

**COURSE STRUCTURE AND DETAILED SYLLABI  
(ACADEMIC REGULATIONS - R25)**

**B.B.A REGULAR (Full-Time) FOUR YEAR UNDERGRADUATE DEGREE  
PROGRAMME  
(FOR THE BATCHES ADMITTED FROM THE ACADEMIC YEAR 2025- 26)**

**BACHELOR OF BUSINESS ADMINISTRATION**



**SRI VENKATESWARA COLLEGE OF ENGINEERING AND TECHNOLOGY  
(AUTONOMOUS)**

**Recognized as College with Potential for Excellence by UGC,  
Accredited with 'A+' Grade by NAAC & Accredited by NBA, Approved  
by AICTE, New Delhi, Affiliated to JNTUA, Ananthapuramu,  
R.V.S. NAGAR, TIRUPATI ROAD, CHITTOR – 517127 (A.P) - INDIA**

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**Academic Regulations (R25) for BBA (Regular-Full time)  
(Effective for the students admitted into I year from the Academic  
Year 2025-26 onwards)**

**1) Award of the Degree**

**a) Award of the BBA Degree if he/she fulfils the following:**

- i) Pursues a course of study for not less than three academic years and not more than six academic years. However, for the students availing Gap year facility this period shall be extended by two years at the most and these two years would in addition to the maximum period permitted for graduation (Six years).
- ii) Registers for 120 credits and secures all 120 credits.

**b) Award of BBA degree with Honors (4 years)**

If he/she fulfils the following:

- i) Student secures additional 40 credits (in extra 2 semesters) fulfilling all the requisites of a BBA program i.e., 120 credits.
- ii) Registering for Honors is optional.

**c) Award of BBA degree with Honors with Research (4 Years)**

A student will be declared eligible for the award of the BBA with Honors with Research if he/she fulfils the following:

- i) Student secures additional 40credits (in extra 2 semesters) fulfilling all the requisites of a BBA programi.e.,120 credits.
- ii) Registering for Honors with Research is optional.
- iii)Minimum eligibility criteria for opting the course in the fourth year will be as follows:

Students, who fail to fulfil all the academic requirements for the award of the degree within six academic years from the year of their admission, shall forfeit their seat in BBA course and their admission stands cancelled. This

clause shall be read along with clause 1 a) i).

## 2) Admissions

Admission to the BBA Program shall be made subject to the eligibility, qualifications and specialization prescribed by the A.P. State Government/University from time to time. Admissions shall be made either based on the merit rank obtained by the student in the common entrance examination conducted by the A.P. Government/University or any other order of merit approved by the A.P. Government/University, subject to reservations as prescribed by the Government/University from time to time.

## 3) Program related terms

**Credit:** A unit by which the course work is measured. It determines the number of hours of instruction required per week. One credit is equivalent to one hour of teaching (Lecture/Tutorial) or two hours of practical work/field work per week.

### Credit Definition:

1 Hr. Lecture (L) per week	1 credit
1 Hr. Tutorial (T) per week	1 credit
1 Hr. Practical (P) per week	0.5 credit
2 Hrs. Practical (Lab) per week	1 credit

**a) Academic Year:** Two consecutive (one odd + one even) semesters constitute one academic year.

**b) Choice Based Credit System (CBCS):** The CBCS provides a choice for students to select from the prescribed courses.

## 4) Semester/Credits:

i) A semester comprises 90 working days and an academic year is divided into two semesters.

- ii) The summer term is for eight weeks during summer vacation. Internship/ apprenticeship / work-based vocational education and training can be carried out during the summer term, especially by Students who wish to exit after two semesters or four semesters of study.
- iii) Regular courses may also be completed well in advance through MOOCs satisfying prerequisites.

### 5) Structure of the Undergraduate Programme

All courses offered for the undergraduate program (BBA) are broadly classified as follows:

Semester	Core Courses	Ability Enhancement Courses	Multi-Disciplinary Elective course	Value added Courses	Skill Enhancement courses	Discipline Specific Elective	Total
<b>I</b>	<b>12</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>20</b>
<b>II</b>	<b>12</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>-</b>	<b>20</b>
<b>III</b>	<b>12</b>	<b>-</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>-</b>	<b>20</b>
<b>IV</b>	<b>16</b>	<b>-</b>	<b>-</b>	<b>2</b>	<b>2</b>	<b>-</b>	<b>20</b>
<b>V</b>	<b>8</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>4</b>	<b>8</b>	<b>20</b>
<b>VI</b>	<b>6</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>6</b>	<b>8</b>	<b>20</b>
<b>BBA (Honours)</b>							
<b>VII</b>	<b>4</b>	<b>-</b>	<b>4</b>	<b>-</b>	<b>4</b>	<b>8</b>	<b>20</b>
<b>VII</b>					<b>8</b>	<b>12</b>	<b>20</b>
<b>BBA (Honours with Research)</b>							
<b>VII</b>	<b>12</b>					<b>8</b>	<b>20</b>
<b>VIII</b>	<b>20</b>						<b>20</b>

**F. Category-wise distribution\***

Description	Core Courses	Ability Enhancement Courses	Multi-Disciplinary Elective course	Value added Courses	Skill Enhancement courses	Discipline Specific Elective	Total
BBA	66	6	6	8	18	16	120
BBA (Honours)	70	0	10	8	30	36	160
BBA (Honors with Research)	98	6	6	8	18	24	160

**6) Programme Pattern**

- i) Total duration of the of BBA (Regular) Programme is Three academic years.
- ii) Each academic year of study is divided into two semesters.
- iii) Minimum number of instruction days in each semester is 90 days.
- iv) There shall be mandatory student induction program for freshers, with a three- week duration before the commencement of first semester. Physical activity, Creative Arts, Universal Human Values, Literary, Proficiency Modules, Lectures by Eminent People, Visits to local Areas, Familiarization to Dept./Branch & Innovations etc., are included as per the guidelines issued by AICTE.
- v) Mandatory Visits/ Workshop/ Expert Lectures:
  - It is mandatory to arrange one industrial visit every semester for the students of each branch.
  - It is mandatory to conduct a One-week workshop during the winter break after fifth semester on professional / industry/ entrepreneurial orientation.
  - It is mandatory to organize at least one expert lecture per semester for each branch by inviting resource persons from

domain specific industry.

- vi) A total of 2 ability enhancement courses are to be offered in the first two semesters as optional courses. Indian or Foreign Language is offered as AEC courses with zero credits.
- vii) Additional DSE as an Audit Course (Non-Credit but compulsory) can be opted by the student in both semester V and VI.
- viii) Professional Elective Courses, include the elective courses relevant to the BBA. Proper choice of professional elective courses can lead to students specializing in emerging areas within the chosen field of study.
- ix) A pool of interdisciplinary/job-oriented/domain skill courses which are relevant to the industry are integrated into the curriculum of all disciplines. There shall be 9 skill-oriented courses offered during II to VI semesters. Among the 9 skill courses, six courses shall focus on the basic and advanced skills related to the domain and three interdisciplinary courses
- x) Students shall undergo mandatory summer internships, for a minimum of eight weeks duration at the end of first and second year of the Programme. The internship at the end of first year shall be community oriented and industry internship at the end of second year. This will be evaluated during the third and fifth semester respectively
- xi) The students opted for BBA (honors or Honors with research) has to undergo summer internship after end of the sixth semester.
- xii) For BBA students, the Dissertation work -I shall be initiated in the Fifth semester and evaluation shall be done in the sixth semester.
- xiii) For BBA (honors) students, the Dissertation work -II shall be initiated in the seventh semester and evaluation shall be done in the eighth semester
- xiv) Each college shall take measures to implement Virtual Labs (<https://www.vlab.co.in>) which provide remote access to labs in various disciplines of management and will help student in learning basic and

advanced concept through remote experimentation. Student shall be made to work on virtual lab experiments during the regular labs.

- xv) Preferably 25% of course work for the theory courses in every semester shall be conducted in the blended mode of learning.

### 7) Evaluation Process

The performance of a student in each semester shall be evaluated subject wise with a maximum of 100 marks for theory and 100 marks for practical subject. Summer Internships shall be evaluated for 50 marks, Full Internship & Project work in final semester shall be evaluated for 200 marks, and mandatory courses with no credits shall be evaluated for 30 mid semester marks.

A student has to secure not less than 35% of marks in the end examination and a minimum of 40% of marks in the sum total of the mid semester and end examination marks taken together for the theory, practical, etc. In case of a mandatory course, he/she should secure 40% of the total marks.

#### Theory Courses

Assessment Method	Marks
Continuous Internal Assessment	30
Semester End Examination	70
<b>Total</b>	<b>100</b>

- i) For theory subject, the distribution shall be 30 marks for Internal Evaluation and 70 marks for the End-Examination.
- ii) For practical subject, the distribution shall be 30 marks for Internal Evaluation and 70 marks for the End- Examination.

#### a) Continuous Internal Evaluation

- i) For theory subjects, during the semester, there shall be two midterm examinations. Each midterm examination shall be evaluated for 30 marks of which 10 marks for objective paper (20 minute's duration), 15 marks for subjective paper (90 minutes duration) and 5 marks for assignment.

ii) Objective paper shall contain maximum of 20 bits for 10 marks. Subjective paper shall contain 3 either or type questions (totally six questions from 1 to 6) of which student has to answer one from each either-or type of questions. Each question carries 10 marks. The marks obtained in the subjective paper are condensed to 15 marks.

**Note:**

- The objective paper shall be prepared in line with the quality of competitive examinations questions.
  - The subjective paper shall contain 3 either or type questions of equal weight age of 10 marks. Any fraction shall be rounded off to the next higher mark.
  - The objective paper shall be conducted by the respective institution on the day of subjective paper test.
  - Assignments shall be in the form of problems, mini projects, design problems, slip tests, quizzes etc., depending on the course content. It should be continuous assessment throughout the semester and the average marks shall be considered.
- iii) If the student is absent for the mid semester examination, no re- exam shall be conducted and mid semester marks for that examination shall be considered as zero.
- iv) First midterm examination shall be conducted for I, II units of syllabus with one either or type question from each unit and third either or type question from both the units. The second midterm examination shall be conducted for III, IV and V units with one either or type question from each unit.
- v) Final mid semester marks shall be arrived at by considering the marks secured by the student in both the mid examinations with 80% weight age given to the better mid exam and 20% to the other.

**For Example:**

Marks obtained in first mid:

25 Marks obtained in second mid: 20

Final mid semester Marks:  $(25 \times 0.8) + (20 \times 0.2) = 24$

If the student is absent for any one midterm examination, the final mid semester marks shall be arrived at by considering 80% weight age to the marks secured by the student in the appeared examination and zero to the other. For Example:

Marks obtained in first mid: Absent Marks obtained in second mid: 25

Final mid semester Marks:  $(25 \times 0.8) + (0 \times 0.2) = 20$

### **b) End Examination Evaluation:**

End examination of theory subjects shall have the following pattern:

- i) There shall be 6 questions and all questions are compulsory.
- ii) Question I shall contain 10 compulsory short answer questions for a total of 20 marks such that each question carries 2 marks.
- iii) There shall be 2 short answer questions from each unit.
  - a) In each of the questions from 2 to 6, there shall be either/or type questions of 10 marks each. Student shall answer any one of them.
- iv) The questions from 2 to 6 shall be set by covering one unit of the syllabus for each question.

### **Practical Courses**

<b>Assessment Method</b>	<b>Marks</b>
Continuous Internal Assessment	30
Semester End Examination	70
<b>Total</b>	<b>100</b>

- a. For practical courses, there shall be a continuous evaluation during the semester for 30 sessional marks and end examination shall be for 70 marks.

- b. Day-to-day work in the laboratory shall be evaluated for 15 marks by the concerned laboratory teacher based on the record/viva and 15 marks for the internal test.
- c. The end examination shall be evaluated for 70 marks, conducted by the concerned laboratory teacher and a senior expert in the subject from the same department.
  - Procedure: 20 marks
  - Experimental work & Results: 30 marks
  - Viva voce: 20 marks
- d. There shall be no external examination for mandatory courses with zero credits. However, attendance shall be considered while calculating aggregate attendance and student shall be declared to have passed the mandatory course only when he/she secures 40% or more in the internal examinations. In case, the student fails, a re-examination shall be conducted for failed candidates for 30 marks satisfying the conditions mentioned in item 1 & 2 of the regulations.
- e. The laboratory records and mid semester test papers shall be preserved for a minimum of 3 years in the respective institutions as per the University norms and shall be produced to the Committees of the University as and when the same are asked for.

### **8) Skill oriented Courses**

- I. There shall be Nine skill-oriented courses offered during II to VI semesters.
- II. Out of the nine skill courses six shall be skill-oriented courses from the same domain. Of the remaining three skill courses are Interdisciplinary/Job oriented.
- III. The course shall carry 100 marks and shall be evaluated through continuous assessments during the semester for 30 sessional marks and end examination shall be for 70 marks. Day-to-day work in the

class / laboratory shall be evaluated for 30 marks by the concerned teacher based on the regularity/assignments/viva/mid semester test. The end examination similar to practical examination pattern shall be conducted by the concerned teacher and an expert in the subject nominated by the principal.

- IV. The Head of the Department shall identify a faculty member as coordinator for the course. A committee consisting of the Head of the Department, coordinator and a senior Faculty member nominated by the Head of the Department shall monitor the evaluation process. The marks/grades shall be assigned to the students by the above committee based on their performance.
- V. The student shall be given an option to choose either the skill courses being offered by the college or to choose a certificate course being offered by industries/Professional bodies or any other accredited bodies. If a student chooses to take a Certificate Course offered by external agencies, the credits shall be awarded to the student upon producing the Course Completion Certificate from the agency. A committee shall be formed at the level of the college to evaluate the grades/marks given for a course by external agencies and convert to the equivalent marks/grades.
- VI. The recommended courses offered by external agencies, conversions and appropriate grades/marks are to be approved by the University at the beginning of the semester. The principal of the respective college shall forward such proposals to the University for Approval.
- VII. If a student prefers to take a certificate course offered by external agency, the department shall mark attendance of the student for the remaining courses in that semester excluding the skill course in all the calculations of mandatory attendance requirements upon producing a valid certificate as approved by the University.

## 9) Massive Open Online Courses (MOOCs):

As per the University Grants Commission (Credit Framework for Online Learning Courses through SWAYAM Regulations, 2021), the University shall allow up to 40% of the total courses being offered in a particular programme in a semester through the online learning courses offered through SWAYAM Platform([www.swayam.gov.in](http://www.swayam.gov.in)) for credit transfer.

A student can pursue courses other than core through MOOCs and it is mandatory to complete one course successfully through MOOCs forwarding the degree. A student is not permitted to register and pursue core courses through MOOCs.

The University shall notify at the beginning of the semester, the list of the SWAYAM online learning courses eligible for credit transfer. A student shall register for the course (Minimum of either 8 weeks or 12 weeks) offered through MOOCs with the approval of the Head of the Department. The credits will be awarded based on the number of weeks course is pursued i.e., 2 credits for 8 weeks and 3 credits for 12 weeks. The Head of the Department shall appoint one mentor to monitor the students' progression. The student who has completed courses on SWAYAM is having option to write the end semester examination either conducted by National Testing Agency (NTA) and National Programme on Technology Enhanced Learning (NPTEL) or University examination. The University shall conduct the examinations for SWAYAM courses during the current semester along with the end-term examinations.

The student needs to earn a certificate by passing the exam. The student shall be awarded the credits assigned in the curriculum only after submission of successful completion certificate. Examination fee, if there is any, shall be borne by the student. A student has to get pass marks in SWAYAM courses as per the pass marks specified by the JNTUA academic regulations. No relaxation regarding pass marks is permitted

for any case.

The class / grade, if any, is also awarded as per the University academic regulations only.

The University will conduct examinations in the subsequent two semesters for the students who could not pass/appear in the end-term SWAYAM Course exams conducted by National Testing Agency (NTA) and National Programme on Technology Enhanced Learning (NPTEL).

A Student shall only be allowed to appear for the end term examination conducted by the University / Institution if he/she completed the entire SWAYAM course and submitted a minimum of 75% of the assignments and quizzes on SWAYAM. The University shall give 70% weightage to end- term examinations and for the assignments and quizzes component conducted by the SWAYAM Course Coordinator, the weightage will be 30%.

In case of delay in results of SWAYAM Course exams conducted by National Testing Agency (NTA) and National Programme on Technology Enhanced Learning (NPTEL) the University will re-issue the marks sheet for such students

The student who earn a certificate by passing the SWAYAM course examination and failed to register during regular examination for credit transfer, such SWAYAM course examination pass certificate can be considered for subsequent supplementary notifications issued by University

Students who have qualified in the proctored examinations conducted through MOOCs platform can apply for credit transfer as specified and are exempted from appearing internal as well as external examination (for the specified equivalent credit course only) conducted by the university.

Necessary amendments in rules and regulations regarding adoption of MOOC courses would be proposed from time to time

## **10) Credit Transfer Policy**

Adoption of MOOCs is mandatory, to enable Blended model of teaching-learning as also envisaged in the NEP 2020. As per University Grants Commission (Credit Framework for Online Learning Courses through SWAYAM) Regulation, 2021, the University shall allow up to a maximum of 20% of the total courses being offered in a particular Programme i.e., maximum of 24 credits through MOOCs platform.

- i) The University shall offer credit mobility for MOOCs and give the equivalent credit weight age to the students for the credits earned through online learning courses.
- ii) Student registration for the MOOCs shall be only through the respective department of the institution, it is mandatory for the student to share necessary information with the department.
- iii) Credit transfer policy will be applicable to the Professional & Open Elective courses only.
- iv) The concerned department shall identify the courses permitted for credit transfer.
- v) The University / institution shall notify at the beginning of semester the list of the online learning courses eligible for credit transfer.
- vi) The institution shall designate a faculty member as a Mentor for each course to guide the students from registration till completion of the credit course.
- vii) The university shall ensure no overlap of MOOC exams with that of the university examination schedule. In case of delay in results, the university will re-issue the marks sheet for such students.
- viii) Student pursuing courses under MOOCs shall acquire the

required credits only after successful completion of the course and submitting a certificate issued by the competent authority along with the percentage of marks and grades.

- ix) The institution shall submit the following to the examination section of the university:
  - a) List of students who have passed MOOC courses in the current semester along with the certificate of completion.
  - b) Undertaking form filled by the students for credit transfer.
- x) The universities shall resolve any issues that may arise in the implementation of this policy from time to time and shall review its credit transfer policy in the light of periodic changes brought by UGC, SWAYAM, NPTEL and state government.

**Note:** Students shall be permitted to register for MOOCs offered through online platforms approved by the University from time to time.

### **11) Academic Bank of Credits (ABC)**

The University has implemented Academic Bank of Credits (ABC) to promote flexibility in curriculum as per NEP 2020 to

- i. provide option of mobility for learners across the universities of their choice
- ii. Provide option to gain the credits through MOOCs from approved digital platforms.
- iii. facilitate award of certificate / diploma / degree in line with the accumulated credits in ABC
- iv. Execute Multiple Entry and Exit system with credit count, credit transfer and credit acceptance from students' account.

### **12) Mandatory Internships**

**Summer Internships:** Two summer internships either onsite or virtual each with a minimum of 08 weeks duration, done at the end of first and second years, respectively are mandatory. It shall be completed in collaboration with local industries, Govt. Organizations,

construction agencies, Power projects, software MNCs or any industries in the areas of concerned specialization of the Undergraduate program. One of the two summer internships at the end of first year (Community Service Project) shall be society oriented and shall be completed in collaboration with government organizations/NGOs & others. The other internship at the end of second year is Industry Internship and shall be completed in collaboration with Industries. The student shall register for the internship as per course structure after commencement of academic year. The guidelines issued by the APSCHE / University shall be followed for carrying out and evaluation of Community Service Project and Industry Internship.

Evaluation of the summer internships shall be through the departmental committee. A student will be required to submit a summer internship report to the concerned department and appear for an oral presentation before the departmental committee comprising of Head of the Department, supervisor of the internship and a senior faculty member of the department. A certificate of successful completion from industry shall be included in the report. The report and the oral presentation shall carry 50% weightage each. It shall be evaluated for 50 external marks. There shall be no internal marks for Summer Internship. A student shall secure minimum 40% of marks for successful completion. In case, if a student fails, he/she shall reappear as and when semester supplementary examinations are conducted by the University.

**Project work:** In the final semester, the student should mandatorily register and should work on a project with well-defined objectives. At the end of the semester the candidate shall submit a project report.

The project report shall be evaluated with an external examiner. The total marks for project work 100 marks and distribution shall be 30 marks for internal and 70 marks for external evaluation. The supervisor assesses the student for 15 marks at the end of the semester, all

projects shall be showcased at the department for the benefit of all students and staff and the same is to be evaluated by the departmental Project Review Committee consisting of supervisor, a senior faculty and HOD for 15 marks. The external evaluation of Project Work is a Viva-Voce Examination conducted in the presence of internal examiner and external examiner appointed by the University and is evaluated for 70 marks. The project work will be initiated in V semester with zero credits.

## **1. GUIDELINES FOR OFFERING HONORS / HONORS WITH RESEARCH**

### **Enrolment in to Honors**

- i) Students of a Department / Discipline are eligible to opt for Honors program offered by the same Department / Discipline, if he/she has completed 3-year BBA program successfully.
- ii) If a student is detained due to lack of attendance in Honors, registration shall be cancelled.
- iii) Transfer of credits from Honors to regular BBA and vice-versa shall not be permitted.

### **Enrolment in to Honors with Research:**

- i) Students of a Department/ Discipline are eligible to opt for Honors with Research program offered by the same Department / Discipline.
- ii) Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester is mandatory.
- iii) If a student is detained due to lack of attendance in Honors with Research, registration shall be cancelled.
- iv) Transfer of credits from Honors with Research to regular BBA and vice-versa shall not be permitted.

**Registration for Honors / Honors with Research:**

- i) The eligible and interested students shall apply through the HOD of his/her parent department. The whole process should be completed within one week before the start of every semester. Selected students shall be permitted to register the courses under Honors.
- ii) The selected students shall submit their willingness to the principal through his/her parent department offering Honors. The parent department shall maintain the record of student pursuing the Honors.
- iii) The students enrolled in the Honors courses will be monitored continuously. An advisor /mentor from parent department shall be assigned to a group of students to monitor the progress.

**13) Attendance Requirements:**

- i) A student shall be eligible to appear for the University external examinations if he/she acquires a minimum of 40% attendance in each subject and 75% of attendance in aggregate of all the subjects. b) Condonation of shortage of attendance in aggregate up to 10% (65% and above and below 75%) in each semester may be granted by the College Academic Committee.
- ii) Shortage of Attendance below 65% in aggregate shall in NO CASE be condoned.
- iii) A stipulated fee shall be payable towards condonation of shortage of attendance to the University.
- iv) Students whose shortage of attendance is not condoned in any semester are not eligible to take their end examination of that class and their registration shall stand cancelled.
- v) A student will not be promoted to the next semester unless he satisfies the attendance requirements of the present semester. They may seek readmission for that semester from the date of

commencement of class work.

- vi) If any candidate fulfils the attendance requirement in the present semester, he shall not be eligible for readmission into the same class.
- vii) If the learning is carried out in blended mode (both offline & online), then the total attendance of the student shall be calculated considering the offline and online attendance of the student.
- viii) For induction Programme attendance shall be maintained as per AICTE norms.

#### **14) Promotion Rules:**

The following academic requirements must be satisfied in addition to the attendance requirements mentioned in section 15.

- i) A student shall be promoted from first year to second year if he/she fulfils the minimum attendance requirement as per university norms.
- ii) A student will be promoted from II to III year if he/she fulfils the academic requirement of securing 40% of the credits (any **decimal** fraction should be **rounded off** to **lower** digit) up to in the subjects that have been studied up to III semester.
- iii) When a student is detained due to lack of credits/shortage of attendance he/she may be re-admitted when the semester is offered after fulfilment of academic regulations. In such case, he/she shall be in the academic regulations into which he/she is readmitted.

#### **15) Results Committee**

- i) Results Committee comprising of Principal, Controller of Examinations, Additional Controller of Examinations (Confidential) and one Senior Professor nominated by the Principal and the University Nominee will oversee the details of marks, grades and pass percentages of all the subjects and branch- wise pass percentages.
- ii) Office of the Controller of Examinations will generate student-wise result sheets and the same will be published through college website.

iii) Student-wise Grade Sheets are generated and issued to the students.

**16) Personal Verification / Recounting / Revaluation / Final Valuation:**

**i) Personal Verification of Answer Scripts:**

Candidates appear in a particular semester end examination may appeal for verification of their answer script(s) for arithmetic correction in totaling of marks and any omission/ deletion in evaluation within 7 days from the date of declaration of results at the office of the Controller of Examinations on the prescribed proforma and by paying the prescribed fee per answer script.

It is clarified that personal verification of answer script shall not tantamount to revaluation of answer script. This is only a process of re-verification by the candidate. Any mistake / deficiency with regard to arithmetic correction in totaling of marks and any omission / deletion in evaluation if found, the institution will correct the same.

**ii) Recounting / Revaluation:**

Students shall be permitted for request for recounting/revaluation of the Semester-End examination answer scripts within a stipulated period after payment of prescribed fee. After recounting or revaluation, records are updated with changes if any and the student will be issued a revised grade sheet. If there are no changes, the same will be intimated to the students.

**iii) Final Valuation:**

Students shall be permitted for request for final valuation of the Semester- End Examination answer scripts within a stipulated period after the publication of the revaluation results by paying the necessary fee. The final valuation shall be carried out by an expert not less than Associate Professor as per the scheme of valuation supplied by the

examination branch in the presence of the student, Controller of Examinations and Principal. However students are not permitted to discuss / argue with the examiner. If the increase in marks after final valuation is equal to or more than 15% of the previous valuation marks, the marks obtained after final valuation shall be treated as final. If the variation of marks after final valuation is less than 15% of the previous valuation marks, then the earlier valuation marks shall be treated as the final marks.

### 17) Grading:

As a measure of the student's performance, a 10-point Absolute Grading System using the following Letter Grades and corresponding percentage of marks shall be followed:

After each course is evaluated for 100 marks, the marks obtained in each course will be converted to a corresponding letter grade as given below, depending on the range in which the marks obtained by the student fall.

#### **Structure of Grading of Academic Performance**

Range in which the marks in the subject fall	Grade	Grade points
		Assigned
90 & above	Superior	10
80 - 89	A (Excellent)	9
70 - 79	B (Very Good)	8
60 - 69	C (Good)	7
50 - 59	D (Average)	6
40 - 49	E (Pass)	5
< 40	F (Fail)	0
Absent	Ab (Absent)	0

- a)** A student obtaining Grade „F“ or Grade „Ab“ in a subject shall be considered failed and will be required to reappear for that subject when it is offered the next supplementary examination.
- b)** For non-credit audit courses, “Satisfactory” or “Unsatisfactory” shall be indicated instead of the letter grade and this will not be counted for the computation of SGPA/CGPA/Percentage.

Computation of Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

The Semester Grade Point Average (SGPA) is the ratio of sum of the product of the number of credits with the grade point scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e.,

$$\text{SGPA} = \frac{\sum(C_i \times G_i)}{\sum C_i}$$

Where,  $C_i$  is the number of credits of the  $i^{\text{th}}$  subject and  $G_i$  is the grade point scored by the student in the  $i^{\text{th}}$  course.

The Cumulative Grade Point Average (CGPA) will be computed in the same manner considering all the courses undergone by a student over all the semesters of a program, i.e.,

$$\text{CGPA} = \frac{\sum(C_i \times S_i)}{\sum C_i}$$

Where “ $S_i$ ” is the SGPA of the  $i^{\text{th}}$  semester and  $C_i$  is the total number of credits up to that semester.

Both SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

While computing the SGPA the subjects in which the student is awarded Zero grade points will also be included.

Grade Point: It is a numerical weight allotted to each letter grade on a 10-point scale. Letter Grade: It is an index of the performance of

students in a said course. Grades are denoted by the letters S, A, B, C, D and F.

**Award of Class:**

After a student has satisfied the requirements prescribed for the completion of the program and is eligible for the award of B. Tech. Degree, he/she shall be placed in one of the following four classes

<b>Class Awarded</b>	<b>CGPA Secured</b>
First Class with Distinction	$\geq 7.5$
First Class	$\geq 6.5 < 7.5$
Second Class	$\geq 5.5 < 6.5$
Pass Class	$\geq 5.0 < 5.5$

**CGPA to Percentage conversion Formula –  $(CGPA - 0.5) \times 10$**

**18) With-holding of Results**

If the candidate has any dues not paid to the university / Colleger if any case of indiscipline or malpractice is pending against him/her, the result of the candidate shall be withheld in such cases.

**19) Multiple Entry / Exit Option**

**a. Exit Policy:**

The students can choose to exit the three-year Programme at the end of first/second year.

- i) **UG Certificate in (Field of study/discipline)** - Programme duration: First year (first two semesters) of the undergraduate Programme, 40 credits followed by an additional exit 4-credit bridge course(s) lasting two months, either in a skill based subject or work based on vocational

course would help the candidates acquire job- ready competencies required to enter the workforce.

- ii) **UG Diploma (in Field of study/discipline)** - Programme duration: First two years (first four semesters) of the undergraduate Programme, 80 credits followed by an additional exit 04-credit bridge course(s) lasting two months, either in a skill based subject or work based on vocational course/ job-specific internship/ apprenticeship that would help the candidates acquire job-ready competencies required to enter the workforce.

- b. **Entry Policy:** Re-entry Criteria into 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 (Honors with Research) Program as per the respective University/ Admitting Body schedule after earning requisite credits in the Third year

Note: The Universities shall resolve any issues that may arise in the implementation of Multiple Entry and Exit policies from time to time and shall review the policies in the light of periodic changes brought by UGC, AICTE and State government.

## 20) **Gap Year Concept:**

Gap year concept for Student Entrepreneur in Residence is introduced and outstanding students who wish to pursue entrepreneurship / become entrepreneur are allowed to take a break of one year at any time after I year to pursue full-time entrepreneurship Programme/to establish start-ups. This period may be extended to two years at the most and these two years would not be counted for the time for the maximum time for graduation. The principal of the respective college shall forward such proposals submitted by the students to the University. An evaluation committee constituted by the University shall

evaluate the proposal submitted by the student and the committee shall decide whether to permit the student(s) to avail the Gap Year or not

### **21) Transitory Regulations**

Discontinued, detained, or failed candidates are eligible for readmission as and when the semester is offered after fulfilment of academic regulations. Candidates who have been detained for want of attendance or not fulfilled academic requirements or who have failed after having undergone the course in earlier regulations or have discontinued and wish to continue the course are eligible for admission into the unfinished semester from the date of commencement of class work with the same or equivalent subjects as and when subjects are offered, subject to Section 2 and they will follow the academic regulations into which they are readmitted.

Candidates who are permitted to avail Gap Year shall be eligible for re-joining into the succeeding year of their BBA from the date of commencement of class work, subject to Section 2 and they will follow the academic regulations into which they are readmitted.

### **22) Minimum Instruction Days for a Semester:**

The minimum instruction days including exams for each semester shall be 90 days.

### **23) Medium of Instruction:**

The medium of instruction of the entire BBA undergraduate Programme (including examinations and project reports) will be in English only.

### **24) Student Transfers:**

Student transfers shall be as per the guidelines issued by the Government of Andhra Pradesh and the Universities from time to time.

### **25) General Instructions:**

- i. The academic regulations should be read as a whole for purpose of any

- interpretation.
- ii. Malpractices rules-nature and punishments are appended.
  - iii. Where the words "he", "him", "his", occur in the regulations, they also include "she", "her", "hers", respectively.
  - iv. In the case of any doubt or ambiguity in the interpretation of the above rules, the decision of the Vice-Chancellor is final.
  - v. The Universities may change or amend the academic regulations or syllabi at any time and the changes or amendments shall be made applicable to all the students on rolls with effect from the dates notified by the Universities.
  - vi. In the case of any doubt or ambiguity in the interpretation of the guidelines given, the decision of the Vice-Chancellor / Head of the institution is final.

### RULES FOR

#### DISCIPLINARY ACTION FOR MALPRACTICES / IMPROPER CONDUCT IN EXAMINATIONS

s.no	Nature of Malpractices/Improper conduct	Punishment
	<i>If the candidate:</i>	
<b>1.(a)</b>	Possesses or keeps accessible in examination hall, any paper, note book, programmable calculators, Cell phones, pager, palm computers or any other form of material concerned with or related to the subject of the examination (theory or practical) in which he is appearing but has not made use of (material shall include	Expulsion from the examination hall and cancellation of the performance in that subject only.

	any marks on the body of the candidate which can be used as an aid in the subject of the examination)	
<b>(b)</b>	Gives assistance or guidance or receives it from any other candidate orally or by any other body language methods or communicates through cell phones with any candidate or persons in or outside the exam hall in Respect of any matter.	Expulsion from the examination hall and cancellation of the performance in that subject only of all the candidates involved. In case of an outsider, he will be handed over to the police and a case is registered Against him.
<b>2.</b>	Has copied in the examination hall from any paper, book, programmable calculators, palm computers or any other form of material relevant to the subject of the examination (theory or practical) in which the candidate is appearing.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted to appear for the remaining examinations of the subjects of that semester/year. The Hall Ticket of the candidate is to be cancelled and sent to the University.
<b>3.</b>	Impersonates any other candidate in connection with the examination.	The candidate who has impersonated shall be expelled from examination hall. The candidate is also debarred for four consecutive semesters from class work and all University examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat. The performance of the original candidate who has been impersonated, shall be

		<p>cancelled in all the subjects of the examination (including practical's and project work) already appeared and shall not be allowed to appear for examinations of the remaining subjects of that semester/year. The candidate is also debarred for four consecutive semesters from class work and all University examinations, If his involvement is established. Otherwise, the candidate is debarred for two consecutive semesters from class work and all University examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat. If the imposter is an outsider, he will be handed over to the police and a case is registered against him.</p>
<p><b>4.</b></p>	<p>Smuggles in the Answer book or additional sheet or takes out or arranges to send out the question paper during the examination or answer book or additional sheet, during or after the examination.</p>	<p>Expulsion from the examination hall and cancellation of performance in that subject and all the other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations</p>
<p><b>5.</b></p>	<p>Uses objectionable, abusive or offensive language in the answer paper or in letters to the examiners or writes to the examiner requesting him to award pass marks.</p>	<p>Cancellation of the performance in that subject only.</p>

6	<p>Refuses to obey the orders of the Chief Superintendent /Assistant - Superintendent /any officer on duty or misbehaves or creates disturbance of any kind in and around the examination hall or organizes a walk out or instigates others to walk out, or threatens the officer-in charge or any person on duty in or outside the examination hall of any injury to his person or to any of his relations whether by words, either spoken or written or by signs or by visible representation, assaults the officer-in-charge, or any person on duty in or outside the examination hall or any of his relations, or indulges in any other act of misconduct or mischief which result in damage to or destruction of property in the examination hall or any part of the College campus or engages in any other act which in the opinion of the officer on duty amounts to use of unfair means or misconduct or has the tendency to disrupt the orderly conduct of the examination.</p>	<p>In case of students of the college, they shall be expelled from examination halls and cancellation of their performance in that subject and all other subjects the candidate(s) has (have) already appeared and shall not be permitted to appear for the remaining examinations of the subjects of that semester/year. If the candidate physically assaults the invigilator/ officer-in- charge of the Examinations, then the candidate is also debarred and forfeits his/her seat. In case of outsiders, they will be handed over to the police and a police case is registered against them.</p>
7.	<p>Leaves the exam hall taking away answer script or intentionally tears of the script or any part thereof inside or outside the</p>	<p>Expulsion from the examination hall and cancellation of performance in that subject and all the other subjects the candidate has already appeared including practical examinations and</p>

	examination hall.	project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred for two consecutive semesters from class work and all University examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat.
<b>8.</b>	Possess any lethal weapon or firearm in the examination hall.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred and forfeits the seat.
<b>9.</b>	If student of the college, who is not a candidate for the particular examination or any person not connected with the college indulges in any malpractice or improper conduct mentioned in clause 6 to 8.	Student of the college's expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred and forfeits the seat. Person (s) who do not belong to the College will be handed over to police and, a police case will be registered against them.
<b>10.</b>	Comes in a drunken condition to the examination hall.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared

		including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year.
<b>11.</b>	Copying detected on the basis of internal evidence, such as, during valuation or during special scrutiny.	Cancellation of the performance in that subject only or in that subject and all other subjects the candidate has appeared including practical examinations and project work of that semester / year examinations, depending on the recommendation of the committee.
<b>12.</b>	If any malpractice is detected which is not covered in the above clauses 1 to 11 shall be reported to the University for further action to award suitable punishment.	

### **Malpractices identified by squad or special invigilators**

1. Punishments to the candidates as per the above guidelines.
2. Punishment for institutions: (if the squad reports that the college is also involved in encouraging malpractices)
3. A show cause notice shall be issued to the college.
4. Impose a suitable fine on the college.
5. Shifting the examination center from the college to another college for a specific period of not less than one year.

**Note: -**

**Whenever the performance of a student is cancelled in any subject/subjects due to Malpractice, he / she has to register for End Examinations in that subject/subjects consequently and has to fulfil all the norms required for the award of Degree.**

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## BACHELOR OF BUSINESS ADMINISTRATION

### I YEAR BBA COURSE STRUCTURE UNDER ACADEMIC REGULATIONS R-25

#### BBA Semester- I

S.No	Course code	Subject	L	T	P	C	Scheme of Examination (Max. Marks)		
							Internals	Externals	Total
1	25EBA01	Principles of Management	3	1	0	4	30	70	100
2	25EBA02	Financial Accounting & Analysis	3	1	0	4	30	70	100
3	25EBA03	Business Environment	3	1	0	4	30	70	100
4	25EBA04	Business Communication-I	2	0	0	2	30	70	100
5	25EHS01	General English	2	0	0	2	30	70	100
6	25FCA05	Computer Applications in Business	2	0	0	2	30	70	100
7	25EHS02	Indian Constitution	2	0	0	2	30	70	100
<b>Total</b>						<b>20</b>	<b>210</b>	<b>490</b>	<b>700</b>

#### BBA Semester- II

S.No	Course code	Subject	L	T	P	C	Scheme of Examination (Max. Marks)		
							Internals	Externals	Total
1.	25EBA06	Organizational Behavior	3	1	0	4	30	70	100
2.	25EBA07	Business Statistics and Logic	3	1	0	4	30	70	100
3.	25EBA08	Business Economics	3	1	0	4	30	70	100
4.	25FCA06	Emerging Technologies and application	2	0	0	2	30	70	100
5.	25EHS03	Indian Knowledge System: Dynamics of Mind and Body.	2	0	0	2	30	70	100
6.	25EHS04	Environmental Science and Sustainability	2	0	0	2	30	70	100
7.	25EBA09	Business Communication-II	1	1	0	2	30	70	100
<b>Total</b>						<b>20</b>	<b>210</b>	<b>490</b>	<b>700</b>

**BBA Semester – I**

<b>Course Code</b>	<b>Core Course (CC)</b> <b>PRINCIPLES OF MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
25EBA01		<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To outline the fundamental activities of managers</li> <li>2. To explain the basic concepts, principles and theories of management</li> <li>3. To examine the broad functions of management</li> <li>4. To comprehend the contemporary issues and challenges in the field of management</li> <li>5. To understand various control techniques practiced at organizations</li> </ol>					
<b>Course Outcomes:</b> Student will be able to					
<ol style="list-style-type: none"> <li>1. Understand the management process and functions of management.</li> <li>2. Implement the planning process and decision making to solve business problems.</li> <li>3. Apply the principles and different types of organisation.</li> <li>4. Apply staffing functions and motivational theories in real time business practices.</li> <li>5. Implement the effective control system to enhance efficiency and effectiveness in the given business scenarios.</li> </ol>					
<b>UNIT – I: INTRODUCTION TO MANAGEMENT</b>					Lecture Hrs: 12
Definition, Nature, process and significance of management. Role of managers, Managerial Skills and Roles. Schools of Management Thought, Management as a Science or Art, Management as a profession, Administration and Management. Functions of Management. Contemporary Issues and Challenges in Management of 21st Century.					
<b>UNIT – II: PLANNING</b>					Lecture Hrs: 12
Planning - Nature and Importance of Planning, Types of Plans- Levels of Planning. Steps in planning process, Making Effective Plans. Significance of Objectives, Management by Objectives (MBO). Decision making- Nature of decision making, Types of decisions, Decision Making Process.					

<b>UNIT – III: ORGANIZING</b>	Lecture Hrs: 12
Organizing - Nature and purpose, Principles of Organization, Types of Organization. Organizational Structure and Design – Line, Staff and functional authority, Conflict between Line and Staff –Overcoming the Line- Staff Conflict. Committees, Departmentation. Authority, Responsibility and Accountability, Principles of Delegation, process of delegation. Span of Control, Centralization Vs. Decentralization, Factors determining the degree of Decentralization of authority.	
<b>UNIT – IV: STAFFING AND DIRECTING</b>	Lecture Hrs: 12
Staffing - Nature and Purpose of Staffing, Importance of staffing. Components of Staffing, Manpower planning, Recruitment and Selection. Directing – Nature of Directing function. Concept of Motivation, theories of Motivation- Maslow's theory of Need Hierarchy and Herzberg's Dual Factor theory, Motivating people at work. Communication skills for directing, Barriers in communication.	
<b>UNIT – V: CONTROLLING</b>	Lecture Hrs: 12
Controlling - Concept, Nature and Importance, Essentials of Control. Requirements of an effective Control System, Techniques of Managerial control. Behavioural Implications of Control.	
<b>Textbooks:</b>	
<ul style="list-style-type: none"> <li>● Gupta, R.S., Sharma, B.D., &amp; Bhalla. N.S. Principles &amp; Practices of Management. New Delhi, Kalyani Publishers, 2014.</li> <li>● Koontz, H., &amp; Weihrich, H. Essentials of Management, McGraw Hill Publishers, 11 Edition, 2020.</li> </ul>	
<b>Reference Books</b>	
<ul style="list-style-type: none"> <li>● L M Prasad, Principles and Practices of Management, Himalaya Publishing House, 8<sup>th</sup> Edition, 2013</li> <li>● Rao, P.S. Principles of Management, Himalaya Publishing House, First Edition, 2009.</li> <li>● Management and Organisational behaviour, Pierce Gordner, Cengage, Second Edition, 2007.</li> </ul>	
<b>Online Learning Resources:</b>	
<ul style="list-style-type: none"> <li>● NPTEL: NOC: Principles of Management (2021) (Management) (digimat.in)</li> <li>● <a href="https://gfgc.kar.nic.in/punjalakatte/GenericDocHandler/199-b09e53be-ab6f-4952-9f51-b59b167a23ba.pdf">https://gfgc.kar.nic.in/punjalakatte/GenericDocHandler/199-b09e53be-ab6f-4952-9f51-b59b167a23ba.pdf</a></li> <li>● <a href="https://hbsp.harvard.edu/product/5813BC-PDF-ENG">https://hbsp.harvard.edu/product/5813BC-PDF-ENG</a></li> </ul>	

Course Code	Core Course (CC) <b>FINANCIAL ACCOUNTING &amp; ANALYSIS</b>	L	T	P	C
25EBA02					
<p><b>Course Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To know the basics of the accounting and preparation process of Journals and Ledgers.</li> <li>2. To understand the Prepare Trial Balance with adjustment.</li> <li>3. To know the accounting framework to prepare Final Accounts of trading concerns.</li> <li>4. To analyse and interpret the accounting information of financial statements for decision making.</li> <li>5. To prepare financial statements</li> </ol>					
<p><b>Course Outcomes:</b> Student will be able to</p>					
<ol style="list-style-type: none"> <li>1. Understand the principles of accounting and double entry system of accounting.</li> <li>2. Apply the double entry system and prepare the financial statements with accounting knowledge and procedures.</li> <li>3. Apply valuation methods of the assets and inventory of the business organizations.</li> <li>4. Analyze the financial performance of the business by using cash flow and funds flow analysis.</li> <li>5. Analyze the financial performance and position of the business organization and interpret the results by using ratio analysis.</li> </ol>					
<b>UNIT – I: INTRODUCTION OF ACCOUNTING</b>					Lecture Hrs: 12
<p>Introduction, need, and definition of Accounting - Importance of Accounting - users of Financial Accounting records - Accounting concepts and conventions – Accounting Equation – Accounting Cycle – Advantages &amp; Disadvantages of Accounting.</p>					
<b>UNIT – II: JOURNAL AND LEDGERS</b>					Lecture Hrs: 12
<p>Preparation of Journal and Ledgers – Types of Subsidiary books – Preparation of Triple Column Cash Book. Trial balance: Definition – Importance and methods of preparation - Simple Problems.</p>					
<b>UNIT – III: PREPARATION OF FINANCIAL STATEMENTS</b>					Lecture Hrs: 12
<p>Objective and need for preparation of Financial Statements – Final Accounts - Preparation of</p>					

Trading Account, Profit and Loss Account with adjustments - Simple Problems.	
<b>UNIT – IV: FINANCIAL STATEMENT ANALYSIS</b>	Lecture Hrs: 12
Financial Statement Analysis: Funds flow analysis – Statement of funds from operations – Preparation of Funds flow statement. Cash flow analysis: Statement of cash from operations – Preparation of Cash Flow Statements - Simple Problems.	
<b>UNIT – V: RATIO ANALYSIS</b>	Lecture Hrs: 12
Meaning and types of ratios - Liquidity, leverage, solvency and profitability ratios – Simple Problems.	
<b>Textbooks:</b>	
<ul style="list-style-type: none"> <li>● Dr.S.N. Maheshwari and Dr.S.K. Maheshwari, Financial Accounting, Vikas Publishers House Pvt Ltd, Sixth Edition, 2018</li> <li>● M P Gupta &amp; Agarwal, Accountancy, S.Chand Publishers, First Edition, 2014.</li> </ul>	
<b>Reference Books:</b>	
<ul style="list-style-type: none"> <li>● P.C.Tulisan, Financial Accounting , S.Chand Publishers, Second Edition, 2016</li> <li>● Asish K. Bhattacharyya, Financial Accounting for Business Managers, Prentice Hall India Learning Private Limited, Third Edition, 2006.</li> <li>● S.P. Jain &amp; Narang, –Financial Accounting - I, Kalyani Publishers, 2010</li> </ul>	
<b>Online Learning Resources:</b>	
<ul style="list-style-type: none"> <li>● <a href="https://onlinecourses.swayam2.ac.in/cec20_mg02/preview">https://onlinecourses.swayam2.ac.in/cec20_mg02/preview</a></li> <li>● <a href="https://onlinecourses.swayam2.ac.in/imb19_mg06/preview">https://onlinecourses.swayam2.ac.in/imb19_mg06/preview</a></li> <li>● <a href="https://onlinecourses.nptel.ac.in/noc19_mg37/preview">https://onlinecourses.nptel.ac.in/noc19_mg37/preview</a></li> <li>● <a href="https://www.coursera.org/learn/wharton-accounting">https://www.coursera.org/learn/wharton-accounting</a></li> </ul>	

<b>Course Code</b>	<b>Core Course (CC)</b> <b>BUSINESS ENVIRONMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
25EBA03		<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To enable the students to develop an understanding on Indian Business Environment and various factors impacting the business.</li> <li>2. To help them make effective decisions based on analysis of business environment.</li> <li>3. To develop an understanding of the MSME sector and challenges therein.</li> <li>4. To familiarize the students with international trade and issues related to Balance of Payments.</li> <li>5. To comprehend the role of international institutions in the growth of international business.</li> </ol>					
<b>Course Outcomes:</b> Student will be able to					
<ol style="list-style-type: none"> <li>1. Understand the Indian Business Environment and various factors impacting the business.</li> <li>2. Implement effective decisions based on analysis of business environment.</li> <li>3. Describe the MSME sector and challenges therein.</li> <li>4. Understand and use the information related to international trade</li> <li>5. Explain the role of international institutions in the growth of international business</li> </ol>					
<b>UNIT – I: INTRODUCTION</b>					Lecture Hrs: 12
Business Environment- Concept, Significance and Nature of Business Environment; Elements of Environment- Internal and External. Salient features of Indian Economy, evolution in the recent years.					
<b>UNIT – II: POLITICAL, LEGAL AND ECONOMIC ENVIRONMENT OF BUSINESS</b>					Lecture Hrs: 12
Elements of Political Environment, Role of Government in Business facilitation, Competition Act __FEMA, Licensing Policies. Elements of Economic Environment, Economic systems. Industrial Policy 1991, Economic Reforms. Planning Commission Vs NITI Aayog.					

<b>UNIT – III: MANGEMENT OF MICRO, SMALL &amp; MEDIUM ENTERPRISE (MSME)</b>	Lecture Hrs: 12
International Trade, Components of BOP, Disequilibrium in BOP, Reasons for disequilibrium. Measures to bring back equilibrium in BOP –trade regulation, Exchange Control, Convertibility of Currency, Current Account and Capital Account convertibility.	
<b>UNIT – IV: INTERNATIONAL BUSINESS ENVIRONMENT</b>	Lecture Hrs: 12
International economic institutions-Significance, Evolution and Functions - International Monetary Fund, World Trade Organization, World Bank, BRICS and EU. Objectives and Evolution of GATT, Uruguay Round. Foreign Direct Investment- Need for FDI in Developing Countries, Role of FDI in India.	
<b>UNIT – V: BALANCE OF PAYMENTS</b>	Lecture Hrs: 12
Concepts and Definitions of MSME, The MSME Development Act, 2006. Government Policy Initiative, Current Schemes for MSME development. Problems faced by MSME Sector. Role of Clusters in Promoting MSME.	

**Textbooks:**

1. Francis Cherunilam, Business Environment-Himalaya Publishing House, 27<sup>th</sup> Edition, 2019.
2. Aswathappa, Essentials of Business Environment, Himalaya Publishing House, First Edition, 2011

**Reference books:**

1. Mishra and Puri, Indian Economy, Himalaya Publishing House, 37<sup>th</sup> Edition, 2009
2. Raj Aggarwal, Business Environment, Excel Books, Second Edition, 2000.
3. T.R. Jain, Mukesh T, Ranju T, Business Environment, VK Publishers, First Edition, 2008

<b>Course Code</b>	<b>Ability Enhancement Course (AEC) BUSINESS COMMUNICATION-I</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
25EBA04		<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To understand the concept, process, and importance of Business Communication.</li> <li>2. To help students in understanding the basic principles and techniques of business communication.</li> <li>3. To train students to acquire and master written communication for the corporate world.</li> <li>4. To sensitize students to understand Business Communication in Global and Cross- Cultural context.</li> <li>5. To familiarize students with the social media and digital Communication.</li> </ol>					
<b>Course Outcomes:</b> Student will be able to					
<ol style="list-style-type: none"> <li>1. Apply the skills of effective letter writing and be able to create various kinds of Business letters.</li> <li>2. Understand various barriers to communication and apply pre-emptive measures, including feedback, to minimize the same.</li> <li>3. Analyze and evaluate various kinds of business correspondence and e-correspondence.</li> <li>4. Implement interpersonal skill and present in front of audience with confidence and expertise.</li> <li>5. Implement digital communication practices and communicate in the social media and digital world.</li> </ol>					
<b>UNIT – I: INTRODUCTION TO COMMUNICATION</b>					Lecture Hrs: 6
Introduction to Communication, Models of communication, Basics of Communication (types, channels and barriers), 7Cs of communication, Formal and informal communication, Listening Skills, communication on social media platforms.					
<b>UNIT – II: ELEMENTS OF COMMUNICATION</b>					Lecture Hrs: 6
Introduction, Face to Face Communication – Tone of voice, Body Language (Non-Verbal Communication), Verbal Communication Physical Communication. Communication Styles: Introduction, The Communication styles Matrix with example for each Direct Communication style, Spirited Communication style, Systematic Communication style, Considerate Communication style.					

<b>UNIT – III: WRITTEN COMMUNICATION</b>	Lecture Hrs: 6
<p>Planning and executing different types of messages, emails, formal letters (Planning &amp; Layout of Business Letter) and informal messages on e- platforms, negative messages: indirect &amp; direct negative messages; Persuasive messages, request letters to various stakeholders, Sales Letters, Complaint &amp; Follow up Letters, Promotion Letters, Job application Letters, cover letters, resume, Resignation Letters.</p>	
<b>UNIT – IV: INTERPERSONAL COMMUNICATION</b>	Lecture Hrs: 6
<p>Team communication, managing communication during online meeting, communication with virtual team, communication in gig economy; Presentation skills (Verbal and non-verbal), Powerpoint presentation skills; Infographics, introduction to contemporary alternatives (such as- Prezi,</p>	
<b>UNIT – V: DIGITAL COMMUNICATION</b>	Lecture Hrs: 6
<p>Social media and individual, social media &amp; organizations, Media Literacy; Strong Digital communication skills –email, instant messaging, video conferencing, e-meetings, Digital collaboration, digital citizenship–digital etiquettes &amp; responsibilities, introduction to personal and organizational websites.</p>	
<b>Textbooks:</b>	
<ol style="list-style-type: none"> <li>1. AICTE's Prescribed – Anjana Tiwari, Communication Skills in English, Khanna Book Publishing, 2022</li> <li>2. Lesikar, R.V. &amp; M.E. Flatley,—Business Communication: Connecting in a Digital World, McGraw-Hill Education, 12<sup>th</sup> Edition, 2010</li> </ol>	
<b>Reference books:</b>	
<ol style="list-style-type: none"> <li>1. Murphy, H. A., Hildebrandt, H. &amp; Thomas, J.P., Effective Business Communication. McGraw Hill, 7th Edition, 2017.</li> <li>2. Mukerjee H. S., Business Communication: Connecting at Work. Oxford University Publication, 2012.</li> <li>3. Rao, M. T., Minor Hints: Lectures Delivered to H.H. the Maharaja Gaekwar, Sayaji Rao III. Gyan Publishing House, 2023.</li> </ol>	
Visme, Microsoft Sway, Zoho).	

<b>Course Code</b>	<b>Ability Enhancement Course (AEC) GENERAL ENGLISH</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
25EHSO1		<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To enhance the basic English language skills of the students ie., LSRW(Listening, Speaking, Reading and Writing Skills)</li> <li>2. To enhance vocabulary and comprehension</li> <li>3. To improve writing and communication skills</li> <li>4. To foster critical thinking and analytical skills</li> <li>5. To prepare students for effective communication in academic and professional settings</li> </ol>					
<b>Course Outcomes:</b> Students will be able to					
<ol style="list-style-type: none"> <li>1. Identify and define basic English vocabulary</li> <li>2. Explain various techniques and types of reading and listening skills</li> <li>3. Apply critical thinking and analytical skills in reading and writing for academic and professional purposes</li> <li>4. Develop speaking skills for various situations</li> <li>5. Create well-structured essays and presentations</li> </ol>					
<b>UNIT – I: VOCABULARY BUILDING</b>					
The concept of Word Formation, Root words from foreign languages and their use in English, Acquaintance with prefixes and suffixes from foreign languages in English to form derivatives, Synonyms, antonyms, and standard abbreviations.					
<b>UNIT – II: READING SKILLS</b>					
Art of Effective Reading - Methods of Reading, Benefits, Obstacles, Various types of dictionaries - Types of Reading - Reading Comprehension- Exercises- Book Reviews-General Essays and Short Stories.					
<b>UNIT – III: NATURE AND STYLE OF SENSIBLE WRITING</b>					
Describing, Defining, Classifying, providing examples or evidence, writing introduction and conclusion, Writing Practices, Comprehension, Paragraph writing-Precis Writing, Essay Writing - Report Writing-Identifying Common Errors in Writing - Subject-verb agreement, Noun- pronoun agreement, Misplaced modifiers, Articles, Prepositions, Redundancies.					
<b>UNIT-IV: LISTENING SKILLS</b>					
Listening Comprehension, Basics of Phonetics - Vowels and Consonants - Pronunciation, Listening to Common Everyday Situations, Conversations and Dialogues, Types of Listening - Active Listening - Barriers to effective listening					
<b>UNIT-V: ORAL COMMUNICATION</b>					
Everyday interactions - Greetings, Making requests, Giving instructions, Inviting & Apologizing Communication at Workplace -Formal Presentations- Dynamics of Group discussion - Interviews -Listening to Great Orators like Mrs. Sudha Moorthy					
<b>Text books:</b>					
<ol style="list-style-type: none"> <li>1. Kumar, Kul Bhushan. Effective Communication Skills. 1st ed., Khanna Book Publishing, 2024.</li> <li>2. Sharma, Sangeeta &amp; Mishra, Binod. Communication Skills for Engineers and Scientists.PHI, 2023</li> </ol>					

**Reference books:**

1. Lewis, Norman. Word Power Made Easy. Anchor Books, 2014.
  2. Bailey, Stephen. Academic Writing: A Handbook for International Students. 5th ed., Routledge, 2018
  3. Lucas, Stephen E. The Art of Public Speaking. 13th ed., McGraw-Hill Education, 2020.
  4. Doe, Jane, and John Smith. Oxford Skills World L1 Listening & Speaking Sb/Wb. Oxford University Press, 2023.
  5. Hoppe, Michael H. Active Listening: Improve Your Ability to Listen and Lead. Center for Creative Leadership, 2018.
- Kumar, Sanjay, and Pushp Lata. Communication Skills. 2nd ed., Oxford University Press, 2015.

**Online resources:**

1. <https://nptel.ac.in/courses/109107195>
2. <https://nptel.ac.in/courses/109105205>
3. <https://www.ted.com/talks>.
4. <https://learnenglish.britishcouncil.org/>.  
<https://www.bbc.co.uk/learningenglish>.

<b>Course Code</b>	<b>Multi-Disciplinary Elective (MDE) COMPUTER APPLICATIONS IN BUSINESS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
25FCA05		<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To familiarize the students with the computer applications in business.</li> <li>2. To explain the features of MS Excel.</li> <li>3. To create, edit and format documents</li> <li>4. To analyze the practical details of computer.</li> <li>5. To operate internet with ease.</li> </ol>					
<b>Course Outcomes:</b> Student will be able to					
<ol style="list-style-type: none"> <li>1. Understand basic characteristics of computer, Hardware &amp; Software etc.</li> <li>2. Apply the features of MS Word in document preparation.</li> <li>3. Create power point presentations.</li> <li>4. Should be able to execute calculations in MS Excel.</li> <li>5. Able to use basic social networking tools, browse and use the internet effectively</li> </ol>					
<b>UNIT – I: INTRODUCTION TO COMPUTERS</b>					Lecture Hrs: 6
Introduction to Computers – Characteristics of a Computer - Types of Computers - Applications of computers – Merits and Demerits of Computer - Hardware & Software - System Software: Operating system, interpreter, compiler - Application software: General Purpose Packaged Software and tailor-made software.					
<b>UNIT – II: WORD PROCESSING</b>					Lecture Hrs: 6
Introduction to word-processing, Word-Processing concepts, Use of Templates, working with word documents: Creating, Editing and Formatting, Tables, Mail Merge Documents.					
<b>UNIT – III: PREPARING PRESENTATIONS</b>					Lecture Hrs: 6
Basics of presentations, Creation of Presentation, Insert Tables and Graphs, Insert Picture and Animation, Creating Business Presentations using basic presentation facilities.					
<b>UNIT-IV: MS Excel</b>					Lecture Hrs: 6
Overview of Excel features – Creating a new worksheet, selecting cells, Entering and editing Text, Numbers, Inserting Rows/Columns – Insertion of Charts, Auto fill, Sort. Basic Functions (Mathematical Functions, Date & Time Functions, Text Functions, Logical Functions, Financial Functions)					
<b>UNIT-V: INTRODUCTION TO INTERNET</b>					Lecture Hrs: 4
Browsers, Search Engine, WWW, Internet Protocols – FTP, TELNET, HTTP, E-mail: How to create E-mail, Internet Vs Intranet, Webpage and URL, Internet security: objects and threats.					

**Textbooks:**

- A.K.Sharma, Computer Fundamentals, University Press, Second Edition, 2018.
- Alexis Leon & Mathews Leon Introduction to Computers, Tata Mc Graw Hill, First Edition 2010.

**Reference books:**

- Anita Goel, Computer Fundamentals, Pearson, First Edition, 2010.
- Turban, Rainer, Potter, Introduction to Information Technology, John Wiley & Sons, Third Edition, 2004.

<b>Course Code</b>	<b>Value Added Course (VAC) INDIAN CONSTITUTION</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
25EHS02		<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>Course Objectives:</b>					
<ul style="list-style-type: none"> <li>• To enable the student to understand the importance of constitution</li> <li>• To make them learn the structure of executive, legislature and judiciary To ensure equal rights to every individual</li> <li>• To understand the autonomous nature of constitutional bodies like Supreme Court and high court controller and auditor general of India and Election Commission of India.</li> <li>• To make them realize the central-state relation in financial and administrative control</li> </ul>					
<b>Course Outcomes:</b> After completing the course students will be able to:					
<ol style="list-style-type: none"> <li>1. Understand the historical background of the constitution making and its importance for building a democratic India.</li> <li>2. Explain the functioning of Union Government and its administration.</li> <li>3. Explain the functioning of State Government and its administration.</li> <li>4. Demonstrate the local administration in the districts and municipalities.</li> <li>5. Assess the role of the Election Commission and evaluate the impact of key constitutional amendments on India's electoral processes and democracy, focusing on emergency provisions and commissions for SC/ST/OBC and women's welfare</li> </ol>					
<b>UNIT-I: INTRODUCTION TO INDIAN CONSTITUTION</b>					Lecture Hrs: 6
Constitution -Meaning of the term - Indian Constitution- Sources and constitutional history - Features- Citizenship – Preamble - Fundamental Rights and Duties - Directive Principles of State Policy.					
<b>UNIT – II: UNION GOVERNMENT AND ITS ADMINISTRATION</b>					Lecture Hrs: 6
Structure of the Indian Union - Federalism - Centre-State relationship – President's Role, power and position - PM and Council of ministers - Cabinet and Central Secretariat –Lok Sabha - Rajya Sabha - The Supreme Court and High Court - Powers and Functions					
<b>UNIT – III: STATE GOVERNMENT AND ITS ADMINISTRATION</b>					Lecture Hrs: 6
Structure of the State Govt. - Governor - Role and Position -CM and Council of Ministers - State Secretariat- Organization Structure and Functions					
<b>UNIT-IV: LOCAL ADMINISTRATION</b>					Lecture Hrs: 6

District's Administration Head - Role and Importance - Municipalities - Mayor and role of Elected Representatives -CEO of Municipal Corporation Panchayat Raj - Functions- PRI -Zilla Parishad - Elected officials and their roles - CEO, Zilla Parishad - Block level Organizational Hierarchy - (Different departments) - Village level - Role of Elected and Appointed officials -	
<b>UNIT-V: ELECTION COMMISSION OF INDIA</b>	Lecture Hrs: 6
Election Commission, Elections & Electoral Process. Amendment to Constitution, and Important Constitutional Amendments till today- Emergency Provisions- Election Commission- Role of Chief Election Commissioner and Election Commissionerate -State Election Commission - Functions of Commissions for the welfare of SC/ST/OBC and Women	
<ol style="list-style-type: none"> <li>1. Durga Das Basu, Introduction to the Constitution of India, Prentice – Hall of India Pvt. Ltd.. New Delhi, 2022</li> <li>2. Subash Kashyap, Indian Constitution, National Book Trust, 2021</li> </ol>	
<b>Reference Books:</b>	
<ol style="list-style-type: none"> <li>1. Kanth, M. Laxmi. Indian Polity for Civil Service Examinations. McGraw Hill Education, 6th ed., 2020.</li> <li>2. Sharma, S.R. Constitution of India: A Textbook for Students. Har-Anand Publications, 2nd ed., 2019.</li> <li>3. Choudhry, Sujit &amp; Khosla, Madhav The Oxford Handbook of the Indian Constitution. Oxford University Press, 2016. ISBN: 978-0199641023.</li> <li>4. Noorani, A.G. Fundamentals of Indian Constitution. Oxford University Press, 2011. ISBN: 978-0195633703.</li> <li>5. The Constitution of India. Government of India, LexisNexis, 2015. ISBN: 978- 9350350184.</li> <li>6. Agarwal, R.C. Indian Political System. S. Chand and Company, 1997. ISBN: 978- 8121905711.</li> </ol>	
<b>Online sources</b>	
<a href="https://indiankanoon.org/doc/1218090/">https://indiankanoon.org/doc/1218090/</a> <a href="https://www.legalserviceindia.com/">https://www.legalserviceindia.com/</a> <a href="https://archive.nptel.ac.in/courses/109/106/109106174/">https://archive.nptel.ac.in/courses/109/106/109106174/</a> <a href="https://www.eci.gov.in/nptel.ac.in/courses/109104074/8">https://www.eci.gov.in/nptel.ac.in/courses/109104074/8</a> <a href="https://www.nptel.ac.in/courses/109104045/">nptel.ac.in/courses/109104045/</a> <a href="https://www.nptel.ac.in/courses/101104065/">nptel.ac.in/courses/101104065/</a> <a href="http://www.hss.iitb.ac.in/en/lecture-details">www.hss.iitb.ac.in/en/lecture-details</a> <a href="http://www.iitb.ac.in/en/event/2nd-lecture-institute-lecture-series-indian-constitution">www.iitb.ac.in/en/event/2nd-lecture-institute-lecture-series-indian-constitution</a>	

## BBA Semester – II

Course Code	Core Course (CC) ORGANIZATIONAL BEHAVIOR	L	T	P	C
25EBA06		3	1	0	4
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To understand individual and group behaviour at work place to improve the effectiveness of an organization.</li> <li>2. To differentiate various types of personality and learning styles.</li> <li>3. Comprehend concepts relating to group dynamics and conflict management.</li> <li>4. To examine various leaderships styles and its impact on group dynamics.</li> <li>5. To apply the process of Change management and handle the issues involved in it.</li> </ol>					
<b>Course Outcomes:</b> Student will be able to <ol style="list-style-type: none"> <li>1. Understand the basic concepts of Organisational behaviour and personality development.</li> <li>2. Apply the group dynamics in organizational settings.</li> <li>3. Implement the different leadership styles to bring effectiveness of groups.</li> <li>4. Understand concepts of change management and Organisational development.</li> <li>5. Implement a more productive system and high-performance work culture operating on the principles of OB.</li> </ol>					
<b>UNIT-I: ORGANIZATIONAL BEHAVIOR</b>					Lecture Hrs: 12
Understanding the Organizational behaviour- Meaning, significance, evolution. Factors influencing organizational behaviour- Perception – concept and process of perception, Factors influencing perception. Values and Attitudes. Personality - Stages of personality development, Determinants of personality. Concept of Learning and theories of learning.					
<b>UNIT – II: GROUP DYNAMICS</b>					Lecture Hrs: 12
Meaning of groups and group dynamics, Stages in the Formation of groups, Characteristics and Types of groups. Factors influencing group effectiveness- Group cohesiveness, Group decision making. Teams-Groups Vs Teams, Types of teams. Conflicts in groups- reasons for conflicts, Management of Conflict- application of Transactional Analysis, Johari Window.					
<b>UNIT – III: LEADERSHIP</b>					Lecture Hrs: 12

Definition and Concept of Leadership, importance of Leadership, characteristics of an Effective Leader. Styles of Leadership, Managerial Grid, Leadership Continuum. Theories of Leadership. Impact of Leadership on effectiveness of groups.

**UNIT-IV: MANAGEMENT OF CHANGE**

Lecture Hrs: 12

Meaning and importance of Change, Factors driving organizational change. Response to change, role of Change Agents. Resistance to Change – Reasons for Resistance, dealing with resistance to change. Organizational Development – Significance and process of OD.

**UNIT-V: ORGANIZATIONAL CULTURE**

Lecture Hrs: 12

Concept of Organizational Culture, Significance of understanding organizational culture, Distinction between organizational culture and organizational climate. Factors influencing Organizational Culture. Organizational Effectiveness- Indicators of organizational effectiveness, achieving organizational effectiveness. Organizational Power and Politics.

**Text Books:**

1. Robbins, Stephen P., and Timothy A. Judge. *Organizational Behavior*. Pearson Education, 18th ed., 2019.
2. Luthans, Fred. *Organizational Behavior: An Evidence-Based Approach*. McGraw Hill Education, 13th ed., 2013.
3. Greenberg, Jerald. *Behavior in Organizations*. Pearson Education, 10th ed., 2010.
4. McShane, Steven L., and Mary Ann Von Glinow. *Organizational Behavior: Emerging Knowledge. Global Reality*. McGraw Hill Education, 8th ed., 2017.
5. Newstrom, John W. *Organizational Behavior: Human Behavior at Work*. McGraw Hill Education, 14th ed., 2014.
6. Pareek, Udai. *Understanding Organizational Behaviour*. Oxford University Press, 3rd ed., 2010.
7. Aswathappa, K. *Organizational Behaviour*. Himalaya Publishing House, 12th ed., 2016.

**Online Resources:**

**Coursera – Organizational Behavior: How to Manage People**

Offered by: IESE Business School

Link: <https://www.coursera.org/learn/organizational-behavior>

**NPTEL – Organizational Behaviour**

Offered by: IITs (India)

Link: <https://nptel.ac.in/courses/110/105/110105146/>  
*(Excellent Indian academic resource with lecture videos and assignments)*

### BBA Semester – II

Course Code	Core Course (CC) BUSINESS STATISTICS AND LOGIC	L	T	P	C
25EBA07		3	1	0	4
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To explain the importance of statistics in business</li> <li>2. To demonstrate data handling skills and summarize data with clarity.</li> <li>3. To apply relevant concepts of Statistics to a given business scenario.</li> <li>4. To analyze business problems and make decisions using appropriate statistical models and explain trends</li> <li>5. To demonstrate the knowledge in the process of organizing a data and conduct statistical treatment.</li> </ol>					
<b>Course Outcomes:</b> Student will be able to					
<ol style="list-style-type: none"> <li>1. Demonstrate data handling skills with clarity and logical reasoning.</li> <li>2. Analyze the data by using measures of central tendency, dispersion, skewness and kurtosis.</li> <li>3. Implement techniques of Correlation and Regression.</li> <li>4. Apply Probability and probability distributions in solving business problems.</li> <li>5. Apply number series and progressions in real time business.</li> </ol>					
<b>UNIT-I: INTRODUCTION TO BUSINESS STATISTICS</b>					Lecture Hrs: 12
Meaning, definition, functions, importance and limitations of Statistics in business - Methods of Data Collection- Primary and Secondary data. Tools for Data Collection - Schedule and questionnaire. Frequency distribution, Tabulation of Data, Diagram and graphic presentation of data. Statistical System in India.					
<b>UNIT – II: MEASURES OF CENTRAL TENDENCY , DISPERSION, MEASURES OF SKEWNESS AND KURTOSIS</b>					Lecture Hrs: 12

<p>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.</p> <p>Skewness - meaning, difference between dispersion and skewness, Karl Pearson's and Bowley's measures of skewness, concept of kurtosis, types of kurtoses and importance</p>	
<b>UNIT – III: CORRELATION AND REGRESSION</b>	Lecture Hrs: 12
<p>Meaning, definition and uses 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. Introduction to probability, basic concepts of probability- classical definition, addition and multiplication rules, probability distributions – binomial, poisson and normal distributions, expected value.</p>	
<b>UNIT-IV: PROBABILITY AND PROBABILITY DISTRIBUTIONS</b>	Lecture Hrs: 12
<p>Progressions, Inductive and deductive reasoning.</p>	
<b>UNIT-V: INTRODUCTION TO LOGIC</b>	Lecture Hrs: 12
<p>Number series, coding decoding and odd man out series, direction sense test, seating</p>	
<b>Textbooks:</b>	
<ol style="list-style-type: none"> <li>1. Levin R. I.&amp; Rubin D. S. Statistics for Management. Delhi: Pearson, First Edition, 2017.</li> <li>2. Pillai &amp; Bagavathi. Statistics, Theory and Practice, S Chand Publishing, 8<sup>th</sup> Edition, 2019.</li> </ol>	
<b>Reference books:</b>	
<ol style="list-style-type: none"> <li>1. SP Gupta. Statistical Methods, Sultan Chand and Sons, 46<sup>th</sup> Edition, 2021.</li> <li>2. SC Gupta. Fundamentals of Statistics, Himalaya Publishing House, 7<sup>th</sup> Edition, 2018.</li> <li>3. P.N.Arora, S.Arora, Statistics for Management, S.Chand Publishers, 3<sup>rd</sup> Edition, 2007.</li> </ol>	

## BBA Semester – II

Course Code	Core Course (CC) BUSINESS ECONOMICS	L	T	P	C
25EBA08		3	1	0	4
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>1. Understand the concept of economics and its relevance to business.</li> <li>2. Comprehend the concept of Demand analysis for making important business decisions</li> <li>3. Learn to apply the concepts of cost and Break-even analysis and learn various theories on production.</li> <li>4. To classify various markets and factors of perfect competition and monopoly for fixation of prices.</li> <li>5. To analyze international business scenario and concepts of BOP.</li> </ol>					
<b>Course Outcomes:</b> Student will be able to					
<ol style="list-style-type: none"> <li>1. Understand the basic concepts of business economics and interface between micro economics and macro-economics.</li> <li>2. Apply demand theory to solve the problem of business.</li> <li>3. Apply Break Even Analysis in the business decision making.</li> <li>4. Understand the different market structures and price determination.</li> <li>5. Understand the concept of National Income, Balance of Payments, WTO etc.</li> </ol>					
<b>UNIT-I: INTRODUCTION</b>					Lecture Hrs: 12
Meaning and Definitions of Business Economics - Nature and Scope of Business Economics - Micro and Macro Economics and their Interface.					
<b>UNIT – II: DEMAND ANALYSIS</b>					Lecture Hrs: 12
Meaning and Definition of Demand, Determinants to Demand. Demand Function, Law of Demand, Demand Curve, Exceptions to Law of Demand. Elasticity of Demand, Measurement of Price Elasticity of Demand.					
<b>UNIT – III: PRODUCTION, COST AND REVENUE ANALYSIS</b>					Lecture Hrs: 12
Concept of Production Function, Law of Variable Proportion, Law of Returns to Scale. Concept of Total Revenue, Average Revenue and Marginal Revenue. Classification of Costs, Break - Even Analysis, applications of Break- Even analysis.					
<b>UNIT-IV: MARKET STRUCTURE</b>					Lecture Hrs: 12

Concept of Market – Classification of Markets. Perfect Competition– Characteristics, Equilibrium Price, Monopoly – Characteristics, Equilibrium under Monopoly.- Monopolistic competition- Characteristics and equilibrium	
<b>UNIT–V: NATIONAL INCOME AND STRUCTURAL REFORMS</b>	Lecture Hrs: 12
Concepts of National Income- Definition, Measurement of National Income. Trade cycles – Meaning, Phases. Benefits of International Trade, Balance of Trade, Balance of Payments. Concepts of Economic liberalization, Privatization, Globalization.	
<b>Textbooks:</b>	
<ol style="list-style-type: none"> <li>1. Aryasri and Murthy- Business Economics - Tata McGraw Hill, Third Edition, 2008.</li> <li>2. H.L Ahuja - Business Economics - Sultan Chand &amp; Sons, 13<sup>th</sup> Edition, 2016.</li> </ol>	
<b>Reference books:</b>	
<ol style="list-style-type: none"> <li>1. S.Sankaran - Business Economics – Margham Publications, 3<sup>rd</sup> Edition, 2012.</li> <li>2. P.C.Chopra - Business Economics –Kalyani Publications, 3<sup>rd</sup> Edition, 2014.</li> <li>3. Suma Damodaran, Managerial Economics, Oxford Press, 2<sup>nd</sup> Editon, 2010.</li> </ol>	
WTO- Objectives, Functions.	

Course Code	Skill Enhancement Course (CC) EMERGING TECHNOLOGIES AND APPLICATION	L	T	P	C
25FCA06		2	0	0	2
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To understand various emerging technologies such as block chain, IoT, cloud computing, robotics, AR/VR, etc.</li> <li>2. To explain the applications, implications, and strategic advantages of emerging technologies in business for competitive advantage.</li> <li>3. To examine IoT applications in smart cities and infrastructure</li> <li>4. To differentiate Augmented reality and Virtual reality</li> <li>5. To analyze various ethical issues in the emerging technologies</li> </ol>					
<b>Course Outcomes:</b> Student will be able to					
<ol style="list-style-type: none"> <li>1. Understand foundational knowledge of emerging technologies such as block chain, IoT, cloud computing, AR/VR, etc.,</li> <li>2. Analyze the practical applications of emerging technologies in various business contexts.</li> <li>3. Understand the challenges of the emerging technologies</li> <li>4. Implement and handle the technology challenges ethically</li> <li>5. Evaluate the strategic implications of adopting emerging technologies.</li> </ol>					
<b>UNIT-I: CLOUD COMPUTING</b>				Lecture Hrs: 6	
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.					
<b>UNIT – II: INTERNET OF THINGS (IOT) &amp; INDUSTRY 4.0</b>				Lecture Hrs: 6	
Sensor technologies and connectivity - IoT Applications in Smart cities and infrastructure – Industrial IoT and manufacturing, Concept of Industry 4.0 – Automation and smart manufacturing – Robotics and advanced manufacturing technologies – Impact on Business Models – Transformation of production and supply chains – Business process optimization.					
<b>UNIT – III: BLOCK CHAIN TECHNOLOGY</b>				Lecture Hrs: 6	
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.					

<b>UNIT-IV: AUGMENTED REALITY (AR) AND VIRTUAL REALITY (VR)</b>	Lecture Hrs: 6
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.	
<b>UNIT-V: ETHICS, PROFESSIONALISM AND OTHER EMERGING TECHNOLOGY APPLICATIONS</b>	Lecture Hrs: 6
Technology – Ethics and Digital privacy – Accountability and Trust, Threats and Challenges. Applications of Emerging Technologies like AI (Artificial Intelligence and ML (Machine Learning)).	
<b>Textbooks:</b>	
<ol style="list-style-type: none"> <li>1. Errol S. van Engelen, Emerging Technologies, First Edition, 2020.</li> <li>2. Jeeva Jose, Internet of Things, Khanna Publishing, First Edition, 2018.</li> </ol>	
<b>Reference books:</b>	
<ol style="list-style-type: none"> <li>1. Rajiv Chopra, Virtual &amp; Augmented Reality, Khanna Book Publishing, First Edition, 2021.</li> <li>2. Rahul Dubey, Emerging Technologies for Effective Management, Cengage Publications, First Edition, 2023.</li> </ol>	

<b>Course Code</b>	<b>Multi-Disciplinary Elective (MDE) INDIAN KNOWLEDGE SYSTEM: DYNAMICS OF MIND AND BODY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
25EHS03		<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To enable a comprehensive understanding of the human body through the lens of Ayurveda.</li> <li>2. To foster an understanding of the communication between the body and mind and its impact on health.</li> <li>3. To provide knowledge of health regimens that promotes well-being.</li> <li>4. To introduce the principles and practices of yoga to enhance physical and mental health.</li> <li>5. To equip individuals with insights into Indian psychology and its relevance to mind-body harmony.</li> </ol>					
<b>Course Outcomes:</b> Student will be able to					
<ol style="list-style-type: none"> <li>1. Explain the components of the human body as per Ayurveda, including Dosha, Dhatu, and Mala.</li> <li>2. Analyze the concepts of Agni, Koshta, Sara, and Ojas and how they influence immunity and health.</li> <li>3. Apply daily routines (Dinacharya) and seasonal practices (Ritu Charya) to maintain and enhance their well-being.</li> <li>4. Analyze different yoga forms and apply their principles and practices in daily life.</li> <li>5. Evaluate the role of Triguna in psychology and discuss its impact on mind-body harmony and mental health.</li> </ol>					
<b>UNIT-I: UNDERSTANDING HUMAN BODY</b>					Lecture Hrs: 6
The Knowledge of Life, Health and treatment aspects in Ayurveda, Influence of Pancha Maha Bhuta on Internal environment of Human being, understanding composition of Human body through the concept of Dosha Dhatu Mala, Understanding Prakruthi, the Mind – Body Constitution-Pancha Kosha.					
<b>UNIT II: UNDERSTANDING THE COMMUNICATION BETWEEN BODY &amp; MIND</b>					Lecture Hrs: 6
Establishing communication between body and mind by understanding the language of body. Understanding the concept of Agni, Koshta, Sara and Ojas and their relevance in enhancing our immunity to protect from various infections. Looking at the world through the lenses of Dravya, Guna and Karma Applying the principle of Samanya and Vishesha in every aspect of life to achieve perfect health.					
<b>UNIT – III: INTRODUCTION TO HEALTH REGIMEN</b>					Lecture Hrs: 6

Understanding Swastha vritta, the healthy regimen to maintain state of wellbeing Dinacharya, the Daily regimen including Daily detoxification, exercise, Intake of Food, Water, Air and Sunlight, work and ergonomics, Rest and sleep hygiene. Ritu charya, the seasonal regimen, Sadvritta and the concept of social wellbeing, understanding trividha upastambhas, three pillars to health, Concept of Shadrasa in choosing appropriate nourishment to the body and mind.	
<b>UNIT-IV: INTRODUCTION TO YOGA</b>	Lecture Hrs: 6
Definition, Meaning and objectives of Yoga, Relevance of yoga in modern age. Brief Introduction of Hatha yoga, Raja yoga, Karma yoga, Gyana Yoga, Bhakti yoga Understanding eight steps of Ashtanga yoga, Understanding Shatkriyas the six cleansing procedures of Yoga.	
<b>UNIT-V: INTRODUCTION TO INDIAN PSYCHOLOGY</b>	Lecture Hrs: 6
Psychology in Ayurveda and Yoga, Influence of Tri dosha on Mind, Mind body intellect and consciousness complex, Understanding Consciousness and solution to issues within HumanMind. Concept of Manas in Ayurveda and understanding Mind Body harmony, Triguna based	
<b>Textbooks:</b>	
<ol style="list-style-type: none"> <li>1. Lad, Vasant. Textbook of Ayurveda: Fundamental Principles. The Ayurvedic Press, 2002.</li> <li>2. Frawley, David. Yoga and Ayurveda: Self-Healing and Self-Realization. Lotus Press, 1999.</li> </ol>	
<b>Reference Books:</b>	
<ol style="list-style-type: none"> <li>1. Mohanta, Basanta Kumar, and Vipin Kumar Singh. Traditional Knowledge System and Technology in India. Pratibha Prakashan, 2012.</li> <li>2. Parker, Stephen. Clearing the Path: The Yoga Way to a Clear and Pleasant Mind: Patanjali, Neuroscience, and Emotion. Lotus Press, 2017.</li> <li>3. Lopez, S. J., Pedrotti, J. T., &amp; Snyder, C. R. (2021). Positive psychology: The scientific and practical explorations of human strengths. Sage publications.</li> <li>4. Rao, K. Ramakrishna, and Anand C. Paranjpe. Psychology in the Indian Tradition. Springer, 2016.</li> <li>5. Rama, Swami, Ballentine, Rudolph, and Hymes, Alan. Science of Breath: A Practical Guide. Himalayan Institute Press, 1998.</li> </ol>	
<b>Online sources</b>	
<ol style="list-style-type: none"> <li>1. <a href="http://www.indianscience.org/index.html">http://www.indianscience.org/index.html</a> Traditional Knowledge-Systems of India/</li> <li>2. <a href="https://www.sanskritimagazine.com/india/traditional-knowledge-systems-of-india/">https://www.sanskritimagazine.com/india/traditional-knowledge-systems-of-india/</a></li> <li>3. <a href="https://orientviews.wordpress.com/2013/08/21/how-colonial-india-destroyed-traditional-knowledge-systems/">https://orientviews.wordpress.com/2013/08/21/how-colonial-india-destroyed-traditional-knowledge-systems/</a> Systems of India/</li> </ol>	

4. <https://nptel.ac.in/courses/110101165>
5. <https://nptel.ac.in/courses/109104093>

<b>Course Code</b>	<b>Value Added Course (VAC) ENVIRONMENTAL SCIENCE AND SUSTAINABILITY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
25EHS04		<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To enable appreciation of environmental studies' multidisciplinary nature and the importance of public awareness.</li> <li>2. To foster understanding of ecosystem structures, biodiversity significance, and related threats.</li> <li>3. To provide insights into pollution causes, effects, and control measures, emphasizing individual roles.</li> <li>4. To encourage discussion on sustainable development, urban energy issues, and environmental ethics.</li> <li>5. To familiarize them with environmental laws and enforcement challenges.</li> </ol>					
<b>Course Outcomes:</b> Student will be able to					
<ol style="list-style-type: none"> <li>1. Identify the significance of environmental studies and the role of individuals in conserving natural resources.</li> <li>2. Explain the causes and effects of various types of pollution and propose effective control measures.</li> <li>3. Examine environmental legislation and the challenges in its enforcement.</li> <li>4. Analyze ecosystem structures and functions, including energy flow and biodiversity values.</li> <li>5. Assess social issues and ethical considerations in achieving sustainable development and recommend practical solutions.</li> </ol>					
<b>UNIT-I: ENVIRONMENTAL STUDIES &amp; NATURAL RESOURCES</b>					Lecture Hrs: 6
Multidisciplinary nature of environmental studies - Definition, scope and importance - Need for public awareness - Natural resources and associated problems - Uses and over exploitation of Forest resources, Water resources, Mineral resources, Food resources, Energy resources - Role of an individual in conservation of natural resources.					
<b>UNIT - II: ECOSYSTEM AND BIO DIVERSITY</b>					Lecture Hrs: 6
Structure components of ecosystem: Biotic and Abiotic components - Functional components of an ecosystem: Food chains, Food webs, Ecological pyramids - Energy flow in the ecosystem (10% law) Biodiversity: Definition, Bio geographical classification of India - Values of biodiversity: consumptive use, productive use, social, ethical, aesthetic - Hot-spots of biodiversity - Threats to biodiversity.					

<b>UNIT – III: ENVIRONMENTAL POLLUTION</b>	Lecture Hrs: 6
Definition Causes, effects, and control measures of: Air pollution, Water Pollution, Soil pollution, Marine pollution, Noise pollution - nuclear hazards - Solid waste Management: Causes, effects, and control measures - Role of an individual in prevention of pollution.	
<b>UNIT-IV: SOCIAL ISSUES AND THE ENVIRONMENT</b>	Lecture Hrs: 6
From Unsustainable to Sustainable development - Urban problems related to energy - Water conservation, rainwater harvesting, watershed management - Environmental ethics: Issues and possible solutions - Green building concept - Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust.	
<b>UNIT-V: ENVIRONMENTAL LEGISLATION</b>	Lecture Hrs: 6
Environment Legislation - Issues involved in enforcement of environmental legislation - Air (Prevention and Control of Pollution) Act. Water (Prevention and Control of Pollution) Act - Wildlife Protection Act - Environmental Protection Act.	
<b>Textbooks:</b>	
<ol style="list-style-type: none"> <li>1. Sherman, Daniel J., and David R. Montgomery. Environmental Science and Sustainability. 2nd ed., W. W. Norton &amp; Company, 2023.</li> <li>2. Bharucha, Erach. Textbook of Environmental Studies for Undergraduate Courses. Universities Press, 2005.</li> </ol>	
<b>Reference Books:</b>	
<ol style="list-style-type: none"> <li>1. Gupta, P. K. Environmental Pollution: Causes, Effects, and Control. 3rd ed., S. Chand &amp; Company, 2014.</li> <li>2. Molles, Manuel C. Ecology: Concepts and Applications. 7th ed., McGraw-Hill, 2015.</li> <li>3. McGrail, Stephen C. Sustainable Development: A Critical Approach. 2nd ed., Routledge, 2016.</li> <li>4. Phillips, A. Bruce. Environmental Ethics: Theory and Practice. 1st ed., Springer, 2017.</li> <li>5. Percival, Robert V., et al. Environmental Law and Policy. 7th ed., Aspen Publishers, 2010.</li> <li>6. Wright, Richard T., and Dorothy F. Boorse. Environmental Science: Toward a Sustainable Future. Pearson, 2011</li> </ol>	
<b>Online sources</b>	
<ol style="list-style-type: none"> <li>1. <a href="https://www.nationalgeographic.com/environment/">https://www.nationalgeographic.com/environment/</a></li> <li>2. <a href="https://nptel.ac.in/courses/109103186">https://nptel.ac.in/courses/109103186</a></li> <li>3. <a href="https://www.worldbank.org/en/topic/environment">https://www.worldbank.org/en/topic/environment</a></li> <li>4. <a href="https://www.khanacademy.org/science/biology/ecology">https://www.khanacademy.org/science/biology/ecology</a></li> <li>5. <a href="https://www.epa.gov/learn-issues">https://www.epa.gov/learn-issues</a></li> </ol>	

<b>Course Code</b>	<b>Ability Enhancement Course (AEC) BUSINESS COMMUNICATION-II</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
25EBA09		<b>1</b>	<b>1</b>	<b>0</b>	<b>2</b>
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To develop effective communicating &amp; writing skills so as enable students to write in a clear, concise, persuasive and audience centered manner.</li> <li>2. To develop ability to communicate effectively with the help of electronic media.</li> <li>3. To develop effective oral skills so as to enable students to speak confidently interpersonally as well as in large groups.</li> <li>4. To develop critical listening skills among students.</li> <li>5. To create strategies for effective Public Relations</li> </ol>					
<b>Course Outcomes:</b> Student will be able to					
<ol style="list-style-type: none"> <li>1. Able to draft effective business letters and personal correspondence.</li> <li>2. Will be able to write trade letters and other business letters.</li> <li>3. Able to make effective presentation and use of digital instruments</li> <li>4. Conduct interviews, meetings and conferences with confidence.</li> <li>5. Create strategies for good public relations.</li> </ol>					
<b>UNIT-I: BUSINESS LETTER WRITING - 1</b>					Lecture Hrs: 6
Theory of Business Letter Writing Parts, Structure, Layouts—Full Block, Modified Block, Semi Block- Principles of Effective Letter Writing. Personnel Correspondence – Statement of Purpose - Job Application Letter and Resume – Letter of Acceptance of Job Offer, Letter of Resignation.					
<b>UNIT – II: BUSINESS LETTER WRITING - 2</b>					Lecture Hrs: 6
Trade Letters – Inquiry, Order, Credit and Status Enquiry, Complaints, Claims, Adjustments, Collection (just a brief introduction to be given) - Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers - Consumer Grievance Letters - Letters under Right to Information (RTI) Act.- email writings					
<b>UNIT – III: PRESENTATION SKILLS</b>					Lecture Hrs: 6
Presentation Skills - Principles of Effective Presentation - Effective use of Digital instruments for presentation - How to make a Power-Point Presentation with suitable example.					
<b>UNIT-IV: GROUP COMMUNICATION</b>					Lecture Hrs: 6
Interviews - Group Discussion - Preparing for an Interview - Types of Interviews					

- Selection, Appraisal, Grievance, Exit. Meetings: Need and Importance of Meetings, Conduct of Meeting, Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions Conference: Meaning and Importance of Conference - Organizing a Conference - Modern Methods: Video and Tele - Conferencing

**UNIT-V: PUBLIC RELATIONS**

Lecture Hrs: 6

Meaning Functions of PR Department - External and Internal Measures of PR - Strategies in Public Relations-Social Media and Public Relations-Cyber-Relations in the Digital Age - Etiquette - types.

**Textbooks:**

1. Anjana Tiwari, AICTE's Prescribed Textbook: Communication Skills in English (with Lab Manual), Khanna Book Publishing Co., First Edition, 2022.
2. Lesikar, R.V. & M.E. Flatley, -Business Communication: Connecting in a Digital World, McGraw-Hill Education, 12<sup>th</sup> Edition, 2012.

**Reference books:**

1. Murphy, H. A., Hildebrandt, H. & Thomas, J.P. Effective Business Communication. McGraw Hill, 7<sup>th</sup> Edition, 2017.
2. Mukerjee H. S., Business Communication: Connecting at Work. Oxford Publication, First Edition, 2012.