

**J.S. University, Shikohabad**



**Bachelor of Business Administration  
(B.B.A.)**

*Scheme  
&  
Syllabus*

[ Effective from the session 2021-22 ]

**STUDY AND EVALUATION SCHEME FOR**

**BBA.**

**SEMESTER – I**

S.No.	Subject Code	Name of Subject	Periods Per Week				Evaluation Scheme			
			L	T	P	Cr.	Sessional	End Exam	Total	Duration
<b>THEORY SUBJECT</b>										
1	F010101(A)	Business Economics	2	0	0	3	25	75	100	3
2	F010101T(B)	Basic Accounting	2	0	0	3	25	75	100	3
3	F010102T(A)	Business Statistics	2	0	0	3	25	75	100	3
4	F010102T(B)	Principles of Management	2	0	0	3	25	75	100	3
5	F010103T(A)	Business Ethics and Governance	2	0	0	3	25	75	100	3
6	F010101T(B)	Computer Applications	2	0	0	3	25	75	100	3
Grand Total									600	

NOTE:- (1) Each period will be 50 minutes duration.

(2) Each session will be of 16 weeks.

(3) Effective teaching will be at least 14 weeks.

(4) Remaining periods will be utilised for revision etc.

**STUDY AND EVALUATION SCHEME FOR**

**BBA.**

**SEMESTER – II**

S.No.	Subject Code	Name of Subject	Periods Per Week				Evaluation Scheme			
			L	T	P	Cr.	Sessional	End Exam	Total	Duration
<b>THEORY SUBJECT</b>										
1	F010201T(A)	Organisational Behavior	2	0	0	3	25	75	100	3
2	F010201T(B)	Business Finance	2	0	0	3	25	75	100	3
3	F010202T(A)	Human Resource Development	2	0	0	3	25	75	100	3
4	F010202T(B)	Marketing Theory and Practices	2	0	0	3	25	75	100	3
5	F010203T(A)	Business Mathematics	2	0	0	3	25	75	100	3
6	F010203T(B)	Advertising Management	2	0	0	3	25	75	100	3
Grand Total									600	

NOTE:- (1) Each period will be 50 minutes duration.

(2) Each session will be of 16 weeks.

(3) Effective teaching will be at least 14 weeks.

(4) Remaining periods will be utilised for revision etc.

## Semester: First

Course Code: F010101(A)

Course Title: **Business Economics**

### Course outcomes:

The aim of the course is to build knowledge and understanding business economics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about business economics. The outcome of the course will be as follows –

To provide knowledge about business economics. To

provide knowledge about Demand Analysis. To

Determine Production and cost analysis.

To Make aware with pricing and profit management.

Unit	Topics	No. of Lectures Total=30
I	Introduction to Business Economics: Nature and Scope of Business Economics, its relationship with other subjects. Fundamental Economic Tools-Opportunity cost concept, Incremental concept, Principle of time perspective, discounting principle and Equi-marginal principle.	6
II	Demand Analysis: Concept of Demand & its determinants. Price, Income & Substitution effects, Elasticity of demand: meaning, types, measurement and significance in managerial decisions, Revenue concepts, Concept of demand forecasting and methods of demand forecasting.	8
III	Production and Cost Analysis: Meaning, Production function, Law of variable proportion and laws of return to scale, Various cost concepts and classification, Cost output relationship in short run & long run, Cost curves, Economics and diseconomies of scale.	7
IV	Pricing: Nature of market, Types of markets and their characteristics, Pricing under different market structures–Perfect, Monopoly, Oligopoly and Monopolistic competition, Price discrimination under monopoly competition. Profit Management & Inflation: Profit, Functions of profit, Profit maximization, Break even analysis. Elementary idea of Inflation	9

### Suggested Readings:

1. Varsney & Maheshwari, Managerial Economics
2. Mote Paul & Gupta, Managerial Economics: Concepts & cases
3. D.N.Dwivedi, Managerial Economics
4. D.C.Huge, Managerial Economics
5. 5. Peterson & Lewis, Managerial Economics

<b>Semester: First</b>		
Course Code :F010101T(B)	Course Title: <b>Basic Accounting</b>	
<b>Course outcomes:</b>		
<p>The aim of the course is to build knowledge and understanding principles of accounting among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Accounting. The outcome of the course will be as follows –</p> <p>To Introduce about Accounting Principles and other aspects of accounting. To provide knowledge about rectification of errors.</p> <p>To make able about valuation of stocks. To make aware with share and Debenture.</p>		
Unit	Topics	No. of Lectures Total=30
<b>I</b>	Introduction: Meaning and process of accounting, Basic terminology of accounting, Difference between accounting & book keeping. Importance & limitations of accounting, Various users of accounting information, Accounting Principles: Conventions & Concepts.	6
<b>II</b>	Accounting equation, Dual aspect of accounting, Types of accounts, Rules of debit & credit, Preparation of Journal and Cash book including banking transactions, Ledger and Trial balance, Subsidiary books of accounts. Rectification of errors, Preparation of bank reconciliation statement, Bills of exchange and promissory notes.	10
<b>III</b>	Valuation of stocks, Accounting treatment of depreciation, Reserves and provisions, Preparation of final accounts along with adjustment entries.	8
<b>IV</b>	Issue of shares and debentures, Issue of bonus shares and right issue, Redemption of preference shares and debentures.	6
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. Agarwal B.D., Advanced Accounting</li> <li>2. Chawla &amp; Jain, Financial Accounting</li> <li>3. Chakrawarti K.S., Advanced Accounts.</li> <li>4. Gupta R.L. &amp; Radhaswamy, Fundamentals of Accounting</li> <li>5. Jain &amp; Narang, Advanced Accounts</li> </ol>		

<b>Semester: First</b>		
Course Code: F010102T(A)	Course Title: <b>Business Statistics</b>	
<p><b>Course outcomes:</b>            The aim of the course is to build knowledge and understanding of Business Statistics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Statistics. The outcome of the course will be as follows –            To provide knowledge about basic concepts of Statistics. To provide knowledge measurement of central tendency. To give an overview of correlation and regression analysis. To make able to know the sampling and probability.</p>		
Unit	Topics	No. of Lectures Total=30
<b>I</b>	Introduction: Concept, features, significance & limitations of statistics, Types of data, Classification & Tabulation, Frequency distribution & graphical representation.	6
<b>II</b>	Measures of Central Tendency (Mean, Median, Mode), Measures of Variation (Range, Quartile Deviation, Mean Deviation and Standard Deviation), Significance & properties of a good measure of variation, Measures of Skewness & Kurtosis.	8
<b>III</b>	Correlation and Regression: Meaning and types of correlation, Simple correlation, Scatter diagram method, Karl Pearson's Coefficient of correlation, Significance of correlation, Regression concept, Regression lines, Regression equations and Regression coefficient.	8
<b>IV</b>	Probability: Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Baye's theorem [Simple numerical]. Probability Distribution: Binomial, Poisson and Normal. Sampling: Method of sampling, Sampling and non-sampling errors, Test of hypothesis, Type-I and Type-II Errors, Large sample tests.	8
<p><b>Suggested Readings:</b>            1 Gupta, S.P. &amp; Gupta, M.P., Business Statistics            2. Levin, R.I., Statistics for Management            3. Feud, J.E., Modern Elementary Statistics            4. Elhance, D.N., Fundamentals of Statistics            5. Gupta, C.B., Introduction of Statistical Methods</p>		

**Semester: First**Course Code: Course Code:  
F010102T(B)Course Title: **Principles of Management****Course outcomes:**

The aim of the course is to build knowledge and understanding about principles of management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about management. The outcome of the course will be as follows – To provide knowledge about management and its principles.

To provide knowledge about Managerial functions.

To make aware with management thinkers and their contributions.

<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures Total=30</b>
<b>I</b>	Introduction: Concepts, objectives, nature, scope and significance of management, Contribution of Taylor, Weber and Fayol in management, Management Vs. administration..	6
<b>II</b>	Planning: Concept, objectives, nature, importance and limitations of planning, planning process Concept of Decision Making and its Importance, forms, techniques and process.	8
<b>III</b>	Organizing: Concept, objectives, nature of organizing, Types of Organization, Delegation of authority, Authority and responsibility, Centralization and Decentralization, Span of Control.	6
<b>IV</b>	Directing: Concept, principles & aspects of directing, Concept and types of Coordination, Concept of leadership, Supervision, Motivation and Communication. Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling	10

**Suggested Readings:**

1. Pagare Dinkar, Principles of Management
2. Prasad L.M., Principles and Practice of Management
3. Satya Narayan and Raw VSP, Principles and Practice of Management
4. Srivastava and Chunawalla, Management Principles and Practice

## Semester: First

Course Code: F010103T(A)

Course Title: **Business Ethics and Governance**

### Course outcomes:

The aim of the course is to build knowledge and understanding Business Ethics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Ethics. The outcome of the course will be as follows –

To develop understanding of business ethics and values.

To provide relationship between ethics and corporate excellence.

To give an overview about Gandhian philosophy and social responsibility.

Unit	Topics	No. of Lectures Total=30
I	Introduction: Concept and nature of ethics; ethics, values and behaviour; development of ethics, relevance of ethics and values in business, Arguments against business ethics.	6
II	Work life in Indian Philosophy: Indian ethos for work life, Indian values for the work place, Work-life balance, Ethos of Vedanta in management, Hierarchism as an organizational value.	8
III	Relationship between Ethics & Corporate Excellence, Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM. Gandhian Philosophy of Wealth Management, Philosophy of Trusteeship, Gandhiji's Seven Greatest Social Sins, Concept of knowledge management and wisdom management.	8
IV	Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit.	8

### Suggested Readings:

1. Kaur Tripat, Values & Ethics in Management, Galgotia Publishers.
2. Chakraborty S.K., Human values for Managers
3. McCarthy, F.J., Basic Marketing
4. Chakraborty S.K., Ethics in Management: A Vedantic Perspective, Oxford University Press.



## Semester: First

Course Code: F010103T(B)

Course Title: **Computer Applications**

### Course outcomes:

The aim of the course is to build knowledge, understanding Computer Applications among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Computer Applications. The outcome of the course will be as follows –

To provide knowledge about computer and its application.

To provide knowledge about components and working on computer.

To give an overview about software system and Data base management.

Unit	Topics	No. of Lectures Total=30
I	Computer: An Introduction, Computers in Business. Elements of Computersystem, Indian computing Environment, Management of data processing systems in Business organizations, Programmes development cycle, flow charting, Input Output analysis Programming Concept, Software Development process.	8
II	Components of a computer system, Generation of computer and computer languages, personal computers in Business, PC-software Packages, An Introduction to Disk. Operating system and windows, GUI, Other system softwares.	7
III	Text Processing, software, Introduction to spreadsheet software, creation of spreadsheet application, Range, formulas, function data base functions in spreadsheet, Graphics on spreadsheet, modes of data processing, Reportgeneration, Presentation graphics, Creating a presentation.	7
IV	Computer software system, software development process, files design & Report design, Data files types, Master & Transaction file. Data Hierarchy& data file structure, Use of files in Programming. Relevance of Data base management system, data base manager, data communication, networking, LAN & WAN, Real Time Sharing, On line & off line processing.	8

### Suggested Readings:

1. P. K. Sinha & P.Sinha, Computer Fundamentals, BPB Publication
2. V. Rajaraman, Computer Fundamentals, PHI
3. Tannenbaum, Computer Applications and Networks
4. 'O' Brien, Management Information Systems

**Semester: Second**Course Code:  
F010201T(A)Course Title: **Organisational Behavior****Course outcomes:**

The aim of the course is to build knowledge and understanding of Organisational Behavior among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Organisational Behavior. The outcome of the course will be as follows – To provide knowledge about Organisational Behavior.

To provide knowledge about individual and group behaviour. To give an overview about change in organization and QWL.

Credits: 3

Compulsory

Max. Marks: 25+75

Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0

Unit	Topics	No. of Lectures Total=30
I	Introduction: Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.	7
II	Individual Behavior: concept, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of need theory, Theory X and Y, Motivation-Hygiene theory, Vroom's expectancy theory.	8
III	Behavior Dynamics: Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and prevailing leadership styles in Indian Organisations. Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter-group problems in organizational group dynamics, Management of conflict.	8
IV	Management of Change: Change and Organisational development, Resistance to change, Approaches to managing organizational change, Organisational effectiveness, Organisational culture, Power and Politics in Organisation, Quality of work life, Recent advances in OB.	7

**Suggested Readings:**

1. Bennis, W.G., Organisation Development
2. Breech Iswar, Organisation-The Framework of Management
3. Dayal, Keith, Organisational Development
4. Sharma, R.A., Organisational Theory and Behavior
5. Prasad, L.M., Organisational Behavior

## Semester: Second

Course Code: F010201T(B)	Course Title: <b>Business Finance</b>	
<b>Course outcomes:</b>		
The aim of the course is to build knowledge and understanding of Business Finance among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Finance. The outcome of the course will be as follows –		
To provide knowledge about business finance and investment decisions.		
To provide knowledge about financing and dividend decision.		
To give an overview about working capital.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
<b>I</b>	Introduction to Business Finance: Concept of Business Finance and Financial management, Finance functions, objectives of financial management- Profitability vs. Shareholder wealth maximization. Time Value of Money - Compounding & Discounting. Investment Decisions: Capital Budgeting-Payback, NPV, IRR and ARR methods and their practical applications.	10
<b>II</b>	Financing Decision: Capitalization Concept, Basis of Capitalization, consequences and remedies of over and under capitalization, Cost of Capital, WACC, Determinants of Capital structure, Capital structure theories.	7
<b>III</b>	Dividend Decision: Concept & relevance of dividend decision, Dividend Models-Walter's, Gordon's and MM Hypothesis, Dividend policy-determinants of dividend policy..	7
<b>IV</b>	Management of Working Capital: Concepts of working capital, Approaches to the financing of current Assets, Management of different components of working capital.	6
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. Maheshwari S.N., Financial Management</li> <li>2. Khan and Jain, Financial Management</li> <li>3. Singh H.K., Business Finance</li> </ol>		

<b>Semester: Second</b>		
Course Code: F010202T(A)	Course Title: <b>Human Resource Development</b>	
<b>Course outcomes:</b>		
The aim of the course is to build knowledge and understanding of Human Resource Development among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Human Resource Development. The outcome of the course will be as follows –		
To provide knowledge about HRD concepts and other aspects. To provide knowledge about potential appraisal.		
To give an overview about Job Enrichment and Quality circles. To make aware with human resource accounting.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
<b>I</b>	HRD: Concept, importance, benefits and its distinction from HRM, focus of HRD System, Structure of HRD System, Role of HRD manpower. Management Development: Concept, need, management development methods.	7
<b>II</b>	Potential Appraisal: Concept, need, objectives, methods and Obstacles. Training: Meaning, role, assessing needs for training, organizing training programmes, training methods, evaluation of Training.	7
<b>III</b>	Job Enrichment: Concept, Principles, steps for job enrichment, hurdles in job enrichment, making job enrichment effective, job and work redesign. Quality Circles: Concept, structure, training in quality circle, problem solving techniques, role of management, trade union and workers, quality circles in India.	10
<b>IV</b>	HRA: Introduction, scope, limitations, methods. Management of careers. Stress Management: Definition, potential, sources of stress, consequences of stress, managing stress.	6
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. Dipak Kumar Bhattacharya, Human Resource Management</li> <li>2. Arun Monappa, Managing Human Resource</li> <li>3. P.Subba Rao, Essential of HRM and Industrial Relations</li> <li>4. C.B. Memoria, Personnel Management</li> </ol>		

## Semester: Second

Course Code: F010202T(B)

Course Title: **Marketing Theory and Practices**

**Course outcomes:**

The aim of the course is to build knowledge and understanding of Marketing management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Marketing Theory and Practices. The outcome of the course will be as follows –

To provide knowledge about Marketing Theory and Practices.

To provide knowledge about market segmentation and marketing mix. To give an overview about marketing research.

Credits: 3

Compulsory

Max. Marks: 25+75

Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0

Unit	Topics	No. of Lectures Total=30
I	Introduction to Marketing: Definition, nature, scope & importance of Marketing Management, Core concepts of marketing: selling concept, production concept, modern marketing concept, societal marketing.	7
II	Market segmentation: Concept, basis of segmentation, its Importance in marketing; Targeting: Concept, Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning.	7
III	Marketing Mix: Product – Product Mix, New Product development, types of product, Product life cycle, Branding and packaging. Distribution – Concept, importance, different types of distribution Channels. Marketing Mix: Price – Meaning, objective, factors influencing pricing, methods of pricing Promotion – Promotional mix, tools, objectives, media selection & management	9
IV	Marketing Research: Importance, Process & Scope. Marketing Information System: Meaning, Importance and Scope. Consumer Behaviour: Concept, Importance and factors influencing consumer Behaviour.	7

**Suggested Readings:**

1. Philip Kotlar, Marketing Mgt. (PHI)
2. Etzet, Walker, Stanton, Marketing
3. Rajan Saxena, Marketing Management

**Semester: Second**Course Code:  
F010203T(A)Course Title: **Business Mathematics****Course outcomes:**

The aim of the course is to build knowledge and understanding of Business Mathematics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Mathematics. The outcome of the course will be as follows – To provide knowledge about Mathematics and its use in business.

To make able about mathematical calculations.

To learn about the use of set theory and calculus in business.

Credits: 3

Compulsory

Max. Marks: 25+75

Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0

Unit	Topics	No. of Lectures Total=30
I	Matrix: Introduction, Square Matrix, Row Matrix, Column Matrix, Diagonal Matrix, Identity Matrix, Addition, Subtraction & Multiplication of Matrix, Use of Matrix in Business, Mathematical Induction. Inverse of Matrix, Rank of Matrix, Solution to a system of equation by the ad-joint matrix methods & Guassian Elimination Method.	9
II	Percentage, Ratio and Proportion, Average, Mathematical Series- Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest	8
III	Set theory: Notation of Sets, Singleton Set, Finite Set, Infinite Set, Equal Set Null Set, Subset, Proper Subset, Universal Set, Union of Sets, Intersection of Sets, Use of set theory in business, Permutation & Combination.	7
IV	Concept of Differentiation and Integration, Maxima and Minima in Differentiation, Application of Differentiation & Integration in Business (No proof of theorems, etc.)	6

**Suggested Readings:**

1. Mehta & Madnani, Mathematics for Economics
2. Mongia, Mathematics for Economics
3. Zamiruddin, Business Mathematics
4. Raghavachari, Mathematics for Management

<b>Semester: Second</b>		
Course Code: F010203T(B)	Course Title: <b>Advertising Management</b>	
<b>Course outcomes:</b>		
The aim of the course is to build knowledge and understanding of advertisement among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about advertising Management. The outcome of the course will be as follows – To provide knowledge about advertisement and its use in business.		
To make able about advertisement concept and its management.		
To learn about the use of advertisement in business.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
<b>I</b>	Advertising: Introduction, Scope, importance in business : Role of advertising in social and economic development of India: Ethics and truths in Indian Advertising.	9
<b>II</b>	Integrated Communication Mix (IMC)-meaning, importance; Communication meaning, importance, process, communication mix-components, role in marketing, Branding-meaning, importance in advertising.	8
<b>III</b>	Promotional objectives – importance determination of promotional objectives, setting objective DAGMAR; Advertising Budget importance, establishing the budget- approaches allocation of budget.	7
<b>IV</b>	Advertising Copy-meaning components types of advertising copy, importance of creativity in advertising; Media planning-importance, strategies, media mix. Advertising research – importance, testing advertising effectiveness market testing for ads; International Advertising-importance, international Vs localadvertising.	6
<b>Suggested Readings:</b>		
<ul style="list-style-type: none"> <li>• Advertising and Promotion George E. Beich &amp; Michael A. Belch. T.M.H.</li> <li>• Advertising Management, Concept and Cases Manendra Mohan, TMH</li> <li>• Advertising Management Rajeev Batra, PHI</li> </ul>		

