



પરિપત્ર:

ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી સંલગ્ન કોમર્સ & મેનેજમેન્ટ વિદ્યાશાખાનાં અભ્યાસક્રમ ચલાવતી તમામ કોલેજોનાં આચાર્યશ્રીઓને સવિનય જણાવવાનું કે કોમર્સ & મેનેજમેન્ટ વિદ્યાશાખા હેઠળનો NEP-૨૦૨૦ અંતર્ગતનો બેચલર ઓફ બિઝનેસ એડમિનિસ્ટ્રેશન વિષય (બી.બી.એ વિથ ઓનર્સ) સેમેસ્ટર-૧ના અભ્યાસક્રમમાં રિવાઈઝડ પેપર સ્ટાઈલ (SOP, શિક્ષણ વિભાગ, ગુજરાત સરકારની ગાઈડલાઈન્સ પ્રમાણે) જેની સાથેનો ૨૦૨૩-૨૪નો અભ્યાસક્રમ આ સાથે સામેલ છે. જે આપને વિદિત થાય.

માનનીય કુલપતિશ્રીની મંજૂરી અનુસાર સદર અભ્યાસક્રમ શૈક્ષણિક વર્ષ જુન, ૨૦૨૩ થી અમલવારી કરવાની રહે છે. કોમર્સ & મેનેજમેન્ટ વિદ્યાશાખાનાં અભ્યાસક્રમ ચલાવતી તમામ સંલગ્ન કોલેજો ધ્વારા તેની અમલવારી કરવા જણાવવામાં આવે છે.



[Signature]
10/09/2024
ખાસ ફરજ પરના અધિકારી
(એકેડેમિક)

ક્રમાંક/બીકેએનએમયુ/ એકેડેમિક/૧૨૨૩/૨૦૨૪

ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી,

સરકારી પોલીટેકનિક કેમ્પસ,

ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી રોડ,

ખડીયા, જૂનાગઢ-૩૬૨૨૬૩

તા.૧૦/૦૯/૨૦૨૪

પ્રતિ,

- ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી સંલગ્ન કોમર્સ & મેનેજમેન્ટ વિદ્યાશાખાનાં અભ્યાસક્રમો ચલાવતી તમામ કોલેજોના આચાર્યશ્રીઓ તરફ....

નકલ સાદર રવાના:-

- માન.કુલપતિશ્રી/કુલસચિવશ્રીનાં અંગત સચિવશ્રી.
- પરીક્ષા નિયામકશ્રી, ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી, જુનાગઢ

નકલ રવાના જાણ તથા યોગ્ય કાર્યવાહી અર્થે:

- સીસ્ટમ મેનેજરશ્રી, આઈ.ટી.સેલ વિભાગ (વેબસાઈટ ઉપર પ્રસિદ્ધ થવા અર્થે.)



**BHAKTA KAVI NARSINH MEHTA UNIVERSITY
JUNAGADH**



**BOARD OF COMMERCE & MANAGEMENT STUDIES
FACULTY OF COMMERCE & MANAGEMENT
SYLLABUS FOR
BACHELOR OF BUSINESS ADMINISTRATION
(HONOURS) PROGRAMME
(SEMESTER- I)
EFFECTIVE FROM JUNE, 2023**

OBJECTIVE OF BACHELOR OF BUSINESS ADMINISTRATION (BBA) DEGREE PROGRAMME

BBA is purely a management course that contains diverse subjects or courses, necessary to explore the student modern management theory and practices. This degree course enables the students to understand and visualize overall management areas of business operations. The primary objective of the discipline/faculty is to prepare young person for junior executive positions in various Industrial, Commercial, and Non-Profit Organization. This course will aim at injecting the students the necessary skills to improve employability.

OUTCOMES OF BACHELOR OF BUSINESS ADMINISTRATION (BBA) DEGREE PROGRAMME

On successful completion of this management degree course, the candidate will be able to:

1. Understand overall domestic and international business environment.
2. Plan, organize, staff, direct, and control human efforts at work.
3. Make the balance decisions in any area of business operations and successfully implement the same.
4. Explore job opportunities globally.
5. Start or develop his/her business venture.
6. Apply management knowledge in personal and social matters and pursue a quality life.

BBA ORDINANCE:

As the NEP, 2020, and the instructions of the Higher Education Department, the Ordinance will be common for all faculties affiliated with the university. All students who obtain admission have to adhere to all norms as specified in the broad NEP guidelines and any other the norms specified by the Government.

BBA RULES:

BBA Rule 1:

BBA Admission Eligibility criteria: BBA is a professional degree course and medium of instruction shall be English. A student who has passed 10+2 examinations or an examination recognized as equivalent thereto with **English** subject is eligible to get admission in BBA Degree Course

BBA Rule 2:

Language of Instruction: BBA is a purely English Medium course and medium of instruction shall be English.

BBA Rule 3:

BBA is a distinct course and teaching pedagogy should not only conventional one. Interactive classroom session, group discussion, seminar, case study, problem-solving-based learning, performance-related tasks, fieldwork, or any other methods can be used. Multimedia device and other relevant tools and modern technology should be used to make the teaching and learning process effective and interesting.

BBA Rule 4:

BBA is a professional education course. The intake of class will be maximum 60 students. This is necessary to justify reasonable interactive teaching.

BBA Rule 5:

The student can opt for a one-year certificate course, a two-year Diploma Course, a three-year Degree course, or a Four-year Honor Degree with or without Research. For each of the award, the students have to follow the norms as specified in the NEP-2020.

BBA Rule 6:

The academic institutions that run BBA Course have to manage for practical exposure of corporate operations.

BBA Rule 7:

BBA is a full-time course and the BBA course cannot be permitted as an external course. The student's regular presence and his/her active presentation are important conditions. At least 80% attendance is necessary to get the term granted.

The credit structure and course curriculum of BBA semester-1 has been placed as under:

Table 1: Credit Structure for Bachelor of Business Administration (BBA) – Honours with and without Research

Arrangement of Credit Distribution Framework for three/four years Honours/Honours with Research Degree Programme with Multiple Entry and Exits Options for all the institutions: (As per GR No: KCG/admin/2023-24/0607/kh.1, Sachivalaya, Gandhinagar, Date-11/07/2023)

NCrF Credit Level	Semester	Major (Core)	Minor (Elective)	Multi/Inter-disciplinary	AEC	SEC/ Internship	VAC/ IKS	RP/ OJT	Total Credit per Semester	Qualification/ Certificate
4.5 First Year	I	8	4	4	2	2 (SEC)	2 (IKS)	-	22	UG Certificate
	II	8	4	4	2	2 (SEC)	2 (VAC)	-	22	
1 st Year Total Credits		16	8	8	4	4	4	-	44	
Exit 1: Award of UG certificate in Major course with 44 credits with additional 4 credits of Summer Internship in core specific NSQF defined course OR continue with Major and Minor course for the next NCrF credit level										
5.0 Second Year	III	12	-	4	2	2 (SEC)	2 (IKS)	-	22	UG Diploma
	IV	12	4	-	2	2 (SEC)	2 (VAC)	-	22	
2 nd Year Total Credits		40	12	12	8	8	8	-	88	
Exit 2: Award of UG Diploma in Major course with 88 credits with additional 4 credits of Summer Internship in core specific NSQF defined course OR continue with Major and Minor course for the next NCrF credit level										
5.5 Third Year	V	12	8	-	-	2 (SEC)	-	-	22	UG Degree
	VI	12	4	-	2	4 (Internship)	-	-	22	
3 rd Year Total Credits		64	24	12	10	14	8	-	132	
Award of UG Degree in Major course with 132 credits and Internship in core discipline OR continue with Major and Minor course for the next NCrF credit level										
6.0 Fourth Year	VII	12	4	-	-	-	-	6 (OJT)	22	UG Honours Degree
	VIII	12	4	-	-	-	-	6 (OJT)	22	
4 th Year Total Credits		88	32	12	10	14	8	12	176	
Award of UG Honours Degree in Major course with total 176 credits										
6.0 Fourth Year	VII	12	4	-	-	-	-	6 (RP)	22	UG Honours with esearch Degree
	VIII	12	4	-	-	-	-	6 (RP)	22	
4 th Year Total Credits		88	32	12	10	14	8	12	176	
Award of UG Honours with <i>Research</i> Degree in Major course with total 176 credits										

Abbreviation: AEC (Ability Enhancement Course); IKS (Indian Knowledge System); NCrF (National Credit Framework); NSS (National Service Scheme); NCC (National Cadet Corps); NSQF (National Skills Qualification Framework); OJT (On-the-Job Training); SEC (Skills Enhancement Course); RP (Research Project); VAC (Value Added Course), ODL (Open and Distance Learning)

Table 2: Summary of Course Category and Credit

Type of Course	Credit 3-Year Course Credit	Credit 4-Year Honours Without Research	Credit 4-Year Honours With Research
Major Course	64	88	88
Minor Course	24	32	32
Multi-disciplinary Course (MDC)	12	12	12
Ability Enhancement Course (AEC)	10	10	10
Indian Knowledge System (IKS) Value-added Course (VAC)	8	8	8
Skill Enhancement Course (SEC)	10	10	10
Internship	4	4	4
	132	164	164
On-the-Job Training (OJT)	-	12	-
Research Project (RP)	-	-	12
	132	176	176

Table 3: BBA Semester 1: Conceptual Framework

SR.	Course Category	Course Code	Credit	Course Name	Teaching Hours	Marks		Total Marks	Exam Duration
						External	Internal		
1.	Major Course	Major-101	4	Principles of Business Management	4	50	50	100	2.00 Hrs
2.	Major Course	Major-102	4	Principles and Practice of Accounting	4	50	50	100	2.00 Hrs
3.	Minor Course (Any one)	Minor-103	4	Forms of Business Organisation	4	50	50	100	2.00 Hrs
		Minor-104		Indian Business System		50	50	100	2.00 Hrs
4.	Multi-Disciplinary Course (MDC) (Any one)	MDC-105	4	Basic Mathematics	4	50	50	100	2.00 Hrs
		MDC-106		Micro Economics					
5.	Ability Enhancement Course (AEC)	AEC-107	2	English Language-1	2	25	25	50	1.00 Hrs
6.	Skill Enhancement Course (SEC) (Any one)	SEC-108	2	Computer Science -1	2	25	25	50	1.00 Hrs
		SEC-109		Event Management		25	25	50	1.00 Hrs
7.	Value Added Course (VAC) Indian Knowledge system (IKS)	VAC-110	2	Important Note: This is a common course for faculty of Arts, Commerce and Science. The course content is uploaded on university website..	2	25	25	50	1.00 Hrs
			22		22				

Semester I		Bachelor of Business Administration (BBA)					
Course Title		Principles of Business Management					
Name of Course	Type of Course	Paper Code	Total Teaching Hours	Weekly Credits	Internal Marks	External Marks	External Exam. Time
BBA	Major	Major-101	60	4	50	50	2.00 Hrs.
COURSE OBJECTIVES AND COURSE OUTCOMES:							
Course Objectives: The objectives of the course include: ▪ Understand fundamentals (Concept, Nature, Process, Principles, and functions) of business management. ▪ Explain and implement planning and organising functions, ▪ Conceptualise directing and apply directing tools for an effective management practices. ▪ Describe staffing functions and controlling systems. Course Outcomes: On successful completion of the course, the students will be able to: ▪ Prepare and execute a plan for any organisation. ▪ Design an organisation structure for any business unit and prescribe guidelines. ▪ Carry out effectively staffing and directing tasks. ▪ Prescribe better controlling system to any areas of business operations							
Teaching Pedagogy: Interactive classroom session, group discussion, seminar, case study, problem-solving-based learning, performance-related tasks, fieldwork, or any other methods can be used. Multimedia device and other relevant tools and modern technology should be used to make the teaching and learning process effective and interesting.							

COURSE CONTENTS:

Units	Title of the Unit and the Topics	No. of Lectures (Hours)
Unit 1	Introduction To Business Management	12
	Concept, Features/Nature of Business Management, Management as Art and Science, Management as Profession, Universality of Management, Management Process/Functions, Significance of Management, Professionalisation of Management, Skills of professional Managers	
Unit 2.	Planning	12
	Concept of Plan and Planning, Features of Planning, Planning Process, Significance of Planning, Types/Components of Plan, Planning Premises: Concept, and External and Internal Premises, Limitations of Planning; Forecasting: Concept and Process; Decision-making: Concept and Process; Rationality in Decision-making: Concept; Relationship between Forecasting, Decision-making, and Planning.	
Unit 3.	Organising	12
	Concept of Organising and Organisation, Features of Organising, Organising Process, Importance of Organising, Types of Organisation (Concept of Line Organisation, Line and Staff Organisation, Functional Organisation, Committee Organisation, Project Organisation, Matrix Organisation, Network Organisation, and Virtual Organisation); Organisation Chart: Concept and Types; Qualities of Good Organisation Structure	
Unit 4.	Directing and Staffing	12
	Directing: Concept, Features and Significance of Directing, Directing Tools: Concept and Features of Leadership, Motivation, Communication, and Supervision; Coordination: Concept and Relationship between Directing and Coordination. Staffing: Concept of Staffing, Major Functions of Staffing	
Unit 5.	Controlling	12
	Concept, Features, Relationship between Planning and Controlling, Importance of Controlling, and Controlling Process; Features/Principles of Good Controlling System; Primary Idea of Controlling Techniques.	
Note: The Topics and sub-topics of the course shall be discussed in context to actual management practices of leading corporate houses within and outside India.		

SUGGESTED REFERENCES

Reference Books

1. Ramesh Rudani: *Principles of Management*, McGraw-Hill India Private Limited, New Delhi, India, 2020
2. LM Prasad: *Principles and Practice of Management*, Sultan Chand & Sons, New Delhi, India.
3. Koontz and Weihrich: *Essentials of Management*, McGraw-Hill, New Delhi, India.

Note: Use the latest edition of the books.

Other Sources:

1. Digital and online sources relevant to the topics in the course.
2. Internet Sources
3. Relevant Journals

INTERNAL EVALUATION SCHEME		
NO	Particulars	Marks
1	Mid Semester Exam/ Practical Exam (Mandatory)	25
2	Class Test	05
3	Open book exam/test	05
4	Open note exam/test	05
5	Self-test/ Online test	05
6	Essay/Article writing	05
7	Quizzes/Objective test	05
8	Class assignment	05
9	Home assignment	05
10	Reports Writing	05
11	Research/Dissertation	05
12	Case Studies	05
13	Viva/Oral exam	05
14	Group Discussion	05
15	Role Play	05
16	Paper presentation/Seminar	05
17	Language Lab work	05
18	Interview	05
19	Craft work	05
20	Co-curricular work	05
21	Field Assignment	05
22	Poster Presentation	05
23	Attendance	05
24	Project Work	05
	Total	50

Note: Sr.No.1 is mandatory. Select any five from Sr.No.2 to 24. Each Contains five marks. Student should secure 18 Marks for passing in internal Exam.

Paper Style

Ques. No.	Particulars	From which Unit	Marks
Que. 1	Question 1	1	10
	Or		
	Question 1		
Que. 2	Question 2	2	10
	Or		
	Question 2		
Que. 3	Question 3	3	10
	Or		
	Question 3		
Que. 4	Question 4	4	10
	Or		
	Question 4		
Que. 5	Question 5	5	10
	Or		
	Question 5		
		Total	50

Semester I		Bachelor of Business Administration (BBA)					
Course Title		Principles and Practice of Accounting					
Name of Course	Type of Course	Paper Code	Total Teaching Hours	Weekly Credits	Internal Marks	External Marks	External Exam. Time
BBA	Major	Major-102	60	4	50	50	2.00 Hrs.
COURSE OBJECTIVES AND COURSE OUTCOMES:							
Course Objectives: The objectives of the course include: To develop conceptual understanding of the basic accounting system through book-keeping mechanism and to impart skills for preparation of financial statements. Course Outcomes: On successful completion of the course, the students will be able to: - Acquire knowledge of Accounting concepts, principles and practices. - Apply financial concepts in business administration to manage and be effective in decision – making in functional areas like finance and accounting transactions. - Provide wide knowledge about final accounts.							
Teaching Pedagogy: Theory and practical Session							

COURSE CONTENTS:		
Units	Title of the Unit and the Topics	No. of Lectures (Hours)
Unit 1	- Definition, Nature, Scope and Objectives of Accounting; Relationship of accounting with economics and statistics, Role of Accountant; Generally Accepted Accounting Principles Business Transactions: Meaning and Classification of Account, Rules of Debit and Credit, Accounting equation, Concepts of Bills of Exchange.	12
Unit 2.	Journal, Ledger, Posting and balancing of ledger accounts	12

Unit 3.	▪ Subsidiary Books: Purchase Book, Sales Book, Purchase Return Book, Sales Return Book ▪ Three - column Cash Book	12
Unit 4.	Depreciation Accounting: Concept and Methods of depreciation. (Practical problems based on Straight Line Method and Reducing Balance Method only).	12
Unit 5.	▪ Preparation of Final Accounts: Trading Account, Profit & Loss Account and Balance Sheet. Closing entries, Adjustments entries (Sole Proprietorship only). ▪ Accounting Errors: Types of Errors, Rectification of Errors, and Effects of Errors on Final Accounts.	12

Note:

SUGGESTED REFERENCES

Reference Books

1. Financial Accounting- by V.K. Goyal, Excel Books, New Delhi
2. Principles and Practice of Accounting. - by Gupta and Gupta (Sultan Chand & Sons, Delhi)
3. Introduction to Accountancy - by S.N. Maheshwari (Vikas Publishing House, New Delhi)
4. Financial Accounting. - by Narayan Swamy (Prentice Hall India, New Delhi)
5. Financial Accounting. - by Ashish Bhattacharya (Prentice Hall India, New Delhi)
6. Financial Accounting-by P.C. Tulsian (Tata McGraw Hill Publishing Co.,New Delhi)
7. Principles and Practice of Accountancy - by Rana-Dalal (B.S.Shah, Ahmedabad)
8. Principles and Practice of Accountancy –by S.P.Shah (Mahajan Publishing House, Ahmadabad

Note: Use the latest edition of the books.

INTERNAL EVALUATION SCHEME		
NO	Particulars	Marks
1	Mid Semester Exam/ Practical Exam (Mandatory)	25
2	Class Test	05
3	Open book exam/test	05
4	Open note exam/test	05
5	Self-test/ Online test	05
6	Essay/Article writing	05
7	Quizzes/Objective test	05
8	Class assignment	05
9	Home assignment	05
10	Reports Writing	05
11	Research/Dissertation	05
12	Case Studies	05
13	Viva/Oral exam	05

14	Group Discussion	05
15	Role Play	05
16	Paper presentation/Seminar	05
17	Language Lab work	05
18	Interview	05
19	Craft work	05
20	Co-curricular work	05
21	Field Assignment	05
22	Poster Presentation	05
23	Attendance	05
24	Project Work	05
	Total	50

Note: Sr.No.1 is mandatory. Select any five from Sr.No.2 to 24. Each Contains five marks. Student should secure 18 Marks for passing in internal Exam.

Paper Style

Ques. No.	Particulars	From which Unit	Marks
Que. 1	Question 1	1	10
	Or		
	Question 1		
Que. 2	Question 2	2	10
	Or		
	Question 2		
Que. 3	Question 3	3	10
	Or		
	Question 3		
Que. 4	Question 4	4	10
	Or		
	Question 4		
Que. 5	Question 5	5	10
	Or		
	Question 5		
	Total	Total	50

Semester I		Bachelor of Business Administration (BBA)					
Course Title		Forms of Business Organisation					
Name of Course	Type of Course	Paper Code	Total Teaching Hours	Weekly Credits	Internal Marks	External Marks	External Exam. Time
BBA	Minor	Minor - 103	60	4	50	50	2.00 Hrs.
COURSE OBJECTIVES AND COURSE OUTCOMES:							
Course Objectives: The objectives of the course include: - To make the students familiar with the basic concepts in commerce, trade and industry, - To expose them with modern business world. - To make familiar with different forms of business organizations, their formation and management Course Outcomes: On successful completion of the course, the students will be able to: - To update students with practical aspects of industry. - It results into awareness of organization culture & policy Practical aspects of industrial plants & process are enriched							
COURSE CONTENTS:							
Units	Title of the Unit and the Topics						No. of Lectures (Hours)
Unit 1	Introduction to Business						12
	- Concept of business - Nature & Characteristics, - Objectives Or importance of business - Scope of Business - Meaning of employment, profession and Vocation - Industrial Revolution and its effects						
Unit 2.	Sole Proprietorship and Partnership Organizations						12

	Sole Proprietorship: Concept, characteristics, merits and demerits of Sole Proprietorship firm Partnership: Concept & characteristics of partnership, Partnership deed, merits and demerits of Partnership firm	
Unit 3.	Co-operative Society and Non-profit Organisations	12
	Co-operative Society: Concepts, characteristics, merits and demerits of Co-operative Society. Difference between co-operative society & company, Non-profit Organisations: Concept of Non-profit organization, Merits & Demerits of non-profit organisations	
Unit 4.	Joint Stock Company	12
	▪ Concept and Characteristics of Joint Stock Company, ▪ Merits and Demerits of Joint Stock Company, ▪ Types of Company, ▪ Company Formation Procedure	
Unit 5.	Business Combination	12
	▪ Concept of business Combination ▪ Objectives of business combination ▪ Causes or reasons of B.C. ▪ Types of business combinations, ▪ Forms of Business Combination including Pools- Cartels- Holding Company -Merger and amalgamations	
Note:		
SUGGESTED REFERENCES		
Reference Books 1. Fundamentals of Business Organisation By Y. K. Bhushan, Sultan Chand and Sons. 2. Modern Business Organisation and Management. By S. A. Sharlekar 3. Industrial Organization Management: By S.A. Sherlekar, Patil, Paranjpe, Chitale 4. Business Organization and Management: By Jallo, Tata McGrawHill 5. Industrial Organization and Management: By Dr. C. B. Gupta 6. Business Organization and Management: By Dr. C. B. Gupta Note: Use the latest edition of the books. Other Sources: 1. Digital and online sources relevant to the topics in the course. 2. Internet Sources 3. Relevant Journals		

INTERNAL EVALUATION SCHEME		
NO	Particulars	Marks
1	Mid Semester Exam/ Practical Exam (Mandatory)	25
2	Class Test	05
3	Open book exam/test	05
4	Open note exam/test	05
5	Self-test/ Online test	05
6	Essay/Article writing	05
7	Quizzes/Objective test	05
8	Class assignment	05
9	Home assignment	05
10	Reports Writing	05
11	Research/Dissertation	05
12	Case Studies	05
13	Viva/Oral exam	05
14	Group Discussion	05
15	Role Play	05
16	Paper presentation/Seminar	05
17	Language Lab work	05
18	Interview	05
19	Craft work	05
20	Co-curricular work	05
21	Field Assignment	05
22	Poster Presentation	05
23	Attendance	05
24	Project Work	05
	Total	50

Note: Sr.No.1 is mandatory. Select any five from Sr.No.2 to 24. Each Contains five marks. Student should secure 18 Marks for passing in internal Exam.

Paper Style

Ques. No.	Particulars	From which Unit	Marks
Que. 1	Question 1	1	10
	Or		
	Question 1		
Que. 2	Question 2	2	10
	Or		
	Question 2		
Que. 3	Question 3	3	10
	Or		
	Question 3		
Que. 4	Question 4	4	10
	Or		
	Question 4		
Que. 5	Question 5	5	10
	Or		
	Question 5		
		Total	50

Semester I		Bachelor of Business Administration (BBA)					
Course Title		Indian Business System					
Name of Course	Type of Course	Paper Code	Total Teaching Hours	Weekly Credits	Internal Marks	External Marks	External Exam. Time
BBA	Minor	Minor - 104	60	4	50	50	2.00 Hrs.
COURSE OBJECTIVES AND COURSE OUTCOMES:							
Course Objectives: The objectives of the course include: - To inculcate business attitude and develop skills among students to pursue higher education, world of work including self-employment. - To acquaint students with the dynamic nature and inter-dependent aspects of Indian business System. - To develop students with an understanding of the processes of business and its environment in India. - To familiarize students with theoretical foundations of the process of organizing and managing the operations of a business. Course Outcomes: On successful completion of the course, the students will be able to: - Recognize business attitude and develop skills to pursue higher education, world of work including self-employment. - Explain the dynamic nature and inter-dependent aspects of Indian business System. - Evaluate the processes of business and its environment in India. - Relate theoretical foundations of the process of organizing and managing the operations of a business.							
COURSE CONTENTS:							
Units	Title of the Unit and the Topics						No. of Lectures (Hours)
Unit 1	Introduction of Indian Business Sectors						12
	- Agriculture sector– History, contribution to economy, and challenges - Manufacturing sector – History, contribution to economy, and challenges - Service sector – History, contribution to economy, and challenges						
Unit 2.	Scope of Business						12

	▪ Meaning & definition of business, ▪ Scope of business- Meaning, definition & types of industry. Meaning, Definition & Types Commercial Activities. ▪ Objectives of business ▪ Industrial revolution & its effect	
Unit 3.	Forms of Business Organisation	12
	▪ Sole proprietorship – Meaning features merits & demerits ▪ Partnership Firm – Meaning features merits & demerits ▪ Cooperative Societies – Meaning features merits & demerits ▪ Joint Stock Company – Meaning features merits & demerits	
Unit 4.	Economic Policy for business	12
	▪ Industrial policy & its history ▪ New industrial policy 1991 with its reforms. ▪ Fiscal Policy –Introductory Aspects ▪ Special economic zone & EXIM policy	
Unit 5.	Indian Business Houses: Study of Corporate Profile	12
	Brief background, History and Growth and Development of the following Indian Business Houses: 1. Corporate Retailer – D-mart 2. E-commerce Company – AMAZONE INDIA 3. Oil and Natural Gas Corporation 4. TATA motors 5. Anand Milk Union Limited (AMUL) 6. Hindustan Unilever 7. Infosys 8. Indian Tobacco Company Limited 9. Reliance industries (Note: The students and teachers are directed to use multiple sources to collect necessary primary details on the selected Indian Business Houses in the course. Any two Business Houses may be asked in the semester-end examination)	

Note:

SUGGESTED REFERENCES

Reference Books

1. Indian Business History by Vipul Datta, Humanities and Social Sciences, IIT Guwahati
2. Doing Business in India by Ernst & Young Pvt. Ltd. Haryana
3. Financial Management for CA Inter Course Gr II Paper 8 by P C Tulsian, Bharat Tulsian& Tushar, Edition 2023, S. Chand Publishing
4. Forms Of Business Organisation – I by H.R. Ramanath,H. A. Bhaskar,H.R. Appannaiah, Himalaya Publishing House
5. Forms of business organisation by basu
6. Forms of business by S.ASherlekar

Note: Use the latest edition of the books.

Other Sources:

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

INTERNAL EVALUATION SCHEME		
NO	Particulars	Marks
1	Mid Semester Exam/ Practical Exam (Mandatory)	25
2	Class Test	05
3	Open book exam/test	05
4	Open note exam/test	05
5	Self-test/ Online test	05
6	Essay/Article writing	05
7	Quizzes/Objective test	05
8	Class assignment	05
9	Home assignment	05
10	Reports Writing	05
11	Research/Dissertation	05
12	Case Studies	05
13	Viva/Oral exam	05
14	Group Discussion	05
15	Role Play	05
16	Paper presentation/Seminar	05
17	Language Lab work	05
18	Interview	05
19	Craft work	05
20	Co-curricular work	05
21	Field Assignment	05
22	Poster Presentation	05
23	Attendance	05
24	Project Work	05
	Total	50

Note: Sr.No.1 is mandatory. Select any five from Sr.No.2 to 24. Each Contains five marks. Student should secure 18 Marks for passing in internal Exam.

Paper Style

Ques. No.	Particulars	From which Unit	Marks
Que. 1	Question 1	1	10
	Or		
	Question 1		
Que. 2	Question 2	2	10
	Or		
	Question 2		
Que. 3	Question 3	3	10
	Or		
	Question 3		
Que. 4	Question 4	4	10
	Or		
	Question 4		
Que. 5	Question 5	5	10
	Or		
	Question 5		
		Total	50

Semester I		Bachelor of Business Administration (BBA)					
Course Title		Basic Mathematics					
Name of Course	Type of Course	Paper Code	Total Teaching Hours	Weekly Credits	Internal Marks	External Marks	External Exam. Time
BBA	Multi – disciplinary Course	MDC-105	60	4	50	50	2.00 Hrs.
COURSE OBJECTIVES AND COURSE OUTCOMES:							
Course Objectives: The objectives of the course include: ▪ To improve mathematical skill. ▪ To clear basic concept and revise mathematics’ knowledge of students. ▪ To integrate mathematical concept for business. Course Outcomes: On successful completion of the course, the students will be able to: ▪ Mathematical skill helps in making business decision. ▪ Logical and reasoning abilities will be improved.							
Teaching Pedagogy: Classroom session, group discussion, seminar, case study, fieldwork, or any other suitable method							
COURSE CONTENTS:							
Units	Title of the Unit and the Topics						No. of Lectures (Hours)
Unit 1	Permutation and Combinations						12
	▪ Permutations (Meaning , formula) ▪ Permutations of different things ▪ Permutations of Similar things ▪ Restricted Permutation ▪ Combinations (Meaning, formula) ▪ Combinations of things taken some or all at a time						

	Some Restricted Combinations examples	
Unit 2.	Binomial Theorem	12
	- Introduction - Binomial Theorem without proof - Position of terms - Characteristics of Binomial Theorem - Binomial coefficient - Examples	
Unit 3.	Mathematical Induction	12
	- Introduction - Principle of Mathematical Induction - Sigma Notation $\sum n$, $\sum n^2$, $\sum n^3$ with proof - Examples	
Unit 4.	Arithmetic and Geometric Progression	12
	- Sequence, Series Arithmetic Progression: - Definition - Nth term, sum of n terms (with proof) Geometric Progression: - Definition - Nth term, sum of n terms (with proof)	
Unit 5.	Interpolation & Extrapolation	12
	- Introduction and uses - Newton's Forward method - Newton's Backward method - Binomial Expansion method - Lagrange's method - Examples	

Note:

SUGGESTED REFERENCES

Reference Books

1. Business mathematics by Sancheti and Kapoor - Sultan & Chand
2. Fundamental of mathematics and statistics by V. K. Kapoor & S.C. Gupta – Sultan & Chand
3. Business mathematics by Sancheti and Kapoor - Sultan & Chand

Note: Use the latest edition of the books.

Other Sources:

4. Digital and online sources relevant to the topics in the course.
5. Internet Sources
6. Relevant Journals

INTERNAL EVALUATION SCHEME		
NO	Particulars	Marks
1	Mid Semester Exam/ Practical Exam (Mandatory)	25
2	Class Test	05
3	Open book exam/test	05
4	Open note exam/test	05
5	Self-test/ Online test	05
6	Essay/Article writing	05
7	Quizzes/Objective test	05
8	Class assignment	05
9	Home assignment	05
10	Reports Writing	05
11	Research/Dissertation	05
12	Case Studies	05
13	Viva/Oral exam	05
14	Group Discussion	05
15	Role Play	05
16	Paper presentation/Seminar	05
17	Language Lab work	05
18	Interview	05
19	Craft work	05
20	Co-curricular work	05
21	Field Assignment	05
22	Poster Presentation	05
23	Attendance	05
24	Project Work	05
	Total	50

Note: Sr.No.1 is mandatory. Select any five from Sr.No.2 to 24. Each Contains five marks. Student should secure 18 Marks for passing in internal Exam.

Paper Style

Ques. No.	Particulars	From which Unit	Marks
Que. 1	Question 1	1	10
	Or		
	Question 1		
Que. 2	Question 2	2	10
	Or		
	Question 2		
Que. 3	Question 3	3	10
	Or		
	Question 3		
Que. 4	Question 4	4	10
	Or		
	Question 4		
Que. 5	Question 5	5	10
	Or		
	Question 5		
		Total	50

Semester I		Bachelor of Business Administration (BBA)					
Course Title		Micro Economics					
Name of Course	Type of Course	Paper Code	Total Teaching Hours	Weekly Credits	Internal Marks	External Marks	External Exam. Time
BBA	Multi – disciplinary Course	MDC-106	60	4	50	50	2.00 Hrs.
COURSE OBJECTIVES AND COURSE OUTCOMES:							
Course Objectives: The objectives of the course include: - To acquaint the student with basic concepts of economics - To make them aware of basic components of economy - To make enable students to understand application of micro economic theories in actual situation - To develop ability of students to apply principles, concepts and tools of micro economics Course Outcomes: On successful completion of the course, the students will be able to: - Judge and apply various macroeconomics concepts to take or suggest appropriate decisions in actual market condition.							
COURSE CONTENTS:							
Units	Title of the Unit and the Topics						No. of Lectures (Hours)
Unit 1	Definition Of Economics						12
	History, Definitions (Classical, Neo-Classical and Scarcity), Nature and Scope of Economics, Concepts of Economic and Non-Economic Activities, Economic Growth and Economic Development						
Unit 2.	Utility Analysis						12
	- Meaning of utility, total and marginal utility. - Law of Diminishing Marginal Utility, Law of Equi-marginal Utility						
Unit 3.	Theories of Demand and Supply						12

	- Meaning of Demand, Demand Schedule, Demand Curve, Determination of Demand, Law of Demand and its exceptions. - Meaning of Supply, Supply Schedule, Determination of Supply, and Law of Supply.	
Unit 4.	Elasticity of Demand	12
	Meaning of Elasticity of Demand, its Types (Price, Income and Cross Elasticity), Factors Determining Types of Price Elasticity, Methods to Measures Price Elasticity and Practical Significance of Concepts of Price Elasticity of Demand	
Unit 5.	Market Structure	12
	Meaning and classification of market; Definition and Features of Monopoly, Oligopoly, Monopolistic Competition and Perfect Competition	

Note: -

SUGGESTED REFERENCES

Reference Books

1. Microeconomics by HL Ahuja- S.Chand & Company Ltd
2. Principles of Economics by DM Mithani, HimalayaPublicationHouse
3. Principles of Economics by Prem J. Bhutani, Taxman Publication
4. Principles of economics by SK Agarwala, Excel Books

Note: Use the latest edition of the books.

Other Sources:

1. Digital and online sources relevant to the topics in the course.
2. Internet Sources
3. Relevant Journals

INTERNAL EVALUATION SCHEME		
NO	Particulars	Marks
1	Mid Semester Exam/ Practical Exam (Mandatory)	25
2	Class Test	05
3	Open book exam/test	05
4	Open note exam/test	05
5	Self-test/ Online test	05
6	Essay/Article writing	05
7	Quizzes/Objective test	05
8	Class assignment	05

9	Home assignment	05
10	Reports Writing	05
11	Research/Dissertation	05
12	Case Studies	05
13	Viva/Oral exam	05
14	Group Discussion	05
15	Role Play	05
16	Paper presentation/Seminar	05
17	Language Lab work	05
18	Interview	05
19	Craft work	05
20	Co-curricular work	05
21	Field Assignment	05
22	Poster Presentation	05
23	Attendance	05
24	Project Work	05
	Total	50

Note: Sr.No.1 is mandatory. Select any five from Sr.No.2 to 24. Each Contains five marks. Student should secure 18 Marks for passing in internal Exam.

Paper Style

Ques. No.	Particulars	From which Unit	Marks
Que. 1	Question 1	1	10
	Or		
	Question 1		
Que. 2	Question 2	2	10
	Or		
	Question 2		
Que. 3	Question 3	3	10
	Or		
	Question 3		
Que. 4	Question 4	4	10
	Or		
	Question 4		
Que. 5	Question 5	5	10
	Or		
	Question 5		
	Total	Total	50