

PRINCIPLES OF MANAGEMENT		Semester	I
Course Code	BBA101	CIE Marks	50
Teaching Hours/Week (L:T:P)	3+2+0	SEE Marks	50
Total Hours of Pedagogy	50	Total Marks	100
Credits	4	Exam Hours	03
<b>Course objectives:</b>			
<ul style="list-style-type: none"> <li>To introduce the core principles and objectives of management along with the management process.</li> <li>To understand the concepts related to Business and demonstrate the roles, skills and functions of management.</li> <li>To familiarize with the contemporary issues in management.</li> </ul>			
<b>Module-1 Introduction to Management</b>		<b>10 Hours</b>	
Introduction to Management: Functions of Management - Principles of Management - Definitions of Management - Nature of Management - Evolution of Management Thought: Classical Approach and Modern Approaches- Organisation Chart.			
<b>Module-2 Planning and Decision-making</b>		<b>10 Hours</b>	
Planning: Introduction-Nature of Planning - Importance of Planning - Types of Plans - Steps in Planning Process - Objectives and Process of Planning – Strategies - Policies and Planning - Decision Making: Introduction to decision making and Significance of decision making.			
<b>Module-3 Organizing as a Function of Management</b>		<b>10 Hours</b>	
Organisation: Benefits of Organising - Span of Management - Process of Organising - Authority Delegation and Decentralization: Difference between Authority - Power Coordination: Introduction - Principles of Coordination - Types of Coordination.			
<b>Module-4 Staffing and Direction</b>		<b>10 Hours</b>	
Human Resource Management and Staffing: Human Resource Management and Selection – Recruitment, Training – Performance appraisal and career strategy – Leadership: Definitions and Meaning of Leadership – Leadership Theories – Leadership Styles – Leadership Qualities. Direction – Definition, Nature, Need and Importance, Principles of Directing. Supervision – Role and Functions of a Supervisor, Effective Supervision, Direction and Supervision.			
<b>Module-5 Controlling and Coordination</b>		<b>10 Hours</b>	
Motivation and Controlling: Control Techniques - Steps in Control Process - Types of Control - Importance of controlling and levels of controlling - Motivation: Definitions and Meaning of Motivation - Motivation Theories - Motivational Techniques - organisational Communication. Co-ordination – Characteristics, Essentials, Types and Techniques, Principles, Obstacles and Needs.			
<b>Course outcome (Course Skill Set)</b>			
At the end of the course, the student will be able to :			
<ol style="list-style-type: none"> <li>Demonstrate understanding of the role of managers in an organization.</li> <li>Summarize the elementary concepts, principles and theories of management.</li> <li>Understand the managerial functions having an impact on the organizational effectiveness.</li> <li>Identify the contemporary issues and challenges in management.</li> </ol>			
<b>Suggested Learning Resources:</b>			
<b>Books</b>			
<ol style="list-style-type: none"> <li>Essential of Management - Horold Koontz and Iteinz Weibrich, McGrawhills International.</li> <li>Essential of Business Administration - K. Aswathapa, Himalaya Publishing House.</li> <li>Principles &amp; practice of management - Dr. L.M.Parasad, Sultan Chand &amp; Sons New Delhi.</li> <li>Management: Concept and Strategies - J. S. Chandan, Vikas Publishing.</li> <li>Principles of Management - Tripathi, Reddy, Tata McGraw Hill.</li> </ol>			
<b>Web links and Video Lectures (e-Resources):</b>			
<a href="https://archive.nptel.ac.in/courses/110/107/110107150/">https://archive.nptel.ac.in/courses/110/107/110107150/</a>			

<b>FUNDAMENTALS OF ACCOUNTING</b>		Semester	I
Course Code	BBA102	CIE Marks	50
Teaching Hours/Week (L:T:P)	3+2+0	SEE Marks	50
Total Hours of Pedagogy	50	Total Marks	100
Credits	4	Exam Hours	03
<b>Course objectives:</b>			
<ul style="list-style-type: none"> <li>To introduce the fundamental accounting knowledge on accounting principles.</li> <li>To understand the application of accounting principles to record the transactions in appropriate books of accounts.</li> <li>To familiarize the rectification of errors and bank reconciliation statement.</li> </ul>			
<b>Module-1 Introduction to Accounting</b>		<b>10 Hours</b>	
Introduction - Meaning, Definition, Need for and Objectives of accounting, Nature of Accounting, Accounting as measurement discipline and Accounting an information system, Accounting process. Users of accounting information, Limitations of accounting, Book keeping, Accounting and Accountancy, Accounting framework, Accounting Concepts and Conventions, Generally Accepted Accounting Principles, Accounting Standards–IFRS, INDAS, Basic Terminologies in accounting.			
<b>Module-2 Recording of Transactions</b>		<b>10 Hours</b>	
Introduction to business transactions, Capital and Revenue expenditures, Capital and Revenue receipts , Contingent assets and contingent liabilities, Systems of Accounting, Double entry system, Accounting equation, Types of Accounts, Rules of double entry book keeping, Journal – Meaning and features, preparation of journal. Subsidiary books – Meaning and Need for Subsidiary books, Types of Subsidiary books, Preparation of various subsidiary books except cash book. Ledger – Meaning and features, Preparation of Ledger accounts.			
<b>Module-3 Cash book and Bank Reconciliation statement</b>		<b>10 Hours</b>	
Trial Balance – Meaning and features, Need for Trial balance, Preparation of trial balance. Meaning and need for Cash book, Types of cash book, Preparation of single column, double column, and three column cash book. Bank reconciliation statement - Need for reconciliation, Preparation of bank reconciliation statement.			
<b>Module-4 Rectification of Errors</b>		<b>10 Hours</b>	
Introduction - Meaning of errors and rectification of Errors in accounting, Need for rectification of errors, Types of errors, Process of rectification and accounting entries for rectification, Preparation of suspense account.			
<b>Module-5 Final Accounts</b>		<b>10 Hours</b>	
Meaning of Final Accounts and Financial Statements, Need and importance of Financial Statements, Types of Financial statements. Trading and Profit and Loss account. Balance Sheet, Closing and Adjustment Entries, Adjusted Trial balance, Preparation of Trading and Profit and Loss account and Balance Sheet of Sole proprietorship.			
<b>Course outcome (Course Skill Set)</b>			
At the end of the course, the student will be able to :			
<ol style="list-style-type: none"> <li>Classify business transactions based on principles of accounting.</li> <li>Make journal, ledger and trial balance.</li> <li>Prepare cash book, bank reconciliation statement and rectify the accounting errors</li> <li>Prepare financial statements of sole proprietorship form of businesses.</li> </ol>			
<b>Suggested Learning Resources:</b>			
<b>Books</b>			
<ol style="list-style-type: none"> <li>Jain S.P., &amp; Narang K L., Basic Financial Accounting 1, Kalyani publishers, New Dehli</li> <li>Maheshwari, S.N., &amp; Maheshwari, S.K., Advanced Accountancy1, Jain Book Agency, New Delhi:</li> <li>Radhaswamy, M &amp; Gupta, R.L., Advanced Accountancy 2, Sultan Chand &amp; Sons, New Delhi.</li> <li>Reddy, A., Fundamentals of Accounting, Himalaya Publishing House, New Delhi.</li> </ol>			
<b>Web links and Video Lectures (e-Resources):</b>			
<a href="https://archive.nptel.ac.in/courses/110/101/110101131/">https://archive.nptel.ac.in/courses/110/101/110101131/</a>			



<b>STATISTICS FOR BUSINESS DECISIONS</b>		Semester	I
Course Code	BBA103	CIE Marks	50
Teaching Hours/Week (L:T:P)	3+2+0	SEE Marks	50
Total Hours of Pedagogy	50	Total Marks	100
Credits	4	Exam Hours	03
<b>Course objectives:</b>			
<ul style="list-style-type: none"> <li>To introduce data handling skills and summarize data with clarity.</li> <li>To understand the application of relevant concepts of Statistics to a given context/business scenario.</li> <li>To familiarize the knowledge on the process of organizing a problem/data and conduct statistical tests/treatment.</li> </ul>			
<b>Module-1 Introduction to Statistics</b>		<b>10 Hours</b>	
Meaning, Definition, Features, Importance and limitations of statistics. Meaning and difference between primary and secondary data, data collection methods. Classification and tabulation of data including tally marks, methods of classifying data - quantitative, qualitative, geographical, chronological, Discrete and continuous frequency distribution.			
<b>Module-2 Measures of Central Tendency</b>			
Meaning, measures of Central Tendency- Arithmetic Mean, Weighted Arithmetic Mean, median, mode, geometric mean and harmonic mean (only theory) and partition values- quartiles, deciles, percentiles.			
<b>Module-3 Measures of Dispersion and Skewness</b>		<b>10 Hours</b>	
Meaning, Definitions, Properties of dispersion - Range, Quartile Deviation, Mean Deviation from Mean and Median, Standard Deviation and coefficient of variation. Skewness-meaning, difference between dispersion and skewness, Karl Pearson's and Bowley's measures of skewness.			
<b>Module-4 Time Series</b>		<b>10 Hours</b>	
Meaning, Components of time series, Calculation of Secular Trend-Moving Average method – odd and even period moving average and method of Least Squares.			
<b>Module-5 Correlation and Regression</b>		<b>10 Hours</b>	
Meaning, Definition and Use of Correlation, Scatter diagram, Types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation, Probable Error. Regression- Meaning and utility of Regression analysis, Comparison between Correlation and Regression, regression lines –X on Y, Y on X, Regression Equations and Regression Coefficients.			
<b>Course outcome (Course Skill Set)</b>			
At the end of the course, the student will be able to :			
<ol style="list-style-type: none"> <li>Demonstrate data handling skills with clarity.</li> <li>Outline the relevant concepts of Statistics to a given context/business scenario.</li> <li>Organize a problem/business data and conduct statistical treatment.</li> </ol>			
<b>Suggested Learning Resources:</b>			
<b>Books</b>			
<ol style="list-style-type: none"> <li>Sharma J. K., Business Statistics, Vikas Publishing House, Delhi:</li> <li>Levin R. I. &amp; Rubin D. S., Statistics for Management. Pearson Education, Delhi:</li> <li>Pillai &amp; Bagavathi, Statistics -Theory and Practice, S Chand Publishing, New Delhi.</li> <li>SP Gupta, Statistical Methods, Sultan Chand and Sons, New Delhi.</li> <li>S C Gupta. Fundamentals of Statistics, Himalaya Publishing House.</li> </ol>			
<b>Web links and Video Lectures (e-Resources):</b>			
<a href="https://archive.nptel.ac.in/courses/110/107/110107114/">https://archive.nptel.ac.in/courses/110/107/110107114/</a>			

INDIAN BUSINESS ENVIRONMENT		Semester	I
Course Code	BBA184	CIE Marks	50
Teaching Hours/Week (L:T:P)	1+2+0	SEE Marks	50
Total Hours of Pedagogy	50	Total Marks	100
Credits	2	Exam Hours	03
<b>Course objectives:</b>			
<ul style="list-style-type: none"> <li>To introduce the background of various environment factors that impact business in Indian context.</li> <li>To understand economic environment of business in India</li> <li>To familiarize with the role of government policies in the development and arising issues.</li> </ul>			
<b>Module-1 Introduction to Business Environment</b>		<b>10 Hours</b>	
Meaning, Nature of Business Environment, Internal and External Factors influencing business environment. Industrial policy of 1991, Liberalization, Privatization and Globalization- Policy on Foreign Direct Investment in India.			
<b>Module-2 Economic Environment of Business</b>		<b>10 Hours</b>	
Significance and Elements of Economic Environment; Economic Systems, India as an Emerging Economy, India as a Mixed Economy, Economic Planning in India.			
<b>Module-3 Monetary Policy and Fiscal Policy</b>		<b>10 Hours</b>	
Fiscal Policy: Public Revenues, Public Expenditure, Public Debt, Development activities financed by Public Expenditure. Monetary Policy: Demand for and supply of money, Objectives of monetary and credit policy, Recent trends- Role of Finance Commission.			
<b>Module-4 Trade Policy</b>		<b>10 Hours</b>	
India's Trade Policy, Magnitude and direction of Indian International trade, bilateral and multilateral trade agreements, EXIM Policy, Role of EXIM Bank. Balance of Payments: Structure, Major components, Causes for dis-equilibrium in Balance of Payments, correction measures, Impact of New Economic Policy on Balance of Payments.			
<b>Module-5 WTO</b>		<b>10 Hours</b>	
Nature and scope - structure – trading blocks – role and functions of WTO in promoting world trade – Principles - TRIPS, TRIMS and GATS, Disputes settlement mechanism- Dumping and Anti-dumping measures.			
<b>Course outcome (Course Skill Set)</b>			
At the end of the course, the student will be able to :			
<ol style="list-style-type: none"> <li>Outline various components of Business Environment.</li> <li>Recognize, distinguish, paraphrase and explain the impact of business environment on business activities.</li> <li>Understand Government policies for development and arising issues.</li> </ol>			
<b>Suggested Learning Resources:</b>			
<b>Books</b>			
<ol style="list-style-type: none"> <li>Justin Paul, Business Environment Text and Cases, TMH.</li> <li>Fernando, Business Environment, IE, Pearson, 2011</li> <li>Misra S. K &amp; Puri V. K, Economic Environment of Business, Himalaya Publishing House.</li> </ol>			
<b>Web links and Video Lectures (e-Resources):</b>			
<a href="https://archive.nptel.ac.in/courses/109/103/109103171/">https://archive.nptel.ac.in/courses/109/103/109103171/</a>			

<b>BUSINESS ETHICS</b>		Semester	I
Course Code	BBA105	CIE Marks	50
Teaching Hours/Week (L:T:P)	1+2+0	SEE Marks	50
Total Hours of Pedagogy	50	Total Marks	100
Credits	2	Exam Hours	03
<b>Course objectives:</b>			
<ul style="list-style-type: none"> <li>To introduce an ethical business group.</li> <li>To understand Ethical and Moral issues concerning business.</li> <li>To familiarize with the right ethical practices in the conduct of business.</li> </ul>			
<b>Module-1 Introduction to Business Ethics</b>		<b>10 Hours</b>	
Introduction, Ethics and Business Ethics, The 3 C's of Business Ethics, Importance of Business Ethics, Ethical Concepts, Ethical Models, Ethical Principles, Forms of Ethical Theories.			
<b>Module-2 Values, Norms, Beliefs and Standards</b>		<b>10 Hours</b>	
Introduction to VALUES, NORMS, BELIEFS AND STANDARDS, Nature of Values, Value System Formation, 'Secord and Backman' – Mythologies.			
<b>Module-3 Ethical Dilemma and Ethical Decision Making</b>		<b>10 Hours</b>	
Introduction to Ethical Dilemma, Features of Ethical Dilemma., Methods of Resolving Ethical Dilemmas, Approaches of Resolving Ethical Dilemmas Ethical Decision Making.			
<b>Module-4 Ethical Leadership</b>		<b>10 Hours</b>	
Introduction, Elements of Ethical Leadership, Impacts of Ethical Leadership, The 4-V Model of Ethical Leadership, Traits of an Ethical Leader, Ethical Corporate Behaviour.			
<b>Module-5 Business Ethics &amp; Functional Decision Marking</b>		<b>10 Hours</b>	
Ethical Aspect in Marketing, Ethics in HRM, Ethical in Production and Operations Management, Ethics in Finance, Ethics in IT			
<b>Course outcome (Course Skill Set)</b>			
At the end of the course, the student will be able to :			
<ul style="list-style-type: none"> <li>Demonstrate issues and challenges ethical business group.</li> <li>Outline Ethical and Moral issues concerning business.</li> <li>Understand right ethical practices in the conduct of business</li> </ul>			
<b>Suggested Learning Resources:</b>			
<b>Books</b>			
1. R.K. Sharma, Puneet Goel & Pooja Bhagwan. Business Ethics and Corporate Governance, Kalyani Publishers.			
2. A. C. Fernando. Business Ethics: An Indian Perspective, Pearsons India Limited.			
3. Satish Modh, Ethical Management: Text and Cases in Business Ethics and Corporate Governance, Macmillan Publishers India limited.			
<b>Web links and Video Lectures (e-Resources):</b>			
<a href="https://archive.nptel.ac.in/courses/110/105/110105079/">https://archive.nptel.ac.in/courses/110/105/110105079/</a>			

<b>BUSINESS COMMUNICATION - I</b>		Semester	I
Course Code	BBA156	CIE Marks	50
Teaching Hours/Week (L:T:P)	1+2+0	SEE Marks	50
Total Hours of Pedagogy	50	Total Marks	100
Credits	2	Exam Hours	03
<b>Course objectives:</b>			
<ul style="list-style-type: none"> <li>To introduce various communication skills relevant to business.</li> <li>To understand the significance of communication skills in contemporary business scenario.</li> <li>To familiarize with the language proficiency and enable the student to enhance vocabulary.</li> </ul>			
<b>Module-1 Listening Skills</b>		<b>10 Hours</b>	
Listening as a Basic Skills Communication Introduction - The emergence of listening as a skill and its meaning - Kinds of Listening - Listening skills in question - Need for listening skills - Acquisition of listening skills – Activities.			
<b>Module-2 Speaking Skills</b>		<b>10 Hours</b>	
Speaking/listening-oral communication - Dos and Don'ts while speaking and listening - Importance of oral communication in real-life situations - Revise the phonetics and pronunciation – Activities.			
<b>Module-3 Reading Skills</b>		<b>10 Hours</b>	
Reading Tactics and strategies - Reading for direct meanings - Reading purposes: kinds of purposes and associated comprehension - Reading for understanding concepts - details, coherence, logical progression and meanings of phrases/ expressions – Activities.			
<b>Module-4 Writing Skills</b>		<b>10 Hours</b>	
Guidelines for effective writing - writing styles for application, resume, personal letter, official/business letter, memo, notices etc. - outline and revision.			
<b>Module-5 Activities</b>		<b>10 Hours</b>	
Formatting personal and business letters, Organizing the details in a sequential order, Converting a biographical note into a sequenced resume or vice-versa, Ordering and sub-dividing the contents while making notes, Writing notices for circulation/boards.			
<b>Course outcome (Course Skill Set)</b>			
At the end of the course, the student will be able to :			
<ul style="list-style-type: none"> <li>Demonstrate various communication skills relevant to business.</li> <li>Outline significance of communication skills in contemporary business scenario.</li> <li>To familiarize with the language proficiency and enable the student to enhance vocabulary.</li> </ul>			
<b>Suggested Learning Resources:</b>			
<b>Books</b>			
1. English Grammar in Use (Fourth Edition) by Raymond Murphy, CUP			
2. The Lost Art of Listening by Michael P. Nichols, PhD Guilford press, Third Edition			
3. Oxford Guide to Effective Writing and Speaking by John Seely.			
<b>Web links and Video Lectures (e-Resources):</b>			
<a href="https://archive.nptel.ac.in/courses/109/106/109106129/">https://archive.nptel.ac.in/courses/109/106/109106129/</a>			

<b>ORGANIZATIONAL BEHAVIOUR</b>		Semester	I
Course Code	BBA201	CIE Marks	50
Teaching Hours/Week (L:T:P)	3+2+0	SEE Marks	50
Total Hours of Pedagogy	50	Total Marks	100
Credits	4	Exam Hours	03
<b>Course objectives:</b>			
<ul style="list-style-type: none"> <li>To introduce behaviour of individuals and groups as part of the social and technical system in the workplace.</li> <li>To understand the individuals and groups behavior inside organizations.</li> <li>To familiarize with the interpersonal and group process for increased effectiveness both within and outside of organizations</li> </ul>			
<b>Module-1 Introduction</b>			<b>10 Hours</b>
Definition, need and importance of organizational behaviour – Nature and scope – Frame work – Organizational behavior models, Organization and the environmental factors. □ Organizational Theory, Organizational behavior modification. Misbehavior –Types			
<b>Module-2 Individual Behavior</b>			<b>10 Hours</b>
Personality – Types – Factors influencing personality – Theories. Learning – Types of learners – The learning process – Learning theories. Attitudes – Characteristics – Components – Formation – Measurement- Values. □ Perceptions – Importance – Factors influencing perception – Interpersonal perception-Impression Management. Emotions and Moods in workplace.			
<b>Module-3 Group Behavior</b>			<b>10 Hours</b>
Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Interpersonal Communication. Team building - Interpersonal relations – Group decision making techniques. Meaning of conflict and its types, Conflict Redressal process			
<b>Module-4 Leadership and Power</b>			<b>10 Hours</b>
Leadership – Meaning, importance, traits, styles and Theories. Leaders Vs Managers. □ Sources of power – Power centers – Power and Politics. □ Motivation at work – importance, need, types and its effects on work behavior. Motivation Theories : Maslow's, Herzberg, etc.			
<b>Module-5 Dynamics of Organizational Behavior</b>			<b>10 Hours</b>
Organizational culture and climate – Factors affecting organizational climate – Importance. Organizational change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change. Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life.			
<b>Course outcome (Course Skill Set)</b>			
At the end of the course, the student will be able to :			
<ol style="list-style-type: none"> <li>Demonstrate the behavior of individuals and groups in organizations in terms of the key factors that influence organization behavior.</li> <li>Critically evaluate the potential effects of important developments in the external environment on organizational behavior.</li> <li>Analyze organizational behavioral issues in the context of organizational behavior theories, models, and concepts.</li> </ol>			
<b>Suggested Learning Resources:</b>			
<b>Books</b>			
<ol style="list-style-type: none"> <li>Fred Luthans. Organizational Behaviour. McGraw-Hill International Edition, New Delhi:</li> <li>K Aswathappa. Organizational Behaviour Text cases games, Himalaya Publishing Company, New Delhi:</li> <li>Udai Pareek. Understanding Organizational Behaviour. Oxford University Press, New Delhi:</li> </ol>			
<b>Web links and Video Lectures (e-Resources):</b>			
<a href="https://archive.nptel.ac.in/courses/110/105/110105154/">https://archive.nptel.ac.in/courses/110/105/110105154/</a>			



FINANCIAL MANAGEMENT		Semester	I
Course Code	BBA202	CIE Marks	50
Teaching Hours/Week (L:T:P)	3+2+0	SEE Marks	50
Total Hours of Pedagogy	50	Total Marks	100
Credits	4	Exam Hours	03
<b>Course objectives:</b>			
<ul style="list-style-type: none"> <li>To introduce concept of financial management, its finance function and goals of financial managers.</li> <li>To understand the decision-making skills in acquiring, allocating and utilizing the funds of a company.</li> <li>To familiarize students with the techniques of financial management and their applications for business decision making.</li> </ul>			
<b>Module-1 Introduction to Financial Management</b>			<b>10 Hours</b>
Finance, Financial Management, Scope of Financial Management, Finance and Management Functions, Objectives of Financial Management, Role and Functions of Finance Manager, Changing Role of Finance Manger, Organization of Finance Function, Liquidity and Profitability, Financial Management and Accounting, Financial Management and Economics, Financial Management-Science or Art, Significance of Financial Management, Strategic Financial Management, Techniques of Financial Management			
<b>Module-2 Sources of Long –Term Finance</b>			<b>10 Hours</b>
Introduction, Types of Capital, Equity Capital, Preference Capital, Debenture capital, Term Loan, Convertibles, Warrants, Leasing, Hire-Purchase, Initial Public offer, Rights Issue, Private Placement			
<b>Module-3 Sources of Short Term Finance</b>			<b>10 Hours</b>
Trade Credit, Cash Credit, Bank Overdraft, Letter of Credit, Factoring, Call/Notice Money, Treasury bills, Commercial Papers, Certificate of Deposit, Bills of Exchange.			
<b>Module-4 Time Value of Money</b>			<b>10 Hours</b>
Introduction, Future Value; Simple Interest, Compounding Interest, Compound value of series of cash flows, Present Value; Present Value of single amount, Present value of series of cash flows, Sinking Fund Factor, Loan Amortization			
<b>Module-5 Introduction Cost of Capital</b>			<b>10 Hours</b>
Concept of Cash Capital, Elements of Cost of Capital, Classification of Cost of Capital, Opportunity Cost of Capital, Trading on Equity.			
<b>Course outcome (Course Skill Set)</b>			
At the end of the course, the student will be able to :			
<ol style="list-style-type: none"> <li>Demonstrate the basic concepts of financial management and their application in business decision-making.</li> <li>Gain knowledge on availability of various sources of finance and markets for raising of funds.</li> <li>Evaluate the long term and short term investment decisions.</li> <li>Evaluate the financing decisions by using different techniques of valuation.</li> </ol>			
<b>Suggested Learning Resources:</b>			
<b>Books</b>			
<ol style="list-style-type: none"> <li>Jonathan Berk, Peter Demarzo, Financial Management, Pearson Education.</li> <li>Prasanna Chandra, Fundamentals of Financial Management, TMH.</li> <li>I. M. Pandey, Financial Management, Vikas Publications.</li> <li>Shashi K.Gupta, Financial Management, Kalayani Publications'</li> </ol>			
<b>Web links and Video Lectures (e-Resources):</b>			
<a href="https://archive.nptel.ac.in/courses/110/107/110107144/">https://archive.nptel.ac.in/courses/110/107/110107144/</a>			

<b>MANAGERIAL ECONOMICS</b>		Semester	I
Course Code	BBA203	CIE Marks	50
Teaching Hours/Week (L:T:P)	3+2+0	SEE Marks	50
Total Hours of Pedagogy	50	Total Marks	100
Credits	4	Exam Hours	03
<b>Course objectives:</b>			
<ul style="list-style-type: none"> <li>To introduce the basic concepts of economics and provide insights on the impact of economic trade-offs and social values impact business decisions.</li> <li>To understand the causes and consequences of different market conditions.</li> <li>To familiarize with the theory of consumer choice using the utility concepts.</li> </ul>			
<b>Module-1 Introduction</b>		<b>10 Hours</b>	
Meaning, Definition, Scope of Managerial Economics, Roles and responsibilities of managerial economics, Distinction between economics and managerial economics, circular flow of activities.			
<b>Module-2 Demand Analysis</b>		<b>10 Hours</b>	
Meaning and Nature of Demand, Law of Demand, Exceptions of law of demand, Change in demand and quantity demanded, Elasticity of demand, Concept - types of elasticity of demand - factors involved in demand forecasting - purposes of forecasting - demand estimation for censurable durables and non-censurable.			
<b>Module-3 Supply Analysis</b>		<b>10 Hours</b>	
Supply, Law of Supply - change in Supply and quantity Supply - elasticity of Supply – concept- types of elasticity of Supply - Demand and Supply Equilibrium.			
<b>Module-4 Production Function &amp; Market Structure</b>		<b>10 Hours</b>	
Production function short run production - long run production - cost curves - revenue curves – break-even point. Market structure - perfect competition - features and price determination – monopoly - features and price determination - types of price discrimination.			
<b>Module-5 Monopolistic Competition &amp; Oligopoly</b>		<b>10 Hours</b>	
Monopolistic Competition: Meaning and concept – oligopoly: features - kinked demand curve - Types of pricing policies - factors affecting on pricing policy - Role of government in different economic systems and policies.			
<b>Course outcome (Course Skill Set)</b>			
At the end of the course, the student will be able to :			
<ol style="list-style-type: none"> <li>1. Explain the basic concepts in managerial economics and its relationship with other disciplines.</li> <li>2. Understand the roles of managers in the business decision-making process for profit maximization.</li> <li>3. Apply the tools of economic theory to explain optimal production and pricing decisions by the firm in each market structure.</li> <li>4. Analyze mechanism by which the total amount of resources possessed by a firmware allocated among alternative uses.</li> </ol>			
<b>Suggested Learning Resources:</b>			
<b>Books</b>			
<ol style="list-style-type: none"> <li>1. Varshney, R and Maheshwari, K.L. Managerial Economics. Sultan Chand and Sons Publications.</li> <li>2. Samuelson, W. F., Marks, S. G., &amp; Zagorsky, J. L. Managerial Economics. John Wiley &amp; Sons.</li> <li>3. William, F. S., &amp; Stephen, G. M. Managerial Economics. John Wiley.</li> <li>4. Dominick S. Managerial Economics, Oxford University Press.</li> <li>5. Frank, R. and B. Bernanke, Principles of Economics, Tata McGraw Hill</li> </ol>			
<b>Web links and Video Lectures (e-Resources):</b>			
<a href="https://archive.nptel.ac.in/courses/110/101/110101149/">https://archive.nptel.ac.in/courses/110/101/110101149/</a>			

GLOBAL BUSINESS ENVIRONMENT		Semester	I
Course Code	BBA284	CIE Marks	50
Teaching Hours/Week (L:T:P)	1+2+0	SEE Marks	50
Total Hours of Pedagogy	50	Total Marks	100
Credits	2	Exam Hours	03
<b>Course objectives:</b>			
<ul style="list-style-type: none"> <li>To introduce business environment at a global level.</li> <li>To understand the significance and dynamics of international business.</li> <li>To familiarize with the challenges and complexities faced by international business</li> </ul>			
<b>Module-1 Introduction to International Business Environment</b>			<b>10 Hours</b>
International business contrasted with domestic business, Complexities of international business, Internationalization stages, National and foreign environments and their components, Global trading environment, Recent trends in world trade in goods and services, Trend's in India's foreign trade.			
<b>Module-2 International Trade and International and Economic Organizations</b>			<b>10 Hours</b>
Approaches to international trade, Theories of international trade, Government influence on International trade, W.T.O., UNCTAD, World Bank, IMF			
<b>Module-3 Regional Economic Integration</b>			<b>10 Hours</b>
Forms of regional integration, Integration efforts among countries in Europe, North America and Asia, Cost and benefit of regional economic integration			
<b>Module-4 Exchange Rate Determination</b>			<b>10 Hours</b>
Factors affecting exchange rate, Government intervention and government influence on exchange rates, Theories of exchange rate – Purchasing Power Parity, Interest Rate Parity and Fisher's effect			
<b>Module-5 Management of International Business</b>			<b>10 Hours</b>
Industry, strategy, and firm performance, Global integration v/s local responsiveness, Types of strategies, Export and import strategies			
<b>Course outcome (Course Skill Set)</b>			
At the end of the course, the student will be able to :			
<ol style="list-style-type: none"> <li>Know the significance and dynamics of international business.</li> <li>Learn about India's association with international business.</li> <li>Understand the challenges and complexities faced by international business</li> </ol>			
<b>Suggested Learning Resources:</b>			
<b>Books</b>			
<ol style="list-style-type: none"> <li>Rajendra P Maheshwari, International Business, International Book House.</li> <li>Francis Cherunilam, International Business, PHI Learning.</li> <li>John D Daniels, H Lee Radebaugh, Daniel P Sullivan, Prashant Salwanand Kindersley Dorling, International Business.</li> <li>Pradip Kumar Sinha and sanchariSinha, International Business Management, Excel Books.</li> </ol>			
<b>Web links and Video Lectures (e-Resources):</b>			
<a href="https://archive.nptel.ac.in/courses/110/107/110107145/">https://archive.nptel.ac.in/courses/110/107/110107145/</a>			

<b>CORPORATE GOVERNANCE</b>		Semester	I
Course Code	BBA205	CIE Marks	50
Teaching Hours/Week (L:T:P)	1+2+0	SEE Marks	50
Total Hours of Pedagogy	50	Total Marks	100
Credits	2	Exam Hours	03
<b>Course objectives:</b>			
1. To introduce the concept of corporate governance.			
2. To Understand emerging trends in corporate governance norms and framework.			
3. To familiarize with the organization and role of task committees appointed for enforcing corporate governance.			
<b>Module-1 Corporate Governance: An Overview</b>		<b>10 Hours</b>	
Introduction, Why is Corporate Governance Important to a Country? Governance for sustainable development, Corporate and Ethics.			
<b>Module-2 Popular Models of Corporate Governance</b>		<b>10 Hours</b>	
Introduction, About Models of Corporate Governance, Anglo – American Model of Corporate Governance, Japanese Model, German Model, France Model and Canadian Model			
<b>Module-3 Key issues in Corporate Governance</b>		<b>10 Hours</b>	
Introduction, Background and Perspective, Why Corporate Governance is more Important in modern era? Issues and Concerns Related to Corporate Governance, Proxy Advisors.			
<b>Module-4 Introduction to Code of Conduct</b>		<b>10 Hours</b>	
Introduction, Meaning in context of The Listing Obligation and Disclosure Regulations, 2015 (LODR), Items to be displayed on company's website under the LODR, Structure of Code of Conduct.			
<b>Module-5 Important Committee in context of Corporate Governance</b>		<b>10 Hours</b>	
Introduction, Mandatory and Other Committees under the Companies Act, Mandatory and Other Committees as per LODR. Disclosure Requirements for Corporate Governance: Introduction, Overview of various Disclosure Requirements as per the Companies Act, Disclosure Requirements under the Listing Obligations and Disclosure Regulations, 2015			
<b>Course outcome (Course Skill Set)</b>			
At the end of the course, the student will be able to :			
4. Appreciate the importance corporate governance			
5. Understand emerging trends in corporate governance norms and framework			
6. Understand the organization and role of task committees appointed for enforcing corporate governance.			
<b>Suggested Learning Resources:</b>			
<b>Books</b>			
1. N Balasubramanian, Corporate Governance and Stewardship, Tata McGraw Hill, New Delhi.			
2. Christine A Mallin, Corporate Governance (Indian Edition), Oxford University Press, New Delhi.			
3. Michael Blowfield and Alan Murray, Corporate Responsibility, Oxford University Press.			
4. J P Sharma, Corporate Governance, Business Ethics & CSR, Ane Books Pvt Ltd, New Delhi.			
<b>Web links and Video Lectures (e-Resources):</b>			

IT IN BUSINESS		Semester	I
Course Code	BBA206	CIE Marks	50
Teaching Hours/Week (L:T:P)	1+2+0	SEE Marks	50
Total Hours of Pedagogy	50	Total Marks	100
Credits	2	Exam Hours	03
<b>Course objectives:</b>			
<ol style="list-style-type: none"> <li>To introduce basics of computers which are essential for business, education and society.</li> <li>To understand the services provided by different Operating systems and basic commands in MS-DOS.</li> <li>To familiarize with the applications of Word, Excel and Power Point.</li> </ol>			
<b>Module-1 Computer Fundamentals</b>		<b>10 Hours</b>	
Components of a computer system. Classification of computers. Types of computers. Generation of computers. Computer hardware and software. Input/output devices, internet and web surfing etc. Personnel Computers: PC, Primary & Secondary storage device, other peripherals used with PC.			
<b>Module-2 Introduction to Operating Systems</b>		<b>10 Hours</b>	
Goals & Structure of O.S, Basic functions, Batch, multiprogramming. Multitasking, time sharing, parallel, distributed & real -time O.S. Concept of MS—DOS: Internal and External commands, Windows – windows explorer, print manager, control panel etc.			
<b>Module-3 Data Communication &amp; Networks</b>		<b>10 Hours</b>	
Communication Medias, Communication Modes, Goals of Networks, Types of Networks, Client/Server Computing, Network Topologies, MODEM, Gateways, Multiplexer, Bridges, Routers. Ethernet. Internet, WWW etc.			
<b>Module-4 Word Processing</b>		<b>10 Hours</b>	
MS Word: Templates using existing templates and creating new templates. Complex Tables, Use of Pictures with text flowing around the picture, Sectioning, Captioning, Cross Referencing, Table of Contents. Using Equation editor for complex equations, Multiple Column format documents.			
<b>Module-5 Preparing Presentations preadsheet and its Business Applications</b>		<b>10 Hours</b>	
Basics of presentations: Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols, Media; Design; Transition; Animation, Hyperlink and Slideshow. Managing worksheets- Formatting, Entering data, Editing, and Printing a worksheet; Handling operators in formula, Project involving multiple spreadsheets, Organizing Charts and graphs, Pivot Table.			
<b>Course outcome (Course Skill Set)</b>			
At the end of the course, the student will be able to :			
<ol style="list-style-type: none"> <li>Understand computing devices and reinforce computer vocabulary, particularly with respect to personal use of computer hardware and software, the Internet, networking and mobile computing.</li> </ol>			
<b>Suggested Learning Resources:</b>			
<b>Books</b>			
<ol style="list-style-type: none"> <li>V Rajaraman, Fundamentals of Computers, PHI, Sixth Edition.</li> <li>Efraim Turban, R. Kelly Rainer Jr, Richard E. Potter, Introduction to Information Technology, John Wiley &amp; Sons, (Asia) Pvt. Ltd. Singapore.</li> <li>Aurora, Computer Fundamentals, Vikash Publishing House</li> <li>Sinha &amp; Sinha, Fundamentals of Computers, BPB Publications</li> </ol>			
<b>Web links and Video Lectures (e-Resources):</b>			

<b>SOFT SKILLS AND PERSONALITY DEVELOPMENT</b>		Semester	I
Course Code	BBA207	CIE Marks	50
Teaching Hours/Week (L:T:P)	1+2+0	SEE Marks	50
Total Hours of Pedagogy	50	Total Marks	100
Credits	2	Exam Hours	03
<b>Course objectives:</b>			
<ol style="list-style-type: none"> <li>1. To introduce the significance of developing of Interpersonal Skills of Students.</li> <li>2. To understand various means to enhance Communication Skills of Students.</li> <li>3. To ensure the Personal and Professional Growth of Students.</li> </ol>			
<b>Module-1 Introduction to Soft Skills and Personal Development</b>		<b>10 Hours</b>	
Understanding Soft Skills and their importance in personal and professional life. Communication Skills: Verbal and non-verbal. communication, active listening, and effective speaking. Interpersonal Skills: Building rapport, empathy, conflict resolution, and networking. Time Management: Goal setting, prioritization, and effective time utilization. Self-awareness: Identifying strengths, weaknesses, values, and personal goals.			
<b>Module-2 Communication and Presentation Skills</b>		<b>10 Hours</b>	
Public Speaking: Overcoming stage fright, structuring speeches, and engaging an audience. Presentation Skills: Designing visually appealing slides, delivering impactful presentations. Storytelling: Using narratives to convey messages and ideas effectively. Non-verbal Communication: Body language, facial expressions, and gestures.			
<b>Module-3 Emotional Intelligence and Self-Confidence</b>		<b>10 Hours</b>	
Understanding Emotional Intelligence: Managing emotions, empathy, and self-regulation. Developing Self-Confidence: Overcoming self-doubt, positive self-talk, and body language. Stress Management: Techniques to handle stress and maintain emotional well-being. Adaptability and Resilience: Dealing with change and challenges effectively. Positive Attitude: Cultivating optimism and a growth mindset.			
<b>Module-4 Interpersonal Skills</b>		<b>10 Hours</b>	
Teamwork and Collaboration: Effective participation in teams, conflict resolution, and cooperation. Networking Skills:			
<b>Module-5 Professional Etiquette</b>		<b>10 Hours</b>	
Building and maintaining professional relationships. Business Etiquette: Proper behavior in a professional setting, dressing appropriately. Cross-Cultural Communication: Sensitivity to cultural differences and effective communication. Interview Skills: Preparing for interviews, resume writing, and showcasing soft skills to employers.			
<b>Course outcome (Course Skill Set)</b>			
At the end of the course, the student will be able to :			
<ol style="list-style-type: none"> <li>1. Enhance their communication and presentation Skills.</li> <li>2. Develop good Interpersonal Skills and Teamwork.</li> <li>3. Enhance Personal and Professional Development.</li> </ol>			
<b>Suggested Learning Resources:</b>			
<b>Books</b>			
<ol style="list-style-type: none"> <li>1. Meena K and V., Ayothi. A Book on Development of Soft Skills.</li> <li>2. Alex K., Soft Skills-Know Yourself &amp; Know the World.</li> </ol>			
<b>Web links and Video Lectures (e-Resources):</b>			