

BBA SEMESTER-II /2nd 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	BBA201	Human Resource Management [HRM]	4	0	0	20	20	40	60	100	4	CCC
2	BBA202	Environmental Science [ES]	4	0	0	20	20	40	60	100	4	CCC
3	BBA203	Basics of Cost Accounting [BCA]	3	0	2	20	20	40	60	100	4	CCC
4	BBA204	Business Statistics[BS]	3	0	2	20	20	40	60	100	4	CCC
5	BBA205	Digital Marketing [DM]	4	0	0	20	20	40	60	100	4	CCC
6	BBA206	Legal Aspects of Business [LB]	4	0	0	20	20	40	60	100	4	CCC
Total									600	24		

BBA 1st YEAR 2nd SEMESTER

SUBJECT: HUMAN RESOURCE MANAGEMENT (HRM)

SUBJECT CODE: BBA201(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 acquaint the student with the growth and operations of human resource management and its functions within an organization. The course aims to introduce to the students the basic concepts related to Human Resource Management which can form foundation to understanding advanced concepts in managing human resources in an organization.

Learning outcomes:

1. To appraise the importance of human resource management as a field of study and as a central management function.
2. To apply the concepts of human resource planning and Job design.
3. To apply the principles and techniques of human resource management.
4. To design the processes and programmes related to employee empowerment in their organization.

UNIT 1:

Human Resource Management- Meaning, Difference between HRM and Personnel Management, Evolution and growth of human resource management (with special reference to Scientific management and Human relations approaches). Role of HR in strategic management. Nature, objectives, scope, and functions of HR management.

UNIT 2:

Manpower Planning- Objectives, elements, advantages, process; Job Design-Definition, objectives, Need, Importance advantages, and process (simplification, rotation, enlargement, enrichment and approaches. Job analysis. Job evaluation

UNIT 3:

Orientation- Recruitment (factors affecting, sources, policy, evaluation). Selection (procedure, tests, interviews). Placement and Induction.

UNIT 4:

Developing Human Resource- Training and Development, Importance and Steps in Training Programmes, Training Needs, Training Methods, Types of Training Programme. Types and Importance of Executive Development Programme. Career Planning and Development: Role and Significance of Career Planning – Impact of Career Planning on Productivity.

UNIT 5:

Rewarding Human Resources- Performance Appraisal, Methods and needs for Performance Appraisal, Organization Climate and its impact on HRM. Components of Organization Culture, Quality of Work Life, Determinants of quality of work life. Impact of QWL on Organization Climate and Culture

REFERENCE BOOKS:

1. K. Aswathappa , Human Resource and Personnel Management, Tata McGraw-Hill, New Delhi.
Chhabra T.N. Human Resource Management, Dhanpat Rai and Co. Delhi.
2. Gary Dessler , Human Resources Management, Prentice Hall, USA
3. M. Armstrong, Handbook of Human Resource Management Practice.
4. Kogan Human resource management (14th ed.). Boston, MA: Pearson.
5. N.K Chadha, Recruitment and Selection-A Practical Approach, Galgotia, New Delhi.
6. S.S Khanka, Human Resource Management, S. Chand: New Delhi
7. Saiyadain, Human Resource Management, Tata Mcgraw Hill: New Delhi

SUBJECT: ENVIRONMENTAL SCIENCE [ES]

SUBJECT CODE: BBA202(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 sensitize students to environmental issues and to mobilize them to adopt environment conservation strategies as management professionals.

Learning Outcomes:

1. Develop an in-depth understanding of various environmental issues and concern of national and global importance.
2. Develop a balance view of the relationship between environment and development.
3. Enabling them to identify potential environmental hazards and to provide management solutions to such problems

UNIT 1:

Fundamentals of Environment-Basic concepts on Environment, ecology, environmental degradation and ecological imbalance; Sustainable development, ecological footprint. Ecosystems - types, structural and functional aspects. Ecological Succession and Biome in brief.

Introduction to Environmental Studies: Multidisciplinary nature of environmental studies; Scope and importance; the need for environmental education

Unit 2:

Ecosystems-Concept of ecosystem; Structure: food chains, food webs and function of ecosystem: Energy flow in an ecosystem, nutrient cycle and ecological succession. Ecological Interactions.

Case studies of the following ecosystems:

- a) Forest ecosystem
- b) Grassland ecosystem
- c) Desert ecosystem
- d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit 3:

Biodiversity and its conservation-Introduction- definition, Types of diversity: genetic, species and ecosystem biodiversity.

Value of biodiversity: Consumptive use, productive use, social, ethical and aesthetic values. Biodiversity at global, national and local levels. India as a mega diversity nation, Hot spots of biodiversity.

Threats to biodiversity: habitat loss, poaching of wildlife, man- wildlife conflicts. Endangered and endemic species of India.

Conservation of biodiversity: In- situ and Ex-situ conservation of biodiversity.

Unit 4:

Environmental Pollution-

Air pollution: definition, causes, effects and Control measures.

Water pollution: definition, causes, effects and control measures.

Soil pollution: Causes of soil degradation, effects, and control measures.

Noise pollution: Causes, effects, and control measures.

Nuclear hazards. Global warming: Depletion of ozone layer, greenhouse effect.

Solid waste management: Causes, effects, and control measures of urban and industrial wastes.

Disaster management: Floods, Earthquakes, Cyclones, Landslides.

Unit 5:

Indian Environmental Laws-Wild Life (Protection) Act, 1972, Water (Prevention & Control of Pollution) Act, 1974, Environment (Protection) Act, 1986, Air (Prevention & Control of Pollution) Act, 1981. Functions of CPCB and SPCB, ISO-14000. Issues involved in enforcement of environmental legislation, Public awareness

Environmental ethics: Issues and possible solutions; Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, Wasteland reclamation, Consumerism and waste products

REFERENCE BOOKS:

1. D.K. Asthana, , Text Book of Environmental Studies. S. Chand Publishing.
2. M. Basu, S. Xavier, Fundamentals of Environmental Studies, Cambridge University Press, India
3. R.N. Basu, Environment. University of Calcutta, Kolkata
4. J.S. Singh, S.P Singh and S.R Gupta, Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.
5. M. Basu, and S. Xavier, Fundamentals of Environmental Studies, Cambridge University Press
6. A.K Mitra, and R. Chakraborty, Introduction to Environmental Studies, Book Syndicate.

SUBJECT: BASICS OF COST ACCOUNTING [BCA]

SUBJECT CODE: BBA203(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-0, Practical-2.	End Term Examination Marks: 60

Course Objectives:

The objective of this paper is to identify the foundation terms and concepts that are commonly used in Cost Accounting. It also aims to familiarize the students with the basic cost concepts, allocation and control of various costs and methods of costing.

Learning outcomes:

1. To be able to understand the concepts of absorption costing, marginal costing, break even analysis. Students will be able to take a decision while solving the problems.
2. To provide information regarding cost accounting as a tool of managerial decisions and develop various skills among the students related with budget and budgetary control.
3. To be able to analyze and evaluate information for cost ascertainment, planning, control and decision making.

UNIT-1

Cost Accounting- Meaning, Evolution, Nature and scope of cost accounting, Types of cost, Elements of cost-Material, Labour, Overheads, Method of costing, preparation of cost sheet, Role of Cost in decision Making, Distinguish between Cost Accounting and Financial Accounting, Problems relating to Cost-Sheet and Tender

UNIT-2

Labour Cost Control-Direct and Indirect Labour, Steps involved – treatment of Idle time, Holiday Pay, Overtime etc. in cost accounts, casual workers & out workers, Labour turnover, methods of wagepayment. Incentive plans.

Overheads: Meaning and Classification of Overheads – Treatment of specific items of overheads in cost accounts – stages involved in distribution of overheads – methods of absorption of overheads – treatment of under and over absorption of overheads.

UNIT 3:

Methods of Costing-Single output costing, job costing, contract & batch costing. Process costing (including joint products and By-products and inter-process profits), Operating/Service costing. (Transport & Power House only).

UNIT -4

Standard Costing-Concept of standard costs, establishing various cost standards, calculation of Material

Variance, Labour Variance, and Overhead Variance, and its applications and implications.

UNIT 5:

Ratio Analysis-Meaning, Objective, Types and Limitations of Ratio, General Safety level of ratio, Calculation and interpretation of Financial Ratio.

REFERENCE BOOKS:

1. S. N. Maheshwari, S.N. Mittal, Cost Accounting – Theory and Problems, 22nd Revised Edition, Shri Mahavir Book Depot.
2. Rajasekaran, Cost Accounting, 1st edition, Pearson Education.
3. Mahesh Dutta, Cost Accounting - Principle Practices 1st edition, Pearson Education.
4. M.N. Arora, Cost Accounting, Vikas Publishing House.
5. Ravi Kishore, Cost Management Accounting, Taxman – Latest Edition
6. Prabhu Dev, Cost Accounting, Himalaya Publication

SUBJECT: BUSINESS STATISTICS [BS]

SUBJECT CODE: BBA204(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-0, Practical-2.	End Term Examination Marks: 60

Course Objectives:

The objective of this course to provide the students an understanding of basic statistical tools that can be applied for management problems and analysis. The tools starting from data gathering, tabulation, presentation and analysing using basic statistical techniques like measures of central tendency, dispersion, kurtosis, correlation and regression.

UNIT.1:

Introduction to Statistics-Definition of Statistics, Scope of Statistics, Types of Data. Methods of collecting Data, Diagrammatic and Graphic Presentation of Data, Graphs of Frequency Distribution. Numerical exercises.

UNIT.2:

Measures of Central Tendency-Need for measuring central tendency of data; Arithmetic Mean, Geometric Mean, Harmonic Mean, Median, Mode: their properties, merits and demerits. Numerical exercises.

UNIT.3:

Measures of Dispersion-Need for measuring dispersion of data; Range, Mean Absolute Deviation, Quartile Deviation, Standard deviation, Coefficient of Variation: their properties, merits and demerits. Numerical exercises.

UNIT-4:

Correlation and Regression Analysis (for ungrouped data)-Need for studying correlation, Types of Correlation, Methods of Studying Correlation: Scatter Diagram, Karl Pearson's coefficient of correlation, Spearman's Rank Correlation, Method of least squares. Need for studying regression analysis, Two regression equations, Regression co-efficient and its properties.

Index Numbers: Meaning and significance, problems in construction of index numbers, methods

of constructing index numbers-weighted and un-weighted, Test of adequacy of index numbers, chain index numbers, base shifting, splicing and deflating index number. Numerical exercises.

UNIT- 5:

Business Forecasting through Time Series Analysis-Significance of forecasting in business, Steps in Forecasting, Role of Time Series Analysis, Components of Time Series: Secular Trend, Seasonal Variations, Cyclical Variations, Irregular Variations. Method of Semi- averages. Numerical exercises.

REFERENCE BOOKS:

1. S.P Gupta and M.P Gupta , Business Statistics, Sultan Chand & Sons, New Delhi. 18th ed.
2. N.G. Das , Statistical Methods (combined volumes), Tata McGraw-Hill, New Delhi
3. Richard Levin & David Rubin, Statistics for management, Prentice Hall.
4. Srivastava and Rego: Statistics for management, Mc Graw Hill education.
5. B.N. Gupta, Business Statistics, SBPD Publications
6. P.C Tulsyan, B.S. Jhunjhunwala, Business Statistics, S. Chand Publications

SUBJECT: DIGITAL MARKETING [DM]

SUBJECT CODE: BBA205 (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:

This course will acquaint the students to create a structured digital marketing plan and budget, Identify the correct measures to set objectives and evaluate digital marketing, review and prioritize the strategic options for boosting customer acquisition, conversion, and retention using digital marketing.

Learning Outcomes:

1. To gain an overall understanding of Digital Marketing
2. To develop insight on Current Trends – Digital and Social Statistics (Infographics)
3. To introduce digital Marketing Platforms like Facebook, Twitter, YouTube, Pinterest
4. To introduce the basics of Search Engine Optimization (SEO) and Mobile Marketing and various strategies involved in marketing products and services digitally.

UNIT 1:

Introduction to Digital Marketing-Evolution of Digital Marketing from traditional to modern era, Role of Internet; Current trends, Info-graphics, implications for business & society; Emergence of digital marketing as a tool; Drivers of the new marketing environment; Digital marketing strategy; P.O.E.M. framework, Digital landscape, Digital marketing plan, Digital marketing models.

UNIT 2:

Internet Marketing and Digital Marketing Mix – Internet Marketing, Opportunities and challenges; Digital marketing framework; Digital Marketing mix, Impact of digital channels on IMC;

Search Engine Advertising: -

Pay for Search Advertisements, Ad Placement, Ad Ranks, Creating Ad Campaigns, Campaign Report Generation

Display marketing: -

Types of Display Ads - Buying Models - Programmable Digital Marketing - Analytical Tools
- YouTube marketing

UNIT 3:

Social Media Marketing – Role of Influencer Marketing, Tools & Plan– Introduction to social media platforms, penetration & characteristics; Building a successful social media marketing strategy

Facebook Marketing:

Business through Facebook Marketing, Creating Advertising Campaigns, Adverts, Facebook Marketing Tools

Linkedin Marketing:

Introduction and Importance of Linkedin Marketing, Framing Linkedin Strategy, Lead Generation through Linkedin, Content Strategy, Analytics and Targeting

Twitter Marketing:

Introduction to Twitter Marketing, how twitter Marketing is different than other forms of digital marketing, framing content strategy, Twitter Advertising Campaigns

Instagram and Snapchat:

Digital Marketing Strategies through Instagram and Snapchat Mobile Marketing: - Mobile Advertising, Forms of Mobile Marketing, Features, Mobile Campaign Development, Mobile Advertising Analytics

Introduction to social media metrics

UNIT 4:

Introduction to SEO, SEM, Web Analytics, Mobile Marketing, Trends in Digital Advertising–Introduction and need for SEO, How to use internet & search engines; search engine and its working pattern, On-page and off-page optimization, SEO Tactics

-- Introduction to SEM

Web Analytics:

-- Google Analytics & Google AdWords; data collection for web analytics, multichannel attribution, Universal analytics, Tracking code

Trends in digital advertising

UNIT 5: Application:

A group of two students (Maximum) has to work on creating an advertising campaign through any form of digital marketing viz: Mobile Marketing, Twitter Marketing, Facebook Marketing,

LinkedInMarketing, Instagram or Snapchat Marketing. The student/s should work on creatingthe campaign, running the campaign, presenting the results of the campaign in terms of Lead Generation and / or sales and / or web analytics.

REFERENCE BOOKS:

1. Seema Gupta, Digital Marketing, Mc-Graw Hill
2. Ian Dodson, The Art of Digital Marketing, Wiley
3. Puneet Singh Bhatia, Fundamentals of Digital Marketing, Pearson Publications
4. Vandana Ahuja, Digital Marketing, Oxford University Press
5. Philip Kotler, Marketing4.0:- Moving from Traditional to Digital, Wiley
6. Dave Chaffey and Ellis Chadwick, Digital Marketing: Strategy, Implementation and Practice, Pearson Publications.
7. Damian Ryan, Understanding Digital Marketing: Marketing strategies for engaging the Digital Generation, Kogan Page

SUBJECT: LEGAL ASPECTS OF BUSINESS [LB]

SUBJECT CODE: BBA206 (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 gain knowledge of the branches of law which relate to business transactions, certain corporate bodies and related matters. Also, to understand the applications of these laws to practical commercial situations.

Learning Outcomes:

1. To appraise the needs of better understanding about the need of Indian Contract Act,1872 and its legal implications.
2. To apply and practice the law of sales of goods in commercial business.
3. To formulate a clear about law of partnership and legal aspects associated with it.
4. To apply the clear ideas related to laws of negotiable instrument and its related field in commercial business.
5. To evaluate and analyse types, formation and dissolution of companies and to relate various aspects of insurance, conciliation and arbitration etc

UNIT-1

The Indian Contract Act, 1872-Definition of contract and essential elements of contract, kinds of contract- Based on: validity, formation & performance, law relating to offer and acceptance, consideration, competency to contract, free consent, Void agreements, performance of contracts, discharge of contracts, breach of contracts and quasi contract, Special contracts: contract of indemnity and guarantee, bailment and pledge, and agency.

UNIT-2

Law of Sales of Goods-Definition of contract of sales, essentials of contract of sale, sale and agreement to sell and its distinction, kinds of goods, conditions and warranties and its distinction, Effect of perishing of Goods, modes of delivery, definition of unpaid seller, Rights of an unpaid seller

UNIT-3

The Companies Act 2013-Meaning and types, Incorporation, Memorandum & Articles of association, Prospectus, Issue of shares and bonus shares, rights issue, sweat equity, role of directors, share qualification, company meetings.

Definition of partnership, essential elements of partnership, rights and duties of a partner, procedure for registration of a firm, effect of notice to acting partner, modes of dissolution of a firm, definition between partnership and co-ownership, distinction between partnership and company.

UNIT-4:

Law of Negotiable instruments-Definition and characteristics of negotiable instrument, definition of Promissory Note, Bill of exchange and cheque and their differences, Holder in due course, Modes of Negotiation, Maturity of Negotiable Instrument, Dishonour of a negotiable instrument, type of negotiable instruments, promissory note, bill of exchange, cheque

UNIT-5:

Consumer Protection Act 1986-Objectives and machinery for consumer protection, defects and deficiency removal, rights of consumers.

The Right to Information Act 2005: Salient features and coverage of the act, definition of terms information, right, record, public authority; obligations of public authorities, requesting information and functions of PIO.

REFERENCE BOOKS:

1. M.C. Kuchchal, Mercantile Law, Vikas Publishing House (P) Ltd.
2. Pathak Akhileshwar, Legal Aspects of Business, Tata Mcgraw Hill Publishing Company Ltd
3. Sheth Tejpal, Business Law; Pearson Education
4. N.D. Kapoor, Elements of Mercantile Law: Sultan Chand & Sons
5. Dr. G. K. Kapoor & Sanjay Dhamija, Company Law and Practice-A comprehensive textbook on Companies Act 2013, latest edition, Taxmann.
6. Avtar Singh, Principle of Mercantile Law, Eastern Book Company
7. Gulshan Kapoor, Business Law, New Age International Pvt Ltd Publishers.
8. sMaheshwari & Maheshwari, Principle of Mercantile Law, National Publishing Trust.