



**CURRICULUM AND CREDIT FRAMEWORK
FOR
BACHELOR OF BUSINESS
ADMINISTRATION (B.B.A.)
(SEMESTER 3 & 4)**

**AS PER
NATIONAL EDUCATION POLICY 2020**



**FACULTY OF COMMERCE & MANAGEMENT
SHRI GOVIND GURU UNIVERSITY**

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INTRODUCTION:

INTRODUCTION:

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.

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

B.B.A. Semester - III								
Sr. No	Course Category	Course Title	Credit	Theory	Practical	IM	EM	Total
1	Major/Core	Financial Management	4	4	-	50	50	100
2	Major/Core	Human Resource Management	4	4	-	50	50	100
3	Major/Core	Marketing Management	4	4	-	50	50	100
4	MDC	Statistics for Business Decisions	4	4	-	50	50	100
5	SEC	Select Any One						
		1. Business Start-up and Innovation	2	2	-	25	25	50
		2. Tally ERP		1	2			
3. Creative Writing	2	-						
6	AEC	Select Any One: 1. Personality Development and Corporate Skills 2. Public Speaking	2	2	-	25	25	50
7	VAC 3 (IKS)	Indian Entrepreneurs & Industrial Management	2	2	-	25	25	50
			22			275	275	550

B.B.A. Semester - IV								
Sr. No	Course Category	Course Title	Credit	Theory	Practical	IM	EM	Total
1	Major/Core	Advertising & Brand Management	4	4	-	50	50	100
2	Major/Core	Banking and Finance	4	4	-	50	50	100
3	Major/Core	Organizational Behaviour	4	4	-	50	50	100
4	Minor	Economics for Decision Making	4	4	-	50	50	100
5	SEC	Entrepreneurship Development	2	2	-	25	25	50
6	AEC	Select Any One 1. Managerial Communication 2. French 3. Life Skill	2	2		25	25	50
7	VAC	1. Sports & Fitness	2	1	2	25	25	50
		2. Ayurveda & Nutrition	2	2	0			
		3. NSS / NCC	2	-	-			
			22	-	-	275	275	550

**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 – 3

(With effective from June - 2024)



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

B.B.A. SEMESTER - III				
Sr. No	Course Category	Course Title	Credit	Page No.
1	Major/Core	Financial Management	4	11
2	Major/Core	Human Resource Management	4	13
3	Major/Core	Marketing Management	4	15
4	MDC	Statistics for Business Decisions	4	17
5	SEC	Select Any One		
		1. Business Start-up and Innovation	2	19
		2. Tally ERP		20
		3. Creative Writing		22
6	AEC	Select Any One: 1. Personality Development and Corporate Skills 2. Public Speaking	2	24 25
7	VAC 3 (IKS)	Indian Entrepreneurs & Industrial Management	2	26
			22	

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 3**TITLE OF THE COURSE: FINANCIAL MANAGEMENT**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
1	BBA23MJ301	MAJOR 5	4	60	Nil	50	50	100

Objectives:

- The course aims to familiarize the learners with the principles and practices of financial management.

Learning Outcomes:

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

1. Conceptualize Financial Management and identify objectives of Financial Management
2. Apply techniques of compounding and discounting for taking financial decisions
3. Understand the dynamics of changing role of Finance manager
4. Use capital budgeting methods to evaluate long term investment projects
5. Estimate working capital requirements of a business firm
6. Compare and contrast different sources of fund based on cost of capital
7. Measure cost of different sources of fund and understand their implications
8. To design optimum capital structure using EBIT and EPS analysis.

Pedagogy:

Classroom Lectures, Problem Solving Exercises, Case Studies

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO FINANCIAL MANAGEMENT	
Meaning, Definitions, Functions/Scope (Traditional v/s Modern approach), Objectives of Financial Management- Profit Maximization and Wealth Maximization, Emerging role of Finance Manager, Time Value of Money: Concept; Compounding and discounting techniques; concepts of annuity and perpetuity	12
UNIT NO. 2 : LONG TERM INVESTMENT DECISIONS	
Meaning, significance and process of Capital Budgeting Evaluation Techniques – Average Rate of Return Method, Pay Back Method, Net Present Value Method, Internal Rate of Return Method, Terminal Value Method, Profitability Index Method (including merits, demerits and practical problems)	12
UNIT NO. 3 : WORKING CAPITAL MANAGEMENT	
Meaning and concepts of working capital, need for working capital (including operating cycle concept), Factors determining working capital, Estimation of working capital; Financing of working capital, A brief idea on Inventory Management, Cash Management and Inventory Management (only concept and objectives/ significance)	12
UNIT NO. 4 : SOURCES OF FINANCE AND COST OF CAPITAL	
Sources of Finance: Equity Shares, Preference Shares, Debenture, Term Loans, Retained earnings. Bridge finance, Venture Capital Financing – Lease Finance; comparative analysis of sources of finance Cost of Capital: Meaning and concepts, Measurement of cost of capital – cost of debt, cost of preference shares, cost of equity shares, cost of retained earnings, overall cost of capital (WACC)	12
UNIT NO. 5 : CAPITAL STRUCTURE AND LEVERAGE	
Concept of financial structure and capital structure, types/patterns, ideal capital structure, determinants of capital structure	12

Leverage: Concept of leverage, Operating Leverage, Financial Leverage (Simple problems should be asked)	
Total Lectures/Hours	60
Skill Development Activities: Seminars, group discussions, projects, group exercises on practical applications of the concepts of Finance	

Suggested Readings:

1. Financial Management: Khan & Jain, Tata McGraw Hill Publishing Co.
2. Financial Management: I M Pandey, Vikas Publishing House, New Delhi.
3. Fundamentals of Financial Management: Prasanna Chandra, Tata Mc Graw Hills
4. Financial Management: S N Maheshwari, Sultan Chand & Sons, New Delhi
5. Financial Management: Ravi Kishor, Taxmann's Allied Services Pvt. Ltd. Delhi
6. Financial Management: Pratapsinh Chauhan, Shanti Prakashan, Ahmedabad
7. Financial Management: S. Bhatt, Excel Books
8. Basic Financial Management: Saha, Tapas Rajan, World Press.
9. Fundamentals of Financial Management: Bhabatosh Banerjee, Prentice Hall
10. Essentials of Financial Management: George E Picha, Haper & Row
11. Financial Management and Policy: James Van Horne, Prentice Hall of India

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

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 3**TITLE OF THE COURSE: HUMAN RESOURCE MANAGEMENT**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
2	BBA23MJ302	MAJOR 6	4	60	Nil	50	50	100

Objectives:

- To acquaint learners with the techniques and principles to manage human resources of an organisation.

Learning Outcomes:

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

1. Understand the basic concepts of Human Resource Management.
2. Be aware of the emerging issues in the field of Human Resource Management
3. Plan manpower requirements based on job analysis
4. Prepare job descriptions
5. Identify training needs
6. Design training programmes
7. Evaluate jobs and price them
8. Understand concept and design various methods of performance appraisal
9. Identify a suitable method of performance appraisal.

Pedagogy: Theory, Exercise.

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO HRM	
Introduction to HRM and HRD, Functions of HRM, Characteristics & Importance/ Significance of HRM. HR Policy, HR Accounting Changing environment of HRM	12
UNIT NO. 2 : ACQUIRING THE HUMAN RESOURCES	
HR Planning –Concept, Process, and Importance. Job Analysis – Concept, Job Description, Job Specification, Job design. Recruiting Employees-Developing Job Descriptions, Advertising Job Openings, Establishing Hiring Criteria Hiring Employees-Reviewing Resumes, Preparing Interview Questions, Testing Job Applicants Placement & Induction	12
UNIT NO. 3 : TRAINING & DEVELOPMENT	
Concept, scope, importance, objectives and assessment of training., Process of Training–Steps in Training, Identification of Job Competencies, Career development–Career development cycle, Succession planning.	12
UNIT NO. 4 : COMPENSATION	
Concept of Wage and Salary, Factors affecting it, job evaluation –concept and methods types of compensation plans	12
UNIT NO. 5 : PERFORMANCE APPRAISAL	
Meaning and Concept, Importance, Traditional and Modern Methods of Appraisal, ethical approaches in performance appraisal, online appraisals	12
Total Lectures/Hours	60
Skill Development Activities: Practical Applications.	

- Case studies from Human Resource Management (Text & Cases) latest edition (or 8th Edition) Tata McGraw Hill.
- Case studies from Personnel Management (Text & Cases) latest edition, Himalaya Publication House

Suggested Readings:

1. A Handbook of Human Resource Management, Micheal Armstrong, Kogan Page India
2. Essentials of Human Resource Management and Industrial Relations, Text, Cases and Games, P. Subba Rao, Himalaya Publishing House
3. Human Resource Management (Text & Cases) latest edition (or 8th Edition) Tata McGraw Hill.
4. Human Resource Management, John M. Ivancevich, Sp. Indian Ed, The Mac Graw Hill Company
5. Human Resource Management, L.M. Prasad, Sultanchand and Sons
6. Human Resource Management, P.Subba Rao, Himalaya Publishing House
7. Human Resource Management, Shashi.K. Gupta and Rosy Doshi, Kalyani Publishers
8. Human Resource Managemen text and cases, V.S.P rao, 3rd ed; Excel Books
9. Personnel Management (Text & Cases) latest edition, Himalaya Publication House.

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

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 3**TITLE OF THE COURSE: MARKETING MANAGEMENT**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
3	BBA23MJ303	MAJOR 7	4	60	Nil	50	50	100

Objectives:

- The course aims to provide basic knowledge of concepts, principles, tools and techniques of marketing and to provide knowledge about various developments in the marketing.

Learning Outcomes:

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

1. Understand the fundamental concepts and principles of marketing and the contribution of marketing to the business enterprise.
2. Describe major bases for segmenting consumer markets; define and be able to apply market segmentation, target marketing and market positioning.
3. Describe the major types of consumers buying behaviour, the stages in the buyer decision process. Understand how firms' marketing strategies evolve and adapt to match consumer behaviour and perceptions.
4. Illustrate how the trade system, economic, political-legal and cultural environments affect a company's marketing decisions.
5. Product (e.g., classification of products and services), the stage in the product life cycle and the competitive environment; Describe the steps in the new-product development (NPD) process.
6. Identify the costs and benefits of marketing channels; discuss the firms and the functions involved in typical channels. And the types of channel members involved and their functions.
7. Understand the various costs involved in pricing products and study the factors involved in the process of forming pricing strategies.
8. Identify the roles of advertising, sales promotion, public relations, personal selling and direct marketing in the promotion mix.
9. The topics in the course should be discussed in relations to real marketing practices within and outside India.

Pedagogy: Lectures, Case Studies, Student Discussions and interactions

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO MARKETING MANAGEMENT	
Concept, meaning, nature and Importance of marketing management. Core concepts of Modern Marketing, Concepts of marketing Exchange, product, production, selling, marketing and societal marketing concepts. Difference between marketing-selling- societal marketing concept, Brief idea of Marketing Mix.	12
UNIT NO. 2 : STP – SEGMENTATION, TARGETING AND POSITIONING	
Market segmentation – Concept, significance and bases for segmenting consumer market (consumer characteristics and product characteristics approach). Market targeting – concept and strategies of targeting. Positioning – concept, process.	12
UNIT NO. 3 : CONSUMER BEHAVIOUR AND MARKETING ENVIRONMENT	
Consumer Behaviour: Concept, Importance, Factors affecting consumer behaviour (Cultural, Social, personal and psychological factors), Buying decision process – meaning, stages Marketing Environment – Concept, Internal and External factors	12



UNIT NO. 4 : PRODUCT AND DISTRIBUTION DECISIONS	
Product – concept, Product Mix –product line, New Product development – Concept, Process, Product Life cycle – concept and strategies	12
Physical distribution – concept and importance, Channel of distribution – concept, types and factors, Middlemen – types and services provided by middlemen.	
UNIT NO. 5 : PRICING AND PROMOTION DECISIONS	
Pricing – Concept of pricing, objectives and factors affecting pricing, price setting methods	12
Promotion – concept, factors affecting promotion decision, Brief idea of Advertising, Personal selling, Sales Promotion, Publicity and Public Relation. (Concept and Features)	
Total Lectures/Hours	60
Skill Development Activities: Case Studies, Role Plays, Analyzing Company Strategies, Expert Talks, Seeing Videos on Recent Developments	

Suggested Readings:

1. R. B. Rudani, Basics of Marketing Management, S. Chand & Company, New Delhi, 2015
2. Philip Kotler, Kevin Lane Keller, Abraham Koshy, and MithileshwarJha, Marketing Management, 14th edition, Person education, New Delhi, 2012
3. S.A. Sherlekar, Marketing Management, Himalaya Publishing House, Mumbai, India, 2009
4. V. S. Ramaswamy and S. Namakumari, Marketing Management, Global Perspective Indian Context, 4th Edition, Macmillan Publishers India Ltd, New Delhi, 2010
5. John Quelch, and Kasturi Rangan, Marketing Management: Text and Cases, Tata McGraw-Hill, New Delhi, 2005
6. Internet Sources
7. R. Shrinivasan, Case studies in Marketing, The Indian Context, PHI Learning, Private Limited, New Delhi, 2012

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

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 3**TITLE OF THE COURSE: STATISTICS FOR BUSINESS DECISION MAKING**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
4	BBA23MD301	MDC 3	4	60	Nil	50	50	100

Objectives:

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

Learning Outcomes:

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

1. To clear the Fundamental of Statistics
2. Improve Logical Abilities
3. To develop Research Aptitude

Pedagogy: Theory, Exercise

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : STATISTICAL DECISION THEORY	
Introduction, meaning and scope Essential steps for Decision making Components of decision theory Decision Making without probabilities - Maximax , Minimax, Hurwicz, Laplace, Maximin Regret Criteria Decision Making with probability - EMV, EOL, EVPI Examples	12
UNIT NO. 2 : STATISTICAL QUALITY CONTROL - 1	
Introduction Advantages of SQC Causes of Variations in Quality Control Types of Variations Control Charts - Variable Charts (Mean and Range) Examples	12
UNIT NO. 3 : STATISTICAL QUALITY CONTROL – 2	
Introduction for Charts for Attributes Charts for Attributes p – Charts np – Charts C – Charts Examples	12
UNIT NO. 4 : BUSINESS FORECASTING	
Introduction Methods for forecasting 1. Moving Average Method 2. Least Square method - Linear Equation - Second degree parabola Examples	12



UNIT NO. 5 : EXPONENTS AND SURDS	
Introduction Population survey and Sample Survey Characteristic of a good sample Advantages of Sampling Methods of Sampling <ol style="list-style-type: none"> 1. Simple Random Sampling 2. Stratified Random Sampling 1. Systematic Random Sampling 	12
Total Lectures/Hours	60
Skill Development Activities: Practical Applications.	

Suggested Readings:

1. Fundamental of Mathematics and Statistics by V.K. Kapoor and S.C. Gupta – Sultan & Chand
2. Fundamentals of Statistics by S. P. Gupta - Sultan & Chand
3. Elements of Statistics by Elhance

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

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 3**TITLE OF THE COURSE: BUSINESS START -UP & INNOVATION**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
5	BBA23SE301	SEC 3	2	30	Nil	25	25	50

Objectives:

- The course aims to familiarize the learners with development of business start-up & innovation and its management.

Learning Outcomes:

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

1. Develop a start-up Enterprise with Big Idea Generation.
2. Analyze start-up capital requirement by analyzing legal factors.
3. Interpret feasibility Analysis towards funding issues.
4. Access growth stages in new venture and reasons for scaling ventures.
5. Evaluate financial stability and decide on expansion possibilities and deliver effective presentations using presentation software such as Microsoft Power-point.

Pedagogy:

- Theory, Exercise.

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : START-UP OPPORTUNITIES & STARTUP CAPITAL REQUIREMENTS	
Meaning of Start-Up-Generate Ideas with Brainstorming- Business Start-up – Venture Choices - The Six Forces of Change- Identifying Startup capital Resource requirements -Positioning the venture in the value chain	12
UNIT NO. 2 : START-UP SURVIVAL & GROWTH	
Feasibility Analysis – Funding: Funding with Equity – Financing with Debt- Funding startups with bootstrapping- crowd funding- strategic alliances. Stages of growth in a new venture- Growing with the market - Growing within the industry-Reasons for new venture failures.	12
UNIT NO. 3 : BUSINESS INNOVATION	
Meaning, Types of innovations, features, and need. Latest innovations in manufacturing and service sectors.	6
Total Lectures/Hours	30
Skill Development Activities: Project on Business Start-up	

Suggested Readings:

1. Kathleen R Allen, Launching New Ventures, An Entrepreneurial Approach, Cengage Learning, 2016.
2. Anjan Raichaudhuri, Managing New Ventures Concepts and Cases, Prentice Hall International, 2010.
3. S. R. Bhowmik & M. Bhowmik, Entrepreneurship, New Age International, 2007.
4. Steven Fisher, Ja-nae' Duane, The Startup Equation -A Visual Guidebook for Building Your Startup, Indian Edition, Mc Graw Hill Education India Pvt. Ltd, 2016.
5. Donald F Kuratko, Jeffrey S. Hornsby, New Venture Management: The Entrepreneur's Road Map, 2e, Routledge, 2017.
6. Vijay Sathe, Corporate Entrepreneurship, 1e, Cambridge, 2009

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



BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 3**TITLE OF THE COURSE: TALLY ERP**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
5	BBA23SE302	SEC 3	1+1 = 2	15	30	25	25	50

Objectives:

- To develop clear understanding about computerized accounting system.
- To equip students to design computerized accounting system using Tally.
- To make students capable to create company, enter accounting voucher entries including advance voucher entries, reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software.

Learning Outcomes:

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

1. To understand accounting System
2. To understand installation of ERP
3. Inventory Monitoring and Control.

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 : BASICS OF ACCOUNTING AND TALLY ERP 9	
<ul style="list-style-type: none"> - Introduction - Types of Accounts - Accounting Principles - Mode of Accounting - Rules of Accounting - Double – entry system of bookkeeping - Installation of Tally ERP 9 - Creation of Company in Tally ERP 9 - Company Features - Configuration 	5 + 5
UNIT NO. 2 : ACCOUNTING MASTERS & INVENTORY MASTERS IN TALLY ERP 9	
<ul style="list-style-type: none"> - Ledger - Multiple Ledgers - Stock Groups - Stock Categories - Stock Items - Godown creation - Units of Measurement - Practical Examples 	5 + 10
UNIT NO. 3 : ACCOUNTING AND INVENTORY VOUCHERS IN TALLY ERP 9	
Accounting Voucher Types (Purchase, Sales, Receipt, Payment, Contra, Debit Note, Credit Note, Journal) Inventory Voucher Types (Stock Journal, Physical Stock, Material In, Material Out, Rejection In, Rejection Out) Generation of Reports (Profit and Loss Account, Balance Sheet, Stock Summary, Day	5 + 15



Book)	
Total Lectures/Hours	15+30 = 45
PRACTICAL	30
Skill Development Activities: - Practical Applications	

Suggested Readings:

1. TDS Reference Manual of Tally 9
2. Tally Education Pvt. Ltd., "Official Guide to Financial Accounting Using Tally. ERP9 with GST", BPB publications.

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

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 3**TITLE OF THE COURSE: CREATIVE WRITING**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
5	BBA23SE303	SEC 3	2	30	Nil	25	25	50

Objectives:

- The course aims to inculcate practical skills in students by mapping their creative talent which beneficial for employability too.

Learning Outcomes:

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

1. After studying this course, students will be able to be sensitive to the texture of literary language.
2. After studying this course, students will be able to develop craft in creative writing.
3. After studying this course, students will be able to develop sense of expressing themselves through poetry/short story/biography.
4. After studying this course, students will be able to induce an understanding of the relationship between an individual and society.
5. After studying this course, students will be able to get into different fields and pursue versatile career opportunities.
6. After studying this course, students will be able to develop an understanding of theatre and performance through drama will also help them to develop observatory and behavioural skills.
7. After studying this course, students will be able to develop a critical thought process and a knack in putting it in words. Students may also utilize the learnings or proofreading and editing for their academic and professional growth.
8. After studying this course, students will be able to go for publishing their own work,
9. After studying this course, students will be able to write to write a book and submit to professional bodies & academic organisations.

Pedagogy:

- Theory, Exercise.

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO CREATIVE WRITING	
<ul style="list-style-type: none"> - Introduction to Creative Writing – Meaning, Importance - Imagination & Writing – Peer-interaction, Activities on Imagination. - Tropes, Motifs and Figures – Learning troops, motifs and figures through videos, Discussion on the findings - Craft of Writing – Figure of Speech, Word Play, Character Creation - Character Creation – Dialogue Enaction, Learning Characters through discussion on famous writings, Character Analysis, writing activities on creating different types of characters (gender/social background/ethnicity etc.) 	12
UNIT NO. 2 : CLOSE READING	
<ul style="list-style-type: none"> - Close Reading - Analysis and Interpretation – Reading different works in Literature, Discussion in small groups, Practice Writing Session - Proofreading & Editing – Practice sessions on Proofreading & Editing of different types of writing 	06
UNIT NO. 3 ELEMENTS & TYPES OF CREATIVE WRITING	
<ul style="list-style-type: none"> - Steps of Creative Writing – Pre-Writing, Post Writing/Final Draft - Types of Creative Writing – Poetry, Fiction, Non-Fiction (Life Narratives), 	12



<p>Drama</p> <ul style="list-style-type: none"> - Creative Writing & Media – Film Review, Book Review, Other Writings in Media Submission, Publication - Learning to write Poetry – Reading & understanding Poetry; Practicing tone, rhyme, metre, verses; Writing sessions - Learning to write Fiction – Reading & Understanding Fiction; Practicing different elements of fiction (Short story, Novella, Novel); Writing sessions - Learning to write Non-Fiction – Reading & understanding Non-Fiction (Biographies & Autobiographies); Practicing different elements of non – fiction; Writing session - Learning to write Drama – Reading & understanding Drama; Practicing different elements (plot, character, climax, verbal & non – verbal cues) of Drama; Writing sessions - Submission & Publication (in Print & Digital) – Discussion over how & where to submit and publish (online/offline), Hand – on – activities 	
Total Lectures/Hours	30
Skill Development Activities: Practical application of creative writing in business and industry.	

Suggested Readings:

1. Creative Writing: A Beginners’ Manual by Anjana Neira Dev et al. for The Department of English, University of Delhi (New Delhi: Pearson, 2008).
2. Creative Business Writing by Ashan Hampton, Lulu Press
3. Communication Skills by Meenakshi Raman and Sangeeta Sharma, Oxford Uni. Press, 2009
4. Technical Communication: Principles and Practice by Meenakshi Raman and Sangeeta Sharma, Oxford Uni. Press, 2009
5. Business Communication: Basic Concepts and Skills; by J. P. Parikh et. al.; Orient BlackSwan.
6. Business Communication; by Rajesh Vishwanathan; Himalaya Publishers

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

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 3**TITLE OF THE COURSE: PERSONALITY DEVELOPMENT AND CORPORATE SKILLS**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
6	BBA23AE301	AEC 3	2	30	-	25	25	50

Learning Outcomes:

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

Unit 1: English & Soft skills

1. Understanding how to work in team and managing teamwork
2. Knowing Emotional Intelligence skills and its application
3. Understanding and improving problem solving skills

Unit 2 : Grammar, Tense, Voice

1. Demonstrate a comprehensive understanding of the future tense in both active and passive voice
2. Apply appropriate grammar rules to construct grammatically correct sentences in the future tense
3. Understanding verbal analogy

Unit 3: Statement of the purpose

1. The SOP is your platform to have the admissions committees gain a deeper understanding of who you are, your motivations, experiences, ambitions, and how well these align with the objectives of the academic institution

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

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : TEXT: 'ENGLISH AND SOFT SKILLS'- BY S.P DHANAVEL, PUBLICATION: -ORIENT BLACK SWAN ISBN:- 978-81-250-3980-8	
English & Soft Skills by SP Dhanavel – Following Chapters <ul style="list-style-type: none"> • Teamwork Skills • Emotional Intelligence Skills • Problem- Solving Skills 	6
UNIT NO. 2 : TENSE, VOICE AND VERBAL ANALOGY (ONLY FROM THE GIVEN APPENDIX I)	
Tense and Voice (Future Tense) <ul style="list-style-type: none"> • Future Tense: Usage and forms (simple future, future continuous, future perfect, future perfect continuous) • Active and Passive Voice in the future tense Appendix I	12
UNIT NO. 3 : STATEMENT OF THE PURPOSE	
	12
Total Lectures/Hours	30
Skill Development Activities: Practical Application	

Suggested Readings:

1. 'English and soft skills'- By S P Dhanavel, Publication: - Orient Black Swan ISBN:- 978-81-250-3980-8
2. Business Communication- Pal and Suri, Sultan chand & sons, Delhi

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



BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 3**TITLE OF THE COURSE: PUBLIC SPEAKING**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
6	BBA23AE302	AEC 3	2	30	-	25	25	50

Learning Outcomes:

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

- This course aims at equipping the students with all the communicative skills which are useful on various business occasions like general meetings, group meetings, shareholder meetings etc. The students will get in depth knowledge of functions and objectives of public speaking.

Pedagogy: Theory, Exercise.

PARTICULAR	NO. OF LECTURES	
UNIT NO. 1 : DIFFERENCE BETWEEN FORMAL TALK AND PUBLIC SPEAKING		
<ul style="list-style-type: none"> - Various objectives of public speaking - How to prepare for a public speech - Importance to know your audience - Public speaking anxiety and tricks to remove it - Etiquette and Mannerism in Public Speaking - Rehearsals 	12	
UNIT NO. 2 : CHARACTERISTICS OF AN EFFECTIVE PUBLIC SPEECH		
<ul style="list-style-type: none"> - Quality of content - Selection of words - Pitch and tone of voice - Repetition and stress on key aspects - Confidence - Humour - Passion and eagerness - Conciseness - Be yourself 	12	
UNIT NO. 3 : ADDRESSING A BUSINESS MEETING		
<ul style="list-style-type: none"> - Know the objectives - Courtesy - Active listening - Using body language - Significance of gestures - Keep it professional 	06	
Total Lectures/Hours		30
Skill Development Activities: Practical Application		

Suggested Readings:

1. The Art of Public Speaking by Dale Carnegie
2. Business Communication by N.Gupta, K.Jain, P. mahajan
3. Business Communication by Dr. Ramesh Kulk

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



BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 3**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	BBA23VA301	VAC 3	2	30	-	25	25	50

Objectives:

- To make the students familiar with the pioneer Indian Entrepreneurs and learn meaningful lessons from their struggle and success
- To provide significant insights for current industrial management and overcoming its challenges.

Learning Outcomes:

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

1. After completion of the course, learners will be able to:
2. Gain an expansive and deep appreciation of entrepreneurship
3. Understand the role of entrepreneurs in the economy
4. Know history of Indian entrepreneurs in pre and post-independence era
5. Know various government schemes for entrepreneurship development.

Pedagogy:

Theory, Exercise etc.

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : FUNDAMENTALS OF ENTREPRENEURSHIP AND PRE INDEPENDENCE INDIAN ENTREPRENEURS	
<ul style="list-style-type: none"> - Brief concept of entrepreneurship - Meaning and definition of entrepreneurs - Traits of good entrepreneurs - Types and functions of entrepreneurs Struggle and success story of pre independence Indian entrepreneurs <ul style="list-style-type: none"> - Shri Jamsetji Tata - Shri Ghanshyam Das Birla - Shri Ardeshir Godrej 	12
UNIT NO. 2 : GROWTH OF ENTREPRENEURSHIP IN INDIA AND POST-INDEPENDENCE INDIAN ENTREPRENEURS	
<ul style="list-style-type: none"> - Current and emerging scenario of entrepreneurship in India - Government schemes for women entrepreneurs Struggle and success story of pre independence Indian entrepreneurs <ul style="list-style-type: none"> - Shri Ratan Tata - Shri Dhirubhai Ambani - Shri Narayana Murthy Eminent women entrepreneurs <ul style="list-style-type: none"> - Kiran Mazumdar-Shaw - Aditi Gupta - Falguni Nayar 	12
UNIT NO. 3 : INDUSTRIAL MANAGEMENT	
<ul style="list-style-type: none"> - Idea Generation, Screening, Selection and Managing Resources - Leading and building the team in an enterprise - Forms of Ownership - Managing growth, expansion and winding up of business 	06
Total Lectures/Hours	30
PRACTICAL	
Skill Development Activities:	
<ul style="list-style-type: none"> - Practical Applications in Life. 	



Suggested Readings:

1. Management and Entrepreneurship Development- By G.S. Sudha, Indus Valley Publication.
2. Management of Small-scale industry- By Dr. Vasant Desai, Himalayan Publishing House.
3. Dynamics of Entrepreneurial Development and Management- By Dr. Vasant Desai, Himalayan Publishing House.
4. Venture Capital-The Indian Experience- By J. M. Pandey, Prentice Hall of India Publication.
5. Fundamental of Entrepreneurship- By S. K. Mohanty, Prentice Hall of India Publication.
6. Entrepreneurial Development- By S.S. Khanna, Sultan Chanda Publication.

WEBSITES:

1. www.ediindia.org
2. <https://em.iith.ac.in> (Department of Entrepreneurship and management, IIT Hyderabad)
3. <https://old.mu.ac.in> (Mumbai University)
4. <https://CCSUniversity.ac.in> (Chaudhari Charan singh University, Meerut)
5. SWAYAM Portal – Entrepreneurship by Prof. C.Bhaktavastala Rao, IIT Madras
6. SWAYAM Portal – Management: Entrepreneur Development by Prof. Dr. Nilam Panchal



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).

CURRICULUM

For

B.B.A.

Semester – 4

(With effective from Nov/Dec - 2024)



Level 5: B.B.A. Semester III & IV (Diploma in Business Administration)

B.B.A. Semester - IV				
Sr. No	Course Category	Course Title	Credit	Page No.
1	Major/Core	Advertising & Brand Management	4	31
2	Major/Core	Banking and Finance	4	33
3	Major/Core	Organizational Behaviour	4	35
4	Minor	Economics for Decision Making	4	37
5	SEC	Entrepreneurship Development	2	39
6	AEC	Select Any One	2	41 43 45
		1. Managerial Communication		
		2. French		
7	VAC	3. Life Skill	2	47 49 51
		1. Sports & Fitness		
		2. Ayurveda & Nutrition		
		3. NSS / NCC	2	
			22	

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 4**TITLE OF THE COURSE: ADVERTISING AND BRAND MANAGEMENT**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
1	BBA23MJ401	MAJOR 8	4	60	Nil	50	50	100

Objectives:

- To understand the importance of advertising process as key decision area for effective management decisions.
- To increase students' understanding of important issues in planning and executing advertising campaigns.

Learning Outcomes:

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

1. Demonstrate an understanding of the overall role advertising plays in the business world.
2. Demonstrate an understanding of advertising strategies and budgets.
3. Identify and understand the various advertising media.
4. Demonstrate an understanding of how an advertising agency operates.
5. Demonstrate knowledge of the nature and processes of branding and brand management.
6. Identify brand opportunities and determine a brand strategy to best position the brand and achieve the goals.
7. Describe and implement the key components in brand planning.
8. Describe the process and methods of brand management, including how to establish brand identity and build brand equity.
9. Understand and analyzes the Brand Portfolio of the companies.
10. They will be able to map out areas where the firms need brand extension.
11. Develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing brands..

Pedagogy:

Lectures, Case Studies, Student Discussions and interactions

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO ADVERTISING	
Advertising – Concept and importance, Five ‘M’s of advertising, Ad Copy, Advertising media – types and scheduling, Types of Advertising message.	12
UNIT NO. 2 : MANAGING ADVERTISING FUNCTIONS	
Measuring advertising effectiveness – methods, Functioning of Ad Agencies – concept and functions. Advertising budget – methods and factors affecting, Social issues of Advertising.	12
UNIT NO. 3 : MODERN ADVERTISING PRACTICES	
Digital Advertising – Concept and types (Social Media ads, Paid Search Ads, native Ads, Display Ads). Search Engine Optimization – Introduction to Google Ad words, techniques for creating effective digital ads. Content Blogging – Content Marketing Definition, Overview of various content types, Influencer Marketing – Understanding influencer Marketing, Role of influencer in Driving Sales growth.	12



UNIT NO. 4 : INTRODUCTION TO BRAND MANAGEMENT	
Branding – Definitions and concepts, challenges and opportunities, Strategic Brand Management Process, Types of Branding strategies, Concepts of Brand Hierarchy, Brand Personality.	12
UNIT NO. 5 : MAJOR BRANDING DECISIONS AND STRATEGIES	
Concept of Brand Equity, Brand Value, Brand Leverage – Extension, Brand Matrix, Brand Architecture (Breadth and depth of Strategies), Brand Performance, Corporate Branding, Importance of Word of Mouth in Branding.	12
Total Lectures/Hours	60
Skill Development Activities: Case Studies, Role Plays, Analyzing Company Strategies, Expert Talks, Seeing Videos on Recent Developments	

Suggested Readings:

1. Aaker, David, “Managing Brand Equity”, Prentice Hall of India, New Delhi, (2002).
2. S. H.H. Kazmi, “Advertising and sales promotion”, Excel Books, New Delhi, 2010.
3. Belch, G. E. & Belch, M. A., “Advertising and Promotion”, Tata McGraw Hill, (2001).
4. Chunawalla S.A., “Foundations of Advertising”, Himalaya Publishing House, New Delhi, 2010.
5. Gupta S.L., “Brand Management”, Himalaya Publishing House, New Delhi, 2010.
6. Keller K. L., Strategic Brand Management, 2ndEdition, Pearson Education, 2003.
7. Kumar, Ramesh “Managing Indian Brands”, Vikas Publishing House, Delhi, 2004.

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

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 4**TITLE OF THE COURSE: BANKING & FINANCE**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
2	BBA23MJ402	MAJOR 9	4	60	Nil	50	50	100

Objectives:

- The objective of the course is to give in-depth knowledge of banking and finance to the students with practical inputs.

Learning Outcomes:

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

1. Classify banks and explain their functions
2. Understand banker customer relationship
3. Differentiate retail and wholesale banking
4. Elaborate the mechanism of deposits and lending by banks
5. Acquire legal perspective of banking operations and transactions
6. Acquaint with the use and application of technology in banking sector
7. Develop a detailed understanding about retail banking sector, its contribution in the growth of economy and its future in India

Pedagogy:

Class lectures, application-based exercises, demonstrations.

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO BANKING AND FINANCE AGERS	
Overview of Indian Financial System. Overview of Banking – concept, types, functions. Banking operations and services, banker – customer relationship, Retail and wholesale banking	12
UNIT NO. 2 : DEPOSITS AND LENDING	
Types of bank deposits/accounts, process to open and close bank account, KYC norms, loans and advances, principles of lending, credit creation and balance sheet of a bank.	12
UNIT NO. 3 : BANKING REGULATIONS AND COMPLIANCE	
Banking Laws and Regulations – The Banking Regulation Act, 1949, Banking Ombudsman Scheme, Corporate governance in banking sector, Ethical Practices in Banking, RBI as a regulatory body	12
UNIT NO. 4 : TECHNOLOGY IN BANKING	
Fintech applications in banking, Digital Banking – concept and tools, Cybersecurity in Banking	12
UNIT NO. 5 : RETAIL BANKING IN INDIA	
Evolution of retail banking in India, Importance of retail banking in Indian Economy, Retail banking and financial inclusion, Latest developments in retail banking sector in India, Challenges in the field of retail banking, Future of retail banking in India, case studies on retail banking products and their suitability for different categories of customers.	12
Total Lectures/Hours	60
Skill Development Activities: Seminars, Field Projects, Role Plays, Case Studies	

Suggested Readings:

1. Banking Theory and Practice by Dr. P. K. Srivastava, Himalaya Publishing House
2. Banking Principles and Operations by M N Gopinath, Snow White Publishers
3. Principles and Practices of Banking by IIBF, Macmillan Publications
4. Banking and Financial System by B. Santhanam, Margham Publication
5. Financial Technology (FinTech) and Digital Banking in India by Jaspal Singh, New Century Publications
6. Retail Banking: Products and Services – A Detailed Guide by Dr. Prafulla Ranjan, Rakesh Kumar, Dr. Manoj Kumar and Santosh Chandra, Adhyyan Books.

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

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 4**TITLE OF THE COURSE: ORGANIZATIONAL BEHAVIOR**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
3	BBA23MJ403	MAJOR 10	4	60	Nil	50	50	100

Objectives:

- This course is designed to equip the students with the tools necessary to understanding the dynamics of individual and group behaviour for efficient and effective utilization of human resources in the organizations.

Learning Outcomes:

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

1. Acquire basic knowledge of Organisational Behaviour (OB).
2. Improves understanding, reasoning, predicting, and controlling human Behaviour.
3. Resolve real-world problems and issues related to employee motivation
4. Form work groups / teams and understand their behaviour
5. Adopt an appropriate leadership style
6. Resolve conflicts Effectively using varied techniques as per the situation
7. Manage stress

Pedagogy:

Theory, Exercise.

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO ORGANIZATIONAL BEHAVIOR (OB)	
<ul style="list-style-type: none"> - Meaning and Concept of OB, Characteristics, Importance, Limitations - Disciplines involved in the study of OB - Application of OB in Management fields - Positive OB – Meaning and Components - Importance of POB - International OB- Meaning - Importance and Challenges in IOB 	12
UNIT NO. 2 : DYNAMICS OF INDIVIDUAL BEHAVIOUR	
<ul style="list-style-type: none"> - Components of Individual Behaviour - Perception- Meaning and Process - Learning – Meaning, Characteristics - Attitude- Meaning, Characteristics, Types of attitudes - Personality- Meaning, Determinants of Personality - Types of Personality - Values – Concept and Types 	12
UNIT NO. 3 : GROUP AND TEAM DYNAMICS	
Group: Concept, Nature, Types of Groups, Need for Group Formation Group Development: Concept, Stages Group Dynamics: Determinants of Group Behaviour Team: Concept, Nature, Types, Benefits, Group v/s Team, Team Handling Issues, Ways to make Effective Team Work. team based work(TBW)	12
UNIT NO. 4 : LEADERSHIP AND MOTIVATION	
Leadership: <ul style="list-style-type: none"> - Meaning, types of leaders, Qualities of Leader. Motivational Theories:	12



- Maslow's Hierarchy of Needs - Herzberg's two Factor theory - McGregor's theory X and Y	
UNIT NO. 5 : STRESS MANAGEMENT	
- Meaning, Types of Stress, Sources/Causes of Stress - Consequences of Work Stress - Conflict, Types of Conflicts, Levels of Conflict - Conflict Resolution - Organizational Development—Meaning, Need, Benefits and Limitations - Steps in OD	12
Total Lectures/Hours	60
Skill Development Activities: Practical Applications <ul style="list-style-type: none"> ○ Interpersonal or group activity for understanding differences in perception ○ Interpersonal activity to analyze types of personality ○ Game for understanding stages of group formation ○ Exercises, games and role plays to develop team and leadership skills ○ Games to identify sources of stress ○ Experiential activities to manage stress ○ Role Play related to Conflict resolution techniques 	

Suggested Readings:

1. A text book of Organisational Behaviour, Dr.C.B.Gupta, S.Chand and Company
2. Essentials of Organizational Behavior by Stephen Robbins, Timothy Judge, Neharika Vora J by Pearson Education
3. Management and Organisational Behaviour (Text and Cases) , by P.Subba Rao, Himalayan Books
4. Organizational Behavior Book by K. Aswathappa by Publisher: Himalaya Publishing House
5. Organizational Behavior by L.M. Prasad
6. Organisational Behaviour: Human Behavior at Work, John W Newstorm McGraw Hill Education
7. Essentials of Organisational Behaviour, T. N. Chhabra, Sun India Publications

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

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 4**TITLE OF THE COURSE: ECONOMICS FOR BUSINESS DECISIONS**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
3	BBA23MN401	MINOR 3	4	60	Nil	50	50	100

Objectives:

- To familiarize the basic concepts and theories of economics for business decisions.

Learning Outcomes:

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

1. To provide basic knowledge of principles, concepts, and tools of managerial economics.
2. To understand the application of managerial economic theories, concepts, and tools in real market conditions.
3. To develop abilities of student to take accurate decisions on basis of knowledge of principles, concepts, and tools of economics.

Pedagogy: Theory, Exercise

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO MANAGERIAL ECONOMICS & DEMAND FORECASTING	
Managerial Economics: Meaning, Definition, Nature & Scope of Managerial Economics	12
Demand Forecasting: Meaning, Objectives, Factors affecting it, Methods-Survey and Statistical Methods	
UNIT NO. 2 : PRODUCTION ANALYSIS	
Meaning of Production, Production function, Law of Variable Proportion, ISO-Quant Curve, Iso-Cost Curve, Optimum Input Output Combination, Economies & Diseconomies of Scale.	12
UNIT NO. 3 : COST ANALYSIS	
Concept of Cost of production, Concepts of Cost Accounting and Economic Cost, Variable and Fixed Cost, Opportunity Cost, Incremental and Sunk Cost, Marginal Cost.	12
UNIT NO. 4 : EQUILIBRIUM OF FIRM & BREAKEVEN ANALYSIS	
Equilibrium of Firm Equilibrium of firm under Perfect Competition, Monopoly, Oligopoly and Monopolistic Competition. Introduction to Breakeven Analysis, Breakeven Point, Breakeven Chart, Assumption and Uses.	12
UNIT NO. 5 : PRICING POLICIES & PRICE DIFFERENTIATION	
Pricing policies - Importance, Objectives, Factors affecting it, Methods and Strategies of Pricing-Cost plus pricing, going rate pricing, Skimming and Penetration pricing, Rate of return pricing, Multi Stage pricing and Peak load pricing	12
Meaning of Price Differentiation, when it becomes beneficial? Types of Differentiation Distributor's Discounts, Quantitative Discounts-Postage stamp pricing, Dual Pricing.	
Total Lectures/Hours	60
Skill Development Activities: Practical Applications.	



Suggested Readings:

1. Managerial Economics: P. L. Mehta, Sultan Chand & Sons
2. Managerial Economics: Varshney and Maheshwari, Sultan Chand & Sons,
3. Managerial Economics: DM Mithani-Himalaya Publishing House
4. Managerial Economics – Joel Dean.

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



BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 4**TITLE OF THE COURSE: ENTREPRENEURSHIP DEVELOPMENT**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
4	BBA23SE401	SEC 4	2	30	Nil	50	50	100

Objectives:

- To familiarize the participants with the concept and overview of entrepreneurship with a view to enhance entrepreneurial talent.
- The course aims to equip the learners to entrepreneurship so that they are inspired to look at entrepreneurship as a viable, lucrative, and preferred option of professional life.

Learning Outcomes:

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

1. Discern distinct entrepreneurial traits;
2. Identify the parameters to assess opportunities and constraints for new business ideas;
3. Develop a business idea by adopting systematic process;
4. Design strategies for successful implementation of ideas;
5. Create a Business Plan.

Pedagogy:

Theory, Exercise

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO ENTREPRENEURSHIP	
Concept, Meaning and Definitions, Evolution, Features & Functions, John Kao's Model of Entrepreneurship, Franchising – Concept, Features and Types	12
UNIT NO. 2 : EMERGENCE OF ENTREPRENEURIAL CLASS	
Origin and progress of entrepreneurship in India-Causes of inadequate growth of entrepreneurship-suggestions to improve growth of entrepreneurship in India, Women Entrepreneurship.	12
UNIT NO. 3 : ENTREPRENEURSHIP DEVELOPMENT PROGRAMME (EDPS)	
Meaning and Objectives and Fundamental Facts, Evaluation of EDPs, Phases of EDPs, Role, relevance and achievements of EDP, Funding support by Government	06
Total Lectures/Hours	
30	
Skill Development Activities:	
<ul style="list-style-type: none"> - Be critical thinkers who are capable of identifying business opportunities by using cutting-edge analytical tools and problem-solving skills to start new businesses and implement processes to successfully operate these businesses. - Become More Business Agile - Ability to Recognize Opportunity - Apply relevant financial principals to assess start-up capital needs. - Start a successful business. 	

Suggested Readings:

1. Fundamentals of Entrepreneurship and Small Business Management, by Vasant Desai, Himalaya Publishing House.
2. Entrepreneurship Development, Tata McGraw Hill Publishing Company Ltd.
3. Entrepreneurial Development by Dr. S.S. Khanka, S. Chand, New Delhi
4. Entrepreneurship and small business: Burns P. New Jersey: Palgrave.
5. Entrepreneurship: Hisrich R and Peters M. New Delhi: Tata McGraw Hill.



6. Entrepreneurship new venture creation: Hilt D H,. New Delhi: Prentice Hall of India.
7. Yadav, V, & Goyal, P. (2015). User innovation and entrepreneurship: case studies from rural India. Journal of Entrepreneurship & Innovation, 4(5). Retrieved from <https://link.springer.com/article/10.1186/s13731-015-0018-4>.

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



BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 4**TITLE OF THE COURSE: MANAGERIAL COMMUNICATION**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
6	BBA23AE401	AEC 4	2	30	-	25	25	50

Objectives:

- This course is designed to equip students with the essential communication skills required for effective managerial roles. Through a combination of theoretical understanding and practical application, students will explore various aspects of communication within organizational settings.

Learning Outcomes:

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

1. **Develop Proficiency in Vocabulary Building:** Students will enhance their vocabulary by learning root words, prefixes, and suffixes, and applying vocabulary enhancement techniques to improve their communication skills.
2. **Apply Narrative Techniques for Managerial Communication:** Students will analyze and apply narrative insights from texts like "How to Influence and Win People" by Dale Carnegie to understand effective communication strategies in managerial roles.
3. **Master Written Communication Skills:** Students will gain proficiency in various forms of written communication such as notices, minutes, and memos. They will understand the components of effective notices, techniques for writing clear and concise minutes, and formatting guidelines for memos.
4. **Develop Strategies for Effective Managerial Communication:** Students will explore and implement strategies for effective managerial communication, including both written and verbal communication techniques tailored to organizational settings.
5. **Enhance Practical Application Skills:** Through practical application exercises and drafting/editing exercises, students will enhance their ability to apply theoretical concepts to real-world managerial communication scenarios, thereby preparing them for effective communication in professional environments.

Pedagogy:

- Theory, Practical

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : WORD POWER MADE EASY – PART 1	
<ul style="list-style-type: none"> - Introduction to Vocabulary Building - Understanding Root Words, Prefixes, and Suffixes - Vocabulary Enhancement Techniques - Practical Application Exercises 	06
UNIT NO. 2 : NARRATIVE INSIGHTS INTO MANAGERIAL COMMUNICATION	
Text: How to Influence and Win people by Dale Carnegie (Part 1 and Part 2 Only)	12
UNIT NO. 3 : MANAGERIAL COMMUNICATION STRATEGIES: WRITTEN COMMUNICATION – NOTICE, MINUTES AND MEMOS	
<ul style="list-style-type: none"> - Understanding the Components of Effective Notices - Techniques for Writing Clear and Concise Minutes - Formatting and Content Guidelines for Memos - Drafting and Editing Exercises 	12
Total Lectures/Hours	30

Suggested Readings:

1. Word Power Made Easy by Norman Lewis
2. How to Influence and Win people by Dale Carnegie
3. Business Communication by Urmila Rai and S.M. Rai
4. Business Communication by N.Gupta, K.Jain, P. mahajan
5. Business Communication by Dr. Ramesh Kulkarni

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

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 4**TITLE OF THE COURSE: FRENCH**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
6	BBA23AE402	AEC 4	2	30	-	25	25	50

Objectives:

- The aim of the course is to help the students acquire basic and intermediate levels of communication skills of general French Language in professional usage.
- To facilitate students to develop proficiency in communication in French Language and to be globally competent

Learning Outcomes:

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

1. Basic knowledge and application of French language
2. Using articles, prepositions, gender, nouns, pronouns, interrogatives appropriately
3. Building basic Vocabulary related to Colours, numbers, family, seasons clothes etc
4. Conjugation of verbs in simple tense
5. Making short conversations for day-to-day use

Pedagogy:

- Theory, Practical

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO FRENCH LANGUAGE WITH BASIC VOCABULARY	
<ul style="list-style-type: none"> - Alphabets and their pronunciation, accents - Articles –definite, indefinite, masculine, feminine, neutral - Greetings - Numbers- 1 to 20 - Calendar and Time - Family - Colours - Clothes - Seasons - Face and Body Parts - Fruits - Vegetables - Animals - Emotions 	12
UNIT NO. 2 : GRAMMAR	
<ul style="list-style-type: none"> - Nouns - Singular and Plural - Subject Pronouns - Interrogatives – Qui and Que and Demonstrative Pronouns Ce, Cet, Cette, Ces - Present Simple Tense – Verb Etre, avoir and other irregular verbs, aller, venir, faire, prendre, comprendre , boire, pouvoir - Possessive Adjectives- masculine and feminine - Prepositions 	12
UNIT NO. 3 : SENTENCE FORMATION AND SHORT DESCRIPTIVE ESSAYS	
<ul style="list-style-type: none"> - Framing Sentences - Translating Sentences to English and to French - Introducing oneself 	06



<ul style="list-style-type: none"> - Dialogue for placing an order at restaurant - Dialogue at the railway station or booking ticket - Dialogue at the college with teacher 	
Total Lectures/Hours	30
Skill Development Activities: <ul style="list-style-type: none"> - Find the missing words in the French Phrases - Use the correct verb form - Fill in the blanks with right preposition - Put Sentences in the Correct Order - Guess the Questions to the answers 	

Suggested Readings:

1. French Grammar and Practice, Collins Easy learning
2. Regine Meriex and Yves Loiseau Connexions- Methode de Francais, Niveau
3. Sanjay.Kumar, Grammaire Francais par etapes,A1, 2022 Ed., Langers
4. Viral Thakker, Plaisirs D'Ecrire – Essays , Agendas , letters

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

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 4**TITLE OF THE COURSE : LIFE SKILLS**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
6	BBA23AE403	AEC 4	2	30	-	25	25	50

Objectives:

- To provide orientation in life skills.
- To acquaint students with the social and inter-personal skills that will enable them to cope with the constantly changing environment.
- To develop feeling of respect for work and dignity of labour in the students.

Learning Outcomes:

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

1. Awareness about basic life skills
2. Develop Professional skills like resume writing, interview skills
3. Develop team skills
4. Develop and Improve Cognitive and Non- Cognitive skills
5. Enhance social and cultural etiquette
6. Besides face-to-face lectures (theory would be limited only to 20 percent of the component and the remaining 80 per cent would be practical oriented), the focus would be primarily on blended or hybrid learning. This could include a flipped classroom approach that leverages project-based learning, demonstration, group discussion, and simulations.

Pedagogy:

- Theory, Practical

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : OVERVIEW OF BASIC LIFE SKILLS	
Introduction to Basic Life Skills, Meaning & Concept of Life Skills, Importance of Basic Life skills for Youth, Conceptual awareness of Basic Life Skills for Youth Prescribed by WHO 1. Self - Awareness, 2. Interpersonal Skills, 3. Thinking Skills	06
UNIT NO. 2 : PROFESSIONAL SKILLS- (CAREER SKILLS)	
1. Résumé Skills: Preparation and Presentation <ul style="list-style-type: none"> - Introduction of résumé and its importance - Difference between a CV, résumé and biodata - Essential components of a good résumé 2. Interview Skills: Preparation and Presentation <ul style="list-style-type: none"> - Meaning and types of interviews (F2F, telephonic, video, etc.) - Dress code, background research, do's and don'ts. - Situation, task, action, and response (STAR concept) for facing an interview. - Interview procedure (opening, listening skills, and closure). - Important questions generally asked at a job interview (open- and close-ended questions). 	12
UNIT NO. 3 : TEAM SKILLS	
1. Cognitive and Non-cognitive Skills: <ul style="list-style-type: none"> • Cognitive Skills: <ul style="list-style-type: none"> Meaning, Types of Cognitive Skills, Strategies to Develop Cognitive Skills i. Critical Thinking Skills ii. Problem-solving skill iii. Ability to Learn 	12



<ul style="list-style-type: none"> • Non-cognitive Skills: Meaning and Types of Non-cognitive Skills, Strategies to Develop Non-cognitive Skills (i. Empathy, ii. Creativity, iii. Teamwork, iv. Collaboration, v. Resilience, vi. Interpersonal Skills, vii. Perseverance, viii. Social Control, ix. Social Skill) <p>2. Listening as a Team Skill:</p> <ul style="list-style-type: none"> • Advantages of Effective Listening • Listening as a Team Member and Team Leader. Use of active listening strategies to encourage sharing of ideas (full and undivided attention, no interruptions, no prethink, use empathy, listen to tone and voice modulation, recapitulate points.). <p>3. Social and Cultural Etiquette:</p> <ul style="list-style-type: none"> • Need for Etiquette (impression, image, earn respect, appreciation) • Aspects of Social and Cultural/Corporate Etiquette in Promoting Teamwork • Importance of Time, Place, Propriety and Adaptability to Diverse Cultures 	
Total Lectures/Hours	30
Skill Development Activities:	
Practical Applications	

Suggested Readings:

1. Life Skills Education [Paperback] Dr. K. Ravikanth Rao and Dr. P. Dinakar Paperback – 1 January 2016
2. The Resume Handbook: The Definitive Guide on How to Write the Resume of a Lifetime Kindle Edition.
3. Teacher’s manual on Life Skills, Published by CBSE. <https://cbseacademic.nic.in/lifeskills/PDF/CBSE-Class-IX-Teachers-Manual-for-Life-Skills.pdf>

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

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 4**TITLE OF THE COURSE: SPORTS AND FITNESS**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
7	BBA23VA401	VAC 4	1+1 = 2	15	30	25	25	50

Objectives:

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

Learning Outcomes:

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

- Develop healthy life style practices
- Acquire well- being and physical fitness.
- Maintain physical fitness through sports activity
- Improve skills of critical thinking, creative-thinking, problem-solving, team-work leadership, co-operative behaviour and technical competencies
- Acquire knowledge of sports initiatives of the Government

Pedagogy:

- Theory, Practical, Ground activities and sports

PARTICULAR	NO. OF LECTURES	
UNIT NO. 1 : HISTORY AND BASIC CONCEPT OF SPORTS AND FITNESS		
<ul style="list-style-type: none"> - Concept of Sports and Fitness - Aims and Objectives, - Importance of Sports and Fitness - Fitness Components - Difference between Games and Sports - History of Sports - Ancient and Modern Olympics - Asian Games and Common Wealth Games 	05	
UNIT NO. 2 : CONCEPTS OF PHYSICAL FITNESS AND RULES AND TECHNIQUES OF GAMES		
<p>Concepts of Physical Fitness</p> <ul style="list-style-type: none"> - Meaning and development of strength, speed and accuracy in different physical activities - Sports Nutrition - Importance of a Balanced Diet <p>Rules and Techniques</p> <ul style="list-style-type: none"> - Basic concepts and rules of different outdoor sports - Skills development in Sports - Outdoor Adventure Activity 	05	
UNIT NO. 3 : TRENDS IN SPORTS AND FITNESS		
<ul style="list-style-type: none"> - Sports and Fitness for Personality Development - Team building through Group games - General Sports Policies - Role of Khel Mahakumbh in Gujarat to promote Sports - Careers in Sports 	05	
Total Lectures/Hours		15
PRACTICAL		
<ul style="list-style-type: none"> - Marking fields or courts on ground 	30	

<ul style="list-style-type: none"> - Group Games or Relay Race - Outdoor Games - Yoga, Aerobics and Zumba Sessions 	
<p>Skill Development Activities:</p> <ul style="list-style-type: none"> - Practicing general warm-up, stretching - Practicing cardio and respiratory fitness - Running Test - Walking, Skipping and Running - Participate in one Individual Game 	

Suggested Readings:

1. A Text book of Sports and Exercise Physiology, Swapan Kumar Dey, Jaypee Brothers Medical publishers
2. Competition Level Book of Sports and Games, Prof. Dr. A. Mahaboojan, Dr.U.Viswejan, Dr.C. Arulraj, Mr.C. Selwaraj,Ms.V. Sowmiya, Mr. R. Vijayakumar, Lakshya Publisher and Distributor
3. Exercise, Physiology, Fitness and sports Nutrition,B. Srilakshmi,V.Suganthi, G. Kalaivani Ashok, New Age International Publisher
4. Health, Education and Hygiene, B. C. Rai, Prakshan Kendra, Lucknow
5. Health and Physical education, Puri,K.Chandra, Surjeet Publication, New Delhi
6. Rules of Games and Sports, Updated Version 2024, DR. Yuwraj Shrivastava, Dr. Malkhan Singh,Mr. Sunil Kumar, KSK Publishers and Distributors
7. Sports Nutrition and Weight Management, Prof. V. Satyanarayana
8. Swasthya Shiksha Publication(2006) , Dixit Suresh, Delhi.

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

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 4**TITLE OF THE COURSE: AYURVEDA AND NUTRITION**

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
7	BBA23VA402	VAC 4	2	30	-	25	25	50

Objectives:

- To introduce the basic principles of nutrition in Ayurveda
- To link the Ayurvedic nutrition with modern dietary practices for health
- To analyse basic tenets of traditional diets and health recipes
- To understand the contemporary food habits in everyday life

Learning Outcomes:

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

- Awareness of traditional food cultures of India
- Identify changing food patterns and lifestyle over the years
- Identify basic principles of traditional diets and healthy recipes.
- Prevent health problems through diet and meal planning.

Pedagogy:

- Theory, Practical.

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO A AYURVEDIC NUTRITION	
<ul style="list-style-type: none"> - Ayurveda and Indian Food Cultures - Nutrition and Life Style changes over the years - Regional Food Transitions of India 	06
UNIT NO. 2 : BASIC PRINCIPLES OF FOOD AND NUTRITION AND AYURVEDA	
<ul style="list-style-type: none"> - Understanding rich sources of nutrients - Concept of Doshas and assessment - Ayurvedic Principles of food habits and factors determining the quality of food (Ahara Vidhi Visheshaayatana) - FSSAI regulation on Ayurvedic Ahaar 	12
UNIT NO. 3 : AYURVEDIC DIETS AND HEALTH	
<ul style="list-style-type: none"> - Principles of Diet: Aharvidhi vidhan, satavic, rajas, tamasic foods - Incompatible Food (Virudh Ahara,), Pathya, Apathya, Viprita Ahaar - Lifestyle Management with Dincharya and Ritucharya - Ayurvedic Cooking Techniques - Application of Ayurvedic Diets to stress linked food behavior - Diet and Cancer prevention 	12
Total Lectures/Hours	
30	
Skill Development Activities: Practical Applications. <ol style="list-style-type: none"> 1. Visit a local market and classify available food items into Satvic, Rajasi and Tamasic food 2. Conduct a survey of 10 households to study food consumption patterns and intake of incompatible food, Viruddha Ahara, Pathya, Apathya, Viprita Ahaar and make a presentation on the findings 3. To prepare a healthy diet chart for any one family member or oneself for healthy life 	

Suggested Readings:

1. Shetty P.S.(2002), Nutrition transition in India , public Health nutrition,5(1a)175-182



2. Rastogi S(2014) Ayurvedic Science of Food and Nutrition. ASIN: BOOHWMV094, Springer: ISBM-13:978-1461496274
3. Rastogi S (2010) Building Bridges between Ayurveda and Modern Science. IntJ Ayurveda Res1(1) :41-46
4. Preetam Sarkar, Lohith Kumar D.H.,Chanda Dhumal, Shubham Subrot Panigrahi, Ruplal Choudhary , Traditional and Ayurvedic Foods of Indian Origin , Journal of Ethnic Foods, Vol 2, Issue 3, September 2015,pgs 97-105
5. Manay,N.S. (2001): Food Facts and principles, New Age International, Chapter 1,pg:1-4
6. FrawleyD(2012) Ayurvedic Healing : A comprehensive guide .Lotus res, India.

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

B.B.A. SEMESTER – 4

Value Added Courses

COURSE TITLE: NSS (BBA23VA403) / NCC (BBA23VA404)

As per Standard Operating Procedure (SOP) of Shri Govind Guru University, Vinzol (Godhra).



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).