

**SHRI VISHWAKARMA SKILL UNIVERSITY**  
**(Enacted by the Act 25 of 2016, State of Haryana)**  
**DUDHOLA, PALWAL**



**Bachelor of Business Administration  
(BBA) /BBA (Honors)/BBA (Honors with Research)  
Batch 2025 onwards**

**Dr. Pinki**  
**Chairperson | SDMS**  
**SVSU, Dudhola, Palwal**

## Scheme and Syllabus of Bachelor of Business Administration (BBA) /BBA (Honors) /BRA (Honors with Research)

<b>SEMESTER - I</b>						
<b>S. No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
1.	25UBBA101	Principles and Practices of Management	3	1	0	4
2.	24UENG01	English Language and Business Communication	1	0	0	1
3.	24UENG02	English Language and Business Communication (Practical)	0	0	1	1
4.	25UBBA102	Financial accounting	3	1	0	4
5.	25UBBA103	Business Statistics	3	1	0	4
6.	25UBBA104	Indian Knowledge System*	2	0	0	2
7.	25UBBA105	Computer Applications in Business	2	0	0	2
8.	25UBBA106	Computer Applications in Business (Practical)	0	0	2	2
9.		Additional Course - Foreign Language 1-1-0)) [optional course]*	1	1	0	0*
<b>TOTAL</b>						<b>20</b>

**Note:** \*Indian Knowledge System: Indian Culture and Civilization, Indian Vision for Human Society, Indian Science, Indian Town Planning and Architecture

\* Foreign Languages: German/French/Korean/Japanese

## SEMESTER II

<b>S. No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
1	25UBBA201	Human Behaviour and Organization	3	1	0	4
2	25UBBA202	Marketing Management	3	1	0	4
3	25UBBA203	Business Economics	3	1	0	4
4	25UBBA204	Emerging Technologies and application	1	0	2	2
5	25UBBA205	Media Literacy and Critical Thinking	1	1	0	2
6	25UBBA206	Indian Constitution	2	0	0	2
7	24UEVS01	Environmental Studies	1	1	0	2
8		Additional Course - Foreign Language (1-1-0)) [optional course]*	1	1	0	0*
<b>TOTAL</b>						<b>20</b>

Note: \* Foreign Languages: German/French/Korean/Japanese

Exit Criteria after First Year of BBA Programme

The students shall have an option to exit after 1<sup>st</sup> year of Business Administration Program and will be awarded with a **UG Certificate in Business Administration**.

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The student who takes an exit after one year with an award of certificate may be allowed to re-enter in to Third Semester for completion of the BBA Program as per the respective University schedule after earning requisite credits in the First year.

### SEMESTER III

S. No.	Course Code	Course Title	L	T	P	Credit
1	25UBBA301	Cost and Management Accounting	3	1	0	4
2	25UBBA302	Legal and Ethical issues in business	3	1	0	4
3	25UBBA303	Human Resource Management	3	1	0	4
4	25UBBA304	Indian Systems of Health and Wellness	1	1	0	2
5	25UBBA305	Management Information System (MIS)	2	0	4	4
6	25UBBA306	Yoga/Sports/NCC/NSS/Disaster Management	0	0	4	2
<b>TOTAL</b>						<b>20</b>

### SEMESTER IV

S. No.	Course Code	Course Title	L	T	P	Credit
1	25UBBA401	Entrepreneurship Development	1	1	0	2
2	25UBBA 402	Operations Management	3	1	0	4
3	25UBBA 403	Financial Management	3	1	0	4
4	25UBBA 404	Business Research Methodology	3	1	0	4
5	25UBBA405	Business Environment	3	1	0	4
6	25UBBA406	International Business	2	0	0	2
<b>TOTAL</b>						<b>20</b>

- **Note:** At the end of the Fourth Semester every student shall undergo Summer Training / Internship for Eight Weeks in the industry/Research or Academic Institute. This component will be evaluated during the fifth semester.
- An **UNDER GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION** will be awarded, if a student wishes to exit at the end of Second year.

#### Exit Criteria after Second Year of BBA Programme

The students shall have an option to exit after 2<sup>nd</sup> year of Business Administration Program and will be awarded with a **UG Diploma in Business Administration**. Students on exit have to compulsorily complete additional 04 Credits either in a Skill based subject or work based Vocational Course offered during summer term or Internship/Apprenticeship / Social Responsibility & Community Engagement – encompassing community engagement with an NGO / Capstone Project after the fourth semester of minimum 8 weeks of duration as decided by the respective University / Admitting Body.

The exiting students will clear the subject / submit the Internship Report as per the University / Admitting Body schedule.

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**Re-entry of Students in Third Year (Fifth Semester)**

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The student who takes an exit after second year with an award of Diploma may be allowed to re-enter in to fifth Semester for completion of the BBA Program as per the respective University schedule after earning requisite credits in the Second year.

## SEMESTER V

S. No.	Course Code	Course Title	L	T	P	Credit
1	25UBBA501	Strategic Management	3	1	0	4
2	25UBBA502	Supply Chain Management	3	1	0	4
3		Discipline Specific Electives - I				4
4		Discipline Specific Electives - II				4
5	25UBBA503	Internship/ Project I	-	-	-	4
6	25UBBA504	Major Project [ evaluation in sixth semester	-	-	-	0
7		Discipline Specific Elective (Audit Course)	3	1	0	0
<b>TOTAL</b>						<b>20</b>

Note: Discipline Elective in Finance/ Marketing/ HR/Business Analytics/ /Entrepreneurship

L-T-P for Discipline Electives depends on the subject that the University offers  
 \* Additional DSE as an Audit Course (Non Credit but compulsory) can be opted by the student.

## SEMESTER VI

S. No.	Course Code	Course Title	L	T	P	Credit
1	25UBBA601	Project Management	3	1	0	4
2	25UBBA602	Business Taxation	2	0	0	2
3		Discipline Specific Electives - III				4
4		Discipline Specific Electives - IV				4
5	25UBBA603	Corporate Governance	2	0	0	2
6	25UBBA604	Major Project [Initiated in 5 <sup>th</sup> Semester]	-	-	-	4
7		Discipline Specific Elective (Audit Course)	3	1	0	0
<b>TOTAL</b>						<b>20</b>

Note: 1) Discipline Elective in Finance/ Marketing/ HR/Business Analytics/ Family Business/Entrepreneurship/ Sports /Tourism and Travel Management

2) L-T-P for Discipline Electives depends on the subject that the University offers

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\*Additional DSE as an Audit Course (Non Credit but compulsory) can be opted by the student.

**Note:**

1. BACHELOR IN BUSINESS ADMINISTRATION Degree will be awarded, if a student wishes to exit at the end of Third year.

### Exit Criteria after Third Year of BBA Programme

The students shall have an option to exit after 3<sup>rd</sup> year of Business Administration Program and will be awarded with a Bachelor's in Business Administration.

### Re-entry Criteria in to Fourth Year (Seventh Semester)

The student who takes an exit after third year with an award of BBA may be allowed to re-enter in to Seventh Semester for completion of the BBA (honors) or BBA (Honours with Research) Program as per the respective University schedule after earning requisite credits in the Third year.

**Minimum eligibility criteria for opting the course in the fourth year will be as follows:**

- 1. BBA (Honours with Research):** Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.
- 2. For BBA (Honours):** BBA Degree

### **SEMESTER VII - (BBA (Honors))**

S. No.	Course Code	Course Title	L	T	P	Credit
1	25UBBA701	AI for Business	3	1	0	4
2	25UBBA702	Entrepreneurial Leadership	2	2	0	4
3		Discipline Specific Electives - V				4
4		Discipline Specific Electives - VI				4
5	25UBBA703	Dissertation work [evaluation in Eight semester]	-	-	-	-
6	25UBBA704	Summer Internship -II	-	-	-	4
<b>TOTAL</b>						<b>20</b>

**L-T-P w.r.t Open Elective and Discipline Specific Elective depends on the Courses offered by the University**

### **SEMESTER VIII - (BBA (Honors))**

S. No.	Course Code	Course Title	L	T	P	Credit
1		Discipline Specific Electives - VII	3	1	0	4
2		Discipline Specific Electives - VIII	3	1	0	4
3		Discipline Specific Electives - IX	3	1	0	4
4	25UBBA801 <b>Chairperson: Dr. Pinki SVSU, Dudhola, Palwal</b>	Dissertation work [Started in Seventh semester]	-	-	-	8
<b>TOTAL</b>						<b>20</b>

**Note: L-T-P w.r.t Open Elective and Discipline Specific Elective depends on the Courses offered by the University**

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**SEMESTER VII - (BBA - (Honors with Research))**

<b>S. No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
1	25UBBAH701	Advanced Data Analysis Tools	2	0	4	4
2	25UBBAH702	Advanced Research Methodology	2	0	4	4
3	25UBBAH703	Research Internship Report and Viva –Voce	-	-	-	4
4		Discipline Specific Electives - X				4
5		Discipline Specific Electives - XI				4
<b>TOTAL</b>						<b>20</b>

**Note: L-T-P w.r.t Open Elective and Discipline Specific Elective depends on the Courses offered by the University**

**SEMESTER VIII- (BBA – (Honors with Research))**

<b>S. No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
1	25UBBAH801	Dissertation (For Research Track)*	-	-	-	20
<b>TOTAL</b>						<b>20</b>

\*The Dissertation work will start from the beginning of fourth year of BBA (Honors with Research) Program.

Students of Fourth Year shall be assessed for Project Work and Research Internship Report and Viva –Voice and Dissertation (For Research Track).




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List of Discipline Specific Elective [It's indicative, University will add as per the requirements]

S.No	Finance	Marketing	Human Resource Management	Business Analytics	International Business	Supply chain Management
1	International Financial Management	Consumer Behaviour	HRD -Systems & Strategies	Data Analytics using R /Python	International Trade Policy & Strategy	Operations Strategy
2	Banking and Insurance	Sales Marketing	Change Management and Organizational Development	Data Visualization using tableau / Power bi	Global Business Environment	Management Decision Models
3	Financial Markets Products and Services	Retail Marketing	Training & Development	Marketing Analytics	Transnational & Cross cultural Marketing	Quality Management and Business Process Improvement
4	Investment Analysis & Portfolio Management	Marketing of Services	Performance & Compensation Management	Finance Analytics	International Supply Chain Management	International Supply Chain
5	Business Analysis & Valuation	Digital Marketing	Negotiation Skills	HR Analytics	International Accounting & Reporting System	Project Management
6	Financial Planning	Supply- Chain Management	Cross Culture HRM	Social Media & Web Analytics	International Ventures, Mergers & Acquisitions	Supply Chain Analytics
7	Behavioral Finance (Neuro Finance)	International Marketing	HR Analytics		EXIM Policy and documentation	Inventory Management
8	Financial Derivatives	Rural Marketing	Team Building in the organizations			Logistics & Distribution Management
9	Strategic Corporate Finance	Neuro- Marketing	Behavioral testing and training for employee retention.			
10	Financial Modelling	B2B Marketing	Talent acquisition and management			
11	Financial Analytics	Integrated Marketing Communication	Compensation management			
12	Direct Tax		Employee Life Cycle Management			
13	Sustainable Finance		Coaching & Mentoring			

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## SEMESTER - I

### Principles and Practices of Management

<b>25UBBA101</b>	<b>Principles and Practices of Management</b>	<b>4L:0T:0P</b>	<b>4Credits</b>
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#### **Course Description:**

This course introduces the student to the key aspects of management -planning, organizing, leading, and controlling by integrating both classical and contemporary management practices. Through case studies, interactive sessions, and practical exercises, students will learn to apply these principles to real-world scenarios that will prepare them for leadership roles in diverse organizational settings. The goal is to equip students with the tools and insights necessary to manage effectively and drive organizational success.

#### **Course Objectives:**

1. To understand the basic concepts, principles, and theories of management.
2. To examine the essential functions of managers.
3. To analyze the impact of globalization, diversity, and ethics on management.
4. To develop skills in strategic planning, decision-making, and leadership.

#### **Course Content:**

##### **Unit 1: Introduction to Management**

Definition, nature, and significance of management, principles of management, management and administration, levels of management, role of managers and managerial skills; Evolution of management thought: Classical, Behavioral, Quantitative, Systems, Contingency and Modern approaches; Management as a science and an art; Functions of management: Planning, organizing, leading, and controlling

##### **Unit 2: Planning, Organizing and Staffing**

*Planning*  
Nature, Importance and Purpose of planning in management; Types of plans: Strategic, tactical, operational ; Planning process and techniques ; Decision-making- Importance and steps, decision making models and tools; Organizational structure and design; types of organizational structures: Functional, divisional, matrix; Authority, responsibility, and delegation, Centralization Vs Decentralization of authority and responsibility - Span of Control; Coordination and integration, MBO and MBE; Nature and Importance of staffing - Process of selection and recruitment

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##### **Unit 3: Leading, Directing and Controlling**

Meaning and nature of directing, Leadership theories (trait, behavioral,

contingency, participative, charismatic, transformational, level-5 leader), Motivation theories and practices (Maslow, Herzberg two factor, McGregor's theory x & theory y), Hawthorne effect, Communication (meaning and importance) in management, Team building and group dynamics; Controlling-meaning and steps in controlling, control process and systems, essentials of sound control system, methods of establishing control, types of control; Performance measurement and management.

#### **Unit 4: Strategic Management, Ethics and Social Responsibility**

Overview of strategic management, SWOT analysis and strategic formulation, Implementing and evaluating strategies. Ethical issues in management, Corporate social responsibility (CSR), Sustainable management practices.

#### **Text Books (Latest Editions):**

1. Rao, V. S. P. Management Principles and Applications. Taxmann Publications.
2. Bright, D. et al. Principles of Management. OpenStax Textbooks, Houston
3. Kapoor, Premvir, Principles of Management, Khanna Book Publishing.
4. Jones, G. R., and George, J. M. Essentials of contemporary management. New York, NY: McGraw-Hill Education.
5. Robbins, S. P. & Coulter, M. A. Management. Pearson.

#### **References:**

1. Indian Business Rising: The Contemporary Indian Way of Conducting Business-And How It Can Help You Improve Your Business | Harvard Business Review Press | 5813BC-PDF-ENG | <https://hbsp.harvard.edu/product/5813BC-PDF-ENG>

#### **Reflective Exercises and Cases:**

1. *Entrepreneurial Leadership in Forming High Tech Enclaves: Lessons from the Government of Andhra* / F. Warren McFarlan, Espen Andersen, Ramiro Montealegre | Harvard Business School | 308079-PDF-ENG | <https://hbsp.harvard.edu/product/308079-PDF-ENG>
2. *ATH Technologies* by Robert Simons and Jennifer Packard <https://www.hbs.edu/faculty/Pages/item.aspx?num=52711>
3. Article review and discussion: Application of Ancient Indian Philosophy in Modern Management ([http://www.jrdindia.in/journal\\_ijrdmr/pdf/vol5\\_ijss4/8.pdf](http://www.jrdindia.in/journal_ijrdmr/pdf/vol5_ijss4/8.pdf))
4. *Review of Lincoln Electric Co.* by Norman Berg.
5. *Review of Hawthorne case.* <sup>Dr. Pinki</sup> <sub>Chairperson | SDMS</sub>
6. *Leadership Lessons from India* | Peter Cappelli, Harbir Singh, Jitendra V. Singh, Michael Useem | Harvard Business Review | R1003G-PDF-ENG | <https://hbsp.harvard.edu/product/R1003G-PDF-ENG>

7. *Traditional Way of Learning Ayurveda and Practising It: A Dialogue with Vaidya Bhaskarbhai Hardikar / Mukund Dixit, Sanjay Verma / IIM Ahmedabad / A00135-PDF-ENG / <https://hbsp.harvard.edu/product/A00135-PDF-ENG?>*
8. *Forest Essentials: Demystifying India's Luxury Ayurveda Brand / Veena Vohra, Seema Khanvilkar / Ivey Publishing / W28410-PDF-ENG / <https://hbsp.harvard.edu/product/W28410-PDF-ENG?>*
9. *Atijeevan Foundation: Transforming Scars into Strength | Shubham Sharma, Satyendra C Pandey | Ivey Publishing | W36939-PDF-ENG | <https://hbsp.harvard.edu/product/W36939-PDF-ENG?>*
10. *How Do Great Leaders Overcome Adversity? By Mayo (2024) <https://hbswk.hbs.edu/item/cold-call-how-do-great-leaders-overcome-adversity>*

#### **Course Outcomes:**

1. Demonstrate how management principles are used to solve practical business problems
2. Compare and contrast different management theories and their effectiveness in various organizational contexts
3. Design a management strategy for a hypothetical or real organization using a mix of management theories and practices
4. Propose innovative management solutions to enhance efficiency and effectiveness in given business scenarios.

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<b>24UENG01</b>	<b>English Language and Business Communication</b>	<b>1L:0T:0P</b>	<b>1 Credits</b>	<b>Max. Marks: 50 (15I+35E)</b>
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**Course Description:** To train students to enhance their skills in written as well as oral communication through practical conduct of this course. This course will help students in understanding the principles and techniques of business communication.

**Learning Outcomes:** After completing this course, the learners will be able to

1. Students would be able to understand the nature, structure, types and process of various dimensions of communication and apply them in communication.
2. Students would be able to make effective presentations in various business/professional situations incorporating the ethics of good negotiations and assertive behavior.
3. Students would develop competency to understand and perform the diversity of the globalized multicultural world.
4. Students would be able to draft various types of documents used inside the organization for various types of communication.
5. Students would develop interview skills and competency incorporating the use of different social media platforms for networking.

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#### **Course Content:**

## **Unit I Basics of Communication**

Meaning, Process and Types of Communication; Principles of Effective Communication; Process and types of listening, deterrents to listening process, essentials of good listening.

## **Unit II Presentation Skills**

Prerequisites of effective presentation, format of Presentation. Negotiations-types, structures and basics of negotiations; Assertive behavior

## **Unit III Multicultural World and Communication**

Business Communication in a globalized and multicultural world; understanding cultural diversity and developing cultural competency and inter-cultural business, communication skills; Barriers to cross-cultural communication and strategies to overcome them

## **Unit IV Written Communication**

Mechanics of writing, report writing, agenda and minutes; business correspondence – business letter format, style of letter arrangement, types of letters, electronic mail; Resume Writing

## **Unit V Communication in Practice**

Preparing for interviews- types of interviews, process of interview and group discussion; effective ways of performing well in interviews; Social media and Networking, Social media profiles, Editing and Posting on social media.

### **Text Books (Latest Editions):**

1. AICTE's Prescribed – Communication Skills in English, Khanna Book Publishing.
2. Lesikar, R.V. & M.E. Flatley, "Business Communication: Connecting in a Digital World", McGraw-Hill Education.
3. Murphy, H. A., Hildebrandt, H. & Thomas, J.P., Effective Business Communication. McGraw Hill.
4. Mukerjee H. S., Business Communication: Connecting at Work. Oxford Publication
5. Boove, C.L., Thill, J. V. & Raina, R. L, Business Communication Today, Pearson.

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References:

*Chairperson | SDMS*

1. Rao, M. T. (2023). Minor Hints: Lectures Delivered to H.H. the Maharaja Gaekwär, Sayaji Rao III. Gyan Publishing
2. Getting Ready for the Real World: HBR, 2020: The Science of Strong

## Business Writing.

<https://hbr.org/2021/07/the-science-of-strong-business-writing>

### Reflective Exercises and Cases:

1. Review of Bharat Muni's Natya Shastra (Rasa, Sahridayata & Sadharanikaran)
2. Preparing on curriculum vitae/resume and cover letter
3. Reading of annual reports
4. The Future of Internal Communication | Rita Linjuan Men, Shannon A. Bowen | Business Expert Press | BEP336-PDF-ENG | <https://hbsp.harvard.edu/product/BEP336-PDF-ENG>
5. Change Management and Internal Communication | Rita Linjuan Men, Shannon A. Bowen | Business Expert Press | BEP334-PDF-ENG | <https://hbsp.harvard.edu/product/BEP334-PDF-ENG>
6. Lighting the Fire: Crafting and Delivering Broadly Inspiring Messages | Tsedal Neeley, Tom Ryder | Harvard Business School | 416046-PDF-ENG | <https://hbsp.harvard.edu/product/416046-PDF-ENG>?
7. Bad Writing Is Destroying Your Company's Productivity (2016) by Josh Bernoff <https://hbr.org/2016/09/bad-writing-is-destroying-your-companys-productivity>
8. Students are expected to display proficiency in writing the following Business Communication (and be evaluated for internal assessment): Persuasive Letters, Promotion letters and cover Letters; Prepare Elevator Pitch

### Course Outcomes:

1. Apply the skills of effective letter writing and be able to create various kinds of Business letters.
2. Understand various barriers to communication and apply pre-emptive measures, including feedback, to minimize the same.
3. Students shall be able to effectively analyze and evaluate various kinds of business correspondence and e-correspondence.
4. Able to present in front of audience with confidence and expertise.

### English Language and Business Communication

  
Course Code: 24UENG01

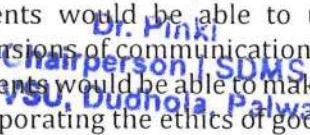
Course Credit: 01(1-0-0)

#### Objective:

To train students to enhance their skills in written as well as oral communication through practical conduct of this course. This course will help students in understanding the principles and techniques of business communication.

  
Learning Outcomes: After completing this course, the learners will be able to

6. Students would be able to understand the nature, structure, types and process of various dimensions of communication and apply them in communication.
7. Students would be able to make effective presentations in various business/professional situations incorporating the ethics of good negotiations and assertive behavior.
8. Students would develop competency to understand and perform the diversity of the globalized multicultural world.

  
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9. Students would be able to draft various types of documents used inside the organization for various types of communication.
10. Students would develop interview skills and competency incorporating the use of different social media platforms for networking.

Units	Topics
I <b>Basics of Communication</b>	Meaning, Process and Types of Communication; Principles of Effective Communication; Process and types of listening, deterrents to listening process, essentials of good listening.
II <b>Presentation Skills</b>	Prerequisites of effective presentation, format of Presentation.  Negotiations-types, structures and basics of negotiations; Assertive behavior.
III <b>Multicultural World and Communication</b>	Business Communication in a globalized and multicultural world; understanding cultural diversity and developing cultural competency and inter-cultural business communication skills; Barriers to cross-cultural communication and strategies to overcome them.
IV <b>Written Communication</b>	Mechanics of writing, report writing, agenda and minutes; business correspondence – business letter format, style of letter arrangement, types of letters, electronic mail; Resume Writing
V <b>Communication in Practice</b>	Preparing for interviews- types of interviews, process of interview and group discussion; effective ways of performing well in interviews; Social media and Networking, Social media profiles, Editing and Posting on social media;

#### Recommended Readings:

- Bovee, C., & Thill, J.V., and Raina, R.L. *Business Communication Today*. New York: Pearson, 2016.
- Lata, Pushp, and Sanjay Kumar. *Communication Skills*. 2<sup>nd</sup> ed. New Delhi: OUP, 2019.
- Lehman, C. M., Dufrene D. D., and Sinha, M. *BCOM: The South Asian Perspective on Business Communication*. New Delhi: Cengage Learning, 2016.
- Monipally, Matthukutty, M. *Business Communication: From Principles to Practice*. New Delhi: McGraw Hill Pub., 2018.
- *Dr. Pinki Singh Patel*  
Mukerjee, H. S. *Business Communication: Connecting at Workplace*. New-Delhi: Oxford University Press, 2012.
- Murphy, H. A., Hildebrandt, H.W., and Thomas, J.P. *Effective Business Communication*. Boston: McGraw-Hill Companies, 1997.
- Post, Emily. *The Etiquette Advantage in Business*. New York: Collins, 2005.
- Ramesh, Gopalaswamy, and Mahadevan Ramesh. *The Ace of Soft Skills: Attitude, Communication and Etiquette for Success*. Noida: Pearson, 2019.
- Sandra M. O. *Handbook of Corporate Communication and Strategic Public Relations: Pure and Applied*. New Delhi: Routledge, 2004.
- Sinha, K. K. *Taxmann's Business Communication*. 4<sup>th</sup> Revised ed. New Delhi: Taxmann's Pub., 2018.

- Taylor, Grant. *English Conversation Practice*. Indian ed. Chennai: McGraw Hill Education Pvt. Ltd., 2017.

<b>24UENG02</b>	<b>English Language and Business Communication Practical</b>	<b>0L:0T:1P</b>	<b>1 Credits</b>	<b>Max. Marks: 50(35I+15E)</b>
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**Objective:** This course is designed to strengthen the communication abilities of the learners by providing them hands-on practice.

**Learning Outcomes:** After completing this course, the learners will be able to

- 1) Demonstrate knowledge and understanding of a range of professional or public communication situations.
- 2) Perform effectively in diverse professional and public communication situations like interviews and negotiations, drafting emails and resume etc.

### Details

- 1) Situational Conversations
- 2) Listening Skills
- 3) Resume Writing
- 4) Mock Interviews
- 5) Group Discussion
- 6) Presentation Skills
- 7) Negotiation Skills
- 8) Email Writing
- 9) Public Speaking
- 10) Extempore Speech

Note: The teacher should play the role of the facilitator and allow the learners maximum time to practice these activities. The focus should be primarily on helping the learners overcome the LSWR barrier and gradually move towards honing these skills to enable the learners use them in professional communication situations.

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<b>25UBBA102</b>	<b>Financial Accounting</b>	<b>3L:1T:0P</b>	<b>4 Credits</b>
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### Course Description:

This course intends to introduce basic accounting principles and practices. The students will have knowledge about the fundamental accounting processes such as journalizing, ledger posting, preparation of trial balance and final accounts in sole trading and ~~company~~ <sup>Debtors</sup> form of business. It also deals with providing an overview of accounting standards on sustainability accounting as value creation for business.

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### **Course Objectives:**

1. To provide an understanding of application of various principles and practice of Accounting.
2. To demonstrate the knowledge on the process of accounting cycle and basic steps involved in Accounting.
3. To apply the knowledge of systematic maintenance of books of accounts to real life business.
4. To estimate Annual Financial statements of Sole proprietorship and Company form of business.

#### **Course Content:**

##### **Unit- I: Introduction to Accounting, Accounting system and process**

Meaning, Need for accounting and accounting information system, Stakeholder using accounting information, Qualitative aspects of financial accounting, Accounting standards in India and International (outline), Branches of Accounting, Types of Business Organisations, Accounting taxonomy, Accounting concepts and conventions, Accounting concept of income and expenditure, Classification of capital and revenue- expenditure and income, accounting equation of assets equals capital and liabilities, accounting process, contingent assets and liabilities, Fictitious assets.

##### **Unit - II: Recording transactions and Trial balance**

Transactions -nature, Entry in Journal, Purchases, sales, Returns, Receivables, and payables, Inventory, Depreciation and amortizations, reserves, Intangible assets accounting, GST transactions, Entry in Ledger, Accounting accuracy through Trial balance, correction of errors.

##### **Unit - III: Final Accounts**

Preparation of Trading and Profit and Loss account, cash books, and Balance Sheet of sole trading concerns, importance of disclosures in final accounts

##### **Unit - IV: Company Final Accounts**

Introduction to company – kinds, share capital, issue of shares, schedules to accounts, Financial statements as per Companies Act- 2013, Provisions as to Preparation of Financial Statements, Preparation of Income statement and Balance sheet (horizontal and Vertical).

*Green Accounting* and Sustainable Reporting- Need and objectives, Sustainability reporting need and methods, data collection, analysis for sustainable reporting to improve value of business, IFRS Financial sustainability disclosure standards.

#### **Text Books (Latest Editions):**

1. Jain S.P.,& Narang K L . Basic Financial Accounting I, New Dehli, Kalyani publishers
2. Kimmel, *Financial accounting*, Wiley Publications
3. Gupta, A.. Financial Accounting for Management: An Analytical Perspective, Noida, Pearson Education.
4. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas

Publishing House, New Delhi.

5. Ashish k Battacharya, Essentials of financial accounting for Business Managers, Six, PHL learning.
6. Accounting for sustainability: [www.ifac.org](http://www.ifac.org)
7. Peter Bartelmus, E K Seifert, Green Accounting, London, Routledge Publications
8. IFRS sustainability standards: [www.ifrs.org](http://www.ifrs.org)

#### **Suggested Cases**

1. Smokey Valley Café
2. Irrigation Equipment's Limited
3. Monarch Trading Company

#### **Course Outcomes:**

On having completed this course student should be able to:

1. Identify the application of various principles and practice of Accounting in preparation of accounting statements.
2. Demonstrate the knowledge on the process of accounting cycle.
3. Apply the knowledge of systematic maintenance of books of accounts to real life business.
4. Estimate Annual Financial statements of Sole proprietorship and Company form of business.

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<b>25UBBA103</b>	<b>Business Statistics</b>	<b>3L:1T:0P</b>	<b>4 Credits</b>
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#### **Course Description:**

Quantitative Aptitude tests have been one of the key components in all competitive exams across the globe in recent years. All tests include such aptitude problems to assess a candidate's arithmetic precision, conceptual numerical ability, analytical ability and rational thinking applicability. Hence this course on Business Statistics and Logic has been introduced as part of BBA programs.

*Business Statistics* helps us to make business decisions under uncertainties. Such decisions must be objective and unbiased and based on quantitative data. This necessitates an analysis of data using appropriate statistical tools and hence understanding of these techniques and models. With the business entities keen on making data-driven decisions it is essential for individuals working in this uncertain environment to possess such skills to make better decisions backed by data.

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#### **Course Objectives:**

1. To establish importance of logical reasoning in human inquiry.
2. To demonstrate data handling skills and summarize data with clarity.
3. To extend an understanding of application of relevant concepts of Statistics to a given business scenario.
4. To understand business problems and make decisions using appropriate statistical models and explain trends
5. To demonstrate the knowledge on the process of organizing a data and conduct statistical treatment.

**Unit - I:** Measures of Central Tendency, Dispersion, Measures of Skewness and Kurtosis, Classification and tabulation of data, frequency distribution, diagrams and graphs, measure of central tendency- arithmetic mean, weighted arithmetic mean, median, mode, geometric mean and harmonic mean (theory only) and meaning of partition values- quartiles, deciles, percentiles, measures of dispersion - range, quartile deviation, mean deviation from mean and median, standard deviation and coefficient of variation.

Skewness - meaning, difference between dispersion and skewness, Karl Pearson's and Bowley's measures of skewness, concept of kurtosis, types of kurtoses and importance.

### **Unit - II: Correlation and Regression**

Meaning, definition and use of correlation, covariance, scatter diagram, types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation coefficient, probable error. regression- meaning and utility of regression analysis, comparison between correlation and regression, regression lines -x on y, y on x, regression equations and regression coefficients. meaning,

### **Unit - III: Probability and Probability distributions**

Introduction to probability, basic concepts of probability- classical definition, addition and multiplication rules, probability distributions - binomial, poisson and normal distributions, expected value.

### **Unit-IV: Introduction to Logic**

Number series, coding decoding and odd man out series, direction sense test, seating arrangements - linear and circular, blood relations, arithmetic and geometric progressions, Inductive and deductive reasoning.

### **Practical Component:**

Understanding basic concepts of statistics is possible by incorporating data sets from real life situations. In every unit one hour could be set aside to handle realistic data such as Number of steps taken on a day, daily expenditures of students, air quality index in various months in various cities, stock prices etc. using EXCEL and

make their interpretations. Students may make short presentations of their analysis to add to the learning experience.

#### **Readings:**

##### **Textbooks (Latest Editions):**

1. Levin R. I. & Rubin D. S. *Statistics for Management*. Delhi: Pearson.
2. Pillai & Bagavathi. *Statistics, Theory and Practice*, S Chand Publishing
3. SP Gupta. *Statistical Methods*, Sultan Chand and Sons
4. SC Gupta. *Fundamentals of Statistics*, Himalaya Publishing House
5. Sharma, Gupta, *The Practice of Business Statistics*, Khanna Publishing House.
6. Sharma J.K. *Business Statistics*, Vikas Publishing House

##### **Reference Research Paper:**

- Fildes, R., & Goodwin, P. (2007). Against your better judgment? How organizations can improve their use of management judgment in forecasting. *Interfaces*, 37(6), 570-576.
- Stanovich, K. E., & West, R. F. (2000). Individual differences in reasoning: Implications for the rationality debate? *Behavioral and Brain Sciences*, 23(5), 645-665.

##### **Course Learning Outcomes:**

On having completed this course student should be able to:

1. Demonstrate data handling skills with clarity and logical reasoning.
2. Outline the relevant concepts of Statistics to a given context/business scenario
3. Organize business data and conduct statistical treatment.
4. Evaluate and interpret data using appropriate statistical techniques.
5. Explain data trends using appropriate statistical models.

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Course Code: 24UBRM04/05

Course Credit: 04(2-0-2)

**Objectives:**

To handle volume of data in an effective manner, improve their analytical skills and help them understand about the role of data in a business.

**Learning Outcomes**

LO	Statement
1	Sending E-mails and internet surfing using various search engines.
2	Perform various features of Word processing such that Table, Mail merge, Hyperlink, etc.
3	Work with spreadsheets and save them in different formats for developing proper formats.
4	Prepare a business presentation on MS PowerPoint.
5	Work with tables and lists to analyze, filter and sort data to analyse the results for different data sets.

Unit	Content
I LO1	Introduction to World Wide Web: History of WWW; Web Browsers; Concept of internet; Overview of search engines; Popular search engines in use, Surfing the web and websites; Planning and Developing the websites; Internet service provider; E-mails Introduction about AI Tools like ChatGpt.
II LO2	Introduction to MS Word: Document types, Formatting documents, Tables & Shading; Bullets and Numbering for documents preparation; Charts; Tables; Data Source; Macros; Mail merge, Hyperlink; Google Doc.
III LO3	Introduction to MS Excel: Working with Spreadsheets; Cell Referencing; Date and time Functions; Creating and formatting charts; Creating, Sorting and Filtering Data; Data Coding; Statistical & Mathematical functions; VLookup and HLookup functions; Pivot tables; Conditional Formatting; What-if-analysis; Goal Seek Scenario Manager.
IV LO4	Presentation-Preparing presentation: Clipart, Picture, Bullets & Numbering, Different templates, Handouts, Speaker's Notes - Outlines - Media Clips - Charts – Graphs, Adding the Transitions to the Slide Show - Special effects in detail - Setting Slide timings, Google Slides.
V LO5	Analysis: Sorting and filtering: Sort data by multiple columns at same time, Create a customized list and perform a custom sort, macros, Customer feedback analysis using Google Doc., Google form creation, Google Sheets, encryption of worksheets.

**Suggested Activities: List of Practical and Activities (90 Hours)**

**Ms Word**

- Introduce students to data analysis using spreadsheet software. Provide them with a dataset and guide them through tasks such as sorting, filtering, creating formulas, generating charts and graphs, and analyzing trends.
- Assign students to create multimedia presentations using presentation software. They can choose a topic of interest and incorporate text, images, videos, and animations to deliver an engaging and informative presentation.

**Google Suite.**

- Divide students into group and let them prepare some reports and presentations using AI tools
- Assign exercises where students practice writing basic formulas to perform calculations, such as addition, subtraction, multiplication, and division.
- Assign tasks where students create various chart types (e.g., bar, line, pie) to visually represent data and interpret trends and patterns.
- Demonstrate how to use AutoFill to quickly fill a series or replicate formulas across

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a range of cells and then make students practice for same.

- Assign tasks like creating simple budgets, organizing data, and performing basic calculations using formulas.
- Provide students with datasets and ask them to analyze and interpret the data using spreadsheet functions and tools.
- Introduce students to PivotTables and guide them through creating PivotTables to summarize and analyze data.
- Instruct them to create charts, graphs, and pivot tables to visualize the data and identify trends, patterns, and insights.
- Encourage students to write summaries or reports based on their analysis.
- Instruct students to apply conditional formatting rules to highlight specific data points based on certain criteria
- Provide exercises where students practice using nested functions to perform complex calculations or conditional operations.
- Assign tasks that require students to use functions like VLOOKUP or INDEX/MATCH to search for and retrieve specific data from a table.
- Guide students through the process of protecting worksheets or workbooks by applying password protection, restricting editing, or hiding formulas.
- Introduce students to macro recording and guide them through recording simple macros to automate repetitive tasks.
- Share a list of Excel shortcuts and productivity tips with students, and encourage them to practice using these shortcuts to improve their efficiency
- May prepare students how to use the Scenario Manager to analyze the impact of different scenarios on a model by changing input values.
- Make use of Google Suite that offers a range of cloud-based productivity tools, including Google Docs, Google Sheets, Google Slides and Google Forms. These tools allow real-time collaboration and easy sharing of documents.
- Any other Practical/Practice as decided from time to time
- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Presentations
- Participation in extra, co-curricular and cultural activities

### Reference Books

*Dr. Pinki D*

- Excel Data Analysis: Modeling and Simulation 2010. Springer, by Hector Guerrero. (Lt. Ed.)
- Excel 2019 Bible, by Michael Alexander, Richard Kusleika, John Walkenbach, Wiley. (Lt. Ed.)
- Excel Data Analysis for Dummies, by Stephen L. Nelson, E. C. Nelson. John Wiley & Sons. (Lt. Ed.)
- Excel Formulas and Functions for Dummies, by Ken Bluttman, Peter G. Aitken. John Wiley & Sons. (Lt. Ed.)
- Excel VBA Programming for Dummies, by Michael Alexander and John Walkenbach. John Wiley & Sons. (Lt. Ed.)
- Power Pivot and Power BI: The Excel User's Guide to DAX, Power Query, Power BI & Power Pivot in Excel 2010-2016, by Rob Collie and Avi Singh. Holy Macro Books. (Et. Ed.)
- Microsoft Excel 2016 Step by Step" by Curtis Frye, Microsoft Press. (Lt. Ed.)

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### Web Links

- <https://www.youtube.com/watch?v=-ujVQzTtxSg&list=PLWPirh4EWFpEpO6NjjWLbKSCb-wx3hMql>
- <https://www.youtube.com/watch?v=6cV3OwFrOkk&t=1194s>
- <https://www.youtube.com/watch?v=gTK5rNhWJyA>
- <https://www.youtube.com/watch?v=XeWfLNe3moM>

*Sanjay*



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# SEMESTER - II



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## SEMESTER -II

<b>25UBBA201</b>	<b>Human Behaviour and Organization</b>	<b>3L:1T:0P</b>	<b>4 Credits</b>
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### Course Description:

This course will cover principles and concepts to understand how individuals interact with each other and their environment in organizational contexts. Students will explore topics such as motivation, perception, personality, leadership, group decision-making, culture, and conflict resolution through a blend of theoretical frameworks and real-world applications

### Course Objectives:

1. To develop basic understanding of the concept of human behavior and organization.
2. To highlight the importance of OB in modern organizations.
3. To understand individual and group behavior in the workplace to improve the effectiveness of an organization.
4. To critically evaluate leadership styles and strategies.

### Course Content:

#### Unit 1: Introduction to Human Behavior and Organization

Meaning, importance, and historical development of organizational behavior; Factors influencing organizational behavior; Contributing disciplines of OB; OB models

#### Unit 2: Individual Behavior

Foundations of Individual Behavior; Personality- Determinants of personality, Type A and B, Big Five personality types, stages of personality development;

Attitude - components, job-related attitudes; Learning- concept, theories, and reinforcement; Perception - concept, perceptual process, factors influencing perception; Values - concept and types: terminal values and instrumental values.

Motivation - Concept, importance, and theories of motivation- Early Theories of motivation (Need Hierarchy, Theory X and Theory Y, Two Factors Theory); Contemporary Theories of motivation (Self-Determination Theory, Goal-setting Theory, Reinforcement Theory, Self-efficacy Theory).

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### **Unit 3: Group & Team Behaviour**

Groups and Work Teams: Concept: Five Stage model of group development; Groupthink and shift; Indian perspective on group norms, Group, and teams; Types of teams; Creating team players from individual building. Individual & Group conflict; e-teams.

### **Unit 4: Leadership & Power**

Leadership: Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories, Authentic leadership; Mentoring, self-leadership; Inspirational Approaches (transformational, charismatic); Comparison of Indian leadership styles with other countries. Bases of Power.

Organizational Culture: Concept of culture; Impact (functions and liability); Creating and sustaining culture: Employees and culture; Creating positive and ethical cultures; Need and importance of Cross-Cultural management, Stress, and its Management.

### **Readings:**

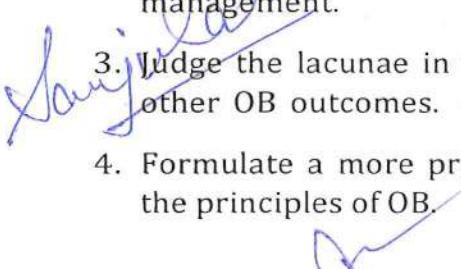
#### **Text Books (Latest Editions):**

1. Robbins, Stephen - Organizational Behavior Prentice Hall of India Ltd., New Delhi.
2. Luthans Fred - Organizational Behavior: An Evidence-Based Approach - McGraw Hil Publishers Co. Ltd., New Delhi.
3. Prasad, L.M-Organizational Theory Behavior-Sultan Chand & Sons, New Delhi.
4. Rao, VS P-Organization Behavior -Himalaya Publishing House.
5. Aswathappa.K.-Organizational Behavior-Himalaya Publishing House, Mumbai, 18th Edition.

### **Learning Outcomes:**

After completing this Course Students will be able to:

1. Describe individual and group behavior in organizational settings.
2. Demonstrate theoretical knowledge of human behavior in human life setting in management.
3. Judge the lacunae in the system to be able to improve the organization health and other OB outcomes.
4. Formulate a more productive system and high-performance work culture operating on the principles of OB.

  
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25UBBA202	Marketing Management	3L:1T:0P	4 Credits
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### Course Description:

Marketing management course is designed to help undergraduate students gain a broad, foundational understanding of the basic components of modern marketing. This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course is intended to bring in key principles and activities crucial for the role that marketing has in an organization.

### Course Objective(s):

1. Develop understanding about marketing management concepts and frameworks, and apply these to a new or existing business.
2. Develop skills to analyze and synthesize information and derive insights related to marketing management, from several perspectives
3. It also explores best practices in managing marketing activities within an organization and how to measure the impact on demand and attempt to forecast and influence its future levels, magnitude and timing.

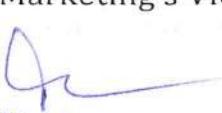
### Course Content:

#### Unit 1:

Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, selling concept, Marketing concept, Holistic marketing concept; Marketing Environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context); Market and competition analysis, Market Analysis and Creating and Delivering Customer Value. types of marketing (B2C, B2G, B2B, C2C)

#### Unit 2:

Segmentation, Targeting and Positioning: Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets; Consumer Behavior, The Rise of Consumer Democracy, Stimulus Response Model of Consumer Behavior, Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context, Consumer Buying Decision Process, Business Customer's Buying Decision Process, and Traditional vs. Experiential Marketing's View of Customer

  
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### **Unit 3:**

Product decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling. Portfolio approach – Boston Consulting Group (BCG) matrix. Introduction to Brand Management and Innovation and New Product Development.

Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), and Adapting Price.

Promotion Decisions: Factors determining promotion mix, Promotional Tools – Fundamentals of advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling. Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers, Introduction to Retail Management.

### **Unit 4:**

Marketing of Services: unique characteristics of services, marketing strategies for service firms – 7Ps. Contemporary issues in Marketing, E-commerce, Digital Marketing, Ethics and social responsibility in Marketing, Integrated Marketing, Online Payments, Rural Marketing, Social Marketing, Green Marketing (Introductory aspects only).

#### **Readings:**

##### **Text Books (Latest Editions):**

1. Kotler P., Keller K., et al. *Marketing Management* (16th edition). Pearson Education Pvt. Ltd.
2. Aaker, D. A. and Moorman Christine., *Strategic Market Management: Global Perspectives*. John Wiley & Sons.
3. Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth | *Marketing Management*. Pearson Higher Education
4. Kotler, P., Armstrong, G., and Agnihotri, P. Y. *Principles of Marketing* (17<sup>th</sup> edition). Pearson Education.
5. Ramaswamy, V.S. & Namakumari, S. *Marketing Management: Indian Context Global Perspective* (6<sup>th</sup> edition). Sage Publications India Pvt. Ltd.
6. Sheth, J. N., & Sisodia, R. S. (Eds). *Does Marketing Need Reform?: Fresh Perspectives on the Future*. Routledge.
7. Percy, L. *Strategic Integrated Marketing Communications*. Routledge.
8. Chaffey, D., & Ellis-Chadwick, F. *Digital Marketing* (7<sup>th</sup> edition). Pearson Higher Education.

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9. Biswas A. K. *Strategic Market Management: Managing Markets for profit and growth* Notion Press.
10. Schmitt, B. *Experiential marketing*. Bilbao: Deusto.
11. Kumar, N. *Marketing as Strategy: Understanding the CEO's Agenda for driving Growth and Innovation*. Harvard Business Review Press.

**Course Outcome(s):**

1. Understand fundamental marketing concepts, theories and principles; the role of marketing in the organization context.
2. Recognize various elements marketing mix for effective functioning of an organization.
3. Critically analyze an organization's marketing strategies.
4. Learn appropriate tools and techniques of marketing with focus on Indian experiences, approaches and cases.
5. Evaluate marketing implementation strategies and formulate and assess strategic, operational and tactical marketing decisions.

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### Business Economics

25UBBA203	Business Economics	3L:1T:0P	4 Credits
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**Course Objective:**

Business economics uses economic concepts and principles by emphasizing on demand and supply analysis, production & cost analysis and different market structures which are fundamental for further study. This course also introduces important macroeconomic concepts which are indispensable for understanding the functioning of an economy that might affect business performance.

- It equips students with fundamental concepts of microeconomics.
- Business economics delves into the complexities of market structures, helping students navigate
- challenges such as competition, regulatory environments, and technological disruptions.
- It fosters critical thinking by analyzing real-world case studies, enabling students to propose *analyzing*
- innovative solutions to business problems.
- A grasp of business economics is essential for aspiring entrepreneurs, managers, and analysts *for*
- seeking to thrive in today's dynamic and interconnected business landscape.

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## Course Content:

### Unit-1: Fundamentals and Basic elements of Microeconomics

- The Economic Problem: Scarcity and Choice, Nature and Scope-Positive and Normative Economics.
- Scope of Study and Central Problems of Micro and Macroeconomics
- Demand Schedule: Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Movement and Shift among Demand Curve, Elasticity of Demand.
- Supply Schedule: individual and market supply, determinants of supply, law of supply, Elasticity of supply. Determination of demand and supply, effect of a shift in demand and supply.

### Unit-2: Producer And Consumer Behavior

- Theory of Production-Factors of Production, Production Function, Law of Variable Proportions, Returns to Scale, Producers' Equilibrium.
- Theory of Cost- Short Run and Long Run Average, Marginal and Total Cost Curves.
- Cardinal Utility Approach-Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility, Indifference Curves, Budget Lines and Consumer Equilibrium.

### Unit-3: Analysis of Market

- Concept of Market and Main Forms of Market.
- Price and Output Determination Under Perfect Competition, Monopoly, Monopolistic Competition, and oligopoly.

### Unit-4: National Income and Various Indian Economy Challenges

- Circular Flow of Income. Concept of GDP, GNP, NDP, NNP (At Market Price and Factor Cost), Methods of Calculating National Income.
- A Brief Introduction of Indian Economy - Pre-and Post-Independence.
- Current Challenges Facing by Indian Economy- Human Capital Formation, Poverty, Dynamic
- Business Environment, Trade with Various Nations, Sustainable Economic Development.

## Readings:

### Text Books (Latest Editions):

1. Varian. H.R: Micro-Economics A modern Approach
2. Mc Connell & Brue: Micro Economics Principal, problems & policies. McGraw Hills Professional Publication.
3. Ahuja. H.L. Advanced Economic theory

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4. Jain K.P. Advanced Economic theory
5. Jhingan M.L. Modern Micro Economics
6. J. Shapiro: Macro Economic Theory and Policy
7. W.H. Bransin: Macro-Economic Analysis
8. M.L. Jhingan: Macro-Economic Theory and Policy
9. M.C. Vaishya: Macro-Economic Theory
10. Sunil Bhaduri: Macro Economic Analysis

#### Course outcomes:

At the end of the course students will be able to:

1. Understand basic concepts of microeconomics and solve the problem of reallocation and distribution of the scarce resources.
2. To analyze the form and nature of the market and their pricing strategies.
3. Understand the calculation of national income and true measure for increasing economic welfare.
4. Understand various challenges associated with the Indian economy and help to balance the economy

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<b>SEC201</b>	<b>Emerging Technologies and Applications</b>	<b>1L:0T:2P</b>	<b>2 Credits</b>
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#### Course Objective:

- To provide a comprehensive understanding of emerging technologies such as block chain, IoT, cloud computing, robotics, AR/VR, etc.
- To explore the applications, implications, and strategic advantages of emerging technologies in business for competitive advantage.

#### Contents:

##### **Unit-1: Cloud Computing**

Cloud service models (IaaS, PaaS, SaaS) – Deployment models (public, private, hybrid) - Cloud-based enterprise solutions – Cost-benefit analysis and scalability – Security and Governance – Data security and compliance in the cloud – Cloud governance frameworks

##### **Unit-2: Internet of Things (IoT) & Industry 4.0**

Sensor technologies and connectivity - IoT Applications in Smart cities and infrastructure – Industrial IoT and manufacturing – IoT data processing and storage – Real-time analytics and decision-making – Concept of Industry 4.0 – Automation and smart manufacturing – Cyber-physical systems and digital twins – Robotics and advanced manufacturing technologies – Impact on Business Models – Transformation of production and supply chains – Business process optimization

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## **Unit-3: Block chain Technology**

Fundamentals of Block chain – Decentralization and distributed ledger – Cryptography and consensus mechanisms – Smart contracts – Financial services and digital identity – Challenges and Opportunities – Security and privacy issues – Regulatory and compliance considerations

## **Unit-4: Augmented Reality (AR) and Virtual Reality (VR)**

Introduction to AR/VR – Key concepts and differences between AR and VR – Historical development and current state - AR/VR applications in marketing and customer experience – Training and development through immersive technologies – Challenges and Opportunities – Technological limitations and advancements – Integration with existing business processes.

### **Practical (Suggestive List):**

- Hands on sessions on utilizing popular cloud platforms for development and deployment, offering hands-on experience with free tiers and trial accounts.
- Hands on sessions on block chain technologies, focusing on the basics development and deployment of decentralized applications.

### **Readings:**

#### **Text Books (Latest Editions):**

1. Emerging Technologies by Errol S. van Engelen
2. Internet of Things by Jeeva Jose, Khanna Book Publishing.
3. Digital Transformation: A Strategic Approach to Leveraging Emerging Technologies, Anup Maheshwari
4. Virtual & Augmented Reality by Rajiv Chopra, Khanna Book Publishing.
5. Emerging Technologies for Effective Management by Rahul Dubey, Cengage Publications.
6. IoT Fundamentals: Networking Technologies, Protocols, and Use Cases for the Internet of Things by David Hanes, Jerome Henry, Rob Barton, Gonzalo Salgueiro and Patrick Grosssetete.
7. Blockchain for Business by Jai Singh Arun, Jerry Cuomo and Nitin Gaur.
8. Block Chain & Crypto Currencies by Anshul Kausik, Khanna Book Publishing.
9. Industry 4.0 Technologies for Business Excellence: Frameworks, Practices, and Applications by Edited By Shivani Bali, Sugandha Aggarwal, Sunil Sharma.
10. Blockchain, Artificial Intelligence, and the Internet of Things: Possibilities and Opportunities" by Pethuru Raj, Ashutosh Kumar Dubey, Abhishek Kumar, Pramod Singh Rathore.

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**Readings:** *Chairperson | SDMS  
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- Abdi, S., Kitsara, I., Hawley, M. S., & de Witte, L. P. (2021). Emerging technologies and their potential for generating new assistive technologies. *Assistive Technology*, 33(sup1), 17–26. <https://doi.org/10.1080/10400435.2021.1945704>
- Seokbeom Kwon, Xiaoyu Liu, Alan L. Porter, Jan Youtie, Research addressing emerging technological ideas has greater scientific impact, *Research Policy*, Volume 48, Issue 9, 2019, 103834, <https://doi.org/10.1016/j.respol.2019.103834>.
- Philip, J. (2022), "A perspective on embracing emerging technologies research for organizational behavior", *Organization Management Journal*, Vol. 19 No. 3, pp. 88-98. <https://doi.org/10.1108/OMJ-10-2020-1063>

## Case Studies

1. Software and/or Data: Dilemmas in an AI Research Lab of an Indian IT Organization, Rajalaxmi Kamath; Vinay V Reddy, <https://hbsp.harvard.edu/product/IMB889-PDF-ENG?Ntt=emerging%20technologies>
2. Volkswagen Group: Driving Big Business With Big Data, Ning Su; Naqaash Pirani, <https://hbsp.harvard.edu/product/W14007-PDF-ENG?Ntt=emerging%20technologies>

## Course Outcomes:

1. Students will **understand** foundational knowledge of emerging technologies such as blockchain, IoT, cloud computing, AR/VR, etc., comprehending their principles, components, and functionalities.
2. Students will **analyze** the practical applications of these technologies in various business contexts, evaluating how they can optimize operations, enhance decision-making, and drive innovation.
3. Students will **evaluate** the strategic implications of adopting emerging technologies, including potential challenges, risks, and opportunities, to formulate informed strategies for competitive advantage.
4. Students will develop skills to plan and manage the integration of emerging technologies into business processes, ensuring alignment with organizational goals and effective change management.

*Naqash Pirani*



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<b>25UBBA205</b>	<b>Media Literacy and Critical Thinking</b>	<b>1L:1T:0P</b>	<b>2 Credits</b>
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This course equips students with essential media literacy and critical thinking skills to analyze and navigate various media forms. It covers the dynamics of media production and ownership in India, ethical and regulatory considerations, and enhances digital literacy for responsible online engagement. Through comprehensive study and practical exercises, students will learn to critically engage with media content, uncover biases, and make informed decisions in media consumption and production.

#### **Course Objective(s):**

1. Develop critical thinking skills to analyse various media forms effectively and identify underlying biases.
2. Foster media literacy principles for navigating digital media landscapes and evaluating credibility.
3. Explore media production dynamics and ownership structures in the Indian context.
4. Address ethical and regulatory considerations in media practices.
5. Enhance digital media literacy for responsible online engagement and combating misinformation.

#### **Course Content:**

##### **Unit 1: Foundations of Media Literacy and Critical Thinking**

Core principles of media literacy and critical thinking; Definition and significance of media literacy, its historical evolution within the Indian context; Understanding media as a powerful communication tool and its role in shaping societal perceptions and behaviors.

##### **Unit 2: Deconstructing Media Texts**

Forms of media texts, including print, broadcast, digital, and social media; Textual analysis and the deconstruction of visual media using semiotics; The impact of media representations on individual perceptions and societal attitudes, from relevant case studies in the Indian context.

##### **Unit 3: Media Consumption and Production Dynamics**

Dynamics of media production, distribution, and consumption in India: Influence of ownership and control structures on media content; Techniques for critically evaluating media content and analysing audience consumption patterns

##### **Unit 4: Ethics, Regulation, and Digital Media Literacy**

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Ethical and regulatory considerations inherent in media practices and the evolving landscape of digital media literacy. Ethical principles in media, the regulatory framework governing media content, and the role of self-regulatory bodies in upholding ethical standards; Digital media's impact on contemporary media literacy practices, strategies for navigating online information, and promoting digital citizenship.

**Text Books (Latest Editions):**

1. Potter, W. J. Media literacy (8th ed.). SAGE Publications.
2. Hobbs, R. Media literacy in the digital age. Routledge.
3. Halpern, D. F. Thought & knowledge: An introduction to critical thinking (5th ed.). Psychology Press.
4. Kahneman, D. Thinking, fast and slow. Farrar, Straus and Giroux.
5. Baran, S. J., & Davis, D. K. Mass communication theory: Foundations, ferment, and future (8th ed.). Cengage Learning.
6. Kahne, J., & Bowyer, B. Media literacy education in action: Theoretical and pedagogical perspectives. Routledge.
7. Barbour, K., & Marshall, J. The media literacy handbook. ASCD.
8. Bhaskar, N. K. Media laws and ethics in India. Lexis Nexis.
9. West, R., & Turner, L. H. Understanding intercultural communication: Negotiating a grammar of culture (2nd ed.). Routledge.
10. Aufderheide, P., & Jaszi, P. Reclaiming fair use: How to put balance back in copyright (2nd ed.). University of Chicago Press.
11. Hammond, J. S., Keeney, R. L., & Raiffa, H. Smart choices: A practical guide to making better decisions. Harvard Business Review Press.
12. Covey, S. R. The 7 habits of highly effective people: Powerful lessons in personal change (30th anniversary ed.) Simon & Schuster.

**Course Outcome(s):**

1. Demonstrate proficiency in analysing media texts and identifying implicit messages and ideologies.
2. Apply media literacy principles to make informed decisions about media consumption and production.
3. Understand the complexities of media production, distribution, and audience behavior.
4. Adhere to ethical standards in media content creation and consumption.

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5. Promote responsible digital citizenship by navigating online information critically and combating misinformation.

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<b>25UBBA206</b>	<b>Indian Constitution</b>	<b>2L:0T:0P</b>	<b>2 Credits</b>
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### **Course Description:**

This course offers a unique perspective on the Constitution of India, focusing on its economic dimensions and impact on business. It delves into the historical and ideological underpinnings of the Constitution as an economic document, tracing its evolution from post-colonial economic governance to contemporary debates. Students explore constitutional battles over land reforms, economic liberalization, and fiscal federalism, gaining insights into competing economic ideologies and interests. Through case studies and legal analysis, they examine fundamental rights related to business, fiscal federalism, and constitutional issues shaping India's economic landscape.

By the end of the course, students will develop a nuanced understanding of the Constitution's role in shaping economic policies and its implications for business practices, equipping them with valuable insights for careers in business management and policy advocacy.

### Course Objective(s):

1. Develop an understanding of the Indian Constitution beyond legal and political lenses, emphasizing its significance for business students.
2. Recognize the importance of comprehending constitutional basics and their impact on trade, economy, and business practices.
3. Analyze the inclusion of economic justice in the preamble and its implications for post-colonial economic policies.
4. Explore the legal history of competing claims between economic development and principles of equity and justice in India.
5. Examine the transition from state-led industrialization to liberalization, highlighting the constitutional underpinnings of these economic shifts.
6. Investigate the constitutional provisions relevant to business, such as the fundamental right to practice any profession, occupation, trade, or business as enshrined in Article 19.

## Course Content:

## Unit 1: An Economic History of the Constitution of India

Historical understanding of the constitution as an economic document. Understanding the Preamble, Starting from the land reform cases in the 1950s to the validity of the bitcoin ban imposed by the RBI, this module signpost all of the important economic moments in the constitutional history of post-colonial India; Constitutional design, Legal

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Regulation and economic justice

## **Unit 2: Fundamental Rights and Business in India**

Article 19(1)(g), grants every citizen the right, to practise any profession, or to carry on any profession, occupation, trade, or business. Like other fundamental rights, this right is subject to reasonable restrictions imposed by the state. This particular provision of the Constitution has been one of the most severely litigated freedoms. Fundamental Duties.

## **Unit 3: Fiscal Federalism**

Article articles 301 to 307 of the Constitution pertains to Trade, Commerce and Intercourse within the Territory of India; Challenges associated with fiscal federalism in India including the vertical fiscal imbalance; Article 280 of the Constitution.

## **Unit 4: Constitutional battles that shaped the economy**

This module will be taught through key case studies that demonstrate the complex and fascinating overlap between the constitution and business and shall use Saurabh Kirpal's book Fifteen Judgments: Cases that Shaped India's Financial Landscape as our guide through this landscape. The case studies include the banning of diesel engine cars, Telecom regulation and ownership of broadcast media, Demonetisation, Aadhaar, the lifting of restrictions on dealing in cryptocurrencies

### **Readings:**

### **References:**

- The Oxford Handbook of the Indian Constitution, Oxford university press.

### **Cases**

- Rustom Cavasjee Cooper v. Union of India, (1970) 1 SCC 248
- State of Rajasthan v. Mohan Lal Vyas, AIR 1971 SC 2068 (confirmation of a private monopoly, not a violation of fundamental right)
- Mithilesh Garg v. Union of India, (1992) 1 SCC 168 : AIR 1992 SC 221 (Right to carry on business, not breached when it is liberalised)
- Chintamanrao v. The State of Madhya Pradesh, AIR 1951 SC 118 (scope of reasonable restrictions in relation to trade and occupation)
- Cooverjee B. Bharucha v. Excise Commissioner, Ajmer, AIR 1954 SC 220 (the reasonableness of the restriction imposed may depend upon the nature of the business and prevailing conditions including public health and morality)
- T. B. Ibrahim v. Regional Transport Authority, Tanjore, AIR 1953 SC 79
- Harman Singh v. RTA, Calcutta, AIR 1954 SC 190
- Dwarka Prasad Laxmi Narain v. State of U.P., AIR 1954 SC 224
- State of Bombay v. R.M.D. Chamarbaugwala, AIR 1957 SC 699
- Parbhani Transport Coop. Society Ltd. v. Regional Transport Authority, Aurangabad, AIR 1960 SC 801

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- State of Bombay v. R. M. D. Chamarbaugwala, (1957) S.C.R. 874,
- G.K.Krishnan vs State of Tamil Nadu, 1975 SCC (1) 375
- Automobile Transport (Rajasthan) Ltd. Vs State of Rajasthan, AIR 1962 SC 1406

#### **Course Outcome(s):**

1. Students of the BBA programme get equipped with a knowledge of the Indian Constitution, particularly from the perspective of economic governance and business
2. They begin to develop a nuanced analytical framework about ongoing constitutional debates and battles which affect the domain of business
3. Developing a sense of how questions of economic growth have to be balanced with other constitutional commitments, including social and economic justice.

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<b>AEC 201</b>	<b>Business Communication-II</b>	<b>1L:1T:0P</b>	<b>2 Credits</b>
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#### **Course Description:**

This course focuses on bringing in perspective the importance of Business Communication for organizations and individual employees in the context of multicultural workforce in a digital world. The course will focus on instilling effective written and oral communication skills in students. The course will be taught using texts, cases and classroom exercises for improving both written and oral communication in students.

#### **Course Objectives:**

1. To understand the concept, process, and importance of business communication with a strategic imperative.
2. To help students in understanding the basic principles and techniques of various workplace communication including digital communication skills
3. To train students to acquire and master intra and interorganizational communication
4. To train students for communicating effectively for the purpose of gaining employment.

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## **Course Content:**

### **Unit 1: Written communication: intra organizational/ departmental/ workplace communication**

Need and Types, Basics of Writing Office Circulars, Agenda, Notice, Office Memoranda, Office Orders, News Letters; Positive and Negative Messages, Use of Technology for Communication, Effective IT communication tools- Electronic mail: advantages, safety and smartness in writing email, E-mail etiquettes; Use of online social media for communication and Public Relations; Ethical dilemmas in use of social media for communication. Report Writing: Types of Business Reports, responding to request for proposals (RFP), response to RFP, Formal Report- Components and Purpose, Organizing Information- Outlining & Numbering Sections, Section Headings, Sub-Headings, & Presentation; Reporting in Digital Age, Writing Reports on Field Work/Visits to Industries, Business Proposals; Summarizing Annual Reports of Companies- Purpose, Structure and Principles; Drafting Minutes of a Meeting; Corporate Communication- channels of corporate communication, target segments of corporate communication, types of corporate communication; Managing Crisis-Communication; Managing communication during change; Culture as communication

### **Unit 2: Oral Communication, Professionalism and team work**

Meaning, Nature, and Scope of Effective Oral Communication; Techniques of Effective Speech, Media for Oral Communication- Face-to-Face Conversation, Teleconferences, Press Conference, Telephonic Conversations, Radio Presentation, Public address and Podcast.

Constructing Oral Report; Group Discussion, Teams communication; Communication during online meeting; Online and offline professional etiquettes; Conducting appraisals, conducting interviews.

### **Unit 3: Negotiation Skills and Cross-Cultural Communication**

Negotiation communication with vendors, suppliers, employees and other stakeholders; BATNA & communication during negotiations; Body language and negotiation;

Impact of globalization on organizational communication; Cross-Cultural frameworks (ex. Geert Hofstede); Culture & appropriate communication; Etic and Emic approaches to Culture; Communication to a diverse workforce; Overcoming barriers and biases in Cross-Cultural Communication; Building Inter-Cultural Workplace Skills; Cross-cultural etiquettes across clusters/countries.

### **Unit 4: Contemporary Communication**

Digital communication- individual communicating via social media, organizations communicating via social media, Media Literacy; Strong Digital communication skills - email, instant messaging, video conferencing, e-meetings, digital collaboration, digital citizenship -digital etiquettes & responsibilities; Introduction to personal and organizational websites; communication through podcasts.

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Job Searching in Digital Age; Creating Resume (CV, cover letter), Creating Customized Cover Messages for Job Applications, Purposes and Types of Employment Interviews, Performing Optimally in a Job Interview- Do's and Don'ts Before, During and After the Interview.

### **Readings:**

#### **Text Books (Latest Edition):**

1. AICTE's Prescribed Textbook: Communication Skills in English (with Lab Manual), Anjana Tiwari, Khanna Book Publishing Co.
2. Lesikar, R.V. & M.E. Flatley, "Business Communication: Connecting in a Digital World", McGraw-Hill Education.
3. Murphy, H. A., Hildebrandt, H. & Thomas, J.P. Effective Business Communication. McGraw Hill.
4. Mukerjee H. S., Business Communication: Connecting at Work. Oxford Publication
5. Boove, C.L. et al., Business Communication Today, Pearson.

### **References:**

1. Culture as Communication (2001) by Stever Robbins  
<https://hbsp.harvard.edu/product/C0108A-HOB-ENG>
2. The Future of Internal Communication | Rita Linjuan Men, Shannon A. Bowen | Business Expert Press| BEP336-PDF-ENG | <https://hbsp.harvard.edu/product/BEP336-PDF-ENG>

### **Suggested Exercise and cases:**

1. Negotiation exercise as vendor/seller
2. Analyzing verbal and non-verbal aspects of speeches of great leaders and orators.
3. Delivering Effective Presentations using presentation tools/software and use of infographics.
4. Cases on business communication
5. Summarizing Annual Report of a Company.
6. Preparing elevator pitch
7. Preparing curriculum vitae/resume/letter
8. Communicating Effectively in Group Discussion and personal interviews
9. How to Communicate Organizational Change (2020) by Angela Fisher Ricks  
a. <https://online.hbs.edu/blog/post/how-to-communicate-organizational-change>
10. Change Management and Internal Communication | Rita Linjuan Men, Shannon A. Bowen | Business Expert Press | BEP334-PDF-ENG| <https://hbsp.harvard.edu/product/BEP334-PDF-ENG>

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11. Lighting the Fire: Crafting and Delivering Broadly Inspiring Messages | Tsedal Neeley, Tom Ryder | Harvard Business School | 416046-PDF-ENG | <https://hbsp.harvard.edu/product/416046-PDF-ENG?>
12. Bad Writing Is Destroying Your Company's Productivity (2016) by Josh Bernoff
  - a. <https://hbr.org/2016/09/bad-writing-is-destroying-your-companys-productivity>
13. Group Communication and Decision-Making Simulation: Wildfire Mitigation | Matthew Koschmann| F00001-HTM-ENG|<https://hbsp.harvard.edu/product/F00001-HTM-ENG>
14. Three Rules for Communicating During a Crisis | Nancy Koehn| 5238AV-AVO-ENG | <https://hbsp.harvard.edu/product/5238AV-AVO-ENG?tt=BUSINESS%20COMMUNICATION>

#### **Course Outcomes:**

1. Apply the skills for writing various workplace written communications.
2. Effectively analyze and evaluate Business Reports.
3. Demonstrate competence in delivering impressive power- point presentations.
4. Create objective and succinct Resumes and be prepared to perform optimally in Job Interviews.

#### **Course Title- Environmental Studies (VAC)**

**Course code: 24UEVS01**

**Course Credit: 02 (2-0-0)**

**Max. Marks: 100 (30I+70E)**

#### **Objective**

To develop foundation on principles of environmental studies and concept of structure and function of different compartments of the environment.

#### **Course Outcome**

**C01:** Understand the fundamentals of environmental studies.

**C02:** Comprehend ecosystems and their dynamics.

**C03:** Implement corrective measures for the abatement of pollution.

**C04:** Understand the waste management techniques.

**C05:** Grasp environmental policies, legislation, and issues.

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Unit	Topics
I CO1	<b>Unit:1 Indian Knowledge System- Indigenous Practices, Air &amp; Environment:</b> Environment: Nature, Scope and Importance, Need for Public Awareness. Renewable and Non-Renewable Resources, Atmosphere: Introduction, layers of the atmosphere, Traditional agricultural practices - Organic farming, Crop rotation, Intercropping), Water management techniques - Stepwells, Tankas, Baolis, Forest management and conservation methods - Sacred groves, Agroforestry
II CO2	<b>Unit:2 Ecosystems:</b> Concept, Structure and Function of an Ecosystem, Energy Flow in the Ecosystem, Bio-geochemical Cycles, Types of Ecosystem: Forest Ecosystem, Grassland Ecosystem, Desert ecosystem, Aquatic Ecosystems.
III CO3	<b>Unit-3: Environmental Pollution:</b> Environmental Pollution: Definition, Causes, Effects and Control Measures, Different Types of Pollutions, Air Pollution, Water Pollution, Soil Pollution, Marine Pollution, Noise Pollution, Thermal Pollution, Environmental issues: Climate change, global warming, acid rain, ozone layer depletion
IV CO 4	<b>Unit-4: Waste Management, Environmental policies and legislation</b> Solid waste management Municipal solid waste management techniques: Bio Composting, Vermicomposting, Incineration, Landfill sites, Liquid waste management: Waste water and Standards for its discharge given by CPCB, Waste water treatment: Effluent Treatment Plant and Sewage treatment plant (STP), Wildlife Protection Act 1972, Forest Conservation Act 1980, Water (Prevention and control of Pollution) Act 1974, Air (Prevention and Control of Pollution) Act, 1981, Environment Protection Act, 1986
Field Work	<ul style="list-style-type: none"> <li>Visit to a local area to document environmental assets river/forest/grassland/hill/mountain</li> <li>Visit to a local polluted Site-Urban/Rural/Industrial/Agricultural</li> <li>Participation in plantation drive and nature camps.</li> <li>Campus environmental management activities such as solid waste disposal, water Management and sanitation, and sewage treatment.</li> </ul>
References	<p>1. Deovedi M. (2021). Environment and ecology in the Indian knowledge system. Vidyanidhi prakashan.</p> <p>2. Melissa K. Nelson and Daniel Shilling. (2018). Traditional Ecological Knowledge: Learning from Indigenous Practices for Environmental Sustainability. Cambridge University Press.</p> <p>3. Odum, E.P., Odum, H.T. &amp; Andrews, J. (1971). Fundamentals of Ecology. Philadelphia: Saunders.</p> <p>4. Singh, J.S., Singh, S.P. &amp; Gupta, S.R. (2006). Ecology, Environment and Resource Conservation. Anamaya Publications.</p> <p>5. Gilbert M. Masters and W. P. (2008). An Introduction to Environmental Engineering and Science, Ela Publisher (Pearson).</p>

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	<ul style="list-style-type: none"><li>6. Krishnamurthy, K.V. (2003) Textbook of Biodiversity, Science Publishers, Plymouth, UK.</li><li>7. Manahan, S.E. (2022). Environmental Chemistry (11th ed.). CRC Press.</li><li>8. Central Pollution Control Board Web page for various pollution standards. <a href="https://cpcb.nic.in/standards/">https://cpcb.nic.in/standards/</a></li><li>9. Ahluwalia, V. K. (2015). Environmental Pollution, and Health. The Energy and Resources Institute (TERI).</li></ul>
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