

B.B.A. Semester: I – 2025-26

Discipline Centric Core Course (DCC)

OMTCC44001T: Organization and Management

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours
Course Outcome: On successful completion of the course, the students will be able to:		
• Explain the basic concepts of management, including its meaning, nature, significance, and evolution, and describe the various functions and principles of management.. • Understanding of planning and decision-making processes in management, including types of plans, planning process, characteristics of decisions, and the application of Management by Objectives (MBO).. • Analyze organizational structure and design, distinguish between formal and informal organizations, and evaluate elements such as span of control, delegation of authority, centralization, and decentralization. • Understand the functions of directing, including leadership and motivation; differentiate leadership styles and explain various motivation theories like Maslow's, Herzberg's, and McGregor's. • Knowledge of controlling and coordination, understand their processes, techniques, and importance in effective management.		
SYLLABUS		
Unit-I: Management: Meaning, Definition, Nature, and Importance of Management. Functions of Management, Principles of Management. Evolution of Management Thought		
Unit-II: Planning: Meaning, Definition, Types, and Process. Decision Making: Meaning, Characteristics and Process. Management by Objectives (MBO)		
Unit-III: Organization: Meaning, Formal and Informal Organisation, Organizational Structure, Span of Control, Delegation of Authority, Centralization and Decentralization.		
Unit-IV: Directing: Meaning, Nature and Importance. Leadership: Nature, Types and Styles of Leadership. Motivation :Meaning –Types and Theories – (Maslow, Herzberg, McGregor		
Unit-V: Controlling: Definition, Characteristics, Process and Techniques. Coordination: Concept, Importance and Types		
SUGGESTED BOOKS		
1. L.M. Prasad, Principles and Practices of Management published by Sultan Chand & Sons. 2. Harold Koontz & Heinz Weihrich Management: Principles and Practices, published by McGraw Hill Education. 3. S.C. Saksena, Modern Business Organisation and Management published by SahityaBhawan Publications, Agra. 4. C.B. Gupta, Principles of Management published by Sultan Chand & Sons 5. Dr. R.C. Bhatia, Principles of Management published by Ramesh Book Depot, Jaipur.		

B.B.A. Semester: I 2025-26

Discipline Centric Core Course (DCC)

FOACC44001T: Fundamentals of Accounting

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours
Course Outcome: On successful completion of the course, the students will be able to:		
• Understand the general purposes and functions of accounting. • Demonstrate calculation of depreciation by applying various methods. • Recognize the commonly used financial statements, their components and flow of information from business transactions into these statements. • Use & analyze the accounting information to support business processes and practices.		
SYLLABUS		
Unit-I: Book-Keeping and Accounting – Financial Accounting – Concepts and Conventions – Double Entry System – Preparation of Journal, Ledger and Trial Balance.		
Unit-II: Depreciation – Causes – Methods of Calculating Depreciation – Straight Line Method, Diminishing Balance Method. Consignment Accounts.		
Unit-III: Preparation of Final Accounts – Trading, Profit and Loss Account and Balance Sheet With Adjustment Entries, Simple Problems Only - Capital and Revenue Expenditure and Receipts. Self and Sectional Balancing System. Royalty Accounts.		
Unit-IV Partnership - Problems of Partnership Firm related to Admission & Death of Partners and Dissolution of Partnership firm.		
Unit-V: Company Accounts- Issue of Equity Shares & Preference Shares, Book Building Process.		
SUGGESTED BOOKS		
1. Anthony, R. N., Hawkins, D., Merchant, K. A. Accounting: Text and Cases. New York: McGrawHill Education India. 2. Dam, B. B., Gautam, H. C. Financial Accounting. Guwahati: Gayatri Publications. 3. Monga, J. R. Financial Accounting: Concepts and Applications. New Delhi: Mayur Paperback Publishing. 4. Shukla, M. C., Grewal, T. S., Gupta, S. C. Advanced Accounts. New Delhi: Sultan Chand Publishing. 5. Maheshwari, S. N., Maheshwari, S. K., Maheshwari, S. K. Financial Accounting. New Delhi: Vikas Publishing House Pvt. Ltd. 6. Sehgal, D. Financial Accounting. New Delhi: Vikas Publishing House Pvt. Ltd.		

B.B.A. Semester: I 2025-26

Discipline Centric Core Course (DCC)

MECCC44001T: Managerial Economics

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours
Course Outcome: On successful completion of the course, the students will be able to:		
• Develop a critical understanding of different economic theories. • Take decisions about optimum production quantity which will minimise costs and maximize returns. • Understand different market structures and apply decisions methodologies to decide the best price of the product of the business. • Integrate economic theories with managerial practices to solve business problems. • Students will study production functions, the laws of returns, economies and diseconomies of scale, and general pricing principles, including the role of time in pricing decisions.		
SYLLABUS		
Unit-I: Introduction to Managerial Economics - Definition and scope of managerial economics, Difference between Micro and Macro Economics. Utility Analysis: Cardinal and Ordinal Approaches, Law of Diminishing Marginal Utility and Law of Equi-Marginal Utility. Indifference Curve-Meaning and Characteristics.		
Unit-II: Demand Analysis and Supply Analysis: Meaning of Demand, Types of Demand, Law of demand, Determinants of Demand, Demand Function, Elasticity of demand, Law of Supply, Price elasticity of supply.		
Unit-III: Production Analysis: Production function, Types of Production Function, Law of Returns, Law of variable proportions, Law of Increasing Returns, Law of Constant Returns, Law of Diminishing returns, Returns to scale.		
Unit-IV: Cost and Revenue Analysis: Cost concepts, Elements of Cost, Relationship between Production and Cost, Average and Marginal cost curves, Relationship between average and Marginal cost, Concept of revenue, Revenue Curve, Relationship between average and marginal revenue.		
Unit-V: Market Analysis: Definition and Classification, Price and Output determination under Perfect Competition, Monopoly, Oligopoly and Monopolistic Market		
SUGGESTED BOOKS		
1. D.M. Mithani: Fundamentals of Business and Managerial Economics, Himalaya Publishing House. 2. Mote, Paul and Gupta: Managerial Economics, TATA McGraw Hill, New Delhi. 3. Ahuja, H.L.: Managerial Economics, S. Chand & Company Ltd., New Delhi. 4. B.P. Gupta: Vyavsayik Arthashastra (Hindi), Malik and Company, Jaipur. 5. M. D. Agarwal and SomDeo: Business Economics, Ramesh Book Depot, Jaipur. 6. Dwivedi D. N., Managerial Economics, Vikas Publications, Delhi.		

BBA Semester: I – 2025-26

Ability Enhancement Compulsory Course (AECC)

ENGAC44001T: General English

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
4 Credits	4 Hours	60 Hours
Course Outcome: On successful completion of the course, the students will be able to:		
- Students will gain a comprehensive understanding of basic sounds of English and identify key literary forms. - Students will Interpret and appreciate selected poetic and literary texts by Shakespeare, Tagore, and R.K. Narayan, demonstrating a grasp of theme, tone, and literary techniques. - Students will apply knowledge of English grammar structures such as form classes, articles, prepositions, modal auxiliaries, and the use of prefixes, suffixes, and connectives in context.. - Students will explore the concept of Using appropriate tenses, voice (active/passive), and speech (direct/indirect) so as to learn English effectively. - Students will compose formal and informal letters, reports, and job applications with clarity, correct structure, and suitable vocabulary.		
SYLLABUS		
Unit-I: The Sounds of English: Consonants, Mono-thongs, Diphthongs. An Acquaintance with Literary Forms:- Elegy, Ballad, and Sonnet. An Acquaintance with Figures of Speech:- Simile, Metaphor, Personification, and Irony		
Unit-II: Poetry: William Shakespeare – All the World is a stage. Rabindranath Tagore – Where the Mind is without Fear. Act Play/Novel: R. K. Narayan – Vendor of Sweets.		
Unit-III: Introduction to Form Classes, Tenses and its uses. Articles,Preposition and Modal auxiliaries.		
Unit-IV: Active and Passive Voice, Direct and Indirect Speech, Prefixes and Suffixes, Connectives.		
Unit-V: English Writing Skills: Formal & Informal Letters, Report Writing.		
SUGGESTED BOOKS		
- W.H. Hudson "An Introduction to Literary Forms". - R.K. Narayan "The Vendor of Sweets" "English Verse: An Introduction" by David Kennedy - P.C. Wren & H. Martin "High School English Grammar and Composition". - M.A. Yadugiri & Geetha Rajeevan."Effective English Communication"		

B.B.A. Semester: II 2025-26

Discipline Centric Core Course (DCC)

BSLCC44002T: Business Laws

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours
Course Outcome: On successful completion of the course, the students will be able to:		
• Understand the legal framework: Students will understand the legal framework that governs businesses. • Make informed decisions: Students will be able to make informed business decisions that take into account legal considerations • Comply with laws and regulations: Students will understand the importance of complying with laws and regulations in business. • Apply business law concepts: Students will be able to apply business law concepts to real-world business scenarios. • Analyze legal issues: Students will be able to analyze legal issues that arise in business and develop strategies to mitigate risks.		
SYLLABUS		
Unit-I: Indian Legal System -Introduction to Indian legal system, Contract – meaning, characteristics and kinds 13 Lectures b),Essentials of valid contract - Offer and acceptance, consideration, contractual capacity, free consent, Discharge of contract – modes of discharge including breach and its remedies. Contingent contracts		
Unit-II: Special Contracts :Contract of Indemnity and Guarantee,Contract of Bailment,Contract of Pledge,Contract of Agency		
Unit-III: The Sale of Goods Act, 1930:Contract of sale ,Conditions and warranties , Transfer of ownership in goods including sale by non-owners , Performance of contract of sale		
Unit-IV:: Arbitration& Conciliation act :Arbitrator, Appointment of arbitrator,Conciliation, Appointment of conciliator, Role of arbitrator & Conciliator in dispute settlement		
Unit-V: The Limited Liability Partnership Act, 2008: Salient Features of LLP, Incorporation of LLP , Partners & their relation ,Whistle blowing		
SUGGESTED BOOKS		
1. Arora Sushma, Business Laws, Taxmann Publications Pvt. Ltd., New Delhi 2. Kuchhal MC, Kuchhal Vivek, Business Law, Vikas Publishing House Pvt. Ltd., NewDelhi 3. Nolakha, R.L., Business Law, Ramesh Book Depot, Jaipur. 4. Tulsian, P.C., Business Law, Tata Mc Graw Hill Publishing Company, New Delhi. 5. Kapoor, N.D., Elements of Mercantile Law, Sultan Chand & Sons, New Delhi.		

B.B.A. Semester: II 2025-26

Discipline Centric Core Course (DCC)

OMTCC44002T: Operations Management

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours
Course Outcome: On successful completion of the course, the students will be able to:		
• Understand the role of operations management in organizations • Analyze and design business processes • Apply operations management techniques to improve productivity and efficiency • Make informed decisions about capacity planning, inventory management, and supply chain management • Evaluate and implement quality management systems • Apply project management principles to plan and execute projects		
SYLLABUS		
Unit-I: Nature and scope of Operations Management: Nature of production; production as a system; production as an organization function; decision-making in production; importance of production function; scope of production and operations management; characteristics of modern production and operations function. JIT Concepts and significance		
Unit-II: Manufacturing System: Factors influencing choice of manufacturing methods; classification of manufacturing methods - project production, job production, batch production, mass and flow production, process production (meaning and characteristics of each method).		
Unit-III: Plant location and layout : Factors affecting location; plant layout principles; types of plant layout - process layout, product layout, combined layout, static product layout or project layout, cellular layout, job shop layout (meaning of each type); Different types of facilities; building, sanitation, lighting, air conditioning, safety .		
Unit-IV: Materials Management : Purchasing; selection of suppliers; inventory management; material handling principles and practices; inventory control; value analysis.		
Unit-V : Work study, Method study and work measurement : Importance of work study, Factors influencing productivity, Concept of Standard time, Method study, Time and motion study, relationship of time and motion study to work study; techniques of work measurement.		
SUGGESTED BOOKS		
1. D.M. Mithani: Fundamentals of Business and Managerial Economics, Himalaya Publishing House. 2. Mote, Paul and Gupta: Managerial Economics, TATA McGraw Hill, New Delhi. 3. Ahuja, H.L.: Managerial Economics, S. Chand & Company Ltd., New Delhi. 4. B.P. Gupta: Vyavsayik Arthashastra (Hindi), Malik and Company, Jaipur. 5. M. D. Agarwal and SomDeo: Business Economics, Ramesh Book Depot, Jaipur. 6. Dwivedi D. N., Managerial Economics, Vikas Publications, Delhi.		

B.B.A Semester: II 2025-26

Discipline Centric Core Course (DCC)

FOSCC44002T: Fundamentals of Statistics

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours
Course Outcome: On successful completion of the course, the students will be able to:		
• Understand the basic concepts of statistics, including data types and measurement scales • Calculate and interpret descriptive statistics, such as mean, median, and standard deviation • Apply probability theory and probability distributions to real-world problems • Use statistical inference techniques, such as hypothesis testing and confidence intervals, to make informed decisions • Analyze and interpret data using statistical software or tools		
SYLLABUS		
Unit-I: Meaning and Definition of Statistics, Statistics Investigation, Lawsof Statistics, Scope of Statistics, Limitation of Statistics		
Unit-II: Collection of Data, Presentation of Data, Frequency ofDistribution, Primary and Secondary Data.		
Unit-III: Measure of Central Tendencies: Mean, Median, Mode, GeometricMean and Harmonic Mean.		
Unit-IV: Measure of Variations: Standard Deviation, Mean Deviation and Skewness, Time Series Analysis		
Unit-V: Correlation Analysis- Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation, Regression, Lines of Regression. Index Number.		
SUGGESTED BOOKS		
1. Paul Newbold, William L. Carlson, and Betty Thorne, "Statistics for Business and Economics": A comprehensive textbook on statistics for business and economics. 2. David S. Moore, George P. McCabe, and Bruce A. Craig , "Introduction to the Practice of Statistics": A detailed guide to statistical concepts and techniques. 3. Richard A. Johnson and Gouri K. Bhattacharyya, "Statistics: Principles and Methods" A textbook that covers statistical principles and methods in detail. 4. David F. Groebner, Patrick W. Shannon, and Phillip C. Fry "Business Statistics": A textbook that focuses on business statistics concepts and applications.		

B.B.A. Semester: II 2025-26

Ability Enhancement Compulsory Course (AECC)

HINAC44002T: General Hindi

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
4 Credits	4 Hours	60 Hours
Course Outcome: On successful completion of the course, the students will be able to:		
- पाठ्यक्रम पूर्ण करने के पश्चात विद्यार्थी इनमें सक्षम होंगे— भाषा और उसकी उत्पत्ति के मूल सिद्धांतों अवधारणाओं से परिचित हो भाषिक परिवर्तनों को समझने में सक्षम होगा। - हिन्दी भाषा की उत्पत्ति, व्याकरणिक विशेषता तथा उसके विकास क्रम को समझ सकेगा। - वर्णों के भेदों व उच्चारण स्थानों का ज्ञान प्राप्त कर लेखन व उच्चारण में शुद्धता लायेगा। - प्रभावी संप्रेषण का महत्व समझने के साथ-साथ विद्यार्थी रोजगार के विभिन्न क्षेत्रों हेतु लेखन, वाचन, पाठन में भी सक्षम होगा। - विभिन्न प्रकार के पत्र लेखन शैलियों से परिचित हो उसका उपयोग करेगा।		
SYLLABUS		
इकाई— 1 — भाषा की परिभाषा, प्रकृति एवं विविध रूप। हिन्दी भाषा की विशेषताएँ।		
इकाई 2 — संज्ञा, सर्वनाम, विशेषण, क्रिया, विभक्ति एवं अव्यय। हिन्दी की वर्णव्यवस्था।		
इकाई 3 — संधि, समास, उपसर्ग, प्रत्यय।		
इकाई 4 — भाषा संप्रेषण के चरण—श्रवण, अभिव्यक्ति, वाचन तथा लेखन। हिन्दी वाक्य रचनाएँ वाक्य और उपवाक्य, वाक्य भेद।		
इकाई 5 — भावार्थ और व्याख्या, पत्र लेखन—प्रार्थना पत्र, आवेदन पत्र, शिकायती पत्र, अभिनंदन पत्र, व्यावसायिक पत्र।		
सहायक पुस्तकें		
1 हिन्दी व्याकरण—कामता प्रसादगुरु 2.मानक हिन्दी का स्वरूप—भोलानाथ तिवारी 3.संक्षेपण और पल्लवन—कैलाश चन्द भाटिया, तुमन सिंह 4.पत्र व्यवहार निर्देशिका—भोलानाथ तिवारी, विजय कुलश्रेष्ठ 5.राजकाज में हिन्दी—हरदेव बाहरी 6.व्यावहारिक हिन्दी व्याकरण एवं रचना—हरदेव बाहरी		

B.B.A. Semester: III 2026-27**Discipline Centric Core Course (DCC)****HRMCC45003T: Human Resource Management****(20 CIA + 80 EoSE. = Max. Marks: 100)**

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours
Course Outcome: On successful completion of the course, the students will be able to:		
• Understand the role of HRM in organizations • Apply HRM functions in real-world settings • Analyze employee relations and motivation • Design effective recruitment, selection, and training programs • Develop compensation and benefits package		
SYLLABUS		
Unit-I: Introduction to HRM: Meaning and importance of HRM, Functions of HRM ,Role of HR manager, Human Resource Planning- Meaning , Objectives, Process, Forecasting, Job Analysis- Job Description & Job Specification.		
Unit-II: Recruitment and Selection: Recruitment process, Sources of recruitment, Selection process,		
Unit-III: Training and Development: Importance of training, Training methods, Management development programs		
Unit-IV: Performance Management & Career Planning: Meaning and importance of performance management, Performance appraisal methods, Performance improvement plans, Career& Succession Planning		
Unit-V: Compensation Management: Concept, Job Evaluation, Incentives & Benefits, Types of Compensation Plans		
SUGGESTED BOOKS		
1. Gary Dessler "Human Resource Management" 2. K. Aswathappa "HRM" 3. P. SubbaRao "Human Resource Management: Text and Cases" 4. Jeffery A. Mello "Strategic Human Resource Management" 5. P. L. Rao "Human Resource Management: A South Asian Perspective"		

B.B.A. Semester: III 2026-27

Discipline Centric Core Course (DCC)

MMTCC45003T: Marketing Management

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours
Course Outcome: On successful completion of the course, the students will be able to: • Understand marketing concepts and principles • Develop marketing strategies and plans • Analyze market trends and consumer behaviour • Design effective marketing mix • Measure and evaluate marketing performance		
SYLLABUS		
Unit-I: Introduction to Marketing:Definition, concept and importance. Marketing mix,Marketing research and analysis		
Unit-II: Market Segmentation, Targeting, and Positioning. Market segmentation,Target market selection, Positioning strategies		
Unit-III: Product and Brand Management:Product life cycle,New Product development , Branding strategies, Brand equity and brand loyalty		
Unit-IV: Pricing and Distribution Strategies:Pricing objectives and strategies, Pricing methods (cost-plus, value-based), Distribution channels		
Unit-V: Promotion and Digital Marketing:Promotion mix, Advertising strategies and media planning,Digital marketing		
SUGGESTED BOOKS		
1. Philip Kotler and Gary Armstrong"Marketing Management" 2. William M. Pride and O. C. Ferrell "Principles of Marketing" 3. Eric Enge, Stephan Spencer, and Jessie Stricchiola "Digital Marketing" 4. Kevin Lane Keller "Brand Management"		

B.B.A. Semester: III 2026-27
Discipline Centric Core Course (DCC)
FMTCC45003T : Financial Management
(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours
Course Outcome: On successful completion of the course, the students will be able to: - Understand basic concepts of financial management and their application in investment, financing and dividend decisions. - Demonstrate basic finance management knowledge. - Understand concepts of cost of capital, leverage analysis, capital structure and dividend theories and identify courses of action in financial environment that would result in maximization of wealth of an organization. - Understand management of working capital and estimate the same for an organization - Understanding and enhancing practical skills, areas of professional development, attitudes, higher-order thinking skills, etc.		
SYLLABUS		
Unit-I: Introduction : Nature and Scope of Financial Management; Financial Goals Conflict of interest between the stakeholders; Functions of Financial Manager, Changing Financial Environment, Emerging Challenges faced by the Finance Manager.		
Unit-II: Financing Decisions: Sources of Long Term Capital Equity, Debt, Term Loan, and Preference share, Hybrid Securities, Internal Funds- Issues relating Financing Decisions.Cost of Capital: Computation of Cost of Equity-cost of Debt-Cost of Preference Capital- Cost of Internal Reserve Weighted Average Cost of Capital.		
Unit-III: Leverage and Capital Structure Analysis: Analysis of Operating Leverage and Financial Leverage-Combined Financial and Operating Leverage. Concept of Capital Structure: Determinants, Theories of Capital Structure, Relevance and Irrelevance, Problems of Optimal, Capital Structure.		
Unit-IV: Long Term Investment Analysis: Investment idea Generation – Tools and techniques of Analysis- Risk Analysis in Capital Investment Decisions. Dividend Decisions: Issues in Dividend Decisions-Models and Theories of Dividend-Forms of Dividend-Corporate Dividend Behaviour.		
Unit-V: Short Term Asset Management: Estimation of Short-Term Funding. Need –Financing Sources – Computation of Cost of Short term Fund. Management of Cash, Inventory and Receivables.		
SUGGESTED BOOKS		
1. Gitmam, L. J.: Principles of Management Finance, Addison-Wasley 2. Higgins, R. C: Analysis on Financial Management, Irwin, McGraw Hill 3. Hompton, John: Financial Decision making: Concept, problem & Cases, Prentice hall India. 4. Joseph, P. Ogden, Frank.C.Jen and Philip, F.O’Conner : Advanced Corporate Finance: Policies and Strategies, Pearson Education 5. Khan & Jain: Financial Management, Tat McGraw In addition, the students are expected to refer to RBI Bulletins, Economic Times and Other Business Newspaper and Finance related Journals and Magazines on a regular basis to keep themselves update about the recent developments.		

B.B.A. Semester: III 2026-27

Discipline Specific Elective* (DSE*)

STPSE45003T :Summer Training Project Work

(20 CIA + 80 EoSE. = Max. Marks: 100)

Credit:2

Maximum Marks: 100 marks

Course Outcome: On successful completion of the course, the students will be able to:

- Bridging the Theory-Practice Gap
- Industry Exposure
- Career Exploration:
- Structured Learning:
- Real-World Experience
- Skill Development
- Improved Productivity

Description-

The students have to undergone the summer training for total 90 hours after the completion of end semester exams of semester II. Business projects are the resultant of summer training. Summer training is often in the form of internships and it is crucial for students to gain practical experience, enhance their skills, and build their professional network, ultimately boosting their employability and career prospects. It bridges the gap between theoretical knowledge and real-world application, providing valuable exposure to industry practices and standards. The students are required to submit the business project report within 15 days from the commencement of the classes of semester III. The report will carries 2 credits and evaluated for 100 marks and these marks will be based on the viva with Presentation of the student conducted in front of appointed examiner by the examination cell.

B.B.A. Semester: IV 2026-27**Discipline Centric Core Course (DCC)****FSICC45004T: Financial System in India****(20 CIA + 80 EoSE. = Max. Marks: 100)**

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours
Course Outcome: On successful completion of the course, the students will be able to:		
• To understand the history of Indian financial system. • To provide students with comprehensive understanding the significance of Indian Financial system. • To provide the knowledge on the components of financial system. • To analyse the financial market processes and their instruments, and make successful financial decisions at an individual as well as company level. • To analyze different credit instruments and ownership instruments.		
SYLLABUS		
Unit-I: An Introduction Financial System: Meaning, Characteristics, Significance and Components Evolution of Financial System in India, Structure of Indian Financial System, Main functions of these constituents and respective roles.		
Unit-II: Money Markets: Money Markets: Functions, Players and Instruments in Money Market. Regulators of Financial System, Regulations in Financial System, Role and need of Regulations in Financial System-RBI, SEBI and IRDA		
Unit-III: Financial Markets: Functions and Organization, Primary Market: Activities, Intermediaries and Functions. Secondary Market: Functions, Instruments and Mechanism.		
Unit-IV: Stock Exchanges in India- Objectives, Functions and significance of stock Exchanges, Working of Stock Exchange in India. Role of financial intermediaries in capital market.		
Unit-V: Commercial Banks: Evolution, Management and Organizational setup, Assets & Liabilities, Theories of Liquidity Management, Management of Primary & Secondary Reserve, and Management of Loans. Financial Instruments: Shares, Mutual Funds, Debentures, Bonds, Derivatives.		
SUGGESTED BOOKS		
1. Machiraju, 'Indian Financial System' – Vikas Publishing House, 2nd Edition, 2002. 2. Varshney P.N., & Mittal D.K., 'Indian Financial System', Sultan Chand & Sons, New Delhi. 2002. 3. Verma J.C., 'Venture Capital Financing in India', Sage, New Delhi, 1997. 4. Sadhale H., 'Mutual Funds in India', Sage, New Delhi, 1997.		

B.B.A. Semester: IV 2026-27

Discipline Centric Core Course (DCC)

INTCC45004T: International Trade

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours
Course Outcome: On successful completion of the course, the students will be able to: - To gain conceptual clarity of the theoretical aspects, foundations and principles of International Economics. - To examine the broad pattern of changes in the arena of International Economic Policy and the evolving Global Economic environment. - To comprehend the complexities of theories, problems and policies in International Economics. - To gain fundamental exposure to the role, structure and functioning of international institutions/organizations.		
SYLLABUS		
Unit-I: Introduction to International Business: Concept, Need, and Importance of International Business. Globalization and its importance in world economy international business vs. domestic business, Complexities of international business. Modes of entry into international business.		
Unit-II: International Business Environment: National and foreign environments and their components economic, cultural political and legal environments. Theories of international trade- Absolute advantage theory, Comparative advantage theory, Factor proportion theory and Leontief paradox, Product life cycle theory.		
Unit-III: National competitive advantage theory. Tariff and Non-Tariff Barriers. Balance of payment account and its components. International Financial Environment: Foreign exchange market. cross exchange rates, forward markets, forward rate, long and short forward positions, forwards premium and discount.		
Unit-IV: Foreign exchange risk and exposure. Exchange rate Determinations: Types of Exchange rates, factors affecting exchange rate relative inflation rates, interest rates, relative interest rates, relative income levels, government controls and expectations.		
Unit-V: Foreign Trade Promotion measures and Organization in India. Special economic zones (SEZ) and export-oriented units (with 100% export-oriented units) foreign investment concept, type and flow, Foreign investment in Indian perspective. International Economic Organizations: WTO, UNCTAD, World Bank and IMF.		
SUGGESTED BOOKS		
1. Sankaran. S, 2012. International Business Environment [Reprint] Margham publications. (Unit I – V) 2. Jeevanandam. C, 2012. International Trade (policy, practice, procedures & documentation), Sultan Chand & Sons, New Delhi. (Unit II) 3. NidhiGautam, 2010.International Business [First Edition]Vayu Education of India,New Delhi. 4. Francis Cherunilam, 2012. International Trade and Export Management [Seventeenth Revised Edition], Himalaya Publication House. 5. Dr. A. Mustafa, 2013. International Business Management [First Edition], Kalyani Publishers, Chennai.		

BBA Semester: IV 2026-27

Discipline Centric Core Course (DCC)

CMA45004T: Cost and Management Accounting

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours
Course Outcome: On successful completion of the course, the students will be able to:		
- Accounting course aims to equip students with the knowledge and skills to understand, analyse, and manage costs within an organization. - Key learning outcomes include the ability to determine and classify costs. - Understand the basis of conventional and contemporary costing systems - Determine the costs of products and services - Critically analyse relevant costs and provide recommendations for internal decision making		
SYLLABUS		
Unit-I: Meaning, scope, objectives and advantages of cost accounting; Difference between financial and cost accounting. Cost concepts and classifications, Overview of elements of cost and preparation of Cost Sheet for manufacturing sector. Role of a cost accountant in an organization.		
Unit-II: Accounting and control of purchases, storage and issue of materials. Techniques of inventory control ,Operating costing (only transport)		
Unit-III: Nature, Scope of Management Accounting: Meaning, definition, nature and scope of Management Accounting; Cost concepts, Cost Control, and Cost Reduction, Cost-Volume-Profit Analysis: Marginal cost, Contribution per unit and Total contribution. Profit-Volume Ratio, Break-even Analysis: Cost Break-even Point		
Unit-IV: Standard Costing and Variance Analysis: Meaning of Standard Cost and Standard Costing, Advantages, Limitations and Applications; Material Cost Variance.		
Unit-V: Ratio Analysis: Meaning, definition, nature and scope; Liquidity and Profitability ratios. Meaning, definition of Cash Flow Statement.		
SUGGESTED BOOKS		
1.Maheshwari, S.N. and Mittal, S.N. (2016) Cost Accounting: Theory and Problems. Shree Mahavir Book Depot Chapters1, 5. 2.Arora, M.N. (2016) A Textbook of Cost and Management Accounting,12th ed., Vikas Publishing House Pvt. Ltd. 3.Lal, Jawahar. Advanced Management Accounting: Text, Problems & Cases, Sultan Chand & Company Ltd. 4.Agarwal, M.L. : Cost Accounting, SatiyaBhawan, Agra 5.Oswal&Maheshwari:LagatLekhankan, Ramesh Book Depot, Jaipur.		

BBA Semester: V 2027-28

Discipline Specific Elective (DSE)

SMKSE46005T: Service Marketing

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours
Course Outcome: On successful completion of the course, the students will be able to: • Discuss the reasons for growth of service sector. • Examine the marketing strategies of Banking Services, insurance and education services. • Review conflict handling and customer Responses in services marketing • Describe segmentation strategies in service marketing. • Suggest measures to improve services quality and their service delivery.		
SYLLABUS		
Unit-I: Introduction: Nature and Scope of services characteristics of services, classification of services – need for service marketing - reasons for the growth of services sector, Overview of marketing Different Service Sectors -Marketing of Banking Services -Marketing in Insurance Sector - Marketing of Education Services.		
Unit-II: Consumer Behavior in Services Marketing: Customer Expectations on Services-Factors influencing customer expectation of services. - Service Costs experienced by Consumer, the Role of customer in Service Delivery, Conflict Handling in Services, Customer Responses in Services.		
Unit-III: Customer Relationship marketing and Services Market Segmentation. Customer Relationship marketing: Meaning -Importance of customer & customer's role in service delivery, Benefits of customer relationship, retention strategies.		
Unit-IV: Customer Service Standards – Service Leadership and Service Vision -Meeting Customer Defined Service Standards - Service Flexibility Versus Standards - Strategies to Match Capacity and Demand - managing Demand and Supply of Service –applications.		
Unit-V: Service Development – need, importance and Types of New Services - stages in development of new services, service Quality Dimensions - Service Quality Measurement and Service Mapping, Improving Service Quality and Service Delivery, Service Failure and Recovery.		
SUGGESTED BOOKS		
1. John E.G. Bateson, K.Douglas Hoffman: Services Marketing, Cengage Learning, 4e, 2015 publication		
2. Vinnie Jauhari, KirtiDutta: Services Marketing: Operations and Management, Oxford University Press, 2014.		
3. Valarie A. Zeithaml and Mary Jo-Bitner: Services Marketing – Integrating Customer Focus Across The Firm, Tata McGraw Hill Publishing Company Ltd., 6e, 2013.		
4. NimitChowdhary, Monika Chowdhary, Textbook of Marketing Of Services: The Indian Experience, Macmillan, 2013.		
5. K. Rama MohanaRao, Services Marketing, Pearson, 2e, 2011.		

BBA Semester: V 2027-28

Discipline Specific Elective (DSE)

CSRSE46005T: Corporate Social Responsibility

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours
Course Outcome: On successful completion of the course, the students will be able to: • To define and differentiate between various CSR concepts, such as corporate philanthropy, corporate citizenship, and sustainability. • Understanding the factors that motivate businesses to adopt CSR initiatives, including stakeholder expectations and regulatory pressures. • Analysing the role of stakeholders (employees, customers, communities, etc.) and their impact on CSR. • Grasping the concept of sustainability and its integration with business strategy, including the triple bottom line (economic, social, and environmental impact). • Developing an understanding of how CSR can be integrated into a company's overall strategy and operations. • Learning to apply ethical principles and frameworks to business decision-making related to CSR.		
SYLLABUS		
Unit-I: Business Ethics: Introduction Features of Ethics, Need & Objectives of Ethics, Code of Conduct & Ethics for Managers, Meaning of Business Ethics ,Need for Business Ethics, Factors influencing Business Ethics.		
Unit-II: Corporate Social Responsibility: Concept, Reasons for Social Responsibility, CSR towards various stake holders, Advantages of CSR, Implementing CSR in Business Organizations, Scope of CSR.		
Unit-III: Corporate Governance: Introduction, Historical Background, Important issues of corporate governance, Corporate Governance in India.		
Unit-IV: Social Responsibility Accounting: Introduction, Need & Importance, Practices, Reporting Standards.		
Unit-V: Identifying key Stakeholders of CSR: Role of Public Sector in Corporate, government programs- Non-profit and Local Self Governance in implementing CSR-Global Compact Self-Assessment Tool- National Voluntary Guidelines by Govt. of India- Roles and responsibilities of corporate foundations.		
SUGGESTED BOOKS		
1.Business Ethics & Corporate Governance work book by ICFAI University Press 2. Corporate Governance by Devi Singh & Subhash Garg, Excel books 3. A handbook of Corporate Governance & Social Responsibility by David Crowther & Guler Ares, Published by Gower Publishing Ltd. 4. Business Ethics by A.C. Fernando		

BBA Semester: V 2027-28

Discipline Specific Elective (DSE)

DMKSE46005T: Digital Marketing

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours
Course Outcome: On successful completion of the course, the students will be able to: • After studying this course, students will be able to: • Understand the concept of digital marketing and its integration of traditional marketing. • Understand behavior of online consumers. • Create digital media campaigns through an understanding of e-mail, content and social media marketing. • Examine search engine optimization tactics to enhance a website's position and ranking.		
SYLLABUS		
Unit-I: Meaning of Digital Marketing, Differences from Traditional Marketing, Return of Investments on Digital Marketing vs. Traditional Marketing, E Commerce, and Tools used for successful marketing, SWOT Analysis of Business for Digital Marketing.		
Unit-II: Meaning of Blogs, Websites, Portal and Their Differences, Visibility, Visitor Engagement, Conversion Process, Retention, Performance Evaluation.		
Unit-III: Search Engine Optimization (SEO): On page Optimization Techniques, Off Page Optimization Techniques, Preparing Reports, Creating Search Campaigns, Creating Display Campaigns.		
Unit-IV: Social Media Optimization (SMO): Introduction to Social Media Marketing, Advanced Facebook Marketing, Word press Blog Creation, Twitter Marketing, LinkedIn Marketing, Instagram Marketing, social media Analytical Tools.		
Unit-V: Search Engine Marketing: Meaning and Use of Search Engine Marketing, Tools used — Pay per Click, Google Ad words, Display Advertising Techniques, Report Generation, Marketing and Ad Designing: Google Analytics, Online Reputation Management.		
SUGGESTED BOOKS		
1.Chaffey, D, F.E. Chadwick, R.Mayer, and K.Johnston. Internet Marketing: Strategy, Implementation, and Practice. Pearson India (2015) 2 Kotler, Philip, HermawanKartajaya, and IwanSetiawan Digital Marketing: 4.0 (2017). 3 Moving from Traditional to Digital. Pearson India 4. Frost, Raymond D., Alexa Fox, and Judy Strauss E-Marketing. Rutledge (2018). 5. Gupta, Seema Digital Marketing. McGraw Hill Education (India) Private Ltd.(2018).		

BBA Semester: V 2027-28

Discipline Specific Elective (DSE)

IBMSE46005T: International Business Management

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours
Course Outcome: On successful completion of the course, the students will be able to: • The program develops core management skills applicable to various business functions, including finance, marketing, operations, and human resources. • Students gain an understanding of international business principles, including global markets, trade policies, and cross-cultural dynamics. • Developing and implementing marketing strategies for global markets. • Managing the flow of goods and services across international borders. • BBA in International Business Management provides a strong foundation for pursuing advanced degrees like an MBA with a specialization in international business.		
SYLLABUS		
Unit-I: Overview: International Business- Introduction, Concept, Definition, Scope, Trends, Challenges and opportunities; Nature, Meaning and Importance of International competitive advantage, Multidimensional view of Competitiveness.		
Unit-II: Financial Perspectives- International monetary systems and financial markets, IMF, World Bank, IBRD, IFC, IDA, existing international arrangements; Globalization and foreign investment- Introduction FDI, national FDI policy framework, FPI, Impact of globalization.		
Unit-III: Globalization- Technology and its impact, Enhancing technological capabilities, Technology, generation, Technology transfer, Diffusion, Dissemination and spill over, Rationale for globalization, Liberalization and Unification of World economics, International Business theories, Trade Barriers Tariff and Non- Tariff Barriers.		
Unit-IV: Strategy making and international business- Structure of global organizations, Types of strategies used in strategic planning for achieving global competitive advantage, Meaning, Concept and scope of distinctive competitive advantage, Financial Integration, Cross border merger and acquisitions.		
Unit-V: Socio cultural Environment- Managing Diversity within and across cultures, Country risk analysis, Macro environmental risk assessment, Need for risk evaluation; Corporate governance, globalization with social responsibility- Introduction, Social responsibility of TNC, Recent development in corporate social responsibility and policy implications.		
SUGGESTED BOOKS		
1.Adhikary, Manab, GLOBAL BUSINESS MANAGEMENT, Macmillan, New Delhi. 2.Bhattacharya.B, GOING INTERNATIONAL RESPONSE STRATEGIES FOR INDIAN SECTOR, Wheeler Publishing Co, New Delhi. 3.Black and Sundaram, INTERNATIONAL BUSINESS ENVIRONMENT, Prentice Hall of India, New Delhi. 4.Gosh, Biswanath, ECONOMIC ENVIRONMENT OF BUSINESS, South Asia Book, New Delhi. 5.Asathappa, INTERNATIONAL BUSINESS, Tata McGraw Hill publications, New Delhi.		

BBA Semester: V 2027-28

Discipline Specific Elective (DSE)

FSISE46005T: Financial Services in India

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours
Course Outcome: On successful completion of the course, the students will be able to: • Complete knowledge of Financial System of India. • Clarity about the basic concepts of money, money supply and money creation. • Understanding of technical terms relating to Financial System like Stock etc • To explain the concepts of Money, Money Supply and Money Creation in an economy. • To impart knowledge of Financial Markets, Financial Institutions, Financial Services and Financial Instruments that formulates a financial system.		
SYLLABUS		
Unit-I: Meaning and importance of financial services – Types of financial services – Financial services and economic environment – Players in Financial Services Sector.		
Unit-II: Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI		
Unit-III: Leasing and Hire purchase – Concepts and features – Types of lease Accounts. Factoring – Functions of Factor		
Unit-IV: Venture Capital – Credit Rating – Consumer Finance.		
Unit-V: Mutual Funds: Meaning – Types – Functions – Advantages – Institutions Involved – UTI		
SUGGESTED BOOKS		
1. Michael W. Brandt – Money, Banking, Financial Markets and Institutions –Cengage, New Delhi 2. Gurusamy S, Essentials of Financial Services, Vijay Nicole Imprints, Chennai, 2014 3. Gomez Clifford, Prentice Hall of India, Financial Markets, Institutions and Financial Services, 2008 4. Meir Kohn, Financial Institutions and Markets, Oxford University Press 5. Rajesh Kothari, Financial Services in India: Concept and Application, Sage publications, 2012, New Delhi.		

BBA Semester: V 2027-28

Discipline Specific Elective (DSE)

BTXSE46005T :Business Taxation

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours
Course Outcome: On successful completion of the course, the students will be able to:		
• To gain enough knowledge on the basic principles and provisions of the Act and the relevant rules. • To provide working knowledge on the different heads of Income and deductions • Enable them to compute the total income and tax payable by an individual. • To enable the students to identify the basic concepts, definitions and terms related to Income Tax. Students would identify the technical terms related to Income Tax. • To enable the students to determine the residential status of an individual and scope of total income.		
SYLLABUS		
Unit-I: Constitutional Provisions: Distribution of tax proceeds amongst Centre and States - a brief study. Basic concepts and definitions: Income, agriculture income, casual income, Basis of charge. Residence and Residential Status		
Unit-II: Total income, Residence and tax liability. Heads of Income: Income from Salaries, Income from House Property		
Unit-III: Profits and Gains of Business and Profession, Capital Gains, Income from Other Sources.		
Unit-IV: Set off and carry forward of losses, Deductions from Gross Total Income, Rebates and Reliefs, Assessment of Individuals, Assessment of Hindu Undivided Family, Income Tax authorities and their powers; filing of income tax returns and E-filing.		
Unit-V: Goods and Service Tax- Introduction to Goods and Service Tax Act, Constitutional amendment – GST vis-à-vis earlier tax laws, important definitions – Consideration. Registration Procedure of GST.		
SUGGESTED BOOKS		
1. Bhawan Publication, New Delhi 2. Chandra, Mahesh and Shukla, D.C. : Income Tax Law and Practice, Pragati 3. Girish Ahuja and Ravi Gupta : Systematic Approach to Income Tax, Sahitya 4. Kanga and Paliwala : Law and Practice of Income Tax in India 5. Mehrotra, H.C. : Income Tax Law & Accounts, Sahitya Bhawan, Agra		

B.B.A. Semester: V 2027-28

Discipline Specific Elective* (DSE*)

BPWSE46005T: Business Project Work

(20 CIA + 80 EoSE. = Max. Marks: 100)

Credit:2

Maximum Marks: 100 marks

Course Outcome: On successful completion of the course, the students will be able to:

- Understand Clarity and Planning aspects
- Understand Funding and Investment
- Identifying Potential Risks in business
- Develop financial plans and funding projections
- Real-World Experience
- Skill Development
- Career Preparation

Description-

The students have to undergone the summer training for total 90 hours after the completion of end semester exams of semester IV. Business projects are the resultant of summer training. Summer training is often in the form of internships and it is crucial for students to gain practical experience, enhance their skills, and build their professional network, ultimately boosting their employability and career prospects. It bridges the gap between theoretical knowledge and real-world application, providing valuable exposure to industry practices and standards. The students are required to submit the business project report within 15 days from the commencement of the classes of semester V. The report will carries 2 credits and evaluated for 100 marks and these marks will be based on the viva with PPT Presentation of the student conducted in front of appointed examiner by the examination cell.

BBA Semester: VI 2027-28

Discipline Specific Elective (DSE)

EBSSE46006T: E-Business

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours
Course Outcome: On successful completion of the course, the students will be able to: • Understand basic computer systems and their functions. • Use digital devices and software applications effectively. • Navigate the internet and communicate online safely and responsibly. • Recognize and avoid online threats and scams. • Develop practical skills for using digital tools in everyday life and work.		
SYLLABUS		
Unit-I: Introduction- Objectives, Computer, Mobile/ Tablet and their applications, Components of a Computer System, Central Processing Unit, Common Input & Output devices, USB ports and Pen Drive Connecting Power cord, Keyboard, Mouse, Monitor and Printer to CPU.		
Unit-II: Introduction and objectives of Internet, Concept of Internet & WWW -Website Address and URL , Applications of Internet, Modes of Connecting, Internet (Hotspot, Wi-Fi, LAN Cable, Broadband, USB Tethering) , Exploring the Internet , Surfing the web, Popular Search Engines.		
Unit-III: Introduction and Objectives of Digital Financial Tools, Understanding OTP [One Time Password] and QR. Unified Payment Interface], AEPS [Aadhaar Enabled Payment System], USSD [Unstructured Supplementary Service Data], Card [Credit / Debit], eWallet, PoS [Point of Sale].		
Unit-IV: Introduction and Objectives of Internet Banking, National Electronic Fund Transfer (NEFT), Real Time Gross Settlement (RTGS), Immediate Payment Service (IMPS), Online Bill Payment , Overview of e-Governance Services like Railway Reservation, Passport, e Hospital [ORS], Accessing e-Governance Services on Mobile Using “UMANG APP”.		
Unit-V: Cyber Security: Basic concepts of threats, vulnerabilities, controls; risk; confidentiality, integrity, availability; security policies; security mechanisms; Data Security and protection: concept, creating strong passwords; , identifying secure website, clear cookies; how to identify a secure web site: https, lock symbol; Security Considerations, security threats from web sites like: viruses, worms, Trojan horses, spyware. Understand the term malware.		
SUGGESTED BOOKS		
1.Chaffey, D, F.E. Chadwick, R.Mayer, and K.Johnston. Internet Marketing: Strategy, Implementation, and Practice. Pearson India (2015) 2 Kotler, Philip, Hermawan Kartajaya, and IwanSetiawan Digital Marketing: 4.0 (2017). 3 Moving from Traditional to Digital. Pearson India 4. Frost, Raymond D., Alexa Fox, and Judy Strauss E-Marketing. Rutledge (2018). 5. Gupta, Seema Digital Marketing. Mc Graw Hill Education (India) Private Ltd.(2018).		

BBA Semester: VI 2027-28

Discipline Specific Elective (DSE)

PMTSE46006T: Project Management

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours
Course Outcome: On successful completion of the course, the students will be able to:		
• Learning various project selection methods, including non-quantitative and scoring models. • Developing a project scope of work, creating accurate cost estimations, identifying necessary resources, and producing a detailed work plan. • Identifying potential risks, evaluating their impact, and developing mitigation strategies. • Understanding project feasibility, including technical, financial, and market analysis. • Allocating and managing resources effectively, including human resources and materials.		
SYLLABUS		
Unit-I: Introduction to project and projects. Characteristics and types of projects. Gaining importance, project life cycle and its phases. Project selection, non-quantitative and scoring models, technical analysis and technology selection, market potential analysis and techniques of long term forecasting.		
Unit-II: Financial feasibility, determinants of cost of project, its financing and deciding optimum capital structure. Cash flows from project and owner's perspective. Project Appraisal. Financial feasibility with risk. Types of risk, techniques of risk evaluation and its mitigation. Sensitivity analysis.		
Unit-III: Network analysis, construction of networks, CPM, various types of floats and their application, PERT and its applications. Time cost relationship, crashing for optimum cost and optimum time.		
Unit-IV: Introduction to project software and applications of MS Project. Project monitoring, Value Analysis, Project Termination and Audit. Reasons for failure.		
Unit-V: Human Aspects of Project management: project manager's skills and functions, matrix organization, Social Cost Benefit Analysis, UNIDO approach, shadow pricing.		
SUGGESTED BOOKS		
1. Project management (core text book) – Samuel J. Mantel, Scott M. shafer 2. Project management & control –Singh &Narendra 3. Pert & CPM – Dr BC Punmia, KK Khendelwal- Laxmi publication 4. Project management – Desai, Vasant 5. Project Management – K P Sharma- National publishing house- Dehli		

BBA Semester: VI 2027-28

Discipline Specific Elective (DSE)

ENTSE46006T: Entrepreneurship

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours
Course Outcome: On successful completion of the course, the students will be able to: • Understanding the environment in which entrepreneurs operate. • Developing innovative ideas and solutions. • Creating comprehensive business plans for new ventures. • Exploring sources of funding for startups, including venture capital. • Understanding how to create businesses that address social problems.		
SYLLABUS		
Unit-I: Introduction to Entrepreneurship -Definition of Entrepreneur, Entrepreneurial Traits, and Entrepreneur vs. Manager, Entrepreneur vs. Entrepreneur. The Entrepreneurial decision process. Role of Entrepreneurship in Economic Development, Ethics and Social responsibility of Entrepreneurs. Opportunities for Entrepreneurs in India.		
Unit-II: Creating and Starting the Venture Sources of new Ideas, Methods of generating ideas, creating problem solving, product planning and development process.		
Unit-III: Business Plan -Nature and scope of Business plan, Writing Business Plan, Evaluating Business plans, Using and implementing business plans. Marketing plan, financial plan and the organizational plan, Launching formalities.		
Unit-IV: Financing and managing the new venture Sources of capital, Record keeping, recruitment, motivating and leading teams, financial controls. Marketing and sales controls. E-commerce and Entrepreneurship, Internet advertising		
Unit-V: New venture Expansion Strategies and Issues. Institutional support to Entrepreneurship Role of Directorate of Industries, District Industries, Centers (DICs), Industrial Development Corporation (IDC), State Financial corporation (SFCs), Commercial banks Small Scale Industries Development Corporations (SSIDCs), Khadi and village Industries Commission (KVIC), National Small Industries Corporation (NSIC), Small Industries Development Bank of India (SIDBI).		
SUGGESTED BOOKS		
1. VinayshreelGautam : Enterprise and Society Concept Publishing House, New Delhi 2.Tandon, B.C. : Environment and Entrepreneur Chug Publications, Allahabad 3. VasantDesai : Organization and Management of Small Scale Industry. Himalaya Publishing House, Bombay 4. Peter F Drucker : Innovation and Entrepreneurship Heinemann London 5. Rabindra N. Kanungo : Entrepreneurship and Innovation, Response Books Sage, Delhi		

BBA Semester: VI 2027-28

Discipline Specific Elective (DSE)

MPMSE46006T: Material and Purchase Management

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours
Course Outcome: On successful completion of the course, the students will be able to: • Learning about different types of inventory, including raw materials, work-in-progress, finished goods, and spare parts. • Understanding various costs associated with inventory, such as holding costs, ordering costs, and shortage costs. • Exploring different inventory control systems, including periodic and perpetual inventory systems. • Determining the inventory level at which a new order should be placed. • Understanding the purchasing process, vendor selection, and supplier relationship management.		
SYLLABUS		
Unit-I: Introduction: Materials Management -Evolution, Importance, Scope and Objectives-Interface with other functions. Concept of Logistics and Supply Chain Management and evolution to 4PL-Supply Chain Management -Objectives, Components, Significance, Trade off Customer Service & Cost.		
Unit-II: Purchasing: Purchasing in Materials management-system concept-purchasing and procurement activities under Materials management-Value Analysis and value Engineering-Purchasing and quality Assurance-Purchase Cycle, Vendor relations -Purchasing Methods -Global Sourcing-Stores – Functions, Importance, Organization of stores & Stores layout. Stores procedure – documentation.		
Unit-III: Inventory Need of Inventory -Types of Inventory -Basic EOQ Model -EOQ with discounts - Classification of material -ABC Analysis -VED, (EOQ with discounts & ABC).		
Unit-IV: Forecasting – Overview of quantitative and qualitative methods of forecasting - Master Production Schedule -Bill of Materials. Concept of ERP. Materials handling and storage systems Physical distribution logistics-transportation, Traffic and claims management-operations research and related techniques-Principles of Materials Handling system		
Unit-V: Quality control of material: Incoming material quality control-statistical quality control-governmental purchasing practices and procedures Inventory control & Cost Reduction techniques: Inventory turns ratios-Standardization – need and importance.		
SUGGESTED BOOKS		
1. P. Gopalakrishnan ,Materials management: An integrated approach 2. JP Saxena, Warehouse Management and Inventory Control-Vikas Publication House Pvt Ltd, First Edition, 2003. 3. Wareh 2.Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition, 1998. 4. Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited.		

BBA Semester: VI 2027-28

Discipline Specific Elective (DSE)

EIMSE46006T: Export and Import Management

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours
Course Outcome: On successful completion of the course, the students will be able to: • This module explores the global landscape of trade, including economic, political, legal, and technological factors influencing international business. • Understanding and focusing on the practical steps involved in exporting and importing goods, including documentation requirements, customs procedures, and logistics. • Focusing on identifying, assessing, and mitigating risks associated with international trade, including financial, political, and logistical risks. • This module explores the strategies and techniques for marketing goods and services in international markets. • This module covers government policies and schemes designed to promote exports and imports.		
SYLLABUS		
Unit-I: Introduction - Trade its meaning and types. Difference between internal and international trade. Concept, Assumptions and Criticism of International Trade Theories. India's Internal Trade- characteristics and Problems. Coastal trade .Terms of Trade.		
Unit-II: Preparation for exports: Registration of firms with authorities, PAN Number of No., IE code, BIN No., EPC, Central Excise etc. Category of exports: Direct, indirect, third party exports. Category of exporters: Manufacturer exporter, merchant exporter, EOU/ SEZ/ Biotech Parks/ Export Houses 5 categories.		
Unit-III: Export benefits: Duty drawback, advance authorization scheme, duty free import authorization, duty exemption entitlement scheme.		
Unit-IV: Import management, procurement planning, Identification, selection of suppliers. Purchase contract, terms of payments.		
Unit-V: Export promotion capital goods (EPCG), duty entitlement pas book scheme, market development assistance, focus product, focus marketing, market access initiative, complete documentation and procedures for export clearance, conditions in a letter of credit, types of bill of lading.		
SUGGESTED BOOKS		
1. Bowersox, Donald. J: Logistical Management, Mc-millan, N.Y.Latest ed. 2. Export Import procedure - Documentation and Logistics, C Rama Gopal, New age publications. 3. Govt. of India: ITC(HS) Classification of Export and Import items, Govt. of India, N. Delhi: 4. Handbook of Procedures Volume I - II - III SION-DEPT Schedule. Export Import procedure and documentation, Kushpat Jain, Oscar Publications Delhi 5. "Govt. of India: Export-Import Policy and Procedures, Govt. of India, N.D. ParasRam : Export-Import Procedures, Anupam Publication.		

BBA Semester: VI 2027-28
Discipline Specific Elective (DSE)
SCMSE46006T: Supply Chain Management
(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours
Course Outcome: On successful completion of the course, the students will be able to: • Focuses on the processes involved in transforming raw materials into finished goods. • Deals with the selection and management of suppliers to ensure a reliable and cost-effective supply of materials. • Understanding and exploring the methods for predicting future demand to optimize inventory levels and production schedules. • Explores the complexities of managing supply chains across international borders. • Covers the financial aspects of supply chain management, including working capital management and financing options.		
SYLLABUS		
Unit-I: Introduction to Supply Chain Management- Supply chain – objectives , importance , decision phases – process view – competitive and supply chain strategies – achieving strategic fit – supply chain drivers – obstacles – framework .		
Unit-II: Designing the Supply Chain Network- Designing the distribution network – role of distribution – factors influencing distribution – design options – e-business and its impact – distribution networks in practice – network design in the supply chain – role of network.		
Unit-III: Planning Demand and Supply- Role of forecasting – demand forecasting – approaches – role of IT. Planning and Managing Inventories- Safety inventory and its appropriate level – impact of supply uncertainty, aggregation and replenishment policies.		
Unit-IV: Transportation Networks and Sourcing- Role of transportation – modes and their performance – transportation infrastructure and policies - design options and their trade-offs – Tailored transportation.		
Unit-V: Coordination in a Supply Chain- Lack of supply chain coordination and the Bullwhip effect – obstacle to coordination – managerial levels – building partnerships and trust – continuous replenishment and vendor-managed inventories – collaborative planning, forecasting and replenishment.		
SUGGESTED BOOKS		
1.Sunil Chopra and Peter Meindl, SUPPLY CHAIN MANAGEMENT – STRATEGY, PLANNING AND OPERATION, PHI, 4th Edition, 2010. 2.Wisner, Keong Leong and Keah-Choon Tan, PRINCIPLES OF SUPPLY CHAIN MANAGEMENT A BALANCED APPROACH, Thomson Press, 2005. 3.Coyle, Bardi, Longley, THE MANAGEMENT OF BUSINESS LOGISTICS – A SUPPLY CHAIN PERSPECTIVE, Thomson Press, 2006. 4.N. Chandrasekaran, SUPPLY CHAIN MANAGEMENT, Oxford University Press, New Delhi 2010 5.Donald J Bowersox et al, SUPPLY CHAIN LOGISTICS MANAGEMENT, McGrawHill Education (India) Pvt.Ltd.New Delhi 2007		

B.B.A. Semester: VI 2027-28

Discipline Specific Elective* (DSE*)

SMGSE46006T: Startup Management

(20 CIA + 80 EoSE. = Max. Marks: 100)

Credit:2

Maximum Marks: 100 marks

Course Outcome: On successful completion of the course, the students will be able to:

- Understand the elements and types of start-up proposals
- Conduct market research and feasibility analysis for proposals
- Draft business model canvases and executive summaries
- Develop financial plans and funding projections
- Pitch the proposal effectively with supporting documents

Description-

The students have to submit a proposal for startup keeping the following points in their mind while preparing the proposal.

- Define the purpose and importance of startup proposals; identify target audiences (investors, incubators, grants); understand the stages of proposal development.
- Define the problem clearly; articulate a strong value proposition; align startup vision with market needs.
- Conduct primary/secondary research; assess market size, trends, and competitors; perform SWOT analysis.
- Follow standard proposal sections (problem, solution, market, model, team, finances etc)
- Complete Startup Proposal (Written Document)

The report will carry 2 credits and be evaluated for 100 marks and these marks will be based on the viva with PPT Presentation of the student conducted in front of appointed examiner by the examination cell.

B.B.A. Semester: I 2025-26

Skill Enhancement Course (SEC)

FOCSC44001T: Fundamentals of Computer

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
3 Credits	3 Hours	45 Hours
Course Outcome: On successful completion of the course, the students will be able to:		
• Understand the basic components and functioning of a computer system, including hardware and software. • Demonstrate knowledge of number systems, data representation, and basic logic gates used in digital computing. • Explain the role and functions of operating systems and various types of software applications. • Apply knowledge of computer networks, internet, and cybersecurity principles in real-world contexts.		
SYLLABUS		
Unit-I: Computer Basic: Introduction, History of Computer, Types of Computer, Generations of Computer, and Basic Components of PC.		
Unit-II: Hardware and Software: Introduction, Types of Software, Input Devices and Output Devices, Relationship between Hardware and Software, RAM and ROM		
Unit-III: Network, Security and Networking: LAN, WAN, MAN, SAN, CAN, Internet Information, Internet Service, Difference Between Internet, Extranet and Ethernet, Windows (latest Version): Introduction, Features, Installation, Activation, Security Features,		
Unit-IV: MS Word with all the applications and uses. MS Power Point: Introduction, Creating a Presentation, Using Templates, Inserting Charts, Inserting Table		
Unit-V: MS Excel: Introduction, the basics of creating, editing, and manipulating spreadsheets using Excel, including features like data entry, calculations, formatting.		
SUGGESTED BOOKS		
1. Sinha, P.K., Computer Fundamentals, BPB Publication, Jaipur 2. Norton, Peter, Introduction to Computers, Tata McGraw Hills, New Delhi 3. Taxali, R.K., PC Software for Windows 98, Tata McGraw Hills, New Delhi 4. Swamy, E. Balguru, Programming in ANSI 'C', McGraw Hills, New Delhi 5. Jain, Anubha, Deep ShikhaBhargav, Computer Fundamentals, RBD, Jaipur		

B.B.A. Semester: II 2025-26

Skill Enhancement Course (SEC)

BCSSC44002T: Business Communication Skills

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
3 Credits	3 Hours	45 Hours
Course Outcome: On successful completion of the course, the students will be able to:		
• Understand the importance of effective communication in personal and professional settings • Develop strong verbal and non-verbal communication skills • Write clear and concise business messages • Present ideas confidently and effectively • Build rapport and relationships through effective communication		
SYLLABUS		
Unit-I: Fundamentals of Business Communication: Definition, Nature, Scope, Importance, Objectives, Process and Elements .		
Unit-II: Channels of communication : Formal and Informal/Grapevine, Verbal and Non – Verbal Communication, Barriers to Communication		
Unit-III: Memory Management: Memory and Retention Techniques, Mind Mapping, Reading Skills		
Unit-IV: Writing for Business: Features of Good Writing: Clear, Short, and Correct. Writing Emails and Letters: Notice, Memo, Circular.		
Unit-V: Listening Skills: Importance Types and Barriers of Listening		
SUGGESTED BOOKS		
1. John Adair "Effective Communication" 2. Leena Sen "Communication Skills" 3. Meenakshi Raman and Prakash Singh "Business Communication" 4. Dale Carnegie "The Art of Public Speaking" 5. N.K. Sharma "Communication Skills for Professionals"		

B.B.A. Semester: V 2027-28

Skill Enhancement Course (SEC)

PDLSC46005T: Personality Development and Leadership Skills

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
3 Credits	3 Hours	45 Hours
Course Outcome: On successful completion of the course, the students will be able to:		
• Develop a positive personality and attitude • Communicate effectively and build strong relationships • Demonstrate professionalism and a strong work ethic • Manage stress and emotions • Set goals and plan for personal and professional growth		
SYLLABUS		
Unit-I: Introduction to Personality Development: Meaning and importance of personality development, Self-awareness and self-improvement, Building confidence and self-esteem		
Unit-II: LSRW Skills, Goal Setting, Team Building and Teamwork, Conflict resolution and Persuasion Skills		
Unit-III: Leadership Skills: Leadership styles and traits, Effective leadership in teams and organizations,Leadership skills development		
Unit-IV: Managing stress:Meaning of stress, Common signs of stress, Acknowledging stress, handling the problem		
Unit-V: Workplace Attitude and Professionalism:Professionalism and work ethics, Adaptability and flexibility, Time management and productivity		
SUGGESTED BOOKS		
1. Stephen Covey "The 7 Habits of Highly Effective People" 2. Dale Carnegie "How to Win Friends and Influence People" 3. Norman Vincent Peale "The Power of Positive Thinking" 4. Daniel Goleman "Emotional Intelligence" 5. Dr. P. Khanka "Personality Development"		

B.B.A. III Semester: 2026-27

Multi Discipline Course (MDC)

HPGMC45003T : Introduction to History, Political Science and Geography

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
3 Credits	3 Hours	45 Hours
Course Outcome: On successful completion of the course, the students will be able to: • Understand the origin and integration of Rajasthan and recognize its state symbols. • Describe major historical events, ancient civilizations, and contributions of key figures. • Appreciate Rajasthani culture and heritage through its folk music, dances, fairs, festivals, and LokDevtas. • Understand the political and administrative system of Rajasthan, including state governance and Panchayati Raj. • Identify key geographical features of Rajasthan such as mountains, deserts, rivers, and regional divisions		
SYLLABUS		
Unit-I: Introduction of History: Meaning and Origin of the Name "Rajasthan", Symbols of Rajasthan (State Animal, State Tree, State Dance, State Bird, State Flower, State Game, State Language), Integration of Rajasthan (Formation of the state of Rajasthan (1949)		
Unit-II: Historical Background: Major historical events and battles (Battle of Tarain, Chittor and Haldighati), Ancient Culture & Civilisation of Kalibangan, Ahar, Ganeshwar, Bairath. Contribution of key personalities: (Maharana Pratap, Panna Dhai, Durga Das Rathore)		
Unit-III: Culture and Heritage: Folk Music and Dance (Ghoomar, Kalbeliya, Bhavai), Lok Devta of Rajasthan. Fairs (Desert Festival, Mewar Festival, Summer Festival, Camel Festival, Kolayat Fair). Festivals (Teej, Gangaur, Makar Sankranti)		
Unit-IV: Political and Administrative System of Rajasthan: Governor; Role and Functions. Chief Minister and Cabinet (State council of Ministers) Panchayati Raj System (Local Self Govt. Administration)		
Unit-V: Geography of Rajasthan: Physical features: Aravalli Range, Thar Desert, and major plateaus, Shape, Size, mountains and plateaus of Rajasthan. Major Rivers: Chambal, Banas, Luni.		
SUGGESTED BOOKS		
1. R. D. Banerji The Age of the Imperial Guptas 2 Percy Brown Indian Architecture 3. Dashrath Sharma Rajasthan Through the Ages 4. Kunwar Kanak Singh Rao Rajasthan Ki Rajvyavastha 5. Kanti Jain & Mahaveer Jain Lakshya Rajasthan: Geography & Economics		

B.B.A. Semester: III 2026-27

Multi Discipline Course (MDC)

LBLMC45003T : Labour Laws

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
3 Credits	3 Hours	45 Hours
Course Outcome: On successful completion of the course, the students will be able to: - Describe the evolution and objectives of India's labour legislation - Critically assess the impact of labour law on stakeholders using economic and sociological models - Draft employment practices aligned with statute and ethics - Apply dispute resolution frameworks grounded in law and organizational behaviour - Propose multidisciplinary reforms in light of emerging workplace challenges		
SYLLABUS		
Unit-I: Historical & Constitutional Foundations :Origin of labour law: colonial origins → post-independence reforms, Constitutional underpinnings: Articles 14, 19, 21; Directive Principles, Global context: ILO conventions & India's alignment		
Unit-II: Core Statutes Impacting Worker Rights :Payment of Wages Act, Minimum Wages Act, Payment of Bonus & Gratuity Acts , Social security framework: Workmen's Compensation, ESI, EPF, Maternity Benefits , Economic fairness & social justice: policy implications		
Unit-III: Industrial Relations & Collective Mechanisms : Trade Union Act, Industrial Disputes Act, Standing Orders , Strikes, Lockouts, Layoff, Retrenchment, Closures, Collective Bargaining: Legal immunity, Negotiation strategies, Sociological lens: power dynamics, labor movements, union leadership		
Unit-IV: – Occupational Safety, Welfare & Disciplinary Systems : Factories Act and its relevance: Mines, Shops & Establishments, Contract Labour Act , Workplace welfare, health, hazard prevention, Discipline & domestic inquiries: Principles, Procedures, Natural Justice , Psychological & ethical perspectives on workplace justice		
Unit-V: Dispute Resolution, Compliance & Emerging Challenges: Mechanisms: Conciliation, Arbitration, Adjudication, Compliance governance: HR & legal intersections, Emerging trends: gig economy, sexual harassment law, tech--driven work changes etc.		
SUGGESTED BOOKS		
- Labour and Industrial Laws: V.G. Goswami - Taxmann's New Labour and Industrial Laws - S.N. Mishra: Labour and Industrial Laws		

B.B.A.Semester : III 2026-27
Multi-Disciplinary Course (MDC)
IFPMC45003T :Indian Foreign Policy
(20 CIA + 80 EoSE. = Max. Marks : 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
3 Credits	3 Hours	45 Hours
Course Outcome: On successful completion of the course, the students will be able to: • At the end of the course the students should have acquired a good understanding of the basic concepts of foreign policy • Student will understand relations between country's trades • Student will understand the role of regional organizations • Students will understand emerging trends • Student will understand global environmental issues		
SYLLABUS		
Unit-I : India's Role in International Affairs : Basic Features & Emerging trends in India's Foreign Policy		
Unit-II: India's relations with U.S.A., China and Pakistan		
Unit-III: The Concept of Non – Alignment : Bases, Role and Relevance		
Unit-IV: Regional Organizations : SAARC and ASEAN; Factors leading to the end of Cold War.		
Unit-V: Global Environmental Issues; Human Rights; Global Justice; Global Terrorism.		
SUGGESTED BOOKS		
1.C.Brown, International Relations Theory : London, Harvester Wheatsheat, 1975. 2. I.Claude, Power and International Relations, New York, Random House, 1962. 3. W.D.Coplin, Introduction to International Politics, Chicago, Markham, 1971. 4. F.I.Greenstein and N.W.Polsby, Theory of International Relations, Reading Massachusetts, Addison-Wesley, 1979. 5. F.S.Northedge, The International Political System, London, Faber and Faber, 1976. 6. K.N.Waltz, Theory of International Politics, Reading Massachusetts, Addison-Wesley, 1979. 7. K.N.Waltz, "The emerging structure of International Politics", International Security, 18, 1993, 8. 8 8 D.R. Bhandarkar, Some Aspects of Ancient Indian Hindu Polity, Varanasi, Banaras Hindu University. 9. Deen Dyal Upadhyaya, Integral Humanism, Hindi Sahitya Sadan, 2014.		

BBA Semester: IV 2026-27

Multi-Disciplinary Course (MDC)

COIMC45004T : Constitution of India

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
3 Credits	3 Hours	45 Hours
Course Outcome: On successful completion of the course, the students will be able to: - Analyze the historical-philosophical foundations and salient features of the Constitution. - Interpret Fundamental Rights, Duties, and Directive Principles, drawing connections with ethical and social dimensions. - Compare governance structures across disciplines—law, political science, sociology—for a holistic understanding. - Critically evaluate major constitutional developments and landmark cases. - Engage in cross-disciplinary projects applying constitutional principles to contemporary issues (e.g., digital privacy, environmental rights, social justice).		
SYLLABUS		
Unit-I: Origins & Philosophy of the Constitution: Evolution: British colonial legacy → Government of India Acts → Constituent Assembly, Philosophical influences: Liberalism, socialism, secularism, welfare state, Role of key figures: Ambedkar, Nehru, Gandhi, The Preamble: Meaning of “Sovereign, Socialist, Secular, Democratic, Republic”		
Unit-II: Rights, Duties & State Policies: Fundamental Rights (Part III) - scope, enforcement (Article 32), real life case studies, Fundamental Duties (Part IV A) and their ethical/sociological implications, Directive Principles (Part IV): Role in welfare state, Interplay with rights; key cases (e.g., Minerva Mills)		
Unit-III: Institutional Design & Governance : Federal structure: Centre–State distribution; Parliamentary democracy at Union & states, Executive branch: President, Governor, PM, CM, Legislative: Lok Sabha, Rajya Sabha, State Assemblies, Judicial system: Supreme Court, High Courts; Judicial Review and Basic Structure Doctrine		
Unit-IV: Amendments, Emergencies & Local Governance: Amendments & Basic Structure doctrine (Kesavananda Bharati, etc.), Emergency provisions: National, State, Financial, Decentralization: 73rd & 74th Amendments, Panchayati Raj, Municipal Governance		
Unit-V: Interdisciplinary Applications & Debates: Constitutional ethics and social justice: caste, gender, minorities, environment, Constitutional sociology: Rights of vulnerable groups; social inclusion, Digital rights and Privacy (Puttaswamy Judgment), Environmental governance under the Constitution, Constituent Assembly Debates		
SUGGESTED BOOKS		
- Durga Das Basu, Introduction to the Constitution of India - Brij Kishore Sharma, Introduction to the Constitution of India - Granville Austin, The Indian Constitution: Cornerstone of a Nation - M.P. Jain, Indian Constitutional Law		

BBA Semester: IV 2026-27**Multidisciplinary Course (MDC)****FOMMC45004T: Fundamentals of Mathematics****(20 CIA + 80 EoSE. = Max. Marks: 100)**

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
3 Credits	3 Hours	45 Hours
Course Outcome: On successful completion of the course, the students will be able to: • Provide a platform to the students for building the fundamentals of basic mathematics for competitive examinations preparation strategy. • Establish a framework to help students acquire knowledge and expertise necessary to secure employment opportunities in the Government sector. • The basic mathematics to the students. It assumes that the students have minimal knowledge to the subject. • To help them acquire skills in solving quantitative aptitude by simple methods. • The main focus of the students will be on quantitative aptitude in short span of time.		
SYLLABUS		
Unit-I: Arithmetic - I: Number System: Computation of whole numbers, decimal and fractions, relationships between numbers. Fundamental Arithmetic Operations: Percentages, ratio and proportion, square roots, averages, simple and compound interest, profit and loss, discount, partnership, mixture and alligation, time and work, time and distance.		
Unit-II: Arithmetic - II: HCF and LCM: Finding the highest common factor and least common multiple of numbers. Simplification and Approximation: Simplifying complex expressions and calculations. Profit, Loss, and Discount: Calculating profit, loss, and discounts in various scenarios.		
Unit-III: Arithmetic - III: Simple and Compound Interest: Understanding and calculating simple and compound interest. Ratio and Proportion: Working with ratios, proportions, and variations.		
Unit-IV: Arithmetic - IV: Time and Work: Solving problems related to work, time, and efficiency. Time and Distance: Solving problems related to speed, distance, and time.		
Unit-V: Algebra: Basic Algebraic Identities: Understanding and applying basic algebraic identities. Linear Equations: Solving linear equations in one or two variables. Quadratic Equations: Solving quadratic equations.		
SUGGESTED BOOKS		
1. R.S. Aggarwal ,Basic Maths 2. Prashant Chelani ,Basic Maths - Zero to Hero in Maths Paperback 3. Sandeep Balakrishnan , Easy Maths		

BBA Semester: IV 2026-27

Multidisciplinary Course (MDC)

BCSMC45004T: Basic Concepts of Science

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
3 Credits	3 Hours	45 Hours
Course Outcome: On successful completion of the course, the students will be able to: • Understand the scope, multidisciplinary nature, and importance of environmental studies. • Demonstrate knowledge of ecological principles and ecosystem dynamics. • Analyse natural resources and associated environmental issues. • Identify different types of environmental pollution and propose control measures. • Explain biodiversity concepts and conservation strategies.		
SYLLABUS		
Unit-I Introduction to Environmental Studies: Multidisciplinary nature, Scope & importance. Concepts: sustainability, sustainable development.		
Unit-II Ecology & Ecosystems: Ecology vs. ecosystem, structure & function, Energy flow: food chains, webs, ecological pyramids, Succession, Case studies: forest, grassland, desert, aquatic (ponds, rivers, oceans, estuaries), mountain ecosystems.		
Unit-III Natural Resources: Renewable vs. non-renewable resources, Land: land use change, degradation, soil erosion, Desertification, Forest resources: deforestation, Afforestation, Water resources: overuse, floods, droughts, inter-state/international Issues, Energy resources: conventional (coal, oil, nuclear) and alternative (solar, wind, biogas, geothermal, hydrogen).		
Unit-IV Environmental Pollution: Types: air, water, soil, noise pollution; nuclear/thermal hazards, Causes, effects & control measures, Solid and industrial waste—management & disposal, Climate change topics: global warming, ozone depletion, acid rain.		
Unit-V Biodiversity & Conservation: Levels of biodiversity: genetic, species, Ecosystem, Biodiversity patterns: hotspots, India as mega-diverse nation .Threats: habitat loss, poaching, human–wildlife conflict, invasive species Conservation strategies: in-situ and ex-situ, ecosystem services (ecological, ethical, economic, social, informational, aesthetic).		
SUGGESTED BOOKS 1. Anindita Basak, "Textbook of Environmental Studies for Undergraduate Courses" 2. S.C. Santra , "Environmental Science" 3. Eugene P. Odum & Gary W. Barrett , "Fundamentals of Ecology" 4. Erach Bharucha "Environmental Studies"		

B.B.A Semester: V 2027-28

Multidisciplinary Course (MDC)

FSQMC46005T: Food Safety and Quality Management

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
3 Credits	3 Hours	45 Hours
Course Outcome: On successful completion of the course, the students will be able to: • Understand the fundamentals of food safety and its significance • Demonstrate knowledge of national and international food laws and regulations • Explain and apply concepts of food safety management systems • Apply sampling techniques and perform basic food safety analysis • Identify and analyze emerging issues and trends in food safety		
SYLLABUS		
Unit-I Introduction to Food Safety: Definition and importance of food safety, Types of food hazards: Biological (bacteria, viruses, parasites), Chemical (pesticides, toxins, heavy metals) & Physical (glass, metal, plastic), & Foodborne illnesses and outbreaks.		
Unit-II Food Laws and Regulations: Overview of national and international food laws, Food Safety and Standards Act (FSSA), 2006 (India), FSSAI – structure, roles, and responsibilities, Codex Alimentarius, WTO – SPS and TBT agreements, BIS, AGMARK, ISO standards.		
Unit-III Food Safety Management Systems: Total Quality Management (TQM), Risk analysis: risk assessment, risk management, and risk communication, Traceability and recall procedures & Documentation and record-keeping.		
Unit-IV Sampling and Analysis: Sampling techniques, Statistical quality control, Microbiological and chemical analysis for food safety & Rapid methods in food microbiology.		
Unit-V Emerging Issues and Trends in Food Safety: Food fraud and adulteration, Food allergens and intolerance, Genetically Modified Foods (GMOs), Novel and functional foods, Climate change and food safety.		
SUGGESTED BOOKS		
1. Food Safety and Protection: Protecting Our Food from Farm to Table by V Ravishankar Rai & Jamuna A. Bai 2. Food Safety: Theory and Practice by Paul L. Knechtges 3. Food Safety and Standards Act, 2006 with Rules & Regulations (FSSAI) 4. Food Safety Management: A Practical Guide for the Food Industry by Yasmine Motarjemi & Huub Lelieveld 5. Genetically Modified Organisms in Food: Production, Safety, Regulation and Public Concerns by Ronald L. Herring		

BBA Semester: V 2027-28

Multi Disciplinary Course (MDC)

ARIMC46005T: Artificial Intelligence

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
3 Credits	3 Hours	45 Hours
Course Outcome: On successful completion of the course, the students will be able to:		
• Explain the fundamentals and history of Artificial Intelligence, including intelligent agents and environments. (Knowledge/Understanding) • Apply search algorithms such as uninformed, informed, and heuristic search strategies to solve AI problems. (Application/Problem Solving) • Design and implement knowledge representation techniques such as propositional and first-order logic. (Design/Implementation) • Develop reasoning systems using rule-based and probabilistic approaches. (Analysis/Reasoning) • Construct machine learning models including supervised and unsupervised learning algorithms. (Application/Modeling)		
SYLLABUS		
Unit-I Introduction to Artificial Intelligence - Definition and History of AIApplications of AI in real life (healthcare, finance, robotics, etc.)Intelligent Agents: Types and environmentsFoundations of AI (Philosophy, Psychology, Computer Science, Mathematics, etc.)Problem Solving: Problem Formulation and Search.		
Unit-II Search Strategies and Game Playing - Uninformed Search: BFS, DFS, UCSInformed Search: Greedy, A* SearchHeuristics and Evaluation FunctionsAdversarial Search: Minimax AlgorithmAlpha-Beta Pruning		
Unit-III: Knowledge Representation and Reasoning - Knowledge Representation: Logic-based, Semantic Networks, FramesPropositional and First-Order LogicInference TechniquesRule-Based Systems and Expert SystemsOntologies and Description Logic (introductory)		
Unit-IV: Machine Learning - Machine Learning basics, Why Machine learning, Types of Machine Learning Problems, Applications of ML, Supervised Learning		
Unit-V: Natural Language Processing and AI Applications - Basics of Natural Language Processing (NLP)Tokenization, Stemming, LemmatizationLanguage Models and Text ClassificationIntroduction to Computer VisionEthical and Societal Impacts of AIFuture Trends in AI		

SUGGESTED BOOKS

1. Elaine Rich, Kevin Knight, & Shivashankar B Nair, Artificial Intelligence, McGraw Hill, 3rd ed., 2009
2. Stuart Russell, Peter Norving, "Artificial Intelligence: A Modern Approach", Pearson Education, 3rd edition, 2010.
3. Ethem Alpaydın, Introduction to Machine Learning, PHI, Third Edition.
4. Tom Mitchell, Machine Learning, McGraw-Hill, First Edition, Reference Books:
5. Dan W. Patterson, "Introduction to Artificial Intelligence and Expert Systems", Prentice Hall of India, 1st edition, 1997.
6. Winston, Patrick, Henry, "Artificial Intelligence", Pearson Education, 3rd edition, 2004
7. Daniel Jurafsky, James H. Martin Speech and Language Processing: An Introduction to Natural Language Processing, Computational Linguistics and Speech, Pearson Publication, 2014

BBA Semester: V 2027-28

Multi-Disciplinary Course (MDC)

CYSMC46005T: Cyber Security

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
3 Credits	3 Hours	45 Hours
Course Outcome: On successful completion of the course, the students will be able to:		
• Understand the fundamental concepts of cyber security, including cyber threats, cyber crimes, and digital ethics. • Identify various types of cyber attacks (e.g., phishing, malware, ransom ware, social engineering) and apply basic strategies to prevent them. • Demonstrate the ability to use strong passwords, secure networks, and implement safe internet browsing habits. • Recognize the importance of data privacy and explain the legal and ethical aspects of cyber space. • Apply basic knowledge of antivirus tools, firewalls, and operating system security settings to protect digital devices.		
SYLLABUS		
Unit 1: Introduction to Cyber Security : Need for cyber security Types of cyber threats (malware, phishing, ransomware, social engineering) Cyber ethics and responsible digital behaviour		
Unit 2: Cyber Crime and Laws : Definition and types of cyber crimes Cyber stalking, identity theft, online fraud , Overview of the IT Act 2000 (with amendments) Cybercrime reporting and redressal mechanisms		
Unit 3: System and Network Security - Basics of networks (LAN, WAN, internet) Firewalls, antivirus, and anti-malware tools , Secure configurations and password policies, understanding secure browsing (HTTPS, digital certificates)		
Unit 4: Data Security and Privacy - Importance of data protection Strong passwords and encryption. Cloud security basics Social media privacy settings and digital footprint		
Unit 5: Safe Online Practices - Email security (spam, attachments, spoofing) Safe use of mobile phones and apps Digital payment safety (UPI, wallets, banking) Understanding cyber bullying and protection Ethical Hacking White hat vs black hat hackers		
SUGGESTED BOOKS		
1. Cryptography and Network Security William Stallings Pearson 2. Computer Security : Principles and Practice William Stallings & Lawrie Brown Pearson 3. Cyber Security for Beginners Raef Meeusisse Cyber Simp 4. Network Security Essentials : Applications and Standards Willim Stallings Pearson		

B.B.A. Semester: III 2026-27

Value Addition Course (VAC)

MISVC45003T: Management Information System

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
3 Credits	3 Hours	45 Hours
Course Outcome: On successful completion of the course, the students will be able to: • Information Systems (IS) enables new approaches to improve efficiency and efficacy of business models. • This course will equip the students with understanding of role, advantages and components of an Information System. • The objective of the course is to help students integrate their learning from functional areas. • Decision making process in an organization and role of Information Systems to have a vintage point in this competitive world.		
SYLLABUS		
Unit-I: MIS - Introduction, Concept, evolution and meaning of MIS; Information system for competitive advantage; Systems approach to problem solving; Challenges in the development of MIS, MIS function in an organization.		
Unit-II: Information and Managerial Effectiveness- Information as a corporate resource, pervasiveness of information, types of information – operational, tactical and strategic; Levels of management and information needs of management; Process of generation of information; Quality of information; information systems for finance, marketing, manufacturing, research and development and human resource areas.		
Unit-III: Information Systems – Information systems and their role in Business systems, changing role of information systems, users of information systems; Types of information systems – transaction processing systems, MIS decision support systems, executive support system; Enterprise Resource Planning (ERP) system, Business expert system.		
Unit-IV: Information System for Functional Areas – Information for Financial – Marketing Inventory Control – Production and HR Functions, Security Issues Relating to Information Systems, threats to information systems, Vulnerability, risk and control measures.		
Unit-V: Decision making in MIS – Overviews of System, analysis & design system development life cycle. Concepts & model – requirement and recognition structured & unstructured decision. Information requirement for decision making strategies under different conditions.		
SUGGESTED BOOKS		
1. Management Information Systems, Effy OZ, Thomson Learning/Vikas Publications 2. Management Information Systems, James A. O'Brein, Tata McGraw-Hill 3. Management Information System, W.S Jawadekar, Tata McGraw Hill Publication. 4. Management Information System, David Kroenke, Tata McGraw Hill Publication. 5. MIS: Management Perspective, D.P. Goyal, Macmillan Business Books		

BBA Semester: VI 2027-28

Value Addition Course (VAC)

PCSV46006T: Professional and Career Skills

(20 CIA + 80 EoSE. = Max. Marks: 100)

Course Credits	No. of Teaching Hours Per Week	Total No. of Teaching Hours
3 Credits	3 Hours	45 Hours
Course Outcome: On successful completion of the course, the students will be able to: • Develop effective verbal, non-verbal, and cross-cultural communication skills for professional contexts. • Enhance personal development through self-awareness, time management, and emotional intelligence. • Demonstrate professional etiquette, ethical behavior, and conflict resolution in workplace scenarios. • Prepare for career opportunities with job search strategies, resume building, and interview readiness. • Acquire basic digital literacy, entrepreneurial mind-set, and problem-solving skills for modern careers.		
SYLLABUS		
Unit-I: Communication Skills: Verbal and Non-Verbal Communication, Listening Skills and Barriers to Communication,Professional Email Writing and Business Correspondence, Presentation Skills and Public Speaking, Cross-cultural Communication and Etiquette		
Unit-II: Personal Development: Self-Awareness and SWOT Analysis, Time Management and Goal Setting, Emotional Intelligence and Stress Management, Leadership Styles and Teamwork,Growth Mindset and Lifelong Learning		
Unit-III: Professional Etiquette and Workplace Ethics: Professional Behavior and Corporate Etiquette,Work Ethics and Integrity in the Workplace,Conflict Resolution and Negotiation Skills, Dress Code and Body Language,Virtual Meeting Etiquette		
Unit-IV: Career Planning and Job Readiness: Resume Writing and Cover Letter Preparation, Job Search Strategies and Networking Skills, Interview Preparation: Types, Questions, and Mock Interviews,Career Pathways and Opportunities in Various Sector		
Unit-V: Digital & Entrepreneurial Skills: Basics of Digital Literacy and Productivity Tools (MS Office, Google Workspace),Entrepreneurship and Innovation, Design Thinking and Problem Solving, Freelancing and Gig Economy Awareness		
SUGGESTED BOOKS		
1. Dr. K. Alex, S. Chand Publishing , Soft Skills: Know Yourself & Know the World 2. Stephen R. Covey, Simon & Schuster The 7 Habits of Highly Effective People 3. Shiv Khera, Macmillan India Ltd. , You Can Win 4. John C. Maxwell, Thomas Nelson Publishers , Developing the Leader Within You 5. Norman Vincent Peale, Touchstone , The Power of Positive Thinking 6. Daniel Kahneman, Farrar, Straus and Giroux , Thinking, Fast and Slow		