

St. Joseph's College of Commerce **(Autonomous)**

163, Brigade Road, Bengaluru - 560 025

Accredited with 'A++' Grade (4th Cycle) by the National Assessment
and Accreditation Council (NAAC)

Recognized by the UGC as
"COLLEGE WITH POTENTIAL FOR EXCELLENCE"



Bachelor of Business Administration **(Regular)**

Semesters I & II

Syllabus as per Karnataka State Education Policy 2024
Curriculum Framework w.e.f., 2024-2025

Academic Year 2024 - 2025

Batch 2024 - 2027

St. Joseph's College of Commerce
(Autonomous)
Affiliated to Bengaluru City University

St. Joseph's College of Commerce (SJCC) was formerly a part of St. Joseph's College, established in the year 1882. The Commerce Department was established in the year 1949 and it became an independent college with its

own building in Brigade Road in the year 1972.

The college has in its Vision a model for higher education which encourages individuals to dream of a socially just world and in its Mission a strategy to empower individuals in realizing that dream.

With an objective of imparting quality education in the field of Commerce and Management, the college has been innovating in all aspects of higher education over a long period of time. These innovations were further bolstered with the granting of autonomous status to the college by UGC in September 2005. From then on, the college has taken a lead in reforming curriculum and syllabus, examination and evaluation pattern and teaching and learning methods through the Board of Studies, the Academic Council and the Governing Council comprising of eminent academicians, industry representatives and notable alumni.

The college has undergone four cycles of NAAC accreditation starting from the year 2000 in which it secured 'five stars', next in the year 2007 an 'A' grade, in the year 2012 again an 'A' grade and recently in February 2021 an 'A++'. It is one of the very few institutions in the country to have secured A++ grade in the fourth cycle under the Revised Accreditation Framework (RAF) and the first college in Karnataka to do so. The college was declared as a 'College with Potential for Excellence' in the year 2010. In 2011, SJCC was recognized as a Research Centre by Bangalore University. The college has been ranked 55th in the National Institutional Ranking Framework (NIRF) ratings of Ministry of Education, Government of India, in 2024 and it has been the only institution from Karnataka to make it consistently to the top 100 in the country.

The college offers diverse programmes in Commerce, Business Administration Arts and Science. Under Commerce Studies it offers B.Com, B.Com (Professional- International Accounting and Finance), B.Com (BPM- Industry Integrated), B.Com (Travel and Tourism), B.Com (Analytics), B.Com (Professional - Strategic Finance), M.Com (Finance & Taxation/ Marketing & Analytics), M.Com (International Business) & M.Com (Financial Analysis). Under Business Administration it offers BBA, BBA (Entrepreneurship) and BBA (Professional- Finance and Accountancy). Under Arts it offers BA (English, Communicative English and Psychology) and Under Science it offers B.Sc (Economics, Mathematics and Data Analytics). The college also offers five one-year Post Graduate Diploma programmes.

THE DEPARTMENT OF BUSINESS ADMINISTRATION

With the world of business constantly changing and a strong base created for technology in the country, it is of utmost importance to augment management talent and resources at all levels. Strategies and goals of any educational institution has to be constantly redefined to keep in pace with the external environment. All this led to the birth of the BBA department at St. Joseph's College of Commerce in the year 2004-2005. Within a short period of time, the department has emerged as a promising center in the field of management studies at the undergraduate level. This department

aims at motivating students to take up higher studies in management, so that they may blossom into effective entrepreneurs who would not be afraid of taking risk, or teachers and researchers who would contribute positively towards the betterment of the society or to take up consultation to help business units leverage on management knowledge.

OBJECTIVES OF THE BBA PROGRAMME

- To impart knowledge to students in functional areas of business so that they may pursue careers in management and excel in different fields of management.
- To incorporate extensively – along with theoretical knowledge sharing – various skills (viz., Presentations, rapid reading, geo political awareness, time management) needed for managerial effectiveness.
- To promote knowledge through research – applied and conceptual, relevant to management studies.
- To enhance the decision-making skills and administrative competence of students.
- To motivate students to apply management techniques to new and innovative areas of management.

I. ELIGIBILITY FOR ADMISSION

Candidates who have completed the two-year Pre-University course of Karnataka State or its equivalent are eligible for admission into this Programme.

II. DURATION OF THE PROGRAMME

The duration of the programme is three (03) years of Six Semesters. A candidate shall complete his/her degree within five (5) academic years from the date of his/her admission to the first semester. Students successfully completing three (03) years of the course will be awarded Bachelor's Degree in Business Administration.

III. MEDIUM OF INSTRUCTION

The medium of instruction shall be in English.

IV. ATTENDANCE

- a. A student shall be considered to have satisfied the requirement of attendance for the semester, if he/she has attended not less than 75% in aggregate of the number of working periods in each of the courses, compulsorily.
- b. A student who fails to complete the course in the manner stated above shall not be permitted to take the End Semester Examination.

V. TEACHING AND EVALUATION

M.Com/MBA/MFA/MBS/MTA/MA/M.Sc graduates with B.Com, B.B.A, B.B.S,BA and B.Sc as basic degree from a recognized university are only eligible to teach and to evaluate the courses including part – B courses of I and II semesters except languages, compulsory additional courses and core Information Technology related courses, Skill based, Value Based and Foundation courses, mentioned in this

regulation. These courses shall be taught by the Post graduates as recognized by the respective Board of Studies.

VI. SCHEME OF EXAMINATION

Academic Evaluation under State Education Policy (SEP) **(Effective from Academic Year 2024-2025):**

The academic evaluation of both undergraduate (UG) and postgraduate (PG) programmes consists of two components: Continuous Internal Assessment (Formative Assessment) and End-Semester Examination (Summative Assessment).

Assessment for UG Students under SEP will be as follows:

| Type of Assessment | Assessment Component | Allotted Marks |
|---|---|------------------|
| Continuous Internal Assessment / Formative Assessment | CIA I (Test) | 10 Marks |
| | CIA II (Skill-based Assessment) | 10 Marks |
| | Mid-Term Exam | 20 Marks |
| Total | 40 marks (scaled down to 20 marks) | |
| End-Semester Examination / Summative Assessment | End-Semester Examination (For three hours duration) | 80 Marks |
| TOTAL | | 100 Marks |

A. Additional Details

- **Mid-Term Exam:** The mid-term exam covers at least 40-50% of the syllabus and has duration of one hour.
- **Continuous Internal Assessment (CIA) Activities:** CIA activities are designed with clear objectives, modalities, assessment rubrics, and outcomes.

B. CIA Improvement

There is **no provision for enhancing CIA marks** for UG students once the semester ends.

Attendance requirement for taking ESE

- The University Grants Commission (UGC) mandates a minimum of 75% attendance in each course to be eligible to write the End Semester Examinations (ESE).
- There is no provision for condonation of attendance under the UGC Act.

VII. Minimum for a Pass

- **Minimum Pass Marks in Final Examination:** A minimum of 40 percent is required in each course in the End Semester Exams. The student must score at least 32 marks out of 80 in the End Semester Examination (ESE).
- **Overall Pass Requirement:** The aggregate of Continuous Internal Assessment (CIA) and End Semester Examination (ESE) should also be a minimum of 40 percent. Out of 100 marks, a student must secure at least 40 marks in each course to qualify as passed inclusive of minimum 32 marks out of 80 in End Semester Exam.

VIII. GRADING SYSTEM FOR CHOICE BASED CREDIT SYSTEM (CBCS)

The modalities and operational details are given below:

- **Grade Points:** The College adopts a ten-point grading system. The papers are marked in a conventional way for 100 marks. The marks obtained are converted to grade point according to the following table. If a student is absent for the paper the grade point assigned is 0.

| | | | | | | | | | | | | | |
|-------------|----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|
| % Marks | 95 - 100 | 90 - 94 | 85 - 89 | 80 - 84 | 75 - 79 | 70 - 74 | 65 - 69 | 60 - 64 | 55 - 59 | 50 - 54 | 45 - 49 | 40 - 44 | Below 40 |
| Grade Point | 10 | 9.5 | 9 | 8.5 | 8 | 7.5 | 7 | 6.5 | 6 | 5.5 | 5 | 4.5 | 0 |

- **Credits:** Credits are assigned to courses based on the following broad classification:

| Courses Category | Instruction Hours/week | Credits |
|---------------------------|------------------------|---------|
| Languages | 3 Hours | 3 |
| Major Core | 4 Hours | 4 |
| Skill Enhancement Courses | 1-4 Hours | 1-4 |
| Compulsory Courses | 1-2 Hours | 1-2 |

- **Grade Point Calculation**

- **Semester Grade Point Average (SGPA):** The SGPA is calculated as the sum of the product of the credits and the grade points scored in all courses, divided by the total credits.
 - Minimum SGPA required for a pass is 4.5.

$$\text{SGPA} = \frac{\text{Total of (Credits Earned X Grade Points)}}{\text{Total of Credits}}$$

- If a student has not passed in all courses or is absent, the SGPA is not assigned.
- **Cumulative Grade Point Average (CGPA):** The CGPA is the weighted average of all the courses taken by a student across all semesters of a programme.

- **Cumulative Grade Point Average (CGPA):** The CGPA is the weighted average of all the courses taken by a student across all six semesters of a programme.

$$\text{CGPA} = \frac{\sum \text{Total Credits in the Semester} \times \text{SGPA}}{\text{Total Credits of the Semester}}$$

Note: SGPA and CGPA will be rounded off to two decimal places.

• **Interpretation of SGPA/CGPA and Classification of Final Result**

| Grade Points | % of Marks | Grade | Result/Class Description |
|---------------------|-------------------|--------------|---------------------------------|
| 9.00-10.00 | 85 - 100 | O | Outstanding |
| 8.00-8.99 | 75 - 85 | A+ | First Class Exemplary |
| 7.00-7.99 | 65 - 75 | A | First Class Distinction |
| 6.00-6.99 | 55 - 65 | B+ | First Class |
| 5.50-5.99 | 50 -55 | B | High Second Class |
| 5.00-5.49 | 45 - 50 | C | Second Class |
| 4.50 -4.99 | 40 - 45 | P | Pass Class |
| Below 4.5 | Below 40 | RA | To Re-Appear |

IX. PATTERN OF ESE QUESTION PAPER UNDER SEP

The End Semester Examination (ESE) question paper under SEP will include questions that assess both Lower Order Thinking Skills (LOTS) and Higher Order Thinking Skills (HOTS). The difficulty level of the question paper will be distributed as follows: 40% easy, 30% difficult, and 30% very challenging.

- **Duration:** 3 Hours
- **Maximum Marks:** 80

The question paper pattern will be as follows:

| Sections | Marks per Question | Number of Questions | Total Marks |
|-----------------|---------------------------|----------------------------|--------------------|
| Section A | 2 marks | 5 questions (out of 7) | 10 Marks |
| Section B | 5 marks | 4 questions (out of 6) | 20 Marks |
| Section C | 12 marks | 3 questions (out of 5) | 36 Marks |
| Section D | 14 marks | 1 question (Case Study) | 14 Marks |
| Total | | | 80 Marks |

X. REVALUATION AND RETOTALING

Requests for **reevaluation**, **retotaling**, and **photocopies of the answer book** for the End-Semester Examination (ESE) must be submitted to the Controller of Examination along with the prescribed fee within two weeks from the declaration of results.

XI. ABSENCE DURING END SEMESTER EXAMINATION

If a student misses the End Semester Examination, they will be marked as "Absent" and will be required to take the supplementary examination for that course during the next available opportunity only.

XII. MALPRACTICE

Students will be dealt severely in case if they are found guilty of any malpractices during examination. The college has zero tolerance towards any kind of unethical means adopted to secure marks in the exams.

OUTCOME BASED EDUCATION (OBE)

Our BBA programmes will produce graduates who will be capable of the following:

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

- PE 01 Develop** professional competence to become successful managers and entrepreneurs in the academia, industry or government.
- PE 02 Adapt** to a rapidly changing environment with newly learnt and applied skills and competencies, become socially responsible and value driven citizens, committed to sustainable development
- PE 03 Act** with conscience of global, ethical, societal, ecological and commercial awareness with sustainable values as is expected of practicing management professionals contributing to the country
- PE 04 Able** to continue their professional development by obtaining advanced degrees in Management or other professional fields

PROGRAMME OUTCOMES (POs)

PO 1 Disciplinary and Inter-disciplinary Knowledge

Demonstrate the understanding of relevant business, management and organization knowledge, both academic and professional, in line with industry standards.

PO 2 Decision Making Skill

Apply underlying concepts, principles, and techniques of analysis, both within and outside the discipline to generate all the possible solutions and pick one that shows their understanding of the problem and the outcomes.

PO 3 Integrated Problem-Solving and Research

Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems by analyzing key managerial issues in a particular industry or company and propose appropriate managerial solutions to the situation.

PO 4 Critical Thinking Skill

Evaluate evidence, arguments, claims and beliefs by using right type of reasoning as appropriate to the situation and Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems.

PO 5 Creative Thinking Skill

Develops, implements and communicates new and worthwhile ideas using both incremental and radical concepts to make a real and useful contribution to their work.

PO 6 Usage of Modern Technology and Tools

Use tools and technologies of digital nature, communication/networking tools and social networks appropriately to access, manage, integrate, evaluate and create information to successfully function in a knowledge economy.

PO 7 Leadership and Team Work

Develop a vision, translate that vision into shared goals, and effectively work with others to achieve these goals.

PO 8 Ethical Conduct

Act responsibly and sustainably at local, national, and global levels.

PO 9 Collaboration

Work collaboratively and respectfully as members and leaders of diverse teams.

PO 10 Self-Directed and Life-Long Learning

Create goals and monitor progress toward them by developing an awareness of the personal, environmental and task-specific factors that affect the attainment of the goals.

PROGRAMME SPECIFIC OUTCOMES (PSOs)**PO 11 Entrepreneurial Perspectives**

Develop, organize and manage a business venture along with any of its risks. (Sustainable Business Models)

PO 12 Global Perspectives and Multicultural

Create effective and appropriate interaction and Teamwork with people of different nationalities and cultures, demonstrating respect for social, cultural and linguistic diversity at the local, national and international levels.

| BBA (REGULAR) | | | | | | | |
|---|---|--|---|--|---|--|---------------|
| PROGRAMME MATRIX AS PER STATE EDUCATION POLICY (SEP) | | | | | | | |
| Category/ Semester | I | II | III | IV | V | VI | Total Credits |
| PART A: LANGUAGES | | | | | | | |
| Languages 3 Hrs - 3 Crs | Lang I | Lang I | Lang I | Lang I | - | - | |
| | Lang II | Lang II | Lang II | Lang II | - | - | |
| Part A Credits | 6 | 6 | 6 | 6 | | | 24 |
| PART B: DISCIPLINE SPECIFIC COURSES | | | | | | | |
| Major Core Courses 4 Hrs - 4 Crs | Perspectives in Management | Organisational Behaviour | Entrepreneurship Management | Productions and Operations Management | Logistics and Supply Chain Management | Strategic Management | |
| | Managerial Economics | Marketing Management | Human Resource Management | Business & Company Law | Income Tax I | Income Tax II | |
| | Business Environment | Fundamentals of Accounting | Corporate Accounting | Costing for Business Decisions | Management Accounting | Operations Research | |
| | Business Mathematics & Statistics | Indian Financial System | Financial Management | Goods and Services Tax | - | Business Ethics & Corporate Governance | |
| Major Elective Courses 4 Hrs - 4 Crs | - | - | - | - | Elective I | Elective II | |
| Part B Credits | 16 | 16 | 16 | 16 | 16 | 20 | 100 |
| PART C: SKILL ENHANCEMENT COURSES/ACTIVITIES | | | | | | | |
| Skill Based Courses/Activities | - | MOOCs/Certificate Courses 1 Cr | Decision Making using Spreadsheets 2 Crs | MOOCs/Certificate Courses 1 Cr | Research Methodology 4 Crs | Social Internship 2 Crs | |
| | | | | Technology for Business 2 Crs | Project 4 Crs | Corporate Internship 2 Crs | |
| Value Based Activities | | Extra-Curricular Activities 1 Cr | - | Extra- Curricular Activities 1 Cr | - | Extension Activities 1 Cr | |
| Part C Credits | | 2 | 2 | 4 | 8 | 5 | 21 |
| PART D: FOUNDATION/COMPULSORY COURSES | | | | | | | |
| Foundation / Compulsory Courses | Constitutional Values I 2 Crs | Constitutional Values II 2 Crs | - | - | - | - | |
| | Psychological Wellbeing 1 Cr | | | | | | |
| Part D Credits | 3 | 2 | | | | | 5 |
| Total Credits | 25 | 26 | 24 | 26 | 24 | 25 | 150 |

BBA (Regular)
Course Structure as per SEP
SEMESTER I

| Course Code | Title of the Course | Category of Course | Teaching Hours Per Week | CIA | ESE | Total Marks | Credits |
|----------------------|-------------------------------------|---------------------------|--------------------------------|------------|------------|--------------------|----------------|
| M1 24 GE 101 | General English | Language I | 3 | 20 | 80 | 100 | 3 |
| M1 24 KN 101 | Kannada | Language II | 3 | 20 | 80 | 100 | 3 |
| M1 24 HN 101 | Hindi | | | | | | |
| M1 24 AE 101 | Additional English | | | | | | |
| M1 24 MC 101 | Perspectives of Management | Major Core | 4 | 20 | 80 | 100 | 4 |
| M1 24 MC 102 | Managerial Economics | Major Core | 4 | 20 | 80 | 100 | 4 |
| M1 24 MC 103 | Business Environment | Major Core | 4 | 20 | 80 | 100 | 4 |
| M1 24 MC 104 | Business Mathematics and Statistics | Major Core | 4 | 20 | 80 | 100 | 4 |
| UG 24 CC 101 | Constitutional Values I | Compulsory Course | 2 | 10 | 40 | 50 | 2 |
| UG 24 FC 101 | Psychological Wellbeing | Compulsory Course | 1 | 25 | - | 25 | 1 |
| Total Credits | | | | | | | 25 |

**Department of Business Administration
BBA (Regular)**

| Semester | Course Code | Course Title | Course Duration | Course Type | Teaching Hours Per week | Credits |
|--|--|---|------------------------|-----------------------|--------------------------------|---------------------|
| I | M1 24 MC 101 | PERSPECTIVES IN MANAGEMENT | 60 Hours | Major Core | 4 Hours | 4 |
| Course Objectives | The course content is designed with a view to acquaint students with the concepts and principles of management required for the management of any given business entity. | | | | | |
| Course Outcomes | CO1 | Describe the forms of organisation and evolution of management thought. | | | | |
| | CO2 | Integrate the planning, forecasting with decision making process of a given organization. | | | | |
| | CO3 | Relate the function of organizing with staffing in consideration of their effort on individual actions. | | | | |
| | CO4 | Identify the range of leadership theories, Directing and controlling tools available in the management. | | | | |
| | CO5 | Compare and contrast the traditional and modern controlling techniques used in management. | | | | |
| | CO6 | Illustrate the recent trends in management and factors affecting ethical practices in Business and social responsibilities of management towards all the stake holders. | | | | |
| Module 1 | Forms of Organisation & Management | | | | | 15 Hours |
| <p>Organisation: Meaning, Characteristics, Merits and Limitations of: Proprietary concerns, Partnership firms, Companies – Government undertakings– Non Business Organization – Trusts – Cooperative Society – Clubs and Associations. Introduction to Management – Meaning, Definition, its nature, purpose, importance & Functions, Management as an Art, Science & Profession- Management as social System. Concepts of management - Administration - Organization Levels of Business Management – Need for Managers – Types of Managers – Managerial Roles.</p> <p>Evolution of Management Thought: Contribution of F.W.Taylor, Taylor’s scientific management - Fayol’s Principles of Management – Elton Mayo (hawthorne studies), Chester Bernard, and Peter Ducker to the management thought -various approaches to management (i.e. Schools of management thought). 3 stage differentiation of management theories (classical, neo classical, modern theories)</p> | | | | | | |

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| Module 2 | Planning | 10 Hours |
| <p>Planning: Nature - Planning Process - Objectives, Meaning - Need & Importance, levels, advantages & limitations, Types of Plans.</p> <p>Forecasting: Meaning and purpose of forecasting - Techniques of forecasting - Qualitative and quantitative.</p> <p>Decision Making: Meaning - Steps in decision-making</p> | | |
| Module 3 | Organizing and Staffing | 8 Hours |
| <p>Organizing: Nature and purpose of organization, Elements of organizing & process.</p> <p>Principles of organization - Organization structure and types, Delegation of authority - Principles of Delegation, Importance and difficulties in delegation - Departmentation - Committees - Centralization v/s Decentralization of Authority - Span of Control.</p> <p>Staffing: Nature -Process of staffing- Importance of staffing.</p> | | |
| Module 4 | Directing | 12 Hours |
| <p>Directing: Meaning - Principles and techniques of directing</p> <p>Leadership: Meaning. Leadership styles-Formal and informal leadership. Theories of leadership</p> <p>Motivation: Meaning, Nature, Purpose and Significance of Motivation.</p> <p>Morale: Meaning, Nature, Purpose and Significance of Morale, Difference between Morale and Motivation, Morale and performance, Developing High Morale, Measurement of Morale.</p> <p>Communication: Principles and Process of communication - Barriers to effective communication.</p> <p>Co-ordination: Meaning - Principles and process of co-ordination.</p> | | |
| Module 5 | Controlling | 8 Hours |
| <p>Meaning -- Steps in controlling -- Essentials of a Sound Control System - Methods of Establishing Control, Techniques of controlling - Budgetary and non-budgetary.</p> | | |
| Module 6 | Social Responsibility of Management and Contemporary Trends in Business | 7 Hours |
| <p>Social Responsibilities of Management - Meaning, Social responsibilities of business towards various stakeholders- Meaning of business ethics- need and importance - Profits and Ethics - Factors affecting ethical practices in Business. Recent Trends in Management: Management of Change, Management of Crisis, International Management, Community involvement.</p> | | |
| Self-Learning Topics | | |
| 1 | | |
| 2 | | |
| 3 | | |

| | | | | | | | | | | | | |
|-----|--|--|--|--|--|--|--|--|--|--|--|--|
| CO1 | | | | | | | | | | | | |
| CO2 | | | | | | | | | | | | |
| CO3 | | | | | | | | | | | | |
| CO4 | | | | | | | | | | | | |
| CO5 | | | | | | | | | | | | |
| CO6 | | | | | | | | | | | | |

| Department of Business Administration BBA (Regular) | | | | | | |
|---|---|--|------------------------|--------------------|--------------------------------|----------------|
| Semester | Course Code | Course Title | Course Duration | Course Type | Teaching Hours Per week | Credits |
| I | M1 24 MC 102 | MANAGERIAL ECONOMICS | 60 Hours | Major Core | 4 | 4 |
| Course Objectives | The course aims to familiarize the students with the fundamental concepts of economics and its applicability in business environment along with the knowledge on concepts of consumer behavior and its impact on managerial decisions and operations. | | | | | |
| Course Outcomes | CO1 | Describe the role of Managerial Economics in Business decisions making | | | | |
| | CO2 | Evaluate the laws relating to consumer behaviour and law of demand in the context of using the appropriate demand forecasting technique. | | | | |
| | CO3 | Examine the factors influencing pricing decision in order to arrive at appropriate pricing | | | | |
| | CO4 | Compare and contrast the implication of law of production and short run and long run curves on average cost and marginal cost | | | | |
| | CO5 | Determine the equilibrium pricing and output under perfect and imperfect market competitions. | | | | |
| | CO6 | Relate dynamics of Business cycles, changes in monetary and fiscal policies and other macro-economic variables with the corresponding impact on managerial decisions and operations. | | | | |
| Module 1 | Introduction to Managerial Economics | | | | | 4 Hours |
| Meaning and significance of Managerial Economics, Basic concepts of Micro and | | | | | | |

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|---|---|-----------------|
| Macro Economics, Impact of Micro and Macro Economic Factors on Business Operations - Economic Growth and Development, Concept of Equilibrium - Types of Equilibrium | | |
| Module 2 | Approaches to Consumer Behaviour and Demand Analysis | 12 Hours |
| Cardinal and Ordinal approaches to Consumer Behaviour - Law of Diminishing Marginal Utility and Equi - Marginal Utility - Indifference Curves - Properties Demand - Meaning - Determinants - Law of Demand, Elasticity of Demand - Price Elasticity - Degrees - Measurement of Price Elasticity - Concept of Income and Cross elasticity - Methods of Demand Forecasting including problems. | | |
| Module 3 | Pricing | 4 Hours |
| Pricing - Factors influencing Pricing, Objectives of Pricing - Methods of Pricing: Cost plus pricing, Dual pricing, Administered pricing, Target rate of return pricing. | | |
| Module 4 | Production and Cost Analysis | 8 Hours |
| Laws of Production: Law of variable proportion - Law of returns to scale - Isoquant and Isocost curves - Producer's equilibrium. Cost Analysis - Types of costs and calculation - Relationship between Short run and Long run curves, Relationship between Average Cost and Marginal Cost. | | |
| Module 5 | Market Competition | 15 Hours |
| Revenue analysis - Revenue curves under different market competitions, Perfect competition - Meaning, Equilibrium under Perfect competition - Time element under price and output. Monopolistic competition - Oligopoly - Meaning and features - Types of Equilibrium | | |
| Module 6 | Macro-Economic Concepts for Managerial Operations | 17 Hours |
| Phases of Business Cycles and features, Inflation - Types and Causes - Deflation Monetary Policy and Fiscal Policy - Meaning and Tools National income - Basic Concepts and Methods of Computation (Only theoretical concepts) Exchange rate regime - Fixed Vs Floating exchange rates, Foreign Direct Investment and Foreign Institutional Investment Impact of Microeconomic and Macroeconomic Factors on Business Operations | | |
| Self-Learning Topics | | |
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |
| 5 | | |
| Skill Development | | |
| 1 | To analyze the role of a Managerial Economist in the everyday | |

| | | | | | | | | | | | | |
|-----|--|--|--|--|--|--|--|--|--|--|--|--|
| CO3 | | | | | | | | | | | | |
| CO4 | | | | | | | | | | | | |
| CO5 | | | | | | | | | | | | |
| CO6 | | | | | | | | | | | | |

| Department of Business Administration BBA (Regular) | | | | | | |
|--|--|---|------------------------|--------------------|--------------------------------|----------------|
| Semester | Course Code | Course Title | Course Duration | Course Type | Teaching Hours Per week | Credits |
| I | M1 24 MC 103 | BUSINESS ENVIRONMENT | 60 Hours | Major Core | 4 | 4 |
| Course Objectives | The course enables students to recognize the micro and macro environmental factors influencing business decisions and consider the implications of economic variables in business decision making. | | | | | |
| Course Outcomes | CO1 | Conduct the Environmental analysis that influences Business decisions. | | | | |
| | CO2 | Examine the implications of Economic variables in selective business decision making. | | | | |
| | CO3 | Evaluate the implication of Global Environment variables in the context of Indian Economy. | | | | |
| | CO4 | Illustrate the factors of the political environment that influence Business decision making. | | | | |
| | CO5 | Examine the impact of Technological, Socio-cultural and Natural environmental factors affecting Business decision | | | | |

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| | | making. |
| | CO6 | Outline the Legal framework regulating to Competition, Information and Cyber Offences. |
| PART-A | ECONOMIC ENVIRONMENT | |
| Module 1 | An Overview of Business Environment | 10 Hours |
| <p>Meaning and Definition, Objectives, Importance and Uses of Study of business environment</p> <p>Environmental Analysis – Meaning, Process of Environmental Analysis, Limitations of environmental Analysis, environmental factors – The Micro environment of business and the macro environment of business.</p> | | |
| Module 2 | Economic Environment | 12 Hours |
| <p>Meaning – Characteristics of Indian Economy – Features affecting Economy – Impact of Liberalization Privatization & Globalization of Indian Business Monetary policy – Meaning, objectives</p> <p>Fiscal policy – Meaning, objectives, budget and its importance</p> <p>EXIM policy – Meaning, objectives Industrial policy – Meaning, objectives – Latest Policy Measures</p> | | |
| Module 3 | Global Environment | 8 Hours |
| <p>Meaning, nature of globalisation, causes of globalization, strategies for globalization, Challenges of International Business, GATT and WTO and its implications on Indian economy.</p> | | |
| PART-B | LEGAL ENVIRONMENT | |
| Module 4 | Political Environment | 10 Hours |
| <p>Meaning, Political institutions, The Constitution of India, The Preamble, The fundamental rights, The relationship between business and government, Responsibilities of business towards government, Responsibilities of government towards business, Extent of state intervention in business.</p> | | |
| Module 5 | Technological, Social and Natural Environment | 12 Hours |
| <p>Technological Environment – Meaning and definition, components of technology, features of technology, Impact of Technology, Limitations in technological development, Current trends in technological environment.</p> <p>Social and cultural Environment – Meaning and definition of society, Culture – elements of culture, business and culture</p> <p>Natural Environment – Meaning of Natural Environment, Natural Environment and its impact on business.</p> | | |
| Module 6 | Legal Environment | 8 Hours |
| <p>Committee on Competition Law and Policy 2000 – Competition Commission of India</p> | | |

**Department of Business Administration
BBA (Regular)**

| Department of Business Administration BBA (Regular) | | | | | | |
|--|--|--|------------------------|-----------------------|--------------------------------|----------------|
| Semester | Course Code | Course Title | Course Duration | Course Type | Teaching Hours Per week | Credits |
| I | M1 24 MC 104 | BUSINESS MATHEMATICS AND STATISTICS | 60 Hours | Major Core | 4 | 4 |
| Course Objectives | This aims to provide students with a firm grasp of financial mathematics concepts and some descriptive statistical concepts. Through theoretical learning and practical applications, students will develop an essential problem-solving skill relevant to financial mathematics and statistics and real-world data analysis and | | | | | |

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| | interpretation, with a focus on applications in commerce and business. | |
| Course Outcomes | CO1 | Apply the concept of Interest and Annuity for computing the present and future value of single and series of cash outflows and inflows. |
| | CO2 | Illustrate the significance of statistics in analysing business problems. |
| | CO3 | Use the concept of measures of central tendency and dispersion for decision making. |
| | CO4 | Apply the concept of Correlation and Regression to analyse the data. |
| | CO5 | Analyse the time series data using moving averages and least square methods. |
| | CO6 | |
| Module 1 | Basic Mathematical Concepts | 10 Hours |
| Theory of equations -Linear, Quadratic, and system of Simultaneous linear equations - Application of concept of equations to business and commerce. Ratios and Proportions - Basic laws of ratios, proportions - continued, direct, inverse, compound, and mixed proportions - applications. Percentage - profit & loss, and discount -Applications in business and commerce. | | |
| Module 2 | Interest & Annuities | 12 Hours |
| Concept of Time value of money - Simple Interest & Compound Interest PV and FV of single principal amount, PV & FV of uneven series of interest rates (single principal amount), doubling period (Rule of 72 & Rule of 69), effective & nominal rates of interest and depreciation. Annuity - Annuity Immediate & Annuity Due - FV of Annuity - Applications, PV of Annuity - Applications, Deferred Annuity, loan amortization table, PV of perpetuity, and Intra-year compounding and discounting. | | |
| Module 3 | Introduction to Statistics | 8 Hours |
| Definition of Statistics, Characteristic of Statistics, Scope and Limitations of Statistics. Classification and Tabulation of Data. Diagrammatic and Graphical representation of data using Excel. | | |
| Module 4 | Measures of Central Tendency and Dispersion | 12 Hours |
| Central Tendency -Arithmetic Mean, Combined Mean, Weighted Mean, Median and Mode (Direct method only). Dispersion Range, Quartile Deviation, Mean Deviation, Standard Deviation (Direct method only) and their Coefficients - Applications. | | |
| Module 5 | Correlation and Regression | 12 Hours |
| Correlation: definition, scatter diagram, Karl Pearson's Coefficient of Correlation (Direct method only) and Spearman's Correlation Coefficient. Regression: Concept, | | |

**Department of Business Administration
BBA (Regular)**

| Semester | Course Code | Course Title | Course Duration | Course Type | Teaching Hours Per Week | Credits |
|-----------------|--------------------|----------------------|------------------------|--------------------|--------------------------------|----------------|
| I | UG | CONSTITUTIONA | 30 | Compulsor | 2 | 2 |

| | 24 CC 101 | L VALUES - I | Hours | y Course | | |
|--|--|--|--------------|-----------------|--|--|
| Course Objectives | This course aims to provide a comprehensive understanding of constitutional values in India, focusing on the foundational principles, evolution, and practical application of the Constitution. It seeks to analyze the interplay between constitutional rigidity and flexibility in shaping democratic governance and the role of constitutionalism in upholding democratic ideals. | | | | | |
| Course Outcomes | CO1 | Analyze and explain the significance of constitutional rigidity and flexibility in the context of democratic values. | | | | |
| | CO2 | Evaluate the contributions of key figures like Dr. B.R. Ambedkar, Nehru, and Patel in the making of the Indian Constitution. | | | | |
| | CO3 | Demonstrate the impact of Fundamental Rights, Directive Principles, and Fundamental Duties in promoting social justice, unity, and integrity in India. | | | | |
| Module 1 | | | | | | |
| <ul style="list-style-type: none"> i. The Making of the Constitution of India: Evolution, Nationalist Movement, Composition of the Constituent Assembly, Committees of the Constituent Assembly, Enactment of the Constitution. ii. Constituent Assembly: Role of Dr B.R. Ambedkar, Jawaharlal Nehru, Sardar Vallabhbhai Patel iii. Preamble of the Indian Constitution - Values enshrined in the Preamble; Sovereign, Secular, Socialistic, Democratic, Republic, Justice, Liberty, Equality and Fraternity. | | | | | | |
| Module 2 | | | | | | |
| <ul style="list-style-type: none"> i. Salient Features of Indian Constitution and Basic Structure. ii. Fundamental Rights and how these Rights are safeguarding individual liberties. iii. Directive Principles of the State Policy; Socialist, Gandhian, and Liberal-Intellectual. iv. Fundamental Duties. | | | | | | |
| Module 3 | | | | | | |
| <ul style="list-style-type: none"> i. Union Legislature - Parliament; Lok Sabha, Rajya Sabha - Composition, powers, functions. ii. Union Executive - President, Vice - President, Prime Minister, Union Council of Ministry, powers and functions, Leadership and collective responsibility. iii. Judiciary - Supreme Court, High Courts, powers and functions and Judicial Activism in India. | | | | | | |
| Self-Learning Topics | | | | | | |
| 1 | | | | | | |
| 2 | | | | | | |
| 3 | | | | | | |

| Skill Development | |
|--------------------------|---|
| 1 | Make a chart of evolution of Constitution of India and the Preamble. |
| 2 | Identify a case/scenario and analyse the fundamental rights and duties of the parties involved. |
| 3 | Make a chart of the powers and functions of Union legislature, executive and the judiciary. |
| 4 | |
| 5 | |
| 6 | |

| Books for Reference | |
|----------------------------|---|
| 1 | <i>Basu, D. D. (1982). Introduction to the Constitution of India. Prentice Hall of India.</i> |
| 2 | <i>Sharma, B. K. (2002). Introduction to the Constitution of India. Prentice Hall of India.</i> |
| 3 | <i>Bakshi, P. M. (1999). Constitution of India. Universal Law Publishing House.</i> |
| 4 | <i>Gupta, D. C. (1975). Indian Government and Politics. Vikas Publishing House.</i> |
| 5 | <i>Jha, S. N. (2005). Indian Political System: Historical Developments. Ganga Kaveri Publishing House.</i> |
| 6 | <i>Arora, & Mukherji. (1992). Federalism in India: Origin and Developments. Vikas Publishing House.</i> |
| 7 | <i>Subba Rao, P. V. (2005). Constitutional Morality. Eastern Book Company.</i> |
| 8 | <i>Kesavan, M. S. (2011). Constitutionalism: Evolution and Practice. Oxford University Press.</i> |
| 9 | <i>Austin, G. (1999). The Indian Constitution: Cornerstone of a Nation. Oxford University Press.</i> |
| 10 | <i>Basu, D. D. (2016). Fundamental Rights and Constitutional Remedies. LexisNexis.</i> |
| 11 | <i>Bhattacharya, S. (2008). Directive Principles of State Policy: A Comparative Study of the Indian and Irish Constitutions. Universal Law Publishing Co.</i> |
| 12 | <i>Jain, M. P. (2013). Fundamental Rights and Judicial Activism. Universal Law Publishing Co.</i> |

| Mapping of CO and PO | | | | | | | | | | | | |
|-----------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|
| CO/PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO1 0 | PO1 1 | PO1 2 |
| CO1 | H | L | H | L | M | | M | | | L | | |
| CO2 | H | | H | L | M | | M | L | | L | | |
| CO3 | H | L | H | L | M | | M | | | L | | |

| Department of Business Administration BBA (Regular) | | | | | | |
|---|---|---|------------------------|--------------------------|--------------------------------|----------------|
| Semester | Course Code | Course Title | Course Duration | Course Type | Teaching Hours Per week | Credits |
| I | UG 24 FC 101 | PSYCHOLOGICAL WELL-BEING | 30 | Compulsory Course | 2 | 1 |
| Course Objectives | This course aims to nurture self-awareness and meaningful relationship skills and to help in the development of emotional quotient and inter-personal skills. | | | | | |
| Course Outcomes | CO1 | Develop a better emotional quotient. | | | | |
| | CO2 | Formulate a healthier sense of self through self-awareness. | | | | |
| | CO3 | Build more meaningful relationships. | | | | |
| | CO4 | Display an improvement in inter-personal skills. | | | | |
| | CO5 | Modify thought and belief patterns. | | | | |
| | CO6 | | | | | |
| Module 1 | Introduction | | | | 3 Hours | |
| Meaning of counselling - Myths and Facts related to counseling - Breaking stigmas related to seeking counselling - Normalizing seeking help - Self-reflection through concentric circles | | | | | | |
| Module 2 | Intra-personal and Inter-personal Awareness | | | | 10 Hours | |
| Meaning of self-esteem - Factors that influence self-esteem - Importance of self-esteem - Effects of low self-esteem - Qualities seen in people with high vs. low self-esteem - How to improve self-esteem - Self-awareness activity Meaning of peer pressure - Different kinds of peer pressure - Resisting peer pressure - Confronting peer pressure - Group sharing activity Meaning of relationships - Types of relationships - Healthy relationship dynamics - Personal Rights in a relationship - Components of a healthy relationship - Types of abuse in a relationship - Intimacy and understanding our needs - Boundaries | | | | | | |
| Module 3 | Understanding Emotions | | | | 4 Hours | |
| Meaning of emotions - Role of emotions in our lives - Beliefs regarding emotions - Harmful effects of suppressing emotions - Signs of emotional suppression - Handling emotions in a healthy manner - Self-assessment activity | | | | | | |
| Module 4 | Anger management | | | | 5 Hours | |
| Meaning of anger - Physical and Emotional symptoms of anger - Different ways that people express anger - Expression and experience of anger - What makes us angry and what it means when we're angry - Dealing with anger - Guided visualization and art activity | | | | | | |

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|-----|--|--|--|--|--|--|--|--|--|--|--|--|
| CO6 | | | | | | | | | | | | |
|-----|--|--|--|--|--|--|--|--|--|--|--|--|

BBA (Regular)
Course Structure as per SEP
SEMESTER II

| Course Code | Title of the Course | Category of Course | Teaching Hours Per Week | CIA | ESE | Total Marks | Credits |
|----------------------|------------------------------|------------------------|-------------------------|-----|-----|-------------|-----------|
| M1 24 GE 201 | General English | Language I | 3 | 20 | 80 | 100 | 3 |
| M1 24 KN 201 | Kannada | Language II | 3 | 20 | 80 | 100 | 3 |
| M1 24 HN 201 | Hindi | | | | | | |
| M1 24 AE 201 | Additional English | | | | | | |
| M1 24 MC 201 | Organisational Behaviour | Major Core | 4 | 20 | 80 | 100 | 4 |
| M1 24 MC 202 | Marketing Management | Major Core | 4 | 20 | 80 | 100 | 4 |
| M1 24 MC 203 | Fundamentals of Accounting | Major Core | 4 | 20 | 80 | 100 | 4 |
| M1 24 MC 204 | Indian Financial System | Major Core | 4 | 20 | 80 | 100 | 4 |
| UG 24 SB XXX | MOOCS/ Certificate Course | Skill Based Courses | 1 | 25 | - | 25 | 1 |
| UG 24 VB XXX | Extra-Curricular Activities | Value-Based Activities | 1 (Practical) | 25 | - | 25 | 1 |
| UG 24 CC 201 | Constitutional Values II | Compulsory Course | 2 | 10 | 40 | 50 | 2 |
| Total Credits | | | | | | | 26 |

**Department of Business Administration
BBA (Regular)**

| Semester | Course Code | Course Title | Course Duration | Course Type | Teaching Hours per week | Credits |
|---|---|---------------------------------|------------------------|--------------------|--------------------------------|-----------------|
| II | M1 24 MC 201 | ORGANIZATIONAL BEHAVIOUR | 60 Hours | Major Core | 4 Hours | 4 |
| Course Objectives | The course aims to develop a theoretical understanding among learners about the structure and behaviour within the organization of individuals and their interpersonal influence using various theories and techniques. | | | | | |
| Course Outcomes | | | | | | T Levels |
| CO1 | Understand the fundamental concepts and significance of organizational behaviour in managing organizations | | | | | T2 |
| CO2 | Analyze the impact of personality, perception, and motivation on individual behaviour in organizational settings | | | | | T4 |
| CO3 | Apply learning theories and attitude formation concepts to improve individual and organizational performance | | | | | T3 |
| CO4 | Evaluate the effectiveness of leadership styles and group dynamics in achieving organizational goals, and justify recommendations | | | | | T5 |
| CO5 | Examine the influence of organizational culture and climate on employee behaviour and organizational effectiveness, and identify patterns | | | | | T4 |
| CO6 | Design and develop strategies to manage conflict, stress, and change in organizational settings, promoting employee well-being and organizational resilience | | | | | T6 |
| Module 1 | Introduction to Organizational Behaviour | | | | | 6 Hours |
| Introduction to organization-Organization behaviour - Meaning and definition - Need and significance of organization behaviour -Organization goals-Nature of goals-Goal changes- Contributions of other disciplines in organization behaviour-Models of Organization behaviour- Hawthorne studies- Learning organizations - Challenges and opportunities in Organization Behaviour. | | | | | | |

| BEHAVIOUR WITHIN ORGANIZATIONS: THE INDIVIDUAL | | |
|--|--|-----------------|
| Module 2 | Personality, Perception & Motivation | 18 Hours |
| <p>Personality: Meaning and definition of personality-Characteristics of personality-Determinants of personality-Environmental and biological factors of personality- Major Personality attributes influencing OB: Locus of Control, Machiavellianism, Self-Esteem, Self-Monitoring, Risk-Taking, Type A and Type B Personality- The Big Five Model of Personality.</p> <p>Perception: Meaning and definition - Need - Perceptual process - Perceptual inputs-Perceptual Mechanism - Perceptual Outputs-Perceptual errors-Factors influencing perception interpersonal perception.</p> <p>Motivation: Meaning - Characteristics - Role of Motivation -Motivation and Behaviour -Motivation and Performance - Financial and Non-financial incentives -Theories of motivation: Theory X and Y, Maslow's need hierarchy, Herzberg two-factor theory, ERG Theory.</p> | | |
| Module 3 | Attitudes and Learning | 10 Hours |
| <p>Attitudes: Definition-Nature of attitudes-components of attitudes-attitude and opinion-attitude and belief- Formation of attitudes-Work related attitudes: job satisfaction, job involvement, and organizational commitment- Attitude measurement - Attitude change.</p> <p>Learning: Definition-Nature of learning-Theories of learning-Classical conditioning-Operant conditioning-Cognitive learning-Social learning-Principles of learning-Determinants of learning.</p> | | |
| BEHAVIOUR WITHIN ORGANIZATIONS: GROUPS AND INTERPERSONAL INFLUENCE | | |
| Module 4 | Group Dynamics and Leadership | 12 Hours |
| <p>Group Dynamics: Introduction to team-Differentiation between team and group - Meaning of Groups and dynamics- Definition of group dynamics-Features of group dynamics-Types of groups-Dynamics of group formation-Group norms-Inter- group behaviour.</p> <p>Leadership: Meaning-Characteristics of leadership- Formal and informal leadership - Leadership theories (Trait, Behavioural and Contingency, Transactional, Translational Transformational) - Power - Sources of power.</p> | | |
| Module 5 | Organization Culture and Climate | 4 Hours |
| <p>Organization Culture: Meaning and Definition- Characteristics, Uniformity of Culture- Dominant culture and sub-culture.</p> <p>Organization Climate: Meaning and Definition- Characteristics- Factors influencing organization climate- developing a sound organization climate-organizational effectiveness.</p> | | |
| Module 6 | Management of Conflict, Stress and Change | 10 Hours |
| <p>Conflict Management: Meaning - process - causes - sources - types of conflict - consequences of conflict - conflict resolution strategies.</p> <p>Stress Management: Understanding Stress - causes, consequences and Stress Management.</p> <p>Organisational Change: Kinds of change - identification of the problems and implementation of change - resistance to change - overcoming resistance to change.</p> | | |

| Self-Learning Topics | | | | | | | | | | | | |
|-----------------------------|--|------|------|------|------|------|-----|-----|------|------|------|------|
| 1 | Analysis about case studies of effective leadership styles (e.g., transformational, transactional) in organizations. | | | | | | | | | | | |
| 2 | Research factors that shape organizational climate and their impact on employee satisfaction. | | | | | | | | | | | |
| 3 | Read about different conflict resolution techniques and their effectiveness in various organizational contexts. | | | | | | | | | | | |
| Skill Development | | | | | | | | | | | | |
| 1 | Conduct a Survey on resistance to changing policies in the Banking Sector/ the IT Sector and make a report of your understanding. | | | | | | | | | | | |
| 2 | Undertake a study in a company to find out the various non-financial incentives used to motivate the employees and make a presentation of your findings. | | | | | | | | | | | |
| 3 | Conduct a study on job enrichment opportunities given by a company to the employees; also identify the factors contributing to absenteeism and employee Turnover in any industry of your choice. Submit your findings in the form of a report. | | | | | | | | | | | |
| 4 | Analyse the characteristics and components of attitudes and make a presentation of the same. | | | | | | | | | | | |
| 5 | Perform a study on the determinants of personality of a group of individuals and make a report on your findings. | | | | | | | | | | | |
| 6 | Analyse the organizational culture and climate prevailing in the BPO industry. Make a presentation of the same in class. | | | | | | | | | | | |
| 7 | Conduct a study on the reasons for attrition in the BPO industry. | | | | | | | | | | | |
| 8 | Submit your understanding in the form of a report and also make a graph showing the rate of attrition. | | | | | | | | | | | |
| Books for Reference | | | | | | | | | | | | |
| 1 | <i>Reddy, H. R., & Appaniah. (2017), Organizational Behavior (1st ed.), Himalaya Publishing House.</i> | | | | | | | | | | | |
| 2 | <i>Robbins, S. (2015), Organizational Behavior (16th ed.), Pearson Education.</i> | | | | | | | | | | | |
| 3 | <i>Ashwathappa, K. (2016), Organizational Behavior (12th ed.), Himalaya Publishing House.</i> | | | | | | | | | | | |
| 4 | <i>Luthans, F. (2010), Organizational Behavior (12th ed.), McGraw-Hill Education.</i> | | | | | | | | | | | |
| 5 | <i>Subha Rao, P. (2010), Management and Organizational Behavior (3rd ed.), Himalaya Publishing House.</i> | | | | | | | | | | | |
| 6 | <i>Davis, K. (2007), Human Behavior at Work (8th ed.), McGraw-Hill Education.</i> | | | | | | | | | | | |
| Mapping of CO and PO | | | | | | | | | | | | |
| CO/PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO7 | PO8 | PO 9 | PO10 | PO11 | PO12 |
| CO1 | H | M | L | L | | | H | M | | L | | |
| CO2 | H | H | M | M | | | L | | L | | | L |
| CO3 | | H | M | M | H | L | L | | | | L | |

| | | | | | | | | | | | | |
|-----|---|---|---|---|---|--|---|---|--|---|---|---|
| CO4 | | H | M | M | | | H | L | | | | L |
| CO5 | H | M | L | L | | | H | M | | L | | |
| CO6 | H | H | M | | M | | M | | | | M | L |

| Department of Business Administration BBA (Regular) | | | | | | |
|---|---|----------------------|-----------------|-------------|-------------------------|-----------------|
| Semester | Course Code | Course Title | Course Duration | Course Type | Teaching Hours Per week | Credits |
| II | M1 24 MC 202 | MARKETING MANAGEMENT | 60 Hours | Major Core | 4 | 4 |
| Course Objectives | The course equips students with an understanding of the role of marketing manager in devising the marketing mix and consumer behavior analysis that leads to appropriate market targeting strategy. | | | | | |
| Course Outcomes | | | | | | T Levels |
| CO1 | Describe the Role of Marketing manager in devising Marketing Mix in the present state of affairs. | | | | | T2 |
| CO2 | Analyse Consumer behavior that leads to appropriate market targeting Strategy. | | | | | T4 |
| CO3 | Show Product and Pricing Strategy in accordance with the demand of the situation. | | | | | T3 |
| CO4 | Devise an appropriate Promotional Mix. | | | | | T5 |
| CO5 | Infer the appropriate Channel of Distribution Strategy. | | | | | T4 |
| CO6 | Illustrate the Recent Trends in marketing. | | | | | T2 |
| Module 1 | Introduction and Marketing Environment | | | | | 16 Hours |
| <p>Marketing: Definition, scope and importance of marketing, Functions of marketing- understanding the marketplace and consumer needs, marketing offers - marketing concepts, the growth of not-for-profit marketing.</p> <p>Marketing Environment: Meaning, Analyzing the needs & trends in the Micro & Macro environment - Marketing Mix - The elements of marketing mix, Monitoring and responding to environmental change using SWOT analysis.</p> <p>Types of Market - Tele-Marketing, E-Marketing-Service Marketing, Rural Marketing</p> | | | | | | |
| Module 2 | Market Segments and Consumer Behavior Analysis | | | | | 10 Hours |
| <p>Market Segmentation - Bases for segmenting consumer markets - Approaches to segmentation - Factors influencing Buyer Behavior - Buying Decision Process.</p> <p>Target Marketing - Market targeting Strategies - Product Positioning - Undifferentiated Marketing - Concentrated marketing</p> | | | | | | |
| Module 3 | Product Strategy and Price Strategy | | | | | 16 Hours |

Product differentiation - Product life cycle - Strategies and life cycle extensions
- New product development process - Product mix - Product line - Line
modernization - Branding- Building an identity - Brand equity - Brand name
decision - Brand building tools - Repositioning - Packaging and labeling.

| | | |
|--|---|----------------|
| Pricing objectives and importance - Factors influencing price - Pricing Methods/Strategies - Product mix pricing - Price wars and reaction to price challenges. | | |
| Module 4 | Promotion Strategy | 8 Hours |
| Elements of Promotion Mix - Sales Promotion Tools to consumers and dealers - meaning, nature and functions; limitations. Sales promotion schemes-sample-coupon-price off- premium plan- consumer contests and sweepstakes-POP displays-demonstration- trade fairs and exhibitions Role and importance of Advertising - Advertising - Advertising: functions of advertising; advertising media; different types of media- merits and demerits - Agency, Personal selling and Sales Force Management | | |
| Module 5 | Distribution Strategy | 4 Hours |
| Marketing channel system - Traditional and modern - Factors affecting the choice of channel - retail formats- supermarkets, hyper markets, chain stores, department stores, discount stores, margin free markets, electronic retailing. Upcoming trends in Retail Management. | | |
| Module 6 | Ethical Aspects and Recent Trends in Marketing | 6 Hours |
| Marketing Ethics and Consumer Rights - Socially responsible Advertising - Ethics and Sustainable Consumption E-Business using the Internet domains B2C, B2B, C2C, C2B - Placing ads and promotion online - Use of blogs as a promotion tool - Telemarketing - Retailing - Niche Marketing - Kiosk marketing - Catalogue marketing - Relationship marketing and contextual marketing (concepts only). | | |
| Self-Learning Topics | | |
| 1 | Telemarketing - Retailing - Niche Marketing - Kiosk marketing - Catalogue marketing - Relationship marketing and contextual marketing | |
| 2 | Upcoming trends in Retail Management. | |
| 3 | Merits and demerits of various types/media of advertising | |
| 4 | Tele Marketing, E-Marketing-Service Marketing, Rural Marketing | |
| 5 | Price wars and reaction to price challenges | |
| Skill Development | | |
| 1 | Visit any website of your choice and identify the promotion strategy of a sponsoring company. Make a report of your findings. | |
| 2 | Critically analyse the promotion tools of any company. Make a presentation of the same. | |
| 3 | Observe and analyse the Distribution Network of a Company of your choice and make a chart of the same. | |
| 4 | Identify the various Product Lines of a company and note the line modernization or deletion. Make a presentation of your findings. | |

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|---|---|
| 5 | Draw a Product Life Cycle with regard to a particular product of a company and observe its extension and make a note of the same in the form of a report. |
|---|---|

Books for Reference

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|---|---|
| 1 | <i>Palmer, A. (2013), Introduction to Marketing Theory and Practice (3rd ed.), Oxford University Press.</i> |
| 2 | <i>Armstrong, G., & Kotler, P. (2023), Principles of Marketing (19th ed.), Pearson Education.</i> |
| 3 | <i>Czinkota, M., & Kotabe, M. (n.d.), Marketing Management (Latest ed.), Cengage Learning.</i> |
| 4 | <i>Kotler, P. (2022), Marketing Management (16th ed.), Pearson Education.</i> |

Mapping of CO and PO

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | H | M | H | | M | L | | | | | L | L |
| CO2 | H | M | H | | M | L | | | | | L | L |
| CO3 | H | M | H | | M | L | | L | | | L | L |
| CO4 | H | | L | M | H | L | | | M | | | L |
| CO5 | H | | L | M | H | L | | | M | | | L |
| CO6 | H | M | M | | M | H | | | | | L | L |

**Department of Business
Administration
BBA (Regular)**

| Semester | Course Code | Course Title | Course Duration | Course Type | Teaching Hours Per week | Credits |
|--|--|----------------------------|-----------------|-------------|-------------------------|-----------------|
| II | M1 24 MC 203 | FUNDAMENTALS OF ACCOUNTING | 60 Hours | Major Core | 4 | 4 |
| Course Objectives | The course enables students to understand the conceptual framework of Financial Accounting as per IndAS and IFRS and accounting standards on published accounting information along with preparation of financial statements of business entities. | | | | | |
| Course Outcomes | | | | | | T Levels |
| C01 | Discuss the objectives of Financial Accounting and Reporting from the perspective of the Stakeholders. | | | | | T2 |
| C02 | Apply the concepts, assumptions and conventions of Accounting in the Accounting Equation | | | | | T3 |
| C03 | Develop the accounting process - Journals, Ledgers, Trial Balance and Subsidiary books. | | | | | T3 |
| C04 | Construct the financial statements of a Sole proprietor. | | | | | T3 |
| C05 | Construct the Financial Statements by using Tally. | | | | | T3 |
| C06 | Outline the Accounting Standards of IFRS and Ind AS. | | | | | T3 |
| Module 1 | Introduction to Accounting | | | | | 6 Hours |
| Basic Financial Statements: Balance Sheet, Profit or Loss Statement and Cash Flow Statement Meaning of Accounting - Objectives of Financial Accounting and Reporting - Users of Financial Accounting Information - Limitations of Accounting - Qualitative Characteristics of Financial Statements - Ethical Values and Role of an Accountant | | | | | | |
| Module 2 | Conceptual Basis of Accounting | | | | | 10 Hours |
| Five Elements of Accounting: Equity, Assets, Liabilities, Income and Expense - Revenue vs. Capital - Generally Accepted Accounting Principles (GAAP): Accounting Concepts and Concepts - Basic Accounting Equations and Representation in Balance Sheet | | | | | | |
| Module 3 | Framework of Accounting | | | | | 16 Hours |
| Accounting Cycle - Classification of Accounts (based on Accounting Equation Method) - Process of Journalising - Posting to Ledgers - Preparation of Trial Balance - Preparation of Subsidiary Books: Purchases, Sales, Purchases Returns, Sales Returns, Triple Column Cash Books and Journal Proper - Rectification of Errors | | | | | | |
| Module 4 | Final Accounts of a Sole Proprietor | | | | | 12 Hours |

| | | |
|---|---|-----------------|
| Preparation of Trading Account, Profit & Loss Account, and Balance Sheet of Sole Proprietary concerns - Treatment of Special Items: Adjustments relating to Closing Stock; Outstanding Expenses; Prepaid Expenses; Accrued Income; Income received in advance, provision for discount on debtors, provision for discount on creditors; goods distributed as free samples, goods taken by the owner for personal use, Abnormal loss of stock by fire, theft and accident (insured goods and uninsured goods), Manager's Commission | | |
| Module 5 | Computerised Accounting Process | 10 Hours |
| Accounting Process using Tally - Journal, Ledger and Trial Balance | | |
| Module 6 | Accounting Standards and IFRS | 6 Hours |
| Meaning and Objectives of Accounting Standards - Procedure for issuing Accounting Standards in India - Introduction to International Financial Reporting Standards (IFRS) - Need for IFRS Convergence - Ind AS - Financial Statements of a Company - Key Accounting Principles as per IFRS - Four Pillars of Accounting - Financial Statements as per Ind AS Schedule III (Format only) | | |
| Self-Learning Topics | | |
| 1 | Pdfs and videos on understanding basics of Tally | |
| 2 | Pdfs and videos on IFRS and Ind AS | |
| 3 | Pdfs and videos to understand the concept of Equity, assets, liability and expense | |
| 4 | Pdfs and videos to understand the structure of Balance sheet and Profit and Loss account | |
| 5 | Pdfs and videos to understand the modern rules of accounting | |
| Skill Development | | |
| 1 | Contact an NGO and find out their system of accounting and make a report. | |
| 2 | Collect information with regard to the practical reasons for charging Depreciation and the methods adopted for calculating the same. | |
| 3 | Generate different types of financial and cost related reports using excel and tally. | |
| 4 | Create a document showing the accounting system adopted by a Sole Proprietor. | |
| 5 | Chart out the differences between Double Entry and Single Entry systems of Book-keeping. | |
| 6 | Analyze the differences between Profit & Loss Account and Income & Expenditure Account/ Receipts & Payments Account. | |
| 7 | Study the published financial statements of any 3 firms (developing skills to interpret the financial statements & assess performance) | |
| 8 | Identify and give an account on the accounting software such as Microsoft dynamics, SAP & Oracle and its applications in organizations. | |
| Books for Reference | | |

| | |
|---|---|
| 2 | <i>Jain, S. P., & Narang, K. L. (2015), Advanced Accountancy vol. 1: Principles of accounting (19th ed.), Kalyani Publishers.</i> |
| 3 | <i>Shukla, M. C., Grewal, T. S., & Gupta, S. C. (1960), Advanced Accounts volume 2 (1st ed.), Sultan Chand.</i> |

Mapping of CO and PO

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | H | M | | M | L | | | H | | | L | L |
| CO2 | H | L | H | M | | | | L | | | L | M |
| CO3 | H | L | H | M | | | | L | | | L | M |
| CO4 | H | L | H | M | | | | L | | | L | M |
| CO5 | H | M | | L | | H | | L | | | L | M |
| CO6 | H | L | | | L | | | M | M | | L | H |

**Department of Business
Administration
BBA (Regular)**

| Semester | Course Code | Course Title | Course Duration | Course Type | Teaching Hours Per week | Credits |
|---|--|-------------------------|-----------------|-------------|-------------------------|-----------------|
| II | M1 24 MC 204 | INDIAN FINANCIAL SYSTEM | 60 Hours | Major Core | 4 | 4 |
| Course Objectives | This course enables students with a comprehensive understanding of the Indian Financial System including its role in economic development, the function and impact of various financial markets, the features of different financial instruments, and the role of financial intermediaries in effectively channelizing funds within the economy. | | | | | |
| Course Outcomes | | | | | | T Levels |
| CO1 | Analyzing the strengths, weaknesses, opportunities, and threats of the financial system by outlining the features and recent trends of the Indian financial sector | | | | | T 4 |
| CO2 | Discuss the roles and functions of various financial institutions that contribute to stability of financial system | | | | | T 2 |
| CO3 | Explain the significance and functions of different financial markets, including money markets and capital markets, by describing their structures, instruments, and roles in the economy | | | | | T 2 |
| CO4 | Apply knowledge of financial services by categorizing various fund-based and fee-based services, and evaluating their importance in meeting the financial needs of individuals and businesses. | | | | | T 3 |
| CO5 | Describe the meaning, importance, and various types of financial instruments, including equity shares, preference shares, debentures, and mutual funds, by explaining their features and roles in investment portfolios. | | | | | T 2 |
| CO6 | Discuss the importance and functions of key financial regulators in India—RBI, SEBI, IRDAI, and PFRDA—by analyzing their impact on maintaining market stability and protecting stakeholder interests. | | | | | T 2 |
| Module 1 | Introduction to Indian Financial System | | | | | 8 Hours |
| Overview of Financial System - Features, Objectives, Components, Structure, Role of Financial System in Economic Development - SWOT of Indian Financial System - Recent Trends in Financial Sector in India. | | | | | | |
| Module 2 | Financial Institutions | | | | | 12 Hours |
| Indian Financial Institutions - Commercial Banks, NBFCs, Development Banks - IDBI, SIDBI, IFCI, I DFC - Specialized Financial Institutions - EXIM, IVCF, ICICI Venture, TFCI - Investment Institutions - UTI, LIC, GIC- Refinance Institutions - NABARD, NHB- Other Institutions - SFC, SIDC, ECGC, DICGC | | | | | | |

| | | | | | | | | | | | | |
|-----|---|---|---|---|---|---|---|---|--|---|---|---|
| CO1 | L | M | H | H | L | | | | | L | M | L |
| CO2 | H | H | M | | L | | | L | | L | M | H |
| CO3 | L | L | M | H | | M | L | | | | H | L |
| CO4 | L | M | L | H | H | | | | | L | M | L |
| CO5 | L | L | M | H | H | | | | | L | M | L |
| CO6 | L | L | H | H | L | | | | | M | M | L |

**Department of Business Administration
BBA (Regular)**

| Semester | Course Code | Course Title | Course Duration | Course Type | Teaching Hours Per week | Credits |
|---|--|----------------------------|-----------------|-------------------|-------------------------|-----------------|
| II | UG 24 CC 201 | CONSTITUTIONAL VALUES - II | 30 Hours | Compulsory Course | 2 | 2 |
| Course Objectives | This course aims to provide a proper understanding of state legislature, executive and High Court. Students will explore key constitutional provisions, debates, and contemporary issues to critically analyze the impact of the constitution on governance and social equity. | | | | | |
| Course Outcomes | | | | | | T Levels |
| CO1 | Analyse the role of decentralisation and cooperative federalism in strengthening the Indian political system. | | | | | T4 |
| CO2 | Examine the effectiveness of constitutional provisions and affirmative actions in promoting social welfare, equality, and protection of vulnerable groups. | | | | | T4 |
| CO3 | Describe the different constitutional commissions in India, its roles and importance. | | | | | T2 |
| Module 1 | State Legislature and State Executive | | | | | 10 Hours |
| State Legislature - Vidhana Sabha, Vidhana Parishath, Composition, powers and functions - State Executive - Governor, Chief Minister, State Council of Ministry, powers and functions - Centre-State Relations, Cooperative Federalism and Its Challenges | | | | | | |
| Module 2 | Democratic Decentralisation | | | | | 10 Hours |
| Democratic Decentralization; Local Self-Government, Urban Governments - 73rd and 74th Constitutional amendments, contemporary challenges - Constitutional | | | | | | |

Amendment Procedure in India; Simple, Special and Special with Concurrence of States - Basic Structure of Indian Constitution with special reference to Keshavananda Bharathi Case

| | | |
|-----------------|-------------------------------------|-----------------|
| Module 3 | Election Commission of India | 10 Hours |
|-----------------|-------------------------------------|-----------------|

Election Commission of India; Composition, Powers and Functions - Public Service Commissions; UPSC and State Public Service Commission - Affirmative Action; Reservation for SC/ST(23%), OBC(27%), EWC(10%) and Women(33% Reservation within) It's Relevance.

Skill Development

| | |
|---|---|
| 1 | Understanding Political Structures |
| 2 | Analysing Powers and Functions |
| 3 | Analyse centre-state relations, especially the challenges faced in cooperative federalism. |
| 4 | Analyse the composition, powers, and functions of the Election Commission of India UPSC and State PSCs. |

Books for Reference

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|----|--|
| 1 | <i>Sharma, B. K. (2021), Introduction to the Constitution of India, Prentice Hall</i> |
| 2 | <i>Basu, D D (2018), Introduction to the Constitution of India, LexisNexis</i> |
| 3 | <i>Khosla, M (2012), The Indian Constitution, Oxford University Press</i> |
| 4 | <i>Jayal, N G, & Mehta, P B (Eds) (2010), The Oxford Companion to Politics in India, Oxford University Press</i> |
| 5 | <i>Singh, M P, & Saxena, R (2008), Indian Politics: Constitutional Foundations and Institutional Functioning, PHI Learning</i> |
| 6 | <i>Sarkar, S (2006), Modern India: 1885-1947, Macmillan</i> |
| 7 | <i>Austin, G (1999), The Indian Constitution: Cornerstone of a Nation, Oxford University Press</i> |
| 8 | <i>Weiner, M (1989), The Indian Paradox: Essays in Indian Politics, Sage Publications</i> |
| 9 | <i>Granville, A (1966), Working a Democratic Constitution: The Indian Experience, Oxford University Press</i> |
| 10 | <i>Ambedkar, B R (1948), The Constitution of India, Government of India</i> |

Mapping of CO and PO

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | H | H | M | M | | | | L | | | L | L |

| | | | | | | | | | | | | |
|-----|---|---|---|---|--|--|--|---|--|--|---|---|
| CO2 | H | H | M | M | | | | L | | | L | L |
| CO3 | H | H | M | M | | | | L | | | L | L |