

## **BBA SEMESTER-I / 1<sup>st</sup> Sem (First Year)**

Each subject carries 100 marks out of which 60 marks for External Examination and 40 marks for Internal Assessment. Here L=Lecture; T=Tutorial; P=Practical; TA=Teacher Assessment; MTE= Mid Term Exam; ETE=End Term Exam.

Sl. No.	Course Code	Course Title/ Subject	Periods			Internal Assessment			External Exam	Total	Credit	Types of Course
			L	T	P	TA	MTE	Total	ETE			CCC/PEC/SDC
1	BBA101	Principles of Management [PM]	4	0	0	20	20	40	60	100	4	CCC
2	BBA102	Business Communication [BC]	3	1	0	20	20	40	60	100	4	CCC
3	BBA103	Business Economics [BE]	3	1	0	20	20	40	60	100	4	CCC
4	BBA104	Introduction to Business Accounting	3	1	0	20	20	40	60	100	4	CCC
5	BBA105	IT for Managers [ITM]	2	1	2	20	20	40	60	100	4	CCC
6	BBA106	Marketing Management [MM]	4	0	0	20	20	40	60	100	4	CCC
<b>Total</b>										<b>600</b>	<b>24</b>	

**BBA Ist YEAR**  
**1st SEMESTER**

**SUBJECT: PRINCIPLES OF MANAGEMENT(PM)**

**SUBJECT CODE: BBA101(CCC)**

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-4, Tutorial-0, Practical-0.	End Term Examination Marks: 60

**Course Objectives:**

The objective of the course is to understand the basic principles of Management used to manage an enterprise and to have an insight into the evolution of management theory and familiarity with different schools of management thoughts. The course intends to acquaint the students with the basic functions of Management and the significance of management along with the various levels of Management and the skills required at each level.

**Learning Outcomes:**

1. To apply the basic knowledge of subject area.
2. To analyse the concept of management and its functions.
3. To apply management skills required at each level.
4. To apply various leadership role in the community.

**UNIT-1**

**Introduction to Management**

Definition, Nature, Managerial Roles, Managerial skills and Levels, Basic Functions of Management, Evolution of Management Thoughts and Trends and Challenges of Management in Global Scenario

**UNIT-2**

**Planning**

Definition, Nature, Importance, Types of Planning, Steps in Planning, Planning Premises Forecasting and decision making.

**UNIT-3**

**Organizing**

Concept, Definition, Formal and Informal Organisation, Organizational Structure: - Types & significance (Functional Organization, Product/ Market Organisation and Matrix Structure), Span of Management, Delegation of authority.

**UNIT-4**

**Staffing &Controlling**

Definition, Process of staffing, Meaning &Need of Control, Controlling Process,Types ofControl Devices.

## **UNIT-5**

### **Directing**

Meaning of Motivation, Motivational theories - Maslow Hierarchy of Need Theory & Herzberg Two Factor Theory Leadership Definition, Characteristics, Theories of leadership; Communication Definition, importance, process, types, factors affecting communication methods, barriers & remedies.

### **REFERENCE BOOKS:**

1. Koontz, H. and Weihrich, H (1998) & (2001) Essentials of Management (Tata McGraw Hill:New Delhi) Edition- 5th and 10
2. Stoner, Freeman and Gilbert, Management (Prentice Hall of India: New Delhi) Edition -5
3. Principles & Practice of Management – L. M. Prasad (Sultan Chand & Sons-NewDelhi)

## **SUBJECT: BUSINESS COMMUNICATION [BC]**

### **SUBJECT CODE: BBA102(CCC)**

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3, Tutorial-1, Practical-0.	End Term Examination Marks: 60

#### **Course Objectives:**

The course aims to equip the students with the skills in reading, writing, comprehension and communication and aims to enhance communication and problem-solving skills. The course aims to impart the correct practices of the strategies of Effective Business writing.

#### **Learning Outcomes:**

1. To explain the significance of Communication skills for a manager.
2. To communicate effectively as a member of a work group.
3. To distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.
4. To draft effective business correspondence with brevity and clarity.
5. To demonstrate his verbal and non-verbal communication ability through presentations.

#### **Unit 1:**

**Communication** – Definition, stages, Barriers, types: verbal and non-verbal, Listening-Meaning, Nature and importance, Principles of Good Listening; Written Communication – Types of Letter, Letter lay-out, Essentials of an effective letter writing, Need and function of Business letter.

#### **Unit 2:**

**Writing skills** – Notice writing, Advertisement writing, Précis writing, Essay writing, Letter writing (applications), Business letter formats (letters of enquiry, replies and complaints), resume writing, covering letter

#### **Unit 3:**

**Dynamics of group discussions & debate**-Significance of GD, Methodology, &Guidelines. Different skill set required for GD, Recruitment process &group discussion. Debating effectively; Difference between Group Discussion and Debate  
Class-presentation (Oral for five minutes) on any topic

#### **Unit 4:**

**Vocabulary building-** One word substitution, synonyms and antonyms, idioms and phrases

#### **Unit- 5:**

**Presentation & Specific purpose public speaking-**Understanding meeting and conference, purpose and traits of a seminar or presentation, personality traits enhancement for public speaking(inner and outer traits), do's and don'ts.

#### **Interviews:**

Types & Styles of Interview, Fundamentals of Facing Interviews, tips before going down for an interview, while waiting for your turn to come, different rounds of interview & Frequently Asked Questions.

#### **REFERENCE BOOKS:**

1. P.D Chaturvedi , M. Chaturvedi , Business Communication: Concepts, Cases and Applications. Pearson Education India
2. Rajendra Pal and J.S. Korlahalli, Essentials of Business Communication. Sultan Chand & Sons.
3. Asha Kaul, Effective Business Communication; PHI Learning Pvt. Ltd.
4. Soft Skills, Career Development Centre, Green Pearl Publications .
5. Rizvi, M.Ashraf. Effective Technical Communication, New Delhi: Tata McGraw Hill

## **SUBJECT: BUSINESS ECONOMICS [BE]**

### **SUBJECT CODE: BBA103(CCC)**

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3, Tutorial-1, Practical-0.	End Term Examination Marks: 60

#### **Course Objectives:**

This course intends to expose the students to the basic concepts of Economics. The course aims to enable the students to understand the economic theories, concepts, and principles. Typically, it applies to the markets where goods and services are bought and sold with a goal of maximizing benefits. The course gives an understanding of the various price-output relationships that exist in the market.

#### **Learning Outcomes:**

1. Analyse how decisions are made about what, how and for whom to produce.
2. Demonstrate its importance in making managerial decisions.
3. Develop an understanding of demand and supply function in determining market equilibrium.
4. Analyse the pricing and output decisions.

#### **Unit 1:**

**Basic Concepts and Principles-** Introduction, definition and scope of Business Economics, Basic assumptions in Business Economics, Types of Economic Analysis, Types of Economic Decision in Business Economics, Economic Principles relevant to managerial Decisions, Relationship of Business Economics with other disciplines

#### **Unit 2:**

**Theory of Demand and Supply-** Introduction to demand, Demand function, schedule, Law of Demand, Introduction to supply, Law of Supply, Market Equilibrium.

#### **Unit 3:**

**Theory of Consumer Behaviour and Demand Forecasting-** Introduction and concept of consumer choice, consumer preferences, and consumer income, Concept of Revealed preference theory and Consumer Surplus, Introduction and concept of Price Elasticity of demand, Income elasticity of demand, Cross elasticity of demand, Importance of elasticity of demand, Introduction and meaning of demand forecasting, Methods of demand forecasting

#### **Unit 4:**

**Theory of Production and Cost:** Introduction and concept of production theory, production function, production function with one variable input, Production function with two variable input, elasticity of substitution, isocost lines, producer's equilibrium, Return to scale, Different types of production function, Types of cost, cost in short run, Cost in long run, Break even analysis, Economies of scale.

#### **Unit 5:**

**Market Structure:** Introduction and concept of Perfect competition, Monopoly, Monopolistic competition, Price–Output determination- Short run equilibrium and long run equilibrium in perfect competition, monopoly, monopolistic competition, Oligopoly.

#### **REFERENCE BOOKS:**

1. Varshney and Maheswari, S.Chand and Sons: New Delhi
2. H.L.Ahuja, Managerial Economics, S. Chand and Sons, New Delhi
3. Peterson, Craig H., Lewis, W. Chris and Jain Sudhir K., Managerial Economics, Pearson Education, New Delhi

## **SUBJECT: INTRODUCTION TO BUSINESS ACCOUNTING [IBA]**

### **SUBJECT CODE: BBA104 (CCC)**

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3, Tutorial-1, Practical-0.	End Term Examination Marks: 60

#### **Course Objectives:**

The objective of the course is to develop an understanding of basic accounting concepts and techniques of accounting system and the principles and procedures underlying the accounting process. The course aims to familiarize students with the mechanics of preparation of Financial Statement, understanding corporate financial statement, their analysis and interpretation.

#### **Learning Outcomes:**

1. To demonstrate the role of accounting in business in economic world.
2. To apply accounting rules in determining financial results and preparation of financial statement.
3. To develop and practice the maintenance of accounting books.
4. To determine the processes of billing in business and banking transaction.

### **Unit-1 Accounting**

Basics of Accounting, Accounting Mechanics (Double Entry System, Classification, Golden Rules, Concepts and Conventions.) Journal: Meaning, Advantages, Ledger meaning, Posting and Balancing, Trial Balance Objectives, defects, locating errors and preparations of Trial Balance, Subdivision of journal- daybook.

### **Unit-2**

**Accounting statements:** Trading Account, Profit and Loss Account, Balance sheet, Closing entries, Assets and their Classification, Liabilities and their Classification, Uses and Limitations of Balance sheet.

### **Unit-3**

#### **Capital and Revenue Expenditure and Receipts:**

Rules for Determining Capital Expenditure and Revenue Expenditure, Deferred Revenue Expenditure, Capital and Revenue Receipts, Capital and Revenue Profit and Loss

### **Unit-4**

#### **Accounting for Non-Profit Organization:**

Accounting Procedures, Receipts and Payments Accounts, Distinction between Receipts and



Payments Accounts, Income and Expenditure Account problems

## Unit-5

**Bills of Exchange:** Parties to a Bills of Exchange, Types, Promissory Notes, Distinction between Promissory Notes and Bills of Exchange, Dishonor of Bills, preparation of Bank Reconciliation

### **REFERENCE BOOKS:**

1. Hanif and Mukherjee (2003), *Modern Accountancy*, Tata McGraw Hill Publishing Company Limited, New Delhi, 2nd Edition.
2. Grewal, T. S (2003) *Introduction to Accountancy*: S.Chand & Company Ltd.
3. Tulsian P.C, *Financial Accounting*, Pearson, sixteenth impression.
4. Maheshwari, S.N. & Maheshwari, S.K., *Financial Accounting for B. Com., CA, CS, & ICWA (Foundation) Courses*, Vikas Publishing House Pvt. Ltd.
5. Ghosh, T.P., *Financial Accounting for Managers*, Taxmann Allied Services (P)Ltd

## SUBJECT: IT FOR MANAGERS [ITM]

### SUBJECT CODE: BBA105 (CCC)

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-2, Tutorial-1, Practical-2	End Term Examination Marks: 60

#### Course Objectives:

The Objective of this course is to familiarize the students with basics of Information Technology, its applications and importance in present day management and organization.

#### Learning Outcomes:

1. To demonstrate a comprehensive understanding of the broad themes in Information Technology.
2. To be able to use and apply current technical concepts and practices in the core information technologies.
3. To demonstrate the use of Internet and World Wide Web, Communication Protocols & LAN.
4. To explain how to use software packages in day-to-day activities

#### Unit 1:

**Introduction to IT**-Introduction- Data, Information, and Knowledge, Information Technology - Concept, Features and Components, Information Systems - Concept and types of Information Systems, Role of IT in business and society, Characteristics of Computers, Generations of computers, Programming Languages- Assembly Language, High-level Language, Language translators – Compilers, Assemblers, Interpreters

#### Unit 2:

**Computer Fundamentals:** - Introduction, The Computer System, Von Neumann Model, Data representation, ASCII, Central Processing Unit (CPU), Memory, Memory Hierarchy, Random Access Memory (RAM), Types of RAM, Read Only Memory (ROM), Types of ROM, Secondary Storage, Input / Output Devices, Classification of Programming Languages, Software and Hardware, System Software, Application software, Operating System, Types of OS, GUI

#### Unit 3:

**Computer Network Internet Basics**-Concept of Computer Network, LAN, WAN, MAN, Communication Protocols, Network Devices, IP addresses, DNS, Evolution of Internet, Basic Internet Terms, Getting Connected to Internet, Internet Applications, Electronic Mail, Searching the Web, Social Media, other applications of Internet, Internet security, Types of threats, Computer Virus

## UNIT 4:

**Introduction to word processor:** Toolbars and Menus, Editing Text-Selecting, Inserting, Deleting, Moving Text, previewing documents, Printing documents, Formatting Documents: Paragraph formats, Aligning Text and Paragraph, Borders and Shading, Headers and Footers, Advanced Features of MS Word: Find and Replace, Checking the Grammar and Spelling, Using the Thesaurus, Using Auto Correct, Word Count, Hyphenating, Mail Merge, Mailing Labels Wizards and Templates, Creating tables.

**Introduction to Worksheet:** Toolbars and menus, creating worksheet, entering data into worksheet: text, dates, alphanumeric, values, saving & quitting worksheet, coping entries and moving between workbooks, working with formulas, Auto sum, Working with ranges-creating, editing and selecting ranges. Formatting of worksheet- Auto format, changing –alignment, character styles, column width, date format, borders and colors, currency sign, Previewing & printing worksheet, Graphs and charts-using wizards, various charts type, formatting grid lines & legends, previewing & printing charts, Functions- Date and Time, Maths, Statistical, Text and logical functions,

Basics of Power point, Preparation of power point presentations.

## UNIT 5:

### **Practical Applications-**

**Word Processing:** Typing & editing a document, formatting texts & paragraphs, find & replace, OLE – Images & other objects, working with tables, tabs, spelling & grammar check, mail merge, templates & wizards.

**Spread Sheet application:** Data types, Entering & editing data in cells, different cell referencing, entering formula & functions, working with graphs & charts, using math, statistical & financial functions, data validation, sorting, subtotal, pivot tables, Data tables & charts, What-if analysis- Goal Seek, Scenario.

**Creating Computer presentations:** Slides, transition, animation, background, images, time setting, adding sound & narration, automating the presentation.

## REFERENCE BOOKS:

1. PK Sinha- Computer Fundamentals, BPB Publications, New Delhi
2. Computer fundamentals and Applications, Ashok Arora, S. Chand Publications.
3. Fundamental of Computers – By V. Rajaraman B.P.B. Publications
4. ITL Education Solutions Ltd., Introduction to Computer Science, Pearson Education
5. O'Brien & James. Introduction to Information System McGraw-Hill.

## **SUBJECT: MARKETING MANAGEMENT [MM]**

### **SUBJECT CODE: BBA106 (CCC)**

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-4, Tutorial-0, Practical-0	End Term Examination Marks: 60

#### **Course Objectives:**

To provide basic knowledge and equip students with application of principles and functions of marketing and an exposure to the students to the nature and Scope of marketing. To give them an understanding of the basic philosophies and tools of marketing management.

#### **Learning Outcomes:**

1. To apply the basic concepts of marketing and Marketing environment.
2. To analyze and identify market segments and explore targeting and positioning.
3. To distinguish the product mix of various companies and identify the relevance of branding.
4. To enumerate the significance of pricing and distribution decisions of a firm.

#### **Unit 1: Introduction to Marketing and Marketing Environment**

Meaning and Concept of Market and Marketing, Core Marketing Concepts, Marketing and Selling (concepts and differences), Introduction to Marketing Mix, Elements of Company's Macro and Microenvironment, Responding to Company's marketing environment

#### **Unit 2: Market Segmentation, Targeting and Positioning**

Concept, Needs, bases/ variables for segmenting consumer market, Attributes of Effective Segmentation, Challenges in segmentation, Concept of Target Market, Selection of Target Market, Market positioning

#### **Unit 3: Product Management**

Definition of Product, Classification and Levels of Product, Concept of Product Line, Product Life Cycle (PLC), PLC marketing strategies, Product Line Decision, New Product Development, Product Mix, Definition of Brand and Brand Equity, Selection of Brand Name

#### **Unit 4: Pricing Decisions and Channel Management:**

Concept of Price, Factors Influencing Pricing, Methods of Pricing, Concept and Importance of Distribution Channels, Functions of Marketing Channels, Types of Marketing Intermediaries,

Channel Design Decision, Wholesaling, and retailing

**Unit 5: Marketing Communication:**

Definition, Concept of Integrated Marketing Communication, and Relevance of Integrated marketing Concept; Introduction to Elements of Promotion Mix, Advertising, sales promotion, personal selling, events and experiences, online marketing, social marketing, mobile marketing, direct marketing. Marketing Research; Definition, Objective, Process & Significance

**REFERENCE BOOKS:**

1. V.S Ramaswamy and S. Namakumari , Marketing Management; Macmillan: PublishersIndia Ltd,
2. P. Kotler and G. Armstrong ,Principles of Marketing; Pearson Prentice Hall: NewDelhi, 10thedition.
3. Rajan Saxena: Marketing Management, Tata McGraw-Hill
4. Principle of marketing, Mahajan S.P and Mahajan Anupama, S. Chand Publications
5. Sherleker, Marketing Management, Himalaya Publishing House
6. Dr. F.C Sharma, Principles of Marketing, SBPD Publications.