

**SCHEME AND SYLLABUS**  
**FOR**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
*(Honours / Honours with Research)*  
**(For University Teaching Department & Affiliated Institutes)**  
**(w.e.f. Session 2023-2024)**

**As per National Education Policy 2020**



**DEPARTMENT OF MANAGEMENT STUDIES**  
**J. C. BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY,**  
**YMCA, FARIDABAD (HARYANA)**

## **VISION OF THE DEPARTMENT**

To build aspiring managers and entrepreneurs possessing good analytical skills and leadership qualities for effective decision-making to contribute to society and the nation.

## **MISSION OF THE DEPARTMENT**

1. To provide a learning environment for young aspirants by introducing suitable pedagogy and innovative industry-based curriculum.
2. To provide the best research facilities for developing analytical capabilities.
3. To impart effective managerial skills for the transformation of raw minds into effective managers and entrepreneurs

## OVERVIEW OF DEPARTMENT OF MANAGEMENT STUDIES

The Department of Management Studies is under the faculty of Management Studies of J.C Bose University of Science and Technology, Faridabad, which was previously known as YMCA University of Science and Technology, Faridabad. The University is presently NAAC accredited 'A+' Grade State Government University and most of the Graduate and Postgraduate Programme are accredited by National Board of Accreditation (NBA).

The Department of Management Studies came into existence in the year 2008 with an MBA program offering specialisations in Information Technology, Operations, and Power Management. The program was meant for technical graduates only. Since 2011, the MBA program has been open to all graduates. With an aim to promote academic growth at various levels, now the department offers the following high-quality management programs:

- MBA (with dual Specialisations)
- MBA – Executive
- BBA
- Ph.D.

The department follows an international standard curriculum which is developed in consultation with eminent academicians and industry practitioners. The program is delivered by well-qualified, competent, research-oriented, experienced faculty members and experts from the industry.

### PROGRAM OUTCOMES

**After completion of the program, students will be able to:**

PO 1	Develop sound theoretical knowledge of managerial concepts and apply it in current business environment.
PO 2	Develop capabilities and skills to take up managerial roles across diverse industries.
PO 3	Enhance their ability to face global challenges by understanding organizational, economic, and socio-cultural diversity.
PO 4	Develop creative and innovative thinking to solve complex business problems.
PO 5	Develop professional attitude and enhance professional communication skills.
PO 6	Analyze contemporary social problems, explore the opportunities for social entrepreneurship, design business solutions and demonstrate ethical standards in organisational decisionmaking.

### PROGRAM SPECIFIC OUTCOMES (PSOs)

**After completion of the program, students will be able to:**

PSO 1	Understand the business world and its complexities and will be able to develop the ability and competence to have a problem-solving approach.
PSO 2	Apply knowledge and skills maintaining high standards of social and ethical values.

**PROGRAM EDUCATIONAL OBJECTIVES (PEOs)**

**After completion of the program, students will be able to:**

PEO 1	Develop reflective and scientific thinking which will make them inquisitive and curious to gain deep insights of the business world and tackle complex situations.
PEO 2	Develop leadership and entrepreneurial skills.
PEO 3	Adapt according to ever-changing business environment.

### Abbreviations

DSC	Discipline Specific Course
MIC	Minor Course
MDC	Multi-disciplinary Course
AEC	Ability Enhancement Course
SEC	Skill Enhancement Course
VAC	Value Added Course
MOOC	Massive Open Online Course

### MOOC Guidelines:

1. All the Chairperson/ Principals of the UTDs/ Affiliated Institutions can offer up to two MOOC courses which are the part of curriculum as Core/Elective/VAC/AEC/other courses and are being run through the SWAYAM platform, during the whole degree term. The SWAYAM platform may be utilized to supplement the teaching-learning process in the Institution considering the academic requirements i.e., in case of non-availability of resources/ facilities for offering the courses sought for by the students.
2. The departmental/ institutional MOOC Coordinators, appointed by chairpersons of concerned departments/ Principals of affiliated institutions, will be responsible for identification of relevant MOOCs in the UTDs/ institutions and smooth conduction during the course. Such MOOCs should be well approved by the concerned BOS of the department.
3. Department/ affiliated institution should ensure that the syllabus of chosen MOOC course should be similar to an extent of at least 60% with the syllabus of existing Core/Elective/VAC/AEC/other courses of the department.
4. Students can opt for 12 to 16 weeks MOOCs equivalent to 3 or 4 credits under mentorship of faculty (MHRD MOOC's guidelines 11.1(J) issued by the MHRD vide its orders dated 11/03/2016).
5. University shall give the equivalent credit weightage to the students for the credits earned through MOOC courses and such credits will be transferred in the ABC (Academic Bank of Credits) account of the student.
6. Importance of online learning and credit transfer policy must be shared with the students at entry level by the concerned department/affiliated institution. Same may be incorporated during the induction programme for newly admitted students.

**SEMESTER-WISE SCHEME OF EXAMINATIONS OF BBA GENERAL****FIRST YEAR****Semester - I**

<b>Paper no.</b>	<b>Title of Paper (s)</b>	<b>Credits</b>	<b>Marks</b>			<b>Code</b>
			<b>Internal</b>	<b>Practical</b>	<b>External</b>	
BBA/GN/101	Fundamentals of Management	4	25	-	75	DSC
BBA/GN/102	Financial Accounting	4	25	-	75	DSC
BBA/GN/103	Business Environment	4	25	-	75	DSC
BBA/GN/104	Microeconomics	2	25	-	75	MIC
BBA/GN/105	Business Mathematics	3	25	-	75	MDC
AEC-105-N1	English - I	2	25	-	75	AEC
BBA/GN/107	Managerial Skills Development	3	25	75	-	SEC
VAC-106-N1	Environment and Ecology	2	25	-	75	VAC
	Total	24	200	75	525	

## FIRST YEAR

### Semester - II

Paper no.	Title of Paper (s)	Credits	Marks			Code
			Internal	Practical	External	
BBA/GN/201	Cost and Management Accounting	4	25	-	75	DSC
BBA/GN/202	Strategic Management	4	25	-	75	DSC
BBA/GN/203	Organizational Behavior	4	25	-	75	DSC
BBA/GN/204	Macroeconomics	2	25	-	75	MIC
BBA/GN/205	Business Statistics	3	25	-	75	MDC
AEC-106-N1	English - II	2	25	-	75	AEC
BBA/GN/207	Life Skills Development	3	25	75	-	SEC
VAC-107-N1	Natural Resources and Biodiversity Conservation	2	25	-	75	VAC
	Total	24	200	75	525	

**Exit Option:** Any student opting for the exit option after the second semester will get UG Certificate provided he/she completes 48 Credits of first two semesters and additional 4 credits of internship report based on summer internship of 4-6 weeks. Thus, he/she will be eligible to exit the course with 52 Credits. In addition, the internship report would be evaluated by external expert from panel approved by Department of Management Studies, J C Bose University of Science and Technology, YMCA, Faridabad. Furthermore, the credits of internship report would be included/ mentioned in the UG Certificate as follow:

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical / Viva-Voce Marks	Total Marks	Credits
BBA/GN/208	Summer Internship	Internship	-	-	100*	100	4

**Note:** Four credits of internship earned by a student during summer internship after 2<sup>nd</sup> semester or 4<sup>th</sup> semester will be counted in 5<sup>th</sup> semester of a student who pursues three/four years UG programs without taking exit options.

**Note:** Students who opt to exit after completion of the first year will be allowed to re-enter the degree program within three years and complete the degree program within the stipulated maximum period of seven years.

<b>Semester-I</b>			
<b>Course</b>	<b>Name of Course</b>	<b>Max Marks</b>	<b>Credit</b>
<b>BBA/GN/101</b>	<b>FUNDAMENTALS OF MANAGEMENT</b>	<b>25 + 75 = 100</b>	<b>4</b>
<b>Course Outcomes:</b>			
<p>After the successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Understand the basic principles and practices of management.</li> <li>• Discuss the multidisciplinary nature of management studies.</li> <li>• Analyze an organization for efficiently managing it.</li> <li>• Utilize resources in optimum manner by using different managerial techniques.</li> </ul>			
<b>Course Content:</b>			
<b>Unit-I</b>	<p>Management- meaning, nature &amp; significance; evolution of management thought: contributions of Taylor and Fayol; Human relations &amp; Behavioural Schools-Hawthorne Studies; Management as a Profession; Management Vs Administration; Levels of Management; Roles of manager in organization; concept of MBO.</p>		
<b>Unit-II</b>	<p>Authority &amp; responsibility relationships; Span of Control; Concept of Line &amp; Staff authority; Process of Delegations- Barriers to Delegation; Centralization &amp; Decentralization; Organisation Structures: Types, Advantages &amp; Disadvantages.</p>		
<b>Unit-III</b>	<p>Functions of management-Planning: nature, process, types; organizing: Concept, nature, process and significance; staffing: concept, importance and nature; directing: concept and scope; controlling: process, types and techniques; Problem-solving; Decision making: Process and techniques.</p>		
<b>Unit-IV</b>	<p>Business- concept, nature, and scope; business as a system; business objectives; business and environment interface; distinction between business, commerce, and trade; Forms of Ownership: Sole Proprietorship, Partnership, Joint Stock Companies &amp; Co-operatives, Multinational corporations; feasibility and preparation of business plan.</p>		
<b>Suggested Books/Reading:</b>			
1.	Robbins, S.P., and Decenzo, D.A. Essentials of Management, Pearson Education.		
2.	Koontz H., Essentials of Management, McGraw Hill Education.		
3.	Stephen P., Robbins, Mary Coulter. Management, Pearson Education.		
4.	Basu, C. R., Business organisation and management, Tata McGraw Hill, New Delhi.		
5.	Taloo, Thelman J., Business Organisational and Management, TMH, New Delhi		
6.	Tulsian, P.C., Business Organisation, Pearson Education, New Delhi.		



<b>Semester-I</b>			
<b>Course</b>	<b>Name of Course</b>	<b>Max Marks</b>	<b>Credit</b>
<b>BBA/GN/102</b>	<b>FINANCIAL ACCOUNTING</b>	<b>25 + 75 = 100</b>	<b>4</b>
<b>Course Outcomes:</b>			
<p>After the successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Apply the generally accepted accounting principles in recording financial transactions and preparing financial statements.</li> <li>• Demonstrate accounting process under computerized accounting system.</li> <li>• Evaluate the importance of depreciation in financial statements.</li> <li>• Prepare financial statements of non-corporate business entities.</li> <li>• Prepare accounts for joint venture and non-profit organizations.</li> </ul>			
<b>Course Content:</b>			
<b>Unit-I</b>	<p>Meaning and scope of accounting, nature of financial accounting, Branches of accounting. Accounting principle: Concepts and Conventions. Application of Generally Accepted Accounting Principles (GAAP) in recording financial transactions and preparing financial statements.</p>		
<b>Unit-II</b>	<p>Accounting Process: From recording of a business transaction to preparation of trial balance. Rectification of errors; Concept of depreciation, Methods of computing depreciation: straight line method and diminishing balance method.</p>		
<b>Unit-III</b>	<p>Capital and revenue expenditures and receipts, Preparation of financial statements of non-corporate business entities: Trading account, profit and loss account, and balance sheet. Computerized Accounting System: Computerized accounts by using Tally software.</p>		
<b>Unit-IV</b>	<p>Joint venture accounts. Accounting for Non-Profit Organizations: Meaning of Non-Profit Organization; Significance of Receipt and Payment Account, Income and Expenditure Account and Balance Sheet; Preparation of Receipt and Payment Account, Income and Expenditure Account and Balance Sheet.</p>		
<b>Suggested Books/Reading:</b>			
1.	Anthony, R. N., Hawkins, D., Merchant, K. A. Accounting: Text and Cases. New York: McGraw Hill Education India.		
2.	Dam, B. B., Gautam, H. C. Financial Accounting. Guwahati: Gayatri Publications.		
3.	Monga, J. R. Financial Accounting: Concepts and Applications. New Delhi: Mayur Paperback Publishing.		
4.	Shukla, M. C., Grewal, T. S., Gupta, S. C. Advanced Accounts. New Delhi: Sultan Chand Publishing.		
5.	Maheshwari, S. N., Maheshwari, S. K., Maheshwari, S. K. Financial Accounting. New Delhi: Vikas Publishing House Pvt. Ltd.		
6.	Sehgal, D. Financial Accounting. New Delhi: Vikas Publishing House Pvt. Ltd.		

<b>Semester-I</b>			
<b>Course</b>	<b>Name of Course</b>	<b>Max Marks</b>	<b>Credit</b>
<b>BBA/GN/103</b>	<b>BUSINESS ENVIRONMENT</b>	<b>25 + 75 = 100</b>	<b>4</b>
<b>Course Outcomes:</b>			
<p>After the successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Understand dynamics of the business environment and current economic situation.</li> <li>• Develop a critical understanding of changes in the business environment and assess threats and opportunities emerging out of it.</li> <li>• Suggest strategic adjustments for an organization which may be needed in changing the business environment scenario.</li> <li>• Develop suitable adjustment and response strategies.</li> </ul>			
<b>Course Content:</b>			
<b>Unit-I</b>	Business environment: concept, nature, and significance; Economic, social, political forces affecting business operations & growth; Types of business environment; Environmental scanning.		
<b>Unit-II</b>	Risk in business environment- country risk and political risk; Economic systems: capitalism, socialism & mixed economy; Economic planning in India: objectives, strategy, and problems, Impact of economic planning in India; Roles of government: regulatory role, promotional role, entrepreneurial role, planning role, economic role in Indian context.		
<b>Unit-III</b>	The constitutional environment and state intervention in business, social responsibility of business: concept, rationale, dimensions, and its disclosure by Indian business.		
<b>Unit-IV</b>	Professionalization and business ethics, Competitive environment of business with reference to MRTP Act and Competition Act.		
<b>Suggested Books/Reading:</b>			
1.	Francis Cherunillam: Business Environment, Himalaya Publications.		
2.	Suresh Bedi: Business Environment, Excel Books.		
3.	Alok Goyal: Environment for Managers, V.K. Publications.		
4.	Justin Paul: Business Environment, Tata Mc-Graw Hill.		

<b>Semester-I</b>			
<b>Course</b>	<b>Name of Course</b>	<b>Max Marks</b>	<b>Credit</b>
<b>BBA/GN/104</b>	<b>MICROECONOMICS</b>	<b>25 + 75 = 100</b>	<b>2</b>
<b>Course Outcomes:</b>			
<p>After the successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Understand the basic concept and theories of microeconomics.</li> <li>• Develop a critical understanding of the implications of production and cost.</li> <li>• Understand various market structures and factor pricing.</li> <li>• Acquire necessary skills to analyze certain economic aspects to understand basic business activities.</li> </ul>			
<b>Course Content:</b>			
<b>Unit-I</b>	Introduction to Economics, definition and scope of Economics, nature and scope of microeconomics, Demand: law of demand and its determinants, price, cross and income elasticity of demand, law of supply and its determinants, elasticity of supply, Law of diminishing Marginal Utility Analysis, competitive equilibrium; consumer's equilibrium, utility and indifference curve approaches		
<b>Unit-II</b>	Basic Cost Concepts, Total Cost, Fixed Cost, Variable Cost Average Cost & Marginal Cost, Explicit Cost and Implicit Cost, Short run and long run production functions, laws of returns; optimal input combination; classification of costs; short run and long run cost curves and their interrelationship; internal and external economies of scale.		
<b>Unit-III</b>	Characteristics of various factors of production. Determination of rent; quasi rent, optimum size of the firm; factors affecting the optimum size, location of firms.		
<b>Unit-IV</b>	Equilibrium of the firm and industry, perfect competition, monopoly, monopolistic competition, discriminating monopoly, aspects of non-price competition and oligopolistic behaviour.		
<b>Suggested Books/Reading:</b>			
1.	D. Salvatore. Microeconomic Theory. Tata McGraw Hill, New Delhi.		
2.	N. Dwivedi. Managerial Economics. Vikas Publishing House.		
3.	Mark Hirschey. Managerial Economics. Thomson, South Western, New Delhi.		
4.	R H Dholkia and A.N. Oza. Microeconomics for Management Students. Oxford University Press, New Delhi.		
5.	N. Gregory Mankiw. Economics: Principles and Applications. India edition by South Western, a part of Cengage Learning. Cengage Learning India Private Limited.		
6.	P.L. Mehta. Managerial Economics. Sultan Chand, New Delhi.		

<b>Semester-I</b>			
<b>Course</b>	<b>Name of Course</b>	<b>Max Marks</b>	<b>Credit</b>
<b>BBA/GN/105</b>	<b>BUSINESS MATHEMATICS</b>	<b>25 + 75 = 100</b>	<b>3</b>
<b>Course Outcomes:</b>			
<p>After the successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Understand the basic concepts of business mathematics.</li> <li>• Develop basic skills for quantitative application in business situations.</li> <li>• Interpret and solve real-life business problems.</li> <li>• Understand matrices and other various mathematical concepts useful in daily life.</li> </ul>			
<b>Course Content:</b>			
<b>Unit-I</b>	Theory of Sets – Meaning, elements, types, presentation, and equality of sets; union, intersection, compliment & difference of sets; Venn diagrams; Cartesian product of two sets; applications of set theory.		
<b>Unit-II</b>	Indices & logarithms, arithmetic and geometric progressions and their business applications; sum of first n natural numbers, sum of squares and cubes of first n natural numbers.		
<b>Unit-III</b>	Permutations, combinations, and binomial theorem (positive index), Quadratic equations.		
<b>Unit-IV</b>	Matrices – Types, properties, addition, multiplication, transpose, and inverse of matrix; properties of determinants, solution of simultaneous Linear Equations; differentiation and integration of standard algebraic functions; business applications of matrices, differentiation, and integration.		
<b>Suggested Books/Reading:</b>			
1.	Sancheti, D.C., A.M. Malhotra& V.K. Kapoor, Business Mathematics, Sultan Chand & Sons, New Delhi.		
2.	Zameerudin, Qazi, V.K. Khanna& S.K. Bhambri, Business Mathematics, Vikas Publishing House Pvt. Ltd, New Delhi.		
3.	Reddy, R. Jaya Prakash, Y. Mallikarjuna Reddy, A Textbook of Business Mathematics, Ashish Publishing House, New Delhi.		

<b>Semester-I</b>			
<b>Course</b>	<b>Name of Course</b>	<b>Max Marks</b>	<b>Credit</b>
<b>AEC-105-N1</b>	<b>ENGLISH-I</b>	<b>25 + 75 = 100</b>	<b>2</b>
<b>Course Outcomes:</b>			
<p>After the successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Learn about the foundation of English language.</li> <li>• Familiarize with essentials of grammar of English language.</li> <li>• Inculcate creative &amp; aesthetic sensitivity and critical faculty through comprehension, appreciation, and analysis of the prescribed literary texts.</li> <li>• Understand proper pronunciation and accent of English language.</li> </ul>			
<b>Course Content:</b>			
<b>Unit-I</b>	Basic Grammar: Noun, Pronoun, Adjective, Verb, Adverb, Prepositions. Vocabulary Building: Suffix, Prefix, Synonyms, Antonyms,		
<b>Unit-II</b>	Essentials of Grammar-I: Articles, Subject -Verb agreement, Parts of Speech, Tenses		
<b>Unit-III</b>	Essentials of Grammar – II: Vowels, Consonants, Diphthongs, Clusters and Syllable, Direct and Indirect Speech.		
<b>Unit-IV</b>	Spoken English Communication: Speech Drills, Pronunciation, Accent Stress and Intonation		
<b>Suggested Books/Reading:</b>			
1.	Madhulika Jha, Echoes, Orient Long Man		
2.	Ramon & Prakash, Business Communication, Oxford.		
3.	Sydney Greenbaum Oxford English Grammar, Oxford.		
4.	M. Ashraf Rizvi, Effective Technical Communication, Tata McGraw Hill		

<b>Semester-I</b>			
<b>Course</b>	<b>Name of Course</b>	<b>Max Marks</b>	<b>Credit</b>
<b>BBA/GN/107</b>	<b>MANAGERIAL SKILLS DEVELOPMENT</b>	<b>25 + 75 = 100</b>	<b>3</b>
<b>Course Outcomes:</b>			
<p>After the successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Identify and foster self-capabilities for corporate readiness.</li> <li>• Learn the techniques of problem-solving and building positive interpersonal relationships.</li> <li>• Build teams and work in teams effectively.</li> <li>• Understand leadership styles and develop leadership qualities.</li> </ul>			
<b>Course Content:</b>			
<b>Unit-I</b>	Understanding oneself (self- evaluation, ethics, values, personality assessment), Johari window, work life balance, stress management, time management, personality development and mindfulness.		
<b>Unit-II</b>	Problem-solving, creativity, and innovation; steps in analytical problem-solving; building positive interpersonal relationships; Supportive communication; Coaching and counselling; Principles of supportive communication.		
<b>Unit-III</b>	Team building; types of teams; managing conflict and diversity; team effectiveness; leading team for high performance; leading positive change.		
<b>Unit-IV</b>	Leadership and its types; characteristics of a leader; leadership development; Leadership games to understand leadership roles at various levels of the organization.		
<b>Suggested Books/Reading:</b>			
1.	Wadkar, Alka. Life Skills for Success. Sage Publications.		
2.	Whetten, D.A, Cameron, K.S. Developing Management Skills. Prentice Hall		
3.	Hughes, R., Ginnett, R. and Curphy, G., Leadership: Enhancing the Lessons of Experience, McGraw Hill Education,		
4.	A. Chandramohan, Leadership and management, Himalaya Publishing House		
5.	Bhargava & Bhargava, Team Building & Leadership, Himalaya Publishing House		
6.	Peter G. Northouse, Introduction to Leadership, Concepts & practices, Sage Publication Lee, J.D. Concise Inorganic Chemistry, Pearson Education 2010		

Semester-I			
Course	Name of Course	Max Marks	Credit
VAC- 106-N1	ENVIRONMENT AND ECOLOGY	25 + 75 = 100	2
<b>Course Outcomes:</b>			
<p>After the successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Demonstrate knowledge of basics related to Environment and its components.</li> <li>• Understand the concepts of population ecology and human population.</li> <li>• Analyze components of ecosystems and compare them with real life processes.</li> <li>• Interpret ecological phenomena of different ecosystems.</li> </ul>			
<b>Course Content:</b>			
<b>Unit-I</b>	Introduction to Environmental Studies: Definition and Components of Environment, Relationship between the different components of Environment. Concept of biosphere, Atmosphere, lithosphere, and hydrosphere; Components of atmosphere, Man and Environment Relationship, Impact of technology on Environment. The Multidisciplinary nature of environmental studies. Definition, Scope and importance, need for public awareness.		
<b>Unit-II</b>	Human population and Environment: Population growth, variation among nations. Population explosion –Causes, Effects and Control, Family welfare programme. Human right. Value Education, Women and Child Welfare. Population Interactions and Adaptations: Neutralism; positive interactions-commensalism, proto cooperation, mutualism, and symbiosis; negative interactions-competition, predation and parasitism; importance of negative interactions. Invasive species and pest control.		
<b>Unit-III</b>	Concept of Ecosystem: Concept of an ecosystem. Definition, scope and significance of Ecology, Concept of habitat and ecological niche, Structure, and function of an Ecosystem. Producers. Consumers and decomposers. Energy flow in the ecosystem. Ecological succession. Food chains, food web and ecological pyramids.		
<b>Unit-IV</b>	Biomes: Concept; major biomes of the world; Introduction, types, characteristic features, structure and function of the following ecosystems: - Forest ecosystem Grassland ecosystem, Desert ecosystem and Aquatic ecosystems (ponds, streams, lakes rivers, oceans, estuaries).		
<b>Suggested Books/Reading:</b>			
1.	Brewer, R. The Science of Ecology, Sanders College Publishing Co., Tokyo, 1994.		
2.	Odum, E.P. Basic Ecology, W.B. Saunders, Philadelphia, 1983.		
3.	Jorgensen, Sven Erik. Encyclopedia of Ecology. Vol 1-5. Elsevier Publishers. Netherlands, 2008.		
4.	Kohli, R. K., Jose, S., Singh, H. P. and Batish, D. R. Invasive Plants and Forest Ecosystems. CRC Press / Taylor and Francis, 2009.		
5.	Odum, E.P., Barrick, M. and Barrett, G.W. Fundamentals of Ecology (5th Ed). Thomson Brooks/Cole Publisher, California, 2005.		
6.	Rana, S.V.S. Essentials of Ecology and Environmental Science (5th Ed), PHI Learning Pvt. Ltd, 2013.		
7.	Sharma, P.D. Ecology and Environment. Rastogi Publications. New Delhi, 2016.		
8.	Smith, R.L. (1996), Ecology and Field Biology, Harper Collins, New York.		
9.	Smith, T.M and Smith, R.L. Elements of Ecology (8th Ed), Benjamin Cummings, 2012.		
10.	Vandermeer, John H., Riddle, B.R. and Brown, J.H. Population Ecology: First principle (2nd Ed). Princeton University Press, 2013.		
11.	Singh, J.S., Singh, S.P. and Gupta, S.R. (2015). Ecology, Environment and Resource Conservation, S. Chand Publishing, New Delhi.		
12.	<a href="http://envis.nic.in/ENVIS_html/ENVISSubject/subject.html">http://envis.nic.in/ENVIS_html/ENVISSubject/subject.html</a> 2.		
13.	<a href="https://nptel.ac.in/courses/103/106/103106162/">https://nptel.ac.in/courses/103/106/103106162/</a>		
14.	<a href="https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=14">https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=14</a>		
15.	<a href="https://swayam.gov.in/">https://swayam.gov.in/</a>		

<b>Semester-II</b>			
<b>Course</b>	<b>Name of Course</b>	<b>Max Marks</b>	<b>Credit</b>
<b>BBA/GN/201</b>	<b>COST AND MANAGEMENT ACCOUNTING</b>	<b>25 + 75 = 100</b>	<b>4</b>
<b>Course Outcomes:</b>			
<p>After the successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Determine various types of cost of production.</li> <li>• Demonstrate the material and labour cost control techniques.</li> <li>• Develop critical understanding about the application of marginal costing and budgeting.</li> <li>• Understand the various management accounting techniques.</li> </ul>			
<b>Course Content:</b>			
<b>Unit-I</b>	<p>Introduction: - Objective, elements of cost, cost sheet, importance of cost accounting, types of costing, difference between cost accounting and financial accounting. Material Control: - Meaning and objectives of material control, material purchase procedure, fixation of inventory levels – Reorder level, EOQ, Minimum level, Maximum level, Danger level and Methods of Valuing Material Issues.</p>		
<b>Unit-II</b>	<p>Labor Cost Control: - its importance, methods of Time Keeping and Time Booking; Treatment and Control of Labor Turnover, Idle Time, Overtime, Systems of Wage Payment – Time Wage System, Piece Wage System and Balance or Debt Method; Overhead – classification, allocation and apportionment of overhead including machine hour rate. Methods of Costing – Job, Batch and Contract Costing.</p>		
<b>Unit-III</b>	<p>Management Accounting: - Meaning, nature, scope, objective, and functions; marginal costing and profit planning, practical application of marginal costing techniques. Responsibility Accounting: types of responsibility centers, performance evaluation criteria, budgeting – role of budgets and budgeting in organisations, budgeting process.</p>		
<b>Unit-IV</b>	<p>Nature and types of Financial Statements; techniques of financial statement analysis, ratio analysis, und flow and cash flow analysis.</p>		
<b>Suggested Books/Reading:</b>			
1.	Jain & Narang, Advance Cost Accounting, Kalyani Publishers, New Delhi.		
2.	Maheshwari & SN Mittal., Elements of Cost Accounting, Shree Mahavir Book Depo.		
3.	Bhar, B.K., Cost Accounting Methods and Problems, Academic Publishers.		
4.	Prasad, N.K., Principles and Practice of Cost Accounting, Syndicate Pvt. Ltd.		



<b>Semester-I</b>			
<b>Course</b>	<b>Name of Course</b>	<b>Max Marks</b>	<b>Credit</b>
<b>BBA/GN/202</b>	<b>STRATEGIC MANAGEMENT</b>	<b>25 + 75 = 100</b>	<b>4</b>
<b>Course Outcomes:</b>			
<p>After the successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Get a clear understanding of the basic concept of strategy and its relationship with the firm's vision.</li> <li>• Mission and objectives for the organization's success.</li> <li>• Identify different strategic options available and their relationship with the dynamic environment.</li> <li>• Sketch the strategy to be followed by the organization and to effectively implement the strategy that will help the organization to become successful in the market.</li> <li>• Evaluate strategies in an effective manner by applying different techniques.</li> </ul>			
<b>Course Content:</b>			
<b>Unit-I</b>	Strategic Management –meaning, Historical development and significance to Modern Day organizations. Strategic Management Process levels of strategy in organization.		
<b>Unit-II</b>	Strategy Formulation- Company's mission, purpose, and objectives; corporate strategy - concept, significance, and objectives; types of strategies; Environmental and organizational appraisal (Internal & external) techniques of business environment analysis		
<b>Unit-III</b>	Strategic alternatives and choice; Business ethics and corporate strategy Concept of value chain and competitive advantage Strategy implementation - Designing organizational structure and activating strategies.		
<b>Unit-IV</b>	Strategy Evaluation - Strategic evaluation and Control, Strategic and Operational Control; techniques of evaluation and control. Role of IT in strategic Management.		
<b>Suggested Books/Reading:</b>			
1.	Jauch & Glueck: Business Policy and Strategic Management.		
2.	Thompson LA. and Stickland A.J.: Strategic Management - Concept and cases.		
3.	Michael Potter: Competitive Advantage of Nations.		
4.	Azhar Kazmi: Business Policy and Strategic Management.		
5.	Kenneth, A. Andrews: Concepts of corporate Strategy.		
6.	Melvin J. Stanford: Management Policy.		
7.	John A. Pearce Hand R.B. Robinson Strategic Management.		
8.	Applegate, Corporate Information Strategy and Management, McGraw Hill Education.		

<b>Semester-I</b>			
<b>Course</b>	<b>Name of Course</b>	<b>Max Marks</b>	<b>Credit</b>
<b>BBA/GN/203</b>	<b>ORGANIZATIONAL BEHAVIOR</b>	<b>25 + 75 = 100</b>	<b>4</b>
<b>Course Outcomes:</b>			
<p>After the successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>Analyze and compare different models used to explain individual behavior.</li> <li>Develop a critical insight into complexities associated with the group and team behavior.</li> <li>Identify the processes used in managing change and resolving conflicts.</li> <li>Interpret the influence of organizational development and change in the behavior of the employees.</li> </ul>			
<b>Course Content:</b>			
<b>Unit-I</b>	Fundamentals of organizational behavior: concept, evolution, the importance of OB, contributing disciplines to OB, OB model, contemporary challenges of OB; individual processes and behavior differences.		
<b>Unit-II</b>	Dynamics of individual behavior: personality - concept, determinant, theories, and applications; values, attitudes, and emotions; perception - concept, process, and applications; learning and reinforcement; motivation - concept, theories, and applications; stress management.		
<b>Unit-III</b>	Interpersonal processes: dynamics of groups – characteristics of the group, types, stages of group development, group cohesiveness, group processes and decision making; dynamics of teams – characteristics of the team, forms, team effectiveness; conflict - concept, sources, types, management of conflict; power and political behavior; leadership: concept, function, and styles		
<b>Unit-IV</b>	Organizational processes and structure: organizational design - various organizational structures and their effect on human behaviour; organisational climate; organisational culture; organisational change - concept, nature, resistance to change, change management, implementing change and organizational development.		
<b>Suggested Books/Reading:</b>			
1.	Kavita Singh., Organisational Behaviour: Text and cases. New Delhi: Pearson Education.		
2.	Pareek, Udai. Understanding Organisational Behaviour, Oxford University Press, New Delhi.		
3.	Robbins, S. P & Judge, T. A. Organisational Behaviour, Prentice Hall of India, New Delhi.		
4.	Newstorm, J. and Keith Davis, Organisational Behaviour, TMH.		

## SEMESTER II

<b>Semester-II</b>			
Course	Name of Course	Max Marks	Credit
<b>BBA/GN/204</b>	<b>MACROECONOMICS</b>	<b>25 + 75 = 100</b>	<b>2</b>
<b>Course Outcomes:</b>			
<p>After the successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Understand basic macroeconomic concepts and variables.</li> <li>• Develop a critical understanding of the implications of income and consumption relationship with respect to various theories.</li> <li>• Understand and analyse the macroeconomic impacts through monetary and fiscal policies.</li> <li>• Analyze the macro environment which would help them in managerial decision-making processes.</li> </ul>			
<b>Course Content:</b>			
<b>Unit-I</b>			
Nature and scope of macroeconomics, circular flow of income; national income – alternative concepts of income and their interrelationship, measurement of national income, stock and flow variables, aggregate demand, supply and macroeconomic equilibrium, nature of a trade cycle, causes of booms and recessions.			
<b>Unit-II</b>			
Macro analysis of consumer behavior, cyclical and secular consumption, income consumption relationship, absolute, relative and permanent income hypothesis, simple Keynesian Model of income determination; multiplier analysis.			
<b>Unit-III</b>			
Nature of fiscal policy, fiscal deficits, fiscal policy in relation to growth and price stability, basic issues in fiscal deficit management, nature, and management of public debt; business taxes – types, rationale, and incidence.			
<b>Unit-IV</b>			
Money supply measures; credit creation process and money multiplier, instruments of monetary policy; promotional and regulatory role of central bank; Inflation – types, causes, effects and control measures.			
<b>Suggested Books/Reading:</b>			
1.	Gupta, G.S., Macroeconomics – Theory and Applications, Tata McGraw Hill, New Delhi.		
2.	Edward Shapiro, Macroeconomic Analysis, Galgotia, New Delhi.		
3.	Gupta S.B., Monetary Economics: Theory, Policy and Institutions, S. Chand, New Delhi.		
4.	Vaish, M.C., Macroeconomic Theory, Vikas Publications, New Delhi.		
5.	D'souza, Errol, Macroeconomics, Pearson Education, New Delhi.		

<b>Semester-II</b>			
<b>Course</b>	<b>Name of Course</b>	<b>Max Marks</b>	<b>Credit</b>
<b>BBA/GN/205</b>	<b>BUSINESS STATISTICS</b>	<b>25 + 75 = 100</b>	<b>3</b>
<b>Course Outcomes:</b>			
<p>After the successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Apply application of quantitative techniques in business decision making.</li> <li>• Analyze data using statistical techniques and able to forecast under uncertain business environment.</li> <li>• Examine normality and apply its concepts in different sampling techniques.</li> <li>• Apply quantitative techniques to business situations and optimize available resources.</li> </ul>			
<b>Course Content:</b>			
<b>Unit-I</b>	<p>Statistics: Meaning, purpose, scope, and limitations; presentation and tabulation of data: meaning, objectives and types of classification, formation of frequency distribution, role types and construction of diagrams and graphs.</p>		
<b>Unit-II</b>	<p>Measures of Central Tendency: Arithmetic mean, median, mode, characteristics, applications, and limitations of these measures; Measure of variation: Range, quartile deviation, mean deviation and standard deviation, co-efficient of variation and skewness.</p>		
<b>Unit-III</b>	<p>Correlation Analysis: Introduction, significance, types and Methods of Correlation analysis – Scatter, diagram Karl Pearson's coefficient, Rank correlation. Regression Analysis: Introduction, significance, simple linear regression model, method of least squares, standard Error of estimates.</p>		
<b>Unit-IV</b>	<p>Index Number: Introduction, importance, Construction, Price and Quantity index numbers, Laspeyres', Paasche's, Edgeworth-Marshall's, Fisher's method, Relative methods. Time series Analysis: Introduction, Utility of time series analysis, Components, and analysis of time series. Measuring Trends of time series, semi-average, moving averages and method of least squares.</p>		
<b>Suggested Books/Reading:</b>			
1.	Berry, G.C. Business Statistics, Mc Graw Hill Publication.		
2.	Gupta, S.P. & M.P. Gupta. Business Statistics, Sultan Chand and Sons Publication.		
3.	Gupta, C.B. An Introduction to Statistical Methods, Vikas Publishing House Pvt Ltd.		
4.	Gupta, S.P. Statistical Methods, Sultan Chand and Sons Publication.		
5.	Sharma, J.K. Business Pearson Education, New Delhi Statistics.		

<b>Semester-II</b>			
<b>Course</b>	<b>Name of Course</b>	<b>Max Marks</b>	<b>Credit</b>
<b>AEC-106-N1</b>	<b>ENGLISH - II</b>	<b>25 + 75 = 100</b>	<b>2</b>
<b>Course Outcomes:</b>			
<p>After the successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Understand basics of narration and writing for effective communication.</li> <li>• Learn techniques of effective public speaking.</li> <li>• Write various kinds of letters, essays, and articles.</li> <li>• Practically perform reading and speaking through drills.</li> </ul>			
<b>Course Content:</b>			
<b>Unit-I</b>			
Narration and Writing: Define, Describe, Narrate and Argue; Reading Comprehension, Precise Writing, Letter Writing - Job Application Letter, Resume writing, Report Writing.			
<b>Unit-II</b>			
Introduction to Oratory: Techniques for effective public speaking, both prepared and extemporaneous. Brainstorm ideas for your own short speech.			
<b>Unit-III</b>			
Written English communication: Progression of Thought/ideas, Structure of Paragraph, Structure of Essays, Essay Writing.			
<b>Unit-IV</b>			
Writing Features and Articles: Op-Eds (Editorials, Opinions), Features; Articles; Performance and Drills: Reading Drills, Speaking Drills, Team-Performance Drills, Solo Performance Drills.			
<b>Suggested Books/Reading:</b>			
1.	Madhulika Jha, Echoes, Orient Long Man		
2.	Ramon & Prakash, Business Communication, Oxford.		
3.	Sydney Greenbaum Oxford English Grammar, Oxford.		
4.	M. Ashraf Rizvi, Effective Technical Communication, Tata McGraw Hill		
5.	Anjanees Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill		

<b>Semester-II</b>			
<b>Course</b>	<b>Name of Course</b>	<b>Max Marks</b>	<b>Credit</b>
<b>BBA/GN/207</b>	<b>LIFE SKILLS DEVELOPMENT</b>	<b>25 + 75 = 100</b>	<b>3</b>
<b>Course Outcomes:</b>			
<p>After the successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Define and identify different life skills required in personal and professional life.</li> <li>• Develop an awareness of the self and apply well-defined techniques to cope with emotions and stress.</li> <li>• Explain the basic mechanics of effective communication and demonstrate these through presentations.</li> <li>• Use appropriate thinking and problem-solving techniques to solve new problems.</li> <li>• Understand the basics of teamwork and leadership.</li> </ul>			
<b>Course Content:</b>			
<b>Unit-I</b>			
<p>Overview of Life Skills: Meaning and significance of life skills, Life skills identified by WHO: Self-awareness, Empathy, Critical thinking, Creative thinking, Decision making, problem solving, Effective communication, interpersonal relationship, coping with stress, coping with emotion. Life skills for professionals: positive thinking, right attitude, attention to detail, having the big picture, learning skills, research skills, perseverance, setting goals and achieving them, helping others, leadership, motivation, self-motivation, and motivating others, personality development, IQ, EQ, and SQ.</p>			
<b>Unit-II</b>			
<p>Self-awareness: definition, need for self-awareness; Coping with Stress and Emotions, Human Values, tools, and techniques of SA: questionnaires, journaling, reflective questions, meditation, mindfulness, psychometric tests, feedback. Stress Management: Stress, reasons and effects, identifying stress, stress diaries, the four A's of stress management, techniques, Approaches: action-oriented, emotion-oriented, acceptance oriented, resilience, Gratitude Training, Coping with emotions: Identifying and managing emotions, harmful ways of dealing with emotions.</p>			
<b>Unit-III</b>			
<p>21st century skills: Creativity, Critical Thinking, Collaboration, Problem Solving, Decision Making, Need for Creativity in the 21st century, Imagination, Intuition, Experience, Sources of Creativity, Lateral Thinking, Myths of creativity, Critical thinking vs. Creative thinking, Functions of Left Brain &amp; Right brain, Convergent &amp; Divergent Thinking, Critical reading &amp; Multiple Intelligence. Steps in problem solving: Problem Solving Techniques, Six Thinking Hats, Mind Mapping, Forced Connections. Analytical Thinking, Numeric, symbolic, and graphic reasoning. Scientific temperament and Logical thinking.</p>			
<b>Unit-IV</b>			
<p>Leadership: Leadership framework, entrepreneurial and moral leadership, vision, cultural dimensions. Growing as a leader, turnaround leadership, managing diverse stakeholders, crisis management. Types of Leadership, Traits, Styles, VUCA Leadership, Levels of Leadership, Transactional vs Transformational Leaders, Leadership Grid, Effective Leaders.</p>			
<b>Lab Activities Verbal</b>			
<p>Effective communication and Presentation skills. Different kinds of communication; Flow of communication; Communication networks, Types of barriers; Miscommunication Introduction to presentations and group discussions. Learning styles: visual, aural, verbal, kinaesthetic, logical, social, solitary; Previewing, KWL table, active listening, REAP method Note-taking skills: outlining, non-linear note-taking methods, Cornell notes, three column note taking. Memory techniques: mnemonics, association, flashcards, keywords, outlines, spider diagrams and mind maps, spaced repetition. Time management: auditing, identifying time wasters, managing distractions, calendars, and checklists; Prioritizing - Goal setting, SMART goals; Productivity tools and apps, Pomodoro technique.</p>			
<b>Non-Verbal</b>			
<p>Non-verbal Communication and Body Language: Forms of non-verbal communication; Interpreting body-language cues; Kinesics; Proxemics; Chronemics; Effective use of body language, Communication in a multi-cultural environment.</p>			
<b>Suggested Books/Reading:</b>			
1.	Shiv Khera, You Can Win, Macmillan Books, New York, 2003.		
2.	Barun K. Mitra, "Personality Development & Soft Skills", Oxford Publishers, Third impression, 2017.		
3.	ICT Academy of Kerala, "Life Skills for Engineers", McGraw Hill Education (India) Private Ltd., 2016.		
4.	Caruso, D. R. and Salovey P, "The Emotionally Intelligent Manager: How to Develop and Use the Four Key Emotional Skills of Leadership", John Wiley & Sons, 2004.		
5.	Kalyana, "Soft Skill for Managers"; First Edition; Wiley Publishing Ltd, 2015.		
6.	Larry James, "The First Book of Life Skills"; First Edition, Embassy Books, 2016.		
7.	Shalini Verma, "Development of Life Skills and Professional Practice"; First Edition; Sultan Chand (G/L) & Company,		

	2014.
8.	Daniel Goleman, "Emotional Intelligence"; Bantam, 2006.
9.	Remesh S., Vishnu R.G., "Life Skills for Engineers", Ridhima Publications, First Edition, 2016.
10.	Butterfield Jeff, "Soft Skills for Everyone", Cengage Learning India Pvt Ltd; First edition,2011.
11.	Training in Interpersonal Skills: Tips for Managing People at Work, Pearson Education, India; sixth, 2015.
12.	The Ace of Soft Skills: Attitude, Communication and Etiquette for Success, Pearson Education; First edition, 2013.

Semester-II			
Course	Name of Course	Max Marks	Credit
VAC-107-N1	NATURAL RESOURCES AND BIODIVERSITY CONSERVATION	25 + 75 = 100	2
<b>Course Outcomes:</b>			
<p>After the successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Illustrate types of resources and consequences of resource degradation.</li> <li>• Appraise the food and land resources and role of individual in conservation of resources.</li> <li>• Interpret ecological and social phenomena from a biodiversity viewpoint.</li> <li>• Develop new conservation measures on new or endangered species in a given habitat.</li> </ul>			
<b>Course Content:</b>			
<b>Unit-I</b>			
<p><b>Natural Resources:</b> Renewable and non-renewable resources, Natural resources, and associated problems: <b>Forest Resources:</b> Use and Over-exploitation, deforestation. Case studies. Timber exaction mining, dams and their effects on forests and tribal people. <b>Water resources:</b> Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams, benefits, and problems. <b>Mineral resources:</b> Use and exploitation, environmental effects of extracting and using mineral resources, case studies.</p>			
<b>Unit-II</b>			
<p><b>Food Resources:</b> World food Problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.  <b>Energy resources;</b> Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies.  <b>Land resources:</b> Land as a resource, Soil profile and horizons, Soil formation and degradation, man induced landslides, soil erosion and desertification.  Role of and individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.</p>			
<b>Unit-III</b>			
<p><b>Biodiversity Uses, Threats and Conservation:</b> Introduction- Definition: genetic, species and ecosystem diversity, Biogeographical classification of India, Value of biodiversity: consumptive use, productive use, social, ethical aesthetic, and option values. Biodiversity at global, National, and local levels. India as a mega-diversity nation. Hot-spots of biodiversity, Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, Endangered and endemic species of India.</p>			
<b>Unit-IV</b>			
<p><b>Conservation of Biodiversity:</b> In-situ and Ex-situ conservation of biodiversity, Special Projects for endangered species: Project tiger, Project Gir lion, Project elephant and Project crocodile. Role of WWF, IUCN, UNEP, Red Data Book in restoration of endangered species.</p>			
<b>Suggested Books/Reading:</b>			
1.	Joshi, B.D., Tripathi, C.P.M and Joshi, P.C. Biodiversity and Environmental Management. APH, New Delhi, 2009.		
2.	Joshi, P.C. and Joshi, N. Biodiversity and conservation. APH Publishing Co-operation, New Delhi, 2009.		
3.	Fatik B. Mandal and Nepal C. Nandi. Biodiversity: Concepts, Conservation and Biofuture, Asian Books, 2013.		
4.	<a href="http://envis.nic.in/ENVIS_html/ENVISSubject/subject.html">http://envis.nic.in/ENVIS_html/ENVISSubject/subject.html</a>		
5.	<a href="https://nptel.ac.in/courses/103/106/103106162/">https://nptel.ac.in/courses/103/106/103106162/</a>		
6.	<a href="https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=14">https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=14</a>		
7.	<a href="https://swayam.gov.in/">https://swayam.gov.in/</a>		



