

ORGANIZATIONAL BEHAVIOUR		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
Course objectives:			
<ul style="list-style-type: none"> To introduce behaviour of individuals and groups as part of the social and technical system in the workplace. To understand the individuals and groups behavior inside organizations. To familiarize with the interpersonal and group process for increased effectiveness both within and outside of organizations 			
Module-1 Introduction			10 Hours
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			
Module-2 Individual Behavior			10 Hours
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.			
Module-3 Group Behavior			10 Hours
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			
Module-4 Leadership and Power			10 Hours
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.			
Module-5 Dynamics of Organizational Behavior			10 Hours
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.			
Course outcome (Course Skill Set)			
At the end of the course, the student will be able to :			
<ol style="list-style-type: none"> Demonstrate the behavior of individuals and groups in organizations in terms of the key factors that influence organization behavior. Critically evaluate the potential effects of important developments in the external environment on organizational behavior. Analyze organizational behavioral issues in the context of organizational behavior theories, models, and concepts. 			
Suggested Learning Resources:			
Books			
<ol style="list-style-type: none"> Fred Luthans. Organizational Behaviour. McGraw-Hill International Edition, New Delhi: K Aswathappa. Organizational Behaviour Text cases games, Himalaya Publishing Company, New Delhi: Udai Pareek. Understanding Organizational Behaviour. Oxford University Press, New Delhi: 			
Web links and Video Lectures (e-Resources):			
https://archive.nptel.ac.in/courses/110/105/110105154/			

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
Course objectives:			
<ul style="list-style-type: none"> To introduce concept of financial management, its finance function and goals of financial managers. To understand the decision-making skills in acquiring, allocating and utilizing the funds of a company. To familiarize students with the techniques of financial management and their applications for business decision making. 			
Module-1 Introduction to Financial Management			10 Hours
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			
Module-2 Sources of Long –Term Finance			10 Hours
Introduction, Types of Capital, Equity Capital, Preference Capital, Debenture capital, Term Loan, Convertibles, Warrants, Leasing, Hire-Purchase, Initial Public offer, Rights Issue, Private Placement			
Module-3 Sources of Short Term Finance			10 Hours
Trade Credit, Cash Credit, Bank Overdraft, Letter of Credit, Factoring, Call/Notice Money, Treasury bills, Commercial Papers, Certificate of Deposit, Bills of Exchange.			
Module-4 Time Value of Money			10 Hours
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			
Module-5 Introduction Cost of Capital			10 Hours
Concept of Cash Capital, Elements of Cost of Capital, Classification of Cost of Capital, Opportunity Cost of Capital, Trading on Equity.			
Course outcome (Course Skill Set)			
At the end of the course, the student will be able to :			
<ol style="list-style-type: none"> Demonstrate the basic concepts of financial management and their application in business decision-making. Gain knowledge on availability of various sources of finance and markets for raising of funds. Evaluate the long term and short term investment decisions. Evaluate the financing decisions by using different techniques of valuation. 			
Suggested Learning Resources:			
Books			
<ol style="list-style-type: none"> Jonathan Berk, Peter Demarzo, Financial Management, Pearson Education. Prasanna Chandra, Fundamentals of Financial Management, TMH. I. M. Pandey, Financial Management, Vikas Publications. Shashi K.Gupta, Financial Management, Kalayani Publications' 			
Web links and Video Lectures (e-Resources):			
https://archive.nptel.ac.in/courses/110/107/110107144/			

MANAGERIAL ECONOMICS		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
Course objectives:			
<ul style="list-style-type: none"> To introduce the basic concepts of economics and provide insights on the impact of economic trade-offs and social values impact business decisions. To understand the causes and consequences of different market conditions. To familiarize with the theory of consumer choice using the utility concepts. 			
Module-1 Introduction		10 Hours	
Meaning, Definition, Scope of Managerial Economics, Roles and responsibilities of managerial economics, Distinction between economics and managerial economics, circular flow of activities.			
Module-2 Demand Analysis		10 Hours	
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.			
Module-3 Supply Analysis		10 Hours	
Supply, Law of Supply - change in Supply and quantity Supply - elasticity of Supply – concept- types of elasticity of Supply - Demand and Supply Equilibrium.			
Module-4 Production Function & Market Structure		10 Hours	
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.			
Module-5 Monopolistic Competition & Oligopoly		10 Hours	
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.			
Course outcome (Course Skill Set)			
At the end of the course, the student will be able to :			
<ol style="list-style-type: none"> 1. Explain the basic concepts in managerial economics and its relationship with other disciplines. 2. Understand the roles of managers in the business decision-making process for profit maximization. 3. Apply the tools of economic theory to explain optimal production and pricing decisions by the firm in each market structure. 4. Analyze mechanism by which the total amount of resources possessed by a firmware allocated among alternative uses. 			
Suggested Learning Resources:			
Books			
<ol style="list-style-type: none"> 1. Varshney, R and Maheshwari, K.L. Managerial Economics. Sultan Chand and Sons Publications. 2. Samuelson, W. F., Marks, S. G., & Zagorsky, J. L. Managerial Economics. John Wiley & Sons. 3. William, F. S., & Stephen, G. M. Managerial Economics. John Wiley. 4. Dominick S. Managerial Economics, Oxford University Press. 5. Frank, R. and B. Bernanke, Principles of Economics, Tata McGraw Hill 			
Web links and Video Lectures (e-Resources):			
https://archive.nptel.ac.in/courses/110/101/110101149/			

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
Course objectives:			
<ul style="list-style-type: none"> To introduce business environment at a global level. To understand the significance and dynamics of international business. To familiarize with the challenges and complexities faced by international business 			
Module-1 Introduction to International Business Environment			10 Hours
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.			
Module-2 International Trade and International and Economic Organizations			10 Hours
Approaches to international trade, Theories of international trade, Government influence on International trade, W.T.O., UNCTAD, World Bank, IMF			
Module-3 Regional Economic Integration			10 Hours
Forms of regional integration, Integration efforts among countries in Europe, North America and Asia, Cost and benefit of regional economic integration			
Module-4 Exchange Rate Determination			10 Hours
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			
Module-5 Management of International Business			10 Hours
Industry, strategy, and firm performance, Global integration v/s local responsiveness, Types of strategies, Export and import strategies			
Course outcome (Course Skill Set)			
At the end of the course, the student will be able to :			
<ol style="list-style-type: none"> Know the significance and dynamics of international business. Learn about India's association with international business. Understand the challenges and complexities faced by international business 			
Suggested Learning Resources:			
Books			
<ol style="list-style-type: none"> Rajendra P Maheshwari, International Business, International Book House. Francis Cherunilam, International Business, PHI Learning. John D Daniels, H Lee Radebaugh, Daniel P Sullivan, Prashant Salwanand Kindersley Dorling, International Business. Pradip Kumar Sinha and sanchariSinha, International Business Management, Excel Books. 			
Web links and Video Lectures (e-Resources):			
https://archive.nptel.ac.in/courses/110/107/110107145/			

CORPORATE GOVERNANCE		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
Course objectives:			
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.			
Module-1 Corporate Governance: An Overview		10 Hours	
Introduction, Why is Corporate Governance Important to a Country? Governance for sustainable development, Corporate and Ethics.			
Module-2 Popular Models of Corporate Governance		10 Hours	
Introduction, About Models of Corporate Governance, Anglo – American Model of Corporate Governance, Japanese Model, German Model, France Model and Canadian Model			
Module-3 Key issues in Corporate Governance		10 Hours	
Introduction, Background and Perspective, Why Corporate Governance is more Important in modern era? Issues and Concerns Related to Corporate Governance, Proxy Advisors.			
Module-4 Introduction to Code of Conduct		10 Hours	
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.			
Module-5 Important Committee in context of Corporate Governance		10 Hours	
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			
Course outcome (Course Skill Set)			
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.			
Suggested Learning Resources:			
Books			
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.			
Web links and Video Lectures (e-Resources):			

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
Course objectives:			
<ol style="list-style-type: none"> To introduce basics of computers which are essential for business, education and society. To understand the services provided by different Operating systems and basic commands in MS-DOS. To familiarize with the applications of Word, Excel and Power Point. 			
Module-1 Computer Fundamentals		10 Hours	
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.			
Module-2 Introduction to Operating Systems		10 Hours	
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.			
Module-3 Data Communication & Networks		10 Hours	
Communication Medias, Communication Modes, Goals of Networks, Types of Networks, Client/Server Computing, Network Topologies, MODEM, Gateways, Multiplexer, Bridges, Routers. Ethernet. Internet, WWW etc.			
Module-4 Word Processing		10 Hours	
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.			
Module-5 Preparing Presentations preadsheet and its Business Applications		10 Hours	
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.			
Course outcome (Course Skill Set)			
At the end of the course, the student will be able to :			
<ol style="list-style-type: none"> Understand computing devices and reinforce computer vocabulary, particularly with respect to personal use of computer hardware and software, the Internet, networking and mobile computing. 			
Suggested Learning Resources:			
Books			
<ol style="list-style-type: none"> V Rajaraman, Fundamentals of Computers, PHI, Sixth Edition. Efraim Turban, R. Kelly Rainer Jr, Richard E. Potter, Introduction to Information Technology, John Wiley & Sons, (Asia) Pvt. Ltd. Singapore. Aurora, Computer Fundamentals, Vikash Publishing House Sinha & Sinha, Fundamentals of Computers, BPB Publications 			
Web links and Video Lectures (e-Resources):			

SOFT SKILLS AND PERSONALITY DEVELOPMENT		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
Course objectives:			
<ol style="list-style-type: none"> 1. To introduce the significance of developing of Interpersonal Skills of Students. 2. To understand various means to enhance Communication Skills of Students. 3. To ensure the Personal and Professional Growth of Students. 			
Module-1 Introduction to Soft Skills and Personal Development		10 Hours	
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.			
Module-2 Communication and Presentation Skills		10 Hours	
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.			
Module-3 Emotional Intelligence and Self-Confidence		10 Hours	
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.			
Module-4 Interpersonal Skills		10 Hours	
Teamwork and Collaboration: Effective participation in teams, conflict resolution, and cooperation. Networking Skills:			
Module-5 Professional Etiquette		10 Hours	
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.			
Course outcome (Course Skill Set)			
At the end of the course, the student will be able to :			
<ol style="list-style-type: none"> 1. Enhance their communication and presentation Skills. 2. Develop good Interpersonal Skills and Teamwork. 3. Enhance Personal and Professional Development. 			
Suggested Learning Resources:			
Books			
<ol style="list-style-type: none"> 1. Meena K and V., Ayothi. A Book on Development of Soft Skills. 2. Alex K., Soft Skills-Know Yourself & Know the World. 			
Web links and Video Lectures (e-Resources):			