



પરિપત્ર:

ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટીની કોમર્સ & મેનેજમેન્ટ વિદ્યાશાખાનાં અભ્યાસક્રમ ચલાવતી તમામ સંલગ્ન કોલેજોનાં આચાર્યશ્રીઓને સવિનય જણાવવાનું કે કોમર્સ & મેનેજમેન્ટ વિદ્યાશાખા હેઠળનો NEP-૨૦૨૦ અંતર્ગતનો બેચલર ઓફ બિઝનેસ એડમિનીસ્ટ્રેશન વિષયનો (બી.બી.એ વિથ ઓનર્સ) સેમેસ્ટર-૩ નો અભ્યાસક્રમ આ સાથે સામેલ છે.

માનનીય કુલપતિશ્રીની મંજૂરી અનુસાર સદર અભ્યાસક્રમ શૈક્ષણિક વર્ષ જુન, ૨૦૨૪ થી અમલવારી કરવાની રહે છે. કોમર્સ & મેનેજમેન્ટ વિદ્યાશાખાનાં અભ્યાસક્રમ ચલાવતી તમામ સંલગ્ન કોલેજો ધ્વારા તેની અમલવારી કરવા જણાવવામાં આવે છે.



[Signature]
05/07/2024

ખાસ ફરજ પરના અધિકારી
(એકેડેમિક)

ક્રમાંક/બીકેએનએમયુ/ એકેડેમિક/૮૯૩/૨૦૨૪

ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી,

સરકારી પોલીટેકનિક કેમ્પસ,

ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી રોડ,

ખડીયા, જૂનાગઢ-૩૬૨૨૬૩

તા.૦૫/૦૭/૨૦૨૪

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, જૂનાગઢ

નકલ રવાના જાણ તથા યોગ્ય કાર્યવાહી અર્થે:

- સીસ્ટમ મેનેજરશ્રી, આઇ.ટી.સેલ વિભાગ (વેબસાઇટ ઉપર પ્રસિદ્ધ થવા અર્થે.)



**BHAKTA KAVI NARSINH MEHTA UNIVERSITY
JUNAGADH**



BOARD OF BUSINESS ADMINISTRATION STUDIES
FACULTY OF COMMERCE & MANAGEMENT
SYLLABUS FOR
B.B.A (HONOURS) PROGRAMME
(SEMESTER- III)
MAJOR/MINOR/MULTIDISCIPLINARY
EFFECTIVE FROM JUNE, 2024

BHAKTA KAVI NARSINH MEHTA UNIVERSITY
Syllabus of B.B.A (Honors) as per NEP-2020
Faculty of Commerce & Management
Effective from June 2024
Subject: B.B.A

SEMESTER-III

SUMMARY OF THE SYLLABUS

SN	Category of Course	Course Title	Course Level	Credit	Teaching Hours	SEE Marks	CCE Marks	Total Marks	Exam Time
1	MAJOR-05	Principles of Marketing Management	05	04	60	50	50	100	2 :00
2	MAJOR-06	Fundamentals of Financial Management	05	04	60	50	50	100	2 :00
3	MAJOR-07	Corporate Accounting	05	04	60	50	50	100	2 :00
4	MDC-03 (Any One)	Basics of Managerial Economics	05	04	60	50	50	100	2 :00
		Elements of Business Statistics							

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Subject: B.B.A

Course Level	5.0	Internal Marks	50
Programme	B.B.A	External Marks	50
Semester	III	Practical Internal	-
Category of Course	Major-05	Practical External	-
Course Credit	04	Prac. External Exam Duration	-
Teaching Hours	60	Total	100
Course Code	BBA-301	Exam Duration	2:00
Course Title	Principles of Marketing Management		

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

- Conceptualise marketing management system and the relevant terms.
- Elaborate the nature and scope of marketing function of the business.
- Assimilate to major decisional areas of modern marketing science.
- Understand marketing environment in a right perspective.

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

- Apply theoretical base of marketing science to actual marketing practices.
- Deal with any type of marketing issues, and take and modify marketing decisions effectively.
- Recommend the best marketing practices in a given marketing environment.
- Inculcate and improve marketing capabilities of the marketing personnel for better work performance.

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 of ICT should be used to make the teaching and learning process effective and interesting.

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Theory:

Unit	Title	Hours
Unit - I	Introduction to Modern Marketing Science Marketing: Concept and Characteristics Marketing; Role of Marketing for holistic development; Evolution of Marketing Concepts: Production Concept, Product Concept, Selling Concept, Marketing Concept, and Societal Concept; Key Differences between Selling Concept, Marketing Concept and Societal Concept; Concept of Exchange and Exchange Cycle. Marketing Management: Concept of Marketing Management; Marketing Management as a Demand Management: Concept of demand Management, Marketing Tasks for different Demand Situations; Organising Marketing Activities: Concept of Marketing Organisation, Factors affecting Selection of Marketing Environment, Types of Marketing Organisation Structures.	12
Unit – II	Marketing Mix Concept of Marketing Mix, Elements of Marketing Mix: Clarifying Confusion about Marketing Mix Elements; Product Mix: Definition and Features Product, Outline Major Product (Mix) Decisions; Price Mix: Concept of Price and Pricing; Features of Pricing decisions, Outline Major Pricing (or Price Mix) Decisions; Market Promotion Mix: Concept and Features of Market Promotion, Market Promotion Mix Elements: Concept and Features of Major Market Promotion Tools (including Advertising, Personal Selling, Sales Promotion, Publicity, and Public Relations); Place (Distribution) Mix: Concept and Features of Physical Distribution, Concept of Marketing (or Distribution) Channel, Concept of Online Distribution; Primary idea of Major Distribution Decisions; Factors affecting Marketing Mix.	12
Unit - III	Consumer Behaviour and Buying Process Concept of Consumer Behaviour; Role of Consumer Behaviour; Detailed Analysis of Factors Affecting Consumer Behaviour: Cultural Factors, Social Factors, Personal Factors, and Psychological Factors; Buying Decision Process: Concept, Stages, and Managerial Implications.	12

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Unit - IV	Market Segmentation and Market Targeting Concept, Significance of Market Segmentation; Bases for Segmenting Consumer Market: Consumer Characteristic Approach and Product Characteristics Approach; Bases for Segmenting Industrial Markets; Market Targeting: Concept of Target Market and Market Targeting; Product Positioning: Concept and Product Positioning Process.	12
Unit - V	Aspects of Marketing Environment Marketing Environment: Concept and Definitions, Variables Constituting Marketing Environment, Need for Analyzing Marketing Environment; Consumerism: Concept, Features, Need, and Reasons of Failure in India; Marketing Ethics: Definitions, Characteristics of Marketing Ethics, Some Common Marketing Ethics, and Need of Marketing; Green Marketing: Concept, Green Marketing Efforts, Significance of Green Marketing, and Managerial Responsibility for Green Marketing Practices.	12
Note: The Topics and sub-topics of the course shall be discussed in context to actual marketing management practices of leading corporate houses within and outside India.		

References Books:

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy, and Mithileshwar Jha, Marketing Management, 14th edition, Person education, New Delhi
2. R. B. Rudani, Basics of Marketing Management, S. Chand & Company, New Delhi,
3. S.A. Sherlekar, Marketing Management, Himalaya Publishing House, Mumbai, India,
4. V. S. Ramaswamy and S. Namakumari, Marketing Management, Global Perspective Indian Context, 4th Edition, Macmillan Publishers India Ltd, New Delhi
5. John Quelch, and Kasturi Rangan, Marketing Management: Text and Cases, Tata McGraw-Hill, New Delhi
6. R. Shrinivasan, Case studies in Marketing, The Indian Context, PHI Learning, Private Limited, New Delhi

Note: Use the latest edition of the books.

Other Sources:

1. Digital and online sources relevant to the topics in the course
2. Relevant Journals, Reports, and other Periodicals

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INTERNAL EVALUATION SCHEME		
No	Particulars	Marks
1	Practical Exam/ Mid Semester 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	Report 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.

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Paper Style:

Ques. No.	Particulars	From which Unit	Marks
1	Question 1	1	10
	OR		
	Question 1		
2	Question 2	2	10
	OR		
	Question 2		
3	Question 3	3	10
	OR		
	Question 3		
4	Question 4	4	10
	OR		
	Question 4		
5	Question 5	5	10
	OR		
	Question 5		

Note: Total Passing Marks: The student shall obtain minimum **36 marks** (minimum 18 marks from Internal Assessment **Plus** minimum 18 marks from External Examination) out of **total 100** marks to pass course

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Subject: B.B.A

Course Level	5.0	Internal Marks	50
Programme	B.B.A	External Marks	50
Semester	III	Practical Internal	-
Category of Course	Major-06	Practical External	-
Course Credit	04	Prac. External Exam Duration	-
Teaching Hours	60	Total	100
Course Code	BBA-302	Exam Duration	2:00
Course Title	Fundamentals of Financial Management		

Objectives: On successful completion of the course, the students will be able:

- To make the students familiar with the basic concepts in finance, capital market money market, stock market,
- To expose them with recent financial system of the world.
- To make familiar with overview of financial structure of joint stock company.

Outcomes: On successful completion of the course, the students will be able:

- To update students with practical aspects of finance.
- It results into awareness of monetary policy & financial system of country.
- Practical calculation of basic financial concept.

Teaching Pedagogy: Classroom session, group discussion, seminar, case study, fieldwork, or any other suitable method.

Theory:

Unit	Title	Hours
Unit - I	Introduction to Financial Management • Meaning and Definition of Financial Management • Scope or Functions of Financial Management • Importance of Financial Management • Traditional v/s Modern approach of Financial Management • Profit v/s Wealth Maximization. • Role of central bank of India. • Concept of Money Market and Capital Market	12

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Unit – II	Capitalization • Meaning and Definition Capitalization • Characteristics of Capitalization • Types of Capitalization: - Over Capitalization: Meaning, Reasons, Effects and Remedies of Over Capitalization - Under Capitalization: Meaning, Reasons, Effects and Remedies of Under Capitalization Difference between Over Capitalization and Under Capitalization	12
Unit - III	Capital Structure • Meaning and Definition of Capital Structure • Characteristics of an ideal Capital Structure • Optimum capital structure • Factor Affecting Capital Structure • Types or patterns of Capital Structure	12
Unit - IV	Working Capital Management • Meaning and Definition of Working Capital • Features of Working Capital • Need of Working Capital • Sources of Working Capital • Factor Affecting Working Capital • Operating Cycle of Working Capital: Concept and Components	12
Unit - V	Sources of Finance • External Sources and Internal Sources - Equity Shares - Preference Shares - Debenture - Public Deposit - Retained Earning - Depreciation - Recent Approaches of Finance - Venture Capital - Lease Financing - Bridge Finance - Seed Capital	12

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References Books:

1. I. M. Pandey, Financial Management, Vikas Publishing House Pvt. Ltd.
2. Rajiv Srivastava & Anil Misra, Financial Management, Oxford University
3. Prasanna Chandra, Financial Management Theory & Practice: McGraw Hill
4. M.Y. Khan, Financial Management - Text, Problem & Cases, Mc Grow Hill
5. R. P. Rustagi, Fundamentals of Financial Management, Taxmann Publication

Note: Use the latest edition of the books.

INTERNAL EVALUATION SCHEME		
No	Particulars	Marks
1	Practical Exam/ Mid Semester 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	Report 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.

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Paper Style:

Ques. No.	Particulars	From which Unit	Marks
1	Question 1	1	10
	OR		
	Question 1		
2	Question 2	2	10
	OR		
	Question 2		
3	Question 3	3	10
	OR		
	Question 3		
4	Question 4	4	10
	OR		
	Question 4		
5	Question 5	5	10
	OR		
	Question 5		

Note: Total Passing Marks: The student shall obtain minimum **36 marks** (minimum 18 marks from Internal Assessment **Plus** minimum 18 marks from External Examination) out of **total 100** marks to pass course.

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Course Level	5.0	Internal Marks	50
Programme	B.B.A	External Marks	50
Semester	III	Practical Internal	-
Category of Course	Major-07	Practical External	-
Course Credit	04	Prac. External Exam Duration	-
Teaching Hours	60	Total	100
Course Code	BBA-303	Exam Duration	2:00
Course Title	Corporate Accounting		

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

- Explain the Mechanism of Issue, Forfeiture, and Re-issue of Equity Shares.
- Develop a process for the redemption of Preference shares
- Calibrate the procedure involved in the preparation of the Cash Flow Statement.
- Construct the financial statements of the company.

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

- Able to solve problems relating to Issue, Forfeiture, and Re-issue of Equity Shares.
- Devise a plan for the Redemption of Preference shares.
- Illustrate the procedure involved in the Cash Flow Statement.
- Develop the financial statements of the company.

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 of ICT should be used to make the teaching and learning process effective and interesting.

Theory:

Unit	Title	Hours
Unit - I	Issue Of Equity Shares Classification of Share Capital for the Purpose of Presentation in Balance Sheet; Ways for Raising Capital by Companies: Private Placement, Public issue, Right issue. Issue of Shares: At par, At Premium and At Discount; Calls-in-arrears and Calls-in-advance. (Theory & Practical).	12

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Unit – II	Forfeiture And Re-Issue Of Equity Shares Forfeiture of Equity Shares: In Case of At par, At Premium and At Discount. Reissue of Forfeited Equity Shares. (Practical Only)	12
Unit - III	Redemption Of Redeemable Preference Shares Types of Preference Shares; Methods for Redemption; Provisions of Company Act for Redemption of Preference Shares. (Practical Only).	12
Unit - IV	Cash Flow Statement Cash Flow Statement. Meaning and significance of cash flow statement; Distinction between fund flow statement and cash flow statement, Sources and use of cash, Preparation of cash flow statement as per Accounting Standard – 3. (Theory &Practical).	12
Unit - V	Final Accounts of the Company Horizontal Presentation of Final Accounts; Provisions, Reserves and Capital Reserves; Divisible Profits and Dividend; Legal Requirements for Appropriation of Profits; General Reserve. (Note: Preparation of Final Account in Horizontal form only) (Practical Only)	12
Note: The Theory or Practical aspects are mentioned at the end of each unit for the purpose of final exam preparation.		

References Books:

1. Financial Accounting - P.C.Tulsian, Tata McGraw Hill, Delhi
2. Advanced Accounts - M.C.Shukla& - T.S. Grewal, S.Chand& Co., Delhi
3. Advanced Accounting - S.N.Maheshwari, Sultan Chand & Sons, Delhi
4. Advanced Accounting - R.L.Gupta& - M.Radhaswamy, Sultan Chand & Sons, Delhi
5. Advanced Accounting - Ashok Sehgal & - Deepak Sehgal, Tata McGraw Hill, Delhi
6. Modern Accounting - Hanif Mukherjee, Tata McGraw Hill, Delhi.

Note: Use the latest edition of the books.

Other Sources:

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

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INTERNAL EVALUATION SCHEME		
No	Particulars	Marks
1	Practical Exam/ Mid Semester 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	Report 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.

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Paper Style:

Ques. No.	Particulars	From which Unit	Marks
1	Question 1	1	10
	OR		
	Question 1		
2	Question 2	2	10
	OR		
	Question 2		
3	Question 3	3	10
	OR		
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4	Question 4	4	10
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	Question 5		

Note: Total Passing Marks: The student shall obtain minimum **36 marks** (minimum 18 marks from Internal Assessment **Plus** minimum 18 marks from External Examination) out of **total 100** marks to pass course.

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Course Level	5.0	Internal Marks	50
Programme	B.Com	External Marks	50
Semester	III	Practical Internal	-
Category of Course	MDC-03	Practical External	-
Course Credit	04	Prac. External Exam Duration	-
Teaching Hours	60	Total	100
Course Code	BBA-304	Exam Duration	2:00
Course Title	Basics of Managerial Economics		

Objectives: On successful completion of the course, the students will be able:

- To provide basic knowledge basic principles, concepts and tools of managerial economics.
- To enable students, understand managerial economic theories in relation to the real market conditions.
- To develop ability of student to take accurate business decisions.

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

- Apply various tools of managerial economics to business operations.
- Contribute in improving business decision-making process.
- Suggest the most effective methods for price setting and demand forecasting.
- Recommend how to achieve the economies of scale.

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.

Theory:

Unit	Title	Hours
Unit - I	Introduction to Managerial Economics Definition, Features, Nature and Scope of Managerial Economics; Differences Between Economics and Managerial Economics, Decision Making and Forward Planning	12

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Unit – II	Demand Analysis and Forecasting Demand Analysis: Classification of Demand-Demand For Durable and Non-Durable Goods Demand; Demand For Producers' And Consumers' Goods Demand; Short and Long Run Demand; Derived and Autonomous Demand; Total Demand and Market Segment Demand Demand Forecasting: Meaning, Objective and Factors Affecting Demand Forecasting and Methods of Demand Forecasting (Survey and Statistical Methods)	12
Unit - III	Production Function Production Function; Isoquant and Isocost Curves; Laws of Return of Scale (Laws of Increasing, Constant and Decreasing Returns to Scale); Economies and Diseconomies of Scale.	12
Unit - IV	Cost Analysis Concept of Cost Of Production, Concepts of Cost: Real and Money Costs, Accounting and Economic Costs, Variable and Fixed Cost, Opportunity Cost, Incremental and Sunk Cost, Marginal Cost; Relationship Between Cost and Rate of Output in Short Run and Long Run; Cost Control and Cost Reduction	12
Unit - V	Equilibrium of Firm Equilibrium of Firm under Perfect Competition, Monopoly, Oligopoly (Kinked Demand Curve) and Monopolistic Competition	12

References Books:

1. Managerial Economics :P. L. Mehta, Sultan Chand & Sons
2. Managerial Economics: Varshney and Maheshwari- Sultan Chand & Sons,
3. Managerial Economics : DM Mithani- Himalaya Publishing House
4. Managerial Economics : Joel Dean- Prentice-Hall of India Pvt. Ltd
5. Managerial economics: DN Dwivedi- Vikas Publishing House
6. Managerial Economics: Ahuja H.L.-S. Chand Publishing.
7. Managerial Economics: Suma Damodaran- Oxford University

Note: Use the latest edition of the books.

BHAKTA KAVI NARSINH MEHTA UNIVERSITY
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Faculty of Commerce & Management
Effective from June 2024
Subject: B.B.A

INTERNAL EVALUATION SCHEME		
No	Particulars	Marks
1	Practical Exam/ Mid Semester 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	Report 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.

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Paper Style:

Ques. No.	Particulars	From which Unit	Marks
1	Question 1	1	10
	OR		
	Question 1		
2	Question 2	2	10
	OR		
	Question 2		
3	Question 3	3	10
	OR		
	Question 3		
4	Question 4	4	10
	OR		
	Question 4		
5	Question 5	5	10
	OR		
	Question 5		

Note: Total Passing Marks: The student shall obtain minimum **36 marks** (minimum 18 marks from Internal Assessment **Plus** minimum 18 marks from External Examination) out of **total 100** marks to pass course.

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Course Level	5.0	Internal Marks	50
Programme	B.Com	External Marks	50
Semester	III	Practical Internal	-
Category of Course	MDC-03	Practical External	-
Course Credit	04	Prac. External Exam Duration	-
Teaching Hours	60	Total	100
Course Code	BBA-305	Exam Duration	2:00
Course Title	Elements of Business Statistics		

Objectives: On successful completion of the course, the students will be able:

- To improve statistical skill.
- To clear basic concept and revise statistics' knowledge.
- To organize and summarizing the data.
- To analyze the data and drawing conclusions from it.
- To examine and understand the various descriptive properties of statistical data.

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

- Solve applied problems in differential and integral calculus.
- Integrate Statistical concepts for business
- Collect data in terms of experimental designs and statistical surveys.
- Examine and apply index numbers to real life situations.

Teaching Pedagogy: Classroom session, group discussion, seminar, case study, fieldwork, or any other suitable method.

Theory:

Unit	Title	Hours
Unit - I	Dispersion and Skewness ▪ Measurement of Dispersion: - Coefficient of variation - Variance ▪ Measurement of Skewness: - Method of Karl Pearson's - Method of Bowley Examples	12

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Unit – II	Sampling ▪ Sampling: - Idea of Population and Sample - Advantages of Sampling and Limitation of Sampling - Characteristics of Good Sample - With and Without Replacement Sampling - Sampling and Non-Sampling Errors ▪ Sampling Method: - Simple Random Sampling - Stratified Random Sampling Drawing of All possible random samples of given size (Two or Three) from a population (with and without Replacement) - Calculation of variance of simple random sample mean, stratified sample mean (Two or three Strata) Examples	12
Unit - III	Index Number ▪ Meaning and Definition of Index Number ▪ Uses and Limitation of Index Number ▪ Construction of Wholesale Price Index Number ▪ Method of Calculation of Index Numbers (Laspeyre's , Paasche's , Fisher) ▪ Two Main Tests of Index Numbers ▪ Aggregate Expenditure and Family Budget Method Examples	12
Unit - IV	Linear Correlation ▪ Meaning and Definition ▪ Types of Correlation ▪ Methods for Correlation: - Scatter Diagram Method - Karl Pearson's Method - Spearman's Rank Method ▪ Probable Error And Standard Error of Coefficient of Correlation ▪ Coefficient of Correlation Bivariate Frequency Distribution Examples	12

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Unit - V	Linear Regression ▪ Meaning and Definition of Regression ▪ Properties of Regression Co-efficient ▪ Relation Between Correlation and Regression Co-efficient ▪ Two Lines of Regressions ▪ Regression Coefficients from Bivariate Frequency Distribution Examples	12
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References Books:

1. Business Statistics by Sancheti and Kapoor – Sultan & Chand first edition
2. Fundamental of mathematics and statistics by V. K. Kapoor & S.C. Gupta – Sultan & Chand 3rd edition
3. Business Statistics by S. P. Gupta and M. P. Gupta – Sultan and Chand & Sons, 11th edition
4. Business Statistics by Dr. B.B. Jani, P rin. A. M. Patel , prof. C. M. Patel , Prof. J. C. Shah, Prof. R. K. Joshi – Mahajan Publisng House, First Edition (2001 – 2002)

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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
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