

## **DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION**

### **ABOUT THE DEPARTMENT:**

- B.A department is established in the year in 2007-2008. The Department of Management Studies has been established to groom and nurture fresh talent in the field of Management in order to take up challenging careers in corporate world, and also enabling them to pursue higher studies thereafter. Intake of department is 120 Students.
- Prof. Dr. S. Dhakite took care of the department as a coordinator successfully up to 2020.
- The current coordinator is Prof. Rajashree V. Meshram from 2021

### **ABOUT BBA:**

BBA full form is **Bachelor of Business Administration**. BBA is one of the most popular and sought-after bachelor's degree programmes pursued by students after Class 12. The BBA course is the gateway to a plethora of job opportunities in numerous sectors such as Sales, Marketing, Education, Finance, Sales, and Government to name a few.

BBA is a three-year professional undergraduate course in Business Management. It is open to students from all three streams i.e., Science, Arts and Commerce. The BBA course offers knowledge and training in management and leadership skills to prepare them for managerial roles and entrepreneurship. Students who wish to land a career in the field of management can pursue the BBA course after completing Class 12. The course will help the students learn various aspects of business administration and management through classroom lectures and practical projects like internships. The course will acquaint the students with various aspects of business administration, market, marketing trends, etc.

### **SPECIALITY:**

#### **Department is very old with well experienced, dedicated and well Qualified Faculties:**

The Department firmly believes in the Blend of Theoretical and in-depth practical knowledge that are required to meet the challenges in the corporate world. India has today emerged as a centre for nurturing young talent in the field of management. The Department's mission is to shape the next generation business professionals with the required skills and talent with a touch of human and ethical values.

**WIFI / Broadband Internet Connection:**

Campus is WIFI. Internet facility is available for staff and students.

**Seminar Hall with projector:**

Guest lectures, Workshops, Seminars, technical talks are regularly being conducted by the department to make the students understand industry needs and cutting edge technologies.

Industry experts, academicians and successful alumni are invited regularly to the department to share their experiences through interaction with the students that boost the confidence among the students during placement drives.

**100%placement Assistance:**

The Institute has signed Memoranda of Understanding (MoUs) with different industries, companies and training organizations to train, asses and provide placement & internship opportunities to the students. The department has experienced excellent academic results in last 5 years. Besides regular classes, tutorial classes, bridge courses, remedial classes are conducted to deal with slow learners of the department

**Industrial visits :**

Industrial visit has its own importance in a career of a student who is pursuing a professional degree. It is considered as a part of college curriculum. The objective of an industrial visit is to provide us an insight regarding internal working of companies. We understand that theoretical knowledge is not enough for a successful professional career. With an aim to go beyond academics, industrial visit provides students a practical perspective of the work place. It provided us with an opportunity to learn practically through interaction, working methods and employment practices. It gives us an exposure to current work practices as opposed to possibly theoretical knowledge being taught at college. Industrial visits provide an excellent opportunity to interact with industries and know more about industrial environment. All the students are taken to these industry visits every year under the supervision of faculty members of the department.

**Personality Development Activities:**

Objectives of the practice are:

- To help the students in developing their overall personality. • To support the students in exploring new opportunities to learn something new
- To send students outside the campus and encourage them to attend knowledge provoking

sessions. To promote the 'equality' among the students

- To inculcate the values of 'generosity' and a 'sense of social responsibility' among the students.

**The unique activities conducted at college related to personality development are:**

- The Cultural programs are being arranged throughout the year.
- For enriching the practical knowledge, some food stalls have been opened up in the campus on a certain day and students sold the food and made profit.
- The NSS wing of the college has been undertaking numerous programs and helps the students to realize their potential and social orientation.
- The various classroom activities like presentation, role playing, add making, are being organized in order to develop the confidence level of the students.
- The sports activities are encouraged in the colleges which shape the overall personality of students.
- The College magazines are the platforms for students to exhibit their talents. Innovation club in the college engages in crafts and other activities.
- The students are given assignment of planting saplings near their houses as dream plants.
- The students had visited Banks, Post Office, Insurance Companies and Mutual Funds to gain knowledge.
- The spoken English classes have been arranged for students.

**Best reference books and well stocked library:**

Large numbers of text books, reference books are available in college library for students. A variety of Magazines, books, competitive exam books are also available in library.

A pleasant, motivating and friendly environment for study is available which inspires students to excel.

## **PROGRAMME OUTCOMES:**

**PO1:** Upon completion of the BBA program, the individual must demonstrate maturity, professionalism and team working skills.

**PO2:** Upon completion of the BBA program the students will have general idea of operations in business.

**PO3:** Upon completion of the BBA program, the individual will have specialized skills to deal with area specific issues of concern.

**PO4:** Upon completion of the BBA program, the individual will be able to apply technological knowhow for business advancements.

**PO5:** Upon completion of the BBA program, the individual will be capable of analyzing, investigating and solving critical business issues.

## **COURSE OUTCOMES WITH SYLLABUS:**

### **Bachelor of Business Administration (BBA) Examination**

#### **Semester – I**

**Course Name: English**

**Course Code: 1T1**

### **COURSE OUTCOMES**

The student will be able to

**CO1:** Students will be able to **relate** the unchanging human values..

**CO2:** Students will be able to **connect** with the changing times.

**CO3:** Students will be able to **develop** the business manners.

**CO4:** Students will be able to **spot** the grammatical errors through punctuation and words often confused.

**CO5:** Students will be able to **strengthen** their grasp of English Language

### **UNIT-I -Prose**

1. Home coming Dr. Tapati Dey
2. The Lighthouse Keeper of Aspinwall –Henry Sienkiewicz
3. Ilyas-Leo Tolstoy

### **Unit-II - Prose**

1. Social Media- Dr.Sujata Chakravorty
2. World of Advertising- Dr.Pranjali Kane
3. OYO -Reinventing Hospitality

**Unit III:** (A)Communication i)Business Manners- Body Language, Gestures, Telephone etiquette, E-mail etiquette. (B) Business Correspondence Business Letter Writing- Enquiries and replies, Placing and fulfilling orders , Complaints and follow-up letters , Sales letters, Circular letters, Application for employment and Resume.

**Unit IV:** Basic Grammar – Tense, Forms of the Verb, Preposition, Articles, Punctuation, Single Word for a Group of Words, Sentence Construction, Comprehension.

## Semester – I

**Course Name: Fundamentals of Business Management**

**Course Code: 1T2**

### **COURSE OUTCOMES**

**CO1:** The student will be able to **define** various function of management and summarize contributions to management by various scientists.

**CO2:** The student will be able to **classify** various skills required by a manager.

**CO3:** The student will be able to **differentiate** between management and administration and discuss the concept of Professionalism of management in India.

**CO4:** The student will be able to **classify** various types of plans and develop effective planning strategies.

**CO5:** The student will be able to **compare** various organizational structures and identify features of a good organizational structure.

**Unit I:** Introduction -Nature, function, definition and importance of management, Definition, nature, purpose and scope of management, Functions of a manager, is management a science or art? Development of Management Thought -Scientific management; Contribution of Taylor, Fayol, Mary Follet, Elton Mayo; Hawthorne experiments, Contingency approach.

**Unit II:** Management and Administration-Management and administration, Management as a profession, Professionalism of management in India, Management ethics and management culture, Skills required of manager, Classification of skills, Methods of skills development.

**Unit III:** Management Planning-Concept of planning, objectives, Nature, Types of plan, Stages involved in planning, Characteristics of a good plan, Importance, Limitations of planning, Making planning effective, Strategic planning in Indian Industry.

**Unit VI:** Decision Making-Concept, characteristics of decisions, Types of decisions, Steps Involved in decision making, Importance of decision making, Methods of decision making, Committee Decision Making. Organization -Concepts, Principle of organization, Importance, Features of good organization structure, Types of Organization structure.

## **Semester – I**

**Course Name: Computer Applications for Business**

**Course Code: 1T2**

### **COURSE OUTCOMES**

**CO1:** The student will be able to **explain** the working of computer.

**CO2:** The student will be able to **use** the ms-office package.

**CO3:** The student will be able to **elaborate** the current trends in IT.

**CO4:** The student will be able to **design** the webpages using HTML.

**CO5:** The student will be able to **adapt** the use of computers in Business transactions and decisions

**Unit I:** Introduction to Computers - Generation of Computers, Block Diagram, Working of Computer, Hardware and Software, Programming and Flow Charts concepts, Operating systems (MSDOS, Windows, UNIX, Linux), Networking concepts.

**Unit II:** Working with Computers - Introduction to Word, Excel, PowerPoint, Internet,. Lab Activity would be based on the following topics: a. MS Word b. MS Excel c. MS PowerPoint

**Unit III:** Introduction to e-Commerce, e-Learning and e-Business, M-Commerce. Introduction to Basic Web Page designing Language (HTML), using Tags: - Structural, Formatting, List tags and Table.

**Unit IV:** IT Consulting – Basic concepts of business, strategy and operation; Business / Strategic Consulting: Reengineering, BPR; Operations Consulting: domain knowledge concept, domain consulting. IT Enabled Services (ITES) – Processes, Outsourcing Function, Call Centres; BPO's: Captive BPO's (GE and Dell) and Third Party BPO's (Infosys BPO, Wipro BOP, Mphasis, Daksh and EXL etc).

**Semester – I**

**Course Name: Cost Accounting**

**Course Code: 1T4**

**CO1:** The student will be able to **find** the cost of the products through cost sheet and tender sheet

**CO2:** The student will be able to **construct** process accounts on Normal and Abnormal loss

**CO3:** The student will be able to **solve** the problem on transportation in operating costing

**CO4:** The student will be able to **apply** marginal costing methods to control cost and compute BEP

**CO5:** The student will be able to **apply** marginal costing methods to control cost and compute BEP

**Unit –I:** Introduction -Meaning of Cost, Costing and Cost Accounting, Features, Scope and Functions of Cost Accounting, Advantages and Limitations of Cost Accounting; Concept of Cost; Analysis and Classification of Costs; Elements of Cost; Preparation of Cost Sheet (Statement of Cost); Quotations and tender. Introduction and need for reconciliation between financial accounts and cost account, reasons for disagreement in Profit; Preparation of Reconciliation Statement.

**Unit –II:** Process Costing: Meaning, features and applicability, difference between process and job costing, wastage and by-products, normal and abnormal loss. Preparation of process accounts

**Unit III:** Operating Costing: Classification of costs, Features of operating costing: Transport costing (Standard charge, running and operating cost, maintenance charges and log sheet)

**Unit IV:** Marginal Costing: Introduction, Application of Marginal costing in terms of cost control, level of activity planning- Break-even-analysis: Application of BEP for various business problems.



**Bachelor of Business Administration (BBA) Examination**

**Semester – II**

**Course Name - Principles of Marketing Management**

**Course code -2T1**

**COURSE OUTCOMES**

**CO1:** The student will be able to **describe** the role of marketing in building and managing customer relationships

**CO2 :** The student will be able to **identify** evidence of marketing in everyday life

**CO3:** The student will be able to **describe** the marketing mix

**CO4:** The student will be able to **demonstrate a** clear understanding of the marketing concept

**CO5:** The student will be able to **evaluate** how marketing strategies align with corporate strategies

**Unit I Marketing: Definition**, nature, scope & importance, Marketing Management, Core concepts of marketing, selling concept, production concept, and modern marketing concept.

**Unit II:** Segmentation: Concept, basis of segmentation, Importance in marketing; Targeting: Concept Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning.

**Unit III;** Marketing Mix: Product: Product Mix, New Product development, levels of product, types of product, Product life cycle, Branding and packaging, different types of distribution channels.

**Unit IV Price:** Meaning, objective, factors influencing pricing, methods of pricing. Promotion: Promotional mix, tools, objectives, media selection & management. Process & Scope Marketing Information Systems: Meaning Importance and Scope Consumer behavior: Concept, Importance and Factors influencing consumer behavior.

**Semester – II**  
**Course Name - Financial & Management Accounting**  
**Course code -2T2**

**COURSE OUTCOMES**

**CO1:** The student will be able to **define** meaning, scope, importance and classification of Accounting with rules and journal entries

**CO2:** The student will be able to **prepare** Final account of joint stock Company with adjustment and closing entries

**CO3:** The student will be able to **analyze** financial statement using financial ratios and breakeven point

**CO4:** The student will be able to **estimate** budget with the help of cash budget and flexible budget methods.

**CO5:** The student will be able to **interpret** the methods of Financial and managements accounting to solve problems.

**Unit –I:** Introduction - Meaning, Scope and importance of Financial Accounting. Financial Accounting - concepts and conventions, classification of accounts, Rules and principles governing Double Entry Bookkeeping system (Preparation of Journal), Nature and function of financial Reporting, GAAP.

**Unit –II:** Final Accounts of Companies - Final Accounts of Joint Stock Companies – contents and preparation of Trading and Profit and Loss Account, Profit and Loss Appropriation Account and Balance sheet with adjustment, Closing Entries (Simple entries)

**Unit III:** Management Accounting - Meaning, Scope, Importance, and Limitations of Management Accounting, Difference between Financial Accounting and Management Accounting, Break even analysis, Analysis of Financial Statements (using ratio analysis-simple ratios)

**Unit IV:** Budgetary Control - Business budgets and budgetary control – Types of budget and its utility, preparation of cash & flexible budgets.

Note: Simple Numerical will be based on all Units.

**Course Name - Micro-Economic Fundamentals**

**Course code -2T3**

**COURSE OUTCOMES**

**CO1:** The student will be able to **define** the concept of microeconomics and macroeconomics

**CO2:** The student will be able to **construct** the link between household behavior and economic model of demand.

**CO3:** The student will be able to **identify** the various determinants of demand.

**CO4:** The student will be able to **analyze the** concept and functions of production.

**CO5:** The student will be able to **evaluate** various market structures and its impact on economy.

**Unit I:** Introduction to Micro Economics- Meaning, Definition, Importance of Micro Economics, Factors affecting Micro Economics. Difference between Micro-Economics & Macro Economics.

**Unit-II:** Demand and Supply Analysis - Concept of Demand, Law of Demand-Meaning, Definition, Assumptions & Exceptions. Elasticity of Demand- Meaning, Types and Factors affecting Elasticity of Demand; The Indifference Curve Theory; Supply- Concept of Supply, Elasticity of Supply, Types and Factors affecting Elasticity of Supply.

**Unit III:** Production & Cost Analysis - Production & Production Function: Concept, Forms of Production function, Law of Variable Proportions, Returns to scale. Cost Concepts, Short term and Long term cost output relationship, The Isocost and Isoquant Approach, Economic Region and Economies & Diseconomies of scale.

**Unit IV:** Market Structures- Characteristics and price determination in various market structures - Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly. Pricing: Meaning, Types of Pricing.

**Course Name - English**

**Course code -2T4**

**COURSE OUTCOMES**

**CO1:** The student will be able to **understand** human emotions and human values like true love, friendship, faith, honesty through short stories.

**CO2:** The student will be able to **understand** the importance of integrity, women achievers in India and ill- effect of cybercrime through articles.

**CO3:** The student will be able to **categorize** different business letters.

**CO4:** The student will be able to **utilize** basis grammar and vocabulary for preparing own notes

**UNIT I:** Prose Prescribed text : INSPIRATIONS - Raghav Publishers & Distributors, Nagpur  
Edited by : Board of Editors 1. The Dispenser of Holy Water- Guy de Maupassant 2. After Twenty Years-O.Henry 3. The Wall- Dr.Sunilkumar Navin

**UNIT II:** Prose Prescribed text : INSPIRATIONS - Raghav Publishers & Distributors, Nagpur  
1.Beware, You are Being Tracked!- Dr.Supantho Bhattacharya 2.What is integrity? Subroto Bagchi  
3. Unsung Women Achievers of Contemporary India-Dr.Subhashree Mukherjee

**UNIT III:** Business Communication Memorandum Writing• Notice, Agenda and Minutes•  
Writing Advertisements for: Rent, Sale, Situations Vacant•

**Unit IV:** Basic Grammar& Vocabulary Subject-Verb-Agreement / Concord of Nouns, Pronouns and Possessive Adjectives• Spotting errors and rewriting sentences correctly.• Synonyms• & Antonyms (based on the exercises at the end of the prescribed lessons from INSPIRATIONS)  
Words Often Confused•

**Bachelor of Business Administration (BBA) Examination**

**Semester – III**

**Course Name - Principles of Financial Management**

**Course code -3T1**

**COURSE OUTCOMES**

**CO1:** The student will be able to **differentiate** between various finance functions.

**CO2:** The student will be able to **identify** suitable objective of finance function in an organization.

**CO3:** The student will be able to **explain** features of various sources of finance.

**CO4:** The student will be able to **calculate** weighted average cost of capital.

**CO5:** The student will be able to **estimate** the working capital requirement of the firm.

**Unit –I: Introduction of Business Finance** - Meaning, Scope and importance of Business Finance. Finance Functions. Goals & objectives of financial management

**Unit –II: Sources of Financing** - LONG TERM: Equity shares, Preference Shares, debentures,/ Bonds (Types, features & utility), term loans, lease & hire purchase, retained earnings,; SHORT TERM: trade credit, bank finance, commercial paper, factoring & bills discounting.

**Unit III: Cost of Capital** - Cost of capital, Cost of different sources of finance, weighted average cost of capital, Concept of Leverage, Concepts of Capital Structure.

**Unit IV: Working Capital Management** - Meaning, Scope, Importance, and Limitations of Working Capital, Factors affecting Working Capital needs, Various Approaches for financing Working Capital. Concept of Operating Cycle, Estimation of Working Capital Requirement

**Note: Simple Numerical will be based on Unit III and IV only.**

## **Course Name - Basic Statistical Techniques**

**Course code -3T2**

### **COURSE OUTCOMES**

**CO1:** The students will be able to **use** statistical reasoning, formulate a problem in Statistical terms, perform exploratory analysis of data by graphical and other means, and carry out a variety of formal inference procedures.

**CO2:** The students will be able to **develop** the skills of critical thinking and the ability to perform.

**CO3:** Students will be able to **describe** important theoretical results and understand how they can be applied to answer Statistical question.

**CO4:** The students will be able to **get insight** to business mathematical environment and their applicability.

**CO5:** The student will be able to **understand** concept of mathematics and the various Statistical tools.

**Unit I** – Definition, functions, scope and role of statistics in business and importance of statistics. Classification of data, tabulation, frequency distribution, diagrams & graphs.

**Unit II** – Importance and requisites of a good statistical average, types of averages – arithmetic mean, median, mode, geometric mean, harmonic mean, weighted average, relationship amongst different averages.

**Unit III** – Meaning and significance of dispersion, methods of measuring dispersion – range, quartile deviation, mean deviation, standard deviation and coefficient of skewness.

**Unit IV** – Definition of correlation, significance of correlation, types of correlation, merits and limitations of coefficient, Calculation of coefficient of correlation and probable error for simple series, calculation of coefficient of correlation and probable error for continuous series.

**Numerical shall be based on Unit II, Unit III, and Unit IV**

## **Course Name - Evolution of Business & Commercial Geography**

**Course code -3T3**

### **COURSE OUTCOMES**

**CO1:** The student will be able to **develop and understanding** of chronological development of business and how it helps to form industries.

**CO2:** The student will be able to **explain** the relationship between various wars and it's ultimate impact on business process.

**CO3:** The student will be able to **identify** the various parts of environment which ultimately makes students to learn business patterns

**CO4:** The student will be able to **compare** production and consumption pattern and how it impact economic growth of country.

**CO5:** The student will be able to **analyze** the pattern of industries and their growth in recent time.

**Unit I:** Evolution of Business & Economy: Industrial revolution (1820-1850); Rise of European business (1850-1900); Impact of First World War on International Business; The Great Depression and its effect on International Business; Impact of Second World War on International Business.

**Unit II:** Evolution of Business in post WWII Scenario: Cold War and its impact on International Business; OPEC Crises and its impact on International Business; Gulf War and its impact on International Business; Dawn of IT era and its impact on business & economy.

**Unit III :** Commercial Geography: Geography - meaning & its relation with Commerce & Commercial Geography - Nature and scope. Approaches of commercial Geography. 2. Geographical Environment & Commerce - Relationship between geographical environment and Commerce, Economic activities, Determinism and possibilism, Physical environment - Location, size and shape of the country relief, climate, water bodies, soils, vegetation, animals, minerals, Cultural environment, settlements, transport, communication and technology.

**Unit IV:** Industries : Role of industries in Economic development; Factors of industrial location - Raw material, power, market, transport and communication, land capital, technology; Webers theory of industrial location, Iron & steel industry - India & USA, Cotton textile industry - India & USA. Engineering industry in India - Major industrial regions of the world and India.

## Course Name - Environment Management

Course code -3T4

### COURSE OUTCOMES

**CO1:** The student will be able to **understand** of environmental management approaches in Australia and internationally.

**CO2:** The student will be able to **analyze** environmental management in relation to the major principles of sustainable development.

**CO3:** The student will be able to **evaluated** information in oral and written forms.

**CO4:** The student will be able to **create** environmental management analysis outputs of professional quality.

**CO5:** The student will be able to **translate** generic concepts and methods into critical reviews of contemporary, real-world environmental management practice.

**Unit I:** Introduction to Environment Management: Definition, Scope importance, Need for public awareness, sustainable development, Natural Resources- renewable and non- renewable resources, role of individual in conservation of natural resources( Forest, water, land, energy, mineral)

**Unit II:** Environment Pollution: Types of pollution- air, water, soil, noise, thermal and Nuclear, causes effects and control measures, Global warming, green house effect, Ozone layer depletion, Acid rains

**Unit III:** Human Population: Global population growth, variations among nations, Population explosion causes and impact, Family welfare Programs-methods of sterilization; Infectious diseases, water related diseases, risk due to chemicals in food, Cancer and environment

**Unit IV:** Social Issues in Environment: Construction of dams: problems and concerns of resettlement, rehabilitation of affected people; Environmental ethics– issues and possible solutions, resource consumption patterns and need for equitable utilization; Equity disparity in western and eastern countries; Urban and rural equity issues; Need for gender equity



**Bachelor of Business Administration (BBA) Examination**

**Semester – IV**

**Course Name - Principles of Human Resource Management**

**Course code -4T1**

**COURSE OUTCOMES**

**CO1:** The student will be able to **develop** necessary skill set for application of various HR issues

**CO2:** The student will be able to **analyze** the strategic issues and strategies required to select and develop manpower resources.

**CO3:** The student will be able to **integrate the knowledge** of HR concepts to take correct business decisions.

**CO4:** The student will be able to **develop** the understanding of the concept of human resource management and to understand its relevance in organizations.

**CO5:** The student will be able to **develop** necessary skill set for application of various HR issues.

**Unit 1:** Introduction to Human Resource Management: Definition, concept and Scope of H. R. M., Difference between Personnel Management and H.R.M., Importance and Functions of H.R.M. Role of H.R Department.

**Unit 2 :** Job Analysis, Job Design: Meaning of Job Analysis, Uses, Process and methods of collecting data for job analysis, Job Description, Job Specifications. Meaning of Job Design, Techniques of Job Design

**Unit 3 :** Human Resource Planning - Recruitment – Selection: Definition and objectives of Human Resource planning, process of Human Resource planning factors influencing estimation of Human Resources, Concept of Recruitment & Selection, sources of recruitment, Selection Procedure

**Unit 4 :** Induction & Training : Concept of Induction, Training- Need for training, benefits of training, identification of training needs and methods/ types of training. Evaluation of effectiveness of training programs.Placement, Transfer, Promotion, Demotion.

**Course Name - Money, Banking and Finance**

**Course code -4T2**

**COURSE OUTCOMES**

**CO1:** The student will be able to **understand** the concept of money and its role in economy.

**CO2:** The student will be able to **understand** the banking structure of India.

**CO3:** The student will be able to **demonstrate** Functions of RBI.

**CO4:** The student will be able to **analyze** concept of GDP, GNP, NNP, PI, DPI.

**CO5:** The student will be able to create Monetary and Fiscal policy

**Unit I:** Money - Concept and functions of Money, Origin and development of Money, Limitations of Barter System, Classification of Money, Importance of Money, Qualities of Good Money, Defects of money.

**Unit II:** Banking and Finance - Commercial Banking- Role and functions of Commercial Banks, Credit creation and its limitations Central Banking-Functions of Central Bank. Reserve Bank of India –Role in Indian Economy, Monetary & Non-Monetary functions of RBI

**Unit III:** National Income Determination- Meaning, Method & Difficulties of Measuring National Income; Concept of GDP, GNP, NNP, PI, DPI. Inflation and Deflation- Types, Causes and Measures to Control.

**Unit IV:** Monetary and Fiscal Policy- Concept, Objectives, Instruments, Limitations of Monetary and Fiscal policy, Public Finance- Meaning, Scope and Importance of Public Finance, Public Finance Vs Private Finance.

## Course Name - Introduction to Sociology & Psychology

Course code -4T3

### COURSE OUTCOMES

**CO1:** The student will be able to **develop** sociological knowledge and skills that will enable them to think critically and imaginatively about society and social issues.

**CO2:** The student will be able to **develops** the ability to demonstrate sociological understandings of phenomena, for example, how individual biographies are shaped by social structures, social institutions, cultural practices, and multiple axes of difference and inequality

**CO3:** The student will be able to **learn** about institutions, folkways, mores, culture, social control, social inequality, population composition, population policy, society and culture of India.

**CO4:** The student will be able to **identify** how psychologists study human behavior and how this knowledge can be used to explain, predict, and influence behavior.

**CO5:** The student will be able to **identify** how psychologists study human behavior and how this knowledge can be used to explain, predict, and influence behavior.

**Unit I:** Sociology as the Science of Society: (a) Sociology – Meaning and Definitions, (b) Characteristics of Sociology as a science (empirical, theoretical, cumulative and nonethical), (c) Development of Modern Industrial Society – Characteristics, industrialism, capitalism, urbanism, liberal democracy, (d) Postmodern Society – Nature and Characteristics, (e) Culture – Meaning and elements, (cognitive elements, beliefs, values and norms and signs), Meaning, stages and agencies of socialization.

**Unit II:** Social Structure and Social Change: (a) Structural aspects of social system – Institutions, groups, subgroups, roles, norms and values, (b) Social change – Its sources – Internal and External, (c) Types of Social Change – Changes in social values with reference to pattern variables, changes in occupational structure and demographic changes

**Unit III:** Introduction to Psychology:(a) Definition, Nature, Scope and Applications of Psychology. (b)Methods: Introspection, Observation, Experimental, Interview, Questionnaire and Case Study. (c)Contemporary Perspectives: Biological, Cognitive, Psychoanalytical, Humanistic, Evolutionary and Cross-cultural. (d)Biological Bases of Behaviour: Evolution, Genes and Behaviour. The Response Mechanism: Receptors, Effectors and Adjustors. (e)The Nervous System: The Basic Structure, Functions and Divisions of the Peripheral and Central Nervous System.

**Unit IV:** Social Psychology:(a)Introduction: Nature and Scope; Methods of Studying Social Behaviour: Observation, Experimental, Field Study, Survey, Sociometry and Cross-cultural. (b)Socialization: Agents and Mechanisms, Socialization and Deviation. (c)Perceiving Others: Forming Impressions; Role of Nonverbal Cues, Group stereotypes, Central Traits; Primary and Recency Effects; Models of Information Integration; Attribution of Causality: Biases and Theories (Jones and Davis, Kelley).

### **Course Name - Business Legislations**

**Course code -4T4**

#### **COURSE OUTCOMES**

**CO1:** The student will be able to **understand** the legal system of India

**CO2:** The student will be able to **understand** the Indian Contract act and its essential elements

**CO3:** The student will be able to **demonstrate** companies act

**CO4:** The student will be able to **analyze** consumer protection law

**CO5:** The student will be able to **create** a consumer redressal system

**Unit I:** Administration of law & legal system in India - Introduction to legal aspects of Business in general; Freedom of Trade, Profession and Occupation (Constitutional Provisions).

**Unit II:** Indian Contract Act (1872) - a) Definition (Sec.2) b) Essential elements of a valid contract c) Competency to enter in contracts (Sec. 11 & 12).d) Consent – Free consent, Coercion, undue influence, fraud, misrepresentation, mistake (sec 13-23).Void Agreement (sec 24-30) f) Consequences of breach of contract (sec73-75).

**Unit III:** The Companies Act (1956) - Definition & characteristics of a company, Company distinguished from partnership, Kinds of Companies, Provisions relating to incorporation, lifting the Corporate Veil. Memorandum of Association, Doctrine of ultra-vires, Articles of Association, Doctrine of indoor management & constructive notice, Concept of Prospectus. Company Management And Board Meeting : Administrative Hierarchy, Board of Director – Director- Legal Position, Appointment, Qualification, Disqualification, Removals Power, duties, Liabilities etc. Managing Director – Meaning, Appointment, and Disqualification. Manager-Meaning, Disqualification. Company Meetings Meaning of meeting General Body meeting – statutory Meeting, Annual General meeting, Extra ordinary meeting Board Meeting.

**Unit IV:** The Consumer Protection Act, 1986 Salient features of Act. Definitions- Consumer, Complaint, Services, Defect and Deficiency, Complainant. Rights and Reliefs available to consumer. Procedure to file complaint. Consumer Disputes Redressal Agencies. (Composition, Jurisdiction, Powers and Functions.) Procedure followed by Redressal Agencies. Introduction to GST

## **Bachelor of Business Administration (BBA) Examination**

**Semester – V**

**Course Name - Entrepreneurship Development**

**Course code -5T1**

### **COURSE OUTCOMES**

**CO1:** The student will be able to **define** concept of Entrepreneur and Entrepreneurship in India and its role in India's economic development.

**CO2:** The student will be able to **compare** factor affecting on entrepreneurship and growth actions taken by government, different Edps for their development.

**CO3:** The student will be able to **discover** small scale industries and opportunities for entrepreneurs and their project identification with different feasibility with different methods.

**CO4:** The student will be able to **identify** all institutional and financial support to entrepreneurs like MIDC, MSME, MCED, DIC, SSIB.

**CO5:** The student will be able to **conclude** about entrepreneurs and entrepreneurship in Indian environment.

**Unit I:** Entrepreneur & Entrepreneurship: Evolution of the concept of Entrepreneurs, Characteristics of an Entrepreneur, Distinction between an entrepreneur and a manager; functions of an entrepreneur, types of entrepreneurs, concept of intrapreneurs; growth of entrepreneurship in India, role of entrepreneurship in economic development.

**Unit II:** Entrepreneurial growth: Factors - Economic factors, non-economic factors, Government actions; Entrepreneurial competencies – meaning, major competencies, developing competencies; Entrepreneurship Development Programs (EDPs) - Need, objectives, course content of EDPs, phases of EDPs, evaluating EDPs.

**Unit III:** Small Enterprises: An introductory framework: Definition, characteristics, relationship between small and large units, rationale, objectives, scope, opportunities for entrepreneurial career, problems of SSIs; Project Identification and Selection (PIS) - Meaning of project, project identification, project selection, contents of project reports, formulation of project reports; Project Appraisal - Concept, methods, economic analysis, financial analysis, market analysis, technical feasibility, managerial competence.

**Unit IV:** Institutional & financial support to Entrepreneurs: Need for institutional support, various institutions supporting entrepreneurship in India – MIDC, MSME, MCED, DIC, SSIB, MSSIDC, BIFR; Financial support to entrepreneurs: Commercial banks, other financial institutions – IDBI, IFCI, SFCs, SIDBI, venture capital.

## Course Name - Principles of Operations Management

Course code -5T2

### COURSE OUTCOMES

**CO1:** The student will be able to **understand** the relationship between operations and other business functions

**CO2:** The student will be able to **understand** techniques of location and facility planning

**CO3:** The student will be able to **develop** aggregate capacity plans and MPS in operation environments.

**CO4:** The student will be able to **plan and implement** suitable quality control measures in Quality Circles to TQM

**CO5:** The student will be able to **understand** the Materials Management function starting from Demand Management through Inventory Management.

**Unit I:** Introduction to Operations Management: Introduction to Operations Management, its Nature, Scope, Importance and Functions. Difference between production, manufacturing and service. Concept and types of production, mass, job-based, batch and assembly line production system. Types of services.

**Unit II:** Facilities and Production Planning: Factors affecting plant location, types of plant layouts – product layout, process layout, fixed position layout, cellular layout, types of service layouts. Concept of production planning, definitions of capacities, master production schedule, material planning. Introduction to maintenance.

**Unit III:** Material Management: Scope of materials management, Purchase and Stores Functions, Introduction to warehouse management, Concept of Lead time, re-order level, minimum and maximum stock, Basic concepts of Inventory management, inventory costs, ordering and carrying cost.

**Unit IV:** Quality Management and Productivity: Introduction to quality, dimensions of quality, concept of product, process and service quality. Introduction to Quality Management System, concept of TQM, ISO, Kaizen, Quality circles, Six-sigma. Concepts of productivity, machine, labour and cost productivity.

## **Course Name - International Business Environment**

**Course code -5T3**

### **COURSE OUTCOMES**

**CO1:** The student will be able to **explain** the most widely used international business terms and concept

**CO2:** The student will be able to **demonstrate** the impact of various economic variables on international business of country

**CO3:** The student will be able to **apply** the knowledge of various technique of major business discipline

**CO4:** The student will be able to classify critical strategic operation in international business

**CO5:** The student will be able to discuss the functions of various International Organization

**Unit I:** Introduction to International Business: Importance, nature and scope of International business; Modes of entry into International Business; Internationalization process and managerial implications; Issues in foreign investments, technology transfer, pricing and regulations; International collaborative arrangements and strategic alliances; Concept and significance of balance of payments account

**Unit II:** International Business Environment: Economic, Political, Cultural and Legal environments in International Business. Framework for analyzing international business environment.

**Unit III:** Global Trading and Investment Environment: World trade in goods and services – Major trends and developments; World trade and protectionism – Tariff and non-tariff barriers; Foreign investments-Pattern, Structure and effects; Movements in foreign exchange and interest rates and their impact on trade and investment flows.

**Unit IV:** International Economic Institutions and Agreements: WTO, WTO and Developing Countries, IMF, World Bank, UNCTAD, International commodity trading and agreements. Structure and functioning of EC and NAFTA, Regional Economic Groupings in Practice: Levels of Regional Economic Integration; Regionalism vs. Multilateralism; Important Regional Economic Groupings in the World.



## Course Name - Research Methodology

Course code -5T4

### COURSE OUTCOMES

**CO1:** The student will be able to **define** concept of Entrepreneur and Entrepreneurship in India and its role in India's economic development.

**CO2:** The student will be able to **compare** factor affecting on entrepreneurship and growth actions taken by government, different Edps for their development.

**CO3:** The student will be able to **discover** small scale industries and opportunities for entrepreneurs and their project identification with different feasibility with different methods.

**CO4:** The student will be able to **identify** all institutional and financial support to entrepreneurs like MIDC, MSME, MCED, DIC, SSIB.

**CO5:** The student will be able to **conclude** about entrepreneurs and entrepreneurship in Indian environment.

**Unit I:** Introduction - Meaning, Objectives and Types of research, Research Approach, Research Process, Relevance & scope of research in management. Research Design - Features of good Design, Types of Research Design,

**Unit II:** Sampling Design - Steps in sample Design, Characteristics of a good sample Design, Probability & Non Probability sampling. Hypothesis – Meaning, Types, Process, Formation of Hypothesis, Testing of Hypothesis

**Unit III:** Measurement & scaling techniques - Errors in measurement. Test of sound measurement, Scaling and scale construction technique. Attitude Measurement and Scales: Introduction to attitude -Various Methods to measure attitude.

**Unit IV:** Methods of data collection - Primary data – questionnaire and interviews; Collection of secondary data. Interpretation of data - Techniques of Interpretation, Report writing, Layout of a project report, preparing research reports.

**Bachelor of Business Administration (BBA) Examination**

**Semester – VI**

**Elective A - Financial Management**

**Paper 1**

**Course Name - Fundamentals of Business Finance**

**Course code -6T1**

**COURSE OUTCOMES**

**CO1:** The student will be able to **understand** the principles and practices of marketing communication and its role in business organizations and society.

**CO2:** The student will be able to **examine** the promotional mix from an integrative perspective

**CO3:** The student will be able to **appraise** the key issues in managing a brand portfolio

**CO4:** The student will be able to **analyze** the structure and objective of sales organization

**Unit –I:** Mathematics of Finance – Concept of Time Value of Money, Compounding and Discounting of single cash flow, series of cash flow and annuity. Simple problems based on Time Value of Money

**Unit –II:** Capital Budgeting - Premises of Capital Budgeting Decisions, Tools in Capital Budgeting, Pay Back Period, Average Rate of Return on Investments, Net Present Value, IRR.

**Unit –III:** Dividend decision and Management of Earnings - Relevance approach of dividend valuation models, Irrelevance approach of dividend valuation models, Stability of dividend, Factors determining dividend decisions.

**Unit IV:** Corporate Restructuring - Reasons & drivers of corporate restructuring, Methods of restructuring- mergers (types of merger), takeovers, acquisitions (Types of Takeover/ acquisition), divesting/ demerger, spin-off, split ups Simple Numerical will be based on Unit I, II and III only.

## **Course Name - Advanced Financial Management**

**Course code -6T2**

### **COURSE OUTCOMES**

**CO1:** The student will be able to **define** banks and banking structure in India, bank deposits, types of deposits and kyc process.

**CO2:** The student will be able to **classify** different types of insurance plan, insurance products and its principles.

**CO3:** The student will be able to **identify** mutual funds organizations structure and various types of funds and Nav.

**CO4:** The student will be able to **discover** capital market, its structure and stock exchanges in India.

**CO5:** The student will be able to develop the area of finance through banking, insurance, mutual funds and capital market.

**Unit –I:** Banking Services and Operations -Definition of banks, Functions of Commercial Banks, Banking Structure in India, Role of RBI vis-a-vis other commercial banks, Introduction to Bank Deposits, Types of Deposit Accounts, KYC

**Unit –II:** Insurance Services - Concept of insurance, principles of insurance, Traditional and Unit linked policies, individual and group policies, Different type of insurance products – whole life products, term assurance annuities, and endowment, Medi-Claim and health insurance products.

**Unit –III:** Mutual Funds – Organization Structure, Classification of Funds –Types of Funds – Equity Funds, Debt Funds, Liquid Funds, Balanced Funds, Monthly Income Plans, ETFs, Commodity Funds, Fund of Funds, Sectoral Funds, ELSS; Calculation of NAV; Systematic Investment Plans; Concept of Cost Averaging and Value Averaging.

**Unit IV:** Capital Market - Introduction to Capital Markets, Structure of Capital Market, Primary and Secondary Market, Stock Exchanges in India- BSE, NSE, OTCEI, ICSEI, Functions of Stock Exchange, SEBI and Role of SEBI in Capital Market

## Elective C–Marketing Management

### Paper 1

Course Name - Fundamentals of Marketing Management

Course code -6T1

#### COURSE OUTCOMES

**CO1:** The student will be able to **understand** the concept of integrated marketing mix.

**CO2:** The student will be able to **develop** a strategic brand equity plan.

**CO3:** The student will be able to **evaluate** the structure of sales organization.

**CO4:** The student will be able to **evaluate** the distribution channel.

**CO5:** The student will be able to **develop** service mix

**Unit – I:** Integrated Communication Mix (IMC) -meaning, importance; Communication meaning, importance, process, communication mix-components, role in marketing,

**Unit – II:** Branding - meaning, brand recall, brand positioning. Importance of branding and advertising. Digital Marketing – Scope and Importance, Search Engine Optimisation (SEO), Out of home (OOH).

**Unit – III:** Sales Organisation and Relationship : Purpose of sales organization, Types of sales organization structures, Sales department external relations, Distributive network relations.

**Unit – IV:** Concept of services - Nature & characteristics of services, Marketing Mix and strategies in Service Marketing, Product decisions, pricing strategies, Promotion of services, Placing or Distribution methods of services, Service vision & Strategies: Includes Advertisements, Branding, Packaging of Services.

## Paper 2

Course Name – Advanced Marketing Management

Course code -6T2

### COURSE OUTCOMES

**CO1:** The student will be able to **understand** key elements in developing a personal marketing strategy.

**CO2:** The student will be able to **understand** the strategic importance of focusing on organizational climate and culture for companies.

**CO3:** The student will be able to **evaluate and develop** co-creation strategies.

**CO4:** The student will be able to **undertake** the situation analysis underpinning the design of marketing strategies.

**CO5:** The student will be able to **develop** a marketing strategy using an understanding of customer behavior.

**Unit – I :** Sales Management : - Evolution of sales function, Objectives of sales management positions, Functions of Sales executives, Relation with other executives, Salesmanship : Theories of personal selling, Types of Sales executives, Qualities of sales executives, Prospecting, pre-approach and post-approach, Organising display, showroom & exhibition

**Unit – II:** Distribution network Management: Product Distribution Channel & Types of Marketing Channels, Factors affecting the choice of channel, Types of middleman and their characteristics, Wholesale and Retail, Supply Chain Management (SCM) and introduction to Supply Chain Management, Various types of Warehousing and transportation facilities.

**Unit – III:** Service Quality - Impact of service Quality, Approaches to service Quality, Ten original dimensions of Service Quality, How to improve service Quality, Service quality information systems, Benchmarking and certification. Marketing challenges in services business; Classification of services; End user, Profit orientation, Services tangibility, People based services, Expertise. Role of IT in service industry.

**Unit – IV:** Customer Retention & Relationship Marketing: CB-Services, Facts & Importance of CB in services, Evolution of Relationship Marketing, Enhancement of Internal & External relationships, Customer Retention (Operations, Delivery System). Various types of services offered to customers – hotel, hospital, transport, insurance, banking and education.

**Course Name - Project Work**

**Course code -6P1**

Every student will be assigned a project in 6th Semester of BBA and it will be pursued by him/her under the supervision of an internal supervisor. The objective of the Project Work is to help the student develop his/her ability to apply multi-disciplinary concepts, tools and techniques to solve organizational problems and/or to evolve new/innovative theoretical frame work. Project Work shall carry 200 marks• Evaluation Pattern