

Bachelor of Business Administration
Credit Matrix as per State Education Policy
Academic Year 2024-'25

Structure	Semester 1 (Cr)	Semester 2 (Cr)	Semester 3 (Cr)	Semester 4 (Cr)	Semester 5 (Cr)	Semester 6 (Cr)	Total
Language 1	3	3	3	3	-	-	24
Language 2	3	3	3	3	-	-	
Paper 1	5	5	5	5	5	5	90
Paper 2	5	5	5	5	5	5	
Paper 3	5	5	5	5	5	5	
Elective	-	-	-	-	3	3	6
Compulsory Courses	2 (Psychological Wellbeing)	2 (Indian Constitution)	2 (Environmental Studies)	-	2 (Skill Based Course)	2 (Research Methodology)	10
Extension and Extra Curricular Activities	1 College Association Activities		1 Department Association Activities				4
	1 Outreach Activities		1 Outreach Activities				
Allied Required* (SWAYAM/NPTEL/Certificate Courses)	3	3		2	2	2	12
Internship			2 (Social, Startup, Hospitality / Tourism)		2 (Corporate)		4
Total Credits	26	28	25	25	24	22	150

**BBA (Regular)
Course Structure
Semester I**

Course Code	Title of the Course	Category	Lecture Hours per week	Credits
M1 24 MC 101	Perspectives of Management	Major Core	5	5
M1 24 MC 102	Managerial Economics	Major Core	5	5
M1 24 MC 103	Business Environment	Major Core	5	5
M1 24 AR 101	Business Mathematics and Statistics	Allied Required	3	3
M1 24 GE 101	Language 1	Language	3	3
	Language 2	Language	3	3
M1 24 KN 101	Kannada			
M1 24 HN 101	Hindi			
M1 24 AE 101	Additional English			
UG 24 FC 101	Psychological wellbeing	Compulsory course	2	2
Total Credits				26

SEMESTER – I
M1 24 MC 101: PERSPECTIVES IN MANAGEMENT

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.

Module 1: Forms of Organisation & Management **18 Hrs**

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.

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)

Module 2: Planning **13 Hrs**

Planning: Nature – Planning Process – Objectives, Meaning - Need & Importance, levels, advantages & limitations, Types of Plans.

Forecasting: Meaning and purpose of forecasting – Techniques of forecasting – Qualitative and quantitative.

Decision Making: Meaning - Steps in decision-making

Module 3: Organizing and Staffing **12 Hrs**

Organizing: Nature and purpose of organization, Elements of organizing & process.

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.

Staffing: Nature -Process of staffing- Importance of staffing.

Module 4: Directing **15 Hrs**

Directing: Meaning – Principles and techniques of directing

Leadership: Meaning. Leadership styles-Formal and informal leadership. Theories of leadership

Motivation: Meaning, Nature, Purpose and Significance of Motivation.

Morale: Meaning, Nature, Purpose and Significance of Morale, Difference between Morale and Motivation, Morale and performance, Developing High Morale, Measurement of Morale.

Communication: Principles and Process of communication – Barriers to effective communication.

Co-ordination: Meaning – Principles and process of co-ordination.

Module 5: Controlling

10 Hrs

Meaning -- Steps in controlling -- Essentials of a Sound Control System – Methods of Establishing Control, Techniques of controlling – Budgetary and non-budgetary.

Module 6: Social Responsibility of Management and Contemporary Trends in Business

7 Hrs

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.

Skill Development

(These activities are only indicative, the faculty member can innovate)

1. Take different types of organisation of your choice and make a chart of the type of organisation structure followed at the institution. Also create a chart on Media of Communication followed at the organisations.
2. Take a company of your choice and create a chat on the hierarchy that exists in the company or create a graphical representation of Maslow's Theory and present it in class
3. Critically analyze the corporate strategies that are adopted by Indian Companies to face the challenges of competition. Make a report of your findings
4. Select a successful retail store and give details of factors leading to its success or Select a failed venture, if any known to you, and bring out reasons for its failure. Make a presentation of the same in class.
5. Select a company of your choice and prepare a SWOT analysis for the same also Mention the characteristics and skills of managers in the 21st century that them successful.
6. Identify some unethical and ethical practices prevailing in an organization. Make a report of the same.

Course Outcomes

After completion of the course the students will be able to:

1. Describe the forms of organisation and evolution of management thought
2. Integrate the planning, forecasting with decision making process of a given organization.

3. Relate the function of organizing with staffing in consideration of their effort on individual actions.
4. Identify the range of leadership theories, Directing and controlling tools available in the management.
5. Compare and contrast the traditional and modern controlling techniques used in management.
6. Illustrate the recent trends in management and factors affecting ethical practices in Business and social responsibilities of management towards all the stake holders.

Books for Reference

- Anil Bhat, Arya kumar, Learning Management Principles Processes and Practices, 2nd Edition, Bengaluru, Oxford University Press, 2019
- Bhushan Y.K., Fundamentals of Business Organization and Management, 19th Edition, New Delhi, Sultan Chand & Sons, 2016.
- Chandan J.S., Management Concepts and Strategies, 1 st Edition, Delhi, Vikas Publishing House Pvt. Limited, 1997
- Harold Koontz & Cyril O'Donnell, Essentials of Management, 4th Edition, New Delhi, McGraw Hill, 1986.
- Kanagasabapathi P., Indian Models of Economy, Business and Management, 3rd Edition, Delhi, PHI Learning, 2012.
- Prasad L.M., Principles of Management, 8th Edition, New Delhi, Sultan Chand & Sons, 2019.
- Ricky W. Griffin, Management Principles and Applications, 10th Edition, Delhi, Cengage Learning, 2012.
- Sharma R.K. & Shashi K. Gupta, Principles of Management, 1st Edition, New Delhi, Kalyani Publishers, 2016.
- Srinivasan R. & Chunawalla S.A., Management Principles and Practice, 1st Edition, Kolkata, Himalaya Publishing House, 2014.
- Tripathi P.C. & Reddy P.N., Principles of Management, 5th Edition, New Delhi, McGraw Hill Education, 2017.

SEMESTER – I
M1 24 MC 102: MANAGERIAL ECONOMICS

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.

Module 1 - Introduction to Managerial Economics **8 Hrs**

Meaning and significance of Managerial Economics, Basic concepts of Micro and Macro Economics, Impact of Microeconomic and Macroeconomic Factors on Business Operations - Economic Growth and Development, Concept of Equilibrium – Types of Equilibrium

Module 2 - Approaches to Consumer Behaviour and Demand Analysis

20 Hrs

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

5 Hrs

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

10 Hrs

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 Hrs

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 Hrs**

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

Skill Development

(These activities are only indicative; the faculty member can innovate)

1. To analyze the role of a Managerial Economist in the everyday functioning of an organization taking live examples.
2. Choose a specific sector and prepare a survey report on the Demand Forecasting for a product/service.
3. Conduct a small survey to understand the Consumer Behaviour in situations like an epidemic or pandemic.
4. Analyse the different types of Costs incurred in the education sector.
5. Create a product/service of your choice and determine the Pricing Method involved in its pricing.
6. Analyse the different phases of Business Cycles in India since Independence and study how Business Cycles have impacted the global economy in the past.
7. Study the recent changes introduced in Monetary and Fiscal policy.
8. Examine statistically the macroeconomic elements of Indian Economy such as HDI, Inflation, Unemployment, Poverty and Capital Formation.

Course Outcomes

After completion of the course, the students should be able to:

1. Describe the role of Managerial Economics in Business decisions making
2. Evaluate the laws relating to consumer behaviour and law of demand in the context of using the appropriate demand forecasting technique.
3. Examine the factors influencing pricing decision in order to arrive at appropriate pricing
4. Compare and contrast the implication of law of production and short run and long run curves on average cost and marginal cost
5. Determine the equilibrium pricing and output under perfect and imperfect market competitions.
6. 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.

Books For Reference

- Craig Petersen H. & Cris Lewis W., Managerial Economics, Latest Edition, New York, Pearson.
- Dr. Mithani D. M., Anjali Sane, Business Economics, latest Edition, Kolkata, Himalaya Publishing House.
- Dewett K., Economic Theory, Latest Edition, New Delhi, S Chand & Co Ltd.
- Jhingan M.L, Micro Economic Theory, Latest Edition, Delhi, Vrinda Publications.
- Joel Dean, Managerial Economics, Latest Edition, Delhi, PHI Learning

Pvt. Ltd.

- Mote V. L., Paul. S & Gupta G, Managerial Economics, Latest Edition, New Delhi, McGraw Hill Education.
- Dr. Reddy P. N. & Appanaiah H. R., Essentials of Managerial Economics, Latest Edition, Kolkata, Himalaya Publishing House.
- Dr. Sankaran S., Business Economics, Latest Edition, Chennai, Margham Publications.
- Seth M.L., Principles of Economics, Latest Edition, Agra, Lakshmi Narain Agarwal.
- Varsheney R.L & Maheswari S.N, Managerial Economics, Latest Edition, New Delhi, Sultan Chand & Sons.

SEMESTER – I
M1 24 MC 103: BUSINESS ENVIRONMENT

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.

PART–A: ECONOMIC ENVIRONMENT

Module 1- An Overview of Business Environment **12 Hrs**

Meaning and Definition, Objectives, Importance and Uses of Study of business environment

Environmental Analysis – Meaning, Process of Environmental Analysis, Limitations of environmental Analysis, environmental factors – The Micro environment of business and the macro environment of business.

Module 2 - Economic Environment **15 Hrs**

Meaning – Characteristics of Indian Economy – Features affecting Economy – Impact of Liberalization Privatization & Globalization of Indian Business

Monetary policy – Meaning, objectives

Fiscal policy – Meaning, objectives, budget and its importance

EXIM policy – Meaning, objectives Industrial policy – Meaning, objectives - Latest Policy Measures

Module 3 – Global Environment **12 Hrs**

Meaning, nature of globalisation, causes of globalization, strategies for globalization, Challenges of International Business, GATT and WTO and its implications on Indian economy.

PART–B: LEGAL ENVIRONMENT

Module 4- Political Environment **14 Hrs**

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.

Module 5 - Technological, Social and Natural Environment **12 Hrs**

Technological Environment - Meaning and definition, components of technology, features of technology, Impact of Technology, Limitations in technological development, Current trends in technological environment.

Social and cultural Environment - Meaning and definition of society, Culture – elements of culture, business and culture

Natural Environment - Meaning of Natural Environment, Natural Environment and its impact on business.

Module 6 – Legal Environment

10 Hrs

Committee on Competition Law and Policy 2000 – Competition Commission of India – Competition Act 2000 – Comparison with MRTP Act - Information technology act 2000 - Cyber Regulations Appellate Tribunal – Cyber Offences.

Skill Development

(These activities are only indicative, the Faculty member can innovate)

1. Identify the various cyber offences and the penalties for the same. Make a report of your understanding
2. Identify at least three MNCs of G-8 Countries operating in India along with products they manufacture. Present your findings in class
3. Collect and analyse the latest Fiscal and Monetary Policies that have an impact on business

Course Outcomes

After completion of the course the students will be able to:

1. Conduct the Environmental analysis that influences Business decisions.
2. Examine the implications of Economic variables in selective business decision making.
3. Evaluate the implication of Global Environment variables in the context of Indian Economy.
4. Illustrate the factors of the political environment that influence Business decision making.
5. Examine the impact of Technological, Socio-cultural and Natural environmental factors affecting Business decision making.
6. Outline the Legal framework regulating to Competition, Information and Cyber Offences.

Books for Reference

- Dr. Aswathappa K. and G. Sudarsana Reddy, Business Environment, Latest Edition, Himalaya Publishing House, Mumbai.
- Francis Cherunilam, Business Environment, Latest Edition, Himalaya Publishing House, Mumbai.
- Fernando A.C., Business Environment, Latest Edition, Pearson Education India, New Delhi.
- Mercy Mathew, Case studies on business environment Latest Edition, ICFAI Books, Andhra Pradesh.
- Veena Keshav Pailwar, Business environment, latest edition, PHI Publication, New Delhi.

SEMESTER - I
M1 24 AR 101: BUSINESS MATHEMATICS AND STATISTICS

Course Objective

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 interpretation, with a focus on applications in commerce and business.

Module 1: Interest & Annuities **12 Hrs**

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 2: Introduction to Statistics **6 Hrs**

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 3: Measures of Central Tendency and Dispersion **12 Hrs**

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 4: Correlation and Regression **10 Hrs**

Correlation: definition, scatter diagram, Karl Pearson's Coefficient of Correlation (Direct method only) and Spearman's Correlation Coefficient. Regression: Concept, simple linear regression analysis (Direct method only) - Applications.

Module 5: Time series **5 Hrs**

Introduction to time series, Components of time series, Trend analysis by Moving Averages and Least Square Methods – Applications.

Skill Development

(These activities are only indicative; the faculty member can innovate)

1. Preparation of Loan Amortization Table – EMI Calculation on Excel
2. Preparation of Future value of Annuity Table on Excel.
3. Correlation and Regression Analysis on Excel.

4. Diagrammatic and Graphical representation of data using Excel.
5. Trend Analysis of Stock Market data on Excel.

Course Outcomes

After completion of the course, the students will be able to:

1. Apply the concept of Interest and Annuity for computing the present and future value of single and series of cash outflows and inflows.
2. Illustrate the significance of statistics in analysing business problems.
3. Use the concept of measures of central tendency and dispersion for decision making.
4. Apply the concept of Correlation and Regression to analyse the data.
5. Analyse the time series data using moving averages and least square methods.

Books for Reference

- Akhilesh K. B. and Balasubrahmanyam S, Mathematics and statistics for Management, 1st Edition, Delhi, Vikas Publishing.
- Gupta S.P., Statistical Methods, New Delhi, Sultan Chand & Sons.
- Soni R.S., Business Mathematics, 1st Edition, Delhi, Ane Books Pvt. Ltd.
- Prasanna Chandra – Financial Management.
- J K Sharma – Business Statistics.
- Dorai Raj: Business Mathematics, United publishers.