



**CURRICULUM AND CREDIT FRAMEWORK
FOR
BACHELOR OF BUSINESS
ADMINISTRATION (B.B.A.)
AS PER NEP 2020
(Effective from June - 2023)**



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INTRODUCTION:

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The Government of India has notified NEP-2020 on July 29, 2020 based on Dr. Kasturirangan Committee's Report. The Objective is to bridge the gap between the prevalent education system and required skills in the 21st Century. Its aims to build Holistic and Multidisciplinary Higher Education with graduates having employable and integrated overall personality, removing tight compartments in the selection of various courses by the students.

The National Education Policy 2020 envisages making education more inclusive and effective and emphasizing the integration of general (academic) education, vocational education and practical education. To fulfil these aims, it is imperative to establish and formulize a common credit framework in all Universities with credit accumulation and transfer system which will integrate various Special, General and Vocational Education with hassle free mobility of the learners within and between these educational and skill training systems.

The objective of any programme at a Higher Education Institution is to create for its students a sound foundation for their character development which directly contributes to the well-being of a nation. Shri Govind Guru University, Vinzol (Godhra) envisions all its programmes in the spirit of its motto which is to inspire the youth to show steadfastness and devotion in a fearless pursuit of truth. The Undergraduate Curriculum Framework (UGCF) aims at preparing young minds for constructive and productive character development by honing their creative and humanistic skills for their own betterment as well as for the greater good of the society. In order to provide an opportunity to students to discover a method of thinking which will help them realize their true potential, the University offers an Undergraduate Curriculum Framework-2023 for all its Under Graduate programmes.

The Undergraduate Curriculum Framework-2023 underlines the historical perspective, philosophical basis, and contemporary realities of higher education as enshrined in the National Education Policy 2020 (NEP 2020) including LOCF (Learning Based Curriculum Framework) & CBCS (Choice Based Credit System) and endeavours to synchronize these cornerstones while charting the road ahead for the state of higher education. Shri Govind Guru University, Vinzol (Godhra) is a premier university for teaching, learning, and research in higher education in the Gujarat.

The focus of UGCF of Commerce (major accountancy) is aimed at improving the student's abilities and helping them to become a competent business leader who can contribute in nation building. Commerce education is not related only with knowing how to organize and apply skills related to business, trade, commerce, industry, and economy, but it further accelerates the process of thinking in a pragmatic manner about nation building through effective utilization of skills, resources, manpower, and one's abilities.

One essential aspect of UGCF is to develop a commerce graduate who can meet the present and the future requirements of industry and economy. UGCF emphasizes on developing the competent persons who can work as the contemporary and future leaders of the industry and business. The education system in the emerging scenario demands to enrich the personality of the students so as to develop a holistic personality. Therefore, the focus of UGCF is based on the four pillars of education which are learning to know, learning to do, learning to live together, and learning to be.



Another focus of UGCF is to build a set of requisite social and ethical values that will meet the expectations of modern society. It shall also promote ideals of universal brotherhood and cooperation.

The core basis of UGCF is to emphasize cultivating the ideology which promotes sustainable economic system and encourages eco-friendly fair business practices. The emphasis of this exercise is to provide a right understanding to the students about objective and transparent system of governance. This would bring a desired change in the system of administration and quality of governance of all the institutions.

The present situation of business education requires total over-hauling and restructuring in the light of changed socio-economic scenario of the global economy in the context of Industry 4.0. The dynamic nature of global business demands a pool of competent human capital for which relevant education is essential in terms of timeliness, speed, flexibility, and dynamism. There is a need to provide students with appropriate skills and knowledge inputs which would make them globally competent and empower them to work in the changing business environment. Therefore, the focus of the UGCF in Commerce is to introduce globally acknowledged choice-based credit system which will offer numerous opportunities to learn various core subjects and also explore additional avenues of learning beyond the routine and standardized framework. The sole purpose of this exercise is to provide opportunities for holistic development of the students.

MAIN FEATURES OF THE NEW CURRICULUM FRAMEWORK:

The new curriculum framework will have the following features:

1. Flexibility to move from one discipline of study to another;
2. Opportunity for learners to choose the courses of their interest in all disciplines;
3. Facilitating multiple entry and exit options with UG certificate/ UG diploma/ or degree depending upon the number of credits secured;
4. Flexibility for learners to move from one institution to another to enable them to have multi and/or interdisciplinary learning;
5. Flexibility to switch to alternative modes of learning (offline, ODL, and Online learning, and hybrid modes of learning).

Regulations for Academic Bank of Credit (ABC) and guidelines for Multiple Entry and Exit are already in place to facilitate the implementation of the proposed “Curriculum and Credit Framework for Undergraduate Programmes”.

PROGRAMME OBJECTIVES (PO)

The objectives of BBA Programme are:

- PO1** : To remember the conceptual knowledge with an integrated approach to various functions of management
- PO2** : To develop leadership and communication skills to become successful business leaders and managers.
- PO3** : To encourage and develop critical thinking, analysis and initiative ability skills
- PO4** : To develop problem-solving skills through experiential learning and innovative pedagogy to ensure utilization of knowledge in professional careers.
- PO5** : To apply the various concepts, theories and models in the area of HR, Marketing, Finance.
- PO6** : To develop a positive attitude and life skills to become a multi facet personality with a sense of environmental consciousness and ethical values.

PROGRAMME LEARNING OUTCOMES (PLO)

The expected outcomes after completing the BBA program would be:

- PLO1** : **Management knowledge:** Acquire adequate knowledge through principles, theory and models of business management, Accounting, Marketing, Finance, IT, Operations and Human Resource.
- PLO2** : **Communication:** Demonstrate proficiency for Business Communication for effective and professional business management.
- PLO3** : **Technical Knowledge:** Acquire employability skills through practical exposure of IT and its usage in management.
- PLO4** : **Investigation of Business Problems:** Analyze and comprehend the applicability of management principles in solving complex business issues.
- PLO5** : **Entrepreneurial Perspective:** Develop entrepreneurial skills to become an entrepreneur.
- PLO6** : **Environment and Sustainability:** To build perspective about global environment including cultural, social and sustainability issues.
- PLO7** : **Leadership Skills:** Ability to develop group behaviour and lead a team to achieve the individual, group and organizational goals.
- PLO8** : **Ethics:** Understand importance of ethics in business decision-making and inculcate the spirit of social responsibility.
- PLO9** : **Global Perspective:** Comprehend the applicability of management principles in the situations pertaining to global business world.
- PLO10** : **Area Specific Expertise:** Apply various concepts, theories and models in the functional areas of business-like Marketing, HR and Finance in the Organizations.
- PLO11** : **Cross-Disciplinary Integration and Strategic Perspective:** Acquire and apply knowledge of economics, mathematics, statistics and production and operation management and its integration relevant to business decisions.
- PLO12** : **Legal Knowledge:** Obtain legal knowledge of various business operations for effective decision-making.

PROGRAM SPECIFIC OUTCOMES (PSO)

- PSO1** : Acquiring Conceptual Clarity of Various Functional Areas.
- PSO2** : Ability to analyze various functional issues affecting the organization.
- PSO3** : Demonstrating ability to evolve strategies for organizational benefits.
- PSO4** : Acquire Practical learning through summer internship, industrial visit and Business Plan etc.
- PSO5** : Demonstrate analytical and problem-solving skills through major/minor area of specialization in Finance, Human Recourse, and Marketing to solve the business issues.
- PSO6** : Analysis and interpretation of the data which is used in Decision Making.
- PSO7** : Understand and develop the new dimensions of knowledge through open electives to cater the need of the industry.
- PSO8** : Demonstrate Effectively Oral and Written Communication.
- PSO9** : Demonstrate the ability to develop models / frameworks to reflect critically on specific business contexts.
- PSO10** : Demonstrate Ability to work in Groups.
- PSO11** : Demonstrate understanding of social cues and contexts in social interaction.
- PSO12** : Develop Ethical Practices and Imbibe Values for Better Corporate Governance.
- PSO13** : Analyze Global Environment and its Impact on Business.
- PSO14** : Understand ethical challenges and choices in a business setting.
- PSO15** : Demonstrate understanding of sustainability related concerns in varied areas.
- PSO16** : Demonstrate the ability to create business plans.

ORDINANCES AND REGULATIONS:

O. GEN. B.B.A. – 1:

A candidate for the Degree of Bachelor of Business Administration (B.B.A.) must have passed the higher secondary (12th standard) school certificate examination of the Gujarat Secondary and Higher Secondary Education Board or an examination recognized as equivalent thereto with the attainments of subject/subjects mention and will be required to pass all six Semester End Examinations for the Degree of Bachelor of Business Administration and for the 4 Year Degree of Bachelor of Business Administration (Honours/Honours with research) students will be required to pass all eight Semester End Examinations.

O. GEN. B.B.A. – 2:

Definitions of Key Words:

1. **Academic Year:** A semester comprises 90 working days and an academic year is divided into two semesters.
2. **Course:** Usually referred to, as 'papers/subject' is a component of a programme. All courses need carry the same Weightage. The courses should define learning objective and learning outcomes. A course designed to comprise lectures outreach activities/ project work/ viva / seminars/assignment/ presentations etc. or a combination of some of these.
3. **Programme:** An educational programme leading to award of the Certificate in Commerce, Diploma in Commerce, Degree certificate and Honours or Honours with Research Degree.
4. **Major Discipline:** Major discipline is the discipline or subject of main focus and the degree will be awarded in that discipline. Students should secure the prescribed number of credits (about 50% of total credits) through major/core courses in the major discipline.
5. **Minor discipline:** Minor discipline helps a student to gain a broader understanding beyond the major discipline. For example, if a student pursuing an Accountancy major obtains a minimum 50% of total credits of minor from a bunch of courses in Business Management, then the student will be awarded B.Com. degree in Accountancy with a Minor in Business Management.
6. **Multidisciplinary Courses:** These courses are intended to broaden the intellectual experience and form part of liberal arts and science education.
7. **Ability Enhancement Courses:** The courses aim at enabling the students to acquire and demonstrate the core linguistic skills, including critical reading and expository and academic writing skills, that help students articulate their arguments and present their thinking clearly and coherently and recognize the importance of language as a mediator of knowledge and identity.
8. **Skills Enhancement Courses:** These courses are aimed at imparting practical skills, hands-on training, soft skills, etc., to enhance the employability of students. The institution may design courses as per the students' needs and available institutional resources.
9. **Value-Added Courses:** The course aims at enabling the students to acquire and demonstrate the knowledge and understanding of contemporary India with its historical perspective, the basic framework of the goals and policies of national development, and the constitutional obligations with special emphasis on constitutional values and fundamental rights and duties.
10. **Summer Internship /Apprenticeship:** key aspect of the new UG programme is induction into actual work situations. All students will also undergo internships / Apprenticeships in a firm, industry, or organization or Training in labs with faculty and researchers in their own or other HEIs/research institutions during the summer term. Students will be provided with opportunities for internships with local industry, business organizations, health and allied areas, local governments (such as panchayats, municipalities), Parliament or elected representatives, media organizations, artists, crafts persons, and a wide variety of organizations so that students may actively engage with the practical side of their learning and, as a by-product, further improve their employability.
11. **Vocational Courses:** Vocational Education and Training will form an integral part of the undergraduate programme to impart skills along with theory and practical.
12. **Research Dissertation:** Students choosing a 4-Year Bachelor's degree (Honours with Research) are required to take up research dissertation under the guidance of a faculty member. The students are expected to complete the Research Dissertation in the eighth semester.

13. **Choice Based Credit System (CBCS)** provides an opportunity for the students to choose courses from the prescribed pool of courses comparing Major/Core, Minor/Elective of Skills Based (Vocational) courses etc.
14. **Credit:** It determines the number of hours of instruction required per week over the duration of a semester. One credit is equivalent to one hour of teaching per week, One credit for tutorial work means one hour of engagement per week, A one-credit course in practicum or lab work, community engagement and services, and fieldwork in a semester mean two-hour engagement per week, A one-credit of Seminar or Internship or Studio activities or Field practice/projects or Community engagement and service means two-hour engagements per week.
15. **Credit Scheme:** A Credit Scheme is a formal mechanism for awarding credits in respect of learning achievements.
16. **Credit Accumulation:** The credit would be given for every kind of learning which are of each qualification and these credits can be accumulated in Academic Bank of Credits (ABC).
17. **Credit Storage:** ABC shall enable an individual to digitally keep record of all the learning acquired and accumulated in terms of credits points throughout life in a common account irrespective of types of learning i.e. academic, vocational training or experiential.
18. **Credit Transfer:** Credit Transfer is a process by which credits are recognized by the concerned awarding body and mutual acceptance of credits between two entities. There may be rules framed for the same.
19. **Credit Level:** Credit Level defined on the basis of the cumulative number of years of learning with assessment.
20. **Credit Framework:** Credit Framework means the framework, built to measure units of education, skills, and learning credits for a student to achieve the competency for performing a job role successfully or efficiently.
21. **Assessment:** Assessment is the process of determining that the learner has achieved the outcomes of the module. No credit can be earned by the learner unless programme is assessed for the achievement of outcome of a programme.
22. **Assessment Band:** NCrf level be equated with the assessment mandatory stage of academic, vocational or experiential learning which must be cleared by the learner. Clubbing of levels (If any between two mandatory stage) has been referred as Assessment band.
23. **Level of Courses:** UG courses shall be coded based on the learning outcomes, level of difficulties and academic rigors. The Coding structure may be 0-99 (Pre-requisite level), 100-199 (Foundation or Introductory level), 200-299 (Intermediate level), 300-399 (Higher level) and 400-499 (Advanced level), 500-599 (First year course for two years Master Degree Programme), 600-699 (Second year course for two years Master Degree Programme), 700-799 & above (Courses of Doctoral students).
24. **Learning Outcomes:** Learning Outcomes represent what a learner knows, understands and is able to do on a completion of a learning process. It would be expressed in terms of knowledge, skills and competence.
25. **Letter Grade:** It is an index of the performance of students in a said course. Grades are denoted by letters O, A+, A, B+, B, C, P, F and Ab.
26. **Credit Point:** It is the product of grade point and number of credits for a course.
27. **Semester Grade Point Average (SGPA):** It is a measure of performance or work done in a semester. It is ratio of total credit points secured by a student in various courses registered in a semester and the total course credits taken during that semester. It shall be expressed up to two decimal places.
28. **Cumulative Grade Point Average (CGPA):** it is a measure of overall cumulative performance of a student over all semesters. The CGPA is the ratio of total credit points secured by a student in various courses in all semesters and the sum of the total credits of all courses in all the semesters. It is expressed up to two decimal places.

O. GEN. B.B.A. – 3:

B.B.A. Degree programme is of three/four academic years duration consisting of six/eight semesters, which will be required to completed within **7 years** from the date of his/her first admission in the First semester.

O. GEN. B.B.A. – 4:

B.B.A. Three years (six semesters)/ Four years (eight semesters) Degree programme is a regular full-time programme. A student can pursue two full-time academic programmes in the physical mode provided that in such cases, class timing for one programme does not overlap the class timings of the other programme (As per Ord. Gen. 27). Students can pursue two academic programmes, one in full time and physical mode and another in Open and Distance Learning (ODL)/ Online mode; or up to two ODL/Online programmes simultaneously.

O. GEN. B.B.A. – 5:

Medium of Instruction & Examination shall be English.

O. GEN. B.B.A. – 6:

B. B. A. Programme of the University as per NEP 2020 is implemented along with the Comprehensive Continuous Assessment (CCA) and minimum 75% attendance is mandatory for the students.

O. GEN. B.B.A. – 7:

Students will have to comply with the requirements relating to physical Training, Athletics, Sports, N.C.C. or N.S.S. or Swachh Bharat Abhiyan / Major Sports or Shram Dan Yojana of government of Gujarat as the case may be.

O. GEN. B.B.A. – 8:

Admission granted by the affiliated college/institution to any student shall be provisional till the enrolment/registration/enlistment is made by the University & in case admission is granted at the risk of the student on the basis of a provisional eligibility certificate the conditions & instructions given by the University Circular published from time to time should be complied within the time limit fixed by the University, term kept by the such a student will be forfeited and no fees on any account will be refunded.

O. GEN. B.B.A. – 9:

All concerned admitting authority (Including the College/University Department/ P. G. Centre/Institute or centralized admission committee etc.) will have to strictly observe the provisions of reservation policy (wherever is applicable as mandatory) of the Govt./U.G.C./Rehabilitation Council of India etc. before admission process is under taken, the authority will ascertain quota & number of seats available for reserved class candidates and allotted seat to the eligible candidates. The data-based information should also be provided to the University only after conclusion of entire process of admission. **The reservation policy shall be bind to the government rules declared from time to time.**

O. GEN. B.B.A. – 10:

The main aim of the NEP 2020 is to facilitate multiple entry and exit options with UG certificate/ UG diploma/ or degree depending upon the number of credits secured. The entry and exit options for students, who enter the B.B.A. programme, are as follows:

1ST YEAR:

Entry 1: The entry requirement for Level 4.5 is Higher Secondary School Leaving Certificate obtained after the successful completion of Grade 12. A programme of study leading to entry into the first year of the Bachelor's degree is open to those who have met the eligibility requirements, including specified levels of attainment at the higher secondary level of education specified in the programme admission regulations. Admission to the Bachelor degree programme of study is based on the evaluation of documentary evidence (including the academic record) of the applicant's ability to undertake and complete a Bachelor's degree programme.

Exit 1: UG Certificate: Students who opt to exit after completion of the first year and have secured **44 credits** will be awarded a UG certificate in Business Administration if, in addition,

they should complete **one vocational course/ summer internship/Apprenticeship of 4 credits** during the academic year of the first year. These students are allowed to re-enter the degree programme **within three years** and complete the degree programme within the stipulated maximum period of **seven years**.

2ND YEAR:

Entry 2. The entry requirement for Level 5.0 is a **Certificate in Business Administration** obtained after completing the first year (two semesters) of the undergraduate programme.

Exit 2: UG Diploma: Students who opt to exit after completion of the second year and have secured **88 credits** will be awarded the UG diploma in addition, they should complete **one vocational course/ summer internship/Apprenticeship of 4 credits** during the academic year of the second year. These students are allowed to re-enter within a period of **three years** and complete the degree programme within the **maximum period of seven years**.

3RD YEAR:

Entry 3. The entry requirement for Level 5.5 is a UG Diploma obtained after completing two years (four semesters) of the undergraduate or a Diploma in relevant discipline obtained after completing the after completing the prescribed course after the Higher Secondary School leaving certificate.

Exit 3: On successful completion of three years, the relevant Bachelor of Business Administration Degree shall be awarded (Level 5.5). A Bachelor's degree requires minimum **132 credits** from levels 4.5 to 5.5, with minimum **44 credits** at level 4.5, minimum **44 credits** at level 5.0, and minimum **44 credits** at level 5.5.

4TH YEAR:

Entry 4. An individual seeking admission to a Bachelor's degree (Honours/Research) (Level 6.0) in a specified field of learning would normally have completed all requirements of the relevant three-year bachelor degree (Level 5.5).

After completing the requirements of a three- year Bachelor's degree programme, candidates shall be allowed to continue studies in the fourth year of the undergraduate programme to pursue and complete the Bachelor's degree (honours) and candidates who meet a minimum **75% shall be allowed** to continue studies in the fourth year of the undergraduate programme to pursue and complete the Bachelor's degree with Research.

Exit 4: 4-year UG Degree (Honours): A four-year UG Honours degree in the major discipline will be awarded to those who complete a four-year degree programme with **176 credits** and have satisfied the credit requirements including 12 credits from O-J-T or equivalent courses.

4-year UG Degree (Honours with Research): Students who secure **75% marks** and above in the first six semesters and wish to undertake research at the undergraduate level can choose a research stream in the fourth year. They should do a research dissertation under the guidance of a faculty member of the University/College. The research dissertation will be in the **Major Discipline**. The students who secure **176 credits**, including 12 credits from a research dissertation, are awarded UG Degree (Honours with Research).

Summary of Multiple Exit System:

1	UG Certificate	UG Certificate will be awarded when a student exits after completion of first year with 44 credits along with successfully completion of vocational course of 4 credits .
2	UG Diploma	UG Diploma will be awarded when a student exits after completion of second year with 88 credits along with successfully completion of vocational course of 4 credits .
3	UG Degree	Bachelor of Business Administration degree will be awarded when a

		student exits after completion of 3 years with 132 Credits.
4	UG Degree Honours	Bachelor of Business Administration (Honours) degree will be awarded when a student exits after completion of 4 years with 176 Credits.
5	UG Degree Honours with Research	Bachelor of Business Administration (Honours with Research) degree will be awarded when a student exits after completion of 4 years with 176 Credits including 12 credits from a research dissertation.

O. GEN. B.B.A. – 11:

The Departments offering a 4-year UG Degree (Honours with Research) must have the required infrastructure such as the library, access to journals, computer lab and software/statistical software and at least two permanent faculty members who are recognized as Ph.D. supervisors. The Departments already recognized for conducting the Ph.D. programme may conduct a 4-year UG Degree (Honours with Research) without obtaining any approval from the affiliating University.

O. GEN. B.B.A. – 12:

Lateral entry in different institutions: A student who wants to change the institution in continuation of academic year, he/she can change the institution based on **minimum 70% matching of course curriculum** and meet the entrance requirements, availability of seats and admission & fees regulations of that HEIs. All other conditions will be application to complete the programme.

O. GEN. B.B.A. – 13:

A regular candidate of an affiliated college having obtained minimum marks for passing in CCE (i.e. 36% out of 50) and SEE (i.e. 36% out of 50) or more but fails to obtain minimum 36% aggregate marks will be required to re-appear in both the component viz CCE and SEE. In such a case candidate will not be required to keep term for the respective semester. The marks of the examination in which the student has passed will be carried forward.

No	Theory (SEE)	Internal (CCE)	Result	Require to Appear in Exam
1	Pass	Pass	Pass	N. A.
2	Pass	Fail	Fail	Internal Only
3	Fail	Pass	Fail	Theory Only
4	Fail	Fail	Fail	Both (Theory & Internal)

O. BBA. – 1

Admission to the First Semester of Bachelor of Business Administration will be granted to an applicant who is eligible to apply for admission to the First Semester of B.B.A. as per University rules strictly in order of merit determined on the basis of marks which is taken into account while determining the percentage by the examining authority. Preference will be given to those who have passed H.S.C. (Std. 12th) examination in the immediately preceding year.

O. BBA. – 2

Defence personnel dependent or from any other university who has on account of transfer from another state to the state of Gujarat passed First or Second year examination by obtaining 40% of marks or equivalent grade under three years Degree programme from other recognized University shall be eligible to obtain admission in a semester – III or V (as the case may be) Provided.: -

- That the exam & subjects with which he/she has passed above said examinations are the same or comparable/convertible with the teaching & examination scheme of the University.
- That if he/she applies for admission in the mid of semester but within 15 days from the date of his/her parents joining in the state of Gujarat, the deficiency in attendance up to 25% will be condoned by the principal of the concerned affiliated college.
- Admitted candidate will have to keep terms for semester – III to VI or V & VI as a regular other candidate & all applicable provisions of the University Ordinances & Regulations & Rules shall apply to the candidate.
- The result of such a candidate at the end of semester – III, IV & V will be declared in normal course with other candidates result. The result of semester VI (Final semester) will be declared

by converting percentage of marks or grade which candidate has obtained at the examination of other University in first/second year as per provisions contained in Curriculum as per NEP 2020 introduced by the University w.e.f. academic year 2023- 2024.

O. BBA. – 3

If a candidate fails to obtain minimum marks for passing in particular course / subject at University Semester End Examination, he/she will be required to reappear in that course/subject for that semester. The candidate will have to reappear in the semester end examination by paying a fresh examination fee along with application form such candidate when he/she obtains minimum or more than minimum marks for passing in the subject / course his/her marks of reappearance will be carry forwarded for determining his/her class/CGPA.

O. BBA. – 4

Thirty percent marks of internal evaluation shall be within the exclusive pure view of the concerned affiliated College which requires purity, transparency accuracy in the evaluation & assessment of students. Benefits of Re-assessment scheme will not be made available to the students in this regard.

O. BBA. – 5

To successfully complete a course, candidate will be required to obtain minimum 36% of 50 mark in CCE (Internal) examination as well as 36% of 50 marks in Semester End Evaluation (External examination) and should have also obtained 36% of marks in aggregate in each of the course and necessary credits as prescribed in the Curriculum/syllabus.

REGULATIONS:

R. BBA. – 1

The candidate admitted to the first semester of B.B.A. will be eligible to appear at the University Semester End Examination provided he/she fulfils all the conditions, mentioned in the Ordinances, Regulations & rules of the University.

R. BBA. – 2

The scheme of examination and distribution of marks for the various subjects of study at the First, Second, Third, Fourth, Fifth and Sixth, Seventh and Eighth semester of B.B.A. Examination under three years/four years course will be the same as shown in the Course Structure.

R. BBA. – 3

Candidates desirous of appearing at the any Semester End Examination for B.B.A. Degree examination, must forward their applications in the prescribed form accompanied by a certificate of attendance to the Registrar of the University through the principal of the college on or before the date prescribed for the purpose.

R. BBA. – 4

Marks and Credit Hours:

4 Credit Theory Course: Total marks of each theory course are 100 (University Examination of 50 Marks + Internal Examination of 50 Marks). Total credit/lecture hours of each course are 60.

2 Credit Theory Course: Total marks of each theory course are 50 (University Examination of 25 Marks + Internal Examination of 25 Marks). Total credit/lecture hours of each course are 30.

R. BBA. – 5

COURSE STRUCTURE OF Bachelor of Business Administration

Students can choose courses from the available Pool of Course for B.B.A. Course structure of B. B. A. Semester I to II is as under:

Level 4.5: B.B.A. Semester I & II (Certificate in Business Administration)

B.B.A. SEMESTER - I								
Sr. No	Course Category	Course Title	Credit	Theory	Practical	IM	EM	Total
1	Major 1	Principles of Management	4	4	-	50	50	100
2	Major 2	Business Organization and Structure	4	4	-	50	50	100
3	Minor 1	Fundamentals of Financial Accounting	4	4	-	50	50	100
4	MDC 1	Business Mathematics	4	4	-	50	50	100
5	SEC 1	Select Any One 1. IT for Business-I 2. E-commerce & Digital Solution for Business	2	1	1	25	25	50
6	AEC 1	Foundation course in English	2	2	-	25	25	50
7	VAC 1	Indian Knowledge System	2	2	-	25	25	50
		TOTAL CREDITS	22			275	275	550

Level 5.0: B.B.A. Semester III & IV (Diploma in Business Administration)

B.B.A. SEMESTER - I								
Sr. No	Course Category	Course Title	Credit	Theory	Practical	IM	EM	Total
1	Major 3	Human Values & Professional Ethics	4	4	-	50	50	100
2	Major 4	Management Principles and Practices	4	4	-	50	50	100
3	Minor 2	Micro & Macro Economics	4	4	-	50	50	100
4	MDC 2	Business Statistics	4	4	-	50	50	100
5	SEC 2	Select Any One 1. IT for Business-II 2. AI For Business 3. Stress Management	2	1 2	1 0	25	25	50
6	AEC 2	Communicative English	2	2		25	25	50
7	VAC 2	Select Any One 1. Stock Market Practices 2. Health, Wellness & Yoga 3. Earth & Environmental Science	2	1 2	1 0	25	25	50
		TOTAL CREDITS	22			275	275	550

C = Credit, IM = Inter Exam Marks, EM = External Exam Marks

As per UGC Curriculum and Credit Framework for Undergraduate Programs, it has paved the way to offer a maximum 40% of the credit/learning through online courses. The courses shall be approved by institutions as per the existing **UGC regulations**.

Whereas it provides the flexibility to students to switch to alternate modes of learning i.e., Offline, ODL, Online Learning and Hybrid mode of learning.

SWAYAM (Study Webs of Active-Learning for Young Aspiring Minds) platform has been made available by the Government of India for online courses. The online learning courses available on the SWAYAM Platform will be considered for credit transfer. ***Any regular student will be permitted to opt for only up to 40% of the total courses being offered, through the online learning courses provided through the SWAYAM platform.***

Students must take prior permission for the online course from the college/institution. Students opting for an online course shall be required to register for MOOCs (Massive Online Open Courses) course/paper through SWAYAM and it will be mandatory for them to share necessary information with the college/institution.

Students can pursue the MOOCs on SWAYAM platform which will be offered by:

- UGC (University Grant Commission)
- CEC (Consortium of Educational Communication)
- IIM-B (Indian Institute of Management- Bangalore)
- NPTEL (National Programme on Technology Enhanced Learning)
- IGNOU (Indira Gandhi National Open University)
- NITTTR (National Institutes of Technical Teachers and Training Research)
- AICTE (All India Council for Technical Education)

R. BBA. – 6

Assessment of Student Learning:

The new curriculum as per NEP 2020 is not only student centric in the teaching-learning processes but also in their evaluation process. The evaluation process is divided into two parts. The first part consists of Continuous and Comprehensive Evaluation (CCE) and the second part consists of the Semester end examination. The division of marks between the two shall be **50:50** in the NEP 2020, the evaluation process shall follow the norm that the faculty, who teaches the course, shall conduct the Continuous and Comprehensive Evaluation (CCE).

The concerned faculty shall be accountable for transparency and reliability of entire evaluation of the student in the concerned Course. The CAC (College Advisory Council) shall announce policy for CCE for all the Courses in the college in the beginning of the Semester, the same shall be communicated to the students.

In each course, every credit carries 25 marks, of which 50% marks is assigned for CCE and rest 50% marks for SEE. The 50% marks assigned to the CCE is distributed between the continuous classroom evaluation and mid-term evaluation. The pattern may be as follow:

Sr. No.	Evaluation	4 credit subjects (Marks)	2 credit subjects (Marks)
1	CCE (50%) Classroom & Mid-Term Evaluation	50	25
2	SEE (50%)	50	25
	TOTAL	100	50

Continuous and Comprehensive Evaluation (CCE):

Subject-wise CCE will be undertaken by the concerned faculty member. The mode of evaluation will be decided by the faculty member concerned with the subject. Normally CCE consists of class participation, case analysis and presentation, assignment, tutorials, slip tests(announced/surprised), quizzes, attendance etc. or any combination of these. The students are expected to submit their answer scripts/ reports of internal evaluation within the stipulated time. Failure to do so may result in the script not being valued. Another part of CCE consists of mid-term written evaluation, which is compulsory for

all students. It can be done in a scheduled manner. **The duration of the mid-term evaluation shall be one hour.**

Semester End Evaluation (SEE):

The SEE carries 50% of the marks assigned to a course. SEE shall be of **2 hours for 4 credit** course and **1 hour in case of 2 credit courses**. The controller of the examination will conduct these examinations. Paper setting and evaluation will be done by the external examiners to an extent of 50% of the evaluation process. This examination shall be conducted as per a schedule which shall be notified in advance.

The backlog exam will be conducted twice a year just after the result declared of the semester evaluation. Students shall have a second chance to clear their backlog and avoid the burden to carry forward the backlog with the next semester exam.

Appearance in all the evaluations is mandatory and no exemption can be granted except in the following case:

1. In case of inability to attend the exam due to reasons considered genuine by the controller of examination in consultation with the Director/Board.
2. In case of medical emergency, a certificate from the registered medical practitioner must be produced before the commencement of exams. The evaluation board will then take final decision on the recommendation for exemption.

Eligibility Criteria to appear in SEE:

To be able to appear for the SEE, a student must comply with the following conditions:

1. Should have at least 75% of attendance in all the courses put together
2. Should have at least 70% of attendance in each course/subject
3. Should not have any disciplinary proceedings pending against him/her
4. Should have no pending due.
5. Should have appeared in all components of CCE.

R. BBA. – 7

Practical Examination: Practical examination (wherever applicable) shall be conducted at the end of every semester. The examination shall be conducted as per norms decided by the concerned authority of the University or by the Dean of the Faculty of Commerce & Management shall announce policy for the practical examination in advanced and it shall be made known to the students also in advance. There shall not be internal assessment test for practical/laboratory work.

R. BBA. – 8

Research Dissertation work: The research dissertation work and the Supervisor shall be assigned to the student by the concerned college well in advance. Evaluation of dissertation will be done by the subject experts appointed by the university. Maximum marks of the dissertation will be 200 each. Passing standard will be 36% of 200 Total Marks.

R. BBA. – 9

Semester End Examination (SEE): The duration of the Semester End Examination shall be 2 hours per theory course of 4 credits and 1 hour per theory course of 2 credits. For practical course consider as per given the particular curriculum. For more detail see R.COM. 6.

R. BBA. – 10

Letter Grades and Grade Points

The Semester Grade Point Average (SGPA) is computed from the grades as a measure of the student's performance in a given semester. The SGPA is based on the grades of the current term, while the Cumulative Grade Point Average (CGPA) is based on the grades in all courses taken after joining the programme of study.

The relative grading system provides the relative performance of a student to a group/class wherein the student is ranked in a group/class based on relative level of achievements. HEIs may also mention the marks obtained by the students in each course and a weightage average of marks on the Grade sheet for the benefits of the students.

Sr. No.	Letter Grade	Grade Point	Marks (In %)
1	O (outstanding)	10	96.0-100.0
2	A+ (Excellent)	9	86.0-95.9
3	A (Very good)	8	76.0-85.9
4	B+ (Good)	7	66.0-75.9
5	B (Above average)	6	56.0-65.9
6	C (Average)	5	46.0-55.9
7	P (Pass)	4	36.0-45.9
8	F (Fail)	0	Below 36.0
9	Ab (Absent)	0	Absent

Computation of SGPA and CGPA

The UGC recommends the following procedure to compute the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

- i. The SGPA is the ratio of the sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e.

$$SGPA (S_i) = \frac{\sum(C_i \times G_i)}{\sum C_i}$$

Where C_i is the number of credits of the i^{th} course and G_i is the grade point scored by the student in the i^{th} course.

Example for Computation of SGPA

Semester	Course	Credit	Letter Grade	Grade point	Credit Point (Credit x Grade)
I	Course 1	4	A	8	4 X 8 = 32
I	Course 2	4	B+	7	4 X 7 = 28
I	Course 3	4	B	6	4 X 6 = 24
I	Course 4	4	O	10	4 X 10 = 40
I	Course 5	2	C	5	2 X 5 = 10
I	Course 6	2	B	6	2 X 6 = 12
I	Course 7	2	A+	9	2 X 9 = 18
I	Course 8	2	P	4	2 X 4 = 8
		22			172
			SGPA		172/22 = 7.818

- ii. The Cumulative Grade Point Average (CGPA) is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a programme, i.e.

$$CGPA = \frac{\sum(C_i \times S_i)}{\sum C_i}$$

where S_i is the SGPA of the i^{th} semester and C_i is the total number of credits in that semester.

Example for Computation of CGPA

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
Credit: 22 SGPA: 6.82	Credit: 22 SGPA: 7.8	Credit: 22 SGPA: 5.6	Credit: 22 SGPA: 6.0	Credit: 22 SGPA: 6.3	Credit: 22 SGPA: 8.0
CGPA = 6.75 (22 x 6.82 + 22 x 7.8 + 22 x 5.6 + 22 x 6.0 + 22 x 6.3 + 22 x 8.0)/132					

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

The percentage calculation will be on the basis as below:

Total Marks Obtained in all the semesters x 100 / Grand Total of Maximum Marks of all the semesters.

R. BBA. – 12

Award of Class:

If candidates who have failed in all the courses/papers of the semester are eligible to enter in next semester till the last semester. The result of the last semester shall not be declared (kept withheld) unless and until the candidate clears all the courses/papers of a program.



**SHRI GOVIND GURU UNIVERSITY – VINZOL (GODHRA)
CREDIT FRAMEWORK FOR 3/4 YEARS UG PROGRAMME (HONOURS) & (HONOURS WITH RESEARCH)**

Course Category	Level	Major Courses		Minor Courses		Multidisciplinary Courses		Ability Enhancement Courses		Skill Enhancement Courses/ Internship		Value Added Courses		RP / OJT	Total Credits	Qualification
		Course	Credit	Course	Credit	Course	Credit	Course	Credit	Course	Credit	Course	Credit			
4.5	1	2	4	1	4	1	4	1	2	1	2	1 (IKS)	2	-	22	UG Certificate
	2	2	4	1	4	1	4	1	2	1	2	1(VAC)	2	-	22	
	TOTAL	4	16	2	8	2	8	2	4	2	4	2	4		44	
Exit 1: Award of UG Certificate in Major with 44 Credits with additional 4 Credits Summer Internship in CORE NSQF Course or Continue with Major and Minor																
5.0	3	3	4	-	-	1	4	1	2	1	2	1 (IKS)	2	-	22	UG Diploma
	4	3	4	1	4	-	-	1	2	1	2	1(VAC)	2	-	22	
	TOTAL	10	40	3	12	3	12	4	8	4	8	4	8		88	
Exit 2: Award of UG Diploma in Major with 88 Credits with additional 4 Credits Summer Internship in CORE NSQF Course or Continue with Major and Minor																
5.5	5	3	4	2	4	-	-	-	-	1	2	-	-	-	22	UG Degree
	6	3	4	1	4	-	-	1	2	1	4	-	-	-	22	
	TOTAL	16	64	6	24	3	12	5	10	6	14	4	8		132	
Award of UG Degree in Major with 132 Credits with additional 4 Credits and Internship in same Discipline or Continue with Major and Minor																
6.0	7	3	4	1	4	-	-	-	-	-	-	-	-	6 (OJT)	22	UG Honours Degree
	8	3	4	1	4	-	-	-	-	-	-	-	-	6 (OJT)	22	
	TOTAL	22	88	8	32	3	12	5	10	6	14	4	8	12	176	
Award of UG Honours Degree in Major with 176 Credits																
6.0	7	3	4	1	4	-	-	-	-	-	-	-	-	6 (RP)	22	UG Honours with Research
	8	3	4	1	4	-	-	-	-	-	-	-	-	6 (RP)	22	
	TOTAL	22	88	8	32	3	12	5	10	6	14	4	8	12	176	
Award of UG Honours with Research Degree in Major with 176 Credits including 12 credits of Research Projects/Dissertation																

SUMMARY OF CREDIT STRUCTURE FOR 3/4 YEARS UG DEGREE PROGRAMME

NCrF Credit Level	Qualification	Required Credits	No. of Semesters	Time (Years)
4.5	UG Certificate	44	2	1
5.0	UG Diploma	88	4	2
5.5	UG Degree	132	6	3
6.0	UG Honours Degree OR UG Honours With Research	176	8	4

MINIMUM CREDIT REQUIREMENTS TO AWARD DEGREE UNDER EACH CATEGORY

Sr. No.	Broad Category of Course	Minimum Credit Requirement			
		3 Years UG		4 Years UG	
		No. of Papers	Total Credits	No. of Papers	Total Credits
1	Major (Core) Courses (With Internship)	16 + 1	68	22 + 1	92
2	Minor (Elective) Courses	6	24	8	32
3	Multidisciplinary/Interdisciplinary / Allied Courses (MDC)	3	12	3	12
4	Ability Enhancement Courses (AEC)	5	10	5	10
5	Skilled Enhancement Courses (SEC)	5	10	5	10
6	Value Added Courses (VAC)	4	8	4	8
7	Research Dissertation	-	-	-	12
	TOTAL CREDITS		132		176
8	Vocational / Exit Courses		04		

CURRICULUM

For

B.B.A.

Semester – 1

(With effective from June - 2023)



Level 4.5: B.B.A. Semester I & II (Certificate in Business Administration)

SEMESTER – I				
Sr. No	Course Category	Course Title	Credit	Page No.
1	Major 1	Principles of Management	4	20
2	Major 2	Business Organization and Structure	4	22
3	Minor 1	Fundamentals of Financial Accounting	4	24
4	MDC 1	Business Mathematics	4	26
5	SEC 1	Select Any One: 1. IT for Business-I 2. E-commerce & Digital Solution for Business	2	28 29
6	AEC 1	Foundation course in English	2	31
7	VAC 1	Indian Knowledge System	2	34
TOTAL CREDITS			22	

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 1**TITLE OF THE COURSE: PRINCIPLES OF MANAGEMENT**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
1	BBA23MJ101	MAJOR 1	4	60	Nil	50	50	100

Objectives:

- The objective of the course is to provide an understanding of basic concepts, principles and practices of management.
- The purpose of this course is to introduce the student to the roles and responsibilities of managers in organizations.

Learning Outcomes:

After completion of the course, learners will be able to:

1. Understand concepts of business management, principles and functions of management
2. Explain and execute the process of planning
3. Create organization structures based on authority, task and responsibilities
4. Explain the basics of directing and its tools
5. Understand the requirement of a good control system in managing an organization

Pedagogy:

Classrooms lecture, Tutorials, Group discussions, Seminars, Case studies & Fieldwork etc.

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO BUSINESS MANAGEMENT	
Meaning, Features/Nature, Significance, Process/ Functions, Management Art and Science, Professionalization of Management, Mintzberg's Managerial Roles	12
UNIT NO. 2 : SCHOOL OF MANAGEMENT THOUGHTS	
Classical School of Thoughts – Scientific Management, Fayol's Administrative approach, Weber's Bureaucracy Neo-Classical School – Hawthorne Experiments, Human Relations Approach Modern School – System School, Fiddler's contingency thought, Quantitative Approach.	12
UNIT NO. 3 : PLANNING	
Meaning, Features, Process, Importance, Limitations, Types of Plans (Components of Planning), Planning Premises, Forecasting (Meaning and Process)	12
UNIT NO. 4 : ORGANIZING AND STAFFING	
Meaning, Features, process, Importance, Limitation, Types of Organization – Line, Staff, Line and Staff, Committee, Project, Matrix, Network and Virtual. Staffing- Meaning, Importance, Functions/ Process	12
UNIT NO. 5 : DIRECTING AND CONTROLLING	
Directing – Meaning, Principles, Features, Importance (Concept and Features of Leadership, Motivation, Communication, Coordination and Supervision) Controlling – Meaning, Features, Process, Importance and limitations	12
Total Lectures/Hours	60
Skill Development Activities: Seminar, Presentation, Role Play, Management Games, Discussion of corporate stories, Assignments	

Suggested Readings:

1. Management: Task, Responsibilities and Practices – Peter F Drucker,



2. Modern Business Organization by S. A. Sherlekar, Himalaya Publication
3. Industrial Organization Management: Sherlekar, Patil, Paranjpe, Chitale
4. Business Organization and Management By Jallo, Tata McGraw Hill
5. Industrial Organization and Management By Dr. C. B. Gupta, Sultan Chand & Co. Delhi
6. Business Organization and Management By Dr. C. B. Gupta, Sultan Chand & Co. Delhi
7. Principles and Practices of Management – L.M. Prasad, Sultan Chand & Co. Delhi

Note: Learners are advised to use latest edition of books.



BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 1**TITLE OF THE COURSE: BUSINESS ORGANIZATION & STRUCTURE**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
2	BBA23MJ102	MAJOR 2	4	60	Nil	50	50	100

Objectives:

- To acquaint the students with the concept of business organization and concepts of general management and its implementation in organizations.

Learning Outcomes:

After completion of the course, learners will be able to:

1. To make students familiar with the basic concepts of business, trade and commerce.
2. To expose students to the modern business world.
3. To them familiar with different forms of business organizations, their formation and management.

Pedagogy: Interactive lectures, electronic media, PowerPoint presentations, problem-solving-based learning, case study method, project-based learning, performance-related tasks etc.

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : NATURE, PURPOSE AND SCOPE OF BUSINESS	
Business: Meaning and Definition, Characteristics, Objectives, Risk Involved in Business, Profession: Meaning and Definition, Characteristics Forms of Business Organization: Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives, Non-Profit Organization.	12
UNIT NO. 2 : SOLE PROPRIETORSHIP AND PARTNERSHIP	
Sole Proprietorship: Meaning, Characteristics, Advantages and Disadvantages. Partnership: Meaning, Characteristics, Advantages and Disadvantages, Types of Partners, Partnership Deed, Difference between Partnership and Sole Proprietorship. LLP: Meaning, Features, Advantages and Disadvantages. Hindu Undivided Family: Meaning, Features, Advantages and Disadvantages.	12
UNIT NO. 3 : JOINT STOCK COMPANIES - & CO-OPERATIVES SOCIETY	
Joint Stock Company: Meaning and Definition, Features, Types of Companies, Difference between private and public company. Co-operative Society: Meaning, Characteristics, Advantages and Limitation, Difference between Company and Co-operative Society. Non-Profit Organization: Meaning, Characteristics, Advantages and Disadvantages,	12
UNIT NO. 4 : BUSINESS COMBINATION	
Business Combination: Meaning Causes, Objectives, Types. Forms of combinations: Mergers, Takeovers and Acquisitions – Merits & Demerits	12
UNIT NO. 5 : SOCIAL RESPONSIBILITY OF BUSINESS	
Social Responsibility of Business: Concept and Definition. Social Responsibility of Business towards Customers, Owners and Investors, Employees, Suppliers and Creditors, Society and Government.	12
Total Lectures/Hours	
45	
Skill Development Activities: Industry Exposure.	

Suggested Readings:

1. Fundamental of Business Organization by Y.K.Bhushan – S.Chand and Sons.
2. Business Organization and Management by Jallo – Tata McGrawHill
3. Business Organization and Management by Dr. C.B.Gupta

Note: Learners are advised to use latest edition of books.



BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 1**TITLE OF THE COURSE: BUSINESS ORGANIZATION & STRUCTURE**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
3	BBA23MN101	MINOR 1	4	60	Nil	50	50	100

Objectives:

- The course aims to help learners to acquire conceptual knowledge on financial accounting
- To impart skills for recording various kinds of business transactions.

Learning Outcomes:

After completion of the course, learners will be able to:

1. Acquire knowledge of accounting concepts, principles and practices.
2. Apply financial concepts in business administration to manage and be effective in decision-making in functional areas like finance and accounting transactions.
3. Provide wide knowledge about final accounts.
4. Inculcate basic depreciation accounting concepts.
5. Illustrate the accounts for non-trading institutions through income and expenditure, receipts and payments accounts.

Pedagogy: Theory and Practical Session

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : ACCOUNTING	
Definition - Nature of Accounting – Generally Accepted Accounting Principles, Concepts and Conventions -Double Entry Vs Single Entry - Books of Accounts: Journal - Ledger - Subsidiary Books: Cashbook -Purchase book - Sales book - Sales return book - Purchase return book. Brief Overview of Accounting Standards and IFRS	12
UNIT NO. 2 : THREE-COLUMN CASH BOOK AND RECTIFICATION OF ERRORS	
Meaning and features of cash Book, Objective of cash Book, Types of cash Book, Cash Book with Discount Cash and Bank Column, Rectification of Errors: Trial Balance - Errors - Verifications of Errors - Preparation of Suspense account	12
UNIT NO. 3 : CAPITAL AND REVENUE ACCOUNT & FINAL ACCOUNTS	
Classification of Income, Classification of Expenditure, Classification of Receipts Final Accounts: Preparation of Trading & Profit and Loss Account and Balance Sheet with simple adjustments.	12
UNIT NO. 4 : DEPRECIATION	
Depreciation: Meaning - Causes - Methods of Depreciation: Straight Line Method - Written Down Value Method - Annuity Method.	12
UNIT NO. 5 : INVENTORY VALUATION	
Meaning of Inventory, Objectives of Inventory Valuation, Methods of Valuation of Inventory (LIFO, FIFO, Weightage Average Method).	12
Total Lectures/Hours	45
Skill Development Activities: Practical Calculations	

Suggested Readings:

1. Dr. M. A. Arulanandam and Dr. K. S. Raman, Advanced Accountancy (Vol.I & II), Edition 2023, Himalaya Publishing House, Mumbai
2. S.P. Jain & K.L. Narang, Advanced Accountancy, Kalyani Publishers, 2014
3. M.C. Shukla, T.S. Grewal & S.C. Gupta, Advanced Accountancy, S. Chand & Sons, 2016



4. R.L. Gupta & Radhasamy, Advanced Accountancy, S. Chand & Sons, 2014
5. P.C. Tulsian, Financial Accounting, S. Chand Publications, 2016
6. Deepak Sehagal. Financial Accounting. Vikas Publishing H House, New Delhi.
7. Bhushan Kumar Goyal and HN Tiwari, Financial Accounting, International Book House

Note: Learners are advised to use latest edition of books.



BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 1**TITLE OF THE COURSE: BUSINESS MATHEMATICS**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
4	BBA23MD101	MDC 1	4	60	Nil	50	50	100

Objectives:

- The course aims to familiarize students with the applications of Mathematics techniques in business decision making

Learning Outcomes:

After completion of the course, learners will be able to:

1. To sharpen mathematical abilities in making Business Decisions
2. Improve logical and reasoning abilities

Pedagogy: Theory, Exercise

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : PERMUTATION AND COMBINATION	
Meaning and Definition of Permutations, Permutations of different things, Permutations of Similar things, Restricted Permutation, Meaning and Definition of Combinations, Combinations of things taken some or all at time, Some Restricted Combinations, Examples	12
UNIT NO. 2 : ARITHMETIC AND GEOMETRIC PROGRESSION	
Arithmetic Progression (A.P.), Definition of Arithmetic Progression, n^{th} term and Sum of n terms of A.P. (With Proof), Geometric Progression (G.P.), Definition of Geometric Progression, n^{th} term and Sum of n terms of G.P. (With Proof), Examples	12
UNIT NO. 3 : BINOMIAL THEOREM	
Introduction of Binomial Theorem (Without Proof), Characteristics of Binomial Theorem, Expansion of Binomial, Position of Terms and Middle Terms, Binomial Coefficient, Examples	12
UNIT NO. 4 : MATHEMATICAL INDUCTION	
Introductions of the Principle of Mathematical Induction, Meaning of Sequence and Series, Sigma Notation $\sum n$, $\sum n^2$, $\sum n^3$ (with proof), Examples	12
UNIT NO. 5 : EXPONENTS AND SURDS	
Exponents or index notation, Exponent or Index Laws, Zero and Negative Indices, Surds, Properties of Surds, Multiplication and Division of Surds, Examples	12
Total Lectures/Hours	45
Skill Development Activities: Practical Applications.	

Suggested Readings:

1. Business Mathematics by Sancheti & Kapoor- Sultan & Chand
2. Fundamental of Mathematics and Statistics by V .K. Kapoor and S.C.Gupta: Sultan & Chand
3. Numerical Analysis by V. N. Vedmurthi

Note: Learners are advised to use latest edition of text books.

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 1**TITLE OF THE COURSE: IT FOR BUSINESS-I**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
5	BBA23SE101	SEC 1	1+1 = 2	15	30	25	25	50

Objectives:

- To familiarise the students with the innovations of information in computer applications in business.
- The course aims to provide computer knowledge and skills for learners and to enhance the usefulness of information technology tools for business operations.

Learning Outcomes:

After completion of the course, learners will be able to:

1. Student should be able to use and navigate software applications such as Microsoft Word and Microsoft Power-point.
2. Student should be able to create and edit documents using a word processing application.
3. Student should be able to create and deliver effective presentations using presentation software such as Microsoft Power-point.

Pedagogy:

- The instructor should demonstrate how to use various software applications and tools to the students, providing step-by-step guidance.
- Students can work on exercises that require them to use the software in realistic scenarios.
- Should be designed to reflect practical applications in real-world scenarios.

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : WORKING WITH MICROSOFT WORD	
<p>Create and Navigate Through Document: Create a blank document, Create a blank document using a template, Insert hyperlinks, Create bookmarks, Move a specific location or object in a document</p> <p>Format a Document: Modify page setup, Apply document themes, Apply document style sets, Insert headers and footers, Insert page numbers, Format page background elements, Use of Bullets and Numbers, Spelling and Grammar Checker</p> <p>Insert and Format Text and Paragraphs: Find and replace text, Cut, Copy and Paste text, Apply font formatting, Apply formatting by using format pointer, Set line spacing and indentation, Insert shape, graphics, Watermark</p> <p>Create Table: Create a Table, Different ways to add and remove columns and rows, Convert text to tables and tables to text, Create a table by specifying rows and columns, Apply table styles</p> <p>Mail Merge: Create a Mail Merge, Manage recipient list, Insert merge fields, Preview merge result</p>	5 + 10
UNIT NO. 2 : WORKING WITH POWER-POINT - I	
<p>Create and Navigate Through Power-point</p> <ul style="list-style-type: none"> ▪ Create a blank presentation ▪ Create a blank presentation using a template ▪ Adding, Deleting and rearranging slides <p>Create Themes and Use of Transitions, Animation</p> <ul style="list-style-type: none"> ▪ Create a theme for presentation ▪ Use specific theme for presentation ▪ Using transitions, Setting up slide timing 	5 + 10

<ul style="list-style-type: none"> ▪ Use of animation and apply to slide / presentation <p>Different Presentation Views</p> <ul style="list-style-type: none"> ▪ Setting up and using presenter view ▪ Use of Outline view ▪ Usage of Slide sorter and notes pages ▪ Use of slide narration ▪ Setup slide show of presentation (From Beginning and From Current slide) <p>Formatting Presentation</p> <ul style="list-style-type: none"> ▪ Use of Header-Footer ▪ Use of WordArt ▪ Adding SmartArt to presentation ▪ Inserting Tables to presentation ▪ Inserting pictures, clip-arts, shapes to presentation ▪ Insert movies or sounds to play automatically / on mouse click Insert, edit, remove a hyperlink 	
UNIT NO. 3 : WORKING WITH POWER-POINT - II	
<p>Managing Presentations</p> <ul style="list-style-type: none"> ▪ Custom Shows <ul style="list-style-type: none"> - Create, show a named custom slide show ▪ Slide show settings <ul style="list-style-type: none"> - Copy, edit, delete a custom slide show - Apply timing to, remove timings from slide transitions - Apply settings to a slide show so that it loops continuously when played / does not loop continuously when played. - Apply settings so that slides advance manually, advance using timings if present - Apply settings so that slide show is presented with animation, without animation ▪ Slide show control <ul style="list-style-type: none"> - Add, erase pen annotations during a slide show <p>Display black, white screen during a slide show. Pause, restart, end a slide show</p>	5 + 10
Total Lectures/Hours	15 + 30
Skill Development Activities: Practical Application	

Examination:

- Theory Examination - Total marks 25: (25 marks of SEE). University examination: 1 Hours
- Internal Examination – Total Marks 25: Internal Examination (CCE) + Practical Examination

Suggested Readings:

1. Office 2019 All-in-One for Dummies by Peter Weverka
2. Microsoft Word 2019 Step By Step – By Joan Lambert and Joyce Cox
3. PowerPoint 2019 for Dummies by Doug Lowe

Note: Learners are advised to use latest edition of books.

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 1**TITLE OF THE COURSE: E-COMMERCE & DIGITAL SOLUTIONS FOR BUSINESS**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
5	BBA23SE102	SEC 1	1+1 = 2	15	30	25	25	50

Objectives:

- This course teaches the fundamentals of using an electronic device for personal and academic needs, including online learning.

Learning Outcomes:

After completion of the course, learners will be able to:

1. Understand basic E-commerce concepts
2. Understand digital Marketing and its techniques
3. Aware and understand the students about digital Payment and security issues involved in the business.

Pedagogy:

Lectures, case studies, Seminars, field studies, etc.

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO E-COMMERCE	
<ul style="list-style-type: none"> - Concept, meaning and features of E-commerce - History and development of e-commerce with special reference to India - Difference between traditional commerce and e-commerce - Merits and demerits of e-commerce - Types / Models of E-commerce 	5
UNIT NO. 2 : DIGITAL MARKETING	
<ul style="list-style-type: none"> - Concept of marketing and digital - marketing - Challenges before traditional marketing - Merits and demerits of digital marketing - Various methods/techniques of digital marketing 	5
UNIT NO. 3 : DIGITAL PAYMENTS AND SECURITY ISSUES	
Digital Payments <ul style="list-style-type: none"> • Credit/Debit Card • NEFT and RTGS • UPI • E-Wallet • Concept of Payment Banks • e-RUPI Security Issues <ul style="list-style-type: none"> • Essentials of Good Cyberspace security • Kinds of Threats and Crimes taking place on digital space • Internet Security options Networks: Concept and Types	5
Total Lectures/Hours	
15	
PRACTICAL	
30	
Skill Development Activities:	
<ul style="list-style-type: none"> - Paper presentation, Chart and models on E commerce topics - Audio visual learning and practices related with digital payment system 	

Examination:

- Theory Examination - Total marks 25: (25 marks of SEE). University examination: 1 Hours
- Internal Examination – Total Marks 25: Internal Examination (CCE) + Practical Examination

Suggested Readings:

1. Digital Literacy by Faithe Wempen
2. Netiquette: Internet Etiquette in the Age of the Blog by Matthew Strawbridge
3. Digital Citizenship in Schools by Mike Ribble
4. Data Smart: Using Data Science to transform information into insight by John W. Foreman
5. The basic of Cyber safety: Computer and Mobile Device safety made easy by John Sammons
6. The Art of Invisibility by Kevin Mitnick
7. Social Media: How to Engage, Share and Connect by Regina Luttrell and Karen Freberg
8. Digital Minimalism: Choosing a Focused Life in a Noisy World by Cal Newport

Note: Learners are advised to use latest edition of books.



BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 1**TITLE OF THE COURSE: FOUNDATION COURSE IN ENGLISH**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
6	BBA23AE101	AEC 1	2	30	-	25	25	50

Learning Outcomes:

By the end of the course, students will be able to:

Unit 1: Revision of the Basics of the English Language – Parts of Speech (6 hours)

1. Identify different parts of speech and understand their functions within the context.
2. Use parts of speech effectively in constructing meaningful sentences.
3. Analyze words that can function as different parts of speech based on the given context.

Unit 2: Grammar, Idioms & Phrasal Verbs, Common Prepositions (12 hours)

1. Demonstrate a comprehensive understanding of the present tense in both active and passive forms.
2. Apply appropriate grammar rules to construct grammatically correct sentences in the present tense.
3. Recognize and use commonly used idioms in appropriate contexts.
4. Understand and correctly use common prepositions in written and spoken English.

Unit 3: Verbal and Nonverbal Communications, Listening Skills (12 hours)

1. Develop effective verbal communication skills, including clarity, coherence, and appropriate language use.
2. Enhance nonverbal communication skills, such as body language, facial expressions, and gestures.
3. Improve listening skills to comprehend and respond appropriately in various conversational situations.

Pedagogy: The Foundation Course in English will adopt a learner-centered approach, emphasizing active student participation and engagement. The following pedagogical methods will be employed:

1. **Interactive Lectures:** Engaging lectures will be delivered to introduce concepts, clarify doubts, and provide examples. Students will be encouraged to participate through discussions and question-answer sessions.
2. **Group Activities:** Collaborative activities, such as group discussions, role-plays, and language games, will be organized to promote effective communication, critical thinking, and teamwork.
3. **Real-life Scenarios:** Authentic materials, such as audio and video clips, news articles, and real-life conversations, will be integrated into the course to expose students to English in real-world contexts and foster cultural understanding.
4. **Assessments:** Continuous assessment will be carried out through assignments, presentations, and tests, ensuring students' progress and providing timely feedback. Additionally, students will be encouraged to self-assess and reflect on their language learning journey.

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : REVISION OF THE BASICS OF THE ENGLISH LANGUAGE – PARTS OF SPEECH	
<ul style="list-style-type: none"> - Identification and understanding of different parts of speech (nouns, pronouns, verbs, adjectives, adverbs, prepositions, conjunctions, interjections) - Functions of each part of speech in sentence construction - Application of parts of speech in sentences to convey meaning and 	6



<p>grammatical accuracy</p> <ul style="list-style-type: none"> - Analysis of words that can function as different parts of speech in different contexts 	
UNIT NO. 2 : TENSE, VOICE, IDIOMS, PHRASAL VERBS, AND PREPOSITIONS	
<ul style="list-style-type: none"> • Tense and Voice (Present Tense) <ul style="list-style-type: none"> - Present Tense: Usage and forms (simple present, present continuous, present perfect, present perfect continuous) - Active and Passive Voice in the present tense: Formation and transformation of sentences • Commonly Used Idioms (From the given annexure) <ul style="list-style-type: none"> - Understanding the meaning and usage of commonly used idiomatic expressions - Incorporating idioms appropriately in spoken and written communication • Common Prepositions <ul style="list-style-type: none"> - Comprehensive study of common prepositions and their usage in different contexts - Understanding prepositions of place, time, direction, and manne - Correct application of prepositions in sentences to convey accurate meaning 	12
UNIT NO. 3 : VERBAL AND NONVERBAL COMMUNICATIONS; LISTENING SKILLS	
<ol style="list-style-type: none"> 1. Verbal Communication Skills <ul style="list-style-type: none"> - Effective verbal communication strategies and techniques - Articulation, pronunciation, and intonation for clear communication - Active listening and responding skills - Developing vocabulary and using appropriate language registers 2. Nonverbal Communication <ul style="list-style-type: none"> - Understanding the role of body language, facial expressions, gestures, and eye contact in communication - Interpreting and conveying emotions and attitudes nonverbally - Cultural variations in nonverbal communication 3. Listening Skills <ul style="list-style-type: none"> - Importance of active listening in effective communication - Techniques for improving listening comprehension - Identifying main ideas, details, and implicit information in spoken discourse - Note-taking and summarizing skills during listening activities 	12
Total Lectures/Hours	
30	
Skill Development Activities: Practical Application	

Suggested Readings:

1. Making Sense of English – MA Yaduguri
2. English Grammar and Composition – Wren and Martin
3. Spoken English: A Foundation Course – Kamlesh Sadanand and Susheela Punitha [part 1&2]
4. Communication Skills – Nageshwar Rao and Rajendra P. Das
5. Business Communication – Urmila Rai and SM Rai

Note: Learners are advised to use latest edition of books.

Annexure (Idioms)

1. Apple of one's eye
2. Black sheep
3. Bolt from the Blue
4. Burn one's own finger
5. Burning question



6. By hook or by crook
7. (Build) Castles in the air
8. Child's play
9. Close-fisted
10. Close shave
11. Crocodile tears
12. Cry over spilt milk
13. An eye for an eye
14. A fish out of water
15. From hand to mouth
16. To have a finger in every pie
17. Herculean task
18. Hobson's choice
19. To hold one's tongue
20. In one's good book
21. (show) (in) one's true colours
22. In the nick of time
23. Jack of all trades (master none)
24. To kick up a row
25. The last straw
26. A laughing Stock
27. To let the cat out of the bag
28. A lion's share
29. A maiden speech
30. To make up one's mind
31. Nip in the bud
32. (hold out/ offer)Olive branch
33. Once in a blue moon
34. Out of the frying pan into the fire
35. To put one's best foot forward
36. To stick to the point
37. To take advantage of
38. A turning point
39. Up to the mark
40. A white lie:

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 1**TITLE OF THE COURSE: INDIAN KNOWLEDGE SYSTEM**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
7	BBA23VA101	VAC 1	2	30	-	25	25	50

Objectives:

- The objective of the course is to set a stage for understanding the architecture of the Ancient Indian Knowledge Systems and to develop an overall understanding of their role and relevance to the contemporary society.

Learning Outcomes:

After completion of the course, learners will be able to:

1. Identify the concept of Traditional knowledge and its importance;
2. Explain the need for and importance of protecting traditional knowledge;
3. Know the history of Indian economic thoughts and Chanakya Niti and Kautilya's Economic thoughts; Interpret the concepts of the Indian business model.

Pedagogy:

Theory, Exercise etc.

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO INDIAN KNOWLEDGE SYSTEM	
Introduction, Definition, Concept of Indian Knowledge System (IKS), A broad overview of disciplines included in the IKS, and historical developments, Scope of IKS, IKS in ancient India and in modern India	10
UNIT NO. 2 : INDIAN BUSINESS MODEL	
<ul style="list-style-type: none"> - Concept of marketing and digital - marketing - Challenges before traditional marketing - Merits and demerits of digital marketing - Various methods/techniques of digital marketing 	10
UNIT NO. 3 : INDIAN ECONOMY THOUGHTS AND MODEL	
History of Indian Economy Thoughts: Context from Dharmashastras, Shukra niti, Mahabharata, Chanakya Niti and Arthashastra; Kautilya's Economic thoughts in specific India and Global GDP: Ancient India.	10
Total Lectures/Hours	30
PRACTICAL	
Skill Development Activities:	
<ul style="list-style-type: none"> - Practical Applications in Life. 	

Suggested Readings:

1. An Introduction to Indian Knowledge Systems: Concepts and Applications, B Mahadevan, V R Bhat, and Nagendra Pavana R N; 2022 (Prentice Hall of India).
2. Indian Knowledge Systems: Vol I and II, Kapil Kapoor and A K Singh; 2005 (D.K. PrintWorld Ltd).
3. Kanagasabapathi; "Indian Models of Economy, Business and Management", Third Edition, Prentice Hall India Ltd., Delhi.
4. Lotus and Stones; Garuda Prakashan (31 October 2020); Garuda Prakashan Pvt. Ltd.
5. Dwivedi D.N., Essentials of Business Economics, Vikas Publications, Latest Edition.
6. Economic Sutras by Prof. Satish Y. Deodhar, IIMA Books series
7. Black Money Tax Heaven by R Vaidyanathan, Westland Ltd. Publication

CURRICULUM

For

B.B.A.

Semester – 2

(With effective from Nov/Dec - 2023)



Level 5: B.B.A. Semester I & II (Certificate in Business Administration)

SEMESTER – II				
Sr. No	Course Category	Course Title	Credit	Page No.
1	Major 3	Human Values & Professional Ethics	4	37
2	Major 4	Management Principles and Practices	4	39
3	Minor 2	Micro & Macro Economics	4	41
4	MDC 2	Business Statistics	4	43
5	SEC 2	Select Any One:		
		3. IT for Business-II		44
		4. AI For Business	2	47
		5. Stress Management		48
6	AEC 2		2	49
7	VAC 1	Select Any One:		
		1. Stock Market Practices		51
		2. Health, Wellness & Yoga	2	52
		3. Earth & Environmental Science		53
TOTAL CREDITS			22	

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 2**TITLE OF THE COURSE: HUMAN VALUES & PROFESSIONAL ETHICS**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
1	BBA23MJ201	MAJOR 3	4	60	Nil	50	50	100

Objectives:

- The course aims to develop in learners an understanding of the concept of Human Values & Professional Ethics and its application in business decision making using sustainable business practices.

Learning Outcomes:

After completion of the course, learners will be able to:

1. Identify and analyze an ethical issue in the subject matter under investigation or in a relevant field;
2. Identify the multiple ethical interests at stake in a real-world situation or practice;
3. Articulate what makes a particular course of action ethically defensible;
4. Assess their own ethical values and the social context of problems.

Pedagogy:

Lectures, case discussions, videos and presentations

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO BUSINESS ETHICS AND MORAL VALUES	
Business Ethics: Meaning, Nature of business ethics, Importance of business ethics, Factors influencing business ethics, Arguments for and against business ethics Values: Meaning, Types of values, Employer and employee's responsibilities, Profit maximization vs. Social responsibility.	12
UNIT NO. 2 : ORGANISATIONAL ETHICS	
Introduction, Ethical Corporate Behaviour, Development of Ethical Corporate Behaviour, Ethical Leadership, Ethical Decision Making, Ethical Dilemmas in Organisation.	12
UNIT NO. 3 : WORKPLACE ETHICS	
Introduction, Factors Influencing Ethical Behaviour at Work Ethical Issue: Business Relationships, Conflicts of Interest, Fairness and Honesty, Communications, Discrimination, Harassment, Importance of Ethical Behaviour at Workplace.	12
UNIT NO. 4 : ETHICAL DECISION MAKING	
Meaning, Nature of ethical decision making, Process, Factors influencing ethical decision making- Individual influences, Situational influences.	12
UNIT NO. 5 : CORPORATE SOCIAL RESPONSIBILITY	
Meaning of Corporate Social Responsibility, Need, Nature, Responsibility towards customers, Suppliers, Investors, government, and society as a whole.	12
Total Lectures/Hours	60
Skill Development Activities:	
<ol style="list-style-type: none"> 1. Role-playing: This activity involves creating scenarios where individuals must make ethical decisions and then act them out. 2. Ethical debates: This activity involves discussing ethical dilemmas and debating the pros and cons of various solutions. 3. Case studies: This activity involves analyzing real-life ethical cases and discussing the best 	

course of action.

4. Reflective writing: This activity involves writing about personal ethical challenges and reflecting on how to handle them in the future.

Suggested Readings:

1. “Business Ethics”: A.C. Fernando. Person.
2. Principles of Management: T Ramasamy. Himalaya Publishing House.
3. “Business Laws, Ethics and Communication” Vol. I, The Institute of Chartered Accountants of India, New Delhi.
4. S.K.Chakroborty :Values and Ethics in Organisation, UP
5. Kitson Alan – Ethical Organisation, Palgrave
6. L.T.Hosmer: The ethics of Management, Universal Book

Note: Learners are advised to use latest edition of text books.

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 2**TITLE OF THE COURSE: MANAGEMENT PRINCIPLES AND PRACTICES**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
2	BBA23MJ202	MAJOR 4	4	60	Nil	50	50	100

Objectives:

- The course aims to familiarize the learner with extant and emerging management theories and practices for reflective and holistic thinking on management principles and practices.

Learning Outcomes:

After completion of the course, learners will be able to:

1. Understand concepts and techniques of Leadership and Motivation.
2. Understand the process of change and change management.
3. Understand the emerging trends in management.
4. Explain the basic Practices useful for managers in managing Organization.
5. Understand the requirement of solving cases in management.

Pedagogy:

Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : LEADERSHIP AND MOTIVATION TECHNIQUES FOR MANAGERS	
Leadership – styles / Techniques (Autocratic, Democratic and Free rein), qualities required for successful leaders, Trait Theory, Grid theory. Motivation – types (Financial /Non-Financial), Maslow’s theory, McGregor’s theory and Hertzberg’s two factor theory	12
UNIT NO. 2 : MANAGEMENT OF CHANGE	
Change – Meaning, types, Importance, Process of Planned Change, Resistance to change – meaning, causes and remedies Change Agent – meaning, types and roles	12
UNIT NO. 3 : MANAGEMENT IN PRACTICE	
Decision Making – Concept, Process and Importance Management By Objective – Concept, Process and Importance Work Life balance – Concept, components, positive effects and Managerial Actions	12
UNIT NO. 4 : RECENT TRENDS IN MANAGEMENT	
Management Information System – concept, Process/ components, Importance and Limitation Total Quality Management – Concept, Tools, Importance and Managerial Implications Knowledge management – Meaning, merits and demerits	12
UNIT NO. 5 : CASE STUDY	
Concept, Types, Process to attempt case study, Importance and Limitations – Class room discussion of three practical cases minimum. Note: In exam Practical cases can be asked on business management concepts in the option of theory.	12
Total Lectures/Hours	60
Skill Development Activities: Seminar, Presentation, Role Play, Management Games, Discussion of corporate stories, Assignments	

Suggested Readings:

1. Management: Task, Responsibilities and Practices – Peter F Drucker ,
2. Modern Business Organization by S. A. Sherlekar, Himalaya Publication
3. Industrial Organization Management: Sherlekar, Patil, Paranjpe, Chitale
4. Business Organization and Management By Jallo, Tata McGraw Hill
5. Industrial Organization and Management By Dr. C. B. Gupta, Sultan Chand & Co. Delhi
6. Business Organization and Management By Dr. C. B. Gupta, Sultan Chand & Co. Delhi
7. Principles and Practices of Management – L.M. Prasad, Sultan Chand & Co. Delhi

Note: Learners are advised to use latest edition of books.



BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 2**TITLE OF THE COURSE: MICRO & MACRO ECONOMICS**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
3	BBA23MN201	MINOR 2	4	60	Nil	50	50	100

Objectives:

- To provide basic Knowledge of principles, concept and tools of economics
- To provide basic knowledge of the Indian Economy.
- To make enable students for understanding the application of economic theories and practices
- To develop abilities in students for applying the principles, concepts and tools of economics

Learning Outcomes:

After completion of the course, learners will be able to:

1. To provide basic knowledge of principles, concepts and tools of micro and macro-economics.
2. To make enable students for understanding the application of micro and macro-economic concepts and tools in actual conditions.
3. To develop the ability of students to apply the principles, concepts and tools of micro and macro-economic.

Pedagogy: Interactive lectures, electronic media, PowerPoint presentations, problem-solving-based learning, case study method, project-based learning, performance-related task etc..

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : UTILITY ANALYSIS & CONSUMER SURPLUS	
Introduction, Concept and Meaning of Utility, Concept of Cardinal and Ordinal Utility, Total and Marginal Utility, Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility, Concept of Consumer Surplus	12
UNIT NO. 2 : THEORY OF DEMAND AND SUPPLY	
a) Theory of Demand <ul style="list-style-type: none"> • Meaning of Demand & Demand Function • Law of Demand. demand curve and demand schedule • Determinants (factors) of Demand • Exceptions/Limitations of Law of Demand b) Theory of Supply <ul style="list-style-type: none"> • Law of Supply, supply curve • Determinants (factors) of Supply 	12
UNIT NO. 3 : ELASTICITY OF DEMAND	
Introduction, Meaning and concept of Elasticity of Demand, Types of Elasticity of Demand, Types of Price Elasticity of Demand, Factors affecting the price elasticity of demand, Meaning and Types of Income Elasticity of Demand, Meaning and Types of Cross Elasticity of Demand, Measuring Methods of Price Elasticity of demand, Practical Significance of Price Elasticity of Demand	12
UNIT NO. 4 : INTRODUCTION TO INDIAN ECONOMY	
India as a developing economy, Share of Agricultural Sector in India's GDP & its Importance in Indian Economy, Share of Industrial Sector in India's GDP & its Importance in Indian Economy, Share of Service Sector in India's GDP & its Importance in Indian Economy	12
UNIT NO. 5 : DEMOGRAPHIC ISSUES	
Relationship between size of population and economic development, Concepts of	12

birth rate, death rate, life expectancy at birth and density of population, Recent demographic trends in Indi, Causes of large size of the population, its effects on economic development and current population policy	
Total Lectures/Hours	60
Skill Development Activities: Practical Applications of Economics in day-to-day life.	

Suggested Readings:

1. Principles of Economics by D.M. Mithani – Himalaya Publishing House.
2. Micro Economics by H.L. Ahuja – S.Chand and Co.
3. Micro Economics by M. John Kennedy – Himalaya Publishing House.
4. Micro Economics by M.M.Verma and R.K.Agarwal – King Books.
5. The Indian Economy, Environment & Policy by Ishwar C Dhingra-S. Chand & Sons
6. Indian Economy by Ruddar Datt & K.P.M. Sundaram-S. Chand & Company Ltd.
7. Indian Economy by V.K.Puri & S.K. Misra-Himalaya Publishing House

Note: Learners are advised to use latest edition of books.

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 2**TITLE OF THE COURSE: BUSINESS STATISTICS**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
4	BBA23MD201	MDC 2	4	60	Nil	50	50	100

Objectives:

- The course aims to familiarize students with the applications of statistics in business decision making.

Learning Outcomes:

After completion of the course, learners will be able to:

1. To collect data in terms of experimental designs and statistical surveys.
2. Organizing and summarizing the data.
3. Analyzing the data and drawing conclusions from it
4. To provide knowledge regarding the practical application of statistical tools in business.

Pedagogy:

Theory, Exercise

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : 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
UNIT NO. 2 : 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
UNIT NO. 3 : PROBABILITY	
Concept of probability, Mathematical and statistical definition of probability, Definition of different terms (Random Experiment, sample space, types of events, independent events etc.), Addition Law and Multiplication Law for two events with proof, Examples	12
UNIT NO. 4 : MATHEMATICAL EXPECTATION AND BINOMINAL DISTRIBUTION	
Definition and meaning, Mean and variance, Properties of Mean and Variance, Characteristics, Constants, Importance of Distribution, Examples	12
UNIT NO. 5 : POISSON DISTRIBUTION	
Characteristics, Constants, Importance of Distribution, Fitting, Examples	12
Total Lectures/Hours	
60	
Skill Development Activities: Practical Applications	

Suggested Readings:

1. Advance Practical Statistics: S. P.Gupta.
2. Fundamental of Statistics: V.K. Kapoor and S.C. Gupta
3. Fundamental of Mathematics and Statistics: V.K. Kapoor and S.C. Gupta
4. Fundamental of Statistics : D .N Elhance.

Note: Learners are advised to use latest edition of books.



BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 2**TITLE OF THE COURSE: INFORMATION TECHNOLOGY FOR BUSINESS II**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
5	BBA23SE201	SEC 2	1+1 = 2	15	30	25	25	50

Objectives:

- To familiarise the students with the innovations of information in computer applications in business.
- The course aims to provide computer knowledge and skills for learners and to enhance the usefulness of information technology tools for business operations.

Learning Outcomes:

After completion of the course, learners will be able to:

- Navigate the Excel interface, enter data and use basic formatting tools.
- Create, edit, and format spreadsheets using various tools, techniques, functions, charts, pivot tables, etc.

Pedagogy:

- Excel is commonly used in business and finance, so using real-world examples and case studies can help students understand the use of Excel.
- Excel is a software program that requires practice to master.
- Excel has a wide range of capabilities and functions.

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : BASICS OF EXCEL	
<p>Create and navigate through Excel Workbook and Worksheet: Create Workbook, Inserting Worksheet in Workbook, Setup Page Layout for Excel, Identifying Row, Column, Cell, Cell Address, Input data and use data with Cell Address</p> <p>Format a Worksheet: Apply formatting (font, font style, color, background, border and etc.), Set header and footer for worksheet, Change background and name of worksheet title</p>	5 + 10
UNIT NO. 2 : ADVANCE EXCEL	
<p>Working with functions</p> <ul style="list-style-type: none"> ▪ Basic Functions: <ul style="list-style-type: none"> - SUM, AVERAGE, MAX, MIN, COUNT, IF, AND, NOT, OR, ROUND, ROUNDUP, ROUNDDOWN, TODAY, NOW, CONCATENATE ▪ Data Analysis: <ul style="list-style-type: none"> - VLOOKUP, HLOOKUP, INDEX, MATCH, SUMIF, COUNTIF, AVERAGEIF, PMT, FV, PV, RAND, RANDBETWEEN - Nested VlookUp with Exact Match, - VlookUP with tables, dynamic ranges ▪ Data Validations <ul style="list-style-type: none"> - Specifying a valid range of values for a cell - Specifying a list of valid values for a cell - Specifying custom validations based on formula for a cell ▪ More Functions <ul style="list-style-type: none"> - Date and time functions - Text functions - Database functions 	5 + 10

<ul style="list-style-type: none"> - Power functions (countif, countifs, sumif, sumifs) ▪ Conditional Formatting – Formatting of Cells based on specific conditions ▪ Sorting and Filtering Data <ul style="list-style-type: none"> - Sorting Tables - Using Multiple-level sorting - Using custom sorting - Filtering data for selected view (AutoFilter) - Using advanced filter options 	
UNIT NO. 3 : USE OF CHART, PIVOTTABLE AND DATA SORTING, FILTERING AND PROTECTING	
<p>Use of Chart</p> <ul style="list-style-type: none"> ▪ Create Chart ▪ Types of Chart (Column, Line, Pie, Bar) ▪ Formatting Charts ▪ Using 3D Graphs ▪ Using Bar and Line Chart together ▪ Using Secondary Axis in Graphs ▪ Sharing Charts with Power Point / MS Word, Dynamically <p>Create PivotTable for data analysis</p> <ul style="list-style-type: none"> ▪ Formatting and customizing Pivot tables ▪ Using advanced options of Pivot tables ▪ Pivot Charts ▪ Consolidating data from multiple sheets and files using Pivot tables ▪ Using external data sources ▪ Using data consolidation feature to consolidate data ▪ Show Value As (% of Row, % of Column, Running Total, Compare with Specific Field) ▪ Viewing subtotal under Pivot <p>What if Analysis</p> <ul style="list-style-type: none"> ▪ Goal Seek ▪ Data Tables ▪ Scenario Manager <p>Protecting Workbook</p> <p>Protecting Sheet with all options</p>	5 + 10
Total Lectures/Hours	
15 + 30	
Skill Development Activities: Practical Applications	
<p>LIST OF EXERCISES:</p> <ul style="list-style-type: none"> ▪ Use of Excel for making simple table creation like time-table, employee salary sheet, student marksheet etc. ▪ Data Sorting and Filtering ▪ Creating different types of charts for selected data ▪ Advance Conditional Formatting ▪ Advance data validation ▪ Use of functions ▪ Pivot table dash board using time line ▪ What-if analysis ▪ Preparation of employee pay roll ▪ Tax Calculation ▪ Preparation of PGVCL Bill Generation Sheet 	

Suggested Readings:

1. Microsoft Excel 2019 Formulas and Functions (Business Skills), Microsoft Press Publications – By Paul McFedries



2. Microsoft Excel 2019 Bible, the Comprehensive Tutorial Resource, Wiley Publishers – By Richard Kusleika

Note: Learners are advised to use latest edition of books.



BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 2**TITLE OF THE COURSE: ARTIFICIAL INTELLIGENCE FOR BUSINESS**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
5	BBA23SE202	SEC 2	2	30	-	25	25	50

Objectives:

- This course aims to equip the learners with the basic ideas and techniques underlying the usage of Artificial Intelligence in Business.
- The course illustrates both the potential and current limitations of these techniques with examples from a variety of applications

Learning Outcomes:

After completion of the course, learners will be able to:

- Understand the fundamental concepts of AI and its applications in the business context.
- Learn how to identify business problems that can be addressed using AI techniques.
- Learn how to design and implement AI solutions for business problems.

Pedagogy:

- Lectures can provide a foundation for understanding the basic concepts and principles of AI for business.
- Group discussion can provide an opportunity for students to share their insights and perspectives on AI and its implications for business.

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRO TO AI AND ITS APPLICATIONS IN BUSINESS MANAGEMENT	
<ul style="list-style-type: none"> - Definition of AI and its applications in Business Management - Types of AI: Supervised, Unsupervised, and Reinforcement Learning - AI Ethics and Bias - Business use cases of AI 	10
UNIT NO. 2 : BUSINESS APPLICATIONS OF AI	
<ul style="list-style-type: none"> - AI for Customer Service - AI for Marketing and Advertising - AI for Operations and Management - AI for Financial Services - AI for Healthcare - Use case analysis 	10
UNIT NO. 3 : FUTURE OF AI AND BUSINESS MANAGEMENT	
<ul style="list-style-type: none"> - Emerging trends in AI for Business Management - Ethics, Governance and Regulation of AI - Opportunities and Challenges of AI for Business Management 	10
Total Lectures/Hours	30
Skill Development Activities: Practical Applications	

Suggested Readings:

1. Artificial Intelligence for Business by Niraj Kumar
2. Artificial Intelligence Strategy for Business – By Niraj Kumar

Note: Learners are advised to use latest edition of books.

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 2**TITLE OF THE COURSE: STRESS MANAGEMENT**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
5	BBA23SE203	SEC 2	2	30	-	25	25	50

Objectives:

- To understand the nature and consequences of stress.
- To understand the techniques of stress management.
- To know stress management therapy.

Learning Outcomes:

After completion of the course, learners will be able to:

- To understand the nature and causes of stress in organizations
- To familiarize the learners with the stress prevention mechanism
- To understand the strategies that help cope with stress
- To be able to apply stress management principles to achieve high levels of performance
- To enable learners to adopt effective strategies, plans and techniques to deal with

Pedagogy:

- Theory, Exercise

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : UNDERSTANDING STRESS	
Stress- Concept, Features, types of stress, Relation between Stressors and Stress, Potential Sources of stress- Individual, Organisational, Environmental, Consequences of stress-Physiological, Psychological and Behavioural Symptoms, Stress at the workplace- Meaning and Reasons, Impact of stress on performance, Burnout- Concept, Stress v/s Burnout	10
UNIT NO. 2 : MANAGING STRESS	
Pre- requisites of stress-free life, Anxiety- Meaning, Mechanisms to cope up with anxiety, Relaxation- Concept and techniques, Time Management - Meaning, Importance and approaches, Stress Management - Concept and beliefs, Managing stress at individual level, Stress Management Techniques- Organisational Level	10
UNIT NO. 3 : STRESS MANAGEMENT LEADING TO SUCCESS	
Eustress- Concept, factors affecting Eustress, Stress Management Therapy - Concept and benefits, Stress Counselling - concept and importance, Stress and New Technology, Assessment of stress- Tools and Techniques, Future of stress Management	10
Total Lectures/Hours	30
Skill Development Activities: Stress Removal Exercise	

Suggested Readings:

1. Stress management by Susan R. Gregson
2. Stress Management by Heena T. Bhagtani, Himalaya Publishing House, Mumbai
3. Stress management: Leading to Success by B Hiriyappa
4. Strategic Stress Management: An Organizational Approach by V. Sutherland, C. Cooper
5. Stress Management: An Integrated Approach to Therapy by Dorothy H.G. Cotton
6. Stress Management by A. K. Rai
7. Organizational Stress Management: A Strategic Approach by A. Weinberg, V. Sutherland, C. Cooper
8. Stress Management by Dr. Nivedita

Note: Learners are advised to use latest edition of books.



BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 2**TITLE OF THE COURSE: COMMUNICATIVE ENGLISH**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
6	BBA23AE201	AEC 2	2	30	-	25	25	50

Objectives:

- To train and prepare the students to seek and find employment in the corporate, media, English language teaching and content writing sectors
- To develop communicative competence in students
- To expose the students to the employment opportunities, challenges and job roles.

Learning Outcomes:

After completion of the course, learners will be able to:

Unit 1: Communication Fundamentals

1. Understand the meaning and significance of communication.
2. Identify and explain the elements of the communication process.
3. Differentiate between various types of communication (verbal, non-verbal, written, etc.).
4. Recognize barriers to effective communication and propose strategies to overcome them.
5. Apply techniques for improving their own communication skills.

Unit 2: Language and Grammar

1. Demonstrate a clear understanding of past tense and its usage.
2. Identify and correctly use regular and irregular verbs in the past tense.
3. Formulate grammatically correct affirmative, negative, and interrogative sentences in the past tense.
4. Differentiate between active and passive voice in the past tense.
5. Convert sentences between active and passive voice in different sentence types.
6. Identify and effectively use a variety of conjunctions in sentence construction.

Unit 3: Communication Skills in Professional Context

1. Prepare effectively for job interviews, considering verbal and non-verbal communication.
2. Demonstrate effective verbal and non-verbal communication skills during interviews.
3. Respond confidently and appropriately to common interview questions.
4. Create an impressive resume/CV that highlights relevant skills, experiences, and achievements.
5. Format and organize information in a clear and professional manner in resumes/CVs.
6. Tailor resumes/CVs to meet the requirements of specific job applications.
7. Engage in telephonic conversations professionally, handle calls, and provide information.
8. Develop interpersonal skills, active listening, and empathy in face-to-face conversations.
9. Apply effective techniques for resolving customer complaints and providing satisfactory solutions.
10. Manage difficult customers and handle challenging situations professionally.

Pedagogy:

- Theory, Exercise

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : COMMUNICATION FUNDAMENTALS	
Communication: Meaning, Importance, and Process, Definition and significance of communication, Elements of the communication process, Barriers to effective communication	10
UNIT NO. 2 : LANGUAGE AND GRAMMAR	
1. Grammar: Past Tense <ul style="list-style-type: none"> - Introduction to past tense and its usage - Regular and irregular verbs in the past tense 	10

<ul style="list-style-type: none"> - Formation of affirmative, negative, and interrogative sentences in the past tense <p>2. Active and Passive Voice (limited to past tense only)</p> <ul style="list-style-type: none"> - Understanding active and passive voice - Formation of passive sentences in the past tense - Active and passive voice conversion in different sentence types <p>3. Conjunctions</p> <ul style="list-style-type: none"> - Introduction to conjunctions and their role in sentence construction - Exploring various conjunctions - Usage and placement of conjunctions in sentences 	
UNIT NO. 3 : COMMUNICATION SKILLS IN PROFESSIONAL CONTEXT	
<p>1. Interview Skills</p> <ul style="list-style-type: none"> - Preparing for job interviews - Effective verbal and non-verbal communication in interviews - Responding to common interview questions - Techniques for showcasing skills and experiences <p>2. Resume and CV Writing</p> <ul style="list-style-type: none"> - Understanding the purpose and structure of a resume/CV - Highlighting relevant skills, experiences, and achievements - Formatting and organizing information effectively - Tailoring resumes/CVs for specific job applications <p>3. Conversations in Various Situations</p> <ul style="list-style-type: none"> - Telephonic Conversations: Handling phone calls professionally, taking messages, providing information, etc. - Face-to-Face Conversations: Developing interpersonal skills, active listening, empathy, etc. <p>4. Resolving Customer Complaints as a Call Center Representative</p> <ul style="list-style-type: none"> - Understanding customer needs and expectations - Active listening and empathy in customer interactions - Techniques for resolving complaints and providing satisfactory solutions - Managing difficult customers and handling challenging situations 	10
Total Lectures/Hours	30
Skill Development Activities: Practical Application	

Suggested Readings:

1. Making Sense of English – MA Yaduguri
2. English Grammar and Composition – Wren and Martin
3. Spoken English: A Foundation Course – Kamlesh Sadanand and Susheela Punitha [part 1&2]
4. Communication Skills – Nageshwar Rao and Rajendra P. Das
5. Business Communication – Urmila Rai and SM Rai

Note: Learners are advised to use latest edition of books.

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 2**TITLE OF THE COURSE: STOCK MARKET PRACTICES**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
7	BBA23VA201	VAC 2	2	30	-	25	25	50

Objectives:

- To help the students understand the types of stock exchanges and various investment options.
- To give hands-on experience in opening and trading through Demat Accounts and knowledge of depository participants and brokers
- To uprise students with the various terminologies used in routine share market and share market publications.

Learning Outcomes:

After completion of the course, learners will be able to:

- Analyse the legal framework of securities market;
- To know basic terminology of stock exchange;
- To perform Demat trading.

Pedagogy:

- Lectures, seminars, Case studies, Role Play, field studies, etc.

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO CAPITAL MARKET	
Introduction to Different Market Platforms-Primary & Secondary Market, IPO, FPO, Bonus & Buy Back of Shares, Trading mechanism in the secondary market (Trading, Clearing and Settlement), Types of orders - Mutual Fund Investment-SIP, ETFs - BSE, NSE, Regulation of securities market by SEBI	10
UNIT NO. 2 : PROCEDURE OF OPENING DE-MAT ACCOUNT	
Depository Participant's- CDSL, NSDL, Part Time Brokers, Full Time Brokers, Meaning Of De-mat Account & Trading Account, Procedure to open De-mat Account	10
UNIT NO. 3 : BASIC TERMINOLOGY	
Nifty or SENSEX - Bull Market - Bear Market – Systematic Risk - Return - Delivery - Intraday - Long Buy - Short Selling - Stop Loss - Portfolio - Tick Size - Averaging - Booking Profit or Loss - Right Issue - Stock bonus - Stock Split	10
Total Lectures/Hours	30
Skill Development Activities: Visit To nearest Banks, understand the opening of accounts, loan application, FD, Cheque clearance, RTGS, NEFT and working of ATM and online banking system, Visit the nearest stock exchange or DP Brokers office, understand about working, Demat account system, stock trading, etc.	

Suggested Readings:

1. Banking Law, Theory and Practice – Sundaram and Varshney – Sultan Chand Co.,
2. Banking and Financial Systems – B. Santhanam (Margham Publishers)
3. Banking Law Theory and Paractice – Sherlaker & Sherlaker.
4. Electronic Banking and Information Technology – IIB
5. Information Technology in Indian Commercial Banks NIBM Pune – Naidu C.A.S
6. Technology and Banks NIBM Pune – Revell J.R.S
7. Investment Management & Portfolio Management–V.K.BHALLA, S.Chand &Co.
8. Security Analysis – PREETI SINGH, Himalaya Publishing House.

Note: Learners are advised to use latest edition of books.



BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 2**TITLE OF THE COURSE: HEALTH, WELLNESS AND YOGA**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
7	BBA23VA202	VAC 2	2	30	-	25	25	50

Objectives:

The course aims at creating consciousness among the students towards health, fitness and wellness and in developing and maintaining a healthy life style.

Learning Outcomes:

After completion of the course, learners will be able to:

- Understand the basic concepts, determinants and dimensions of Health and wellness.
- Classify Yoga and the role of Yoga for physical and mental fitness with personality development
- Practice different Yogic practices
- Understand the concept of sports and fitness

Pedagogy:

- Lectures, Practices and Asana, Ground activities and sports

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : SPORTS FOR FITNESS	
Concept of sports and fitness, dimensions and determinants of Health and fitness, Nutrition's and balanced diet, Globalization and Its Impact on fitness, BMI (Body Mass Index) for all age groups.	10
UNIT NO. 2 : INTRODUCTION TO YOGA	
Meaning, Characteristics, misconceptions, aims and objectives, needs and Importance of Yoga, origin and history of Yoga in Indian Context, Classification of Yoga –Raj Yoga (Ashtong Yoga), Hath Yoga, Sankhya Yoga, Bhakti Yoga, Mantra Yoga, Yoga and Health, Yoga for stress Management	10
UNIT NO. 3 : FITNESS AND WELLNESS PROGRAMS IN INDIA	
Khelo India, Fit India Movement, Traditional Sports of Gujarat viz– Hockey, Khokho, Kabaddi, Cricket and football. Sports and wellness for personality development.	10
Total Lectures/Hours	30
Skill Development Activities: Yogic Practices, Asans, Kriyas, Mudras Bandhas, Dhyana, Surya Namaskar, Contemporary Practices of Yoga, Participation in atleast one Individual Sports (among the list of IOA, AIU, SGFI), practicing General and specific warm up, Aerobics and ZUMBA workout, Practicing Cardio Respiratory Fitness, Treadmill Argo meter, Run test, 9 minutes' walk, Skipping and running.	

Suggested Readings:

1. Ajith "Yoga Pravesha" Rashtrontana Paruhad Bangalore
2. B.C. Rai Health, Education and Hygenic, Published by Prakashan Kendra, Lucknow
3. Puri, K Chandra, S.S.(2005) Health and physical education, New Delhi: Surjit Publication

Note: Learners are advised to use latest edition of books.

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 2**TITLE OF THE COURSE: EARTH & ENVIRONMENTAL SCIENCE**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
7	BBA23VA203	VAC 2	2	30	-	25	25	50

Objectives:

This course seeks to introduce students to the importance of life and environment.

Learning Outcomes:

To aware and understand the students about

- Basic environmental concepts
- Ecosystem and ecology
- Environment degradation and its implications
- Sustainable development and global warming
- Disaster management.

Pedagogy:

- Lectures, case studies, Seminars, field studies etc.

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO ENVIRONMENT SCIENCE	
<ul style="list-style-type: none"> - Concept and definition of environment and environment science - Principles and Scope - Environmental awareness programmes - Concept of ecology and ecosystem 	10
UNIT NO. 2 : ENVIRONMENTAL DEGRADATION AND MANAGEMENT	
<ul style="list-style-type: none"> - Concept and meaning of environmental degradation - Causes of environmental degradation - Environmental linkages - Environmental concerns in India - Global warming – Basic concept and Implications - Sustainable development – concept and need 	10
UNIT NO. 3 : ENVIRONMENTAL MANAGEMENT SYSTEM AND DISASTER MANAGEMENT	
<ul style="list-style-type: none"> - Concept, meaning and features of EMS - ISO – 14001 - Environmental audit - Eco-friendly products and green industry - Carbon credit – basic concept only - Disaster Management: concept & meaning, types of disaster and need & planning with reference to various types of disasters. 	10
Total Lectures/Hours	30
Skill Development Activities: Save Nature Activities in various areas of society Paper presentation, Chart and models on environmental topics, Role play - classroom discussion on present environmental issues, etc.	

Suggested Readings:

1. Environment Management: - N.K. Oboroi -Excel Publication
2. Environment Management: - G N Pandey: - Vikas Publishing house
3. Textbook of Environment: - K M Agaraval – Macmilan
4. Environmental Impact assessment: - L W Canter –Mc graw hill

Note: Learners are advised to use latest edition of books.



B.B.A.

Vocational Course/s

Students can earn extra credits through vocational courses from SWAYAM (<https://swayam.gov.in>).

SWAYAM is a programme initiated by Government of India and designed to achieve the three cardinal principles of Education Policy viz., access, equity and quality. The objective of this effort is to take the best teaching learning resources to all, including the most disadvantaged. SWAYAM seeks to bridge the digital divide for students who have hitherto remained untouched by the digital revolution and have not been able to join the mainstream of the knowledge economy.

Suggested Vocational Courses are:

1. CRM Domestic Voice (https://onlinecourses.swayam2.ac.in/nos23_ge05/preview)
2. Community Health (https://onlinecourses.swayam2.ac.in/nos23_ge11/preview)
3. Yoga Teaching' Training Programme (https://onlinecourses.swayam2.ac.in/nos23_ge01/preview)
4. Developing Soft Skills And Personality (https://onlinecourses.nptel.ac.in/noc23_hs116/preview)
5. Soft Skill Development (https://onlinecourses.nptel.ac.in/noc23_hs80/preview)
6. Soft Skills (https://onlinecourses.nptel.ac.in/noc23_hs145/preview)
7. Educational Leadership (https://onlinecourses.nptel.ac.in/noc23_hs143/preview)
8. Leadership and Team Effectiveness (https://onlinecourses.nptel.ac.in/noc23_mg28/preview)
9. Leadership for India Inc: Practical Concepts and Constructs (https://onlinecourses.nptel.ac.in/noc23_mg26/preview)
10. Internship / Apprenticeship as per SOP of Internship / Apprenticeship of Shri Govind Guru University, Vinzol (Godhra).
11. Other vocational courses from SWAYAM Portal and suggested by Shri Govind Guru University, Vinzol (Godhra).