



# **BHARATI VIDYAPEETH**

**[ DEEMED TO BE UNIVERSITY ]**

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

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

## **FACULTY OF MANAGEMENT STUDIES**

### **BACHELOR OF BUSINESS ADMINISTRATION**

**Choice Based Credit System**

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

## **SYLLABUS**

**Course Structure**

**Applicable with effect from 2018-19**

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

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

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

**Vision**

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

**Mission**

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

## **Objectives**

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

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

## **Duration :**

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

## **Eligibility Requirements**

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

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

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

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

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

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

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

Formula to calculate GP is as under:

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

Formula to calculate the individual evaluation

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

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

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

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

### 3. Standard of Passing:

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

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

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

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

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

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

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

### Formula to calculate Grade Points (GP)

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

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

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

The SGPA is calculated by the formula

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

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

The CGPA is calculated by the following formula

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

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

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

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

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

**Award of Honours:**

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

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

**c) ATKT Rules:**

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

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

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

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

**Courses Types**

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

**Exam Evaluation Pattern**

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

**BBA Program Structure 2018-19. (as per UGC guidelines – template for BBA – 136 credits)****BBA – Sem III and Sem IV w.e.f 2018-19**

| Semester III |     |   |        | Semester IV         |      |     |                           |        |                     |
|--------------|-----|---|--------|---------------------|------|-----|---------------------------|--------|---------------------|
| Code         |     | Course Title  | Credit | Examination Pattern | Code |     | Course Title              | Credit | Examination Pattern |
| 301          | SEC | Computer Applications for Business(Theory - 4 & Tut -1) | 5      | CCA                 | 401  | SEC | Industrial Exposure       | 5      | CCA                 |
| 302          | C   | Organizational Behavior.                                | 4      | UE & IA             | 402  | C   | Human Resource Management | 4      | UE & IA             |
| 303          | C   | Principles of Marketing.                                | 4      | UE & IA             | 403  | C   | International Business    | 4      | UE & IA             |
| 304          | C   | Introduction to Financial Management                    | 4      | UE & IA             | 404  | C   | Business Research         | 4      | UE & IA             |
| 305          | GE  | Entrepreneurship Development                            | 4      | UE & IA             | 405  | C   | Business Laws.            | 4      | UE & IA             |
| 306          | GE  | Community Work - III                                    | 2      | CCA                 | 406  | GE  | Community Work - IV       | 2      | CCA                 |
|              |     | Start-up Management                                     |        |                     |      |     | Basics of Taxation        |        |                     |
|              |     | Agro Tourism  |        |                     |      |     | Meditation & Yoga         |        |                     |
|              |     | Total Credits→  | 23     |                     |      |     |                           | 23     |                     |

**Courses Types**

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

**Exam Evaluation Pattern**

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



**BBA Program Structure 2018-19. (as per UGC guidelines – template for BBA – 136 credits)****BBA – Sem V and Sem VI w.e.f 2018-19**

| Semester V |     |                                     |        | Semester VI         |      |     |  |        |                     |
|------------|-----|-------------------------------------|--------|---------------------|------|-----|--|--------|---------------------|
| Code       |     | Course Title                        | Credit | Examination Pattern | Code |     | Course Title   | Credit | Examination Pattern |
| 501        | SEC | Summer Internship Report & Viva     | 6      | CCA                 | 601  | SEC | Enhancing Personal & Professional Skills (Theory - 4 & Tut -1) | 6      | CCA                 |
| 502        | C   | Services Management                 | 4      | UE & IA             | 602  | C   | Introduction to Strategic Management                           | 4      | UE & IA             |
| 503        | DSE | Elective Paper – I                  | 4      | UE & IA             | 603  | DSE | Elective Paper – III.  | 4      | UE & IA             |
| 504        | DSE | Elective Paper – II                 | 4      | UE & IA             | 604  | DSE | Elective Paper – IV  | 4      | UE & IA             |
| 505        | C   | Introduction to Operations Research | 4      | UE & IA             | 605  | GE  | Disaster Management  | 4      | CCA                 |
| 506        | GE  | Social Media Management             | 2      | CCA                 | 606  | GE  | Business Ethics  | 2      | CCA                 |
|            |     | Road Safety & Management            |        |                     |      |     | Basics of Hospitality Management                               |        |                     |
|            |     | Event Management                    |        |                     |      |     | Meditation & Yoga  |        |                     |
|            |     | Total Credits→                      | 24     |                     |      |     |  | 24     |                     |

**Courses Types**

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

**Exam Evaluation Pattern**

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

**Specializations Offered:**

|                                     |  |
|-------------------------------------|--|
| <b>Marketing Management</b>         | <b>Human Resource Management</b>         |
| <b>Financial Management</b>         | <b>International Business Management</b> |
| <b>Entrepreneurship Development</b> | <b>Banking and Insurance Management</b>  |
| <b>Financial Markets</b>            | <b>Retail Management</b>                 |

**Note : ADD ON Courses :**

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

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

Course Code 101

BBA- Sem - I (CBCS 2018)

## **Business English - Communication**

Credits : 4

UE + IA: 60:40

Course Type : AECC

### **Course Objectives:**

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

### **Learning Outcomes:**

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

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

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

**(12 hours)**

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

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

**(12 hours)**

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

Exercises on Verbal communication.

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

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

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

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

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

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

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

**Reference Books :**

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

**Online Resources:**

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

**MOOCs:**

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

<https://alison.com/>:

<https://edX.com/>:

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

<https://Coursera.com/>:

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



Course Code 102

BBA- Sem - I (CBCS 2018)

## **Business Organization & Systems**

Credits : 4

**UE + IA: 60:40**

Course Type : Core

### **Course Objectives:**

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

### **Learning Outcomes:**

On successful completion of this syllabi the students will

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

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

**14 hrs.**

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

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

**8 hrs**

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

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

**10 hrs**

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

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

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

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

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

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

**Reference Books :**

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

**Online Resources:**

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

**MOOCs:**

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

Course Code 103

BBA- Sem - I (CBCS 2018)

## **Micro Economics**

Credits : 4

UE + IA: 60:40

Course Type : Core

### **Course Objectives:**

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

### **Learning Outcomes:**

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

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

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

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

**12hrs.**

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

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

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

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

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

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



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

### **Reference Books :**

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

### **MOOCs:**

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

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

Course Code 104

BBA- Sem - I (CBCS 2018)

## **Business Accounting**

Credits : 4

UE + IA: 60:40

Course Type : Core

### **Course Objectives:**

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

### **Learning Outcomes:**

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

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

**Unit 1:** Introduction to Financial Accounting, Accounting Principles and Accounting Standards: **12 hrs.**

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

**Unit 2:** Journal & Subsidiary Books: **14 hrs.**

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

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

**Unit 3:** Ledger Posting and Trial Balance: **12 hrs.**

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

**Unit 4:** Depreciation: **8 hrs.**

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

**Unit 5:** Meaning and Preparation of Final Accounts: **14 hrs.**

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

**Reference Books :**

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

**Online Resources:**

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

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

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

**MOOCs:**

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

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

Course Code 105

BBA- Sem - I (CBCS 2018)

## Foundation of Mathematics & Statistics

Credits : 4

UE + IA: 60:40

Course Type : Core

### Course Objectives:

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

### Learning Outcomes:

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

### Unit 1:

12hrs.

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

### Unit 2:

12 hrs.

Simple interest and Compound interest and Annuity:

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

### Unit 3:

12hrs.

Matrices and Determinants & Simultaneous Linear equations:

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

### Unit 4:

12 hrs.

### Introduction to Business Statistics

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

### Unit 5:

12 hrs.

### Data presentations and graphical displays

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

### Reference Books :

1. Dr. Padmalochan Hazarika, A textbook of Business Mathematics S. Chand & Co.
2. Padmalochan Hazarika, A class textbook of Business Mathematics.
3. M. G. Dhaygude, Commercial Arithmetic and Statistics .

4. Business Statistics, S.C. Gupta

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

6. Schaum Series, Basic Business Mathematics

### **Online Resources:**

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

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

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

### **MOOCs:**

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

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

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

# BACHELOR OF BUSINESS ADMINISTRATION

## Generic Elective / Interdisciplinary

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

### Community Work

**Credits : 2**

**CCA : 50 marks**

**Course Type : Generic Elective / Interdisciplinary**

#### Course Objectives:

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

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

#### Learning Outcomes:

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

#### Unit 1:

**5 hrs**

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

#### Unit 2:

**10 hrs**

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

#### UNIT 3:

**15 hrs**

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

#### COMMUNITY HOURS:

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

Course Code 106

BBA- Sem - I (CBCS 2018)

## Career & Life Skills

Credits : 2

CCA : 50 marks

Course Type : **Generic Elective / Interdisciplinary**

### Course Objectives:

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

### Learning Outcomes:

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

#### Unit 1: Introduction to Life Management

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

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

12 hrs

Improving thinking skills, improving study skills, planning education

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

#### Developing Your Intellectual Potent

12 hrs

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

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

#### Unit 3: Career and Life Choices

Managing personal, lifelong career development.

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

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

### Reference Books :

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

### Online Resources:

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

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

Credits : 2

CCA : 50 marks

Course Type : **Generic Elective / Interdisciplinary**

**Course Objectives:**

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

**Learning Outcomes:**

After completion of the course students

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

**Unit – I Solid Waste Management-**

**10 hrs**

**Introduction to waste Management**

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

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

**10 hrs**

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

**Unit – III**

**10 hrs**

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

**Books Recommended:**

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



and Management Issues; McGraw-Hill.

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

**List of Software/Learning Websites:**

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

# BACHELOR OF BUSINESS ADMINISTRATION

## SEMESTER 2

Course Code 201

BBA- Sem - II (CBCS 2018)

### Environment Studies

Credits : 2

CCA : 50 marks

Course Type : Generic / Open Elective

#### Course Objectives:

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

#### Learning Outcomes:

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

#### Unit 1: Nature and Scope

(8 Hrs)

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

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

#### Unit 2: Ecosystems

(6 Hrs)

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

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

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

#### Unit 3 : Pollution

(6 Hrs)

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

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

(4 Hrs)

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

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

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

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

**Reference Books :**

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

Course Code 202

BBA- Sem -II (CBCS 2018)

## **Principles of Management**

Credits : 4

UE + IA: 60:40

Course Type : Core

### **Course Objectives:**

Students will be given the opportunity to learn

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

### **Learning Outcomes:**

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

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

**12 hrs**

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

### **Unit 2: Planning**

**8 hrs**

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

### **Unit 3: Organizing**

**10 hrs**

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

### **Unit 4: Leading**

**10 hrs**

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

### **Unit 5: Controlling**

**10 hrs**

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

**Reference Books :**

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

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

1. HBR
2. Indian Management
3. Human Capital

**MOOCs:**

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

Course Code 203

BBA- Sem -II (CBCS 2018)

## Macro Economics

Credits : 4

UE + IA: 60:40

Course Type : Core

### Course Objectives:

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

### Learning Outcomes:

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

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

12 hrs

Macroeconomics- definition & nature, Scope , Importance, Limitations, Paradoxes, Macro economic variables. Concept and Measures of Development and Underdevelopment; Human Development; **Contribution of Various sectors in India in generation of National Income**, Composition of national income and occupational structure.

### Unit 2: National Income Accounting

12 hrs

Measurement of macroeconomic variables: National income accounting, Circular flow of income (four sector model ), Methods to calculate national income, Stock and flow concept, Gross domestic product(GDP), Gross national product(GNP), Net domestic product(NDP), Net national product(NNP), Personal and Personal disposable income; Functions of Central Statistical Organization.

### Unit 3:

12 hrs

Classical theory of income and employment:

Theory of Income & Employment, Says law of market, Objectives of Keynes theory of Income & Employment: simple Keynesian model, components of aggregate demand, equilibrium income, changes in equilibrium, multiplier, Keynes psychological law of consumption, APC & MPC.

**Unit 4: Money :****12 hrs**

Functions of money, determination of money, supply and demand, Quantity Theory of Money, Functions of Central Bank

**Business cycle & Inflation & Deflation:**

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

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

Deflation: Meaning , causes & control.

**Unit 5: :****12 hrs.**

Macro economic policy: monetary policy and fiscal policy, instruments, Monetary policy –SLR, CRR, Open Market Operations, Quantitative and Qualitative methods, Fiscal policy-Govt Expenditure, taxation, public debt, Role of these policies in solving problems of developed and under developed countries.

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

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

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

**Reference Books :**

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

**Online Resources:**

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

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

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

**MOOCs:**

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

<https://alison.com/>:

Course Code 204

BBA- Sem - II (CBCS 2018)

## Management Accounting

Credits : 4

UE + IA: 60:40

Course Type : Core

### Course Objectives:

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

### Learning Outcomes:

At the end of the course students should be able to

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

### Unit 1: Introduction

(8 Hours)

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

### Unit 2: Introduction of Cost Accounting

(12 Hours)

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

### Unit 3: Budget and Budgetary Control

(12 Hours)

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

### Unit 4: Marginal Costing & Standard Costing

(20 Hours)

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

### Unit 5: Management Audit

(8 Hours)

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

### Reference Books :



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

**Online Resources:**

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

**MOOCs:**

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

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

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

Credits : 4

UE + IA: 60:40

Course Type : Core

**Course Objectives:**

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

**Learning Outcomes:**

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

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

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

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

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

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

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

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

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

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

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

**Teaching Methodology**

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

**Reference Books :**

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

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

**Online Resources:**

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

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

**Moocs:**

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

<https://alison.com/>

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

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

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

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

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

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

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

Course Code 206

BBA- Sem - II (CBCS 2018)

**Community Work – Swachh Bharat Abhiyan**

**Credits : 2**

**CCA : 50 marks**

**Course Type : Generic / Open Elective**

**Course Objectives:**

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

**Learning Outcomes:**

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

**Unit 1:**

**5 hrs**

History, meaning, Goals of Cleanliness initiatives

**Unit 2:**

**10 hrs**

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

**UNIT 3:**

**15 hrs**

Impact of Cleanliness initiatives. Social Awareness, Case Studies

**COMMUNITY HOURS:**

Internship of 15 days (100 hours) to be undertaken

Submit a report on a particular type of community involvement undertaken

**References:**

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

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

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

**Smart Cities**

Credits : 2

CCA : 50 marks

Course Type : Generic / Open Elective

**Course Objectives:**

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

**Learning Outcomes:**

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

**Unit 1:**

**6 hrs**

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

**Unit 2 :**

**12 hrs**

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

**Unit 3 :**

**12 hrs**

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

**Reference :**

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

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

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

**Sectoral Analysis**

Credits : 2

CCA : 50 marks

Course Type : Generic / Open Elective

**Course Objectives:**

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

**Learning Outcomes:**

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

**Unit 1 :**

**8 hours**

Introduction to the sectors of the economy

**Units 2:**

**12 hours**

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

**Unit 3:**

**10 hours**

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

**Reference Books :**

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