

BBA - II YEAR (2023-24)

Year	Sem	Subject	Course Code	Paper Title	Theory / Practical/ Project	Credits	Cumulative Minimum credits required for Award of Certificate/ Diploma/ Degree
2	III	Core 7	F010301T	Management & Cost Accounting	Theory	6	(92) Diploma in Business Administration
		Core 8	F010302T	Production Management	Theory	6	
		Core 9	F010303T	Business Environment	Theory	6	
		GE 3	F010304T	Business Law	Theory	4	
		SEC 3	F010305T	Business Communication	Theory	3	
		Co-C 3	Z030301	Human Values and Environmental Studies	Theory	2(Qualifying)	
Total Credit						27	
2	IV	Core 10	F010401T	Research Methodology	Theory	6	
		Core 11	F010402T	Consumer Behaviour	Theory	6	
		Core 12	F010403T	Investment Analysis & Portfolio Management	Theory	6	
		SEC 4	F010405T	Supply Chain Management	Theory	3	
		Co-C 4	Z040401	Physical Education and Yoga	Theory	2(Qualifying)	
Total Credit						23	

BBA Semester III

Programme/Class: BBA	Year: Second	Semester: Third	
Course Code: F010301T	Course Title: Management & Cost Accounting		
Course outcomes: The objective of this paper is to give the basic knowledge about the Management and cost accounting			
Credits: 6		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-1-0			
Unit	Topics	No. of Lectures Total=75-90	
I	Introduction: Meaning, Nature and Scope of Management Accounting, Functions Relationship of Management Accounting, Financial Accounting and Cost Accounting		
II	Cost Accounting: Nature and Scope of Cost Accounting, Cost concepts and classifications, Methods and Techniques, Installation of a Costing System; Accounting for Material, Labour and Overheads		
III	Product Costing: Single unit costing-preparation of cost sheet, Process costing, Contract costing (Elementary numerical problems)		
IV	Marginal Costing and Absorption Costing, Break-even analysis,		
Suggested Readings:			
1. Maheshwari S.N., Advanced Problem and Solutions in Cost Accounting			
2. Khan & Jain, Management Accounting			
3. Gupta, S.P., Management Accounting			
Suggested Continuous Evaluation Methods:			
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Suggested equivalent online courses:			
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Further Suggestions:			
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Programme/Class: BBA	Year: Second	Semester: Third		
Course Code: F010302T	Course Title: Production Management			
Course outcomes: The objective of this paper is to give the basic knowledge about the Production Management in industry				
Credits: 6		Compulsory		
Max. Marks: 25+75		Min. Passing Marks:		
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-1-0				
Unit	Topics			
I	Introduction to Production Management: History of Production Management; Definitions of Production Management; Production Process; Production: The Heart of an Organization; Objectives of Production Management; Scope of Production Management; Importance of Technology in Production			
II	Concept of Forecasting: Purpose of Sales Forecasting, Basic Elements of Forecasting, Importance of Forecasting, Objectives of Forecasting, Classification of Forecasting ; Qualitative and Quantitative Techniques of Forecasting			
III	Product Selection; Definitions of Product Design and Development: Need for Product Design and Development, Origin of the Product Idea and Selection from Various Alternatives, Choosing among Alternative Products, Modifying the Existing Products, Sources of Product			
IV	Nature of Production Planning and Control (PPC): Types of Plans, Elements of Production Planning, Strategy of Production Planning, Aggregate Planning; Main Functions of Production Planning and Control (PPC)			
Suggested Readings:				
1. Production Management by Telsang Martand S Chand Publication				
Suggested Continuous Evaluation Methods:				
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Suggested equivalent online courses:				
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Further Suggestions:				
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Programme/Class: BBA	Year: Second	Semester: Third	
Course Code: F010303T	Course Title: Business Environment		
Course outcomes: The objective of this paper is to give the basic knowledge about the business environment in industry			
Credits: 6		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-1-0			
Unit	Topics	No. of Lectures Total= 75-90	
I	Introduction: Concept, Significance and Components of Business environment, Factor affecting Business Environment, Micro and Macro environment.		
II	Economic Systems: Capitalism, Socialism, Communism, Mixed Economy- Public Sector & Private Sector		
III	Industrial Policy-Brief historical perspective; New industrial policy of India, Socio-economic implications of Liberalization, Privatization and Globalization		
IV	Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA; Overview of International Business Environment, Trends in World Trade: WTO-Objectives and role in international trade.		
Suggested Readings:			
1. Francis Cherunilam, Business Environment			
2. K. Aswathapa, Business Environment			
Suggested Continuous Evaluation Methods:			
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Suggested equivalent online courses:			
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Further Suggestions:			
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Programme/Class: BBA	Year: Second	Semester: Third	
Course Code: F010304T	Course Title: Business Law		
Course outcomes: The objective of this paper is to give the basic knowledge about the rules and regulation of execution of Business			
Credits: 4		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0			
Unit	Topics	No. of Lectures Total=60	
I	The Indian Contract Act 1872: Scope of the Act, Essential of A Valid Contract, Agreement, Performance of Contracts, Breach of Contract & Remedies, Quasi-Contracts		
II	The Sale of Good Act, 1930: Formation of Contract, Conditions & Warranties, Rights of an Unpaid Seller, Performance of the Contract of Sale		
III	The Negotiable Instruments Act, 1881: Nature and Types of negotiable instruments, Negotiation and Assignment, Holder-in-Due Course, Dishonour and Discharge of Negotiable Instrument; Arbitration		
IV	The Companies Act, 1956: Nature and Type of Companies, Formation of Companies, Memorandum and Articles of Association, Prospectus, Share capital, Membership, Meetings and Winding-Up		
Suggested Readings:			
<ol style="list-style-type: none"> 1. Avatar Singh, Company Law 2. Khergamwalla, JS, The Negotiable Instrument Act 3. Ramaya A, A Guide to Companies Act 4. Tuteja SK, Business Law for Managers 			
Suggested Continuous Evaluation Methods:			
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Suggested equivalent online courses:			
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Further Suggestions:			
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Programme/Class: BBA	Year: Second	Semester: Third	
Course Code: F010305T	Course Title: Business Communication		
Course outcomes: The objective of this paper is to give the basic knowledge about the Business Communication			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics	No. of Lectures Total=45	
I	Introduction: Meaning and objective of Business communication, Forms of Communication, Communication model and process, Principles of Effective Communication		
II	Corporate Communication: Formal and Informal Communication, Networks, Grapevine, Barriers in Communication, Groups discussion, Mock Interviews, Seminars, Individual and Group Presentations		
III	Essential of effective Business letters, Writing Important Business letters including correspondence with Bank and Insurance companies; Oral & Non-verbal communication: Principles of Oral Presentation, Factors affecting Presentation, effective Presentation skills, conducting Surveys; Body Language, Para Language, Effective Listening, Interviewing skill, Writing Resume, Letter and Application;		
IV	Modern forms of communication, International communication, Cultural sensitiveness and cultural context, Writing and presenting in international situations		
Suggested Readings:			
1. Bapat & Davar, A Text book of Business Correspondence 2. Bhende D.S., Business Communication 3. David Berio, The Process of Communication 4. Gowd & Dixit, Advance Commercial Correspondence 5. Gurky J.M., A Reader in Human Communication			
Suggested Continuous Evaluation Methods:			
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Suggested equivalent online courses:			
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Further Suggestions:			
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Course Name: Human Values and Environmental Studies

Course Code: Z030301

L	T	P	C.U.
2	0	0	2

Course Outcomes: The mission of the course on Human Values and Environmental Studies is to create morally articulate solutions to be truthful and just and to become responsible towards humanity. The course seeks to establish a continuous interest in the learners to improve their thought process with intent to develop a new generation of responsible citizens capable of addressing complex challenges faced by the society due to disruptions in human interactions effecting human values.

Unit – 1:

Human Values –Introduction, Types, Characteristics, Developing Valuesystem in Indian Organisation, Values in Business Management, value basedOrganisation, Trans-cultural Human values in Management; Thoughts – Vivekanand on Character building; Gandhi ji on Seven Sins, and Dr. Kalam on parent & Teacher role; Corruption & Bribe, Social Media, Cyber threats policy; Sustainable policies in India; Principles of Ethics - Secular and Spiritual Values in Management – Introduction- Secular and Spiritualvalues, features, Levels of value Implementation. Features of spiritual Values,Corporate Social Responsibility- Nature, Levels ,Phases and Models of CSR,Corporate Governance. CSR and Modern Business Tycoons Ratan Tata, Azim Premjiand Bill Gates.

Unit – 2:

Holistic Approach in Decision making- Decision making, the decision makingprocess , The Bhagavad Gita: Techniques in Management , Dharma and Holistic Management; Discussion through Dilemmas – Dilemmas in Marketing and Pharma Organisations, moving from Public to Private –monopoly context, Dilemma of privatisation, Dilemma on liberalization, Dilemma onsocial media and cyber security , Dilemma on Organic food , Dilemma onstandardization ,Dilemma on Quality standards.Case Studies.

Unit – 3:

Ecosystem: Concept, structure & functions of ecosystem : producer, consumer,decomposer, foodweb, food chain, energy flow, Ecological pyramidsConservation of Biodiversity- In-situ & Ex- situ conservation of biodiversityRole of individual in Pollution controlHuman Population & Environment; Sustainable Development, India and UN Sustainable Development Goals, entrepreneurship.

Unit – 4:

Environmental Laws - International Advancements in Environmental Conservation; Role of National Green Tribunal; Air Quality Index; Importance of Indian Traditional knowledge on environment; Bio assessment of Environmental Quality; Environmental Management System; Environmental Impact Assessment and Environmental audit.

Suggested Readings:

1. A foundation course in Human Values and Professional Ethics by RR. Gaur, R. Sangal et.al
2. JUSTICE: What's the Right Thing to Do? Michael J. Sandel.
3. Human Values by A. N. Tripathi New Age International
4. Environmental Management by N.K. Uberoi
5. <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>
6. <https://www.india.gov.in/my-government/schemes>
7. <https://www.legislation.gov.uk/ukpga/2010/23/contents>

8. Daniel Kahneman, Thinking, Fast and Slow; Allen Lane Nov 2011 ISBN: 9780141918921

BBA Semester IV

Programme/Class: BBA	Year: Second	Semester: Fourth	
Course Code: F010401T	Course Title: Research Methodology		
Course outcomes: The objective of this paper is to give the basic knowledge about the Research Methodology			
Credits: 6		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-3-0			
Unit	Topics	No. of Lectures Total =75-90	
I	Introduction: Meaning of Research, Objectives of Research, Types of Research, Research Process, Research Problem formulation; Research Design: Features of a good research design; Different Research Designs; Measurement in Research; Data types; Sources of Error		
II	Sampling Design: Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling.		
III	Processing & Analysis of Data: Processing operations; problems in processing; types of analysis, Hypothesis Testing: Chi-square test, Z-test, t-test, F-test.		
IV	Presentation: Diagrams; graphs; charts. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precautions for writing report.		
Suggested Readings:			
<ol style="list-style-type: none"> 1. C.R. Kothari, Research Methodology 2. Banerjee S. and Roy Ramendu, Fundamentals of Research Methodology 			
Suggested Continuous Evaluation Methods:			
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Suggested equivalent online courses:			
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Further Suggestions:			
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Programme/Class: BBA	Year: Second	Semester: Fourth	
Course Code: F010402T	Course Title: Consumer Behaviour		
Course outcomes: The objective of this paper is to give the basic knowledge about the consumer behaviour			
Credits: 6		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-1-0			
Unit	Topics	No. of Lectures Total=75-90	
I	CB, Consumer research process.CB models: Economic model, Psycho-analytic model, Sociological model, Howard & Seth model, Nicosia model, Engel-Kollat-Blackwell model.		
II	Individual determinants: Perceptual process, consumer learning process Introduction: Concept, importance and scope of CB, need for studying, consumer attitude formation, attitude measurement, meaning and nature of personality, self concept.		
III	Influences & Consumer Decision making: Family, reference group, personal, social and cultural influence on CB, Consumer Decision making process, Consumer Communication process, consumer satisfaction.		
IV	Industrial Buying Behaviour: Participants, characteristics of industrial markets, factors influencing industrial markets, stages of industrial buying process, Customer and marketing of services.		
Suggested Readings:			
<ol style="list-style-type: none"> 1. Suja. R. Nair, Consumer Behaviour in Indian Perspective 2. Schifman & Kanuk, Consumer Behaviour 3. Louden & Bitta, Consumer Behaviour 4. Bennet & Kasarji, Consumer Behaviour 			
Suggested Continuous Evaluation Methods:			
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Suggested equivalent online courses:			
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Further Suggestions:			
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Programme/Class: BBA	Year: Second	Semester: Fourth	
Course Code: F010403T	Course Title: Investment Analysis & Portfolio Management		
Course outcomes: The objective of this paper is to give the basic knowledge about the investment analysis and portfolio management subject 3(A)			
Credits: 6		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1			
Unit	Topics	No. of Lectures Total=75-90	
I	Investments: Nature, scope, objective and Process of investments analysis, concept of return and risk analysis, measurement of return and risk: Systematic and Unsystematic Risk.		
II	Investment Alternatives: Investment instrument of Capital Market and Money Market, Valuation of Fixed and Variable securities Non Security forms of Investment, Government Securities, Mutual Fund, Real Estate and Gold.		
III	Fundamental Analysis: Economic analysis industry analysis and company analysis Technical Analysis: Trends, indicators, indices and moving average applied in technical analysis. Efficient Market Hypothesis: weak, semi-strong and strong market and its testing techniques		
IV	Portfolio Management: Meaning, importance and objectives of portfolio and portfolio management, Risk and Return- Definition types and importance. Portfolio Analysis: Risk Measurement; Estimating rate of return and standard deviation of portfolio returns; Effects of Combining securities;		
Suggested Readings:			
1. Security analysis and Portfolio Management by Punithavathy Pandian			
Suggested Continuous Evaluation Methods:			
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Suggested equivalent online courses:			
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Further Suggestions:			
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Programme/Class: BBA	Year: Second	Semester: Fourth	
Course Code: F010405T	Course Title: Supply Chain Management		
Course outcomes: The objective of this paper is to give the basic knowledge about the Supply Chain Management for goods and services			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1			
Unit	Topics	No. of Lectures Total=45	
I	Introduction, Definition of Supply Chain Management, Evolution of the Concept of Supply Chain Management, Key Drivers of Supply Chain Management, Typology of Supply Chains, Cycle View of Supply Chain, Problems in SCM and Suggested Solutions		
II	Introduction, Three Components of SCM, Demand Management, Demand Forecasting; Introduction, Supply Management, Evolution of ERP, Concept of ERP in SCM, Quick Response and Accurate Response System in SCM, Use of Other Planning Strategies		
III	Introduction, Understanding the Benchmarking Concept, Benchmarking Process, Benchmarking Procedure		
IV	Introduction, New Developments in Supply Chain Management, Outsourcing Supply Chain Operations, Co-Maker ship, The Role of E- Commerce in Supply Chain Management, Green Supply Chain Management, Distribution Resource Planning, World Class Supply Chain Management		
Suggested Readings:			
<ol style="list-style-type: none"> 1. Supply Chain Management by Michel H Hungo 2. Supply Chain Management by Sunil Chopra 			
Suggested Continuous Evaluation Methods:			
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Suggested equivalent online courses:			
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Further Suggestions:			
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Course Name: Physical Education and Yoga

Course Code: Z040401

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Course outcomes: Students will learn the introduction of Physical Education, Concept of fitness and wellness, Weight management and lifestyle of an individual. The student will also learn about the relation of Yoga with mental health and value Education. In this course student will also learn about the aspects of the Traditional games of India.

Unit – 1:

Physical Education:

- Meaning, Definition, Aim and Objective.
- Misconception About Physical Education.
- Need, Importance and Scope of Physical Education in the Modern Society.
- Physical Education Relationship with General Education.
- Physical Education in India before Independence.

Physical Education in India after Independence.

Unit – 2:

Concept of Fitness and Wellness:

- Meaning, Definition and Importance of Fitness and Wellness.
- Components of Fitness.
- Factor Affecting Fitness and Wellness.

Weight Management:

- Meaning and Definition of Obesity.
- Causes of Obesity.
- Management of Obesity.
- Health problems due to Obesity.

Lifestyle:

- Meaning, Definition, Importance of Lifestyle.
- Factor affecting Lifestyle.
- Role of Physical activity in the maintains of Healthy Lifestyle.

Unit – 3:

Yoga and Meditation:

- Historical aspect of yoga.
- Definition, types scopes & importance of yoga.
- Yoga relation with mental health and value education.
- Yoga relation with Physical Education and sports.
- Definition of Asana, differences between asana and physical exercise.
- Definition and classification of pranayama.
- Difference between pranayama and deep breathing.
- **Practical:** Asana, Suraya-Namaskar, Bhujang Asana, Naukasana, Halasana, Vajrasan, Padmasana, Shavasana, Makrasana, Dhanurasana, Tad Asana.
Pranayam: Anulom, Vilom.

Unit – 4:

Traditional Games of India:

- Meaning.
- Types of Traditional Games-
 - Gilli- Danda
 - Kanche
 - Stapu
 - Gutte, etc.
- Importance/ Benefits of Traditional Games.
- How to Design Traditional Games.

Recreation in Physical Education:

- Meaning, Definition of Recreation.
- Scope and Importance of Recreation.
- General Principles of Recreation.
- Types of Recreational Activities.
- Aerobics and Zumba.(Fit India Movement)

Suggested Readings -

1. Lumpkin, A. (1994). Physical education and sport: a contemporary introduction (No. Ed. 3). Mosby-Year Book, Inc..
2. Ciccomascolo, L. E., & Sullivan, E. C. (2011). The Dimensions of Physical Education-BOOK ONLY. Jones & Bartlett Publishers.
3. Metzler, M. (2017). Instructional models in physical education. Taylor & Francis.
4. Gallahue, D. L., & Donnelly, F. C. (2007). Developmental physical education for all children. Human Kinetics.

