

Jiwaji University

Gwalior



Bachelor of Business Administration (BBA)

Syllabus and Scheme

(FOR SoS IN MANAGEMENT ONLY)

Session: 2021-22 to 2024-25

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BACHELOR OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM
INTERNAL ASSESSMENT = IA; END-TERM ASSESSMENT = ETA
COURSE STRUCTURE AND SCHEME OF EXAMINATION

Semester – I

Paper Code	Course	C/G/S	L	P	Credit	IA+ETA
BBA 101	Environmental Science	AECC	6	0	6	40+60
BBA 102	Fundamentals of Management	CC	6	0	6	40+60
BBA 103	Business Organization	CC	6	0	6	40+60
BBA 104	Statistics for Business Decisions	CC	6	0	6	40+60
BBA 105	Financial Accounting	GE	6	0	6	40+60
BBA 106	Personality Development & Communication Skills	SEC	0	6	6	40+60
Total			30	6	36	

Semester – II

Paper Code	Course	C/G/S	L	P	Credit	IA+ETA
BBA 201	Introduction to Sustainable Development	AECC	6	0	6	40+60
BBA 202	Managerial Economics	CC	6	0	6	40+60
BBA 203	Organizational Behavior	CC	6	0	6	40+60
BBA 204	Company Law	CC	6	0	6	40+60
BBA 205	Entrepreneurship and Small Business Management	GE	6	0	6	40+60
BBA 206	IT Tools for Business	SEC	0	6	6	40+60
Total			30	6	36	

CC - Core Course, GE - General Elective, AECC - Ability Enhancement Compulsory Course, SEC - Skill Enhancement Compulsory Course.

DURATION OF THE PROGRAMME, REQUIREMENTS AND OPTIONS

1. Bachelor of Business Administration (BBA) programme shall have eight semesters duration unless specified otherwise.
2. Each academic year shall have two semesters; odd and even semesters.



BBA I Semester
ENVIRONMENTAL SCIENCE
Paper Code: BBA-101

Max. Marks :100
Min. Marks : 33
External : 60
Internal : 40
Credits : 6

Course Outcomes:

- CO1. Memorizing the concepts related to the ecological biodiversity of our planet.
- CO2. Interpreting important processes associated with the evolution of life on earth.
- CO3. Applying the concepts related to ecology for sustainable life on earth.
- CO4. Analysing the importance of wildlife protection and its role in preserving the food chain.
- CO5. Evaluating the methods of prevention and safety from pollutants.
- CO6. Formulating the plan for environmental disaster management.

Learning Outcomes:

After the completion of course student will be able:

- LO1. To understand the variable eco-bio diversity of our planet.
- LO2. To understand the different important processes associated with the evolution and sustainability of life on earth.
- LO3. To learn the importance of wildlife protection and it's significance for our food chain.
- LO4. To learn and understand the different aspects related to pollution and pollutants, their prevention and safety measures against them.
- LO5. To learn the basic concepts and importance of disaster, it's forms and types and disaster management.

Unit –I: Study of Environment and Ecology

- (a) Definition and importance.
- (b) Public participation and public awareness.
- (c) Ecology – Introduction
- (d) Ecosystem – concept, components, structure and function, energy flow, food, chain, food web, Ecological pyramids and types.

Unit – II: Study of Environment Pollution and Population

- (a) Air, water, noise, heat and nuclear pollution – definition, causes, effect prevention of pollution.
- (b) Population growth, disparities between countries.
- (c) Population explosion, family welfare programme.
- (d) Environment and human health.
- (e) Cleanliness and disposal of domestic waste.



Unit -III: Natural Resources, Problem and Conservation

- (a) Water resources
- (b) Forest resources
- (c) Land resources
- (d) Food resources
- (e) Energy resources

Unit -IV: Bio-diversity and its Protection

- (a) Introduction-genetic, species and ecosystem diversity.
- (b) Value of bio-diversity- Consumable use: productive use, Social, Moral and Aesthetic values.
- (c) India as a nation of mega bio-diversity centre, bio-diversity at national and local levels.
- (d) Threats to bio-diversity - Loss of habitat, poaching of wildlife, man and wildlife conflicts.

Unit -V: Disaster Management and Environmental Laws

- (a) Disaster management – flood, earthquake, cyclones and landslides.
- (b) Conservation of laws for air and water pollution.
- (c) Wildlife conservation laws.
- (d) Role of information technology in protecting environment and health.

Suggested Readings:

- Essentials of Entrepreneurship and Small Business Management (5/ed.): Thomas W. Zimmerer, and Norman M. Scarborough. PIII
- Entrepreneurship: Strategies and Resources, 3/E: Marc Dollinger: Prentice Hall
- Bringing New Technology to Market- Kathleen R. Allen, Prentice Hall
- Entrepreneurship in Action, 2/E - Mary Coulter; Prentice Hall



BBA I Semester
FUNDAMENTALS OF MANAGEMENT
Paper Code: BBA-102

Max. Marks :100
Min. Marks : 33
External : 60
Internal : 40
Credits : 6

Course Outcomes:

- CO1: Understand the concept of Management, its levels and functions.
CO2: Determine the managerial roles and skills, with special attention to managerial responsibility for effective and efficient achievement of goals.
CO3: Understand the planning process, its types and various decision-making models.
CO4: Ascertain the nature of organization structure, and its different types explaining Span of Control.
CO5: Understand directing principles, its components and apply the control methods.

Learning outcomes:

After the completion of course student will be able to:

- LO1: Understand the process of business management.
LO1: Understand basic roles, skills and functions of management, with special attention to managerial responsibility for effective and efficient achievement of goals will be developed.
LO3: Understand the fundamental concepts and principles of management; the basic roles, skills, and functions of management.
LO4: Understand the historical development, theoretical aspects and practice application of managerial process.

Unit – I: Introduction

Nature and Significance of management, Process of management, Management and administration, Principles of management, Levels of management, Functional areas of management, Managerial roles and Managerial skills.

Unit – II: Planning and Decision Making

Nature of planning, Components of planning, Principles of planning, Importance and Process of planning, Planning in fast changing environment, Types of planning, Limitations of planning and Making planning effective. Decision-Making – Nature and Process, Types of decisions, Decision making models, group decision making.

Unit – III: Organizing

Nature, Process, Significance, and Principles of organization, Organization charts, Organization manual, Formal and Informal organizations, Staffing, Span of management, Authority and Responsibility relationships.

Unit – IV: Directing and Communication

Concept, Nature, Principles and Techniques of directing, Nature and Process of communication, Motivation: concept, factors affecting motivation, Leadership concept and Leadership Styles Supervision: Concept and techniques.

Unit – V: Managerial Control

Nature, Importance, Process and Types of control, Limitations of control, Essentials of effective control system, Techniques of managerial control.

Suggested Readings:

- Joseph L. Massie, Essentials of Management, Prentice - Hall of India Private Limited, New Delhi. 3rd Edition 1979.
- P.C. Tripathi, P.N. Reddy, Principles of Management, Tata McGraw-Hill Publishing Company Limited, New Delhi 2016.
- James A.F., R. Edward, Daniel R. Stoner, Freeman, Gilbert, Management, Prentice Hall of India Private Limited, New Delhi sixth edition 2010.
- Prasad LM, Principles and Practice of Management, Sultan Chand & Sons, New Delhi 2015.
- J.S. Chandan, Management Concepts and Strategies, Vikas Publishing House Private Limited, Delhi 1997.
- D. Chandra Bose, Principles of Management and Administration, Prentice-Hall of India Private Limited, New Delhi 2 edition 2012.



BBA I Semester
BUSINESS ORGANIZATION
Paper Code: BBA-103

Max. Marks :100
Min. Marks : 33
External : 60
Internal : 40
Credits : 6

Course Outcomes:

- CO1: To explain various forms of business organizations and responsibilities of business towards the society.
- CO2: To enable students, understand the formation of company organization.
- CO3: To develop an understanding of students regarding legal aspects of business.
- CO4: To develop an understanding of students regarding sources of finance.
- CO5: To enable students, understand entrepreneurial process involving the development of business model and its execution.

Learning Outcomes:

After the completion of this course students will be able:

- LO1: To understand the formation of business organizations.
- LO2: To learn legal aspects of Business.
- LO3: To understand various sources of finance.
- LO4: To get exposure of entrepreneurial process and its execution.

Unit - I: Business Organization & Forms of Business Organization

Definition, Concept, Characteristics, Objectives, Significance, Components, Functions; Business ethics; Social Responsibilities of Business; Detailed study of Forms of Business Organization: Sole tradership, Partnership, Joint stock company and Co-operative society.

Unit - II: Company Organization

Company Organization: Meaning, Definition, Formation of Private and Public Company, Merits and Demerits, Types of Companies; Cooperative Organization: Need, Meaning, Significance and its Merits- Demerits; Public Enterprises: Concept, Meaning, Characteristic, Objectives and Significance; Multi-National Corporations (MNC'S) - An Introduction.

Unit - III: Legal Aspects of Business

Formation of Company: Registration and Incorporation of Business, Memorandum of Association, Clauses of Memorandum of Association, Article of Association, Clauses of Article of Association, Alteration of Memorandum of Association, Alteration of Article of Association, Certificate of Commencement of Business; Prospectus: Meaning, Types of Prospectus, Legal Rules Relating to the issue of Prospectus; Provision Regarding Winding, Up of Company.

Unit - IV: Sources of Finance

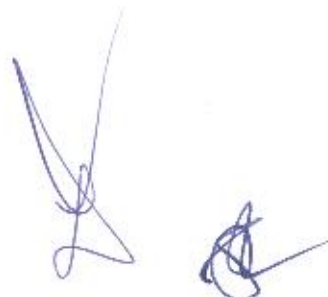
Industrial Finance - Long Term and Short-Term Finance - Fixed and Working Capital Finance - Sources of Corporate Finance (A brief introduction to Shares and Debentures, Retained Earnings, Underwriting, Inter Company Investments and Venture Capital, Angel Investors, lease, hire purchase, franchising); Introduction to stock trading, Methods of trading, Online stock trading products and services.

Unit - V: Entrepreneurship

Introduction to Entrepreneurship; Exploring business opportunity: Self-discovery, Idea generation, Idea Evaluation, Feasibility Analysis; Building the Team / Leadership; Developing Business Model and Translating it into Start-up.

Suggested Readings:

- M S. A. Sherlekar (2018). Modern Business Organization 4th Edition. Himalaya Publication House.
- Jallo (2005). Business Organization and Management New Delhi: Tata McGraw Hill.
- L.C.B. Gower. Principles of Modern Company Law (2013) Sweet and Maxwell London.
- Burns, P. (2001). Entrepreneurship and small business. New Jersey:Palgrave.
- Singla & Narta (2014). Business Organization and Management. VK Global Publications Private Limited.
- Gupta, C.B. (2019). Business Organization and Management. Sultan Chand & Sons.



BBA I Semester
STATISTICS FOR BUSINESS DECISIONS
Paper Code: BBA-104

Max. Marks :100
Min. Marks : 33
External : 60
Internal : 40
Credits : 6

Course Outcomes:

Upon successful completion of this course students will be able to:

CO1: Understand the meaning of statistical terms used in business statistics.

CO2: Analyse statistical data using measures of central tendency, dispersion and skewness.

CO3: Calculate and interpret the simple correlation for a set of data.

CO4: Construct Index numbers and its use.

CO5: Test the adequacy of Index number formulae.

Learning Outcomes:

After the completion of course students will be able:

LO1: To calculate central tendency, dispersion and skewness.

LO2: To interpret the simple correlation for a set of data.

LO3: To construct Index numbers.

LO4: To measure Index numbers.

Unit- I: Introduction

Concept, Scope, Importance and limitations of statistics, functions of statistics, misuse of statistics, planning of statistical enquiry. Collection of data, Editing, Classification and Tabulation of statistical data, Census and Sample investigation, Frequency distributions, Graphs- Bar diagram, Histograms, Pie diagrams.

Unit- II: Statistical Averages

Arithmetic mean, weighted arithmetic mean, Median, Mode, Geometric mean and Harmonic mean. Uses and limitations of averages.

Unit- III: Dispersion and Skewness

Concept of Dispersion, Methods of measuring Dispersion- Range, Quartile deviation, Mean deviation and Standard deviation, Coefficient of variation, Coefficient of Skewness- Karl Pearson's and Bowley's method.

Unit- IV: Correlation Analysis

Concept and Importance of correlation, Types of correlation, Coefficient of correlation by Karl Pearson's, Spearman's Rank and Concurrent deviation method, Probable error.

Unit- V: Index Numbers

Meaning, Types of index numbers and its uses, Methods of constructing index numbers- Simple aggregative method, weighted aggregative methods, Fisher's ideal method. Test of

adequacy of index number formula- Unit test, Time reversal, Factor reversal test, and Circular test, Consumer price index number and its implications.

Suggested Readings:

- Beri, G.C. (2009). *Business Statistics, 2e.* Tata Mc Graw Hill.
- Sharma, J.K. (2007). *Business Statistics, 2e.* Pearson Education.
- Gupta, S.P. (2014). *Statistical Methods.* S. Chand & Sons.
- Render, & Stair J.R. (2017). *Quantitative Analysis for Management, 12e.* Prentice - Hall India.
- Rubin, L. (2011). *Statistics for Management, 7e.* Person Education, New Delhi.
- Black, K. (2016). *Business Statistics for Contemporary Decision Making, 9e.* Wiley Publication.



BBA I Semester
FINANCIAL ACCOUNTING
Paper Code: BBA-105

Max. Marks :100
Min. Marks : 33
External : 60
Internal : 40
Credits : 6

Course Objectives:

CO1: To enable students, understand basic theory, concepts and practice of financial accounting.

CO2: To enable students, understand information contained in the published financial statements of companies and other organizations.

CO3: To enable students in preparation of accounting statements.

Learning Outcomes:

After the completion of this course students will be able:

LO1: To make entries of financial transactions.

LO2: To ascertain correctness of financial accounts prepared.

LO3: To prepare final accounts.

LO4: To understand final accounts which are part of annual reports of companies.

Unit - I: Introduction to Accounting

Accounting- Nature, scope and objectives of accounting; Users of Accounting Information; Basic accounting terms; GAAP; Accounting concepts and conventions.

Unit - II: Journal and Ledger

Journal and Ledger: Double Entry System; Journal and recording of entries in journal with narration; Ledger – Posting from Journal to respective ledger accounts.

Unit - III: Trial Balance

Trial Balance: Need and objectives; Application of Trial Balance; Different types of errors; Rectification of errors.

Unit - IV: Depreciation Accounting

Depreciation Accounting; Concepts; Meaning of Depletion and Amortization; Methods (Straight line method and Written down method).

Unit - V: Final Accounts

Final Accounts: Concept of Adjustment; Preparation of Trading Account and Profit and Loss Account; Preparation of Balance Sheet.



Suggested Readings:

- Jain, S.P. & Narang, K.L. (2020). Financial Accounting, Kalyani Publisher.
- Maheswari, S.N. Maheshwari, S.K. Maheshwari, S.K. (2018). Financial Accounting, Vikas Publishing House; Sixth Edition.
- Mukherjee & Hanif (2020). Fundamentals of Accounting, McGraw Hill; Fifth Edition.



BBA I Semester
PERSONALITY DEVELOPMENT AND
COMMUNICATION SKILLS
Paper Code: BBA-106

Max. Marks :100
Min. Marks : 33
External : 60
Internal : 40
Credits : 6

Course outcomes:

- CO1: Understanding the basic fundamentals of English Grammar required for effective communication.
- CO2: Enhancing English vocabulary & Improving English Speaking Skills (Accent, Intonation & pronunciation).
- CO3: Enhancing confidence articulation Skills (to listen, speak and write in English at workplace.
- CO4: Demonstrating instant sophistication through soft skills, body language & presentation skills.
- CO5: Grooming for corporate etiquettes, group discussion, resume writing (basic ingredients) & mock Interviews.

Learning Outcomes:

After the completion of course student will be able to:

- LO1: Acquire skills and knowledge of effective communication in the business world.
- LO2: Understanding the theory of communication in the business context and its application to effective business writing at all levels (hierarchy), persuasive and appropriate verbal and non-verbal communication, and interpersonal skills across teams and cultures.
- LO3: Develop knowledge and high-level skills in business writing, and will assemble a portfolio of key written business documents to demonstrate capability as prospective employees. This will include resume, reports, memorandums, business letters, emails, telephone etiquette, press release.

Unit I:

Techniques in Personality development: a) Self-confidence b) Mnemonics c) Goal setting d) Time Management and effective planning.

Unit II:

Written communication: Basics of Letter writing, memorandum, notice, email, and report writing. Resume writing.

Unit III:

Communication skills and Personality Development a) Intra personal communication and Body Language b) Inter personal Communication and Relationships c) Leadership Skills d) Team Building and public speaking.

UNIT IV:

Business Communication: Meaning, Importance and process; Objectives of communication, Need for communication, Barriers to communication and Essentials of effective communication.

UNIT V:

Media and Types of communication: Verbal and Non-verbal communication, Formal vs. Informal channels of communication; Effective listening, Speeches, Presentation, Interview.

Suggested Readings:

- Effective Business Communication 7th edition: Thomas, Murphy, Hildebrandt. (Tata McGraw Hill) 2008.
- Business Communication (English, Harvard Business Press) 2013.
- Business Communication: Polishing your professional presence: Shwom & Snyder (Pearson) 4th edition 2019.



BBA II Semester
INTRODUCTION TO SUSTAINABLE
DEVELOPMENT
Paper Code: BBA-201

Max. Marks :100
Min. Marks : 33
External : 60
Internal : 40
Credits : 6

Course Objectives

- CO1: To understand the basic concept of sustainability and analyze the factors that have contributed to its growing importance.
- CO2: To understand the influence of sustainability on product management
- CO3: To visualize how the green marketing initiatives can be put to use by businesses to achieve competitive advantage and profitability
- CO4: To understand how sustainability can be integrated into businesses to create a win-win situation for consumers as well as businesses
- CO5: To understand how sustainable designs and better management of logistics and other such initiatives can bring competitive advantage to firms.

Learning Outcomes

After the completion of this course, students will be able to:

- LO1: Appraise how sustainability affects today's business operations and the society.
- LO2: Rationalize how global change, ecosystem degradation and resource limitation will shape business operations of the future.
- LO3: Understand and map sustainability to CSR of businesses.
- LO4: Conceptualize ways and means through which businesses can contribute towards sustainability.
- LO5: Practice sustainable initiatives in any area of their work.

Unit- I:

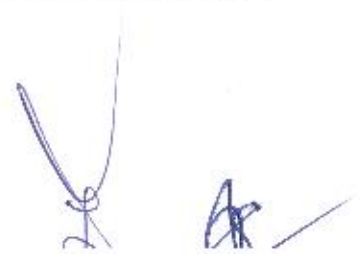
Introduction to the concept of Sustainability in business. Reasons for its growing importance, benefits to organizations and the society. Existing state of sustainability in the world. Sustainability Pillars (Environmental, Social, Economic, Governance).

Unit-II:

Product Sustainability Management, Life Cycle Thinking, Product Life Cycle Management, Environmental Life Cycle Assessment, The Green marketing mix, Introduction to sustainable packaging, concept of life cycle analysis and its impact on product design.

Unit-III:

Integrating Sustainability into Business, systems thinking for sustainability, Value Chain perspective, sustainability strategy and planning, relative assessment of sustainability and Corporate Social Responsibility.



Unit-IV:

Introduction to sustainable designs, sustainable designs in creation of competitive advantage, Concept of eco-labelling and its impact on consumer choice, concept of green certifications leveraged to benefit product marketing.

Unit-V:

Concept of green supply chain, Impact of supply chain on sustainability, elements of green logistics, concept of sustainability reporting.

Suggested Reading:

- Blackburn, William, The Sustainability Handbook – The Complete Management Guide to Achieving Social, Economic, and Environmental Responsibility (2007), Environmental Law Institute, Washington, DC.
- Savitz, Andrew, The Triple Bottom Line – How Today's Best-Run Companies are Achieving Economic, Social, and Environmental Success (2006), Jossey – Bass.
- Esty, Daniel and Winston, Andrew, Green to Gold (2008), Yale University Press.
- Drexler, Hans Sustainable by Design.
- Sustainable MBA: The Manager's Guide to Green Business by Giselle Weybrecht
- The Responsible Business, by Carol Sanford (March, 2011).
- Cradle to Cradle: Remaking the way we make things by William Mc Donough.



BBA II Semester
MANAGERIAL ECONOMICS
Paper Code: BBA-202

Max. Marks :100
Min. Marks : 33
External : 60
Internal : 40
Credits : 6

Course Outcomes:

CO1: Develop Understanding to take business decisions in different business situation using theory and concept.

CO2: To explain consumer equilibrium, indifference curve.

CO3: To explain concept of demand and elasticity practically.

CO4: To explain the relationship between price and output determination in different market structure.

CO5: Demonstrate future demand of a product using qualitative and quantitative techniques.

Learning outcomes:

After the completion of course student will be able to:

LO1: Take business decisions in different business situation using theory and concept.

LO2: Understand concepts related with consumer equilibrium & indifference curve.

LO3: Understand the concepts of Demand and Elasticity of Demand.

LO4: Understand relationship between price and output determination in different market structure.

LO5: Demonstrate future demand of a product using qualitative and quantitative techniques.

Unit – I: Nature and Scope of Managerial Economics

Nature, Scope and Significance of managerial economics, five fundamental concepts, Role and Responsibility of managerial economists.

Unit – II: Analysis of Individual Demand

Theory of demand, Measurement of utility, Consumer's equilibrium, law of demand, Law of diminishing marginal utility, Indifference curves. Market Demand and Demand Elasticity Meaning of market demand, Types of demand, Determinants of market demand, Demand function, Elasticity of demand.

Unit-III: Pricing Decision under different Market forms

Introduction, Market and Market Structure, Price-Output Determination: Perfect, Monopoly, Monopolistic & Oligopoly; Pricing Strategies.

Unit-IV: Theory of Production

Basic concepts of production, Laws of production, Laws of returns to scale, Laws of returns to scale through production function, Optional input combination.

Unit-V: Business and Demand Forecasting

Business Cycle, Meaning of demand forecasting, Techniques of forecasting demand (Quantitative & Qualitative Methods)-Survey and Statistical methods, Demand estimation for new products.

Suggested Readings:

- Baumol, W. J., Panzar, J. C., & Willig, R. J. (1982). Contestable markets and the theory of industry structure. San Diego, CA: Harcourt Brace Jovanovich.
- Baye, M. R. (2010). Microeconomics and business strategy. New York, NY: McGrawHill Irwin.

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BBA II Semester
ORGANISATIONAL BEHAVIOUR
Paper Code: BBA-203

Max. Marks :100
Min. Marks : 33
External : 60
Internal : 40
Credits : 6

Course Outcomes:

CO1: Become effective leaders by addressing the human side of enterprise.

CO2: Understand individual behavior in organizations, including attitudes, job satisfaction, emotions, personality, values, perception, decision making, and motivational theories.

CO3: Understand group behavior in organizations, including communication, leadership, power and politics, conflict, and negotiations.

CO4: Understand the organizational system, including organizational structures, culture, human resources, and change.

Learning Outcomes:

After the completion of course students will be able to:

LO1: Understand the concepts of organizational behavior and its application in managing people.

LO2: Apply the different approaches to organizational behavior and enhance the human relationships within the organization.

LO3: Understand the dynamic of perceptual process.

LO4: Understand the personality determinants of personality and personality traits.

LO5: Understand the principles of learning process and its application in work life situation.

LO6: Understanding the dynamics of learning theory and relevance in work life situation.

LO7: Understand the Importance of groups and leadership styles.

LO8: Understand the meaning of motivation concept and its dynamics in work life situations.

LO9: Explain the meaning of various motivational theories and its application in organizations.

LO10: Handle conflict and Identify their own conflict handling styles.

Unit- I:

Introduction: Emergence of organizational behavior, Nature and Scope of OB, Foundations of organizational behavior, Fields and Models of OB, Challenges and Opportunities in managing organizational behavior, Hawthorne Studies.

Unit- II:

Individual Behavior: Personality: Determinants and Theories, Perception: Perceptual process, Perceptual Errors, Learning: Components and Theories of learning, Attitude: Types, Measurements of attitude, Cognitive Dissonance Theory.



Unit- III:

Group Dynamics: Stages of Group Development, Dynamics of formal and informal work groups, Comparative study of formal and informal organization, Leadership: Theories and styles, Likert's management systems.

Unit- IV:

Conflict Management, Organizational Culture: Nature and Dimensions of organizational culture; Concept and theories of Motivation.

Unit-V:

Organizational Dynamics: Change Management: Resistance to change, Change agent, Process. Organizational Power and Politics, Stress Management.

Suggested Readings:

- Robbins S.P. (2001). Organizational Behavior, 14/E Pearson Education India.
- Luthans . (2005). Organizational Behavior, 12/E, McGraw Hill.
- New Strom J.W. and Davis, K.(1986). Human Behavior at work. New York. Mc Graw Hill.



**BBA II Semester
COMPANY LAW
Paper Code: BBA-204**

**Max. Marks :100
Min. Marks : 33
External : 60
Internal : 40
Credits : 6**

Course outcomes:

- CO1: Students will understand of the concepts Company Law.
- CO2: They will come to know the Process of formation and registration of company.
- CO3: They will understand the importance of memorandum of association and Article of association
- CO4: They will understand legal rules related to issue of Prospectus and shares.
- CO5: They will come to know the Process of winding up of company.

Learning Outcomes:

After the completion of course student will be able to:

- LO1: Understand basic concepts of Company Law.
- LO2: Know how to form and register a new company.
- LO3: Understand the importance of memorandum of association and Article of association
- LO4: Understand legal rules related to issue of Prospectus and shares.
- LO5: Know the Process of winding up of company.

Unit -I:

Introduction Development of company law, Objectives of company law, Kinds of companies, Advantages, Management and Administration of companies; Features of Company Law Amendment Act, 2013.

Unit -II:

Formation of a Company Meaning of formation of a company, Stages in formation of a company – Promotion of a company, Registration and Incorporation of a company, Certificate of incorporation, Commencement of business Promoters – Company promoters, Legal position of promoters, Functions of promoters, Remuneration of promoters, Duties and Obligations of promoters and liabilities of promoters.

Unit -III:

Memorandum of Association Memorandum of association, Clauses of memorandum of association, Article of Association, Alteration of memorandum of association, Alteration of Article of association.

Unit -IV:

Prospectus of a Company Definition of prospectus, Types of Prospectus, Legal rules relating to the issue of prospectus. Share and Share capital, borrowing powers.



Unit-V:

Winding up of a Company Prevention of oppression and Mis-management, Provisions regarding winding up of a company.

Suggested Readings:

- Kannal, S., & V.S. Sowrirajan. Company Law Procedure. Taxman's Allied Services (P) Ltd., New Delhi,.
- Kapoor, G.K. Corporate Laws & Secretarial Practice. Premier Book Company, New Delhi. Datey, V.S. Students Guide to Corporate Laws. Taxman's Allied Services (P), Ltd., New Delhi. Manual of Companies Act, Corporate Laws and SEBI Guidelines. Bharat Law House, New Delhi.
- Bharat's Companies Act. Bharat Law House, New Delhi.
- Bharat's Company Rule and Forms. Bharat Law House, New Delhi.
- Singh, Avtar. Company Law. Eastern Book Company Lucknow.
- Kuchhal, M.C. Modern Indian Company Law. Shree Mahavir Book Depot, Delhi.



BBA II Semester
ENTREPRENEURSHIP & SMALL BUSINESS
MANAGEMENT
Paper Code: BBA-205

Max. Marks :100

Min. Marks : 33

External : 60

Internal : 40

Credits : 6

Course Outcomes:

- CO1: To explain the basic concepts of Entrepreneurship.
- CO2: To explain various theories of entrepreneurship development
- CO3: To understand entrepreneurial environment.
- CO4: To understand financial support and schemes for entrepreneurship.
- CO5: To study important organizations for entrepreneurial development.

Learning Outcomes:

After the completion of course student will be able:

- LO1: To acquire the basic Knowledge of Entrepreneurship.
- LO2: To understand various theories of entrepreneurship development and challenges amongst women entrepreneurs.
- LO3: To understand entrepreneurial environment.
- LO4: To understand financial support and schemes for entrepreneurship.
- LO5: To understand important organizations for entrepreneurial development.

Unit-I: Basics of Entrepreneurship

Evolution and Concept of Entrepreneurship, difference between Entrepreneur, intrapreneur and Manager, Individual and Corporate Entrepreneurs, Characteristics of Successful Entrepreneurs, Identification of Business Idea and its sources, Opportunities Through Change, Importance of entrepreneurship Scope of Small Business activities in National Economy.

Unit-II: Theories of Entrepreneurship Development

Theories of Entrepreneurship, Influences On Entrepreneurship Development: influence of Socio-Cultural, Political, Economic, Personal factors on entrepreneurship development, Reasons of the entrepreneurial Success and Failure – and learnings. Women Entrepreneurs: Challenges to Women Entrepreneurs, Achievements of Women Entrepreneurs, Role Models of Women Entrepreneurs.

Unit-III: Entrepreneurial Environment

Entrepreneurship Training and Development Programme, EDP & its Phases, Need of License, Capital Issues and Legal Environment of Business Rural entrepreneurship: opportunities and challenges.

Unit-IV: Financial Support and Schemes

Creating Entrepreneurial Venture: The Business Plan as an Entrepreneurial Organization Project Management-Technical, Financial, Marketing Personnel and Management Feasibility Reports (DPRs), Financial Schemes- Offered by Various Financial Institutions Like



Commercial Banks, Offered by Various Financial Institutions Like –Commercial Banks and financial institutions. Subsidies, Grants with Special Reference to Export Oriented Businesses.

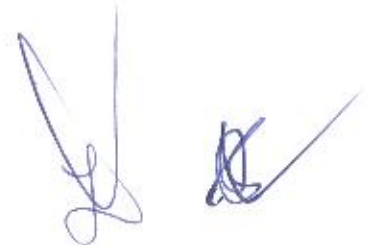
UNIT-V: Important Organizations

Role of the following agencies in the entrepreneurship development:

1. DIC- District industrial center,
2. SISI – small industry service institute,
3. EDII – Entrepreneurship Development Institute of India,
4. NIESBUD – National Institute of Entrepreneurship and small business Development,
5. NEDB – National Entrepreneurship Development Board.

Suggested Readings:

- Charantimath, P. M. (2018). Entrepreneurship Development and Small Business Enterprises (3rd Edition). India: Pearson.
- Desai, V. (2011). Dynamics of Entrepreneurial Development and Management. India: Himalaya Publishing House. Dynamics of Entrepreneurship Development (2011) - Vasant Desai. Himalaya publishing house.
- HBR Handbooks (2018). Harvard Business Review Entrepreneur's Handbook. Harvard: HBR Handbook.
- Holt, D, H, (2016). Entrepreneurship: New Venture Creation - David H. Holt (2016). India: Pearson education. India
- Roy, R. (2011). Entrepreneurship. India: Oxford Higher Education.



BBA II Semester
IT TOOLS FOR BUSINESS
Paper Code: BBA-206

Max. Marks :100
Min. Marks : 33
External : 60
Internal : 40
Credits : 6

Course Outcomes:

CO1: The student will understand the basic working of computers and about hardware and software.

CO2: They will come to know working with MS Office, MS excel and MS office.

CO3: They will come to know concept of database management system.

CO4: They will understand communications system, types of network, internet, WWW, emails.

Learning Outcomes:

Upon completing this syllabus, students will be able to:

LO1: Understand the basic working of computers and about hardware and software.

LO2: Work on MS-Word, MS-PowerPoint, MS-Excel and MS-Access.

LO3: Acquire basic knowledge of Internet concepts.

Unit-I: Introduction

Computer hardware and software, Framework of computer, input and output devices, computer memories, central processing unit, types of computer; types of software: system software and application software, some basic terms related to operating system.

Unit-II: MS Word

Some basic terms- toolbar, format bar and status bar, insert tables, charts, smart arts, adding graphics, pages options, insert citations, creating, editing and saving word document, use of auto text, spelling and grammar tool, creating a cover letter, mail merge. MS Power point: Preparation of power point presentation, what to include and what not to include in slides, inserting new slide and deleting any slide, use of master slides, insertion of figure, graphics and charts in presentation.

Unit-III: Introduction to MS Excel

Understanding Basic working with Excel, Quick review on MS Excel Options, ribbon, sheets, Saving Excel File as PDF, CSV and older versions, Copy, Cut, Paste, Hide, Unhide and link the data in Rows, Columns and Sheet; Using paste special options, Formatting cells, Rows, Columns and sheets, Protecting and Unprotecting cells, rows, columns and sheets with or without password, Page Layout and Printer properties, Consolidation, Consolidating With Identical Layouts , Consolidating With Different Layouts.

Unit-IV: Data Processing

File Management System, Database Management System, Database Models, Main Components of a DBMS, Creating and Using a Database, Introduction to MS Access :

Introduction to DBMS, Databases. Basic Working of MS-Access, Tools and Menus in MS-Access, creating tables in MS Access.

Unit-V: Basic Elements of a Communication System

Data Transmission Modes, Transmission Basics; Types of Data Transmission Media; Modulation Techniques, Modems, Analog versus Digital Transmission, Multiplexing Techniques, Need for Computer Communication Networks, Types of Network, Network Topologies, Network Protocol, OSI and TCP/IP model, The Future of Internet Technology, Internet Protocol, World Wide Web, E-mail, Search Engines.

Suggested Readings:

- Morley and Parker (2010). Understanding Computers: Today and Tomorrow, Cengage Learning.
- MS-Office 2007, step by step, Pearson.
- Fundamentals of Computers by Rajaraman (2014), Publisher: Prentice Hall of India: New Delhi.
- Data Communication & Computer Network by Publisher: Thomas Learning: Bombay.
- Business Data Communication by Shelly, (2001) Publisher: Course Technology.
- Computer Fundamentals by B.Ram, (2000) New Age International.
- Introduction to Information Technology (2005). IITL education solutions, Pearson Education India.

