



SYLLABUS

AS PER

**MULTIPLE ENTRY AND EXIT IN
ACADEMIC PROGRAM**

**OFFERED IN HIGHER EDUCATION
INSTITUTIONS**

**SCHOOL OF MANAGEMENT STUDIES &
RESEARCH**

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2024-27/28

Bachelor of Business Administration

Three Year Full Time Bachelor'

Degree (Programme duration: Three years
or six semesters)

And

Four Year Full Time Bachelor' Degree (Honors/ Research)

(Programme duration: Four years or eight semesters)

Semester Pattern

COURSE OBJECTIVES AND DESIGN



Regulation & Policies

1.A. INTRODUCTION TO THE COURSE

The business world today is more complex, dynamic and ever demanding than before. Computers, information-technology, liberalization and globalization all together are shipping our businesses and lives at an inconceivably fast pace. The technologies are heavy, the challenges are many. The MATS School of Management Studies & Research and Research (MSMSR) has designed management programs to suit dynamic and responsive business and management.

The MATS School of Management Studies & Research and Research strives to embody and usher in a new concept in the field of business studies in India. The relevance and usefulness of these programs is underlined by their pragmatic and innovative yoking together of the theories and practices of management with those of information technology. Such an interdisciplinary integration aims at achieving and inculcating in the students a strategic perspective and edge necessary for effective and incisive decision making within an ever-fluid Indian business and industry scenario. The school offers an interactive learning process through spontaneity in teacher-student relationship. The skills imparted here are in conformity with those demanded by the ever-changing corporate expectations. The industrial exposure vitally supports the honing of the budding managers and provides them with the cutting-edge know-how, a primary prerequisite of the new age manager.

One of the key foci of the MATS University Bachelors of Business Administration (BBA) is on fostering closer interactions with trade and industry. The school strongly believes in imparting knowledge and training to the students which can be applied in practice and has relevance to the business firms. With this objective in mind, the school invites professionals and practitioners for delivering special lectures to the students.

1.B. OBJECTIVES OF THE COURSE

The Institute proposes to make its students agents of social change, and acting as a catalyst in the economy of the nation, who see their future not primarily as a career for self-enrichment but as a way of contributing their part to the basic evolution in the field of business that is taking place in India today.

In this context, the imparting of knowledge and skills is of vital importance, but even more crucial is the purpose for which this knowledge and these skills are utilized. Will they contribute to justice for the poor and oppressed, more social concern, more honesty and cultural understanding, along with the strong managerial and business skills rather than the

maintenance of the status quo and a lopsided distribution of power and benefits? This will, to a great extent, depend on the values that students carry with them when leaving the Institute.

In order to prepare students for the challenging tasks that await them, the programme equips them with knowledge, skills and values. This can be spelled out as follows:

- 1.B.1 Students are acquainted with the conceptual knowledge of different aspects of management, business, industry, and industrial and social administration. This is done through a broadening of horizons by making available information in the form of books and magazines, research reports and by generating in students the desire to learn more as a lasting inclination for the rest of their professional lives.
- 1.B.2 Students are taught to reflect for themselves. The analytical and logical powers are developed so that they can comprehend problems and their implications. This is done through case studies, industrial visits, foreign visits, exposure camps and seminars.
- 1.B.3 Efforts are made to awaken in the students a scientific interest in management problems and to equip them with a workable knowledge of research principles and techniques.
- 1.B.4 Every effort is taken to transform a student from job seeker to job provider by inculcating their entrepreneurial skills.

By the time a student leaves the Institute, she/he is expected to have acquired a scientific bent of mind and an analytical ability to carry out the complete business and management practices.

Students are therefore asked to submit a project report so that they can be exposed to the current business and management practices.

- 1.B.5 The communication and interpersonal skills of the students are developed, so that they can express themselves clearly and with self-confidence and exert influence on others. Students are also trained to be good listeners, who are sensitized to the expectations of others, especially small people, and who can play an effective role in group situations.

The Institute tries to achieve this objective through courses and practical exercises in communication, mock interviews, role playing, group dynamics, besides classes to enhance skills in both English and Hindi languages.

- 1.B.6 Practical Training assumes, in the light of the objectives of the Institute, great importance and is therefore given considerable institutional support through industrial visits, placement as an apprentice.
- 1.B.7 Motivational Training: The programme tries to cultivate in the students' values, attitudes and strong understanding of business that make them agents of social change.

1.C. COURSE DESIGN

The subjects in the syllabus of the Under-Graduate course in Business Administration can be classified under three major headings.

- 1.C.1. CORE COURSES
- 1.C.2. GE
- 1.C.3. AECC
- 1.C.4. DSE

The following table indicates the coverage of courses along with the marks they carry.

1.D. Scope and Content:

1.D.1. The user of this document is notified to go through the contents scrupulously. There are certain Regulations and Policies, which would be applicable only for certain, programmes.

As such the applicability of their Regulations and Policies must be understood in the content of the given Course Matrix and Syllabus of each programme.

1.D.2. The Regulations and Policies given here are in addition to the rules and regulation notified at the time of admission.

1.D.3. The authorities of University may modify, add, delete, expand or substantiate any part of the Regulations and Policies without the prior approval of the student.

1.E. Course Matrix

1.E.1. Each semester of the programme will consists of the following subjects:

- 1.E.1.2 CORE COURSES
- 1.E.1.3 GE
- 1.E.1.4 AECC
- 1.E.1.5 DSE

1.E.2. Core Courses

Core courses including electives comprise subjects that form an integral part of a high quality BBA (HR / Finance & Marketing) programme. These courses provide a strong grounding in basic Management discipline. The course matrix for these courses has been developed by Board of Studies, represented by Professionals from Industry as well as Academia.

1.E.3. AECC –Ability enhancement compulsory course. This section enhances the personal skill of the students from different stream.

- 1. E.4 DSE –Discipline specific electives. It covers the specializations from HR and Finance to give students deep insight.

1.F. Assessment and Examination

1.F.1. Credits

Credit Points will be awarded for all CORE and AECC and GE subjects. One credit is equivalent to 1 classroom contact hours.

1.F.2. Internship

The duration for the internship programme will be four weeks in an industry of repute or in self managed family business. The internship will carry a total of 100 marks. of this, 70 marks are for the report, 30 marks for the presentation and the viva-voce examination which will be conducted by external experts in the relevant disciplines.

1.F.3. Eligibility to appear for the Term-end Exam.

Students, who have put in a minimum of 75% attendance in each subject, shall be eligible to appear for the Term-end examination. Minimum of 40% marks in mid-term examination individually in all papers

1.G Award of Degree:

A student will be awarded Degree after successful completion of six semesters securing 4 grade in each paper or minimum 40 marks out of 100 as per examination ordinance.

1.H. Classification of successful candidates

1.H.1. GRADE POINT, LETTER GRADE

Grade Pointe is an integer indicating the numerical equivalent of the letter grade.

- a) Two methods – relative grading or absolute grading have been in vogue for awarding grades in a course. The relative grading is based on the distribution (usually normal distribution) of marks obtained by all the students of the course and the grades are awarded based on a cut – off marks or percentile. Under the absolute grading, the marks are converted to grades based on pre- determined class intervals.

b) MATS University will follow the absolute grading system.

Following Grading system will be applicable for UG courses of BBA

| Marks Secured (in %) | Grade Point | Letter Grade |
|-----------------------------|--------------------|---------------------|
| 80 and above | 10 | Outstanding (O) |
| 70 and above but below 80 | 9 | Excellent (A+) |
| 60 and above but below 70 | 8 | Very Good (A) |
| 55 and above but below 60 | 7 | Good (B+) |
| 50 and above but below 55 | 6 | Above Average (B) |
| 45 and above but below 50 | 5 | Average (C) |
| 40 and above but below 45 | 4 | Pass (P) |
| Below 40 | 0 | Fail (F) |
| | 0 | Absent (AB) |

1.H.2. Ranks

Only candidates who have passed each of the semester examination at the first appearance shall be eligible for award of Ranks. The first ten ranks shall be notified.

1.J. Academic Integrity and Ethics

A student who has committed an act of academic dishonesty will be deemed to have failed to meet a basic requirement of satisfactory academic performance. Thus, academic dishonesty is not only a basis for disciplinary action but also is relevant to the evaluation of student's level of performance and progress.

Where there has been violation of the basic ethos and principles of academic integrity and ethics, the Director/Board of Examiners/Course coordinator may use their discretion in terms of disciplinary action to be taken.

Academic dishonesty includes, but is not necessarily limited, to the following

- 1.J.1. Cheating or knowingly assisting another student in committing an act of cheating
- 1.J.2. Unauthorized possession of examination materials, destruction or hiding of relevant materials
- 1.J.3. Act of plagiarism.
- 1.J.4. Unauthorized changing of marks or marking on examination records.

1.I. Attendance

Students are required to attend and participate in all scheduled class sessions, guest lectures, workshops, activities of both academic and non-academic nature.

A student is eligible for the end-term exam, amongst other regulations, only if he/she has a minimum of 75% attendance in each subject individually.

Students may be dropped from the programs due to excessive and non-intimated absences.

Students must notify the program coordinator in writing, the reasons for absence, if any, from class sessions, activities and assessment components.

On notification of absences (including anticipated absences) The Director/Programme coordinator would determine whether the absences could be rectified or whether it is possible to satisfactorily complete the subject with the number of identified absences.

1.J. General Guidelines

- 1.J.1. The students are expected to spend a considerable amount of time in research, reading and practice.
- 1.J.2. All students are expected to develop and maintain a positive professional attitude and approach throughout the Programme and in conduct of all other activities.
- 1.J.3. Attendance alone is not sufficient. Students are expected to Participate, to help the class learn and understand the topics under consideration.
- 1.J.4. Food and drinks are not permitted in the classroom / conference hall.
- 1.J.5. All students are expected to dress as per stipulated dress code.

Program Outcomes (POs)

1. An ability to communicate effectively, both in writing and orally
2. An ability to apply current techniques, innovative skills and theories necessary for managerial practice
3. An ability to demonstrate a critical awareness of contemporary issues in business and management which is educated by leading edged research and management practice in the field.
4. Ability to act with an informed awareness of social issues and contribute in civic life through volunteering.
5. Apply conceptual business foundations to solve practical decision making problems by using case analysis, projects and assignments.

Program Specific Outcomes (PSOs)

1. To develop integrated skills
2. To Increase cognitive skills in the fields of emerging knowledge and industry requirements.
3. To enhance placement opportunities
4. Provide opportunity to specialize in various management areas such as Marketing, Finance, Human Resource Management, Manufacturing and Operations Management, Information and Communication Technology Management during the BBA program.
5. To facilitates the development of students to take up growing challenges and implement viable, ethically correct, and socially acceptable solution.

Syllabus Curriculum Matrix

BBA As per NEP 2020 : 2024 – 2027/28

Level 5 First year Graduate Program (Undergraduate Certificate) [Credit required 36-40]

| Programme: Bachelor of Business Administration (BBA) Sem: I | | | | | | | | | | |
|---|---------------------|---|---------------|-----------------|----------|----------|-----------|-------------------|------------|-------------|
| NHEQF Level: 5 Courses | | | | Teaching Scheme | | | | Evaluation Scheme | | Total Marks |
| Course Category | Course Sub Category | Course Name | Code | Hours | | | Credits | CIA | ESE | |
| | | | | L | T | P | | | | |
| Discipline Specific Core Courses (DSCC) | Major | Principles of Management | 11BBADSC-001 | 4 | 0 | 0 | 4 | 30 | 70 | 100 |
| Discipline Specific Core Courses (DSCC) | Major | Business Accounting | 11BBADSC-002 | 4 | 0 | 0 | 4 | 30 | 70 | 100 |
| | | Management Accounting (MOOCs) | | | | | | | | |
| Discipline Specific Core Courses (DSCC) | Major | Business Organization | 11BBADSC-003 | 4 | 0 | 0 | 4 | 30 | 70 | 100 |
| General Elective (GE)/ Interdisciplinary/ Multidisciplinary/ Allied Courses | GE | To be selected by the students of other faculty | | 4 | 0 | 0 | 4 | 30 | 70 | 100 |
| Skill Enhancement Course (SEC)/Internship | (SEC) | Fundamental Computer Skills | 11BBA SEC 004 | 2 | 0 | 0 | 2 | 15 | 35 | 50 |
| Ability Enhancement Course (AEC) | AEC | Communicative English -I | 11BBA AEC 001 | 2 | 0 | 0 | 2 | 15 | 35 | 50 |
| Value Added Course (VAC)/Indian Knowledge System (IKS) | VAC - Foundation | Yoga and meditation | 11BBAVAC-001 | 2 | 0 | 0 | 2 | 15 | 35 | 50 |
| Total | | | | 22 | 0 | 0 | 22 | 165 | 385 | 550 |

Programme: Bachelor of Business Administration (BBA) Sem: II

| NHEQF Level: 5 Courses | | | | Teaching Scheme | | | Evaluation Scheme | | Total Marks | |
|--|---------------------|---|--------------|-----------------|---|---|-------------------|-----|-------------|-----|
| Course Category | Course Sub Category | Course Name | Code | Hours | | | Credits | CIA | ESE | |
| | | | | L | T | P | | | | |
| Discipline Specific Core Courses (DSCC) | Major | Business Mathematics | 11BBADSC-004 | 4 | 0 | 0 | 4 | 30 | 70 | 100 |
| Discipline Specific Core Courses (DSCC) | Major | Cost Accounting Or (MOOCs) | 11BBADSC-005 | 4 | 0 | 0 | 4 | 30 | 70 | 100 |
| Discipline Specific Core Courses (DSCC) | Major | Managerial Economics | 11BBADSC-006 | 4 | 0 | 0 | 4 | 30 | 70 | 100 |
| General Elective (GE)/ Interdisciplinary/ Multidisciplinary/Allied Courses | GE | To be selected by the students of other faculty | | 4 | 0 | 0 | 4 | 30 | 70 | 100 |
| Skill Enhancement Course (SEC)/Internship | SEC | Business Case Analysis | 11BBASEC-014 | 2 | 0 | 0 | 2 | 15 | 35 | 50 |
| Ability Enhancement Course (AEC) | AEC | Communicative English -II | 11BBAAEC-003 | 2 | 0 | 0 | 2 | 15 | 35 | 50 |
| Value Added Course (VAC)/Indian Knowledge System (IKS) | VAC | Environmental Studies | 11BBAVAC-002 | 2 | 0 | 0 | 2 | 15 | 35 | 50 |
| Total | | | | 22 | 0 | 0 | 22 | 165 | 385 | 550 |

**After completion of 1st year
Exit Option with Certification**

| | | |
|--|---------------------------------------|---|
| Name of the Programme: BBA | Branch: Management | Semester - I |
| Name of the Subject: Principles of Management | Subject Code: 11BBADSC-001 | Total Marks for Evaluation:100 |

Course outcomes: On successful completion of the course, the students will be able

- 1) To understand the conceptual framework of Management.
- 2) To apply various management & leadership styles in real business conditions.
- 3) To analyse and apply the best management practices in the organization.
- 4) To analyse the managerial functions having an impact on the organizational effectiveness
- 5) To determine and Construct various controlling measures to solve various problems.

Syllabus Content

MODULE I

Introduction to Management

Definition, Concept, Nature, Scope, Process and Significance of Management, Managerial Levels, Skills, Functions and Roles; Management vs. Administration, Coordination as Essence of Management, Social Responsibility of Managers. Theories of Management: Evolution of Management Thoughts, The Pre-Scientific Management Contribution; Scientific Management School, Human Relations Theory; The Behavioral Approach; The System Approach; The Quantitative Approach; The Contingency Approach.

MODULE II

Planning

Meaning; Definition; Nature Scope and Objectives of Planning; Essentials of a Good Plan; Limitation of Planning; Steps in Planning; Types of Plans. **Decision Making:** Meaning; Definition; Characteristics; Importance; Types of Decisions; Techniques of Decision Making, Process of Decision making. **Management by Objectives (MBO):** Meaning; Definition; Process of MBO; Advantages; Limitation; Suggestion for Improving Effectiveness of MBO.

MODULE III

Organizing

Concept, Nature, Process and Significance; Principles of an Organization; Span of Control; Departmentation; Types of an Organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization; Line and Staff Relationships. **Staffing:** Concept, Nature and Importance; Factors Affecting Staffing; Selection Process; Techniques & Instruments; Delegation of Authority.

MODULE IV

Direction

Meaning; Definition; Scope; Element of Direction; Principles of Direction; Importance of Effective Direction; Direction and Supervision; Effective Supervision. **Motivation: Meaning;** Definition; Importance; Theories of Motivation; Maslow's Theory of Motivation; Herzberg's Theory of Motivation; McClelland's Needs Theory; Theory X and Theory Y of McGregor's; Vroom's Expectancy Theory; Equity Theory; Carrot and Stick Approach Motivation; Theory Z; Methods of Motivation-Financial and Non-financial.

Leadership: Meaning; Definitions; Importance; Approaches to Leadership; Personal characteristics of Effective Leader; Styles of Leadership. **Communication:** Meaning; Definitions; Characteristics; Communication Process; Importance of Communication; Types of Communications; Barriers to Communication; How to ensure Effective Communication.

MODULE V

Controlling

Meaning; Definitions; Features or Characteristics of Managerial Control; Essential pre-requisites of control system; Objectives and Importance of Control; Steps in Controlling; Types of Control; Controlling and Management by Exemption.

TEXT BOOKS/ REFERENCE BOOKS:

1. Harold Koontz and Heinz Wehrich; "Management a Global Perspective"
2. Stoner, Freeman and Gilbert Jr., "Management", Prentice Hall of India, New Delhi, 2003.
3. Gupta, C.B., "Management Concepts and Practices", Sultan Chand and Sons, New Delhi, 2003.
4. Koontz and O'Donnell "Essentials of Management".
5. O'Donnell, Koontz and Weirich, "Management", Tata McGraw Hill publishing Company, New Delhi, 2001.
6. Chopra, R.K. "Principles & Practices of Management", Sun India publication, 2005.
7. Tripathi, P.C and Reddy, P.N., "Principles & Practices of Management", 2nd edition, Tata McGrawHill, 2003.

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|---|---------------------------------------|---|
| Name of the Programme: BBA | Branch: Management | Semester - I |
| Name of the Subject: Business Accounting | Subject Code: 11BBADSC-002 | Total Marks for Evaluation:100 |

Course outcomes: On successful completion of the course, the students will be able

- 1) To understand the conceptual knowledge of financial accounting and apply the process of double entry system in recording and analyzing business transactions.
- 2) To understand the accounting procedure for the preparation of bank reconciliation statement.
- 3) Define and Understand the accounting principles and recording of business transactions in Journal. Prepare ledgers and subsidiary books.
- 4) To Apply the various methods of charging depreciation.
- 5) Prepare and analyze the financial statements of a business with adjustment entries.

Syllabus Content

MODULE I

Need for Accounting; Learning Objectives; Definition of Accounting; Functions of Accounting; Book Keeping and Accounting; Branches of Accounting: Financial Accounting, Cost Accounting and Management Accounting. Single Entry System: Introduction; Difference between Single Entry and Double Entry

MODULE II

Meaning of Accounting Principles; Accounting Concepts; Accounting Conventions; Accounting Standards; Systems in Book-Keeping; Journal; Rules Of Debit And Credit; Journal Entries; Ledger Posting; Trial Balance.

MODULE III

Preparation and Analysis of Financial Statements: Manufacturing Account; Trading Account; Profit & Loss and Balance Sheet with& without adjustments

MODULE IV

Rectification of Errors: Meaning; Type of Errors; Rectification of the errors; Suspense Accounts
Bank Reconciliation Statement: Advantages of Keeping Bank Account; Causes of Difference; Meaning and Objective of Reconciliation; Technique for Preparation.

MODULE V

Depreciation Accounting: learning Objectives; Concept of Depreciation; Causes of Depreciation; Meaning of Depreciation Accounting; Fixation of Depreciation Amount; Methods of Recording Depreciation; Provisions & Reserves

TEXT BOOKS/ REFERENCE BOOKS:

1. Financial Accounting – S. M. Shukla
2. Financial Accounting - S. N. Maheshwari
3. Company accounts Hanif Mukherjee, 2nd Edition Vol-2, TATA Mc Graw Hill publishing company Ltd.

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|---|---------------------------------------|---|
| Name of the Programme: BBA | Branch: Management | Semester - I |
| Name of the Subject: Business Organization | Subject Code: 11BBADSC-003 | Total Marks for Evaluation:100 |

Course outcomes: On successful completion of the course, the students will demonstrate

- 1) An understanding of the nature, objectives and social responsibilities of business
- 2) An ability to describe the different forms of organisations
- 3) An understanding of the basic concepts of management.
- 4) An understanding of functions of management.
- 5) An understanding of different types of business combinations

Syllabus Content

MODULE I

Business: Meaning, Nature, Objectives, Social responsibility of Business, Essentials of successful business; Functional areas of business. Concept of Business Organization.

MODULE II

Sole proprietorship: Meaning, Features, Merits and Demerits. Partnership: Meaning, Features, Merits and Demerits. Joint Stock Company: Meaning, , Features, Merits and Demerits. Co-operatives: Meaning, Features, Merits and Demerits.

MODULE III

Government Departmental Undertakings: Meaning, Features, Merits and Demerits.

MODULE IV

Public Corporations: Meaning, Features, Merits and Demerits. Government Companies: Meaning, Features, Merits and Demerits

MODULE V

Business Combinations - Meaning, Reason, Types, Forms, merits and demerits of Business Combinations, Recent Trends in Business Combinations.

TEXT BOOKS /REFERENCE BOOKS

1. C B. Gupta - Business Organisation and Management, Sultan Chand & Sons.
2. Dr. S. C. Saxena - Business Administration & Management, Sahitya Bhawan.
3. M. C. Shukla - Business Organisation and Management. S Chand & Company Pvt. Ltd.
4. S.A Sherlekar - Business Organization, Himalaya Publishing House.
5. Y.K. Bhushan. Fundamentals of Business Organisation and Management, Sultan Chand & Sons.
6. R.K. Sharma, Business Organisation & Management Kalyani Publishers
7. Dr. I.M. Sahai, Dr. Padmakar Asthana, ' Business Organisation & Administration', Sahitya Bhawan Publications Agra.

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|---|---------------------------------------|---|
| Name of the Programme: BBA | Branch: Management | Semester - I |
| Name of the Subject: Fundamental Computer Skills | Subject Code: 11BBASEC-004 | Total Marks for Evaluation: 50 |

Course outcomes: On successful completion of the course, the students will be able

1. Explain basics of computer fundamentals.
2. Make use of the word document with the help of word processing tools and technique.
3. Apply the various formulas and formatting in excel.

Syllabus Content

MODULE I

Introduction to Computer

Computer-definition and meaning, characteristics, Generation of computers, Types of computers, Block diagram, Input- output devices, Memory, Types of memory, Storage devices, Computer network. Search engine -concept and working of search engine, Operating and number system.

MODULE II

Introduction to MS word and PowerPoint

Microsoft Word- Introduction to word components, working with word document, formatting documents, working with tables, tools. Microsoft PowerPoint: Introduction to PowerPoint components, working with PowerPoint, creating presentation, formatting presentation, Adding effects to presentation.

MODULE III

Introduction to MS Excel

Microsoft Excel: Introduction to Excel, spreadsheet, formatting worksheet, working with graphics in excel, types of charts, mathematical and statistical functions in Excel.

Text Books:

1. Computer Fundamentals: Concepts, Systems & Applications, Priti Sinha, Pradeep K., Sinha, BPB Publications.
2. Computer Today -Basandra Suresh K..Galgotia Publications Pvt. Ltd.
3. Fundamentals of Computer – V.Rajaraman, Prentice Hall India Learning Private Limited.
4. Computer Fundamentals, R.S.Salaria, Khanna Book Publishing Company.

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|--|---------------------------------------|--|
| Name of the Programme: BBA | Branch: Management | Semester - I |
| Name of the Subject: Communicative English -I | Subject Code: 11BBAAEC-001 | Total Marks for Evaluation:50 |

Course outcomes: On successful completion of the course, the students will be able

- 1) To improve student's written and oral communication skills in English.
- 2) To make the students apply effective communication skills in a variety of public and interpersonal settings.
- 3) Recall the basics of grammar without error. The students will list the usage of parts of speech and avoid the common errors in spoken and written communication. The students will summarize and develop the appropriateness of grammar in speech and writing and use English language correctly and effectively.

Syllabus Content

MODULE I

Basic Grammar: Noun, Pronoun, Adjective, Verb, Adverb, Preposition, Articles, Voice, Reported Speech. Comprehension Skills: Unseen Passage, Writing Skills: General principal of Writing, Improving Writing skills, Essentials of good Style Grammar and usage,

MODULE II

Writing business letter, importance and difference between personal and business letters, Circulars, Memos and notices, Report writing.

MODULE III

Definition of Reading, Reading: meaning and process, Components of Reading Skills, Improvement of Reading skills, Importance of Speaking skills, Pronunciation, Pause, Tone, Stress.

TEXT BOOKS/ REFERENCE BOOKS:

1. Professional Communication: Dr. T.N. Chhabra (Sun Indira Publication)
2. Essentials of Business Communication, Rajendra Pal and J.S. Korlhalli (Sultan Chand & Son's)
3. Business Communication, K.K. Sinha (Galgotia Publishing Company)
4. Business Correspondence and Report Writing R.C. Sharma & Krishna Mohan (Tata Megrow Hill Publishing Company Limited).

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|---|---------------------------------------|--|
| Name of the Programme: BBA | Branch: Management | Semester - I |
| Name of the Subject: Yoga and meditation | Subject Code: 11BBAVAC-001 | Total Marks for Evaluation:50 |

Course outcomes: On successful completion of the course, the students will be able

- 1) Students gain good knowledge on the concept of yoga.
- 2) Students know about the scientific benefits of various yogic practices
- 3) Students can perform practical skills proficiently
- 4) Students gain an awareness about the value of health & wellness through yoga
- 5) Makes the students more enthusiastic about further study/research in the field of Yoga

Syllabus Content

MODULE I

Introduction to Yoga:

Meaning and definitions of Yoga, History of Yoga, Importance of Yoga as art, science and philosophy, Yogic Diet.

MODULE II

Philosophical Perspective of Yoga:

Yoga in Bhagavad Gita: Karma Yoga, Raja Yoga, Jnana Yoga and Bhakti Yoga, The 'Yoga Sutras' in general; its significance in life. Limbs/parts of yoga (Astanga Yoga) according to the 'Yoga Sutras', Concept of Ishwara; Ishwara in Yoga Philosophy.

MODULE III

Yogic Practices for Health & Wellness:

Asana, its classification and effects, Pranayama, its types and effects, Kriya, Mudra and Bhandha: Procedure and Effects, Yoga Vs Physical Exercise.

MODULE IV

Human Consciousness & Meditation

Meaning & Definition of Human Consciousness., Need for Study of Human Consciousness., Current Crisis of Human Consciousness & Measures for meaningful solution. The Theory of Meditation- Japa Meditation, Ajapajapa Meditation, Yoga Nindra, Tratak.

PRACTICAL

i. Suryanamskara – (12 counts)

ii. Asana

- a) **Standing:** -Tadasana, Ardhakatichakrasana, Ardhashakrasana, Trikonasana, Vrikshasana.
- b) **Sitting:** - Vajrasana, Padmasana, Goumukhasana, Paschimottanasana, Shashankasana.
- c) **Lying Supine Position:** - Shavasana, Setubandhasana, Chakrasana, Sarvangasana, Halasana.
- d) **Lying Prone Position** - Makarasana, Bhujangasana, Shalabhasana, Dhanurasana, Naukasana.

iii. Pranayama

Nadishodhana, Suryabhedana, Chandrabhedana, Shitali, Bhastrika, Bhramari.

iv. Bandh & Mudra

Jalandharabandha, Uddiyanbandha, Moolabandha, Yogamudra, Viparitkarnimudra,
Shambhavimudra,

Dhyana and its forms

Reference Books:

1. Holistic Approach of Yoga- G. Shankar: Aditya Publishers
2. Patanjali's Yoga Sutra – Translation and Commentary-Dr.P.V.
Karambelkar: Lonavla
3. Guidelines to Yogic Practices – M.L.Gharote: Lonavla
4. Yoga and Indian Philosophy – Karel Werner: Motilal Banarsidass
5. Yoga: The Path to Holistic Health- B.K.S. Iyenger: Dorling Kindersley Limited

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|--|---------------------------------------|---|
| Name of the Programme: BBA | Branch: Management | Semester - II |
| Name of the Subject: Business Mathematics | Subject Code: 11BBADSC-004 | Total Marks for Evaluation:100 |

Course Outcomes: On successful completion of the course, the students will demonstrate

- 1) To understand & apply the basics of Quadratic Equation and Progression.
- 2) To understand the basics of Matrix and Determinant.
- 3) To understand about Business Mathematics.
- 4) Recall, Understand, analyze and Evaluate the matrix and determinate.
- 5) Remembering and understanding about business mathematics. Evaluating Ratios, Profit and loss, Interest etc.

Syllabus Content

MODULE I

Number System

Introduction – Natural Numbers - Even Numbers – Odd Numbers – Integers – Prime Numbers – Rational & Irrational numbers, Real Numbers, HCF & LCM (Simple problems)

MODULE II

Theory of Equations

Introduction – Meaning – Types of Equations – Simple, Linear and Simultaneous Equations (only two variables) Eliminations and Substitution Method only. Quadratic Equation – Factorization and Formula Method ($ax^2 + bx + c = 0$ form only). Problems on Commercial Application.

MODULE III

Progressions

Introduction – **Arithmetic Progression** - Finding the nth term of an AP and Sum to 'n' th term of AP. Insertion of Arithmetic Means in given terms of AP and representation of 3 terms of AP. **Geometric Progression** –Finding nth term of GP – Sum to 'n' th Term of GP – Insertion of Geometric Means in given Geometric Progression and also representation of 3 terms of GP.

MODULE IV

Matrices and Determinants

Introduction, Meaning, types of matrices – operations of addition, subtraction, multiplication of two matrices – problems, transpose of a square matrix. Determinant of a square matrix- minor of an element, co-factor of an element of a determinant. Adjoint of a square matrix, singular and non-singular matrices –inverse of a square matrix – Problems on linear equations in two variables using Cramer's rule.

MODULE V

Commercial Arithmetic

Simple interest, Compound interest including half yearly and quarterly calculations, annuities, Percentages, bills discounting, concepts of Ratios, duplicate-triplicate and sub-duplicate of a ratio, Proportions, third, fourth and inverse proportion - problems.

TEXT BOOKS/ REFERENCES BOOKS:

1. Business Mathematics by D.C. Sancheti, V.K Kapoor.
2. "*Quantitative Methods*" by D R Agrawal.
3. Business Mathematics, HPH by Dikshit & Jain.
4. Business Mathematics (Sahitya Bhawan) by Dr. S.M Shukla.

5. Business Mathematics (HPH) by G.K. ranganath
6. Business Mathematics and Statistics by G.R. Veena & Seema
7. Business Mathematics and Statistic by Dr. Sancheti & Kapoor.

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| Name of the Programme: BBA | Branch: Management | Semester - II |
| Name of the Subject: Cost Accounting | Subject Code: 11BBADSC-005 | Total Marks for Evaluation:100 |

Course Outcomes: On successful completion of the course, the students will demonstrate

- 1: To understand the conceptual framework of cost accounting and its application.
- 2: To understand the implication of Job, batch and contract costing
- 3: Understand the basic of Material and labour costing.
- 4: Analyze various overheads.
- 5: Understand and examine in detail the usefulness and practical usage of job, batch and process costing.

Syllabus Content

MODULE I

Introduction to Cost Accounting:

Learning Objectives, Difference between the Financial and Cost Accounting. Cost Concepts For Control, Cost Concepts Of Decision Making. Elements of Cost.

MODULE II

Costing and Control:

Material Costing - Control Of Material, Cost Of Inventory And Costing Methods. Labour Costing-Different Remuneration Method & Difference Between Halsey & Rowan Plan and Group Bonus Plan.

Overheads - Cost Allocation, Absorption of Factory Overheads & apportionment of Expenses.

MODULE III

Job, Order, Process Costing:

Introduction to Job Order Costing, Batch Costing, Contract Costing. Process Cost, Joint Costing and By-product Costing. Practical Problems.

MODULE IV

Standard Costs:

Introduction, Meaning of Standards, Establishing Cost Standards Components of Standard Cost. Calculation of MV, LV, SOHV.

MODULE V

Budgets:

Introduction, The Planning Process, Budget Purpose, Preparation Types Of Budgets.

TEXT BOOKS/ REFERENCE BOOKS:

- 1.“Cost Accounting” by M.L. Agrawal, Jain Narang, Maheshwari
- 2.“Cost Accounting” by M.L. Agrawal, Sahitya Bhawan publication,
- 3.“Cost Accounting” by Jain Narang, Kalyani Publishers
- 4.“Cost Accounting” by S.N. Maheshwari,
- 5.“Cost Accounting” by Saxena and Vashist, Sultan Chand and Sons

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| Name of the Programme: BBA | Branch: Management | Semester - II |
| Name of the Subject: Managerial Economics | Subject Code: 11BBADSC-006 | Total Marks for Evaluation:100 |

Course Outcomes: On successful completion of the course, the students will demonstrate

1. Explain the basic concept of demand, supply and their determinant.
2. Demonstrate the theory of Consumer Behaviour in business domain.
3. Interpret the concepts of cost, nature of production and its relationship to Business operations.
4. Compare the concept of price and output decisions of firms under various market structure
5. Solve the basic concept of national income accounting and its various methods.

Syllabus Content

MODULE I

Meaning, Nature and Scope of Business Economics, Micro and Macro Economics, Basic Economic Problems, Market Forces in Solving Economic Problems. Demand, Supply and Market Equilibrium: Individual Demand, Market Demand, Market Equilibrium. Elasticity of Demand: Price Elasticity of Demand, Income Elasticity of Demand, Cross Price Elasticity of Demand. Supply: Individual Supply, Market Supply, Elasticity of Supply.

MODULE II

Theory Of Consumer Behaviour: Cardinal Utility Theory, Ordinal Utility Theory- Indifference Curves, Budget Line, Consumer Choice, Price Effect, Substitution Effect, Income Effect For Normal, Inferior and Giffen Goods. Law of Diminishing Margin Utility, Revealed Preference Theory.

MODULE III

Three Stages of Production. Optimizing Behavior in Long Run: Isoquants, Isocost Line, Optimal Combination of Resources. Costs and Scale: Traditional Theory of Cost-Short Run and Long Run, Modern Theory of Cost: Short Run and Long Run, Economies of Scale, Economies of Scope.

MODULE IV

Theory of Firm and Market Organization: Perfect Competition-Basic Features, Short Run Equilibrium of Firm/Industry, Long Run Equilibrium of Firm/Industry, Effect of Changes in Demand. Monopoly: Basic Features, Short Run Equilibrium, Long Run Equilibrium, Effect of Changes in Demand, Comparison with Perfect Competition, Welfare Cost of Monopoly, Price Discrimination. Monopolistic Competition: Basic Features, Demand and Cost, Short Run Equilibrium, Long Run Equilibrium, Excess Capacity. Oligopoly: Kinked Demand Curve Model, Dominant Price Leadership Model.

MODULE V

National Income: Concepts, Definition, Methods of Measurement, National Income in India, Problems in Measurement of National Income & Precautions in Estimation of National Income

Text Books:

1. Managerial Economics Theory and Applying, D.N Dwivedi, Vikas Publishing House,

8thEdition. 2016.

2. Principles of Economics, Deviga Vengedasalam, Karunaagarn Madhavan, Oxford University Press, Reprint 2018.
3. Managerial Economics, Geetika and Piyali Ghosh, Tata McGraw Hill, 3rdEdition 2017.
4. Managerial Economics Principles and World-wide Applying (MEPWA), Dominick Salvatore and Siddhartha K. Rastogi, Oxford University Press,8th Edition, 2016.
5. Managerial Economics Theory and Applyings, Dr.D.M Mithani, Himalaya Publishing House, 2013.
6. Economics, Paul A Samuelson, William D Nordhaus, McGraw-Hill Publication, 20 th edition.
7. Managerial Economics, Christopher R. Thomas, S. Charles Maurice and Sumit Sarkar, Tata McGraw Hill, Education Pvt. Ltd. New Delhi,9th Edition, 2011.

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| Name of the Programme: BBA | Branch: Management | Semester - II |
| Name of the Subject: Business Case Analysis | Subject Code: 11BBASEC-014 | Total Marks for Evaluation:50 |

Course Outcomes: On successful completion of the course, the students will demonstrate

1. Explain business cases and case lets.
2. Analyze various theories and strategic principles.
3. Analyzing for high level presentations.

Syllabus Content

Methodology

In this course you will be presented with information by the primary course instructors as well as instructors brought in to present specific information necessary to successfully analyze and present a case. After each major learning unit your group will be required to produce and present an assignment demonstrating your use of the information provided in the class. Each team will be assigned a case from past case competitions, which will be used in their assignments and final presentation.

The students will be taught how to develop, write & solve cases of business & management pertaining to the subjects taught (viz: management concepts, managerial economics, Accounts, Business communications, business environment, behavioral science, etc.) during the ongoing semester. The students will be given a case which they need to analyze in different groups (group size: minimum two and maximum three). The students will be asked to present their group presentation (5-10 minutes for each presentation) in front of an internal and an external examiner.

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| Name of the Programme: BBA | Branch: Management | Semester - II |
| Name of the Subject: Communicative English -II | Subject Code: 11BBAAEC-003 | Total Marks for Evaluation:50 |

Course Outcomes: On successful completion of the course, the students will demonstrate

1. Explain Communication concept and its forms.
2. Demonstrate listening Skills and distinguish between active and Passive Listening
3. Develop vocabulary and Speaking Skills.

Syllabus Content

MODULE I

Listening Skills

Types of Listening, Active Listening or effective Listening Skills, Barriers in good listening, Importance of Reading, Definition of Reading, Reading : meaning and process, Components of Reading Skills, Improvement of Reading skills, Importance of Speaking skills, Pronunciation, Pause, Tone, Stress

MODULE II

Oral Communication skills,

Oral Presentation, Objectives of Presentation, Types of Presentation, Communication in an organization, Channels of internal and external Communication, Communication Network: upward, downward, horizontal, diagonal

MODULE II

Employment Communication

Resume; content of good Resume, guidelines for writing Resume and different types of Resumes, Job Interview; importance and factors involving job Interview, Characteristics and process of Job interview, Technique of Job Interview, Manners and Etiquettes to be followed in Job Interview

TEXT BOOKS/ REFERENCE BOOKS:

1. Professional Communication: Dr. T.N. Chhabra (Sun Indira Publication)
2. Essentials of Business Communication, Rajendra Pal and J.S. Korlhalli (Sultan Chand & Son's)
3. Business Communication, K.K. Sinha (Galgotia Publishing Company)
4. Business Correspondence and Report Writing R.C. Sharma & Krishna Mohan (Tata Megrow Hill Publishing Company Limited)
5. Communicate to Winruchard Denny (Kogan Page Indira)
6. English Essential English: E. Suresh Kumar, P.Srihari
7. Business Communication for Success: By Scott Mear
8. Stand Up, Speak Out the Prachis & Ethics of Public Speaker By Jason S. Wrenchanne
Goding Communication in The Real World
9. An Introduction to Communication-Stuies (Rechard G.Jhones)
Organizational Communication by Jason S. Wrench Naussra Punyaneent Carter

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| Name of the Programme: BBA | Branch: Management | Semester - II |
| Name of the Subject: Environmental Studies | Subject Code: 11BBAVAC-002 | Total Marks for Evaluation:50 |

Course Outcomes: On successful completion of the course, the students will demonstrate

1. Explain concept of Environment and its elements.
2. Illustrate components of pollution in Environment.
3. Analyse relation between Social Issues and the Environment.

Syllabus Content

MODULE I

Introduction to Environmental studies

Multidisciplinary nature of environmental studies; Scope and importance; the need for environmental education. Concept of sustainability and sustainable development. **Ecosystems** What is an ecosystem? Structure: food chains, food webs and function of ecosystem: Energy flow in an ecosystem, nutrient cycle and ecological succession, Ecological Interactions. **Case studies**

MODULE II

Environmental Pollution

Definition: Cause, effects and control measure of - Air pollution, water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, nuclear hazards. **Solid waste management:** Causes, effects and control measures of urban and Industrial waste, Role of an individual in prevention of pollution, Disaster **management:** floods, earthquake, cyclone and landslides. **Case Studies**

MODULE III

Social Issues and the Environment:

Urban problems related to energy, Water conservation, rain water harvesting, Water shed management: Re-settlement and rehabilitation of people, its problems and concerns, Case Studies. Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, **Wasteland reclamation**, Consumerism and waste products. **Case Studies.**

TEXT BOOKS/ REFERENCE BOOKS:

1. Agarwal K.C. 2001 Environmental Biology Nidi Publ. Ltd. Bikaner
2. A Text book of Environmental studies by S. Purohit, Shammi, Agrawal.
3. Miller T.G. Jr., Environmental Science, Wadsworth Publishing Co. (TB).
4. Odum, E.P. 1971, Fundamentals of Ecology, W.B. Saunders Co.
5. Bruinner R.C., 1989, Hazardous Waste Incineration, Mc Graw Hill Inc.