



Aditya Institute of Technology and Management

ACADEMIC REGULATIONS (AR25)

For

Bachelor of Business Administration (BBA) Programme

(Duration: Three Years)

(Applicable for the batches admitted from the A.Y. 2025-26)

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT
(AUTONOMOUS)**

Approved by AICTE, Accredited by NBA & NAAC,

Recognized under 2(f) and 12(b) of UGC

Permanently Affiliated to JNTUGV, Vizianagaram

K. Kotturu, Tekkali, Srikakulam-532201, Andhra Pradesh, India

ACADEMIC REGULATIONS

Applicable for the students of Bachelor of Computer Applications (BCA)/Bachelor of Business Administration (BBA) UG Programme admitted from the Academic Year 2025-26 onwards. The BCA/BBA Degree of Aditya Institute of Technology and Management shall be conferred on candidates who are admitted to the program and who fulfill all the requirements for the award of the Degree.

1. ELIGIBILITY FOR ADMISSIONS:

Admission to the above program shall be made subject to eligibility, qualification and specialization as prescribed by the University from time to time. Admissions shall be made on the basis of merit rank obtained by the candidates at entrance examination concerned or the qualifying Entrance Test conducted by the University or on the basis of any other order of merit as approved by the University, subject to reservations as laid down by the Govt. from time to time.

2. AWARD OF BCA/BBA DEGREE:

A student shall be declared eligible for the award of the BCA/BBA, Degree, if he pursues a course of study and completes it successfully in not less than THREE academic years and not more than SIX academic years.

The student shall register for all 120 credits and secure all the 120 credits.

The minimum instruction days in each semester are 90.

A Student, who fails to fulfill all the academic requirements for the award of the degree within SIX academic years from the year of their admission, shall forfeit his seat in B.B.A. course.

Credit Definition

1 Hour Lecture (L) per week	1 Credit
1 Hour Tutorial (T) per week	1 Credit
1 Hour Practical (P) per week	0.5 Credit
2 Hours Practical (Lab) per week	1 Credit

3. ATTENDANCE:

A candidate shall be deemed to have eligibility to write end semester examinations if he has put in a **minimum of 75% of attendance** in aggregate of all the subjects.

Condonation of shortage of attendance up to 10% (65% and above, and below 75%) may be given by the College academic committee.

Condonation of shortage of attendance shall be granted only on genuine and valid reasons on representations by the candidate with supporting evidence.

Shortage of attendance below 65% shall in NO case be condoned.

A candidate shall not be promoted to the next semester unless he/she fulfills the attendance requirements of the present semester.

A stipulated fee shall be payable towards Condonation of shortage of attendance.

4. PROMOTION RULES:

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

A student shall be promoted from first year to second year if he/she fulfills the minimum attendance requirement as per university norms.

A student will be promoted from II to III year if he/she fulfills the academic requirement of securing 40% of the credits (any decimal fraction should be rounded off to higher digit) up to in the subjects that have been studied up to III semester.

And in case a student is detained for want of credits for a particular academic year, the student may make up the credits through supplementary examinations and only after securing the required credits he/she shall be permitted to join in the V semester.

When a student is detained due to lack of credits/shortage of attendance he/she may be re-admitted when the semester is offered after fulfillment of academic regulations.

5. EVALUATION:

The performance of a student in each semester shall be evaluated subject wise with a maximum of **100** marks for theory and **100** marks for practical subject

A student has to secure not less than **35%** of marks in the end examination (in fraction rounded to lower digit) and a minimum of **40%** of marks in the sum total of the mid semester and end examination marks taken together for the Theory, Labs, project etc. In case of a mandatory course, he/she should secure **40%** of the total marks.

Theory Course:

Assessment Method	Marks
Continuous internal assessment	30
Semester end examination	70
Total	100

Continuous internal assessment:

For theory subjects, during the semester, there shall be two midterm examinations. Each midterm examination shall be evaluated for **25** marks of which **5** marks for objective paper (10X0.5=5 marks) (10 minutes duration), **20** marks for subjective paper (90 minutes duration). Each subjective paper is to be held for **30** marks, and will be scaled down to **20** marks.

Subjective paper contains three descriptive type questions with internal choice.

Weightage of Marks					
	I MID	I OBJECTIVE		II MID	II OBJECTIVE
I Unit	12 Marks	2 Marks	III Unit	6 Marks	1 Mark
II Unit	12 Marks	2 Marks	IV Unit	12 Marks	2 Marks
III Unit	6 Marks	1 Mark	V Unit	12 Marks	2 Marks

The objective paper shall be conducted along with subjective paper test.

Sum of marks obtained in objective paper and subjective paper is taken as MID term exam marks.

Final midterm examination marks (**25** marks) shall be arrived by considering the marks secured by the student in both the mid examinations with 80% Weightage given to the better mid exam and 20% to the other.

The first midterm examination will be conducted usually after completion of 50% syllabus (i.e. first 2.5 Units), and the second midterm examination will be conducted usually at the end of instruction (i.e. remaining 2.5 Units).

Assignment marks awarded based on minimum of two assignments (5 marks for each assignment) or one case study (group-wise). It should be continuous assessment throughout the semester and the average marks shall be considered.

Continuous internal assessment (**30** marks) is a sum of final midterm examination (**25** marks) and Assignment (**5** marks).

Semester end examination:

The question paper shall have descriptive type questions held for **70** marks, with the duration of **180** minutes. There shall be one question from each unit with internal choice. Each question carries **14** marks (5X14M=70 marks).

Open Elective:

The student can choose any one open elective course offered in the respective semester. The pattern of Midterm examinations and End examinations of these courses is similar to regular theory courses and the valuation is purely internal.

Laboratory Course:

Assessment Method	Marks
Continuous internal assessment	30
Semester end examination	70
Total	100

Continuous internal assessment:

Day-to-day work in the laboratory shall be evaluated for **15** marks by the concerned laboratory teacher based on the regularity/record/viva and **15** marks for the internal test.

Semester end examination:

The end examination shall be conducted by the teacher concerned and external examiner from outside the college.

Procedure **20** marks, experimental work **10** marks, Results **20** marks and Viva voce **20** marks (or)

Description **10** marks, Programming Code **20** marks, Output **20** marks and Viva voce **20** marks.

Soft Skills and Personality Development Lab (BBA):

The Personality Development and Soft Skills Lab will be evaluated for a total of **100** marks consisting of **30** marks for internal assessment and **70** marks for semester-end examination.

Day-to-day work in the laboratory shall be evaluated for **10** marks by the concerned laboratory teacher based on the regularity/viva, record for **5** marks and **15** marks for the internal test.

The end examination shall be conducted by the teacher concerned and external examiner from outside the college: Examination **50** marks, Activity **5** marks and Viva voce **15** marks.

Social Responsibility Project (Summer Internship – I) (BBA):

All the students shall undergo Social Responsibility Project for a minimum period of 2 weeks after I year II Semester.

Self study report for the Social Responsibility Project after I year II Semester shall be submitted and evaluated during the II year I Semester.

The Self study report will be evaluated for a total of **100** marks consisting of **30** marks for internal assessment and **70** marks for semester-end examination.

Internal assessment for **30** marks shall be done by internal supervisor based on day to day observation.

The semester-end examination (Viva-Voce) shall be conducted by an internal examiner (a senior faculty appointed by Principal) and internal supervisor of the Social Responsibility Project.

6. METHOD OF AWARDING LETTER GRADES AND GRADE POINTS FOR A COURSE:

A letter grade and grade points will be awarded to a student in each course based on his/her performance as per the grading system given below:

Grading System for BCA/BBA Programme

Marks Range	Level	Letter Grade	Grade Points
>= 90%	Superior	S	10
80 – 89%	Excellent	A	9
70 – 79%	Very Good	B	8
60 – 69%	Good	C	7
50 – 59%	Average	D	6
40 – 49%	Pass	E	5
< 40%	Fail	F	0
Absent	Absent	Ab	0

7. CALCULATION OF SEMESTER GRADE POINTS AVERAGE (SGPA) FOR SEMESTER:

The performance of each student at the end of the each semester is indicated in terms of SGPA.

The SGPA is calculated as below:

$$\text{SGPA} = \frac{\Sigma(\text{CR} \times \text{GP})}{\Sigma \text{CR}} \quad (\text{For all courses passed in a semester})$$

Where CR = Credits of a Course

GP = Grade points awarded for a course

8. CALCULATION OF CUMULATIVE GRADE POINTS AVERAGE (CGPA) AND AWARD OF DIVISION FOR ENTIRE PROGRAMME:

The CGPA is calculated as below:

$$\text{CGPA} = \frac{\Sigma(\text{CR} \times \text{GP})}{\Sigma \text{CR}} \quad (\text{For the entire programme})$$

Where CR = Credits of a course

GP = Grade points awarded for a course

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

9. AWARD OF CLASS:

Class Awarded	CGPA to be secured	Remarks
First Class with Distinction	≥ 7.5	From the CGPA secured from 120 Credits
First Class	≥ 6.5 and < 7.5	
Second Class	≥ 5.5 and < 6.5	
Pass Class	≥ 5.0 and < 5.5	

CGPA to Percentage conversion Formula: $(\text{CGPA} - 0.5) \times 10$

10. SUPPLEMENTARY EXAMINATIONS:

Supplementary examinations will be conducted along with regular examinations and after the declaration of results of regular examinations of that semester.

11. WITHHOLDING OF RESULTS:

If the student is involved in indiscipline/malpractices/court cases, the result of the student will be withheld.

12. TRANSITORY REGULATIONS:

Discontinued or detained candidates are eligible for readmission (within the duration as mentioned in item 2 and when next offered.

The readmitted students will be governed by the regulations under which the candidate has been admitted.

13. GENERAL:

Wherever the words he/him/his occurs in the regulations, they include she/her/hers.

The academic regulation should be read as a whole for the purpose of any interpretation.

In the case of any doubt or ambiguity in the interpretation of the above rules/regulations, the decision of the Principal is final.

The College may change or amend the academic regulations or syllabi at any time and the changes or amendments made shall be applicable to all the students with effect from the dates notified by the College.

DISCIPLINARY ACTION FOR MALPRACTICES/IMPROPER CONDUCT IN EXAMINATIONS

	Nature of Malpractices/Improper conduct	Punishment
1	If the student possesses or keeps accessible in examination hall, any paper, note book, programmable calculators, cell phones, pager, palm computers or any other form of material concerned with or related to the subject of the examination (theory or practical) in which he is appearing but has not made use of (material shall include any marks on the body of the student which can be used as an aid in the subject of the examination)	Expulsion from the examination hall and cancellation of the performance in that subject only.
	If the student gives assistance or guidance or receives it from any other student orally or by any other body language methods or communicates through cell phone with any student or students in or outside the exam hall with respect to any matter	Expulsion from the examination hall and cancellation of the performance in that subject only. In case of an outsider, he will be handed over to the police and a case is registered against him.
2	If the student has copied in the examination hall from any paper, book, programmable calculators, palm computers or any other form of material relevant to the subject of the examination (theory or practical) in which the student is appearing	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the student has already appeared including practical examinations and project work and shall not be permitted to appear for the remaining examinations of the subjects of that semester/year.
3	If the student impersonates any other student in connection with the examination	The student who has impersonated shall be expelled from examination hall. The student is also debarred and forfeits the seat. The performance of the original student, who has been impersonated, shall be cancelled in all the subjects of the examination (including practical's and project work) already appeared and shall not be allowed to appear for examinations of the remaining subjects of that semester/year. The student is also debarred for two consecutive semesters from class work and all semester-end examinations. The continuation of the course by the student is subject to the academic regulations in connection with forfeiture of the seat. If the imposter is an outsider, he will be handed over to the police and a case is registered against him.
4	If the student smuggles the answer book or additional sheet or takes out or arranges to send out the question paper or answer book or additional sheet during or after the examination	Expulsion from the examination hall and cancellation of performance in that subject and all the other subjects the student has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The student is also debarred for two consecutive semesters from class work and all semester-end examinations. The continuation of the course by the student is subject to the academic regulations in connection with forfeiture of the seat.
5	If the student uses objectionable, abusive or offensive language in the answer script or in letters to the examiners or writes to the examiner requesting him to award pass marks	Cancellation of the performance in that subject.
6	If the student refuses to obey the orders of the Chief Superintendent/Assistant -Superintendent / any officer on duty or misbehaves or creates disturbance of any kind in and around the examination hall or organizes a	In case of students of the college, they shall be expelled from examination hall and cancellation of their performance in that subject and all other subjects the candidate(s) has (have) already

	walkout or instigates others to walk out or threatens the officer-in charge or any person on duty in or outside the examination hall or causes any injury to any of his relatives either by words spoken or written or by signs or by visible representation, assaults the officer-in-charge or any person on duty in or outside the examination hall or any of his relatives, or indulges in any other act of misconduct or mischief which results in damage or destruction of property in the examination hall or any part of the college campus or engages in any other act which in the opinion of the officer on duty amounts to use of unfair means or misconduct or has the tendency to disrupt the orderly conduct of the examination	appeared and shall not be permitted to appear for the remaining examinations of the subjects of that semester/year. The students also are debarred and forfeit their seats. In case of outsiders, they will be handed over to the police and a police case is registered against them.
7	If the student leaves the exam hall taking away answer script or intentionally tears off the script or any part thereof inside or outside the examination hall	Expulsion from the examination hall and cancellation of performance in that subject and all the other subjects the student has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The student is also debarred for two consecutive semesters from class work and all university examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of the seat.
8	If the student possesses any lethal weapon or firearm in the examination hall	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the student has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The student is also debarred and forfeits the seat.
9	If student of the college, who is not a candidate for the particular examination or any person not connected with the college indulges in any malpractice or improper conduct mentioned in clauses 6, 7, 8	In case of student of the college, expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the student has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred and forfeits the seat. Person(s) who do not belong to the college will be handed over to police and. a police case will be registered against them.
10	If the student comes in a drunken condition to the examination hall	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the student has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year.
11	Copying detected on the basis of internal evidence, such as, during valuation or during special scrutiny	Cancellation of the performance in that subject and all other subjects the student has already appeared including practical examinations and project work of that semester/year examinations.

Ragging

Ragging is prohibited under the following Acts

Supreme Court in SLP No. 24295 of 2006 dt. 16-05-2007
High Court Judgement dt. 11-09-1997 in W.P.No. 26132/96
Act 26 of A.P. Legislative Assembly dt. 19-08-1997
Indian Parliament Notice dt. 26-07-2008
as per AICTE Notice dt. 01-07-2009
as per UGC Notice dt. 22-10-2009

Ragging within or outside any educational institution is Prohibited.

Ragging means doing an act which causes or is likely to cause Insult
or Annoyance or Fear or Apprehension or Threat or Intimidation
or outrage of modesty or Injury to a student.

	Imprisonment upto		Fine upto
Teasing Embarrassing and Humiliation	6 Months	+	Rs.1000/-
Assaulting or using criminal force or criminal intimidation	1 Year	+	Rs.2000/-
Wrongfully restraining or confining or causing hurt	2 Years	+	Rs.5000/-
Causing grievous hurt, kidnaping or rape or committing unnatural offence	5 Years	+	Rs.10,000/-
Causing death or abetting suicide	10 Years	+	Rs.50,000/-

ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT

BBA (Regular) Course Structure and Syllabus (Applicable from the Academic Year 2025-2026 Batch)

I Year I Semester	Course Code	Course Title	L	T	P	Credits
	25BBA1001	Principles of Management	4	--	--	4
	25BBA1002	Business Economics	4	--	--	4
	25BBA1003	Business Communication	3	--	--	3
	25BBA1004	Foundations of Information Technology	4	--	--	4
	25BBA1005	Open Elective – I Environmental Science	2	--	--	2
	25BBA1006					
	25BBA1007					
	25BBA1101	Business Communication Lab	--	--	3	1.5
	25BBA1102	Office Automation Tools Lab	--	--	3	1.5
Total			17	0	6	20

I Year II Semester	Course Code	Course Title	L	T	P	Credits
	25BBA1008	Financial Accounting	4	--	--	4
	25BBA1009	Business Statistics	3	--	--	3
	25BBA1010	Fundamentals of Marketing	4	--	--	4
	25BBA1011	Human Resources Management	4	--	--	4
	25BBA1012	Open Elective – II Sustainability Management	2	--	--	2
	25BBA1013					
	25BBA1014					
	25BBA1103	Accounting Information Systems Lab	--	--	3	1.5
	25BBA1104	Soft skills and Personality Development Lab - I	--	--	3	1.5
Total			17	0	6	20
Mandatory “Social Responsibility Project (Summer Internship – I)” of 02 weeks duration during summer vacation.						

PRINCIPLES OF MANAGEMENT**SUBJECT CODE: 25BBA1001**

L	P	C
4	0	4

Course Objectives:

1. To understand the evolution, functions and process of Management.
2. To know about the importance of planning, decision making in an organization.
3. To learn about various organizational structures, authority and responsibility, line & staff relationships in an organization.
4. To enable students to understand HR planning, recruitment, selection process in an organization.
5. To orient on the aspects of directing & controlling in an organization.

Course Outcomes: Students will be able to

1. The management functions, process in an organizational setting.
2. Gain knowledge on types of plans, environmental analysis and techniques indecision-making.
3. Different types of organizational structures for organizational effectiveness.
4. HR planning ,its importance and also know the importance of recruitment and selection process in an organization.
5. Identify the different types of leaders, their styles for organizational growth.

Unit-I:Introduction to Management

Concept,nature and scope, importance of management, the management process, hierarchy of management, management functions, managerial skills and competencies.Evolution of management thought: Scientific Management approach, Classical Management Approach, Administrative approach, Behavioural approach, System, Contingency approach, learning organization.

Unit-II: Planning

Concept and importance, planning process, Benefits, Essentials of a Good plan, Types of plans, planning tools and techniques, Management by Objectives, environmental analysis and diagnosis. decision making-Concept and process, types of Decision-making, Decision-Making Model.

Unit-III: Organizing

Concept, nature & scope, span of Management, organizational structure, types of organizational structures and their merits and demerits, process and significance. Authority and responsibility-delegation, centralization and decentralization of authority, line and staff relationship, accountability.

Unit-IV: Staffing

Nature of staffing function, Human Resource Planning, sources of recruitment, recruitment process and types. Selection - process, types of selection, job offer, placement and induction.

Unit-V: Leading and Controlling

Concept of Leadership and Leader, characteristics of Leader, Types of Leadership styles. Leader Vs Manager. Controlling- importance of controlling, process of controlling and controlling techniques. design of effective control system .

Suggested Readings:

- AnilBhat,AryaKumar,PrinciplesofManagement,OxfordUniversityPress,2018.
- Chandrani Singh, Aditi Khatri, Principles and Practices of Management and Organizational Behaviour, Sage Publications, 2016.
- JohnR .Schermerhorn. ,DanielG .Bachrach, Introduction to Management,Wiley,13e,2016.
- Robbins,S.P.,& DeCenzo,A.D.Fundamentals of Management.New Delhi:Pearson Education.
- HaroldKoontz&HeiniWehrichEssentialsofManagement-AnInternational,Innovationand Leadership perspective, 11th Edition, Tata Mc Graw-Hill Education, 2020
- T.Ramasamy, Principles of Management,HimalayaPublishingHouse,Mumbai,2018.

BUSINESS ECONOMICS**SUBJECT CODE: 25BBA1002**

L	P	C
4	0	4

Course Objectives:

1. To understand basic concepts of economics and its applications in business.
2. To understand the importance of the demand and supply analysis in business forecasting.
3. To facilitate the knowledge of production aspects ,economies an diseconomies of scale.
4. To understand the cost structure and various cost aspects in affirm and its applications.
5. To determine the price and output decisions under various market structures.

Course Outcomes: Students will be able to

1. Understand the fundamental concepts of business economics and their relevance to managerial decision-making.
2. Analyze demand and supply functions, market equilibrium, and elasticity to make informed business decisions.
3. Apply cost and production analysis in short-run and long-run business scenarios.
4. Evaluate various market structures such as perfect competition, monopoly, and oligopoly to devise pricing and output strategies.
5. Examine macroeconomic indicators and policies that influence business environments, including inflation, interest rates, and fiscal/monetary policies.

Unit-I:Introduction to Business Economics: Business Economics- Definition, concepts ,micro vs macroeconomics, business economics ,economics vs business economics, relation of business economics with other disciplines; business decisions in short and long run; Basic economic principles: opportunity cost, marginalism, equi- marginalism, incremental cost, time perspective, discounting principle, risk & uncertainty.

Unit-II: Theory of Demand & Supply: Demand- Law of demand, Exceptions to the law of demand, Demand function, demand schedule ,types of demand, elasticity of demand, measurement of elasticity of demand, demand forecasting, demand forecasting methods .. Supply-Law of supply, supply function, elasticity of supply. Market equilibrium.

Unit -III: Production Analysis: Production function with one variable and two variables, Cobb Douglas production function ,iso-quants and iso-costs ,returns to scale, economies and diseconomies of scale.

Unit –IV: Cost Concepts: Cost concepts, determinant of cost, cost output relationship in the short run and long run, short run vs long run costs, average cost curves, Break even analysis.

Unit –V:Market Structures & Pricing Strategies

Classification of Market Structures: Perfect and imperfect markets, features of Perfect, Monopolistic, Oligopolistic and Monopoly markets, Price output determination under perfect competition and Monopoly .Pricing Policy, price discrimination, cost plus pricing, pricing of multiple products ,transfer pricing.

Suggested Readings:

1. Mittal, A., & Aggarwal, M. (2025). *Business Economics* (2nd ed.). Taxmann.
2. Dwivedi, D. N. (2024). *Managerial Economics* (10th ed.). Vikas Publishing House.
3. Sundharam, K. P. M., & Sundharam, E. N. (2022). *Business Economics* (5th rev. ed.). Sultan Chand & Sons
4. Garg, S. (2025). *Introductory Macroeconomics Textbook for Class 12 / Indian Economic Development* (Revised ed. 2025–26). Dhanpat Rai Publications.
5. Verma, S. (2025). *The Indian Economy* (13th ed., revised & updated by P. Singh).
6. Sekar, G. (2024, December). *Practical Learning Series Business Economics for CA Foundation* (2nd ed.). Commercial Law Publishers.
7. Rajan, R. G., & Lamba, R. (2023). *Breaking the Mould: Reimagining India's Economic Future*. Penguin Random House India.
8. Nayyar, D. (2023). *Employment, Growth and Development*. Routledge

BUSINESS COMMUNICATION**SUBJECT CODE: 25BBA1003**

L	P	C
3	0	3

Course Objectives:

1. To understand the importance of communication, its components and process.
2. To know the importance of formal, Informal communication, its applications in Business.
3. To develop verbal and non-verbal communication skills for overall personality development.
4. To focus on written communication for overall development.
5. To analyze different inter-cultural ,cross cultural, need for business etiquettes in an organization.

Course Outcomes: Students will be able to

1. Understand the importance of communication in Business
2. Gain knowledge on different modes of communication for self development.
3. Develop oratory skills and non-verbal skills for effective presentation.
4. Improve written communication through drafting letters and reports.
5. Learn the ways to understand different cultures and use of social media for effective communication in organizations.

Unit-I:Introduction to Business Communication:

Introduction to communication, sender-receiver model of day-to-day communication. Foundations of Business Communication: Components of Communication, business communication process. Barriers to communication.

Unit-II: Day-to-day Business Communication:

Formal vs. informal communication in organizations. Direction of information: upward, downward, horizontal/lateral, diagonal, Cross communication and grapevine. Importance and need for developing listening skills. Modes of communication: Verbal (oral),written, non-verbal communication and others.

Unit-III Developing verbal and non-verbal communication skills:

Presentation vs. oral communication, developing presentation skills. Role of non-verbal communication; using non-verbal skills, body-language, gestures for enhancing the effectiveness of verbal communication and presentation.

Unit-IV: Developing Written Communication skills:

Planning and organizing written content, guidelines for writing formal letters and e-mails; kinds of formal letters and e-mails, learning to customize written communication for different situations. Basic guidelines for report writing.

Unit -V:Contemporary aspects of Business Communication:

Inter-cultural, team communication and organizational communication; interpersonal communication, Role of social media in communication, business etiquette.

Suggested Readings:

- KellyM.Quntanilla and ShawnT.Wahl,Business and Professional Communication, Sage, 4e, 2020
- Ober Newman,Communicating in Business,CengageLearning,8e,2015
- Hory Sankar Mukerjee, Business Communication,Oxford,2e,2016
- M KSheal&Vandana Khetrpal, Business Communication, Excel books.
- CelesteLawson,Robert Gill, AngelaFeekery, MiekeWitsel, Communication Skills for Business Professionals, Cambridge University Press 2019.
- Sanjay Gupta, Business Communication (EBook),SBPD Publications,2021.

FOUNDATIONS OF INFORMATION TECHNOLOGY**SUBJECT CODE: 25BBA1004**

L	P	C
4	0	4

Course Objectives:

1. To enable students to understand the basic concepts of IT in business.
2. To understand about Operating systems, programming languages and computer networks.
3. To provide understanding on different types of information systems, system development life cycle.
4. To understand the Database management systems and its applications in an organization.
5. To analyze the emerging trends in information Technology.

Course Outcomes: Students will be able to:

1. Learn the evolution of computers, various memory devices and about the role of cloud computing in business.
2. Know about the future internet technology and its applications in business.
3. Make aware of different types of Operating Systems for effective functioning of an organization.
4. Make use of DBMS, data ware housing, data mining and its applications in business.
5. Gain knowledge about various trends in IT like EDI, RIFD, infrared communication.

Unit-I: Computer system: An Overview

Introduction to computer ,block diagram of a computer ,input and output devices of computer, GUI ,evolution of computer ,characteristics, types and classification of computer, application of computer, memory devices, Cloud computing.

Unit -II: Computer software and networks

Software, classification of software, operating systems ,types of operating system ,programming languages, classification of programming languages and programming languages based on applications. LAN, application of LAN, WAN, Intranet, Internet and future internet technology.

Unit-III: Information System

Introduction to data, information and knowledge, types of information-Transaction Processing System, Management Information Systems, Decision Support System, Executive Support system, Management structure ,information needs, design of an operational information system, system life cycle.

Unit-IV: Data Base Management Systems(DBMS)

Data Base definition, database management system architecture, types of database, data warehousing, data mining, logical data concept and physical data concepts.

Unit-V:Emerging Trends in IT

E-Commerce, EDI, mobile communication, blue tooth, global positioning system, infrared communication, smart card, RIFD. Developments in Information Technology.

Textbooks:

1. Dr.Kuldeep singh Kanswan, Dr.Om praksh Sangwan, Essential information Technology,Edu creation publisging,2018.
2. I.T.L.Education Solutions Ltd, Introduction to Information Technology,Pearsons Education,2005.
3. V.Rajaraman, Introduction to Information Technology, PHIL Learning Private Limited.3e,2018.

Reference:

1. Henry C lucas, Jr. Information Technology for Management , Tata Mc-Graw Hill,7e.
2. V.Rajaraman, Introduction to Information Technology PHI Learning Private Limited.,2018.
3. Jaytilak Biswas, Management Information Systems, Sage Texts,2020.

Weblinks:

- 1.<https://www.coursera.org/learn/information-technology-it-fundamentals-for-everyone>

ENVIRONMENTAL SCIENCE (OPEN ELECTIVE-I)

SUBJECT CODE: 25BBA1005

L	P	C
2	0	2

Course Objectives:

1. To learn about the Environment management and environmental ethics.
2. To understand the structure and functions of ecosystem and the ecological interactions.
3. To understand the importance of natural resources for survival.
4. To know about the biodiversity and conservation and its role in protecting environment.
5. To analyze the green environment issues and the role of IT in environment protection.

Course Outcomes: Students will be able to:

1. Sensitize environmental aspects with Sustainability
2. Appreciate the ecological interactions in ecosystem.
3. Illustrate the protection of various Natural resource
4. Apply and study various issues in Biodiversity and Conservations.
5. Apply various Green environment initiatives in Indian scenario.

Unit -I: Introduction to Environmental studies: Definition, scope and importance- Sustainable development, Realm of Ecology, Environmental Management System (EMS), Biodiversity, Business and Environment, Environmental Ethics.

Unit –II: Ecosystems: Concept of an ecosystem.– Structure and function of an ecosystem; Producers, consumers and decomposers. Food chains, food webs and function of ecosystem: Energy flow in an ecosystem, nutrient cycle and ecological succession. Ecological Interactions. Case studies of the following ecosystems : a)Forest eco system b)Grass land ecosystem c)Desert ecosystem d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).

Unit-III: Natural Resources

Natural Resources Renewable and Non-Renewable, Forest Resources, Water Resources, Mineral Resources, Food Resources, Energy Resources, Land resources.

UNIT-IV: Biodiversity and Conservation

Biodiversity and Conservation Levels of biological diversity: genetic, species and ecosystem diversity; Bio geographic zones of India; Biodiversity patterns and global biodiversity hotspots. Endangered and endemic species of India. Threats to biodiversity, Nature reserves, tribal populations and rights (Niyamgiri-Vedanta, POSCO) ,and human wildlife conflicts in Indian context (Sundarban-Human-Tiger encounters). Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

UNIT -V: Green Environmental Issues Introduction – Clean development mechanism, carbon foot print, carbon credits, carbon sequestration and Polluter pay principle. Green building practices. Approaches to green computing and nanotechnology ISO14000. Role of information technology in environment and human health. Case Studies.

Suggested Readings:

1. Abhik Gupta, Susmita Gupta, Environmental Studies principles and practices, Sage publications, 2021.
2. Anji Reddy. M. Textbook of Environmental Science and Technology, Hyderabad, BS Publications, 2007,
3. Benny Joseph, Environmental Studies, New Delhi, Tata McGraw Hill publishing co. Ltd 2005.
4. Erach Bharucha, Textbook of Environmental Studies for Undergraduate Courses, Hyderabad, University Press.
5. Y Anjanyulu, Introduction to Environmental Sciences, BS Publications, 2004.
6. Mahua Basu, S. Xavier, Xavier Savarimuthu, S. J., Fundamentals of Environmental Studies, Cambridge University Press, 2017.

BUSINESS ETHICS (OPEN ELECTIVE-I)

SUBJECT CODE: 25BBA1006

L	P	C
2	0	2

Course Objectives:

1. To enable students to understand the various practices of Business ethics followed in an organizations.
2. To provide an understanding about profession ,professionalism.
3. To orient students about ethical dilemmas faced by individuals in organizations.
4. To learn about ethics in different organizational culture.
5. To understand ethical aspects in Global business context.

Course Outcomes: Students will be able to:

1. Learn the code and principles of business Ethics.
2. Know about the significance of professional ethics.
3. To look into the ethical aspects in business decision-making.
4. Learn various models of ethics.
5. Evaluate various Global ethical practices in Organizations.

Unit–I:Introduction to Ethics

Meaning of ethics, Objectives of ethics, ethics and morality ,moral standards, moral development, Business Ethics -Meaning, objectives, scope, arguments, code of ethics and principles, data Ethics and society. Introduction, fake news as in‘Uncivilising Process’ ,information ethics to data ethics, data ethics to the ethics of digitization , ethical responses to data issues.

Unit–II: Theories and Professional Ethics

Meaning, relevance, foundation of Theories of Business Ethics, Teleological theories, Deontological Theories. Professional Ethics-meaning, difference between professional ethics and personal ethics professional ethos, significance of professional ethics.

Unit–III: Ethical Dilemma

Introduction, ethical dilemma-conflict of interest, mutual Self - enrichment, pure self-interest, models of ethical decision making-utility, rights, justice and caring models (URJC Model), Janus-Headed Model/The DU Model/ Whiteheadian Model, comprehensive decision making, Good ethical decisions, white collar crime.

Unit–IV: Managing Organizational Ethics

Organizational culture, importance, types, cultural audit, reasons for unethical behaviour, ethical climate, ethical risk, leadership and ethics, group dimensions, ethics audit-benefits, tools and framework.

Unit–V:Global Ethics Management

Global culture, values, practices, economic foundation of business ethics, multinational corporation, avoiding, forcing, persuasionoreducation,infiltration,negotiationorcompromise,accommodationandcollaboration.

Suggested Readings:

- John G.Cullen, Business, Ethics and Society, Sage Texts, 2022.
- ShailendraKumar&AlokKumarRai,BusinessEthics,Cengage,2019.
- O.C.Ferrell,JohnFraedrichandLindaFerrell,BusinessEthics,Cengage,12e,2019.
- Marianne moody Jennings,“TheLegal, Ethical and Global Environment of Business”,2009, South western Cengage learning, New Delhi.
- Andrew Crane,Dirk Matten,Sarah Glozer,Laura J. Spence, Business Ethics, Managing Corporate Citizenship and Sustainability in the Age of Globalization, Oxford University Press, 2019.
- Sandeep K. Bansal, Sanjeev K. Bansal, Rama Bansal, Business Ethics and Corporate Governance, Kalyani Publishers, 2019.

INDIAN ECONOMY (OPEN ELECTIVE-I)

SUBJECT CODE: 25BBA1007

L	P	C
2	0	2

Course Objectives:

1. To enable the students, understand Indian Economy and its framework.
2. To evaluate the Economic Growth, National Income and Business Cycles.
3. To examine the operation & Implementation of Fiscal and Monetary Policy in India.
4. To forecast economic challenges, Unemployment & Inflation in the Indian economy.
5. To understand the trade policy and Balance of Payment and its impact.

Course Outcomes: Students will be able to:

1. Understand the structure and key features of the Indian economy, including demographic trends, sectoral composition, and national income.
2. Analyze the role and performance of agriculture, industry, and service sectors in India's economic development.
3. Evaluate the impact of economic planning and the evolution of Five-Year Plans on India's growth trajectory.
4. Explain the objectives, challenges, and outcomes of major government initiatives in poverty alleviation, employment, health, and education.
5. Examine the role of fiscal policy, monetary policy, and financial institutions in shaping India's macroeconomic environment.

Unit-I: Introduction

Overview, Economic reforms and performance of Indian economy, global economic crisis and Indian economy. Basic characteristics of Indian economy as a developing economy, trade-offs, macro , micro and meso economics and Keynesian economics .

Unit-II: Economic growth and National Income

Business Cycles: Slowdown, Recession, Great Recession and depression, Measuring economic growth, gross domestic product and gross national product ,growth and development, growth and inequality in equality in India .National Income estimate in India,Trends in National Income,Growth,Structure and limitations of National Income.

Unit-III: Fiscal and Monetary Policy

Definition, revenue and expenditure account, deficits, deficit financing, fiscal stimulus, FRBM act, fiscal consolidation, plan and non-plan expenditure, classification, domestic savings in India and trends in India, public debt, external debt, internal debt.

Monetary policy - definition, money supply, monetary aggregates, demonetization, Indian Financial Code, Monetary Policy Committee, Framework.

Unit-IV: Inflation and Unemployment

Introduction to inflation, types ,measures and causes, price stability and optimal inflation, potential GDP and inflation, inflation and corruption, grown inflation trade off, inflation in India. Unemployment-measuring, types, causes, consequences, classification and Pradhan Mantri Kaushal Vikas Yojana(PMKY).

Unit–V:Balance of Payments

Introduction, Balance of Payments on current and capital account, BOP crisis, India's Trade policy, Indian Foreign trade policy-1991, 2004-2009, 2015-2020, export import policy, balance of payment invisibles, currency convertibility, FEMA and FERA.

Suggested Readings:

1. Misra, S. K., & Puri, V. K. (2024). *Indian Economy* (42nd ed.). Himalaya Publishing House.
2. Dhingra, I. C. (2024). *Indian economy* (11th ed.). Sultan Chand & Sons.
3. Dutt, R., & Sundaram, K. P. M. (2023). *Indian economy* (74th ed.). S. Chand Publishing.
4. Kapila, U. (Ed.). (2023). *Indian Economy: Performance and Policies* (22nd ed.). Academic Foundation.
5. Gaur, A. S., & Vaish, M. C. (2022). *Indian Economy* (5th ed.). New Age International
6. Pandey, M. R., & Roshan, R. (2024). *Magbook: Indian Economy* (2nd rev. ed.). Arihant Publications.
7. Singh, V. (2024). *Indian Economy* (8th ed.). McGraw Hill Education.
8. Rajan, R., & Lamba, R. (2023). *Breaking the Mould: Reimagining India's Economic Future*. Penguin Random House India.
9. Singhania, N. (2023). *Indian Economy* (5th ed.). McGraw Hill Education.

BUSINESS COMMUNICATION LAB**SUBJECT CODE: 25BBA1101**

L	P	C
0	3	1.5

Course Objectives:

1. To provide an understanding of communication in Business.
2. To make use of various modes of communication.
3. To practice verbal and non-verbal communication in an organization.
4. To understand the methods of developing written communication skills.
5. To orient on the contemporary business communication report writing.

Course Outcomes: Students will be able to:

1. Experience the importance of barrier-free communication
2. Use of the various modes of communication in an organization
3. Enhance learning through effective presentation skills and business etiquettes.
4. Write business letters, e-mails and reports.
5. Learn how to use various social media platforms for business purpose.

Unit–I:Introduction to Business Communication

Game to demonstrate complexity in communication .Role-plays to brief the process of communication in different contexts. Barriers to communication: Exercises on Listening, Speaking, Reading and Writing (LSRW).

Unit –II: Day-to-day Business Communication

Use of formal communication informal communication for effectiveness ,hearing vs .listening, identifying barriers to listening and addressing them. Excessive talking, prejudice, distraction, misunderstanding, interrupting, noise etc.

Unit–III: Developing Verbal and Non-Verbal communication skills:

Design elements of a presentation, two-three iterations of presentations and feedback, improvisations (presentations skills such as pace, tone, voice modulation, inflection etc.). Body language in presentations: posture, body movements, gestures / hand movements ,facial expressions, eye contact etc.

Unit–IV :Developing Written Communication skills

Review of various letter writing templates, Choosing right format for different types of letters and mails, Practice of letter writing and e-mail writing, Bio-data, CV, brief profile, creating profile in Professional network (Linked in).

Unit–V:Contemporary aspects of Business Communication

Presentations on application of social media platforms: blogs, vlogs, Podcast, microblogs, multimedia, wikis and social networking.

Suggested Readings:

- Kelly M. Quntanilla and Shawn T. Wahl, Business and Professional Communication, Sage, 4e, 2020
- Ober Newman, Communicating in Business, Cengage Learning, 8e, 2015
- Hory Sankar Mukerjee, Business Communication, Oxford, 2e, 2016
- M K Sehgal & Vandana Khetrapal, Business Communication, Excel books.
- Celeste Lawson, Robert Gill, Angela Feekery, Mieke Witsel, Communication Skills for Business Professionals, Cambridge University Press 2019.
- Sanjay Gupta, Business Communication (EBook), SBPD Publications, 2021.

SUBJECT CODE: 25BBA1102

L	P	C
0	3	1.5

Course Objectives:

1. To learn various basic features of MS-Word.
2. To understand the advanced features of MS-Word.
3. To learn various basic functions of MS-Excel.
4. To provide an understanding of various MS-Excel functions, formulas and its usage in business.
5. To orient the students to apply the various aspects of multiple work sheets.

Course Outcomes: Students will be able to:

1. Write letters, format documents in MS-Word.
2. Build spread sheets to perform data analysis.
3. Create technical documents incorporating equations.
4. Insert tables, images from the data for better presentations.
5. To create documents that demonstrates proficiency with the use of MS-office.

UNIT-I: Word Processing-MS Word

Introduction to Word Processing, introduction to MS Word, editing a document, previewing a document, printing documents, formatting a document.

UNIT-II: Word Processing-Advanced Features of MS Word

Find and replace, checking the grammar and spelling, using the thesaurus, auto correct, auto complete and auto Text, word count, mail merge, mailing labels, wizards and templates, handling graphics, table insert and modifications, conversion of table, converting a word document in various format.

UNIT-III :Work Sheets: MS Excel-I

Worksheet Basic, creating worksheet, entering data into worksheet, entering text data, dates, alphanumeric and values, saving and quitting work sheet ,opening and moving around is an existing worksheet

UNIT-IV: Work Sheet :Using formulas

Toolbars and menus, keyboard shortcuts, working with single and multiple worksheets, Working with formulas and cell referencing, auto sum, copying formulas, absolute and relative addressing, working with range, formatting of worksheets.

UNIT-V:Work Sheets: Using Charts

Previewing and printing worksheets, page setting, print title, adjusting margins, headers and footers, page break, graphs and charts, previewing and printing charts, database creation, sorting, query and filtering, Functions database, multiple worksheets.

Textbooks:

1. Linda Foulkes, Learn Micro soft Office 2019 A Comprehensive Guide to Getting Started with Word, PowerPoint, Excel, Access, and Outlook(E Book), Packt Publishing, 2020.
2. Dr.S.S.Shrivastava,Ms.Office, Firewall media,2007.
3. DarryKegg,Aaron Guilmette, LouMandich, Edfisher, Micro soft Office 365 administration, Pearson Education,2018.

Reference books:

1. Anita Goel, Computer fundamentals,Pearson,2010.
2. Raja Raman, Fundamentals of computers,PHI,2014.
3. Tulasi Ram, Basics of Computer Skills, HPH,2019.

Weblinks:

1. https://www.tutorialspoint.com/basics_of_computers/basics_of_computers_office_tools.htm

FINANCIAL ACCOUNTING**SUBJECT CODE: 25BBA1008**

L	P	C
4	0	4

Course Objectives:

1. To emphasize the theoretical foundation of Financial Accounting and its applications in business.
2. To understand the importance of Double Entry Book System and Accounting Process.
3. To develop the skills needed to analyze financial statements and its interpretation for better decision making.
4. To understand the significance of Inventory and its role in financial accounting.
5. To provide an understanding to analyse financial statements through Ratios.

Course Outcomes:

On successful completion of this module, students will be able to:

1. Summarize the basic terminologies in financial accounting and learn accounting standards issued by ICAI.
2. Make use of Accounting Cycle to prepare and interpret financial statements from financial transactions.
3. Explain the reasons for keeping inventories to aid in financial decision making.
4. Outline the inventory valuation methods in business.
5. Interpret financial statements through ratios analysis.

Unit-I: Introduction to Accounting

Importance, Objectives and Principles, Accounting Concepts and conventions, and The Generally Accepted Accounting Principles (GAAP), Accounting Standards Issued by ICAI- International Financial Reporting Standards (IFRS), Basic terminology in accounting.

Unit-II: The Accounting System

Double entry system–recording business transactions–Classification of accounts–Accounting cycle, Books of Original Record; Journal, ledger, Trial Balance, Rectification of Errors (Problem Solving).

Unit-III: The Accounting Process

Capital and Revenue expenses, Final Accounts; Trading-Purpose, structure and Format, Profit and Loss account-Purpose, structure and Format and Balance sheet -Purpose, structure and Format without adjustments and with adjustments (Problem Solving).

Unit-IV: Inventory Valuation and Depreciation

Introduction, Reasons for Keeping Inventories, objectives of inventory accounting, Methods of inventory valuation- Sales Price Method, Market Price Method and cost Price Methods Depreciation, Methods of depreciation and valuation -Straight Line Method, Diminishing Balance Method, Sum of years' Digits Methods, Production Units Methods (Problem Solving).

Unit-V: Financial Analysis

Introduction to financial statements Analysis, Horizontal Analysis and Vertical Analysis of Company, Financial Statements, Liquidity, leverage, solvency and profitability ratios – Du Pont Chart.

Suggested Readings:

- Narayana swamy, R., Financial Accounting A Managerial Perspective, PHI Learning Pvt. Ltd., 7e, 2022
- R.K.Arora, Financial Accounting- Fundamentals, Analysis and Reporting, Wiley, 2e, 2018.
- Jai Kumar Batra, Accounting and Finance for Non-Finance Managers, Sage texts, 1e, 2018.
- S.N.Maheswari, S. K .Maheshwari, Sharad K. Maheshwari Accounting for Management, 4e, Vikas Publishing House, 2018.
- Dhanesh K.Khatri, Financial Accounting & Analysis, Tata McGraw-Hill Publishing Limited, New Delhi, 2017.
- Paresh Shah, Basic Financial Accounting for Management, Oxford University Press, New Delhi 2019.

BUSINESS STATISTICS**SUBJECT CODE: 25BBA1009**

L	P	C
3	0	3

The objectives of this course are to:**Course Objectives:**

1. To know the need and importance of Statistics in business and in organizations.
2. To learn different scaling techniques, sources of data collection, drafting questionnaire for conducting surveys.
3. To enable students to learn descriptive statistics and understand its significance.
4. To understand the importance of variance and standard deviation.
5. To present the statistical data in a user-friendly way for organizational effectiveness.

Course Outcomes: On successful completion of this course, Students will be able to:**CO1:** Understand the basics of statistics, its importance and applications in various areas of study.**CO2:** Apply various data collection methods, art of drafting questionnaire to solve practical business problems.**CO3:** Apply the measures of central tendency to the statistical data.**CO4:** Evaluate the measures of dispersion to solve practical problems.**CO5:** Interpret and present data diagrammatically, graphically for better decision-making.**Unit–I: Introduction to Business Statistics:**

Definition, scope, and limitations of Business Statistics, Types and sources of data, Levels of measurement (nominal, ordinal, interval, ratio), Statistical investigation: planning and design, Role of statistics in management decision-making.

Unit II: Data Classification, Tabulation, and Presentation:

Types of data collection – primary and secondary data; Classification of data: univariate and multivariate, methods of collecting primary data, Frequency distribution, Tabulation: parts of a table, rules, and types.

Unit–III: Measures of Central Tendency:

Definition and significance of measures of central tendency – Mean, Median, and Mode; Calculation of arithmetic mean, median, and mode for individual observations, discrete data, and continuous data; Types of mean (arithmetic, geometric, and harmonic) – their merits and demerits; Properties of averages and their applications in business contexts.

Unit–IV: Measures of Dispersion:

Introduction; significance of measuring variation; properties of a good measure of variation; methods of studying variation - quartile deviation, mean deviation and standard deviation.

Unit–V: Data Analysis and Interpretation:

Sources of data and information; techniques of tabulation and cross-tabulation; diagrammatic and graphical representation of data; construction and interpretation of one-dimensional, two-dimensional, and three-dimensional diagrams and graphs.

TextBooks:

1. S.P. Gupta, Statistical Methods, Sultan Chand & Sons, 2018.
2. Gupta SC, Fundamental of Statistics, Himalaya Publishers House, 7th Ed, 2019.
3. Prahalad Mishra, Business Research Methods, Oxford University Press, 2015.

Reference Books:

1. William G Zikmund, Barry J Babin, Jon C. Carr, Atanu Adhikari, Mitch Griffin, Barry J. Babin, Business Research Methods, Cengage Learning, 2012.
2. Sharma JK, Business Statistics, Pearson Education, 2nd Edition, 2007.
3. Arora, PN, Arora, Sumeet and Arora, Amit, Managerial Statistics, S. Chand, 1st Edition, 2009.

FUNDAMENTALS OF MARKETING**SUBJECT CODE: 25BBA1010**

L	P	C
4	0	4

Course Objectives:

1. To understand the various functions, evolution and challenges in marketing.
2. To learn about marketing research process and its application.
3. To understand about marketing segmentation, targeting and positioning.
4. To analyze the new product development process and product lifecycle of an organization.
5. To evaluate the marketing mix and its impact on business.

Course Outcomes: Students will be able to

1. Understand marketing principles, concepts and challenges.
2. Analyse PESTEL in Indian market.
3. Analyze Market Segmentation, Targeting and Positioning strategies of the organization.
4. Evaluate factors of new product development, understand PLC and about various marketing strategies.
5. Understand marketing mix and its impact on business.

Unit-I:Introduction to Marketing:

Meaning of Marketing. Evolution of Marketing, Nature & Scope of marketing -Basic Principles of production, product, selling, marketing and holistic marketing concepts. Marketing Challenges of the 21st century, e- Marketing.

Unit-II :Marketing Research & Marketing Environment:

Nature& Scope, Marketing Research Process, types of research. demographic, Political, Economic, Socio cultural, Technological, Environmental, Legal environment (PESTEL)(Indian context).

Unit-III: Market Segmentation, Targeting & Positioning(STP):

Market Segmentation, meaning, its benefits, Bases for segmenting Consumer market and Industrial market, Market Targeting, Product positioning concept and Tools.

Unit-IV: Product Development:

New Product Development: Concept ,Levels of Products–core benefit, Product Life Cycle- concept, stages and its influence on marketing mix decisions.

Unit –V:MarketingMix

Price: Meaning ,pricing objectives, Pricing Strategies-skimming pricing, Penetration pricing and psychological pricing.

Place: Channel functions, channel Levels, types of wholesalers.

Promotion Mix: Factors determining promotion mix, promotional tools–basics of advertisement, sales promotion, public relations and publicity and personal selling.

Suggested Readings:

- Philip Kotler, Gray Armstrong, Prafulla Agnihotri, Principles of Marketing, 17e. Pearson Education, 2018.
- Rosalind Masterson, Nichola Phillips, David Pickton, Marketing An Introduction, 5e, SA GE South Asia edition, 2021
- Lamb, Hair, Sharma, McDaniel, Principles of Marketing, A South Asian Perspective Cengage Learning, 2016.
- Ramaswamy Namakumari, Marketing Management- Indian Context, Global Perspective, 6e. Sage Texts, 2018.
- K.S. Chandra shekar, Market Management-Text & Cases, Tata McGraw Hill, 2010.

Paul Baines, Chris Fill, Sara Rosengren, and Paolo Antonetti, Marketing Oxford University Press, 2020.

HUMAN RESOURCES MANAGEMENT**SUBJECT CODE: 25BBA1011**

L	P	C
4	0	4

Course Objectives:

1. To enable the students to understand the HRM practices at various levels in the organization.
2. To forecast the HR inventory and human resource planning its importance.
3. To assess the concepts of Job Analysis and sources of job analysis.
4. To Identify the need of staffing.
5. To understand the need of training and development.

Course Outcomes: Students will be able to

1. Understand the nature, scope, objectives, and contemporary challenges of Human Resource Management.
2. Apply the steps and methods of Human Resource Planning to forecast manpower requirements in an organization.
3. Analyze job roles by conducting job analysis and preparing accurate job descriptions and specifications.
4. Evaluate various recruitment and selection methods to identify the most suitable candidates for organizational roles.
5. Design effective training and development programs based on organizational training needs analysis.

Unit-I:Introduction to HRM

Definition, Nature & scope of human Resource Management - evolution of human resource management, objectives, functions, Importance of human resource Management Challenges of Human Resource Management, Contemporary role of Human Resource Manager, e-HRM.

Unit-II:Human Resource Planning

Introduction to Human Resource Planning, importance, objectives of HR Planning, steps, types of Human Resource Planning - corporate planning and the human resource planning process -human resource information system.

Unit-III:Job analysis

Concept of Job Analysis –process of job analysis, purposes and uses of job analysis, sources of information for job analysis, job description and specifications, satisfaction, job design, job rotation, Job enlargement, job enrichment, human resource inventory.

Unit-IV :Recruitment & Selection Process

Introduction to Recruitment and selection concepts of recruitment-types of recruitment, sources of recruitment - merits and demerits of recruitment methods, recruitment process
Selection-types of selection ,selection Process–e-recruitment and selection, On boarding and Induction.

Unit-V: Training & Development

Nature and scope of training and development- objectives, methods, process-analysis training needs & designing the training program, implementation, feedback. Development-training Vs Development ,Management development, process, evaluation of development programs, continuous learning.

Suggested Readings:

- ShashiKGupta,RosyJoshi,HumanResourceManagement,KalyaniPublishers,2021.
- SeemSanghi,HumanResourceManagement,VikasPublication,2e,2019.
- GaryDessler,BijuVarkkey,HumanResourceManagement,4e,Pearson2017.
- RobertL.Mathis,JohnH.Jackson,ManasRanjanTripathy,HumanResourceManagem ent, Cengage Learning 2016.
- Uday Kumar Halder, Juthika Sarkar, HumanResource Management, Oxford University Press 2013.
- K.Aswathappa,HumanResourceManagement,TextandCases,TMH,2011.

SUSTAINABILITY MANAGEMENT (OPEN ELECTIVE-II)

SUBJECT CODE: 25BBA1012

L	P	C
2	0	2

Course Objectives:

1. To assess the future business models with on focus on sustainability.
2. To facilitate students to understand how to assess changing aspects of business needs.
3. To be able to develop an effective business models to face the challenges of eco-system.
4. To understand the impact of environment and the policy decisions for sustainability.
5. To see that optimum utilization of scarce resources and being a responsible individual.

Course Outcomes: Students will be able to

- 1:** Understand the concepts, principles, and pillars of sustainability in the context of global and local development challenges.
- 2:** Analyze the role of businesses in addressing environmental, social, and governance (ESG) issues for long-term value creation.
- 3:** Evaluate corporate sustainability strategies, frameworks (like SDGs, Triple Bottom Line, GRI), and their implementation in various industries.
- 4:** Apply tools such as Life Cycle Assessment (LCA), carbon footprinting, and sustainability reporting in decision-making.
- 5:** Assess the impact of sustainability practices on stakeholder engagement, risk management, and competitive advantage.

Unit-I :Introduction to Sustainability

Introduction, need, importance, nature and scope, population growth, consumption pattern, public policy , perverse subsidies ,market and technology failure, development planning failure, primary and deeper cause of unsustainability, relation to the sustainability transition.

Unit-II: Sustainability in new direction

Introduction, historical perspective, issues, conventional wisdom vs sustainability wisdom, enabling and motivating people to take action ,changing behavior of Individual, institutions, Society and Government.

Unit–III: Sustainable Business

Introduction, socially responsible investing, responsible business model, value logic and practices, triple bottom line accounting(3BL), responsible organizational change, developing sustainable and responsible organization culture, Green Management.

Unit -IV: Sustainability in External Environment

Governance: sustainability and governance, government initiatives, alternative governance, climate governance, the sustainable consumption and production trichotomy, sustainable production, sustainable consumption, consuming differently, consuming less.

Unit–V:ResponsibleManagement

Introduction, need for responsible management, principles of responsible management education, responsible individual learning, organizational culture, change and learning, types, socially responsible organizational learning, social movement learning ,leadership for responsible organizational management.

Suggested Reference:

1. Biswas, K., & Biswas, P. (2025). *Environmental Studies* (1st ed.). Vision Book House.
2. Modi, L. (2024). *Management of innovations and sustainability* (2nd ed.). Nirali Prakashan.
3. Thakur, B., Thakur, R. R., Chattopadhyay, S., & Abhay, R. K. (Eds.). (2023). *Resource management, sustainable development and governance*. Rawat Books.
4. Mishra, S., Singh, S., Savant, D., & Srinivas, C. (2017). *Current perspectives in sustainable environment management*. SIES-Indian Institute of Environment Management.
5. Shah, N. H., & Mittal, M. (Eds.). (2025). *Sustainable inventory management: Perspectives from India*. Springer.
6. Swar, B. N., & Singhal, N. (2024). *Managing business strategies through sustainability, environment and transparency (SET)*. Bloomsbury India.
7. Murthy, S. S., & Mohanty, S. K. (2024). *Governance, responsibility and sustainability: Challenges for new generation economies*. Bloomsbury Prime.
8. Baleshwar Thakur, R. R. Thakur, S. Chattopadhyay, & R. K. Abhay (Eds.). (2023). *Resource management, sustainable development and governance*. Springer.
9. Bhakar, S. S. (2015). *Sustainability management and the power of innovation (Vol. II)*. Bloomsbury India.

INTELLECTUAL PROPERTY RIGHTS (OPEN ELECTIVE-II)

SUBJECT CODE: 25BBA1013

L	P	C
2	0	2

Course Objectives:

1. To understand the fundamental aspects of Intellectual Property Rights (IPR) and their significance in socio-economic development.
2. To explore the various components and legal regimes of IPR.
3. To evaluate the basic patentability requirements, along with the protection mechanisms for Design, Geographical Indication (GI), and Plant Varieties.
4. To understand the core elements, rights, and licensing frameworks related to patents.
5. To examine the registration processes and emerging trends in the field of IPR.

Course Outcomes:

Upon successful completion of the course, students will be able to:

1. Understand traditional knowledge and foundational aspects of Intellectual Property Rights.
2. Acquire knowledge of patents, the patent regime, and essential patentability criteria.
3. Gain insights into copyrights, trademarks, their related rights, and registration processes.
4. Integrate understanding of Design, Geographical Indications (GI), Plant Variety Protection, and layout design registration procedures.
5. Evaluate the initiatives and steps taken by the Government of India to promote and protect IPR.

Unit I: Introduction to Intellectual Property Rights

Definition and need for IPR, Types of Intellectual Property Rights, Traditional knowledge vs. IPR, Territoriality principle in IPR, Evolution of IPR in India, IPR in developed countries vs. third-world countries, IPR as an instrument of economic and technological development.

Unit II: Copyright and Industrial Design

- **Copyright::** Concept and importance of copyright protection, Authorship and ownership rights, Copyright across different domains (literary, artistic, software, etc.), Digital copyright and the concept of fair use.
- **Industrial Design:** Definition and need for protection, Protection of visual features: shape, pattern, ornamentation of articles, Layout designs of integrated circuits

Unit III: Trademarks

Nature and purpose of trademarks, Rationale for trademark protection, Subject matter and types of trademarks, Trademark conflicts: domain names vs. trademarks

Unit IV: Patents

Concept of patent and its significance, Elements of patentability and non-patentable inventions, Rights of a patentee: licensing and compulsory licensing, Patent infringement and legal remedies, Patent Cooperation Treaty (PCT), Bolar provisions and research exemptions

Unit V: Geographical Indications and Plant Variety Protection

- **Geographical Indications (GI):** Definition, purpose, and benefits, Origin and nature of GI-tagged goods, GI tags in India, Differences between GI and trademarks
- **Plant Variety Protection:** Meaning and need, Protection of new plant varieties and farmers' rights, Legal framework in India, The International Union for the Protection of New Varieties of Plants (UPOV)

Suggested Readings:

- AdarshRamanujanPatentLawCasesandMaterials:ASynthesisforIndia;WoltersKluwer IndiaPvt. Ltd –2020.
- P.Narayanan, LawofCopyrightandIndustrialDesigns, EasternLawHouse–2017.
- PandeyNeeraj, DharniKhushdeep; IntellectualPropertyRights, Paperback–2014.
- V K Ahuja, Intellectual Property Rights in India, LexisNexis, ISBN: 9789351433880, EDITION: 2nd, Vol 1, 2015.
- Venkateswaran&K.C.Kailasam, TradeMarksandPassing-Off; LexisNexis, 2015.

IMPORTANT CASE LAWS and EXAMPLES:

- Turmeric patent in United States Vs. traditional knowledge.
- Copy right Case Law: Copy right of music-Zanjeer Song
- Trade mark Case Law: The Coca-Cola company vs Bisleri International Pvt Ltd on MAAZA
Patent Case Law: “Nuziveedu Seeds Ltd. Vs Monsanto Technology LLC on BOLLGORD cotton seeds”.

QUALITY MANAGEMENT (OPEN ELECTIVE-II)

SUBJECT CODE: 25BBA1014

L	P	C
2	0	2

Course Objectives:

1. To understand various concepts systems in a business application of Quality Management.
2. To learn the need and use of sampling techniques for quality management.
3. To evaluate the various quality aspects like quality management system, norms and risk assessment.
4. To identify the reasons for failure model, effect and critical analysis.
5. To examine the role of quality management in better customer satisfaction.

Course Outcomes: Students will be able to

1. Understand quality concepts and its importance in business.
2. Adopt the sampling techniques for quality management.
3. Know Quality Standards in an organization.
4. Critically analyze the FMEA/FMECA models.
5. Apply the quality management system for customer satisfaction.

Unit-I:Quality-Conceptual Framework

Introduction to Quality management- definition & objectives of quality management according to TQM(As defined in ISO 9000) –basic terminology related to quality management –accuracy and precision – dimensions of quality management–methods of generating ideas for quality management–systems of quality control:- statistical, managerial, total quality control- quality in service organization.

Unit–II: Quality– Sampling Techniques

Introduction-desirable characteristics of sampling–merits of sampling inspection–limitations. methods of sampling for inspection random sampling ,non-random sampling–factors affecting the selection of sample for inspection –sampling: - single sampling, double sampling, Multi sampling.

Unit–III: Cost of Quality

The quality functions-Information quality Issues-quality management system-benefits of ISO registration- ISO 9000:quality management system – history & benefits of ISO 9000 Quality systems - ISO 14000: environmental management system & history and evaluation-ISO31000:Risk management–An overview-quality awards.

Unit-IV: Failure Model, Effect ,and Critical Analysis

Introduction-FMEA / FMECA an outline- Failure Mode and effective Analysis- FMEA Documentation-The process of FMEA Documentation-planning FMECA:- ground rules and assumption ,analysis approach, level of analysis.

Unit-V: Quality management–Customer satisfaction

Introduction – Quality and customer satisfaction - Role of quality management in customer satisfaction – Customer satisfaction Measurement – customer perception of quality – quality assurance, audit, & quality survey –determinants of customer satisfaction.

Suggested Readings:

- DaleH.Besterfeild,CarltonBesterfeild,TotalQualityManagement,PearsonEducation,2015
- SridharaBhat,TotalQualityManagementTextsandCases,HimalayaPublications,2015.
- PoornimaMCharantimath,TotalQualityManagement,PearsonEducation,2015.
- N.V.SRaju,TotalQualityManagement,CengageLearning,2014.
- KanishkaBedi,QualityManagement,OxfordPublications,2015.
- Dr.S.Kumar,TotalQualityManagement,UniversitySciencePress,2015.

ACCOUNTING INFORMATION SYSTEMS LAB**SUBJECT CODE: 25BBA1103**

L	P	C
0	3	1.5

Course Objectives:

1. To understand the Accounting groups & Inventory vouchers.
2. To learn about taxation aspects in Tally.
3. To understand voucher entries using tally.
4. To know the payroll system is in Tally.
5. To understand the reports.

Course Out comes: Students will be able to

1. Create the accounting groups.
2. Able to perform the inventory data in software.
3. Adopt Goods and Services Tax ,tax deducted at source, professional tax in accounting
4. Enter the payroll system using Accounting Software.
5. Generate the financial report and stock report of a company.

Unit-I:Accounting Groups in Tally

Charts of groups ,groups ,multiple groups, ledgers, multiple ledgers.

Unit-II: Inventory and Vouchers in Tally

Stock Group, Multiple stock group, stock categories ,multiple stock categories, unit of measures, stock items. Introduction to vouchers, types, chart, accounting, inventory, invoicing.

Unit-III: Tax in Tally

TDS, TDS Reports ,GST, GST Returns, Professional Tax.

Unit-IV: Payroll Accounting in Tally

Employee creation, salary define, employee attendance ,register, pay head creation ,salary report.

Unit –V:Generating Reports in Tally

Financial statements, trading ,profit and loss a/c, balance sheet, inventory report, payroll report, stock summary.

Suggested Readings:

- JoyDhingra, GoodandServiceTax, KalyanPublishers, 2022.
- NeerajGoyal, Tally, KalyaniPublishers, 2018.
- JeffLewis, TheBookYouNeedBeforeYouBuyThatAccountingSoftware, EvolveInstant, 2014
- NeerajGoyal, AccountingSoftware, KalyaniPublishers, 2018.
- Neeraj Goyal and Rohit Sacheva, Tally with GST Applications, KalyaniPublishers, 2018.
- ShraddhaSingh, TallyERP9 (PowerofSimplicity), V&S Publishers, 2015.

SOFT SKILLS AND PERSONALITY DEVELOPMENT LAB - I**SUBJECT CODE: 25BBA1104**

L	P	C
0	3	1.5

Course Objectives:

1. To develop students' self-awareness, personal identity, and self-confidence, while building a strong foundation in communication through listening, speaking reading, and writing (LSRW) for academic and professional success.
2. To enhance students' verbal and non-verbal communication skills, spontaneity, and articulation, while developing professional grooming corporate etiquette, critical thinking, and emotional intelligence.
3. To develop teamwork, leadership, communication, and emotional intelligence skills, while applying theoretical concepts to practical scenarios.
4. To foster creativity, innovation, and problem-solving through design thinking vision boards, lateral thinking, and case analysis, enabling students to apply original ideas in real-world business contexts.
5. To build digital etiquette, self-awareness, and goal-setting skills, and guide students in exploring career paths aligned with their personality traits.

Course Outcomes: Students will be able to

1. Students will demonstrate self-awareness, confidently express their personal identity, and effectively use LSRW skills in academic and professional contexts.
2. Students will demonstrate confident communication, professional etiquette, and apply critical thinking and emotional intelligence in interpersonal settings.
3. Students will apply teamwork, leadership, communication, and emotional intelligence skills in practical, real-world scenarios.
4. Students will demonstrate creativity, innovation, and problem-solving by applying design thinking and lateral thinking techniques to real-world business scenarios.
5. Students will exhibit digital etiquette, apply self-assessment tools for goal setting, and identify career paths aligned with their personality traits.

Course Syllabus**Lab Module 1: Introduction**

Activities:

- Self-Exploration and Confidence Building, Self-Intro, Identity Icebreaker
- Learning basic Soft Skills (LSRW)

Lab Module 2: Communication Skills

Activities:

- verbal and non-verbal communication, JAM Sessions, Grooming
- Role-Plays ,Reading articles.

Lab Module 3: Emotional Intelligence & Team Skills

Activities:

- Team Building activities and Dynamics, Networking and Relationship Management Leadership vs. Management Skills.
- Case Study, Empathy Circles.

Lab Module 4: Critical Thinking

Activities:

- Design Thinking Basics, Vision Boards, Lateral Thinking and Idea Generation
- Case study Analysis, Creativity Exercises

Lab Module 5: Digital & Career Readiness

Activities:

- Digital Etiquette, Swot Analysis, Goal setting
- Career path Exploration and personality-Career Mapping (MBTI & Big 5)

References:

Personality Development and Soft Skills”-Barun K.Mitra, Oxford University press.

Soft Skills: Enhancing Employability”-M.Ashraf Rizvi, Mc Graw Hill

Developing Soft Skills”-Krishnamacharyulu & Ramakrishna, Himalaya publishing.

Communication Skills”-Meenakshi Raman & Sangeeta Sharma, Oxford University press.

Emotional Intelligence”-Daniel Goleman, Bantam Books

He EQ Edge” Emotional Intelligence and your success”-Stein & Howard E. Book Wiley.

Duolingo Language Learning Application

Instacks E Learning Platform For LSRW practice

[https:// www.cambridgeenglish.org/learning-english/activities-for- learners/](https://www.cambridgeenglish.org/learning-english/activities-for-learners/)