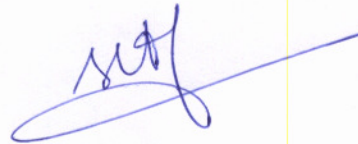


B.B.A. First Semester Course Contents

- DSC 1.1 : Management Principles and Practice
- DSC 1.2 : Fundamentals of Business Accounting
- DSC 1.3 : Marketing Management
- SEC-SB 1.4 : Digital Fluency
- SEC-VB 1.5 : 1. Physical Education-Yoga
2. Health and Wellness
- OEC 1.6 : Business Organisation/Office Organisation and Management



Name of the Program: Bachelor of Business Administration (BBA)
 Course Code: BBA 1.1

Name of the Course: Management Principles & Practice

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the Students will demonstrate

- oo) The ability to understand concepts of business management, principles and function of management.
- pp) The ability to explain the process of planning and decision making.
- qq) The ability to create organization structures based on authority, task and responsibilities.
- rr) The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.
- ss) The ability to understand the requirement of good control system and control techniques.

Syllabus:

Syllabus:	Hours
Module No. 1: INTRODUCTION TO MANAGEMENT	10
Introduction -Meaning, Evolution of management thought, Pre-Scientific Management Era, Classical Management Era, Neo-Classical Management Era, Modern Management Era; Nature and Characteristics of Management - Scope and Functional areas of Management; Management as a Science, Art or Profession; Management and Administration; Principles of Management.	
Module No. 2: PLANNING AND DECISION MAKING	08
Nature, Importance and Purpose of Planning - Planning Process; Objectives; Types of plans (Meaning only); Decision making- Importance and steps; MBO and MBE (Meaning only)	
Module No. 3: ORGANIZING AND STAFFING	12
Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization - Departmentation, Committees; Centralization vs Decentralization of Authority and Responsibility, Span of Control; Nature and importance of Staffing	
Module No. 4: DIRECTING AND COMMUNICATING	12
Meaning and Nature of Direction, Principles of Direction; Communication - Meaning and Importance, Communication Process, Barriers to Communication, Steps to overcome Communication Barriers, Types of Communication; Motivation theories - Maslow's Need Hierarchy Theory, Herzberg's Two Factor Theory, Mc.Gregor's X and Y theory. Leadership - Meaning, Formal and Informal Leadership, Characteristics of Leadership; Leadership Styles - Autocratic Style, Democratic Style, Participative Style, Laissez Faire Leadership Styles, Transition Leadership, Charismatic Leadership Style.	
Module No. 5: COORDINATING AND CONTROLLING	10
Coordination-Meaning, Importance and Principles. Controlling-Meaning and steps in controlling, Essentials of Effective Control system, Techniques of Control (in brief).	
Module No. 6: BUSINESS SOCIAL RESPONSIBILITY AND MANAGERIAL ETHICS	04
Business Social Responsibility - Meaning, Arguments for and against Business Social Responsibility; Green management - Meaning, Green Management Actions; Managerial Ethics - Meaning - Importance of Ethics in Business, Factors that determine Ethical or Unethical behavior.	

Skill Developments Activities:

1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.
2. Draft different types of Organization structure.
3. Draft Control charts.

Text Books:

1. Stephen P. Robbins, Management, Pearson
2. Koontz and O'Donnell, Management, McGraw Hill.
3. L M Prasad, Principles of management, Sultan Chand and Sons
4. V.S.P Rao/Bajaj, Management process and organization, Excel Books.GH25
5. Appanniah and Reddy, Management, HPH.
6. T. Ramaswamy : Principles of Management, HPH.

Note: Latest edition of text books may be used.

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Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 1.2

Name of the Course: Fundamentals of Business Accounting

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

Pedagogy: Classrooms lecture, tutorials, and problem solving.

Course Outcomes: On successful completion of the course, the Students will demonstrate

- Understand the framework of accounting as well accounting standards.
- The Ability to pass journal entries and prepare ledger accounts
- The Ability to prepare subsidiaries books
- The Ability to prepare trial balance and final accounts of proprietary concern.
- Construct final accounts through application of tally.

Syllabus:

	Hours
Module No. 1: INTRODUCTION TO FINANCIAL ACCOUNTING	08
Introduction - Meaning and Definition - Objectives of Accounting - Functions of Accounting - Users of Accounting Information - Limitations of Accounting - Accounting Cycle - Accounting Principles - Accounting Concepts and Accounting Conventions. Accounting Standards - objectives- significance of accounting standards. List of Indian Accounting Standards.	
Module No. 2: ACCOUNTING PROCESS	12
Meaning of Double entry system - Process of Accounting - Kinds of Accounts - Rules - Transaction Analysis - Journal - Ledger - Balancing of Accounts - Trial Balance - Problems on Journal, Ledger Posting and Preparation of Trial Balance.	
Module No. 3: SUBSIDIARY BOOKS	14
Meaning - Significance - Types of Subsidiary Books -Preparation of Purchases Book, Sales Book, Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book , Double Column Cash Book , Three Column Cash Book and Petty Cash Book(Problems only on Three Column Cash Book and Petty Cash Book), Bank Reconciliation Statement - Preparation of Bank Reconciliation Statement (Problems on BRS)	
Module No. 4: FINAL ACCOUNTS OF PROPRIETARY CONCERN	10
Preparation of Statement of Profit and Loss and Balance Sheet of a proprietary concern with special adjustments like depreciation, outstanding and prepaid expenses, outstanding and received in advance of incomes, provision for doubtful debts, drawings and interest on capital.	
Module No. 5: ACCOUNTING SOFTWARE	12
Introduction-meaning of accounting software, types accounting software-accounting software Tally-Meaning of Tally software - Features - Advantages, Creating a New Company, Basic Currency information, other information, Company features and Inventory features. Configuring Tally - General Configuration, Numerical symbols, accounts/inventory info - master configuration -voucher entry configuration. Working in Tally: Groups, Ledgers, writing voucher, different types of voucher, voucher entry Problem on Voucher entry - Generating Basic Reports in Tally-Trial Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register,	

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10

Statement of Accounts, and Balance Sheet.

Skill Developments Activities:

1. List out the accounting concepts and conventions.
2. Prepare a Bank Reconciliation Statement with imaginary figures
3. Collect the financial statement of a proprietary concern and record it.
4. Prepare a financial statement of an imaginary company using tally software.

Text Books:

1. Hanif and Mukherjee, Financial Accounting, Mc Graw Hill Publishers
2. Arulanandam & Raman; Advanced Accountancy, Himalaya Publishing House
3. S.Anil Kumar, V.Rajesh Kumar and B.Mariyappa-Fundamentals of Accounting, Himalaya Publishing House.
4. Himalaya Publishing House.
5. Dr. S.N. Maheswari, Financial Accounting, Vikas Publication
6. SP Jain and K. L. Narang, Financial Accounting, Kalyani Publication
7. Radhaswamy and R.L. Gupta, Advanced Accounting, Sultan Chand
8. M.C. Shukla and Goyel, Advanced Accounting, S Chand.

Note: Latest edition of text books may be used.

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Name of the Program: Bachelor of Business Administration (BBA)
 Course Code: BBA 1.3

Name of the Course: Marketing Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the Students will demonstrate

- Understand the concepts and functions of marketing.
- Analyse marketing environment impacting the business.
- Segment the market and understand the consumer behaviour
- Describe the 4 p's of marketing and also strategize marketing mix
- Describe 7 p's of service marketing mix.

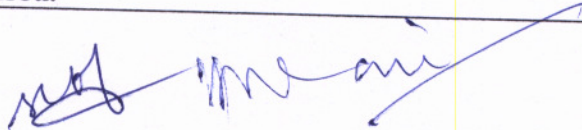
Syllabus:

Module No. 1: INTRODUCTION TO MARKETING	Hours
Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. Recent trends in Marketing-E- business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, social media marketing and E-tailing (Meaning only).	10
Module No. 2: MARKETING ENVIRONMENT	10
Micro Environment - The company, suppliers, marketing intermediaries competitors, public and customers; Macro Environment - Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment.	
Module No. 3: MARKET SEGMENTATION AND CONSUMER BEHAVIOUR	10
Meaning and Definition, Bases of Market Segmentation, Requisites of Sound Market Segmentation; Consumer Behavior-Factors influencing Consumer Behavior; Buying Decision Process.	
Module No. 4: MARKETING MIX	20
Meaning, Elements of Marketing Mix (Four P's) - Product, Price, Place, Promotion. Product-Product Mix, Product Line, Product Lifecycle, New Product Development, Reasons for Failure of New Product, Branding, Packing and Packaging, Labeling, Pricing - Objectives, Factors influencing Pricing Policy, Methods of Pricing; Physical Distribution-Meaning, Factors affecting Channel Selection, Types of Marketing Channels. Promotion - Meaning and Significance of Promotion, Personal Selling and Advertising (Meaning Only)	
Module No. 5: SERVICES MARKETING	06
Meaning and definition of services, difference between goods and services, features of services, seven P's of services marketing (concepts only).	
Skill Developments Activities:	
<ol style="list-style-type: none"> Two cases on the above syllabus should be analyzed and recorded in the skill development Design a logo and tagline for a product of your choice Develop an advertisement copy for a product. Prepare a chart for distribution network for different products. 	

Text Books:

1. Philip Kotler, Marketing Management, Prentice Hall.
2. Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI
3. William J. Stanton, Michael J. Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill Education.
4. Bose Biplab, Marketing Management, Himalaya Publishers.
5. J.C. Gandhi, Marketing Management, Tata McGraw Hill.
6. Ramesh and Jayanti Prasad: Marketing Management, I.K. International
7. Sontakki, Marketing Management, Kalyani Publishers.
8. P N Reddy and Appanniah, Marketing Management

Note: Latest edition of text books may be used.



Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 1.5 (OEC)

Name of the Course: Business Organization

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the Students will demonstrate:

- An understanding of the nature, objectives and social responsibilities of business
- An ability to describe the different forms of organisations
- An understanding of the basic concepts of management
- An understanding of functions of management.
- An understanding of different types of business combinations

Syllabus:

	Hours
Module No. 1: INTRODUCTION TO BUSINESS	10
Business: Meaning, Nature, Scope and Social responsibility of Business, Objectives, Essentials of successful business; Functional areas of business. Concept of Business Organisation.	
Module No. 2: FORMS OF BUSINESS ORGANIZATION:	12
Sole proprietorship: Definitions, Features, Merits and Demerits. Partnership: Definitions, partnership deed, Features, Merits and Demerits. Joint Stock Company: Definitions, Features, Merits and Demerits. Co-operatives: Definitions, Features, Merits and Demerits.	
Module No. 3: PUBLIC ENTERPRISES	08
Departmental Undertaking: Definitions, Features, Merits and Demerits. Public Corporations: Definitions, Features, Merits and Demerits. Government Companies: Definitions, Features, Merits and Demerits	
Module No. 4: BUSINESS COMBINATIONS	08
Meaning Definitions, Causes, Types, Forms, merits and demerits of Business Combinations, Recent Trends in Business Combinations.	
Module No 5: MANAGEMENT OF ORGANIZATIONS	07
Management- Meaning, Definitions, Difference between Management and Administration, Levels of Management, Objectives of Management, Functions of management- planning, organizing, staffing, directing, coordinating, controlling, Principles of Management.	
Skill Developments Activities:	
1. Preparation of partnership deed 2. Draw a business tree 3. Make a list of 10 PSUs 4. Prepare a list of different types of business combinations	
Text Books:	
1. C B. Guptha - Business Organisation and Management, Sultan Chand & Sons. 2. Dr. S. C. Saxena - Business Administration & Management, Sahitya Bhawan.	

3. M. C. Shukla - Business Organisation and Management. S Chand & Company Pvt. Ltd.
4. S.A Sherlekar - Business Organization, Himalaya Publishing House.
5. Y.K. Bhushan. Fundamentals of Business Organisation and Management, Sultan Chand & Sons.
6. R.K. Sharma, Business Organisation & Management Kalyani Publishers
7. Dr. I.M. Sahai, Dr. Padmakar Asthana, 'Business Organisation & Administration', Sahitya Bhawan Publications Agra.

Note: Latest edition of text books may be used.

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Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 1.5

Name of the Course: Office Organization and Management (OEC)

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the Students will demonstrate

- An understanding of basic knowledge of office organisation and management
- Demonstrate skills in effective office organisation
- Ability to maintain office records
- Ability to maintain digital record.
- Understanding of different types of organisation structures and responsibilities as future office managers.

Syllabus:

Module No. 1: FUNDAMENTALS OF OFFICE MANAGEMENT	Hours
	08

Introduction: Meaning, importance and functions of modern office

Modern Office Organisation: Meaning; Steps in office organisation; Principles of Office organisation, Organisation structure types,

Nature of office services: Types of services in a modern office, decentralisation and centralisation of office services, Departmentation of Office

Office management: Meaning, Elements and major processes of Office management

Office Manager: Functions and qualifications of Office manager.

Module No. 2: ADMINISTRATIVE ARRANGEMENT AND FACILITIES	Hours
	07

Office Accommodation and its Importance: Location of Office, Choice of Location: Urban vs Suburban, Factors to be Considered in Selecting the Site, Securing Office Space,

Office Lay-out: Objectives of Office Lay-out, Principles of Office Lay-out, Steps in Lay-out Planning, Advantages of a Good Lay-out.

Types of offices: Open Office and Private Office- advantages and disadvantages.

Module No. 3: OFFICE ENVIRONMENT:	Hours
	10

Meaning and Components of Office Environment

Interior Decoration: Colour Conditioning, Floor Coverings, Furnishings,

Furniture and Fixtures: Types of Furniture, Choice between Wooden and Steel Furniture, Principles Governing Selection of Furniture

Lighting and Ventilation,

Noise: Internal Noise, External Noise

Cleanliness, Sanitation and Health

Safety and Security

Module No. 4: RECORDS MANAGEMENT	Hours
	10

Introduction to records: Importance of Records, types of office records,

Records Management: Meaning, Principles of Record Keeping, Functions of 'Records Management

Filing: Elements of Filing and Filing Functions, Objectives and Importance of Filing, Advantages of Filing, Essentials of a Good Filing System, Classification of Files, Filing Procedure or Routine.

Filing Methods: Horizontal Filing -meaning, types and advantages, Vertical Filing- meaning, equipment used, advantage and disadvantages.

Centralisation and Decentralisation of Filing- Centralised filing and Decentralised Filing
Office manual: contents, Importance, types of office manuals.

Indexing: Meaning, importance, advantages and essentials of good indexing, type of index

Retention and disposal of files: Meaning and benefits of record retention, need for disposal of files, life-cycle stages of files.

Module No. 5: OFFICE MECHANISATION AND DATA PROCESSING

10

Meaning, Importance and Objectives of Office Mechanisation, Advantages and disadvantages of Office Mechanisation, Factors Determining Office Mechanisation

Kinds of Office Machines: Duplicating Machines and Photocopying Machines, Accounting, tabulating and computing machines, communication machines

Introduction to Data and Information: Distinction between Data and Information, Importance of Data and Information, Classification of Data, Classification of Information, Data Lifecycle (chart), **Data Collection Methods-** Primary and secondary data collection methods

Data presentation Methods of Presentation of Data

Data processing using computers: Components of Computers, Input and Output Devices, Software used in Computers (names and uses only), Computer Applications in Office' Management, Advantages and Limitations of Computerisation

Skill Developments Activities:

1. Visit an office and enlist the different types of machines used in the office
2. Identify the different types of stationery used in offices today
3. Draw a data life cycle chart
4. Draw charts indicating different types of office layouts.

Text Books:

1. S.P Arora, Office Organisation and Management, Vikas Publishing House Pvt Ltd
2. M.E Thakuram Rao, Office organisation and Management, Atlantic
3. Judith Read, Mary Lea Ginn, Record Management, 10th Edition, Cengage Learning.

Note: Latest edition of text books may be used.