BBA 101 BUSINESS MATHEMATICS
The course aims to develop basic skills for quantitative application in business situations.

Unit I: Summation of sets, Arithmetical Progression- Sum of a series in A. P. Arithmetic Mean, Geometric Progression , Sum of a series in G.P, Geometrical Mean, Sum of an infinite geometric series, Permutation and combination, Fundamental rules of counting, Permutation of n different things, Permutation of thing not all different, Circular permutation, Combination of n different things r at a time, Simple problems.

Unit II: Matrix Algebra- Definition, Matrix Operations- Addition, Subtraction, and Multiplication of matrices, Types of matrices- Square, Diagonal, null, Transpose of a matrix, Determinant of a Square matrix, Singular and non-singular matrix, Co-factor matrix, adjoint of a matrix, Inverse of a matrix, Solution of simultaneous equation by using matrices. Unit III: Differential Calculus : Differentiation, Differentiation of a product of two function, Differentiation of a quotient of two functions, Differentiation of a function of a function, Differentiation of a logarithmic and exponential function, Differentiation of implicit function, Maxima and Minima, Simple problems. (Trigonometrical function are excluded) Unit IV: Integral Calculus, Fundamental rules of integration, Integration by substitution, integration by parts. Integration by decomposition into a sum using partial fractions (Simple Problems), Simple business applications (Trigonometrical functions are excluded)

BBA 102 COMPUTER FUNDAMENTALS
The course aims to familiarize the students with computers & its applications in the field of business.


BBA 103 FINANCIAL ACCOUNTING
The course aims to build the competency for preparing, analyzing and interpreting financial statements.

BBA 104 MANAGERIAL ECONOMICS
The course aims to acquaint the students with micro and macro economic fundamentals required for business analysis.

Unit I: Introduction - Meaning, nature and scope of Managerial Economics, Significance in decision making. Fundamental principles, Demand Analysis - Introduction to Law of demand, types of demand, individual and market demand, curves & schedule, Demand determinants, Importance in decision making. Demand Forecasting - meaning and methods. Elasticity of Demand - Meaning, types, measurement and significance.


Unit III: Market Structure and Pricing Theory - Pricing under different market conditions - perfect competition, imperfect competition and monopoly. Price discrimination under monopoly and necessary condition and degrees of price discrimination.


BBA 105 MARKETING FUNDAMENTALS
The course aims to build foundation of marketing concepts.

Unit I: Meaning and concepts of Marketing, Sales Concept, Marketing concept, Social Marketing concepts, Societal Marketing concept, Marketing Mix, 4 Ps of Marketing, Marketing Environment in India.

Unit II: Market Segmentation, bases for segmentation, Selection of Target Market and Positioning, Product, Product line, Personality, Product mix and Product Life Cycle.

Unit III: Pricing - Factors affecting pricing, methods of pricing, distribution channels, types of intermediaries.

Unit IV: Promotion, elements of promotion mix, advertising. Functions, criticism, types: sales promotion techniques, difference between advertising and personal selling, direct marketing.

BBA 106 PRINCIPLES OF MANAGEMENT
The course aims to provide fundamental exposure and understanding of the concepts, theories and practices of management.

BBA 201 BUSINESS COMMUNICATION
The course aims to develop written and verbal communication skills for effective business communication.


BBA 202 BUSINESS STATISTICS
The course aims to build skills for statistical inference of business data.

Unit I: Definition of statistics: Primary and secondary data, classification and tabulation of data. Measures of central tendency: Arithmetic mean, geometric mean and harmonic mean, mode, median. Measures of dispersion: Range, quartile deviation, mean deviation, standard deviation, absolute and relative measures of dispersion, Coefficient of variation.

Unit II: Correlation Analysis: Introduction, Importance of correlation, Analysis, Types of correlation: Positive and Negative correlation, linear and non-linear correlation, Measures of correlation: scatter diagram method, Karl Pearson’s Co-efficient of correlation (Grouped data also), Spearman’s Co-efficient of Rank Correlation. Regression Analysis: Difference between correlation and regression, Lines of regression, Methods of least squares, Fitting straight lines, Properties of regression line, Regression Co-efficient and their properties.


BBA 203 CONSUMER BEHAVIOUR
The course aims to provide insights into consumer behavior required for marketing decisions.

Unit I: Meaning and nature of Consumer Behaviour, Factors affecting Consumer Behaviour, Consumer Involvement and decision making, Models of decision making.

Unit II: Consumer Perception, attitudes, changes in attitudes, Consumer motivation.

Unit III: Models of Consumer Behaviour, Consumer Behaviour in India, difference between consumer buying and industrial buying, nature and factors affecting industrial buying.

Unit IV: Factors influencing purchase decision of a consumer, Personality, Self-concept, Life-style, Psychographics, Reference group.
BBA 204 ENVIRONMENTAL STUDIES

The course aims to make students conscious of environmental concerns and understand the consequences and impact of environmental trends on human life and business.

Unit I: Introduction to Environmental studies, Sustainable development, Realm of Ecology, Environmental Management System (EMS), Biodiversity, Business and Environment, Environmental Ethics
Unit II: International Efforts for Environmental protection, India's efforts for Environmental protection, Public Policy, Role of NGOs, Environmental clearance for establishing and operating Industries in India
Unit III: Global Environmental Problems, Global Warming, Ozone depletion, Air & Noise Pollution, Water Resources, Land Management & Soil Pollution, Waste Management, Forest & Wild life Management,

BBA 205 FINANCIAL MATHEMATICS

This course aims to develop the competency of understanding the impact of time value of money on valuation of financial assets and liabilities.

Unit I
Basic Concepts, Simple and Compound Interest, Kinds of interest rates- effective rate of interest, Nominal rate of interest and force of interest, Relationship between effective and nominal rate of interest.
Unit II
Present value and discount rate, Effective and nominal rate of discount, Relationship between interest and discount, Equation of payment.
Unit III
Valuation of annuities- Certain, Present value of an annuity, Present value of an annuity payable p times a year, Present value of deferred annuities, perpetuities. Accumulated value of an annuity, Accumulated value of annuities payable p times a year.
Unit IV
Valuation of securities, Present value of bonds, Present value of preference shares, Present valued of equity shares, growth in dividends - Normal growth and super normal growth, Relationship between price, earnings and dividends.

BBA 206 INDIAN VALUE SYSTEM

This course aims to provide familiarity with aspects of Indian Values emanating from our social and cultural background impacting the quality of decision making.

Unit I: Features of Indian Social System and Social Institution affecting values: Cultural History of India, Characteristics of Indian Social System and Important Social Institutions, Indian Education systems (In Ancient, Medieval and Modern India)
Unit II: Indian Value System: Indian Values in management, Four Ashrams, Purushartha, Varna and Caste system
Unit III: Indian Ethical Theories: Nature and Scope of Ethics, Psychological Basis of Ethics, Indian Ethical Theories (a) Kautilya (b) Manu, An outline of Ancient Legal System and its utility in present, in India
Unit IV: Impact of Social and Cultural Factors on Business: Guilds (Shreni) and their role in business promotion in Ancient India, Role of Indian Culture in Business Promotion, Indian traditions for decision-making and management of stress, Philosophy of Yoga and its modern relevance.

BBA 301: ADVERTISING MANAGEMENT

This course aims to familiarize the student with the basic principles of advertising and introduction to media involved.

Unit I: Definition, Nature and evolution of advertising, its functions and role, criticism, social, economic and legal aspects of advertising.
Unit II: Place of advertising in Marketing Mix, Indian advertising industry, copy writing: different elements of a copy and layout
Unit III: Advertising budget: Objectives, preparation and methods of advertising budget; advertising agency: function, selection and compensation.
Unit IV: Advertising media: different types of media, function, merits and demerits of media, selection of media and its vehicles.

BBA 302 Banking & Insurance

This subject aims to provide general exposure of the financial system pertaining to banking and insurance.

Unit I: Structure of India Financial System, Major issues in Indian Financial System, Financial Sector reforms in India, RBI, Monetary Policy, Credit Control.
Unit II: Commercial Banking, Management of assets & liabilities of Commercial Banking, Regulatory Environment for Commercial Banking in India, Operating Aspects of Commercial Banking.

BBA 303 Business Environment

This course aims to familiarize the student with the Indian business environment and provide him / her an insight into the control mechanisms adopted by government.

Unit I: Various types of economic systems being followed in the world, Comparison between the capitalist and socialist economies, The Indian economic system pre and post independence, The industrial policy 1951 and 1991 (statement, functions, implication and comparison) Private, Public and Co-operative sectors: meaning, role and importance. Unit II : Macro and Micro factors that affect the environment, Controllable and uncontrollable factors as regards the organization, macro and micro environment and their respective components. Environment scanning techniques: SWOT, ETOP with practical examples, Monetary, Fiscal, Exim Policies, Budget - roles and functions affecting the business environment.
BBA 304 MANAGEMENT ACCOUNTING
This course aims to develop the competency for making correct analysis of relevant information required for managerial decision making.
Unit II: Introduction to manufacturing costs, job costing, process costing, activity based costing.
Unit III: Relevant information & decision making, Special order & addition, deletion of product and services, Optimal uses of limited resources, Pricing decisions, Make or buy decision, Joint product cost.
Unit IV: Preparing the master budget and functions budgets, Flexible budget, Variance analysis, Introduction to Management Control Systems.

BBA 305 ORGANIZATIONAL BEHAVIOUR
The course aims to provide an understanding of the basis concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels.
Unit I: Meaning and development of Organizational Behaviour, Need for Organizational Behaviour, Challenged and opportunities for Organizational Behaviour, Organizational Behaviour Model.
Unit II: Perception: Components, factors influencing perception process; Personality: Determinants, theories, measurement; Motivation: Meaning, types and theories; Learning: Meaning, models of learning.
Unit III: Group formation and development, inter-group conflict, Nature, process and resolution techniques; Communication process, meaning, barriers and methods to overcome barriers; Leadership: meaning, style, models of leadership Unit IV: Group Dynamics, Group Cohesiveness. Stress: Causes, Stages and effects; Organizational Culture, Organizational Change and development.

BBA 306 RESEARCH METHODOLOGY
The course aims to make students understand the technicalities involved in a research work.
Unit II: Methods and Techniques of data collection: Types of data collection, Methods used for collection of different data types. Sampling and sampling distribution: Importance of Sampling, Methods of Sampling, Sampling errors, Test of Hypothesis. Attitude Measurement and Scales: Introduction to attitude - Various Methods to measure attitude.
BBA 401 BUSINESS LAWS
This course aims to familiarize the students with the Indian Contract Act, Law of Partnership, Sale of Goods Act and Negotiable Instruments Act.

Unit II: Law of Partnership: Partnership distinguished from similar organization, Types of partner, Duties of partner, Liability of partner, Dissolution of partnership

BBA 402 FINANCIAL MANAGEMENT
This course aims to equip the students with the fundamental principles & techniques of financial management concern with acquisition & use of funds by a business firm.


BBA 403 HUMAN RESOURCE MANAGEMENT
The course aims to familiarize the students with the importance of human resource in the present day organizations and its subsequent management as a resource.

BBA 404 INFORMATION MANAGEMENT
The course aims to develop the basic understanding of the information systems and their role in business organizations.


Unit IV: Data Base Management Systems: Concept, Components, Centralized and Distributed Database Systems. BBA 405

OPERATION MANAGEMENT
The course aims to familiarize the students with the basic concepts of Operations and Production Management.


BBA 406 RETAIL MANAGEMENT
The subject aims to familiarize the student with the concept of retailing and to give him/her an insight into the Retailing Strategies.

BBA 501 E-COMMERCE

The subject aims to familiarize the student with the basic concept of e-commerce and to provide him/her with the knowledge of planning, scheduling and controlling a successful e-business.

Unit I: Framework for understanding e-business: Introduction to e-commerce, Environmental forces affecting planning and practice, Ethical, legal and social concerns.


BBA 502 FINANCIAL SERVICES

The subject aims to provide the basic insights into the different types of financial services and the regulatory prescriptions for the same.

Unit I: Introduction to financial services. Fund and fee based services, Utility and significance; NBFCs.

Unit II: Leasing and Hire Purchase

Unit III: Factoring, Bill Discounting, Credit card services

Unit IV: Merchant Banking and advisory services; IPOs.

BBA 503 HEALTH CARE MANAGEMENT

The subject aims to familiarize the students with the basic health care system, health care economics & finance and hospital functions.

Unit I: Health Care and Social Development. National Health Policy. Distribution of Health Services in India, Output and Performance. Role of Private, Voluntary groups and national and international agencies.


Unit III: Health Care Economics & Finance: Economic appraisal of health services, Needs Vs Demand Vs Supply Model, Health Service financing & expenditure survey, Budgeting, Control, Pricing, Efficiency.

Unit IV: Hospital functions, Organization, Classification & Components. Changing role of hospital administration. Resource utilization and control in hospitals. Health Care Communications for social causes like AIDS awareness, Anti Smoking, Anti tobacco etc.

BBA 504 RURAL MARKETING

The course aims to familiarize the students with the basic concepts of Rural Marketing, the nature of the Rural Consumer, and marketing of agricultural inputs and produce.

Unit: Definition of Rural Marketing, Indian Rural Market, Environment: Population and its locations, occupation pattern, expenditure pattern, infrastructure facilities.

Unit II: The Rural Consumer: Characteristics, factors influencing his purchase decision, Rural demand: Nature, types of requirements, hierarchy of markets and rural market index, Problems in rural marketing.

Unit III: Marketing of Agriculture Inputs: Consumable inputs and durable inputs: Marketing of Consumables and Durables: Composition of Products, Price, distribution, promotion, product redesign or modification needs. Unit IV: Marketing of Agricultural Produce, Formation of Cooperative marketing and processing societies, marketing of rural / cottage industry / artisan products; Rural Marketing Strategies, Rural Market Segmentation, Strategies on product, price, promotion and distribution.

BBA 505 TAXATION LAWS

The objective of this course is to acquaint the students with the legal framework of taxation affecting business plans, profits and liabilities of business.

Unit I: Important Definitions, Concepts of Income, Exempted incomes, Residential Status and Tax Liability.

Unit II: Heads of Income - Income from Salaries, Income from House & Property, Profits and gains of a business or profession, Capital Gains, Income from other sources.


Unit IV: Wealth Tax- exemptions, Deemed wealth, Calculation of wealth tax liability, Assessment procedure.

BBA 506 MANAGING PERSONAL FINANCE

The Course aims to prepare students to arrange their finances for ensuring their economic independence and growth of wealth.

Unit I: 1.1 Introduction
1.2 Investor's Need and Nature
1.3 Avenues for Investments
1.4 (a) Investment in Gold, Silver, Diamonds and Antiques.
(b) investment in Land and Building.
(c) Investment in Bank Deposits
(d) Investment in Securities- Government, Government Undertaking Companies.
(e) Investment in Fixed Assets.
(f) Investment in Insurance Policies of LIC and other Companies.
(g) Investment in Provident Funds and Gratuity.
(h) Investment in Education.

Unit II: 2.1 Analysis of Investment in Equity and Shares.
2.2 Analysis of Systematic and Unsystematic Risk.
2.3 Personal Income Tax Planning.
2.4 Tax Evasion. Tax Avoidance & Tax Planning.
3.2 Concept of Discounted Cash Flows.
3.3 Investment Valuation.
3.4 Analysis of Lease Finance.
3.5 Analysis of Investment in Mutual Funds.

Unit IV: 4.1 Management of Cash and Cash Forecasting.
4.2 Financial Security.
4.3 How to become wealthy on a small budget.
4.4 Avoiding poverty trap and bankruptcy.
4.5 Building Economic independence.

Recommended Books: Jack Kapoor - Personal Finance - TMH
W - Personal Finance - Jaico
Lokatia R N - Tax
Smart Personal Investment A - Z

BBA 506 Summer Project (Non-credit)

BBA 601 BUSINESS POLICY

This subject aims to provide conceptual and analytical skills to the students for accessing the environmental & competitive opportunities along with fulfilling the objectives of concepts in knowledge, situations, and relevant attitudes. Unit I: Strategic Management. Concept of Strategy, Dimension of strategic decision, Levels of strategy, Strategy making modes, Overview of process of strategic planning & management.

Unit II: Mission, vision, objective setting, Business definitions, Summary statement of strategy, Deducing strategy from action & endeavours.

Unit III: Formulation of strategy, Components of environment & Environmental analysis, Analysis of internal capabilities using different approaches, Strengths, Weakness, Opportunities, Threats (SWOT Analysis).


BBA 602 COMPANY LAW
The subject aims to familiarize the students with the regularity framework for formation, incorporation issue of capital and management of a company as per the Indian Companies Act.

Unit I: Definition & nature of Company, types of Companies, formation of Companies, Liability of promoters, Incorporation of Companies, Commencement of business.

Unit II: Memorandum of Association (MOA), Contents, Doctrine of Ultravires, Articles of Association (AOA), Doctrine of Indoor Management & exceptions to it.

Unit III: Prospectus, Statements in view of prospectus, Mis-statement & their remedies, Share capital, Allotment of shares -definition of share, Share warrant, Share certificate, Difference between share & stock, Calls on shares, Types of shares, Voting rights, Right issues.

Unit IV: Management of Company, Appointment of directors, Legal Position, Duties & liabilities & Powers, Company Meetings- Statutory, Annual general meeting, extraordinary meeting, meeting of BOD, Guidelines for managerial remuneration, Quorum for different meetings, Kinds of resolutions, Provisions regarding borrowing, & issue of debentures, dividend and bonus shares, Notes on binding up.

BBA 603 ENTREPRENEURSHIP
The subject aims to familiarize the students with the concept of Entrepreneurship and with the establishment and management of a new enterprise.

Unit I: Entrepreneurship: Definitions and core elements, Process of Entrepreneurship, Entrepreneurial Competencies, Barriers to Entrepreneurship, Identification of business opportunities.

Unit II: Establishment of a new enterprise, Choice of product, Market Assessment, Selection of Technology, Selection of Site, Organizational and Ownership Structure.


BBA 604 INTERNATIONAL BUSINESS
The subject aims to familiarize the students with the concept of international business, the organizations engaged in global business, Indian export documentation and implications of global trade on India.

Unit I: Historic viewpoint of international business, Introduction and concepts of the modern international business, Domestic and international business comparison and contrast with advantages and disadvantages of both, Regional blocks - NAFTA, SAFTA, ASEAN, SAARC types, roles, functions and their effect on emerging global business environment.
Unit II: GAAT and WTO - structure, functions and roles in the current international business scenario, the modern world reasons for venturing into international business, Factors and variables involved in international business. International business strategies and entry modes and techniques. Indian and world MNCs with their merits and demerits.

Unit III: Comparison and contrast between domestic and international marketing, Advantages of international marketing, various types of international market intermediaries. Comparison and contrast between domestic and international Human Resource Management, cross-cultural issues, implications on the host and guest countries, Various types of global organizations.

Unit IV: International financial intuitions - structure, roles, functions, World Bank, IMF, UNTCAD, NABARD, ADB etc, Export documentation and financial support available in India -APEDA, EPZs, SEZs, Future trends in international business, concepts of BPO, FDI etc and their effects on the future of international business. India's attractiveness for FDI vis-a-vis other countries like China, Brazil, Malaysia etc.

BBA 605 MARKETING OF SERVICE
The subject aims to provide the basic insights into the marketing of services and develops the understanding of various types of services and current scenario of service sector in India.

Unit I: Meaning and nature of services marketing, goods and services - a comparative study, significance, marketing mix for services, Classification of services.

Unit II: MIS in Service Marketing, Market Segmentation and positioning, Behaviour of consumer, Service Management. Unit III: Marketing of Services in India: bank, insurance, tourism, hospital and consultancy. Unit IV: Promotion mix strategy for services, Relationship marketing, Services under WTO.

BBA 606 PROJECT MANAGEMENT
This subject provides an opportunity to the students to conceive, formulate and prepare a project with practical orientation with regard to its implementation.


Unit IV: Project Implementation: Forms of project organization, Project control & control charts, Human aspects of project management, Prerequisites for a successful project implementation, Introduction to project network & determination of critical path, Preparation of comprehensive project report.