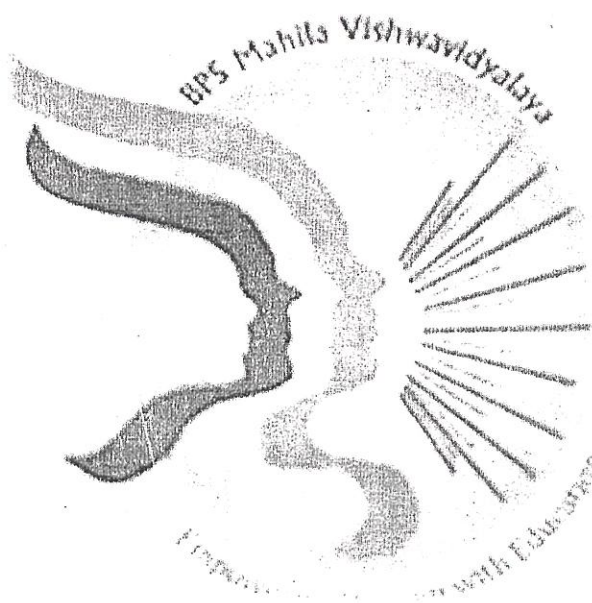


**Scheme & Syllabus**  
**of**  
**4 Year Bachelor of Business Administration (BBA)**  
**(Honours/Honours with Research) Programme**  
**(As per NEP-2020)**  
**(Interdisciplinary)**



**Department of Management Studies**  
**BHAGAT PHOOL SINGH MAHILA VISHWAVIDYALAYA**  
**KHANPUR KALAN**  
**(2024)**

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Chairperson  
Department of Management Studies  
BPS Mahila Vishwavidyalaya

  
Chairperson  
Department of Management Studies  
BPS Mahila Vishwavidyalaya

**Scheme of 4 Year Bachelor of Business Administration (BBA)**  
**(Honours/Honours with Research) Programme**  
**(Interdisciplinary)**

		First Semester								
S. No.	Course Code	Course Type	Course Title	Workload			No. of Credit	Division of Marks		
				L	P	T		Internal Marks	External Marks	Total Marks
1	B-BBA - 101	DSC	Principles of Management	3	0	1	4	30	70	100
2	B-BBA - 103	DSC	Fundamentals of Accounting	3	0	1	4	30	70	100
3	B-BBA - 105	DSC	Business Organisation	3	0	1	4	30	70	100
4	B-BBA - 107	MIC	Corporate Office Management	2	0	0	2	15	35	50
5	B-BBA-109	MDC	Management Concepts & Principles	2	0	1	3	25	50	75
6	AEC-1	AEC	Choose any one from the common pool of courses offered by the University				2			50
7	SEC-1	SEC	Choose any one from the common pool of courses offered by the University				3			75
8	VAC -1	VAC	Choose any one from the common pool of courses offered by the University				2			50
		Total Hours/Credit					24			600

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*(Signature)*

# Second Semester

S. No.	Course Code	Course Type	Course Title	Workload			No. of Credits	Division of Marks		
				L	P	T		Internal Mark	External Marks	Total Marks
1	B-BBA-101	DSC	Understanding Human Behaviour	3	0	1	4	30	70	100
2	B-BBA-102	DSC	Managerial Economics	3	0	1	4	30	70	100
3	B-BBA-106	DSC	Business Statistics-I	3	0	1	4	30	70	100
4	B-BBA-108	MIC	Management Lessons from Indian leaders	2	0	0	2	15	35	50
5	B-BBA-110	MDU	Entrepreneurship	2	0	1	3	25	50	75
6	ARC-2	ARC	Choose any one from the common pool of courses offered by the University				2			50
7	SEC-2	SEC	Choose any one from the common pool of courses offered by the University				3			75
8	VAC-2	VAC	Choose any one from the common pool of courses offered by the University				2			50
Total Hours/Credit							24			600

Students who opt to exit after completion of first year and have secured 52 credits including 4 credits of summer internship will be awarded a UG Certificate in the relevant Discipline/Subject.

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 Headperson  
 Department Of Management and Studies  
 BPS Mahila Vishwavidyalaya  
 Khunpur Kalan

Third Semester										
S r . N o	Course Code	Cou rse Typ e	Course Title	Worklo ad			No. of Credi t	Division of Marks		
				L	P	T		Inter nal Mark s	Extern al Marks	Total Marks
1	B-BBA -201	DSC	Business Environment	3	0	1	4	30	70	100
2	B-BBA -203	DSC	Financial Accounting & Auditing	3	0	1	4	30	70	100
3	B-BBA -205	DSC	Business Laws	3	0	1	4	30	70	100
4	B-BBA -207	MIC	Human Resource Management	3	0	1	4	30	70	100
5	B-BBA-209	MDC	Human Behaviour at Work	2	0	1	3	25	50	75
6	AEC-3	AEC	Choose any one from the common pool of courses offered by the University				2			50
7	SEC-3	SEC	Choose any one from the common pool of courses offered by the University				3			75
		Total Hours/Credit					24			600

*[Signature]*

Head of Management Studies  
University of Northumbria

*[Signature]*

Head of Management Studies  
University of Northumbria  
Newcastle upon Tyne

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S r . N o	Course Code	Course Type	Course Title	Fourth Semester						
				Workload			No. of Credit	Division of Marks		
				L	P	T		Internal Marks	External Marks	Total Marks
1	B-BBA -202	DSC	Marketing Management	3	0	1	4	30	70	100
2	B-BBA -204	DSC	Business Statistics - II	3	0	1	4	30	70	100
3	B-BBA -206	DSC	Company Law	3	0	1	4	30	70	100
4	B-BBA -208	MIC (VOC)	Personality & Soft Skills Development	3	2	0	4	30	35(P) 35(T)	100
6	AEC-4	AEC	Choose any one from the common pool of courses offered by the University				2			50
8	VAC-3	VAC	Choose any one from the common pool of courses offered by the University				2			50
		Total Hours/Credit					20			500

Students who opt to exit after completion of second and have secured 96 credits including 4 credits of summer internship will be awarded a UG Certificate in the relevant Discipline/Subject.

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		Fifth Semester								
S r . N o	Course Code	Cour se Type	Course Title	Worklo ad			No. of Credi t	Division of Marks		
				L	P	T		Inter nal Mark s	Extern al Marks	Total Marks
1	B-BBA -301	DSC	International Business	3	0	1	4	30	70	100
2	B-BBA -303	DSC	Basics of Cost Accounting	3	0	1	4	30	70	100
3	B-BBA -305	DSC	Indian Management	3	0	1	4	30	70	100
4	B-BBA -307	MIC (VOC)	Business Research Methods	3	2	0	4	30	35(P) 35(T)	100
5	B-BBA -309		Internship				4			100
		Total Hours/Credit					20			500

Sixth Semester										
S r . N o	Course Code	Cour se Type	Course Title	Workload			No. of Credi t	Division of Marks		
				L	P	T		Intern al Marks	Exter nal Marks	Total Marks
1	B-BBA -302	DSC	Business Ethics	3	0	1	4	30	70	100
2	B-BBA -304	DSC	Financial Management	3	0	1	4	30	70	100
3	B-BBA -306	DSC	Taxation Laws	3	0	1	4	30	70	100
4	B-BBA -308	MIC	Indian Economy	3	0	1	4	30	70	100
5	B-BBA -310	MIC (VOC)	Quantitative Techniques through Computers	3	2	0	4	30	35(P) 35(T)	100
		Total Hours/Credit		15		5	20	150	350	500

Students who wish to undergo a 3 years UG Programme will be awarded UG Degree in the Major Discipline after successful completion of three years, securing 132 credits

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		Seventh Semester								
Sr . No	Course Code	Course Type	Course Title	Workload			No. of Credits	Division of Marks		
				L	P	T		Internal Marks	External Marks	Total Marks
1		DSC	Elective – Finance* Or Elective –Marketing* Or Elective -Human Resources* Or Elective- International Business*	3	0	1	4	30	70	100
2		DSC	Elective – Finance* Or Elective –Marketing* Or Elective -Human Resources* Or Elective- International Business *	3	0	1	4	30	70	100
3		DSC	Elective – Finance* Or Elective –Marketing* Or Elective -Human Resources* Or Elective- International Business *	3	0	1	4	30	70	100
		DSC	Elective – Finance* Or Elective –Marketing* Or Elective -Human Resources* Or Elective- International Business *	3	0	1	4	30	70	100
4	B-BBA -401	MIC	Entrepreneurship Development	3	0	1	4	30	70	100

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-1830-

		Total Hours/Credit	15	5	20	150	350	500
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\*Students need to choose any one elective as major elective. List of all electives are given below-

#### Elective - Finance

B-BBA -403	Principles of Banking	7 <sup>th</sup> Semester
B-BBA -405	Financial Market	7 <sup>th</sup> Semester
B-BBA -407	Financial Statement Analysis	7 <sup>th</sup> Semester
B-BBA -409	Working Capital Management	7 <sup>th</sup> Semester

#### Elective - Marketing

B-BBA -411	Product and Brand Management	7 <sup>th</sup> Semester
B-BBA -413	Marketing Research	7 <sup>th</sup> Semester
B-BBA -415	Retail Marketing	7 <sup>th</sup> Semester
B-BBA -417	Supply Chain Management	7 <sup>th</sup> Semester

#### Elective - Human Resources

B-BBA -419	Training and Development	7 <sup>th</sup> Semester
B-BBA -421	Employee Legislation	7 <sup>th</sup> Semester
B-BBA -423	Group Dynamics	7 <sup>th</sup> Semester
B-BBA -425	Compensation management	7 <sup>th</sup> Semester

#### Elective - International Business

B-BBA -425	International Aspects Of Business Operations	7 <sup>th</sup> Semester
B-BBA -427	Foreign Exchange Management	7 <sup>th</sup> Semester
B-BBA -429	WTO & International Trade Policy	7 <sup>th</sup> Semester
B-BBA -431	International Marketing	7 <sup>th</sup> Semester

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Eighth Semester without Research										
Sr No	Course Code	Course Type	Course Title	Workload			No. of Credits	Division of Marks		
				L	P	T		Internal Marks	External Marks	Total Marks
1		DSC	Elective – Finance* Or Elective –Marketing* Or Elective -Human Resources* Or Elective- International Business	3	0	1	4	30	70	100
2		DSC	Elective – Finance* Or Elective –Marketing* Or Elective -Human Resources* Or Elective- International Business *	3	0	1	4	30	70	100
3		DSC	Elective – Finance* Or Elective –Marketing* Or Elective -Human Resources* Or Elective- International Business*	3	0	1	4	30	70	100
		DSC	Elective – Finance* Or Elective –Marketing* Or Elective -Human Resources* Or Elective- International Business *	3	0	1	4	30	70	100
4	B-BBA -402	MIC	Healthcare Management	3	0	1	4	30	70	100

		<b>Total Hours/Credit</b>	<b>15</b>	<b>5</b>	<b>20</b>	<b>150</b>	<b>350</b>	<b>500</b>
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\*Students need to choose any one elective as major elective. List of all electives are given below

#### **Elective - Finance**

B-BBA -404	Financial Derivatives	8 <sup>th</sup> Semester
B-BBA -406	Risk and Insurance	8 <sup>th</sup> Semester
B-BBA -408	Investment Management	8 <sup>th</sup> Semester
B-BBA -410	Behavioural Finance	8 <sup>th</sup> Semester

#### **Elective - Marketing**

B-BBA -412	Digital Marketing	8 <sup>th</sup> Semester
B-BBA -414	Customer Relationship Management	8 <sup>th</sup> Semester
B-BBA -416	Consumer Behaviour	8 <sup>th</sup> Semester
B-BBA -418	Advertising and Public Relations	8 <sup>th</sup> Semester

#### **Elective - Human Resources**

B-BBA -420	Organisational Development	8 <sup>th</sup> Semester
B-BBA -422	Knowledge Management	8 <sup>th</sup> Semester
B-BBA -424	Performance Management	8 <sup>th</sup> Semester
B-BBA -426	Global HR Practices	8 <sup>th</sup> Semester

#### **Elective - International Business**

B-BBA -428	Management of Cross Cultural Issues	8 <sup>th</sup> Semester
B-BBA -430	International Regulatory Framework	8 <sup>th</sup> Semester
B-BBA -432	International Strategic Management	8 <sup>th</sup> Semester
B-BBA -434	Global Supply Chain Management	8 <sup>th</sup> Semester

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### Eighth Semester with Research

Sr. No	Course Code	Course Type	Course Title	Workload			No. of Credits	Division of Marks		
				L	P	T		Internal Marks	External Marks	Total Marks
1		DSC	Elective – Finance Or Elective - Marketing Or Elective -Human Resources Or Elective- International Business	3	0	1	4	30	70	100
2	B-BBA - 402	MIC	Data Analytics	3	0	1	4	30	70	100
3	B-BBA - 436		Dissertation				12			300
		Total Hours/Credit					20			500

A four year UG Honours degree in the major discipline will be awarded to those who complete a four year degree programme with 172 credits

#### Elective - Finance

B-BBA -404	Financial Derivatives	8 <sup>th</sup> Semester
B-BBA -406	Risk and Insurance	8 <sup>th</sup> Semester
B-BBA -408	Investment Management	8 <sup>th</sup> Semester
B-BBA -410	Behavioural Finance	8 <sup>th</sup> Semester

#### Elective - Marketing

B-BBA -412	Digital Marketing	8 <sup>th</sup> Semester
B-BBA -414	Customer Relationship Management	8 <sup>th</sup> Semester
B-BBA -416	Consumer Behaviour	8 <sup>th</sup> Semester
B-BBA -418	Advertising and Public Relations	8 <sup>th</sup> Semester

#### Elective - Human Resources

B-BBA -420	Organisational Development	8 <sup>th</sup> Semester
B-BBA -422	Knowledge Management	8 <sup>th</sup> Semester
B-BBA -424	Performance Management	8 <sup>th</sup> Semester
B-BBA -426	Global HR Practices	8 <sup>th</sup> Semester

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**Elective - International Business**

B-BBA -428	Management of Cross Cultural Issues	8 <sup>th</sup> Semester
B-BBA -430	International Regulatory Framework	8 <sup>th</sup> Semester
B-BBA -432	International Strategic Management	8 <sup>th</sup> Semester
B-BBA -434	Global Supply Chain Management	8 <sup>th</sup> Semester

Went

**Principles of Management**  
**Course Code: B-BBA -101**

**Total Credits: 4**

L - T - P

3 - 1 - 0

**External Theory Marks: 70**

**Internal Assessment Marks: 30**

**Time allowed: 3 hrs**

**Course Outcomes:**

**CO1:** Students will be able to have clear understanding of managerial functions like planning, and have same basic knowledge on international aspect of management  
Students will able to

**CO2:** Students will be able to understand the concept of organization

**CO3:** Students will be able to demonstrate the ability to directing, leadership and communicate effectively

**CO4:** Students will be able to demonstrate the ability to understand the requirement of good control system and control techniques.

**Unit-I**

Nature, Scope and Significance of Management; Process of Management; Management as an Art, Science and Profession; Management and Administration; Role of Managers; Principles of Management; Levels of Management

**Unit-II**

Planning : Meaning and Importance of Planning; Planning Process; Making Planning Effective; Types of Plans; Decision Making : Concept, Nature, Types of Decision, Process and Techniques, Creativity in Decision Making . Management by Objectives

**Unit-III**

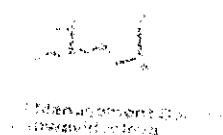
Organizing- Nature, Importance, Process and Principles of Organizing Departmentation, Decentralization, Centralization, Delegation, Authority and Responsibility Relationship - Line, Staff and Functional; Formal vs. Informal Organizations, Directing: Concept, Nature and Importance

**Unit-IV**

Leadership: Meaning, Importance and Characteristics of a Good Leader, Trait Theories, Managerial Grid, Robert House theory, Path Goal theory, Blake & Mouton theory. Control: Nature, Process and Significance, Control Methods: Pre-action Control, Steering Control and Post-action Control, Control Techniques

**Recommended Readings:**

1. Koontz, Harold and Weihrich, Heinz. Essentials of Management. 10<sup>th</sup> ed. Tata McGraw Hill Education, 2015. Print
2. Robbins, Stephen P. Management, 5<sup>th</sup> ed. Englewood Cliffs, Prentice Hall Inc. New Jersey.



3. Stoner, James A. F., Freeman, R. Edward, Gilbert, Daniel R. Management, 6e (Revised). Prentice Hall of India, New Delhi. 2018. Print
4. Luthans, Fred. Organizational Behaviour. 12<sup>th</sup> ed. Mc Graw Hill, New York, 2011. Print
5. Rao, V. S. P. Management. Excel Books, New Delhi, 2012.
6. Prasad, L.M. Principles and Practice of Management. 20<sup>th</sup> ed. Sultan Chand & Sons. Print

**Instruction for External Theory Paper Setter/Examiner:**

The question paper will have two sections. Section 'A' shall comprise of 5 small questions of 2 marks each. all are compulsory. Section 'B' will contain 8 questions (2 questions from each unit) of 15 marks each. The students will be required to attempt four questions (one question from each unit).

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W

*(Faint circular stamp and handwritten signature are visible below the 'W' mark)*

## Fundamentals of Accounting

Course Code: B-BBA -103

Total Credits: 4

L - T - P

3 - 1 - 0

External Theory Marks: 70

Internal Assessment Marks: 30

Time allowed: 3 hrs

### Course Outcomes:

- CO1: Students will be able to understand about various basic aspects of Accounting  
CO2: Students will be able to understand about various accounting concepts used in preparing financial statements  
CO3: Students will be able to understand the steps used in passing journal entries and ledger accounts  
CO4: By the end of the course, students will be able to prepare trial balance and final accounts of proprietary concern.

### Unit-I

Accounting: Nature, Scope, Functions and Limitations, Types of Accounting and Accounting System, Accounting Concepts and Conventions, Accounting Equation

### Unit-II

Accounting Process: Journal and Ledger, Trial Balance including Rectification of Errors, Subsidiary Books

### Unit-III

Capital and Revenue, Classification of Income, Expenditure and Receipts. Preparation of Final Accounts: Trading Account, Profit and Loss Account, Balance Sheet

### Unit-IV

Depreciation: Concept, Causes, Features, Objectives and Methods. Computer and Accounting: Role of Computer in Accounting

### Recommended Readings:

1. Goyal, V. K. Financial Accounting. 3<sup>rd</sup> ed. Excel Books, 2009. Print
2. Hingorani, N. L. and Ramanathan, A. R. Management Accounting. 5<sup>th</sup> ed. New Delhi: Sultan Chand & Sons, 2012. Print.
3. Gupta, R. L. and Ramaswamy: Advanced Accounting, Vol.1 & 2, Sultan Chand & Sons, New Delhi.

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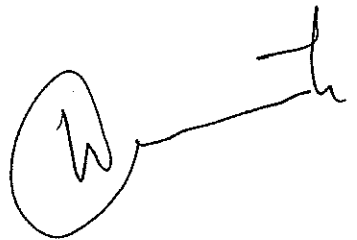


4. Maheshwari, S.N. and. Maheshwari, S. K. Financial Accounting. Vikas Publishing House, New Delhi.

5. Ghosh, T. P. Financial Accounting for Managers. 4<sup>th</sup> ed. Taxman Allied Service.

**Instruction for External Theory Paper Setter/Examiner:**

The question paper will have two sections. Section 'A' shall comprise of 5 small questions of 2 marks each, all are compulsory. Section 'B' will contain 8 questions (2 questions from each unit) of 15 marks each. The students will be required to attempt four questions (one question from each unit).

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(Signature)  
(Name)



**Business Organisation**  
**Course Code: B-BBA -105**

**Total Credits: 4**

L - T - P

3 - 1 - 0

**External Theory Marks: 70**

**Internal Assessment Marks: 30**

**Time allowed: 3 hrs**

**Course Outcomes:**

**CO1:** Students will be able to understand the different types of business organisation

**CO2:** Students will come to know that how they can set up their own enterprise

**CO3:** Students will come to know the procedure of preparing business plan

**CO4:** Students will be able to know the interface between government and business

**Unit- I**

Business-Concept, nature and scope, business as a system, business objectives, business and environment interface, distinction between business, commerce and trade

**Unit- II**

Forms of business organization - Sole proprietorship, partnership, joint stock company, types of company co-operative societies; multinational corporations

**Unit- III**

Entrepreneurship -Concept and nature; entrepreneurial opportunities in contemporary business environment; process of setting up a business enterprise; choice of a suitable form of business organization, feasibility and preparation business plan

**Unit- IV**

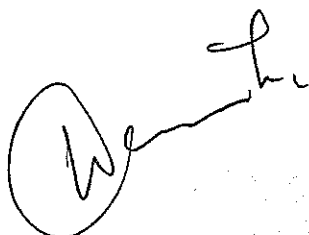
Government and business interface; stock exchange in India; business combination- concept and causes; chambers of commerce and industries in India. FICCI, CII Association

**Recommended Readings:**

1. Vasisht, Neeru. Business Organisation, , New Delhi : Taxmann
2. Talloo, Thelman J. Business Organisational and Management, New Delhi: TMH.
3. Tulsian, P.C., Business Organisation, New Delhi: Pearson Education.
4. Prakash, J., Business Organisation and Management, Kitab Mahal Distributors.
5. Singh, B.P. and Chhabra, T.N. Business Organisation and Managment, Delhi : Dhanpat Rai & Co. (P) Ltd., 2002.

**Instruction for External Theory Paper Setter/Examiner:**

The question paper will have two sections. Section 'A' shall comprise of 5 small questions of 2 marks each, all are compulsory. Section 'B' will contain 8 questions (2 questions from each unit) of 15 marks each. The students will be required to attempt four questions (one question from each unit).



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**Corporate Office Management**  
**Course Code: B-BBA -107**

**Total Credits: 2**

L - T - P

2 - 0 - 0

**External Theory Marks: 35**

**Internal Assessment Marks: 15**

**Time allowed: 1.5 hrs**

**Course Outcomes:**

**CO1:** Students will be able to understand the different types of office functions and how they relate with other departments'

**CO2:** Students will be able to understand the skills and competencies of an office manager.

**CO3:** Students will come to know about the concept of filing and indexing

**CO4:** Students will be able to know about the types of office forms

**Unit- I**

**Office and Office Management:** Meaning of office, functions of office-primary and administrative functions, importance of office, Relation of office with other departments of Organization, Concept of paperless office, virtual office, back and front office, Definition and elements of office management, duties of an OfficeManager.

**Unit- II**

**Filing and Indexing:** Meaning and importance of filing, essential of good filing system Centralized and decentralized filing system. Meaning, need and types of indexing used in the business organization. **Office Forms:** Meaning and types of forms used in business organization, advantages, forms controls, objectives, form designing, principle of forms designing and specimens used in office.

**Recommended Readings:**

1. Chhabra, T.N. Modern Business Organization. New Delhi: Dhanpat Rai & Sons.
2. Duggal, Balraj. Office Management and Commercial Correspondence. New Delhi: Kitab Mahal.

**Instruction for External Theory Paper Setter/Examiner:**

The question paper will have two sections. Section 'A' shall comprise of 5 small questions of 3 marks each, all are compulsory. Section 'B' will contain 6 questions (3 questions from each unit) of 5 marks each. The students will be required to attempt any four questions (two questions from each unit).

**Management Concepts & Principles**  
**Course Code: B-BBA -109**

**Total Credits: 3**

L - T - P

2 - 1 - 0

**External Theory Marks: 50**

**Internal Assessment Marks: 25**

**Time allowed: 2 hrs**

**Course Outcomes:**

- CO1: Students will be able to have clear understanding of all managerial functions  
CO2: Students will be able to understand the concept of organization and staffing  
CO3: Students will be able to demonstrate the ability to directing and communicate effectively  
CO4: Students will be able to demonstrate the ability to understand the requirement of good control system and control techniques.

**Unit-I**

Introduction to Management: Nature, Concept, Scope, Functions and Significance of Management; Process of Management; Principles of Management; Levels of Management, Planning: Meaning and Importance of Planning; Planning Process; Decision Making: Concept, Nature, Types of Decision, Process and Techniques of Decision Making.

**Unit-II**

Organizing- Nature, Importance, Process and Principles of Organizing, Types of organizational structure: Line, Functional, Line & Staff relationship, Delegation of Authority: Meaning and elements of Delegation, Centralization Vs Decentralization.

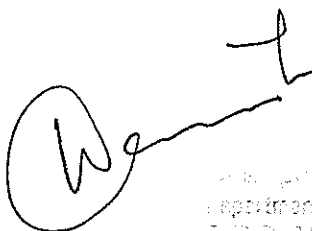
**Unit-III**

Staffing-Nature, Meaning and Importance, Directing: Elements, Principles and Importance, Communication: Meaning, Process, Barriers, Corrective Measures; Communication networks, Controlling: Concept, Importance, Process of controlling, Control Techniques.

**Recommended Readings:**

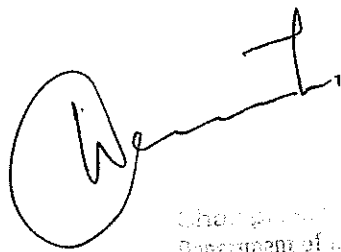
1. Koontz, Harold and Weihrich, Heinz. Essentials of Management. 10<sup>th</sup> ed. Tata McGraw Hill Education, 2015. Print
2. Robbins, Stephen P. Management, 5<sup>th</sup> ed. Englewood Cliffs, Prentice Hall Inc. New Jersey.
3. Stoner, James A. F., Freeman, R. Edward, Gilbert, Daniel R. Management, 6e (Revised). Prentice Hall of India, New Delhi. 2018. Print
4. Luthans, Fred. Organizational Behaviour. 12<sup>th</sup> ed. Mc Graw Hill, New York, 2011. Print
5. Rao, V. S. P. Management. Excel Books, New Delhi, 2012.
6. Prasad, L.M. Principles and Practice of Management. 20<sup>th</sup> ed. Sultan Chand & Sons. Print

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**Instruction for External Theory Paper Setter/Examiner:**

The question paper will have two sections. Section 'A' shall comprise of 5 questions of 4 marks each, all are compulsory. Section 'B' will contain 6 questions (2 questions from each unit) of 10 marks each. The students will be required to attempt any three questions (one question from each unit).



Chandrasekhar  
Department of Management Studies  
B.P.S. Mahavidyalaya  
Kanchi (Central)

**Understanding Human Behaviour**  
**Course Code: B-BBA -102**

**Total Credits: 4**  
L - T - P  
3 - 1 - 0

**External Theory Marks: 70**  
**Internal Assessment Marks: 30**  
**Time allowed: 3 hrs**

**Course Outcomes:**

- CO1:** Students will be able to relate the different aspects of the human behaviour with organisation  
**CO2:** Students will be able to modify their own beliefs, assumptions, and behaviors with respect to how individuals act in order to expand the options of approaches and increase the own effectiveness  
**CO3:** Students will be able to learn about nature and theories of Emotion.  
**CO4:** Students will be able to know about nature and theories of learning and personality.

**Unit I**

Understanding Human Behaviour: Nature, Meaning, Need to understand human behaviour. Approaches for studying Human Behaviour: Behavioural Approach, Cognitive Approach, Psychoanalytic Approach

**Unit II**

Individual & Interpersonal Behaviour: Biographical Characteristics; Values; Attitudes Formation, Theories, Organisation related attitude, Relationship between attitude and behaviour; Transactional Analysis – ego states, types of transactions, life positions, applications of T.A

**Unit III**

Emotions-Nature and Meaning, Physiological responses in emotions, Theories of emotions

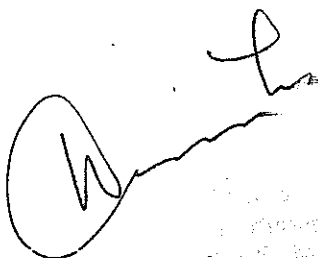
**Unit IV**

Learning-Nature and Meaning, Theories of learning, Personality-Nature and Meaning, Theories of personality

**Recommended Readings:**

1. Davis, K. Human Behaviour at Work, Organizational Behaviour. New Delhi: Tata McGraw Hill Publishing Co.
2. Luthans, F. Organizational Behaviour. McGraw-Hill Book Company.
3. Robbins, S.P. Organizational Behaviour. New Delhi: Prentice Hall of India.
4. Dwivedi, R.S. Human Relations and Organizational Behaviour.
5. Richard S. and Black, J. Organizational Behaviour. New York: Hrper Collins College Publishers,.
6. Sukla, M. Understanding Organizations: Organization Theory and Practice in India. New Delhi: Prentice Hall.

-1844-

A handwritten signature in black ink is written over a circular official stamp. The signature is stylized and appears to be 'W'. The stamp is partially obscured by the signature.

**Instruction for External Theory Paper Setter/Examiner:**

The question paper will have two sections. Section 'A' shall comprise of 5 small questions of 2 marks each, all are compulsory. Section 'B' will contain 8 questions (2 questions from each unit) of 15 marks each. The students will be required to attempt four questions (one question from each unit).

Signature  
Chairman, Department of Management Studies  
B.P.S. Mahila Vishwavidyalaya  
Changpur Kulan (Gujarat)

W

Chairman  
Department of Management Studies  
B.P.S. Mahila Vishwavidyalaya  
Changpur Kulan (Gujarat)

**Managerial Economics**  
**Course Code: B-BBA-104**

**Total Credits: 4**

L - T - P

3 - 1 - 0

**External Theory Marks: 70**

**Internal Assessment Marks: 30**

**Time allowed: 3 hrs**

**Course Outcomes:**

**CO1:** Students will be able to understand the nature and scope of managerial economics and identify the role of economics in decision making.

**CO2:** Students will be able to get an introduction about supply and demand and the basic forces that determine equilibrium in a market.

**CO3:** Students will be able to understand the theory of production.

**CO4:** Students will be able to understand the theory of firm and market organization including determination of price under different market

**Unit-I**

The concept of demand and the elasticity of demand and supply: Demand curves: individual's curve, market demand curve. Movements along versus shifts in the demand curve. Elasticity of demand: price, income and cross

**Unit-II**

Consumer Equilibrium: Utility Analysis, Indifference curve analysis: Production: Fixed and variable inputs, production function, total, average and marginal products, law of variable proportions, return to scale.

**UNIT - III**

Market Structure and Pricing practices: Features and Types of different competitive situations - Price- Output determination in Perfect competition, Monopoly, Monopolistic competition.

**UNIT - IV**

Measures of national income, Monetary and fiscal policies

**Recommended Readings:**

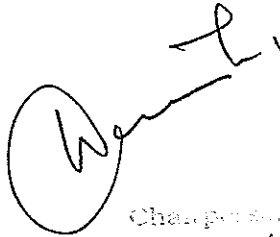
1. Kumar, Raj., Gupta, Kuldeep. Business Economics, New Delhi: Publishing & Distributors P. Ltd.
2. Roy, Uddipto. Managerial Economics. New Delhi: Asian Book Private Ltd.
3. Varshney, R.L, Maheshwari, K.L. Managerial Economics. Sultan Chand & Sons.
4. Trivedi, M.L. Managerial Economics. Tata McGraw Hill.
5. Salvatore, D. Microeconomic Theory. New Delhi : Tata McGraw Hill.
6. Hirschey, Mark. Managerial Economics. New Delhi: Thomson, South Western.
7. Mehta, P.L. Managerial Economics. New Delhi: Sultan Chand.

- 1846 -



**Instruction for External Theory Paper Setter/Examiner:**

The question paper will have two sections. Section 'A' shall comprise of 5 small questions of 2 marks each, all are compulsory. Section 'B' will contain 8 questions (2 questions from each unit) of 15 marks each. The students will be required to attempt four questions (one question from each unit).



Chairperson  
Department of Management Studies  
B.P.S. Mahila Vishwavidyalaya  
Khanpur Kolan (Sonapat)



**Business Statistics -I**  
**Course Code: B-BBA -106**

**Total Credits: 4**

L - T - P

3 - 1 - 0

**External Theory Marks: 70**

**Internal Assessment Marks: 30**

**Time allowed: 3 hrs**

**Course Outcomes:**

**CO1:** Students will be able to organize, manage and present data.

**CO2:** Students will be able to learn about various tools and techniques used in business statistical analysis such as Central Tendency, Measures of Dispersion, Skewness and Kurtosis

**CO3:** Students will be able to know about the degree and nature of relationship between two variables by using techniques like Correlation and Regression

**CO4:** Students will be able to learn about components of Time Series Analysis

**Unit-I**

Statistics: Meaning, Scope, Significance, Functions, and Limitations; Collection of Data: Types of Data, Methods of Collecting Primary Data; Sources of Secondary Data; classification and Tabulation of Data; Organizing Numerical Data: Ordered Array, and Frequency Distribution; Cumulative and, Percentage Frequency Distributions; Bi-variate Frequency Distributions; Diagrammatic and Graphic Presentation of Data.

**Unit-II**

Measures of Central Tendency: Mean Median, Mode, Geometric Mean, and Harmonic Mean; Partition Values - Quartiles, Deciles, and Percentiles. Measures of Dispersion: Range, Mean Deviation, Standard Deviation and Variance, Coefficient of Variation; Measures of Skewness and Kurtosis.

**Unit-III**

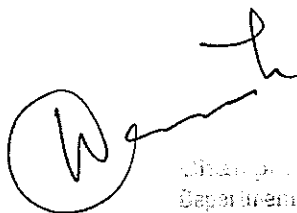
Correlation Analysis: Concept, Types and Significance; Karl Pearson's and Spearman's Coefficients of Correlation. Regression Analysis: Concept, and Significance, Two Lines of Regression

**Unit-IV**

Multiple Correlation and Regression Analysis: Estimation of Multiple Regression Equation; Calculation of Multiple Correlation Coefficient; Time Series Analysis: Meaning, Components and Trend Analysis; Seasonal Variations.

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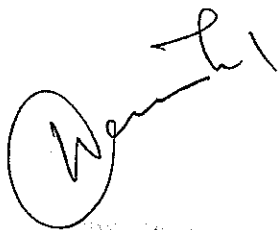


### Recommended Readings:

1. Gupta, B. N. Statistics (Theory & Practice). Agra: Sahitya Bhawan Publishers and Distributors (P) Ltd.
2. Beri, G. C. Statistics for Management. New Delhi: Tata McGraw Hills Publishing Company Ltd.
3. Hooda, R. P. Statistics for Business and Economics. New Delhi: MacMillan India Ltd.
4. Gupta, S. P. and Gupta M. P. Business Statistics. New Delhi: Sultan Chand and Sons,
5. Gupta, S. P. Statistical Methods. New Delhi: Sultan Chand and Sons.
6. Sharma, J. K. Business Statistics. New Delhi: Prentice Hall of India, 2012

### Instruction for External Theory Paper Setter/Examiner:

The question paper will have two sections. Section 'A' shall comprise of 5 small questions of 2 marks each, all are compulsory. Section 'B' will contain 8 questions (2 questions from each unit) of 15 marks each. The students will be required to attempt four questions (one question from each unit).



W. S. Mahila  
Department of Management Studies  
E.P.S. Mahila Vishwavidyalaya  
Khanpur Kolan (Sonapat)

**Management Lessons from Indian leaders**  
**Course Code: B-BBA -108**

**Total Credits: 2**  
L - T - P  
2 - 0 - 0

**External Theory Marks: 35**  
**Internal Assessment Marks: 15**  
Time allowed: 1.5 hrs

**Course Outcomes:**

- CO1:** Students will be able to understand management lessons from different eras of Indian leaders  
**CO2:** Students will be able to develop skills learnt from these leaders and apply them in different situations for solving different problems

**Unit-I**

**Ancient** – Shri Ram, Shri Krishna, Chandra Gupt Maurya, Chanakya, Samrat Ashok  
**Medieval**- Maharana Pratap, Chatrapati Shivaji, Jhansi Ki Rani, Ahilya Bai, Jyotiba Phule

**Unit-II**

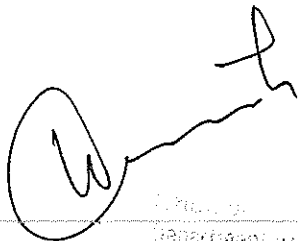
**Modern**- Swami Vivekanand, Mahatma Gandhi, Vallabh bhai Patel, Atal Bihari Vajpayee, APJ Abdul Kalam

**Recommended Readings:**

The instructor will provide the reading material and share online sources with the students.

**Instruction for External Theory Paper Setter/Examiner:**

The question paper will have two sections. Section 'A' shall comprise of 5 small questions of 3 marks each, all are compulsory. Section 'B' will contain 6 questions (3 questions from each unit) of 5 marks each. The students will be required to attempt any four questions (two questions from each unit).



Department of Management Studies  
B.P.S. Mahila Vishwavidyalaya  
Chandigarh Kolan (Sonapat)

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**Entrepreneurship**  
**Course Code: B-BBA -110**

**Total Credits: 3**

L - T - P

2 - 1 - 0

**External Theory Marks: 50**

**Internal Assessment Marks: 25**

**Time allowed: 2 hrs**

**Course Outcomes:**

**CO1:** Student will be able to understand the concept of Entrepreneurship

**CO2:** Student will be able to know about the role of entrepreneurship in economic development

**CO3:** Student will be able to know about the qualities, characteristics and role of an Entrepreneur

**CO4:** Students will be able to prepare a business plan

**Unit-I**

Entrepreneurship: Concept, knowledge and skills requirement; characteristics of successful entrepreneurs; role of entrepreneurship in economic development;

**UNIT-II**


Entrepreneurship Quality/Motivation: The Entrepreneurship – myths and misconception, qualities, characteristics and role demanded of an entrepreneur, entrepreneur v/s Professional Managers.

**Unit-III**

New Venture Development: Meaning and Stages, Sources of Financing Entrepreneurship, Evaluation of Role of Government and Non-Government Agencies in Promoting Entrepreneurship in India, Start Up India Schemes, Stand Up India Schemes, Business Plan Preparation: Procedure & steps, Market Survey & Demand Analysis, Growth, Modernization & Expansion of Enterprise

**Recommended Readings:**

1. Hisrich, Robert D., Peters, Michael and Shepherd, Dean. Entrepreneurship. New Delhi: Tata McGraw Hill.
2. Barringer, Brace R., and Ireland, R. Duane. Entrepreneurship. New Jersey: Pearson Prentice Hall.
3. Lall, Madhurima, and Sahai, Shikha. Entrepreneurship. New Delhi: Excel Books.
4. Poornima, Charantimath. Entrepreneurship Development and Small Business Enterprises. New Delhi: Pearson Education.
5. Khanka, S.S. Entrepreneurial Development. New Delhi: S. Chand.



6. Desai, Vasant. Dynamics of Entrepreneurial Development and Management. Himalaya Publishing House.

**Instruction for External Theory Paper Setter/Examiner:**

The question paper will have two sections. Section 'A' shall comprise of 5 questions of 4 marks each, all are compulsory. Section 'B' will contain 6 questions (2 questions from each unit) of 10 marks each. The students will be required to attempt any three questions (one question from each unit).

W

Dr. A. S. Desai  
Department of Management Studies  
S.P.S. Munshi Vignana Bhawan  
Changanassery, Kerala

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