unit 2: Entrepreneurship, Creativity And Innovation**
Idea Generation, Business idea generation techniques, Identifying Business Opportunities and Evaluation. Stimulating Creativity; Organizational actions that enhance/hinder creativity, Process of Innovation, Sources of Innovation in Business;

**Unit 3: Business Plan**
Meaning and importance of business plan, Preparation of Business Plan, Feasibility study – Marketing, Finance, Technology & Legal Formalities.

**Unit 4: Financing entrepreneurial ventures**

**Unit 5: Emerging Forms**


**Reference Books :**


**Online Resources:**

https://www.entrepreneur.com/
https://www.toppr.com/guides/business-studies/entrepreneurship-development/
https://www.entrepreneur.com/article/238908
https://www.Youtube.com/
https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business
http://dst.gov.in/scientific-programme/t-d-tdb.htm
<table>
<thead>
<tr>
<th>MOOCs:</th>
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<tbody>
<tr>
<td><a href="https://startupindia.upgrad.com/">https://startupindia.upgrad.com/</a> - Startup India Learning Programme</td>
</tr>
<tr>
<td>Swayam</td>
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</table>
BBA - CBCS 2018

SEM III

306 : Community Work-III (Open Course)

<table>
<thead>
<tr>
<th>Course Code</th>
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<td>CCA</td>
</tr>
<tr>
<td>Credits</td>
<td>Three</td>
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</tbody>
</table>

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

(I) To expose the students towards social reality and role of community development for social upliftment and well being

(II) To involve students in community work through active involvement and participation

**Learning Outcomes:**
Students will be able to know the community needs and understand their role towards community development

**Unit 1: Community work through Education**
Teaching at Schools, Teaching at Orphanages, Teaching to poor children, study the role of government in the education sector, study the NGOs particularly working in education sector.

**Unit 2: Community Work for Slums**
Learn the government facilities, NGOs which are working for the slums and try to connect any NGO.

**UNIT 3: Community Work for Environment**
Role of Govt. and NGOs which are working to save the environment, Initiatives like Clean your city drive, Cycle day, Awareness of Dry and wet waste classification, Tree Plantation Drive, Environment awareness activities etc.
**COMMUNITY HOURS:**
Participate in community service trips/events organized at institute, state level etc., Volunteer at events like fundraising activities, fairs, festivals, slums, non profit organization etc., Submit a report on a particular type of community involvement undertaken.

<table>
<thead>
<tr>
<th>Reference Books:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. An Introduction to Community Development, Rhonda Phillips, Robert Pittman – 2014</td>
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<tr>
<td>2. Community Development in Asia and The Pacific, Manohar S. Pawar, 2009,</td>
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<tbody>
<tr>
<td><a href="https://www.ahaprocess.com/solutions/community/events-resources/free-resources/">https://www.ahaprocess.com/solutions/community/events-resources/free-resources/</a></td>
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<table>
<thead>
<tr>
<th>MOOCs:</th>
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</thead>
</table>
Course Code | 306  
Credits | Three  
Course Type | GE  
Examination Pattern | CCA

Course Objectives:
The objectives of the course is
- To Introduce to the students the idea of start ups and their role in the society and nation
- To impart knowledge about the organization and management of start ups

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

Unit I: (06 Hrs)
Meaning of Start ups, Formation of a start up, idea generation for start ups, scaling up process.

Unit II: (12 hrs)
Managing a startup, Customer Development, Market Sizing, Lean Startups, Support by government for startups,

Unit III: (12 hrs)
Case Studies on well known startups

Reference Books:
1) Khanka S. S. – Entrepreneurship Development, S. Chand.

Online Resources:
https://www.entrepreneur.com/
https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business
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BBA - CBCS 2018  SEM III

306 : Agro Tourism (Open Course)

<table>
<thead>
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<th>Course Code</th>
<th>306</th>
<th>Course Type</th>
<th>GE</th>
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<tbody>
<tr>
<td>Credits</td>
<td>Three</td>
<td>Examination Pattern</td>
<td>CCA</td>
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Course Objectives:
The objectives of the course is to familiarize students with principles and relationship between tourism and agricultural activities.

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

Unit I: 08 Hr.
Introduction, importance, scope, forms of agro-tourism, advantages and implementations, sustainability component, difficulties involved.

Unit II: 08 Hr.
Govt. policies and legislations in respect of tourism and agro-tourism and environment protection laws. Requirements for Agro-tourism Farm, forest, garden, fish tank/ponds, residential huts, etc. Introduction to Indian culture through agro tourism.

Unit III: 14 Hr.
Profiling the tourist for: age, sex, life cycle, education, employment, income, satisfaction and expectations, values, purpose of visit, accommodation, duration of stay, preferences and perceptions regarding area management, environmental concerns, involvement and responsibility, motivations, etc.

Reference Books:
<table>
<thead>
<tr>
<th><strong>Online Resources:</strong></th>
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</thead>
<tbody>
<tr>
<td><a href="http://www.agritourism.in">http://www.agritourism.in</a></td>
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<td><a href="http://www.ecoindia.com">http://www.ecoindia.com</a></td>
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<td><a href="https://www.coursera.org/">https://www.coursera.org/</a></td>
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<td><a href="https://alison.com/courses?query=agriculture+tourism">https://alison.com/courses?query=agriculture+tourism</a></td>
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BBA CBCS 2018 SEM IV

401 : Enhancing Personal & Professional Skills

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<tr>
<th>Course Code</th>
<th>401</th>
<th>Course Type</th>
<th>SEC</th>
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<tbody>
<tr>
<td>Credits</td>
<td>Four. ( Theory – 3, Lab – 2)</td>
<td>Examination Pattern</td>
<td>CCA</td>
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</table>

**Course Objectives:**
Students will be able
- To understand the importance of soft skills and personality development
- To learn how to build personality
- To stress upon the importance of time management

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

**Unit 1: Introduction to Soft Skills**
(12 hours)
Skills to Master: Meaning and importance of soft skills, Types of soft skills, Social skills, thinking skills, exhibiting and identifying soft skills, improving soft skills.
Self Discovery: SWOT Analysis, JOHARI WINDOW, Developing positive attitude, Examples of positive attitudes, positive attitude and its results, Examples of negative attitudes, Negative attitude and its results.
*Exercise: Top 60 soft skills, Measure your soft skills.*

**Unit 2: Art of Speaking (The Voice):**
(14 hours)
Importance of voice clarity, Art of public speaking, Modulation, Intonation, Inflection, How to Overcome stage fear. Importance and benefits of public speaking, telephone speaking skills.
*Exercise: Extensive exercise to be performed in class room speaking with necessary inputs on grooming, voice modulation eye-contact and consistency.*

Unit 3: Etiquette and Mannerism: (12 hours)
Introduction: Manners and etiquette, practicing good manners, Professional manners: Social skills, interacting with people. Politeness and amicability, sportiveness, valuing time, respectfulness, Mobile manners, Table etiquettes.
Professional etiquettes: Etiquettes at meeting, dining.
Technology Etiquettes: Phone, Email, Social media, Video conferencing, Web interviews.
Business Correspondence: Writing business letters, Memos, placing orders, Invoice, quotations. Exercise: Writing letters.

Exercise: Analytical questions on etiquettes.

Unit 4: Stress and Time Management: (10 hours)
Stress Management: Identify the stress source, signs of stress, behavior identified.
Time Management: The 80:20 rule. Take a good look at the people around you. Sense of time management, Three secrets of time management, Effective scheduling: Grouping of activities, Five steps to successful time management. Overcoming procrastination and time management tips for students. Exercise: Test your time management skills.

Unit 5: Team Building and Teamwork: (12 hours)
Exercise: Test your teamwork skills.

Reference Books:
1. Dr. K. Alex: Soft skills, S. Chand
2. Gajendrasingh Chauhan, Sangeeta Sharma ,Soft Skills , Wiley.
5. Thomas A Harris,I am ok, You are ok, New York - Harper and Row, 1972
9. Kelley T, Kelley D. “Creative confidence Unleashing the creative potential within all of us.”
**Website for Online courses:**
https://www.bvrit.ac.in/Freshman_Lab_Manuals/Professional%20Skills%20&%20Personality%20Development%20Lab/Professional%20Skills%20and%20Personality%20Development(PSPD).pdf
https://www.learningtree.com/courses/297/personal-skills-training-for-professional-excellence/

**MOOCs:**
https://onlinecourses.nptel.ac.in/noc17_hs11/preview
https://www.coursera.org/specializations/wharton-success
https://alison.com/courses/personal-development
https://www.learningtree.com/courses/297/personal-skills-training-for-professional-excellence/
BBA CBCS 2018                 SEM IV
402: Human Resource Management

<table>
<thead>
<tr>
<th>Course Code</th>
<th>402</th>
<th>Course Type</th>
<th>Core Course</th>
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</thead>
<tbody>
<tr>
<td>Credits</td>
<td>Four.</td>
<td>Examination Pattern</td>
<td>UE + IA: 60:40</td>
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</table>

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

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

Unit 1:  (12 hours)

Unit 2:  (12 hours)

Unit 3:  (12 hours)
**Recruitment and Selection:** Recruitment - meaning, Recruitment Process, Sources of Recruitment, Outsourcing, Selection Process – meaning and steps, Tests, Interviews, assessment centres, Placement of personnel.

Unit 4:  (10 hours)
**Induction and Training:** meaning, objective and purpose of induction, Training – need for training, benefits of training, identification of training needs, Methods of training.

Unit 5:  (14 hours)
**Performance Appraisal:** Performance Appraisal – meaning, definition, objectives, methods and limitations of performance appraisal, Job Evaluation – concept, objectives and procedures of job evaluation.

**Reference Books:**
1) V. S. P. Rao, Human Resource Management
2) Dwivedi R. S., Managing Human Resources and Personnel Management in India Enterprises, Galgotia Publishing Company

**Online Resources:**
- [https://www.coursera.org/specializations/human-resource-management](https://www.coursera.org/specializations/human-resource-management)
- [https://www.humanresourcesedu.org/what-is-human-resources](https://www.humanresourcesedu.org/what-is-human-resources)
- [https://fiuonline.fiu.edu/.../online.../master-of-science-in-human-resources-manageme](https://fiuonline.fiu.edu/.../online.../master-of-science-in-human-resources-manageme)
- [https://www.slideshare.net/Farrah1978/job-analysis-job-design-job-specification](https://www.slideshare.net/Farrah1978/job-analysis-job-design-job-specification)

**MOOCs:**
- [https://www.class-central.com › Coursera.](https://www.class-central.com › Coursera.)
- [https://www.coursera.org/specializations/human-resource-management](https://www.coursera.org/specializations/human-resource-management)
BBA CBCS 2018 SEM IV

403: International Business

<table>
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<tr>
<th>Course Code</th>
<th>403</th>
<th>Course Type</th>
<th>Core Course</th>
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<tr>
<td>Credits</td>
<td>Four.</td>
<td>Examination Pattern</td>
<td>UE + IA: 60:40</td>
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Course Objectives:
- To acquaint the student with emerging issues in international business
- To study the impact of international environment on foreign market operations of a firm

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

Unit 1: International Business Environment
- Nature, Definition of International Business
- Theories of International Trade / Mercantilism - Ricard’s Theory / Smith Theory, Heckscher-Ohlin Theory / Porters Model
- Role of culture in business environment

Unit 2: Foreign Trade:
- Balance of Trade
- Balance of Payments

Unit 3: Foreign Exchange Market
- Meaning of Exchange rate
- Determination of Exchange rate – Fixed, Flexible and Managed

Unit 4: International Financial Institutions
- International Monetary Fund (IMF) – Objectives and functions.
- World Bank – Objective and Functions

Unit 5: India’s Foreign Trade
- Composition and direction of India’s Foreign Trade
- Current Foreign Trade Policy of India.
<table>
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<tr>
<th><strong>Reference Books:</strong></th>
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<tr>
<th><strong>Online Resources:</strong></th>
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<tr>
<td><a href="https://internationalaffairsresources.com/intlbus.html">https://internationalaffairsresources.com/intlbus.html</a></td>
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<tr>
<td><a href="https://www.bestcolleges.com/resources/international-business/">https://www.bestcolleges.com/resources/international-business/</a></td>
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<th><strong>MOOCs:</strong></th>
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<tr>
<td><a href="https://www.mooc-list.com/course/international-business-i-coursera">https://www.mooc-list.com/course/international-business-i-coursera</a></td>
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## 404: Basics of Business Research

<table>
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<th>Course Code</th>
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<th>Core Course</th>
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<tr>
<td>404</td>
<td>Core Course</td>
<td>UE + IA: 60:40</td>
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### Course Objectives:
- To give the learner an understanding of the basic techniques and tools of business research.
- To provide an exposure to the learners about business research which they are expected to possess when they enter the industry as practitioners.

### Learning Outcomes:
Learner will be able to understand and apply the steps involved in a research project. Students will be able to know the skill of writing a research report.

### Unit I: Introduction to Business Research (12 hours)
Nature and Scope of Research, Definition, objectives and types of business research, Role of Research in decision making. Steps of the Research process, Steps in Problem Formulation, writing the research proposal – objectives, hypothesis, methodology, time frame.

### Unit II: Research designs (12 hours)
Research Design: importance and types - Exploratory, Descriptive, Causal. Sampling – need and importance of sampling, Sampling techniques, representative sample,

### Unit III: Data Sources (12 hours)
Secondary Data - Advantages & Disadvantages, Criteria for evaluating secondary sources, Primary Data Collection: Comparison of different methods of collecting primary data, Observation, interviews – personal and telephone, questionnaire – self administered, mail, email, Qualitative Research Tools: in-Depth Interviews, focus groups and projective techniques; Surveys.

**Unit IV: Data Analysis** (12 hours)
Data Analysis – Basic data analysis - frequency distribution, Diagrammatic and Graphic representation, concept of univariate, bivariate and multivariate analysis.

**Unit V: Report Writing** (12 hours)
Types of reports, steps in Writing Reports, Format of a good report, Precautions in report writing.

**Reference Books:**

**Online Resources:**
https://edisciplinas.usp.br/pluginfile.php/2317618/mod_resource/content/1/BLOC0%202_Research%20Methods%20The%20Basics.pdf
http://rmit.libguides.com/researchmethods
https://study.com/academy/lesson/research-methodology-approaches-techniques-quiz.html

**MOOCs:**
https://www.coursera.org/learn/research-methods
https://www.class-central.com/tag/research%20methods
https://www.openlearning.com/accounts/login/?force=1&redirectTo=/courses/enrol/?activationCode=&course=courses/introduction-to-research-methodology&inviteData=&cohortName=&redirected=True&enrol=1
BBA CBCS 2018  SEM IV

405: Business Laws

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<th>Course Code</th>
<th>405</th>
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<th>AECC</th>
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<td>Credits</td>
<td>Four.</td>
<td>Examination Pattern</td>
<td>UE + IA: 60:40</td>
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Course Objectives:
To educate the students about the different laws related to business

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

Unit I:

Unit II:
Sale of Goods Act 1930: Sale and agreement to sell, implied conditions and warranties, sale by non-owners, rights of unpaid seller.
Negotiable Instruments Act 1881:
Meaning of negotiable instruments, type of negotiable instruments, promissory note, bill of exchange, cheque.

Unit III:
The Companies Act 2013:
Meaning and types, Incorporation, Memorandum & Articles of association, Prospectus, Issue of shares and bonus shares, rights issue, sweat equity, role of directors, share qualification, company meetings.
The Limited Liability Partnership Act 2008:
Meaning and nature of limited partnership, formation, partners & their
relations, extent and limitation of liability.

**Unit IV:**
Consumer Protection Act 1986:
Objectives and machinery for consumer protection, defects and deficiency removal, rights of consumers.

**Unit V:**
The Right to Information Act 2005:
Salient features and coverage of the act, definition of terms information, right, record, public authority; obligations of public authorities, requesting information and functions of PIO.

**Reference Books:**

**Online Resources:**
https://www.khanacademy.org/

**MOOCs:**
https://alison.com/en
## Generic Electives / Interdisciplinary

### BBA CBCS 2018  SEM IV

#### 406: Community Work-IV

<table>
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<tr>
<th>Course Code</th>
<th>Course Type</th>
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<tbody>
<tr>
<td>406</td>
<td>GE - Generic Elective / Interdisciplinary</td>
<td>CCA : 50 marks</td>
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<tr>
<td>Credits</td>
<td>Three</td>
<td>Examination Pattern</td>
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### Course Objectives:
This course aims to expose the students to social issues and help them participate in community service through trips/events organized at institute, state level etc and also to volunteer at events like fundraising activities, fairs, festivals, slums, nonprofit organization etc

(I) To expose the students towards social reality and role of community development for social upliftment and well being

(II) To involve students in community work through active involvement and participation

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

### Unit 1:
(8 hrs)
Community work in Food and Nutrition related social concerns, role of government and NGOs in India

### Unit 2:
(12 hrs)
Community work for old age people and its related social concerns, role of government and NGOs in India

### Unit 3:
(10 hrs)
Community work for woman empowerment, its related social concerns, role of Govt. and NGOs in India
**COMMUNITY HOURS:**
Participate in community service trips/events organized at institute, state level etc, Volunteer at events like fundraising activities, fairs, festivals, slums, non profit organization etc, Submit a report on a particular type of community involvement undertaken

<table>
<thead>
<tr>
<th>Reference Books</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. An Introduction to Community Development, Rhonda Phillips, Robert Pittman – 2014</td>
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<tr>
<td>b. Community Development in Asia and The Pacific, Manohar S. Pawar, 2009,</td>
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<tr>
<th>Online Resources</th>
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<tr>
<td><a href="https://www.ahaprocess.com/solutions/community/events-resources/free-resources/">https://www.ahaprocess.com/solutions/community/events-resources/free-resources/</a></td>
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## Course Details

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<th>Course Code</th>
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<tr>
<td>406</td>
<td>Three</td>
<td>Examination Pattern</td>
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## Course Objectives:
1. To provide a basic knowledge about direct tax system in India
2. To provide a basic knowledge about indirect tax system in India.
3. To upgrade with the latest amendments in taxation policy of India.

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

## Unit 1: Introduction (5 Lectures)

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

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

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

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

**Reference Books:**
4. R. K. Lele and Jawaharlal: Accounting Theory (Himalaya Publishers)

**Online Resources:**
1. [https://incometaxindiaefiling.gov.in/](https://incometaxindiaefiling.gov.in/)
2. [https://www.taxmann.com/#](https://www.taxmann.com/#)

**MOOCs:**
- Alison
- Swayam
BBA CBCS 2018

SEM IV

406: YOGA - I

<table>
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<tr>
<th>Course Code</th>
<th>406</th>
<th>Course Type</th>
<th>GE - Generic Elective / Interdisciplinary</th>
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<tr>
<td>Credits</td>
<td>Three</td>
<td>Examination Pattern</td>
<td>CCA : 50 marks</td>
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Course Objectives:
To introduce the practice of yoga and its benefits to students
To impart practices of basic yogic kriyas

Learning Outcomes:
Students will be able to understand the advantages of Yoga and practice basic yogic kriyas

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

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

UNIT-III
i) Principles of Yogic Practices.
ii) Meaning of Asana, its types and principles.
iii) Meaning of Pranayama, its types and principles.
iv) Meaning of Kriya its types and principles.
v) Yogic therapies and modern concept of Yoga
vi) Naturopathy, Hydrotherapy, Electrotherapy, Messotherapy, Acupressure, acupuncture.
**Reference Books:**
1. Yoga – Asanas, Pranayam, Mudras, Kriya, Vivekananda Ashram
2. Yoga – Sivanand Yog Vedanta Center

**Online Resources:**
- [https://www.yogatoday.com/](https://www.yogatoday.com/)
- [https://www.youtube.com/user/yogatoday](https://www.youtube.com/user/yogatoday)
- [https://m.youtube.com/user/yogawithadriene/playlists](https://m.youtube.com/user/yogawithadriene/playlists)

**MOOCs:**
- Swayam