

## BBA Semester I

Program/Class: BBA(FYUGP)		Year: First	Semester: First
Course Code: F010101T		Course Title: Basic Accounting	
<b>Course outcomes:</b> The aim of the course is to build knowledge and understanding principles of accounting among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about accounting. The outcome of the course will be as follows – To Introduce about Accounting Principles and other aspects of accounting. To provide knowledge about rectification of errors. To make able about valuation of stocks. To make aware with share and Debenture.			
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			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures Total=60-70</b>
<b>I</b>	Introduction: Meaning and process of accounting, Basic terminology of accounting, Difference between accounting & book keeping. Importance & limitations of accounting, Various users of accounting information, Accounting Principles: Conventions & Concepts.		
<b>II</b>	Accounting equation, Dual aspect of accounting, Types of accounts, Rules of debit & credit, Preparation of Journal and Cash book including banking transactions, Ledger and Trial balance, Subsidiary books of accounts. Rectification of errors, Preparation of bank reconciliation statement, Bills of exchange and promissory notes.		
<b>III</b>	Valuation of stocks, Accounting treatment of depreciation, Reserves and provisions, Preparation of final accounts along with adjustment entries.		
<b>IV</b>	Issue of shares and debentures, Issue of bonus shares and right issue, Redemption of preference shares and debentures.		
<b>Suggested Readings:</b> 1. Agarwal B.D., Advanced Accounting 2. Chawla & Jain, Financial Accounting 3. Chakrawarti K.S., Advanced Accounts. 4. Gupta R.L. & Radhaswamy, Fundamentals of Accounting 5. Jain & Narang, Advanced Accounts			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses: .....			
Further Suggestions: .....			

Program/Class: BBA(FYUGP)		Year: First	Semester: First
Course Code: F010102T		Course Title: Business Statistics	
<b>Course outcomes:</b> The aim of the course is to build knowledge and understanding of Business Statistics among the students. The course seeks to give detailed knowledge about the subject matter by instilling basic ideas about Business Statistics. The outcome of the course will be as follows – To provide knowledge about basic concepts of Statistics. To provide knowledge measurement of central tendency. To give an overview of correlation and regression analysis. To make able to know the sampling and probability.			
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			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures Total= 60-70</b>
<b>I</b>	Introduction: Concept, features, significance & limitations of statistics, Types of data, Classification & Tabulation, Frequency distribution & graphical representation.		
<b>II</b>	Measures of Central Tendency (Mean, Median, Mode), Measures of Variation (Range, Quartile Deviation, Mean Deviation and Standard Deviation), Significance & properties of a good measure of variation, Measures of Skewness & Kurtosis.		
<b>III</b>	Correlation and Regression: Meaning and types of correlation, Simple correlation, Scatter diagram method, Karl Pearson’s Coefficient of correlation, Significance of correlation, Regression concept, Regression lines, Regression equations and Regression coefficient.		
<b>IV</b>	Probability: Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Baye’s theorem [Simple numerical]. Probability Distribution: Binomial, Poisson and Normal. Sampling: Method of sampling, Sampling and non-sampling errors, Test of hypothesis, Type-I and Type-II Errors, Large sample tests.		
<b>Suggested Readings:</b> 1 Gupta, S.P. & Gupta, M.P., Business Statistics 2. Levin, R.I., Statistics for Management 3. Feud, J.E., Modern Elementary Statistics 4. Elhance, D.N., Fundamentals of Statistics 5. Gupta, C.B., Introduction of Statistical Methods			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses: .....			
Further Suggestions: .....			

Program/Class: BBA(FYUGP)	Year: First	Semester: First
Course Code: F010103T	Course Title: Business Ethics and Corporate Governance	
<b>Course outcomes:</b> The aim of the course is to build knowledge and understanding Business Ethics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Ethics. The outcome of the course will be as follows – To develop understanding of business ethics and values. To provide relationship between ethics and corporate excellence. To give an overview about Gandhian philosophy and social responsibility.		
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	<b>No. of Lectures Total=60-70</b>
I	Introduction: Concept and nature of ethics; ethics, values and behavior; development of ethics, relevance of ethics and values in business, Arguments against business ethics.	
II	Work life in Indian Philosophy: Indian ethos for work life, Indian values for the work place, Work-life balance, Ethos of Vedanta in management, Hierarchism as an organizational value.	
III	Relationship between Ethics & Corporate Excellence, Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM. Gandhian Philosophy of Wealth Management, Philosophy of Trusteeship, Gandhiji’s Seven Greatest Social Sins, Concept of knowledge management and wisdom management.	
IV	Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit.	
<b>Suggested Readings:</b> 1. Kaur Tripat, Values; Ethics in Management, Galgotia Publishers. 2. Chakraborty S.K., Human values for Managers 3. McCarthy, F.J., Basic Marketing 4. Chakraborty S.K., Ethics in Management: A Vedantic Perspective, Oxford University Press.		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses: .....		
Further Suggestions: .....		

**(MINOR ELECTIVE FOR BBA I Semester)**

Program/Class: BBA(FYUGP)

**B.Com. I Semester**

**Course Name: Business Organization**

**Course Code: C010101T**

Max. Marks: 25+75=100

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**Course Outcomes:** After completing this course a student will have-

1. Ability to understand the concept of Business Organization along with the basic laws and norms of Business Organization.
2. Ability to understand the terminologies associated with the field of Business Organization along with their relevance.
3. Ability to identify the appropriate types and functioning of Business Organization for solving different problems.
4. Ability to apply basic Business Organization principles to solve business and industry related problems.
5. Ability to understand the concept of Sole Proprietorship, Partnership and Joint Stock Company etc.

**Unit – 1:**

Business: Concept, Meaning, Features, Stages of development of business and importance of business. Classification of Business Activities. Meaning, Characteristics, Importance and Objectives of Business Organization, Evolution of Business Organisation. Difference between Industry and Commerce and Business and Profession, Modern Business and their Characteristics.

**Unit – 2:**

Promotion of Business: Considerations in Establishing New Business. Qualities of a Successful Businessman. Forms of Business Organization: Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives and their Characteristics, relative merits and demerits, Difference between Private and Public Company, Concept of One Person Company.

**Unit – 3:**

Plant Location: Concept, Meaning, Importance, Factors Affecting Plant Location. Alfred Weber's and Sargent Florence's Theories of Location. Plant Layout:- Meaning, Objectives, Importance, Types and Principles of Layout. Factors Affecting Layout. Size of Business Unit:- Size and Factors Affecting the Size. Optimum Size and factors determining the Optimum Size.

**Unit – 4:**

Business Combination: Meaning, Characteristics, Objectives, Causes, Forms and Kinds of Business Combination. Rationalization: Meaning, Characteristics, Objectives, Principles, Merits and demerits, Difference between Rationalization and Nationalization.

**Suggested Readings:**

1. Gupta, C.B., "Business Organization", Mayur Publication, (2014).
2. Singh, B.P., Chhabra, T.N., "An Introduction to Business Organization & Management", Kitab Mahal, (2014).
3. Sherlekar, S.A. & Sherlekar, V.S., "Modern Business Organization & Management Systems Approach Mumbai", Himalaya Publishing House, (2000).
4. Bhushan Y. K., "Business Organization", Sultan Chand & Sons.
5. Prakash, Jagdish, "Business Organization and Management", Kitab Mahal Publishers (Hindi and English)

### Vocational/Skill Enhancement Course (SEC)

Program/Class: BBA(FYUGP)		Year: First	Semester: First
Course Code: SEC-1101		Course Title: Presentation and Communication Skill	
Course outcomes: By the end of this course, students will be able to: 1.Understand the basic principles of effective communication in personal and professional contexts. 2. Develop verbal and non-verbal communication skills for impactful presentation delivery. 3. Prepare and deliver structured presentations with confidence. 4. Enhance listening, questioning, and interpersonal communication abilities. 5 Apply communication skills in interviews, meetings, and group discussions.			
Credits: 3		Elective Course	
Max. Marks: 60(P)+40		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 1-0-4			
Unit	Topics		No. of Lectures Total=50-55
I	Introduction to Communication - Meaning, Process and Types of Communication, Barriers to Effective Communication, Importance of Feedback, 7 Cs of Communication		
II	Verbal and Non-Verbal Communication - Oral vs Written Communication, Tone, Pitch, Clarity, and Fluency, Body Language, Eye Contact, Gestures, Dress Code and Etiquette		
III	Presentation Skills - Elements of an Effective Presentation, Planning, Structuring, and Visual Aids (PPTs), Opening and Closing Techniques, Overcoming Stage Fright and Nervousness		
IV	Listening and Interpersonal Skills -Types and Importance of Listening, Active Listening Techniques, Empathy and Emotional Intelligence in Communication, Working in Teams and Collaborating Effectively		
V	Business Communication Applications -Group Discussions and Public Speaking, Mock Interviews and Meetings ,Report and Email Writing Basics , Role Plays and Real-life Simulations		
Suggested Readings: 1.Meenakshi Raman & Prakash Singh – Business Communication 2. Barun K. Mitra – Personality Development and Soft Skills 3. Dale Carnegie – The Quick and Easy Way to Effective Speaking 4. Shirley Taylor – Model Business Letters, Emails and Other Documents 5. Deborah Tannen – Talking from 9 to 5			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses: .....			
Further Suggestions: .....			

### Vocational/Skill Enhancement Course (SEC)

Program/Class: BBA(FYUGP)		Year: First	Semester: First
Course Code: SEC-1102		Course Title: Financial Literacy	
Course outcomes: By the end of this course, students will be able to: 1. Understand the basic concepts of money, income, savings, investment, and credit. 2. Develop the skills to manage personal and family finances effectively. 3. Evaluate various banking, insurance, and investment options. 4. Protect themselves from frauds and scams in financial transactions. 5. Build a strong foundation for responsible financial decision-making and planning			
Credits: 3		Elective Course	
Max. Marks: 60(P)+40		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 1-0-4			
Unit	Topics		No. of Lectures Total=50-55
I	Introduction to Financial Literacy -Meaning, Need, and Importance, Key Terms: Income, Expenditure, Savings, Budgeting and Financial Goals, Role of Financial Literacy in Daily Life		
II	Banking Basics and Digital Transactions -Types of Bank Accounts and Services, ATM, Cheque, Passbook, Net Banking, UPI, Mobile Wallets and Digital Safety, Know Your Customer (KYC) & Banking Ombudsman		
III	Savings, Investments, and Insurance -Importance of Saving and Investing, Financial Products: FD, RD, PPF, Mutual Funds, Basics of Insurance: Life, Health, General, Compound Interest and Time Value of Money		
IV	Borrowing and Credit Management -Loans: Types and Process, Credit Cards and Credit Scores, Responsible Borrowing Practices, Managing Debt and EMI Planning		
V	Frauds, Financial Planning & Government Schemes -Financial Scams and Cyber Frauds, Retirement and Emergency Planning, Government Financial Schemes: PMJJBY, PMSBY, APY, Jan Dhan Yojana, Financial Empowerment and Legal Rights		
Suggested Readings: 1.National Centre for Financial Education (NCFE) – Financial Education Workbooks 2. Madura, Jeff – Personal Finance 3. Kapoor, Jack R. – Focus on Personal Finance 4. SEBI & RBI Online Resources 5. Ministry of Finance – Guides on Financial Literacy			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses: .....			
Further Suggestions: .....			

### Vocational/Skill Enhancement Course (SEC)

Program/Class: BBA(FYUGP)		Year: First	Semester: First
Course Code: SEC-1103		Course Title: Team Building	
Course outcomes: By the end of this course, students will be able to: 1.Understand the fundamentals of team dynamics and group behavior. 2. Develop interpersonal and leadership skills essential for working in teams. 3. Identify and resolve team conflicts effectively. 4. Collaborate effectively with diverse individuals and work toward common goals. 5. Apply team-building techniques in academic, personal, and professional context			
Credits: 3		Elective Course	
Max. Marks: 60(P)+40		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 1-0-4			
Unit	Topics		No. of Lectures Total=50-55
I	Introduction to Team Building -Concept of Team and Group, Characteristics of Effective Teams, Stages of Team Development (Tuckman's Model), Individual vs Team Performance		
II	Roles and Responsibilities in Teams -Team Roles (Belbin’s Role Theory), Leadership in Teams , Accountability and Collaboration , Diversity and Inclusion in Teams		
III	Communication in Teams - Importance of Open Communication, Listening and Feedback Mechanisms, Group Decision-Making Techniques, Tools for Virtual Team Communication		
IV	Conflict Management and Problem Solving -Types and Causes of Conflict, Conflict Resolution Styles, Negotiation Skills, Problem Solving and Consensus Building		
V	Team Building Activities and Application -Case Studies on Team Success and Failure , Indoor and Outdoor Team Exercises , Project Work in Teams , Reflection and Learning Review		
Suggested Readings: 1. R. M. Belbin – Team Roles at Work 2. Stephen Robbins – Organizational Behavior (Team and Group Behavior chapters) 3. Thomas R. Harvey – Team Building: A Practical Guide 4. Jon R. Katzenbach & Douglas K. Smith – The Wisdom of Teams 5. Daniel Goleman – Emotional Intelligence (Teamwork and Empathy)			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses: .....			
Further Suggestions: .....			

## Co-Curricular AEC-1 Semester I

Program/Class: BBA(FYUGP)		Year: First	Semester: First
Course Code: Z020201		Course Title: First Aid and Basic Health	
Course outcomes:			
1. Learn the skills needed to assess an ill or injured person.			
2. Learn how to provide CPR to infants, children, and adults.			
3. Learn to handle emergency childbirth.			
4. Gain basic sex education to help young people navigate sensitive issues responsibly and confidently.			
5. Understand that sex is normal, healthy, and central to human survival and well-being.			
6. Develop awareness of natural changes during adolescence.			
7. Identify mental health status and learn psychological first aid.			
Credits: 2		Compulsory	
Max. Marks: 100			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures Total=40-50
I	Introduction to First Aid: Basic Principles, ABC of First Aid, Recovery position, Wounds and bleeding, Bandaging		
II	CPR: Definition, Procedure of CPR for infants, children, and adults; Artificial Respiration, Handling Fractures and Burns		
III	Emergency Childbirth: Basic understanding of labor process, delivery procedures, postnatal care, Dos and Don'ts		
IV	Basic Sex Education: Human reproduction, consent, personal safety, understanding sexual desire, emotional implications, myths		
V	Mental Health and Psychological First Aid: Identifying mental health conditions, stress and anxiety, active listening, support strategies		
Suggested Readings:			
1. <a href="#">Indian First Aid Manual</a>			
2. <i>Red Cross First Aid/CPR/AED Instructor Manual</i>			
3. <a href="#">Youth Mental Health First Aid Course – Australia</a>			
4. Finkelhor, D. (2009). <i>The Prevention of Childhood Sexual Abuse</i> . Durham, NH: Crimes Against Children Research Center			
5. <a href="http://www.unh.edu/ccrc/pdf/CV192.pdf">www.unh.edu/ccrc/pdf/CV192.pdf</a>			
6. Kantor, L. & Levitz, N. (2017). <i>Parents' views on sex education in schools: How much do Democrats and Republicans agree?</i> PLoS ONE, 12(7): e0180250			
7. Orenstein, P. (2016). <i>Girls and Sex: Navigating the Complicated New Landscape</i> . Harper, NY			
8. Schwiengershausen, E. (2015). <i>Most Women Are Catcalled Before They Turn 17</i> . <a href="http://www.thecut.com">www.thecut.com</a>			
Suggested Continuous Evaluation Methods:			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
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Further Suggestions:			
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## BBA Semester II

Program/Class: BBA(FYUGP)	Year: First	Semester: Second
Course Code: F010201T	Course Title: Organizational Behavior	
<b>Course outcomes:</b> The aim of the course is to build knowledge and understanding of Organizational Behavior among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Organizational Behavior. The outcome of the course will be as follows – To provide knowledge about Organizational Behavior. To provide knowledge about individual and group behaviour. To give anoverview about change in organization and QWL.		
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		
<b>I</b>	<b>Topics</b>	<b>No. of Lectures Total=75-90</b>
<b>I</b>	Introduction: Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.	
<b>II</b>	Individual Behavior: concept, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation-Hygiene theory, Vroom’s expectancy theory.	
<b>III</b>	Behavior Dynamics: Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and prevailing leadership styles in Indian Organisations. Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter-group problems in organizational group dynamics, Management of conflict.	
<b>IV</b>	Management of Change: Change and Organizational development, Resistance to change, Approaches to managing organizational change, Organizational effectiveness, Organizational culture, Power and Politics inOrganisation, Quality of work life, Recent advances in OB.	
<b>Suggested Readings:</b> 1 Bennis, W.G., Organisation Development 2. Breech Islwar, Oragnaistion-The Framework of Management 3. Dayal, Keith, Organizational Development 4. Sharma, R.A., Organizational Theory and Behavior 5. Prasad, L.M., Organizational Behavior		
<b>Suggested Continuous Evaluation Methods:</b> In addition to the theoretical inputs the course will be delivered through Assignments, Presentation,Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses: .....		
Further Suggestions: .....		

Program/Class: BBA(FYUGP)		Year: First	Semester: Second
Course Code: F010202T		Course Title: Human Resource Development	
<b>Course outcomes:</b> The aim of the course is to build knowledge and understanding of Human Resource Development among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Human Resource Development. The outcome of the course will be as follows – To provide knowledge about HRD concepts and other aspects. To provide knowledge about potential appraisal. To give an overview about Job Enrichment and Quality circles. To make aware with human resource accounting.			
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=45
I	HRD: Concept, importance, benefits and its distinction from HRM, focus of HRD System, Structure of HRD System, Role of HRD manpower. Management Development: Concept, need, management development methods.		
II	Potential Appraisal: Concept, need, objectives, methods and Obstacles. Training: Meaning, role, assessing needs for training, organizing training programs, training methods, evaluation of Training.		
III	Job Enrichment: Concept, Principles, steps for job enrichment, hurdles in job enrichment, making job enrichment effective, job and work redesign. Quality Circles: Concept, structure, training in quality circle, problem solving techniques, role of management, trade union and workers, quality circles in India.		
IV	HRA: Introduction, scope, limitations, methods. Management of careers. Stress Management: Definition, potential, sources of stress, consequences of stress, managing stress.		
<b>Suggested Readings:</b> 1. Dipak Kumar Bhattacharya, Human Resource Management 2. Arun Monappa, Managing Human Resource 3. P.Subba Rao, Essential of HRM and Industrial Relations 4. C.B. Memoria, Personnel Management			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses: .....			
Further Suggestions: .....			

Program/Class: BBA(FYUGP)		Year: First	Semester: Second
Course Code: F010203T		Course Title: Advertising Management	
<b>Course outcomes:</b> The aim of the course is to build knowledge and understanding of advertisement among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about advertising Management. The outcome of the course will be as follows – To provide knowledge about advertisement and its use in business. To make able about advertisement concept and its management. To learn about the use of advertisement in 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 5		No. of Lectures Total=75-90
I	Advertising: Introduction, Scope, importance in business : Role of advertising in social and economic development of India: Ethics and truths in Indian Advertising.		
II	Integrated Communication Mix (IMC)-meaning, importance; Communication meaning, importance, process, communication mix-components, role in marketing, Branding-meaning, importance in advertising.		
III	Promotional objectives – importance determination of promotional objectives, setting objective DAGMAR; Advertising Budget importance, establishing the budget- approaches allocation of budget.		
IV	Advertising Copy-meaning components types of advertising copy, importance of creativity in advertising; Media planning-importance, strategies, media mix. Advertising research – importance, testing advertising effectiveness market testing for ads; International Advertising-importance, international Vs localadvertising.		
<b>Suggested Readings:</b> <ul style="list-style-type: none"><li>• Advertising and Promotion George E. Beich &amp; Michael A. Belch. T.M.H.</li><li>• Advertising Management, Concept and Cases Manendra Mohan,TMH</li><li>• Advertising Management Rajeev Batra, PHI</li></ul>			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses: .....			
Further Suggestions: .....			

### Vocational/Skill Enhancement Course (SEC)

Program/Class: BBA(FYUGP)		Year: first	Semester: Second
Course Code: SEC-1201		Course Title: Digital Marketing	
Course outcomes:			
By the end of this course, students will be able to:			
1.Understand and apply core digital marketing concepts and tools.			
2.Design and implement an SEO-optimized website and content.			
3.Execute digital campaigns across platforms like Google and social media.			
4.Analyze data using digital analytics tools to improve marketing performance.			
5.Prepare for certifications and employment in digital marketing roles.			
Credits: 3		Elective Course	
Max. Marks: 60(P)+40		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 1-0-4			
Unit	Topics		No. of Lectures Total=50-55
I	Introduction to Digital Marketing -Evolution and Importance of Digital Marketing, Traditional vs Digital Marketing, Components of Digital Marketing, Understanding Digital Customer Journey.		
II	Website Planning and Design -Basics of Domain, Hosting and CMS, creating a Basic Website using WordPress, UI/UX Concepts, Structure of Landing Pages		
III	Search Engine Optimization (SEO) and Search Engine Marketing (SEM) - On-page and Off-page SEO, Keyword Research and Meta Tags, Google Search Console, Google Ads: Campaign Setup and PPC Basics		
IV	Social Media and Content Marketing-Social Media Platforms: Facebook, Instagram, YouTube, Creating Engaging Content (Text, Image, Video), Influencer and Affiliate Marketing ,Tools for Scheduling and Management		
V	Analytics and Emerging Tools -Introduction to Google Analytics, Tracking Campaign Performance & KPIs, Email Marketing and Automation, AI and Future Trends in Digital Marketing		
Suggested Readings:			
1. Ryan Deiss & Russ Henneberry – Digital Marketing for Dummies			
2. Philip Kotler et al. – Marketing 4.0: Moving from Traditional to Digital			
3. Adam Clarke – SEO 2024: Learn Search Engine Optimization			
4. Gary Vaynerchuk – Jab, Jab, Jab, Right Hook			
5. Kevin Hartman – Digital Marketing Analytics 101			
Suggested Continuous Evaluation Methods:			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
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Further Suggestions:			
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### Vocational/Skill Enhancement Course (SEC)

Program/Class: BBA(FYUGP)		Year: First	Semester: Second
Course Code: SEC-1202		Course Title: Guidance and Counselling	
Course outcomes: By the end of this course, students will be able to: 1. Understand the meaning, principles, and scope of guidance and counselling. 2. Differentiate between various types of guidance (educational, vocational, personal). 3. Develop basic counselling skills including empathy, active listening, and questioning. 4. Apply guidance techniques in educational and professional settings. 5. Handle stress, conflict, and decision-making situations more effectively through counselling approaches			
Credits: 3		Elective Course	
Max. Marks: 60(P)+40		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 1-0-4			
Unit	Topics		No. of Lectures Total=50-55
I	Introduction to Guidance and Counselling Meaning, Nature, Scope and Importance, Need for Guidance in Modern Life, Principles of Guidance and Counselling, Differences between Guidance and Counselling		
II	Types of Guidance and Counselling - Educational, Vocational and Personal Guidance, Individual vs Group Counselling, Directive, Non-directive, and Eclectic Counselling Approaches, Career Planning and Goal Setting		
III	Skills and Qualities of an Effective Counsellor -Listening and Empathy, Observation and Interpretation, Questioning and Rapport Building		
IV	Counselling Process and Techniques -Stages of the Counselling Process, Psychological Testing and Feedback Case Study Method, , Handling Common Student Problems (Anxiety, Peer Pressure, Academic Stress)		
V	Application of Guidance and Counselling in Real Life - Role of Counselling in Education and Workplaces, Mental Health Awareness and First-Level Counselling, Counselling in Crisis and Conflict Situations, Referral and Follow-up Services		
Suggested Readings: 1. Kochhar, S.K. – Educational and Vocational Guidance in Secondary Schools 2. Rao, S. Narayana – Counselling and Guidance 3. Gibson & Mitchell – Introduction to Counselling and Guidance 4. Gladding, Samuel T. – Counselling: A Comprehensive Profession 5. Jones, A. – Practical Counselling Skills: An Integrative Approach			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			

### Vocational/Skill Enhancement Course (SEC)

Program/Class: BBA(FYUGP)	Year: First	Semester: Second
Course Code: SEC-1203	Course Title: Sustainable Development	
Course outcomes: By the end of this course, students will be able to: 1. Understand the concept, importance, and pillars of sustainable development. 2. Analyze environmental, social, and economic challenges to sustainability. 3. Evaluate sustainable practices in businesses and communities. 4. Identify the role of government, international organizations, and civil society in achieving sustainability. 5. Apply sustainable thinking in decision-making processes for long-term development.		
Credits: 3		Elective Course
Max. Marks: 60(P)+40		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 1-0-4		
Unit	Topics	No. of Lectures Total=50-55
I	Introduction to Sustainable Development-Definition, Origin, and Evolution, UN Sustainable Development Goals (SDGs), Importance for Developing Countries, Sustainability vs Development Debate	
II	Pillars and Principles of Sustainability - Environmental, Economic, and Social Dimensions, Intergenerational Equity and Precautionary Principle, Carrying Capacity and Ecological Footprint , Circular Economy and Green Economy Concepts	
III	Environmental Sustainability - Climate Change and Global Warming, Biodiversity and Natural Resource Conservation, Renewable vs Non-renewable Energy, Role of Environmental Policies and Acts (e.g., EPA, Forest Act)	
IV	Sustainable Business Practices - Corporate Social Responsibility (CSR) and ESG, Sustainable Supply Chain and Production, Green Marketing and Eco-labelling, Case Studies on Sustainable Enterprises	
V	Institutional and Global Initiatives -Role of UN, UNEP, WTO, and Government Schemes (e.g., SDG India Index, NAPCC), Public Participation and Community Action , Education for Sustainable Development , Challenges and Future Directions	
Suggested Readings: 1. Jeffrey Sachs – The Age of Sustainable Development 2. Kates, Parris & Leiserowitz – What is Sustainable Development? 3. Nitin Desai – Environmental Governance in India		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		

## Co-Curricular AEC-2 Semester II

Program/Class: BBA(FYUGP)

**Course Name: Human Values and Environmental Studies**

**Course Code: Z030301**

**Max. Marks: 100**

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 III

Program/Class: BBA(FYUGP)		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: 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		<b>No. of Lectures Total=75-90</b>
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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Program/Class: BBA(FYUGP)		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: 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		<b>No. of Lectures Total=75-90</b>
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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Program/Class: BBA(FYUGP)		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: 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		<b>No. of Lectures Total= 75-90</b>
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 Cherunilum, 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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**(MINOR ELECTIVE FOR BBA III Semester)**  
**B.Com. III Semester**

Program/Class: BBA(FYUGP)

**Course Name: Company Law**

**Course Code: C010302T**

Max. Marks (25+75)

L	T	P	C.U.
5	1	0	6

**Course outcomes:** The objective of this course is to provide basic knowledge of the provisions of the Companies Act 2013 along with relevant cases.

**Unit – 1:**

Indian Companies Act 2013: Nature And Types Of Companies, Conversion Of Public Companies Into Private Company's And Vice Versa. Formation, Promotion And Incorporation Of Companies, Memorandum Of Association; Article Of Association; Prospectus.

**Unit – 2:**

Shares: Types, Share Capital-Kinds; Allotment Of Shares; Members – Categories, Modes Of Acquiring Membership, Rights And Liabilities; Transfer And Transmission- Difference, Methods Of Borrowing, Debentures, Mortgages And Charges - Fixed And Floating.

**Unit – 3:**

Management: Directors, Types And Number Of Directors, Managing Director, Whole Time Director – Appointment, Qualifications And Disqualification, Duties, Vacation, Resignation And Removal, Company Meetings- Kinds, Quorum, Voting, Resolution, Minutes.

**Unit – 4:**

Majority Powers And Minority Rights: Protection Of Minority Rights; Prevention Of Oppression And Management. Mismanagement, Winding Up-Kinds And Conduct-Petition For Winding Up, Appointment Of Official Liquidator And Duties.

**Suggested Readings:**

1. Kapoor GK A Dhamija Sanjay Company Law Comprehensive Textbook On Companies Act 2013 Taxmann Publication
2. Singh Avtar Company Law Delhi India Eastern Book Company Bharat Law House
3. Gupta Company Adhinyam Sahitya Bhawan Publication (Hindi and English)
4. Maheshwari SN And SK Maheshwari A Manual Of Business Law 2nd Edition Himalaya Publishing House

### Vocational/Skill Enhancement Course (SEC)

Program/Class: BBA(FYUGP)		Year: Second	Semester: Third
Course Code: SEC-2301		Course Title: Fundamental of Computer Science	
Course outcomes: By the end of this course, students will be able to: 1.Understand the basic components and functioning of a computer system. 2. Identify different types of software and hardware. 3. Gain familiarity with operating systems, file management, and data storage. 4. Use essential productivity tools like word processors, spreadsheets, and presentation software. 5. Understand internet basics, cyber safety, and cloud computing essentials.			
Credits: 3		Elective Course	
Max. Marks: 60(P)+40		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 1-0-4			
Unit	Topics		No. of Lectures Total=50-55
I	Introduction to Computers - History and Evolution of Computers, Characteristics and Classification of Computers, Components: Hardware and Software, Input, Output, Storage, and Processing Devices		
II	Computer Software and Operating Systems -Types of Software: System, Application, Utility, Popular Operating Systems (Windows, Linux, macOS), Functions of OS: File, Memory and Process Management, File Extensions and Formats		
III	MS Office and Productivity Tools - MS Word: Formatting, Tables, Mail Merge, MS Excel: Formulas, Functions, Charts, Sorting, MS PowerPoint: Slides, Animations, Transitions, Google Docs/Sheets as Collaborative Tools		
IV	Internet and Email Usage - Basics of Internet and WWW, Web Browsers and Search Engines, Email: Structure, Attachments, Etiquette, Introduction to Cloud Computing and Online Storage		
V	Cyber Security and Emerging Trends - Basics of Cyber Security: Viruses, Malware, Phishing, Strong		

	Passwords, Safe Browsing Practices, IT Act and Digital Ethics, Emerging Trends: AI, IoT, Big Data (Overview)	
<b>Suggested Readings:</b> 1. Anita Goel – Computer Fundamentals 2. P.K. Sinha – Computer Fundamentals 3. V. Rajaram an – Fundamentals of Computers 4. IT Tools and Applications – NIELIT Course Book 5. Manuals and Tutorials of MS Office / LibreOffice		
<b>Suggested Continuous Evaluation Methods:</b> In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
<b>Suggested equivalent online courses:</b> .....		
<b>Further Suggestions:</b> .....		

### Vocational/Skill Enhancement Course (SEC)

Program/Class: BBA(FYUGP)		Year: Second	Semester: Third
Course Code: SEC-2302		Course Title: Intellectual Property Rights(IPR)	
Course outcomes:			
By the end of this course, students will be able to:			
1.Understand the concept and significance of intellectual property in business and innovation.			
2.Identify various types of intellectual property rights such as patents, trademarks, copyrights, and trade secrets.			
3. Comprehend the legal framework and procedure of acquiring and protecting IPRs in India and globally			
4. Examine the role of IPRs in economic growth, entrepreneurship, and branding.			
5. Develop awareness of infringement, enforcement, and ethical use of intellectual property.			
Credits: 3		Elective Course	
Max. Marks: 60(P)+40		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 1-0-4			
Unit	Topics		No. of Lectures Total=50-55
I	Introduction to Intellectual Property Rights - Concept and Scope of IPR , Evolution and Historical Development, Importance of IPR in the Knowledge Economy, International Treaties: WIPO, TRIPS, WTO		
II	Patents - Meaning and Characteristics of Patents, Types of Patents, Patent Filing Process in India, Patent Infringement and Remedies		
III	Trademarks and Geographical Indications - Concept of Trademarks and Service Marks, Functions and Classification of Trademarks, GI Tag: Meaning, Benefits, and Indian Examples, Registration and Infringement Issues		
IV	Copyrights, Designs, and Trade Secrets -Copyright: Meaning, Scope, and Duration, Industrial Designs and Layout Designs, Trade Secrets and Confidential Information, Ownership, Transfer, and Licensing		
V	IPR in Business and Contemporary Issues-IPR and Entrepreneurship, Case Studies on IP Commercialization, Role of IP in Start-ups, Innovation, and Branding, Cyber IPR Issues and Plagiarism		
Suggested Readings:			
1.N.S. Gopalakrishnan & T.G. Agitha – Principles of Intellectual Property			
2. P. Narayanan – Intellectual Property Law			
3. B.L. Wadehra – Law Relating to Intellectual Property			
4. V. K. Ahuja – Law Relating to Intellectual Property Rights			
5. WIPO Resources – Guide to Intellectual Property (www.wipo.int)			
Suggested Continuous Evaluation Methods:			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
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Further Suggestions:			
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### Vocational/Skill Enhancement Course (SEC)

Program/Class: BBA(FYUGP)		Year: Second	Semester: Third
Course Code: SEC-2303		Course Title: Entrepreneurship	
Course outcomes:			
By the end of this course, students will be able to:			
1. Understand the fundamental concepts and importance of entrepreneurship.			
2. Identify and evaluate business opportunities and develop business plans.			
3. Demonstrate an understanding of the entrepreneurial ecosystem and startup processes.			
4. Learn the essentials of funding, marketing, and legal aspects of new ventures.			
5. Cultivate entrepreneurial mindset, risk-taking, and innovation in real-world scenarios.			
Credits: 3		Elective Course	
Max. Marks: 60(P)+40		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 1-0-4			
Unit	Topics		No. of Lectures Total=50-55
I	Introduction to Entrepreneurship - Concept, Definition, and Evolution, Characteristics of Entrepreneurs, Role of Entrepreneurship in Economic Development, Myths and Realities of Entrepreneurship		
II	Idea Generation and Business Opportunity Identification-Creativity and Innovation in Business, Techniques for Idea Generation, Feasibility Study and Market Research, Identifying Gaps and Customer Needs		
III	Business Plan and Project Report Preparation-Elements of a Business Plan, Business Model Canvas, Market Analysis, Financial Planning, and SWOT, Writing and Presenting a Business Plan		
IV	Entrepreneurial Ecosystem and Start-ups- Start-up India and MSME Schemes, Role of Incubators, Accelerators, and Mentors , Intellectual Property and Legal Framework , Government Support for Start-ups		
V	Funding, Marketing, and Scaling a Venture-Sources of Finance: Angel, VC, Bank Loans, Digital Marketing and Branding for Start-ups, Customer Acquisition Strategies, Growth, Exit Strategies, and Challenges		
Suggested Readings:			
1. S.S. Khanka – Entrepreneurial Development			
2.Vasant Desai – Dynamics of Entrepreneurial Development and Management			
3.David H. Holt – Entrepreneurship: New Venture Creation			
4.Barringer & Ireland – Entrepreneurship: Successfully Launching New Ventures			
5.Government of India – Startup India Action Plan (startupindia.gov.in)			
Suggested Continuous Evaluation Methods:			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
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### Co-Curricular AEC-2 Semester III

Program/Class: BBA(FYUGP)	Year: Second	Semester: Third
Course Code: Z040401	Course Title: Physical Education and Yoga	
Course outcomes:		
<div>1. Understand the basic concept and scope of Physical Education.</div> <div>2. Learn the importance of fitness, wellness, and lifestyle management.</div> <div>3. Gain knowledge of weight management and its role in health.</div> <div>4. Understand the significance of Yoga in improving mental health and inculcating values.</div> <div>5. Learn about various traditional Indian games and their cultural and fitness relevance.</div>		
Credits: 2	Compulsory	
Max. Marks: 100		
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=40-50
I	<b>Introduction to Physical Education:</b> Meaning, definition, aims and objectives, scope and importance; Contribution of physical education to total education	
II	<b>Fitness and Wellness:</b> Concept, principles and components of fitness; Importance of wellness; Factors affecting wellness; Guidelines for developing fitness and wellness	
III	<b>Weight Management and Healthy Lifestyle:</b> Nutrition, sedentary lifestyle, BMI, physical activity guidelines; Effects of exercise on body systems	
IV	<b>Yoga and Mental Health:</b> Introduction to Yoga, relation with mental health, benefits of yoga; Yoga and value education; Practical aspects of common yoga postures	
V	<b>Traditional Indian Games:</b> Introduction, significance, types and rules of traditional Indian games like Kabaddi, Kho-Kho, Gilli Danda, etc.	
<b>Suggested Readings:</b>		
<div>5. Lumpkin, A. (1994). <i>Physical Education and Sport: A Contemporary Introduction</i> (3rd Ed.). Mosby-Year Book, Inc.</div> <div>6. Ciccomascolo, L. E., &amp; Sullivan, E. C. (2011). <i>The Dimensions of Physical Education</i>. Jones &amp; Bartlett Publishers.</div> <div>7. Metzler, M. (2017). <i>Instructional Models in Physical Education</i>. Taylor &amp; Francis.</div> <div>8. Gallahue, D. L., &amp; Donnelly, F. C. (2007). <i>Developmental Physical Education for All Children</i>. Human Kinetics.</div>		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
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Further Suggestions:		
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### BBA Semester IV

Program/Class: BBA(FYUGP)		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: 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		<b>No. of Lectures Total =75-90</b>
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; chars. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precautions for writing report.		
Suggested Readings: 1. C.R. Kothari, Research Methodology 2. Banerjee S. and Roy Ramendu, Fundamentals of Research Methodology			
Suggested Continuous Evaluation Methods: .....			
Suggested equivalent online courses: .....			
Further Suggestions: .....			

Program/Class: BBA(FYUGP)		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: 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=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:			
1. Suja. R. Nair, Consumer Behaviour in Indian Perspective			
2. Schiffman & 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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Program/Class: BBA(FYUGP)		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: 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=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: .....			
Suggested equivalent online courses: .....			
Further Suggestions: .....			

Program/Class: BBA(FYUGP)

**Course Name: Research Project**

**Course Code: F010404R**

Max. Marks: 100 (Practical)

L	T	P	C.U.
0	1	4	3

**Course Description:** The Research Project is designed to equip students with the essential knowledge and skills required to plan, execute, and present a research project effectively. This course focuses on developing research competence, critical thinking, and communication skills necessary for conducting in-depth investigations across various disciplines.

**Course Outcomes:** By the end of this course, students should be able to:

1. **Research Planning:** Formulate research questions or hypotheses, outline research objectives, and design a robust methodology appropriate for the research field.
2. **Literature Review:** Conduct a comprehensive literature review to identify existing gaps, relevant theories, and previous studies related to the research topic.
3. **Data Collection and Analysis:** Gather relevant data using appropriate research methods and tools, and apply suitable data analysis techniques to draw valid conclusions.
4. **Research Presentation:** Prepare a clear, well-structured, and articulate research report or thesis with appropriate citations and references.

**Assessment Methods:**

1. **Research Report:** Each student will conduct their research project and maintain research report. The final research report or thesis will demonstrate their ability to apply appropriate research methods, analyze data, and present findings coherently.
2. **Research Presentation:** In addition to the viva-voce examination, students may be required to deliver a research presentation to their peers and instructors. The presentation should effectively communicate the research background, objectives, methodology, findings, and implications.

### Co-Curricular/Ability Enhancement Course (AEC)

Program/Class: BBA(FYUGP)		Year: 2nd	Semester: 4th
Course Code: AEC-2401		Course Title: Social Responsibility and Community Engagement	
<b>Course outcomes:</b>			
CO1: Understand the concept and importance of social responsibility and civic engagement.			
CO2: Identify and analyse key issues and challenges faced by local communities.			
CO3: Plan and participate in community-based projects using participatory approaches.			
CO4: Develop personal, social, and leadership skills through experiential learning.			
CO5: Reflect critically on their community engagement experience and articulate the outcomes.			
CO6: Demonstrate understanding of Sustainable Development Goals (SDGs) and their local relevance.			
Credits: 2		Compulsory	
Max. Marks: 100			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures Total=40-45 Hours
I	Introduction to Social Responsibility- Meaning and concept of social responsibility, Historical development and significance in contemporary society, Civic responsibility and active citizenship, Constitutional values and fundamental duties, Role of youth in nation-building		
II	Understanding Community and Community Engagement- Concept of community and types (rural, urban, tribal, etc.), Community needs and development issues, Stakeholders in community development: government, NGOs, SHGs, etc., Objectives and principles of community engagement, approaches Participatory and inclusive development		
III	Identifying Social Issues- Survey and mapping of local community issues, Major social issues: education, health, sanitation, gender, environment, poverty, substance abuse, etc., Sustainable Development Goals (SDGs) and local action, Tools for need assessment: PRA, interviews, focus group discussions		
IV	Planning and Implementation of Community Projects- Designing a community-based project, Resource mobilization and stakeholder coordination, Volunteering and leadership skills, Documentation and impact assessment, Case studies of successful community interventions		
Suggested Readings:			
1. "Fundamentals of Social Work" – Rajendra Kumar Sharma			
2. "Social Problems in India" – Ram Ahuja			
3. "Gandhian Thoughts" – Ravindra Kumar			
4. "Participatory Rural Appraisal: Principles and Practice" – Robert Chambers			
5. "Youth and Social Transformation" – Manoranjan Mohanty			
6. "Community Organization and Development" – David Hardcastle, Patricia Powers			
Suggested Continuous Evaluation Methods:			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in students a sense of decision making and practical learning.			
Suggested equivalent online courses:			
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Further Suggestions:			
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### BBA Semester V

Program/Class:BBA(FYUGP)	Year: Third	Semester: Fifth
Course Code: F010501T	Course Title: Income Tax	
<b>Course outcomes:</b> The aim of the course is to build knowledge, understanding about income tax among the student. Thecourse seeks to give detailed knowledge about the subject matter by instilling them basic ideas aboutIncome Tax. The outcome of the course will be as follows – To provide knowledge about Income Tax Act. To provide knowledge about gross income and taxable income. To give an overview about different deductions and exemptions.		
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		
<b>Unit</b>	<b>Topics</b>	No. of Lectures  Total=60-75
<b>I</b>	Indian Income Tax Act, 1961: Basic Concepts - Income, Agriculture Income, Casual Income, Assessment Year, Previous Year, Gross TotalIncome, Total Income, Person, Tax Evasion, Tax Avoidance.	
<b>II</b>	Basis of Charge: Scope of Total Income, Residence and Tax Liability,Income which does not form part of Total Income.	
<b>III</b>	Heads of Income: Income from Salaries, Income from House Property. Profit and Gains of Business or Profession, Capital Gains,Income from other sources.	
<b>IV</b>	Aggregation of Income, Set off and Carry forward of losses, deductions from gross total Income, Computation of total Income and Tax liability.	
<b>Suggested Readings:</b> 1. Mehrotra, H.C., Income Tax Law and Account 2. Prasad, Bhagwati, Income Tax Law and Practice 3. Chandra Mahesh and Shukla D.C., Income Tax Law and Practice 4. Agarwal, B.K., Income Tax 5. Jain, R.K., Income Tax		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses: .....		
Further Suggestions:.....		

Program/Class: BBA(FYUGP)	Year: Third	Semester: Fifth
Course Code: F010502T	Course Title: Entrepreneurship and Small Business Management	
<b>Course outcomes:</b>		
The aim of the course is to develop concept of entrepreneur and entrepreneurship among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about entrepreneurship and small businesses. The outcome of the course will be as follows –		
To provide knowledge about entrepreneurial concept		
To provide knowledge about entrepreneurship development, EDPs and support system		
To give an overview about project and project report preparation		
To give an overview about the small businesses		
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=60-75
I	Entrepreneurship: Concept, Role & Importance in Indian Economy, Theories of Entrepreneurship, Entrepreneurs – Evolution of concept, Types of entrepreneurs, traits of entrepreneur, entrepreneurs Vs managers, Entrapreneurs, problems faced by entrepreneurs, Women Entrepreneurs, Rural Entrepreneurs	
II	Entrepreneurial Development and Institutional Support System: Entrepreneurship development, Concept and Significance, Entrepreneurial Development Programmes (EDP), problems of EDP, Institutional support to entrepreneurs, Arrangement of finance and support from financial institutions	
III	Business Idea: Environmental analysis, Search for business idea, Identification of projects, Selection of project, Project formulation, Project report, project appraisal.	
IV	Small Business: Definitions, MSMED Act 2006, Strategic Planning and its steps for small business, Incentives and subsidies available to small business, forms of ownership, Registration as SSI	
<b>Suggested Readings:</b>		
1. Entrepreneurship 10th Ed (Indian Edition) 2016 by Robert Hisrich Michael Peters Dean Shepherd, McGraw Hill		
2. Khanka, S.S.; Entrepreneurial Development; S. Chand and Co.		
3. Kumar, Arya; Entrepreneurship; Pearson Education.		
4. Desai, Vasant; Dynamics of Entrepreneurial Development and Management; Himalaya Publishing		
5. Blundel, R. and Lockett, N.; Exploring Entrepreneurship Practices and Perspectives; Oxford Publications.		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses: .....		
Further Suggestions: .....		

Program/Class: BBA(FYUGP)		Year: Third	Semester: Fifth
Course Code: F010503T		Course Title: Industrial Relations & Labour Laws	
<b>Course outcomes:</b> This course will help students identify and develop an overview of industrial relations. It also help in acquiring knowledge and understanding of Industrial Labour and General Laws.			
<ul style="list-style-type: none"><li>• Knowledge of Industrial Relation framework</li><li>• Competency to understand the importance of Employee Relation within the perspective of Industrial Relation</li><li>• Knowledge about relevant Laws of HR management</li><li>• Competency to interpreted and implement the Labour Laws within organization</li><li>• Competency to use Collective Bargaining and Grievance redressal Mechanism</li></ul>			
Credits: 4		Compulsory	
Max. Marks: 25+75			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0			
Unit	Topics		No. of Lectures  Total=60-75
I	Industrial Relations: Role - Importance - Trade Unions - Industrial disputes and their Resolutions.		
II	Participative Management: Structure - Scope - Collective Bargaining -Works Committee - Joint Management Councils - Pre-Requisite for successful participation - Role of Government in Collective Bargaining.		
III	Industrial unrest: Employee dissatisfaction - Grievances - Disciplinary Action - Domestic Enquiry - Strikes - lockout - Prevention of Strikes - Lockouts. Discipline: Positive, negative discipline, disciplinary procedure, Absenteeism, Turnover, Dismissal and Discharge.		
IV	Factories Act: Meaning, Definition – Welfare – Safety – Health Measures. Workmen’s Compensation Act and International Labor Organization - Role and Function, General provisions of Bonus Act and Gratuity Act		
<b>Suggested Readings:</b> 5. Sreenivasan M.R - Industrial Relations & Labor legislations. 6. Aswathappa K - Human Resource and Personnel Management. 7. Subba Rao P - Human Resource Management and Industrial Relations. 8. Monoppa - Industrial Relations. 5. S.C. Srivastava, Industrial Relation of Labour Laws.			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses: .....			
Further Suggestions: .....			

## BBA V Semester

Program/Class: BBA(FYUGP)

L	T	P	C.U.
3	1	0	4

**Course Name: Company Accounts**

**Course Code: F010504T**

**Max. Marks- 25+75=100**

**Course outcomes:** This course enables the student to develop awareness about corporate accounting in conformity with the provisions of the company act.

### Unit – 1:

Shares: Features, Types Of Shares, Difference Between Preference Shares And Equity Shares, Share Capital And Its Types, Issues, Forfeiture And Re Issue Of Shares, Redemption Of Preference Shares.

### Unit – 2:

Debentures: Features & Types, Issue And Redemption Of Debentures, Profit Prior To Incorporation, Use Of Profit And Loss Prior To Incorporation, Methods Of Computing Profit And Loss Prior To Incorporation. Final Accounts, General Instruction For Preparation Of Balance Sheet And Statement Of Profit And Loss.

### Unit – 3:

Valuation Of Goodwill: Meaning And Nature of Goodwill, Needs And Methods of Valuation Of Goodwill, Valuation of Shares, Need And Methods of Valuation Of Shares.

### Unit – 4:

Accounting For Amalgamation Of Companies As Per Indian Accounting Standard 14. Meaning, Characteristics And Objectives Of Amalgamation, Kinds Of Amalgamation, Accounting For Internal Reconstruction Internal And External.

### Suggested Readings:

1. Gupta RL Radhaswami M, Company Accounts Sultan Chand And Company (Hindi and English)
2. Maheshwari SN And Maheshwari SK Corporate Accounting Vikas Publishing (Hindi and English)
3. Shukla SM And Gupta SP Advanced Accountancy Sahitya Bhawan Publication (Hindi and English)
4. Jaiswal KS Corporate Accounting Both English And Hindi Shukla MCGrawal
5. PS And Gupta SC Advanced Accounts S Chand And Company
6. Shukla MB Corporate Accounting Kitab Mahal
7. Babu, Deepak: Corporate Accounting, Navyug Publications, Agra (English and Hindi)

Semester V

Program/Class: BBA(FYUGP)

**Course Name: Training /Survey Report and Viva-Voce**

**Course Code: F010505R**

Max. Marks: 100 (Practical)

L	T	P	C.U.
0	1	6	4

**Course Description:** The Training Survey Report and Viva-Voce course is designed to develop students' skills in conducting training needs assessments, creating comprehensive training survey reports, and conducting viva-voce (oral) examinations to evaluate learners' understanding and knowledge retention.

**Course Outcomes:** By the end of this course, students should be able to:

1. **Understand Training Needs Assessment (TNA):** Describe the importance of TNA in identifying performance gaps, understand the various methods used for TNA, and apply them in practical scenarios.
2. **Develop Training Surveys:** Create effective and well-structured training survey questionnaires to gather data from learners, employees, or target groups.
3. **Analyze Training Survey Data:** Interpret and analyze survey responses using appropriate statistical methods and data visualization techniques.
4. **Generate Training Survey Reports:** Construct comprehensive training survey reports that highlight insights and recommendations for training improvements.
5. **Conduct Viva-Voce (Oral) Examinations:** Demonstrate effective oral examination techniques to assess learners' understanding and knowledge retention.
6. **Provide Constructive Feedback:** Give constructive feedback to learners based on their viva-voce performance, identifying areas of improvement and strengths.

**Assessment Methods:**

1. **Training Survey Report:** Students will be required to conduct a training needs assessment for a hypothetical organization or a real-world case study. They must design a survey questionnaire, collect data, and present their findings in a well-structured report. The report should include data analysis, actionable insights, and recommendations for addressing identified training needs. This assessment evaluates outcomes 1, 2, 3, and 4.
2. **Viva-Voce Examination:** Students will conduct viva-voce examinations in pairs, with one student acting as the examiner and the other as the examinee. The examiner will ask questions related to the course content, and the examinee will respond orally. The examiner will assess the examinee's knowledge, clarity of expression, and ability to communicate effectively. This assessment evaluates outcomes 5 and 6.
3. **Final Project/Presentation:** Students may be required to prepare a final project or presentation that integrates the concepts learned throughout the course. This project will provide an opportunity for students to showcase their skills in conducting training needs assessments and creating survey reports.

### BBA Semester VI

Program/Class: BBA(FYUGP)		Year: Third	Semester: Sixth
Course Code: F010601T		Course Title: Goods & Service Tax	
Course outcomes: The aim of the course is to build knowledge and understanding about GST among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about GST. The outcome of the course will be as follows – To provide knowledge about indirect taxes before GST. To provide knowledge about registration and documentation process under GST.To give an overview about tax exemptions. To give an overview about filing of GSTR.			
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=60-75
I	Introduction : Constitutional framework of Indirect Taxes before GST(Taxation Powers of Union & State Government); Concept of VAT: Meaning, Variants and Methods; Major Defects in the structure of Indirect Taxes prior to GST; Overview of GST ; Structure of GST (SGST, CGST, UTGST & IGST); GST Council.		
II	Supply of Goods and Services - Definition of supply; Place of Supply: Intra-State and Inter-State supply; Composite and Mixed supply; Import and Export; Supplies of goods and services liable to be reverse charged; Time of supply; Nil rated supplies, Zero rated supplies, Exempted supplies & Non-GST supplies.		
III	Registration and Documentation: (A) Registration-Persons liable to registration; Compulsory registration; Procedure of Registration;Exemption from Registration; Composition Scheme.		
	(B) Documentation- Tax Invoice; Bill of Supply; Receipt Voucher;Payment Voucher; Refund Voucher; Debit Note; Credit Note. Returns: GSTR 1 and GSTR 2, Monthly / Quarterly Return, Annual Return; Time and procedure of filing of Returns.		
IV	Input Tax Credit: Introduction, Concept of Input Service Distributor,Legal Formalities for an ISD, Distribution of Credit, Claiming Input Tax Credit for inputs goods, Claiming Input Tax Credit for Capital Goods Payment of Tax- (a) Through Input Tax Credit (b) By cash / bank aftergeneration of online Challan. E-Way Bill: Introduction, Preparation of E-Way Bill, Important Pointsfor Transporter GST Portal: Introduction, GST Eco-system, GST Suvidha Provider (GSP), Uploading Invoices		
Suggested Readings: 1. Anandaday Mishra, GST Law & Procedure, Taxman. 2. Goods and Service Tax Acts. 3. Relevant Goods and Services Tax Rules. Nitya Tax Associates Basics of GST Taxman 4. Publication on GST by the Institute of Chartered Accountants of India ( <a href="http://www.icaai.org">www.icaai.org</a> ) 5. Publication on GST by the Central Board of Excise and Customs ( <a href="http://www.cbec.org">www.cbec.org</a> ). 6. Nitya Tax Associates Basics of GST Taxman			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses: .....			
Further Suggestions: .....			

Program/Class: BBA(FYUGP)		Year: Third	Semester: Sixth
Course Code: F010602T		Course Title: Auditing	
Course outcomes:			
The aim of the course is to build knowledge and understanding about Auditing among the student. The outcome of the course will be as follows –			
To provide knowledge about Auditing and its different types.			
To provide knowledge about audit procedure and audit of limited companies.			
Students will get an overview about special audit recent trends in auditing.			
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=60-75
I	Introduction: Meaning and objectives of Auditing, Types of Audit, Internal Audit, Audit Programme, Audit Notebook, Routine Checking and Test Checking		
II	Internal Check System: Internal Control, Audit Procedure: Vouching, Verification of Assets and Liabilities.		
III	Audit of Limited Companies: Company Auditor - Appointment, Powers, Duties and Liabilities. Auditor’s Report and Audit Certificate.		
IV	Special Audit: Audit of Banking Companies, Audit of Insurance Companies, Audits of Educational Institutions, Audit of Cooperative Societies, Efficiency Audit, Social Audit etc. Recent trends in Auditing: Nature and Significance of Cost Audit, Tax Audit, Management Audit		
Suggested Readings:			
1. Basu B.K., An insight with Auditing			
2. Gupta Kamal, Contemporary Auditing			
Suggested Continuous Evaluation Methods:			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
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Further Suggestions:			
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Program/Class: BBA(FYUGP)	Year: Third	Semester: Sixth
Course Code: F010603T	Course Title: Training and Development	
<b>Course outcomes:</b>		
<ul style="list-style-type: none"><li>• The field of Training and Development and its role in optimizing performance.</li><li>• Applying theoretical concepts and models to training design.</li><li>• Designing training interventions using a variety of methodologies.</li><li>• Evaluating the effectiveness of training &amp; development interventions.</li><li>• Assessing whether training &amp; development is a viable career option.</li></ul>		
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		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>  Total=60-75
<b>I</b>	Introduction: Concepts and Rationale of Training and Development; Difference between Training, Development & Education, overview of training and development systems; organizing training department; training and development policies; Requisites of Effective Training.	
<b>II</b>	Training Needs Assessment (TNA): Meaning of TNA, Purpose and Methods of TNA, the Need Assessment Process – Organizational Analysis, Person Analysis, Task Analysis, Output of TNA. Learning Theories.	
<b>III</b>	Designing, Conducting & Evaluation of Training Program: Areas of training, Types of training, System’s Approach to Training, Training Methods, Designing a training program, contents & scheduling, study material, selecting a trainer, deciding method of training, Types of Teaching Aids in Training, Training Evaluation & Methods of Training Evaluation, Training Effectiveness Models - Kirkpatrick Model of Training Effectiveness, CIRO Model.	
<b>IV</b>	Executive Development: Importance of Executive Development, Steps in the organization of a management Development Program/ Executive Development Program, Methods/ Techniques of Management Development Program, Special Issues in Training & Development – Legal Issues, Cross Cultural Preparation, Managing Workforce Diversity, Sensitivity Training, Succession Planning.	
<b>Suggested Readings:</b>		
<b>12.</b> Noe, Raymond A., and Amitabh Deo Kodwani, Employee Training and Development, Tata McGraw Hill, 5th Edition, 2012.		
<b>13.</b> Rao VSP, Human Resource Management, Excel Books Publication, 3rd Edition. 2013.		
<b>14.</b> Rolf, P., and Udai Pareek, Training for Development, Sage Publications Pvt. Ltd.		
<b>15.</b> Jack J. Phillips, Hand book of Training Evaluation and Measurement Methods, Routledge.		
<b>16.</b> Dayal, Ishwar, Management Training in Organisations, Prentice Hal		
<b>Suggested Continuous Evaluation Methods:</b>		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, and Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses: .....		
Further Suggestions: .....		

Program/Class: BBA(FYUGP)		Year: Third	Semester: Sixth
Course Code: F010604T		Course Title: International Trade	
<b>Course outcomes:</b>			
The aim of the course is to build knowledge and understanding about International Trade among the student. The outcome of the course will be as follows –			
<ul style="list-style-type: none"><li>• To provide knowledge about different methods of international trade.</li><li>• To provide knowledge about international economic institutions.</li><li>• Students will get an overview about India foreign trade and India’s trade policy.</li></ul>			
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=60-75
I	Introduction: Basics of international trade, international trade theories, drivers of international trade, restraining forces, recent trends in world trade.		
II	Foreign trade: Foreign trade & economic growth, balance of trade, balance of payments, free trade, forms and restrictions.		
III	International economic institutions: IMF, World Bank, WTO (in brief), Regional economic groupings - NAFTA, EU, ASEAN, SAARC.		
IV	India’s foreign trade: Recent trends in India’s foreign trade, institutional infrastructure for export promotion in India, projects & consultancy exports. Trade Policy: India’s Trade policy, export assistance, marketing plan for exports.		
<b>Suggested Readings:</b>			
3. Varshney & Bhattacharya, International Marketing			
Suggested Continuous Evaluation Methods:			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
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Further Suggestions:			
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Program/Class: BBA(FYUGP)

**Course Name: Research Project and Viva-Voce**

**Course Code: F010605R**

Max. Marks: 100 (Practical)

L	T	P	C.U.
0	1	6	4

**Course Description:** The Research Project and Viva-Voce course is designed to equip students with the essential knowledge and skills required to plan, execute, and present a research project effectively. This course focuses on developing research competence, critical thinking, and communication skills necessary for conducting in-depth investigations across various disciplines. Additionally, the viva-voce component ensures students can defend their research findings and demonstrate a comprehensive understanding of their work.

**Course Outcomes:** By the end of this course, students should be able to:

5. **Research Planning:** Formulate research questions or hypotheses, outline research objectives, and design a robust methodology appropriate for the research field.
6. **Literature Review:** Conduct a comprehensive literature review to identify existing gaps, relevant theories, and previous studies related to the research topic.
7. **Data Collection and Analysis:** Gather relevant data using appropriate research methods and tools, and apply suitable data analysis techniques to draw valid conclusions.
8. **Research Presentation:** Prepare a clear, well-structured, and articulate research report or thesis with appropriate citations and references.
9. **Viva-Voce Defense:** Effectively defend the research project during the viva-voce examination, showcasing a deep understanding of the research topic and responding to questions from the examination panel.

**Assessment Methods:**

3. **Research Report:** Each student will conduct their research project and maintain research report. The final research report or thesis will demonstrate their ability to apply appropriate research methods, analyze data, and present findings coherently.
4. **Viva-Voce Examination:** After submitting their research report, students will defend their work during a viva-voce examination. A panel of examiners will ask questions related to the research project, research process, and findings. The student's ability to articulate their research and respond to queries effectively will be assessed.
5. **Research Presentation:** In addition to the viva-voce examination, students may be required to deliver a research presentation to their peers and instructors. The presentation should effectively communicate the research background, objectives, methodology, findings, and implications.