

# **SANSKARAM UNIVERSITY**

## **JHAJJAR**



**Scheme of Examination and Syllabus  
for BBA Hons.**

**Under Multiple Entry-Exit, Internships and CBCS-LOCF in according to NEP  
2020**

**w.e.f. 2024-25**

## BBA PROGRAMME STRUCTURE AS PER NEP 2020

Sem	Major Core Course (DSC)	Major Elective Course (DSE)	Minor Course (GE)	Skill Enhancement (SEC)/VOC	Ability Enhancement Course (AEC)	Apprenticeship/ Internship/ Project/ Community Outreach/ MOOC (AIPCM)	Major Dissertation / Internship	Total Credits
	4 Credits	4 Credits	4 Credits	4 Credits	2 Credits	2 Credits	6 Credits	
I	DSC 1 DSC 2 DSC 3		GE1	SEC1/VOC	AEC1			22
II	DSC4 DSC 5 DSC 6		GE2	SEC2/VOC	AEC2			22
III	DSC 7 DSC 8 DSC9		GE3	SEC3/VOC	AEC3 Or AIPCM			22
IV	DSC10 DSC11 DSC12		GE4	SEC4/VOC	AEC4 Or AIPCM			22
V	DSC1 3 DSC1 4 DSC1 5	DSE1	GE5		AEC5 Or AIPCM			22
VI	DSC16 DSC17 DSC18	DSE2	GE6			Project/ Dissertation 2 Credit		22
VII	DSC19	Two DSE and One GEDSE3 DSE 4 GE7					Dissertation/ Internship	22
VIII	DSC20	Two DSE and One GEDSE5 DSE 6 GE8					Dissertation/ Internship	22

## PROGRAM OBJECTIVES (POs)

<b>P01</b>	<b>Management Knowledge:</b> Students will acquire adequate understanding about management concepts and principles.
<b>P02</b>	<b>Business Analysis:</b> Use the business and management knowledge gained to analyse the business problems and come up with viable solutions.
<b>P03</b>	<b>Communication:</b> To impart knowledge to the students towards Business Communication for effective and Professional business management.
<b>P04</b>	<b>Entrepreneurship:</b> Build the entrepreneurship acumen.
<b>P05</b>	<b>Individual and Team Work:</b> To inculcate the ability for leading a team and develop group behavior in achievement of individual, group and organizational goals.
<b>P06</b>	<b>Regulatory Frame work:</b> To understand and discuss the broad legal and regulatory framework governing business activities.
<b>P07</b>	<b>Ethics:</b> To recognize and solve business problems in an ethical manner for continuous development of business venture.
<b>P08</b>	<b>Technology Orientation:</b> To develop competency in the use of technology in modern organizational operations.
<b>P0 9</b>	<b>The Business Leader and Society :</b> To provide an environment that challenges the student s' mind through competitive education which emphasizes on inculcating values, thus transforming them into socially responsible managers and business leaders.

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)  
EVALUATION SCHEME**

<b>SEMESTER -I</b>										
<b>Theory/ Practical</b>	<b>Course Code</b>	<b>Categor y</b>	<b>Course Title</b>	<b>Contac t Hours</b>			<b>Evaluation Scheme</b>			<b>Credits</b>
				<b>L</b>	<b>T</b>	<b>P</b>	<b>C I A</b>	<b>ESE</b>	<b>Total</b>	
Theory	080101001	DSC-1	Fundamental of Accounting	3	1	0	40	60	100	4
Theory	080101002	DSC-2	Business Environment	4	0	0	40	60	100	4
Theory	080101003	DSC-3	Quantitative Analysis for Management	3	1	0	40	60	100	4
Theory		*SEC-1/VOC	Skill Enhancement Course	3	1	0	40	60	100	4
Theory		**AEC-1	Ability Enhancement Course	2	0	0	40	60	100	2
Theory		GE-1	Any One	4	0	0	40	60	100	4
<b>Total</b>									<b>600</b>	<b>22</b>

\*University offers one course for the first semester either **Communicative English** or **Environmental Studies** under the category of SEC-1

\* The Syllabus will be offered by different schools of the university  
**One Generic Elective (GE-1) can be opted from**

<b>GE-1</b>	<b>Theory</b>	<b>Course Code</b>	<b>Course Title</b>
	<b>Theory</b>		<b>Essentials of IT</b>
	<b>Theory</b>		<b>Personal Finance and Planning</b>

<b>**AEC-1</b>	<b>Course Code</b>	<b>Course Title</b>

\*\*List of AEC Courses offered by other schools will be provided centrally.

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)  
EVALUATION SCHEME**

<b>SEMESTER- II</b>										
<b>Theory /Practical</b>	<b>Course Code</b>	<b>Catego ry</b>	<b>Course Title</b>	<b>Contact Hours</b>			<b>Evaluation Scheme</b>			<b>Credi ts</b>
				<b>L</b>	<b>T</b>	<b>P</b>	<b>CI A</b>	<b>ESE</b>	<b>Total</b>	
Theory	080102001	DSC-4	Organizational Behavior & Principles of Management	4	0	0	40	60	100	4
Theory	080102002	DSC-5	Business Mathematics	4	0	0	40	60	100	4
Theory	080102003	DSC-6	Business Organization	4	0	0	40	60	100	4
Theory		*SEC-2/VOC	Co-Curricular Course	3	1	0	40	60	100	4
Theory		**AEC-2	Ability Enhancement Course	2	0	0	40	60	100	2
Theory		GE-2	Any One	4	0	0	40	60	100	4
<b>Total</b>									<b>600</b>	<b>22</b>

\*University offers one course for the second semester either **Communicative English** or **Environmental Studies** under the category of SEC-2 (Other than the course taught in semester one)

\* The Syllabus will be offered by different schools of the university

**One Generic Elective (GE-1) can be opted from**

<b>ELECTIVE</b>	<b>Theory/ Practical</b>	<b>Course Code</b>	<b>Course Title</b>
<b>GE-2</b>	<b>Theory</b>		<b>Management Information System</b>
	<b>Theory</b>		<b>Advertising and Personal Selling</b>

	<b>Course Code</b>	<b>Course Title</b>
<b>**AEC-2</b>		

\*\*List of AEC Courses offered by other schools will be provided centrally.

**Note:** Students who wish to exit after securing 44 credits in the first two semesters will have to undergo an additional 4-credit work-based internship during the summer term in order to get a UG Cert

SEMESTER-III										
Theory /Practical	Course Code	Category	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
Theory	080103001	DSC-7	Production Operations Management	3	1	0	40	60	100	4
Theory	080103002	DSC-8	Managerial Economics	4	0	0	40	60	100	4
Theory	080103003	DSC-9	Marketing Management	3	1	0	40	60	100	4
Theory		*SEC-3	Co-curricular Course	3	1	0	40	60	100	4
Theory		**AEC-3	AEC3 Or AIPC M	2	0	0	40	60	100	2
Theory		GE-3	Any One	4	0	0	40	60	100	4
<b>Total</b>									<b>600</b>	<b>22</b>

One Generic Elective (GE-3) can be opted from

ELECTIVE	Theory	Course Code	Course Title
GE-3	Theory		E-Commerce
	Theory		New Venture Planning and Development

ELECTIVE	Theory	Course Code	Course Title
*SEC-3/VOC	Theory		Financial Literacy

\*List of SEC Courses offered by other schools will be provided centrally.

	Course Code	Course Title
**AEC-3		Creativity and Design Thinking

\*\*List of AEC Courses offered by other schools will be provided centrally.

SEMESTER-IV										
Theory/Practical	Course Code	Category	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
Theory	080104001	DSC-10	Cost & Management Accounting	3	1	0	40	60	100	4
Theory	080104002	DSC-11	Human Resource Management & Development	4	0	0	40	60	100	4
Theory	080104003	DSC-12	Business Law	4	0	0	40	60	100	4
Theory		*SEC-4	Co-curricular Course	3	1	0	40	60	100	4
Theory		**AEC-4	AEC4 Or AIPCM	2	0	0	40	60	100	2
Theory		GE-4	Any One	4	0	0	40	60	100	4
<b>Total</b>									<b>600</b>	<b>22</b>

One Generic Elective (GE-4) can be opted from

ELECTIVE	Theory/Practical	Course Code	Course Title
GE-4	Theory		Cyber Security
	Theory		Investment Management

# If the student opts for AIPCM in AEC-4 it will be of 100 marks and 2 credits.

ELECTIVE	Theory	Course Code	Course Title
*SEC-4	Theory		Leadership & Personality Development

\*List of SEC Courses offered by other schools will be provided centrally.

	Course Code	Course Title
**AEC-4		Technical Charts and Analysis for Stock Markets
		Digital Marketing

\*\*List of AEC Courses offered by other schools will be provided centrally.

**Note: Students who wish to exit after securing 88 credits in the first four semesters will have to undergo an additional 4-credit work-based internship during the summer term in order to get a UG Diploma.**

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)  
EVALUATION SCHEME**

<b>SEMESTER- V</b>										
<b>Theory /Practical</b>	<b>Course Code</b>	<b>Catego ry</b>	<b>Course Title</b>	<b>Contact Hours</b>			<b>Evaluation Scheme</b>			<b>Credits</b>
				<b>L</b>	<b>T</b>	<b>P</b>	<b>CIA</b>	<b>ESE</b>	<b>Total</b>	
Theory	080105001	DSC-13	Business Policy & Strategy	4	0	0	40	60	100	4
Theory	080105002	DSC-14	Project Management	4	0	0	40	60	100	4
Theory	080105003	DSC-15	Financial Management	4	0	0	40	60	100	4
Theory		DSE-1	Any One	4	0	0	40	60	100	4
Theory		**AEC-5	AEC5 Or AIPCM	2	0	0	40	60	100	2
Theory		GE-5	Any One	4	0	0	40	60	100	4
<b>Total</b>									<b>600</b>	<b>22</b>

One Discipline Specific Elective (DSE-1) can be opted from

<b>ELECTIVE</b>	<b>Theory/ Practical</b>	<b>Course Code</b>	<b>Course Title</b>
<b>DSE-1</b>	<b>Theory</b>		<b>Supply Chain Management</b>
	<b>Theory</b>		<b>Consumer Behavior</b>

One Generic Elective (GE-5) can be opted from

<b>ELECTIVE</b>	<b>Theory/Practical</b>	<b>Course Code</b>	<b>Course Title</b>
<b>GE-5</b>	<b>Theory</b>		<b>Data Base Management System</b>
	<b>Theory</b>		<b>Financial Services</b>

<b>**AEC-5</b>	<b>Course Code</b>	<b>Course Title</b>
	<b>NSMAEC5501</b>	<b>Entrepreneurial Finance</b>

\*\*List of AEC Courses offered by other schools will be provided centrally



<b>SEMESTER- VI</b>										
<b>Theory /Practical</b>	<b>Course Code</b>	<b>Catego ry</b>	<b>Course Title</b>	<b>Contact Hours</b>			<b>Evaluation Scheme</b>			<b>Credits</b>
				<b>L</b>	<b>T</b>	<b>P</b>	<b>CI A</b>	<b>ES E</b>	<b>Total</b>	
Theory	080106001	DSC-16	International Business Management	4	0	0	40	60	100	4
Theory	080106002	DSC-17	Entrepreneur ship & Small Business Management	4	0	0	40	60	100	4
Theory	080106003	DSC-18	Rural Management	4	0	0	40	60	100	4
Theory		DSE-2	Any One	4	0	0	40	60	100	4
Practical			AEC6	-	-	-	40	60	100	2
Theory		GE-6	Any One	4	0	0	40	60	100	4
<b>Total</b>									<b>600</b>	<b>22</b>

One Discipline Specific Elective (DSE-2) can be opted from

<b>ELECTIVE</b>	<b>Theory/ Practical</b>	<b>Course Code</b>	<b>Course Title</b>
<b>DSE-2</b>	<b>Theory</b>		<b>Business Ethics &amp; Indian Value System</b>
	<b>Theory</b>		<b>*Research Methodology</b>

\*It is mandatory to take research methodology as an Elective for students who planned to opt for BBA Honours with Research.

One Generic Elective (GE-6) can be opted from

<b>ELECTIVE</b>	<b>Theory/Practical</b>	<b>CourseCode</b>	<b>CourseTitle</b>
<b>GE – 6</b>	<b>Theory</b>		<b>Digital Governance</b>
	<b>Theory</b>		<b>Event Management</b>

**Note: Students who wish to exit after securing 132 credits in the first six semesters will be awarded a UG Degree in BBA.**

<b>SEMESTER- VII</b>										
<b>Theory/ Practical L</b>	<b>Course Code</b>	<b>Catego ry</b>	<b>Course Title</b>	<b>Contact Hours</b>			<b>Evaluation Scheme</b>			<b>Credits</b>
				<b>L</b>	<b>T</b>	<b>P</b>	<b>CI A</b>	<b>ESE</b>	<b>Total</b>	
Theory	080107001	DSC-19	Banking & Insurance	4	0	0	40	60	100	4
Theory		DSE-3	Any One	4	0	0	40	60	100	4
Theory		DSE-4	Any One	4	0	0	40	60	100	4
Theory		GE-7	Any One	4	0	0	40	60	100	4
Practical			Dissertation/ Internship	-	-	-	80	120	200	6
<b>Total</b>									<b>600</b>	<b>22</b>

One Discipline Specific Elective (DSE-3) can be opted from

<b>ELECTIVE</b>	<b>Theory/ Practical</b>	<b>Course Code</b>	<b>Course Title</b>
<b>DSE-3</b>	<b>Theory</b>		<b>Marketing of Services</b>
	<b>Theory</b>		<b>International Financial Management</b>

One Discipline Specific Elective (DSE-4) can be opted from

<b>ELECTIVE</b>	<b>Theory/ Practical</b>	<b>Course Code</b>	<b>Course Title</b>
<b>DSE-4</b>	<b>Theory</b>		<b>Income Tax Law &amp; Practice</b>
	<b>Theory</b>		<b>Indian Economy</b>

One Generic Elective (GE-7) can be opted from

<b>ELECTIVE</b>	<b>Theory/Practical</b>	<b>CourseCode</b>	<b>CourseTitle</b>
<b>GE – 7</b>	<b>Theory</b>		<b>System Analysis and Design</b>
	<b>Theory</b>		<b>Creativity and Innovation</b>

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)  
EVALUATION SCHEME**

<b>SEMESTER- VIII</b>										
<b>Theory/ Practical I</b>	<b>Course Code</b>	<b>Catego ry</b>	<b>Course Title</b>	<b>Contact Hours</b>			<b>Evaluation Scheme</b>			<b>Credits</b>
				<b>L</b>	<b>T</b>	<b>P</b>	<b>CI A</b>	<b>ESE</b>	<b>Total</b>	
Theory	080108001	DSC-20	Brand Management	4	0	0	40	60	100	4
Theory		DSE-5	Anyone	4	0	0	40	60	100	4
Theory		DSE-6	Anyone	4	0	0	40	60	100	4
Theory		GE-8	Any One	4	0	0	40	60	100	4
Practical			Dissertation/ Internship	-	-	-	80	120	200	6
<b>Total</b>									<b>600</b>	<b>22</b>

One Discipline Specific Elective (DSE-5) can be opted from

<b>ELECTIVE</b>	<b>Theory/ Practical</b>	<b>Course Code</b>	<b>Course Title</b>
<b>DSE-5</b>	<b>Theory</b>		<b>Integrated Marketing Communication</b>
	<b>Theory</b>		<b>Auditing</b>

One Discipline Specific Elective (DSE-6) can be opted from

<b>ELECTIVE</b>	<b>Theory/ Practical</b>	<b>Course Code</b>	<b>Course Title</b>
<b>DSE-6</b>	<b>Theory</b>		<b>Industrial Relations and Labour Laws</b>
	<b>Theory</b>		<b>Goods &amp; Services Tax</b>

One Generic Elective (GE-8) can be opted from

<b>ELECTIVE</b>	<b>Theory/Practical</b>	<b>Course Code</b>	<b>Course Title</b>
<b>GE – 8</b>	<b>Theory</b>		<b>Data Communication &amp; Networks</b>
	<b>Theory</b>		<b>People Management</b>

**Note: Students who exit after securing 176 credits in the overall program will be awarded a UG Degree of BBA with Honours in Research/ Internship.**

## Semester -1

<b>Program</b>	<b>Bachelor of Business Administration</b>		
<b>Year</b>	<b>First</b>	<b>Semester</b>	<b>First</b>
<b>Course Name</b>	<b>Fundamentals of ASECounting</b>		
<b>Code</b>	080101001	DSC	
<b>Credit</b>	4		
<b>Course Outcomes</b>	<ol style="list-style-type: none"> <li>1. To understand the various terms used in accounting system.</li> <li>2. To give an insight into the basics of accounting Concepts and Principles to Prepare to students to have the foot hold in Accounts.</li> <li>3. Preparing accounting information for planning and control and for the evaluation of finance.</li> <li>4. Prepare ledger accounts using double entry bookkeeping and record journal entries accordingly.</li> <li>5. Interpreting the business implications of financial statement information</li> </ol>		
<b>UNIT</b>	<b>Course Contents</b>		
<b>1</b>	Meaning and concepts of financial accounting, users of accounting in formation, fundamental books of accounting, accounting cycle, journal entries, ledger, cash book: three column.		
<b>2</b>	Trial Balance: need, importance, limitations. Preparation of trading and P&L accounting and balance sheet with simple adjustments.		
<b>3</b>	Bank reconciliation statement. Depreciation: concept, rationale and methods of SLM, WDV, SFM. Hire purchase And instalment systems.		
<b>4</b>	Issue of shares including forfeiture of shares, issue of bonus shares, issue of Preference Share. Debenture: Redemption of Debenture and its methods. Cash conversion. Sinking fund and miscellaneous accounting.		

### Suggested Readings

1. Chaturvedi C.L., Advanced accounting, Shree Mahavir Book Depot.
2. Gupta R.L. and Radha Swami M., Financial ASECounting, Sultan Chand & Sons.
3. Gupta R. L., Advanced accounting, Sultan Chand and Sons.
4. Maheshwari S.N & Maheshwari S.K., An Introduction to ASECountancy, Vikas Publication

<b>Program</b>	<b>Bachelor of Business Administration</b>		
<b>Year</b>	<b>First</b>	<b>Semester</b>	<b>First</b>
<b>Course Name</b>	<b>Business Environment</b>		
<b>Code</b>	080101002 DSC		
<b>Credit</b>	4		
<b>Course Outcomes</b>	<ol style="list-style-type: none"> <li>1. To study about monetary policy, industrial policy and privatization.</li> <li>2. To understand the conceptual framework of income, saving and investment trends in the economy.</li> <li>3. Define various elements internal as well as external affecting business environment.</li> <li>4. Explain the techniques like SWOT analysis.</li> <li>5. Define the consequences with regard to BOP.</li> </ol>		

<b>Unit</b>	<b>Course Contents</b>
<b>1</b>	Business Environment: Nature, dimensions and meaning. Components of Business environment: economic, political, technological and social environment. Consumerism and consumer protection in India. A brief study of capitalism, socialism and mixed economy.
<b>2</b>	Industrial Growth and policy, industrial licensing policy. MRTP. Economic planning: aims, objectives and framework of development planning in India. Legal Environment. India's Fiscal and Monetary Policies.
<b>3</b>	Public Sector: Concept, Rationale, Government Programme, Role of Public Sector in India. Foreign Trade Policies. Development Banks: IFCI, IDBI, SIDBI, IIBI.
<b>4</b>	Economic Liberalization, Privatization and Globalization. Foreign investment policy. Export Promotion councils and boards. Import Control. EXIM policy, FEMA, IPR (International and Indian Patent Rights Acts). Anti-Pollution Act. Environmental Groups and Bodies. Euro I, II and III Norms, Introduction to Goods and Services Tax.

### **Suggested Readings**

1. Mishra S. K. And Puri V. K., Economic Environment of Business, Himalaya Publication.
2. Paul, Justin., Business Environment Text and Cases, Tata McGraw Hill.
3. Shaikh and Saleem, Business Environment, Pearson, 1st Edition.

<b>Program</b>	<b>Bachelor of Business Administration</b>		
<b>Year</b>	<b>First</b>	<b>Semester</b>	<b>First</b>
<b>Course Name</b>	<b>Quantitative Analysis for Management</b>		
<b>Code</b>	080101003 DSC		
<b>Credit</b>	4		
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>· Analyze quantitative data through execution of various statistical tests.</li> <li>· Analyze data and Interpret results.</li> <li>· Draw conclusions and presenting the results Linear programming</li> </ul>		

<b>Unit</b>	<b>Course Contents</b>
<b>1</b>	<p><b>Sets and Business Mathematics</b></p> <p>Set theory, form of writing a set, subset, equal set, operation on set: complement of a set, union, and intersection. Venn-diagram. Diagrammatic and graphical presentation of statistical data: bar diagram, histogram, frequency polygon, frequency curve, ogive curve</p>
<b>2</b>	<p><b>Elementary Statistics</b></p> <p>Measurement of central tendency: Mean, median, mode, quartile, deciles, and percentile. Measures of dispersion: mean deviation, standard deviation. Business application of statistical tools and techniques. Skewness and Kurtosis.</p>
<b>3</b>	<p><b>Matrices and Linear Programming</b></p> <p>Matrices: Types of matrices, algebra of matrices. Solution of equations. Linear programming: Two variables problem, formulation, solution by graphical method.</p>
<b>4</b>	<p><b>Probability and Correlation</b> Probability: Definition, addition and multiplication rule, conditional probability, Bayes' theorem, Binomial, Poisson and Normal distribution. Correlation and Regression: Scatter diagram, Karl Pearson's coefficient of correlation, rank correlation, simple linear regression, method of least square.</p>

### **Suggested Readings:**

1. Tulsian P.C., Business Statistics, S. Chand Publication, New Delhi.
2. Pundir, Mathematical Foundation for Business Administration, Pragati Prakashan.
3. Zameeruddin, Khanna and Bhambri, Business Mathematics, Vikas Publishing.
4. Raghavachari, Mathematics for Management, Tata McGraw Hill, 2004.

<b>Program</b>	<b>Bachelor of Business Administration</b>		
<b>Year</b>	<b>First</b>	<b>Semester</b>	<b>First</b>
<b>Course Name</b>	<b>Essentials of IT</b>		
<b>Code</b>	GE-1		
<b>Credit</b>	4		
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>· To learn generation, classification and application of computers..</li> <li>· Knowledge of computer equipment, including both hardware and software.</li> <li>· Introduced students to information, its need, use, characteristics and level of information.</li> <li>· Understand the concept of Data Communication, its Modes, its Forms and Data Communication Channels.</li> <li>· Recognize when to use each of the Microsoft Office programs to create professional and academic documents.</li> </ul>		

<b>Unit</b>	<b>Course Contents</b>
<b>1</b>	<p><b>: Basics of Computer and evolution</b></p> <p>Evolution of computer. Data, Instruction and Information. Characteristics of computers, Various fields of application of computers. Hardware, Software, Human ware and Firmware. Advantages and Limitations of computer. Block diagram of computer, Function of different units of computer.</p> <p>Classification of. Different Generation of computers Types of software: System and Application. Compiler and Interpreter. Generation of language: Machine Level, Assembly, High Level, 4GL.</p>
<b>2</b>	<p><b>Input and Output Devices</b></p> <p>Input and Output Devices: Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code Reader, Voice Input Device, Monitor and its type: VGA, SVGA and XGA, Printer and its type: Impact and Non-Impact with example, Plotter. Computer Memory: Primary Memory, ROM and its types: PROM, EPROM, EEPROM, RAM. Secondary memory: SASD, DASD Concept. Magnetic Disks: Floppy disks, Hard disks, Magnetic Tape. Optical disks: CD ROM and its types: CD ROM, CD ROM-R, CD ROM-EO, DVD ROM Flash memory.</p>

<b>3</b>	<p><b>Operating System Concept and GUI</b> Operating System Concept: Introduction to operating system, Function of OS, Types of operating systems. PC-software Packages, An Introduction to Disk. Operating system and windows GUI, Other systemsoftwares.</p> <p>Computer software system, softwaredevelopment process, files design &amp; Report design, Data files types, Master &amp; Transaction file. Data Hierarchy; data file structure, Use of files inProgramming.</p> <p>Introduction to Word processor andSpread Sheets, Creating Presentations Management of data processing systems, Programmes development cycle, Output analysis, ProgrammingConcept, Software Development process.</p>
<b>4</b>	<p><b>Concept of Data Communication, Networking and Security</b></p> <p>Networking Concepts, Types of networking: LAN, MAN AND WAN. Communication Media. Mode of Transmission: Simplex, Half Duplex, Full Duplex, Analog and Digital Transmission, Synchronous and Asynchronous Transmission. Different Topologies, Concepts related to computer security.</p>

### **Suggested Readings:**

1. Leon and Leon, Introduction to Information Technology, Leon TechWorld.
2. Microsoft Office-2000 Complete, BPB Publication.
3. Sinha Kr. Pradeep, SinhaPreeti., Foundations of Computing, BPB Publication

### **Online Resources:**

1. eGyanKosh: Introduction to Information technology online available at <http://hdl.handle.net/123456789/7382>
2. NPTEL: An Introduction to information technology available at [https://onlinecourses.nptel.ac.in/noc22\\_ee49/preview](https://onlinecourses.nptel.ac.in/noc22_ee49/preview)





<b>Program</b>	<b>Bachelor of Business Administration</b>		
<b>Year</b>	<b>First</b>	<b>Semester</b>	<b>First</b>
<b>Course</b>	<b>Personal Finance And Planning</b>		
<b>Name</b>			
<b>Code</b>	<b>GE</b>		
<b>Credit</b>	<b>4</b>		
<b>Course Outcomes</b>	<ol style="list-style-type: none"> <li>1. Appreciate the importance of the ethical standards of certified professional auditors.</li> <li>2. To understand financial planning, investment planning</li> <li>3. Analyse audit reports in view of auditor's rights, duties and responsibilities.</li> <li>4. Interpret current developments in auditing services and initiate actions.</li> </ol>		
<b>Unit</b>	<b>Course Contents</b>		
<b>1</b>	<p><b>Introduction to Financial Planning</b></p> <p>Financial goals, Time value of money, steps in financial planning, personal finance/loans, education loan, car loan &amp; home loan schemes. Introduction to savings ,benefit s of savings, management of spending &amp; financial discipline, Net banking and UPI, digital wallets, security and precautions against Ponzi schemes and online frauds such as phishing, credit card cloning, skimming.</p>		
<b>2</b>	<p><b>Investment Planning</b></p> <p>Process and objectives of investment, Concept and measurement of return &amp; risk for various Assets class, Measurement of portfolio risk And return, Diversification &amp; Portfolio formation. Gold Bond; Real estate; Investment in Greenfield and brown field Projects; Investment in fixed income instruments- financial derivatives &amp; Commodity market in India. Mutual fund schemes including SIP; International investment avenues.</p>		
<b>3</b>	<p><b>Personal Tax Planning</b> Tax Structure in India for personal taxation, Scope of Personal tax planning, Exemptions and deductions available to individuals under different heads of income and gross total income, Special provision u/s 115BAC vis-à-vis General provisions of the Income-tax Act, 1961. Tax avoidance versus tax evasion.</p>		
<b>4</b>	<p>Insurance Planning Need for Protection planning. Risk of mortality, health, disability and property. Importance of Insurance: life and non-life insurance schemes. Deductions available under the Income-tax Act for premium paid for different policies. Retirement Benefits Planning Retirement Planning Goals, Process of retirement planning, Pension plans available in India, Reverse mortgage, New Pension</p>		

## **Suggested Readings**

1. Indian Institute of Banking & Finance. (2017). *Introduction to Financial Planning*. New Delhi: Taxmann Publication.
2. Pandit, A. (2014). *The Only Financial Planning Book that You Will Ever Need*. Mumbai: Network 18 Publications Ltd.
3. Sinha, M. (2008). *Financial Planning: A Ready Reckoner*. New York: McGraw Hill Education.
4. Halan, M. (2018). *Let's Talk Money: You've Worked Hard for It, Now Make It Work for You*. New York: HarperCollins Publishers.
5. Tripathi, V. (2017). *Fundamentals of Investment*. New Delhi: Taxmann Publication
6. Gupta, R. L., & Radhaswamy, M. (2014). *Financial ASECounting*. New Delhi: S. Chand Publishing.
7. Lal, J., & Srivastava, S. (2012). *Financial ASECounting Text & Problems*. Mumbai: Himalaya

<b>Program</b>	<b>Bachelor of Business Administration</b>				
<b>Year</b>	<b>First</b>	<b>Semester</b>			<b>Second</b>
<b>Course Name</b>	<b>Organization Behaviour and Principles of Management</b>				
<b>Code</b>	080102001 DSC				
<b>Course outcome</b>	<ol style="list-style-type: none"> <li>1. To Provide Fundamental knowledge and exposure to Theories and Concept in the Field of Management.</li> <li>2. To develop the knowledge of business and management principles.</li> <li>3. To learn decision thinking and problem skills.</li> <li>4. To teach a sense of responsibility and a capacity for business management.</li> <li>5. To Explain the financial concepts used in making business decision.</li> </ol>				
<b>Course Type</b>	<b>DSC</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
<b>Pre-Requisite</b>		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

<b>Unit</b>	<b>Course Contents</b>
<b>1</b>	<b>Introduction to Organization Behavior</b> Concept and nature of Organizational behaviour, Contributing disciplines to the field of O.B, O.B. Models, Need to understand human behaviour, Impact of Global and Cultural diversity in OB. Ability & Values. Attitudes: Formation, Theories, And Personality: determinants and traits.
<b>2</b>	<b>Motivation and Leadership</b> Motivating and Leading: Nature and Importance of motivation, Types of motivation, Theories of motivation: Maslow, Herzberg, X, Y and Z. Leadership and its Types.
<b>3</b>	<b>Introduction to Principles Management</b> Concept, nature, process and significance of management. Managerial levels, skills, functions and roles. Management Vs. Administration. Coordination as essence Of management .Development of management though classical, neo-classical, behavioural, systems and contingency approaches.
<b>4</b>	<b>Planning &amp; Organizing, Directing</b> Planning: Nature, scope and objectives of planning, Types of plans, Planning process Organizing: Concept, process and significance. Principles of an organization, Types of organization: Formal and Informal Organization. Directing: Concept & principles of directing Controlling: Concept, Principles, Process and Relationship between planning and controlling

## **Suggested Readings**

1. Prasad, L.M., Organizational Behaviour, Sultan Chand and Sons, 2003.
2. Stephen P. Robbins, Organizational Behaviour, Prentice Hall of India Pvt. Ltd., New Delhi, 2003.
3. Luthans Fred, Organizational Behaviour, Tata McGraw Hill, New Delhi, 2003.
4. Chhabra T.N. and Singh B.P., Organization Behaviour, Sultan Chand and Sons.
5. Stoner, Freeman and Gilbert Jr., Management, Prentice Hall of India, New Delhi, 2003.

<b>Program</b>	<b>Bachelor of Business Administration</b>				
<b>Year</b>	<b>First</b>	<b>Semester</b>		<b>Second</b>	
<b>Course Name</b>	<b>Business Mathematics</b>				
<b>Code</b>	080102002 DSC				
<b>Course Outcomes</b>	<ol style="list-style-type: none"> <li>1. To understand basics of integration and its uses in the areas of mathematics.</li> <li>2. Use percentages, ratios, and proportions for business applications such as discounts, markups, and markdowns, and be able to differentiate which math methods should be used for different problems.</li> <li>3. Use simple and compound interest to do business calculations such as value of money, maturity value, promissory notes, present value, and future value and be able to differentiate which math method should be used for different problems.</li> <li>4. To apply basic terms of integration in solving practical problems field of as of business.</li> </ol>				
<b>Course Type</b>	<b>DSC</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
<b>Pre-Requisite</b>		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

<b>Unit</b>	<b>Course Contents</b>
<b>1</b>	<b>Basic Arithmetic Ratio and Percentage</b> Its application in calculating cost and invoice price, discount, commission and brokerage, Profit & Loss. Progression: Arithmetic, Geometric and Harmonic Progression. Basic problem on Time, speed and distance and Mensuration.
<b>2</b>	<b>Mathematics of Finance</b> Simple and Compound interest. Concept of present value and amount of money. Types of Annuities, Present value and Amount of an Annuity. Concept, calculation of Perpetuity.
<b>3</b>	<b>Algebra and Coordinate Geometry</b> Permutation and Combination. Surds and Indices, Law of Indices, Simultaneous linear equation Elements of Coordinate Geometry, Distance between two points, Equation of line, Slope of a line, Area of Triangles, Quadratic Functions, Slope of quadratic function, Polynomials and Arithmetic of Polynomials.
<b>4</b>	<b>Linear Programming and Calculus Linear Programming</b> Graphical methods of Solution, Problems relating to two variables including the case of mixed constraints, Simplex Methods. Basic operations of Differentiation and Integration.

1. Tulsian P. C. and Pandey V., Business Math, Pearson Education.
2. Bhushan Y. K., Fundamentals of Business math, Sultan chand & Sons

<b>Program</b>	<b>Bachelor of Business Administration</b>				
<b>Year</b>	<b>First</b>	<b>Semester</b>		<b>Second</b>	
<b>Course Name</b>	<b>Business Organisation</b>				
<b>Code</b>	080102003 DSC				
<b>Course Outcomes</b>	<ol style="list-style-type: none"> <li>1. To learn decision thinking and problem skills.</li> <li>2. To teach a sense of responsibility and a capacity for business management.</li> <li>3. To Explain the financial concepts used in making business decision.</li> </ol>				
<b>Course Type</b>	<b>DSC</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
<b>Pre-Requisite</b>		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

<b>Unit</b>	<b>Course Contents</b>
<b>1</b>	<p><b>Introduction to Organization</b></p> <p>Concepts and objectives of business organization, establishment of a new business, pre-establishment considerations and social responsibility of business. Meaning, objective and principles of organization, line and staff, functional organization, concept to scalar chain.</p>
<b>2</b>	<p><b>Forms of Business Organization</b></p> <p>Sole Proprietor ship: Meaning, characteristics and legal requirements. Partnership firms: Meaning, partnership deed and legal requirements as per Partnership Act 1932. Joint stock concerns: Meaning, features, kinds of companies, legal requirements as per Companies Act 2013.</p>
	<p><b>Business Finance</b></p> <p>Business Finance: Concept, need and significance. Methods of financing: long term, medium term and short term. National finance and international finance. Financial institutions: Brief introduction to IFCI, SFC, ICICI, IDBI. Security market: An introduction to primary and secondary market.</p>
<b>4</b>	<p><b>Marketing</b></p> <p>Marketing: Concept of marketing, four's of Marketing. Distribution channel: Meaning, importance, and significance of middlemen. Advertisement and sales promotion: Meaning and objectives. Introduction to Consumer Behaviour.</p>

### **Suggested Readings**

- 1Tulsian P. C. and Pandey V., Business Organization and Management, Pearson Education.
- 2Bhushan Y. K., Fundamentals of Business Organization and Management, Sultan





<b>Program</b>	<b>Bachelor of Business Administration</b>				
<b>Year</b>	<b>First</b>	<b>Semester</b>		<b>Second</b>	
<b>Course Name</b>	<b>Management Information System</b>				
<b>Course outcomes</b>	<ol style="list-style-type: none"> <li>1. Develop comprehensive understanding of different Information systems.</li> <li>2. Differentiate between Information system at different level of the management of decisionmaking.</li> <li>3. Create and manipulate database for speedy retrieval of data.</li> <li>4. Exhibit the role and concept of databases in information systems.</li> <li>5. Analyze alternative information systems using cost benefit analysis.</li> </ol>				
<b>Course Type</b>	<b>Generic Elective</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
<b>Pre-Requisite</b>	10+2 from any discipline	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

<b>Unit</b>	<b>Course Contents</b>
<b>1</b>	<p><b>Introduction to MIS</b>  Role of MIS in Organizations, Features and Characteristics of MIS. Organization and Information Systems, The ITES and its influence, Types of Information System. Data, information and its attributes, Level of people and their information needs, Types of Decisions and information, Information System, Categorization of information on the basis of nature and characteristics. System Analysis and Development Methodologies: Need for System Analysis, Stages in System Analysis, Structured SAD and tools like DFD, Context Diagram Decision Table and Structured Diagram. System Development Models: Water Flow, Prototype, Spiral, RAD, Roles and responsibilities of System Analyst, Database Administrator and Database Designer.</p>
<b>2</b>	<p><b>Software Engineering and Management System</b>  System Development Life Cycle: Sequential Process of software development, Computer Aided Software Engineering (CASE), Information system audit: Meaning, Importance Supply Chain Management (SCM): Features and Modules in SCM. Customer Relationship Management (CRM): Phases, Knowledge Management and e-governance. Evolution, implementation of supply chain management and e-fulfilment,</p>

<b>3</b>	<p><b>Building e-business Enterprise Resources Planning (ERP):</b>  Features, selection criteria, merits, issues and challenges in implementation. Building the e-business backbone: enterprise resource planning, The basics of enterprise resource planning, ERP decision, Enterprise architecture planning, ERP implementation, ERP architecture and toolkit, Nature of IT decision: Strategic decision, Configuration design and evaluation information technology implementation plan.</p>
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<b>4</b>	<p><b>Building E-Commerce Building an E- commerce Website:</b></p> <p>The Systems Development Life Cycle, Systems Analysis &amp; Planning: Identify Business Objectives, System Functionality and Information Requirements. System Design: Hardware and Software Platforms. Eight Key Elements of a Business Model: Value Proposition, Revenue Model, Market Opportunity, Competitive Environment, Competitive Advantage and Market Strategy. Major Business to Consumer (B2C) Business Models: Portal &amp; e-tailer. Insight on Technology: Search, ads and Apps. The future for Google (and Microsoft): Content Provider, Transaction Broker, Market Creator, Service Provider, Community Provider. Major Business to business (B2B) Business Model: E distributor &amp; E-Procurement. Global MIS-Introduction, Features and its Importance.</p>
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### **Suggested Readings**

1. Decision Support Systems and Intelligent Systems, Turban and Aronson, Pearson Education Asia.
2. Management Information Systems, S chulthesis, Tata McGraw Hill.

### **Online Resources**

1. eGyanKosh: Management Information System online available at <https://egyankosh.ac.in/handle/123456789/12115>
2. eGyanKosh: Management Information System online available at [egyankosh.ac.in/handle/123456789/9883](https://egyankosh.ac.in/handle/123456789/9883)

<b>Program</b>	<b>Bachelor of Business Administration</b>				
<b>Year</b>	<b>First</b>	<b>Semester</b>		<b>Two</b>	
<b>Course Name</b>	<b>Advertising and Personal Selling</b>				
<b>Course Outcomes</b>	<ol style="list-style-type: none"> <li>1. To understand the concept of advertising and how this effect buying habits of consumers.</li> <li>2. To understand product life cycle.</li> <li>3. Able to understand how a product passes from different stages.</li> <li>4. Able to describe the customer segmentation, target marketing and positioning.</li> <li>5. Understand different methods of sale promotion.</li> </ol>				
<b>Course Type</b>	<b>GE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
<b>Pre-Requisite</b>		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

<b>Unit</b>	<b>Course Contents</b>
<b>1</b>	<b>Introduction to Advertising</b> Communication Process; Information Response Hierarchy Models- AIDA Model & Hierarchy of Effects Model; Advertising: Importance, types and objectives; DAGMAR Approach; Target audience selection- basis; Methods of setting of Advertising Budget.
<b>2</b>	<b>Advertising: Message and Media Decisions</b> Advertising Message-Advertising appeals; Elements of print and broadcast advertising copy; Types of Advertising Media-strengths and limitations; Factors influencing selection of advertising media; Media Scheduling.
<b>3</b>	<b>Advertising Effectiveness and Institutional Framework</b> Rationale of measuring advertising effectiveness; Communication and Sales Effect; Pre and Post-testing Techniques; Advertising Agency: Role, types and selection. Ethical and legal aspects of advertising. Role of Advertising Standards Council of India (ASCI).
<b>4</b>	<b>Introduction to Personal Selling</b> Concept of Personal Selling and Salesmanship; Qualities of a good salesperson. Ethical conduct in selling. Types of salespersons; Role of Personal Selling in CRM; AIDAS model of selling. Buying Motives. <b>Personal Selling Process</b> Prospecting, Pre-Approach; Approach; Presentation and Demonstration; Handling of Objections; Closing the Sale; Follow-Up; Sales Reports and Sales Audit.

## **Suggested Readings**

1. Desai, V. (2009). *Dynamics of Entrepreneurial Development and Management*. Mumbai: Himalaya Publishing House.
2. Dollinger, M. J. (2008). *Entrepreneurship: Strategies and Resources*. New Jersey: Prentice Hall.
3. Hisrich, R., Peters, M., & Shepherd, D. (2017). *Entrepreneurship*. New York: McGraw Hill Education.
4. Rao, T. V., & Kuratko, D. F. (2012). *Entrepreneurship: A South Asian Perspective*. Boston: Cengage Learning.
5. Yadav, V., & Goyal, P. (2015). *User innovation and entrepreneurship: case studies from rural India*. *Journal of Entrepreneurship & Innovation*, 4(5). Retrieved from <https://link.springer.com/article/10.1186/s13731-015-0018-4>

